Dependent Greys
Ageing social renters with high levels of need in centrally located developments of small units

Who We Are

- **Age**
  - 66-70
  - 17.2% 260

- **Household Income**
  - <£15k
  - 59.3% 291

- **Household composition**
  - Single
  - 76.8% 203

- **Number of children**
  - No children
  - 99.0% 138

- **Tenure**
  - Council / HA
  - 71.2% 387

- **Property type**
  - Purpose built flats
  - 72.4% 466

Channel Preference

- **Technology Adoption**
- **Early Majority**

- **Ageing singles**
- **Vulnerable to poor health**
- **1 bedroom socially rented units**
- **Disabled parking permits**
- **Low income**
- **City location**
### N60
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#### Household Composition
- **Families**: 10.16%
- **Extended family**: 1.64%
- **Extended household**: 1.31%
- **Pseudo family**: 3.08%
- **Single male**: 33.60%
- **Single female**: 43.22%
- **Male homesharers**: 1.19%
- **Female homesharers**: 1.98%
- **Mixed homesharers**: 0.92%
- **Abbr male families**: 1.01%
- **Abbr female families**: 1.85%

#### Household Income
- **<£15k**: 59.34%
- **£15k-£19k**: 12.89%
- **£20k-£29k**: 21.30%
- **£30k-£39k**: 4.46%
- **£40k-£49k**: 1.39%
- **£50k-£59k**: 0.32%
- **£60k-£69k**: 0.12%
- **£70k-£99k**: 0.14%
- **£100k-£149k**: 0.03%
- **£150k+**: 0.01%

#### Property Type
- **Detached**: 0.44%
- **Semi-detached**: 4.12%
- **Bungalow**: 5.72%
- **Terraced**: 14.57%
- **Purpose built flats**: 72.38%
- **Converted flats**: 2.78%
- **Farm**: 0.00%
- **Named building**: 0.07%

#### Home Ownership
- **Owned**: 11.18%
- **Rented**: 17.63%
- **Council / HA**: 71.19%

#### Online Access
- **Every day**: 72.73%
- **Most days**: 19.70%
- **Weekly**: 3.03%
- **Monthly**: 1.52%
- **Not at all**: 3.03%