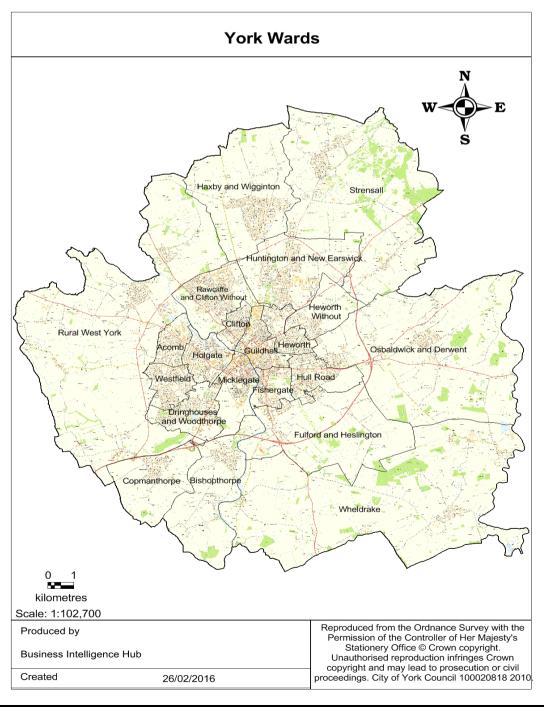
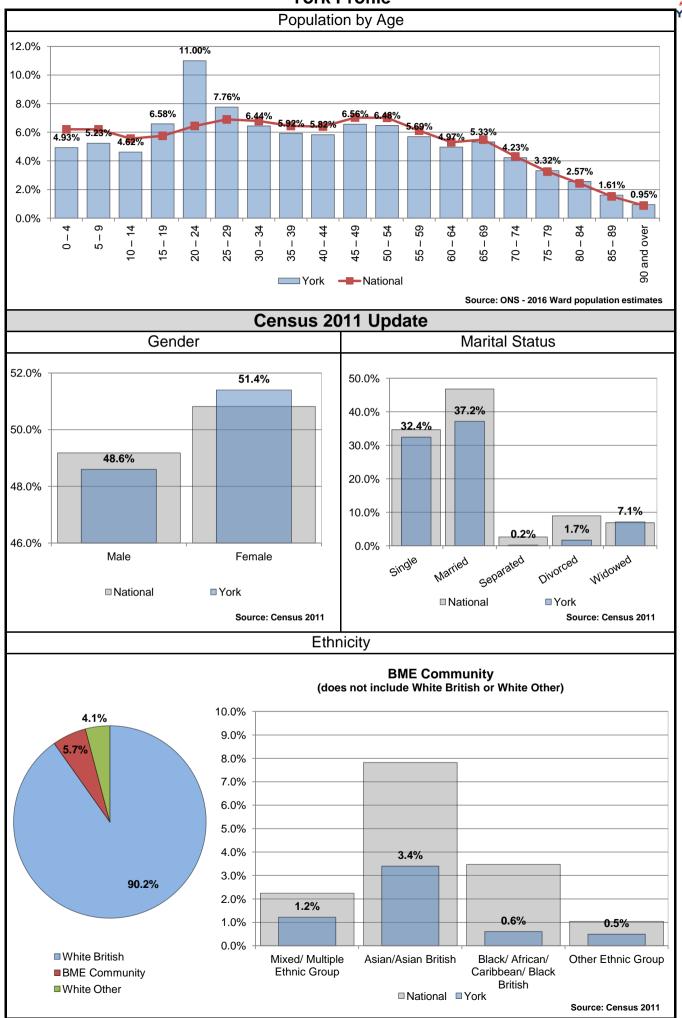
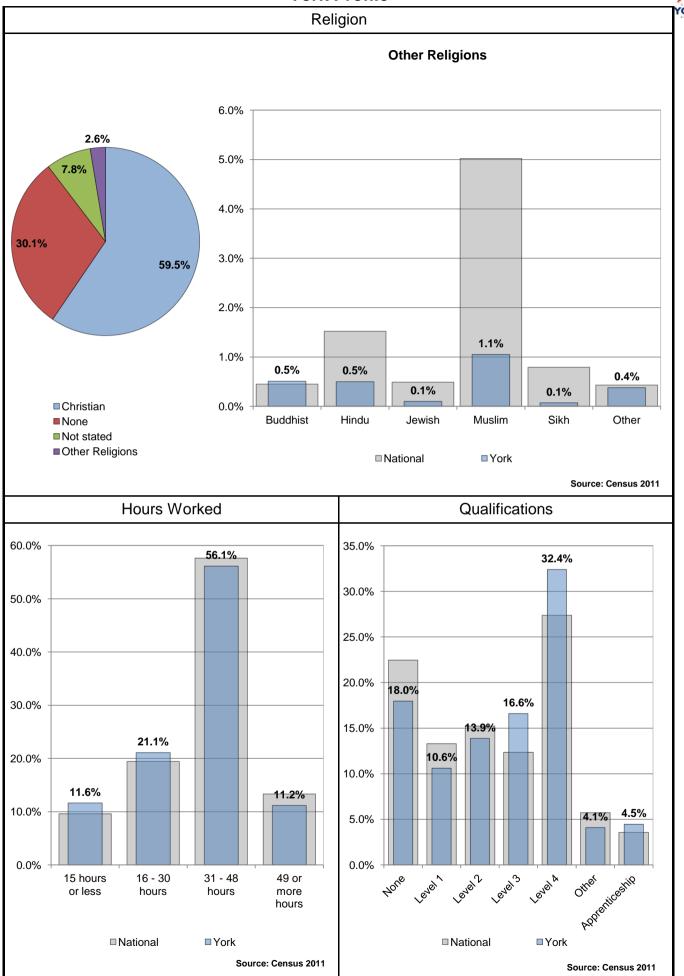


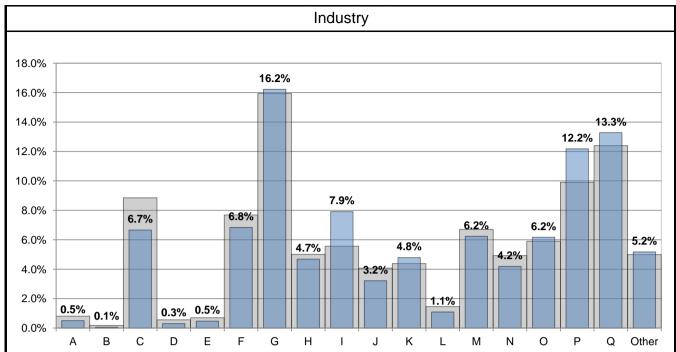


- York has 208,367 residents with 5.7% from a black and minority ethnic community group. 83.9% are in good health, with 15.3% stating that they have some limitation in day to day activities.
- £637.58 was the Average Weekly Household Income in 2015/2016 (£629.00 in 2013/2014).
- 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants. There are 7,614 Council Houses in York.
- 73.5% of residents have a Level 1 4 qualification, of which 62.9% are, at least, qualified to Level 2, but 18.0% have no qualifications at all.
- 9.7% of children are in child poverty (7.8% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 10.5% of households in fuel poverty.
- 1.7% of the working population (aged 16-64) claim out of work benefits and 0.2% claim job seekers allowance.







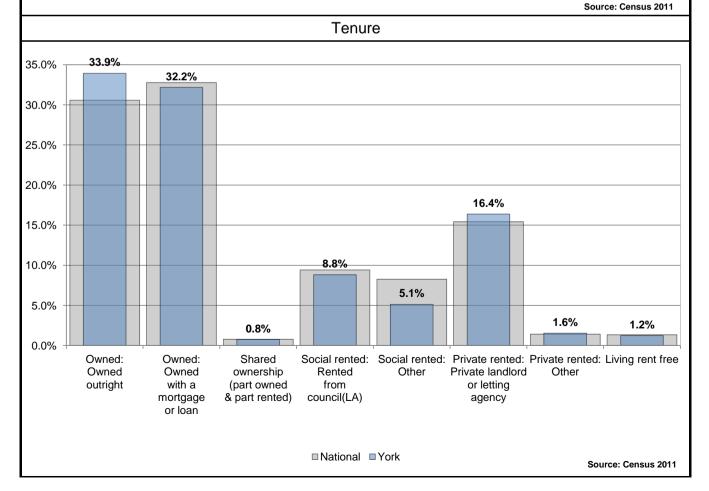


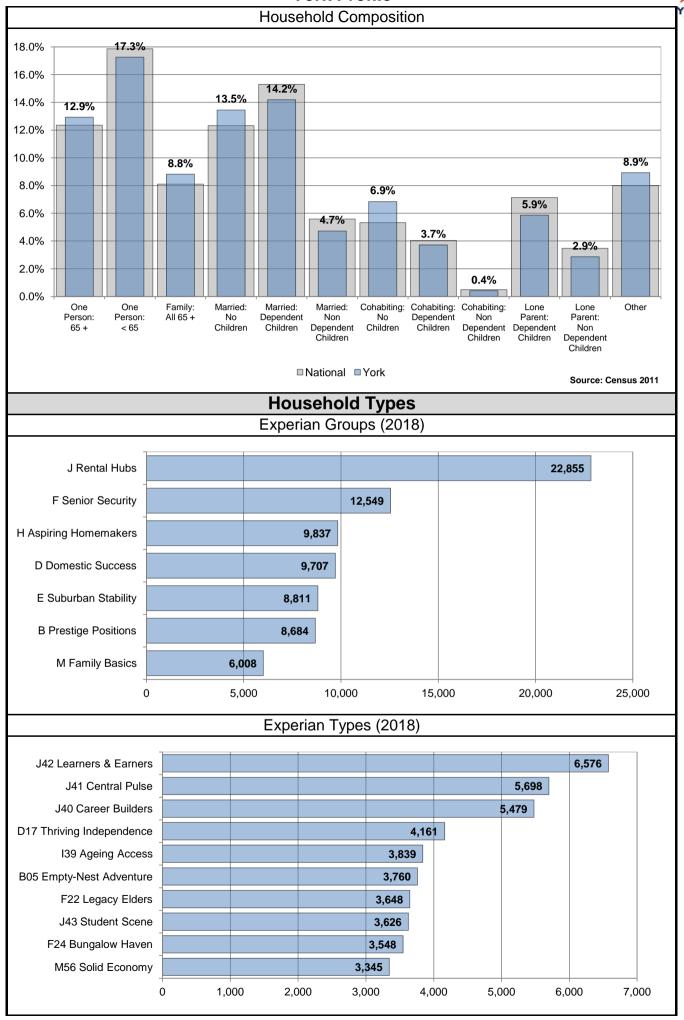
A: Agriculture, forestry and fishing, B: Mining and quarrying, C: Manufacturing, D: Electricity, gas, steam and air conditioning supply, E: Water supply; sewerage, waste management and remediation activities, F: Construction

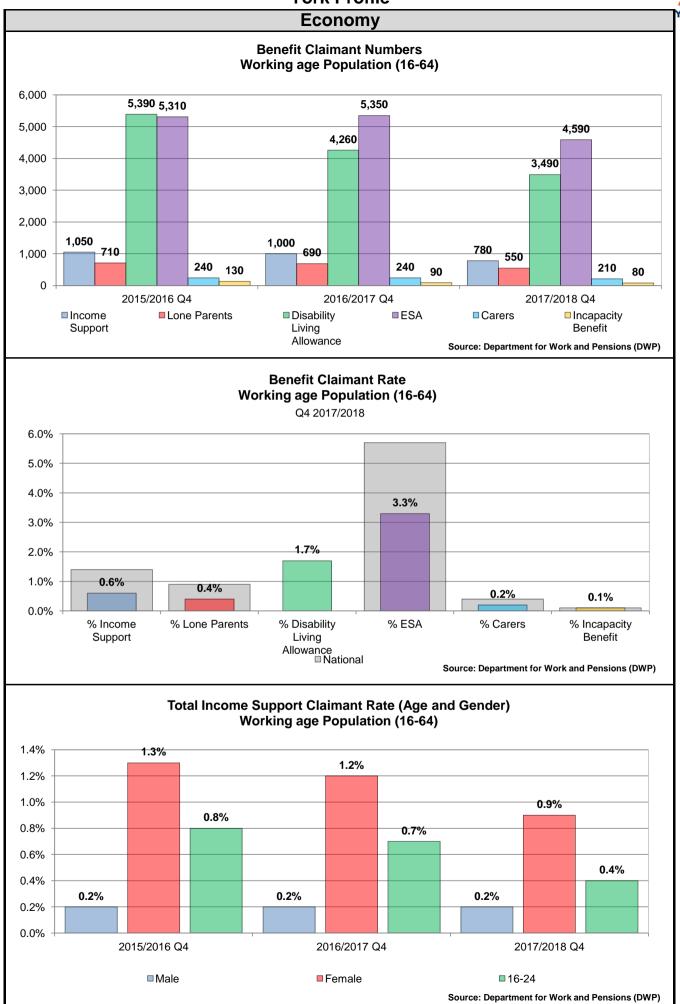
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

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





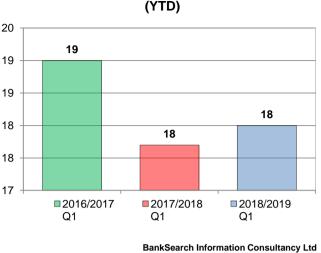






## **Business Start Ups Numbers (YTD)** 263 265 260 255 248 250 244 245 240 235 230 2016/2017 2017/2018 2018/2019 Q1 Q1 Q1 **BankSearch Information Consultancy Ltd**

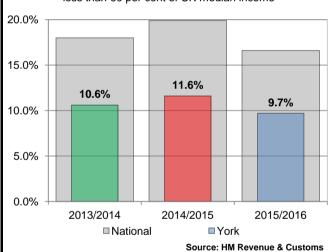
# per 10,000 working age population



# **Poverty**

# **Child Poverty**

The proportion of children living in families in receipt of out-of-work (means-tested) benefits or in receipt of tax credits where their reported income is less than 60 per cent of UK median income

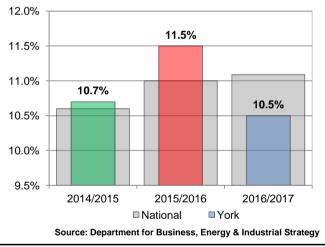


## **Fuel Poverty**

The Low Income High Costs indicator is a twin indicator consisting of: • the number of households that have both low incomes and high fuel costs;

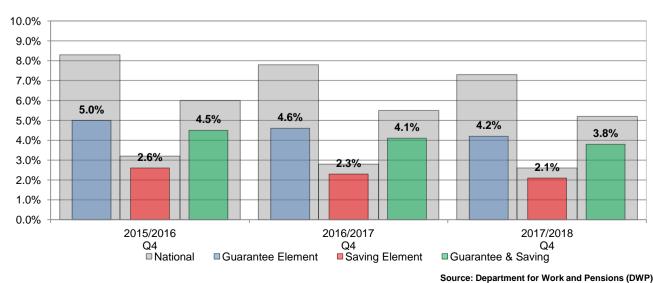
• the depth of fuel poverty amongst these fuel poor households.

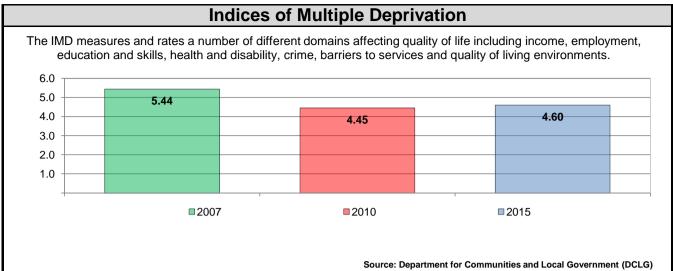
This is measured through a fuel poverty gap which represents the difference between the required fuel costs for each household and the median required fuel costs.

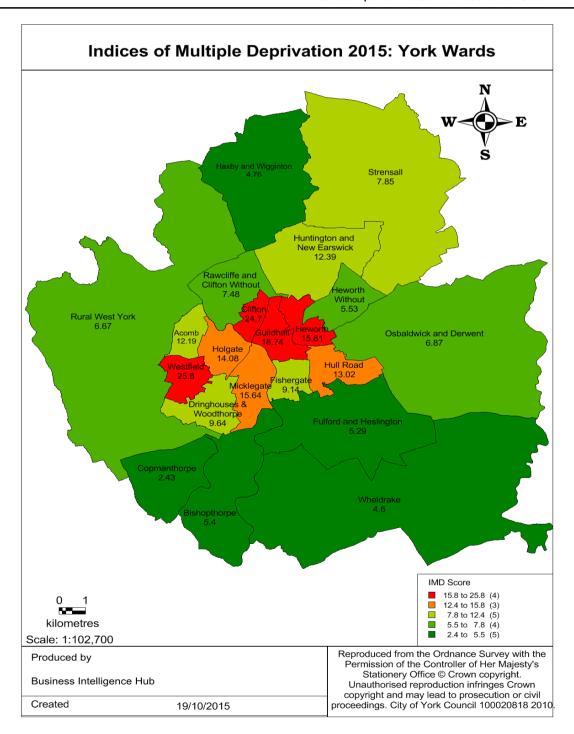


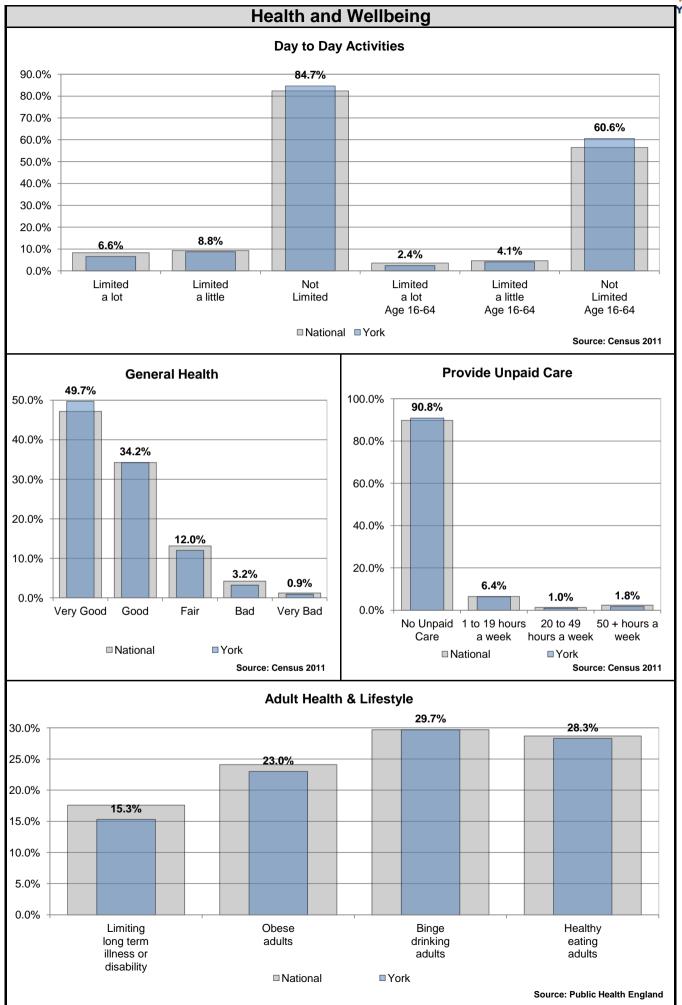
## **Pension Credit**

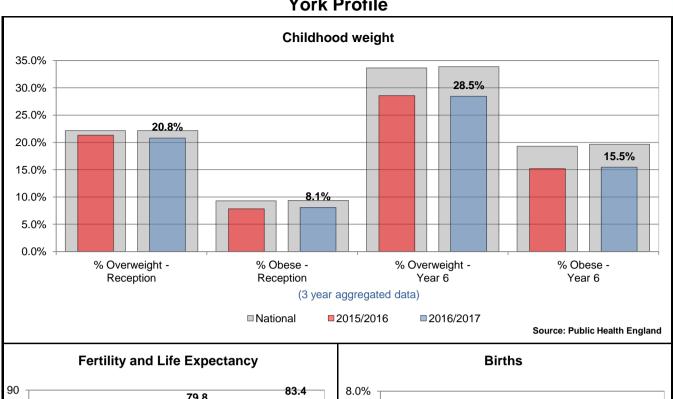
Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit and Savings Credit.

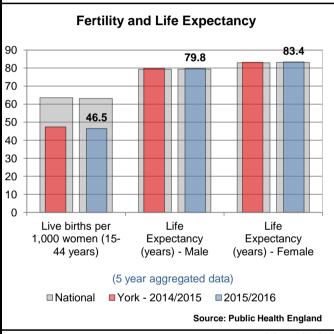


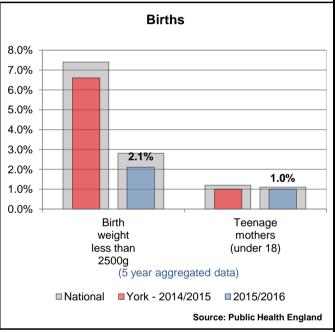


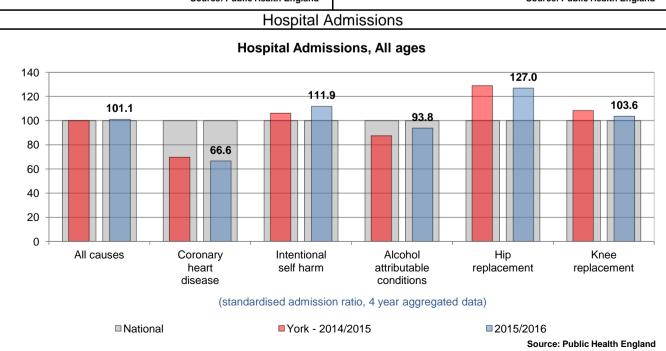


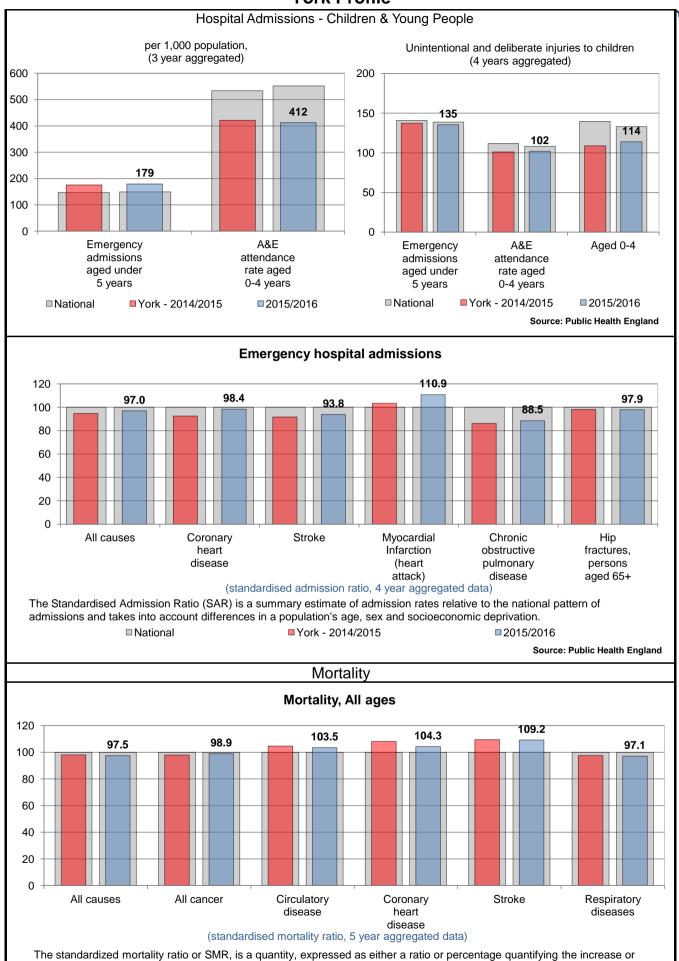












■ York - 2014/2015

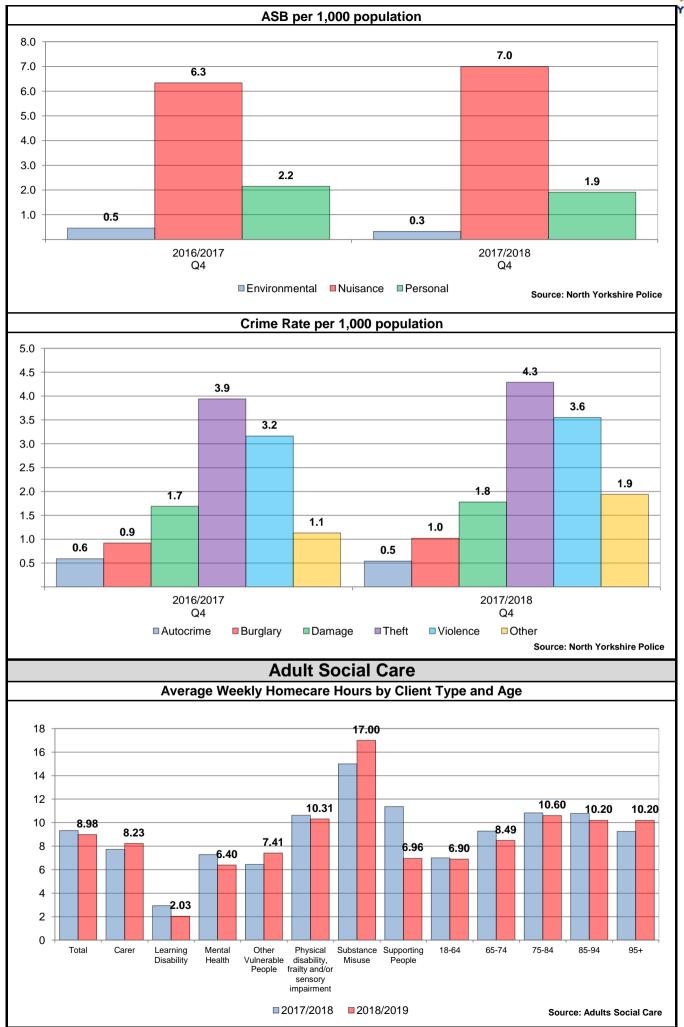
■ National

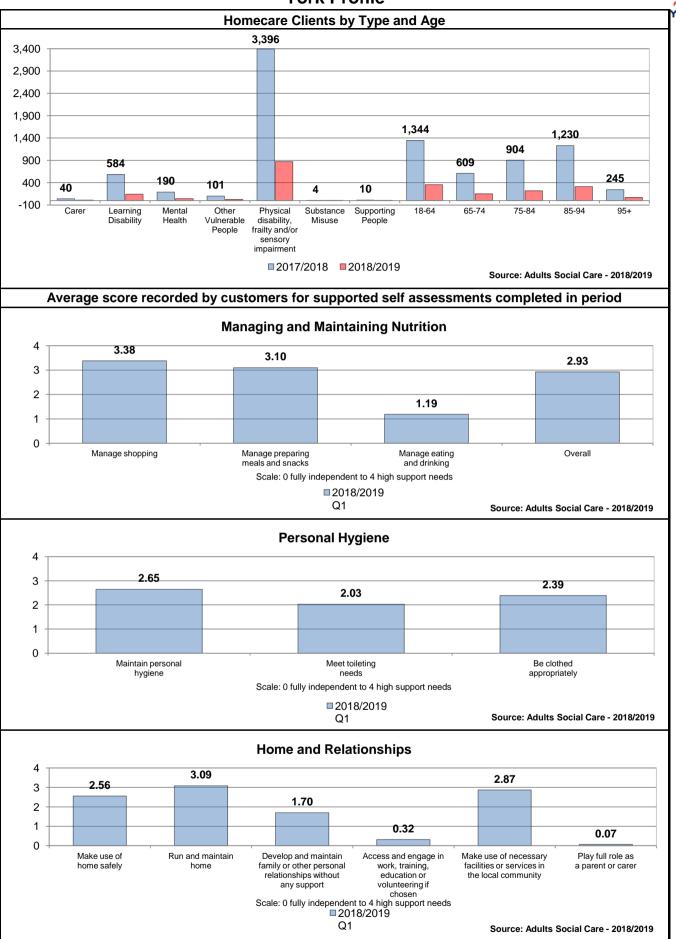
decrease in mortality of a study cohort with respect to the general population.

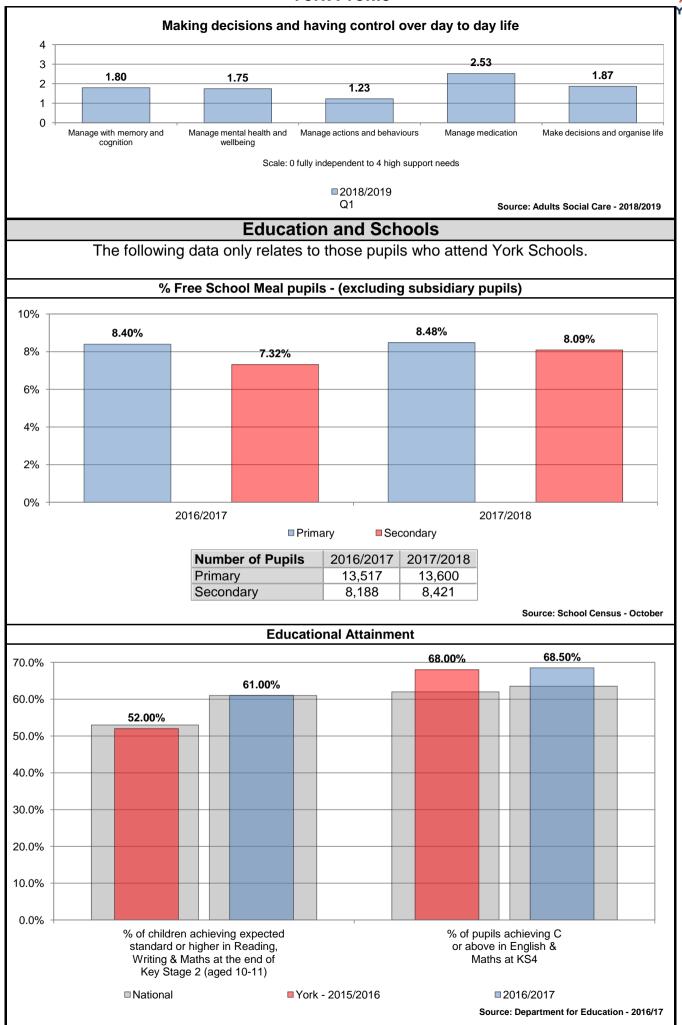
2015/2016

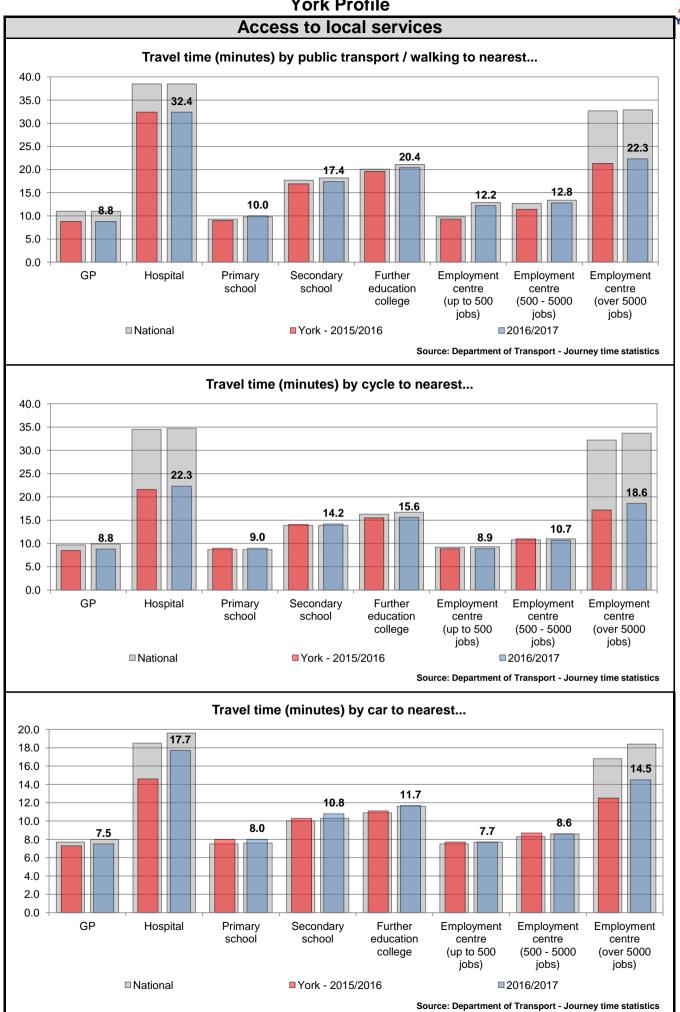
Source: Public Health England











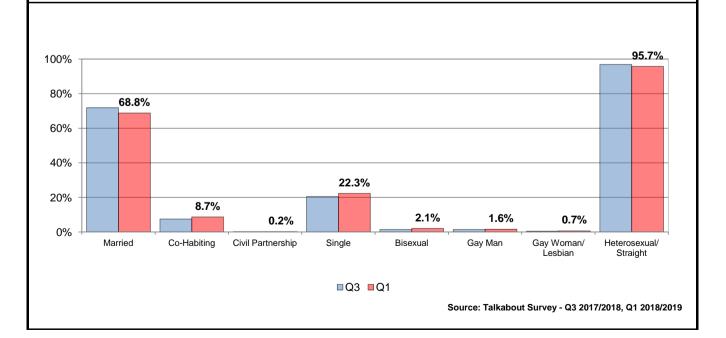


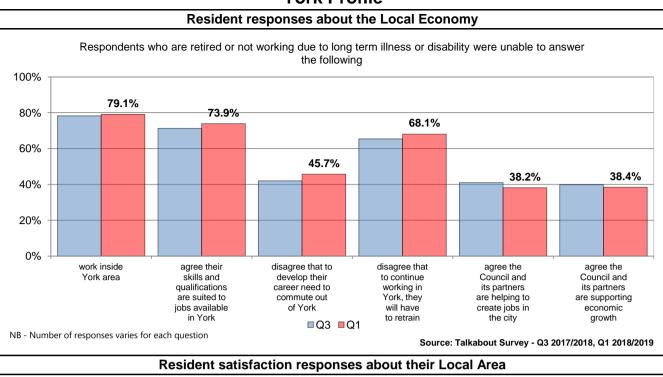
In March 2017 the UK Government introduced the Universal Service Obligation (USO) for broadband as part of its commitment in the UK Digital Strategy to ensure that the UK has world-class digital connectivity and inclusion.

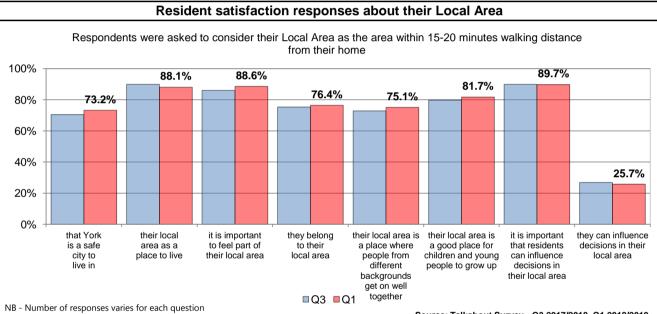
Measure	York	National	Summary
Average download speed (Mb/s)	102.90	44.62	slower than the National average
Superfast broadband availability	92.00%	91.39%	worse than the National average
Connections receiving:			
slowest speeds (under 2 Mb/s)	1.00%	2.32%	lower than the National average
slower speeds (under 10 Mb/s)	1.00%	24.02%	lower than the National average
superfast speeds (over 30 Mb/s)	42.00%	48.95%	lower than the National average

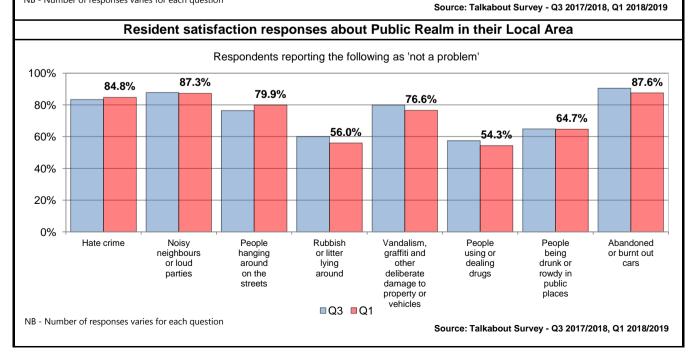
This data is based on House of Commons Library analysis of Ofcom's Connected Nations data. Ofcom collected and analysed data from major fixed telecoms operators (BT, Virgin Media, Sky, Talk Talk, Vodafone and KCOM). The availability data also includes coverage information provided by alternative network providers (B4RN, BU-UK, City Fibre, Gigaclear, Hyperoptic, ITS and Relish). 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.

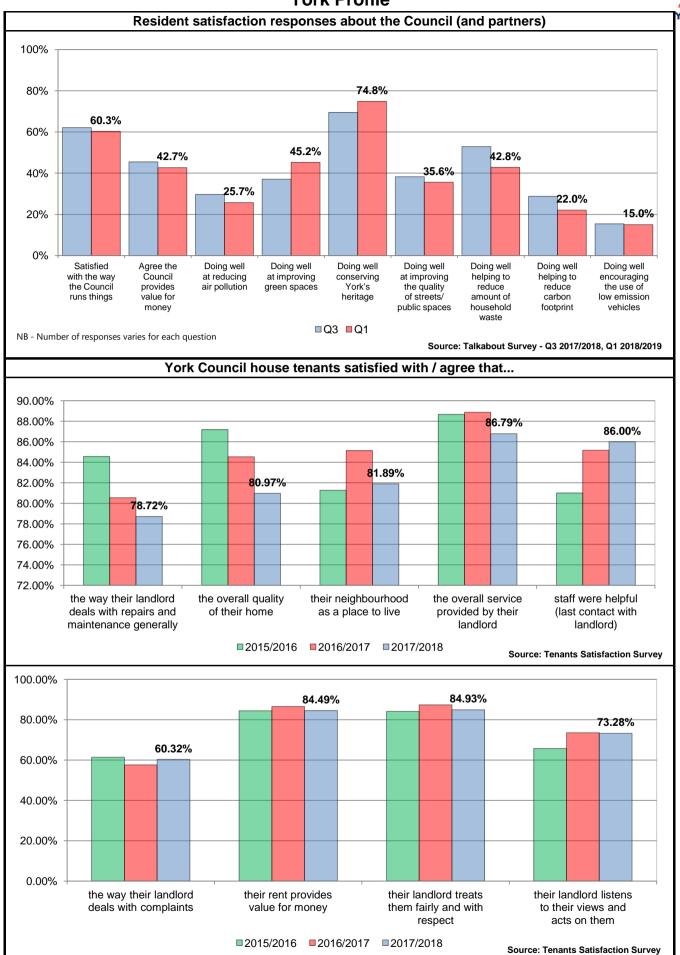
#### **Resident Engagement** Talkabout Survey Respondents - Equality profile Number of Responses: Q3 - 480, Q1 - 487 95.3% 100% 80% 60% 49.7% 48.7% 34.6% 40% 24.9% 18.6% 20% 9.8% 6.5% 3.4% 3.4% 0.6% 0% Ethnicity: White Ethnicity: Other BME Female Male Age 18-24 Age 25-34 Carer ■Q3 ■Q1 Source: Talkabout Survey - Q3 2017/2018, Q1 2018/2019

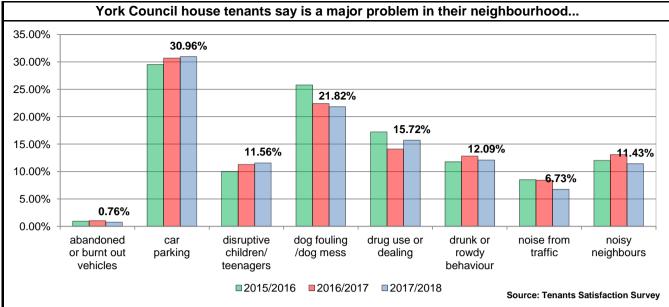


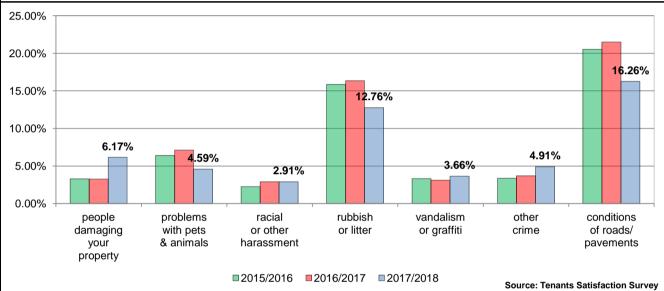












## **Experian Groups**

#### J Rental Hubs

Aged 18-35, private renting, singles and sharers, urban locations, young neighbourhoods.

#### F Senior Security

Elderly singles and couples, homeowners, comfortable homes, additional pensions above state, don't like new technology.

## **H Aspiring Homemakers**

Younger households, full-time employment, private suburbs, affordable housing costs, starter salaries.

## **D Domestic Success**

Families with children, upmarket suburban homes, owned with a mortgage, 3 or 4 bedrooms, high internet use.

#### E Suburban Stability

Older families, some adult children at home, suburban mid-range homes, 3 bedrooms, have lived at same address some years.

#### **B Prestige Positions**

High value detached homes, married couples, managerial and senior positions, supporting students and older children, high assets and investments.

## M Family Basics

Families with children, aged 25 to 40, limited resources, some own low cost homes, some rent from social landlords.



#### J42 Learners & Earners

Students among local residents, close proximity to universities, cosmopolitan atmosphere, often terraces, two-thirds rent privately.

## J41 Central Pulse

Aged under 35, city centre regeneration, rent small new build and converted flats, graduate starter salaries, most frequent cinema goers.

## J40 Career Builders

Most aged 26-35, singles and cohabiting couples, good incomes from career jobs, rent /own nice apartments, pleasant neighbourhoods.

## **D17 Thriving Independence**

Singles and cohabitees 36+, family neighbourhoods, middle managers, large outstanding mortgage, comfortable income.

## **I39 Ageing Access**

Average age 63, often living alone, most are homeowners, modest income, 1 or 2 bed flats and terraces.

## **B05 Empty-Nest Adventure**

Couples aged 56 and over, children have left home, live in long-term family home, book holidays and tickets online, comfortable detached homes.

## F22 Legacy Elders

Oldest average age of 78, mostly living alone, own comfortable homes outright, final salary pensions, low technology knowledge.

#### J43 Student Scene

Full-time students, halls of residence, homesharing private renters, frequent internet usage, most have smartphones.

#### F24 Bungalow Haven

Elderly couples and singles, own their bungalow outright, neighbourhoods of elderly people, may research online, like buying in store.

#### M56 Solid Economy

Families with children, renting from social landlord, pockets of social housing, lower wage service roles, relatively stable finances.