### Dependable Me
Single mature owners settled in traditional suburban semis working in intermediate occupations

#### Key Features
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

#### Who We Are

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>61-65</td>
<td>372</td>
</tr>
<tr>
<td>Household Income</td>
<td>£30k-£39k</td>
<td>169</td>
</tr>
<tr>
<td>Household composition</td>
<td>Single</td>
<td>232</td>
</tr>
<tr>
<td>Number of children</td>
<td>No children</td>
<td>136</td>
</tr>
<tr>
<td>Tenure</td>
<td>Owned</td>
<td>147</td>
</tr>
<tr>
<td>Property type</td>
<td>Semi-detached</td>
<td>181</td>
</tr>
</tbody>
</table>

#### Channel Preference

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>86</td>
</tr>
<tr>
<td>Email</td>
<td>101</td>
</tr>
<tr>
<td>SMS</td>
<td>110</td>
</tr>
<tr>
<td>Post</td>
<td>99</td>
</tr>
<tr>
<td>Group</td>
<td>105</td>
</tr>
<tr>
<td>Mobile</td>
<td>84</td>
</tr>
</tbody>
</table>

#### Technology Adoption
- Early Majority
- 2.41% 1.40%
### Dependable Me
Single mature owners settled in traditional suburban semis working in intermediate occupations

#### Household Composition
- **Families**: 0.00%
- **Extended family**: 0.00%
- **Extended household**: 0.00%
- **Pseudo family**: 9.11%
- **Single male**: 42.40%
- **Single female**: 45.42%
- **Male homesharers**: 0.61%
- **Female homesharers**: 1.00%
- **Mixed homesharers**: 1.31%
- **Abbr male families**: 0.07%
- **Abbr female families**: 0.07%

#### Age
- 18-25: 0.66%
- 26-35: 0.94%
- 36-45: 8.83%
- 46-55: 201 (35.03%)
- 56-65: 352 (51.19%)
- 66+: 3.35%
- Adult mean age: 55
- H of HH mean age: 55.89

#### Children
- No children: 97.95%
- 1 child: 0.83%
- 2 children: 0.59%
- 3 children: 0.28%
- 4+ children: 0.35%
- Age <5: 3.06%
- Age 5-11: 7.58%
- Age 12-17: 8.39%
- Age >18: 14.35%

#### Household Income
- <£15k: 28.71%
- £15k-£19k: 9.50%
- £20k-£29k: 23.18%
- £30k-£39k: 26.86%
- £40k-£49k: 8.14%
- £50k-£59k: 2.07%
- £60k-£69k: 0.80%
- £70k-£99k: 0.59%
- £100k-£149k: 0.11%
- £150k+: 0.02%

#### Property Type
- Detached: 13.18%
- Semi-detached: 48.02%
- Bungalow: 16.28%
- Terraced: 19.11%
- Purpose built flats: 2.89%
- Converted flats: 0.53%
- Farm: 0.04%
- Named building: 0.96%

#### Home Ownership
- Owned: 94.38%
- Rented: 2.94%
- Council / HA: 2.68%

#### Online Access
- Every day: 67.37%
- Most days: 22.37%
- Weekly: 4.74%
- Monthly: 0.79%
- Not at all: 4.74%