

York Profile

Ward performance by key areas - Economy

This is an "at a glance" summary of performance within York's wards - more detail is provided in the individual profiles.

Ward	Universal Credit (out of work) claimants				Residents who agree the council and its partners are helping to create jobs in the city				Residents who agree their skills and qualifications are suited to jobs available in York				Fuel poverty (households)				#N/A			
	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2017/2018	Latest Year 2018/2019	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year #N/A	Latest Year #N/A	Latest Year Rank (1 is Good)	Direction of Travel #N/A
Acomb	3.70%	2.20%	16	↓	21.43%	34.78%	10	↑	40.00%	36.84%	19	↓	8.18%	8.63%	14	↑	#N/A	#N/A	#N/A	#N/A
Bishopthorpe	2.20%	1.70%	10	↓	36.36%	27.27%	17	↓	80.00%	62.50%	3	↓	7.69%	7.39%	10	↓	#N/A	#N/A	#N/A	#N/A
Clifton	4.90%	3.10%	20	↓	36.84%	31.58%	14	↓	50.00%	50.00%	9	→	12.06%	10.04%	18	↓	#N/A	#N/A	#N/A	#N/A
Copmanthorpe	2.30%	1.10%	1	↓	36.36%	63.64%	1	↑	44.44%	16.67%	22	↓	6.58%	6.73%	4	↑	#N/A	#N/A	#N/A	#N/A
Dringhouses and Woodthorpe	3.70%	1.70%	11	↓	51.85%	48.48%	5	↓	36.36%	50.00%	10	↑	6.75%	6.87%	6	↑	#N/A	#N/A	#N/A	#N/A
Fishergate	2.50%	1.40%	6	↓	36.84%	42.86%	7	↑	41.67%	40.00%	16	↓	12.72%	11.20%	20	↓	#N/A	#N/A	#N/A	#N/A
Fulford and Heslington	2.60%	1.90%	13	↓	44.44%	33.33%	12	↓	83.33%	87.50%	1	↑	9.81%	9.29%	16	↓	#N/A	#N/A	#N/A	#N/A
Guildhall	3.30%	2.10%	14	↓	33.33%	25.93%	19	↓	41.18%	43.48%	15	↑	11.80%	10.35%	19	↓	#N/A	#N/A	#N/A	#N/A
Haxby and Wigginton	2.60%	1.10%	2	↓	34.78%	40.00%	8	↑	53.33%	52.63%	7	↓	6.32%	6.60%	3	↑	#N/A	#N/A	#N/A	#N/A
Heworth	4.70%	2.80%	19	↓	31.82%	13.64%	22	↓	55.56%	38.89%	18	↓	10.70%	9.85%	17	↓	#N/A	#N/A	#N/A	#N/A
Heworth Without	2.70%	1.70%	12	↓	50.00%	45.45%	6	↓	62.50%	50.00%	11	↓	6.65%	6.53%	2	↓	#N/A	#N/A	#N/A	#N/A
Holgate	4.40%	2.50%	18	↓	23.53%	32.00%	13	↑	59.26%	50.00%	12	↓	8.76%	7.53%	11	↓	#N/A	#N/A	#N/A	#N/A
Hull Road	2.30%	1.40%	7	↓	40.00%	18.75%	21	↓	66.67%	45.45%	14	↓	15.57%	15.33%	21	↓	#N/A	#N/A	#N/A	#N/A
Huntington and New Earswick	3.80%	2.20%	17	↓	40.00%	57.69%	2	↑	53.33%	60.00%	4	↑	7.29%	7.12%	8	↓	#N/A	#N/A	#N/A	#N/A
Micklegate	4.10%	2.10%	15	↓	42.86%	34.15%	11	↓	54.55%	51.61%	8	↓	10.39%	8.77%	15	↓	#N/A	#N/A	#N/A	#N/A
Osballdwick and Derwent	2.70%	1.40%	8	↓	42.86%	27.27%	18	↓	41.67%	27.27%	21	↓	7.18%	7.83%	12	↑	#N/A	#N/A	#N/A	#N/A
Rawcliffe and Clifton Without	3.00%	1.50%	9	↓	46.15%	29.17%	16	↓	37.50%	30.00%	20	↓	7.16%	6.85%	5	↓	#N/A	#N/A	#N/A	#N/A
Rural West York	2.50%	1.10%	3	↓	26.09%	29.41%	15	↑	42.86%	66.67%	2	↑	6.00%	6.23%	1	↑	#N/A	#N/A	#N/A	#N/A
Strensall	2.50%	1.30%	5	↓	31.25%	23.81%	20	↓	54.55%	58.33%	6	↑	6.09%	7.36%	9	↑	#N/A	#N/A	#N/A	#N/A
Westfield	6.70%	4.20%	21	↓	50.00%	50.00%	4	→	44.44%	40.00%	17	↓	8.76%	8.59%	13	↓	#N/A	#N/A	#N/A	#N/A
Wheldrake	2.10%	1.10%	4	↓	72.73%	57.14%	3	↓	57.14%	60.00%	5	↑	6.42%	7.04%	7	↑	#N/A	#N/A	#N/A	#N/A
York	3.50%	2.00%		↓	38.61%	36.33%		↓	50.68%	48.67%		↓	8.90%	8.90%		→	#N/A	#N/A		#N/A

York Profile

Ward performance by key areas - Health & Wellbeing

This is an "at a glance" summary of performance within York's wards - more detail is provided in the individual profiles.

	Reception year obesity				Year 6 obesity				Male life expectancy				Female life expectancy				Emergency hospital admissions				Emergency hospital admissions for injuries resulting from a fall (over 65)			
Ward	Previous Year 2018/2019	Latest Year 2019/2020	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2018/2019	Latest Year 2019/2020	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2017/2018	Latest Year 2019/2020	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2017/2018	Latest Year 2019/2020	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2017/2018	Latest Year 2019/2020	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2019/2020	Latest Year 2020/2021	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad
Acomb	9.30%	7.55%	3	↓	15.90%	22.03%	18	↑	79.50	80.18	12	↑	83.50	82.50	17	↓	108.10	113.56	17	↑	31.00	16.40	4	↓
Bishopthorpe	5.20%	9.52%	8	↑	8.00%	10.00%	3	↑	83.90	84.82	2	↑	83.30	84.86	9	↑	82.30	86.86	3	↑	15.30	12.40	2	↓
Clifton	7.90%	11.36%	14	↑	22.40%	21.05%	17	↓	76.90	77.32	19	↑	81.50	82.29	18	↑	115.00	123.32	20	↑	23.50	20.60	11	↓
Copmanthorpe	5.20%	N/C	-	→	8.00%	7.69%	1	↓	86.60	86.16	1	↓	88.50	88.18	1	↓	82.30	77.22	1	↓	19.30	16.90	6	↓
Dringhouses and Woodthorpe	10.30%	9.68%	9	↓	16.80%	16.67%	11	↓	82.30	82.60	5	↑	85.80	86.12	2	↑	94.00	100.19	11	↑	26.50	21.00	12	↓
Fishergate	8.60%	N/C	-	→	10.90%	11.54%	5	↑	77.00	76.24	20	↓	81.80	81.81	21	↑	104.10	107.48	14	↑	38.70	28.50	18	↓
Fulford and Heslington	6.70%	N/C	-	→	9.30%	N/C	-	→	80.70	80.64	10	↓	84.90	85.94	3	↑	80.60	98.89	9	↑	42.70	33.80	20	↓
Guildhall	10.60%	11.76%	15	↑	20.40%	20.00%	13	↓	80.30	79.50	16	↓	81.70	83.30	15	↑	118.30	101.24	12	↓	21.70	16.90	7	↓
Haxby and Wigginton	8.90%	10.71%	12	↑	12.40%	12.90%	7	↑	83.00	82.79	4	↓	83.80	84.20	10	↑	105.20	111.66	16	↑	28.80	22.90	14	↓
Heworth	9.70%	11.76%	16	↑	19.50%	20.34%	15	↑	76.90	76.11	21	↓	82.50	82.23	19	↓	101.40	115.10	18	↑	30.50	35.90	21	↑
Heworth Without	6.90%	N/C	-	→	15.10%	N/C	-	→	80.00	79.31	17	↓	86.20	85.44	4	↓	92.30	91.37	4	↓	13.70	11.40	1	↓
Holgate	7.00%	7.81%	4	↑	15.20%	14.04%	8	↓	78.80	79.59	15	↑	84.90	84.96	7	↑	103.30	108.04	15	↑	32.10	16.70	5	↓
Hull Road	9.60%	10.26%	10	↑	21.90%	18.60%	12	↓	80.00	78.58	18	↓	82.10	82.11	20	↑	93.10	91.41	5	↓	26.70	13.70	3	↓
Huntington and New Earswick	11.30%	10.53%	11	↓	17.60%	20.69%	16	↑	81.90	80.98	9	↓	84.20	84.08	11	↓	114.70	119.44	19	↑	30.40	21.60	13	↓
Micklegate	5.90%	5.17%	2	↓	14.20%	11.43%	4	↓	82.30	82.07	7	↓	83.00	83.66	12	↑	98.40	94.92	6	↓	30.70	20.20	10	↓
Osbalwick and Derwent	10.40%	11.11%	13	↑	13.90%	12.20%	6	↓	80.20	81.20	8	↑	83.20	83.47	14	↑	90.70	106.42	13	↑	33.70	32.60	19	↓
Rawcliffe and Clifton Without	7.30%	8.57%	6	↑	19.70%	20.00%	14	↑	78.90	80.18	13	↑	82.70	82.97	16	↑	96.90	99.51	10	↑	18.20	19.20	9	↑
Rural West York	5.00%	5.00%	1	→	16.60%	16.22%	9	↓	81.60	80.58	11	↓	86.40	85.18	5	↓	96.00	98.29	7	↑	33.90	25.50	16	↓
Strensall	9.80%	8.33%	5	↓	12.60%	16.28%	10	↑	80.40	83.01	3	↑	83.90	84.90	8	↑	93.30	98.70	8	↑	17.60	24.40	15	↑
Westfield	14.50%	13.04%	17	↓	20.20%	26.32%	19	↑	76.50	75.95	22	↓	80.60	79.96	22	↓	127.30	131.86	21	↑	28.00	28.00	17	→
Wheldrake	9.20%	8.70%	7	↓	8.90%	9.38%	2	↑	82.20	82.18	6	↓	83.40	85.04	6	↑	86.40	86.24	2	↓	22.30	18.50	8	↓
York	9.10%	8.95%		↓	16.20%	17.23%		↑	80.20	80.17		↓	83.40	83.58		↑	102.50	105.91		↑	27.40	22.20		↓

York Profile

Ward performance by key areas - Adult Social Care

This is an "at a glance" summary of performance within York's wards - more detail is provided in the individual profiles.

Ward	Social Isolation				Homecare clients (per 1,000 population)				Clients getting paid packages of care that are not residential/nursing care				New customers requesting Adult Social Care support			
	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Neutral	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Neutral
Acomb	2.19	2.22	14	↑	52	43	13	↓	69	69	12	→	44	41	11	→
Bishopthorpe	2.30	2.57	20	↑	22	16	4	↓	28	28	18	→	22	23	20	→
Clifton	1.63	2.19	13	↑	59	57	17	↓	82	83	8	→	37	37	12	→
Copmanthorpe	2.67	1.00	1	↓	18	11	2	↓	25	23	21	→	23	15	22	→
Dringhouses and Woodthorpe	2.28	2.35	17	↑	75	61	18	↓	103	104	5	→	61	56	6	→
Fishergate	1.42	1.80	3	↑	65	46	14	↓	81	73	9	→	43	34	15	→
Fulford and Heslington	2.11	1.83	5	↓	22	12	3	↓	32	28	19	→	23	25	18	→
Guildhall	1.58	1.93	10	↑	39	26	9	↓	74	70	11	→	50	48	8	→
Haxby and Wigginton	1.95	1.83	6	↓	76	48	15	↓	115	94	6	→	83	69	4	→
Heworth	1.75	2.00	11	↑	112	77	19	↓	149	134	4	→	59	62	5	→
Heworth Without	2.57	2.50	19	↓	23	23	6	→	23	24	20	→	21	24	19	→
Holgate	2.32	1.81	4	↓	63	48	16	↓	97	84	7	→	51	44	9	→
Hull Road	2.50	2.22	15	↓	23	20	5	↓	42	36	16	→	24	32	16	→
Huntington and New Earswick	1.94	2.12	12	↑	158	90	21	↓	203	183	2	→	87	74	3	→
Micklegate	2.13	1.86	8	↓	52	33	11	↓	79	68	13	→	47	44	10	→
Osbalwick and Derwent	1.86	1.88	9	↑	41	25	8	↓	47	42	14	→	50	36	13	→
Rawcliffe and Clifton Without	2.33	1.78	2	↓	62	37	12	↓	76	72	10	→	47	51	7	→
Rural West York	2.75	2.25	16	↓	33	24	7	↓	44	39	15	→	48	35	14	→
Strensall	1.91	2.44	18	↑	37	26	10	↓	44	36	17	→	22	31	17	→
Westfield	2.26	1.84	7	↓	119	85	20	↓	157	138	3	→	76	78	2	→
Wheldrake	1.70	2.71	21	↑	10	10	1	→	16	17	22	→	14	17	21	→
York	2.07	2.04		↓	1,175	828		↓	1,636	1,488		→	1,062	989		→

York Profile



Ward performance by key areas - Public Realm

This is an "at a glance" summary of performance within York's wards - more detail is provided in the individual profiles.

Ward	Crime (per 1,000 population)				ASB (per 1,000 population)				Residents who think that hate crime is not a problem in their local area				Residents who agree that York is a safe city to live in, relatively free from crime and violence				% of road area that is Structurally Impaired (Grade 5)			
	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Bad
Acomb	34.64	44.72	9	↑	28.20	26.67	18	↓	64.29%	78.26%	9	↑	76.92%	86.96%	3	↑	8.47%	10.57%	13	↑
Bishopthorpe	20.08	23.85	3	↑	21.54	11.33	3	↓	72.73%	83.33%	4	↑	100.00%	83.33%	5	↓	10.28%	12.34%	16	↑
Clifton	67.93	79.93	18	↑	47.93	25.78	15	↓	73.68%	63.16%	20	↓	88.89%	78.95%	8	↓	9.61%	12.35%	17	↑
Copmanthorpe	16.35	24.13	6	↑	19.94	12.06	4	↓	91.67%	90.91%	2	↓	75.00%	72.73%	12	↓	7.13%	9.07%	8	↑
Dringhouses and Woodthorpe	36.40	46.89	10	↑	30.28	19.93	10	↓	70.37%	72.73%	16	↑	74.07%	68.75%	14	↓	10.95%	10.42%	12	↓
Fishergate	51.51	52.43	12	↑	35.41	23.03	12	↓	73.68%	76.19%	11	↑	84.21%	95.24%	1	↑	9.66%	9.30%	9	↓
Fulford and Heslington	45.24	66.07	16	↑	31.24	22.28	11	↓	100.00%	88.89%	3	↓	66.67%	66.67%	16	→	3.66%	5.25%	1	↑
Guildhall	133.57	194.54	21	↑	116.27	88.05	21	↓	70.83%	57.14%	21	↓	95.83%	67.86%	15	↓	10.22%	13.23%	19	↑
Haxby and Wigginton	20.76	24.07	5	↑	23.96	17.91	8	↓	86.96%	83.33%	5	↓	91.67%	90.00%	2	↓	6.81%	8.41%	5	↑
Heworth	50.13	57.06	14	↑	48.94	25.81	16	↓	81.82%	65.22%	19	↓	59.09%	63.64%	19	↑	10.82%	13.55%	20	↑
Heworth Without	15.40	19.05	1	↑	13.57	6.86	2	↓	85.71%	75.00%	12	↓	86.67%	81.82%	6	↓	10.66%	11.92%	15	↑
Holgate	51.18	53.19	13	↑	38.75	26.16	17	↓	61.76%	73.08%	15	↑	67.65%	61.54%	21	↓	12.88%	13.62%	21	↑
Hull Road	36.18	39.77	8	↑	25.95	13.58	7	↓	60.00%	50.00%	22	↓	60.00%	62.50%	20	↑	7.79%	8.52%	6	↑
Huntington and New Earswick	53.73	65.59	15	↑	35.19	24.25	14	↓	90.00%	69.23%	18	↓	85.71%	73.08%	11	↓	5.01%	6.60%	2	↑
Micklegate	76.03	129.80	20	↑	75.93	66.07	20	↓	82.14%	70.73%	17	↓	78.57%	78.05%	9	↓	11.51%	10.89%	14	↓
Osballdwick and Derwent	26.45	23.88	4	↓	25.27	12.12	5	↓	76.19%	77.27%	10	↑	85.71%	81.82%	7	↓	8.46%	8.65%	7	↑
Rawcliffe and Clifton Without	53.24	67.06	17	↑	42.59	18.92	9	↓	76.92%	80.00%	8	↑	72.00%	84.00%	4	↑	6.70%	8.25%	4	↑
Rural West York	43.07	50.09	11	↑	40.92	23.27	13	↓	91.30%	82.35%	6	↓	95.45%	66.67%	17	↓	9.44%	7.95%	3	↓
Strensall	23.11	23.21	2	↑	22.98	12.40	6	↓	93.75%	80.95%	7	↓	92.86%	66.67%	18	↓	9.65%	9.72%	11	↑
Westfield	79.58	96.02	19	↑	61.84	49.04	19	↓	71.43%	73.33%	14	↑	71.43%	50.00%	22	↓	9.83%	9.54%	10	↓
Wheldrake	27.31	29.70	7	↑	21.56	6.47	1	↓	72.73%	100.00%	1	↑	54.55%	71.43%	13	↑	11.64%	12.79%	18	↑
York	52.91	67.96		↑	44.38	30.36		↓	77.67%	73.63%		↓	79.75%	74.36%		↓	8.89%	9.63%		↑

York Profile

Ward performance by key areas - Schools and Educational Attainment

This is an "at a glance" summary of performance within York's wards - more detail is provided in the individual profiles.

Ward	Primary school pupils claiming Free School Meals				Secondary school pupils claiming Free School Meals				Key Stage 2 Attainment				Key Stage 4 Attainment			
	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Neutral	Previous Year 2020/2021	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Neutral	Previous Year 2018/2019	Latest Year 2021/2022	Latest Year Rank (1 is Good)	Direction of Travel Up is Good	Previous Year 2017/2018	Latest Year 2018/2019	Latest Year Rank (1 is Good)	Direction of Travel Up is Good
Acomb	13.50%	14.43%	10	➡	14.50%	15.08%	6	➡	69.39%	56.91%	18	⬇	62.73%	65.66%	17	⬆
Bishopthorpe	2.90%	4.30%	19	➡	3.40%	1.77%	22	➡	76.47%	63.64%	13	⬇	84.00%	91.67%	3	⬆
Clifton	28.80%	29.41%	1	➡	26.70%	30.28%	1	➡	50.68%	53.33%	20	⬆	53.85%	65.56%	18	⬆
Copmanthorpe	2.90%	2.74%	21	➡	5.10%	4.00%	18	➡	62.50%	56.82%	19	⬇	66.67%	90.00%	5	⬆
Dringhouses and Woodthorpe	10.30%	11.21%	13	➡	10.80%	12.18%	10	➡	70.54%	68.75%	9	⬇	68.00%	72.82%	14	⬆
Fishergate	11.20%	12.66%	11	➡	7.70%	8.26%	13	➡	73.08%	68.25%	11	⬇	65.22%	76.12%	9	⬆
Fulford and Heslington	7.90%	14.61%	9	➡	6.30%	7.59%	15	➡	69.57%	81.48%	1	⬆	63.33%	63.89%	19	⬆
Guildhall	24.80%	28.38%	2	➡	16.90%	17.00%	5	➡	62.50%	47.17%	22	⬇	73.17%	61.90%	20	⬆
Haxby and Wigginton	5.10%	5.81%	18	➡	4.90%	4.91%	17	➡	76.23%	72.22%	4	⬇	78.89%	75.96%	10	⬆
Heworth	21.90%	23.89%	5	➡	21.90%	23.61%	4	➡	65.19%	63.38%	15	⬇	63.16%	61.40%	21	⬆
Heworth Without	2.50%	2.68%	22	➡	5.20%	3.98%	19	➡	89.29%	76.92%	2	⬇	91.43%	100.00%	1	⬆
Holgate	17.30%	20.27%	6	➡	12.80%	12.62%	9	➡	78.20%	63.41%	14	⬇	64.44%	69.51%	15	⬆
Hull Road	24.80%	27.18%	3	➡	28.00%	29.44%	2	➡	59.57%	58.90%	17	⬇	60.56%	66.04%	16	⬆
Huntington and New Earswick	13.30%	15.84%	7	➡	13.70%	13.60%	7	➡	64.23%	70.45%	6	⬆	73.91%	75.00%	11	⬆
Micklegate	9.20%	9.37%	15	➡	9.80%	8.91%	12	➡	74.68%	69.44%	8	⬇	77.05%	81.54%	6	⬆
Osbalwick and Derwent	11.60%	11.52%	12	➡	11.60%	11.34%	11	➡	70.87%	70.33%	7	⬇	75.31%	90.54%	4	⬆
Rawcliffe and Clifton Without	7.90%	10.59%	14	➡	8.60%	8.05%	14	➡	69.54%	75.00%	3	⬆	64.42%	74.26%	12	⬆
Rural West York	8.30%	8.00%	16	➡	6.70%	6.73%	16	➡	67.82%	71.95%	5	⬆	80.70%	77.78%	8	⬆
Strensall	6.90%	7.31%	17	➡	3.60%	3.70%	20	➡	66.67%	60.55%	16	⬇	85.71%	78.26%	7	⬆
Westfield	23.00%	24.50%	4	➡	21.80%	24.70%	3	➡	54.05%	48.09%	21	⬇	57.25%	59.68%	22	⬆
Wheldrake	0.90%	2.90%	20	➡	1.40%	2.37%	21	➡	80.65%	68.63%	10	⬇	88.89%	94.34%	2	⬆
York	13.60%	15.30%		➡	12.10%	13.25%		➡	68.00%	64.30%		⬇	69.60%	73.60%		⬆

York Profile

Ward performance by key areas - Resident Engagement

This is an "at a glance" summary of performance within York's wards - more detail is provided in the individual profiles.

Ward	Residents satisfied with their local area as a place to live				Residents who agree that they belong to their local area				Residents agree their local area is a good place for children and young people to grow up				Residents who agree that they can influence decisions in their local area			
	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is	Direction of Travel Up is Good	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is	Direction of Travel Up is Good	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is	Direction of Travel Up is Good	Previous Year 2019/2020	Latest Year 2021/2022	Latest Year Rank (1 is	Direction of Travel Up is Good
Acomb	86.67%	84.00%	14	↓	66.67%	85.00%	6	↑	46.67%	56.52%	18	↑	6.67%	21.74%	13	↑
Bishopthorpe	92.31%	91.67%	4	↓	83.33%	83.33%	8	→	100.00%	100.00%	1	→	25.00%	33.33%	5	↑
Clifton	90.48%	65.22%	21	↓	73.68%	52.63%	22	↓	75.00%	52.63%	20	↓	26.32%	5.26%	21	↓
Copmanthorpe	92.31%	100.00%	1	↑	81.82%	81.82%	10	→	83.33%	100.00%	2	↑	33.33%	36.36%	4	↑
Dringhouses and Woodthorpe	80.00%	86.11%	10	↑	73.08%	81.82%	11	↑	69.23%	62.86%	16	↓	33.33%	24.24%	12	↓
Fishergate	90.48%	85.71%	11	↓	94.44%	85.71%	4	↓	88.89%	65.00%	15	↓	38.89%	25.00%	10	↓
Fulford and Heslington	88.89%	77.78%	16	↓	66.67%	62.50%	19	↓	75.00%	88.89%	4	↑	33.33%	11.11%	17	↓
Guildhall	70.83%	79.31%	15	↑	83.33%	70.37%	16	↓	78.26%	57.14%	17	↓	20.83%	28.57%	8	↑
Haxby and Wigginton	95.83%	90.32%	6	↓	95.83%	93.33%	1	↓	95.65%	96.77%	3	↑	50.00%	36.67%	3	↓
Heworth	77.27%	73.08%	20	↓	75.00%	68.18%	17	↓	47.62%	52.17%	21	↑	31.82%	9.09%	19	↓
Heworth Without	100.00%	92.31%	3	↓	93.33%	91.67%	2	↓	100.00%	83.33%	7	↓	37.50%	9.09%	20	↓
Holgate	73.68%	75.86%	18	↑	75.86%	83.33%	9	↑	54.55%	69.23%	13	↑	21.21%	30.77%	7	↑
Hull Road	60.00%	52.94%	22	↓	70.00%	71.43%	14	↑	80.00%	43.75%	22	↓	10.00%	18.75%	14	↑
Huntington and New Earswick	95.24%	77.78%	17	↓	76.19%	64.00%	18	↓	80.95%	76.92%	8	↓	42.86%	15.38%	16	↓
Micklegate	79.31%	88.64%	8	↑	70.37%	85.00%	7	↑	67.86%	69.05%	14	↑	28.57%	41.46%	2	↑
Osbalwick and Derwent	95.24%	86.96%	9	↓	76.19%	86.36%	3	↑	100.00%	72.73%	10	↓	38.10%	27.27%	9	↓
Rawcliffe and Clifton Without	88.46%	89.29%	7	↑	63.64%	56.00%	21	↓	76.92%	73.91%	9	↓	12.00%	16.00%	15	↑
Rural West York	91.30%	100.00%	2	↑	77.27%	77.78%	13	↑	79.17%	88.89%	5	↑	29.17%	0.00%	22	↓
Strensall	82.35%	90.91%	5	↑	93.33%	85.71%	5	↓	87.50%	71.43%	12	↓	25.00%	10.00%	18	↓
Westfield	71.43%	73.33%	19	↑	66.67%	61.54%	20	↓	50.00%	53.33%	19	↑	28.57%	33.33%	6	↑
Wheldrake	81.82%	85.71%	12	↑	88.89%	71.43%	15	↓	80.00%	85.71%	6	↑	20.00%	42.86%	1	↑
York	84.47%	84.38%		↓	77.78%	78.09%		↑	75.43%	71.54%		↓	29.06%	24.26%		↓

Summary

- York has 211,012 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.
- £691.90 was the Average Net Weekly Household Income in 2017/18 (£637.58 in 2015/2016).
- 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants. There are 7,400 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.
- 12.9% of children are living in low income families (7.7% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 14.7% of households in fuel poverty.
- 1.8% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

York Wards



0 1
kilometres

Scale: 1:102,700

Produced by

Business Intelligence Hub

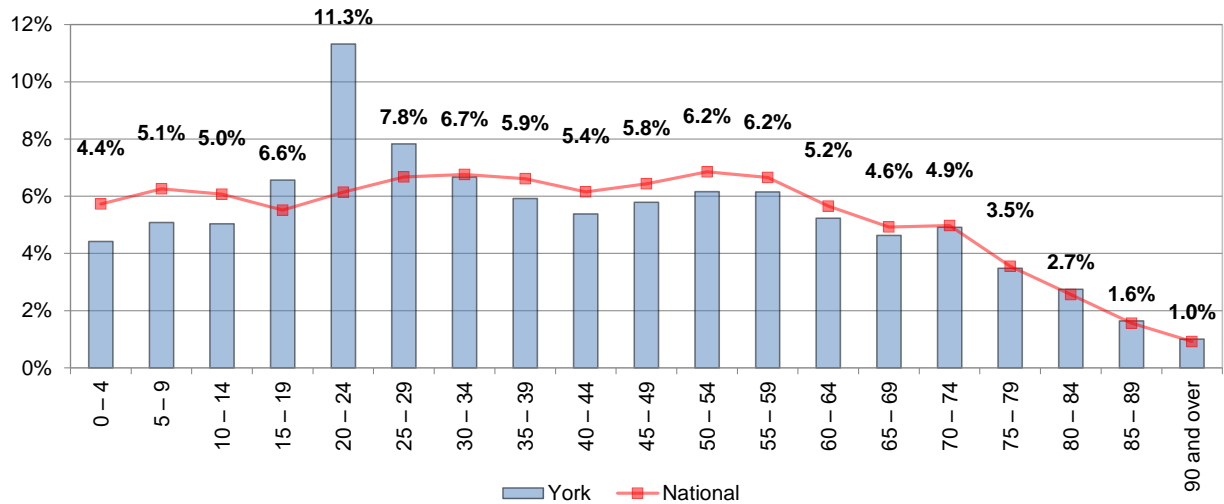
Created

26/02/2016

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

York Profile

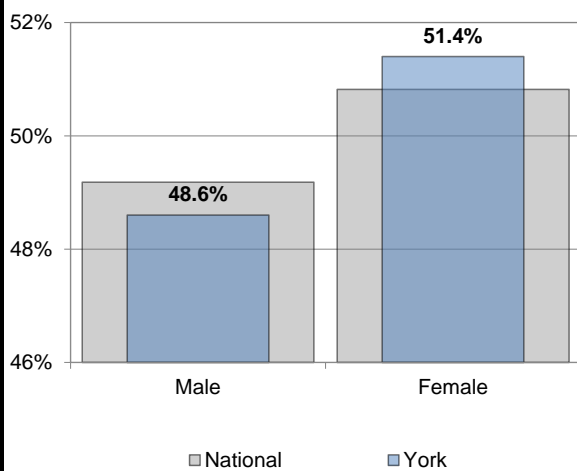
Population by Age



Source: ONS - 2020 Population Estimates

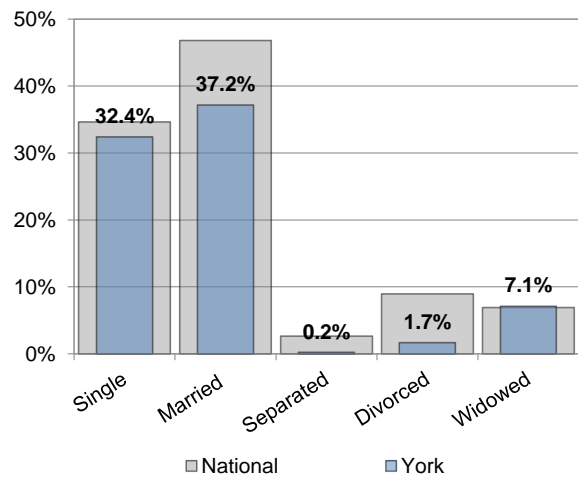
Census 2011 Update

Gender



Source: Census 2011

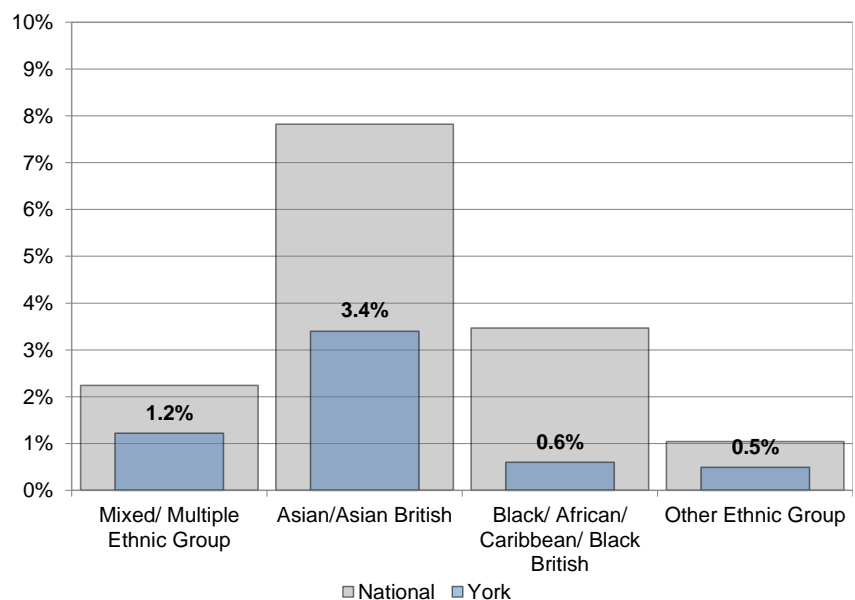
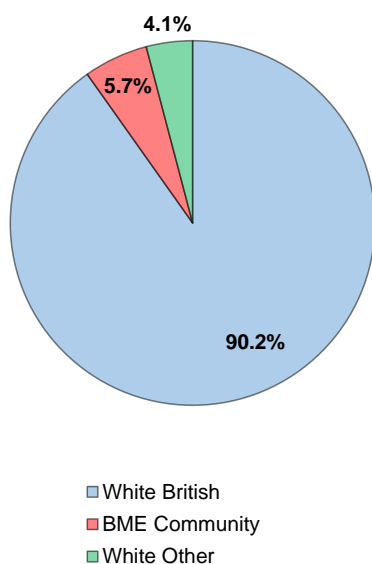
Marital Status



Source: Census 2011

Ethnicity

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

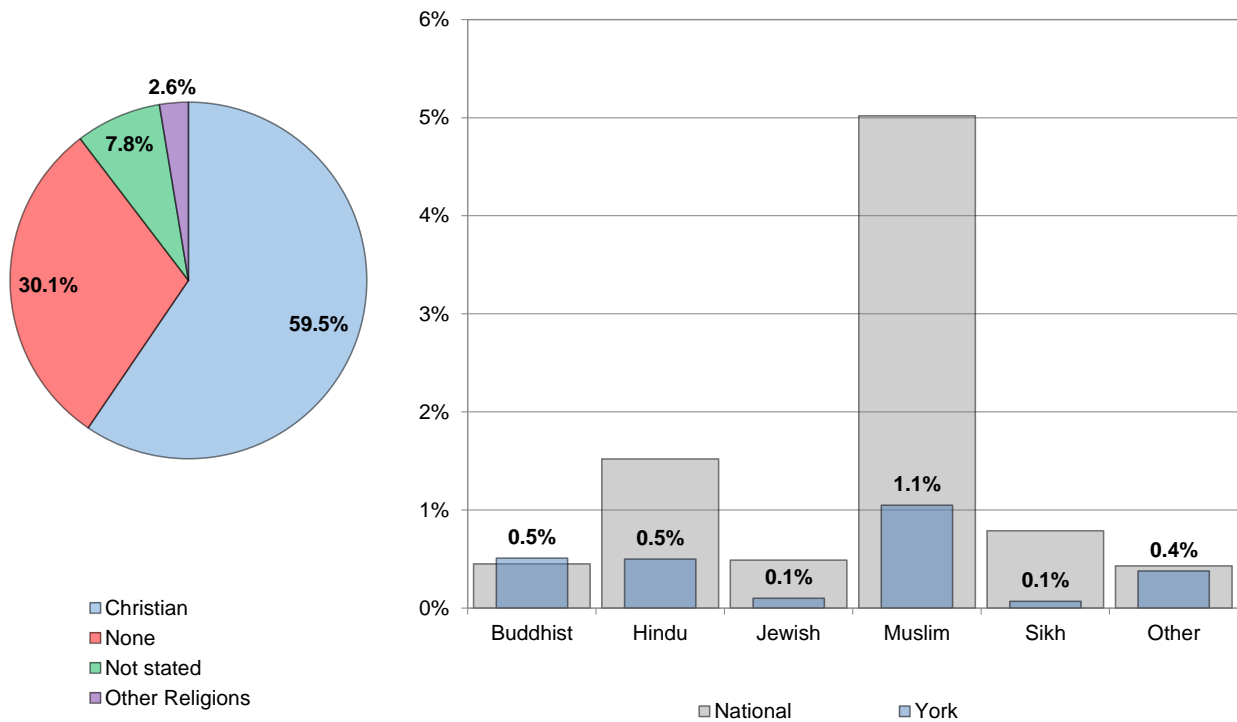


Source: Census 2011

York Profile

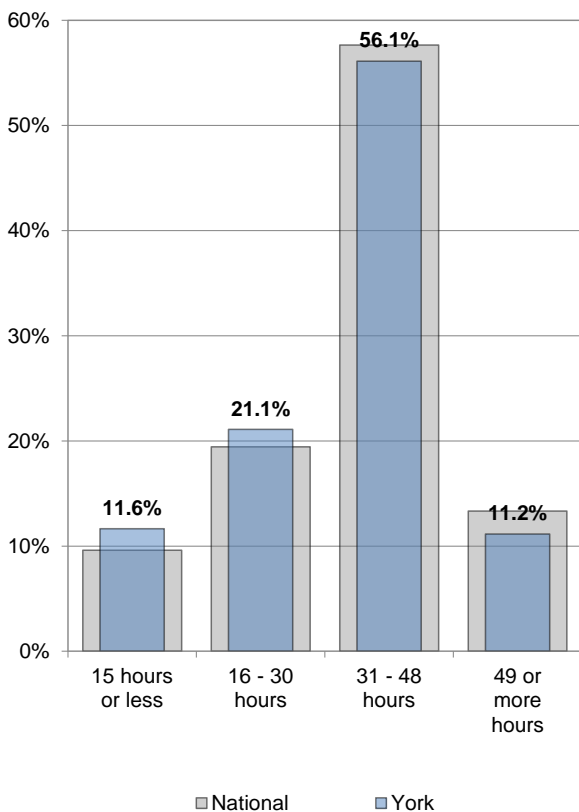
Religion

Other Religions



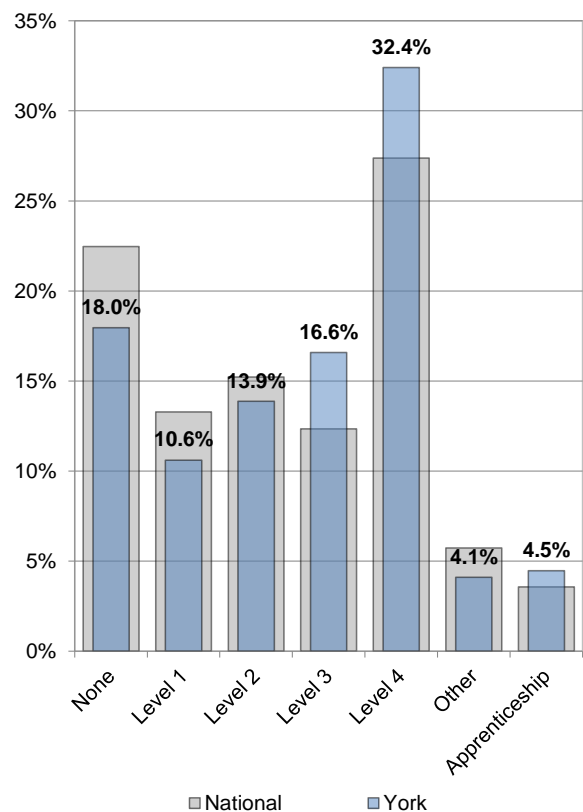
Source: Census 2011

Hours Worked



Source: Census 2011

Qualifications

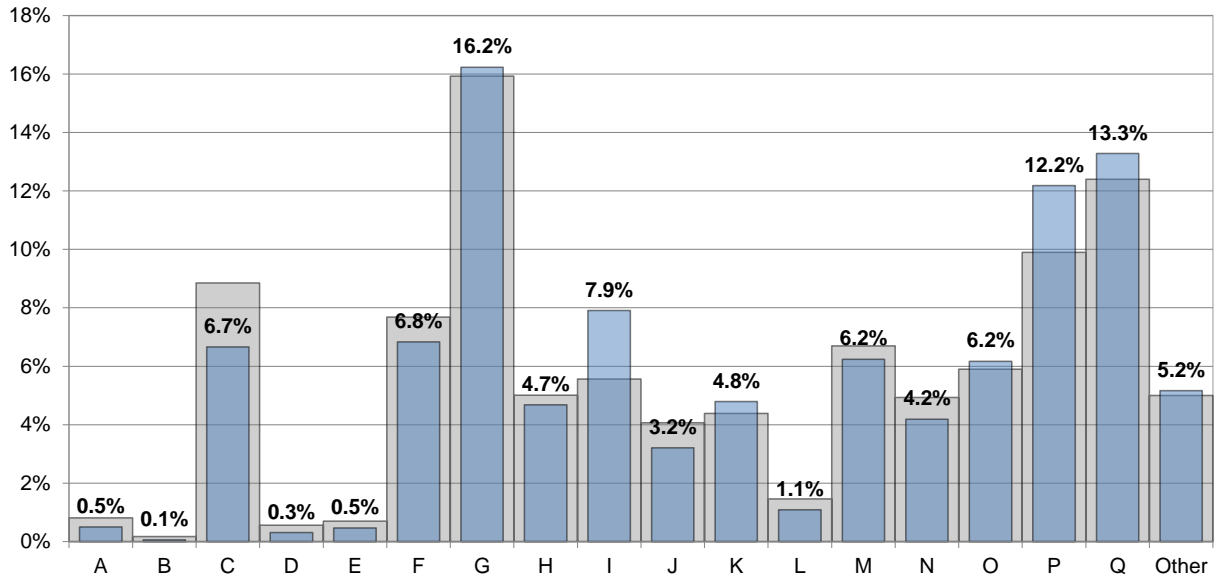


Source: Census 2011

York Profile



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

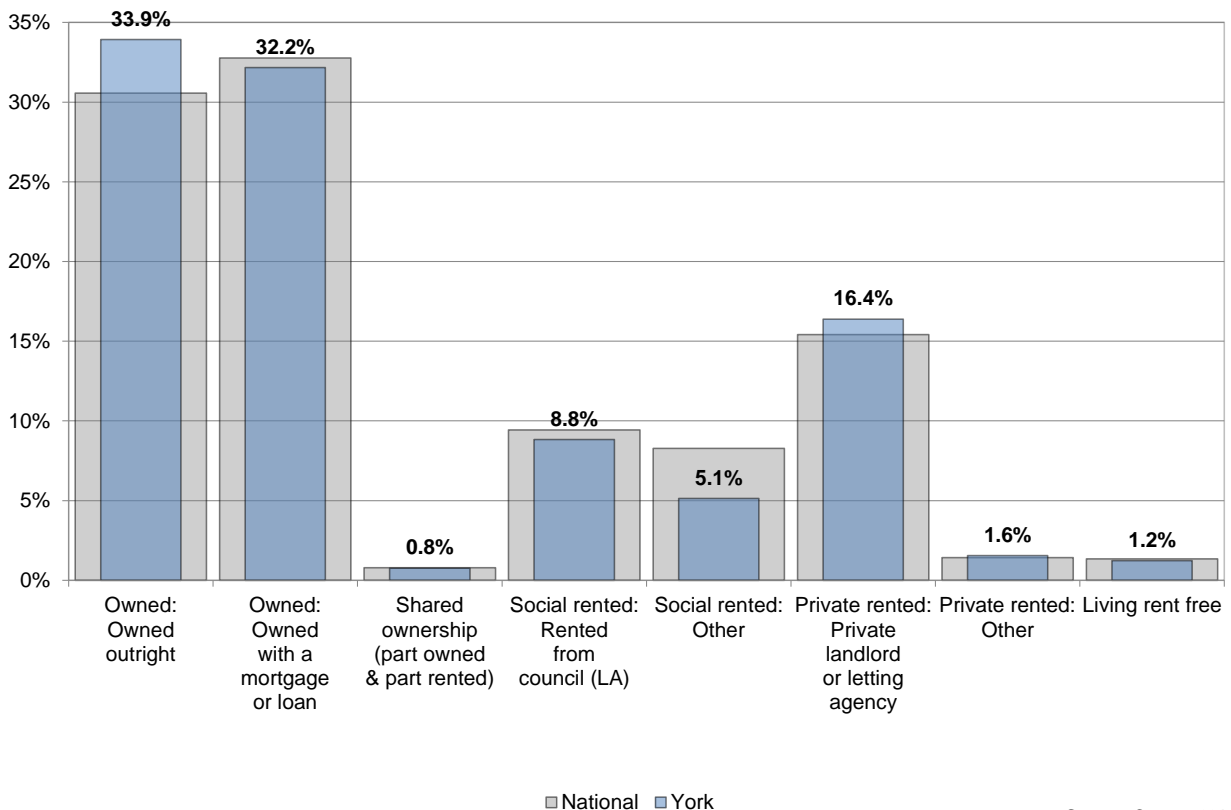
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

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

■ National ■ York

Source: Census 2011

Tenure

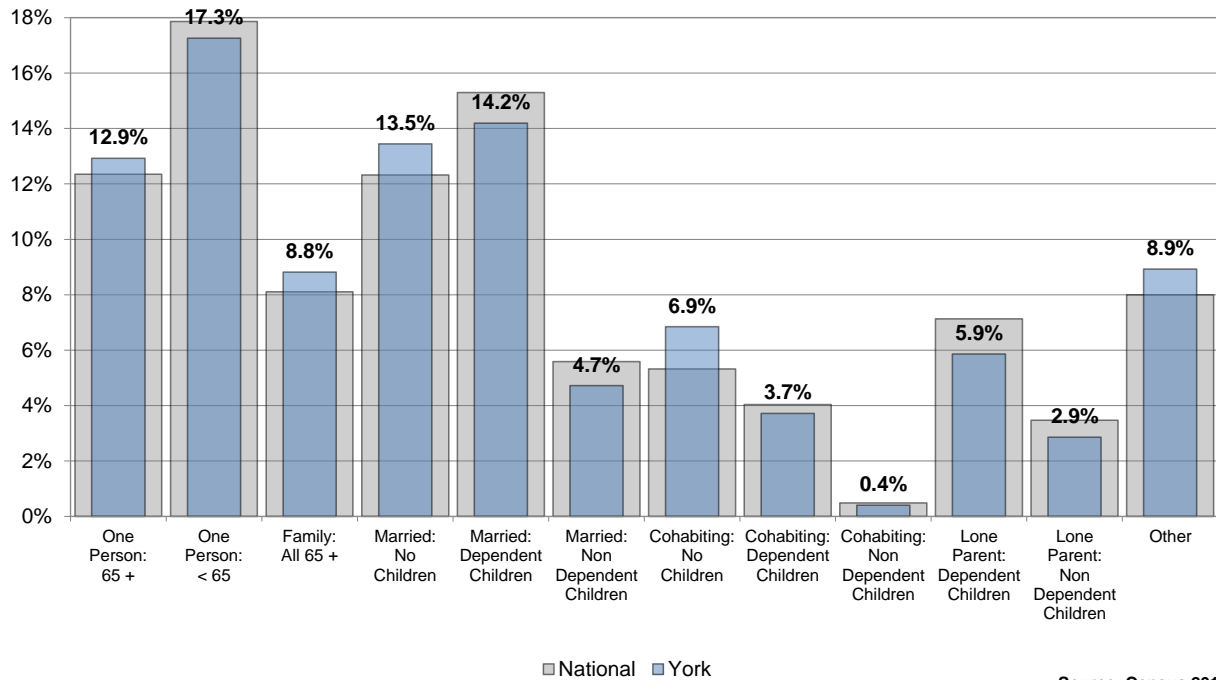


■ National ■ York

Source: Census 2011

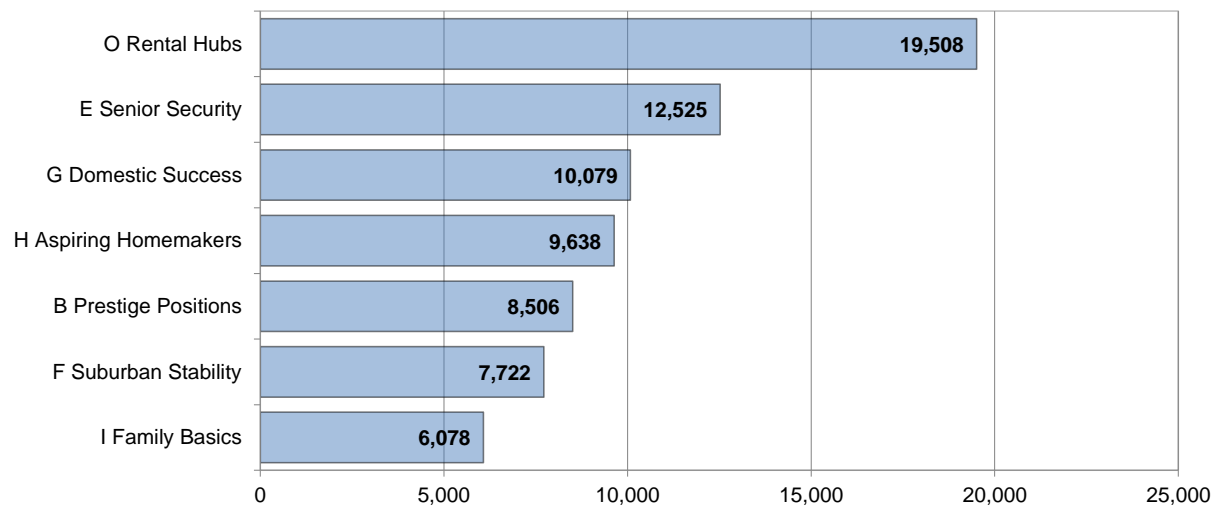
York Profile

Household Composition

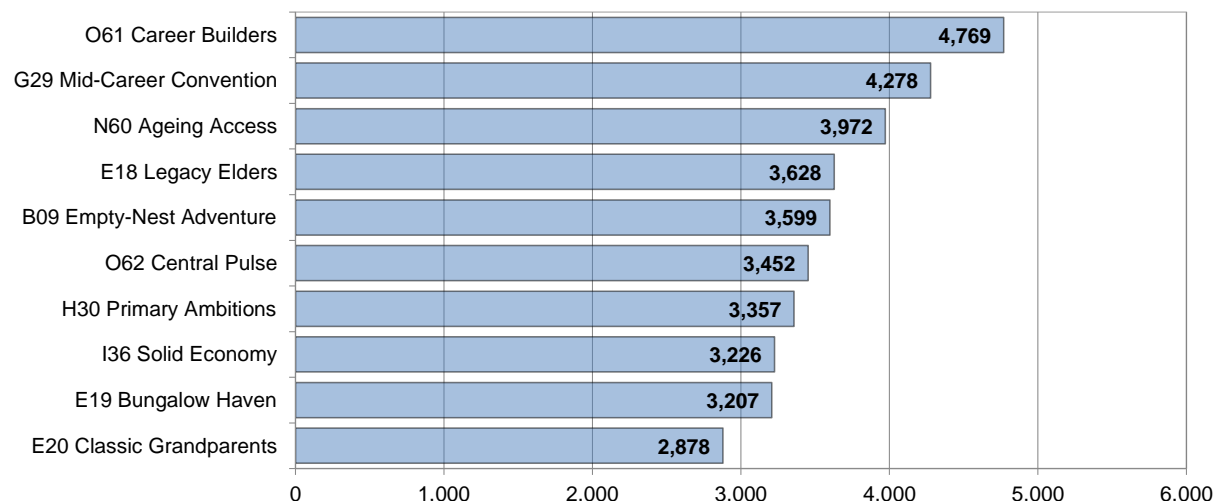


Household Types

Experian Groups (2022)



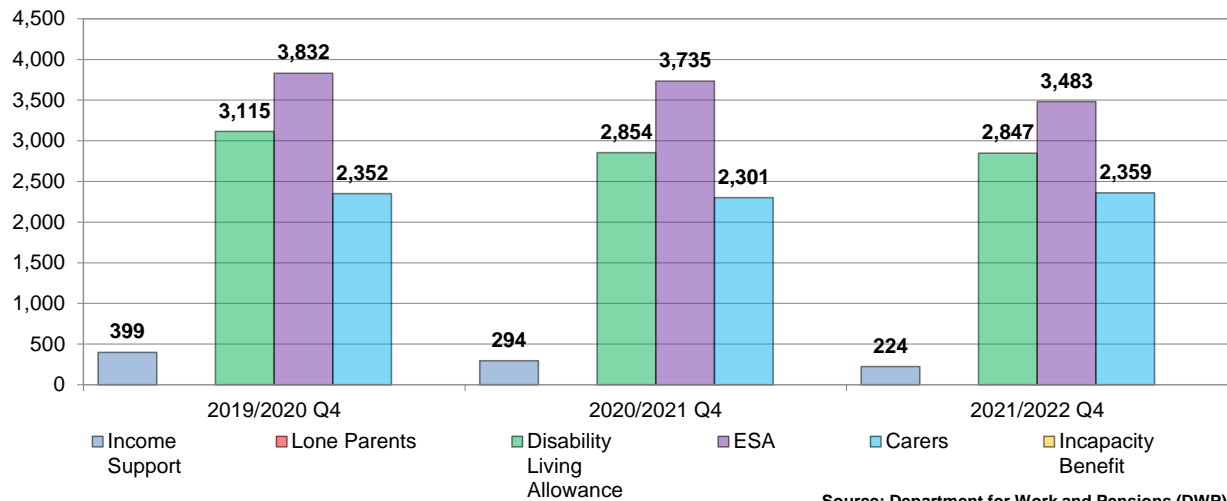
Experian Types (2022)



York Profile

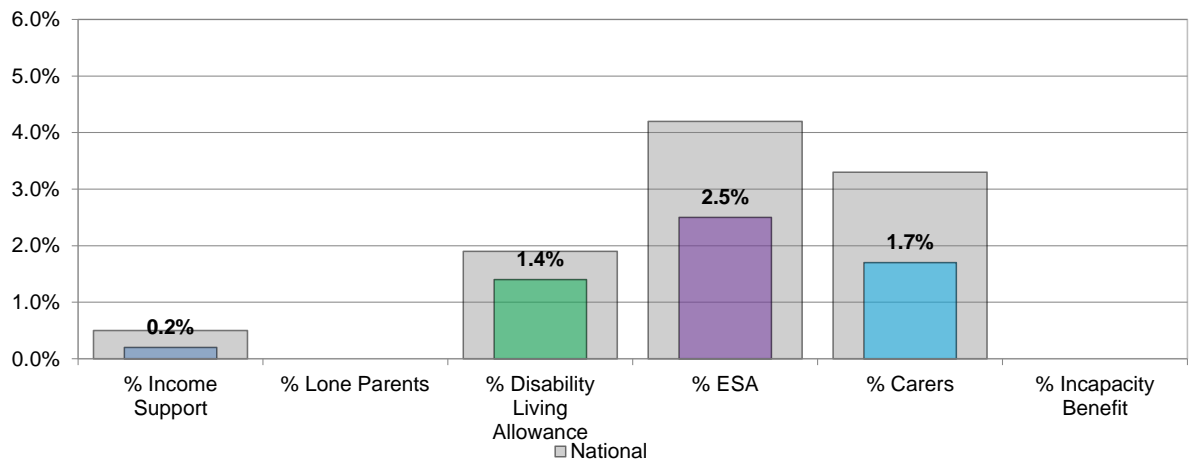
Economy

Benefit Claimant Numbers
Working age Population (16-64)

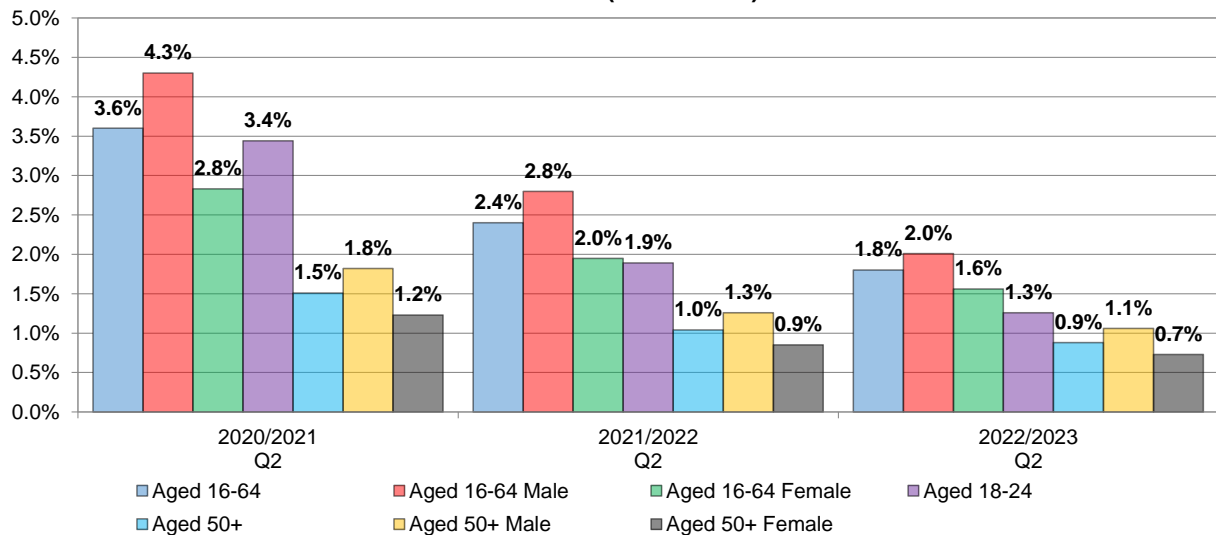


Benefit Claimant Rate
Working age Population (16-64)

Q4 2021/2022

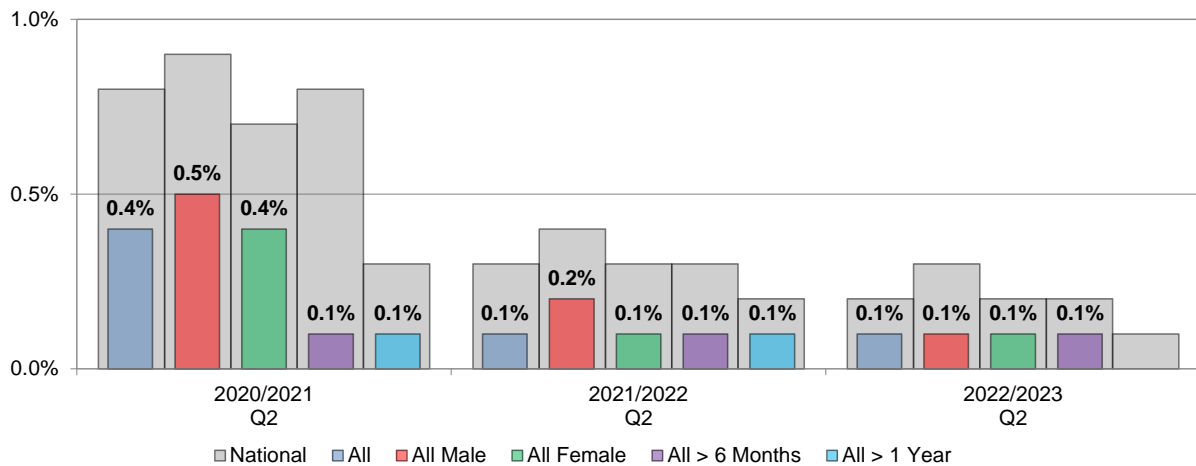


JSA and Universal Credit (out of work) Claimant Rate



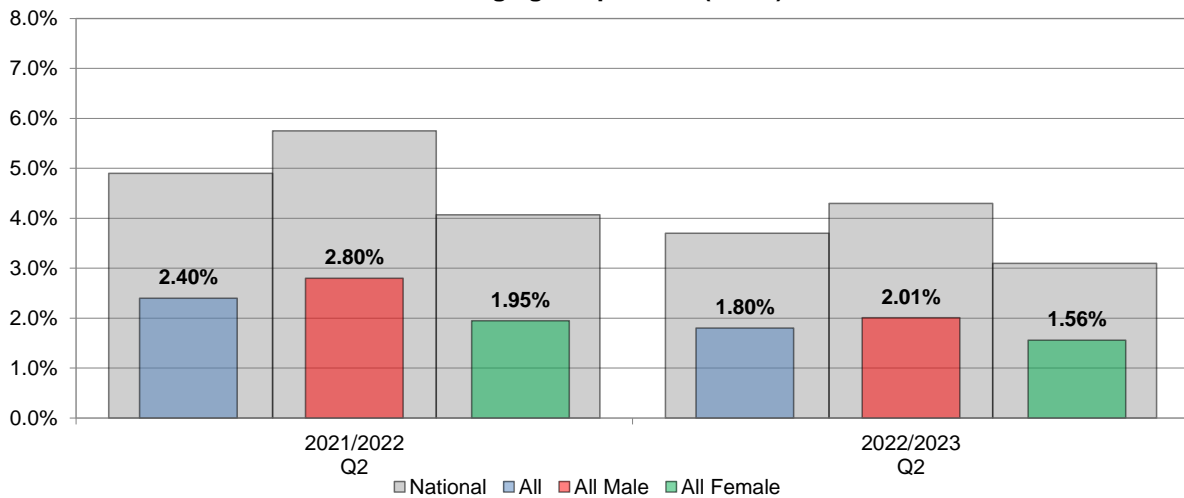
Economy

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



Source: Office for National Statistics (ONS)

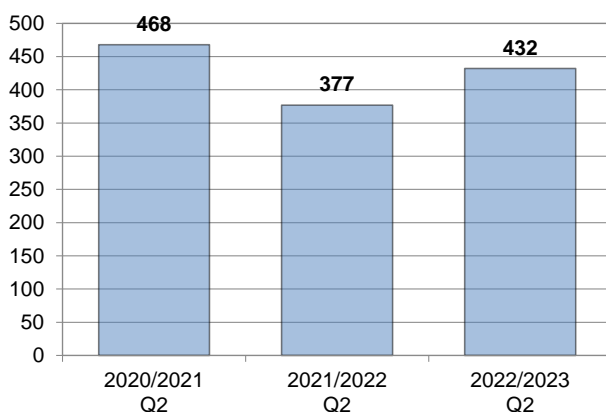
**JSA and Universal Credit (out of work) Claimant Rate
Working age Population (16-64)**



Source: Office for National Statistics (ONS)

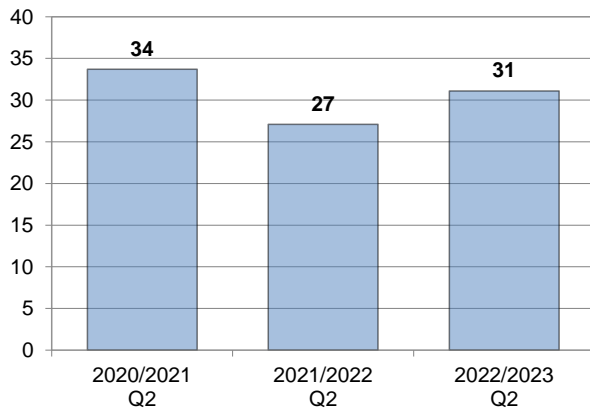
Business Start Ups

Numbers (YTD)



BankSearch Information Consultancy Ltd

per 10,000 working age population (YTD)

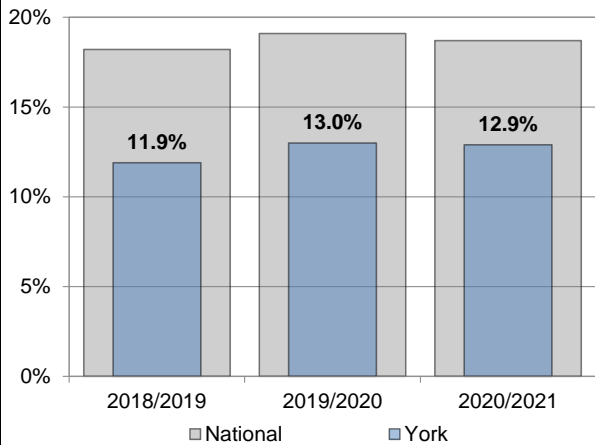


BankSearch Information Consultancy Ltd

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

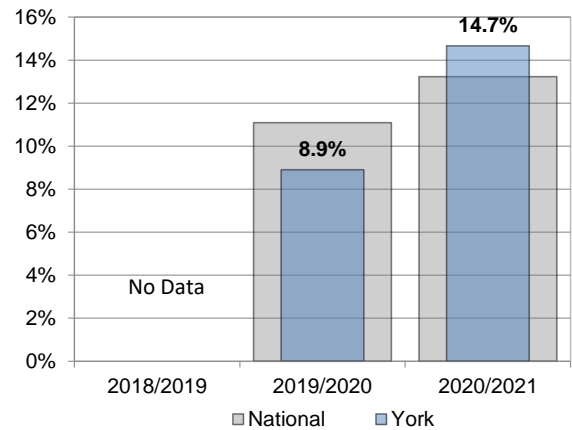


Source: HM Revenue & Customs

Fuel Poverty

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

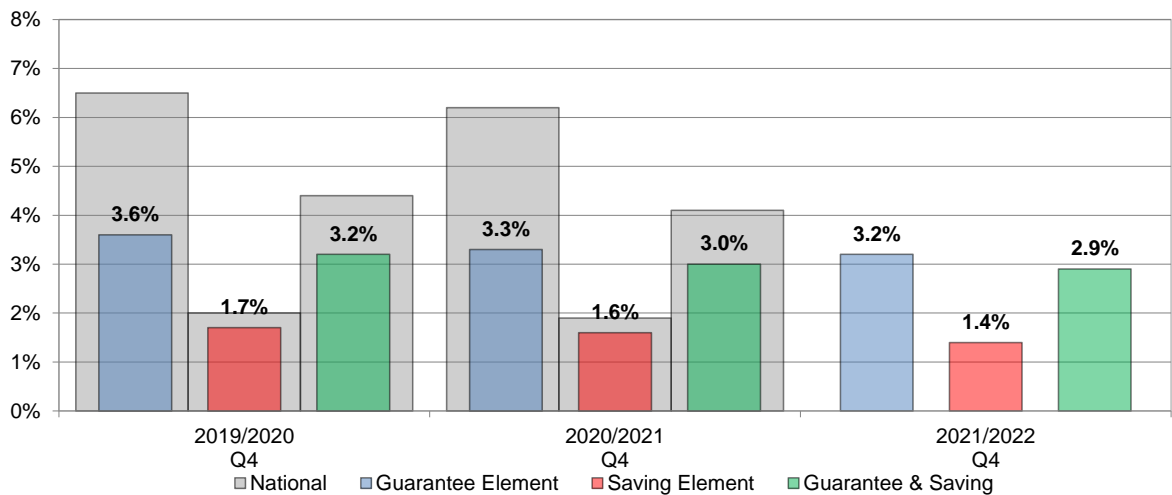
- it is living in a property with an energy efficiency rating of band D, E, F or G; and
- its disposable income (income after housing costs (AHC) and energy needs) would be below the poverty line.



Source: Department for Business, Energy & Industrial Strategy

Pension Credit

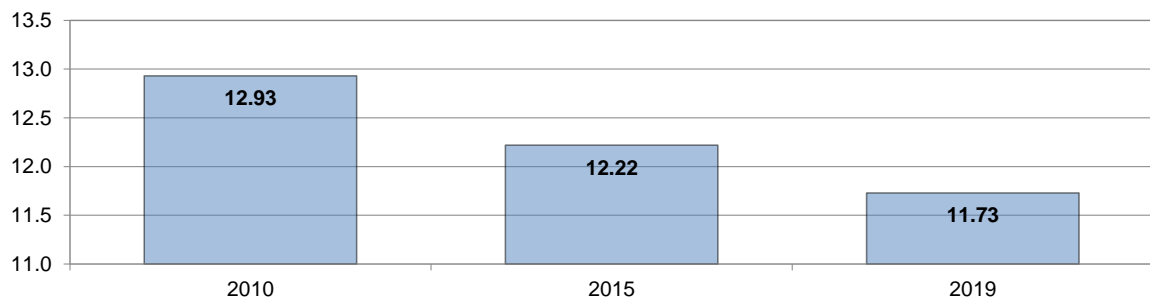
Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit and Savings Credit.



Source: Department for Work and Pensions (DWP)

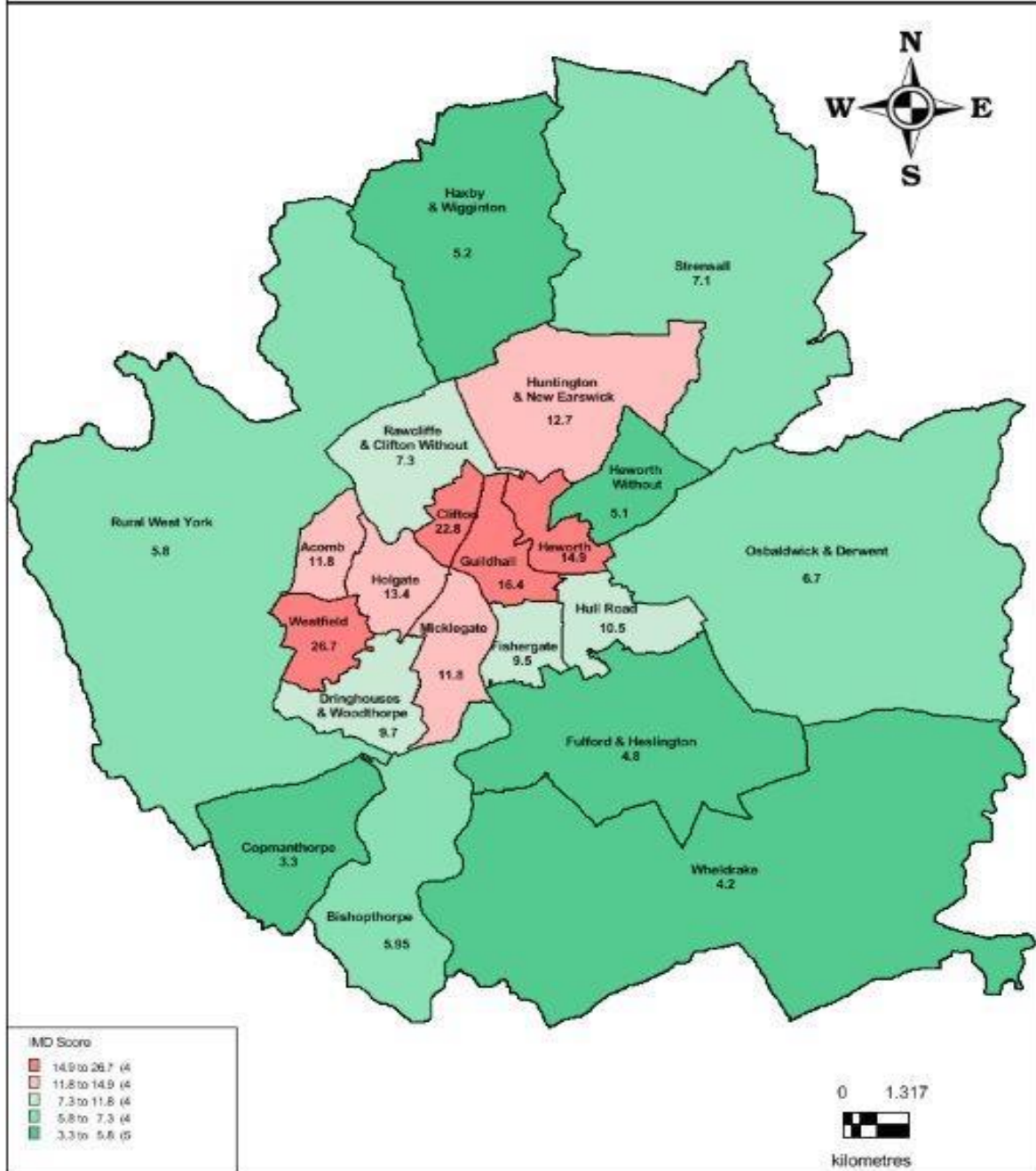
Indices of Multiple Deprivation

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.



Source: Department for Communities and Local Government (DCLG)

Deprivation Score for Wards in York (IMD 2019)

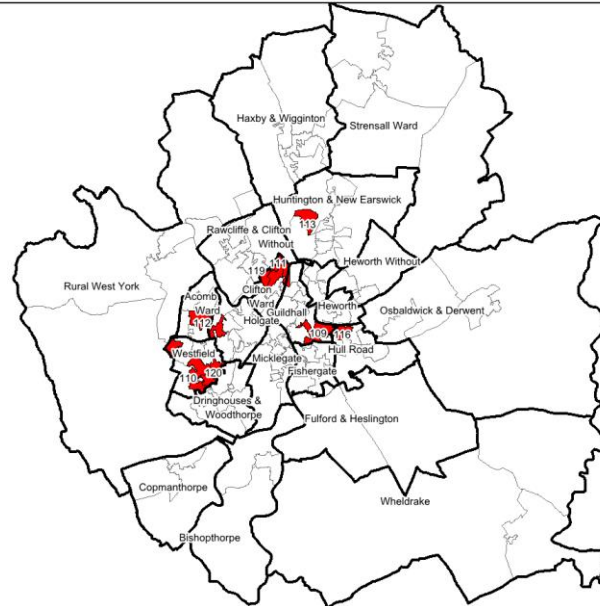


Produced by
Business Intelligence Hub

Created 01/11/2019

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.

Indices of Multiple Deprivation - Decile 10 (York's most deprived LSOA's)



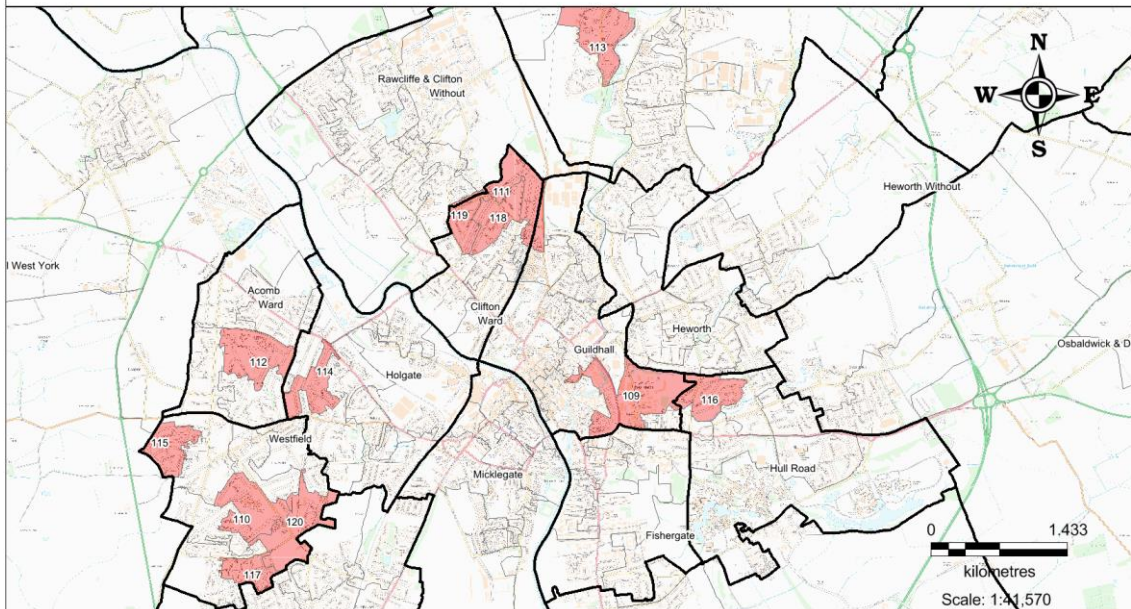
Produced by
Business Intelligence Hub

Created

09/10/2019

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.

Indices of Multiple Deprivation - Decile 10 (York's most deprived LSOA's)



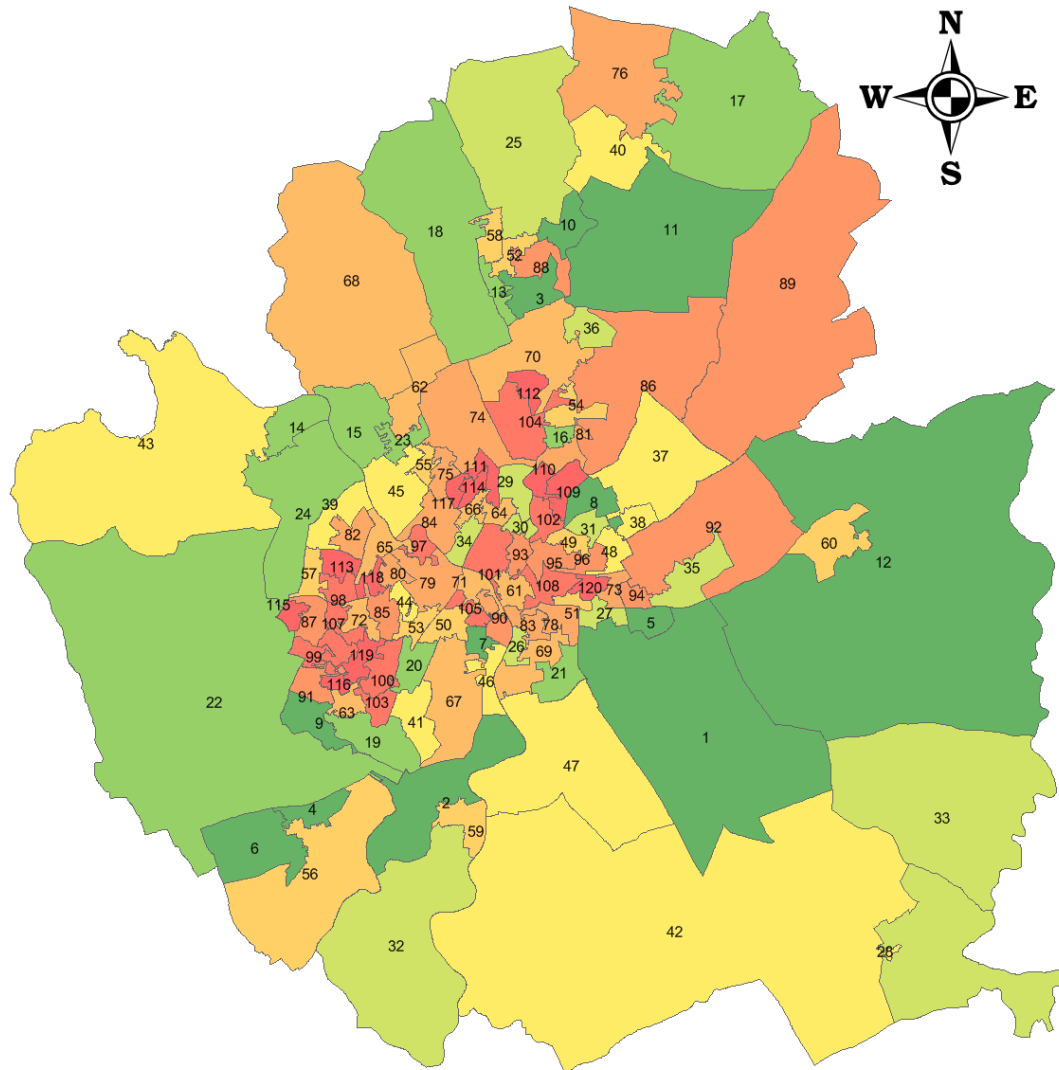
Produced by
Business Intelligence Hub

Created

09/10/2019

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 Income Deprivation 2019 - Rank for each LSOA within York



Key to Income of Deprivation Deciles
1 is least deprived LSOA, 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

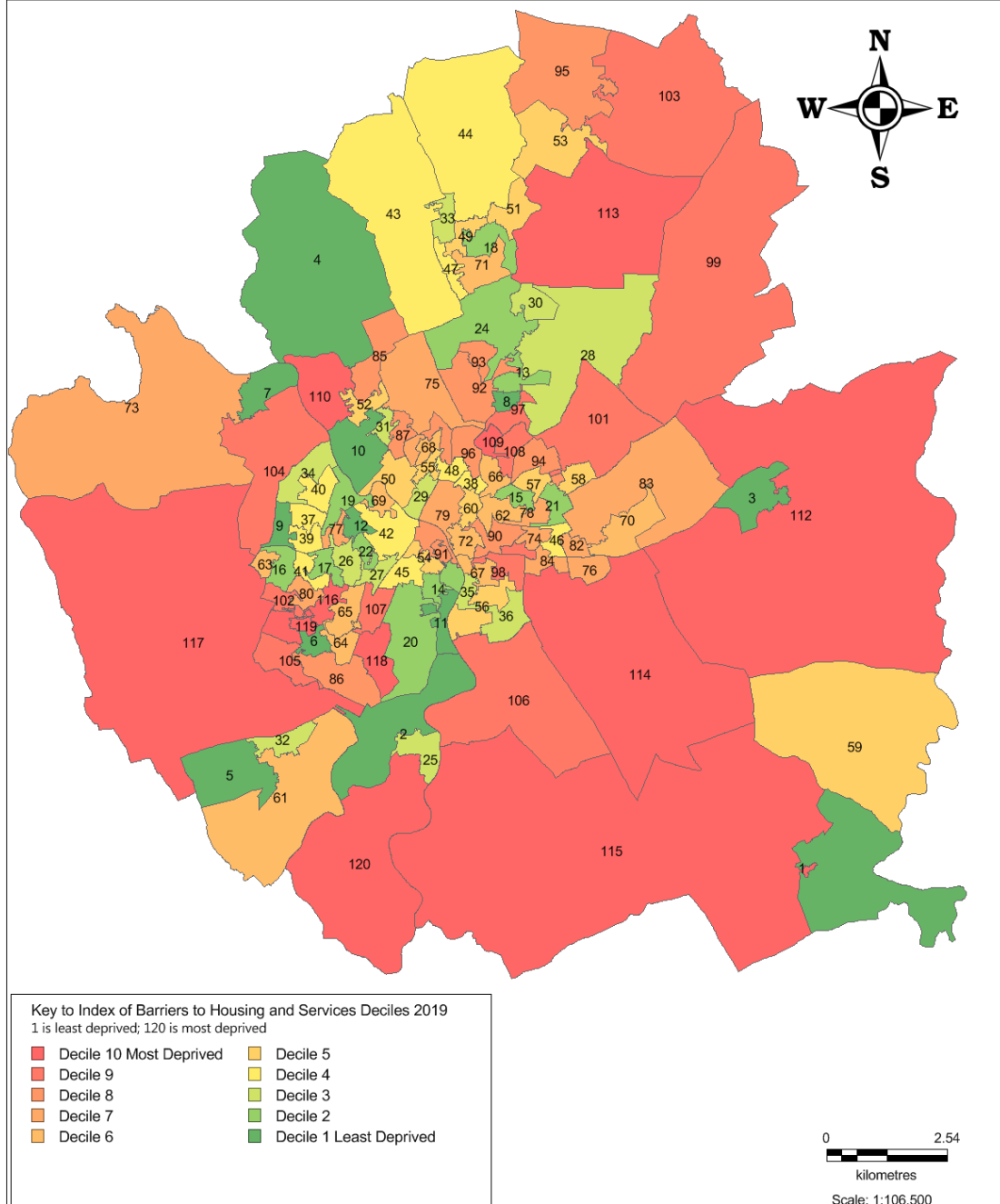
0 2.54
kilometres
Scale: 1:106,500

Produced by
Business Intelligence Hub

Created 02/10/2019

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 Barriers to Housing and Services Deprivation 2019 Rank for each LSOA within York

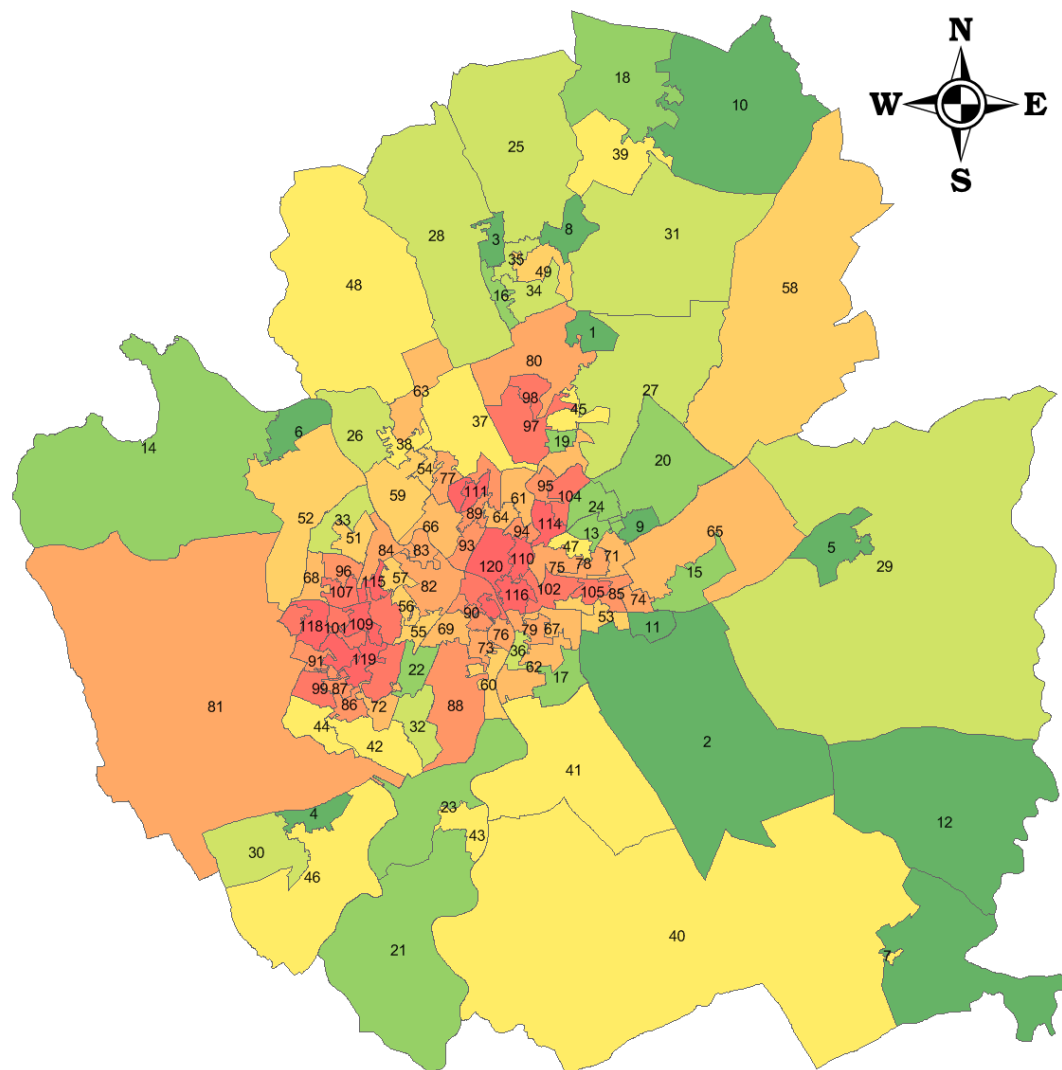


Produced by
Business Intelligence Hub

Created 03/10/2019

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 Crime Deprivation 2019 - Rank for each LSOA within York



Key to Index of Crime Deprivation Deciles 2019

1 is the least deprived; 120 is the 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

0 2.54
kilometres

Scale: 1:106,500

Produced by

Business Intelligence Hub

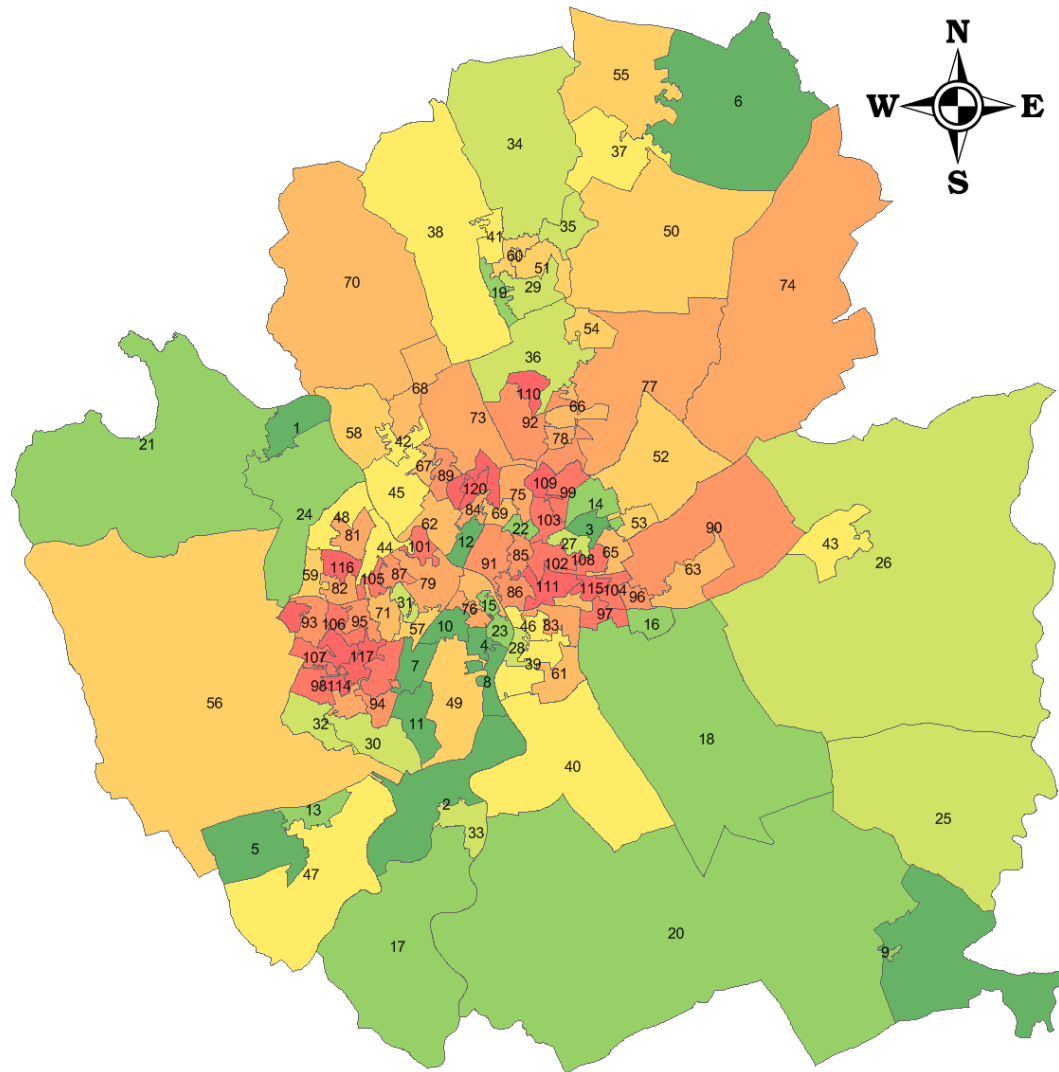
Created

03/10/2019

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 Education Deprivation 2019 - Rank for each LSOA within York



Key to Index of Education Deprivation 2019

1 is the least deprived, 120 is the 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

0 2.54
kilometres

Scale: 1:106,500

Produced by

Business Intelligence Hub

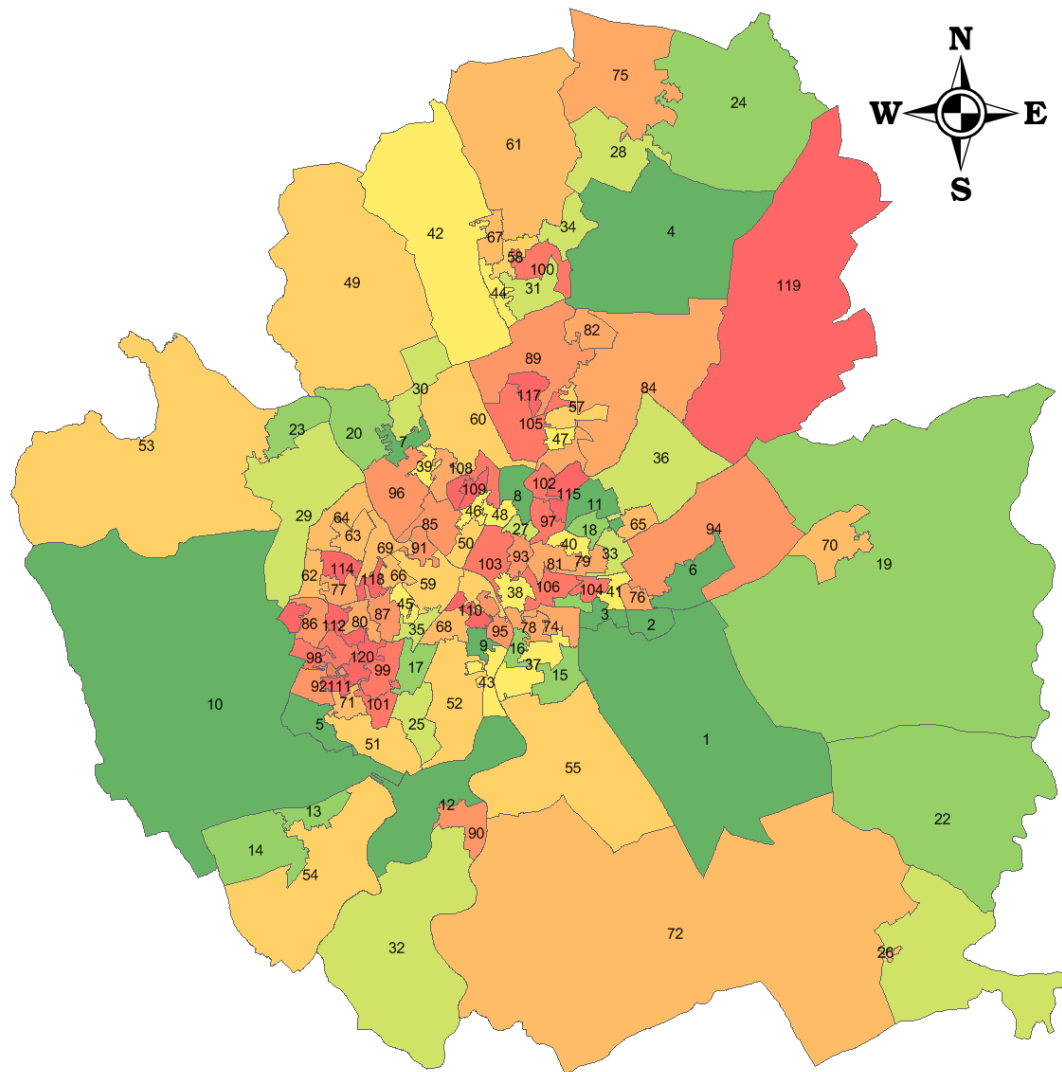
Created

03/10/2019

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 Employment Deprivation 2019 - Rank for each LSOA within York



Key to Index of Employment Deprivation 2019

1 is the least deprived, 120 is the 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

0 1 200
kilometers
Scale 1:100,000

Produced by

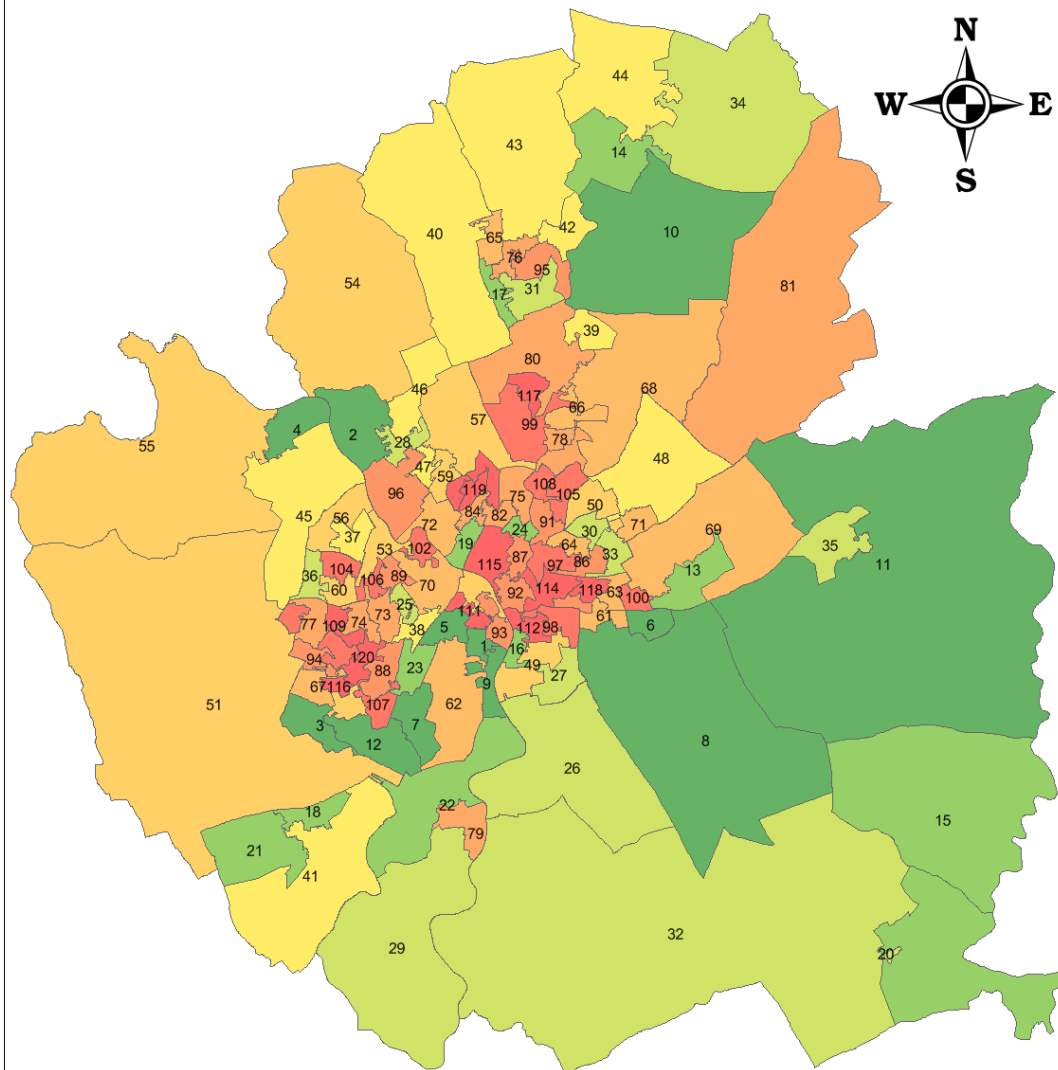
Business Intelligence Hub

Created

03/10/2019

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 Health Deprivation 2019 - Rank for each LSOA within York



Key to Index of Health 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 |

0 2.54
kilometres

Scale: 1:106,500

Produced by

Business Intelligence Hub

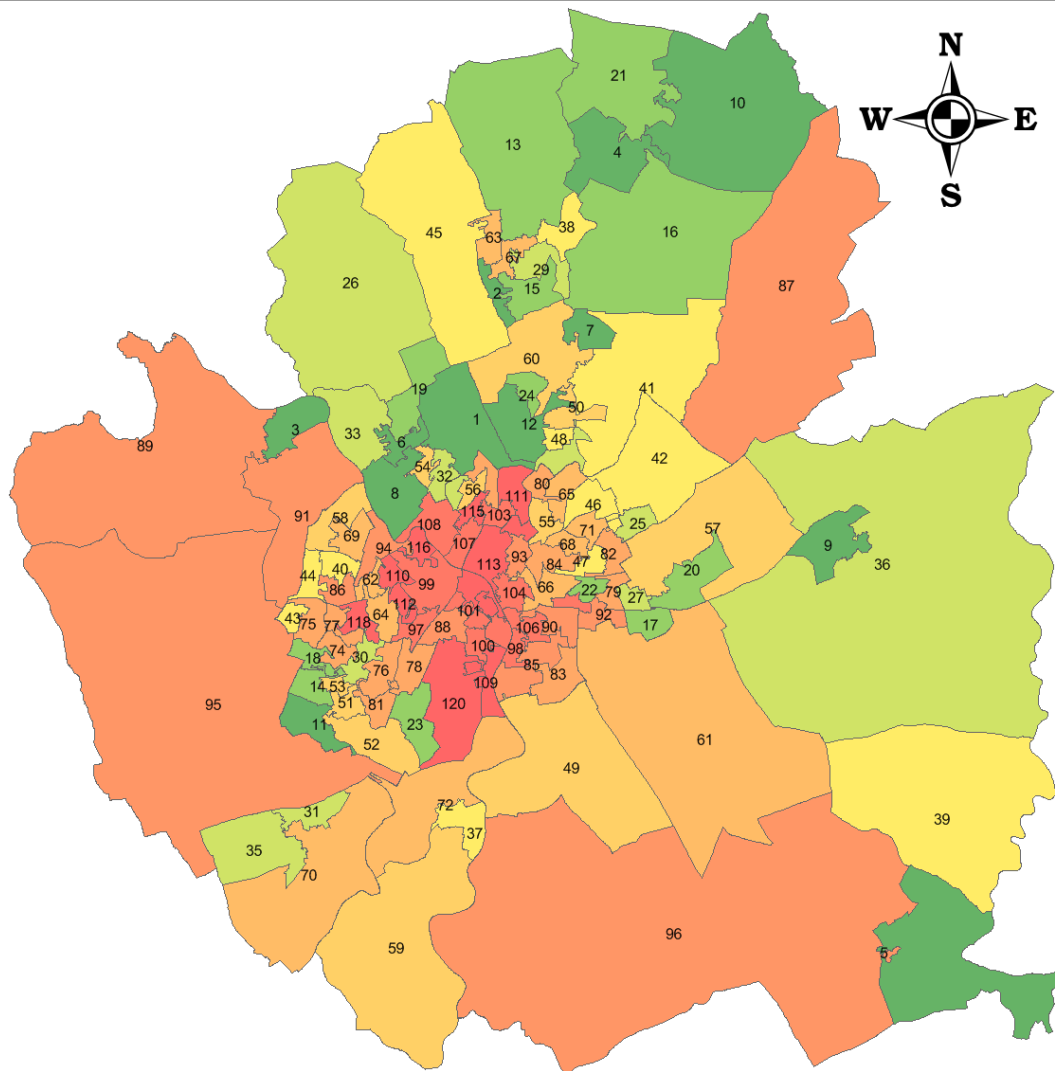
Created

03/10/2019

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 Living Environment Deprivation 2019 Rank for each LSOA within York



Key to Index of Living Environment Deprivation 2019
1 is least deprived; 120 is most deprived

- | | |
|--------------------------|--------------------------|
| Deciles 10 Most Deprived | Deciles 5 |
| Deciles 9 | Deciles 4 |
| Deciles 8 | Deciles 3 |
| Deciles 7 | Deciles 2 |
| Deciles 6 | Deciles 1 Least Deprived |

0 2.54
kilometres

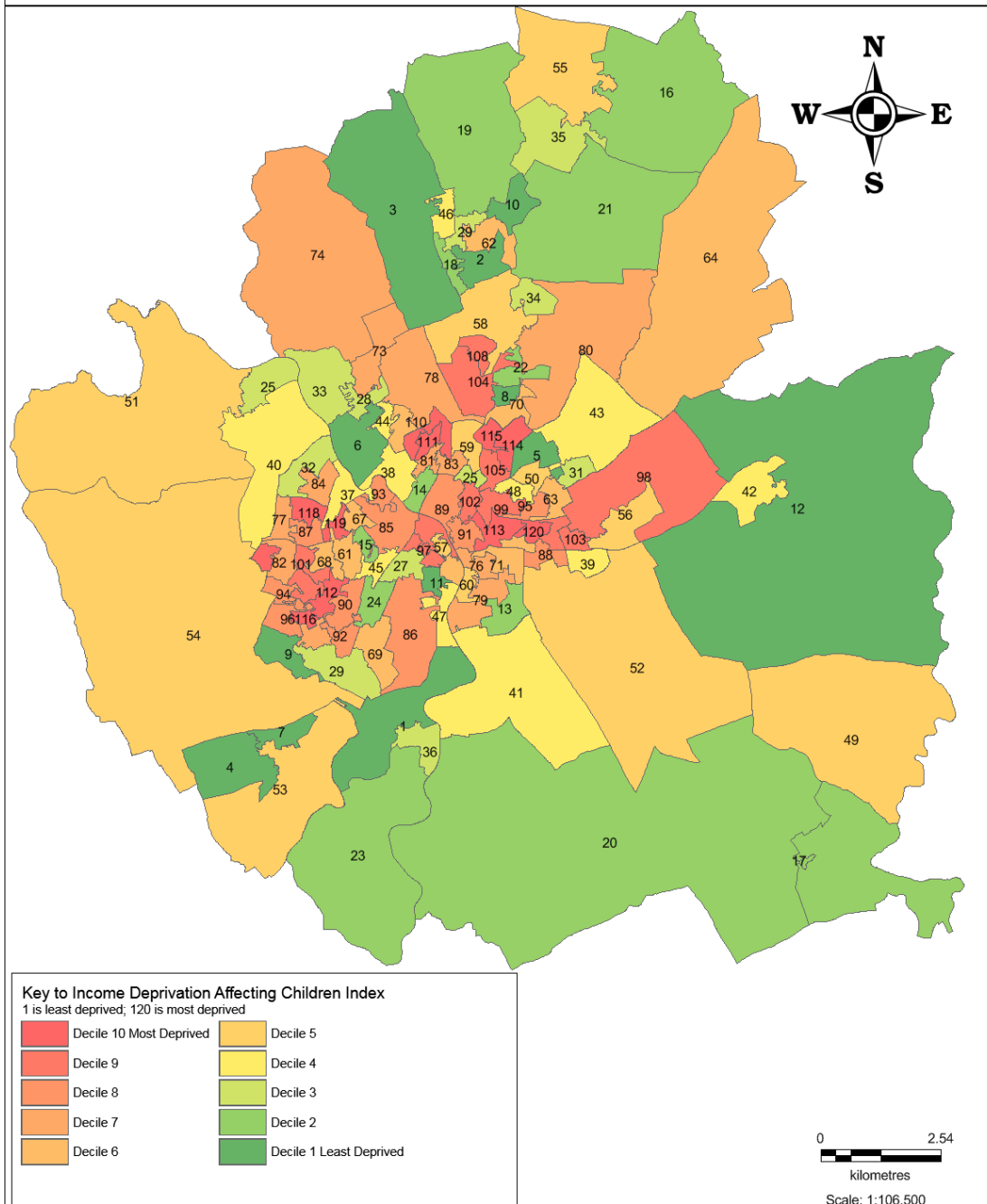
Scale: 1:106,500

Produced by
Business Intelligence Hub

Created 03/10/2019

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.

Income Deprivation Affecting Children 2019 Rank for each LSOA within York

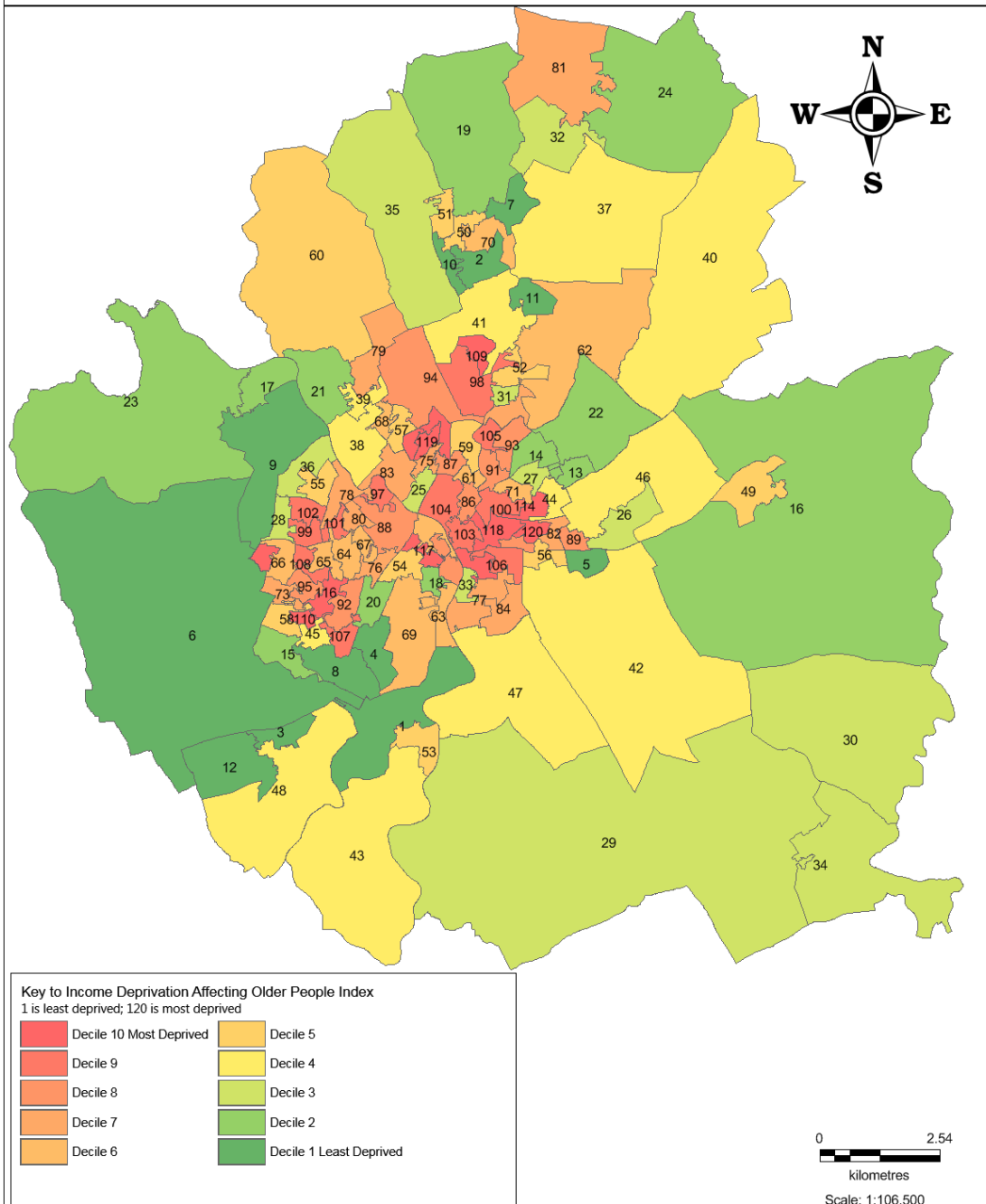


Produced by
Business Intelligence Hub

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.

Income Deprivation Affecting Older People 2019 Rank for each LSOA within York



Produced by
Business Intelligence Hub

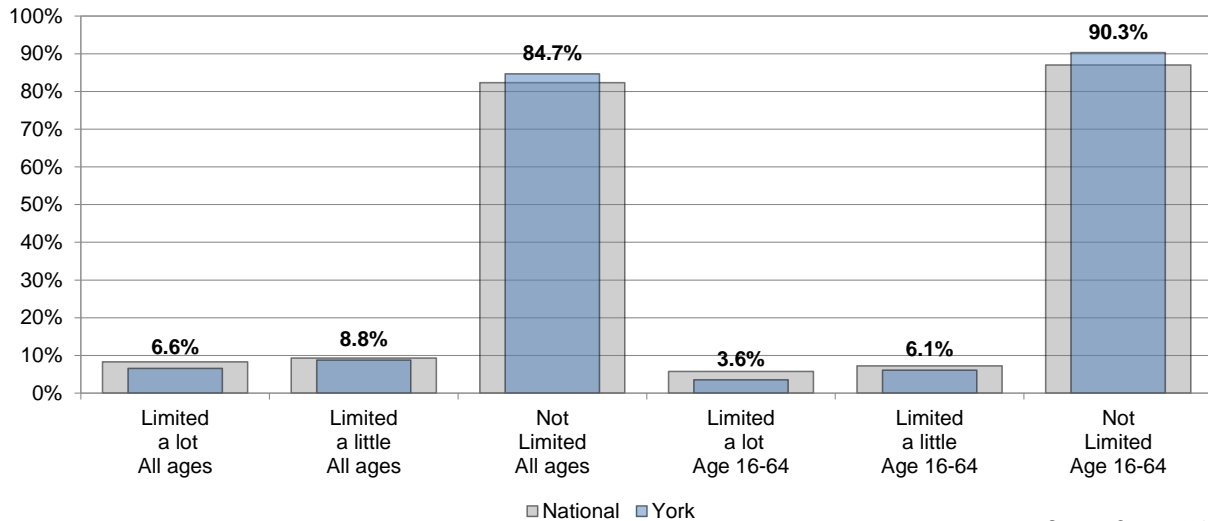
Created 07/10/2019

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.

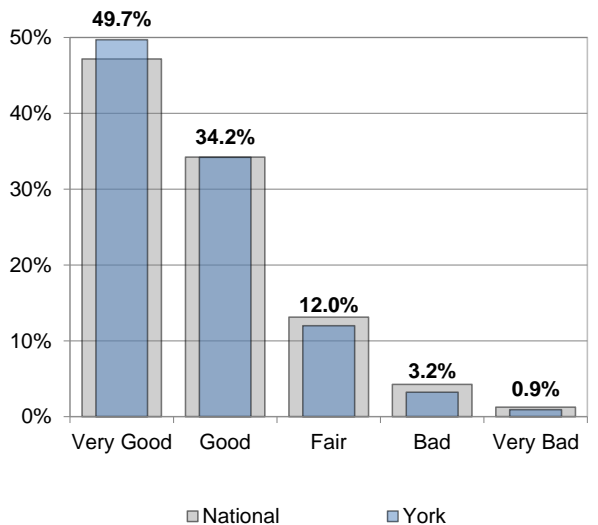
York Profile

Health and Wellbeing

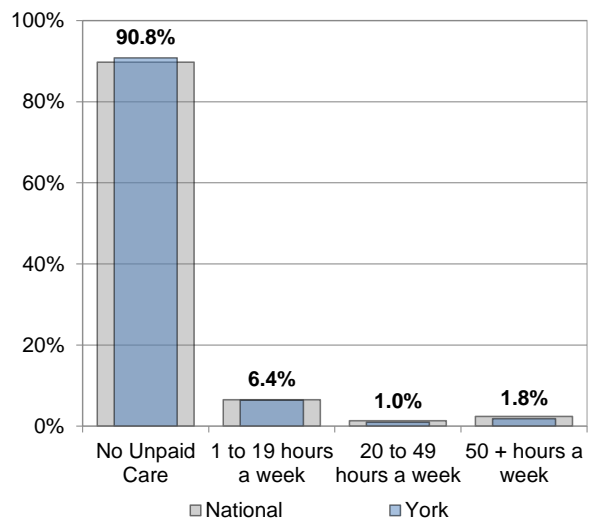
Day to Day Activities



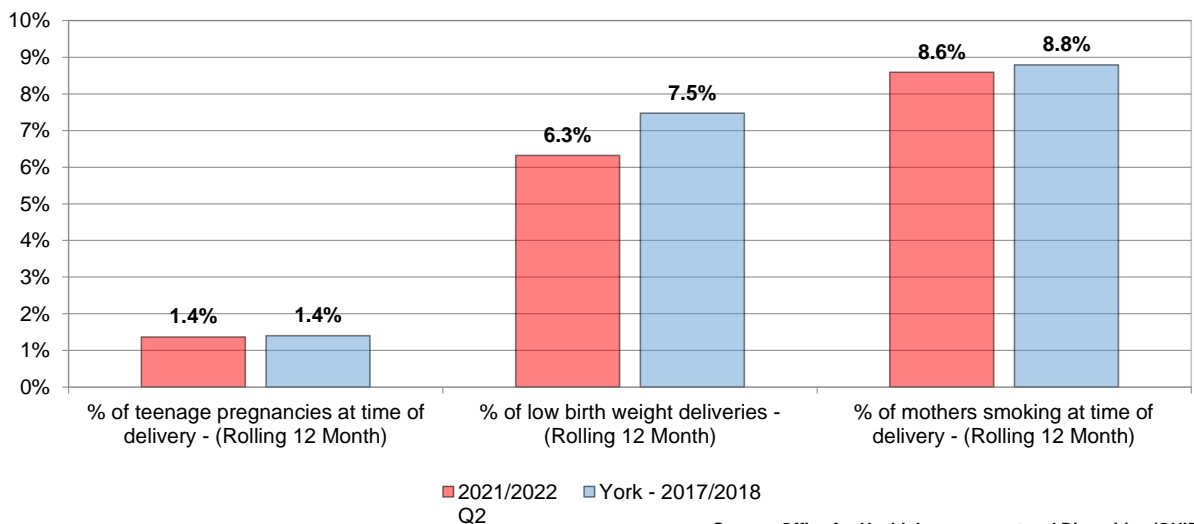
General Health



Provide Unpaid Care



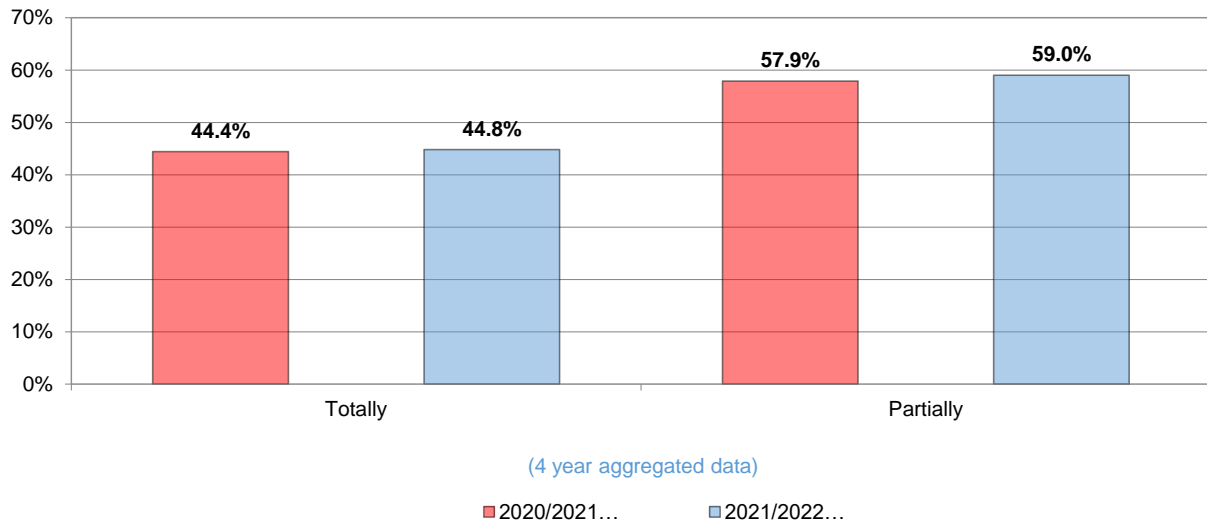
Births



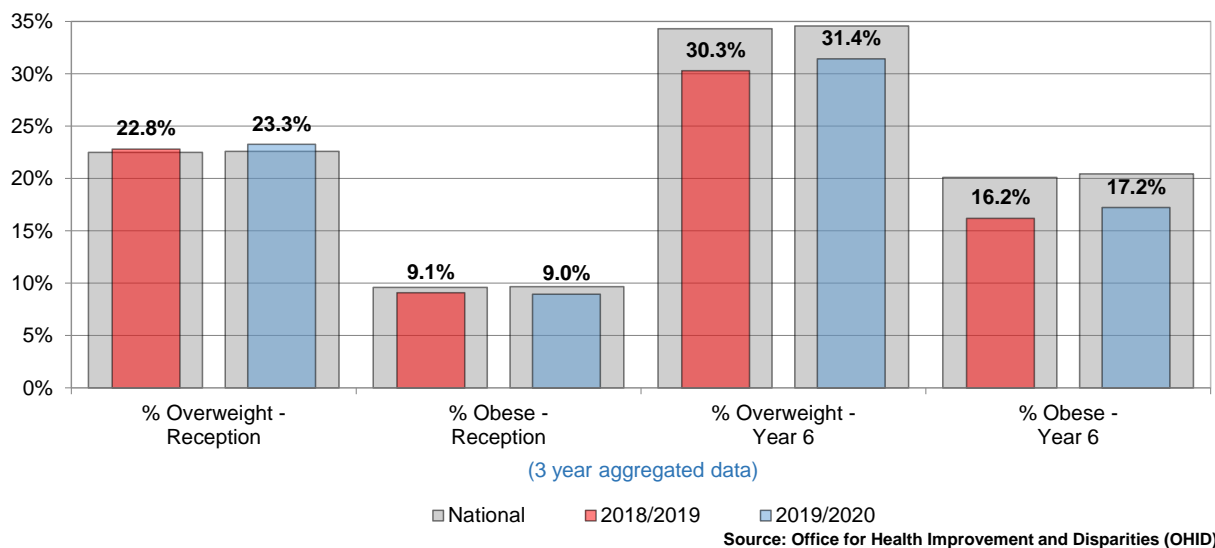
York Profile



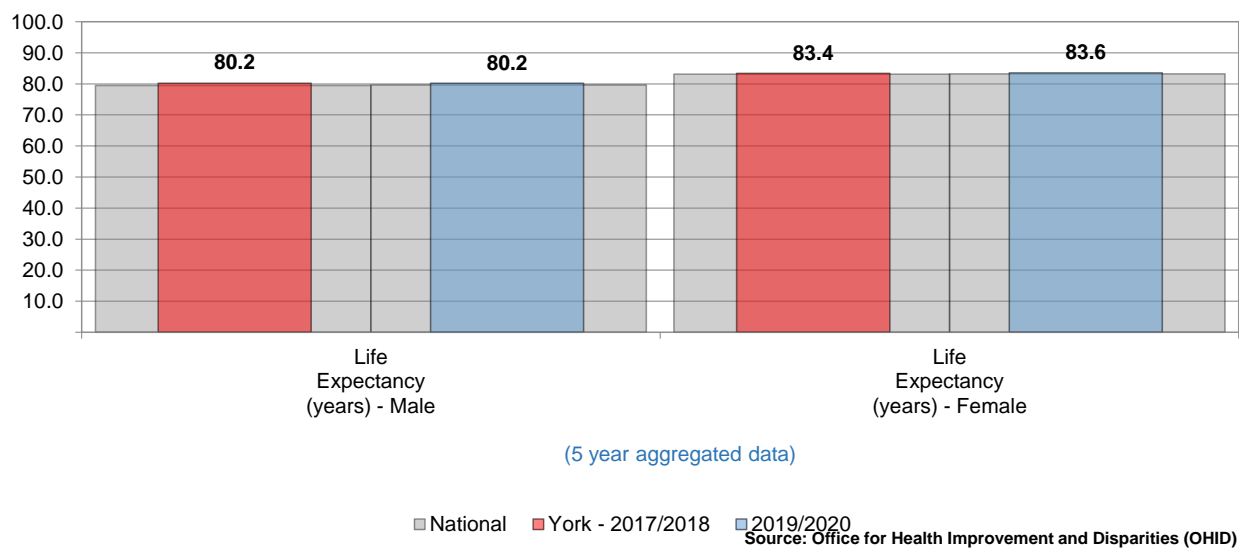
Percentage of children breastfeeding at 6-8 weeks



Childhood weight



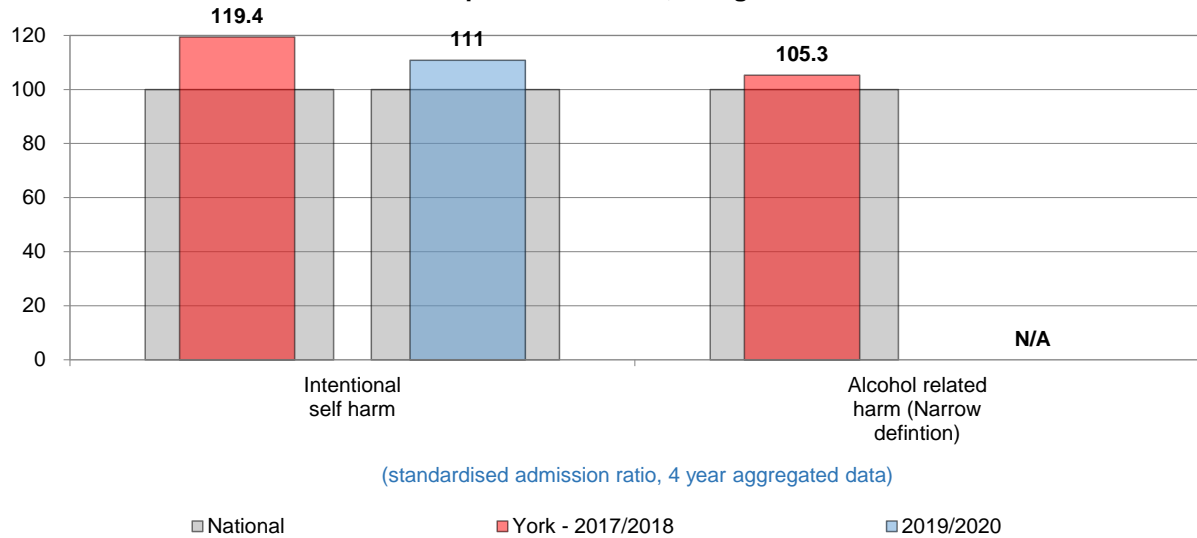
Life Expectancy



York Profile

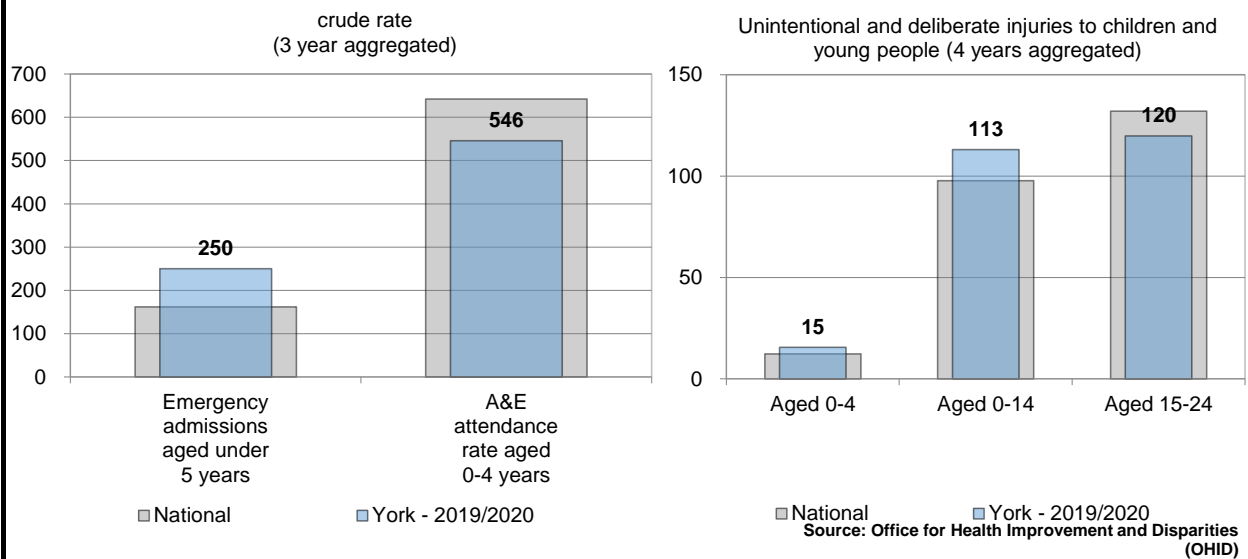
Hospital Admissions

Hospital Admissions, All ages

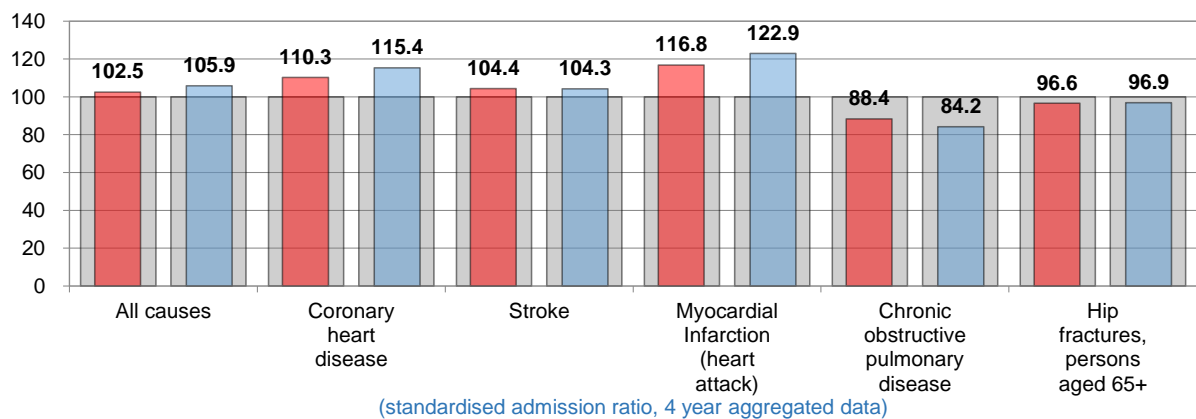


Source: Office for Health Improvement and Disparities (OHID)

Hospital Admissions - Children & Young People



Emergency hospital admissions



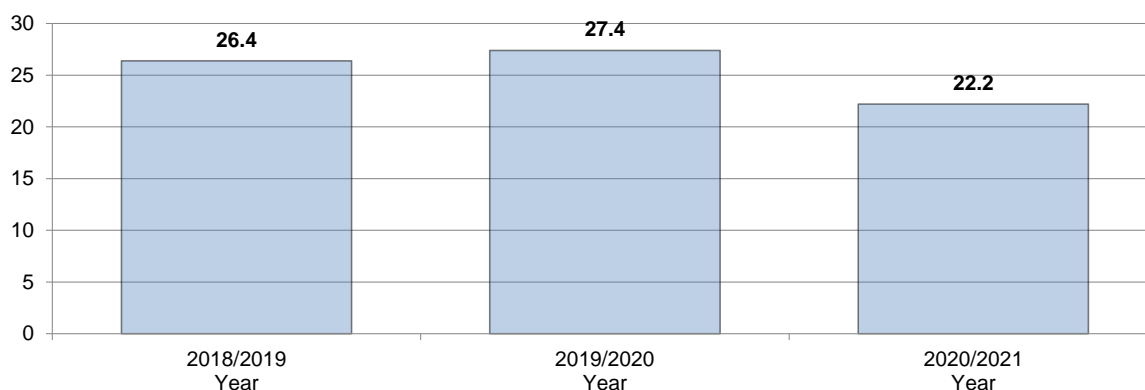
The Standardised Admission Ratio (SAR) is a summary estimate of admission rates relative to the national pattern of admissions and takes into account differences in a population's age, sex and socioeconomic deprivation.

Legend: National (grey), York - 2017/2018 (red), 2019/2020 (blue)

Source: Office for Health Improvement and Disparities (OHID)

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

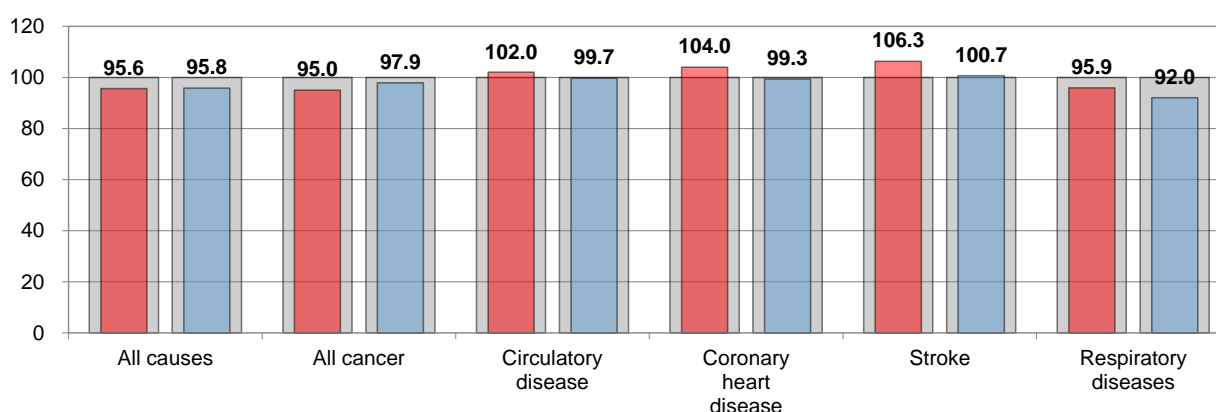
Falls data: the figures given here are taken from Hospital Episode Statistics data, which takes the number of those aged 65 or over being admitted to hospital on a non-elective basis at least once in each year as a result of a fall and divides it by the number of those of that age group resident in each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



Source: Hospital Episode Statistics data

Mortality

Mortality, All ages



(standardised mortality ratio, 5 year aggregated data)

The standardised mortality ratio or SMR, is a quantity, expressed as either a ratio or percentage quantifying the increase or decrease in mortality of a study cohort with respect to the general population.

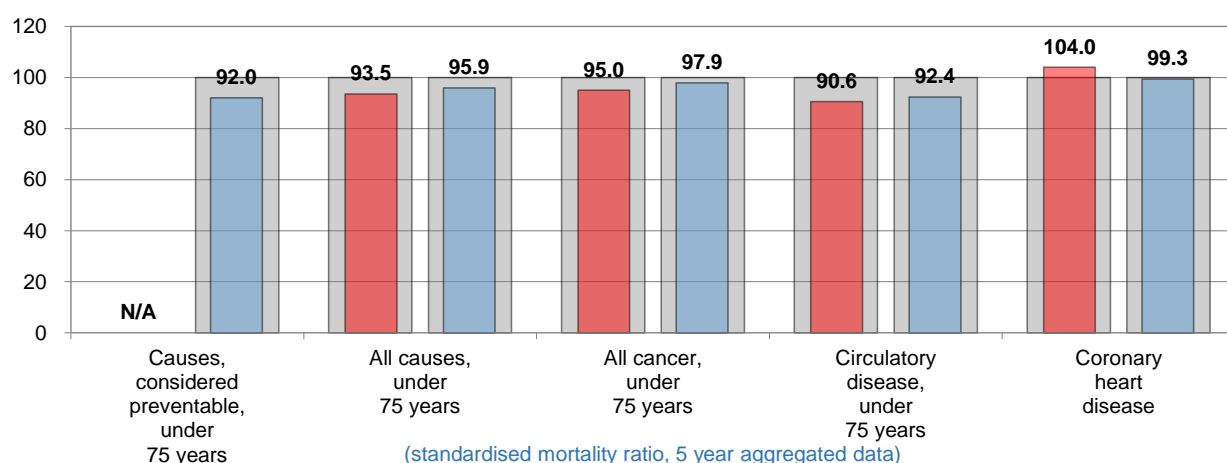
■ National

■ York - 2017/2018

■ 2019/2020

Source: Office for Health Improvement and Disparities (OHID)

Premature mortality



(standardised mortality ratio, 5 year aggregated data)

■ National

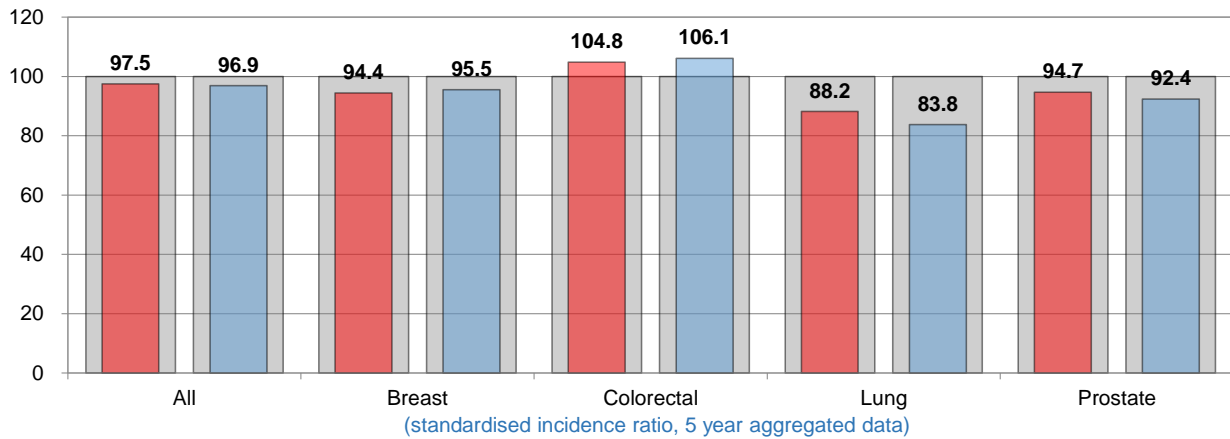
■ York - 2017/2018

■ 2019/2020

Source: Office for Health Improvement and Disparities (OHID)

York Profile

New cases of cancer



The standardized incidence ratio (SIR) is an estimate of the occurrence of cancer in a population relative to what might be expected if the population had the same cancer experience as some larger comparison population designated as "normal" or average.

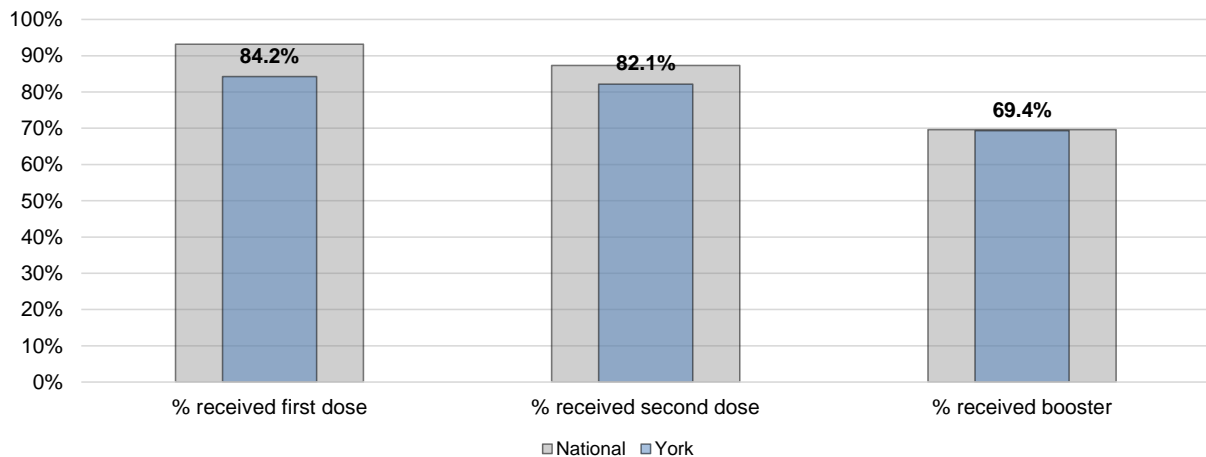
■ National

■ York - 2016/2017

■ 2018/2019

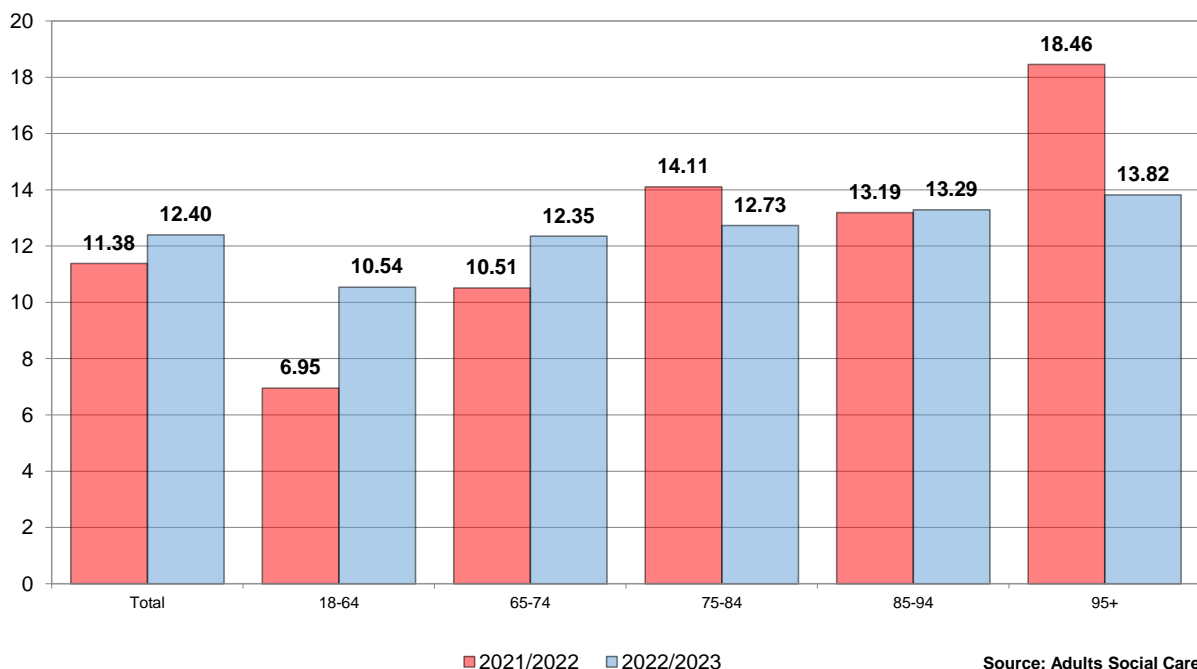
Source: Office for Health Improvement and Disparities (OHID)

Covid Vaccinations uptake at 30/06/22 (now includes 12-15 year olds)



Adult Social Care

Average Weekly Homecare Hours by Client Age

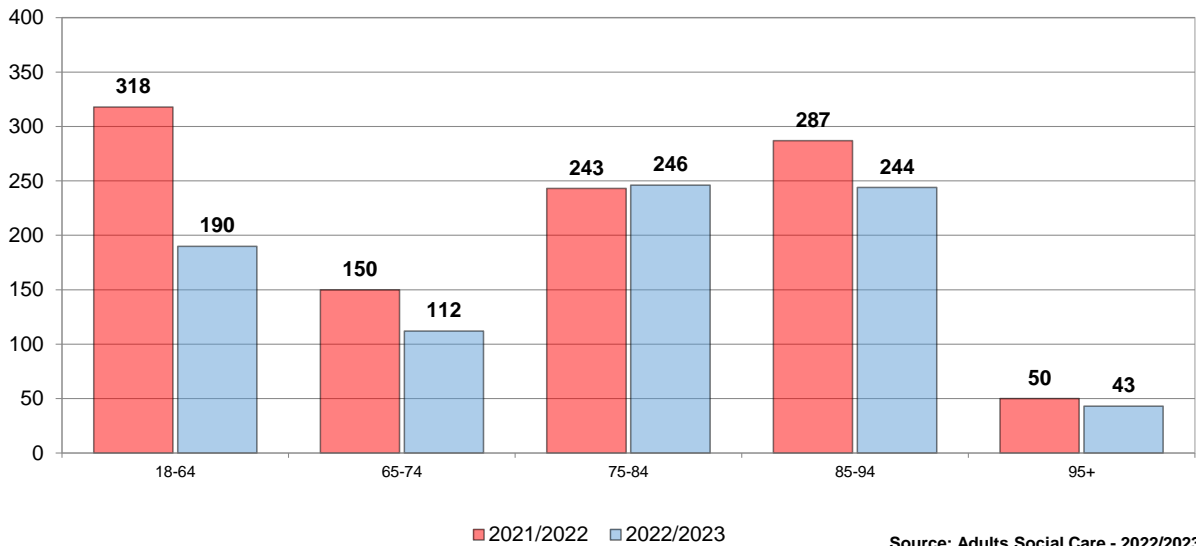


Source: Adults Social Care

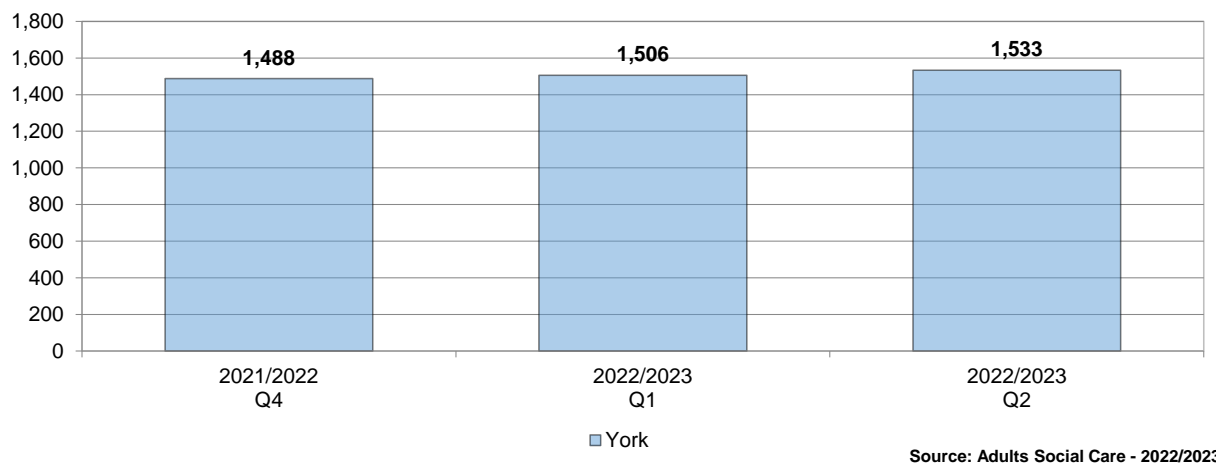
York Profile



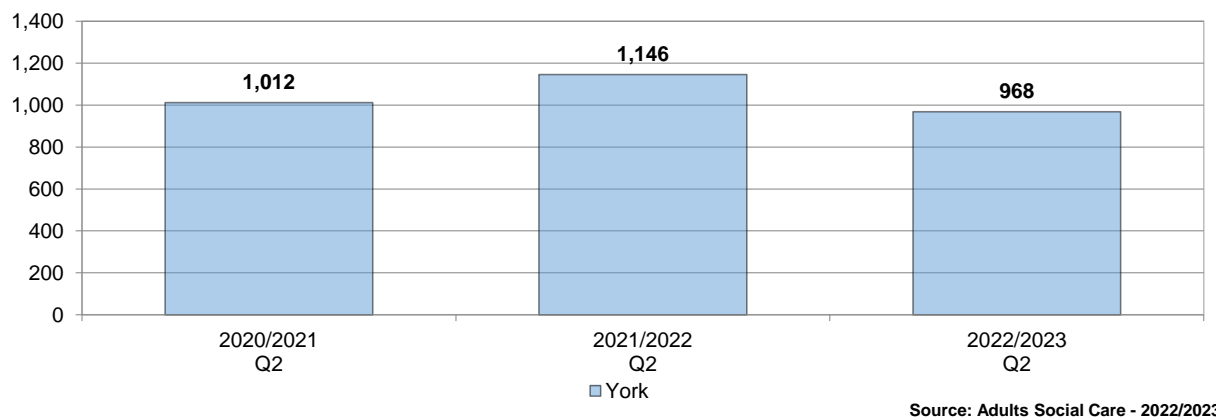
Homecare Clients by Age



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

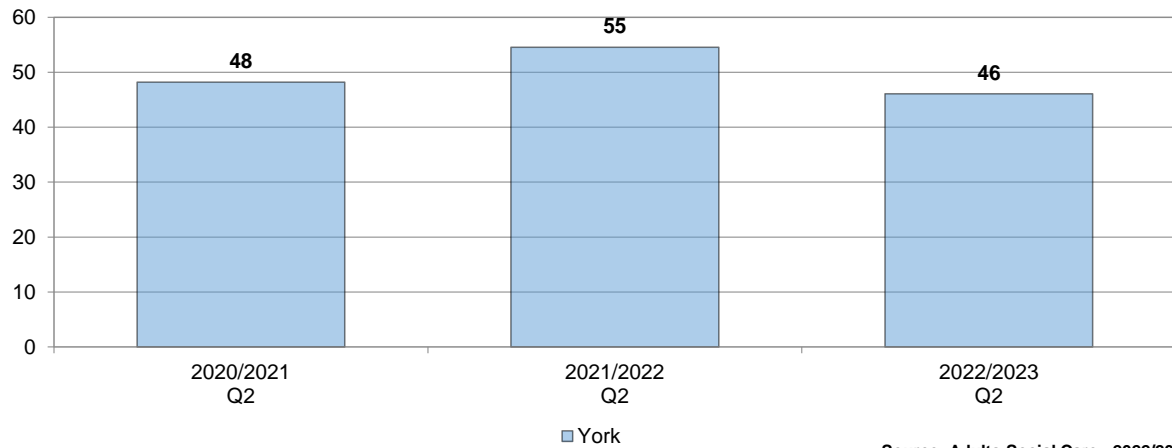


Number of new customers requesting Adult Social Care support



York Profile

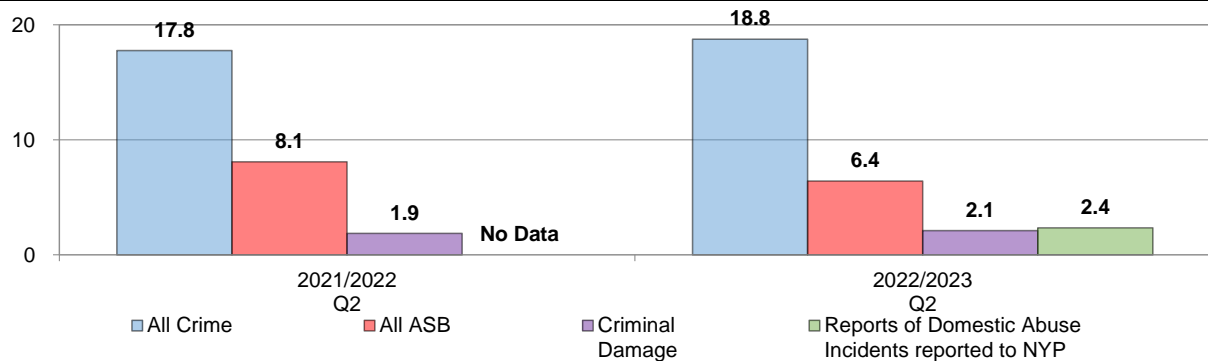
Average Weekly Homecare Hours by Client Type: Mental Health



Source: Adults Social Care - 2022/2023

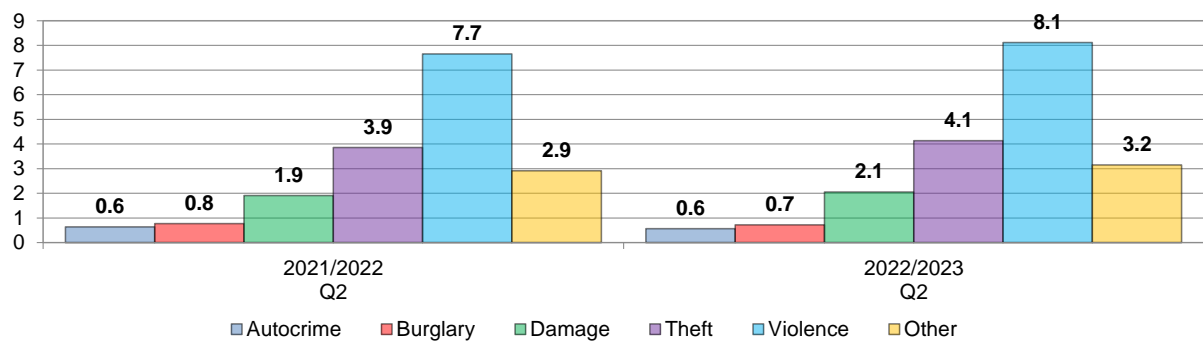
Public Realm

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



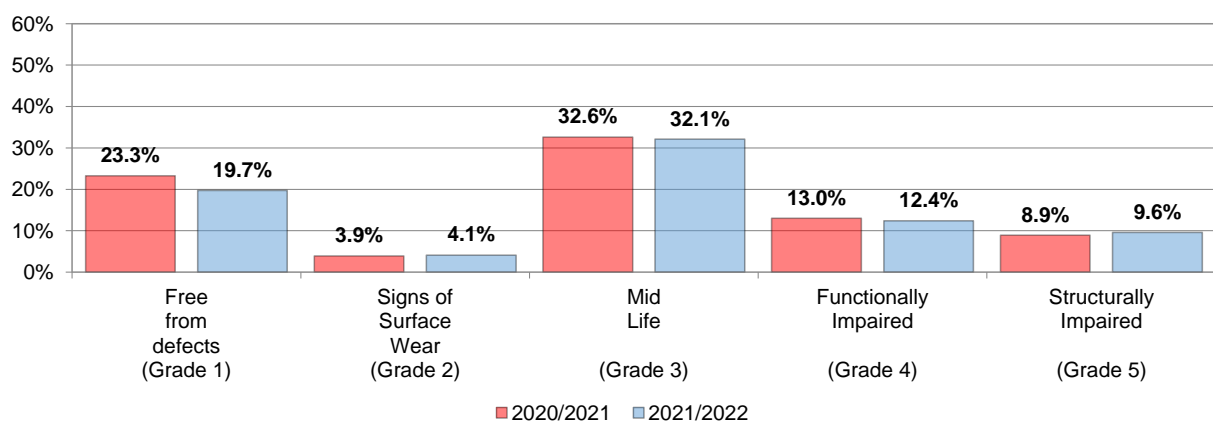
Source: North Yorkshire Police

Crime Rate per 1,000 population



Source: North Yorkshire Police

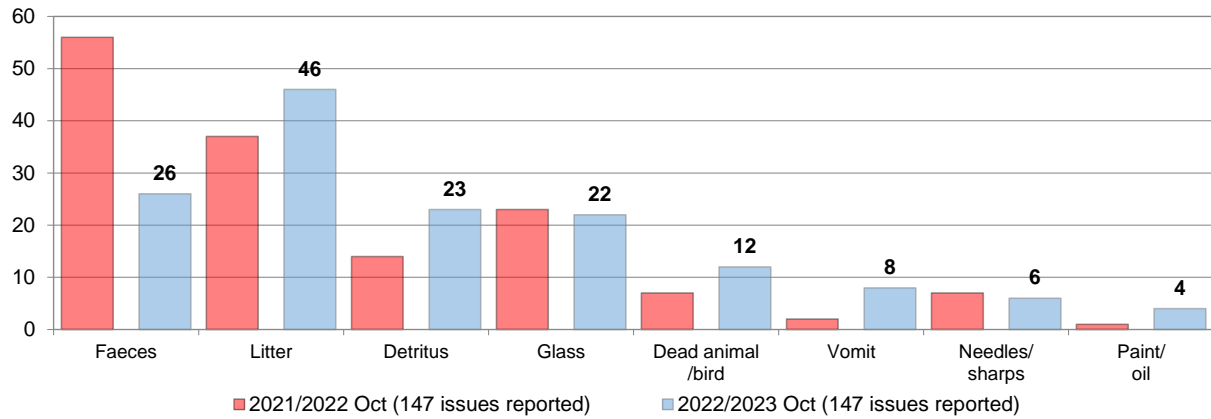
Percentage of road area that is/has



Source: City of York Council

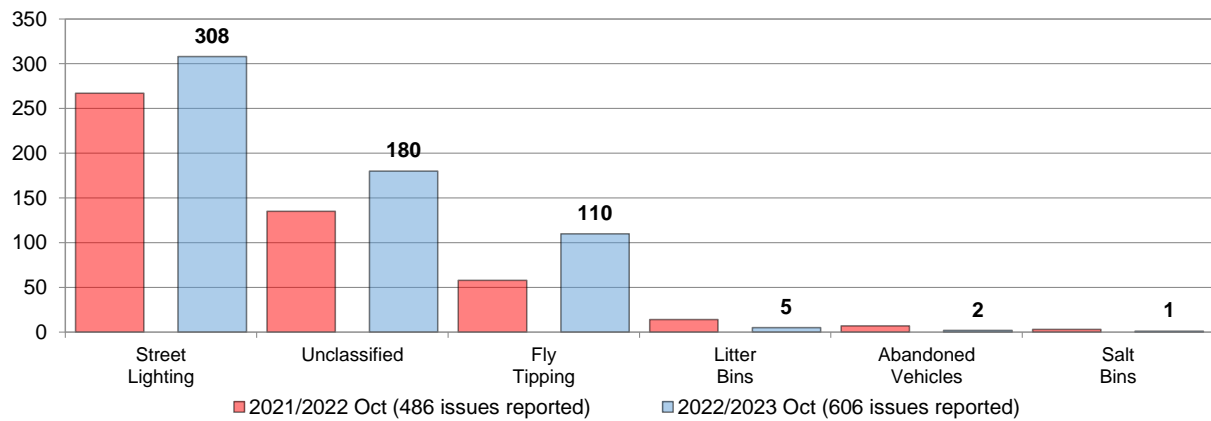
York Profile

Street Cleaning - Number of issues reported



Source: City of York Council

Other Public Realm - Number of issues reported

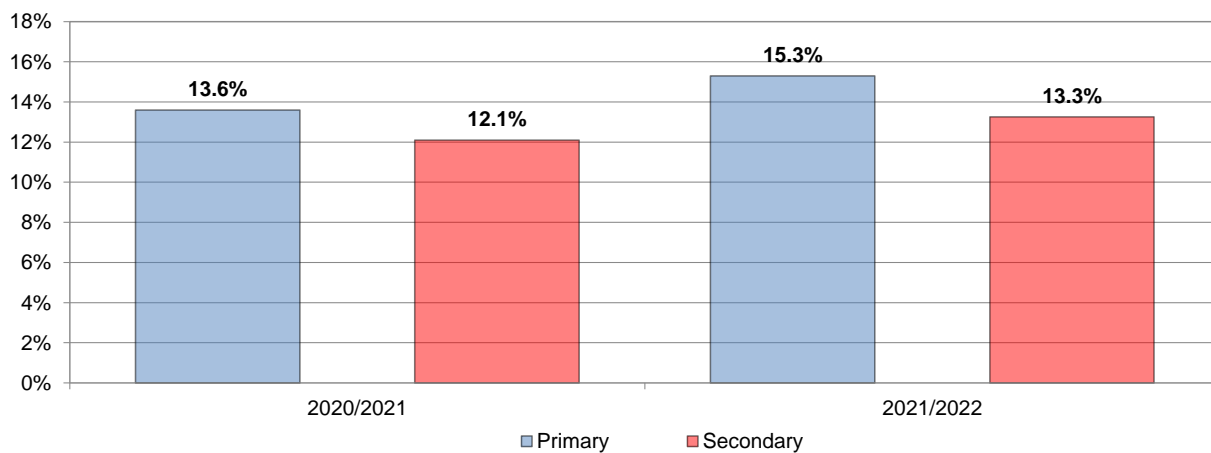


Source: City of York Council

Education and Schools

The following data only relates to those pupils who attend York Schools.

% Free School Meal pupils - (excluding subsidiary pupils)

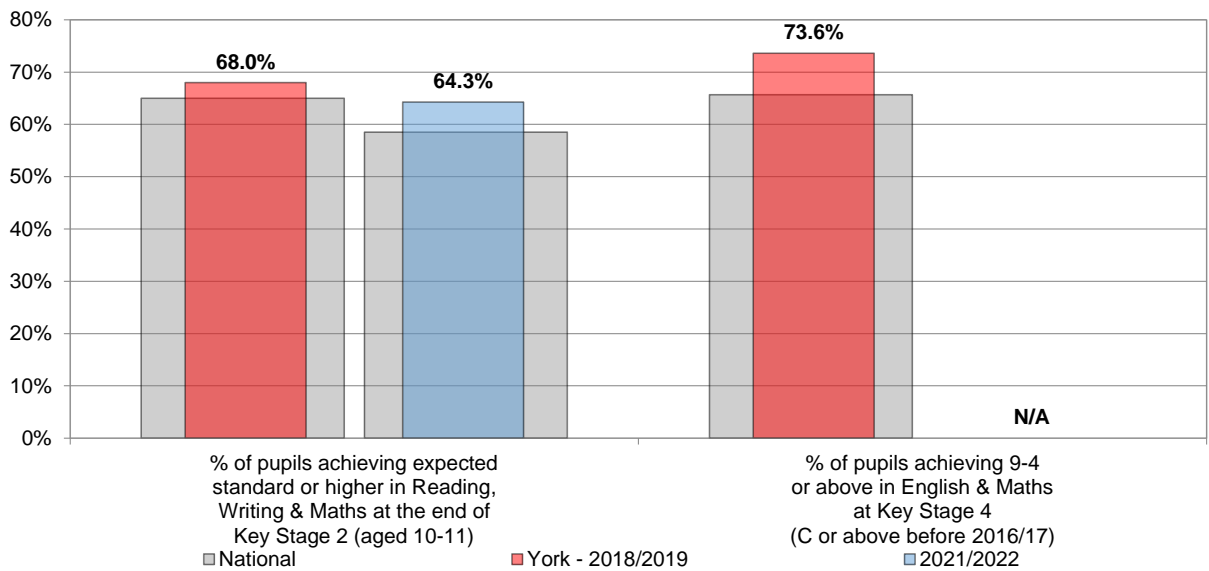


Number of Pupils	2020/2021	2021/2022
Primary	14,448	13,840
Secondary	11,498	10,231

Source: School Census - October

York Profile

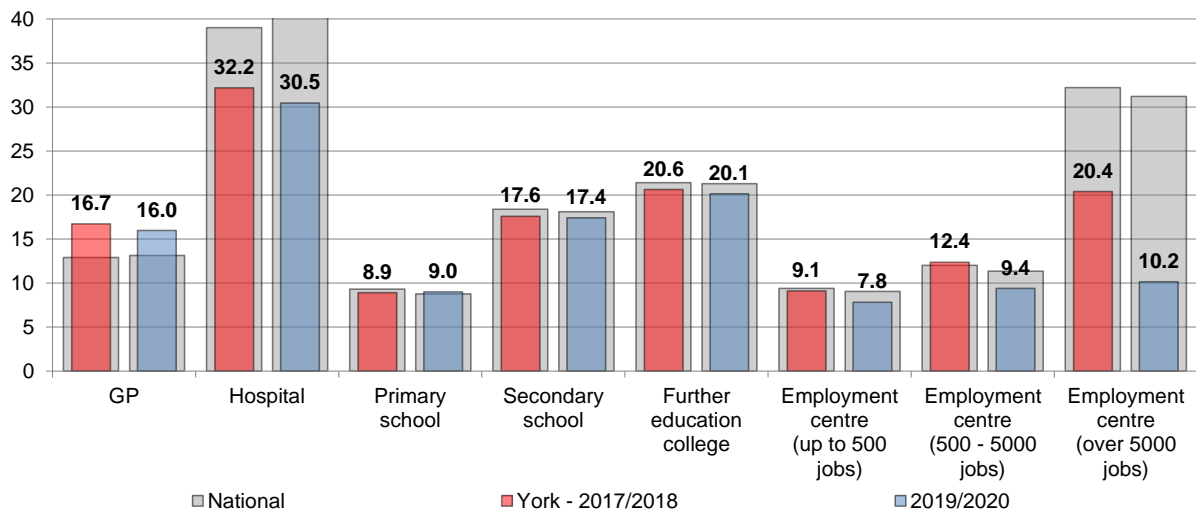
Educational Attainment



Source: Department for Education - 2021/22

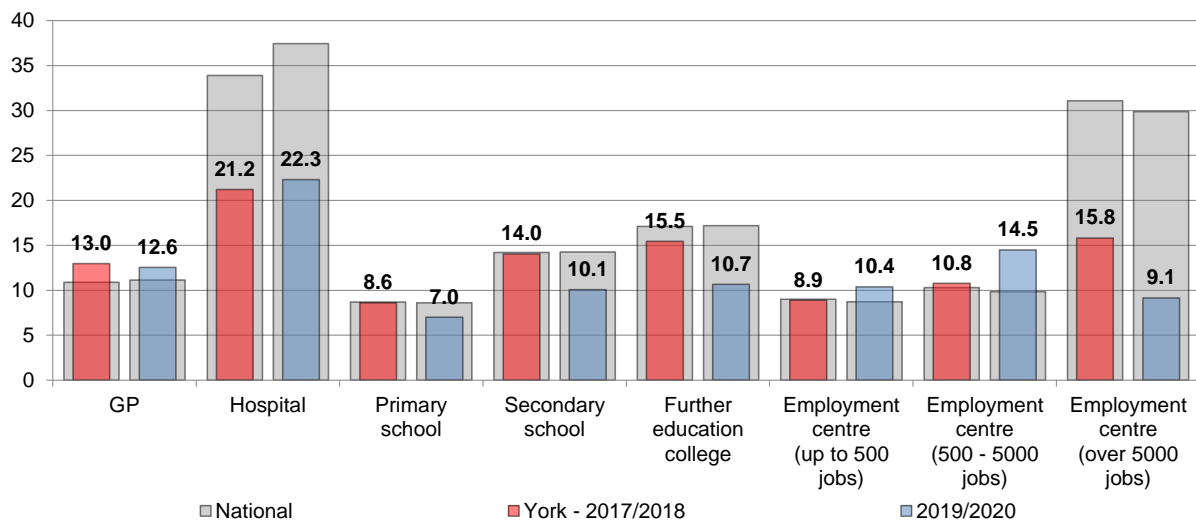
Access to local services

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



Source: Department of Transport - Journey time statistics

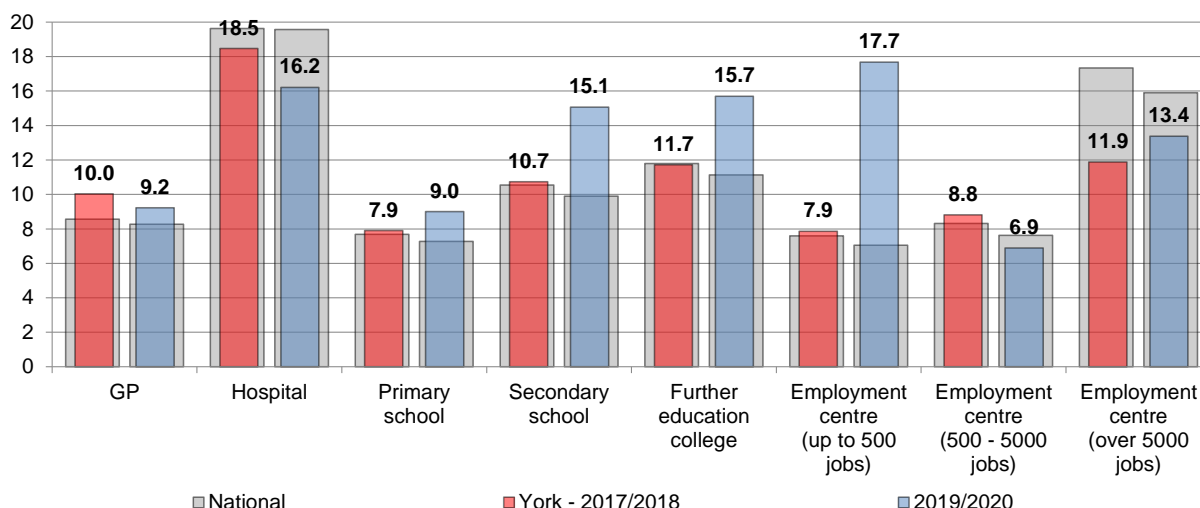
Travel time (minutes) by cycle to nearest...



Source: Department of Transport - Journey time statistics

York Profile

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	York	National	Summary
Average download speed (Mb/s)	159.30	82.60	faster than the National average
Superfast broadband availability	95.53%	95.86%	worse than the National average
Connections receiving:			
slowest speeds (under 2 Mb/s)	0.03%	0.25%	lower than the National average
slower speeds (under 10 Mb/s)	0.64%	1.18%	lower than the National average
superfast speeds (over 30 Mb/s)	96.01%	96.25%	lower than the National average

This data is based on analysis of Ofcom's Connected Nations data for 2021/2022. 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. Due to privacy concerns Ofcom did not present the information in postcodes with fewer than four broadband connections.

Cost of Living Indicators

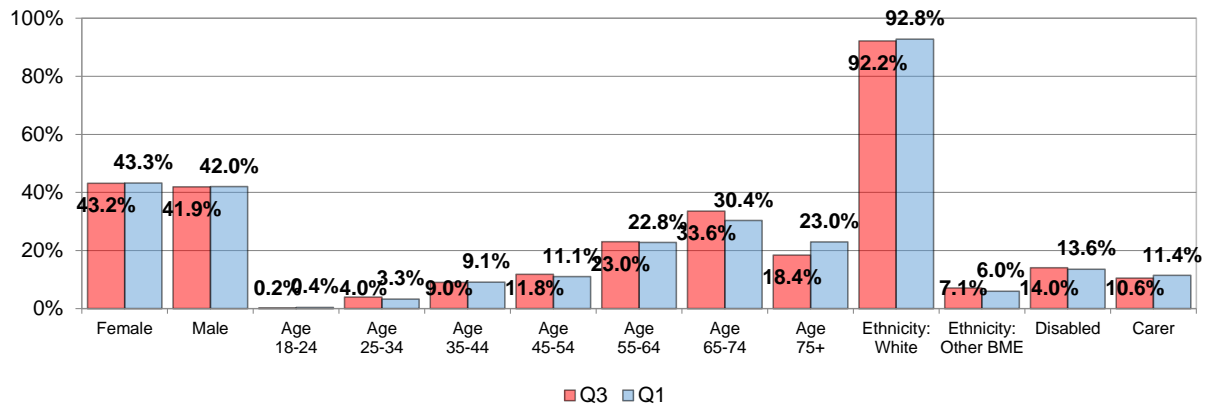
									UK LA Rank	
Indicator	Measure	2017	2018	2019	2020	2021	2022	Trend	2017	2022
Download speed	Mbps	42.20	102.90	44.00	56.10	147.10	147.10		135	2
Upload speed	Mbps	3.70	71.60	6.20	8.30	98.10	98.10		203	1
Superfast broadband availability	Percentage	89.00%	92.00%	94.90%	93.80%	94.10%	94.10%		192	254
Properties not connected to gas network	Percentage	9.45%	9.39%	10.73%	11.58%	11.59%	11.66%		133	174
Annual electricity cost	£ / household	£590.58	£590.58	£636.00	£688.50	£697.40	£751.05		164	97
Annual gas cost	£ / household	£572.47	£572.47	£572.47	£591.98	£544.61	£551.58		1	1
Water costs	£ / household	£173.00	£173.00	£173.00	£173.00	£185.00	£182.00		41	71
Regular internet users	Percentage	83.30%	87.10%	85.90%	88.60%	92.70%	92.13%		305	179
Households without a mobile phone	Percentage	5.00%	5.00%	5.00%	6.00%	5.00%	5.00%		257	244
People without a bank account	Percentage	1.00%	1.00%	1.00%	1.00%	1.00%	4.00%		24	342

York Profile

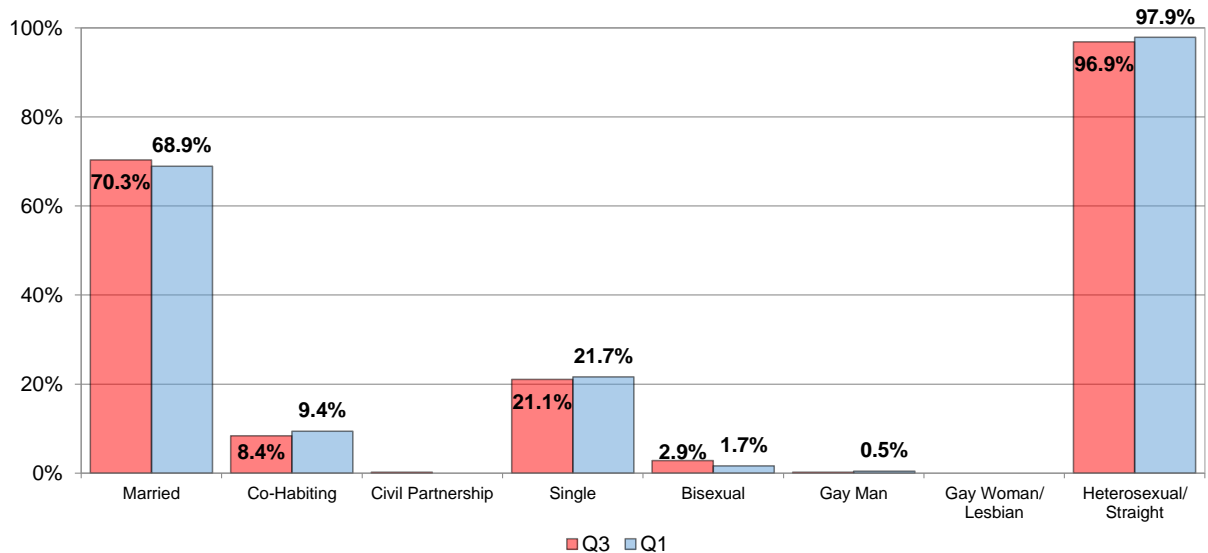
Resident Engagement

Talkabout Survey Respondents - Equality profile

Number of Responses: Q3 - 544, Q1 - 550



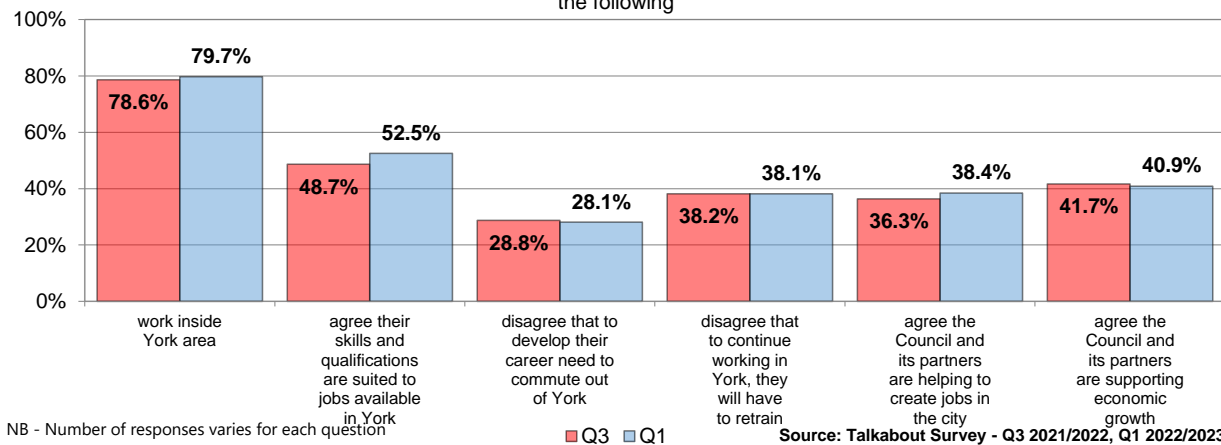
Source: Talkabout Survey - Q3 2021/2022, Q1 2022/2023



Source: Talkabout Survey - Q3 2021/2022, Q1 2022/2023

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

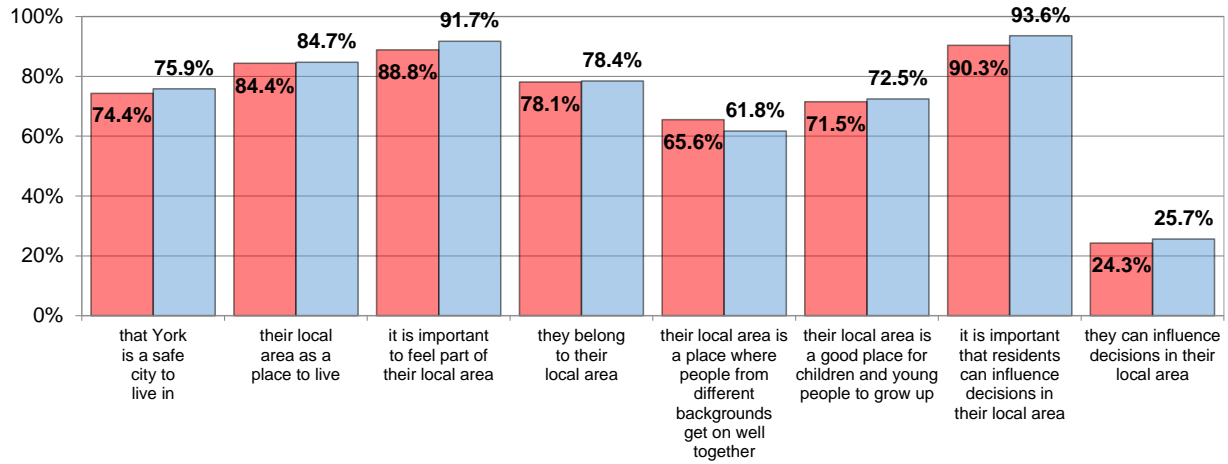


Source: Talkabout Survey - Q3 2021/2022, Q1 2022/2023

York Profile

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



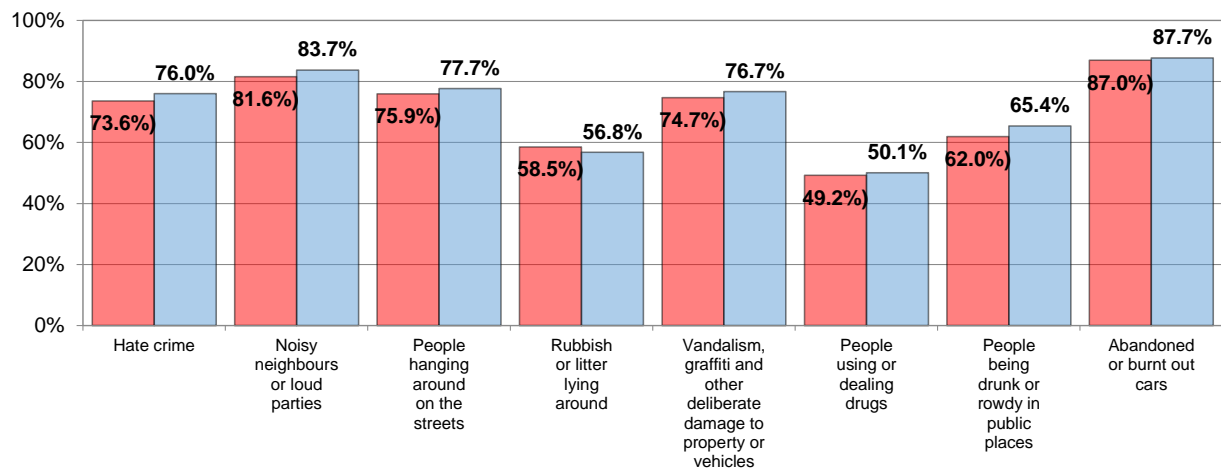
NB - Number of responses varies for each question

■ Q3 ■ Q1

Source: Talkabout Survey - Q3 2021/2022, Q1 2022/2023

Resident satisfaction responses about Public Realm in their Local Area

Respondents reporting the following as 'not a problem'

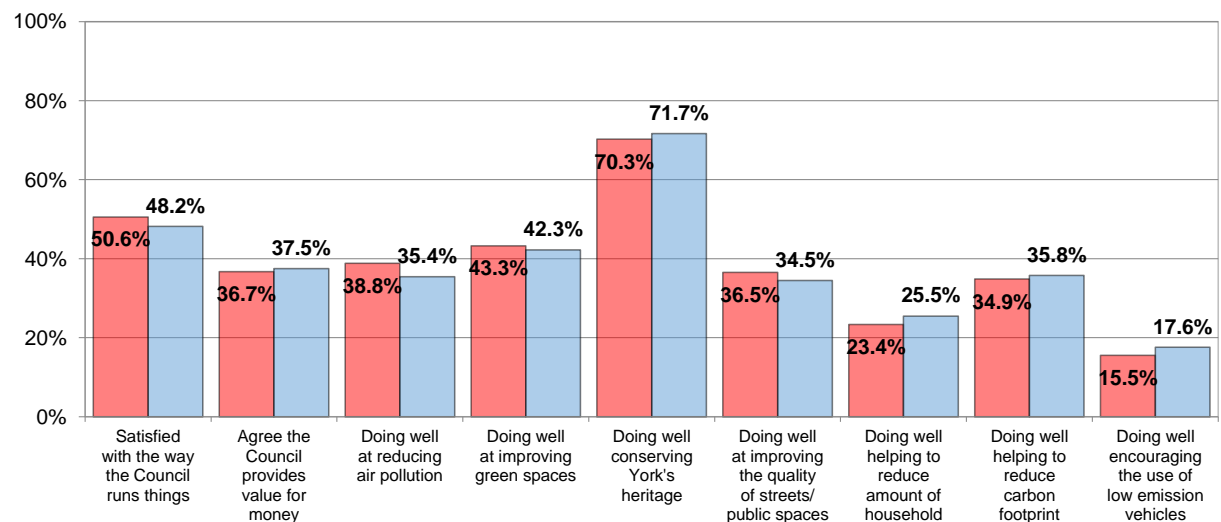


NB - Number of responses varies for each question

■ Q3 ■ Q1

Source: Talkabout Survey - Q3 2021/2022, Q1 2022/2023

Resident satisfaction responses about the Council (and partners)



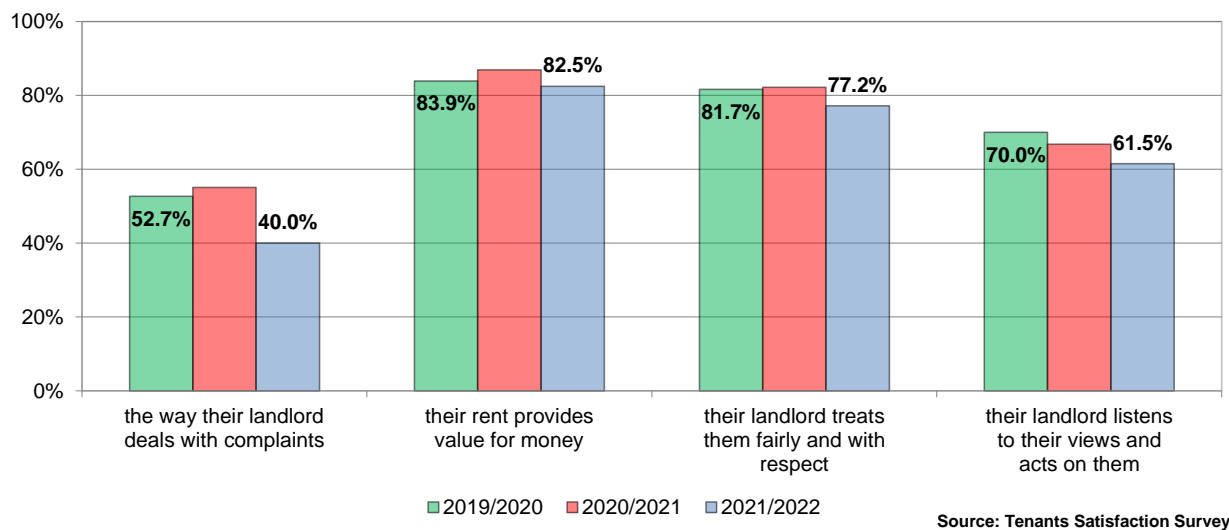
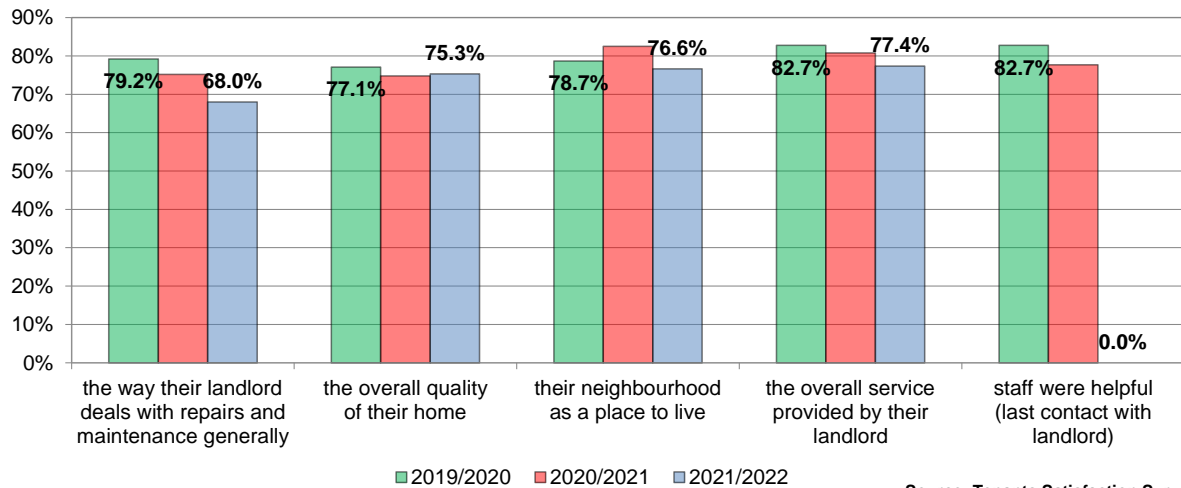
NB - Number of responses varies for each question

■ Q3 ■ Q1

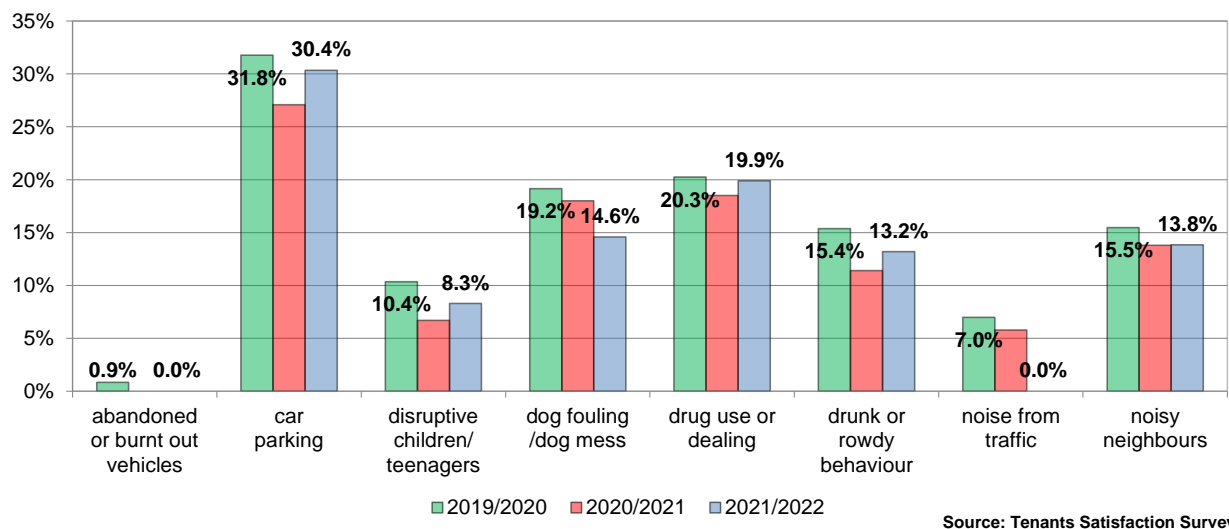
Source: Talkabout Survey - Q3 2021/2022, Q1 2022/2023

York Profile

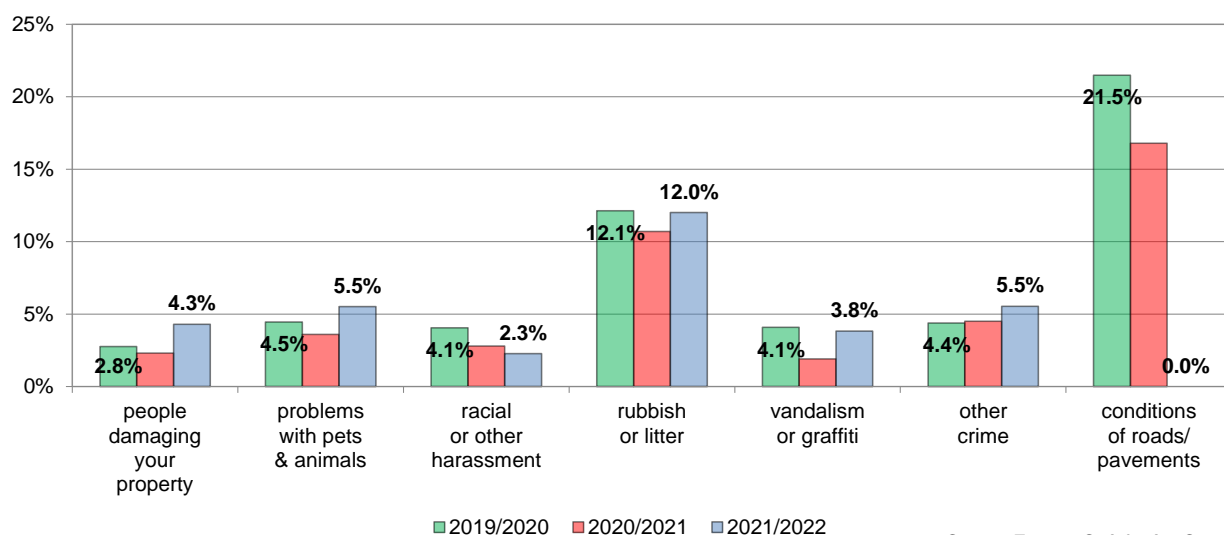
York Council house tenants satisfied with / agree that...



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



York Profile



Experian Groups

O Rental Hubs

Young singles and homesharers, rent flats, very high internet use, internet via smartphone, watch videos online.

E Senior Security

Retired singles and couples, pre-war generation, established in community, low internet use, have wills.

G Domestic Success

Families with children, mid to high household income, monthly discretionary income under £1000, very high mortgage debt, internet via smartphone.

H Aspiring Homemakers

Families with young children, 3 bedrooms, high outstanding mortgages, internet via smartphone, texts and photos on smartphone.

B Prestige Positions

Own large, detached houses, highly educated, high discretionary income, garden or allotment, pay credit cards in full.

F Suburban Stability

Older families, no children, own mid-value semis, 3 bedrooms, established in community, news and media sites.

I Family Basics

Families with lots of children, council/ha tenants, low discretionary income, low affluence, internet via smartphone.

Experian Types
O61 Career Builders Young singles and homesharers, rent flats, university degrees, work full-time, access internet at work.
G29 Mid-Career Convention Married couples, 2+ children, generation x, homeowners, outstanding mortgage.
N60 Ageing Access Retired singles, baby boomers, purpose built flats, 1 or 2 bedrooms, no outstanding mortgage.
E18 Legacy Elders Retired singles, pre-war generation, university degrees, homeowners, no outstanding mortgage.
B09 Empty-Nest Adventure Married couples, no children, baby boomers, large, detached houses, highly educated, high discretionary income.
O62 Central Pulse Rent 1 bed flats, university degrees, access internet at work, electric central heating, low environmental impact gap.
H30 Primary Ambitions Families with young children, 3 bed terraces, vocational qualifications, high outstanding mortgages, internet via smartphone.
I36 Solid Economy Council/HA tenants, school-age children, no qualifications, low discretionary income, standard current/savings account.
E19 Bungalow Haven Pre-war generation, own bungalows, no outstanding mortgage, university degrees, pay credit cards in full.
E20 Classic Grandparents Retired couples, established in community, no qualifications, low internet use, have wills.