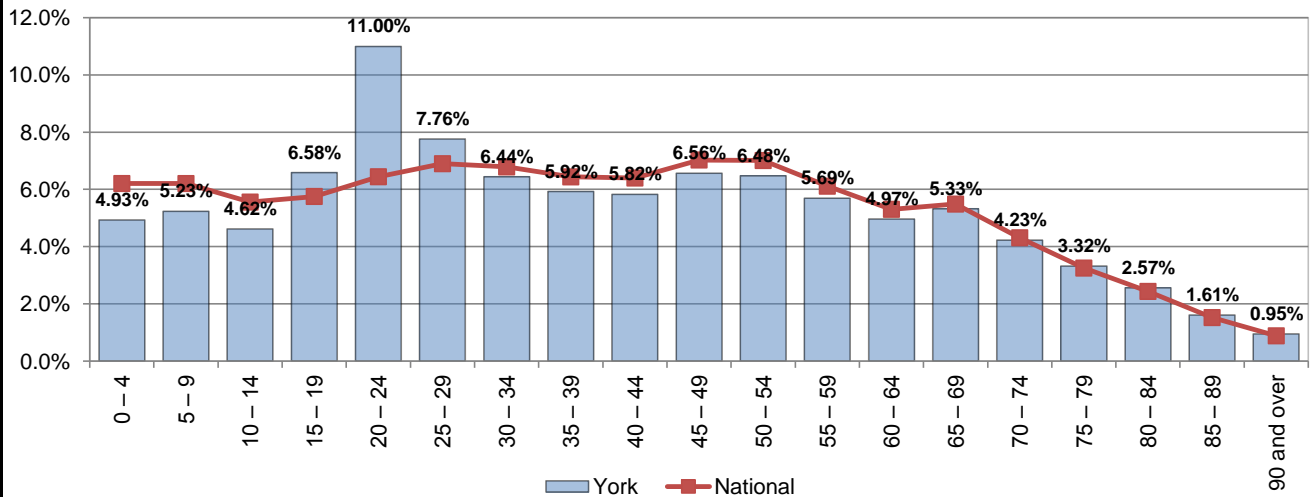## Summary

• 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 11.5% 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.

York Wards

0   1
kilometres
Scale: 1:102,700

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Business Intelligence Hub	
Created 26/02/2016	

York Profile

Population by Age

York age distribution (bars) vs National (line):

Age band	York	National
0 – 4		4.93%
5 – 9		5.23%
10 – 14		4.62%
15 – 19		6.58%
20 – 24		11.00%
25 – 29		7.76%
30 – 34		6.44%
35 – 39		5.92%
40 – 44		5.82%
45 – 49		6.56%
50 – 54		6.48%
55 – 59		5.69%
60 – 64		4.97%
65 – 69		5.33%
70 – 74		4.23%
75 – 79		3.32%
80 – 84		2.57%
85 – 89		1.61%
90 and over		0.95%

Source: ONS - 2016 Ward population estimates

Census 2011 Update

Gender

Male: 48.6%
Female: 51.4%
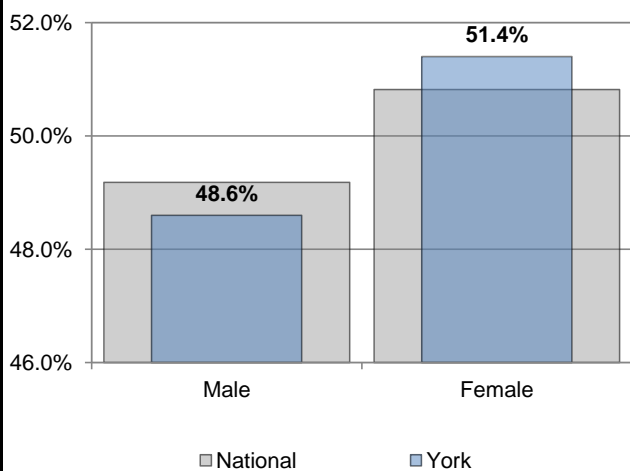
Source: Census 2011

Marital Status

Status	York
Single	32.4%
Married	37.2%
Separated	0.2%
Divorced	1.7%
Widowed	7.1%
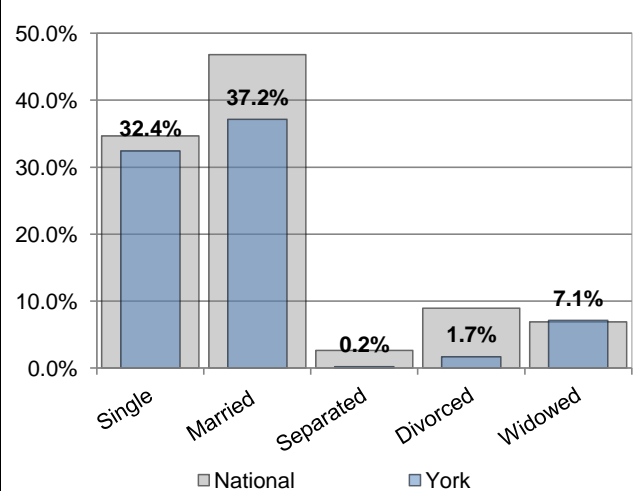
Source: Census 2011

Ethnicity

- White British: 90.2%
- BME Community: 5.7%
- White Other: 4.1%

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

	York
Mixed/ Multiple Ethnic Group	1.2%
Asian/Asian British	3.4%
Black/ African/ Caribbean/ Black British	0.6%
Other Ethnic Group	0.5%
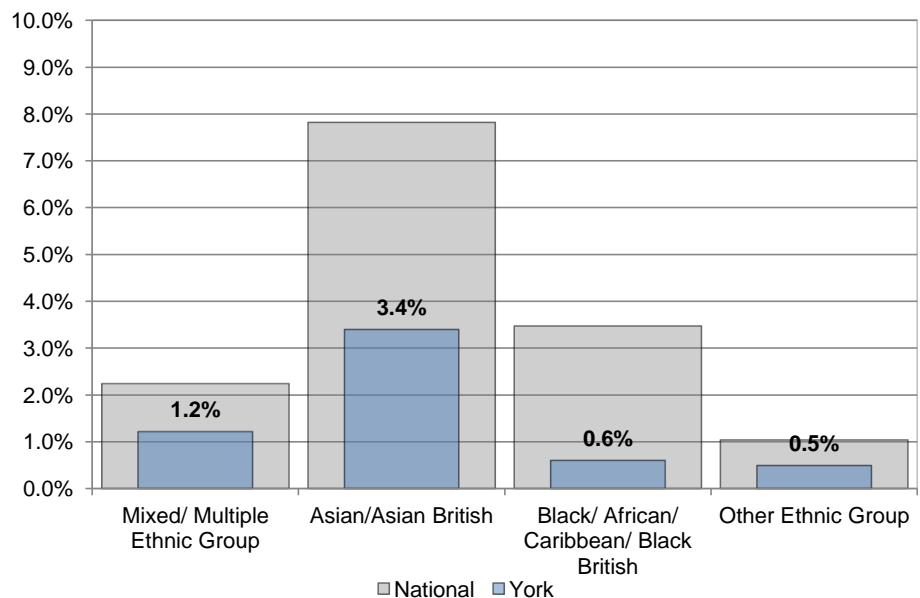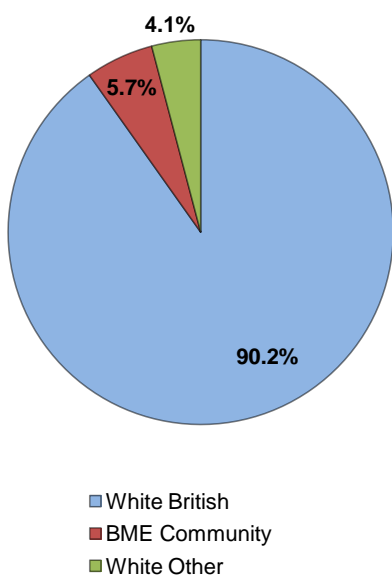
Source: Census 2011

Religion

Other Religions

Pie chart:
- Christian: 59.5%
- None: 30.1%
- Not stated: 7.8%
- Other Religions: 2.6%

Legend:
- Christian
- None
- Not stated
- Other Religions

Bar chart (National / York):
- Buddhist: 0.5%
- Hindu: 0.5%
- Jewish: 0.1%
- Muslim: 1.1%
- Sikh: 0.1%
- Other: 0.4%

Legend: National, York
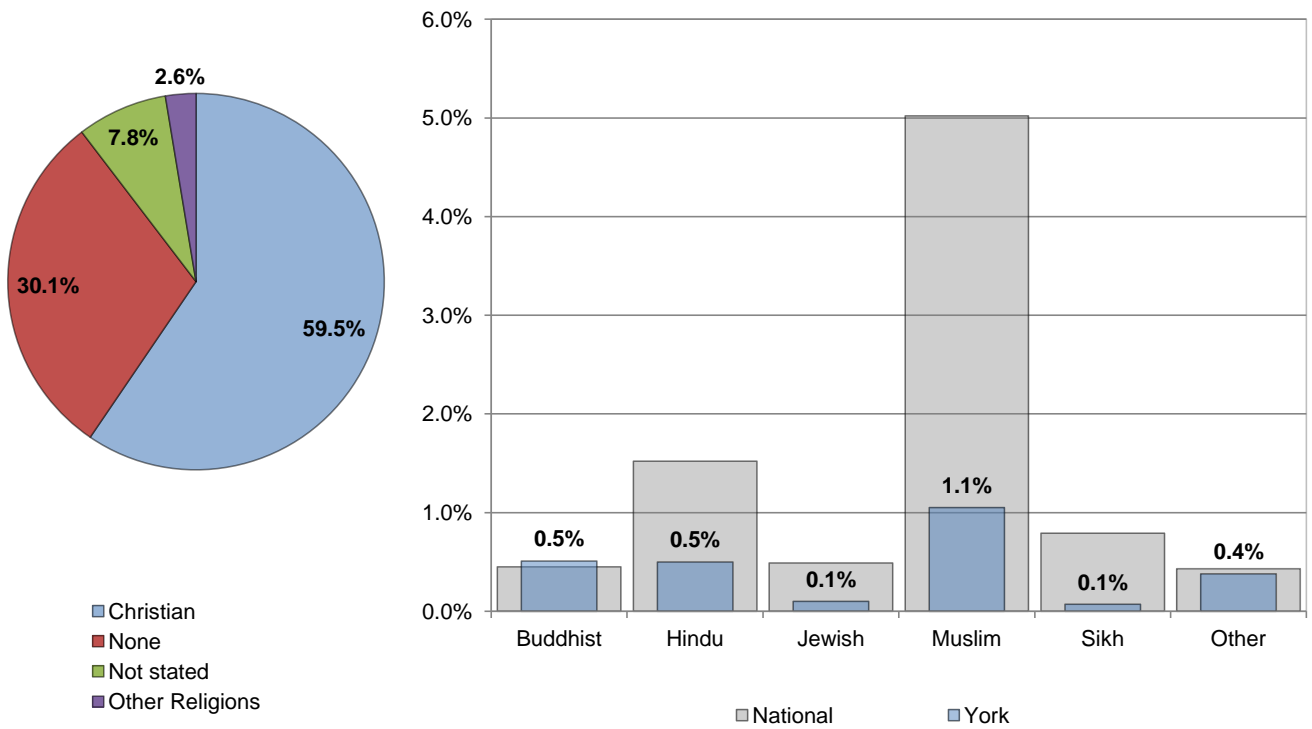
Source: Census 2011

Hours Worked

- 15 hours or less: 11.6%
- 16 - 30 hours: 21.1%
- 31 - 48 hours: 56.1%
- 49 or more hours: 11.2%

Legend: National, York
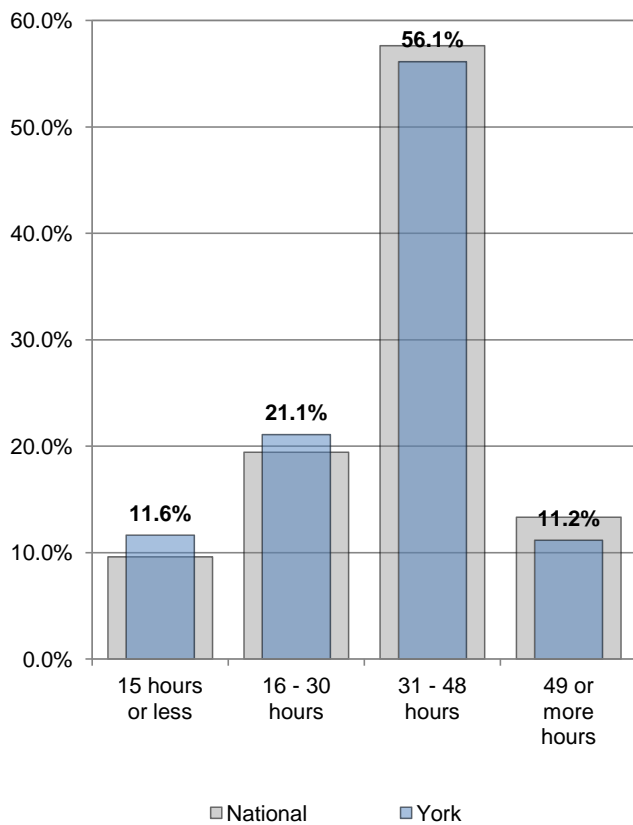
Source: Census 2011

Qualifications

- None: 18.0%
- Level 1: 10.6%
- Level 2: 13.9%
- Level 3: 16.6%
- Level 4: 32.4%
- Other: 4.1%
- Apprenticeship: 4.5%

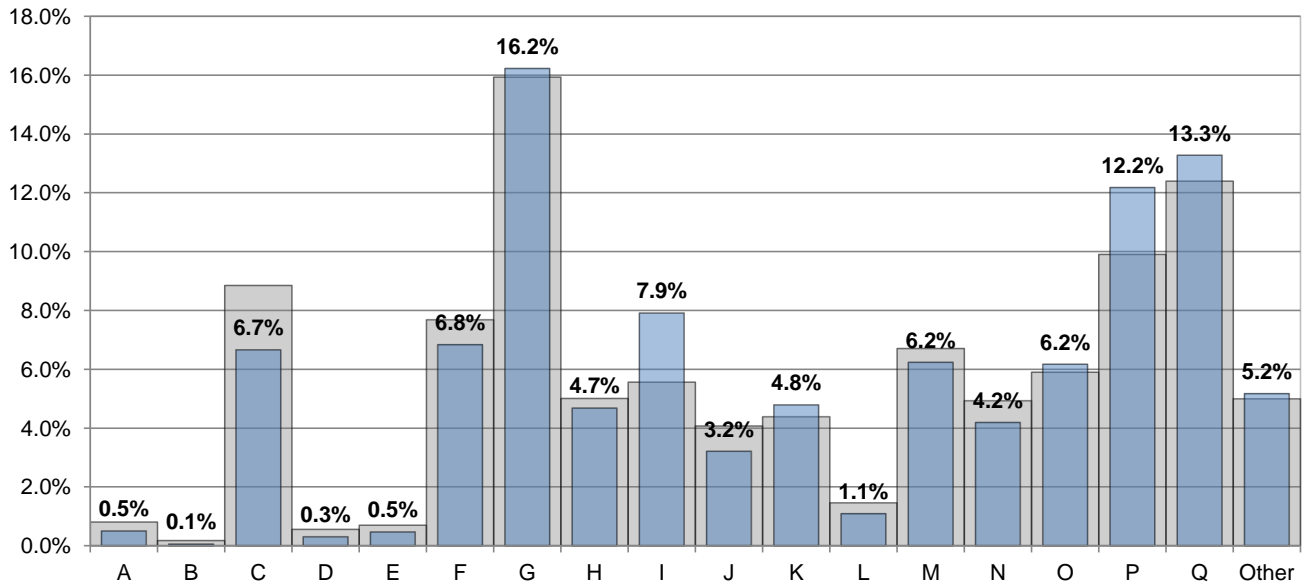Legend: National, York
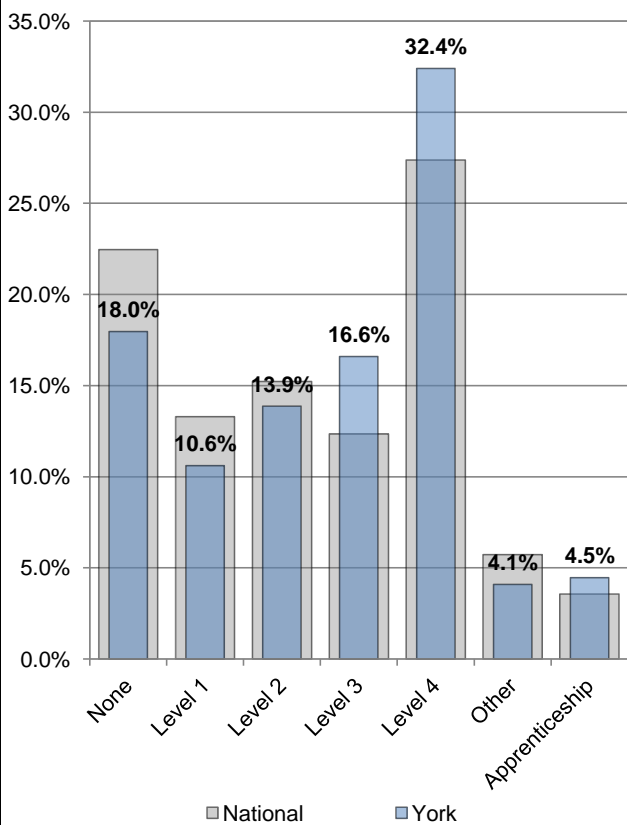
Source: Census 2011

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
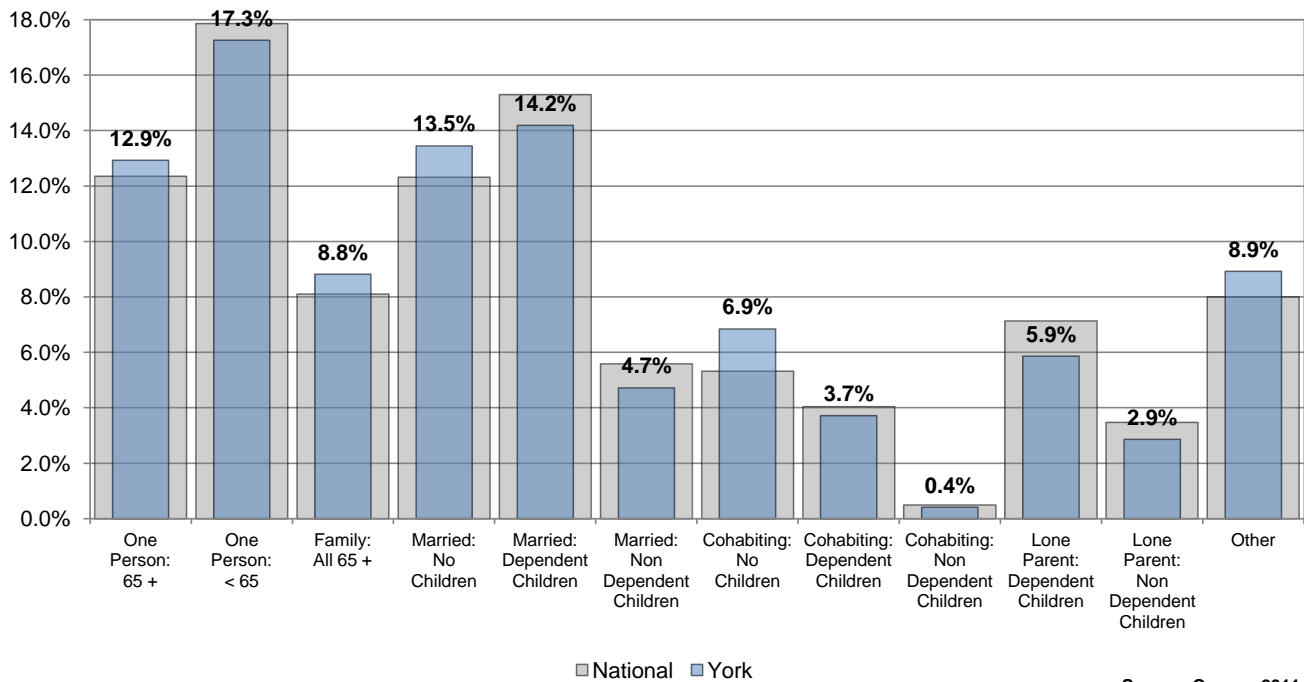
◻ National ◼ York

Source: Census 2011
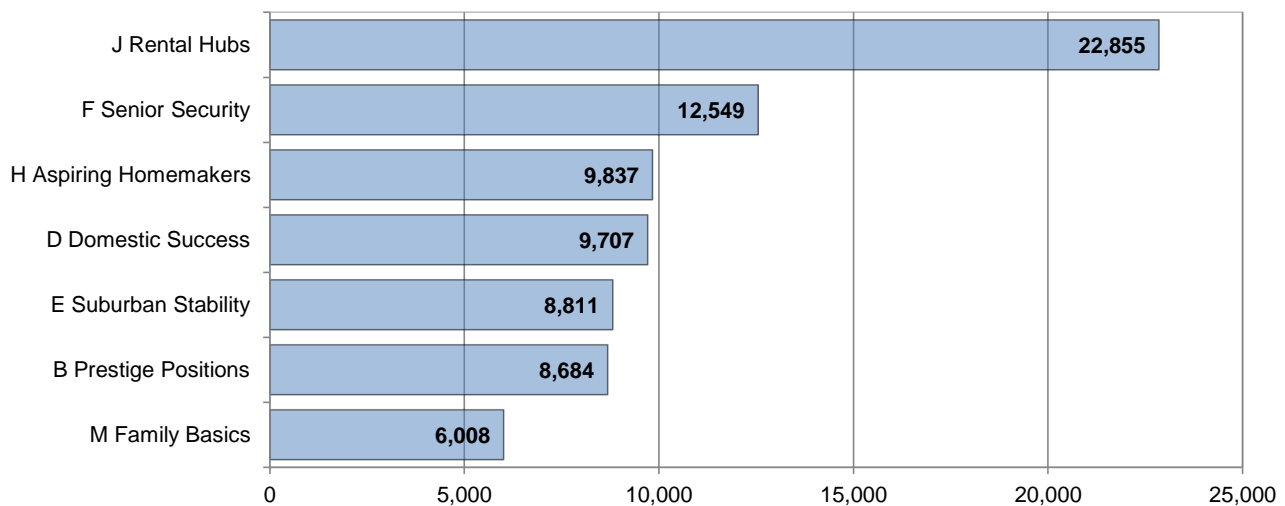
Tenure
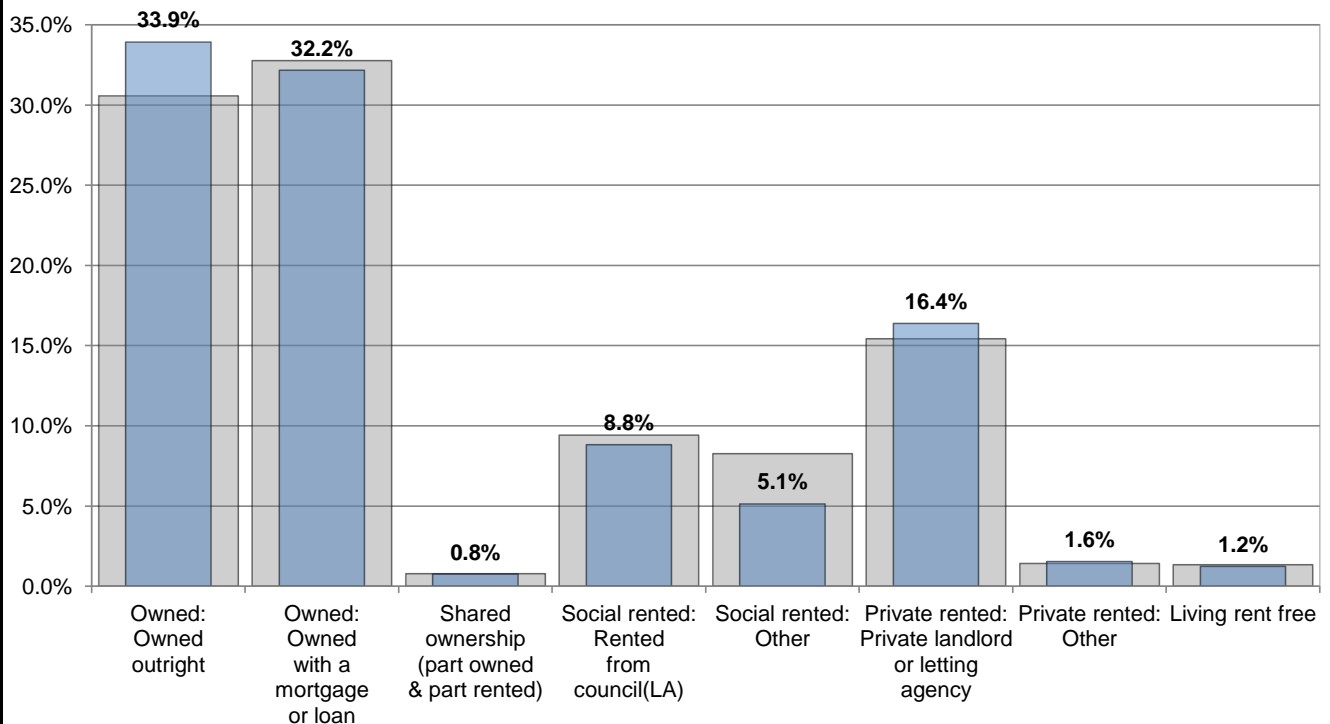
◻ National ◼ York

Source: Census 2011
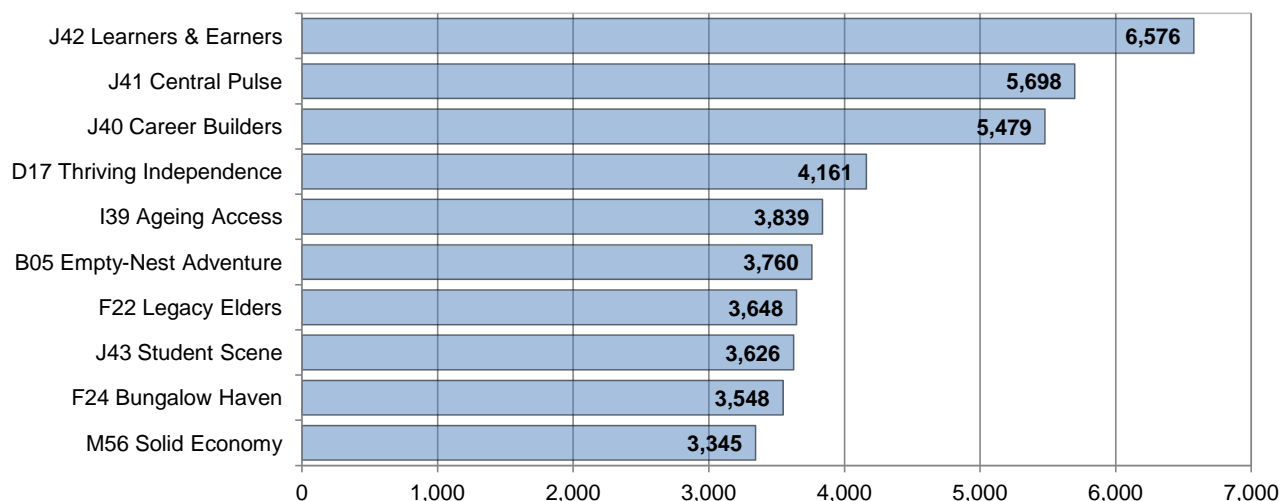
York Profile

Household Composition

Legend: ☐ National ☐ York

Source: Census 2011

One Person: 65 + — 12.9%
One Person: < 65 — 17.3%
Family: All 65 + — 8.8%
Married: No Children — 13.5%
Married: Dependent Children — 14.2%
Married: Non Dependent Children — 4.7%
Cohabiting: No Children — 6.9%
Cohabiting: Dependent Children — 3.7%
Cohabiting: Non Dependent Children — 0.4%
Lone Parent: Dependent Children — 5.9%
Lone Parent: Non Dependent Children — 2.9%
Other — 8.9%

Household Types

Experian Groups (2018)

Group	Value
J Rental Hubs	22,855
F Senior Security	12,549
H Aspiring Homemakers	9,837
D Domestic Success	9,707
E Suburban Stability	8,811
B Prestige Positions	8,684
M Family Basics	6,008

Experian Types (2018)

Type	Value
J42 Learners & Earners	6,576
J41 Central Pulse	5,698
J40 Career Builders	5,479
D17 Thriving Independence	4,161
I39 Ageing Access	3,839
B05 Empty-Nest Adventure	3,760
F22 Legacy Elders	3,648
J43 Student Scene	3,626
F24 Bungalow Haven	3,548
M56 Solid Economy	3,345

Economy

Benefit Claimant Numbers
Working age Population (16-64)

Source: Department for Work and Pensions (DWP)
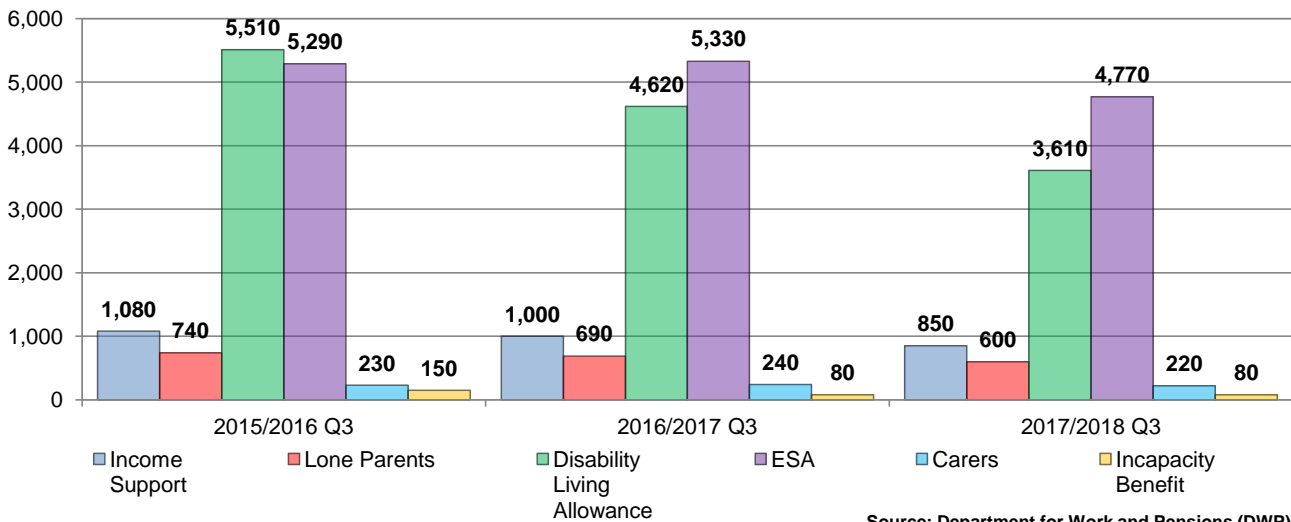
Benefit Claimant Rate
Working age Population (16-64)
Q3 2017/2018

Source: Department for Work and Pensions (DWP)
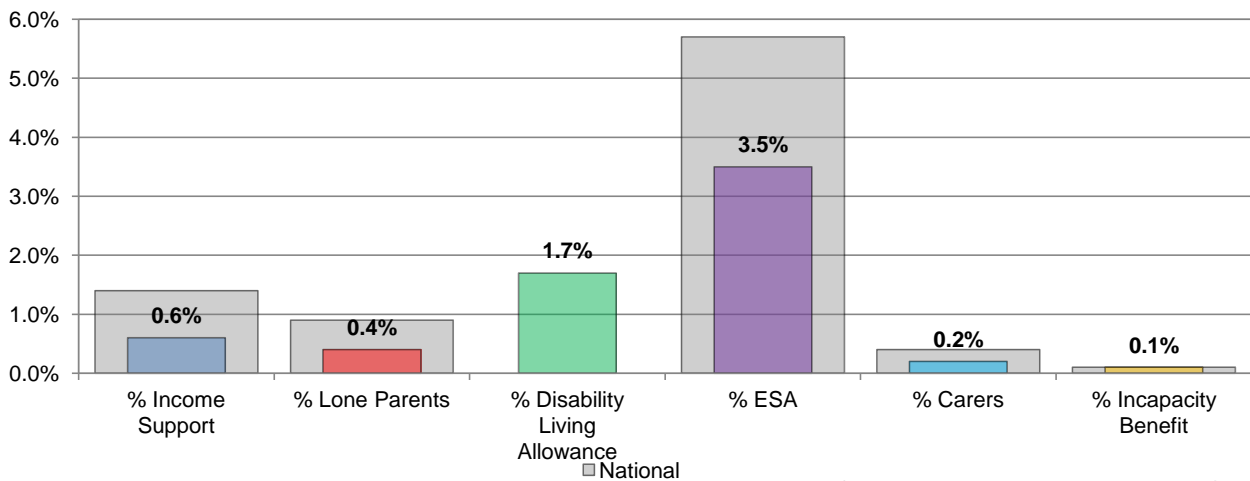
Total Income Support Claimant Rate (Age and Gender)
Working age Population (16-64)
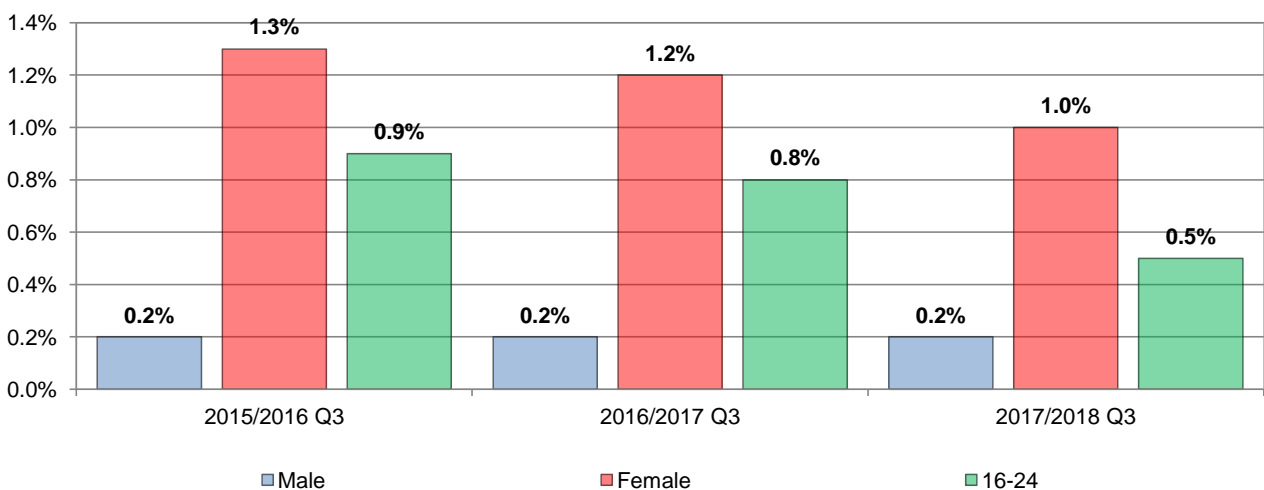
Source: Department for Work and Pensions (DWP)

JSA Claimant Numbers

	2015/2016 Q4	2016/2017 Q4	2017/2018 Q4
Aged 16-64	655	625	285
Aged 16-64 Male	425	380	175
Aged 16-64 Female	230	245	110
Aged 16-64 > 6 Months	235	185	185
Aged 16-64 > 1 Year	185	125	125
Aged 18-24	90	80	10
Aged 18-24 > 6 Months	25	20	10

Source: Office for National Statistics (ONS)

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

	2015/2016 Q4	2016/2017 Q4	2017/2018 Q4
All	0.5%	0.5%	0.2%
All Male	0.6%	0.6%	0.3%
All Female	0.3%	0.4%	0.2%
All > 6 Months	0.2%	0.1%	0.1%
All > 1 Year	0.1%	0.1%	0.1%

Legend: National, All, All Male, All Female, All > 6 Months, All > 1 Year

Source: Office for National Statistics (ONS)

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

	2016/2017 Q4	2017/2018 Q4
All	0.70%	1.20%
All Male	1.00%	1.40%
All Female	0.50%	0.90%

Legend: National, All, All Male, All Female

Source: Office for National Statistics (ONS)
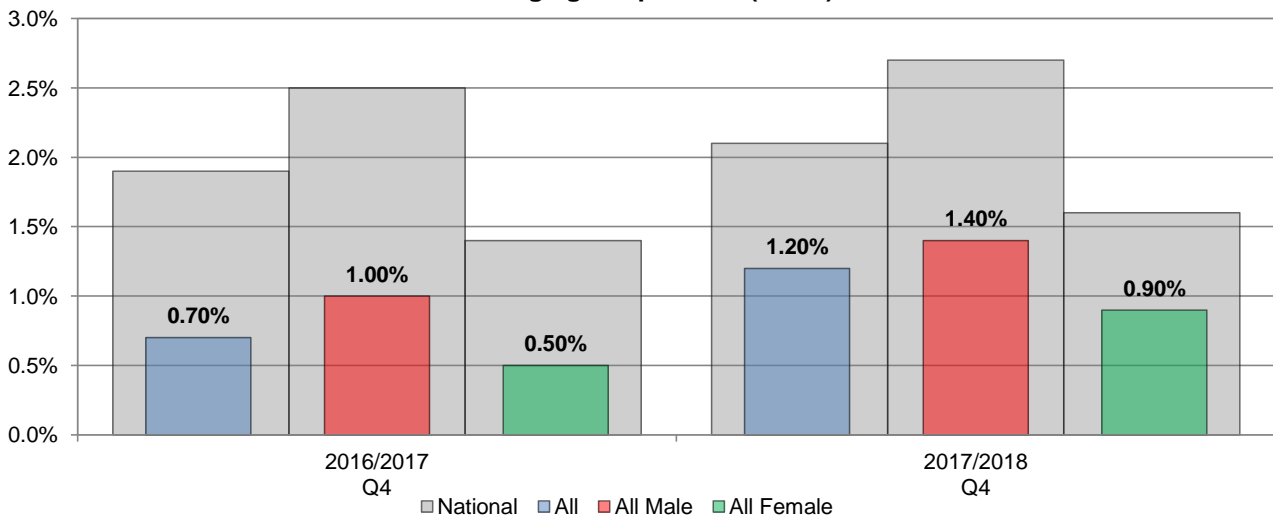
York Profile

Business Start Ups

Numbers (YTD)

- 2015/2016 Q4: **1024**
- 2016/2017 Q4: **976**
- 2017/2018 Q4: **969**
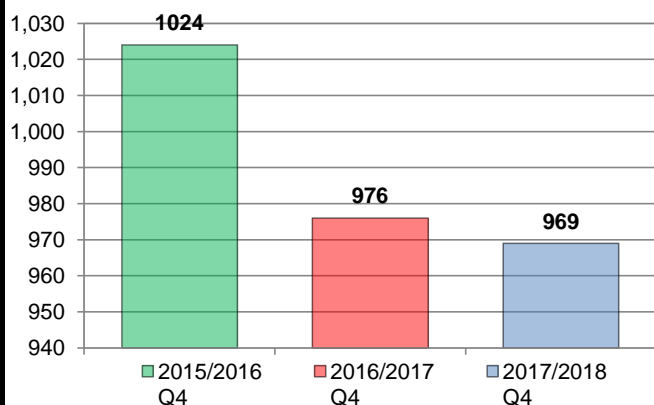
BankSearch Information Consultancy Ltd

per 10,000 working age population (YTD)

- 2015/2016 Q4: **74**
- 2016/2017 Q4: **71**
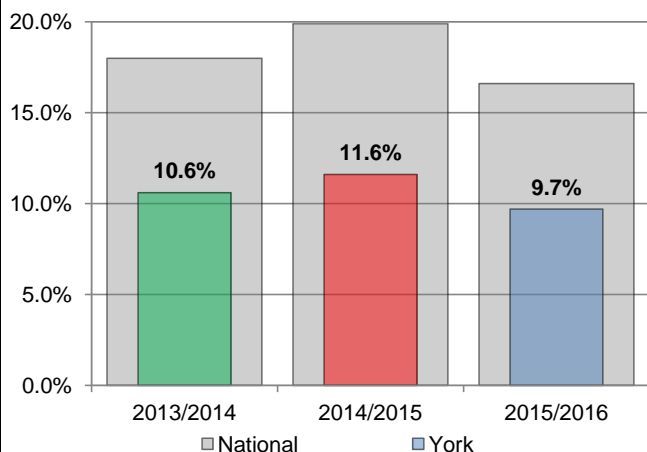- 2017/2018 Q4: **70**
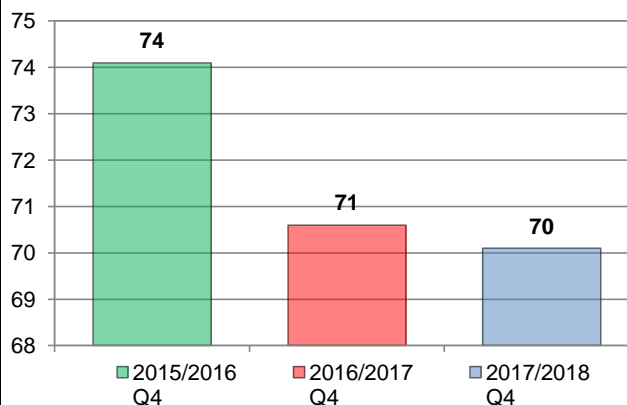
BankSearch Information Consultancy Ltd

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

- 2013/2014: **10.6%**
- 2014/2015: **11.6%**
- 2015/2016: **9.7%**

☐ National   ☐ York

Source: HM Revenue & Customs
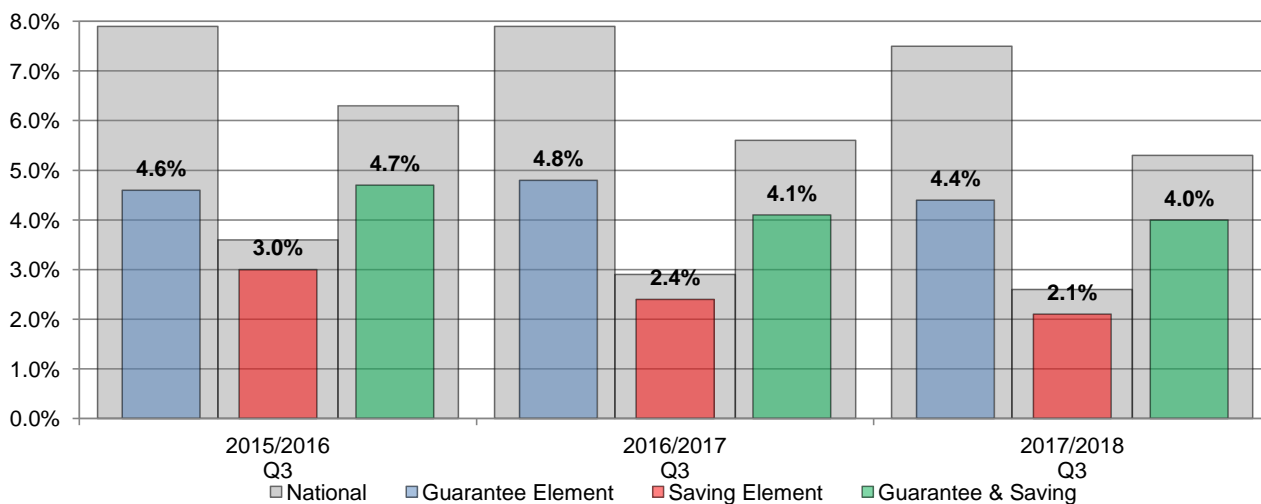
Fuel Poverty

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; and
• 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.

- 2013/2014: **9.0%**
- 2014/2015: **10.7%**
- 2015/2016: **11.5%**

☐ National   ☐ York
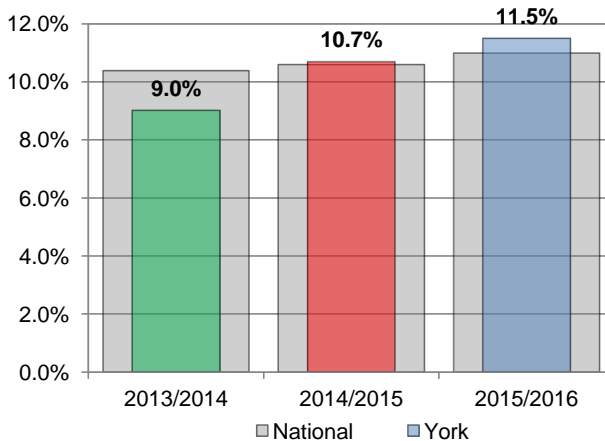
Source: Department for Business, Energy & Industrial Strategy

Pension Credit

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

- 2015/2016 Q3: **4.6%**, **3.0%**, **4.7%**
- 2016/2017 Q3: **4.8%**, **2.4%**, **4.1%**
- 2017/2018 Q3: **4.4%**, **2.1%**, **4.0%**

☐ National   ☐ Guarantee Element   ☐ Saving Element   ☐ Guarantee & Saving

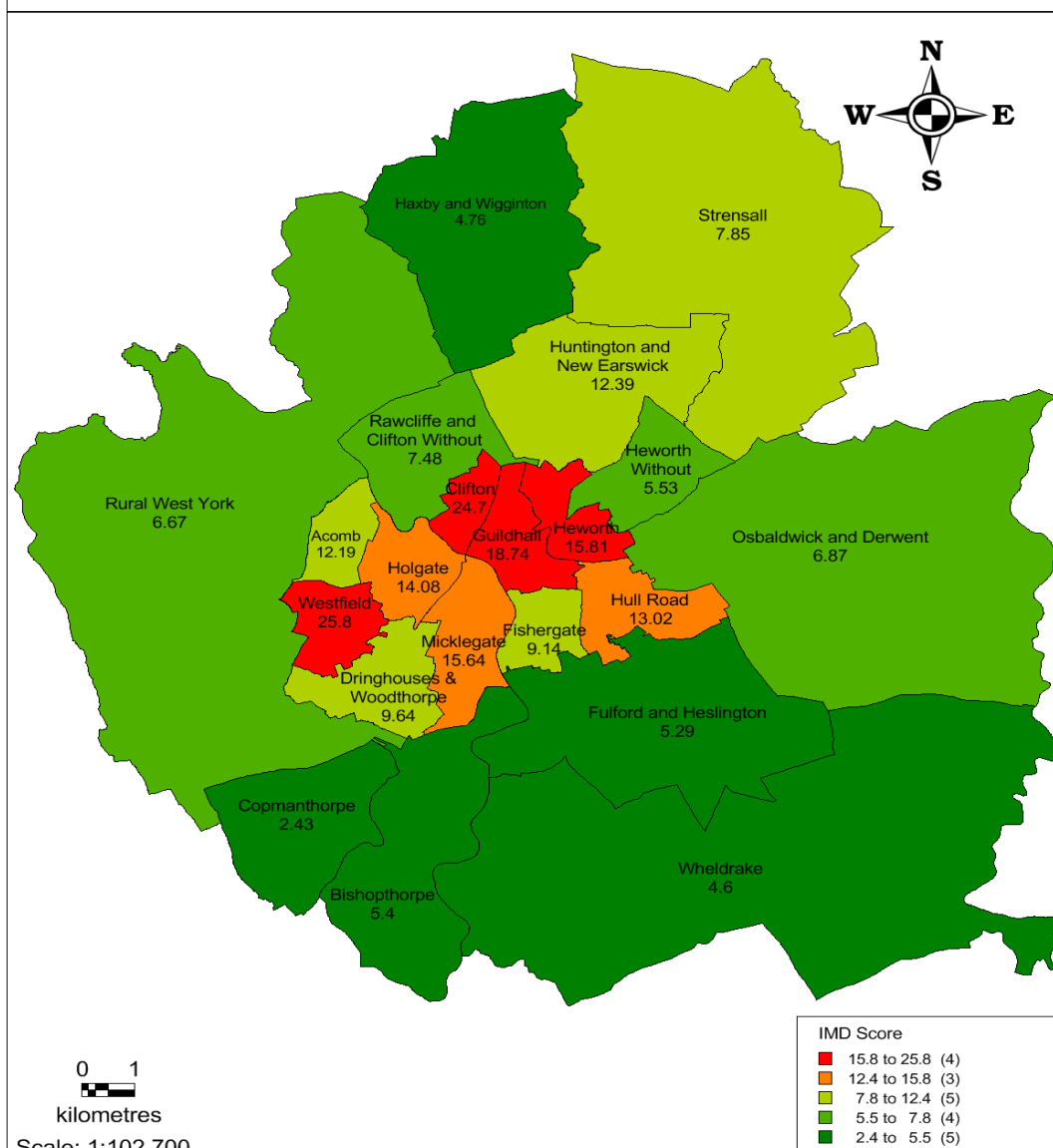**Source: Department for Work and Pensions (DWP)**

York Profile
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.

	2007	2010	2015
IMD	5.44	4.45	4.60
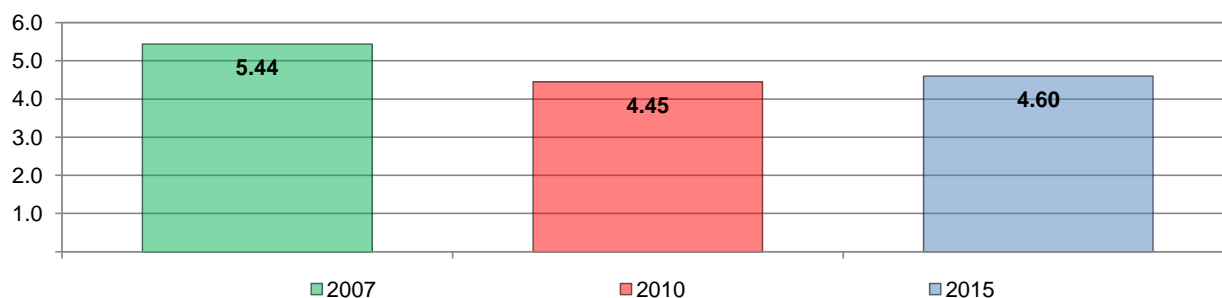
Source: Department for Communities and Local Government (DCLG)

Indices of Multiple Deprivation 2015: York Wards

Haxby and Wigginton
4.76

Strensall
7.85

Huntington and New Earswick
12.39

Rawcliffe and Clifton Without
7.48

Heworth Without
5.53

Rural West York
6.67

Clifton
24.7

Guildhall
18.74

Heworth
15.81

Osbaldwick and Derwent
6.87

Acomb
12.19

Holgate
14.08

Hull Road
13.02

Westfield
25.8

Micklegate
15.64

Fishergate
9.14

Dringhouses & Woodthorpe
9.64

Fulford and Heslington
5.29

Copmanthorpe
2.43

Bishopthorpe
5.4

Wheldrake
4.6

IMD Score
- 15.8 to 25.8 (4)
- 12.4 to 15.8 (3)
- 7.8 to 12.4 (5)
- 5.5 to 7.8 (4)
- 2.4 to 5.5 (5)

0   1
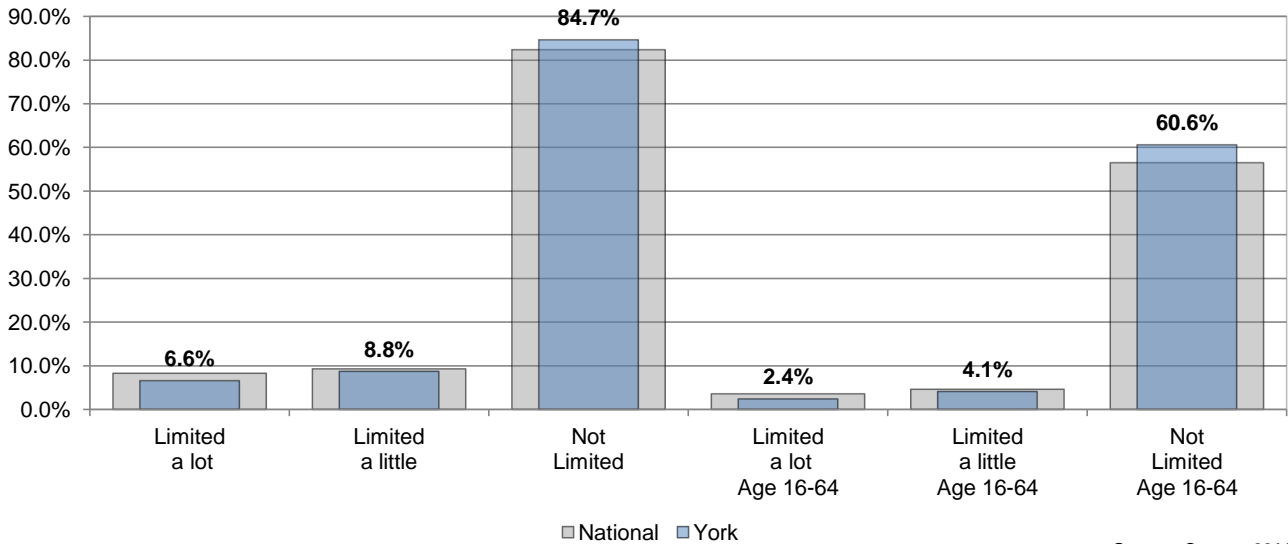kilometres
Scale: 1:102,700

Produced by

Business Intelligence Hub
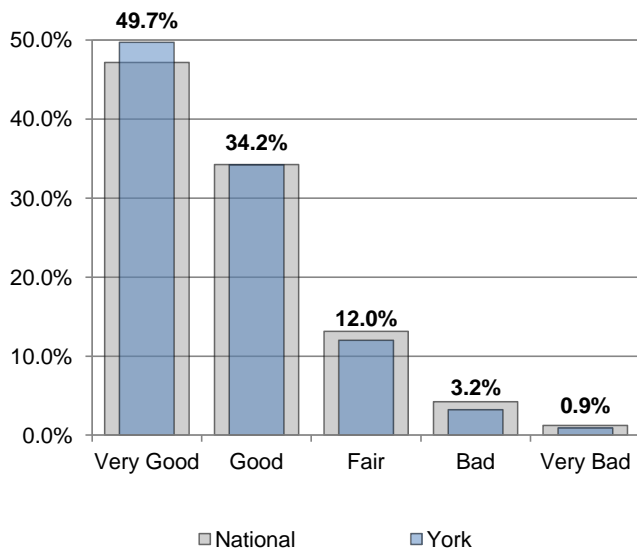
Created   19/10/2015

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Health and Wellbeing

Day to Day Activities

- Limited a lot: **6.6%**
- Limited a little: **8.8%**
- Not Limited: **84.7%**
- Limited a lot Age 16-64: **2.4%**
- Limited a little Age 16-64: **4.1%**
- Not Limited Age 16-64: **60.6%**

National / York

Source: Census 2011

General Health

- Very Good: **49.7%**
- Good: **34.2%**
- Fair: **12.0%**
- Bad: **3.2%**
- Very Bad: **0.9%**

National / York

Source: Census 2011

Provide Unpaid Care

- No Unpaid Care: **90.8%**
- 1 to 19 hours a week: **6.4%**
- 20 to 49 hours a week: **1.0%**
- 50 + hours a week: **1.8%**

National / York

Source: Census 2011

Adult Health & Lifestyle

- Limiting long term illness or disability: **15.3%**
- Obese adults: **23.0%**
- Binge drinking adults: **29.7%**
- Healthy eating adults: **28.3%**

National / York

Source: Public Health England

York Profile

Childhood weight

% Overweight - Reception: 20.8%
% Obese - Reception: 8.1%
% Overweight - Year 6: 28.5%
% Obese - Year 6: 15.5%

(3 year aggregated data)

Legend: National, 2015/2016, 2016/2017
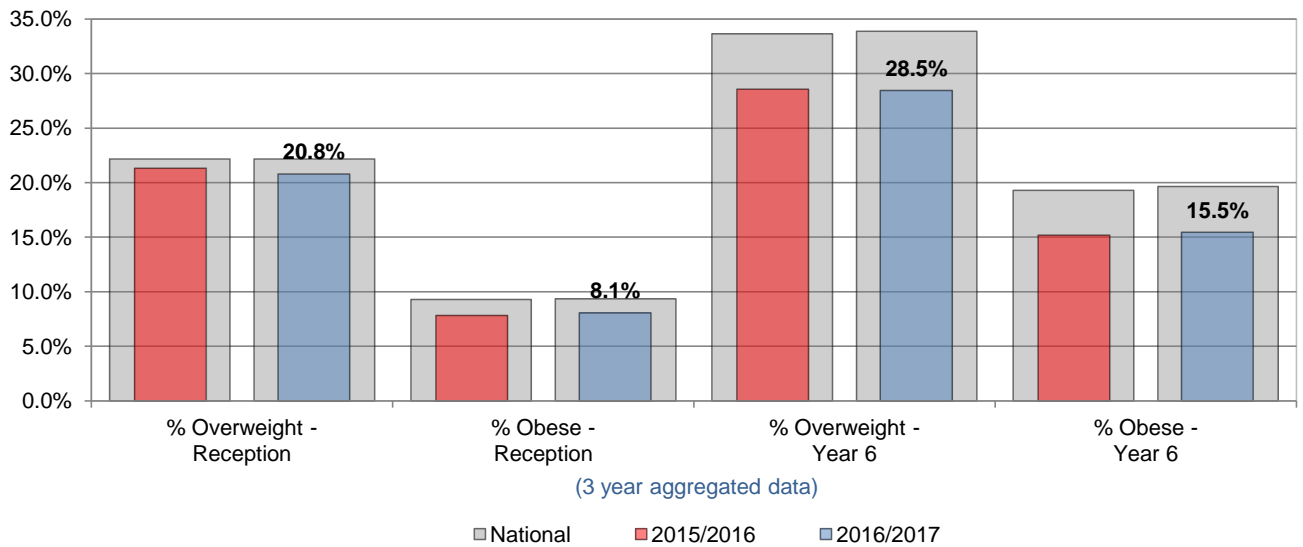
Source: Public Health England

Fertility and Life Expectancy

Live births per 1,000 women (15-44 years): 46.5
Life Expectancy (years) - Male: 79.8
Life Expectancy (years) - Female: 83.4

(5 year aggregated data)

Legend: National, York - 2014/2015, 2015/2016
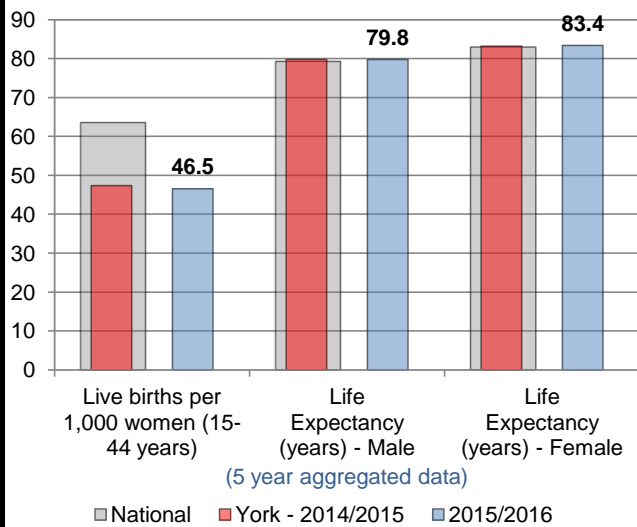
Source: Public Health England

Births

Birth weight less than 2500g: 2.1%
Teenage mothers (under 18): 1.0%

(5 year aggregated data)

Legend: National, York - 2014/2015, 2015/2016
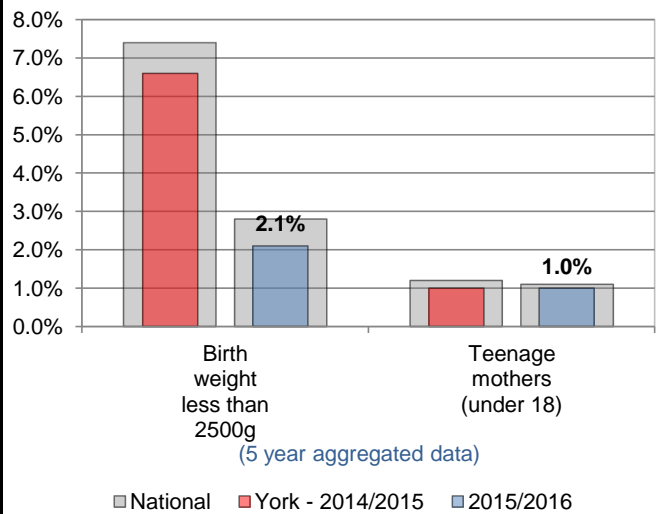
Source: Public Health England

Hospital Admissions

Hospital Admissions, All ages

All causes: 101.1
Coronary heart disease: 66.6
Intentional self harm: 111.9
Alcohol attributable conditions: 93.8
Hip replacement: 127.0
Knee replacement: 103.6

(standardised admission ratio, 4 year aggregated data)

Legend: National, York - 2014/2015, 2015/2016

Source: Public Health England

Hospital Admissions - Children & Young People

per 1,000 population, (3 year aggregated)

Unintentional and deliberate injuries to children (4 years aggregated)

Categories: Emergency admissions aged under 5 years (179); A&E attendance rate aged 0-4 years (412)

Categories: Emergency admissions aged under 5 years (135); A&E attendance rate aged 0-4 years (102); Aged 0-4 (114)

Legend: National, York - 2014/2015, 2015/2016

Source: Public Health England

Emergency hospital admissions

Categories: All causes (97.0); Coronary heart disease (98.4); Stroke (93.8); Myocardial Infarction (heart attack) (110.9); Chronic obstructive pulmonary disease (88.5); Hip fractures, persons aged 65+ (97.9)

(standardised admission ratio, 4 year aggregated data)
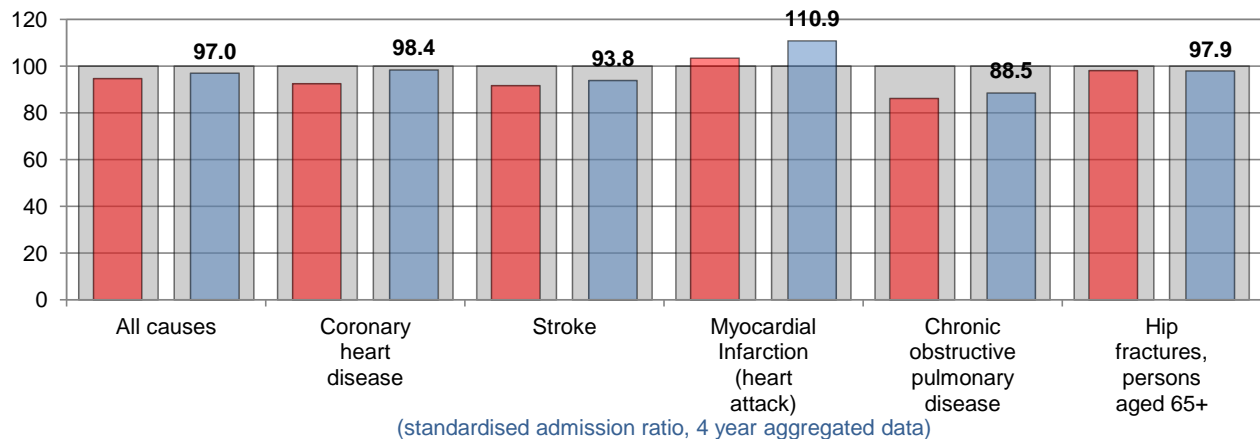
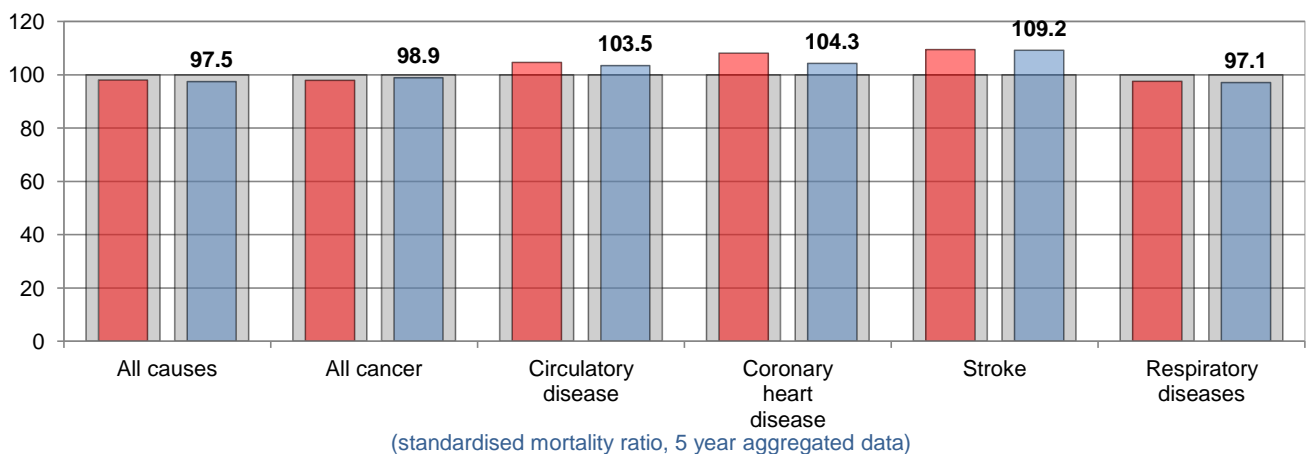The Standardised Admission Ratio (SAR) is a summary estimate of admission rates relative to the national pattern of admissions and takes into account differences in a population's age, sex and socioeconomic deprivation.

Legend: National, York - 2014/2015, 2015/2016

Source: Public Health England

Mortality

Mortality, All ages

Categories: All causes (97.5); All cancer (98.9); Circulatory disease (103.5); Coronary heart disease (104.3); Stroke (109.2); Respiratory diseases (97.1)

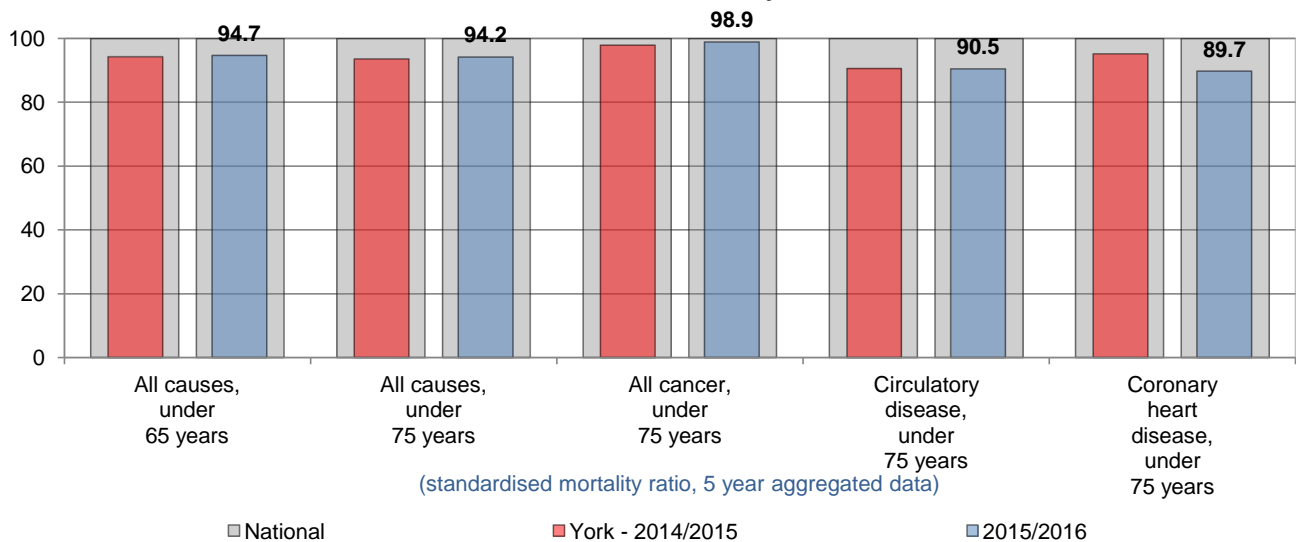(standardised mortality ratio, 5 year aggregated data)

The standardized 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.
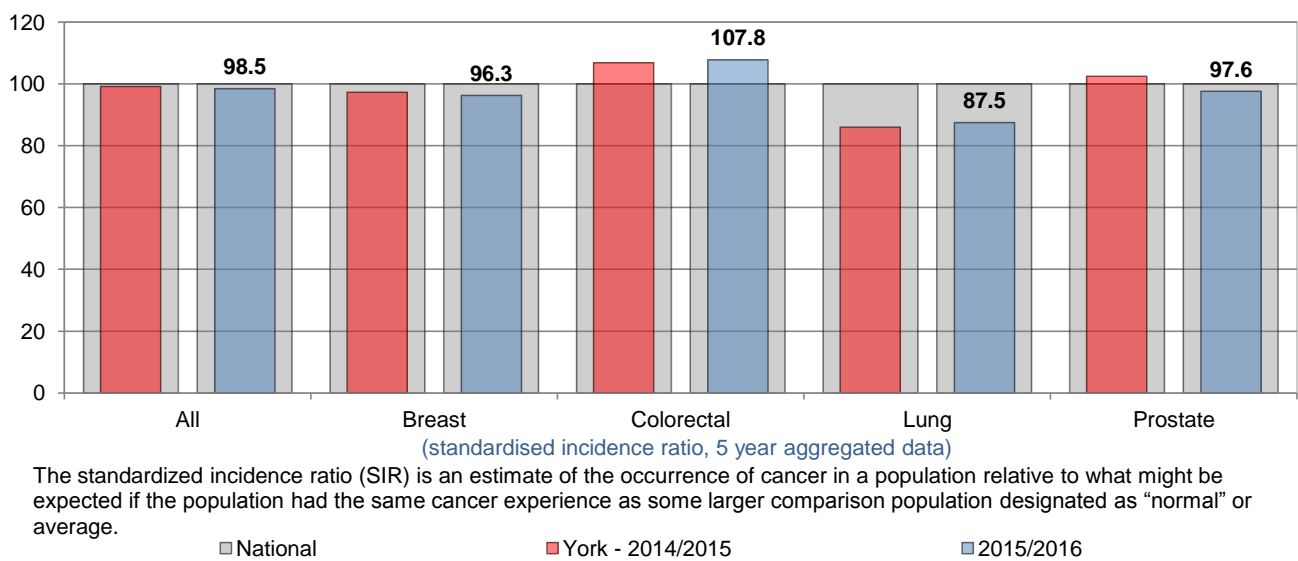
Legend: National, York - 2014/2015, 2015/2016

Source: Public Health England

Premature mortality
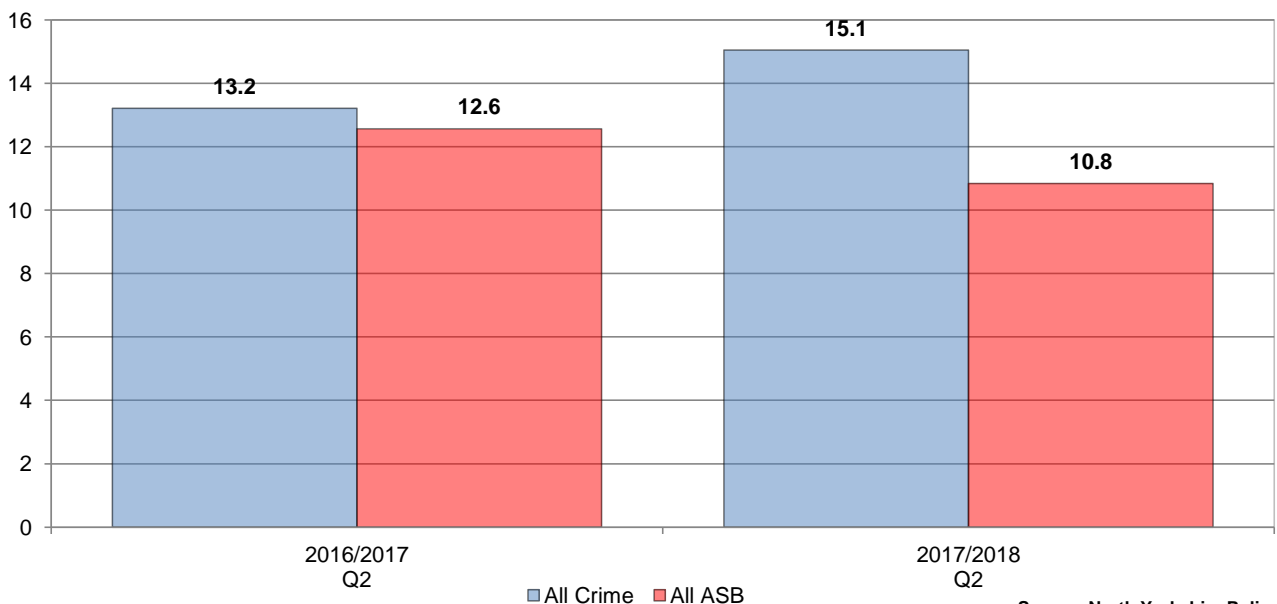
Premature mortality bar chart showing National, York - 2014/2015, and 2015/2016 values:
- All causes, under 65 years: 94.7
- All causes, under 75 years: 94.2
- All cancer, under 75 years: 98.9
- Circulatory disease, under 75 years: 90.5
- Coronary heart disease, under 75 years: 89.7

(standardised mortality ratio, 5 year aggregated data)

■ National   ■ York - 2014/2015   ■ 2015/2016

Source: Public Health England

New cases of cancer

New cases of cancer bar chart showing National, York - 2014/2015, and 2015/2016 values:
- All: 98.5
- Breast: 96.3
- Colorectal: 107.8
- Lung: 87.5
- Prostate: 97.6

(standardised incidence ratio, 5 year aggregated data)

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 - 2014/2015   ■ 2015/2016

Source: Public Health England

Crime and Anti-Social Behaviour

Total Crime and Total Anti-Social Behaviour per 1,000 population

Bar chart showing All Crime and All ASB:
- 2016/2017 Q2: All Crime 13.2, All ASB 12.6
- 2017/2018 Q2: All Crime 15.1, All ASB 10.8

■ All Crime   ■ All ASB

Source: North Yorkshire Police

York Profile

ASB per 1,000 population

Legend: ■ Environmental ■ Nuisance ■ Personal

2016/2017 Q2
- Environmental: 0.8
- Nuisance: 8.6
- Personal: 3.2

2017/2018 Q2
- Environmental: 0.5
- Nuisance: 8.2
- Personal: 2.1

Source: North Yorkshire Police
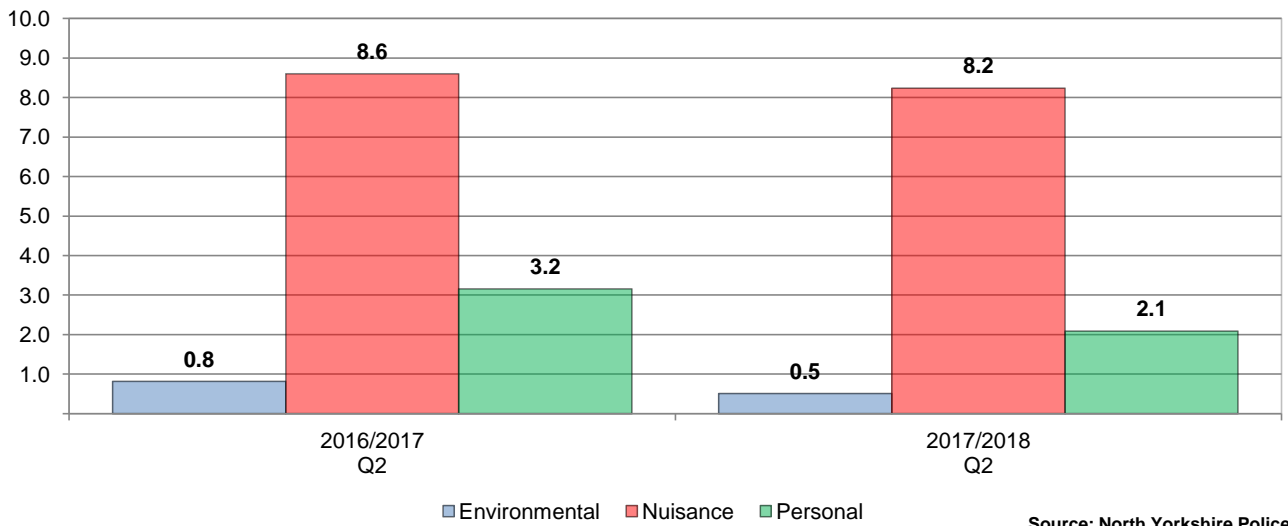
Crime Rate per 1,000 population

Legend: ■ Autocrime ■ Burglary ■ Damage ■ Theft ■ Violence ■ Other

2016/2017 Q2
- Autocrime: 0.9
- Burglary: 1.4
- Damage: 1.8
- Theft: 4.6
- Violence: 3.2
- Other: 1.1

2017/2018 Q2
- Autocrime: 0.7
- Burglary: 1.4
- Damage: 2.0
- Theft: 5.1
- Violence: 4.3
- Other: 1.7

Source: North Yorkshire Police
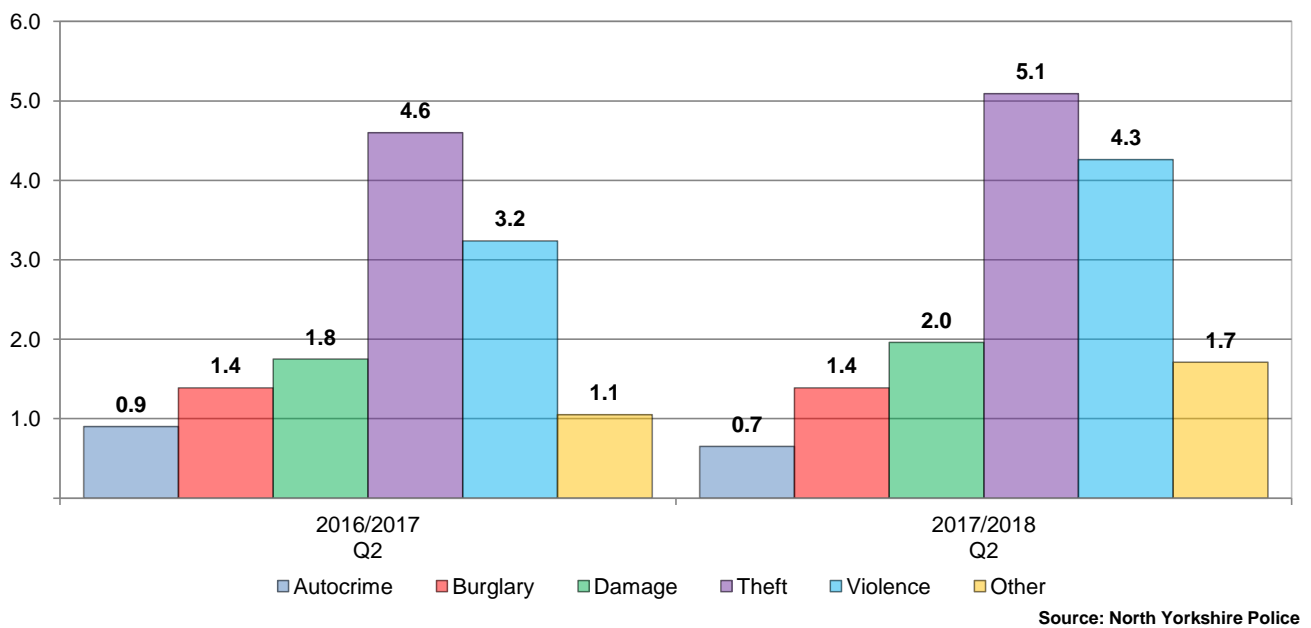
Adult Social Care

Average Weekly Homecare Hours by Client Type and Age

Legend: ■ 2016/2017 ■ 2017/2018

Client Type/Age	2016/2017	2017/2018
Total	10.2	9.09
Carer	8.21	8.21
Learning Disability	10.1	1.98
Mental Health	7.04	7.04
Other Vulnerable People	6.68	6.68
Physical disability, frailty and/or sensory impairment	10.49	10.49
Substance Misuse	8.3	18.00
Supporting People	10.6	7.58
18-64	10.3	6.91
65-74	10.6	8.61
75-84	10.74	10.74
85-94	10.37	10.37
95+	6.8	9.98

Source: Adults Social Care

Homecare Clients by Type and Age

Homecare Clients by Type and Age — bar chart comparing 2016/2017 and 2017/2018:
- Carer: 9
- Learning Disability: 156
- Mental Health: 63
- Other Vulnerable People: 36
- Physical disability, frailty and/or sensory impairment: 1,125
- Substance Misuse: 2
- Supporting People: 4
- 18-64: 370
- 65-74: 168
- 75-84: 321
- 85-94: 435
- 95+: 101

Legend: 2016/2017, 2017/2018

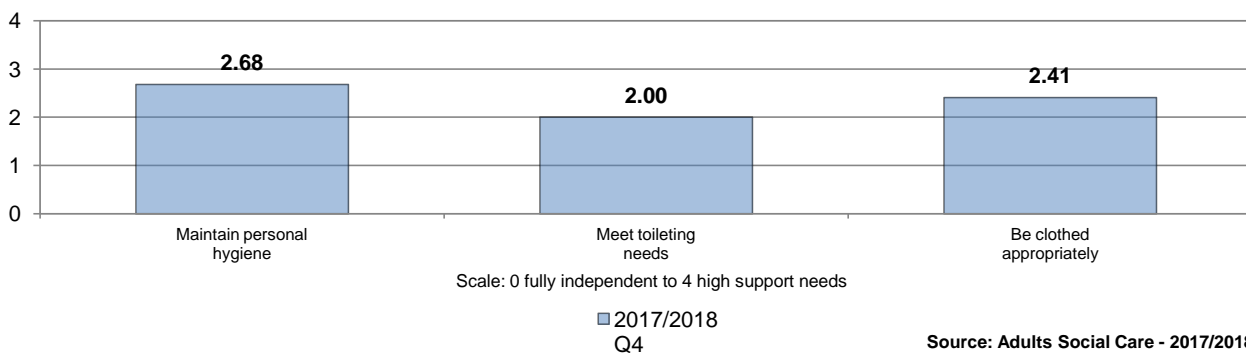## Average score recorded by customers for supported self assessments completed in period
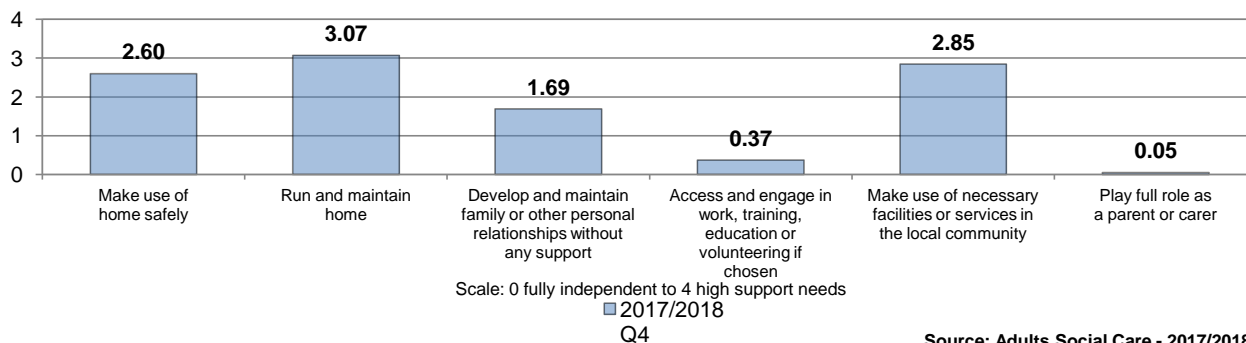
Managing and Maintaining Nutrition

- Manage shopping: 3.31
- Manage preparing meals and snacks: 3.05
- Manage eating and drinking: 1.25
- Overall: 2.90

Scale: 0 fully independent to 4 high support needs

Legend: 2017/2018 Q4

Personal Hygiene

- Maintain personal hygiene: 2.68
- Meet toileting needs: 2.00
- Be clothed appropriately: 2.41

Scale: 0 fully independent to 4 high support needs

Legend: 2017/2018 Q4

Home and Relationships

- Make use of home safely: 2.60
- Run and maintain home: 3.07
- Develop and maintain family or other personal relationships without any support: 1.69
- Access and engage in work, training, education or volunteering if chosen: 0.37
- Make use of necessary facilities or services in the local community: 2.85
- Play full role as a parent or carer: 0.05

Scale: 0 fully independent to 4 high support needs

Legend: 2017/2018 Q4

Making decisions and having control over day to day life

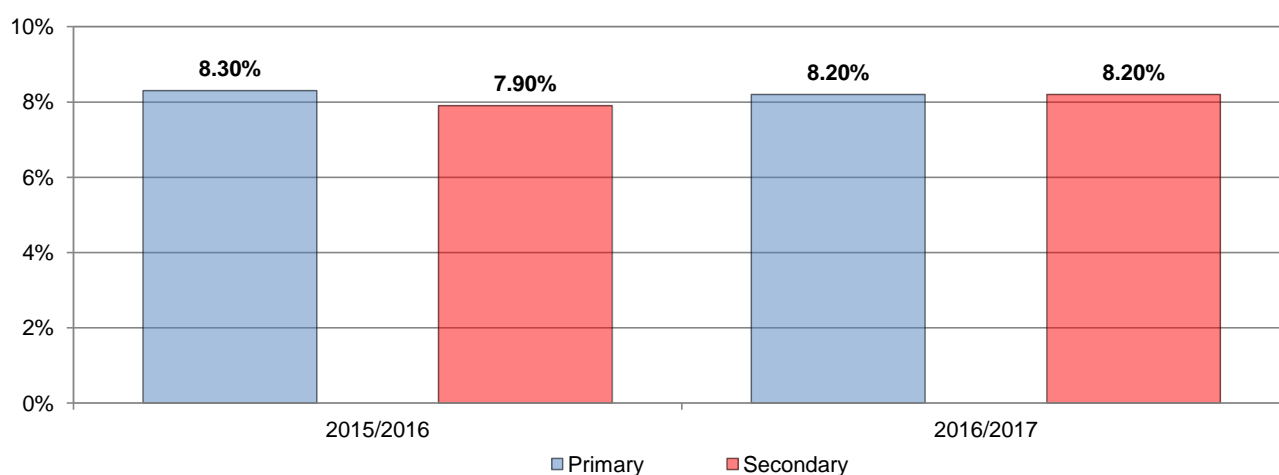Scale: 0 fully independent to 4 high support needs

■ 2017/2018 Q4

Source: Adults Social Care - 2017/2018

Education and Schools

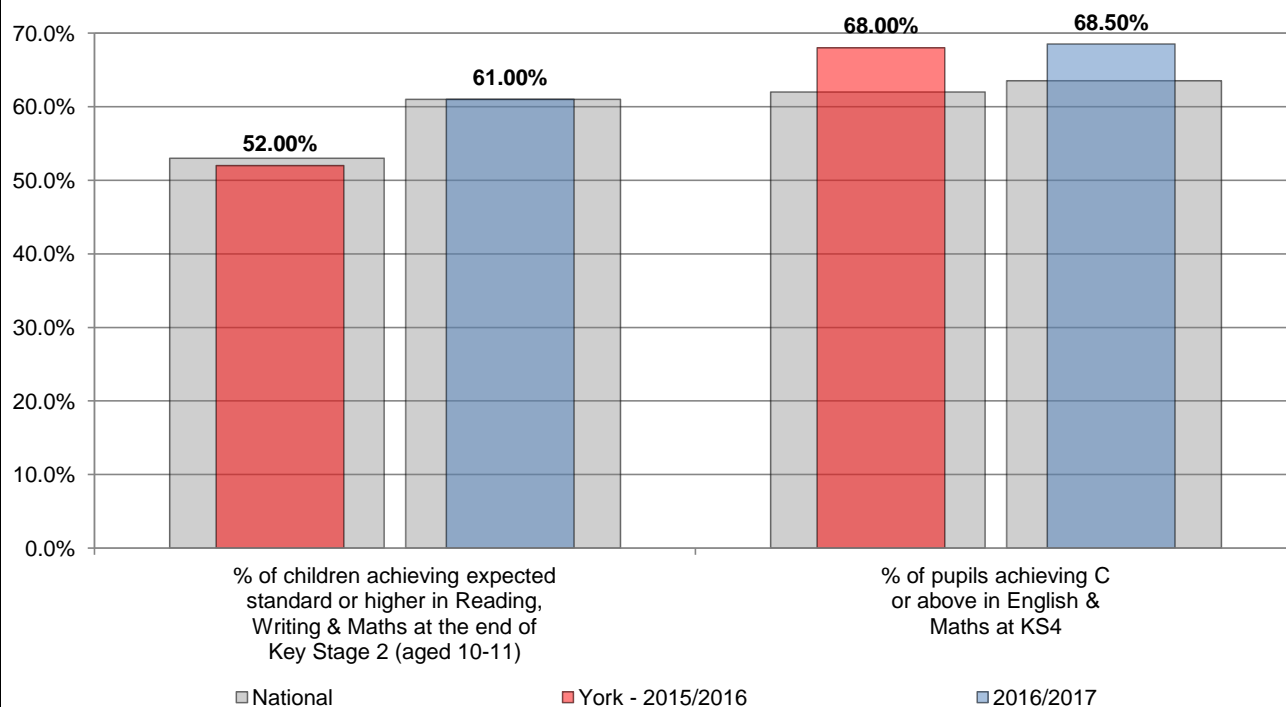The following data only relates to those pupils who attend York Schools.

% Free School Meal pupils - (excluding subsidiary pupils)

■ Primary ■ Secondary

Number of Pupils	2015/2016	2016/2017
Primary	13,303	13,454
Secondary	7,883	8,239

Source: School Census - October

Educational Attainment

% of children achieving expected standard or higher in Reading, Writing & Maths at the end of Key Stage 2 (aged 10-11)

% of pupils achieving C or above in English & Maths at KS4
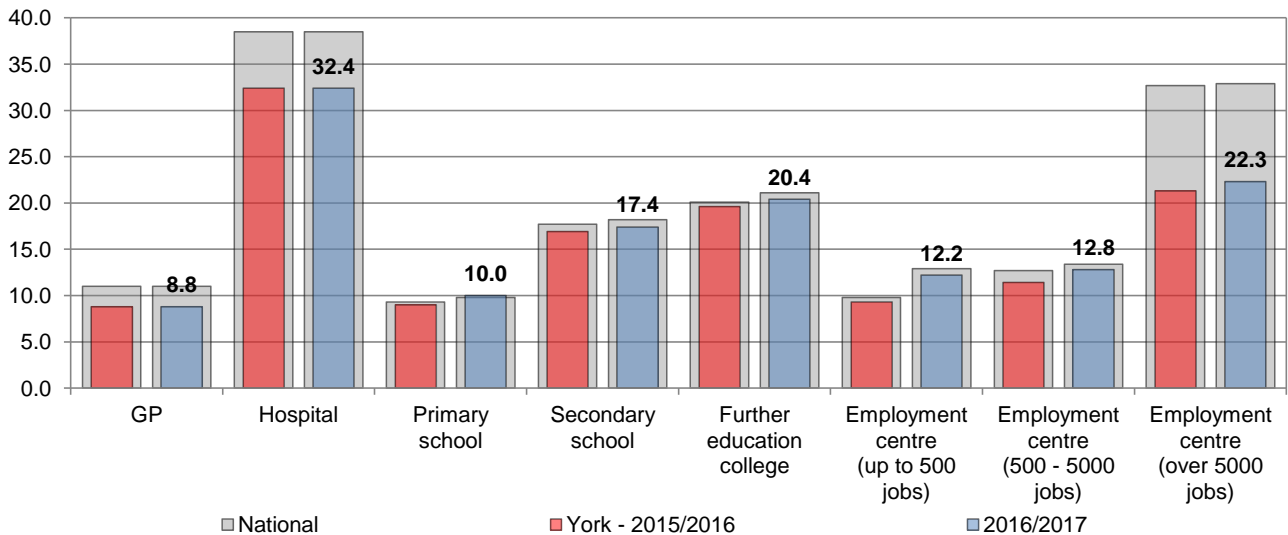
■ National ■ York - 2015/2016 ■ 2016/2017

Source: Department for Education - 2016/17

Access to local services

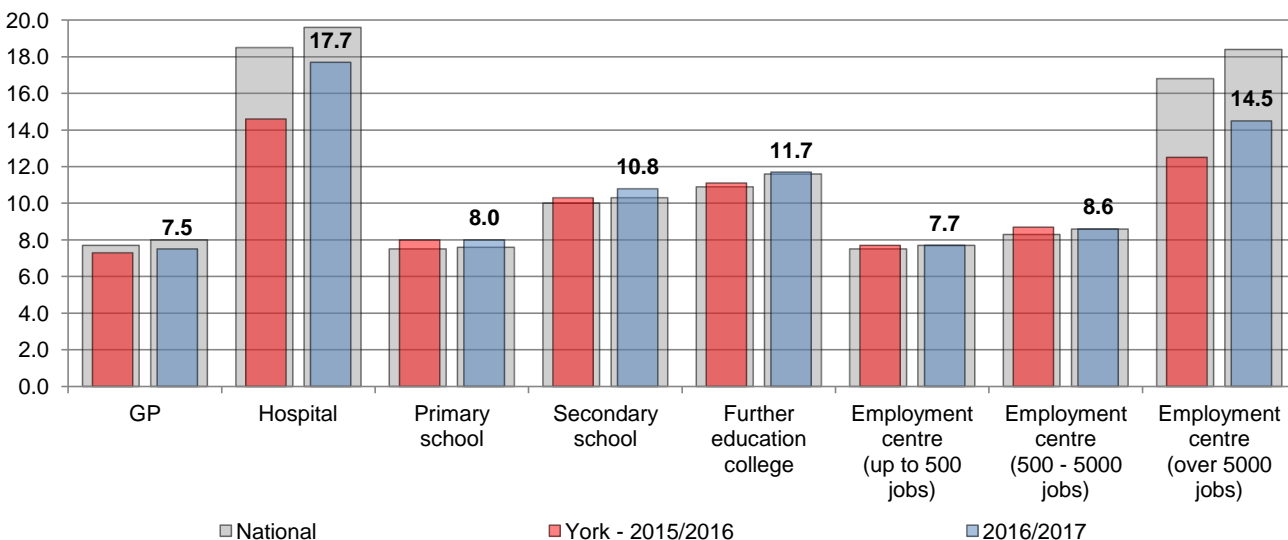### Travel time (minutes) by public transport / walking to nearest...

Values labelled: GP 8.8, Hospital 32.4, Primary school 10.0, Secondary school 17.4, Further education college 20.4, Employment centre (up to 500 jobs) 12.2, Employment centre (500 - 5000 jobs) 12.8, Employment centre (over 5000 jobs) 22.3

Legend: National, York - 2015/2016, 2016/2017

Source: Department of Transport - Journey time statistics

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

Values labelled: GP 8.8, Hospital 22.3, Primary school 9.0, Secondary school 14.2, Further education college 15.6, Employment centre (up to 500 jobs) 8.9, Employment centre (500 - 5000 jobs) 10.7, Employment centre (over 5000 jobs) 18.6

Legend: National, York - 2015/2016, 2016/2017
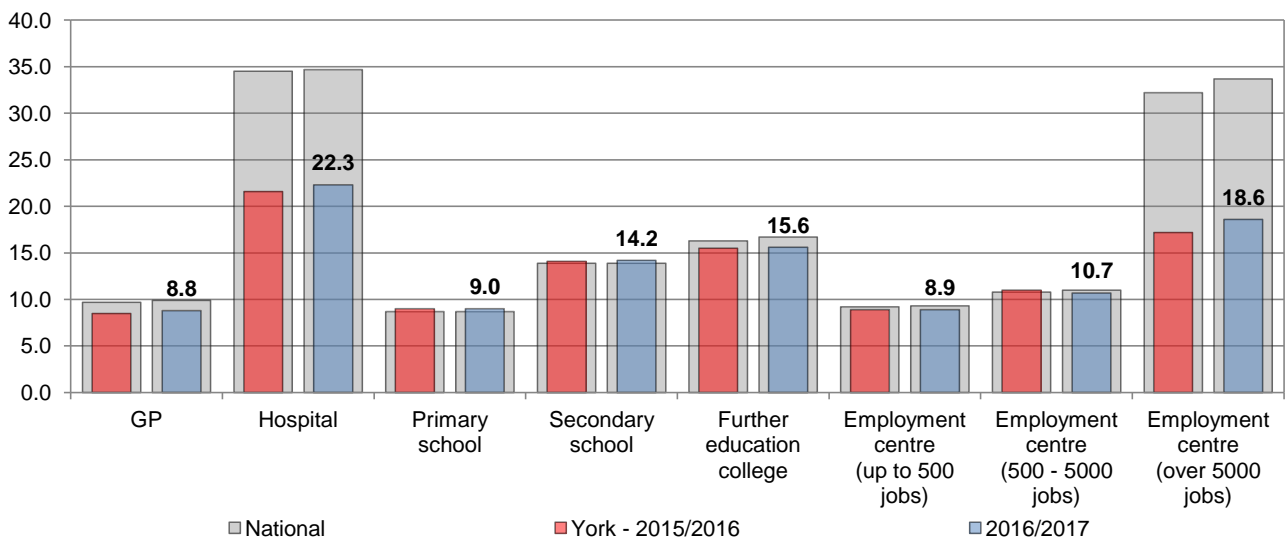
Source: Department of Transport - Journey time statistics

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

Values labelled: GP 7.5, Hospital 17.7, Primary school 8.0, Secondary school 10.8, Further education college 11.7, Employment centre (up to 500 jobs) 7.7, Employment centre (500 - 5000 jobs) 8.6, Employment centre (over 5000 jobs) 14.5

Legend: National, York - 2015/2016, 2016/2017

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)	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.
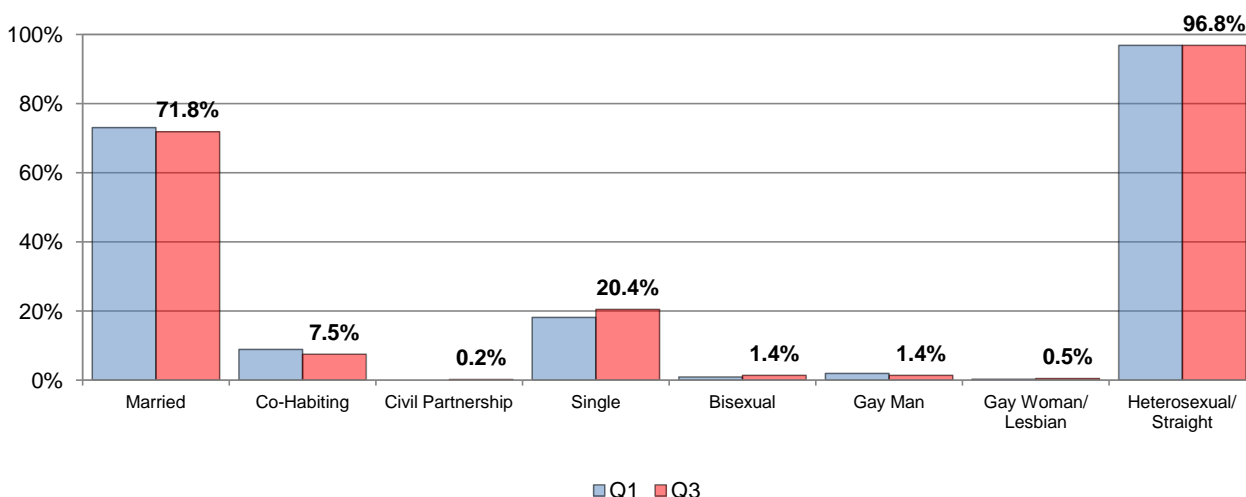
Resident Engagement

Talkabout Survey Respondents - Equality profile

Number of Responses: Q1 - 456, Q3 - 480
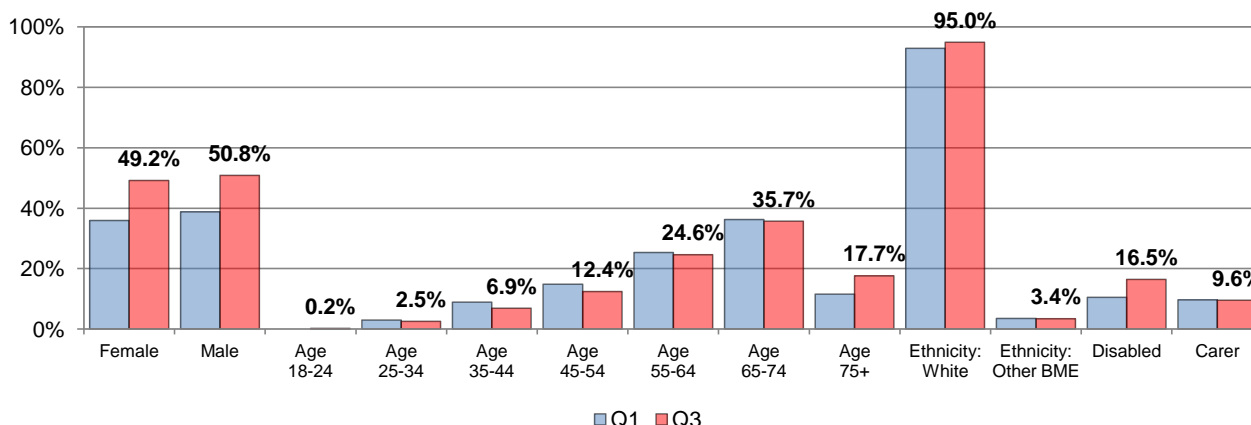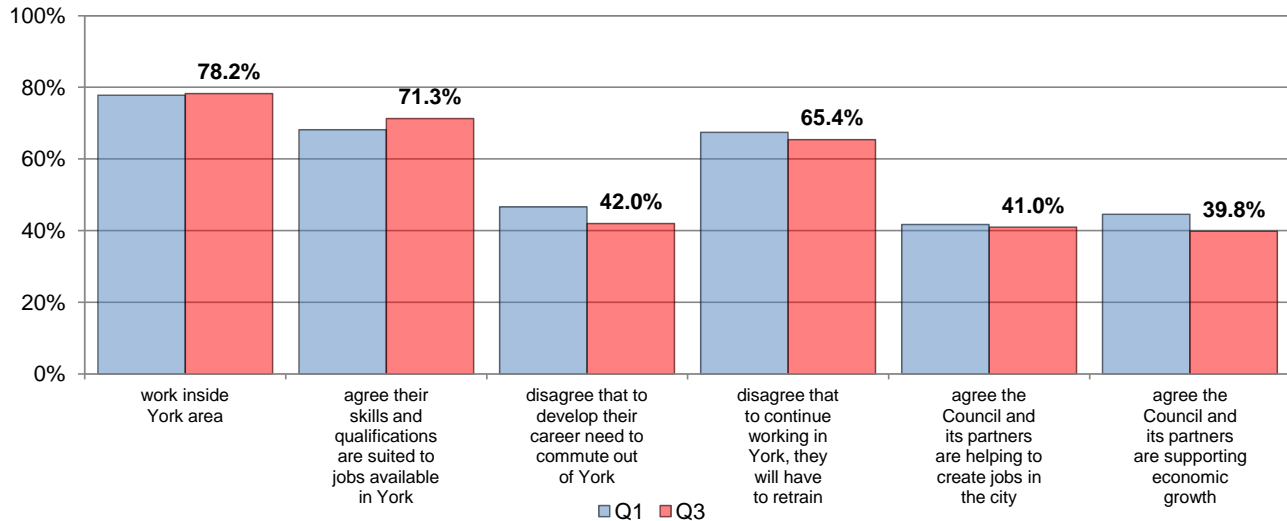

Source: Talkabout Survey - Q1 + Q3 2017/2018

Source: Talkabout Survey - Q1 + Q3 2017/2018

Resident responses about the Local Economy

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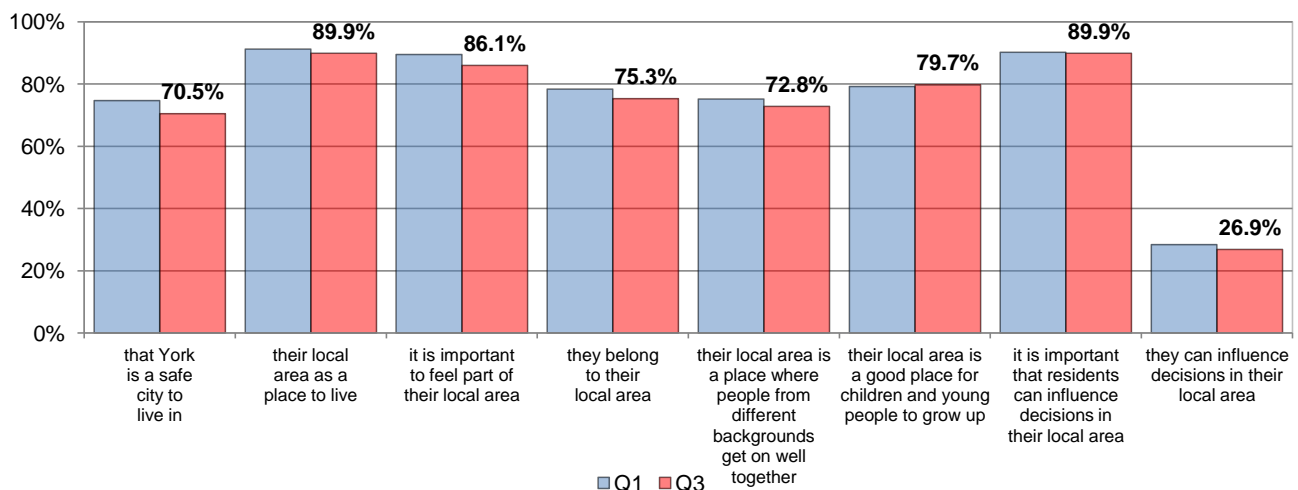

Category	Q3 value
work inside York area	78.2%
agree their skills and qualifications are suited to jobs available in York	71.3%
disagree that to develop their career need to commute out of York	42.0%
disagree that to continue working in York, they will have to retrain	65.4%
agree the Council and its partners are helping to create jobs in the city	41.0%
agree the Council and its partners are supporting economic growth	39.8%

NB - Number of responses varies for each question

□ Q1 □ Q3

Source: Talkabout Survey - Q1 + Q3 2017/2018

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
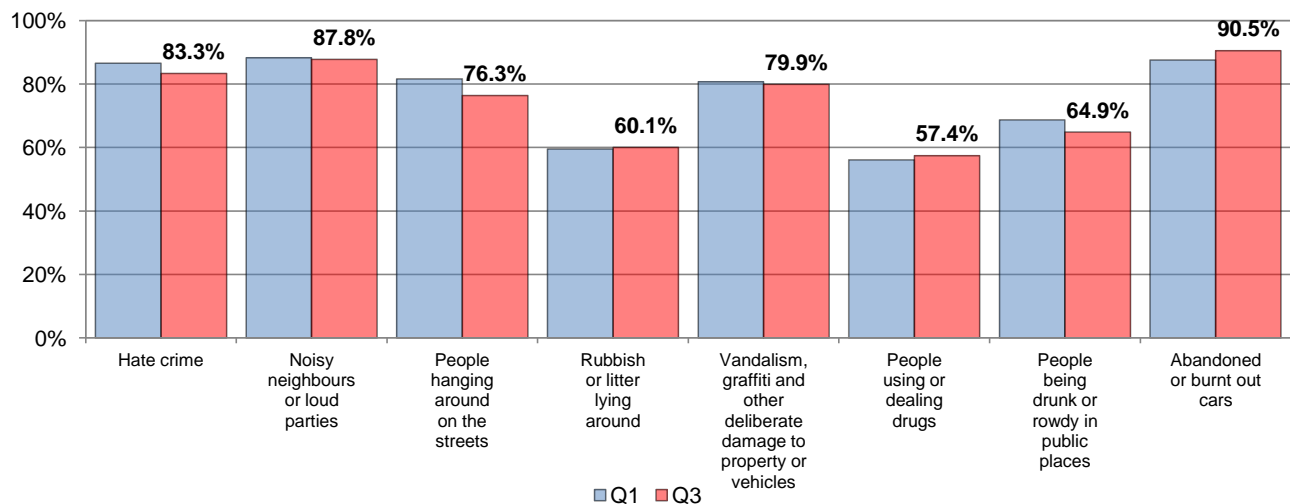

Category	Q3 value
that York is a safe city to live in	70.5%
their local area as a place to live	89.9%
it is important to feel part of their local area	86.1%
they belong to their local area	75.3%
their local area is a place where people from different backgrounds get on well together	72.8%
their local area is a good place for children and young people to grow up	79.7%
it is important that residents can influence decisions in their local area	89.9%
they can influence decisions in their local area	26.9%

NB - Number of responses varies for each question

□ Q1 □ Q3

Source: Talkabout Survey - Q1 + Q3 2017/2018

Resident satisfaction responses about Public Realm in their Local Area

Respondents reporting the following as 'not a problem'

Category	Q3 value
Hate crime	83.3%
Noisy neighbours or loud parties	87.8%
People hanging around on the streets	76.3%
Rubbish or litter lying around	60.1%
Vandalism, graffiti and other deliberate damage to property or vehicles	79.9%
People using or dealing drugs	57.4%
People being drunk or rowdy in public places	64.9%
Abandoned or burnt out cars	90.5%

NB - Number of responses varies for each question
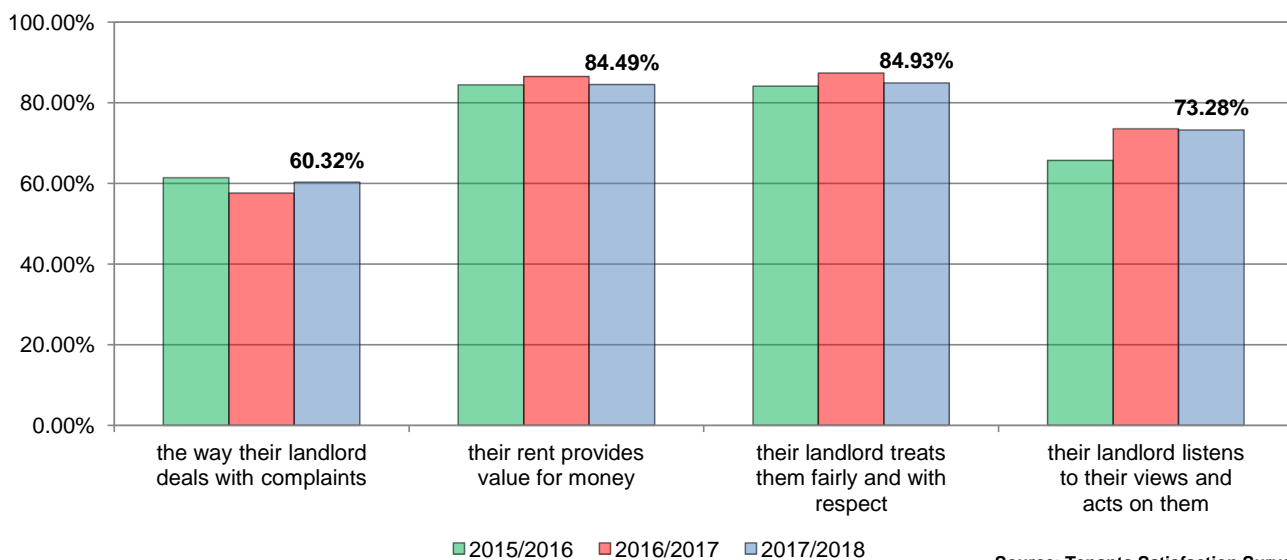
□ Q1 □ Q3

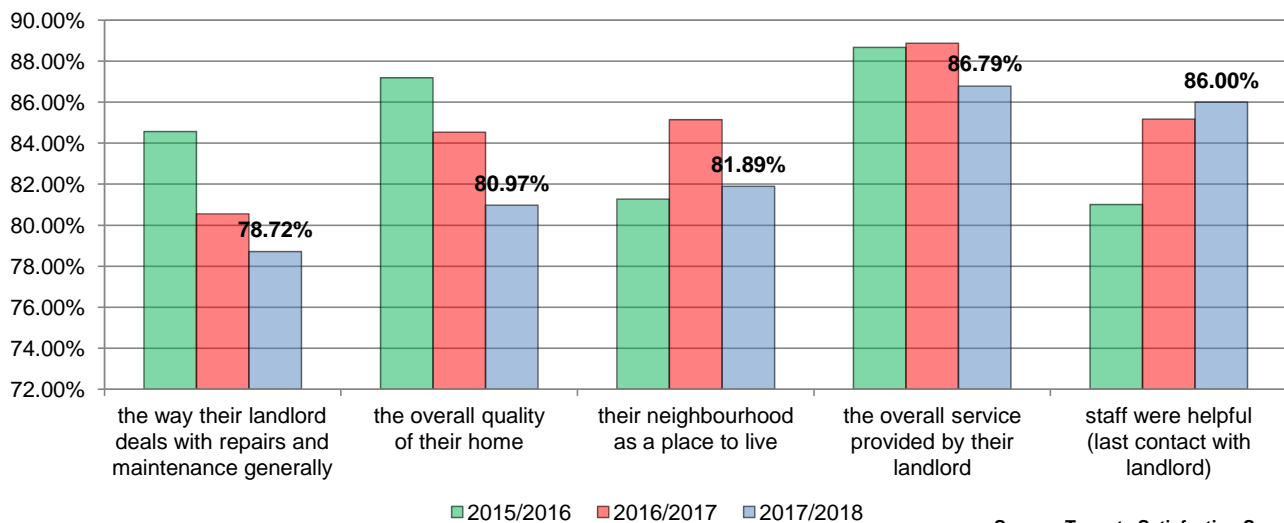**Source: Talkabout Survey - Q1 + Q3 2017/2018**

York Profile

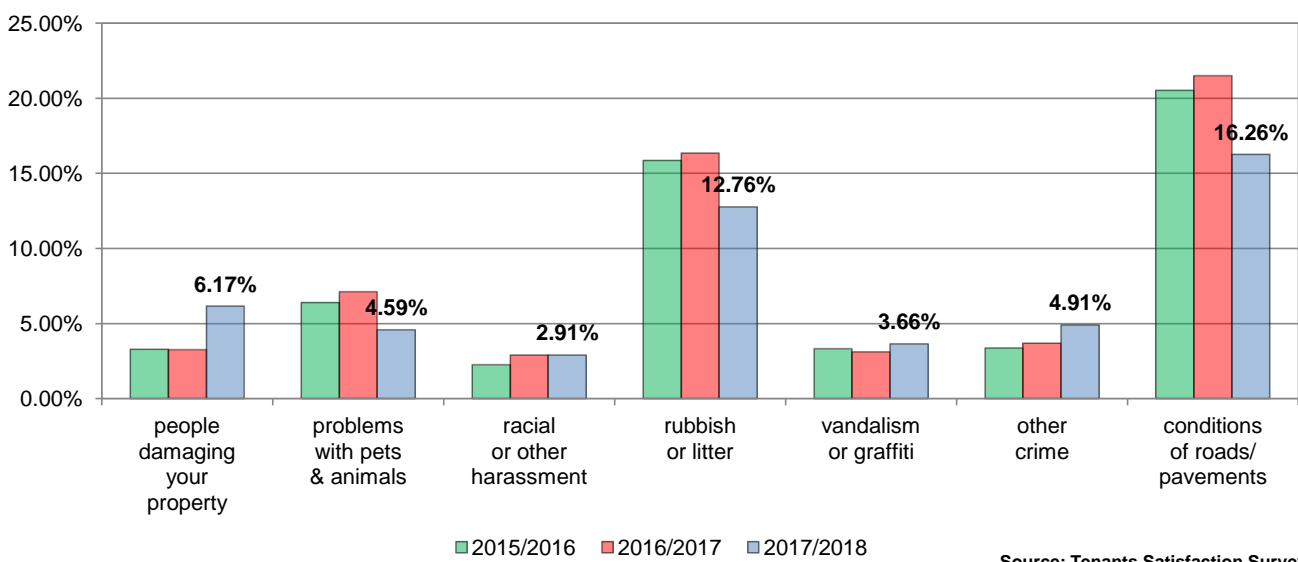## Resident satisfaction responses about the Council (and partners)

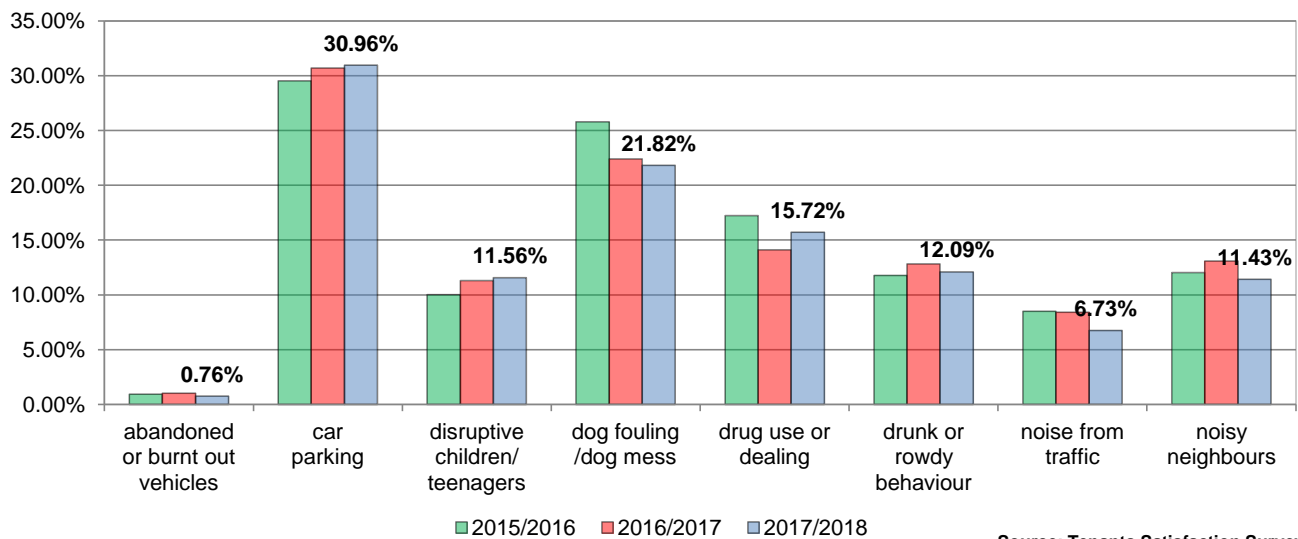NB - Number of responses varies for each question

Legend: Q1 | Q3
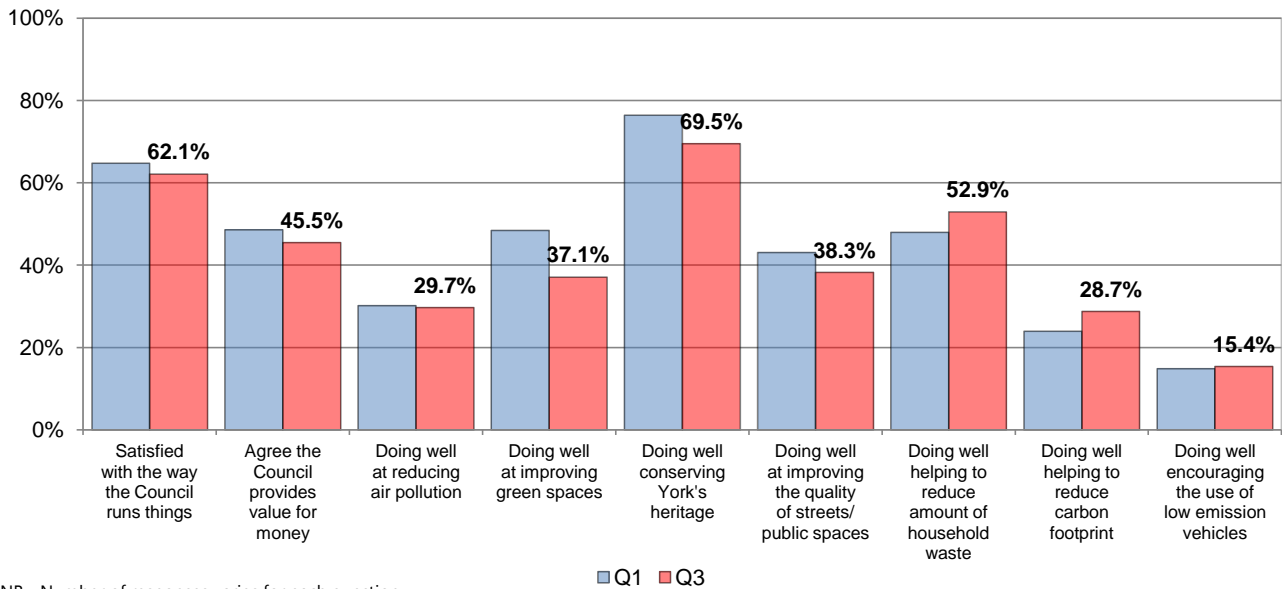
York Council house tenants satisfied with / agree that...

Legend: 2015/2016 | 2016/2017 | 2017/2018

Legend: 2015/2016 | 2016/2017 | 2017/2018

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

Bar chart showing percentages for 2015/2016, 2016/2017, 2017/2018:
- abandoned or burnt out vehicles: 0.76%
- car parking: 30.96%
- disruptive children/teenagers: 11.56%
- dog fouling/dog mess: 21.82%
- drug use or dealing: 15.72%
- drunk or rowdy behaviour: 12.09%
- noise from traffic: 6.73%
- noisy neighbours: 11.43%

Source: Tenants Satisfaction Survey

Bar chart showing percentages for 2015/2016, 2016/2017, 2017/2018:
- people damaging your property: 6.17%
- problems with pets & animals: 4.59%
- racial or other harassment: 2.91%
- rubbish or litter: 12.76%
- vandalism or graffiti: 3.66%
- other crime: 4.91%
- conditions of roads/pavements: 16.26%

Source: Tenants Satisfaction Survey

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.

York Profile

Experian Types

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.