## Make Do & Move On

Yet to settle younger singles and couples making interim homes in low cost properties

### Who We Are

<table>
<thead>
<tr>
<th>Key Features</th>
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</thead>
<tbody>
<tr>
<td>- Late 20s and early 30s</td>
</tr>
<tr>
<td>- Singles and cohabitees without children</td>
</tr>
<tr>
<td>- Low length of residence</td>
</tr>
<tr>
<td>- Rent low value properties</td>
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<tr>
<td>- Search for jobs online</td>
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<tr>
<td>- High use of eBay for buying and selling</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>26-30</th>
<th>39.5%</th>
<th>455</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Income</td>
<td>£20k-£29k</td>
<td>39.5%</td>
<td>191</td>
</tr>
<tr>
<td>Household composition</td>
<td>Single</td>
<td>64.2%</td>
<td>169</td>
</tr>
<tr>
<td>Number of children</td>
<td>No children</td>
<td>93.4%</td>
<td>130</td>
</tr>
<tr>
<td>Tenure</td>
<td>Rented</td>
<td>36.0%</td>
<td>209</td>
</tr>
<tr>
<td>Property type</td>
<td>Terraced</td>
<td>56.9%</td>
<td>210</td>
</tr>
</tbody>
</table>

### Channel Preference

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Media</td>
</tr>
</tbody>
</table>

| Mail                        | 73    |
| Phone                      | 108   |
| Media                     | 123   |

### Technology Adoption

- Early Adopters

- High use of eBay for buying and selling
- Search for jobs online
- Rent low value properties
- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence

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- County Durham

- 1.95% | 1.45%
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Age
- 18-25: 9.88%
- 26-35: 16.62%
- 36-45: 3.98%
- 46-55: 0.37%
- 56-65: 0.05%
- Adult mean age: 32
- H of HH mean age: 32.35

Household Composition
- Families: 4.81%
- Extended family: 0.41%
- Extended household: 2.34%
- Pseudo family: 16.77%
- Single male: 28.78%
- Single female: 35.43%
- Male homesharers: 2.11%
- Female homesharers: 2.93%
- Mixed homesharers: 4.68%
- Abbr male families: 0.88%
- Abbr female families: 0.82%

Children
- No children: 93.41%
- 1 child: 3.78%
- 2 children: 2.22%
- 3 children: 0.53%
- 4+ children: 0.06%
- Age <5: 13.53%
- Age 5-11: 8.91%
- Age 12-17: 6.27%
- Age >18: 6.27%

Household Income
- <£15k: 29.79%
- £15k-£19k: 11.55%
- £20k-£29k: 39.45%
- £30k-£39k: 7.68%
- £40k-£49k: 8.20%
- £50k-£59k: 2.63%
- £60k-£69k: 0.49%
- £70k-£99k: 0.19%
- £100k-£149k: 0.02%
- £150k+: 0.00%

Property Type
- Detached: 1.41%
- Semi-detached: 28.21%
- Bungalow: 2.26%
- Terraced: 56.89%
- Purpose built flats: 10.18%
- Converted flats: 1.04%
- Farm: 0.00%
- Named building: 0.14%

Home Ownership
- Owned: 30.39%
- Rented: 209 (36.05%)
- Council / HA: 33.56%

Online Access
- Every day: 72.34%
- Most days: 18.62%
- Weekly: 5.32%
- Monthly: 1.60%
- Not at all: 2.13%