Community Elders
Established older households owning city homes in diverse neighbourhoods

Who We Are

- **Age**: 61-65 (14.6% of 200)
- **Household Income**: £15k-£19k (17.3% of 218)
- **Household composition**: Family + other adults (34.7% of 175)
- **Number of children**: No children (95.3% of 132)
- **Tenure**: Owned (88.0% of 137)
- **Property type**: Terraced (47.4% of 175)

Channel Preference

- **Phone**: 96
- **Email**: 67
- **Mobile**: 94

Technology Adoption

- **Early Majority**: Brent

Key Features

- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals
Community Elders
Established older households owning city homes in diverse neighbourhoods

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>6.16%</td>
</tr>
<tr>
<td>26-35</td>
<td>10.31%</td>
</tr>
<tr>
<td>36-45</td>
<td>6.71%</td>
</tr>
<tr>
<td>46-55</td>
<td>10.8%</td>
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<tr>
<td>56-65</td>
<td>27.97%</td>
</tr>
<tr>
<td>66+</td>
<td>38.05%</td>
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<tr>
<td>Adult mean age</td>
<td>58</td>
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<tr>
<td>H of HH mean age</td>
<td>66.52</td>
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</tbody>
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Household Composition

- Families: 20.72%
- Extended family: 19.74%
- Extended household: 6.68%
- Pseudo family: 3.71%
- Single male: 13.98%
- Single female: 19.49%
- Male homesharers: 2.01%
- Female homesharers: 2.57%
- Mixed homesharers: 2.75%
- Abbr male families: 287 (3.77%)
- Abbr female families: 217 (4.46%)

Household Income

- Under £15k: 14.02%
- £15k-£19k: 17.32%
- £20k-£29k: 18.00%
- £30k-£39k: 19.59%
- £40k-£49k: 11.37%
- £50k-£59k: 7.24%
- £60k-£69k: 4.89%
- £70k-£79k: 4.78%
- £100k-£149k: 2.18%
- £150k+: 0.62%

Property Type

- Detached: 4.77%
- Semi-detached: 37.16%
- Bungalow: 5.31%
- Terraced: 47.37%
- Purpose built flats: 3.36%
- Converted flats: 2.03%
- Farm: 0.01%
- Named building: 0.17%

Home Ownership

- Owned: 87.99%
- Rented: 4.72%
- Council / HA: 7.29%

Online Access

- Every day: 62.73%
- Most days: 21.82%
- Weekly: 8.18%
- Monthly: 235 (3.64%)
- Not at all: 3.64%