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.

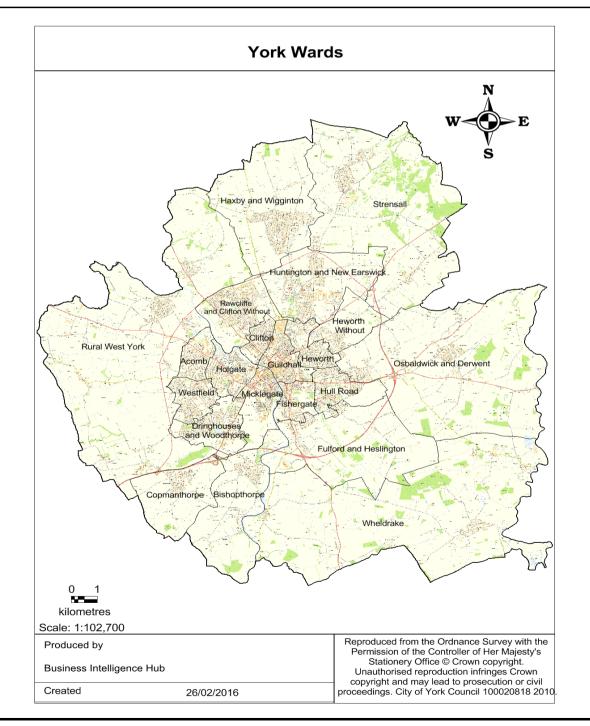
• £537.41 was the Average Weekly Household Income in 2011/2012 (£405.83 in 2007/2008).

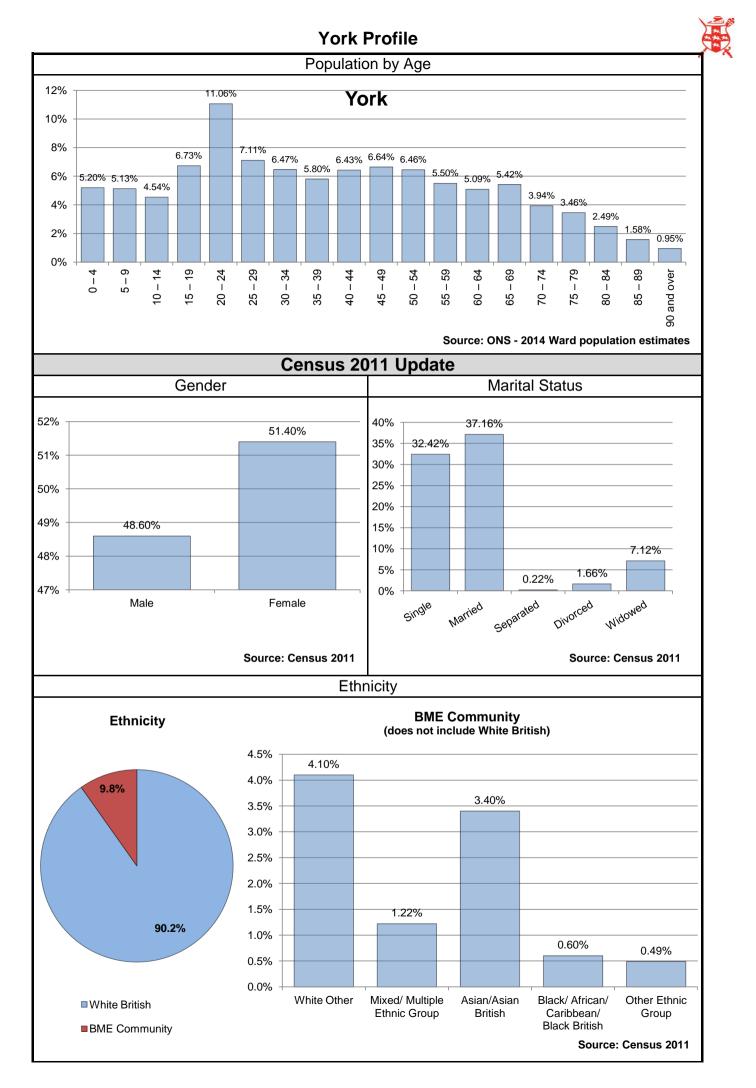
• 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants.

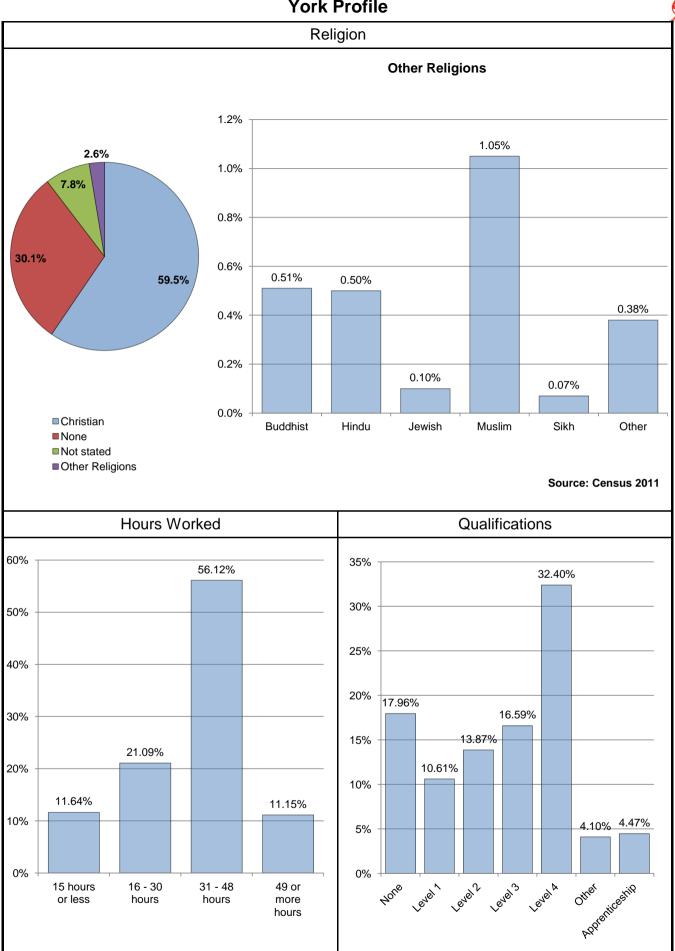
• 73.5% of residents have a NVQ level 1 - 4 qualification and 18.0% have no qualifications at all.

• 10.6% of children live in poverty and there are 10.7% of households in fuel poverty.

• 5.2% of the working population (aged 16-64) claim out of work benefits and 0.4% claim job seekers allowance.



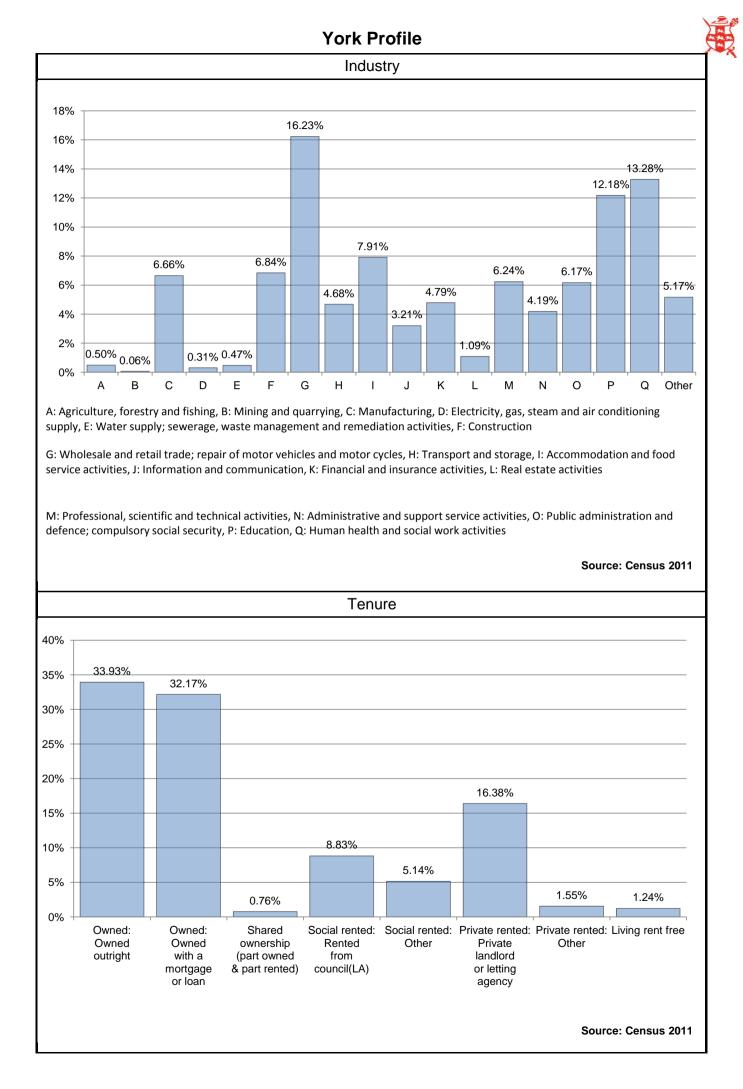


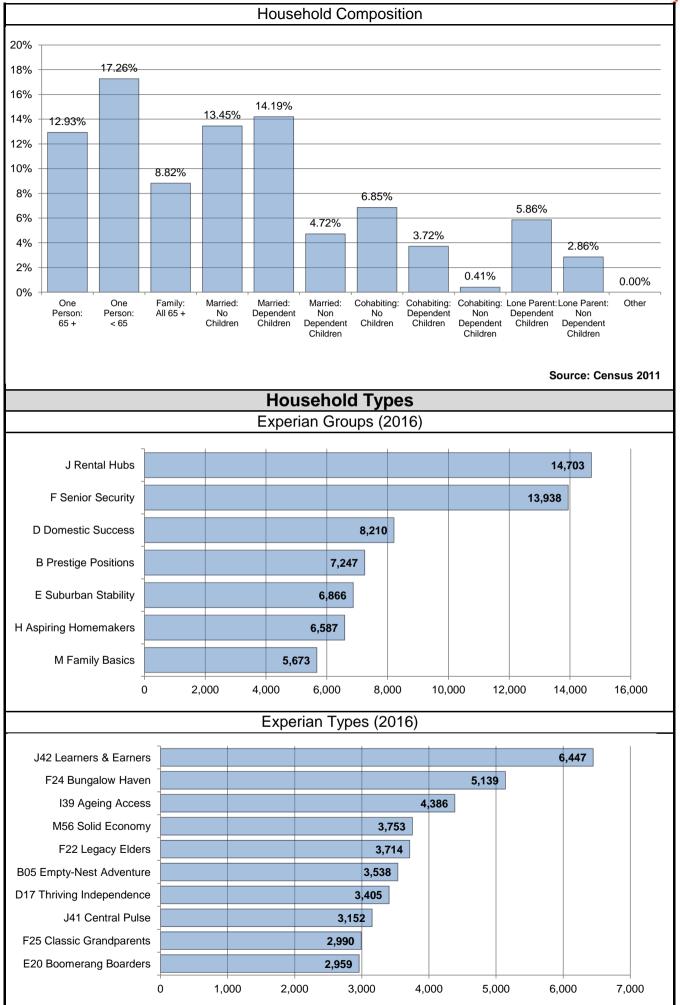


hours

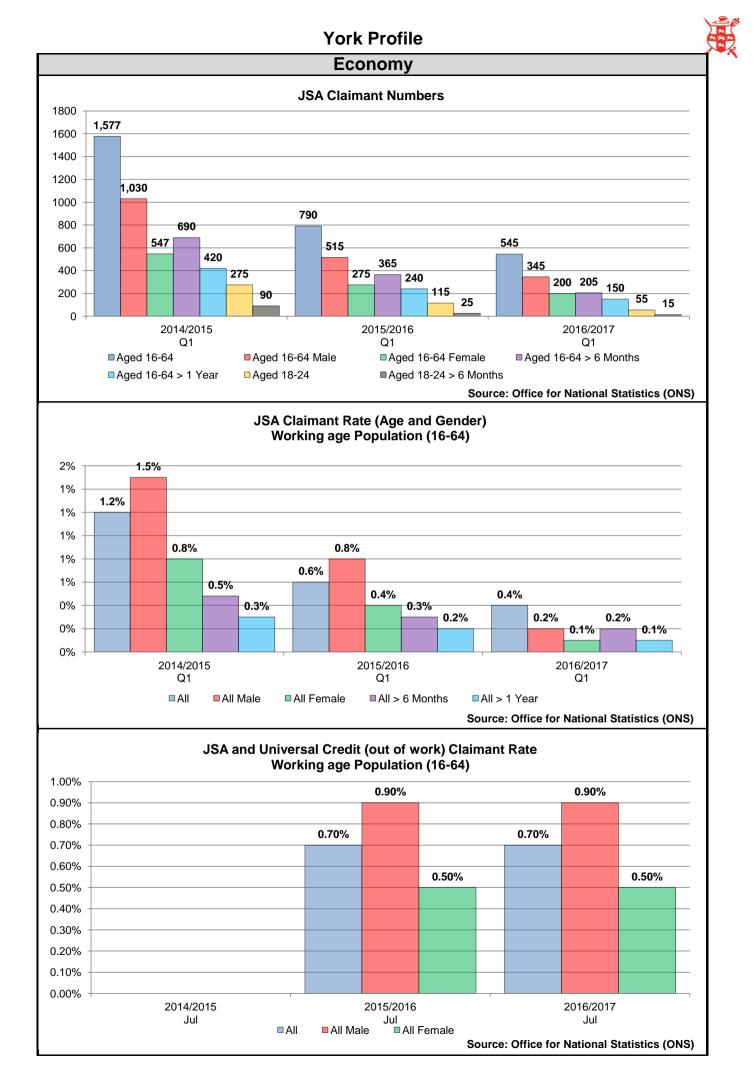
Source: Census 2011

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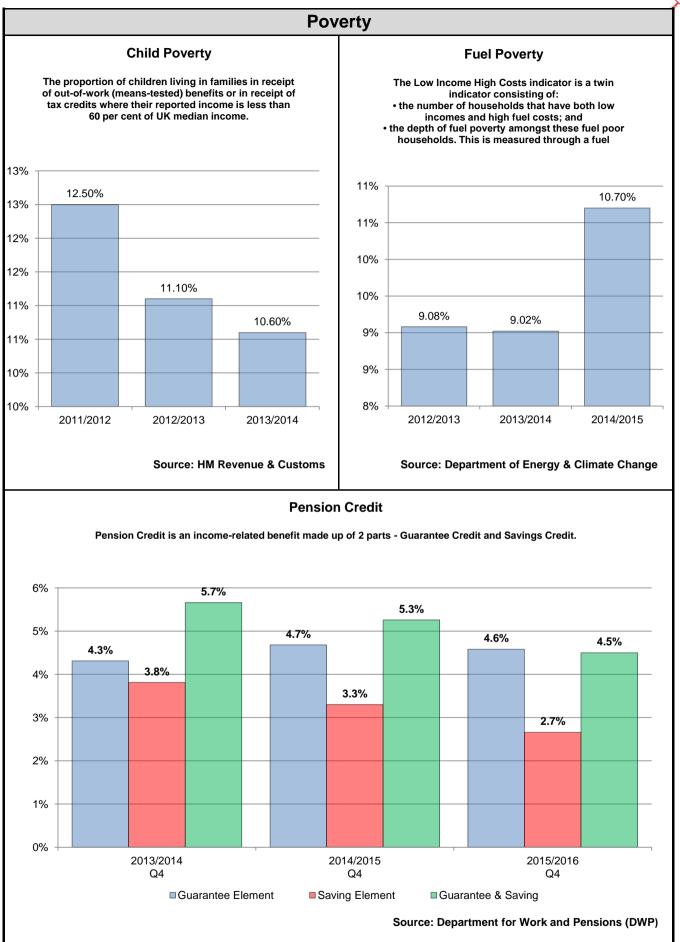


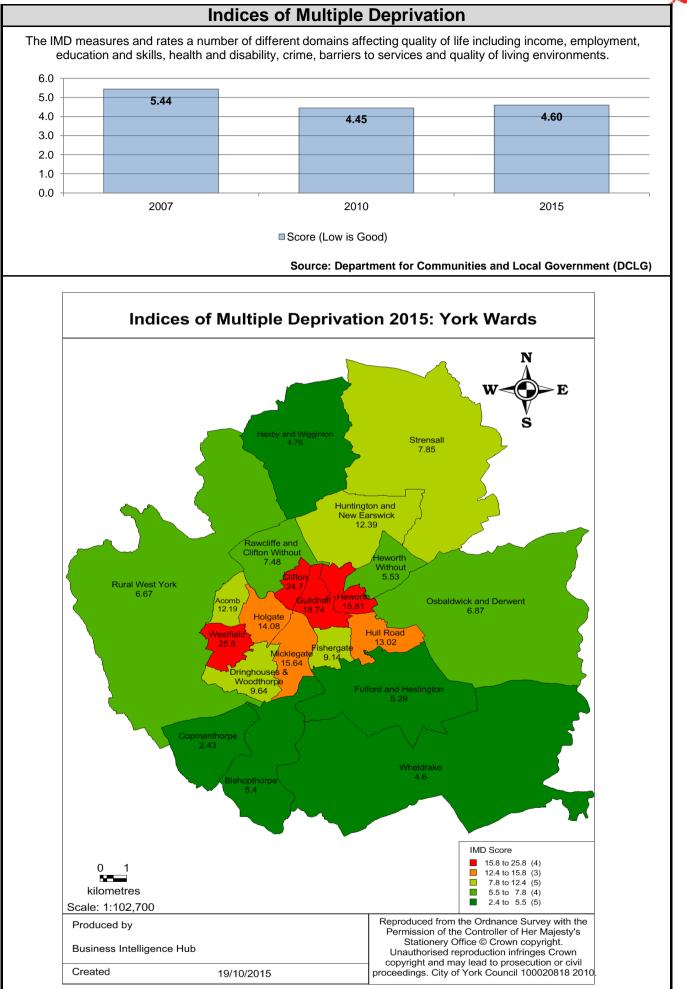


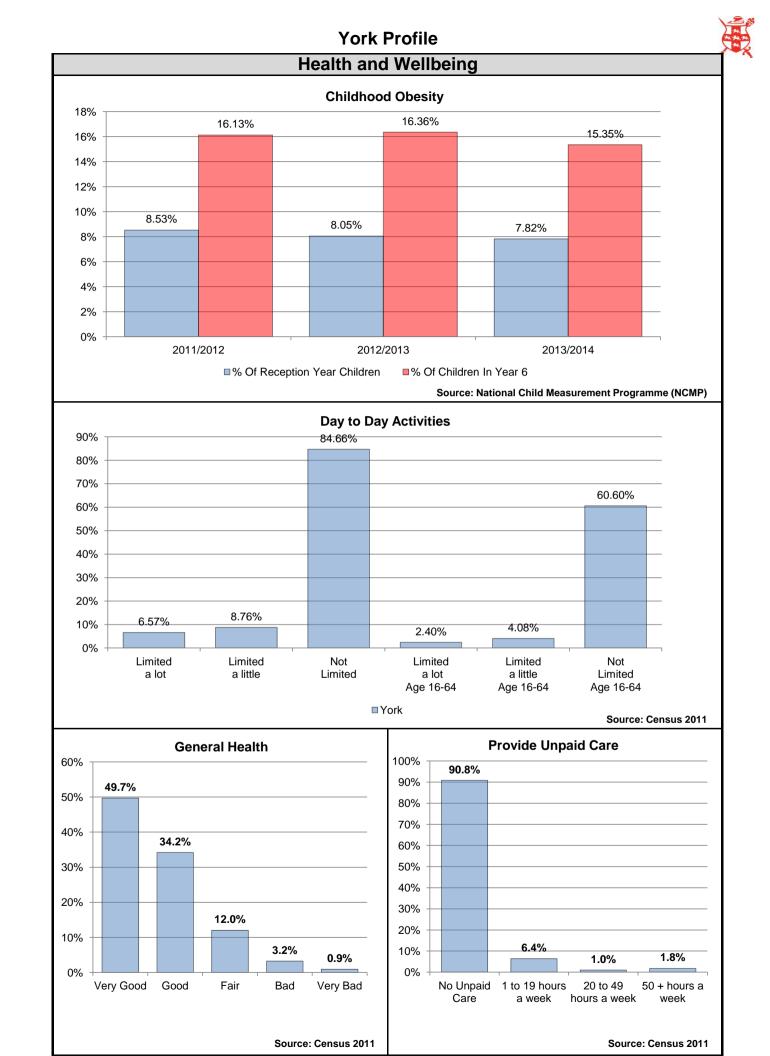


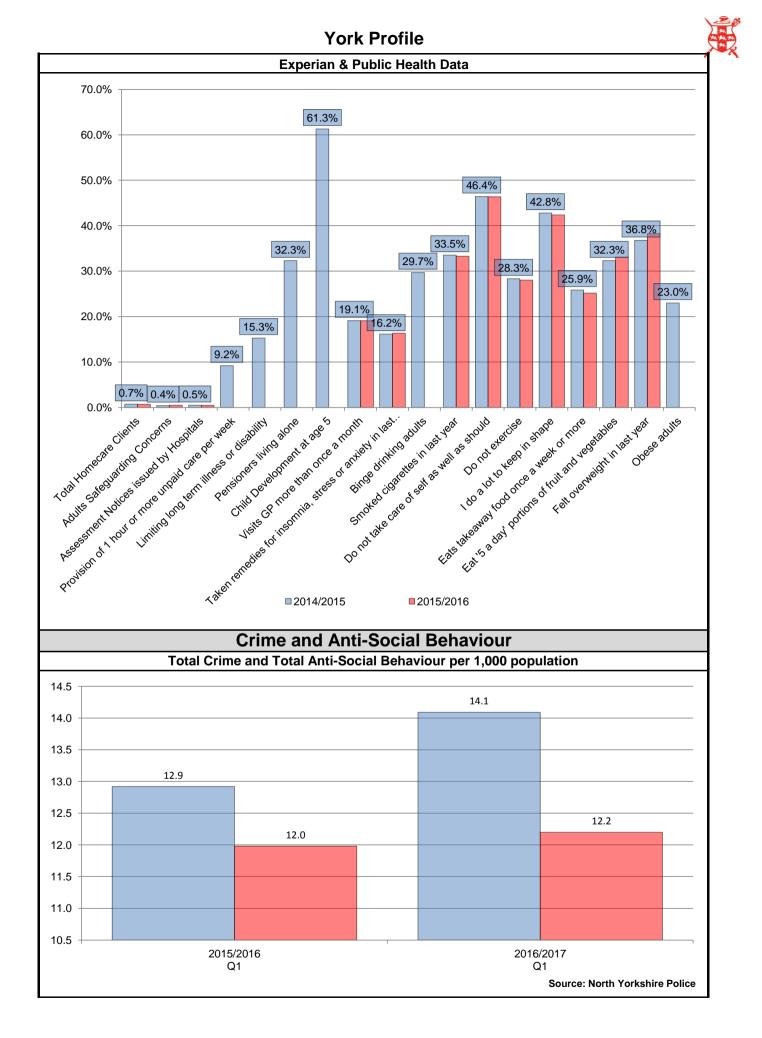


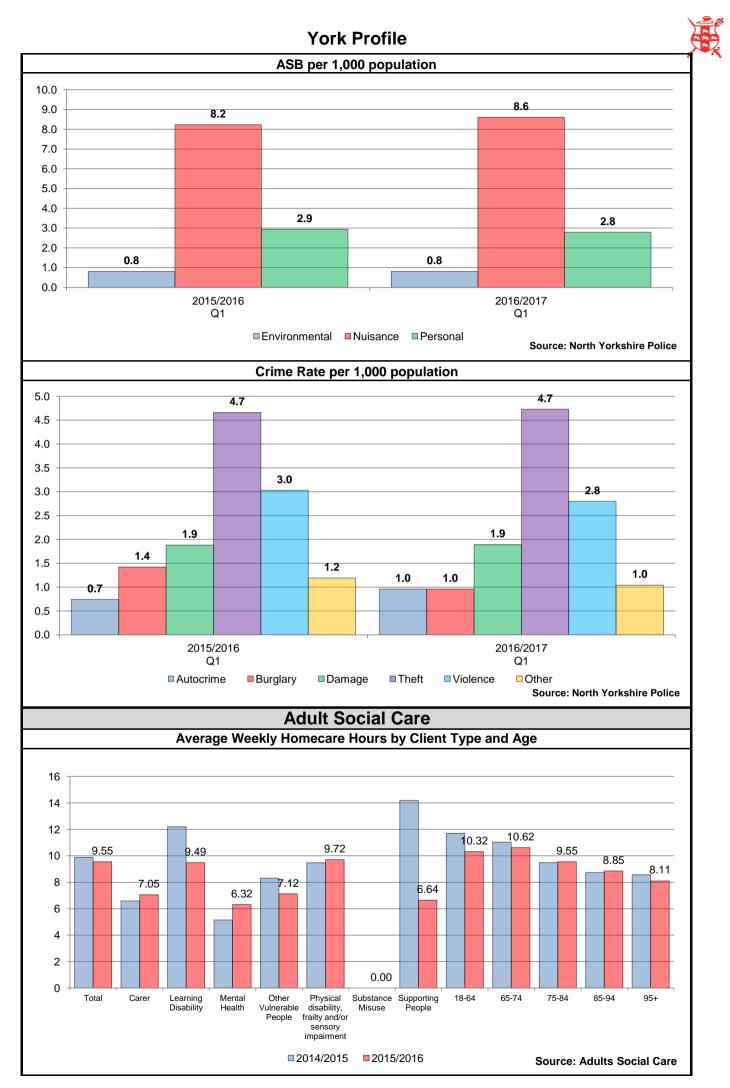


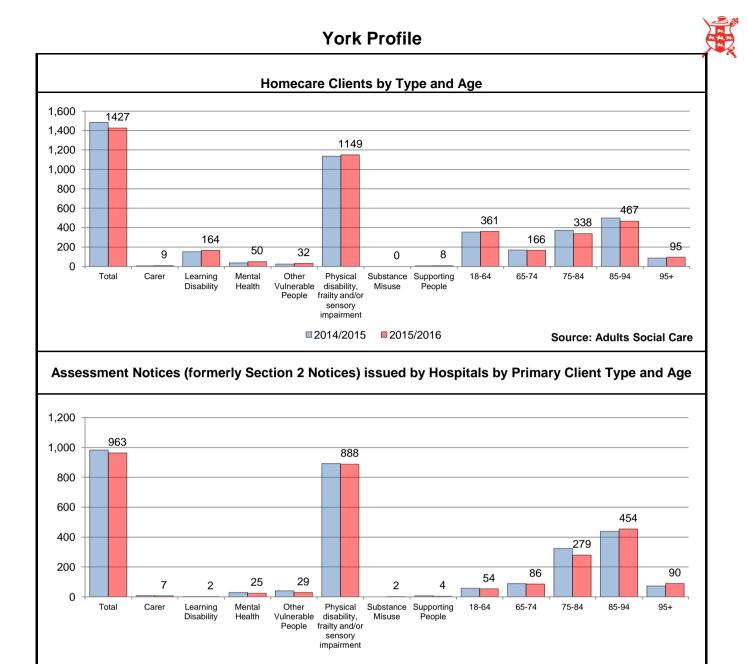


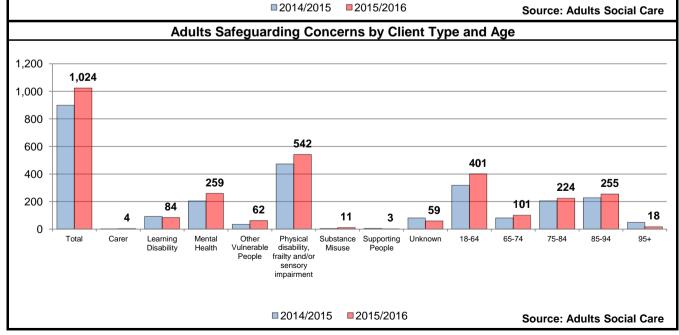




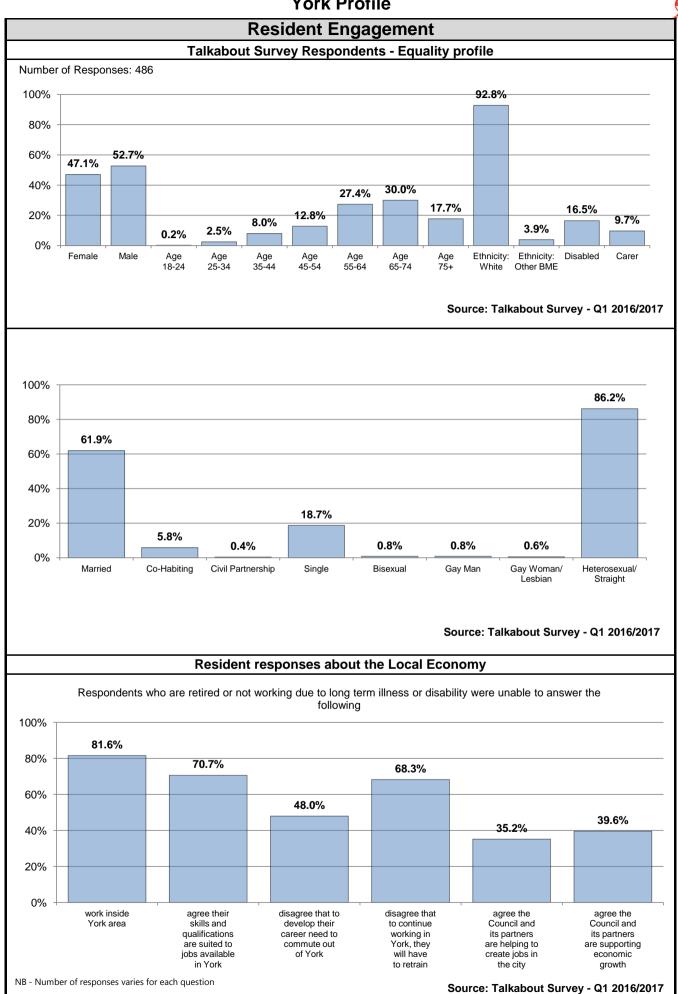














conserving

York's

heritage

the quality

of streets/

public spaces

NB - Number of responses varies for each question

provides

. value for

money

with the way

the Council

runs things

at reducing

air pollution

at improving

green spaces

helping to reduce

carbon

footprint

Source: Talkabout Survey - Q1 2016/2017

reduce

amount of

household

waste

encouraging

the use of

low emission

vehicles

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.

D Domestic Success

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

B Prestige Positions

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

E Suburban Stability

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

H Aspiring Homemakers

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

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.

F24 Bungalow Haven

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

I39 Ageing Access

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

M56 Solid Economy

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

F22 Legacy Elders

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

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.

D17 Thriving Independence

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

J41 Central Pulse

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

F25 Classic Grandparents

Elderly couples, traditional views, not good with new technology, most likely to have a basic mobile, long length of residence.

E20 Boomerang Boarders

Adult children living with parents, respectable incomes, own mid-range semis or detached homes, older suburbs, search electricals online while in store.