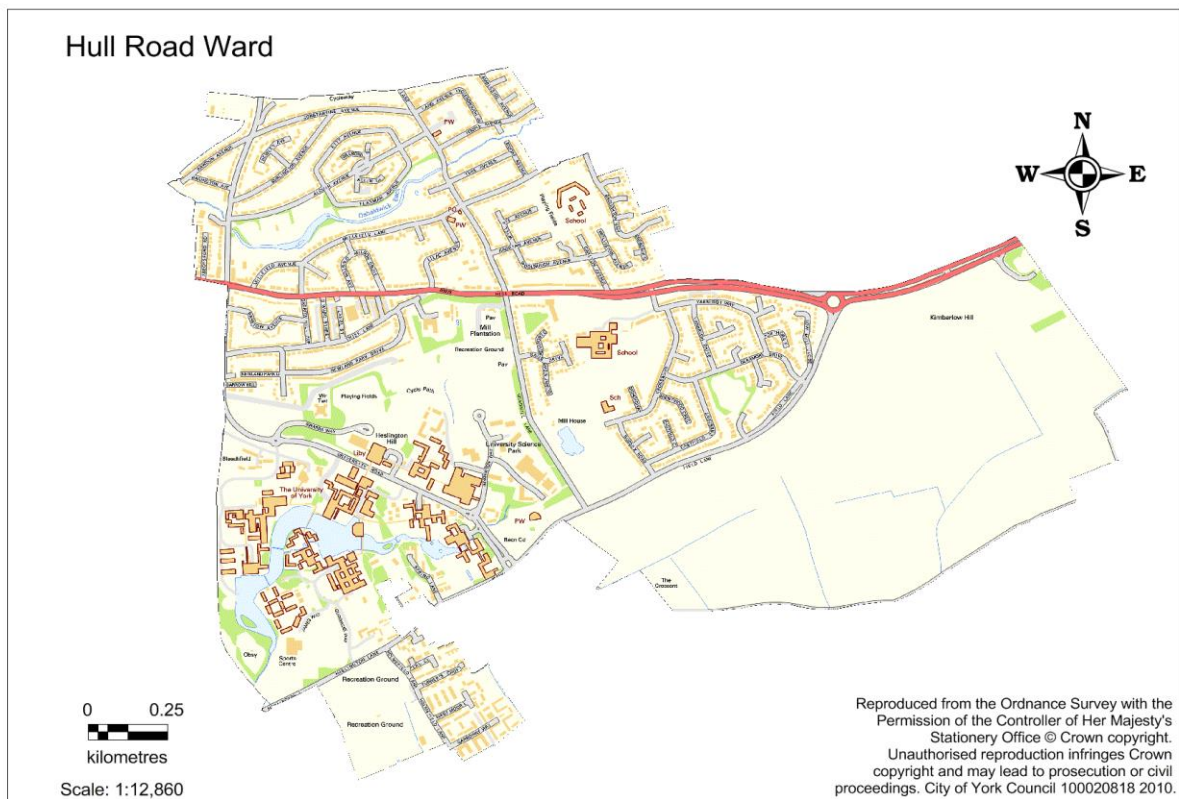


## York Summary

- York has 211,012 residents with 7.3% from a black and minority ethnic community group. 83.6% are in good health, with 17.1% stating that they have some limitation in day to day activities.
- 65% own their own home, either outright or with a mortgage, 20% are private renters and 14% are social tenants. There are 7,394 Council Houses in York.
- 79.3% of residents have a Level 1 - 4 qualification, of which 71.9% are, at least, qualified to Level 2, but 13.3% have no qualifications at all.
- 11.5% of children are living in low income families and there are 13.5% of households in fuel poverty.
- 1.7% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

### Hull Road Ward



## Ward Summary

- Hull Road has 15,147 residents with 15.8% from a black and minority ethnic community group. 86.8% are in good health, with 17.3% stating that they have some limitation in day to day activities.
- 47% own their own home, either outright or with a mortgage, 32% are private renters and 20% are social tenants. There are 641 Council Houses in this ward, which is 8.67% of York's total.
- 87.3% of residents have a Level 1 - 4 qualification, of which 83.6% are, at least, qualified to Level 2, but 8.1% have no qualifications at all.
- 16.6% of children are living in low income families and there are 14.5% of households in fuel poverty.
- 1.0% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

## Ward performance by key areas

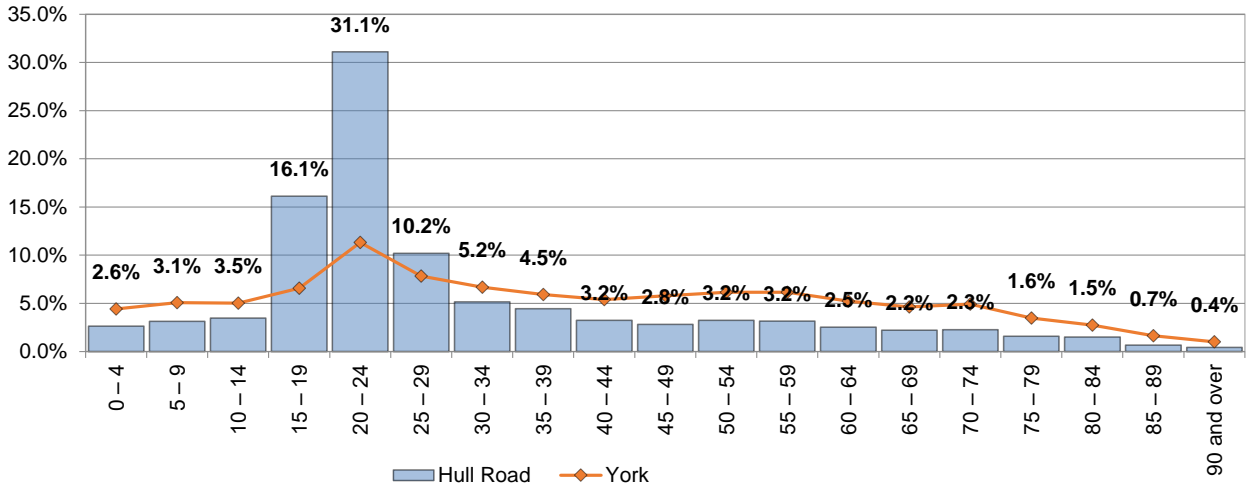
This is an "at a glance" summary of performance within the ward - more detail is provided later in the profile.

Hull Road Ward	Best Ward in York	Worst Ward in York	York Ward Average	Performance (latest data)				
				Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards	
<b>Economy</b>				Above or below the average $\pm$ 10% <b>Pages 8 - 9</b>				
Universal Credit (out of work) claimants	1.00%	0.50%	3.10%	1.40%	●			
Residents who agree the council and its partners are helping to create jobs in the city	0.00%	50.00%	0.00%	30.36%		◆	●	
Residents who agree their skills and qualifications are suited to jobs available in York	100.00%	100.00%	12.50%	44.01%	●			◆
<b>Business Startups:</b>								
Number (YTD)	17.0	61.0	2.0	21.6		◆		
per 10,000 working age population (YTD)	13.8	72.8	9.7	34.8		◆		◆
<b>Poverty</b>				<b>Page 10</b>				
Fuel poverty (households)	14.49%	6.72%	24.28%	13.00%		◆		
Children (aged 0- 15) living in low income families	16.60%	2.80%	19.80%	9.57%		◆		◆
<b>Health and Wellbeing</b>				<b>Pages 15 - 19</b>				
Reception year overweight	27.78%	14.71%	28.57%	22.52%		◆		◆
Year 6 overweight	31.58%	18.75%	43.16%	28.98%				
Male life expectancy	78.9	87.1	75.4	80.5				◆
Female life expectancy	82.3	91.8	80.7	84.2				
Emergency hospital admissions: Under 5 years old	190.6	111.7	281.4	199.2				
All causes	92.5	79.0	132.3	103.5	●		●	
Coronary heart disease	120.9	85.5	145.4	113.5				
Injuries resulting from a fall (aged over 65)	12.1	12.1	34.3	20.5	●		●	
Mortality: All causes	95.5	56.5	123.1	95.1				
Cancer	110.2	72.5	130.8	99.0		◆		
Causes considered preventable, under 75 years	107.1	39.7	148.3	90.4		◆		
<b>Adult Social Care</b>				<b>Pages 20 - 21</b>				
Social Isolation	1.9	1.3	2.4	1.9				
Homecare hours (weekly average)	10.9	8.4	17.7	13.1	●		●	
Homecare clients (per 1,000 population)	1.3	1.3	7.1	4.0	●		●	
Clients getting paid packages of care that are not residential/nursing care	40.0	184.0	13.0	70.9				
New customers requesting Adult Social Care support	30.0	62.0	11.0	34.0				
<b>Key:</b> ● Good performance      ◆ Area of concern								

This is an "at a glance" summary of performance within the ward - more detail is provided later in the profile.

Ward	Best Ward in York	Worst Ward in York	York Ward Average	Performance (latest data)			
				Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards
<b>Public Realm</b>				<b>Page 21 - 22</b>			
Crime (per 1,000 population)	12.9	4.3	56.9	15.8	●		
ASB (per 1,000 population)	2.8	1.0	21.1	5.3	●		
Residents who think that hate crime is not a problem in their local area	50.00%	100.00%	42.86%	80.31%		◆	◆
Residents who agree that York is a safe city to live in, relatively free from crime and violence	66.67%	100.00%	50.00%	78.13%		◆	
Street cleaning - Number of issues reported - Litter	10.0	N/A	N/A	7.3			
Street cleaning - Number of issues reported - Glass	2.0	N/A	N/A	5.3			
% of road area that is Free From Defects (Grade 1)	22.33%	37.34%	12.05%	19.83%	●		
% of road area that is Structurally Impaired (Grade 5)	8.52%	5.25%	13.62%	10.14%	●		
<b>Schools and Educational Attainment</b>				<b>Page 24</b>			
Primary school pupils claiming Free School Meals	26.72%	N/A	N/A	14.20%			
Secondary school pupils claiming Free School Meals	32.32%	N/A	N/A	13.60%			
Good Level of Development at Foundation Stage	60.29%	84.62%	60.29%	71.63%		◆	◆
Key Stage 4 Attainment	66.23%	91.78%	57.65%	76.08%		◆	◆
<b>Travel time (in minutes) by public transport / walking to nearest...</b>				<b>Page 25</b>			
GP	14.3	8.1	29.5	16.9	●		
Hospital	33.8	12.4	56.5	33.5			
Primary school	10.2	5.8	11.7	8.8		◆	◆
Secondary school	15.4	9.5	30.8	18.5	●		
<b>Broadband coverage and speeds</b>				<b>Page 26</b>			
Average download speed (Mb/s)	162.5	337.8	46.0	165.6			
Superfast availability	90.65%	98.05%	75.58%	90.89%			
<b>Resident Engagement</b>				<b>Pages 26 - 27</b>			
Residents satisfied with their local area as a place to live	75.00%	100.00%	63.64%	84.63%		◆	◆
Residents who agree that they belong to their local area	100.00%	100.00%	57.14%	78.71%	●		●
Residents agree their local area is a good place for children and young people to grow up	66.67%	100.00%	33.33%	71.54%			
Residents who agree that they can influence decisions in their local area	N/A	100.00%	N/A	25.46%			
<b>Key:</b>				● Good performance      ◆ Area of concern			
Further information about the ward is available at:				<a href="#">Hull Road Ward</a>			

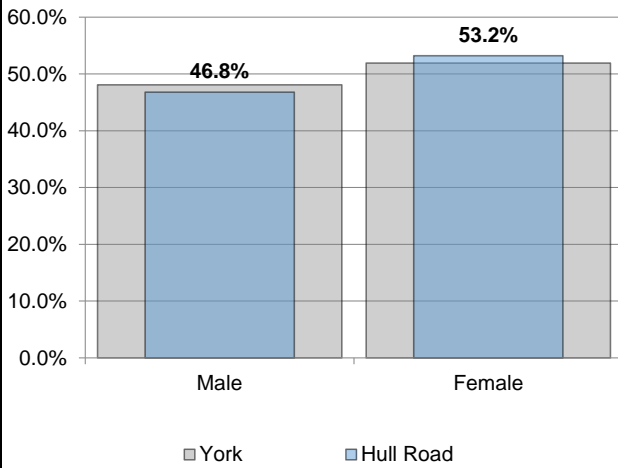
### Population by Age



Source: ONS - 2020 Population Estimates

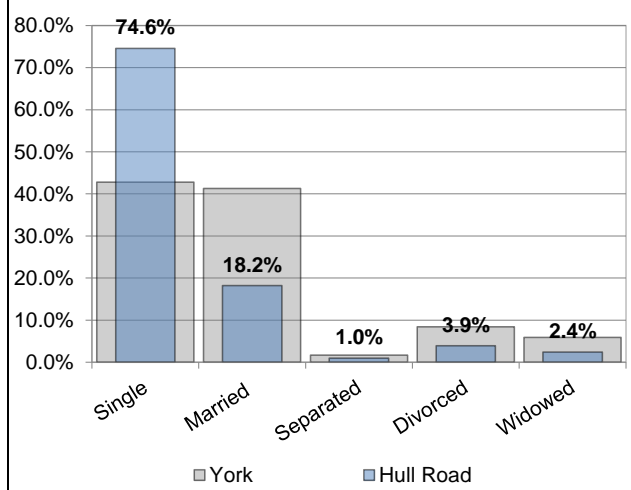
### Census 2021

#### Gender



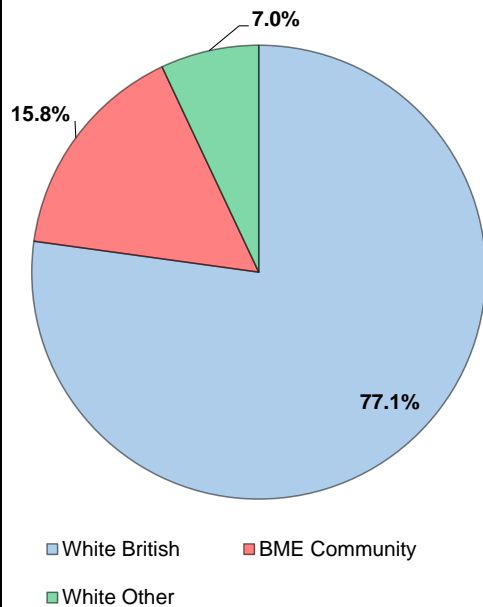
Source: Census 2021

#### Marital Status

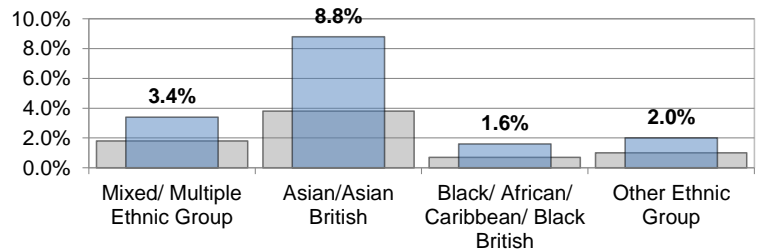


Source: Census 2021

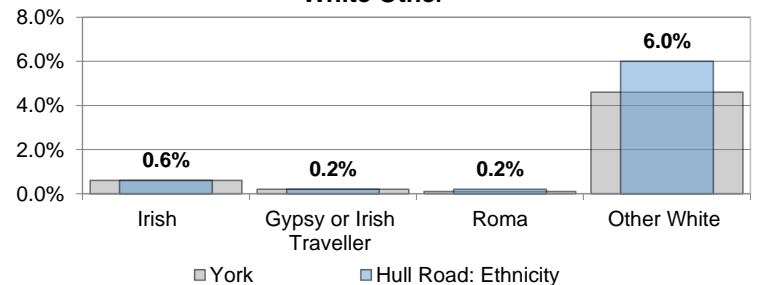
### Ethnicity



#### BME Community (does not include White British or White Other)

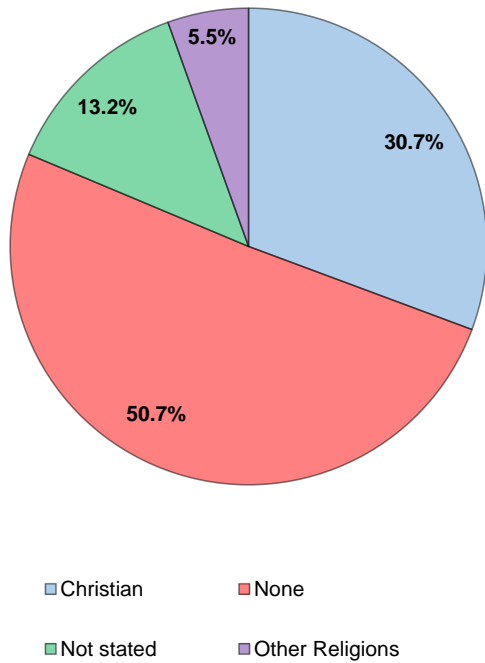


#### White Other

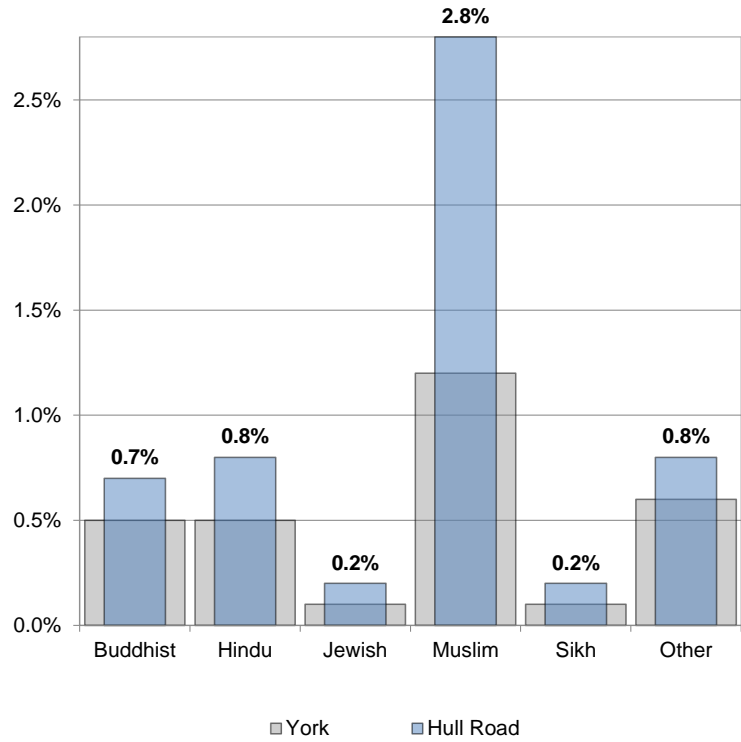


Source: Census 2021

## Religion

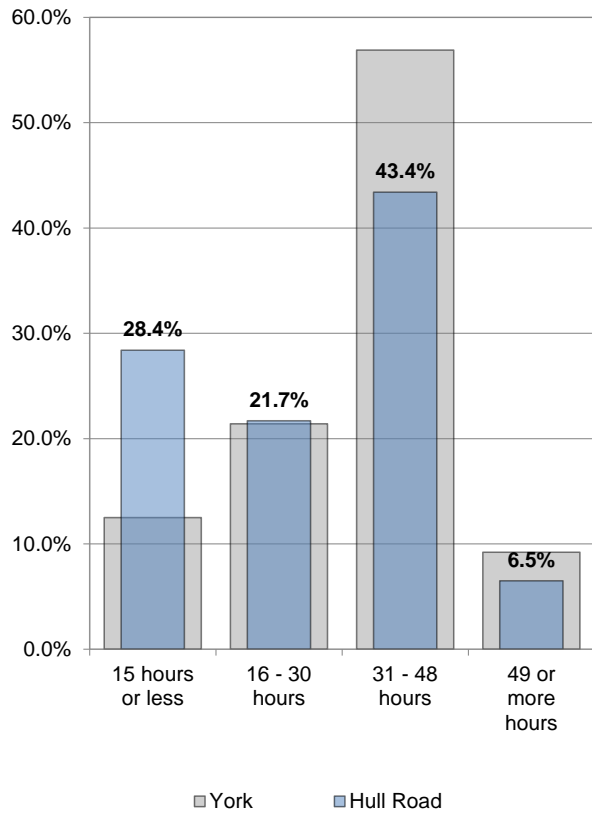


### Other Religions



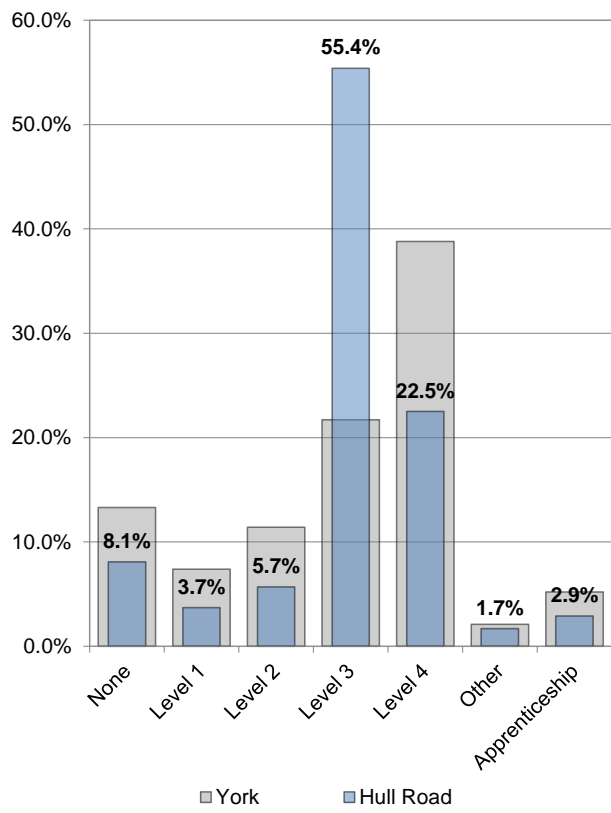
Source: Census 2021

## Hours Worked



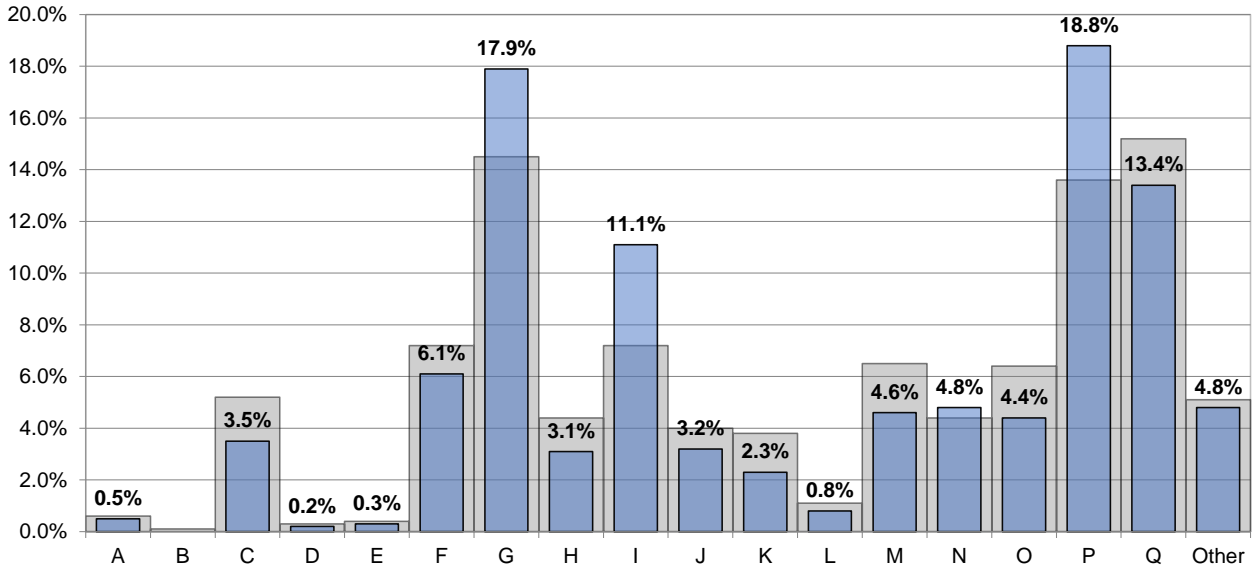
Source: Census 2021

## Qualifications



Source: Census 2021

### Industry



A: Agriculture, forestry and fishing, B: Mining and quarrying, C: Manufacturing, D: Electricity, gas, steam and air conditioning supply, E: Water supply; sewerage, waste management and remediation activities, F: Construction

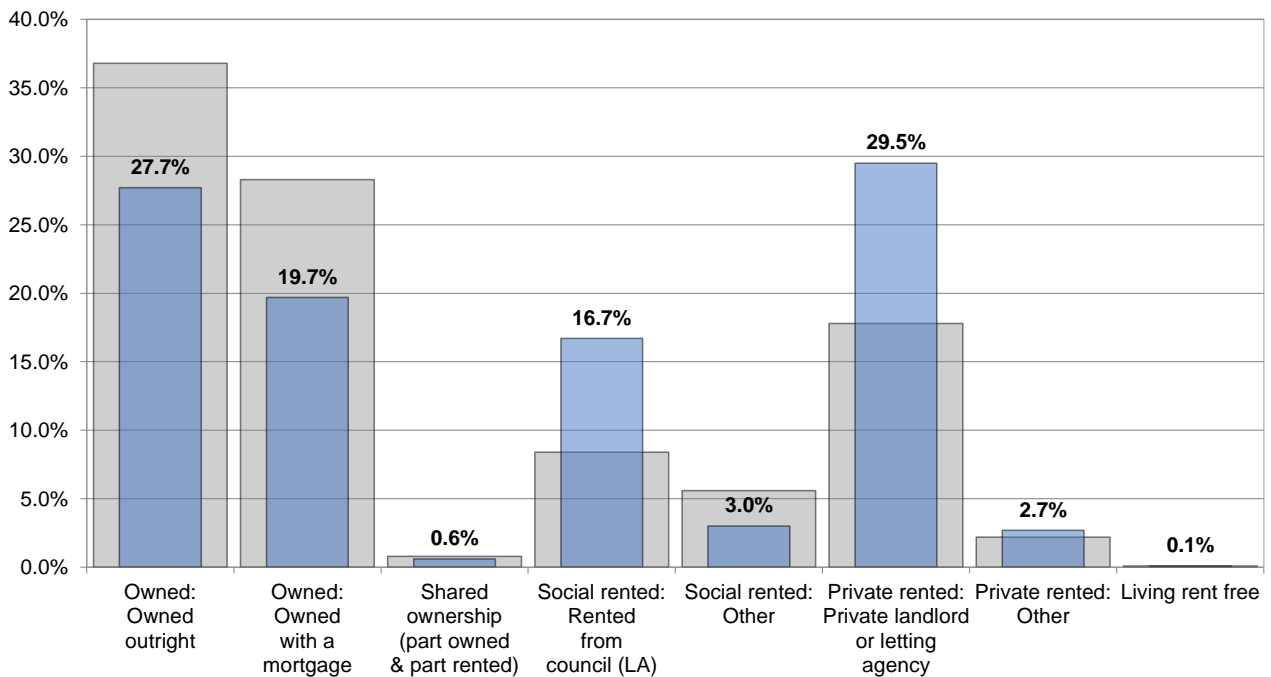
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

M: Professional, scientific and technical activities, N: Administrative and support service activities, O: Public administration and defence; compulsory social security, P: Education, Q: Human health and social work activities

■ York ■ Hull Road

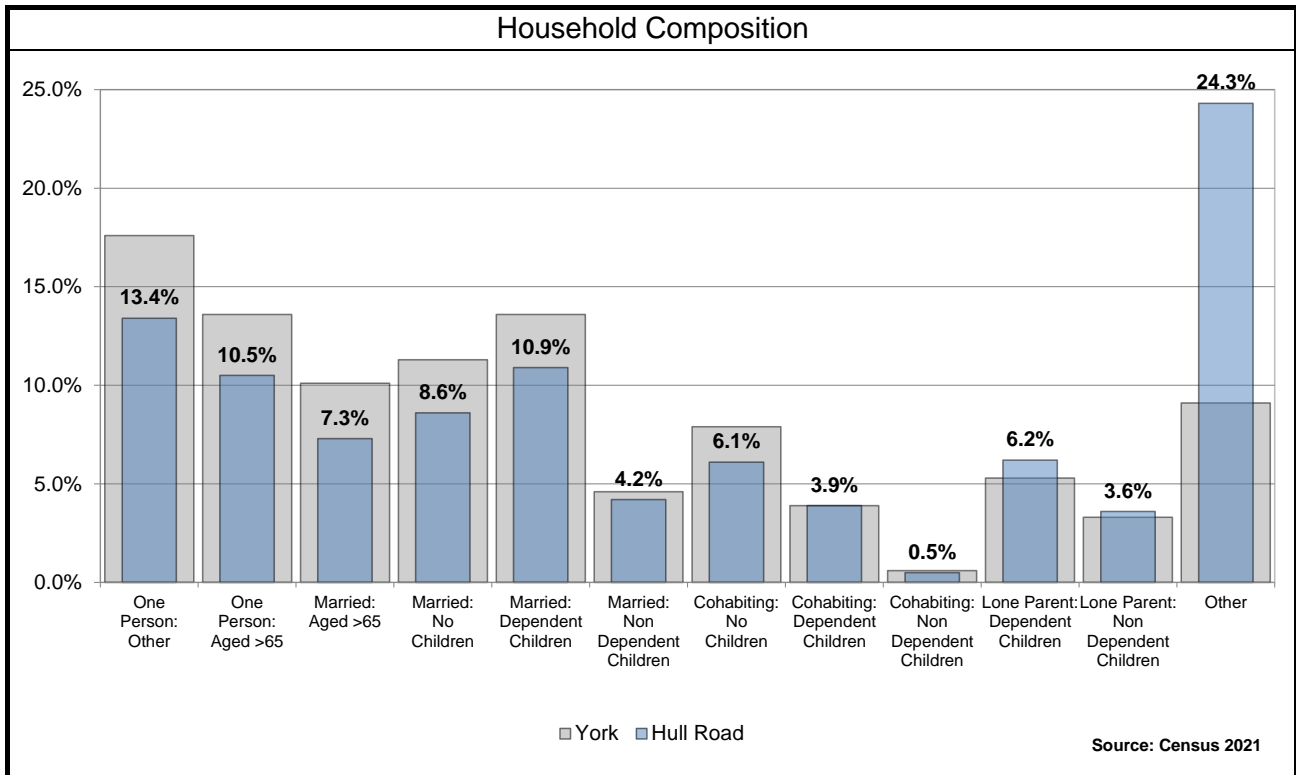
Source: Census 2021

### Tenure



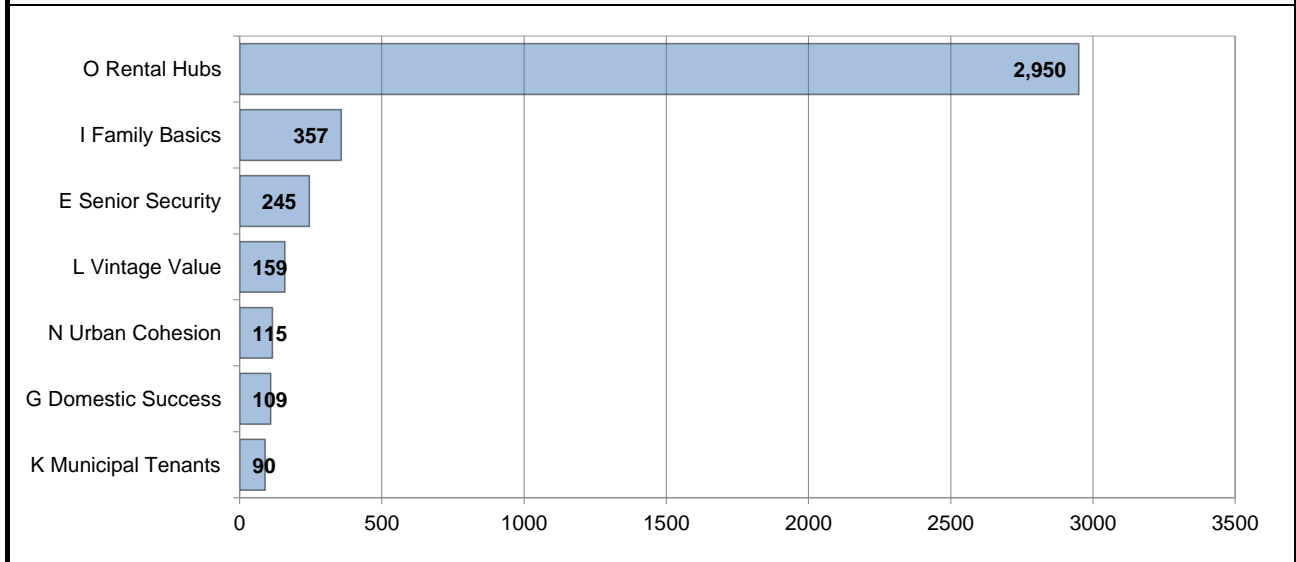
■ York ■ Hull Road

Source: Census 2021

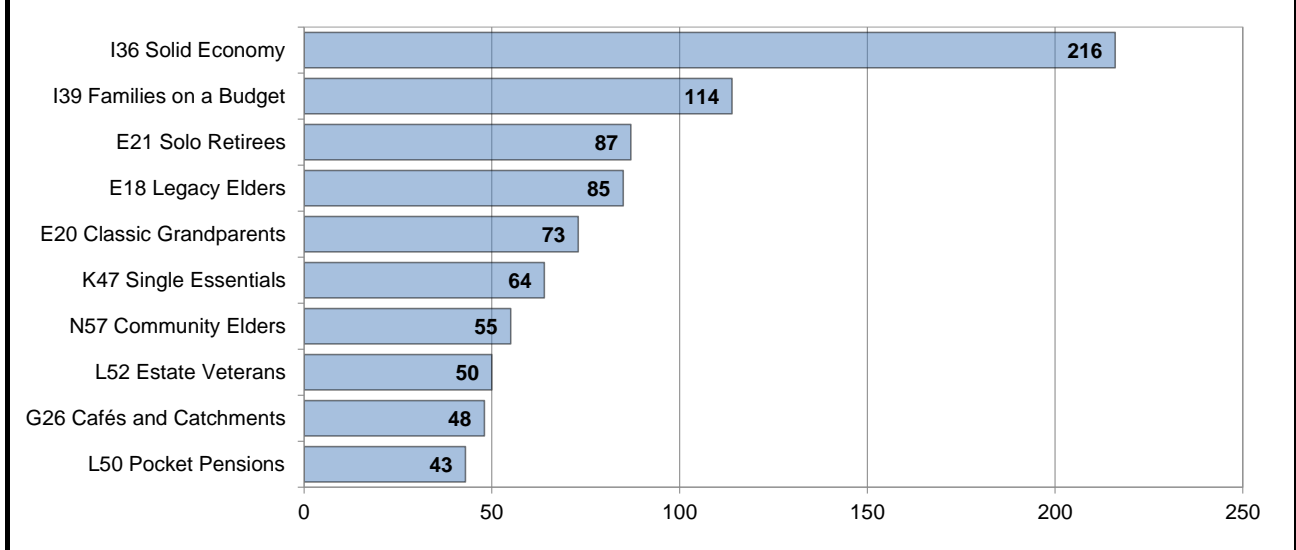


## Household Types

### Experian Groups (2022)

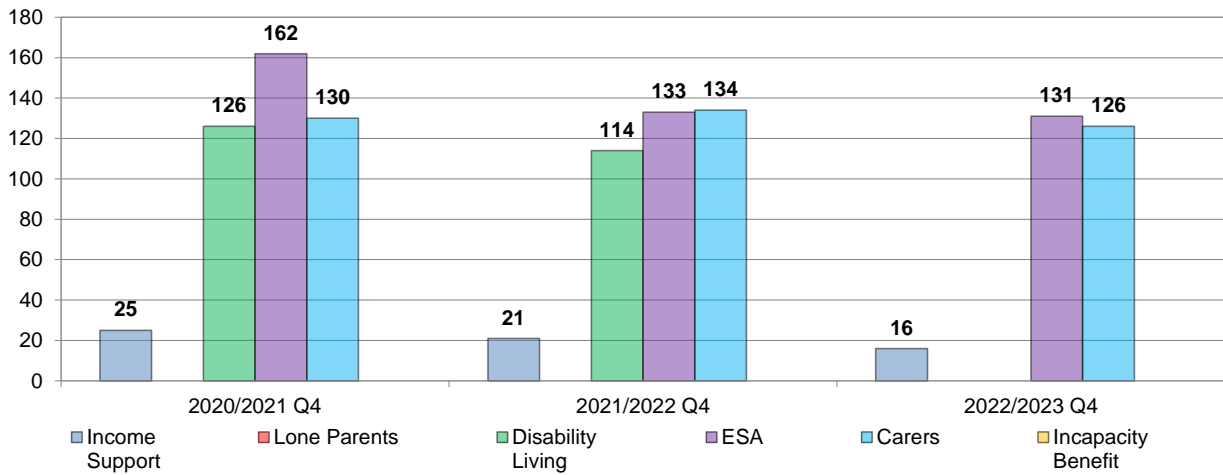


### Experian Types (2022)



## Economy

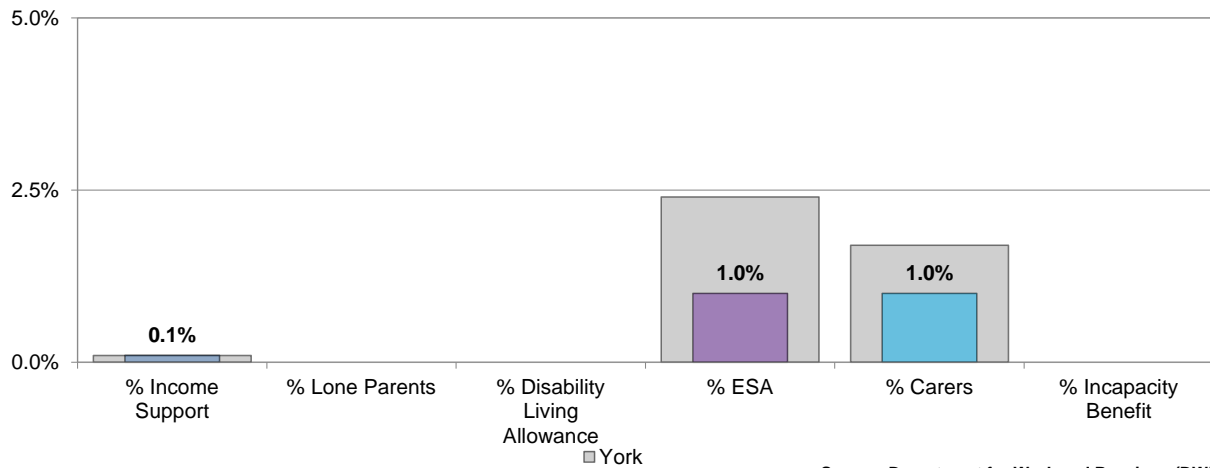
### Benefit Claimant Numbers Working age Population (16-64)



Source: Department for Work and Pensions (DWP)

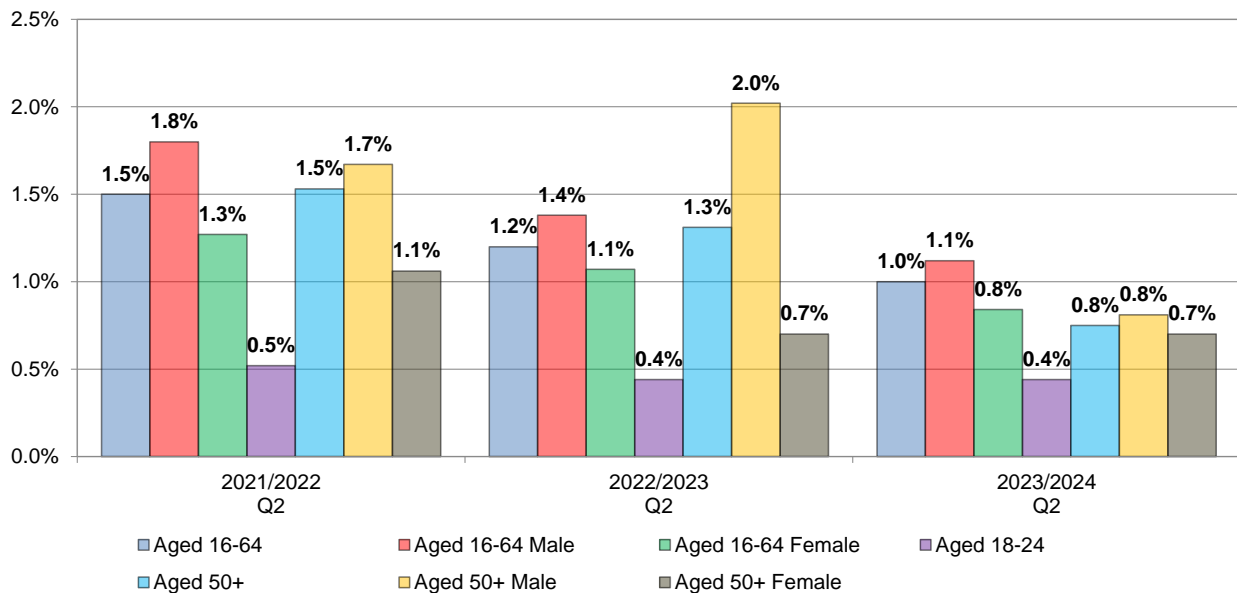
### Benefit Claimant Rate Working age Population (16-64)

Q4 2022/2023



Source: Department for Work and Pensions (DWP)

### JSA and Universal Credit (out of work) Claimant Rate

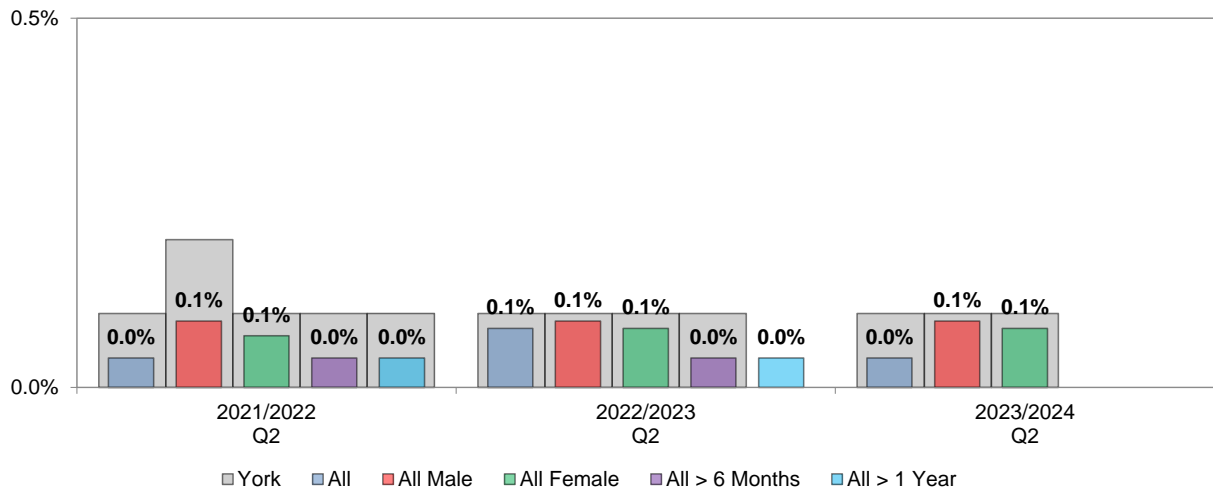


Source: Office for National Statistics (ONS)



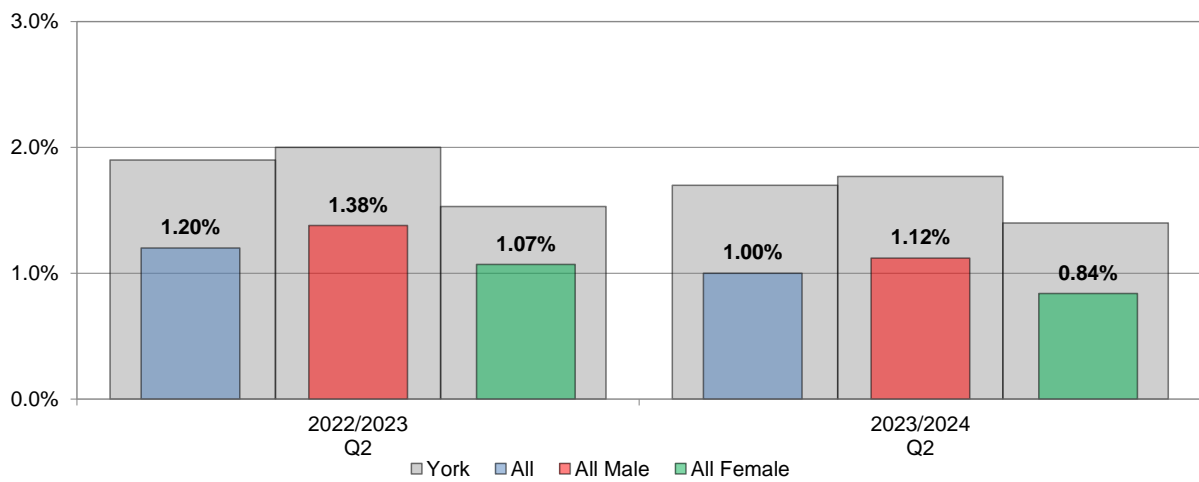
## Economy

### JSA Claimant Rate (Age and Gender) Working age Population (16-64)



Source: Office for National Statistics (ONS)

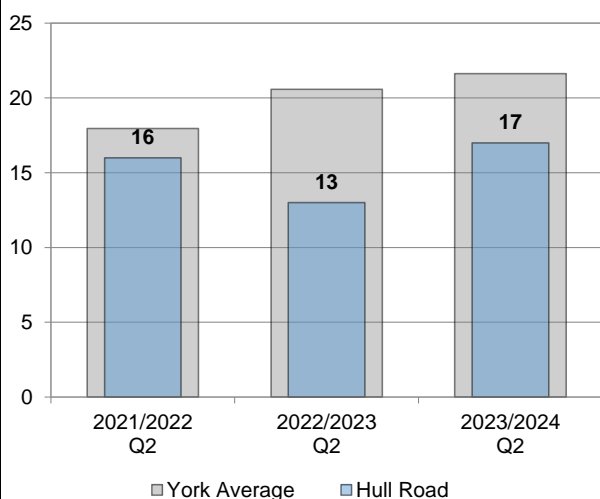
### JSA and Universal Credit (out of work) Claimant Rate Working age Population (16-64)



Source: Office for National Statistics (ONS)

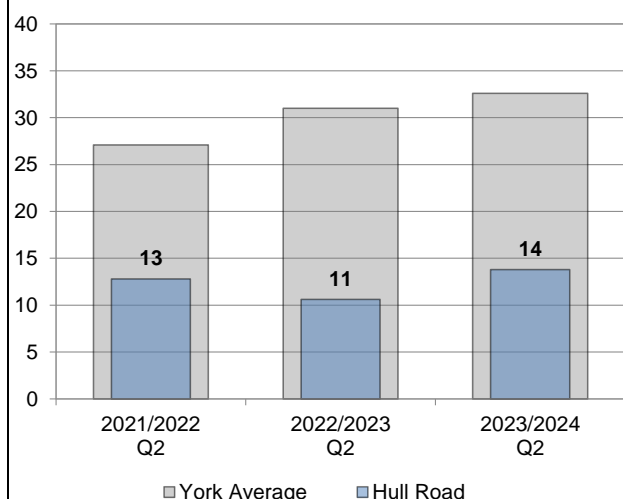
## Business Start Ups

### Numbers (YTD)



BankSearch Information Consultancy Ltd

### per 10,000 working age population (YTD)

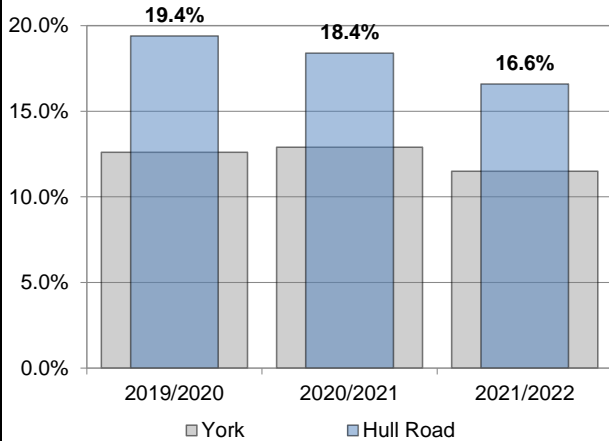


BankSearch Information Consultancy Ltd

## Poverty

### Child Poverty

The proportion of children (under 16) who are living in families whose reported income is less than 60 per cent of UK median income

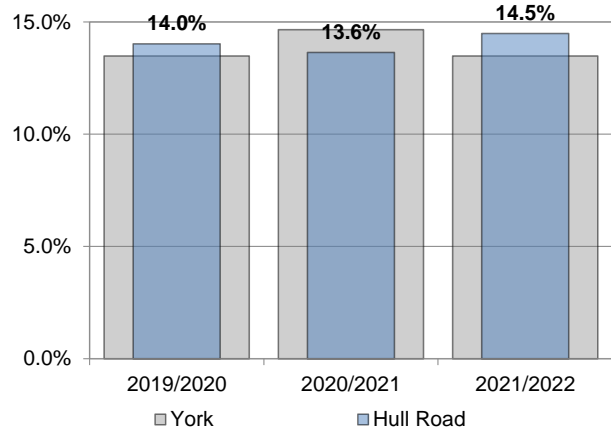


Source: Department for Work and Pensions

### Fuel Poverty

The new fuel poverty metric Low Income Low Energy Efficiency (LILEE) considers a household to be fuel poor if:

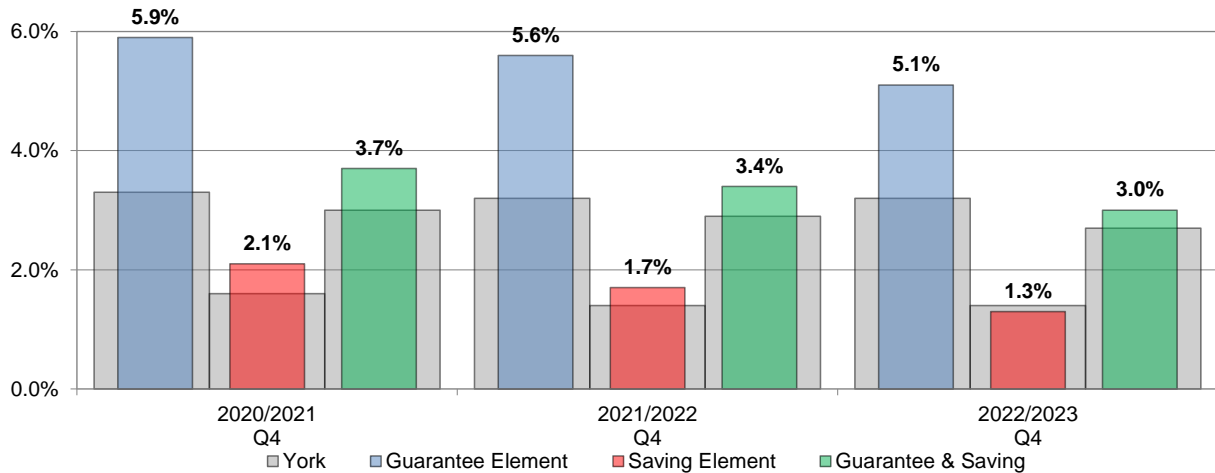
- it is living in a property with an energy efficiency rating of band D, E, F or G; and
- its disposable income (income after housing costs (AHC) and energy needs) would be below the poverty line.



Source: Department for Business, Energy & Industrial Strategy

## Pension Credit

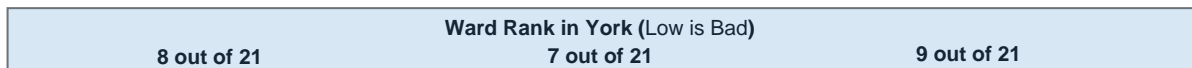
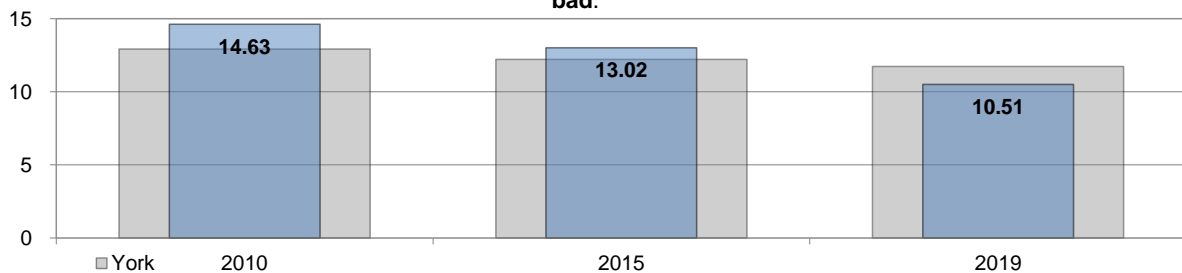
Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit and Savings Credit.



Source: Department for Work and Pensions (DWP)

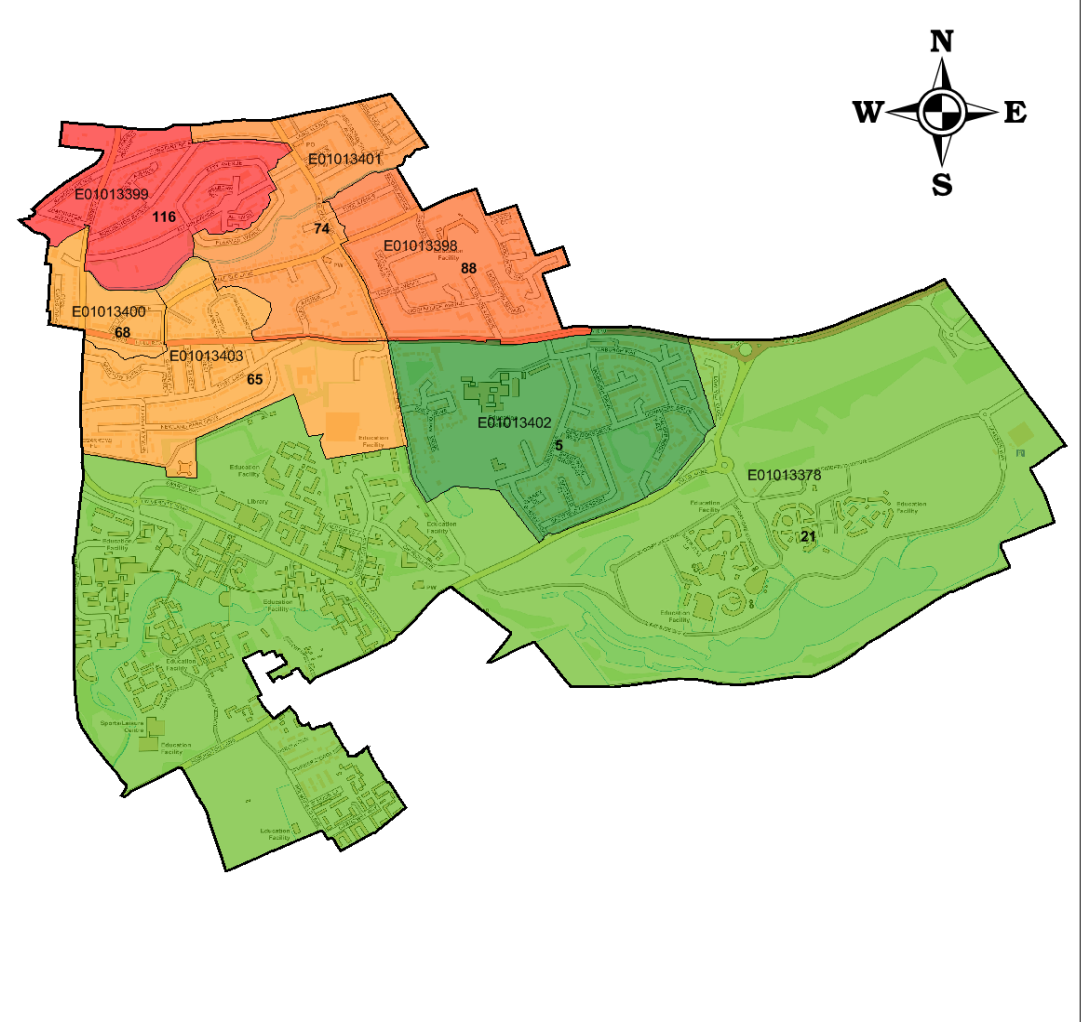
## Indices of Multiple Deprivation

The IMD measures and rates a number of different domains affecting quality of life including income, employment, education and skills, health and disability, crime, barriers to services and quality of living environments. **A high score is bad.**

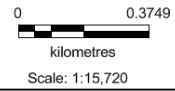


Source: Department for Communities and Local Government (DCLG)

## Index of Multiple Deprivation 2019 Hull Road Ward: breakdown by LSOA



Key to Index of Multiple Deprivation Deciles 2019 1 is least deprived; 120 is most deprived	
Decile 10 Most Deprived	Decile 5
Decile 9	Decile 4
Decile 8	Decile 3
Decile 7	Decile 2
Decile 6	Decile 1 Least Deprived



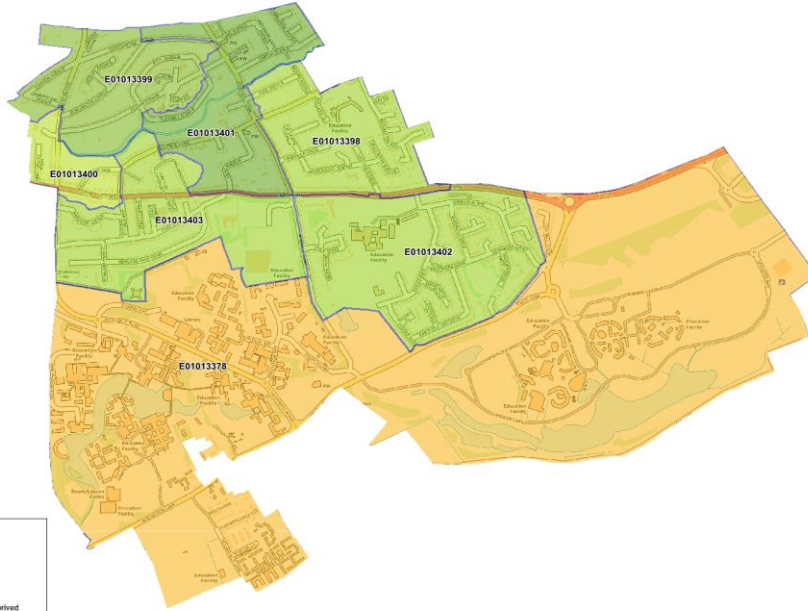
Produced by  
Business Intelligence Hub

---

Created 07/10/2019

Reproduced from the Ordnance Survey with the Permission of the Controller of Her Majesty's Stationery Office © Crown copyright.  
Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. City of York Council 100020818 2010.

**Index of Multiple Deprivation 2019  
Hull Road Ward - Barriers to Housing and Services Score: Breakdown by Decile**



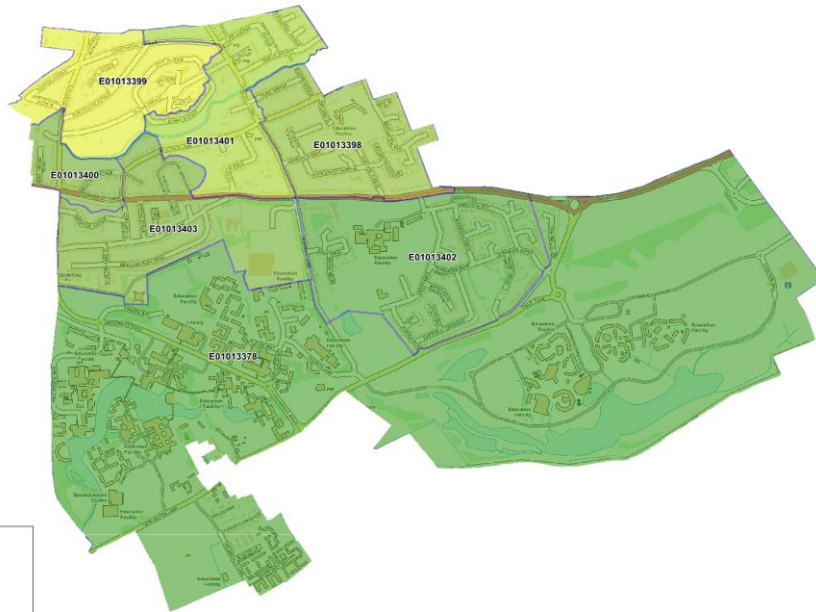
Key to Index of Multiple Deprivation Deciles	
Decile 1 Most Deprived	Decile 6
Decile 2	Decile 7
Decile 3	Decile 8
Decile 4	Decile 9
Decile 5	Decile 10 Least Deprived

Produced by  
Business Intelligence Hub  
Created

25/01/2022

Reproduced from the Ordnance Survey with the Permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. City of York Council 100020818 2010.

**Index of Multiple Deprivation 2019  
Hull Road Ward - Crime Score: Breakdown by Decile**



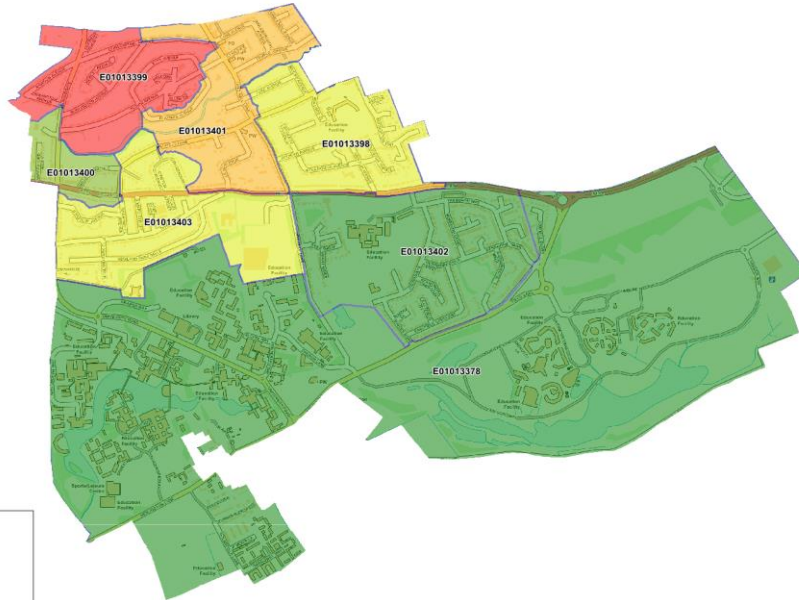
Key to Index of Multiple Deprivation Deciles	
Decile 1 Most Deprived	Decile 6
Decile 2	Decile 7
Decile 3	Decile 8
Decile 4	Decile 9
Decile 5	Decile 10 Least Deprived

Produced by  
Business Intelligence Hub  
Created

24/01/2022

Reproduced from the Ordnance Survey with the Permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. City of York Council 100020818 2010.

**Index of Multiple Deprivation 2019**  
**Hull Road Ward – Education, Skills and Training Score: Breakdown by Decile**



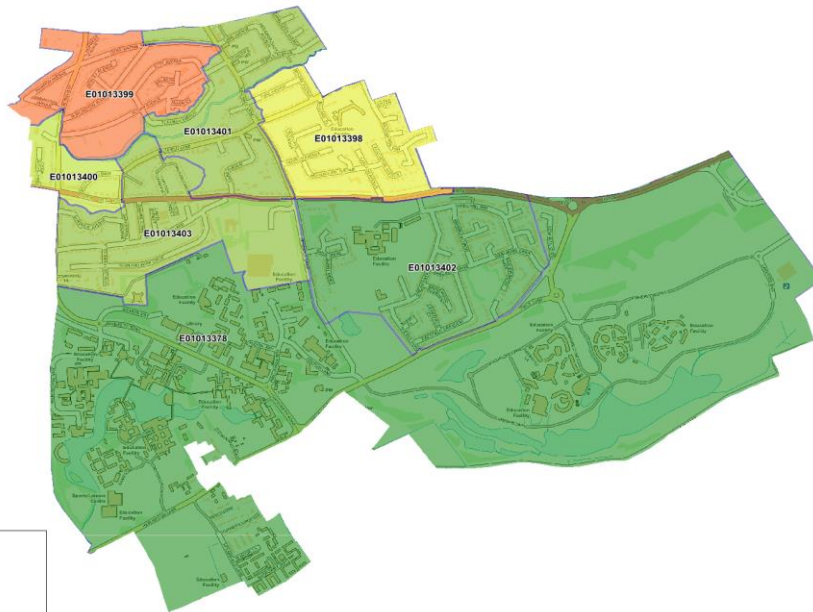
Key to Index of Multiple Deprivation Deciles

Decile 1 Most Deprived	Decile 6
Decile 2	Decile 7
Decile 3	Decile 8
Decile 4	Decile 9
Decile 5	Decile 10 Least Deprived

Produced by  
 Business Intelligence Hub  
 Created 21/01/2022

Reproduced from the Ordnance Survey with the  
 Permission of the Controller of Her Majesty's  
 Stationery Office © Crown copyright.  
 Unauthorised reproduction infringes Crown  
 copyright and may lead to prosecution or civil  
 proceedings. City of York Council 100020818 2010.

**Index of Multiple Deprivation 2019**  
**Hull Road Ward – Health Deprivation and Disability Score: Breakdown by Decile**



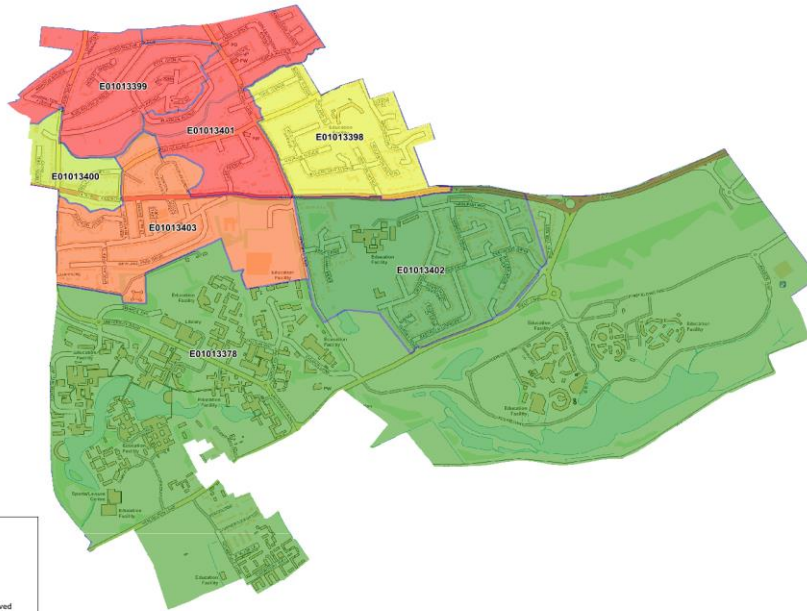
Key to Index of Multiple Deprivation Deciles

Decile 1 Most Deprived	Decile 6
Decile 2	Decile 7
Decile 3	Decile 8
Decile 4	Decile 9
Decile 5	Decile 10 Least Deprived

Produced by  
 Business Intelligence Hub  
 Created 21/01/2022

Reproduced from the Ordnance Survey with the  
 Permission of the Controller of Her Majesty's  
 Stationery Office © Crown copyright.  
 Unauthorised reproduction infringes Crown  
 copyright and may lead to prosecution or civil  
 proceedings. City of York Council 100020818 2010.

**Index of Multiple Deprivation 2019  
Hull Road Ward – Income Deprivation Affecting Children Index Score (IDACI): Breakdown by Decile**



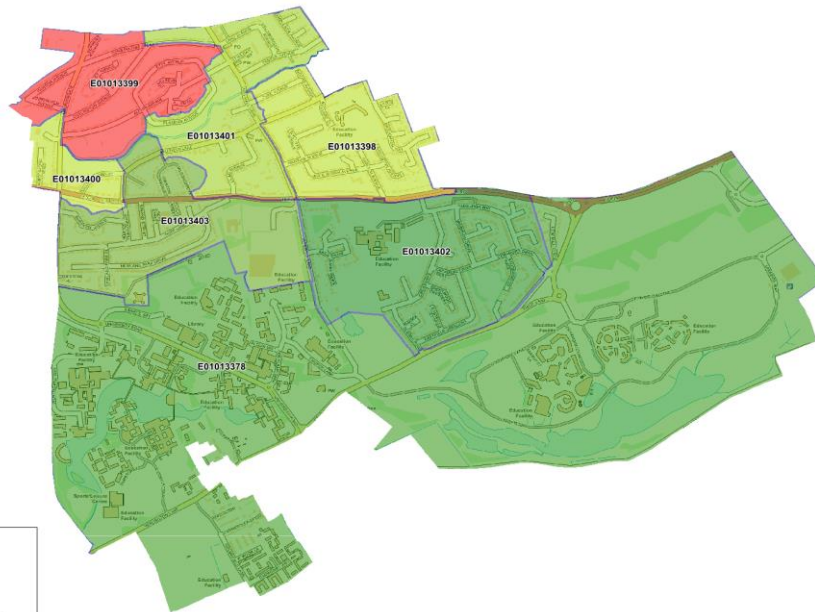
Key to Index of Multiple Deprivation Deciles	
Decile 1 Most Deprived	Decile 6
Decile 2	Decile 7
Decile 3	Decile 8
Decile 4	Decile 9
Decile 5	Decile 10 Least Deprived

Produced by  
Business Intelligence Hub  
Created

26/01/2022

Reproduced from the Ordnance Survey with the Permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. City of York Council 100020818 2010.

**Index of Multiple Deprivation 2019  
Hull Road Ward – Income Deprivation Affecting Older People (IDOPI) Score: Breakdown by Decile**



Key to Index of Multiple Deprivation Deciles	
Decile 1 Most Deprived	Decile 6
Decile 2	Decile 7
Decile 3	Decile 8
Decile 4	Decile 9
Decile 5	Decile 10 Least Deprived

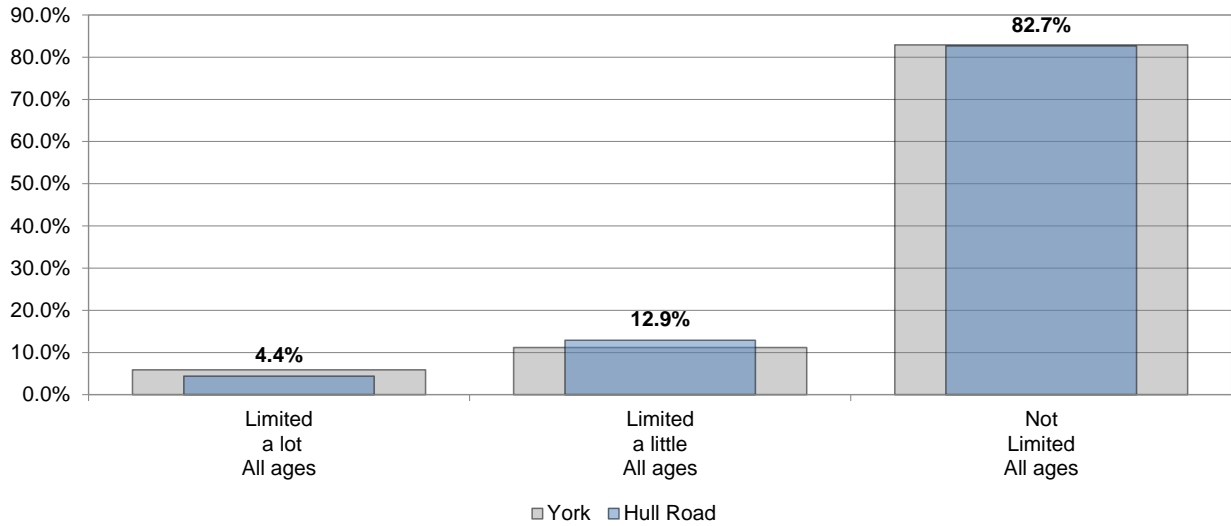
Produced by  
Business Intelligence Hub  
Created

27/01/2022

Reproduced from the Ordnance Survey with the Permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. City of York Council 100020818 2010.

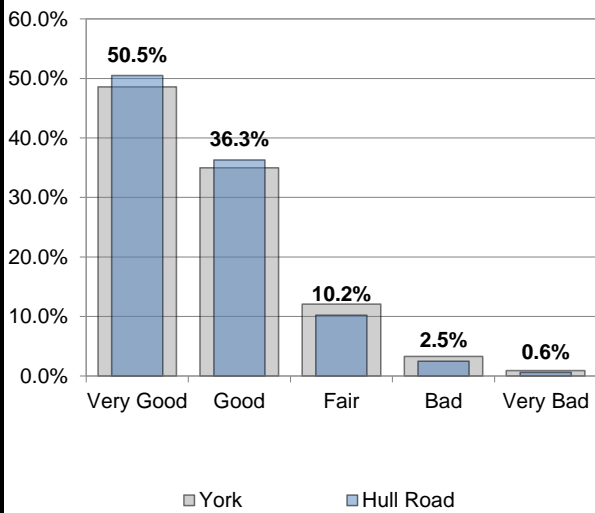
# Health and Wellbeing

## Day to Day Activities



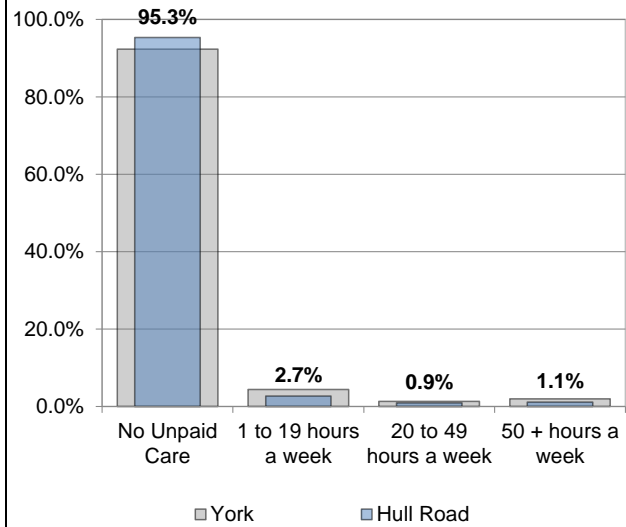
Source: Census 2021

## General Health



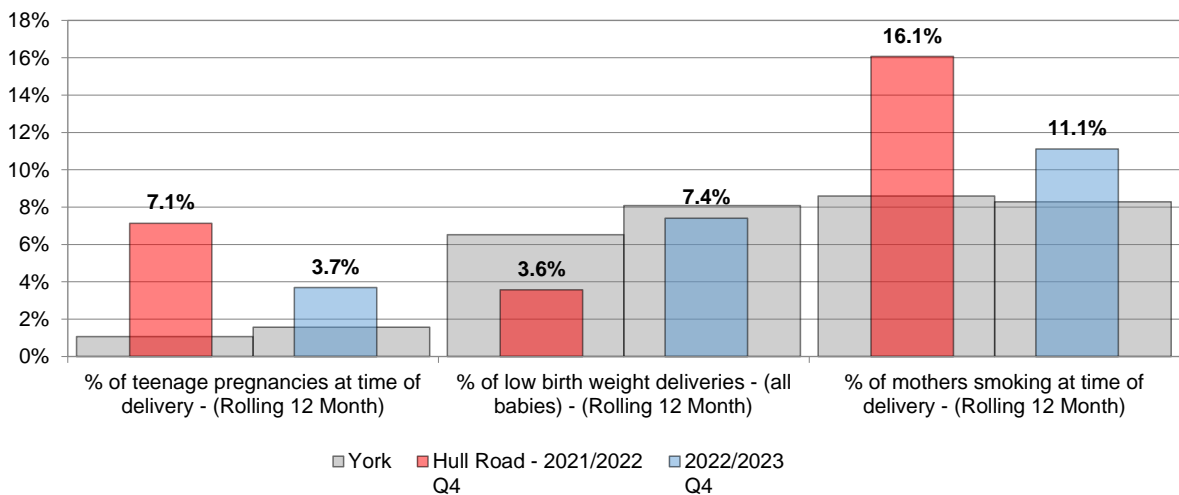
Source: Census 2021

## Provide Unpaid Care



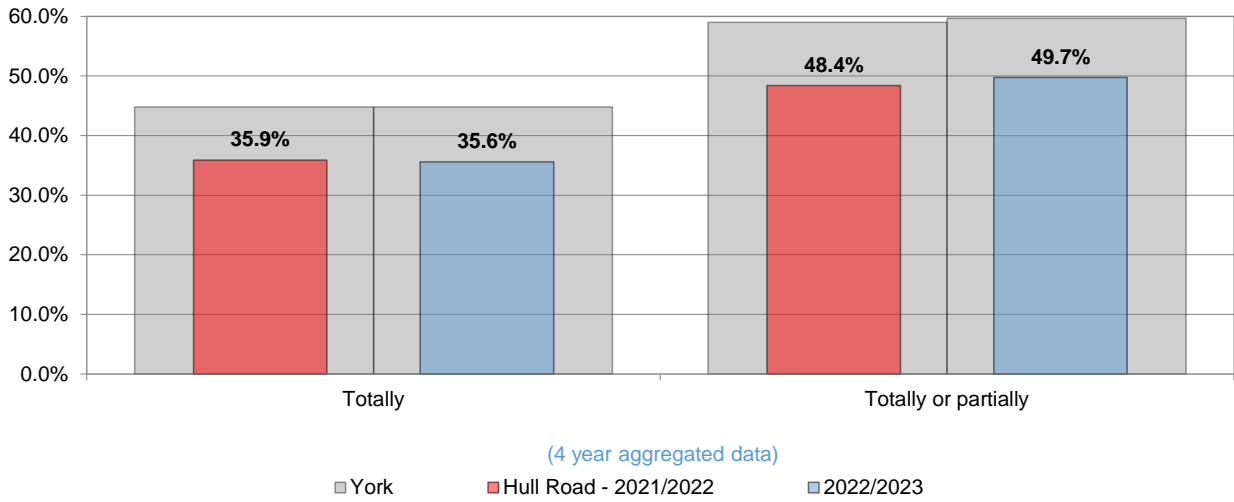
Source: Census 2021

## Births



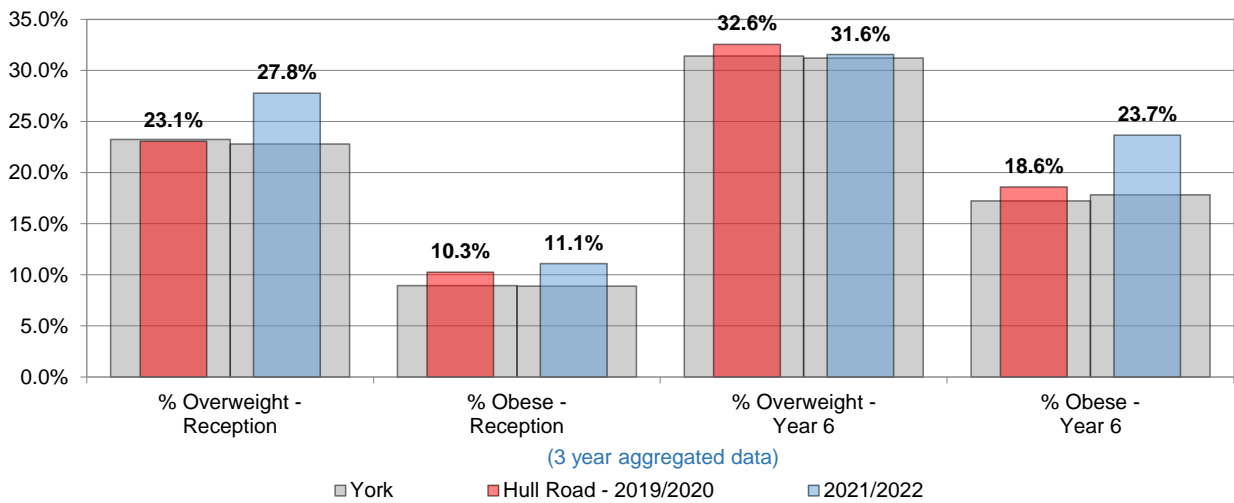
Source: York District Hospital Maternity System

### Percentage of children breastfeeding at 6-8 weeks



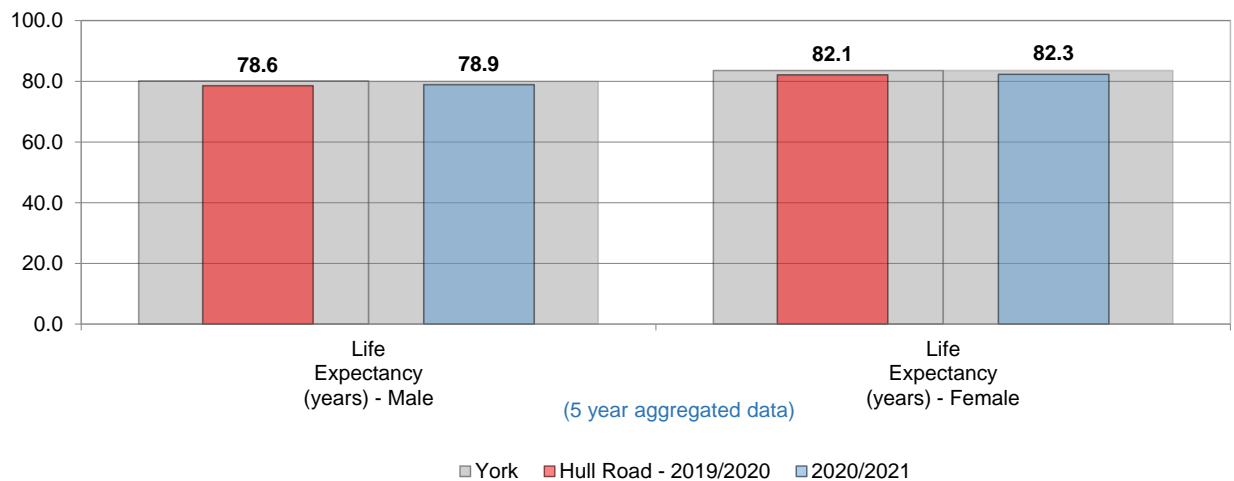
Source: Office for Health Improvement and Disparities (OHID)

### Childhood weight



Source: Office for Health Improvement and Disparities (OHID)

### Life Expectancy

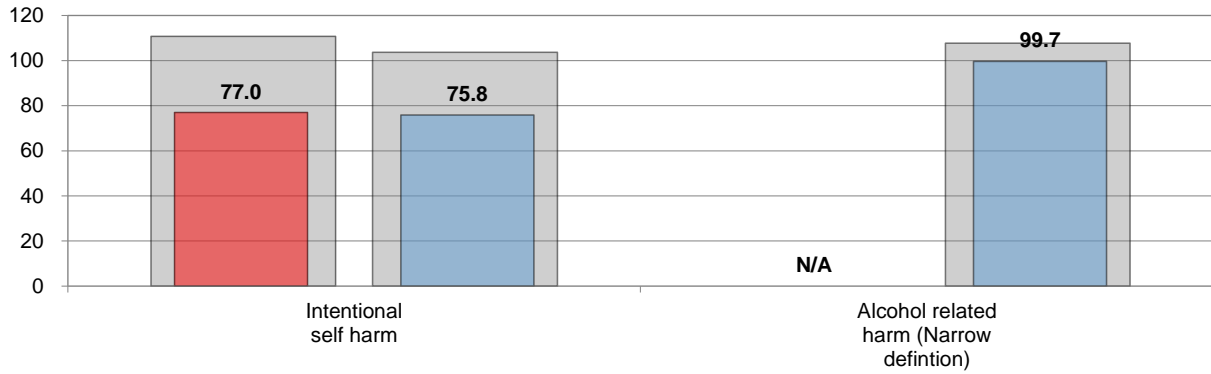


Source: Office for Health Improvement and Disparities (OHID)



## Hospital Admissions

### Hospital Admissions, All ages



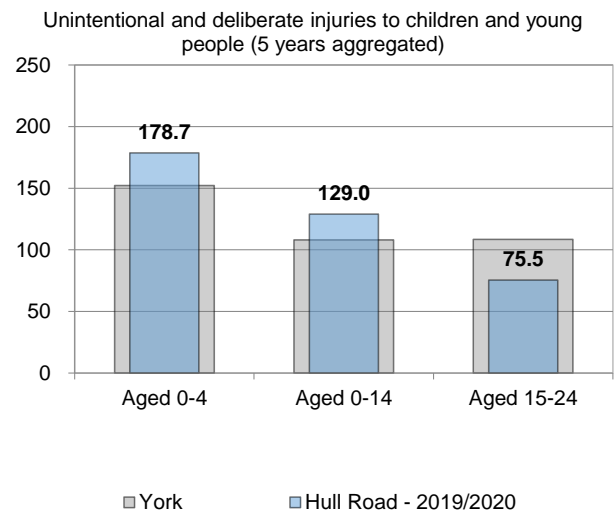
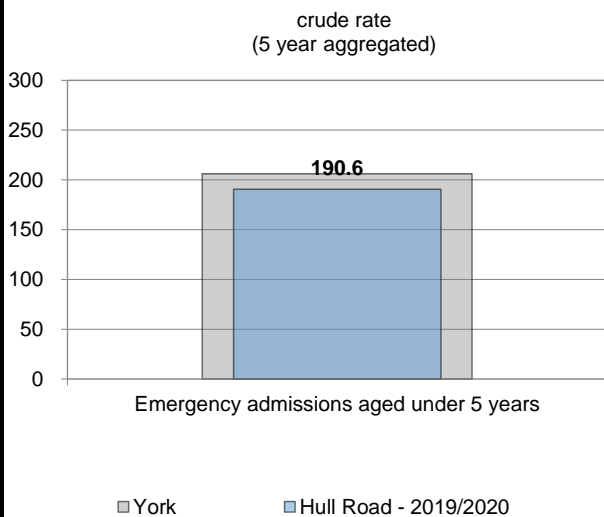
(standardised admission ratio, 5 year aggregated data)

The Standardised Admission Ratio (SAR) is a summary estimate of admission rates relative to the national pattern of admissions and takes into account differences in a population's age, sex and socioeconomic deprivation. The National value is 100.

■ York     
 ■ Hull Road - 2019/2020     
 ■ 2020/2021

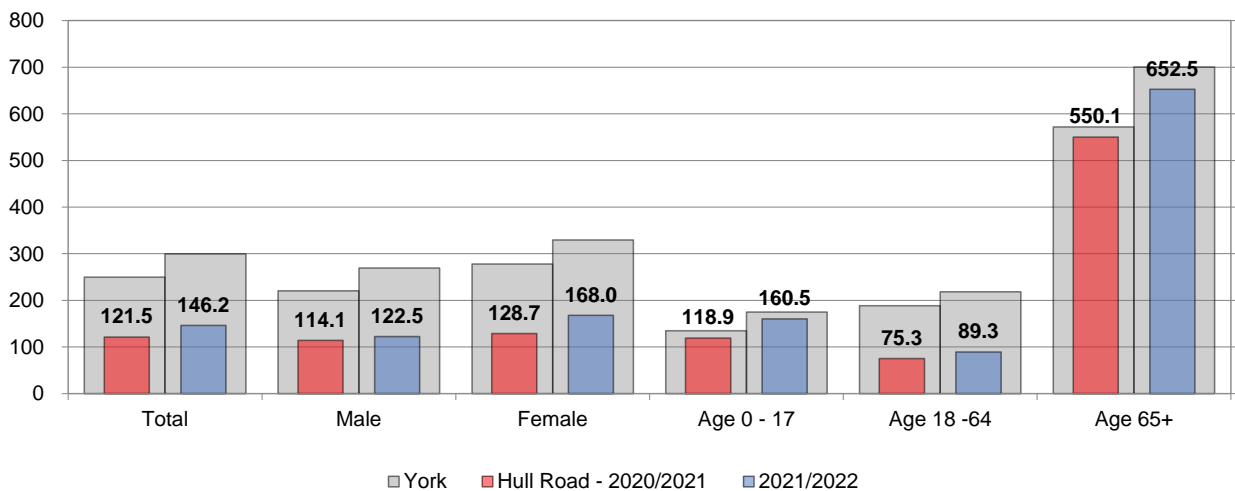
Source: Office for Health Improvement and Disparities (OHID)

### Hospital Admissions - Children & Young People



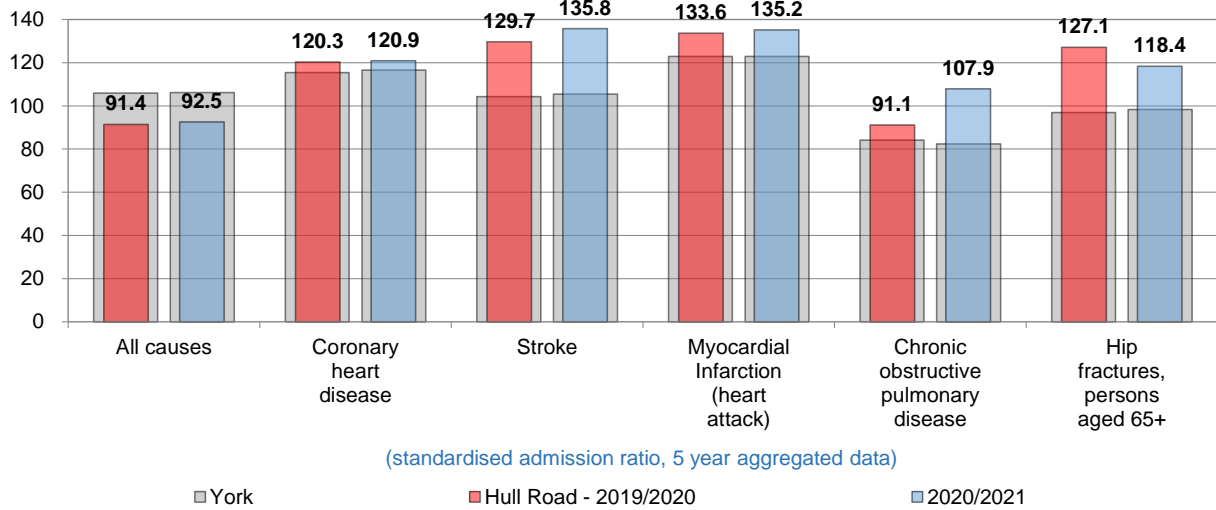
Source: Office for Health Improvement and Disparities (OHID)

### Hospital admissions - Residents (per 1,000 population)



Source: Office for Health Improvement and Disparities (OHID)

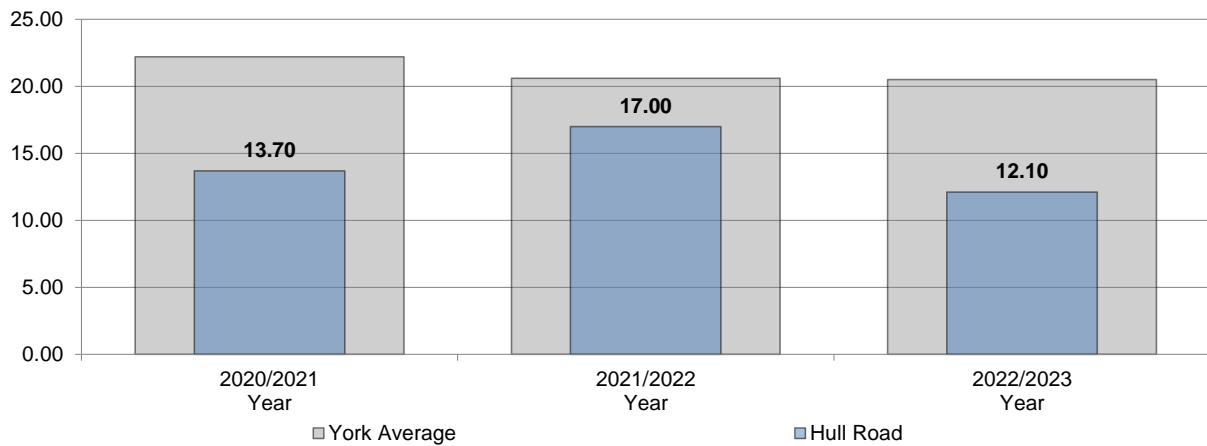
### Emergency hospital admissions



Source: Office for Health Improvement and Disparities (OHID)

### Emergency hospital admissions for injuries resulting from a fall (over 65), per 1,000 population

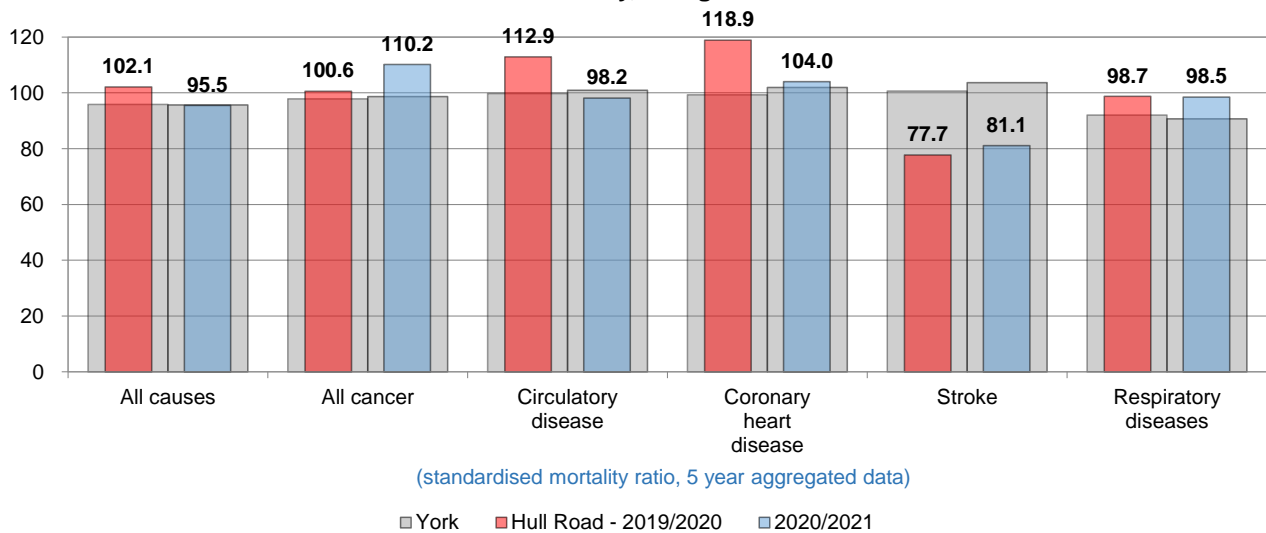
**Falls data:** the figures given here are taken from Hospital Episode Statistics data, which takes the number of those aged 65 or over being admitted to hospital on a non-elective basis at least once in each year as a result of a fall and divides it by the number of those of that age group resident in each ward to give a rate per 1,000 population.



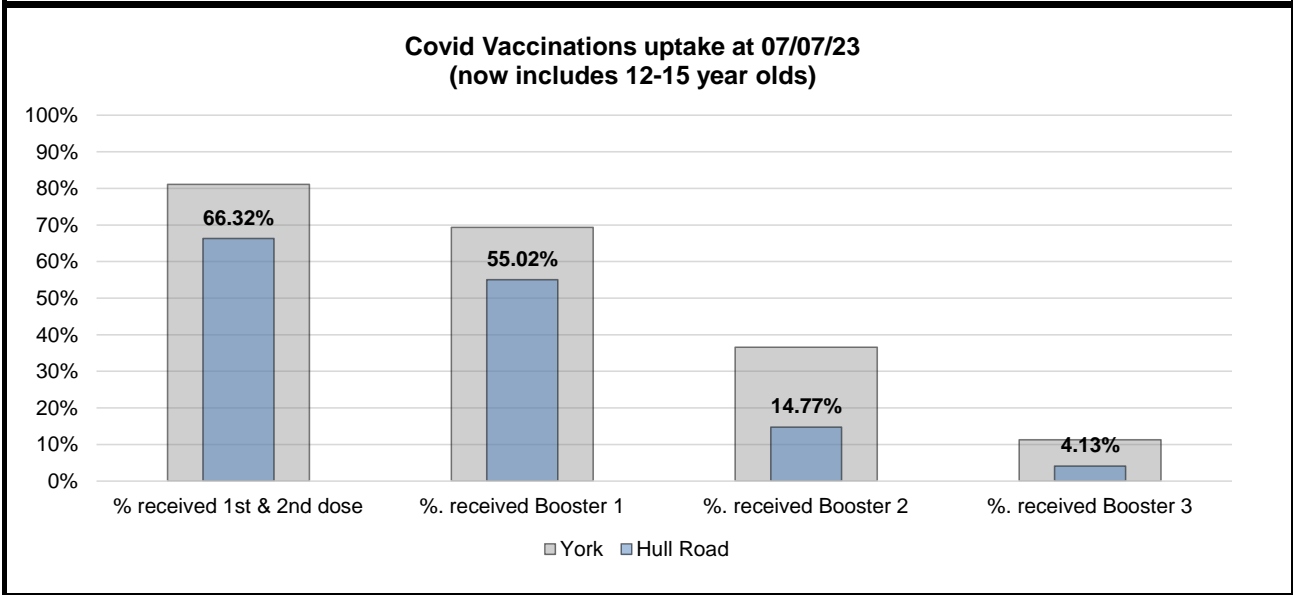
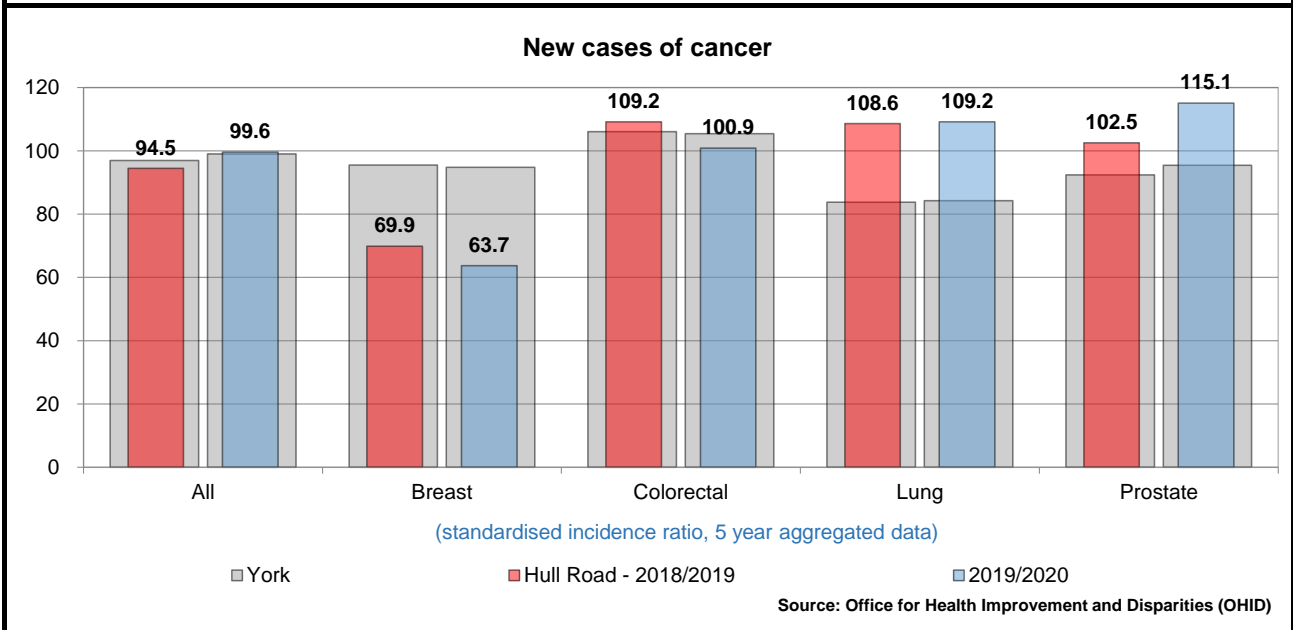
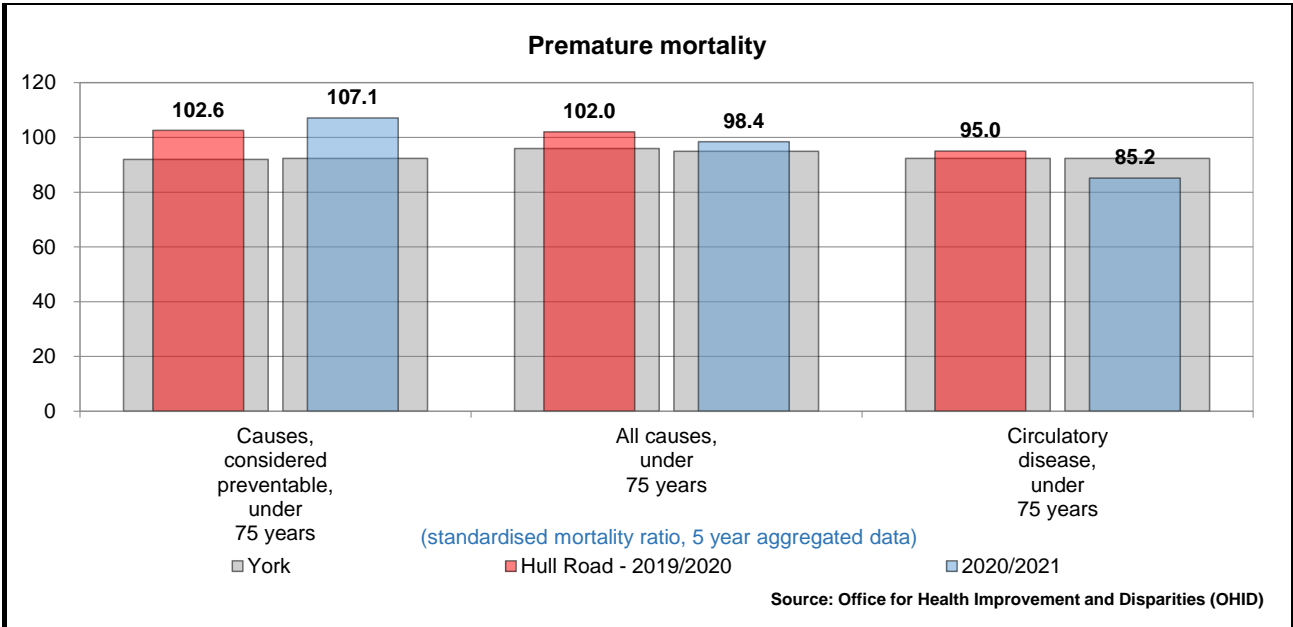
Source: Hospital Episode Statistics data

### Mortality

#### Mortality, All ages



Source: Office for Health Improvement and Disparities (OHID)



## Adult Social Care

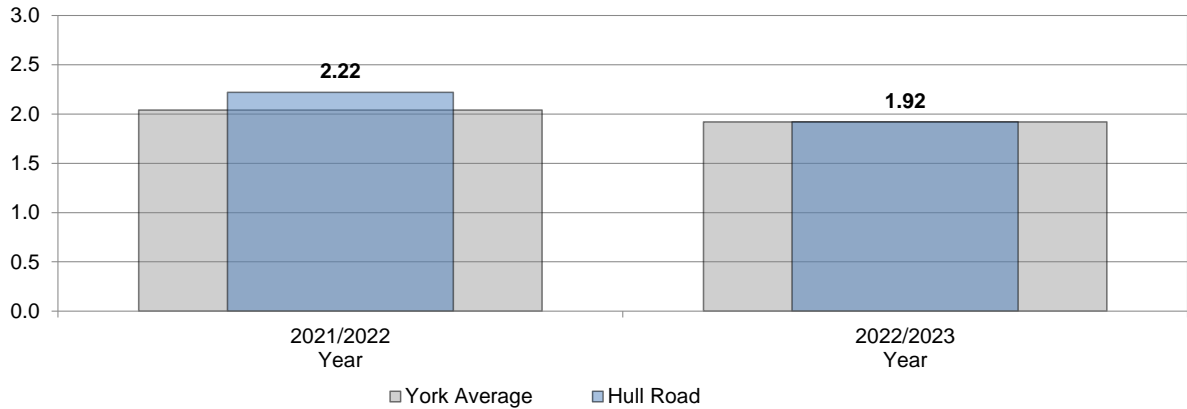
### Social isolation

Social isolation: This is based on respondents to two questions on the Adult Social Care Survey regarding social contact and how time is spent.

A score of 1 indicates that the respondent has plenty of social contact and that they spend their time doing things they enjoy

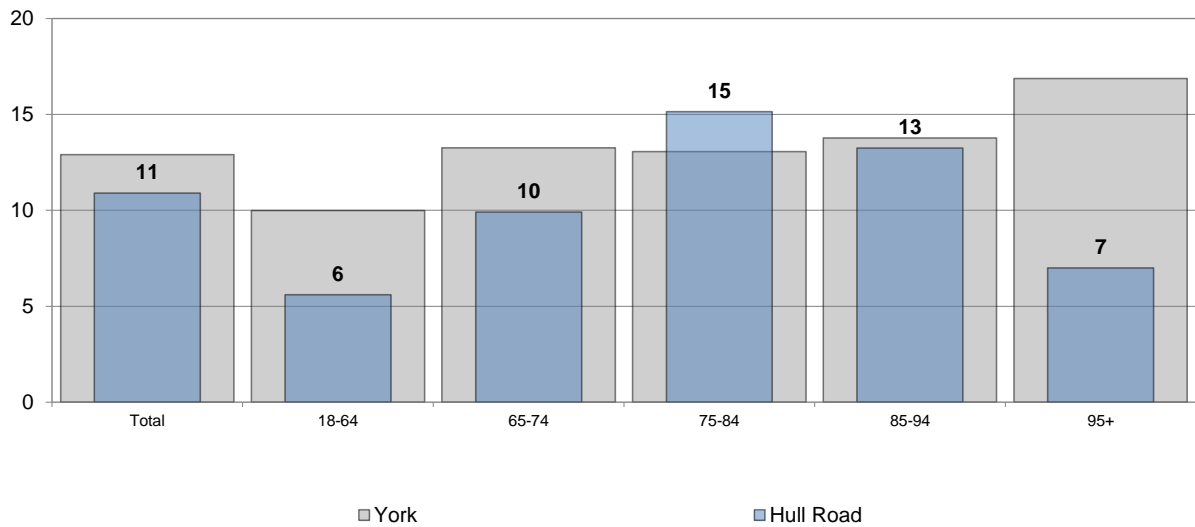
A score of 4 indicates that the respondent feels socially isolated and that they don't feel they do anything of value with their time.

The mean of all respondents' responses to both questions is the score presented here.



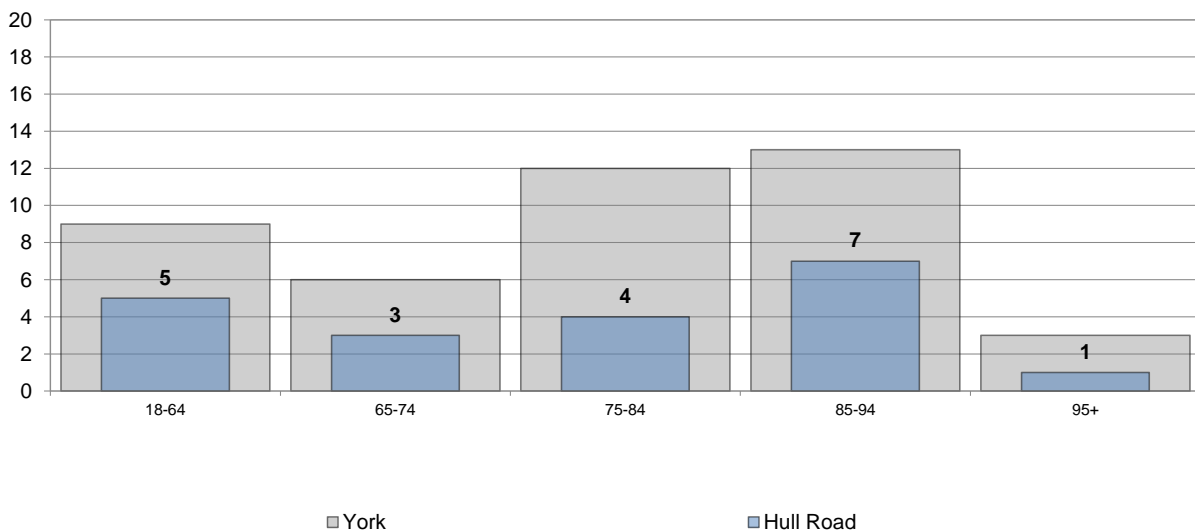
Source: Adult Social Care User Survey

### Average Weekly Homecare Hours by Client Age



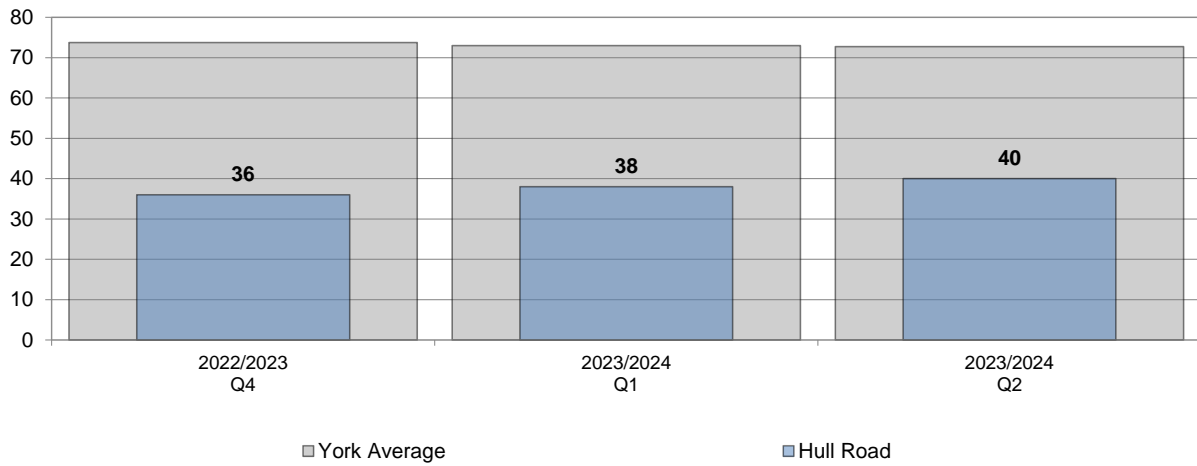
Source: Adults Social Care - 2023/2024

### Homecare Clients by Age



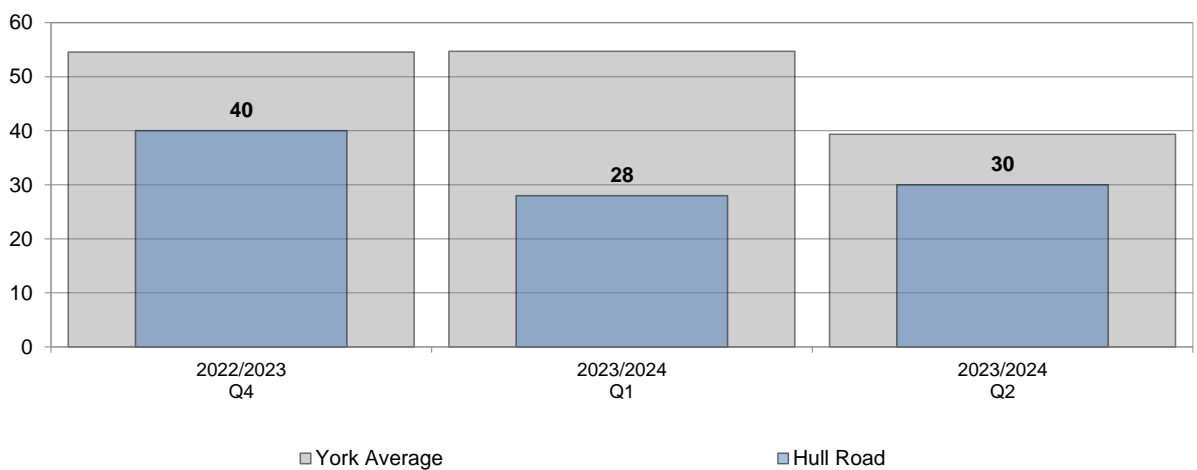
Source: Adults Social Care - 2023/2024

### Number of clients getting paid packages of care that are not residential/nursing care



Source: Adults Social Care - 2023/2024

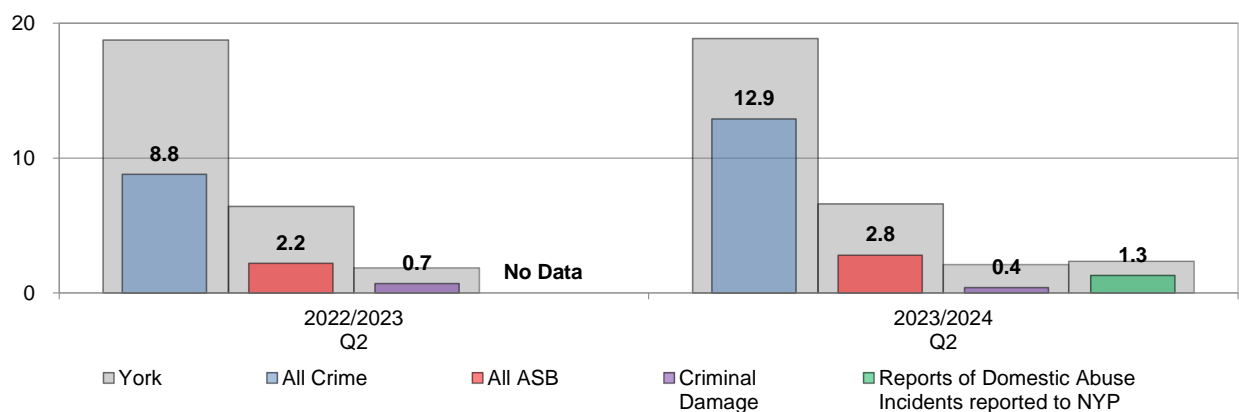
### Number of new customers requesting Adult Social Care support



Source: Adults Social Care - 2023/2024

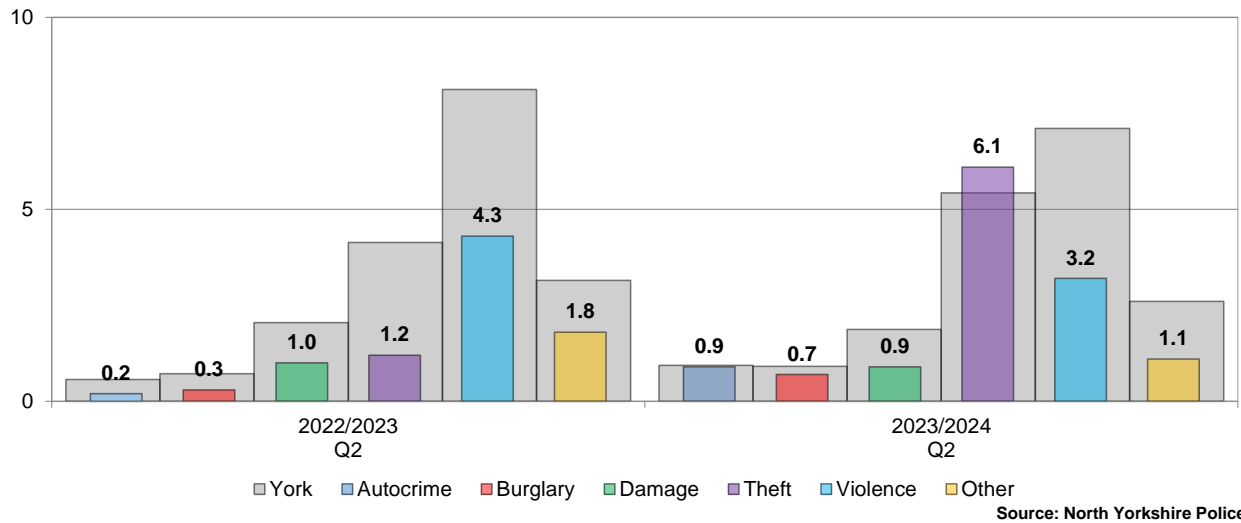
## Public Realm

### Total Crime, Total Anti-Social Behaviour, Criminal damage and Domestic violence incidents reported to the police per 1,000 population

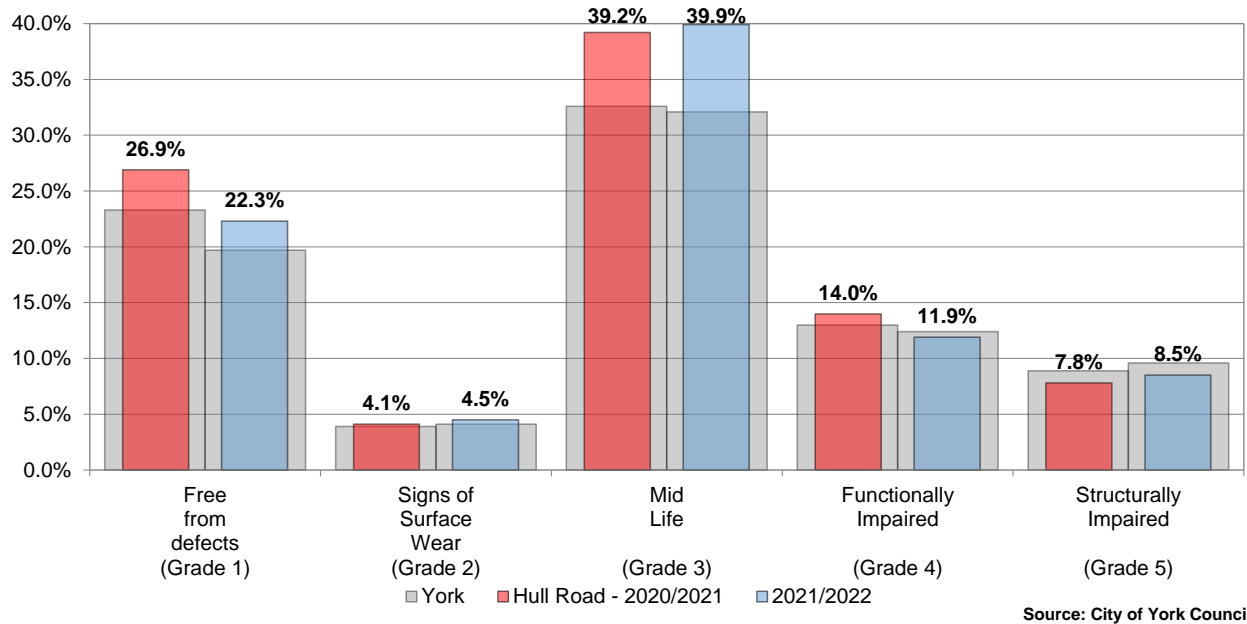


Source: North Yorkshire Police

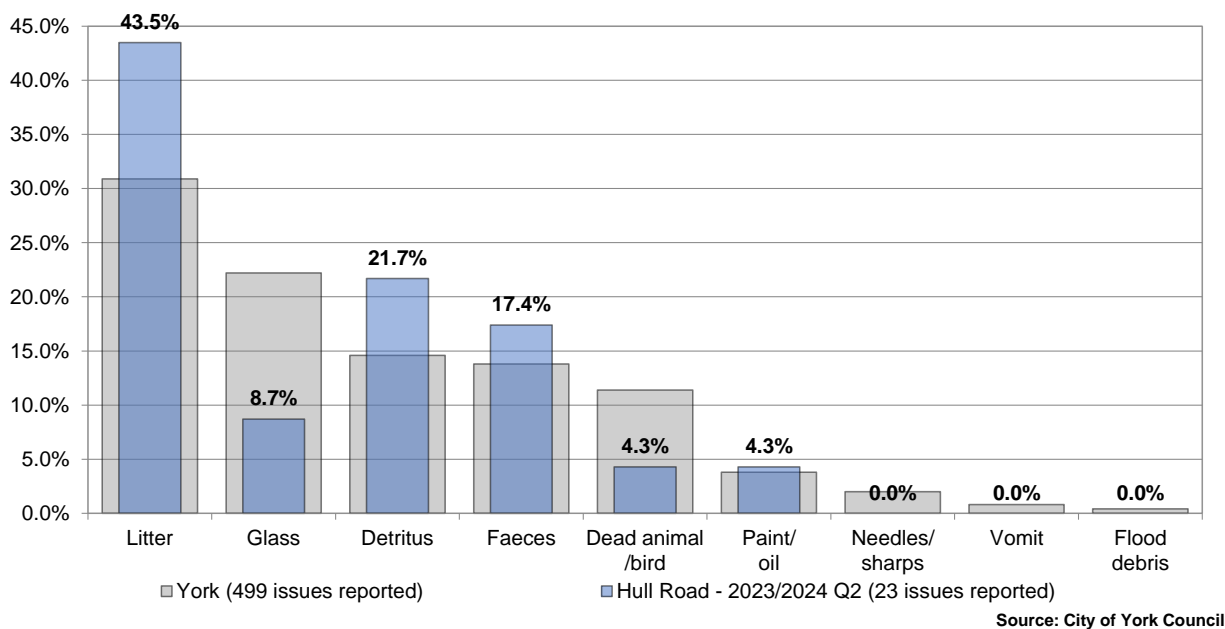
### Crime Rate per 1,000 population



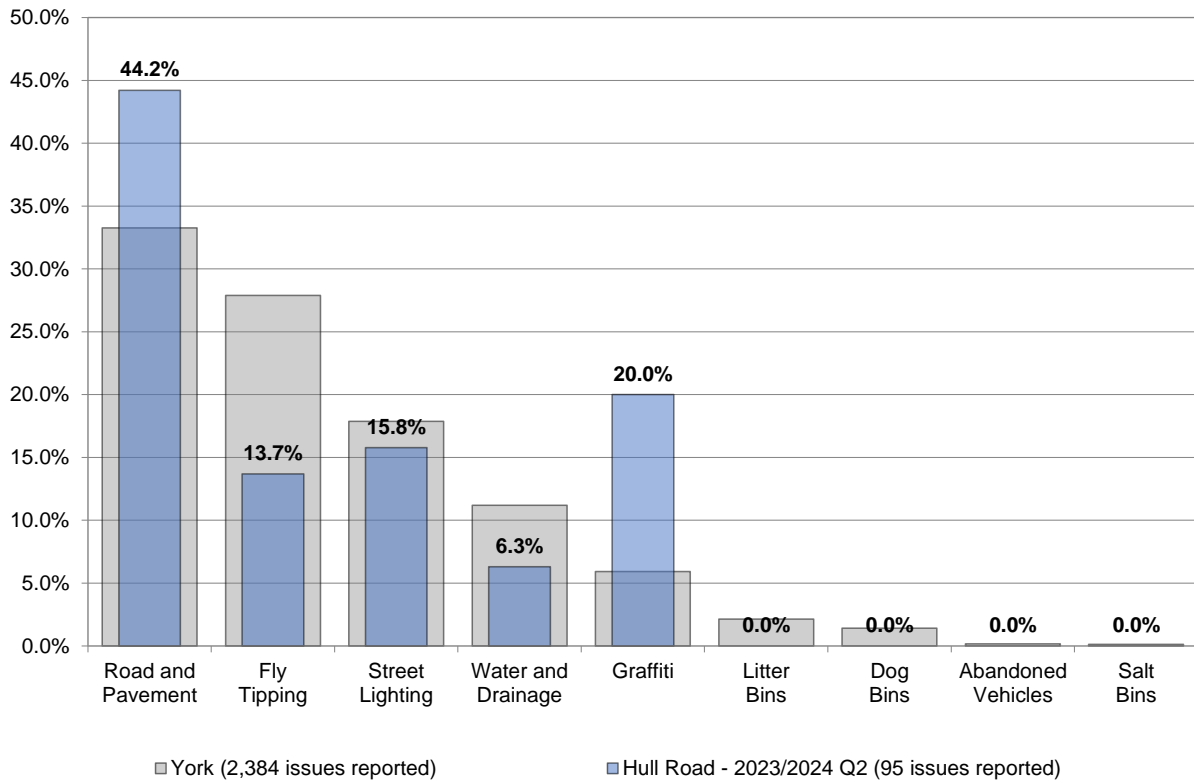
### Percentage of road area that is/has



### Street Cleaning - % of issues reported

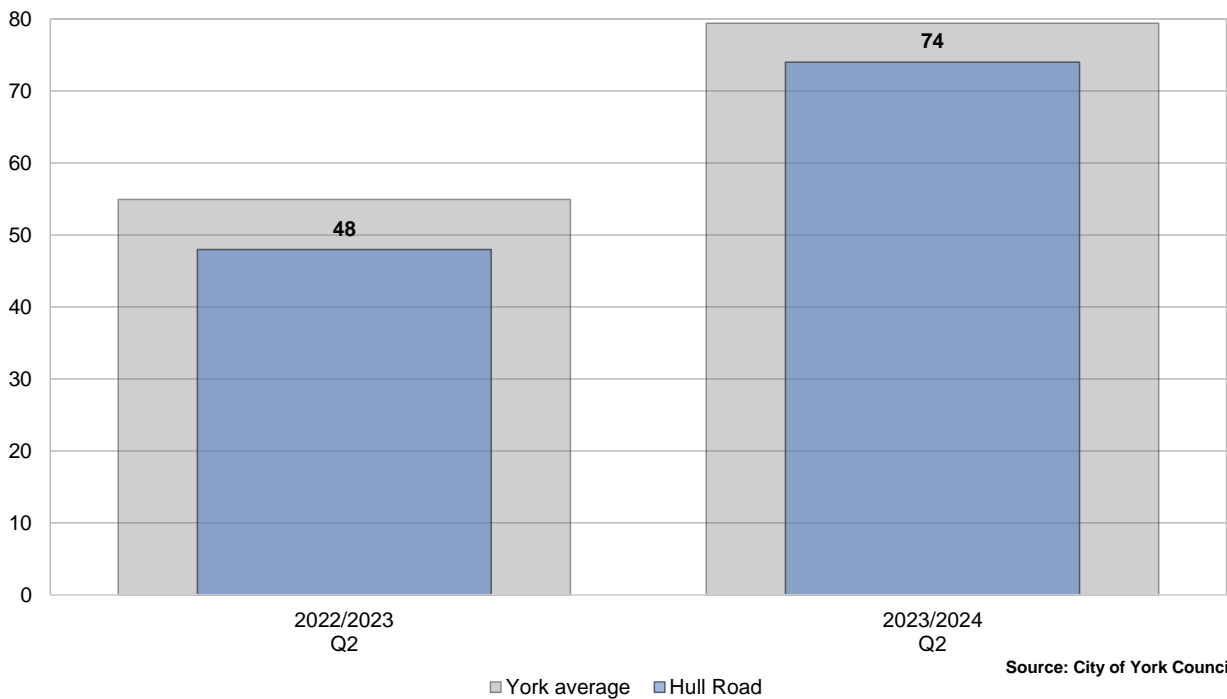


### Other Public Realm - % of issues reported



Source: City of York Council

### Assisted waste collections – Total number of active collections



Source: City of York Council

## Education and Schools

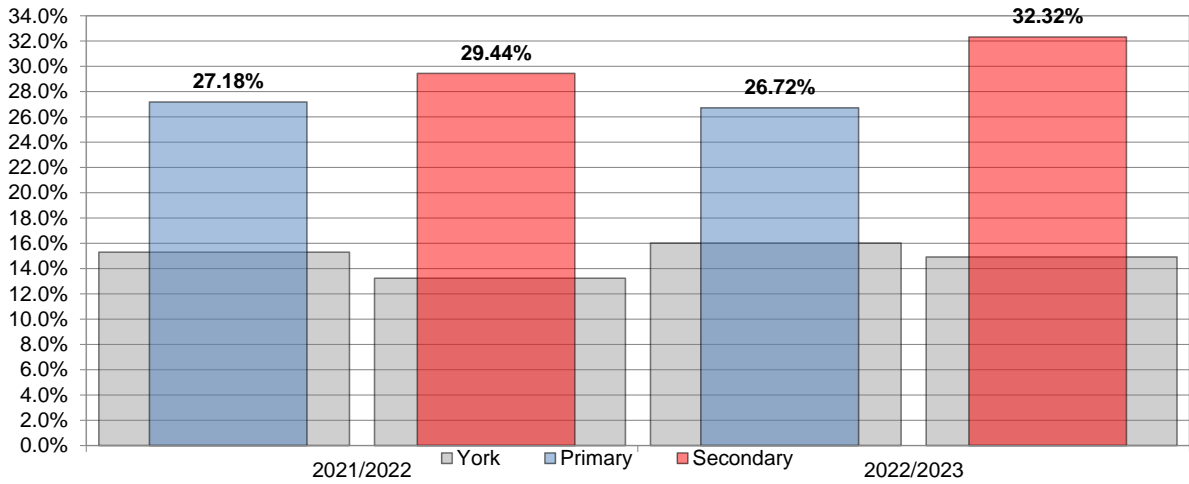
The following school catchment areas are part of Hull Road Ward:

Primary: Badger Hill, Lord Deramore's, Osbaldwick, St. Lawrence's CE Academy and Tang Hall.

Secondary: Archbishop Holgate's CE and Fulford Secondary.

The following data only relates to those pupils, from this ward, who attend York Schools.

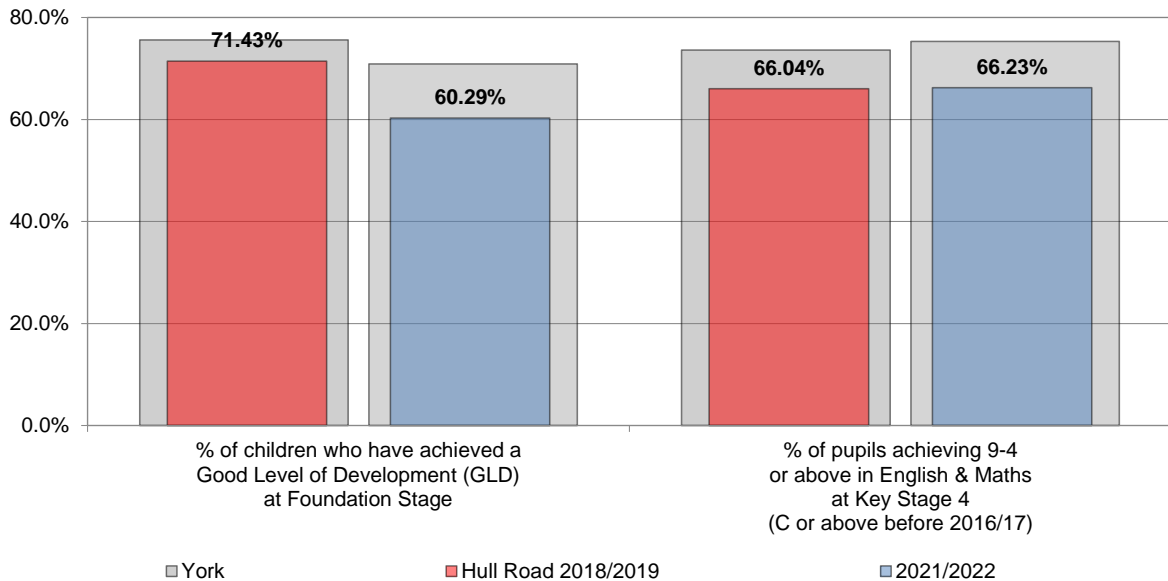
### % Free School Meal pupils - (excluding subsidiary pupils)



Number of Pupils	2021/2022	2022/2023
Primary	596	610
Secondary	462	495

Source: School Census - October

### Educational Attainment



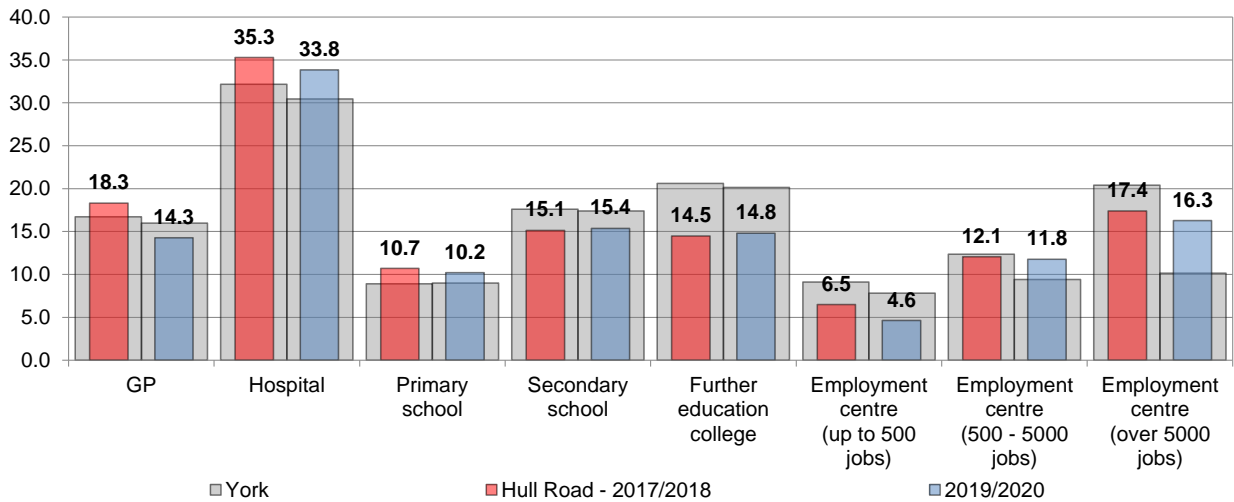
The Department for Education did not release data for 2019-20 or 2020-21 due to the way in which Key Stage results were calculated.

Source: Department for Education - 2021/22



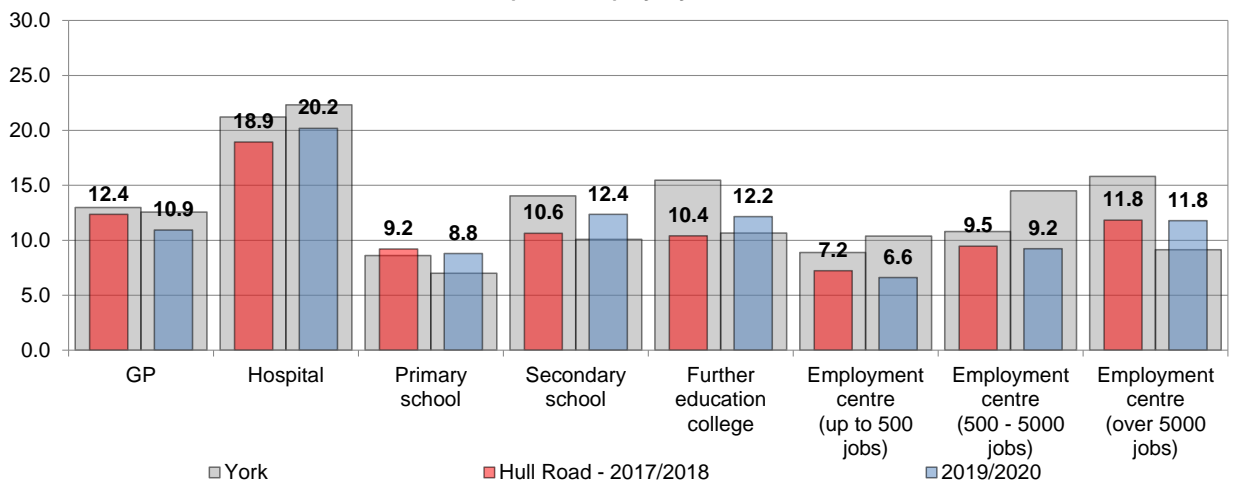
## Access to local services

### Travel time (minutes) by public transport / walking to nearest...



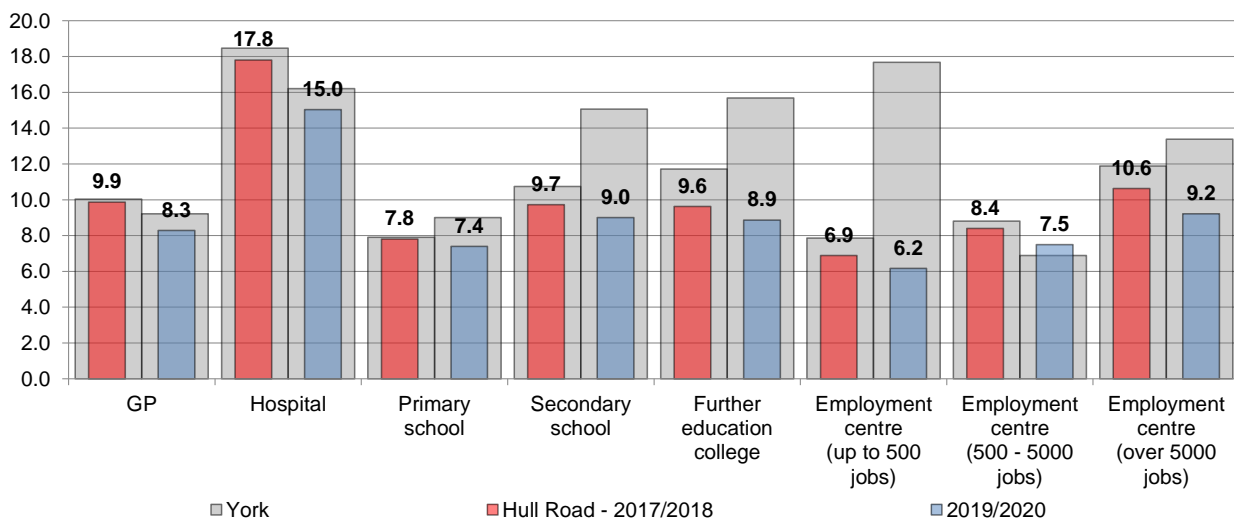
Source: Department of Transport - Journey time statistics

### Travel time (minutes) by cycle to nearest...



Source: Department of Transport - Journey time statistics

### Travel time (minutes) by car to nearest...



Source: Department of Transport - Journey time statistics

### Broadband coverage and speeds

In March 2017 the UK Government introduced the Universal Service Obligation (USO) for broadband as part of its commitment in the UK Digital Strategy to ensure that the UK has world-class digital connectivity and inclusion.

Measure	Hull Road	York	Summary
Average download speed (Mb/s)	162.53	177.50	slower than the York average
Superfast broadband availability	90.65%	96.17%	worse than the York average
Connections receiving:			
slowest speeds (under 2 Mb/s)	0.00%	0.04%	lower than the York average
slower speeds (under 10 Mb/s)	0.05%	0.67%	lower than the York average
superfast speeds (over 30 Mb/s)	98.22%	96.32%	higher than the York average

This data is based on analysis of Ofcom's Connected Nations data for 2022/2023. Ofcom collected and analysed data from major fixed telecoms operators (BT, Virgin Media, Sky, Talk Talk, Vodafone and KCOM).

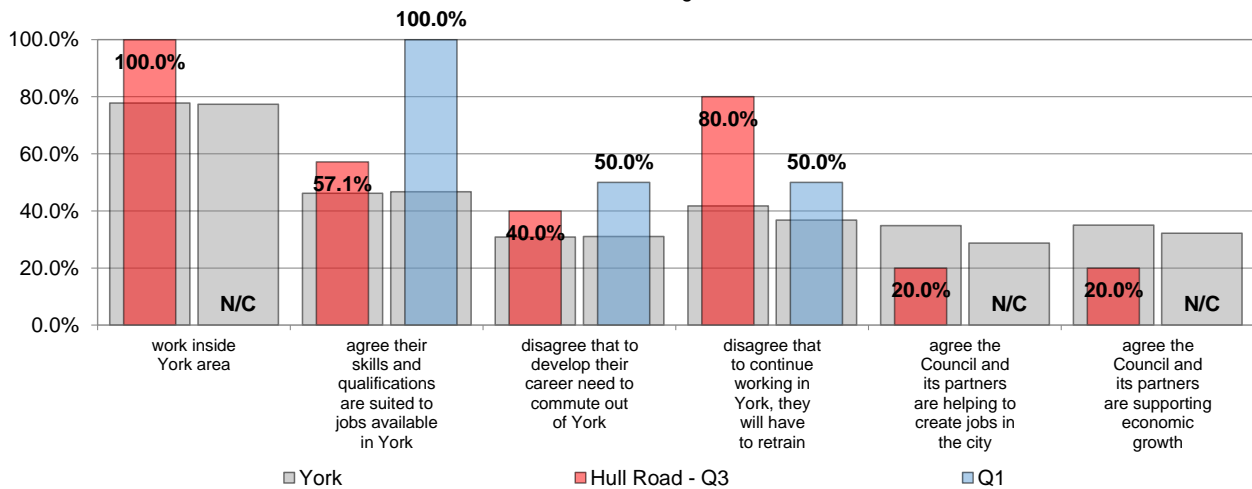
Due to variations in broadband performance over time, Ofcom cautions that the data should not be regarded as a definitive and fixed view of the broadband infrastructure but rather a snapshot of current variation in availability and performance across the country.

The vast majority of UK homes can now get superfast broadband, which provides download speeds of at least 30 Mbit/s; although more than a quarter who have access to it have not taken it up.

### Resident Engagement

#### Resident responses about the Local Economy

Respondents who are retired or not working due to long term illness or disability were ineligible to answer the following

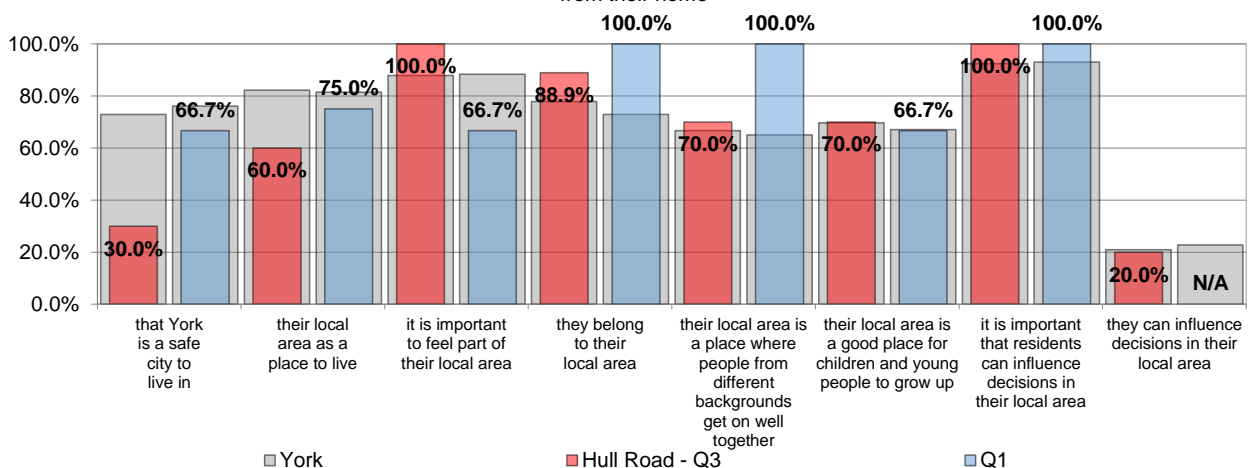


NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2022/2023, Q1 2023/2024

#### Resident satisfaction responses about their Local Area

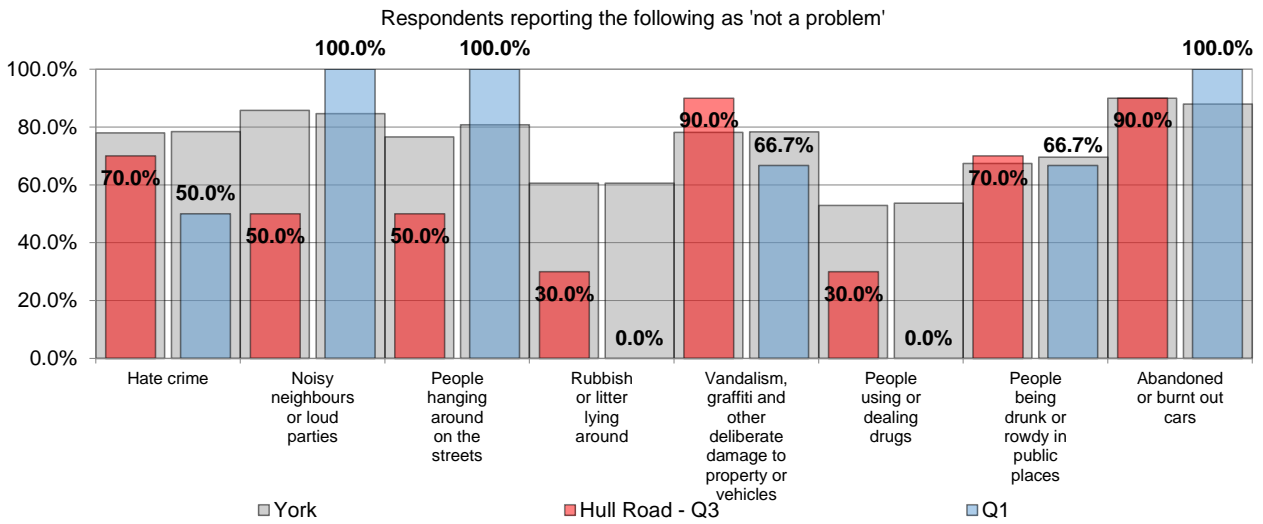
Respondents were asked to consider their Local Area as the area within 15-20 minutes walking distance from their home



NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2022/2023, Q1 2023/2024

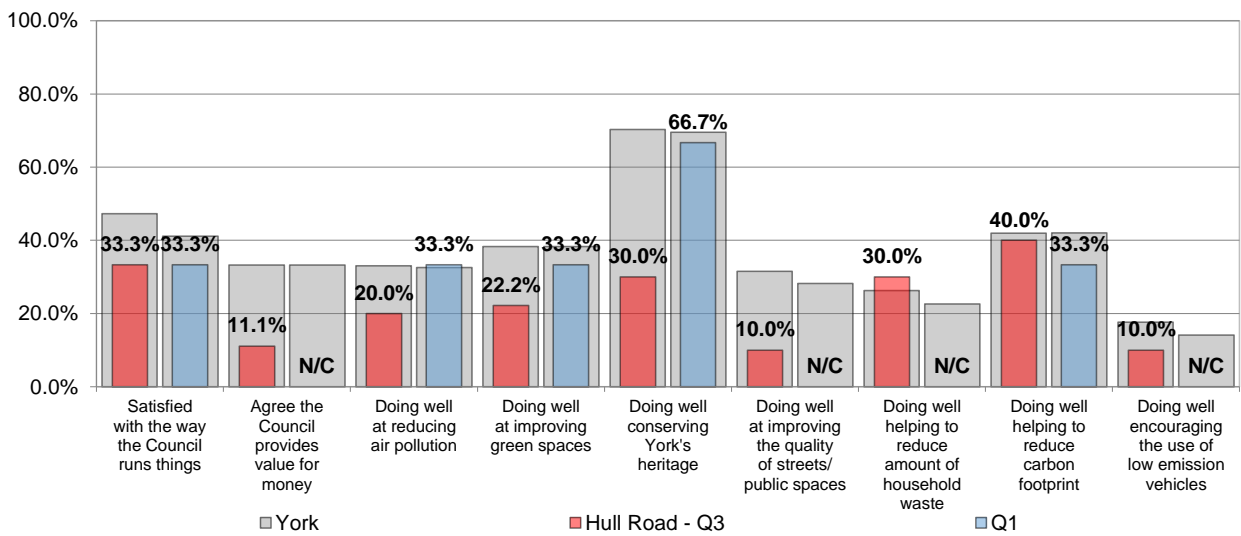
### Resident satisfaction responses about Public Realm in their Local Area



NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2022/2023, Q1 2023/2024

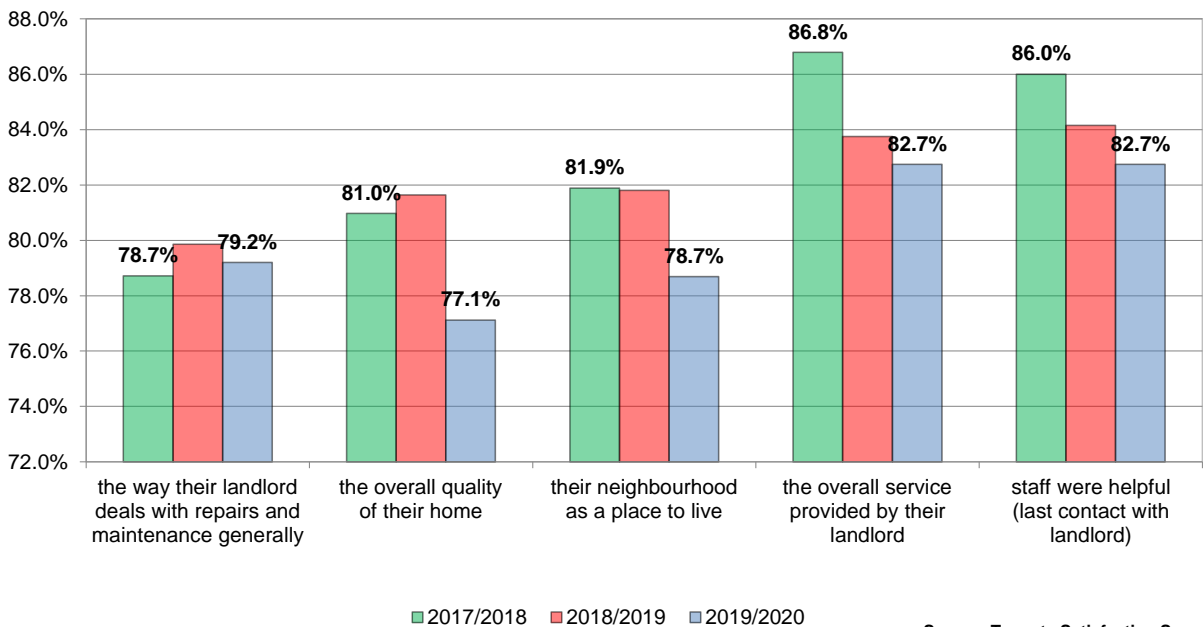
### Resident satisfaction responses about the Council (and partners)



NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2022/2023, Q1 2023/2024

### York Council house tenants satisfied with / agree that...

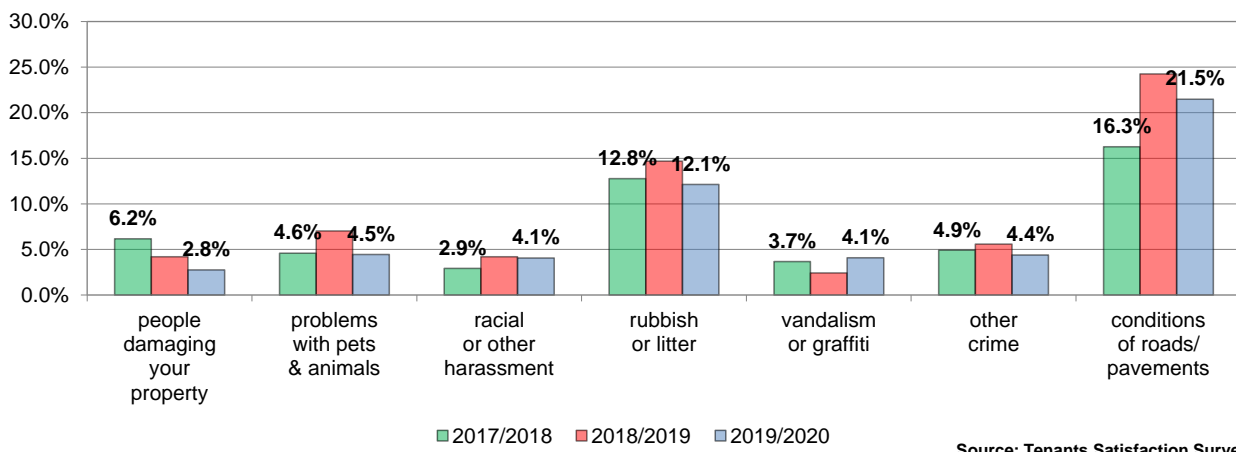
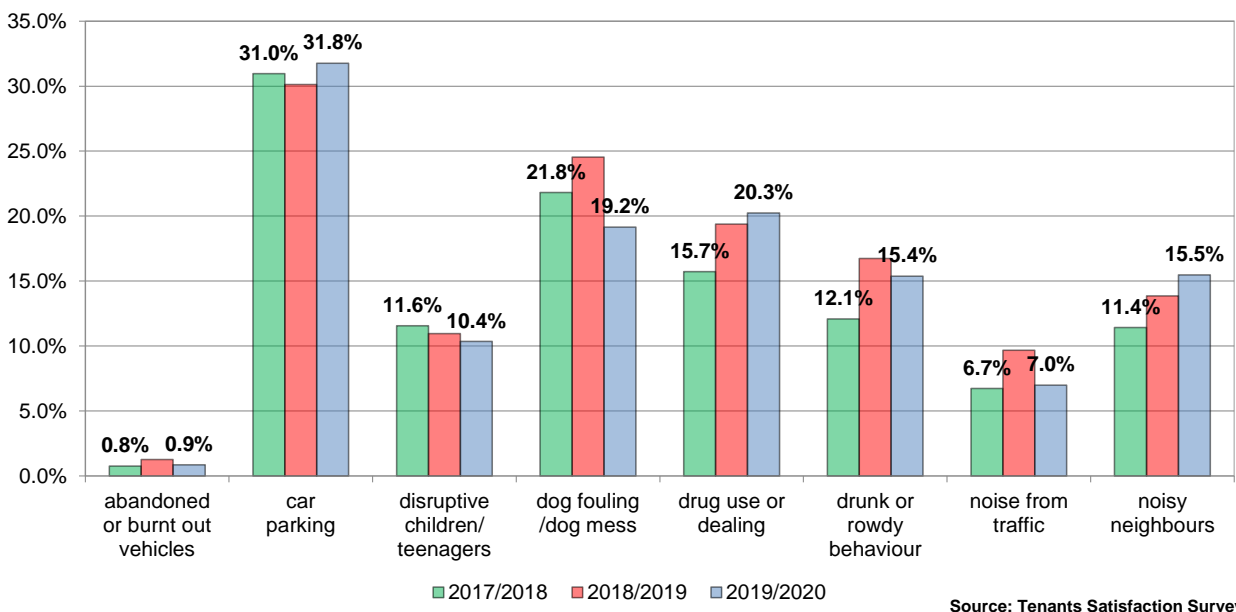


Source: Tenants Satisfaction Survey

### York Council house tenants satisfied with / agree that...



### York Council house tenants say is a major problem in their neighbourhood...



<p><b>Experian Groups</b></p> <p><b>O Rental Hubs</b></p> <p>Young singles and homesharers, rent flats, very high internet use, internet via smartphone, watch videos online.</p>
<p><b>I Family Basics</b></p> <p>Families with lots of children, council/ha tenants, low discretionary income, low affluence, internet via smartphone.</p>
<p><b>E Senior Security</b></p> <p>Retired singles and couples, pre-war generation, established in community, low internet use, have wills.</p>
<p><b>L Vintage Value</b></p> <p>Retired singles, council/ha tenants, no qualifications, low discretionary income, low-tech households.</p>
<p><b>N Urban Cohesion</b></p> <p>Homesharers in terraces, uber passengers, free mobile phone apps, read news and shop online, visual arts and design sites.</p>
<p><b>G Domestic Success</b></p> <p>Families with children, mid to high household income, monthly discretionary income under £1000, very high mortgage debt, internet via smartphone.</p>
<p><b>K Municipal Tenants</b></p> <p>Council/HA flats, densely populated, no qualifications, low discretionary income, low environmental impact gap.</p>
<p><b>Experian Types</b></p>
<p><b>I36 Solid Economy</b></p> <p>Council/HA tenants, school-age children, no qualifications, low discretionary income, standard current/savings account.</p>
<p><b>I39 Families on a Budget</b></p> <p>Single parents, lots of school-age children, council/ha tenants, unemployed, very low income.</p>
<p><b>E21 Solo Retirees</b></p> <p>Retired singles, no qualifications, own mid-value semis, low income, water poverty.</p>
<p><b>E18 Legacy Elders</b></p> <p>Retired singles, pre-war generation, university degrees, homeowners, no outstanding mortgage.</p>
<p><b>E20 Classic Grandparents</b></p> <p>Retired couples, established in community, no qualifications, low internet use, have wills.</p>
<p><b>K47 Single Essentials</b></p> <p>Council/HA tenants, low value, 1 bed flats, no qualifications, low discretionary income, unemployed.</p>
<p><b>N57 Community Elders</b></p> <p>Older singles, inter-war terraces, established in community, no outstanding mortgage, comprehensive car insurance.</p>
<p><b>L52 Estate Veterans</b></p> <p>Retired singles, council/ha tenants, no qualifications, very low discretionary income, established in community.</p>
<p><b>G26 Cafés and Catchments</b></p> <p>Families with children, generation x, university degrees, high value, pre-war properties, mid to high household income.</p>
<p><b>L50 Pocket Pensions</b></p> <p>Retired singles, council/ha tenants, 1 bed bungalows, no qualifications, very low discretionary income.</p>