### Estate Veterans
Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

### Who We Are

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>76-80</td>
</tr>
<tr>
<td>Household Income</td>
<td>&lt;£15k</td>
</tr>
<tr>
<td>Household composition</td>
<td>Single</td>
</tr>
<tr>
<td>Number of children</td>
<td>No children</td>
</tr>
<tr>
<td>Tenure</td>
<td>Council / HA</td>
</tr>
<tr>
<td>Property type</td>
<td>Terraced</td>
</tr>
</tbody>
</table>

- **Age**: 76-80
- **Household Income**: <£15k
- **Household composition**: Single
- **Number of children**: No children
- **Tenure**: Council / HA
- **Property type**: Terraced

### Channel Preference

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Phone</td>
<td>107</td>
</tr>
<tr>
<td>Email</td>
<td>78</td>
</tr>
<tr>
<td>Mobile</td>
<td>105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postal</td>
<td>116</td>
</tr>
<tr>
<td>Group</td>
<td>116</td>
</tr>
<tr>
<td>Mobile</td>
<td>68</td>
</tr>
</tbody>
</table>

### Technology Adoption

- Early Majority

### Key Features
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

### Location
- Sunderland
- N61

- N: 1.61%
- N57: 1.21%
- N58: 68
- N59: 116
- N60: 105
- N61: 68
## N61

### Estate Veterans
Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

<table>
<thead>
<tr>
<th>Age</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>393</td>
<td>83.27%</td>
</tr>
<tr>
<td>26-35</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>36-45</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>46-55</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>56-65</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>66+</td>
<td>72</td>
<td>14.71%</td>
</tr>
</tbody>
</table>

### Household Composition

<table>
<thead>
<tr>
<th>Family Type</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>205</td>
<td>44.34%</td>
</tr>
<tr>
<td>Extended family</td>
<td>393</td>
<td>83.27%</td>
</tr>
<tr>
<td>Extended household</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Pseudo family</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Single male</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Single female</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Male homesharers</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Female homesharers</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Mixed homesharers</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Abbr male families</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Abbr female families</td>
<td>72</td>
<td>14.71%</td>
</tr>
</tbody>
</table>

### Children

<table>
<thead>
<tr>
<th>Child Count</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children</td>
<td>292</td>
<td>59.59%</td>
</tr>
<tr>
<td>1 child</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>2 children</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>3 children</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>4+ children</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Age &lt;5</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Age 5-11</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Age 12-17</td>
<td>72</td>
<td>14.71%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;£15k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£15k-£19k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£20k-£29k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£30k-£39k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£40k-£49k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£50k-£59k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£60k-£69k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£70k-£99k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£100k-£149k</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>£150k+</td>
<td>72</td>
<td>14.71%</td>
</tr>
</tbody>
</table>

### Property Type

<table>
<thead>
<tr>
<th>Property Type</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detached</td>
<td>393</td>
<td>83.27%</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Bungalow</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Terraced</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Purpose built flats</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Converted flats</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Farm</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Named building</td>
<td>72</td>
<td>14.71%</td>
</tr>
</tbody>
</table>

### Home Ownership

<table>
<thead>
<tr>
<th>Ownership Type</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned</td>
<td>538</td>
<td>99.07%</td>
</tr>
<tr>
<td>Rented</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Council / HA</td>
<td>292</td>
<td>59.59%</td>
</tr>
</tbody>
</table>

### Online Access

<table>
<thead>
<tr>
<th>Access Frequency</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Most days</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Weekly</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Monthly</td>
<td>72</td>
<td>14.71%</td>
</tr>
<tr>
<td>Not at all</td>
<td>72</td>
<td>14.71%</td>
</tr>
</tbody>
</table>