First-Rung Futures
Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas

Who We Are

- **Age**: 26-30 (32.8%)
- **Household Income**: £20k-£29k (30.0%)
- **Number of children**: No children (95.5%)
- **Tenure**: Owned (80.4%)
- **Property type**: Semi-detached (46.5%)

Channel Preference

- **Telephone**: 85
- **Email**: 109
- **Mobile**: 117

Technology Adoption

- Early Majority

Key Features

- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles
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### H31

#### Age
- 18-25: 9.26%
- 26-35: 62.38%
- 36-45: 21.07%
- 46-55: 6.36%
- 56-65: 0.82%
- 66+: 0.11%

#### Household Composition
- Families: 9.49%
- Extended family: 0.93%
- Extended household: 3.91%
- Pseudo family: 23.88%
- Single male: 25.66%
- Single female: 24.96%
- Male homesharers: 2.14%
- Female homesharers: 2.41%
- Mixed homesharers: 4.71%
- Abbr male families: 1.11%
- Abbr female families: 0.76%

#### Children
- No children: 95.55%
- 1 child: 2.94%
- 2 children: 1.40%
- 3 children: 0.12%
- 4+ children: 0.00%
- Age <5: 12.08%
- Age 5-11: 6.94%
- Age 12-17: 9.62%
- Age >18: 8.72%

#### Household Income
- <£15k: 5.96%
- £15k-£19k: 2.88%
- £20k-£29k: 30.00%
- £30k-£39k: 25.61%
- £40k-£49k: 14.05%
- £50k-£59k: 10.28%
- £60k-£69k: 5.57%
- £70k-£79k: 4.89%
- £100k-£149k: 0.65%
- £150k+: 0.12%

#### Property Type
- Detached: 7.86%
- Semi-detached: 46.55%
- Bungalow: 9.38%
- Terraced: 28.94%
- Purpose built flats: 6.27%
- Converted flats: 1.01%
- Farm: 0.02%
- Named building: 0.67%

#### Home Ownership
- Owned: 80.41%
- Rented: 15.59%
- Council / HA: 4.00%

#### Online Access
- Every day: 75.88%
- Most days: 18.86%
- Weekly: 2.63%
- Monthly: 1.32%
- Not at all: 1.32%