### Student Scene
Students living in high density accommodation close to universities and educational centres

#### Who We Are

**Age**
- 18-25
  - 59.6% 535

**Household Income**
- <£15k
  - 48.0% 235

**Household composition**
- Homesharers + others
  - 34.0% 399

**Number of children**
- No children
  - 95.8% 133

**Tenure**
- Rented
  - 90.9% 527

**Property type**
- Converted flats
  - 21.2% 676

#### Key Features
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

#### Channel Preference

- **Phone**: 71
- **Email**: 125
- **Social media**: 108

- **Email**: 89
- **Social media**: 117
- **Phone**: 134

#### Technology Adoption

- Innovators
### Student Scene
Students living in high density accommodation close to universities and educational centres

#### Age
- 18-25: 59.55%
- 26-35: 23.43%
- 36-45: 9.41%
- 46-55: 4.26%
- 56-65: 2.05%
- 66+: 1.28%
- Adult mean age: 28
- H of HH mean age: 30.48

#### Children
- No children: 95.75%
- 1 child: 2.77%
- 2 children: 0.96%
- 3 children: 0.31%
- 4+ children: 0.21%
- Age <5: 9.09%
- Age 5-11: 9.09%
- Age 12-17: 21.21%
- Age >18: 15.15%

#### Household Income
- <£15k: 47.95%
- £15k-£19k: 8.91%
- £20k-£29k: 21.15%
- £30k-£39k: 10.65%
- £40k-£49k: 6.12%
- £50k-£59k: 2.86%
- £60k-£69k: 1.18%
- £70k-£79k: 0.95%
- £100k-£149k: 0.19%
- £150k+: 0.04%

#### Property Type
- Detached: 3.41%
- Semi-detached: 9.22%
- Bungalow: 0.36%
- Terraced: 37.36%
- Purpose built flats: 28.46%
- Converted flats: 676 (21.19%)
- Farm: 0.00%
- Named building: 0.52%

#### Home Ownership
- Owned: 6.70%
- Rented: 527 (90.86%)
- Council / HA: 2.44%

#### Online Access
- Every day: 79.75%
- Most days: 15.19%
- Weekly: 3.80%
- Monthly: 0.00%
- Not at all: 1.27%