## Disconnected Youth
Young people endeavouring to gain employment footholds while renting cheap flats and terraces

### Who We Are

<table>
<thead>
<tr>
<th>Category</th>
<th>Age</th>
<th>Household Income</th>
<th>Household Composition</th>
<th>Number of Children</th>
<th>Tenure</th>
<th>Property Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-25</td>
<td>&lt;£15k</td>
<td>Single</td>
<td>No children</td>
<td>Council / HA</td>
<td>Flat</td>
</tr>
<tr>
<td>Distribution</td>
<td>95.5%</td>
<td>51.3%</td>
<td>66.3%</td>
<td>76.6%</td>
<td>46.2%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Count</td>
<td>858</td>
<td>251</td>
<td>175</td>
<td>106</td>
<td>251</td>
<td>201</td>
</tr>
</tbody>
</table>

### Channel Preference

- **Phone**: 126
- **Email**: 94
- **Mobile**: 79

<table>
<thead>
<tr>
<th>Channel</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>116</td>
</tr>
<tr>
<td>Mobile</td>
<td>127</td>
</tr>
</tbody>
</table>

### Technology Adoption

- **Early Adopters**

### Key Features
- Aged under 25, mostly living alone
- Have lived at address less than 3 years
- Limited employment options
- Low access to mainstream credit
- Rely on mobiles for communication
- Play offline games
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<table>
<thead>
<tr>
<th>Age</th>
<th>18-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56-65</th>
<th>66+</th>
<th>Adult mean age</th>
<th>H of HH mean age</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>858</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23</td>
<td>22.78</td>
</tr>
<tr>
<td>26-35</td>
<td></td>
<td>1.14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36-45</td>
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<td>1.75%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46-55</td>
<td></td>
<td></td>
<td></td>
<td>1.32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56-65</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.24%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>66+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.09%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Household Composition
- Families: 2.73%
- Extended family: 0.54%
- Extended household: 2.97%
- Pseudo family: 13.88%
- Single male: 22.77%
- Single female: 43.48%
- Male homesharers: 2.36%
- Female homesharers: 3.82%
- Mixed homesharers: 4.75%
- Abbr male families: 1.02%
- Abbr female families: 1.46%

Children
- No children: 76.59%
- 1 child: 17.39%
- 2 children: 5.89%
- 3 children: 0.13%
- 4+ children: 0.00%
- Age <5: 13.11%
- Age 5-11: 14.75%
- Age 12-17: 39.34%
- Age >18: 11.48%

Household Income
- <£15k: 51.26%
- £15k-£19k: 26.16%
- £20k-£29k: 14.42%
- £30k-£39k: 6.23%
- £40k-£49k: 1.51%
- £50k-£59k: 0.31%
- £60k-£69k: 0.08%
- £70k-£99k: 0.03%
- £100k-£149k: 0.01%
- £150k+: 0.00%

Property Type
- Detached: 0.91%
- Semi-detached: 16.48%
- Bungalow: 1.13%
- Terraced: 43.90%
- Purpose built flats: 33.44%
- Converted flats: 4.13%
- Farm: 0.00%
- Named building: 0.09%

Home Ownership
- Owned: 11.05%
- Rented: 42.73%
- Council / HA: 46.23%

Online Access
- Every day: 75.25%
- Most days: 15.84%
- Weekly: 2.97%
- Monthly: 2.97%
- Not at all: 2.97%