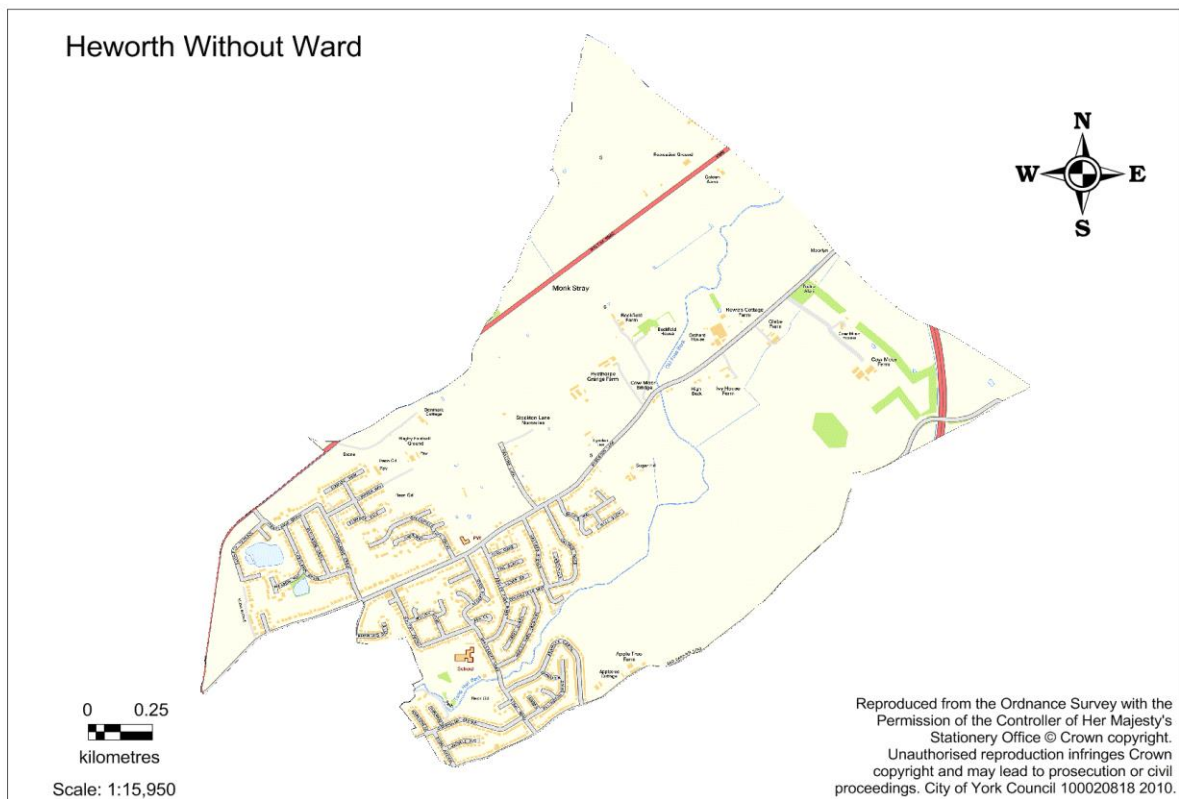


## York Summary

- 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)

### Heworth Without Ward



## Ward Summary

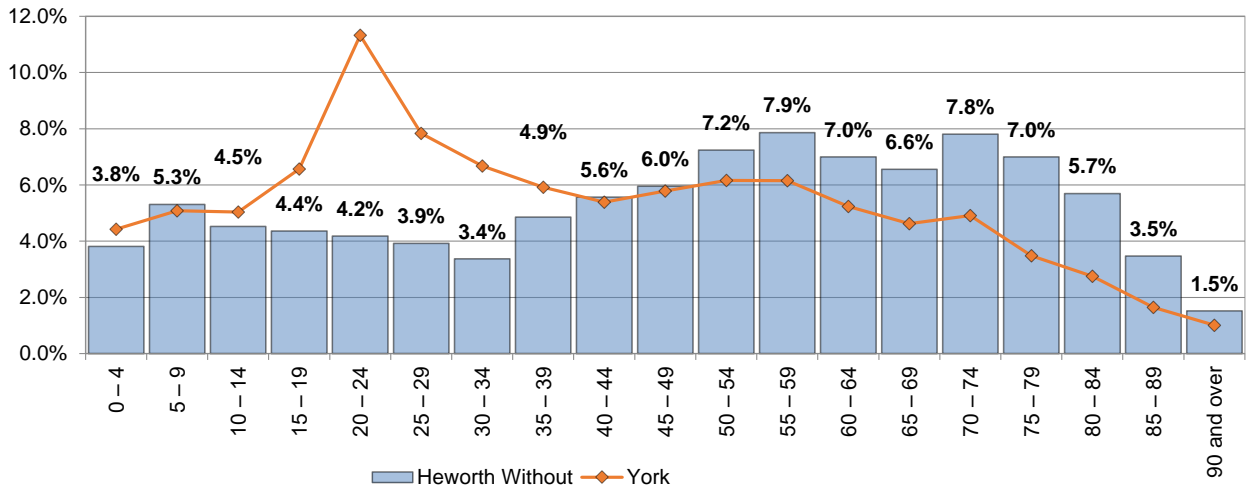
- Heworth Without has 3,828 residents with 4.1% from a black and minority ethnic community group. 83.2% are in good health, with 15.8% stating that they have some limitation in day to day activities.
- 90% own their own home, either outright or with a mortgage, 9% are private renters and 1% are social tenants. There are no Council Houses in this ward.
- 75.0% of residents have a Level 1 - 4 qualification, of which 67.2% are, at least, qualified to Level 2, but 15.1% have no qualifications at all.
- 5.5% of children are living in low income families and there are 12.6% of households in fuel poverty.
- 1.5% 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. |                   |                    |                   |                                      |                 |                |                   |   |
| Heworth Without 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% |                 | Pages 8 - 9    |                   |   |
| Universal Credit (out of work) claimants  | 1.50%             | 0.60%              | 3.50%             | 1.50%                                |                 |                |                   |   |
| Residents who agree the council and its partners are helping to create jobs in the city                         | 58.33%            | 83.33%             | 16.67%            | 36.85%                               | ●               |                | ●                 |   |
| Residents who agree their skills and qualifications are suited to jobs available in York                        | 33.33%            | 75.00%             | 20.00%            | 47.66%                               |                 | ◆              |                   | ◆ |
| Business Startups:  |                   |                    |                   |                                      |                 |                |                   |   |
| Number (YTD)  | 17.0              | 97.0               | 15.0              | 41.4                                 |                 | ◆              |                   | ◆ |
| per 10,000 working age population (YTD)   | 82.7              | 102.8              | 27.6              | 67.3                                 | ●               |                | ●                 |   |
| <b>Poverty</b>  |                   |                    |                   | Page 10                              |                 |                |                   |   |
| Fuel poverty (households)   | 6.53%             | 6.23%              | 15.33%            | 8.39%                                | ●               |                | ●                 |   |
| Children (aged 0- 15) living in low income families   | 5.50%             | 2.80%              | 19.80%            | 9.57%                                | ●               |                | ●                 |   |
| <b>Health and Wellbeing</b>   |                   |                    |                   | Pages 15 - 19                        |                 |                |                   |   |
| Reception year obesity  | N/C               | 5.88%              | 12.70%            | 9.33%                                |                 | ◆              |                   |   |
| Year 6 obesity  | N/C               | 7.69%              | 27.37%            | 16.76%                               |                 | ◆              |                   |   |
| Male life expectancy  | 79.3              | 86.2               | 76.0              | 80.5                                 |                 |                |                   |   |
| Female life expectancy  | 85.4              | 88.2               | 80.0              | 84.0                                 |                 |                | ●                 |   |
| Emergency hospital admissions for children (crude rate, 3 year aggregated)                                      | 232.6             | 130.7              | 332.6             | 240.6                                |                 |                |                   |   |
| Emergency hospital admissions   | 91.4              | 77.2               | 131.9             | 102.9                                | ●               |                | ●                 |   |
| Emergency hospital admissions for coronary heart disease  | 105.3             | 80.9               | 158.3             | 112.8                                |                 |                |                   |   |
| Emergency hospital admissions for injuries resulting from a fall (over 65)                                      | 14.7              | 14.7               | 29.7              | 20.6                                 | ●               |                | ●                 |   |
| % who have received Covid Vaccinations as at 05/01/23 (now includes 12-15 year olds):<br>1st & 2nd dose         | 92.80%            | 92.71%             | 66.96%            | 83.84%                               |                 |                |                   |   |
| Booster 1   | 84.40%            | 84.35%             | 54.00%            | 72.33%                               |                 |                |                   |   |
| Booster 2   | 53.50%            | 54.88%             | 14.33%            | 39.71%                               |                 |                |                   |   |
| <b>Adult Social Care</b>  |                   |                    |                   | Pages 20 - 21                        |                 |                |                   |   |
| Social Isolation  | 2.5               | 1.0                | 2.7               | 2.1                                  |                 | ◆              |                   | ◆ |
| Homecare hours (weekly average)   | 13.7              | 9.2                | 19.6              | 12.6                                 |                 |                |                   |   |
| Homecare clients (per 1,000 population)   | 4.4               | 1.3                | 6.7               | 4.1                                  |                 |                |                   |   |
| Clients getting paid packages of care that are not residential/nursing care                                     | 20.0              | 187.0              | 14.0              | 71.9                                 |                 |                |                   |   |
| New customers requesting Adult Social Care support  | 29.0              | 98.0               | 15.0              | 42.7                                 |                 |                |                   |   |
| <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>  |                   |                    |                   | Page 21 - 22              |                                      |                   |                   |
| Crime (per 1,000 population)   | 7.9               | 3.4                | 56.9              | 14.5                      | ●                                    |                   |                   |
| ASB (per 1,000 population)   | 1.0               | 1.0                | 15.2              | 3.8                       | ●                                    |                   | ●                 |
| Residents who think that hate crime is not a problem in their local area                         | 91.67%            | 100.00%            | 46.67%            | 79.29%                    | ●                                    |                   | ●                 |
| Residents who agree that York is a safe city to live in, relatively free from crime and violence | 91.67%            | 100.00%            | 30.00%            | 71.63%                    | ●                                    |                   | ●                 |
| Street cleaning - Number of issues reported - Litter   | 3.0               | N/A                | N/A               | 11.3                      |                                      |                   |                   |
| Street cleaning - Number of issues reported - Detritus   | 2.0               | N/A                | N/A               | 8.2                       |                                      |                   |                   |
| % of road area that is Free From Defects (Grade 1)   | 12.05%            | 37.34%             | 12.05%            | 19.83%                    |                                      | ◆                 | ◆                 |
| % of road area that is Structurally Impaired (Grade 5)   | 11.92%            | 5.25%              | 13.62%            | 10.14%                    |                                      | ◆                 |                   |
| <b>Schools and Educational Attainment</b>  |                   |                    |                   | Page 24                   |                                      |                   |                   |
| Primary school pupils claiming Free School Meals   | 2.68%             | N/A                | N/A               | 13.70%                    |                                      |                   |                   |
| Secondary school pupils claiming Free School Meals   | 3.98%             | N/A                | N/A               | 11.91%                    |                                      |                   |                   |
| Key Stage 2 Attainment   | 76.92%            | 81.48%             | 47.17%            | 65.03%                    | ●                                    |                   | ●                 |
| Key Stage 4 Attainment   | 87.10%            | 91.78%             | 57.65%            | 76.08%                    | ●                                    |                   | ●                 |
| <b>Travel time (in minutes) by public transport / walking to nearest...</b>                      |                   |                    |                   | Page 25                   |                                      |                   |                   |
| GP   | 16.5              | 8.1                | 29.5              | 16.9                      |                                      |                   |                   |
| Hospital   | 32.2              | 12.4               | 56.5              | 33.5                      |                                      |                   |                   |
| Primary school   | 9.1               | 5.8                | 11.7              | 8.8                       |                                      |                   |                   |
| Secondary school   | 29.1              | 9.5                | 30.8              | 18.5                      |                                      | ◆                 | ◆                 |
| <b>Broadband coverage and speeds</b>   |                   |                    |                   | Page 26                   |                                      |                   |                   |
| Average download speed (Mb/s)  | 190.1             | 337.8              | 46.0              | 165.6                     | ●                                    |                   |                   |
| Superfast availability   | 97.73%            | 98.05%             | 75.58%            | 90.89%                    |                                      |                   | ●                 |
| <b>Resident Engagement</b>   |                   |                    |                   | Pages 26 - 27             |                                      |                   |                   |
| Residents satisfied with their local area as a place to live                                     | 100.00%           | 100.00%            | 50.00%            | 80.48%                    | ●                                    |                   | ●                 |
| Residents who agree that they belong to their local area   | 91.67%            | 100.00%            | 56.25%            | 79.56%                    | ●                                    |                   | ●                 |
| Residents agree their local area is a good place for children and young people to grow up        | 91.67%            | 100.00%            | 38.89%            | 72.45%                    | ●                                    |                   | ●                 |
| Residents who agree that they can influence decisions in their local area                        | 41.67%            | 41.67%             | 4.76%             | 21.78%                    | ●                                    |                   | ●                 |
| <b>Key:</b>  |                   |                    |                   |                           | ● Good performance                   | ◆ Area of concern |                   |
| Further information about the ward is available at:  |                   |                    |                   |                           | <a href="#">Heworth Without Ward</a> |                   |                   |

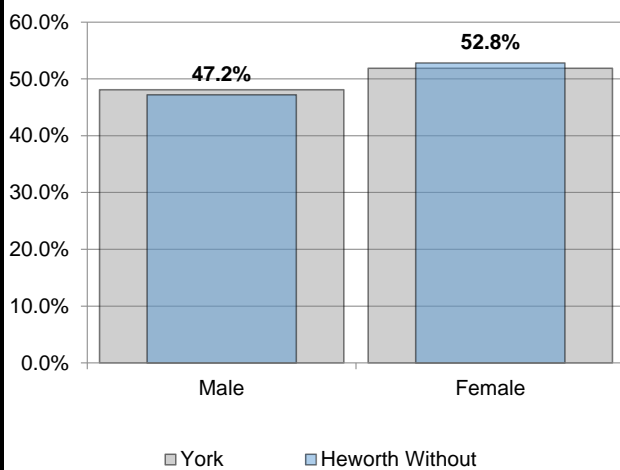
### Population by Age



Source: ONS - 2020 Population Estimates

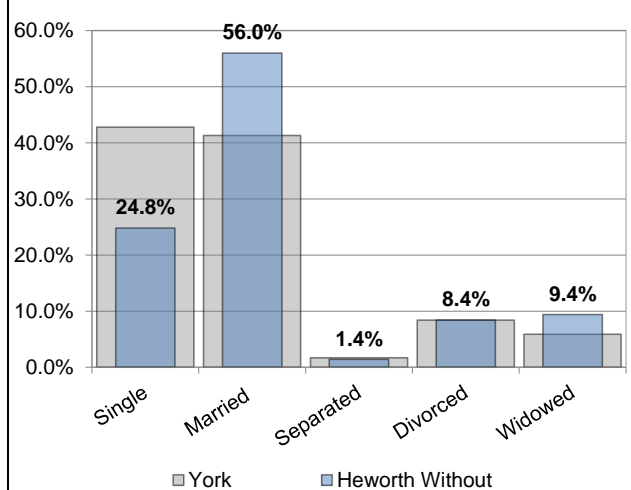
### Census 2021

#### Gender



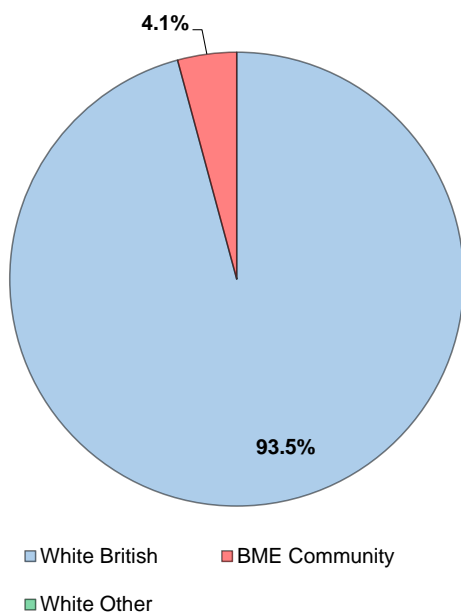
Source: Census 2021

#### Marital Status

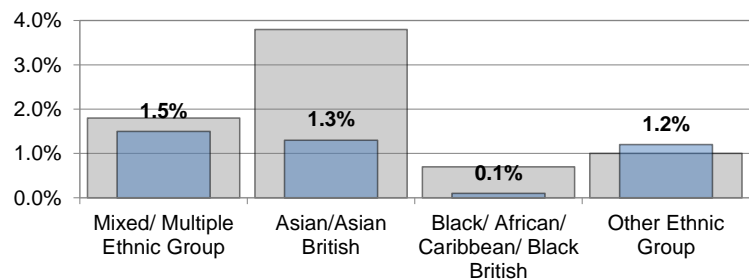


Source: Census 2021

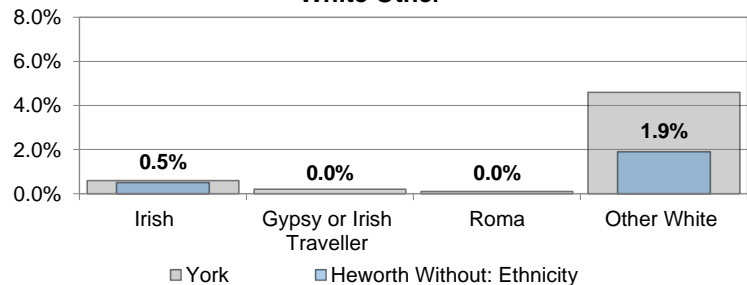
### Ethnicity



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

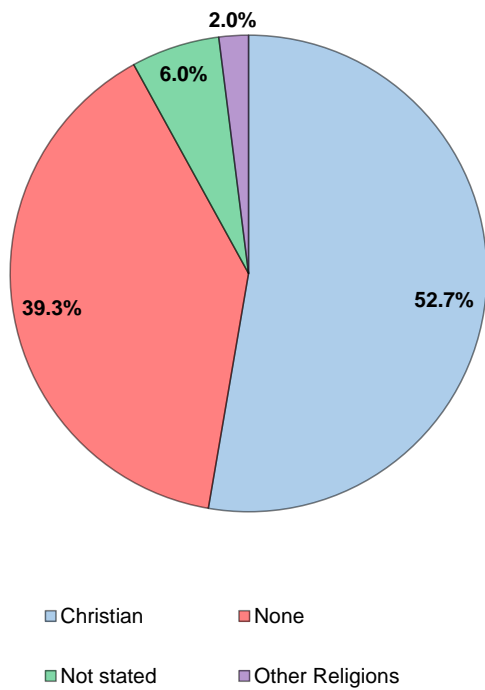


#### White Other

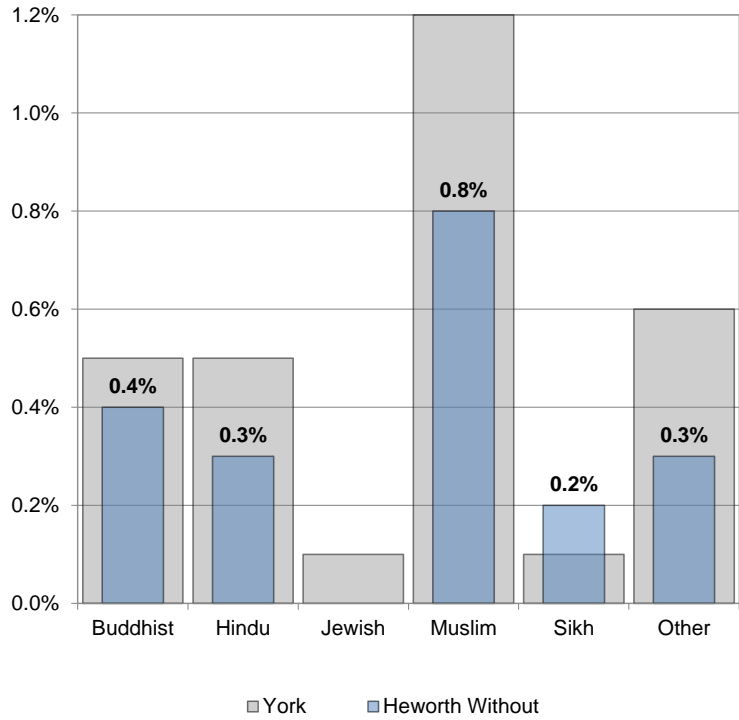


Source: Census 2021

## Religion

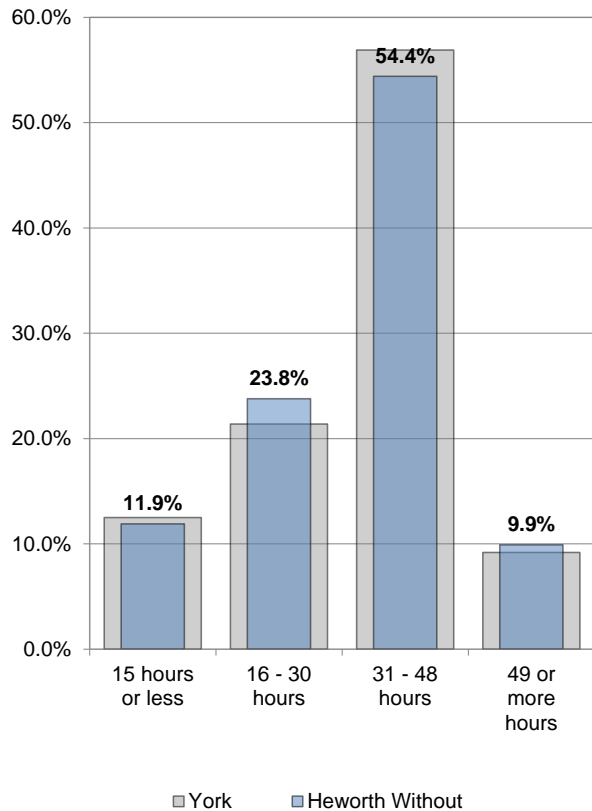


### Other Religions



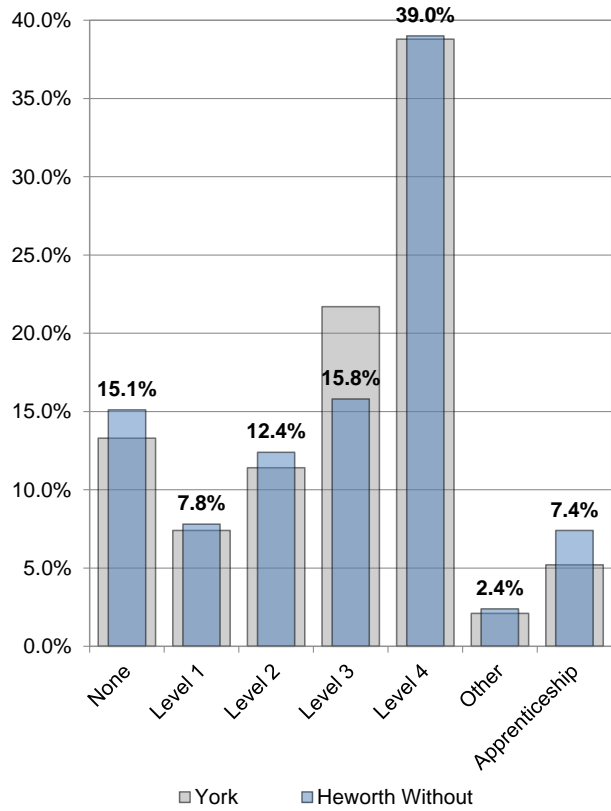
Source: Census 2021

## Hours Worked



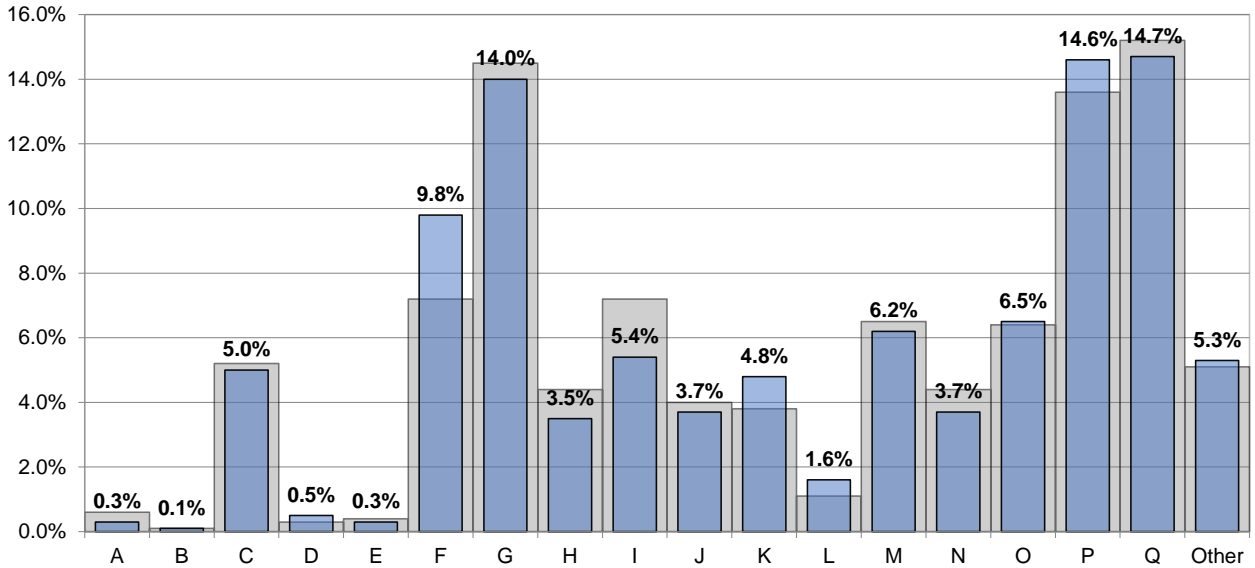
Source: Census 2021

## 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

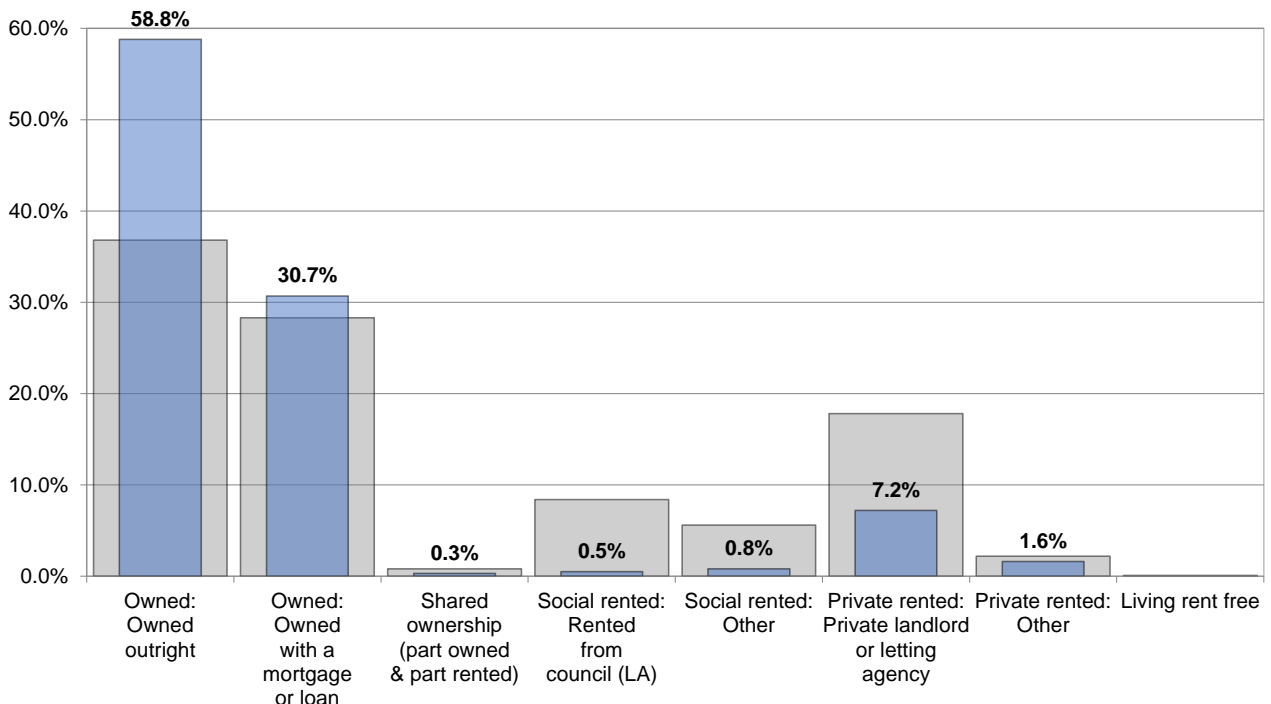
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

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 ■ Heworth Without

Source: Census 2021

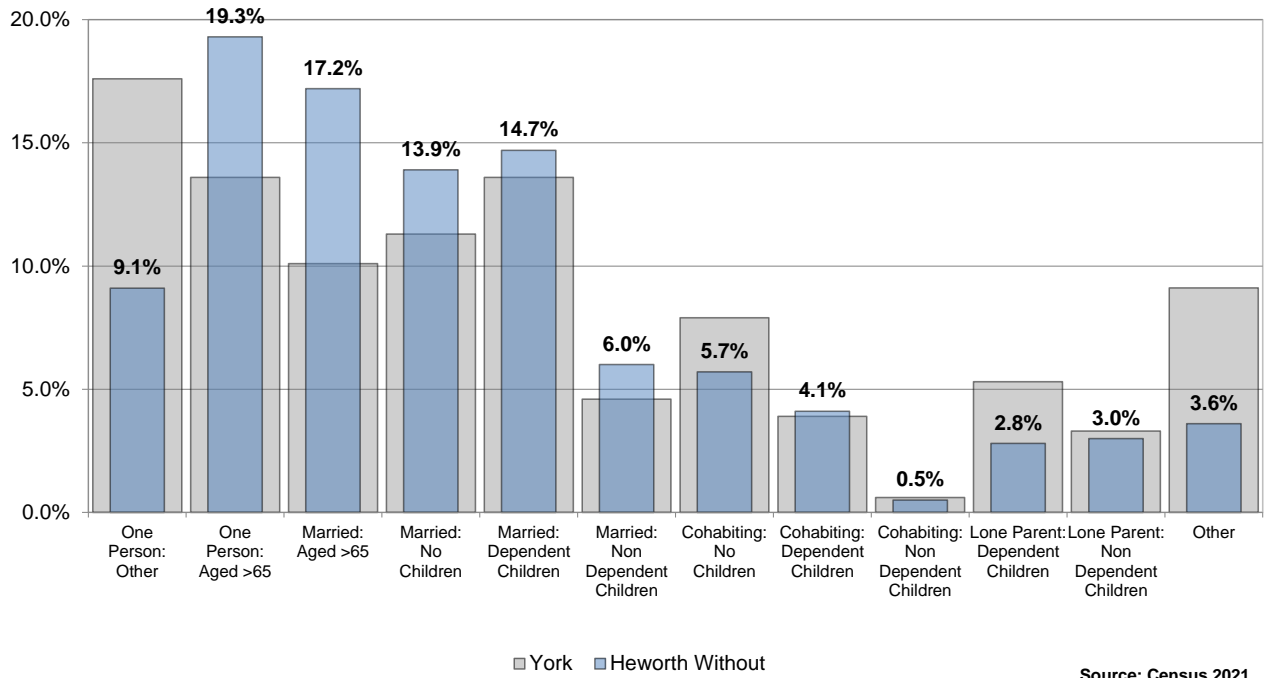
### Tenure



■ York ■ Heworth Without

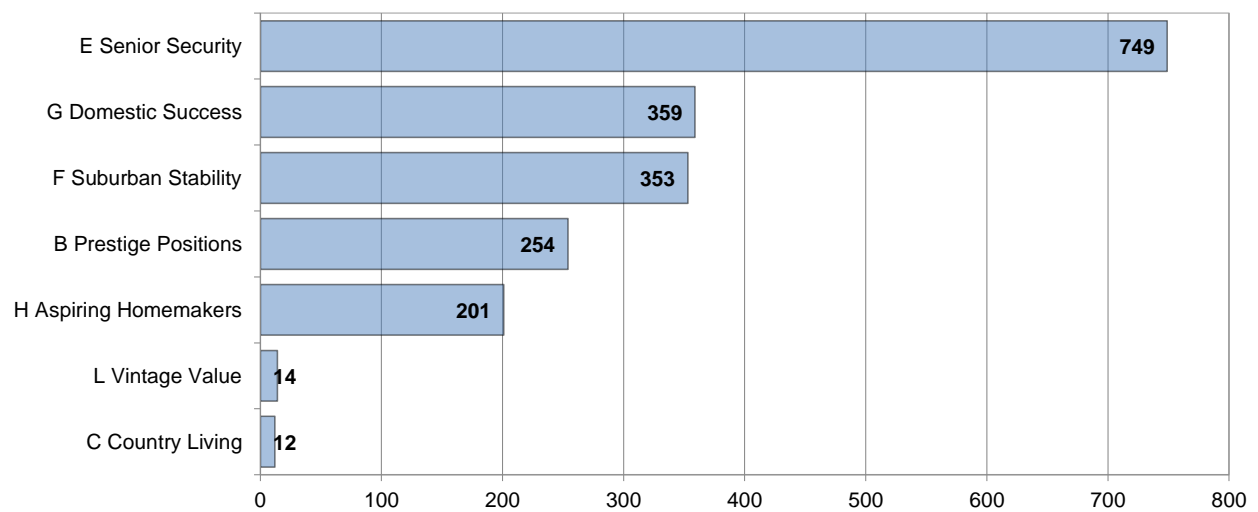
Source: Census 2021

### Household Composition

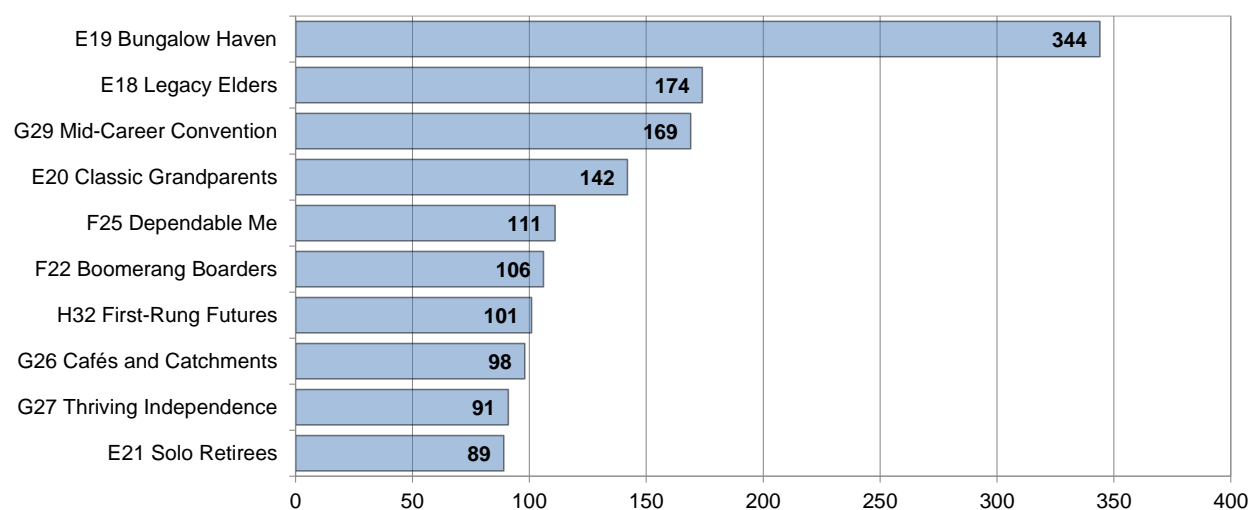


### Household Types

#### Experian Groups (2022)

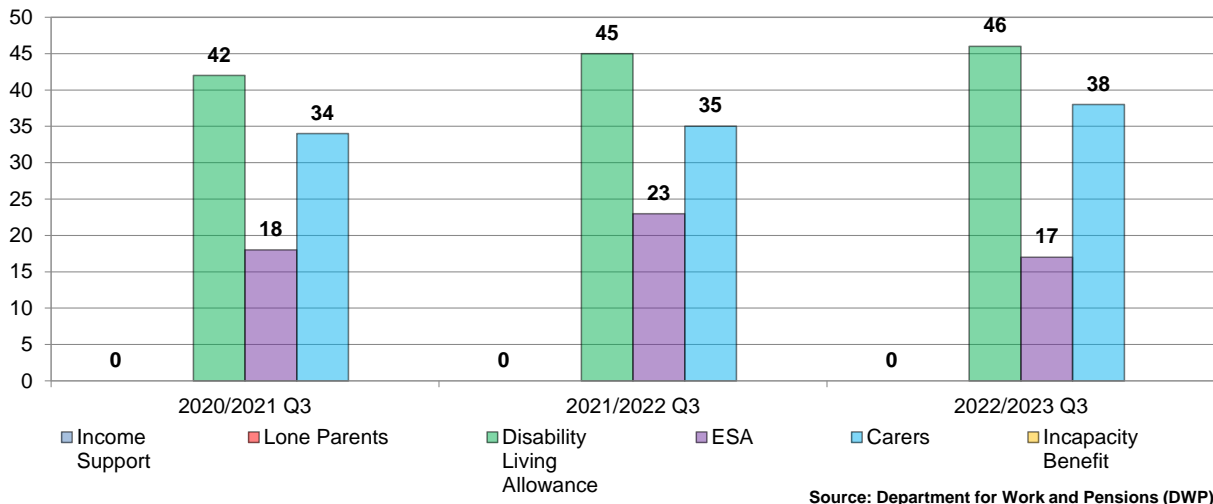


#### Experian Types (2022)



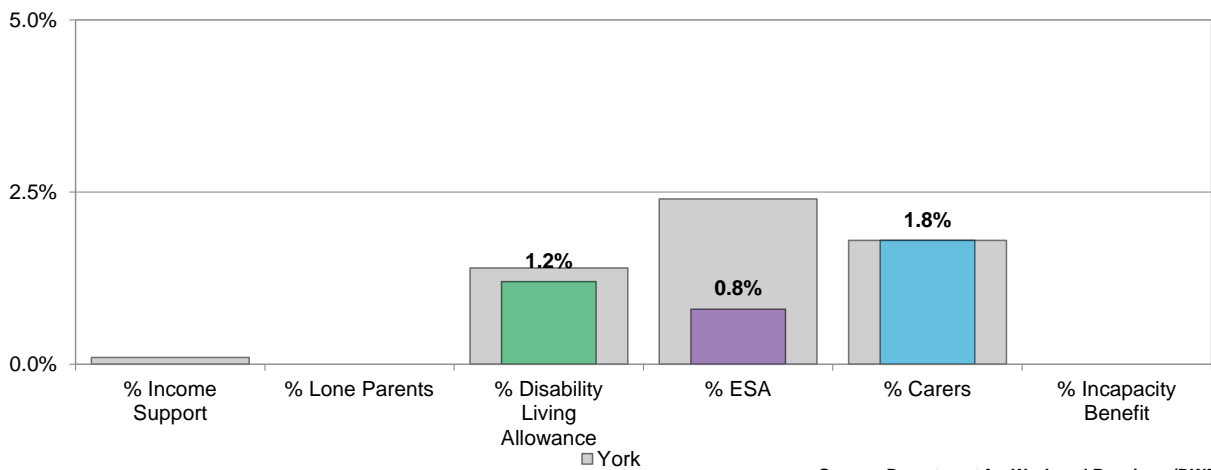
## Economy

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

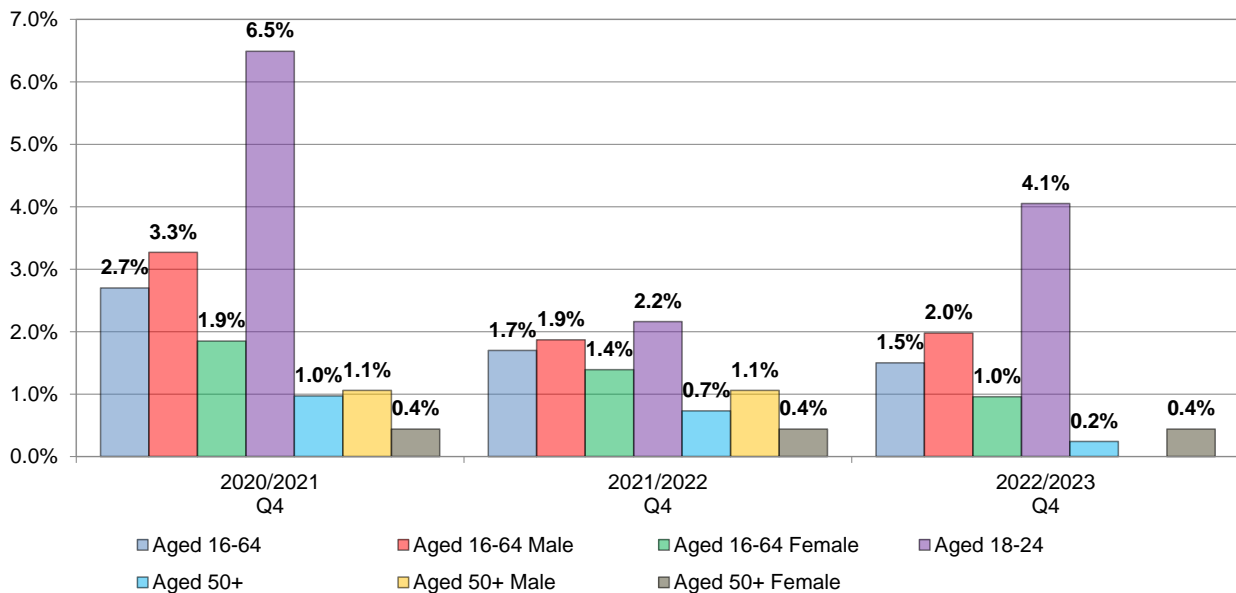


### Benefit Claimant Rate Working age Population (16-64)

Q3 2022/2023



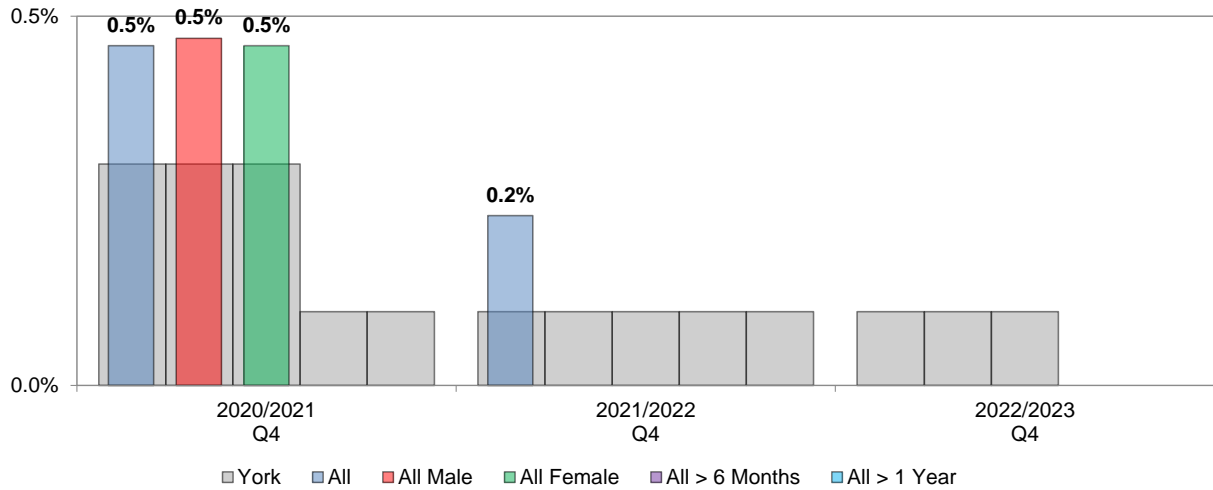
### JSA and Universal Credit (out of work) Claimant Rate





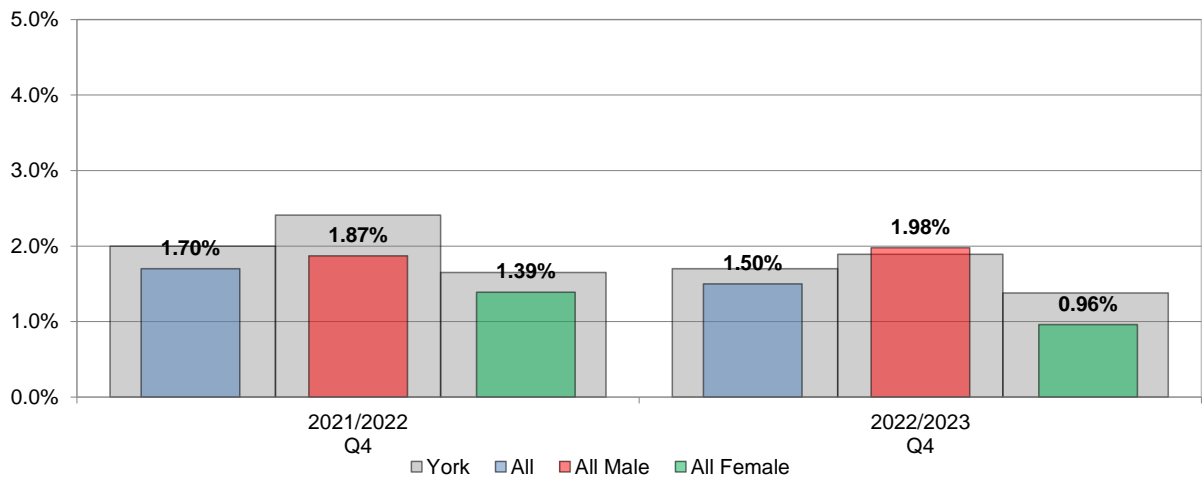
## Economy

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



Source: Office for National Statistics (ONS)

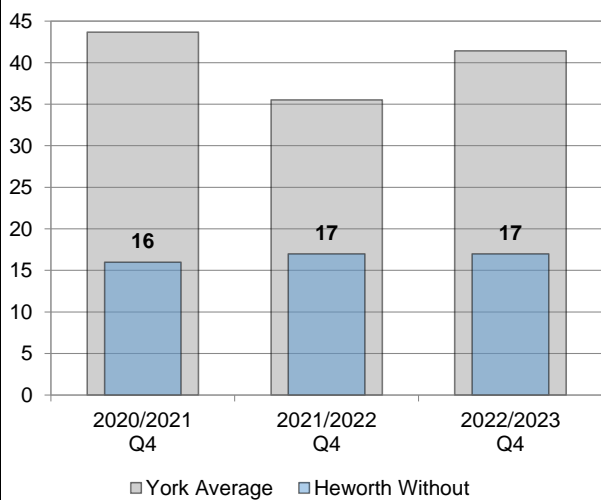
### JSA and Universal Credit (out of work) Claimant Rate Working age Population (16-64)



Source: Office for National Statistics (ONS)

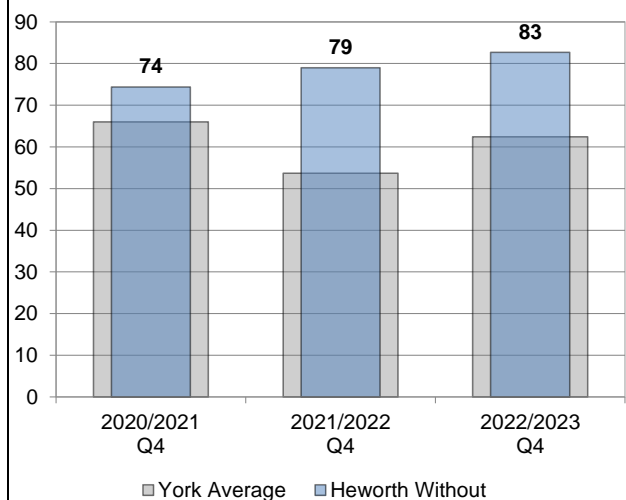
## Business Start Ups

### Numbers (YTD)



BankSearch Information Consultancy Ltd

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

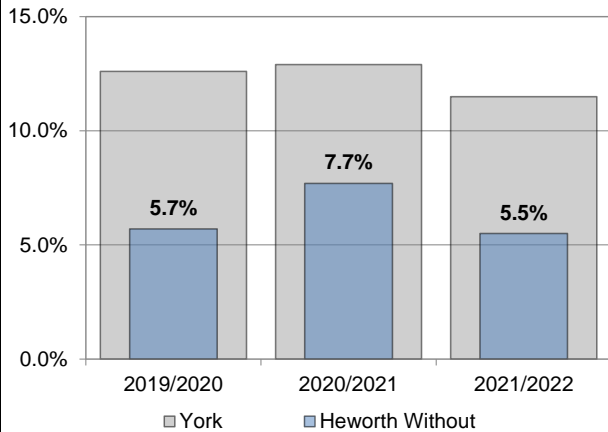


BankSearch Information Consultancy Ltd

## 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

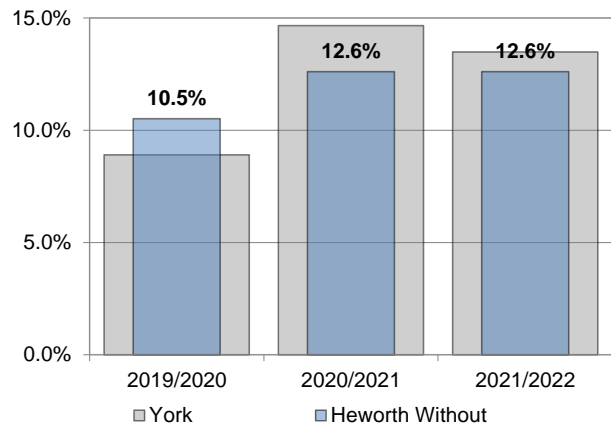


Source: Department for Work and Pensions

### Fuel Poverty

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

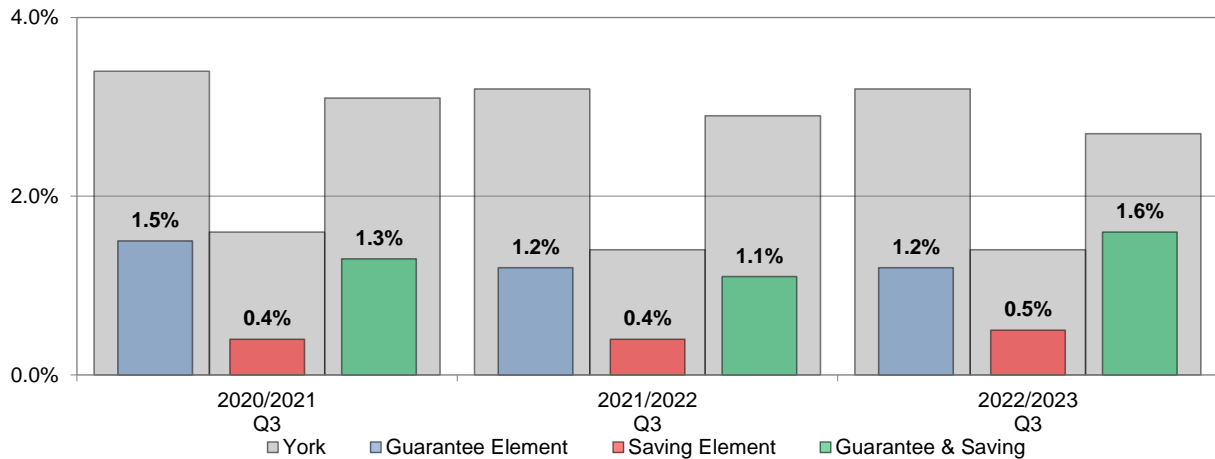
- it is living in a property with an energy efficiency rating of band D, E, F or G; and
- its disposable income (income after housing costs (AHC) and energy needs) would be below the poverty line.



Source: Department for Business, Energy & Industrial Strategy

## Pension Credit

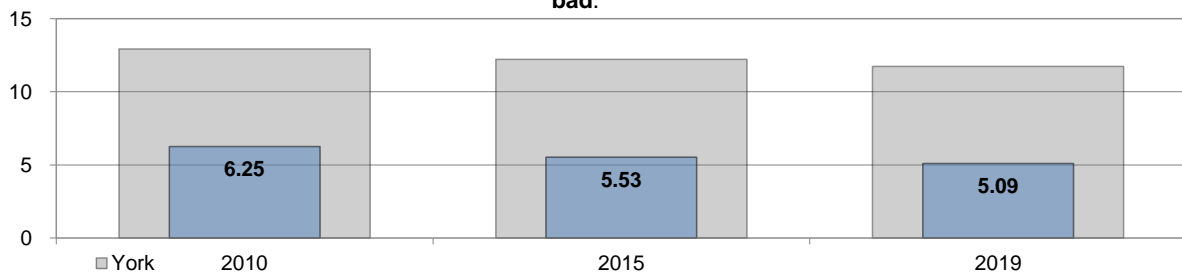
Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit and Savings Credit.



Source: Department for Work and Pensions (DWP)

## Indices of Multiple Deprivation

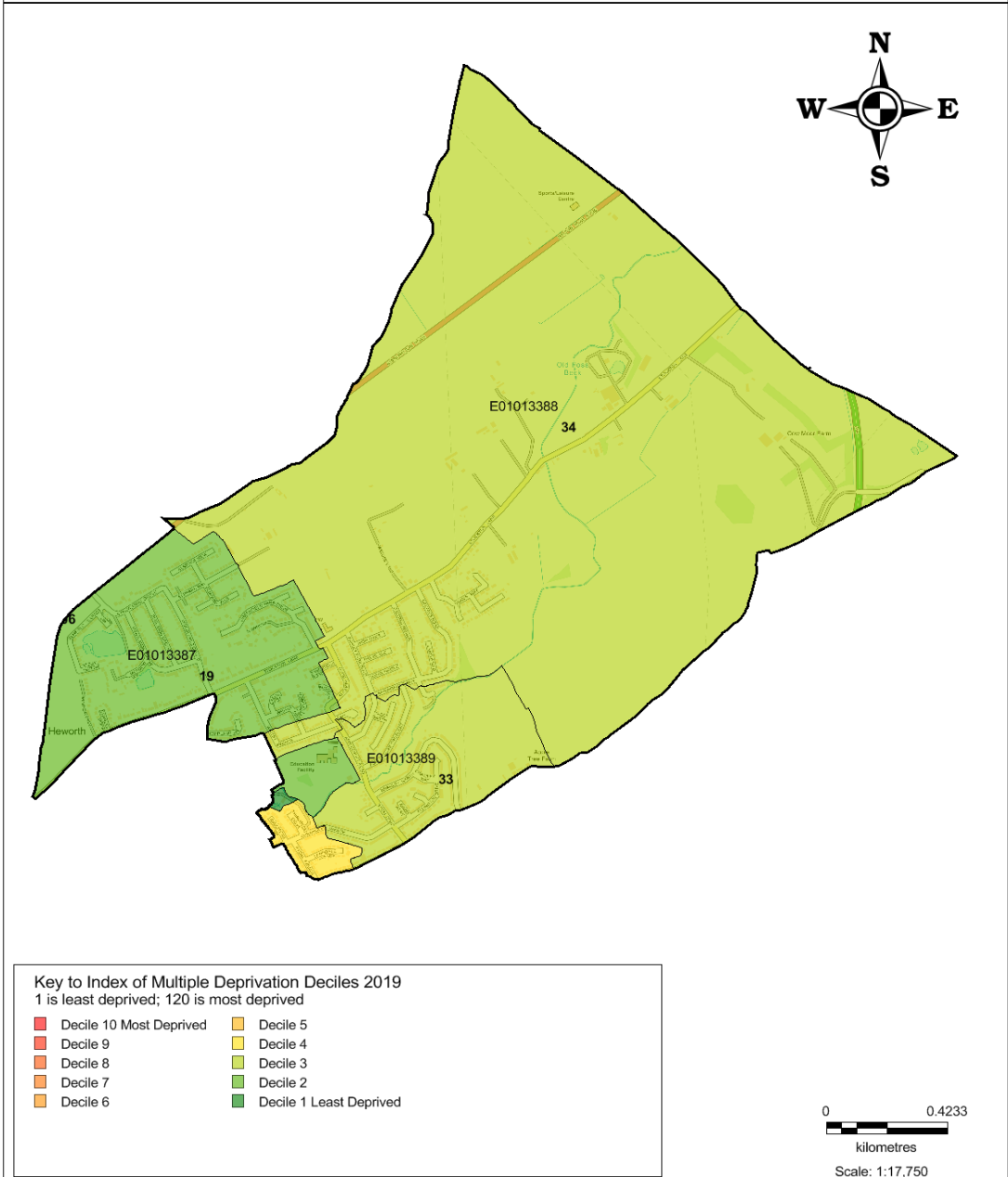
The IMD measures and rates a number of different domains affecting quality of life including income, employment, education and skills, health and disability, crime, barriers to services and quality of living environments. **A high score is bad.**



| Year | Ward Rank in York (Low is Bad) |
|------|--------------------------------|
| 2010 | 17 out of 21                   |
| 2015 | 16 out of 21                   |
| 2019 | 18 out of 21                   |

Source: Department for Communities and Local Government (DCLG)

## Index of Multiple Deprivation 2019 Heworth Without Ward: breakdown by LSOA

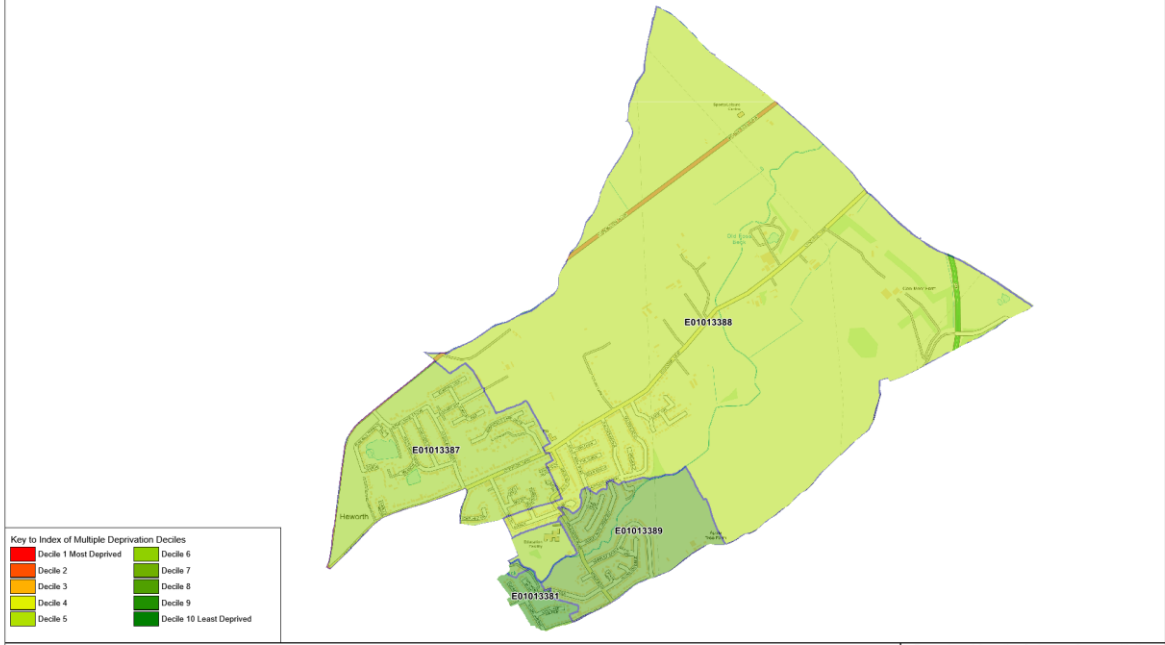


| Key to Index of Multiple Deprivation Deciles 2019<br>1 is least deprived; 120 is most deprived |                         |
|--|-------------------------|
| Decile 10 Most Deprived  | Decile 5                |
| Decile 9   | Decile 4                |
| Decile 8   | Decile 3                |
| Decile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

|             |                           |
|-------------|---------------------------|
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| Created     |                           |

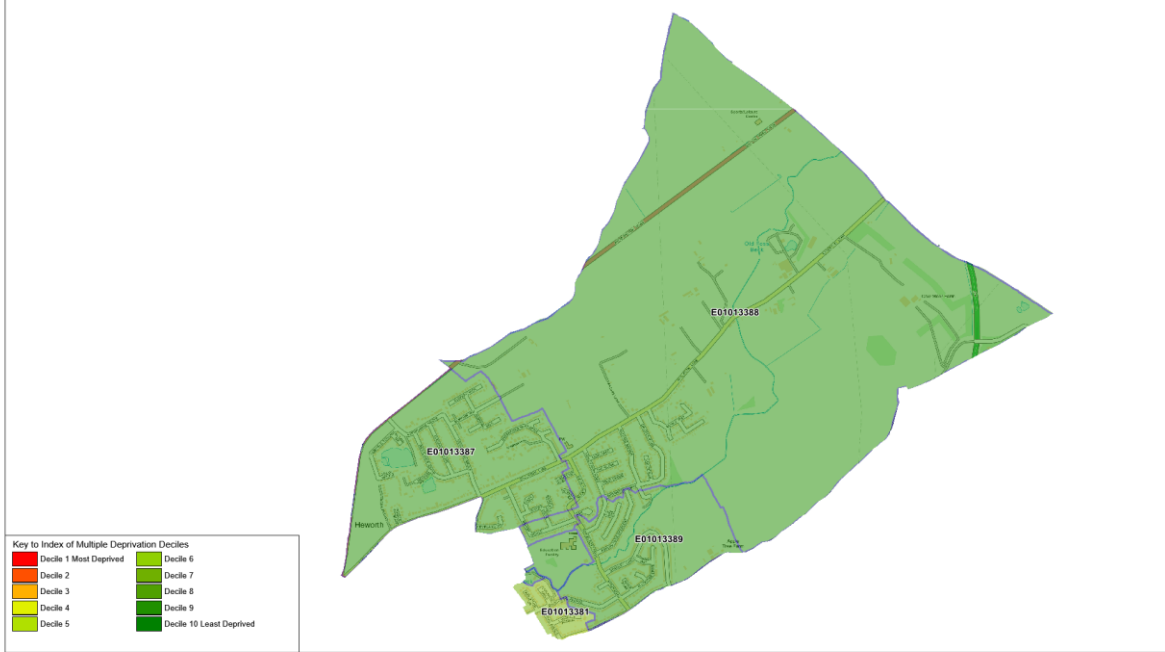
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**Index of Multiple Deprivation 2019  
Heworth Without Ward - Barriers to Housing and Services Score: Breakdown by Decile**



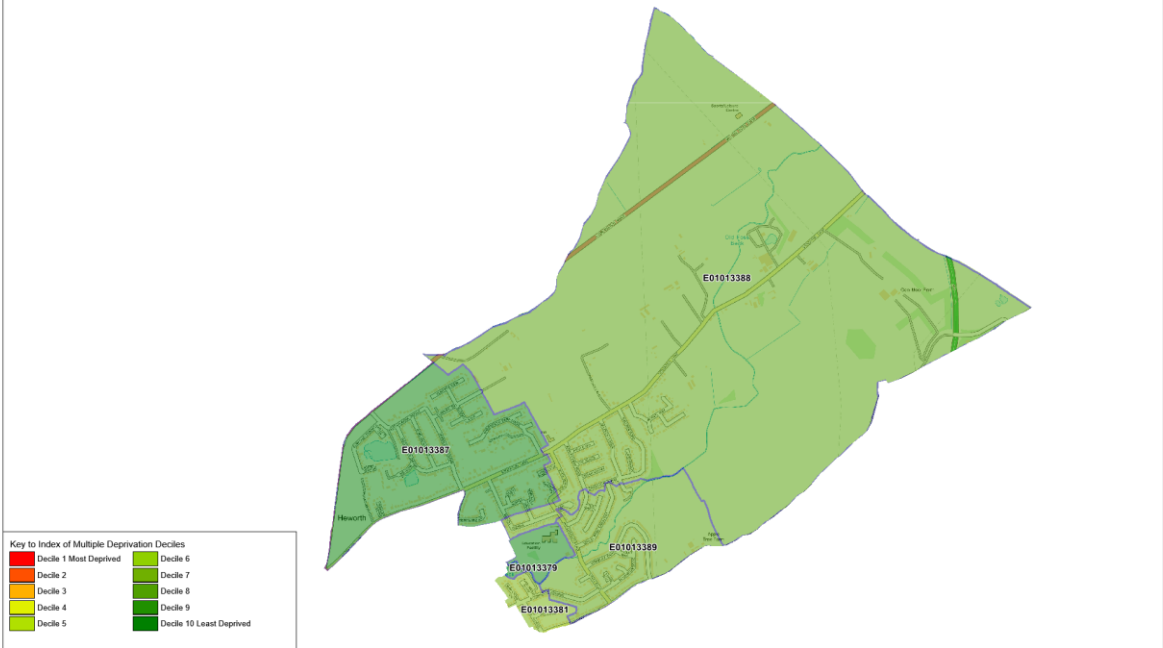
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**Index of Multiple Deprivation 2019  
Heworth Without Ward - Crime Score: Breakdown by Decile**



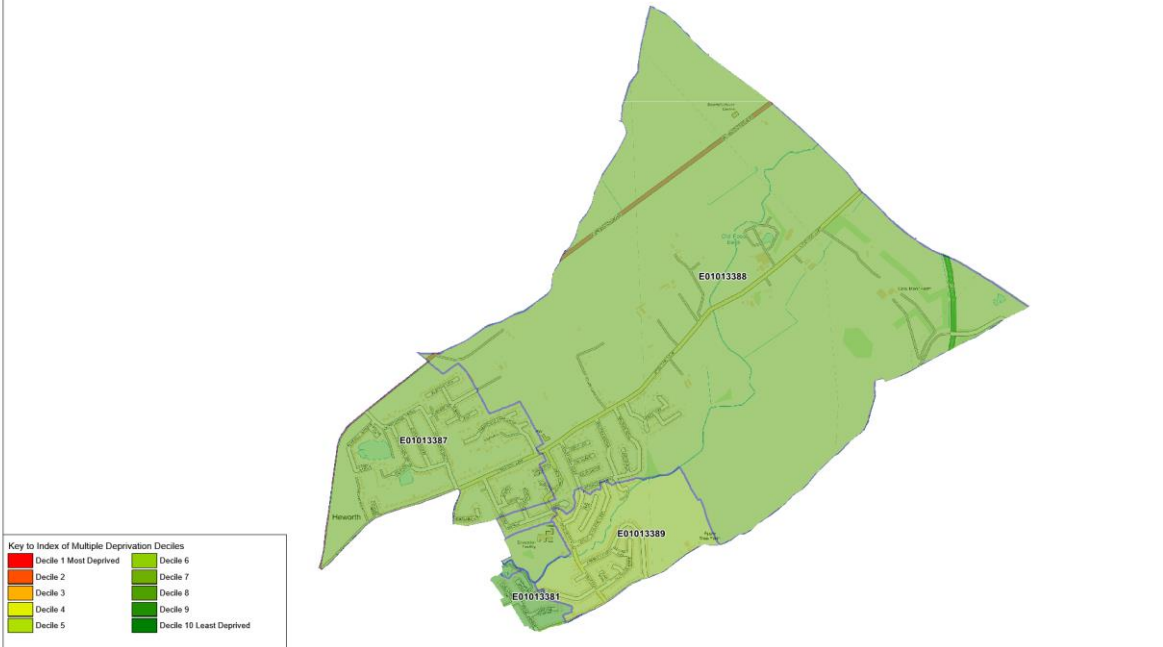
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**Index of Multiple Deprivation 2019  
Heworth Without Ward – Education, Skills and Training Score: Breakdown by Decile**



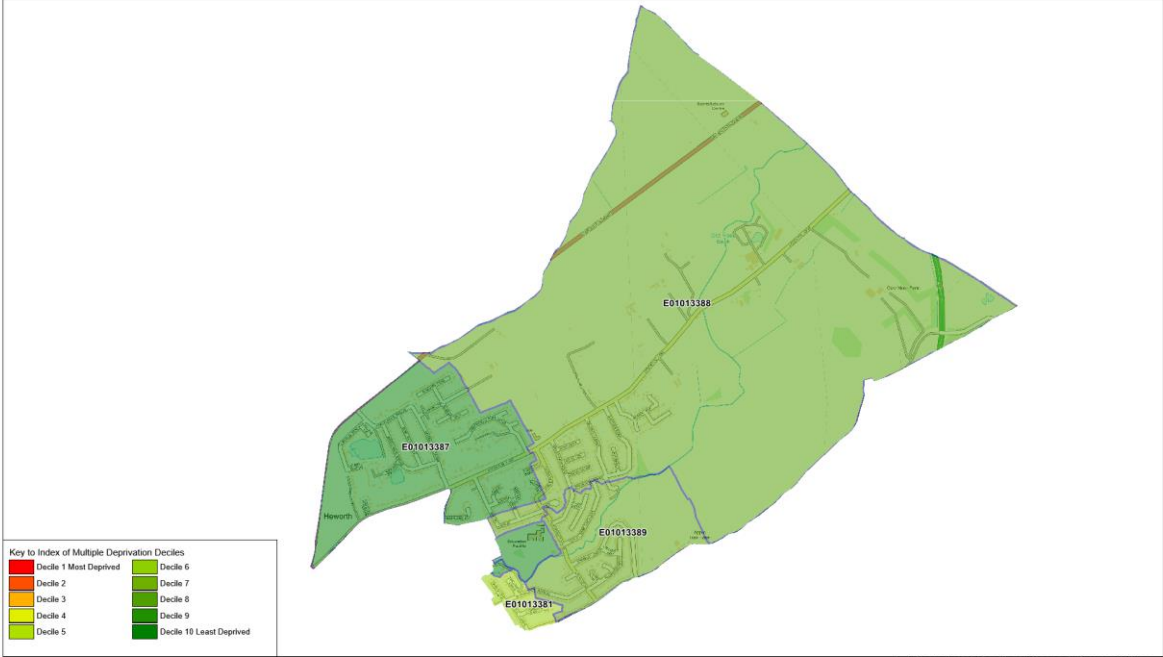
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**Index of Multiple Deprivation 2019  
Heworth Without Ward – Health Deprivation and Disability Score: Breakdown by Decile**



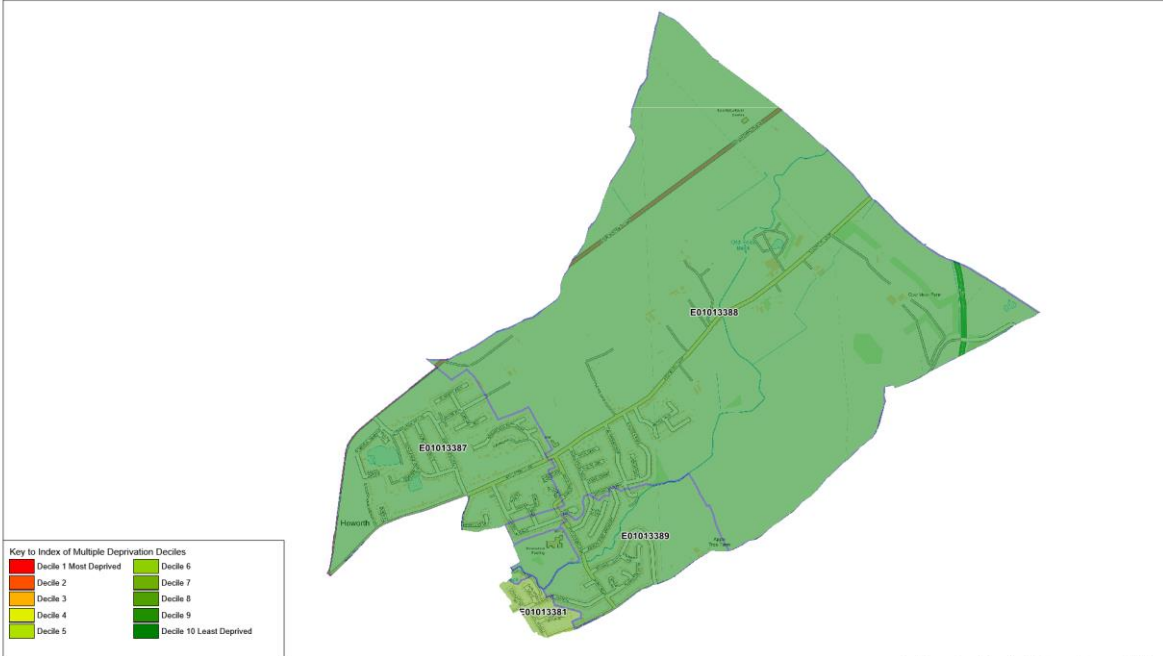
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**Index of Multiple Deprivation 2019  
Heworth Without Ward – Income Deprivation Affecting Children Index Score (IDACI): Breakdown by Decile**



|  |                       |  |
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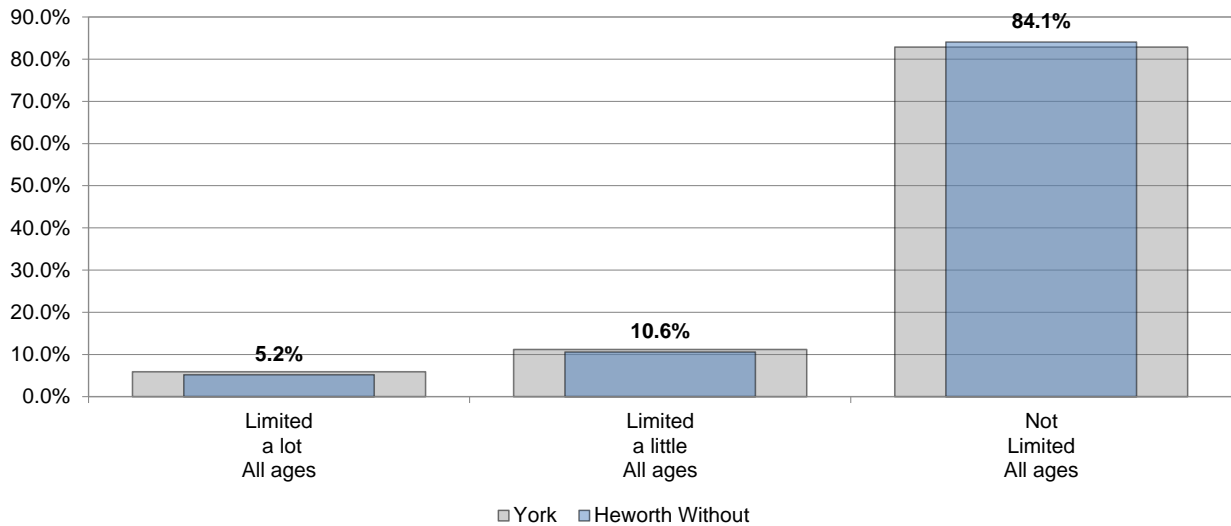
**Index of Multiple Deprivation 2019  
Heworth Without Ward – Income Deprivation Affecting Older People (IDOP) Score: Breakdown by Decile**



|  |                       |  |
|--|-----------------------|--|
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|--|-----------------------|--|

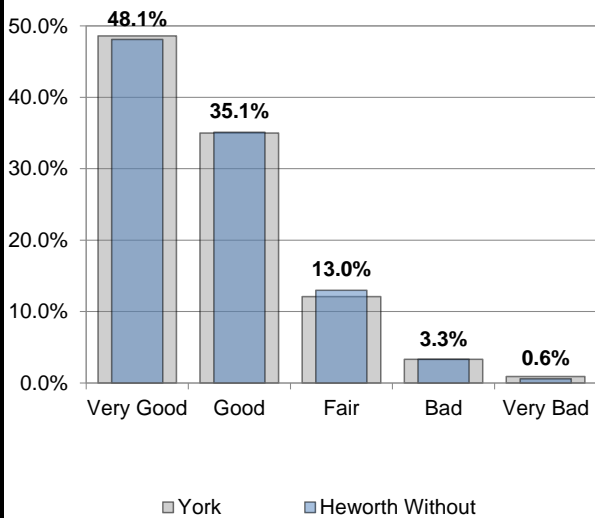
## Health and Wellbeing

### Day to Day Activities



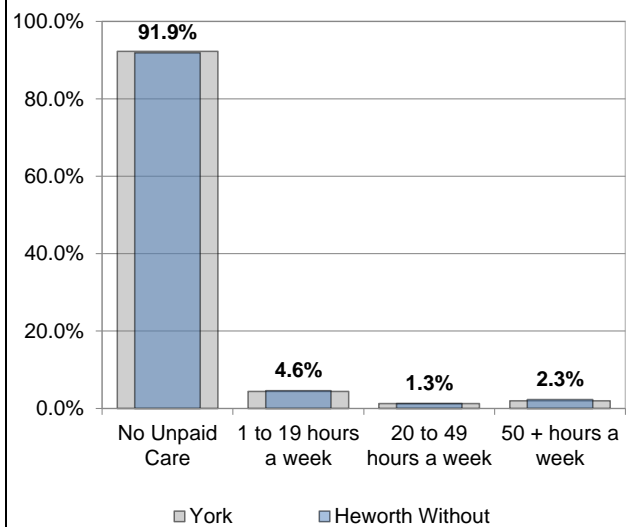
Source: Census 2021

### General Health



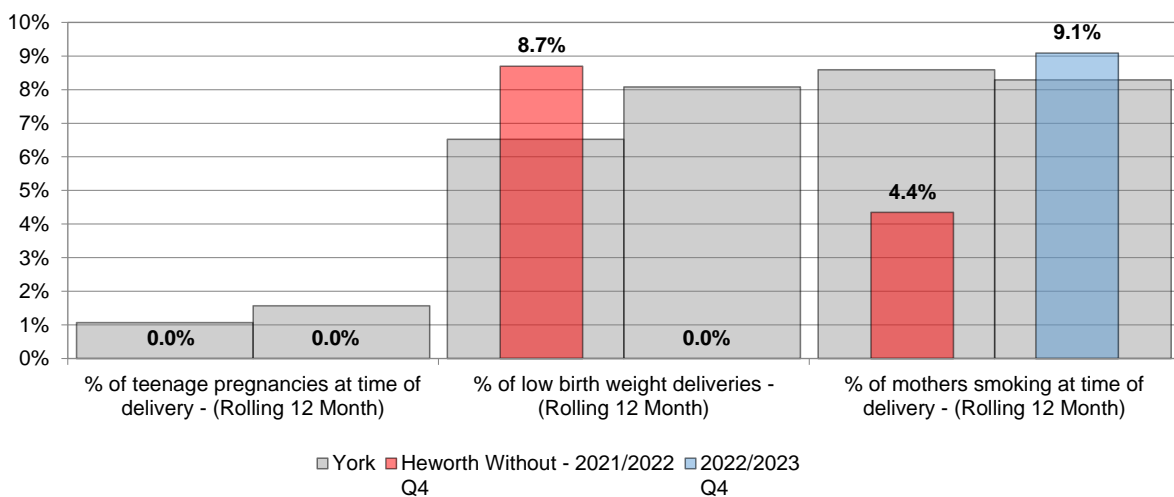
Source: Census 2021

### Provide Unpaid Care



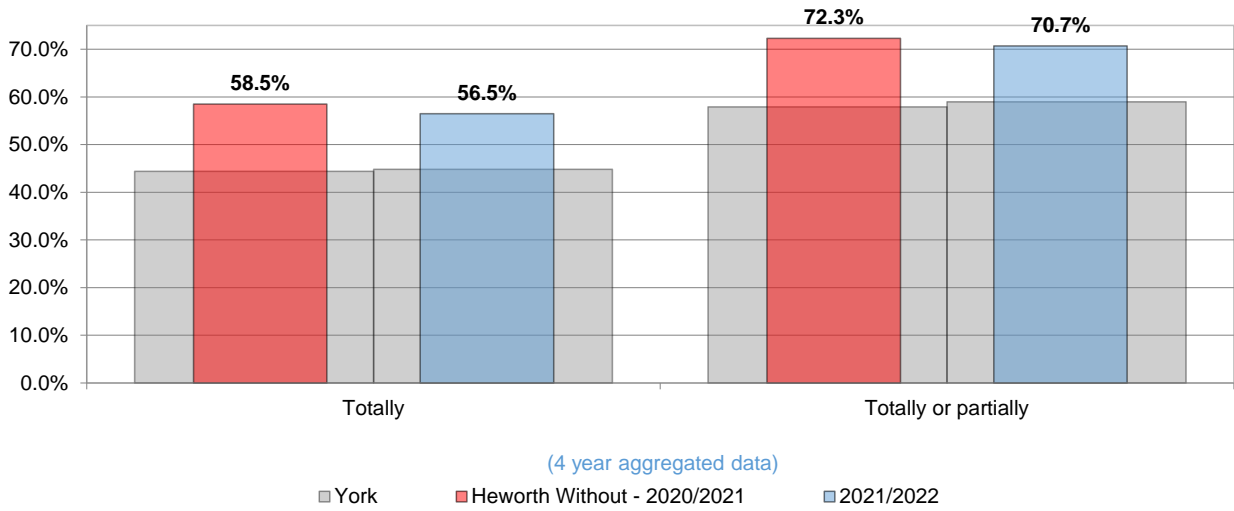
Source: Census 2021

### Births

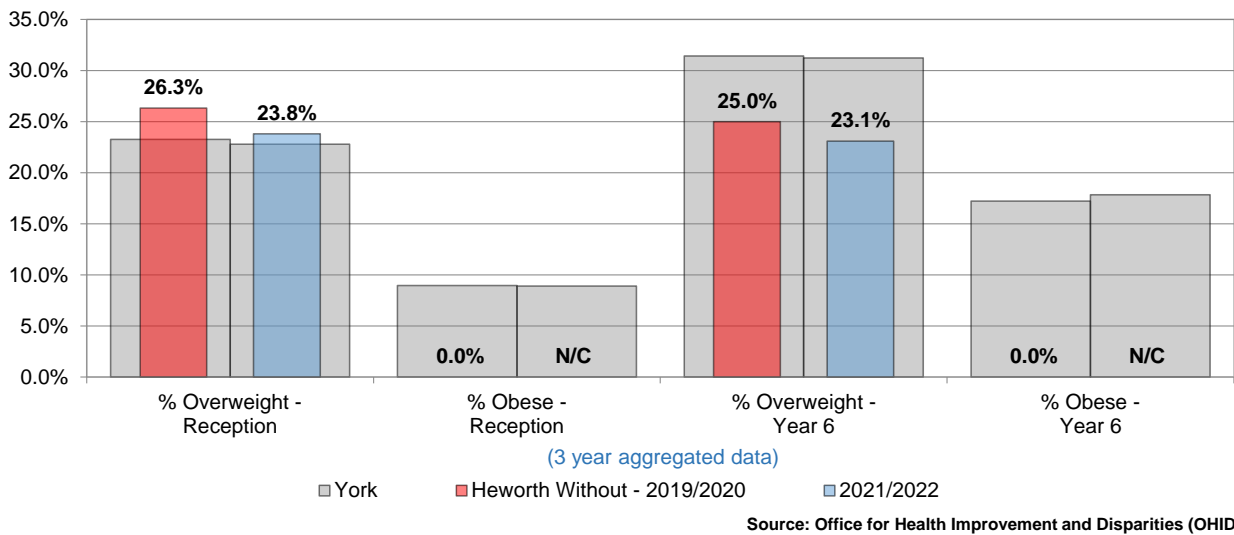


Source: York District Hospital Maternity System

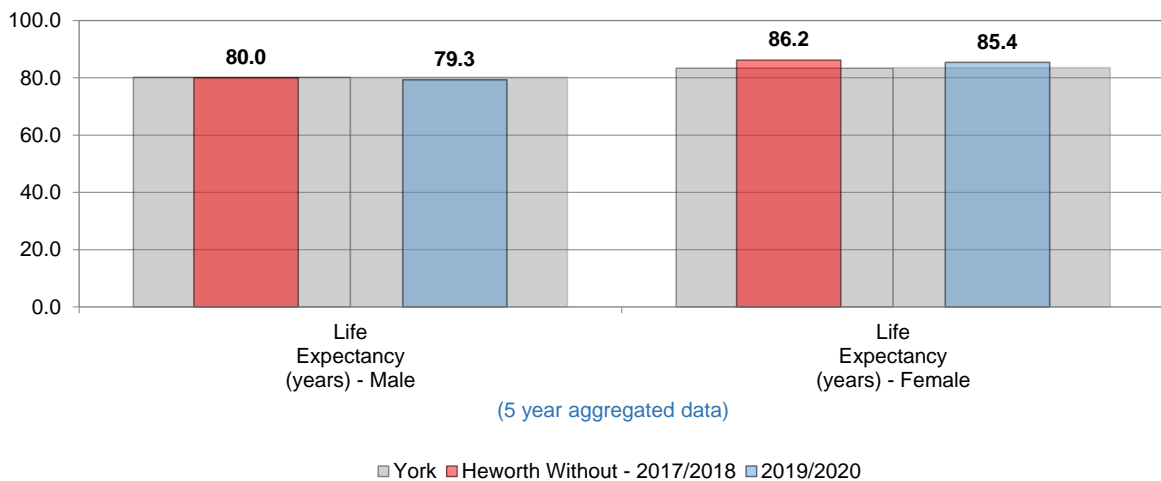
### Percentage of children breastfeeding at 6-8 weeks



### Childhood weight



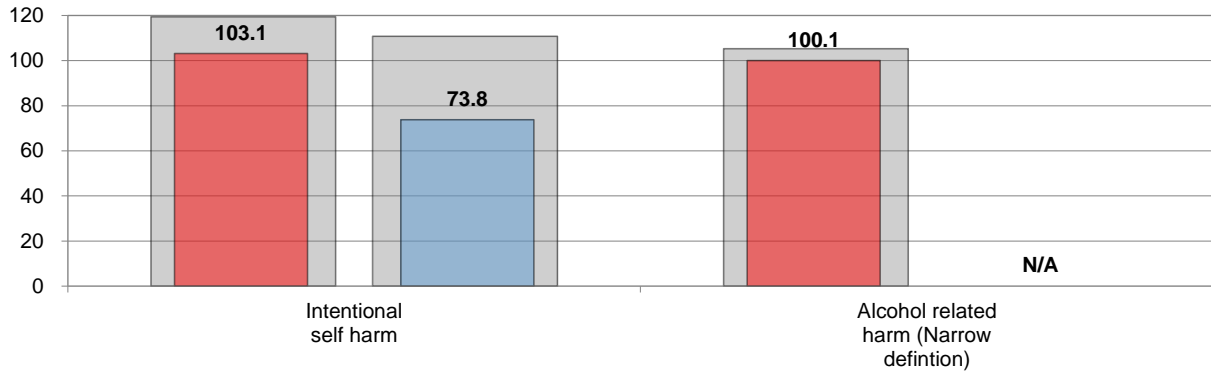
### Life Expectancy





## Hospital Admissions

### Hospital Admissions, All ages



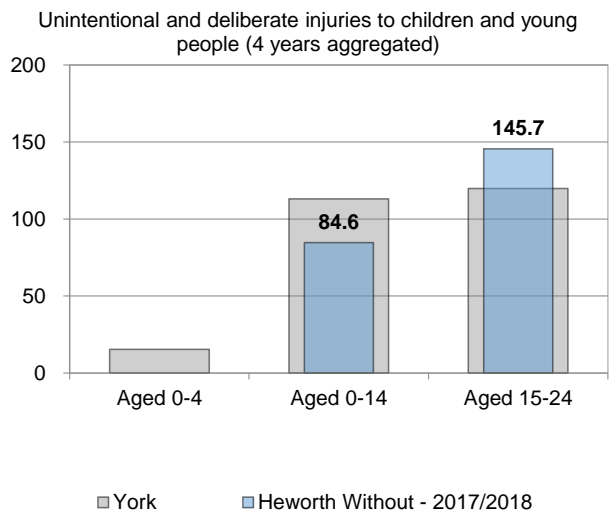
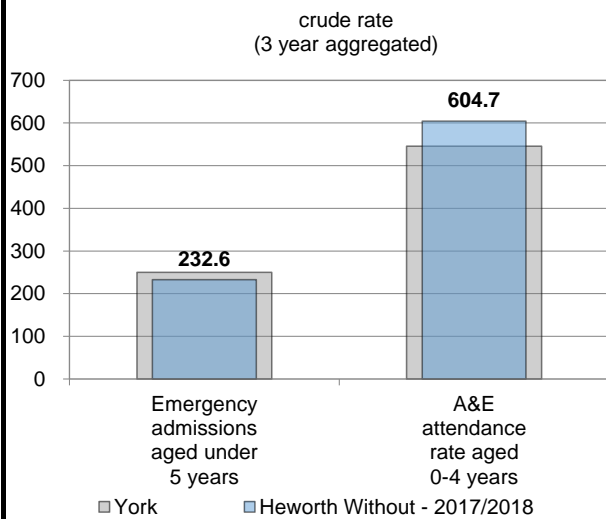
(standardised admission ratio, 4 year aggregated data)

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 
 ■ Heworth Without - 2017/2018 
 ■ 2019/2020

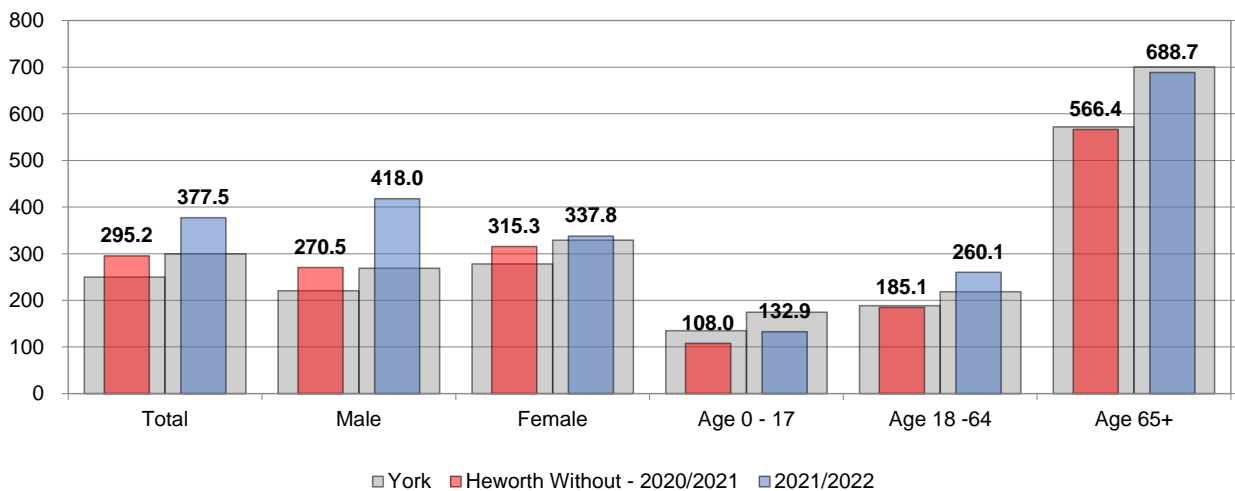
Source: Office for Health Improvement and Disparities (OHID)

### Hospital Admissions - Children & Young People



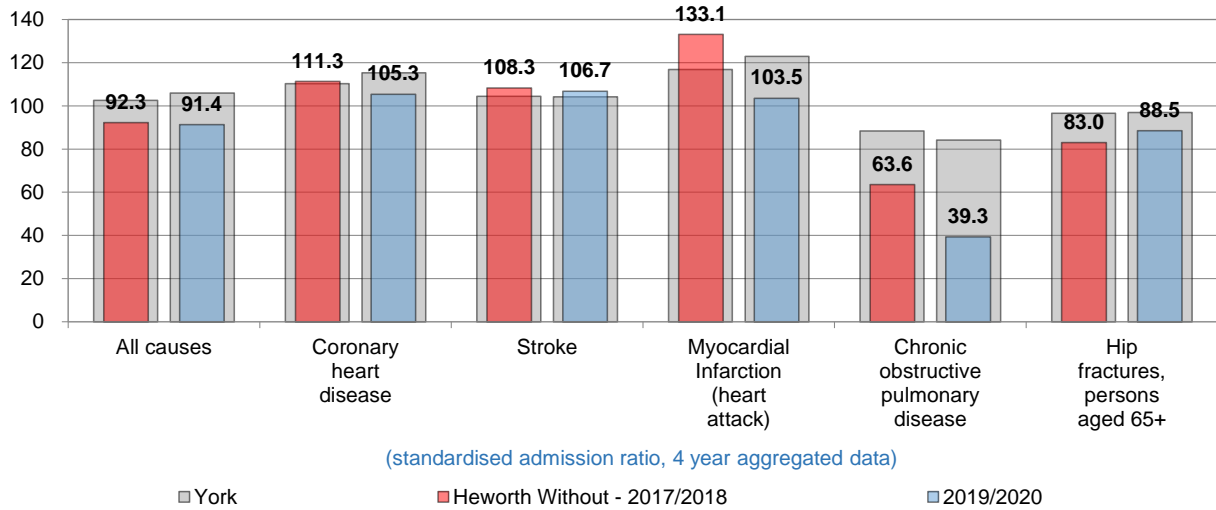
Source: Office for Health Improvement and Disparities (OHID)

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



Source: Office for Health Improvement and Disparities (OHID)

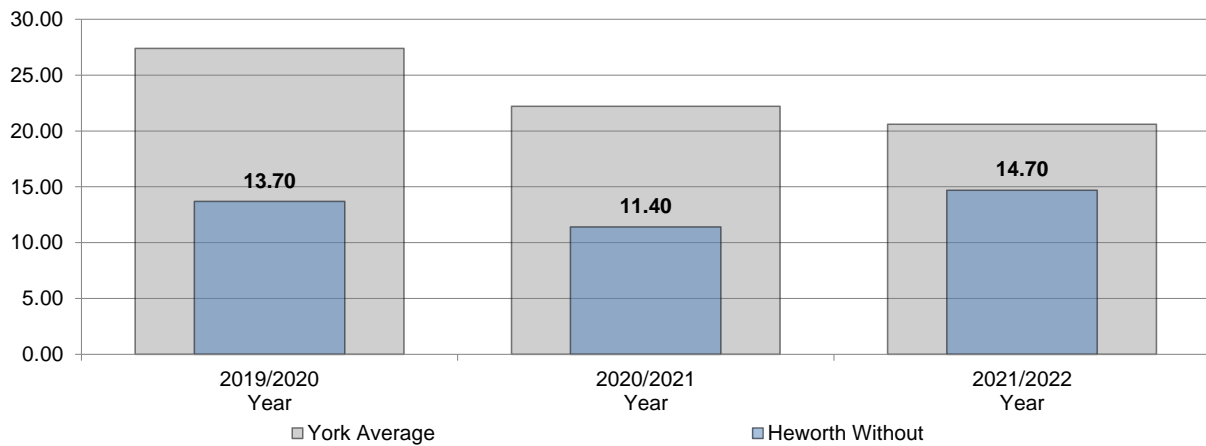
### Emergency hospital admissions



Source: Office for Health Improvement and Disparities (OHID)

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

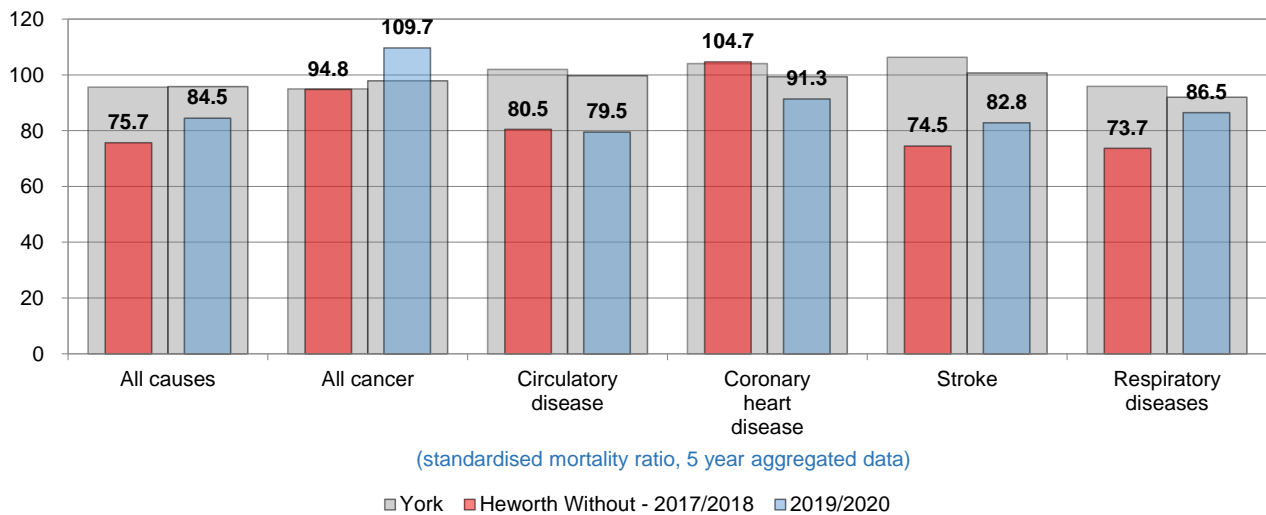
**Falls data:** the figures given here are taken from Hospital Episode Statistics data, which takes the number of those aged 65 or over being admitted to hospital on a non-elective basis at least once in each year as a result of a fall and divides it by the number of those of that age group resident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



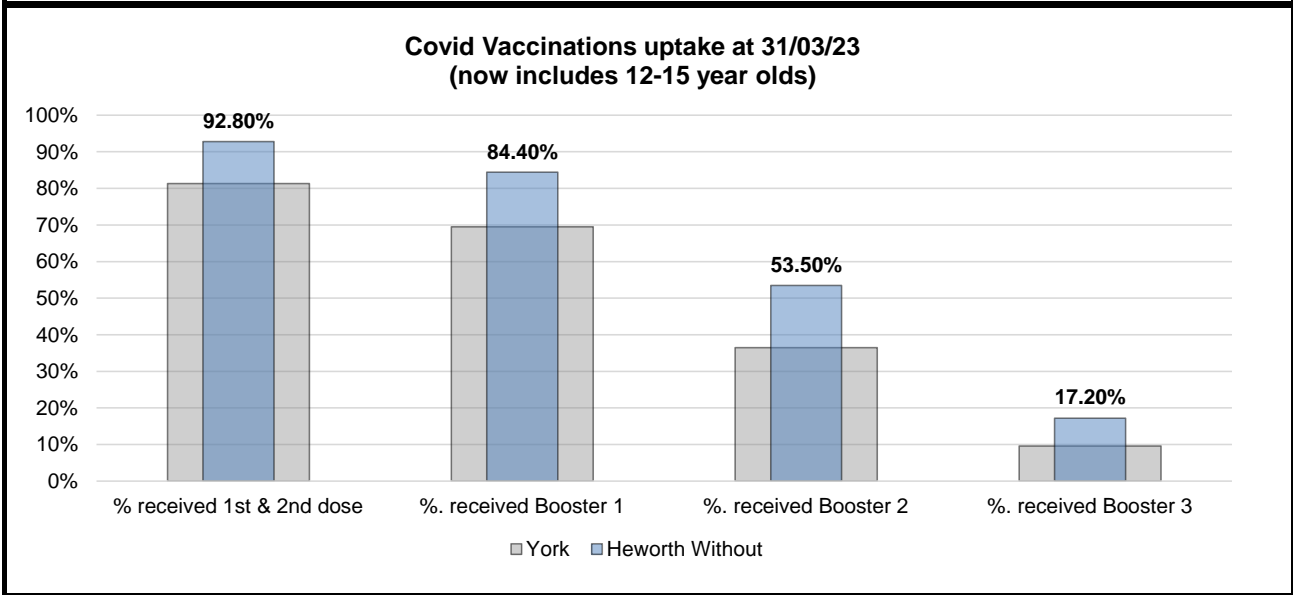
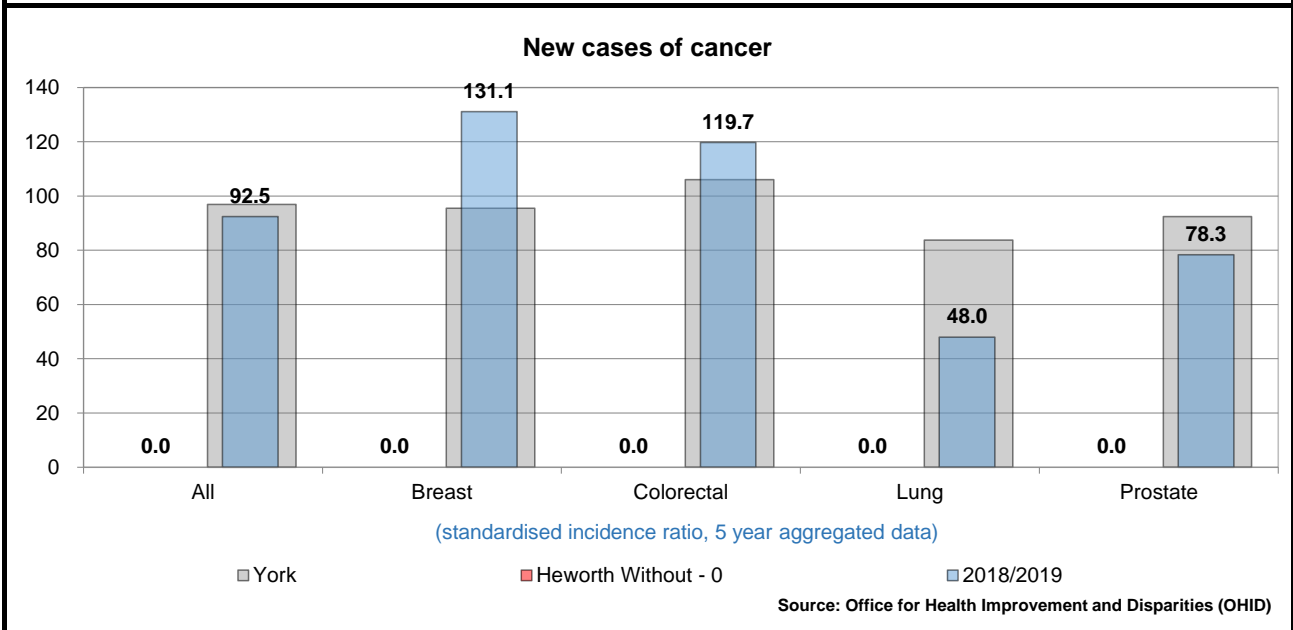
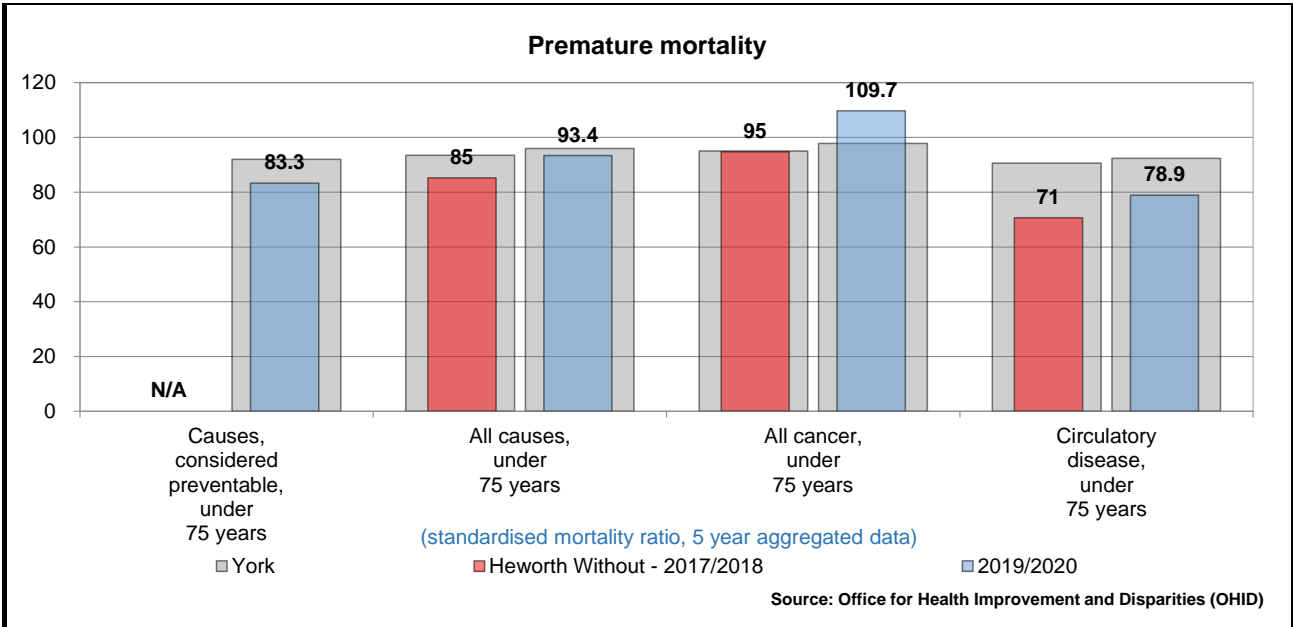
Source: Hospital Episode Statistics data

### Mortality

#### Mortality, All ages



Source: Office for Health Improvement and Disparities (OHID)



## Adult Social Care

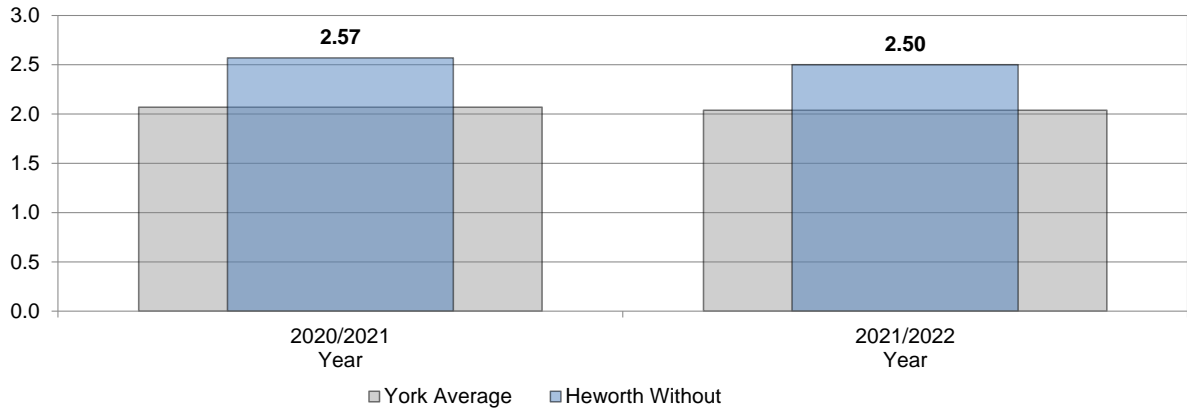
### Social isolation

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

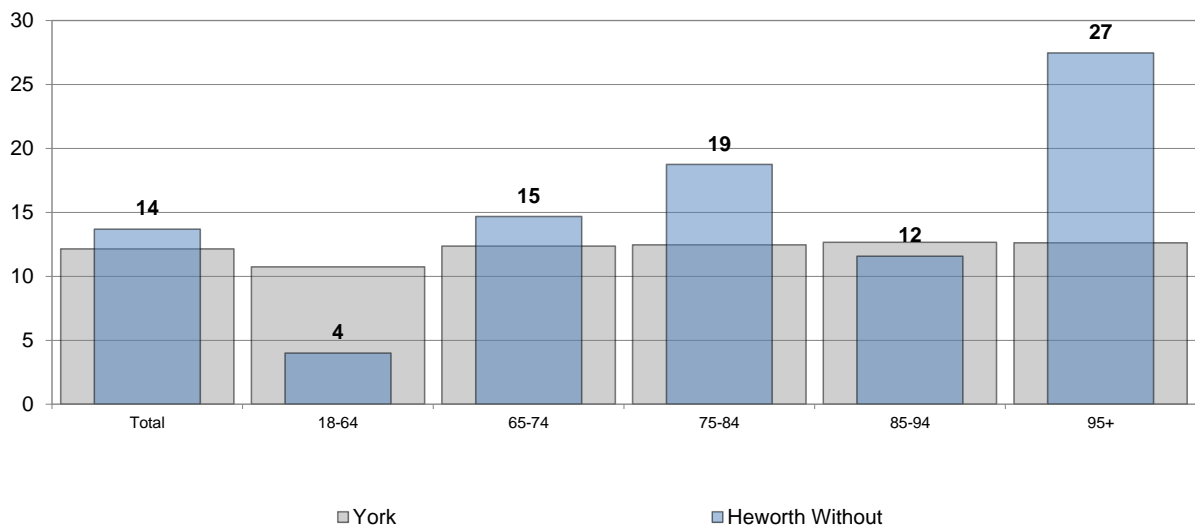
A score of 4 indicates that the respondent feels socially isolated and that they don't feel they do anything of value with their time.

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



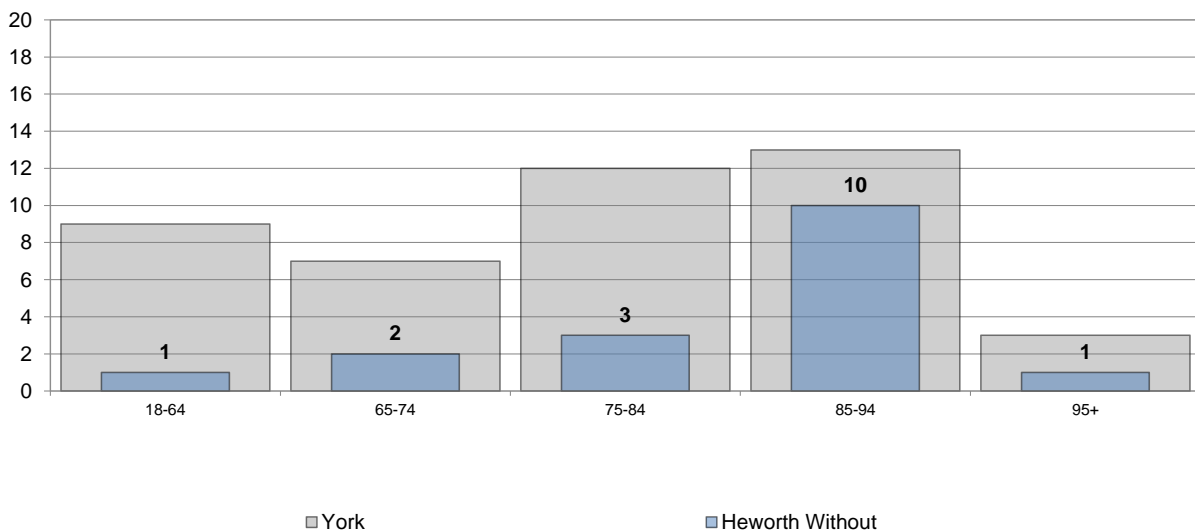
Source: Adult Social Care User Survey

### Average Weekly Homecare Hours by Client Age



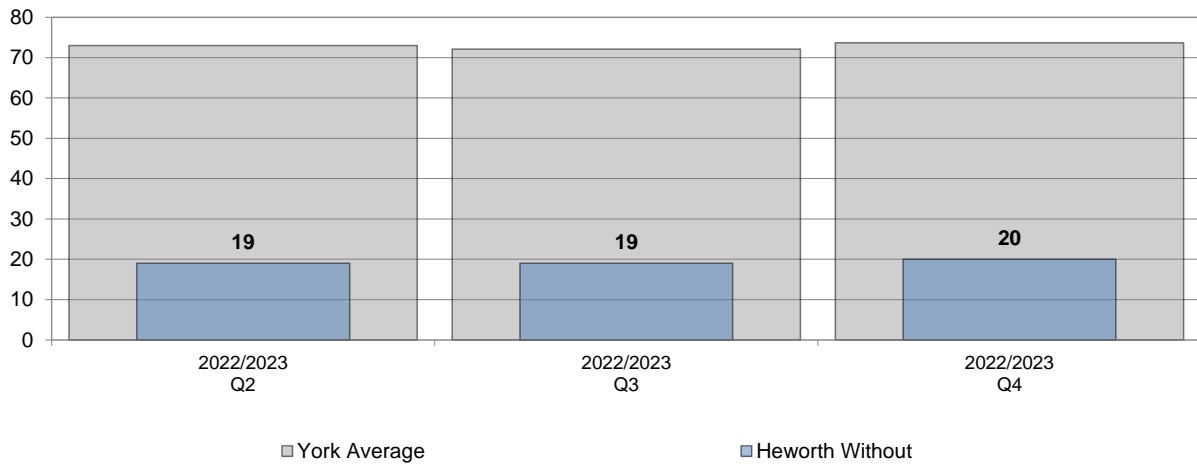
Source: Adults Social Care - 2022/2023

### Homecare Clients by Age



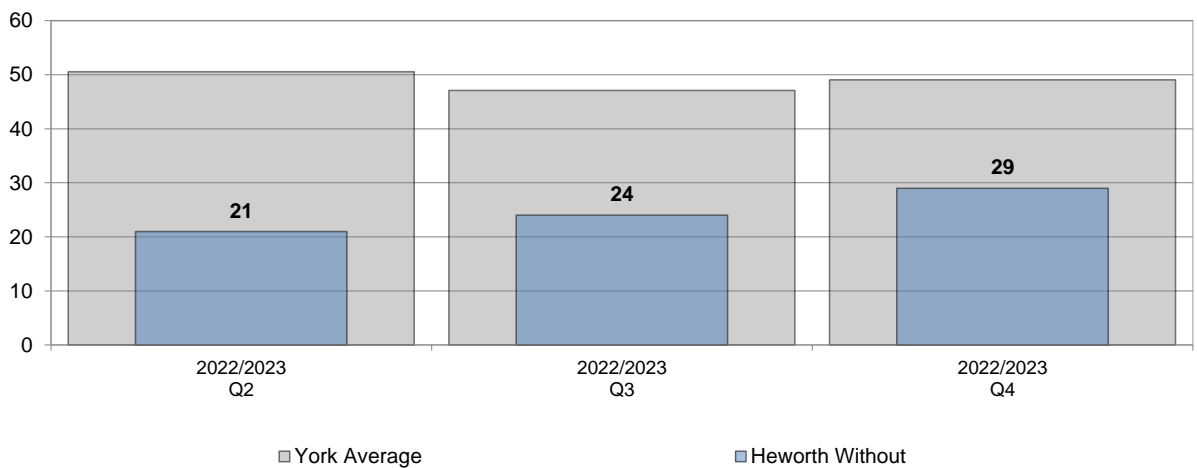
Source: Adults Social Care - 2022/2023

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



Source: Adults Social Care - 2022/2023

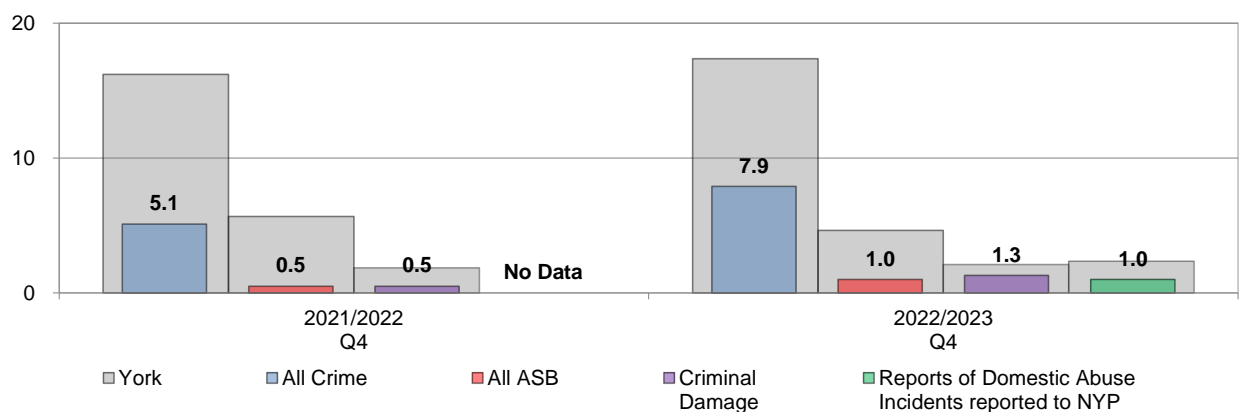
### Number of new customers requesting Adult Social Care support



Source: Adults Social Care - 2022/2023

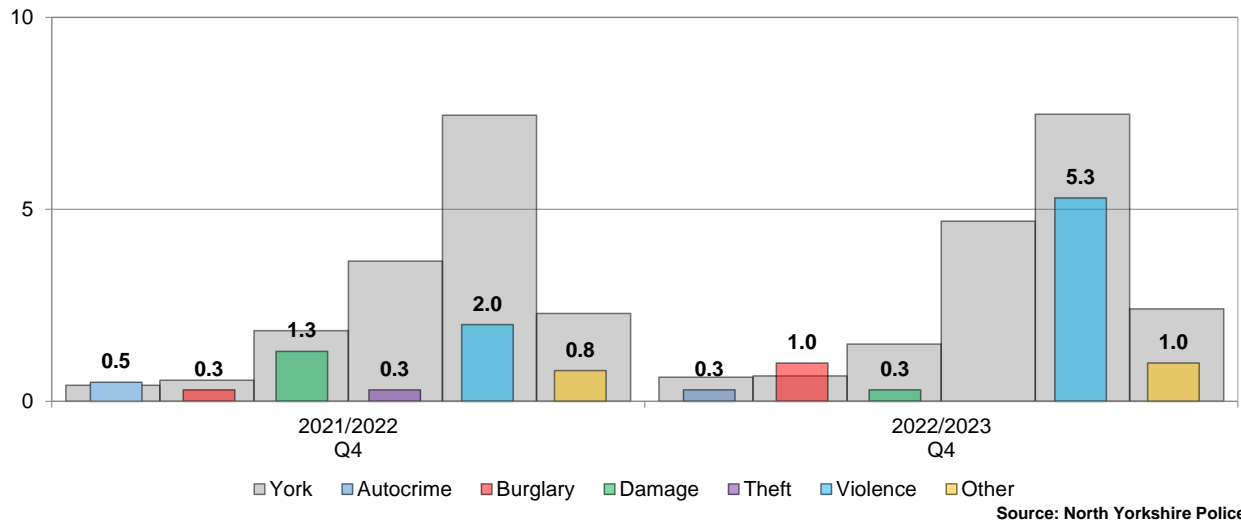
## Public Realm

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

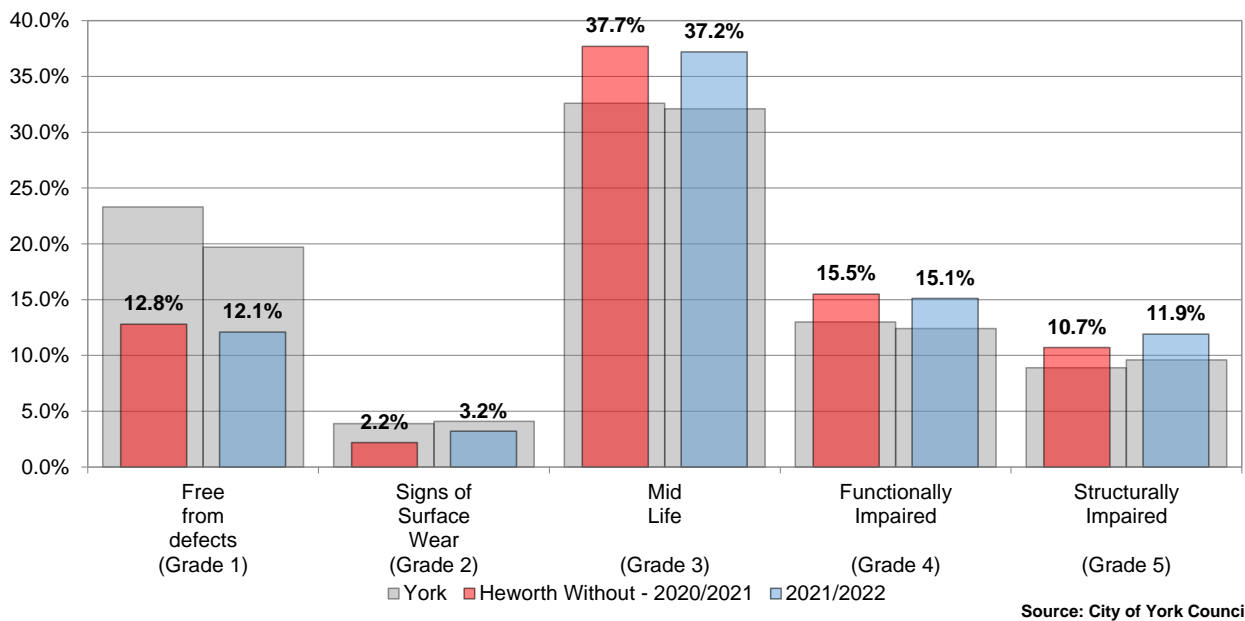


Source: North Yorkshire Police

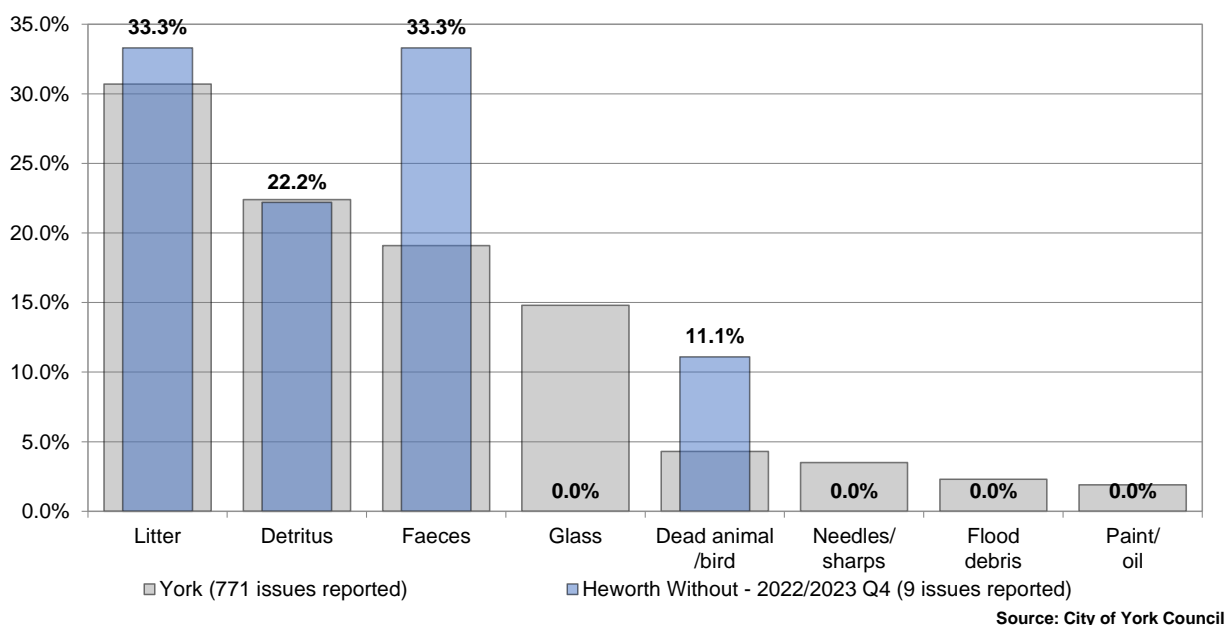
### Crime Rate per 1,000 population



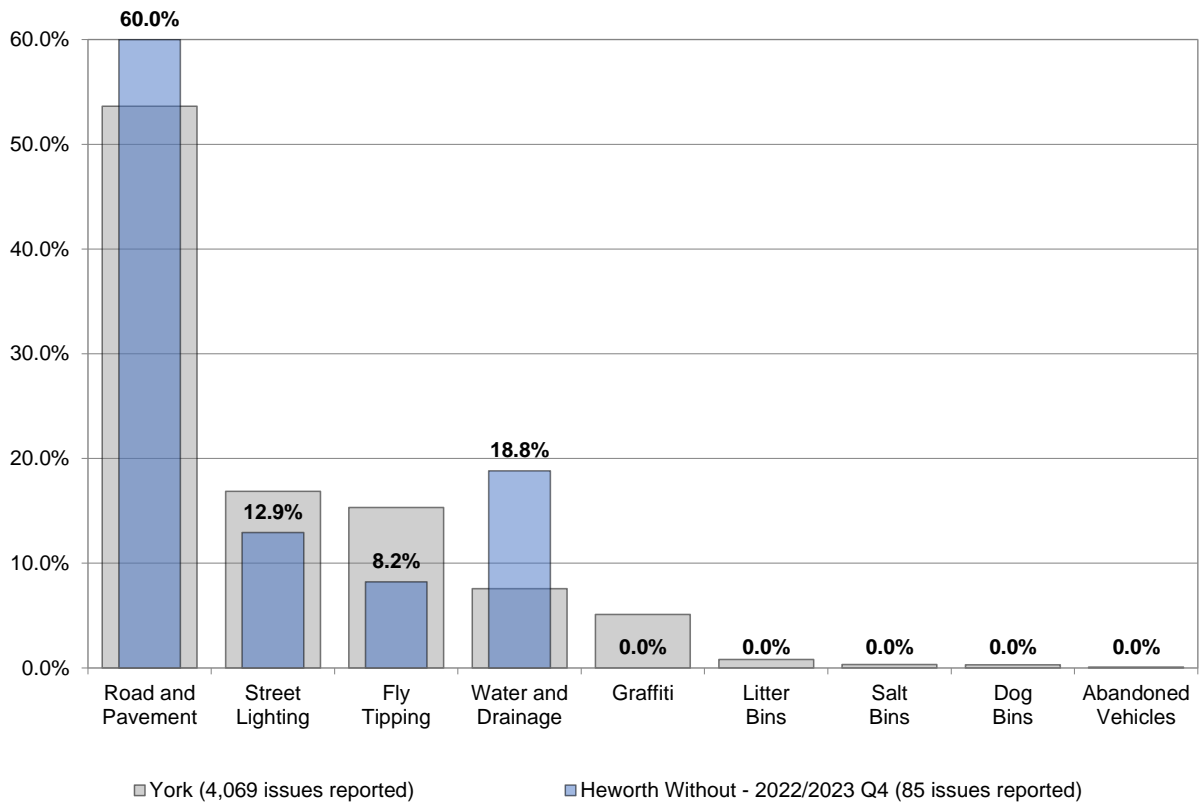
### Percentage of road area that is/has



### Street Cleaning - % of issues reported

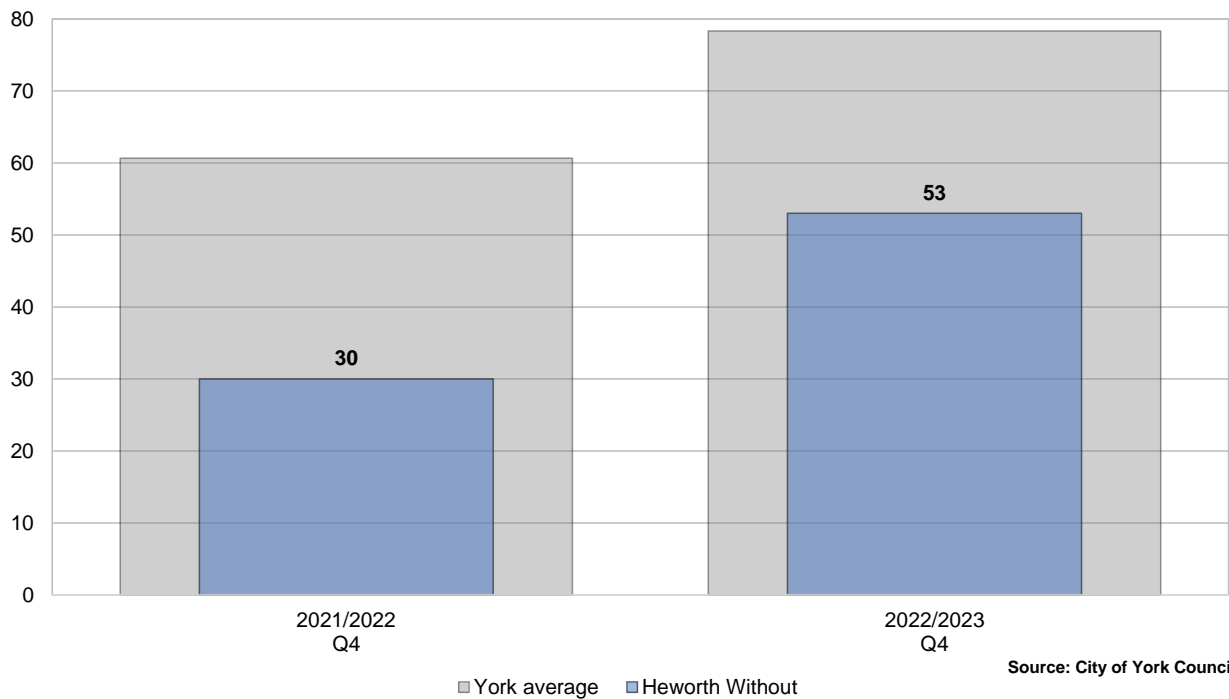


### Other Public Realm - % of issues reported



Source: City of York Council

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



Source: City of York Council

## Education and Schools

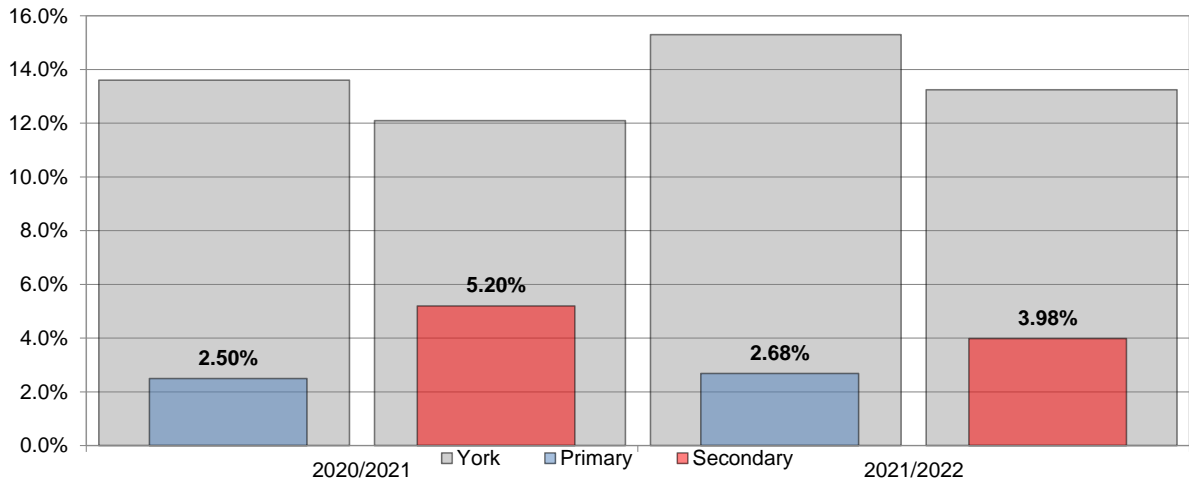
The following school catchment areas are part of Heworth Without Ward:

Primary: Hempland.

Secondary: Archbishop Holgate's CE.

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

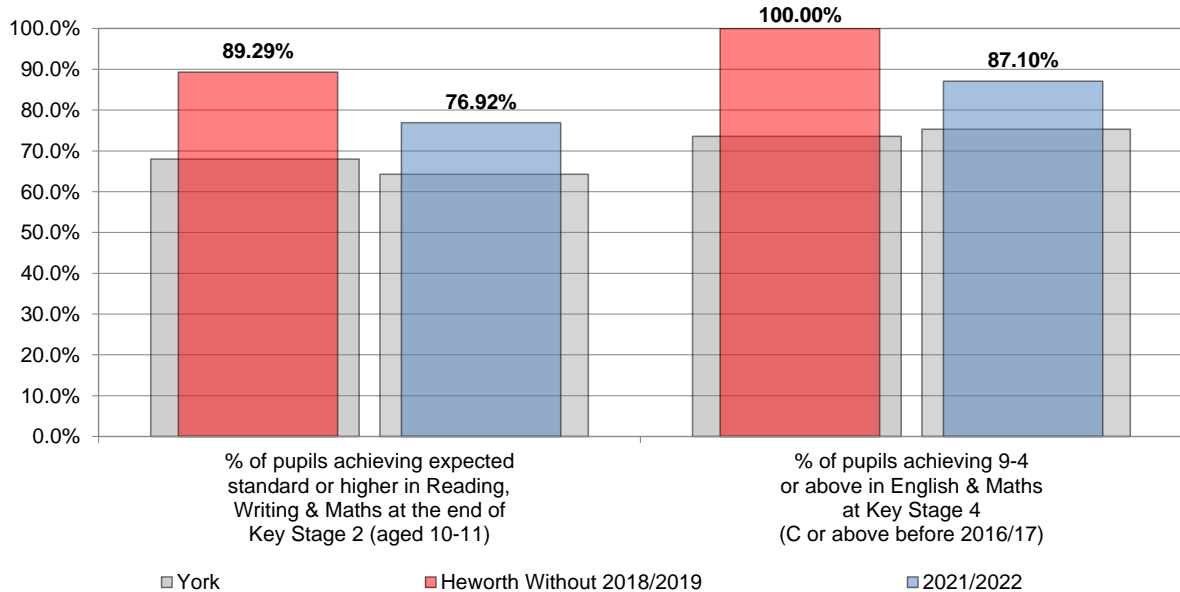
### % Free School Meal pupils - (excluding subsidiary pupils)



| Number of Pupils | 2020/2021 | 2021/2022 |
|------------------|-----------|-----------|
| Primary          | 281       | 298       |
| Secondary        | 193       | 201       |

Source: School Census - October

### Educational Attainment



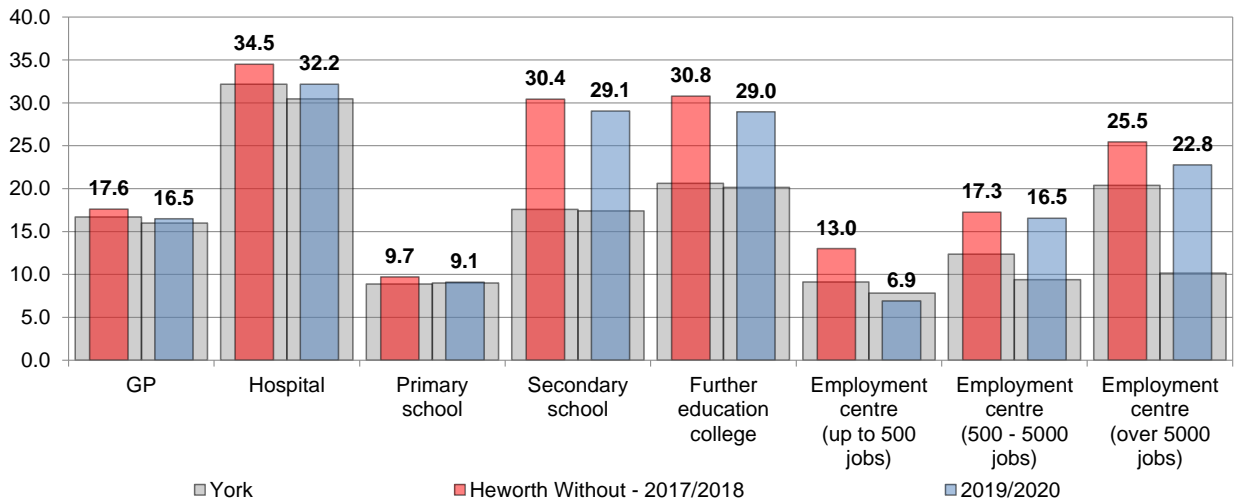
The Department for Education did not release data for 2019-20 or 2020-21 due to the way in which Key Stage results were calculated.

Source: Department for Education - 2021/22



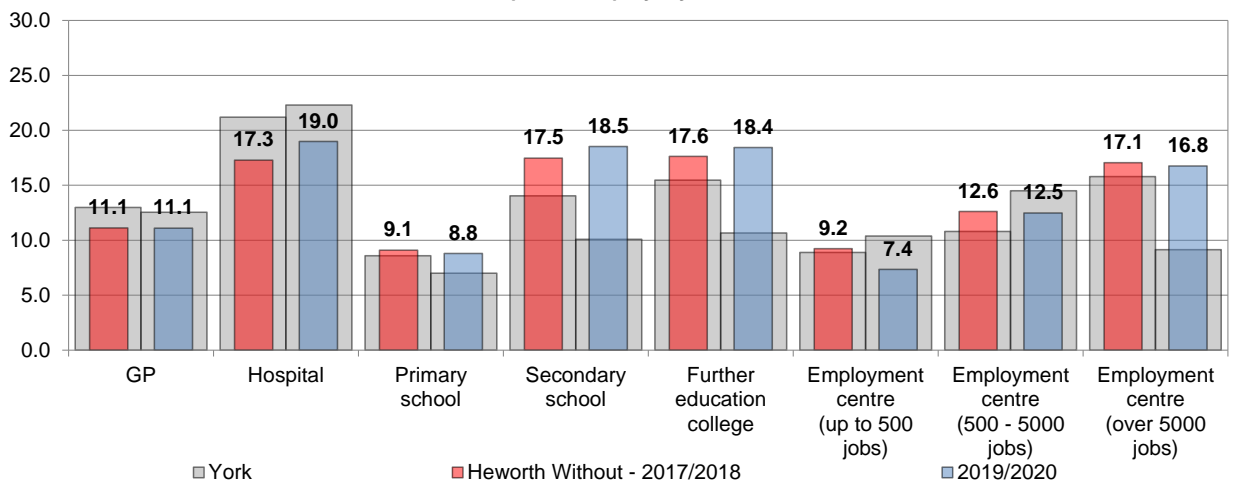
## Access to local services

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



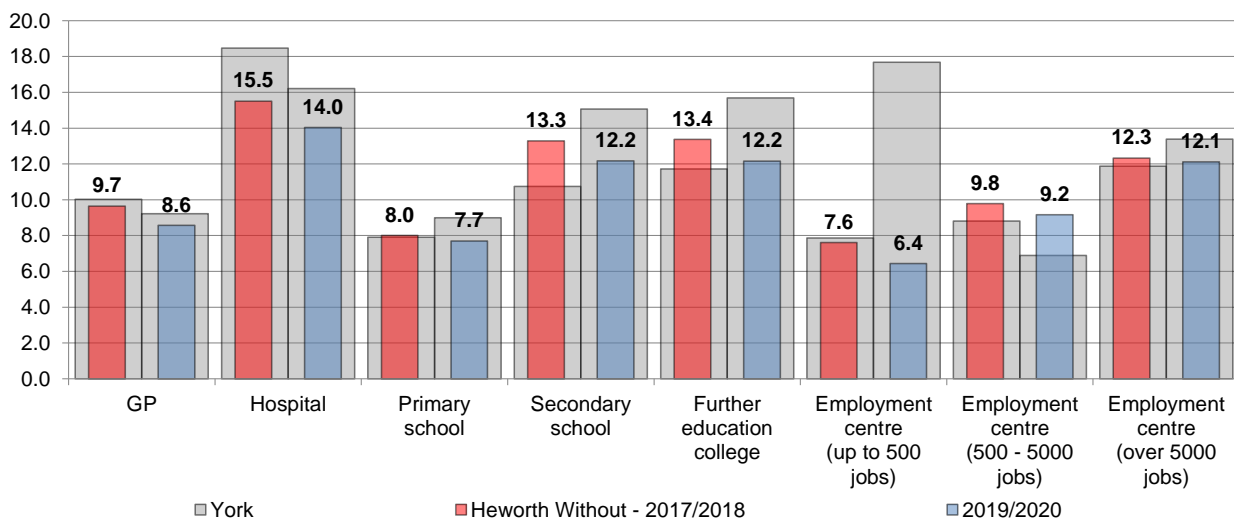
Source: Department of Transport - Journey time statistics

### 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                          | Heworth Without | York   | Summary                      |
|----------------------------------|-----------------|--------|------------------------------|
| Average download speed (Mb/s)    | 190.06          | 177.50 | faster than the York average |
| Superfast broadband availability | 97.73%          | 96.17% | better 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)    | 0.26%           | 0.67%  | lower than the York average  |
| superfast speeds (over 30 Mb/s)  | 98.58%          | 96.32% | higher than the York average |

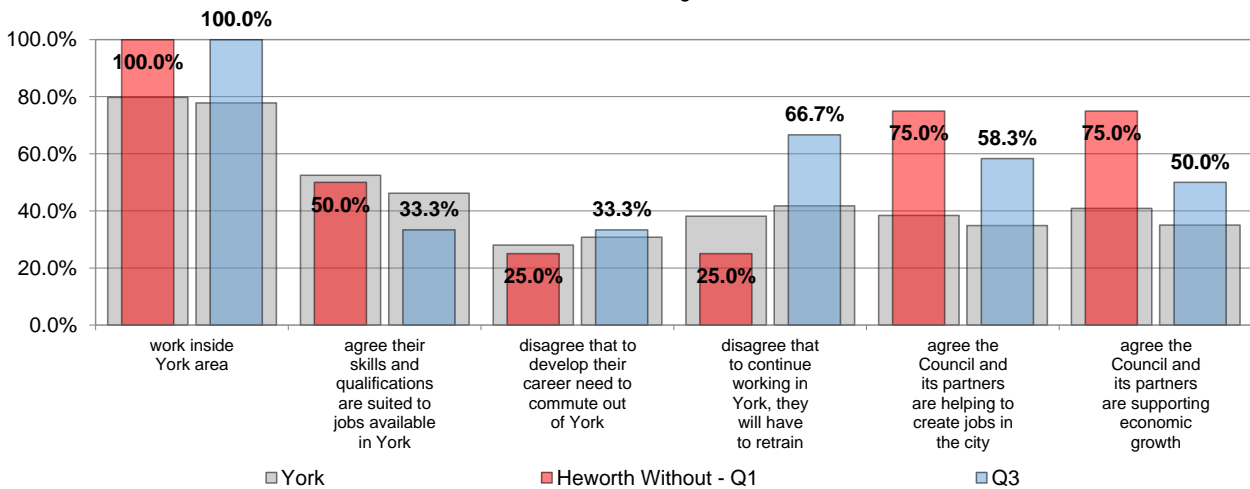
This data is based on analysis of Ofcom's Connected Nations data for 2022/2023. Ofcom collected and analysed data from major fixed telecoms operators (BT, Virgin Media, Sky, Talk Talk, Vodafone and KCOM).

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

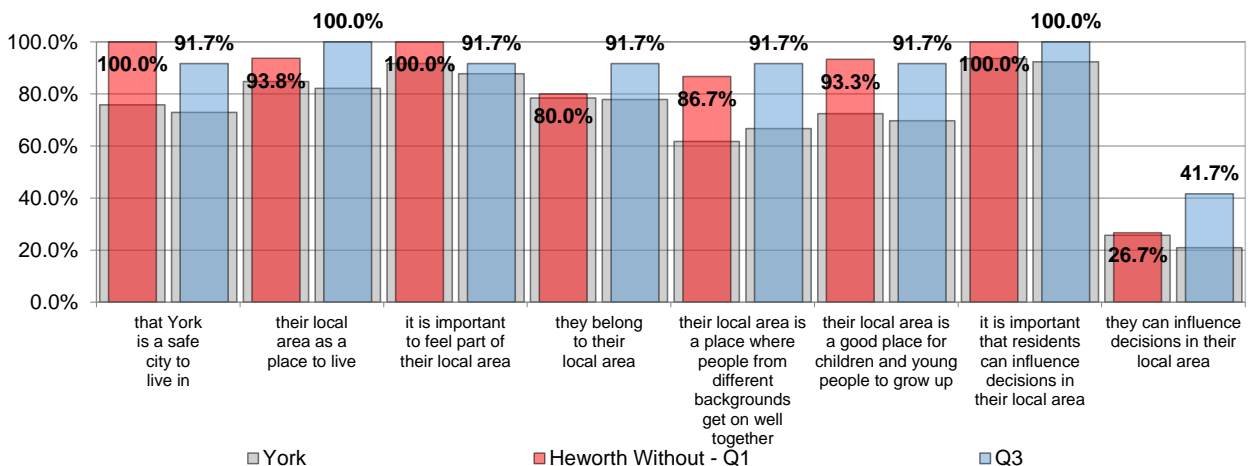


NB - Number of responses varies for each question

Source: Talkabout Survey - Q1 + Q3 2022/2023

#### Resident satisfaction responses about their Local Area

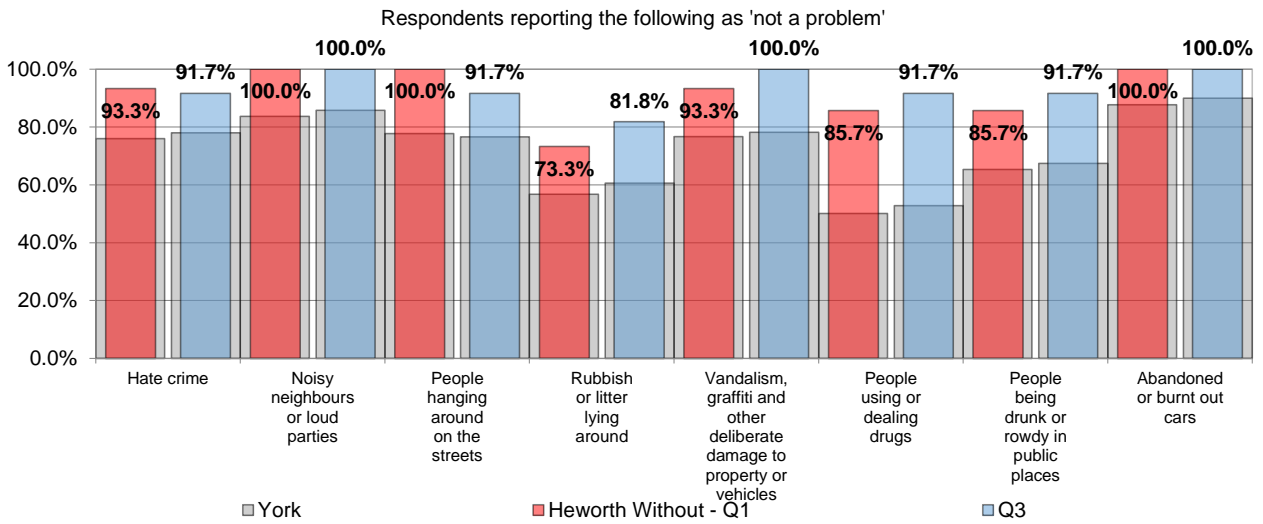
Respondents were asked to consider their Local Area as the area within 15-20 minutes walking distance from their home



NB - Number of responses varies for each question

Source: Talkabout Survey - Q1 + Q3 2022/2023

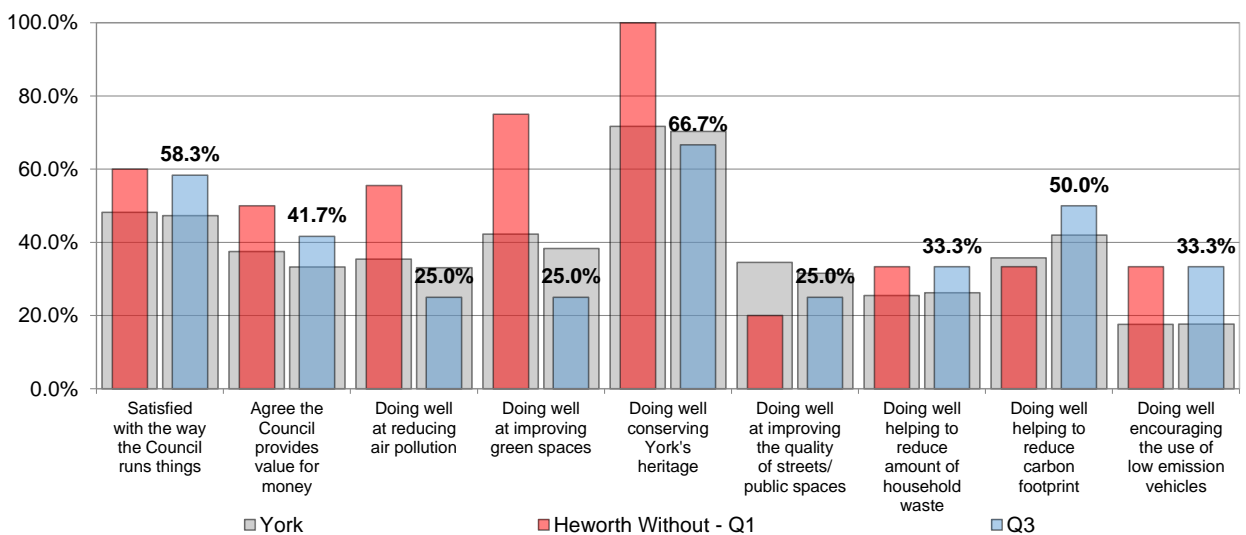
### Resident satisfaction responses about Public Realm in their Local Area



NB - Number of responses varies for each question

Source: Talkabout Survey - Q1 + Q3 2022/2023

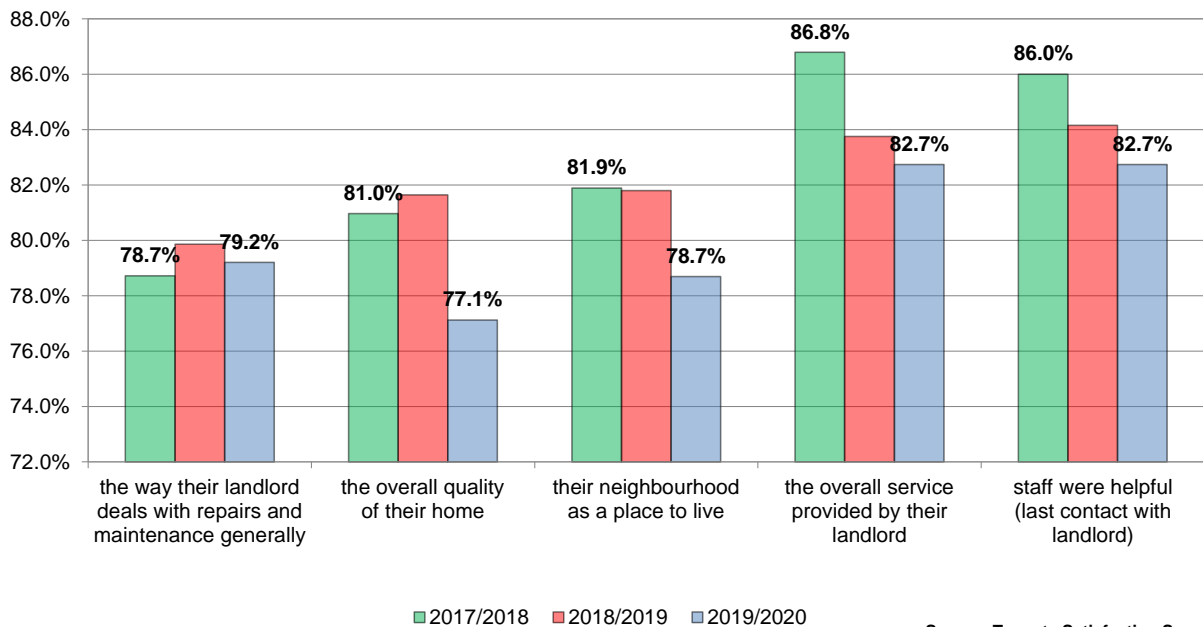
### Resident satisfaction responses about the Council (and partners)



NB - Number of responses varies for each question

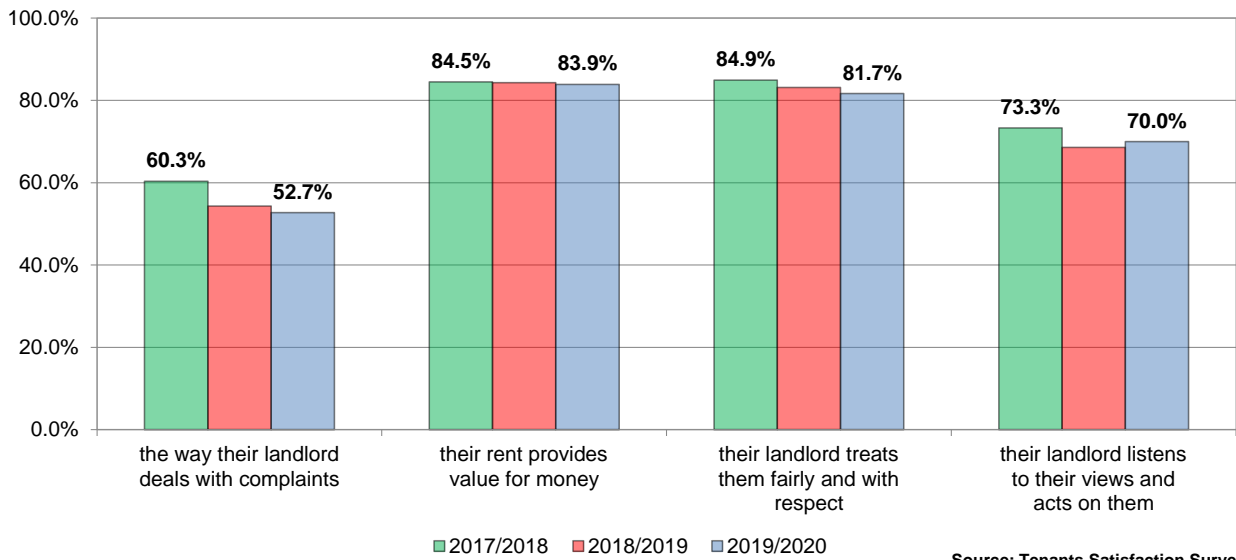
Source: Talkabout Survey - Q1 + Q3 2022/2023

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

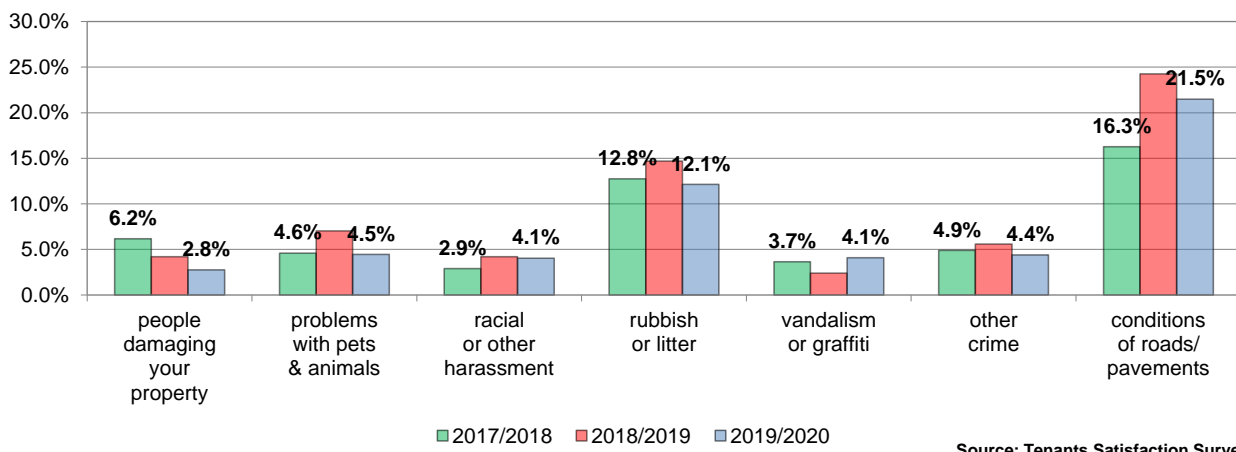
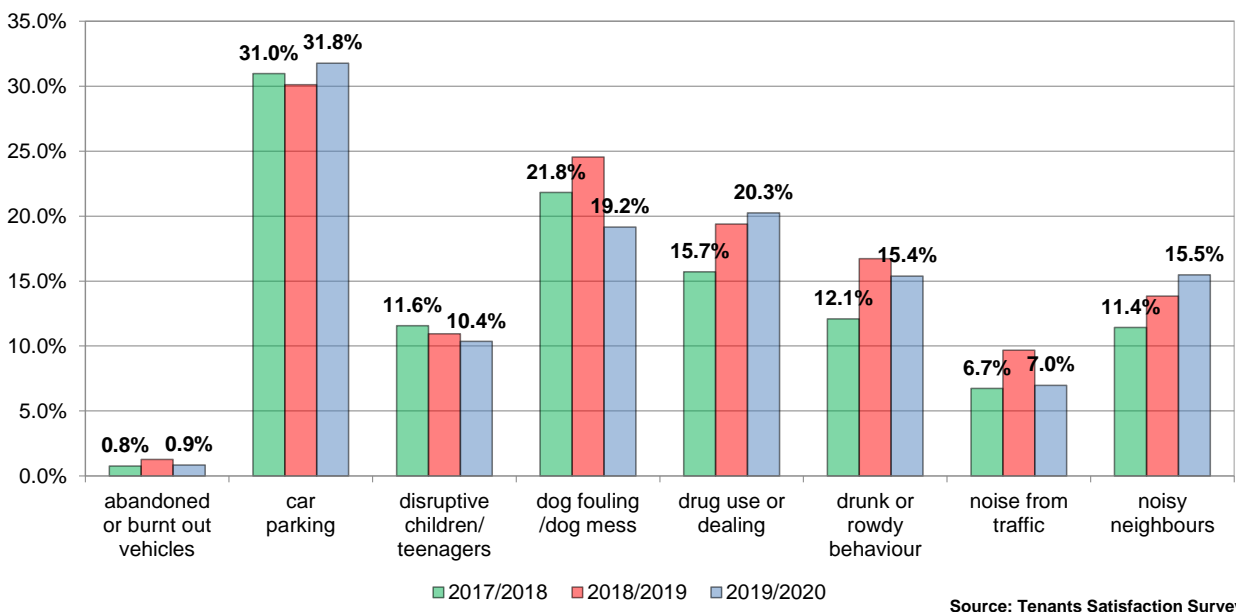


Source: Tenants Satisfaction Survey

### 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>E Senior Security</b></p> <p>Retired singles and couples, pre-war generation, established in community, low internet use, have wills.</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>F Suburban Stability</b></p> <p>Older families, no children, own mid-value semis, 3 bedrooms, established in community, news and media sites.</p>                                   |
| <p><b>B Prestige Positions</b></p> <p>Own large, detached houses, highly educated, high discretionary income, garden or allotment, pay credit cards in full.</p>                          |
| <p><b>H Aspiring Homemakers</b></p> <p>Families with young children, 3 bedrooms, high outstanding mortgages, internet via smartphone, texts and photos on smartphone.</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>C Country Living</b></p> <p>Rural locations, own old, detached houses, electronic money transfers, garden or allotment, oil central heating.</p>                                    |
| <p><b>Experian Types</b></p>  |
| <p><b>E19 Bungalow Haven</b></p> <p>Pre-war generation, own bungalows, no outstanding mortgage, university degrees, pay credit cards in full.</p>   |
| <p><b>E18 Legacy Elders</b></p> <p>Retired singles, pre-war generation, university degrees, homeowners, no outstanding mortgage.</p>  |
| <p><b>G29 Mid-Career Convention</b></p> <p>Married couples, 2+ children, generation x, homeowners, 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>F25 Dependable Me</b></p> <p>Older singles, no children, baby boomers, homeowners, 3 bedrooms, university degrees.</p>  |
| <p><b>F22 Boomerang Boarders</b></p> <p>Adult children at home, own 3 bed semis, established in community, low to mid-income, watch tv.</p>   |
| <p><b>H32 First-Rung Futures</b></p> <p>Singles, millennials, university degrees, high outstanding mortgages, internet via smartphone.</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>G27 Thriving Independence</b></p> <p>Middle-aged singles, no children, homeowners, calls via smartphone, internet first place for information.</p>                                  |
| <p><b>E21 Solo Retirees</b></p> <p>Retired singles, no qualifications, own mid-value semis, low income, water poverty.</p>  |