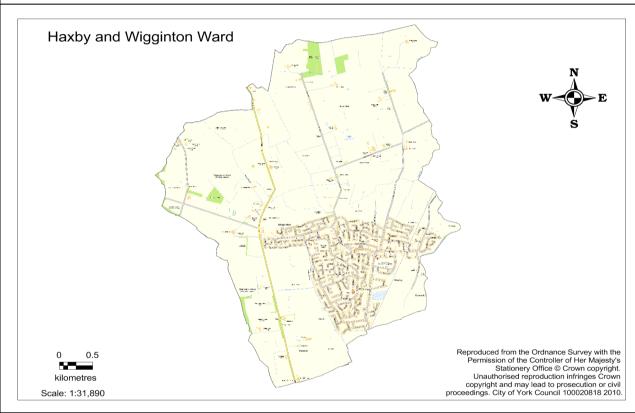


York Summary

- York has 209,893 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 7,540 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.
- 12.4% 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 8.9% of households in fuel poverty.
- 3.5% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)



Ward Summary

- Haxby and Wigginton has 11,885 residents with 1.8% from a black and minority ethnic community group. 82.3% are in good health, with 17.8% stating that they have some limitation in day to day activities.
- £664.62 was the Average Net Weekly Household Income in 2017/18 (£625.38 in 2015/2016).
- 88% own their own home, either outright or with a mortgage, 6% are private renters and 5% are social tenants. There are no Council Houses in this ward.
- 71.3% of residents have a Level 1 4 qualification, of which 59.1% are, at least, qualified to Level 2, but 19.5% have no qualifications at all.
- 7.3% of children are living in low income families (2.3% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 6.6% of households in fuel poverty.
- 2.6% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

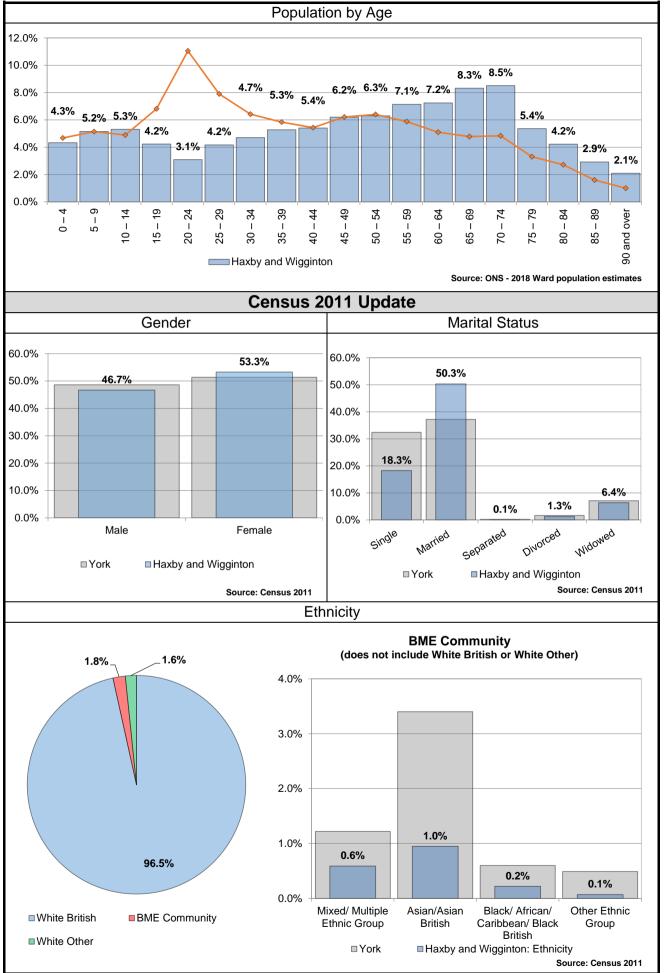


| | Ward | performar | nce by ke | y areas | | | | |
|--|--------------|----------------------|--------------------------|-------------------------|---------------------------|-------------------|----------------------|----------------------------|
| This is an "at a glance" summa | ary of perfo | rmance with | in the ward | - more deta | ail is prov | rided later | in the pr | ofile. |
| | | | | | Performance (latest data) | | | |
| Haxby and Wigginton Ward | | Best Ward in York | Worst Ward in York | York Ward Average | Good | Area of concern | In Top 5 Wards | In Bottom 5 Wards |
| Economy | | | | | | below the e ± 10% | P | ages 8 - 9 |
| Universal Credit (out of work) claimants | 2.60% | 2.10% | 6.70% | 3.30% | • | 0 = 1070 | | |
| Residents who agree the council and its partners are helping to create jobs in the city | 23.81% | 40.00% | 0.00% | 18.58% | • | | | |
| Residents who agree their skills and qualifications are suited to jobs available in York | 53.33% | 83.33% | 36.36% | 52.40% | | | | |
| Business Startups: | | | | 1 | ı | | ı | |
| Number (YTD) | 40.0 | 99.0 | 14.0 | 45.2 | | • | | |
| per 10,000 working age population (YTD) | 63.5 | 116.0 | 29.6 | 73.9 | | • | | |
| Poverty | | | | | | | | Page 10 |
| Fuel poverty (households) | 6.60% | 6.23% | 15.33% | 8.39% | | | | |
| Children (aged 0- 15) living in low income families | 7.30% | 3.40% | 22.30% | 11.16% | | | | |
| Health and Wellbeing | ! | * | | ! | ! | ! | Pag | es 12 - 15 |
| Reception year obesity | 8.90% | 5.00% | 14.50% | 8.54% | | | | |
| Year 6 obesity | 12.40% | 8.00% | 22.40% | 15.21% | | | | |
| Male life expectancy | 83.0 | 86.6 | 76.5 | 80.5 | | | | |
| Female life expectancy | 83.8 | 88.5 | 80.6 | 83.7 | | | | |
| Emergency hospital admissions for children (per 1,000 population) | 187.6 | 138.9 | 209.6 | 174.8 | | | | |
| Elective hospital admissions | 113.5 | 76.0 | 116.5 | 99.8 | | • | | • |
| Emergency hospital admissions | 105.2 | 80.6 | 127.3 | 99.2 | | | | |
| Emergency hospital admissions for injuries resulting from a fall (over 65) | 28.8 | 13.7 | 42.7 | 26.9 | | | | |
| Adult Social Care | | | | | | | Pag | es 16 - 17 |
| Social Isolation | 2.1 | 1.5 | 2.2 | 1.9 | | • | | • |
| Homecare hours (weekly average) | 13.1 | 8.3 | 14.3 | 11.1 | | • | | • |
| Homecare clients (per 1,000 population) | 6.4 | 1.5 | 12.5 | 5.4 | | • | | • |
| Clients getting paid packages of care that are not residential/nursing care | 113.0 | 207.0 | 17.0 | 77.4 | | | | |
| New customers requesting Adult Social Care support | 83.0 | 87.0 | 14.0 | 44.4 | | | | |
| People supported to live independently through social services: packages of care | 117.0 | 182.0 | 19.0 | 76.6 | | | | |
| intervention | 59.0 | 105.0 | 11.0 | 42.5 | | | | |
| intervention | | | | | | | | |

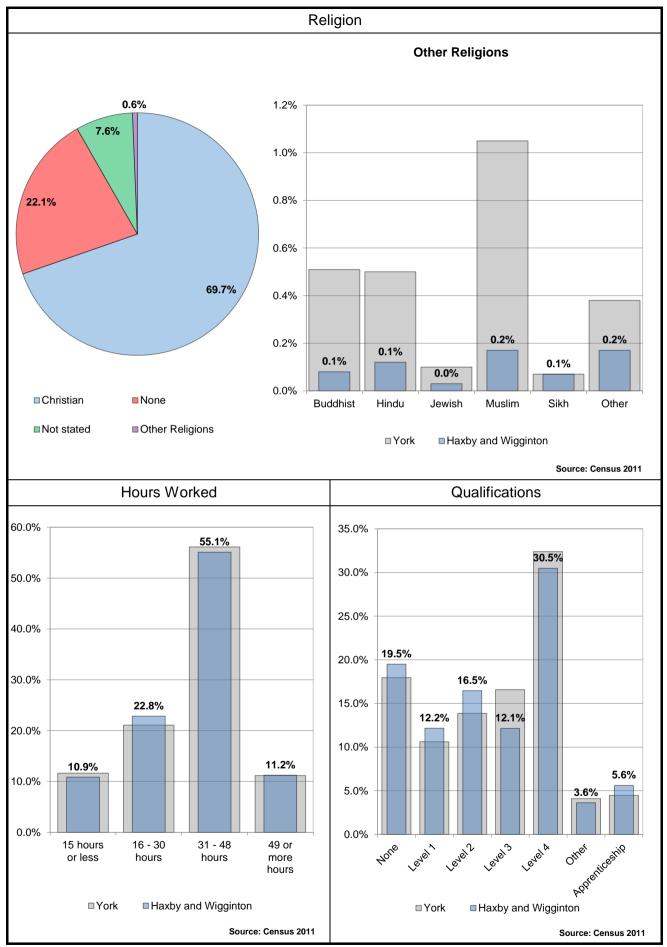


| Public Realm Crime (per 1,000 population) 4.6 3.1 26.2 10.1 ASB (per 1,000 population) 4.1 3.1 28.0 9.7 88.366 sto a problem in their local area free from crime and violence Street cleaning - Number of issues reported - Litter of road area that is Free From Colecta (Grade 1) % of road area that is Structurally impaired (Grade 5) % of road area that is Structurally impaired (Grade 5) % Schools and Educational Attainment Primary school pupils claiming Free School Meals Key Stage 4 Attainment 76.23% 89.29% 50.88% 75.81% 76.99 100.00% 50.133.4 13.0 9.1 76.23 stage 4 Attainment 75.96% 100.00% 50.88% 75.81% 75.81% 76.81% 76.83% 76.81 | This is an "at a glance" summa | ary of perfo | rmance with | in the ward | - more deta | ail is prov | vided later | in the pr | ofile. | |
|--|--|---|--------------|------------------|-------------|-------------|-------------|--------------|-------------|--|
| Public Realm | Ward | | | 14. | | Pe | erformance | e (latest da | ata) | |
| Crime (per 1,000 population) ASB (per 1,000 population) | | | | Ward | Ward | Good | | 5 | Bottom | |
| ASB (per 1,000 population) A:1 3.1 28.0 9.7 | Public Realm Page 18 - 19 | | | | | | | | ige 18 - 19 | |
| Residents who think that hate crime is not a problem in their cocal area Residents who agree that York is a safe city to live in, relatively free from crime and violence Street cleaning - Number of ssues reported - Litter Street cleaning - Number of ssues reported - Litter Street cleaning - Number of ssues reported - Enter Street cleaning - Number of ssues reported - Faeces 5.0 N/A N/A 11.2 Street cleaning - Number of ssues reported - Faeces 5.0 N/A N/A 5.8 Sissues reported - Faeces 5.0 N/A N/A 11.284% 22.83% | Crime (per 1,000 population) | 4.6 | 3.1 | 26.2 | 10.1 | | | | | |
| 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 Street cleaning - Number of Issues reported - Litter Street cleaning - Number of Issues reported - Litter Street cleaning - Number of Issues reported - Eaces Street cleaning - Number of Issues reported - Eaces Street cleaning - Number of Issues reported - Faces Street cleaning - Number of Issues reported - Faces Street cleaning - Number of Issues reported - Faces Street cleaning - Number of Issues reported - Faces Street cleaning - Number of Issues reported - Faces Street cleaning - Number of Issues reported - Faces Street Cleaning - Number of Issues reported - Faces Street Cleaning - Number of Issues reported - Faces Street Cleaning - Number of Issues reported - Faces Street Intel Issues Reported - Faces Street Issues Reported - Faces Repo | ASB (per 1,000 population) | 4.1 | 3.1 | 28.0 | 9.7 | | | | | |
| a safe city to live in, relatively free from crime and violence Street cleaning - Number of Issues reported - Litter Street cleaning - Number of Issues reported - Litter Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street cleaning - Number of Issues reported - Fances Street Cleaning - Number of Issues Reported - Fances Street Cleaning - Nu | Residents who think that hate crime is not a problem in their local area | 86.96% | 100.00% | 60.00% | 78.47% | | | | | |
| Sizues reported - Litter | a safe city to live in, relatively free from crime and violence | 91.67% | 100.00% | 54.55% | 79.19% | | | | | |
| Street cleaning - Number of issues reported - Faeces 5.0 N/A N/A 5.8 | | 2.0 | N/A | N/A | 11.2 | | | | | |
| 19.70% 42.40% 12.84% 22.83% | Street cleaning - Number of issues reported - Faeces | 5.0 | N/A | N/A | 5.8 | | | | | |
| Impaired (Grade 5) | % of road area that is Free From Defects (Grade 1) | 19.70% | 42.40% | 12.84% | 22.83% | | • | | | |
| Primary school pupils claiming Free School Meals 5.10% N/A N/A 12.14% Secondary school pupils claiming Free School Meals 4.90% N/A N/A 11.50% Key Stage 2 Attainment 76.23% 89.29% 50.68% 69.13% ■ Key Stage 4 Attainment 75.96% 100.00% 59.68% 75.81% ■ Travel time (in minutes) by public transport / walking to nearest Page 2 GP 11.8 8.2 29.1 17.6 ■ Hospital 32.1 12.9 58.9 34.8 ■ Primary school 7.9 6.3 13.0 9.1 ■ Secondary school 18.6 9.1 33.4 18.8 ■ Broadband coverage and speeds Page 2 Average download speed (Mb/s) 56.8 338.2 36.6 134.0 ● ● Superfast availability 97.93% 100.00% 83.18% 94.27% ● <td cols<="" td=""><td>% of road area that is Structurally Impaired (Grade 5)</td><td>6.81%</td><td>3.66%</td><td>12.88%</td><td>9.10%</td><td></td><td></td><td></td><td></td></td> | <td>% of road area that is Structurally Impaired (Grade 5)</td> <td>6.81%</td> <td>3.66%</td> <td>12.88%</td> <td>9.10%</td> <td></td> <td></td> <td></td> <td></td> | % of road area that is Structurally Impaired (Grade 5) | 6.81% | 3.66% | 12.88% | 9.10% | | | | |
| Free School Meals Secondary school pupils claiming Free School Meals Secondary school pupils claiming Free School Meals Key Stage 2 Attainment 76.23% 89.29% 50.68% 69.13% Key Stage 4 Attainment 75.96% 100.00% 59.68% 75.81% Travel time (in minutes) by public transport / walking to nearest Page 2 GP 11.8 8.2 29.1 17.6 ■ Hospital 32.1 12.9 58.9 34.8 Primary school 7.9 6.3 13.0 9.1 ■ Secondary school 18.6 9.1 33.4 18.8 Broadband coverage and speeds Page 2 Average download speed (Mb/s) 56.8 338.2 36.6 134.0 ■ Superfast availability 97.93% 100.00% 83.18% 94.27% Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area as a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Good performance Area of concern | Schools and Educational Attainment Page 20 | | | | | | | | | |
| Free School Meals Key Stage 2 Attainment 76.23% 89.29% 50.68% 69.13% Key Stage 4 Attainment 75.96% 100.00% 59.68% 75.81% Travel time (in minutes) by public transport / walking to nearest Page 2 GP 11.8 8.2 29.1 17.6 Hospital 32.1 12.9 58.9 34.8 Primary school 7.9 6.3 13.0 9.1 Secondary school 18.6 9.1 33.4 18.8 Broadband coverage and speeds Page 2 Average download speed (Mb/s) 56.8 338.2 36.6 134.0 ■ Resident Engagement Pages 22 - 2 Residents satisfied with their local area as a place to live Residents who agree that they belong to 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 Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Secondary school 40.00% 40.00% 40.00% 40.00% Area of concern | Primary school pupils claiming Free School Meals | 5.10% | N/A | N/A | 12.14% | | | | | |
| Key Stage 4 Attainment 75.96% 100.00% 59.68% 75.81% Travel time (in minutes) by public transport / walking to nearest Page 2 GP 11.8 8.2 29.1 17.6 ■ Hospital 32.1 12.9 58.9 34.8 ■ Primary school 7.9 6.3 13.0 9.1 ■ Secondary school 18.6 9.1 33.4 18.8 ■ Broadband coverage and speeds Page 2 Average download speed (Mb/s) 56.8 338.2 36.6 134.0 ● Superfast availability 97.93% 100.00% 83.18% 94.27% ■ Resident Engagement Pages 22 - 2 Residents satisfied with their local area as a place to live 95.24% 100.00% 66.67% 86.13% ● ■ Residents agree their local area is a good place for children and young people to grow up 95.65% 100.00% 46.67% 76.98% ● Residents who agree that they can influence decisions in their local area 23.81% 40.00% 0.00%< | Secondary school pupils claiming Free School Meals | 4.90% | N/A | N/A | 11.50% | | | | | |
| Travel time (in minutes) by public transport / walking to nearest GP | Key Stage 2 Attainment | 76.23% | 89.29% | 50.68% | 69.13% | | | | | |
| Secondary school T.9 G.3 T.8 T.8 T.9 T.8 T.9 T. | Key Stage 4 Attainment | 75.96% | 100.00% | 59.68% | 75.81% | | | | | |
| Hospital 32.1 12.9 58.9 34.8 Primary school 7.9 6.3 13.0 9.1 ■ Secondary school 18.6 9.1 33.4 18.8 Broadband coverage and speeds Average download speed (Mb/s) 56.8 338.2 36.6 134.0 ■ Superfast availability 97.93% 100.00% 83.18% 94.27% Resident Engagement 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 Broadband coverage and speeds Page 2 100.00% 83.18% 94.27% Pages 22 - 2 100.00% 66.67% 86.13% ■ Pages 22 - 2 100.00% 44.44% 69.18% ■ Pages 22 - 2 Area of concern | Travel time (in minutes) by publ | ic transpo | rt / walking | to nearest | | | | | Page 21 | |
| Primary school 7.9 6.3 13.0 9.1 | GP | 11.8 | 8.2 | 29.1 | 17.6 | | | | | |
| Secondary school 18.6 9.1 33.4 18.8 | Hospital | 32.1 | 12.9 | 58.9 | 34.8 | | | | | |
| Broadband coverage and speeds Average download speed (Mb/s) 56.8 338.2 36.6 134.0 Superfast availability 97.93% 100.00% 83.18% 94.27% Resident Engagement Pages 22 - 2 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 as a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Superfast availability 97.93% 100.00% 83.18% 94.27% Pages 22 - 2 Resident Engagement Pages 22 - 2 Residents who agree that they belong to their local area Superfast availability 97.93% 100.00% 66.67% 86.13% Note that the pages 22 - 2 Residents who agree that they specified area Superfact availability 97.93% 100.00% 66.67% 86.13% Note that the pages 22 - 2 Residents who agree that they specified area Superfact availability 97.93% 100.00% 66.67% 86.13% Note that the pages 22 - 2 Residents who agree that they specified area Superfact availability 97.93% 100.00% 66.67% 86.13% Note that the pages 22 - 2 Note that the pages 22 | Primary school | 7.9 | 6.3 | 13.0 | 9.1 | | | | | |
| Average download speed (Mb/s) 56.8 338.2 36.6 134.0 Superfast availability 97.93% 100.00% 83.18% 94.27% Resident Engagement | Secondary school | 18.6 | 9.1 | 33.4 | 18.8 | | | | | |
| Superfast availability Pages 22 - 2 Resident Engagement 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 Rey: Good performance Good performance Area of concern | Broadband coverage and speed | s | • | | | | ! | ! | Page 22 | |
| Resident Engagement 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 The pages 22 - 2 | Average download speed (Mb/s) | 56.8 | 338.2 | 36.6 | 134.0 | | • | | | |
| 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 agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Good performance 95.24% 100.00% 66.67% 86.13% 69.18% 6 | Superfast availability | 97.93% | 100.00% | 83.18% | 94.27% | | | | | |
| 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 100.00% | Resident Engagement | | | | | | · | Pag | jes 22 - 23 | |
| 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 40.00% 44.44% 69.18% 69.1 | Residents satisfied with their | 95.24% | 100.00% | 66.67% | 86.13% | | | | | |
| 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 100.00% | Residents who agree that they | 76 19% | 100.00% | 44 44% | 69 18% | | | | | |
| is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area 40.00% 46.67% 76.98% | | 7 0.13 /0 | 100.0070 | 77 .77 /0 | 00.1070 | | | | | |
| can influence decisions in their 23.81% 40.00% 0.00% 24.64% local area Key: Good performance | is a good place for children and young people to grow up | 95.65% | 100.00% | 46.67% | 76.98% | | | | | |
| | can influence decisions in their local area | 23.81% | 40.00% | 0.00% | 24.64% | | | | | |
| Further information about the ward is available at: Haxby and Wigginton Ward | Key: ■ Good performance | | | | | | | | | |
| | | | | | | | | | | |

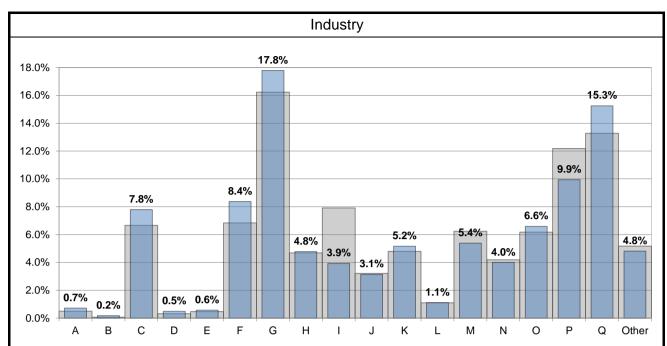










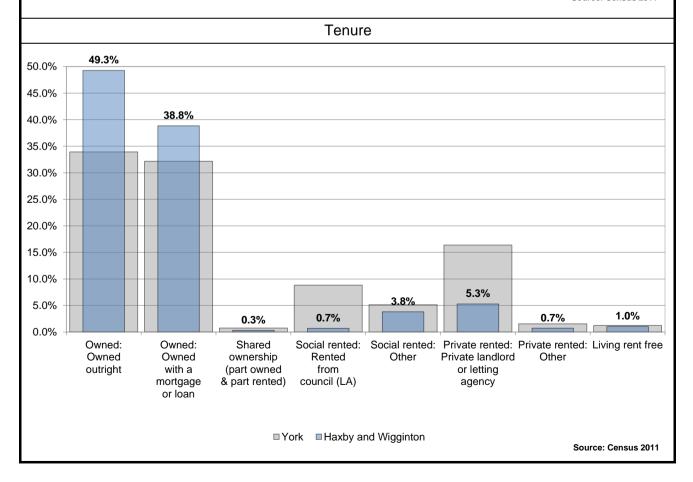


A: Agriculture, forestry and fishing, B: Mining and quarrying, C: Manufacturing, D: Electricity, gas, steam and air conditioning supply, E: Water supply; sewerage, waste management and remediation activities, F: Construction

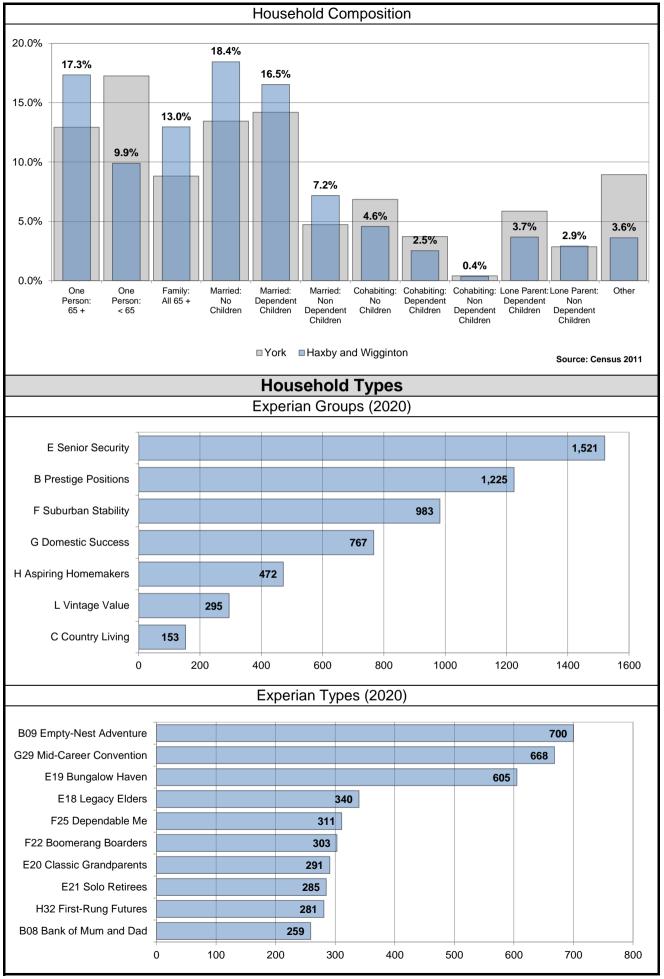
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

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

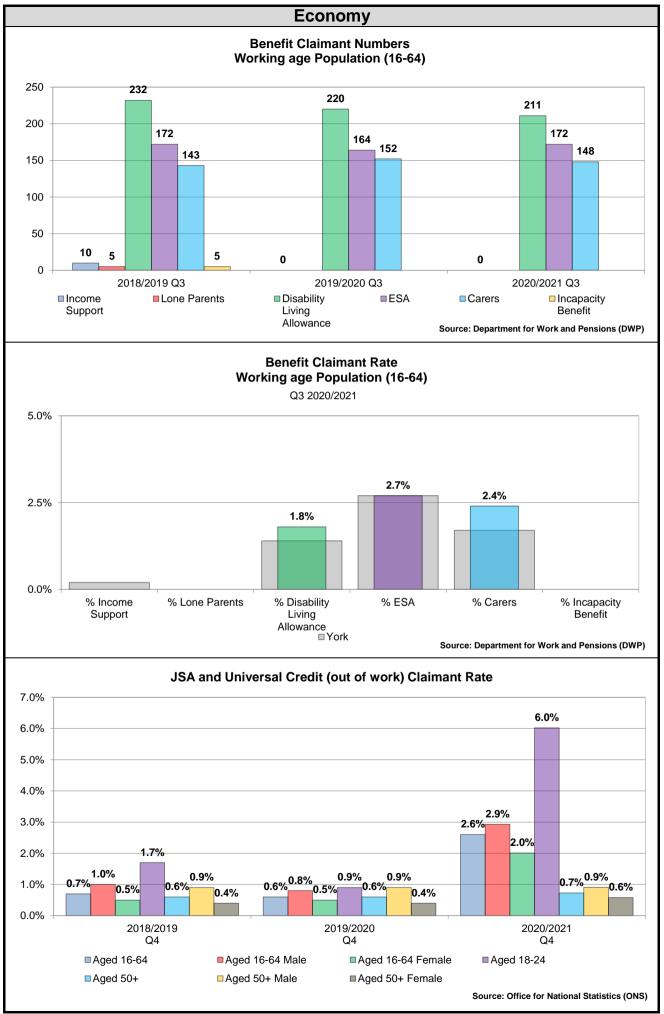




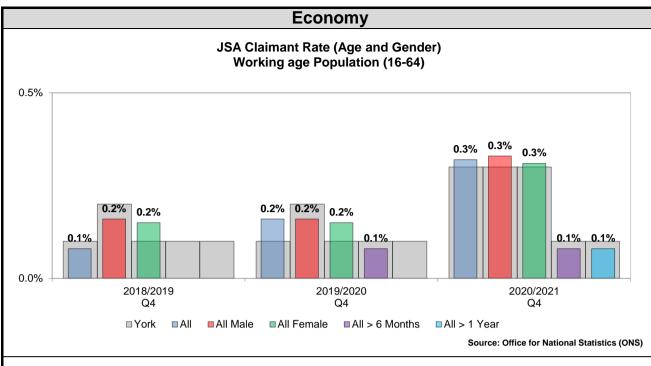


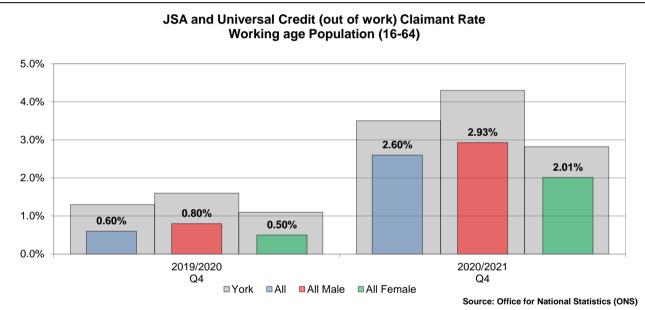


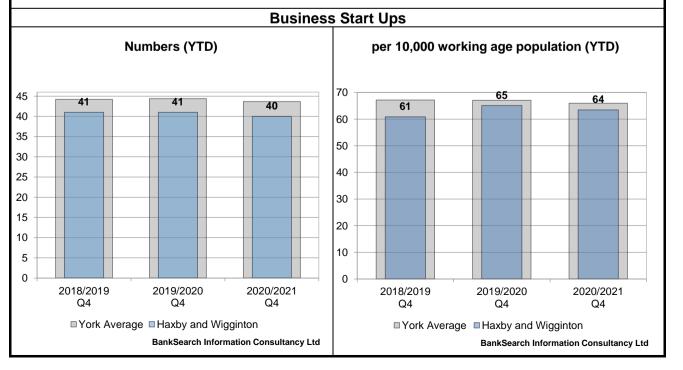










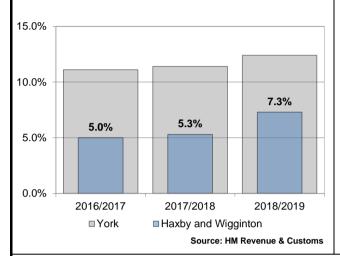






Child Poverty

The proportion of children (under 16) who are living in families whose reported income is less than 60 per cent of UK median income

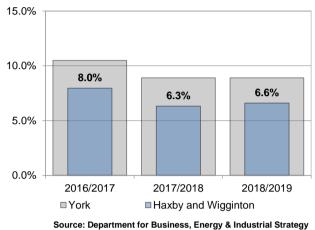


Fuel Poverty

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

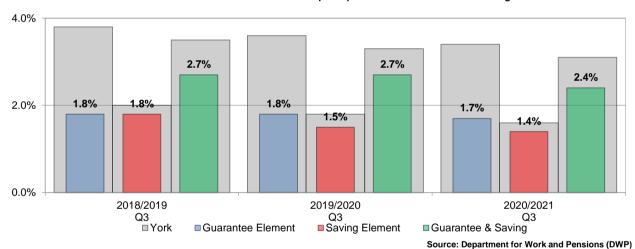
• the depth of fuel poverty amongst these fuel poor households.

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



Pension Credit

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

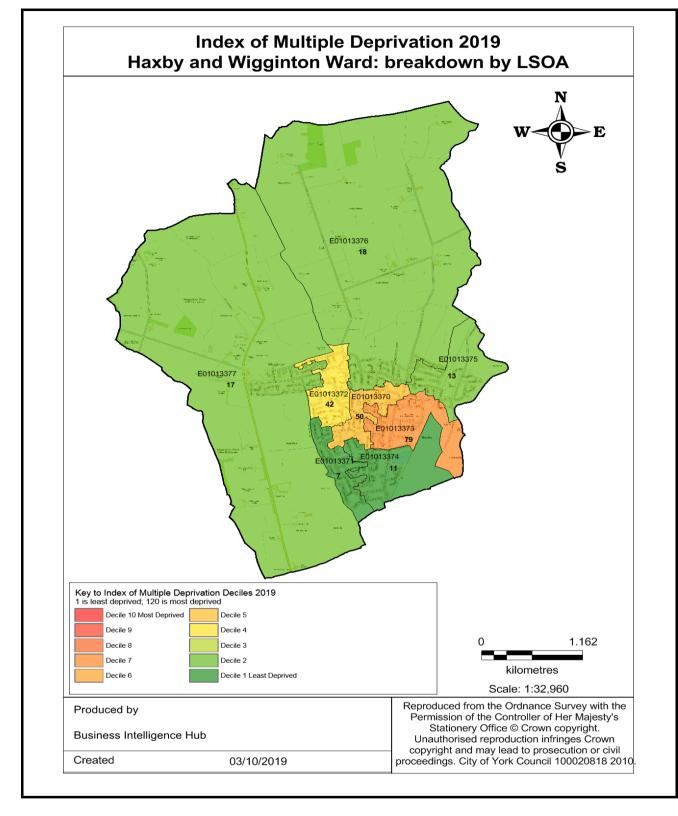


Indices of Multiple Deprivation

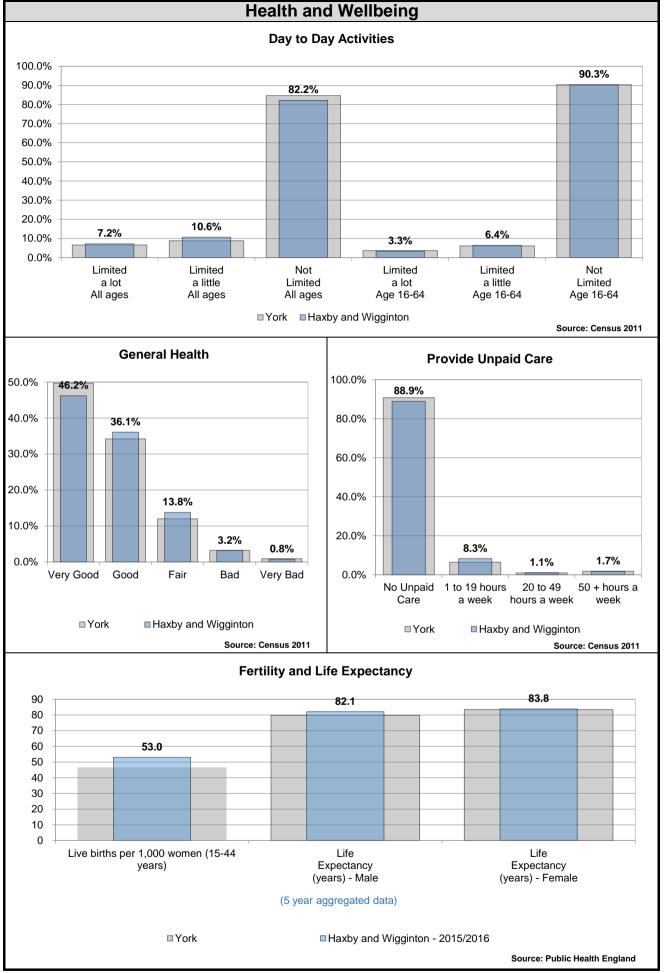
The IMD measures and rates a number of different domains affecting quality of life including income, employment, education and skills, health and disability, crime, barriers to services and quality of living environments. A high score is



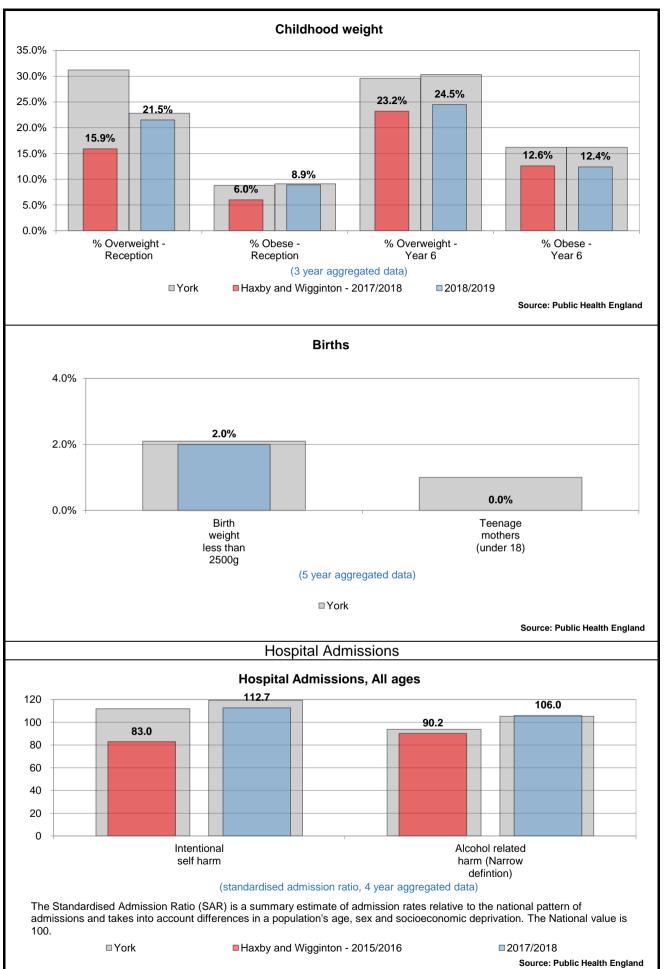




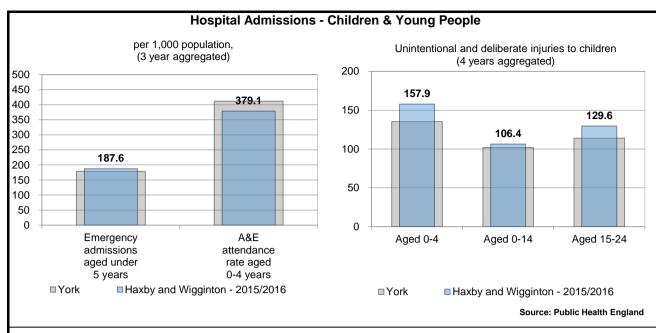


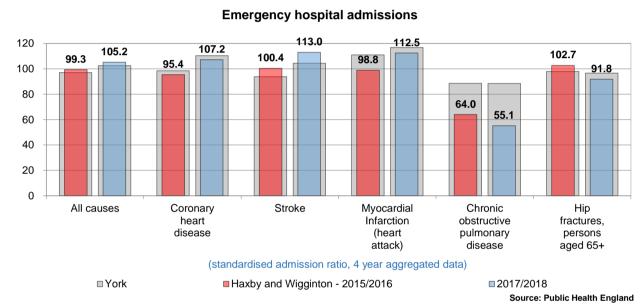






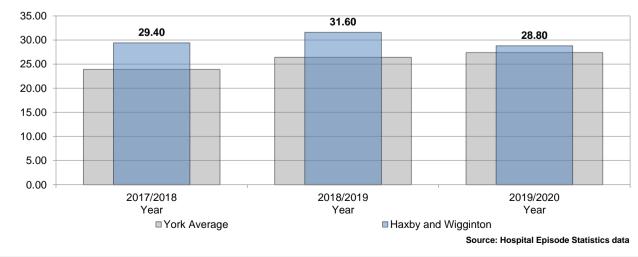




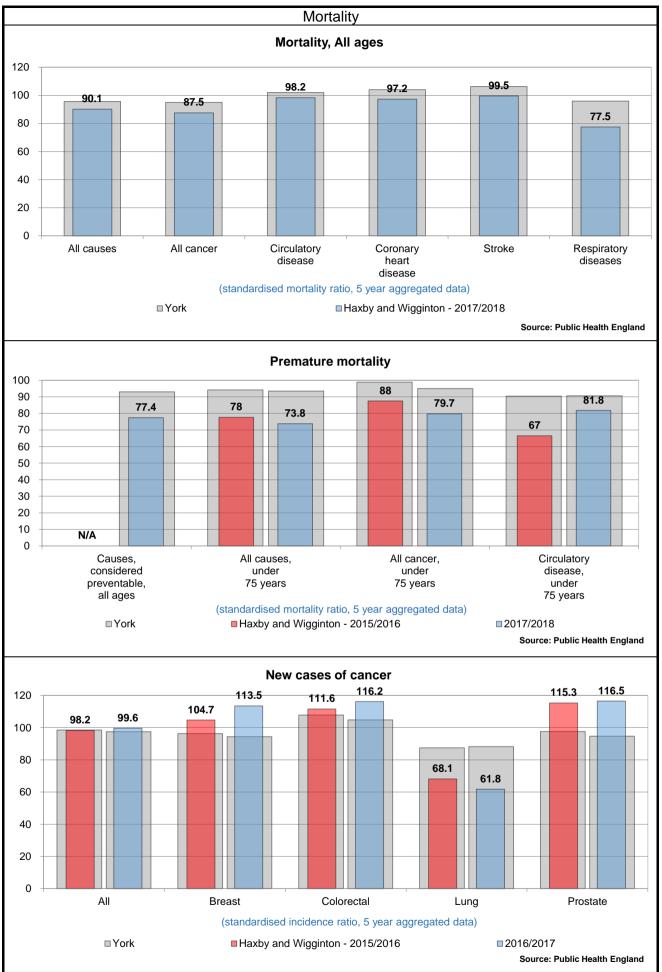


Emergency hospital admissions for injuries resulting from a fall (over 65), per 1,000 population

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.









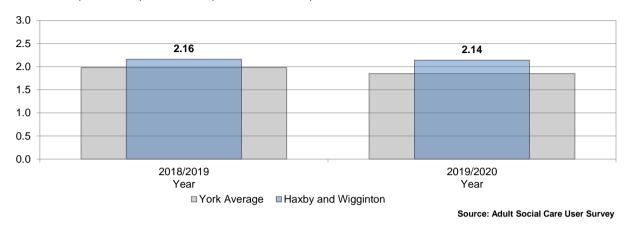


Social isolation

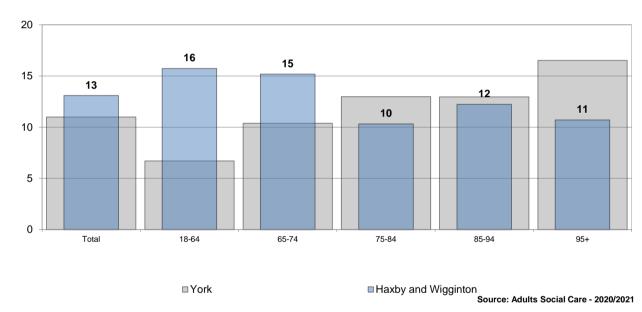
Social isolation: This is based on respondents to two questions on the Adult Social Care Survey regarding social contact and how time is spent.

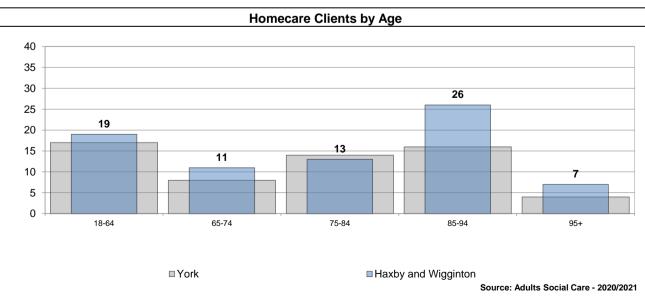
A score of 1 indicates that the respondent has plenty of social contact and that they spend their time doing things they enjoy A score of 4 indicates that the respondent feels socially isolated and that they don't feel they do anything of value with their time.

The mean of all respondents' responses to both questions is the score presented here.

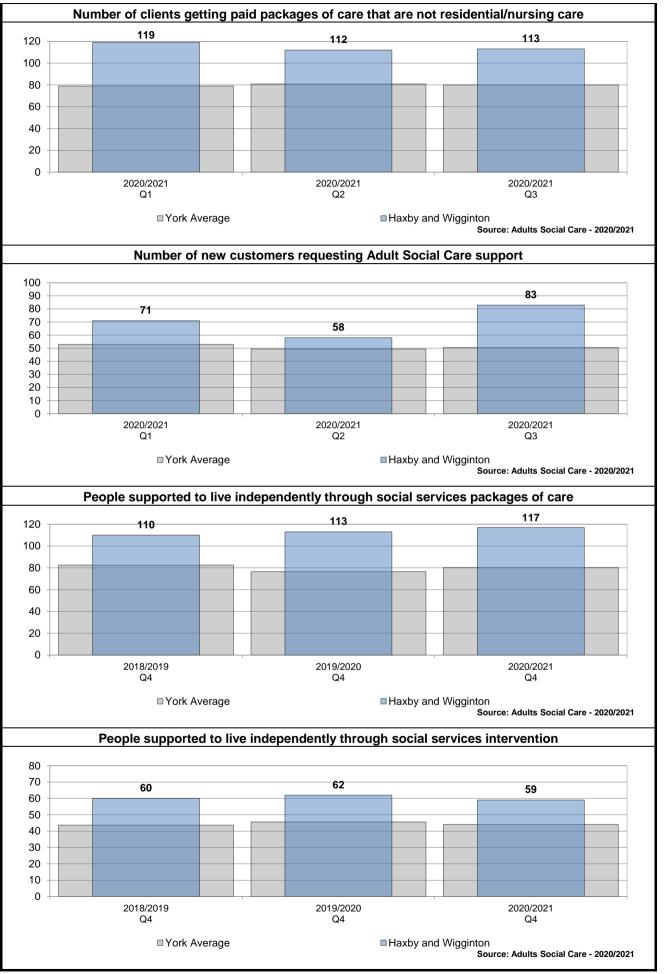


Average Weekly Homecare Hours by Client Age

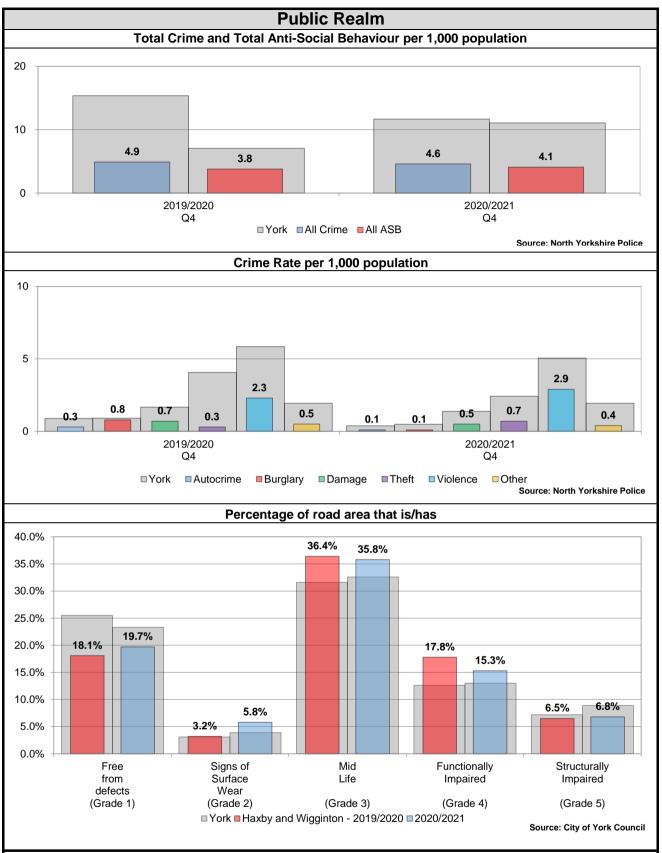




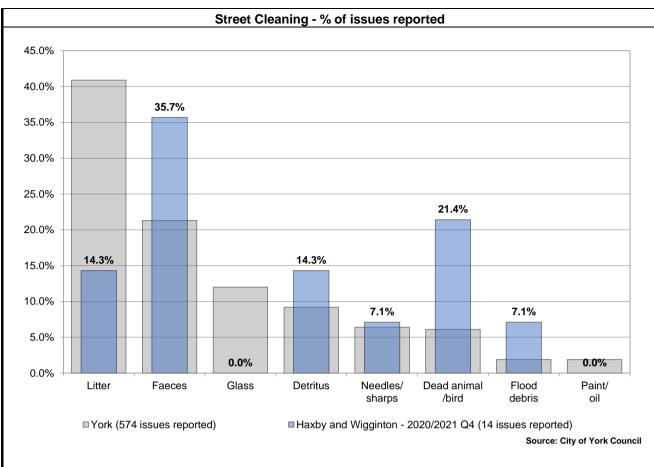


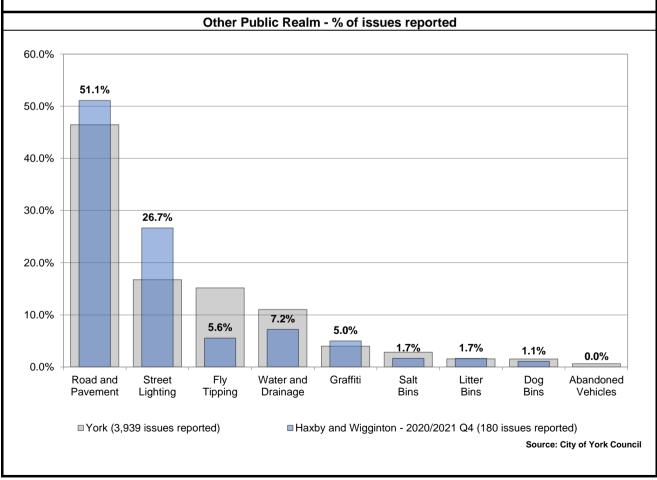














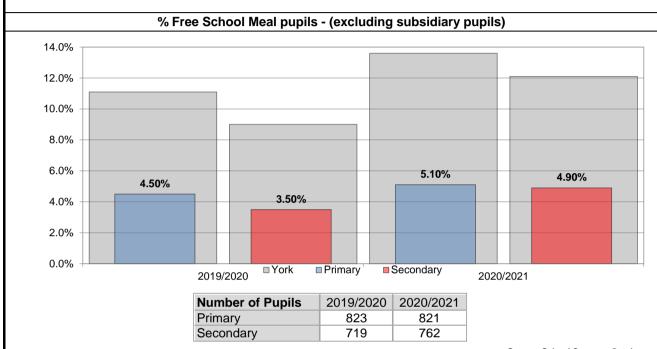
Education and Schools

The following school catchment areas are part of Haxby and Wigginton Ward:

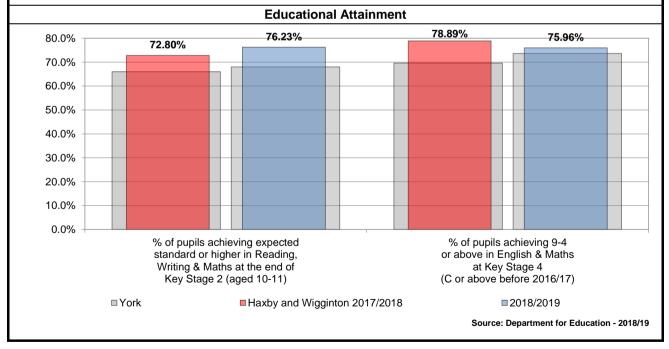
Primary: Headlands, Ralph Butterfield and Wigginton.

Secondary: Joseph Rowntree.

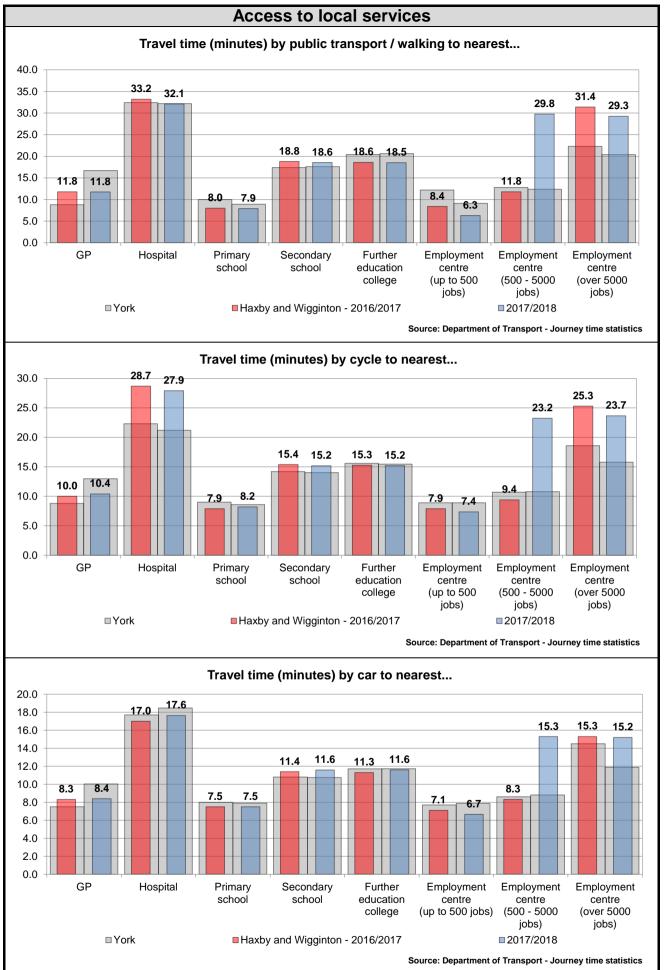
The following data only relates to those pupils, from this ward, who attend York Schools.



Source: School Census - October









Broadband coverage and speeds

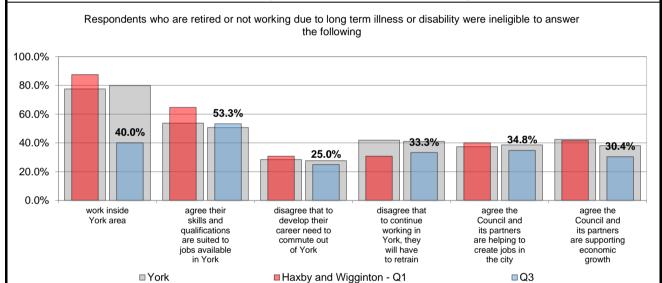
In March 2017 the UK Government introduced the Universal Service Obligation (USO) for broadband as part of its commitment in the UK Digital Strategy to ensure that the UK has world-class digital connectivity and inclusion.

| Measure | Haxby and Wigginton | York | Summary |
|----------------------------------|---------------------|--------|---------------------------------------|
| Average download speed (Mb/s) | 56.83 | 147.10 | slower than the York average |
| Superfast broadband availability | 97.93% | 94.13% | better than the York average |
| Connections receiving: | | | |
| slowest speeds (under 2 Mb/s) | 0.14% | 0.04% | higher than the York average |
| slower speeds (under 10 Mb/s) | 0.31% | 0.81% | lower than the York average |
| superfast speeds (over 30 Mb/s) | 97.34% | 93.35% | higher than the York average |
| | • | | · · · · · · · · · · · · · · · · · · · |

This data is based on analysis of Ofcom's Connected Nations data for 2020/2021. 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.

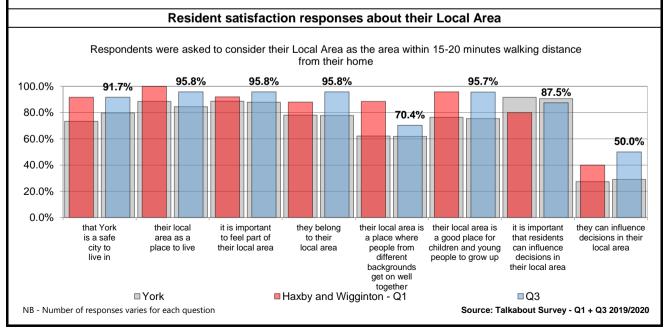
Resident Engagement

Resident responses about the Local Economy

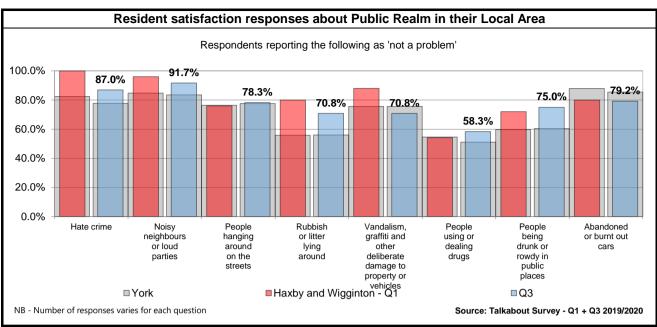


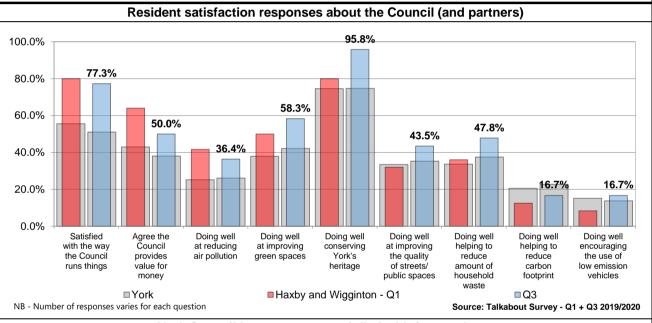
NB - Number of responses varies for each question

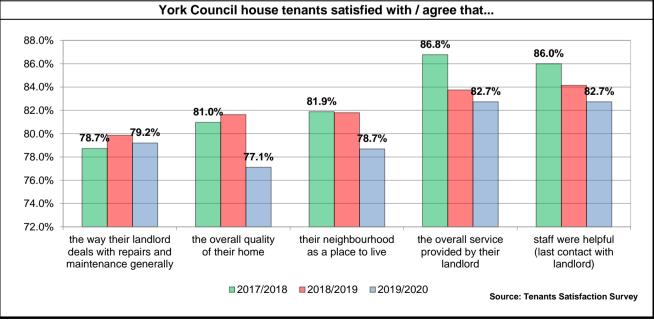
Source: Talkabout Survey - Q1 + Q3 2019/2020



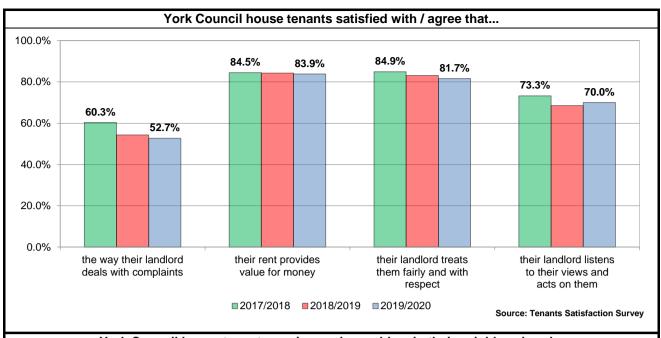


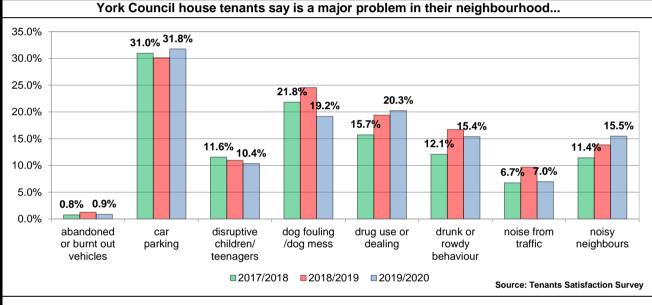


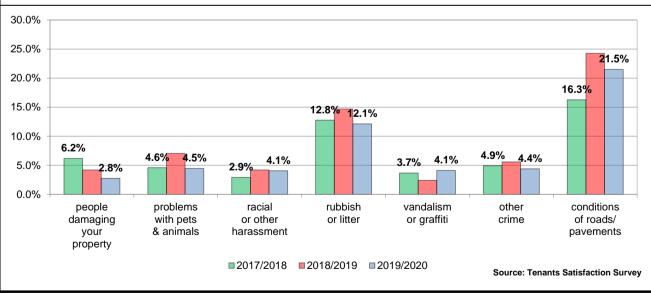














Experian Groups

E Senior Security

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

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.

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.

L Vintage Value

Retired singles, council/ha tenants, no qualifications, low discretionary income, low-tech households.

C Country Living

Rural locations, own old, detached houses, electronic money transfers, garden or allotment, oil central heating.

Experian Types

B09 Empty-Nest Adventure

Married couples, no children, baby boomers, large, detached houses, highly educated, high discretionary income.

G29 Mid-Career Convention

Married couples, 2+ children, generation x, homeowners, outstanding mortgage.

E19 Bungalow Haven

Pre-war generation, own bungalows, no outstanding mortgage, university degrees, pay credit cards in full.

E18 Legacy Elders

Retired singles, pre-war generation, university degrees, homeowners, no outstanding mortgage.

F25 Dependable Me

Older singles, no children, baby boomers, homeowners, 3 bedrooms, university degrees.

F22 Boomerang Boarders

Adult children at home, own 3 bed semis, established in community, low to mid-income, watch tv.

E20 Classic Grandparents

Retired couples, established in community, no qualifications, low internet use, have wills.

E21 Solo Retirees

Retired singles, no qualifications, own mid-value semis, low income, water poverty.

H32 First-Rung Futures

Singles, millennials, university degrees, high outstanding mortgages, internet via smartphone.

B08 Bank of Mum and Dad

Settled families, adult children at home, own large, detached houses, company directors, high discretionary income.