Summary

• York has 204,439 residents with 9.8% 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.

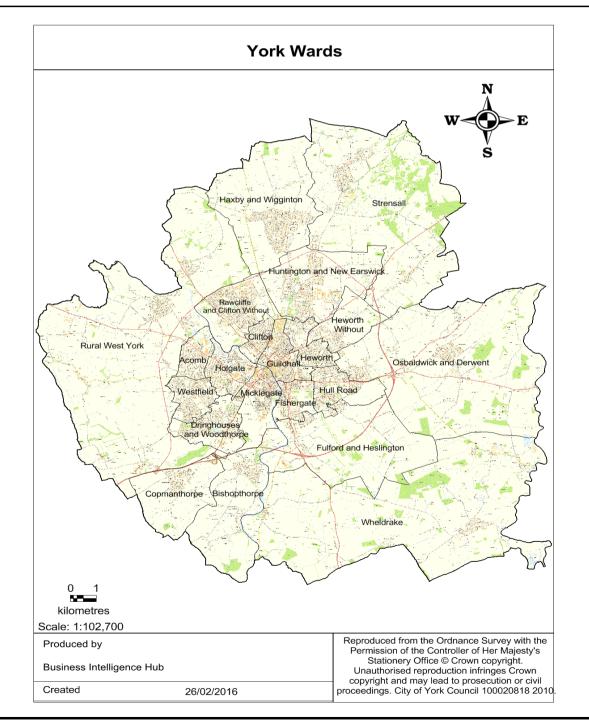
• £405.83 was the Average Weekly Household Income in 2007/2008

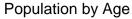
• 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants.

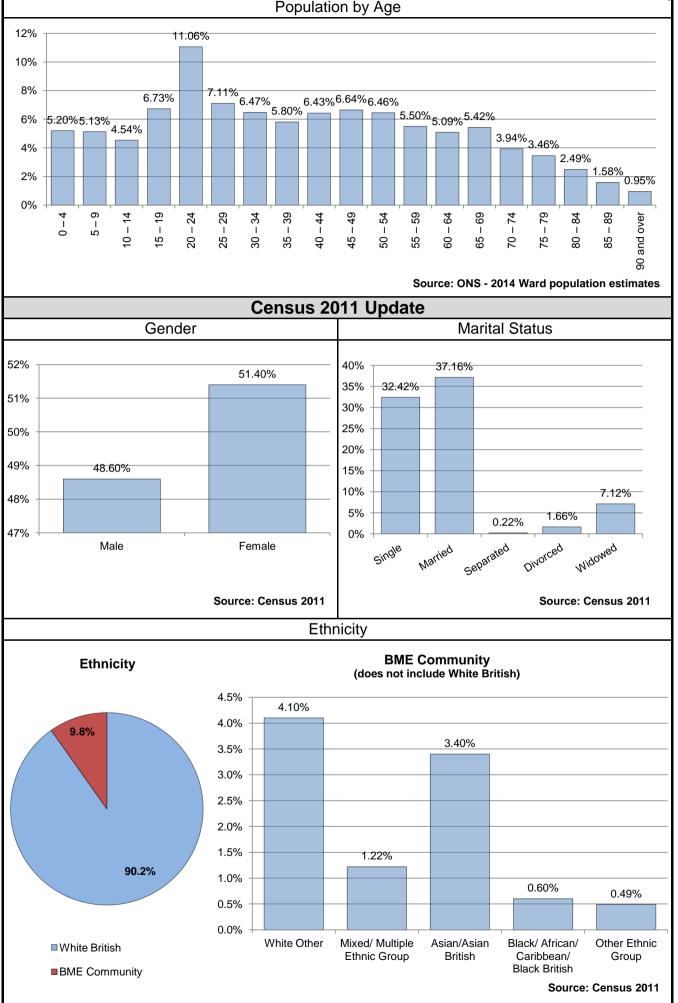
• 73.5% of residents have a NVQ level 1 - 4 qualification and 18.0% have no qualifications at all.

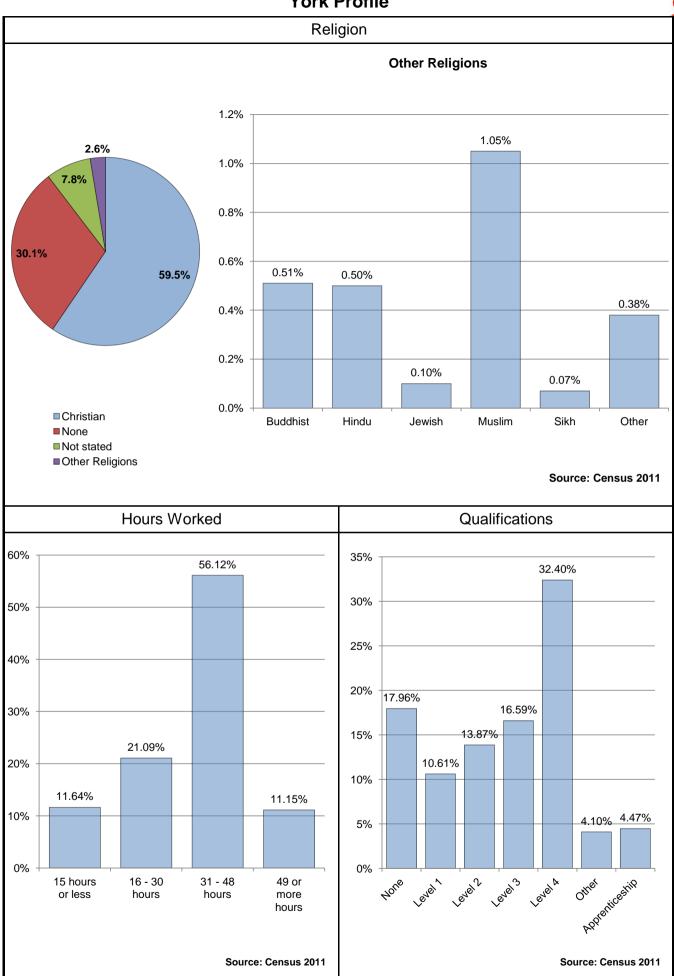
• 10.6% of children live in poverty and there are 9.0% of households in fuel poverty.

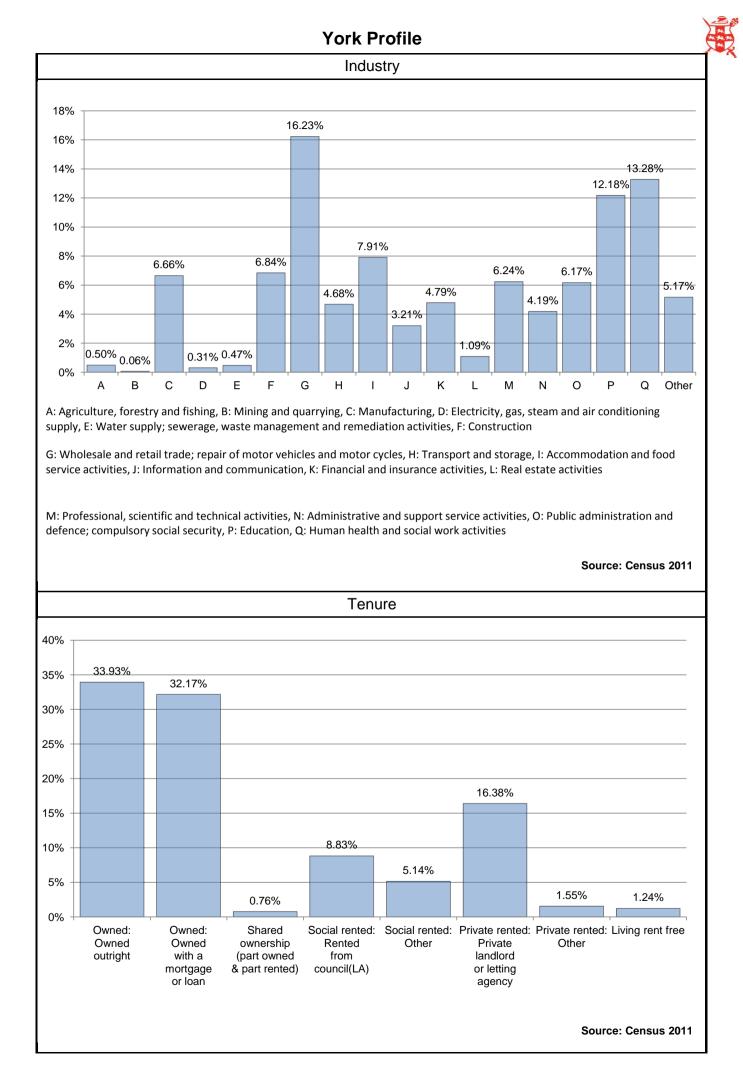
• 7.3% of the working population (aged 16-64) claim out of work benefits and 1.2% claim job seekers allowance.

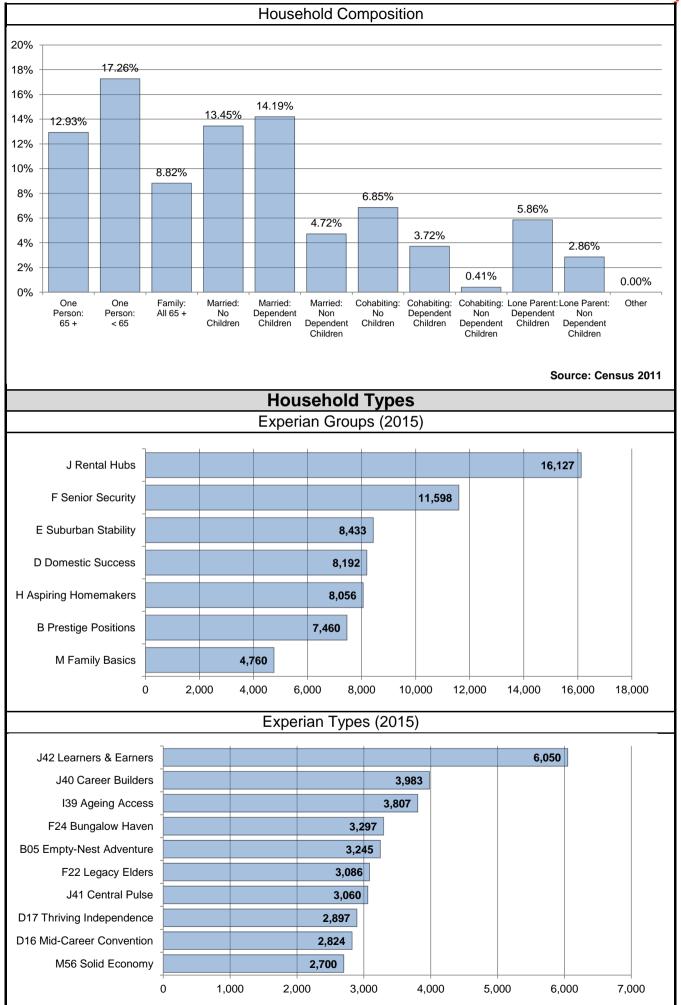




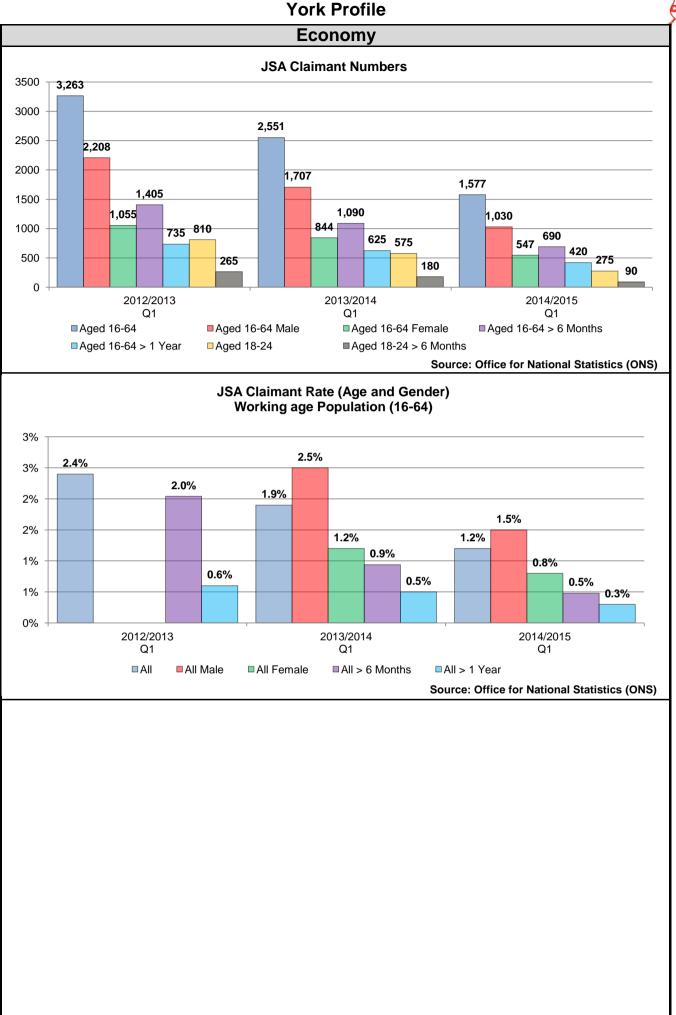


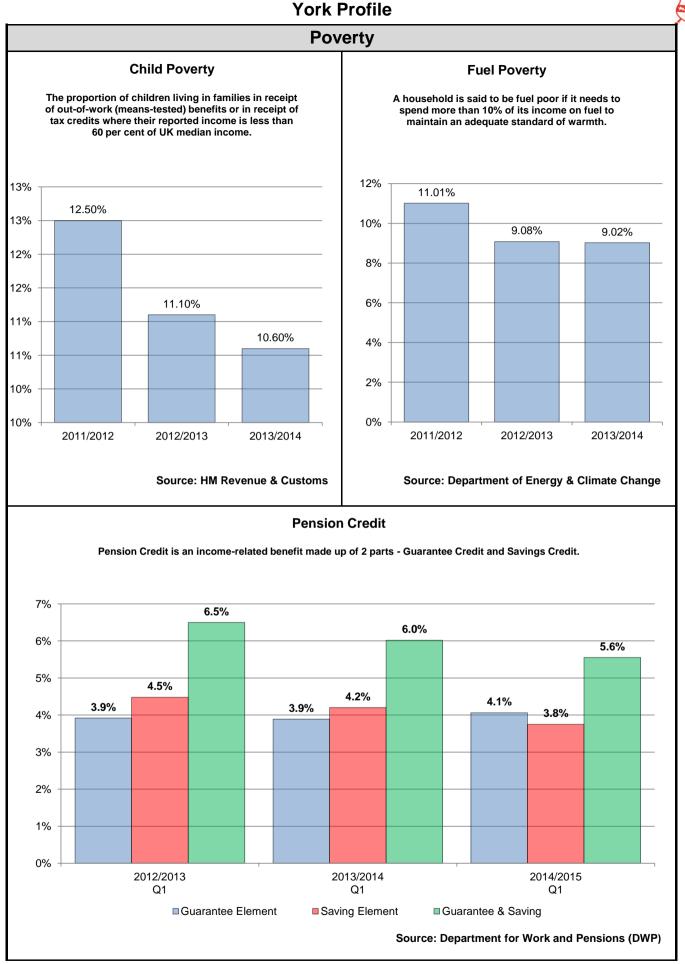


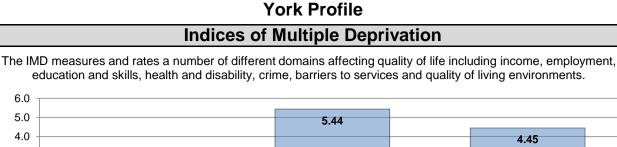








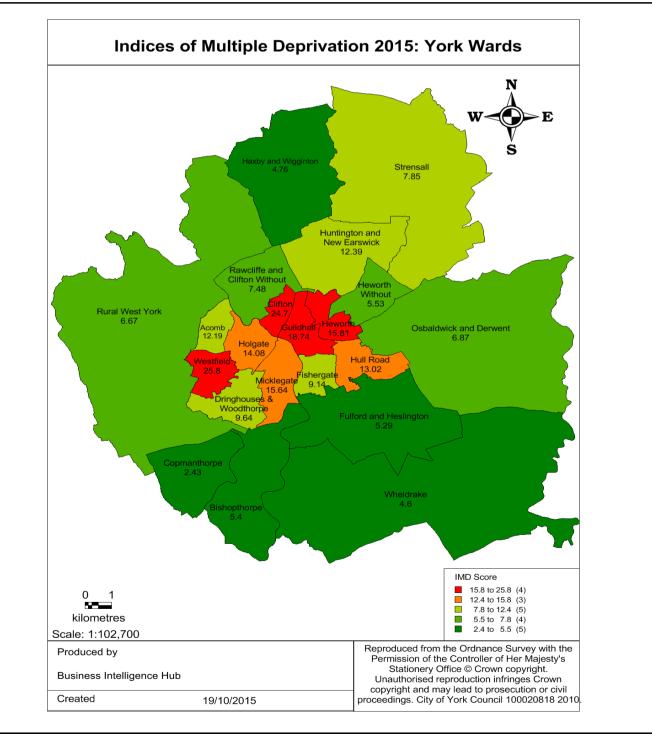




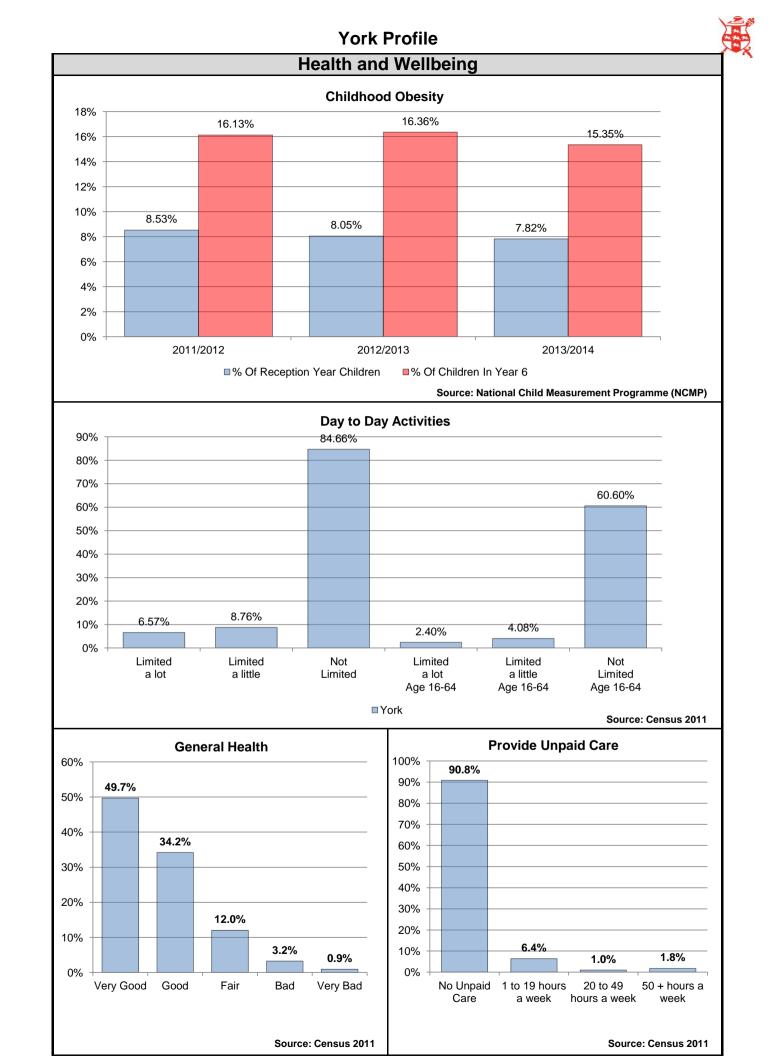


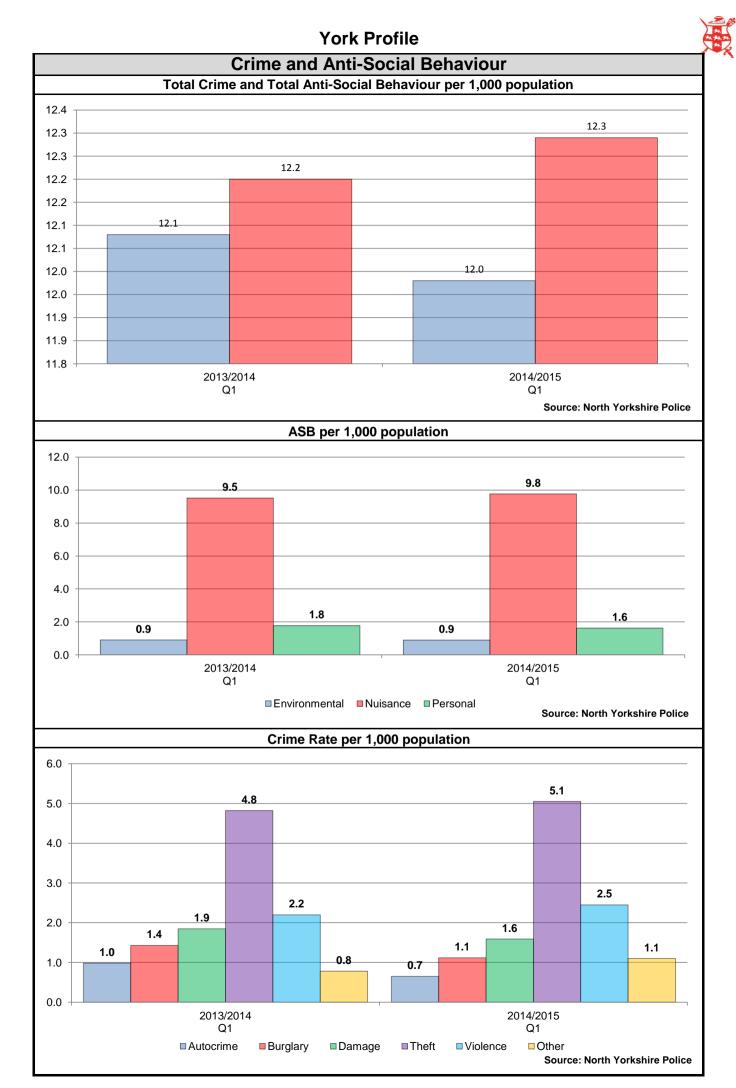


Source: Department for Communities and Local Government (DCLG)



6.0





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.

E Suburban Stability

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

D Domestic Success

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

H Aspiring Homemakers

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

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.

Experian Types

J42 Learners & Earners

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

J40 Career Builders

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

I39 Ageing Access

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

F24 Bungalow Haven

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

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.

J41 Central Pulse

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

D17 Thriving Independence

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

D16 Mid-Career Convention

Married couples with kids, traditional suburbs, professional jobs, likely to have life cover, high proportion with mortgage.

M56 Solid Economy

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