Career Builders
Singles and couples in their 20s and 30s progressing in their field of work from commutable properties

Key Features
- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

Who We Are

<table>
<thead>
<tr>
<th>Age</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>26-30</td>
<td>£30k-£39k</td>
</tr>
<tr>
<td>28.9%</td>
<td>332</td>
</tr>
<tr>
<td>24.1%</td>
<td>152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household composition</th>
<th>Number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>No children</td>
</tr>
<tr>
<td>45.4%</td>
<td>89.4%</td>
</tr>
<tr>
<td>120</td>
<td>124</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Property type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rented</td>
<td>Flat</td>
</tr>
<tr>
<td>66.9%</td>
<td>64.6%</td>
</tr>
<tr>
<td>388</td>
<td>346</td>
</tr>
</tbody>
</table>

Channel Preference

<table>
<thead>
<tr>
<th>Phone</th>
<th>Email</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>98</td>
<td>132</td>
<td>98</td>
</tr>
<tr>
<td>65</td>
<td>65</td>
<td>124</td>
</tr>
</tbody>
</table>

Technology Adoption

Early Adopters

Experian
### J40

**Career Builders**
Singles and couples in their 20s and 30s progressing in their field of work from commutable properties

#### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>7.99%</td>
</tr>
<tr>
<td>26-35</td>
<td>56.79%</td>
</tr>
<tr>
<td>36-45</td>
<td>25.25%</td>
</tr>
<tr>
<td>46-55</td>
<td>8.3%</td>
</tr>
<tr>
<td>56-65</td>
<td>1.39%</td>
</tr>
<tr>
<td>66+</td>
<td>0.28%</td>
</tr>
</tbody>
</table>

Adult mean age: 34
H of HH mean age: 35.09

#### Household Composition

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>9.10%</td>
</tr>
<tr>
<td>Extended family</td>
<td>1.00%</td>
</tr>
<tr>
<td>Extended household</td>
<td>4.96%</td>
</tr>
<tr>
<td>Pseudo family</td>
<td>20.99%</td>
</tr>
<tr>
<td>Single male</td>
<td>23.37%</td>
</tr>
<tr>
<td>Single female</td>
<td>22.07%</td>
</tr>
<tr>
<td>Male homesharers</td>
<td>4.27%</td>
</tr>
<tr>
<td>Female homesharers</td>
<td>3.70%</td>
</tr>
<tr>
<td>Mixed homesharers</td>
<td>8.36%</td>
</tr>
<tr>
<td>Abbr male families</td>
<td>0.79%</td>
</tr>
<tr>
<td>Abbr female families</td>
<td>0.89%</td>
</tr>
</tbody>
</table>

#### Children

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children</td>
<td>89.41%</td>
</tr>
<tr>
<td>1 child</td>
<td>7.03%</td>
</tr>
<tr>
<td>2 children</td>
<td>2.93%</td>
</tr>
<tr>
<td>3 children</td>
<td>0.51%</td>
</tr>
<tr>
<td>4+ children</td>
<td>0.12%</td>
</tr>
<tr>
<td>Age &lt;5</td>
<td>8.07%</td>
</tr>
<tr>
<td>Age 5-11</td>
<td>5.59%</td>
</tr>
<tr>
<td>Age 12-17</td>
<td>4.97%</td>
</tr>
<tr>
<td>Age &gt;18</td>
<td>6.83%</td>
</tr>
</tbody>
</table>

#### Household Income

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;£15k</td>
<td>3.83%</td>
</tr>
<tr>
<td>£15k-£19k</td>
<td>1.01%</td>
</tr>
<tr>
<td>£20k-£29k</td>
<td>16.68%</td>
</tr>
<tr>
<td>£30k-£39k</td>
<td>24.15%</td>
</tr>
<tr>
<td>£40k-£49k</td>
<td>15.73%</td>
</tr>
<tr>
<td>£50k-£59k</td>
<td>12.49%</td>
</tr>
<tr>
<td>£60k-£69k</td>
<td>10.23%</td>
</tr>
<tr>
<td>£70k-£99k</td>
<td>13.27%</td>
</tr>
<tr>
<td>£100k-£149k</td>
<td>2.34%</td>
</tr>
<tr>
<td>£150k+</td>
<td>0.27%</td>
</tr>
</tbody>
</table>

#### Property Type

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detached</td>
<td>2.12%</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>8.56%</td>
</tr>
<tr>
<td>Bungalow</td>
<td>0.41%</td>
</tr>
<tr>
<td>Terraced</td>
<td>24.26%</td>
</tr>
<tr>
<td>Purpose built flats</td>
<td>52.30%</td>
</tr>
<tr>
<td>Converted flats</td>
<td>12.35%</td>
</tr>
<tr>
<td>Farm</td>
<td>0.01%</td>
</tr>
<tr>
<td>Named building</td>
<td>0.25%</td>
</tr>
</tbody>
</table>

#### Home Ownership

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned</td>
<td>27.61%</td>
</tr>
<tr>
<td>Rented</td>
<td>66.90%</td>
</tr>
<tr>
<td>Council / HA</td>
<td>5.49%</td>
</tr>
</tbody>
</table>

#### Online Access

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>79.81%</td>
</tr>
<tr>
<td>Most days</td>
<td>14.55%</td>
</tr>
<tr>
<td>Weekly</td>
<td>3.29%</td>
</tr>
<tr>
<td>Monthly</td>
<td>0.47%</td>
</tr>
<tr>
<td>Not at all</td>
<td>1.88%</td>
</tr>
</tbody>
</table>