High Rise Residents
Renters of social flats in high rise blocks where levels of need are significant

Who We Are
- **Age**: 31-35 (11.1% 124)
- **Household Income**: <£15k (56.4% 276)
- **Household composition**: Single (64.7% 171)
- **Number of children**: No children (87.2% 121)
- **Tenure**: Council / HA (74.6% 405)
- **Property type**: Purpose built flats (87.8% 565)

Channel Preference
- **Telephone**: 85
- **Email**: 137
- **Mobile**: 72

Number of children
- **97**
- **94**
- **99**

Key Features
- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

City of Glasgow
- **0.43%**, **0.32%**
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Age
- 18-25: 10.22%
- 26-35: 22.53%
- 36-45: 21.46%
- 46-55: 20.86%
- 56-65: 14.21%
- 66+: 10.72%
- Adult mean age: 45
- H of HH mean age: 47.03%

Children
- No children: 87.24%
- 1 child: 5.81%
- 2 children: 4.05%
- 3 children: 2.07%
- 4+ children: 0.84%
- Age <5: 7.84%
- Age 5-11: 1.96%
- Age 12-17: 13.73%
- Age >18: 7.84%

Property Type
- Detached: 0.23%
- Semi-detached: 3.75%
- Bungalow: 0.43%
- Terraced: 6.64%
- Purpose built flats: 565 (87.77%)
- Converted flats: 1.18%
- Farm: 0.00%
- Named building: 0.02%

Home Ownership
- Owned: 5.69%
- Rented: 19.70%
- Council / HA: 405 (74.61%)

Online Access
- Every day: 71.43%
- Most days: 22.86%
- Weekly: 5.71%
- Monthly: 0.00%
- Not at all: 0.00%