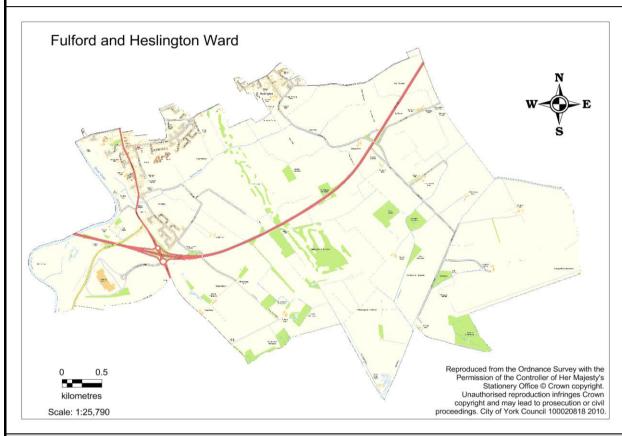


York Summary

- York has 211,012 residents with 7.3% from a black and minority ethnic community group.
 83.6% are in good health, with 17.1% stating that they have some limitation in day to day activities.
- 65% own their own home, either outright or with a mortgage, 20% are private renters and 14% are social tenants. There are 7,394 Council Houses in York.
- 79.3% of residents have a Level 1 4 qualification, of which 71.9% are, at least, qualified to Level 2, but 13.3% have no qualifications at all.
- 11.5% of children are living in low income families and there are 13.5% of households in fuel poverty.
- 1.7% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)



Ward Summary

- Fulford and Heslington has 3,914 residents with 13.3% from a black and minority ethnic community group. 84.6% are in good health, with 17.4% stating that they have some limitation in day to day activities.
- 67% own their own home, either outright or with a mortgage, 23% are private renters and 9% are social tenants. There are no Council Houses in this ward.
- 81.1% of residents have a Level 1 4 qualification, of which 74.3% are, at least, qualified to Level 2, but 11.4% have no qualifications at all.
- 5.6% of children are living in low income families and there are 22.2% of households in fuel poverty.
- 1.1% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

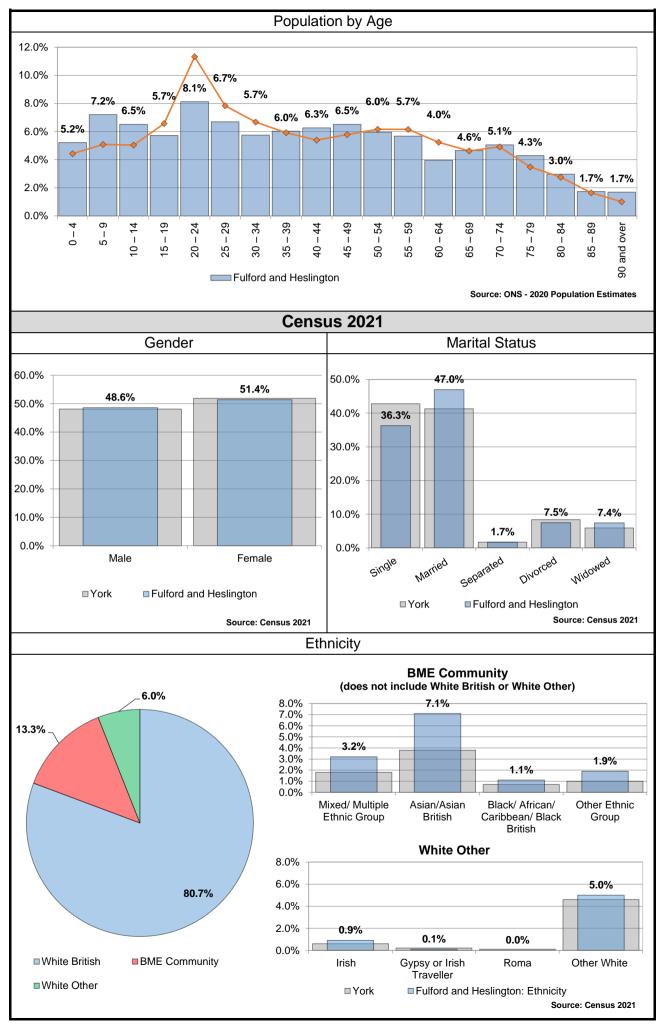


Ward performance by key areas								
This is an "at a glance" summa		-			ail is prov	/ided later	in the n	rofile.
This is an "at a glance" summary of performance within the ward - more detail is provided later in the provide								
Fulford and Heslington Ward		Best Ward in York	Worst Ward in York	York Ward Average	Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards
Economy				l		below the e ± 10%	Р	ages 8 - 9
Universal Credit (out of work)	1.10%	0.60%	3.10%	1.45%	averag	0 ± 1070		
claimants Residents who agree the council and its partners are helping to create jobs in the city	25.00%	50.00%	0.00%	30.36%		•		
Residents who agree their skills and qualifications are suited to jobs available in York	40.00%	100.00%	12.50%	44.01%				
Business Startups:		T		T		П	I	
Number (YTD)	11.0	39.0	0.0	11.3				
per 10,000 working age population (YTD)	47.1	47.1	0.0	18.1				
Poverty								Page 10
Fuel poverty (households)	22.24%	8.72%	23.88%	13.67%		•		•
Children (aged 0- 15) living in low income families	5.60%	2.80%	19.80%	9.57%				
Health and Wellbeing							Pag	es 15 - 19
Reception year obesity	N/C	5.88%	12.70%	9.33%		•		
Year 6 obesity	11.76%	7.69%	27.37%	16.76%				
Male life expectancy	80.6	87.1	75.4	80.5				
Female life expectancy	85.6	91.8	80.7	84.2				
Emergency hospital admissions in under 5 years old, crude rate (5 year aggregated)	140.7	111.7	281.4	199.2				
Emergency hospital admissions	100.0	79.0	132.3	103.5				
Emergency hospital admissions for coronary heart disease	102.2	85.5	145.4	113.5				
Emergency hospital admissions for injuries resulting from a fall (over 65)	34.3	12.1	34.3	20.5		•		•
% who have received Covid Vaccinations as at 07/07/23 (now includes 12-15 year olds): 1st & 2nd dose	83.75%	92.53%	66.27%	83.42%				
Booster 1	73.02%	84.13%	53.56%	71.98%				
Booster 2	42.02%	55.33%	14.77%	39.96%				
Adult Social Care				T		T	Pag	es 20 - 21
Social Isolation	1.9	1.3	2.4	1.9				
Homecare hours (weekly average)	14.3	8.8	17.7	12.5		•		•
Homecare clients (per 1,000 population)	5.6	1.1	7.0	4.1		•		•
Clients getting paid packages of care that are not residential/nursing care	29.0	190.0	13.0	71.3				
New customers requesting Adult Social Care support	20.0	88.0	12.0	42.9				
Key: Good performance			Area of concern					

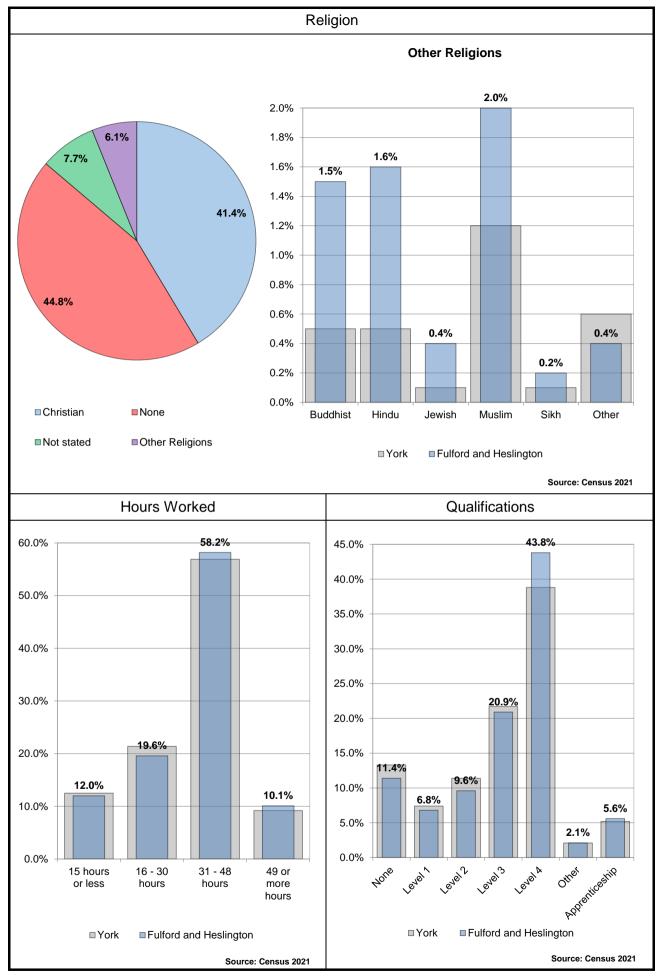


Crime (per 1,000 population) 22.8 2.7 51.0 14.4 ASB (per 1,000 population) 3.2 0.8 16.2 4.8 10.0 ASB (per 1,000 population) 3.2 0.8 16.2 4.8 10.0 ASB (per 1,000 population) 3.2 0.8 16.2 4.8 10.0 100.00% 42.86% 80.31% local area Residents who agree that York is a sale dity to live in, relatively free from crime and violence Street cleaning - Number of issues reported - Litter 1.0 N/A N/A 8.3 Street cleaning - Number of issues reported - Class % of road area that is Free From Defects (Grade 1) % of road area that is Free From Defects (Grade 1) % of road area that is Free From Defects (Grade 1) % of road area that is Structurally Impaired (Grade 5) Schools and Educational Attainment Primary school pupils claiming Free School Meals Secondary school pupils (alaiming Free School Meals Secondary school pupils (alaiming Free School Meals Sey Stage 2 Attainment 84.44% 81.48% 81.48% 81.48% 81.48% 87.65% 86.03% Primary school 10.4 5.8 11.7 8.8 Primary school 10.4 5.8 11.7 8.8 Primary school 10.4 5.8 11.7 8.8 Primary school 10.4 5.8 Prim	This is an "at a glance" summa	ary of perfo	rmance with	nin the ward	d - more det	ail is pro	vided later	in the p	rofile.	
Ward Ward Ward Ward Ward Ward Average Good Area of In Top Soltom Sol					Pe	erformance	e (latest da	ata)		
Crime (per 1,000 population) 22.8 2.7 51.0 14.4 ASB (per 1,000 population) 3.2 0.8 16.2 4.8 10.0 ASB (per 1,000 population) 3.2 0.8 16.2 4.8 10.0 ASB (per 1,000 population) 3.2 0.8 16.2 4.8 10.0 100.00% 42.86% 80.31% local area Residents who agree that York is a sale dity to live in, relatively free from crime and violence Street cleaning - Number of issues reported - Litter 1.0 N/A N/A 8.3 Street cleaning - Number of issues reported - Class % of road area that is Free From Defects (Grade 1) % of road area that is Free From Defects (Grade 1) % of road area that is Free From Defects (Grade 1) % of road area that is Structurally Impaired (Grade 5) Schools and Educational Attainment Primary school pupils claiming Free School Meals Secondary school pupils (alaiming Free School Meals Secondary school pupils (alaiming Free School Meals Sey Stage 2 Attainment 84.44% 81.48% 81.48% 81.48% 81.48% 87.65% 86.03% Primary school 10.4 5.8 11.7 8.8 Primary school 10.4 5.8 11.7 8.8 Primary school 10.4 5.8 11.7 8.8 Primary school 10.4 5.8 Prim	Ward		Ward	Ward	Ward	Good		5	Bottom 5	
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 Street cleaning - Number of issues reported - Litter 1.0 N/A N/A 8.3 Street cleaning - Number of issues reported - Litter 75.00% 100.00% 50.00% 78.13%	Public Realm Page 21 - 22								ge 21 - 22	
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. Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Glass 5% of road area that is Free From Defects (Grade 1) Schools and Educational Attainment Page 24 Frimary school pupils claiming Free School Meals Claiming Free School Meals Key Stage 2 Attainment 84.44% 91.78% 57.65% 76.08% Fravel time (in minutes) by public transport / walking to nearest Page 25 Frimary school 10.4 5.8 11.7 8.8 Frimary school 10.0 0% 63.64% 84.63% Frimary school 10.0 0% 63.64% 84.63% Frimary school	Crime (per 1,000 population)	22.8	2.7	51.0	14.4		•		•	
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 - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Class Sw of road area that is Free From Defects (Grade 1) 37.34% 37.34% 12.05% 19.83% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area area area area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% 70 or oad area area that is Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14	ASB (per 1,000 population)	3.2	0.8	16.2	4.8					
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 - Litter Street cleaning - Number of issues reported - Class of road area that is Free From Defects (Grade 1) % of road area that is Free From Defects (Grade 1) % of road area that is Free From Defects (Grade 5) Schools and Educational Attainment Primary school pupils claiming Free School Meals Secondary school pupils claiming Free School Meals Secondary school pupils claiming Free School Meals Key Stage 2 Attainment 81.48% 81.48% 47.17% 65.03%	Residents who think that hate crime is not a problem in their local area	75.00%	100.00%	42.86%	80.31%					
1.0	is a safe city to live in, relatively free from crime and violence	87.50%	100.00%	50.00%	78.13%	•				
Street cleaning - Number of issues reported - Class 0.0	_	1.0	N/A	N/A	8.3					
Defects (Grade 1) 37.34% 37.34% 12.05% 19.83% % of road area that is % functurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% Schools and Educational Attainment Page 24 Primary school pupils claiming Free School Meals 15.45% N/A N/A N/A 14.20% Secondary school pupils claiming Free School Meals 11.53% N/A N/A <th cols<="" td=""><td>Street cleaning - Number of issues reported - Glass</td><td>0.0</td><td>N/A</td><td>N/A</td><td>5.7</td><td></td><td></td><td></td><td></td></th>	<td>Street cleaning - Number of issues reported - Glass</td> <td>0.0</td> <td>N/A</td> <td>N/A</td> <td>5.7</td> <td></td> <td></td> <td></td> <td></td>	Street cleaning - Number of issues reported - Glass	0.0	N/A	N/A	5.7				
Structurally Impaired (Grade 5) 5.25% 5.25% 13.62% 10.14% ■ Page 24	% of road area that is Free From Defects (Grade 1)	37.34%	37.34%	12.05%	19.83%					
Primary school pupils claiming Free School Meals Secondary school pupils claiming Free School Meals 11.53% N/A N/A 13.60% Rey Stage 2 Attainment 81.48% 81.48% 47.17% 65.03%	% of road area that is Structurally Impaired (Grade 5)	5.25%	5.25%	13.62%	10.14%					
Free School Meals Secondary school pupils claiming Free School Meals Key Stage 2 Attainment 81.48% 81.48% 81.48% 47.17% 65.03% ■ Fravel time (in minutes) by public transport / walking to nearest Fage 25 GP 20.7 8.1 29.5 16.9 Hospital 38.8 12.4 56.5 33.5 ■ Frimary school 10.4 5.8 11.7 8.8 ■ Frimary school 15.3 9.5 30.8 18.5 ■ Frimary school 15.3 Frimary school 16.9 Fring school 16.9 Frimary school 16.9 Frimary school 16.9 Frimary school 16.9 Frimary sch	Schools and Educational Attainment Page 24									
N/A	Primary school pupils claiming Free School Meals	15.45%	N/A	N/A	14.20%					
Key Stage 4 Attainment 84.44% 91.78% 57.65% 76.08% ■ Travel time (in minutes) by public transport / walking to nearest Page 25 GP 20.7 8.1 29.5 16.9 ■ Hospital 38.8 12.4 56.5 33.5 ■ ■ Primary school 10.4 5.8 11.7 8.8 ■ ■ Secondary school 15.3 9.5 30.8 18.5 ■ Broadband coverage and speeds Page 26 Average download speed (Mb/s) 111.3 337.8 46.0 165.6 ■ Superfast availability 84.70% 98.05% 75.58% 90.89% ■ ● Resident Engagement Pages 26 - 27 Residents satisfied with their local area as a place to live 87.50% 100.00% 63.64% 84.63% ■ Residents who agree that they belong to their local area is a good place for children and young people to grow up 100.00% 100.00% 33.33% 71.54% ■ ■ Residents	Secondary school pupils claiming Free School Meals	11.53%	N/A	N/A	13.60%					
Travel time (in minutes) by public transport / walking to nearest Page 25 GP	Key Stage 2 Attainment	81.48%	81.48%	47.17%	65.03%					
Secondary school 10.4 5.8 11.7 8.8	Key Stage 4 Attainment	84.44%	91.78%	57.65%	76.08%					
Hospital 38.8 12.4 56.5 33.5	Travel time (in minutes) by publ	ic transpo	rt / walking	to neares	t				Page 25	
Primary school 10.4	GP	20.7	8.1	29.5	16.9		•			
Broadband coverage and speeds Average download speed (Mb/s) Superfast availability 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 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 Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Area of concern	Hospital	38.8	12.4	56.5	33.5		•			
Average download speed (Mb/s) Average download speed (Mb/s) Superfast availability 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 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 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 Area of concern	Primary school	10.4	5.8	11.7	8.8		•		•	
Average download speed (Mb/s) Superfast availability 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 Residents agree their local area Residents who agree that they belong to their local area Residents who agree that they belong to their local area Residents agree 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 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 Area of concern	Secondary school	15.3	9.5	30.8	18.5					
Superfast availability 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 Residents who agree that they Solve To.58% 90.89% Residents satisfied with their loc.00% 63.64% 84.63% Residents who agree that they 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 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 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 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 area is a good place for children and young people to grow up Residents who agree their local area Resident	Broadband coverage and speed	ls				•	•	•	Page 26	
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 Sesidents 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 Residents who agree that they can influence decisions in their local area Sesidents 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 Area of concern	Average download speed (Mb/s)	111.3	337.8	46.0	165.6		•			
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 Residents who agree that they can influence decisions in their local area 100.00% 100.00% 33.33% 71.54%	Superfast availability	84.70%	98.05%	75.58%	90.89%				•	
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% 57.14% 78.71% 78.71%	Resident Engagement							Pag	jes 26 - 27	
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 Key: Good performance 71.43% 100.00% 57.14% 78.71% 78.71% 100.00% 71.54% Area of concern	Residents satisfied with their	87.50%	100.00%	63.64%	84.63%					
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% 100.00% 33.33% 71.54%	Residents who agree that they belong to their local area	71.43%	100.00%	57.14%	78.71%					
can influence decisions in their 37.50% 100.00% N/A 25.46% local area Key: Good performance Area of concern	Residents agree their local area is a good place for children and young people to grow up	100.00%	100.00%	33.33%	71.54%	•		•		
	Residents who agree that they can influence decisions in their local area	37.50%	100.00%	N/A	25.46%	•				
Further information about the ward is available at: Fulford and Heslington Ward	Key: Good perfo	Key:								
	Further information about the	Further information about the ward is available at: Fulford and Heslington Ward								

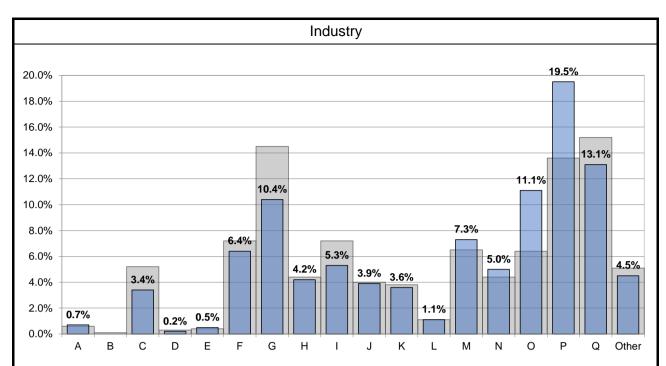










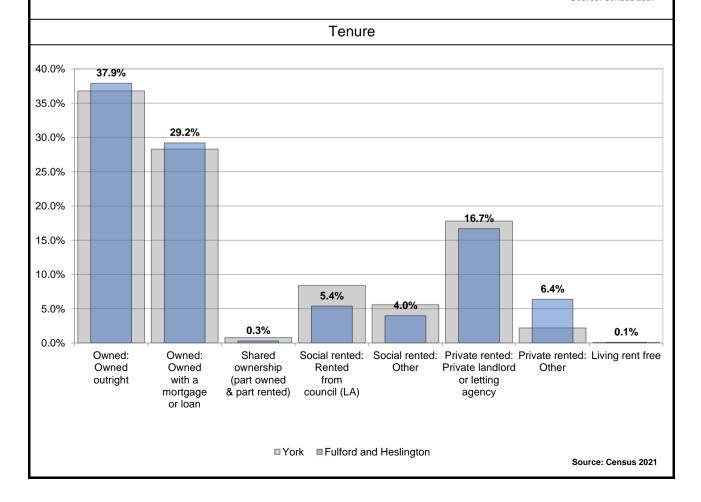


A: Agriculture, forestry and fishing, B: Mining and quarrying, C: Manufacturing, D: Electricity, gas, steam and air conditioning supply, E: Water supply; sewerage, waste management and remediation activities, F: Construction

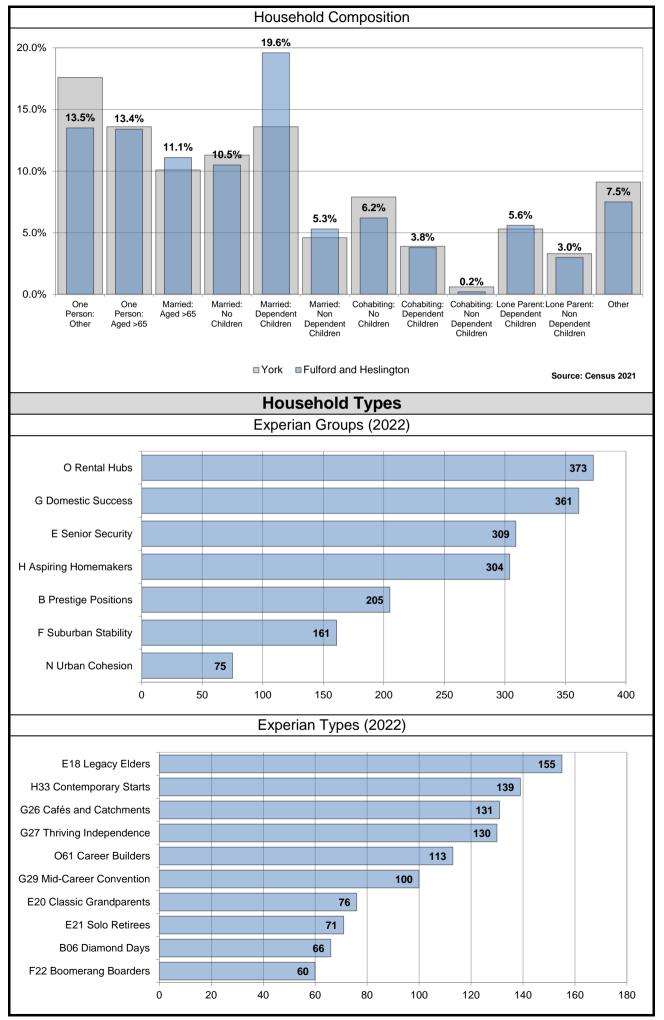
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

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

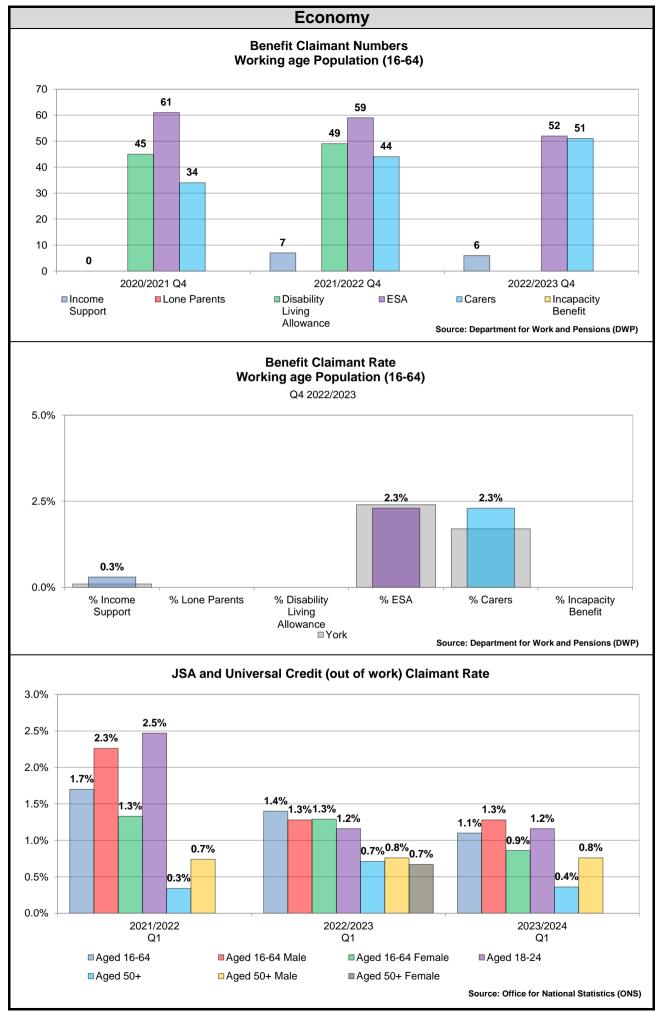
■York ■Fulford and Heslington Source: Census 2021



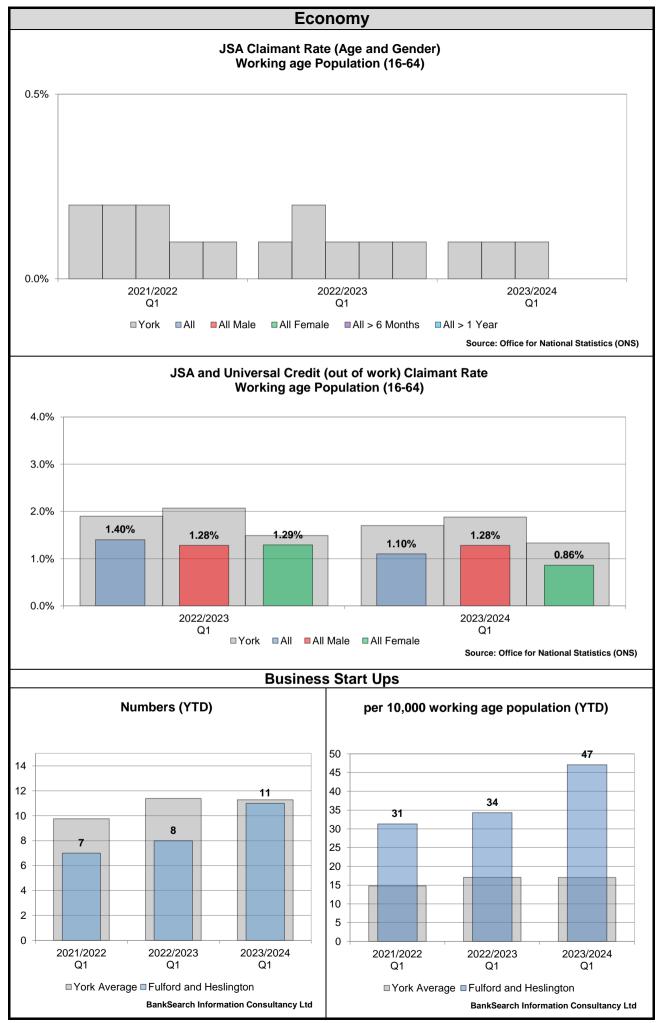










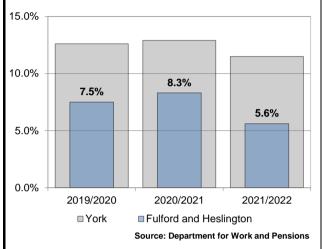






Child Poverty

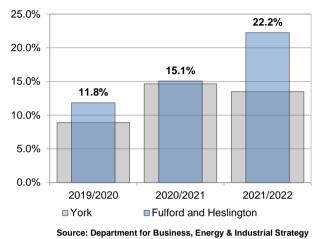
The proportion of children (under 16) who are living in families whose reported income is less than 60 per cent of UK median income



Fuel Poverty

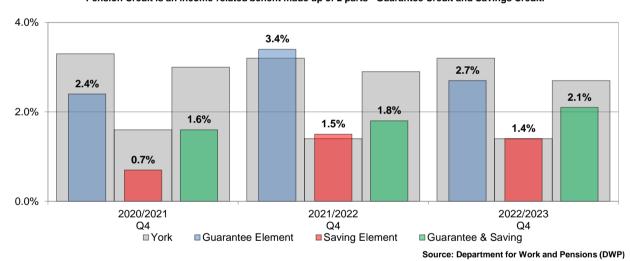
The new fuel poverty metric Low Income Low Energy Efficiency (LILEE) considers a household to be fuel poor if:

- 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.



Pension Credit

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

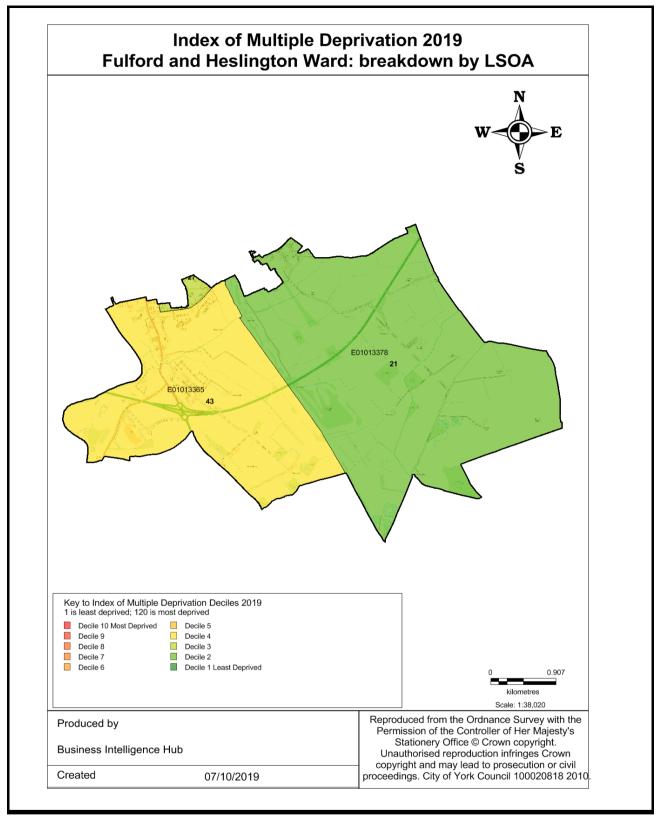


Indices of Multiple Deprivation

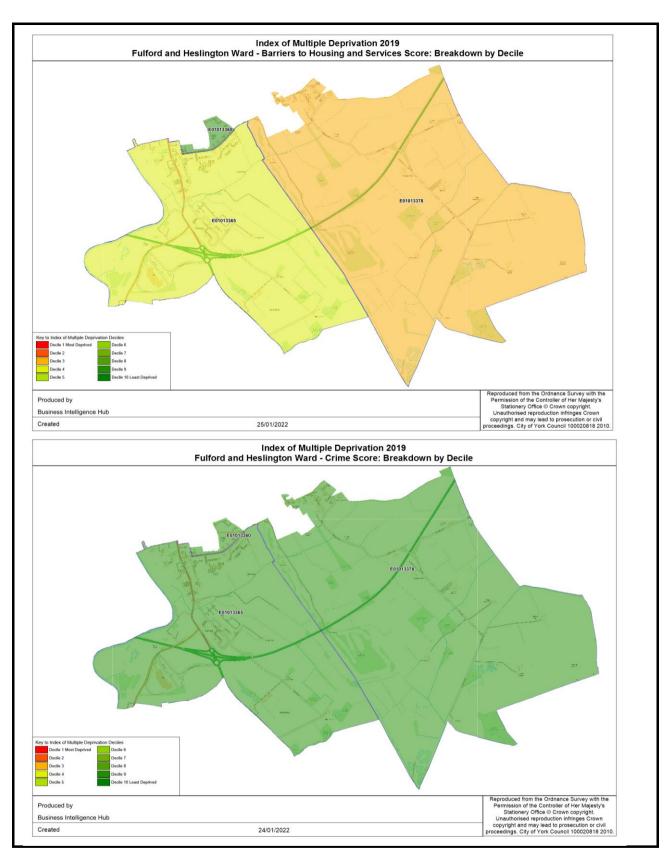
The IMD measures and rates a number of different domains affecting quality of life including income, employment, education and skills, health and disability, crime, barriers to services and quality of living environments. **A high score is**



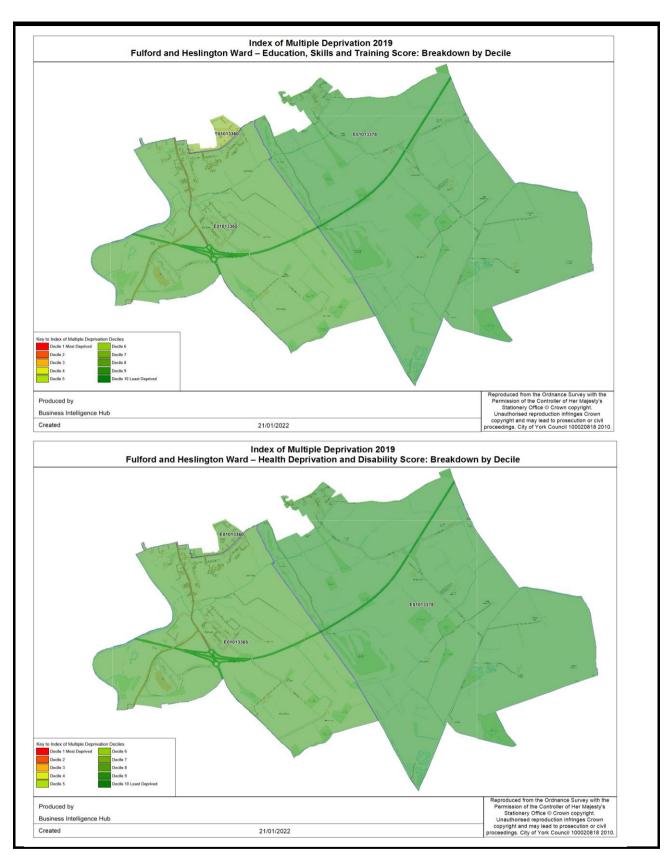




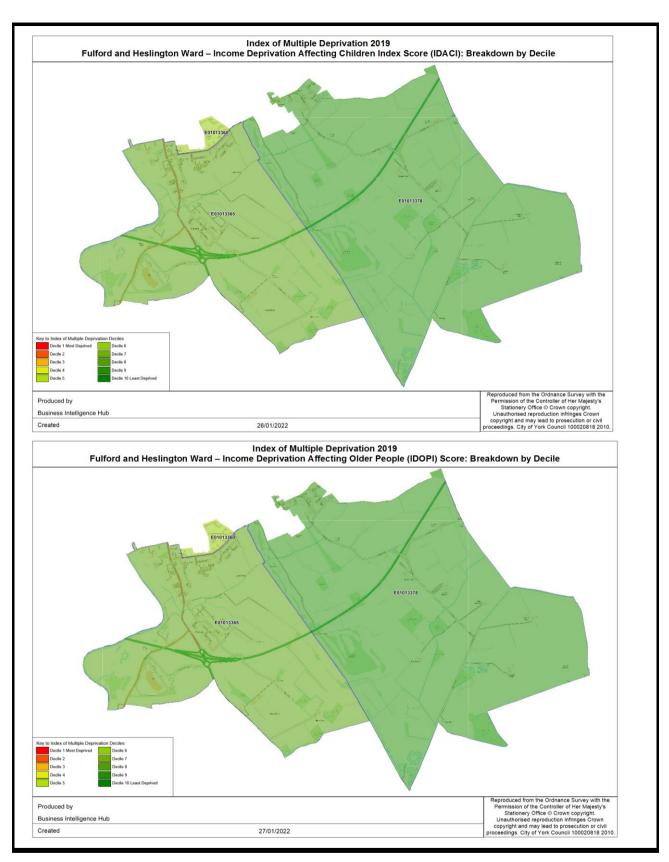




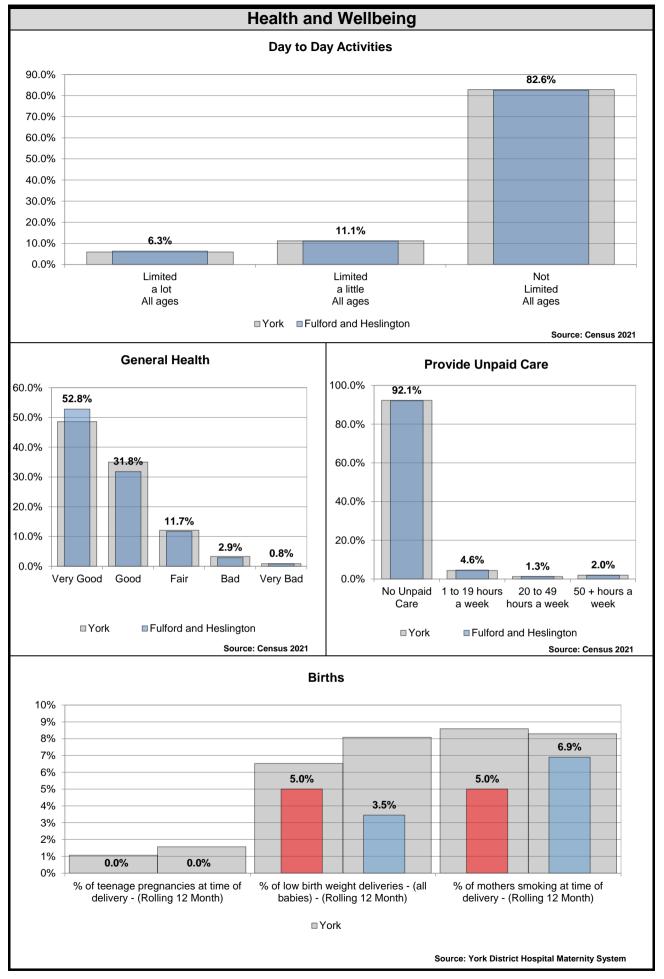




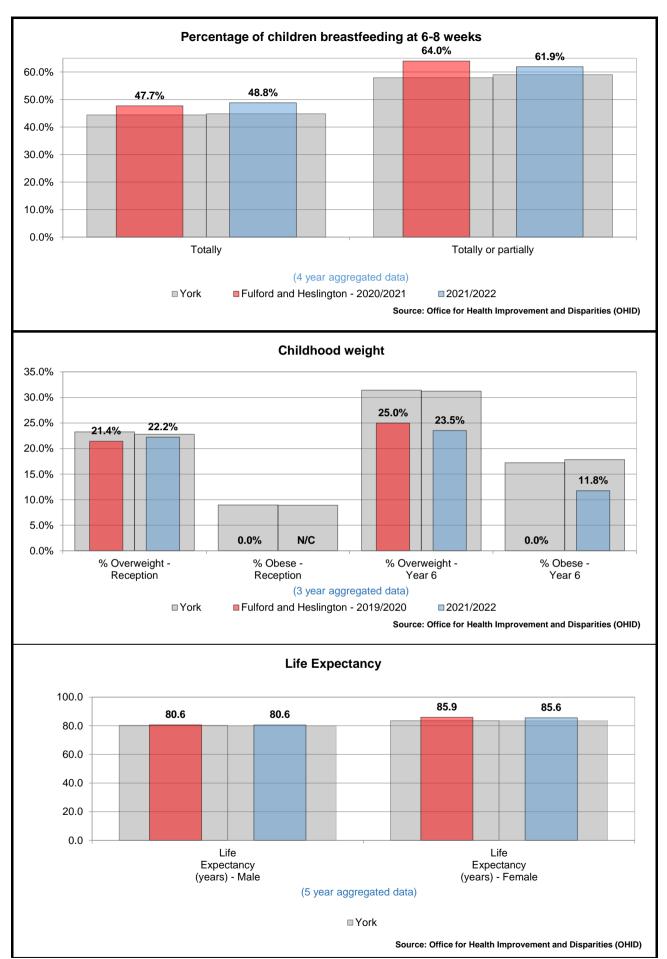




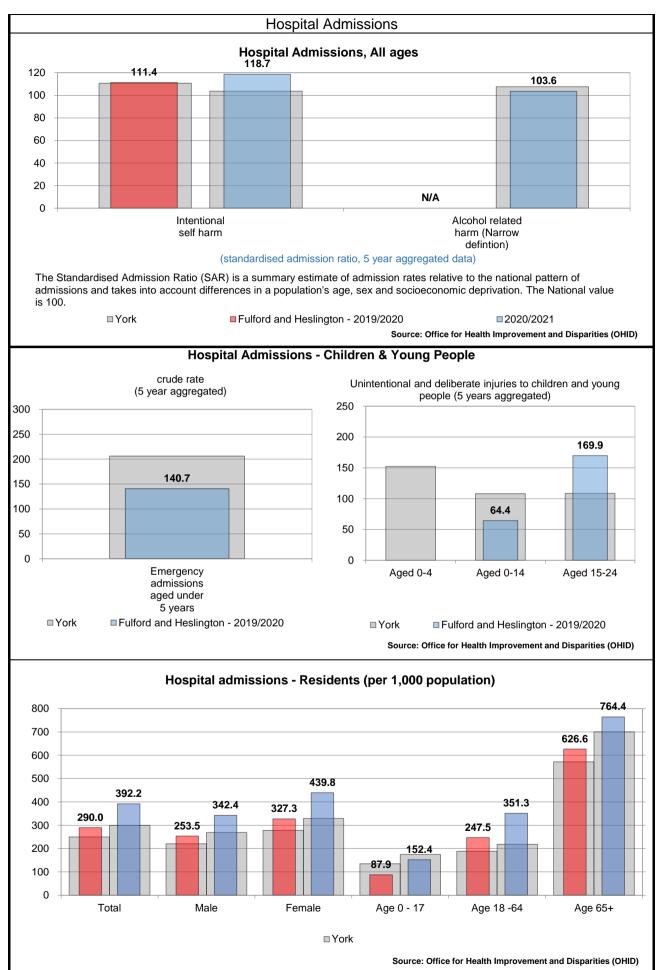




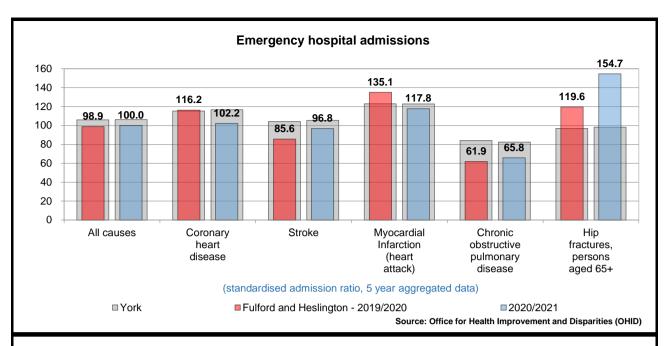






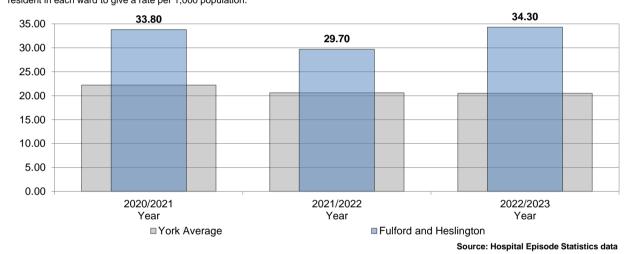


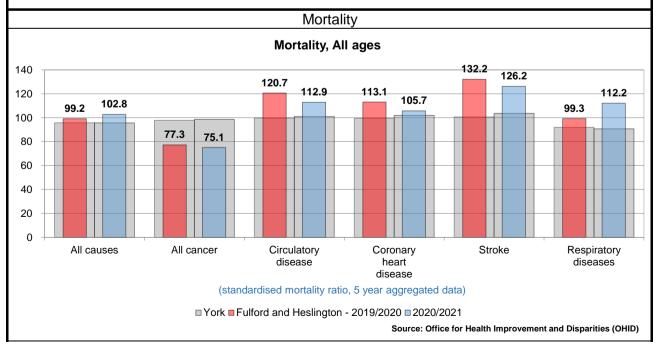




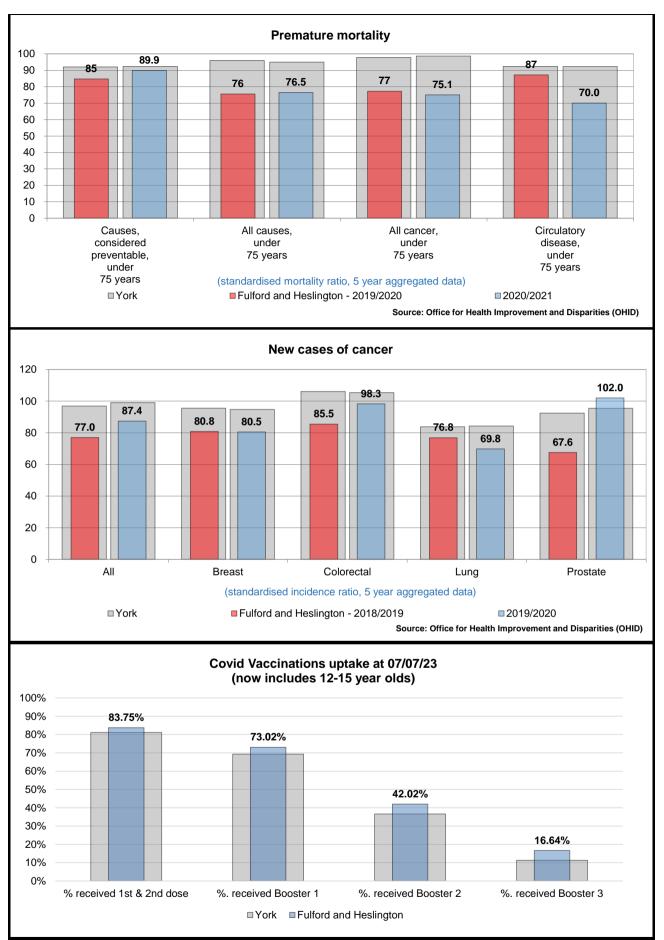
Emergency hospital admissions for injuries resulting from a fall (over 65), per 1,000 population

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.

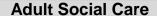










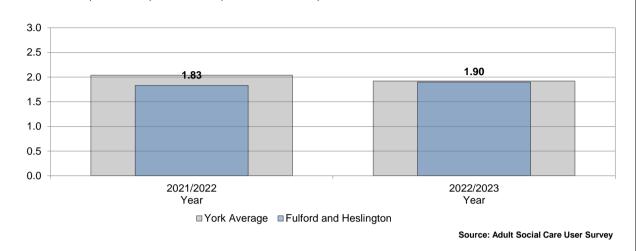


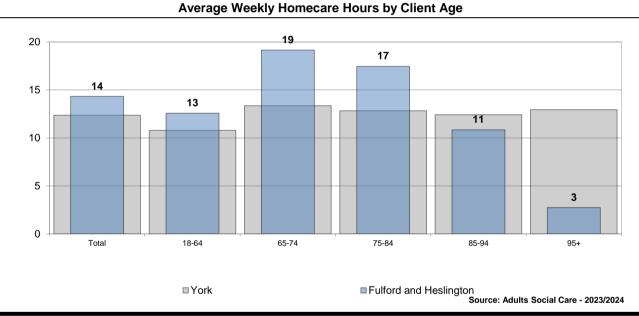
Social isolation

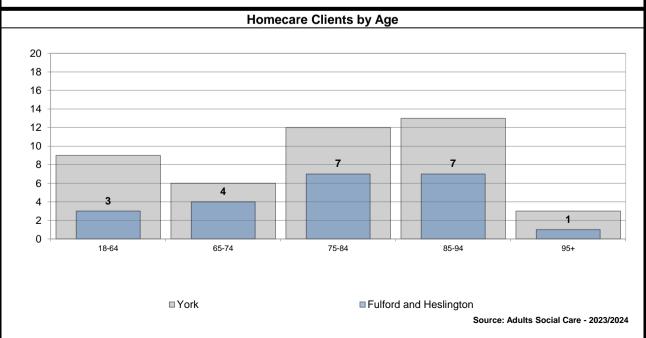
Social isolation: This is based on respondents to two questions on the Adult Social Care Survey regarding social contact and how time is spent.

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.

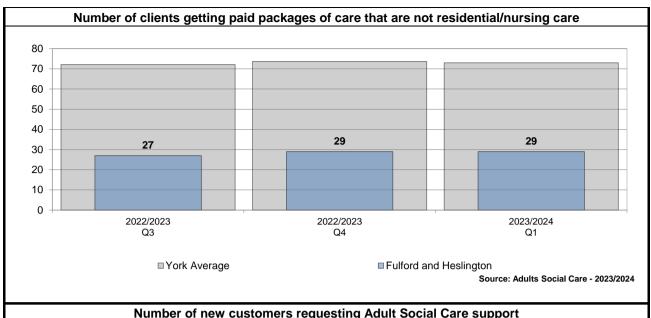
The mean of all respondents' responses to both questions is the score presented here.

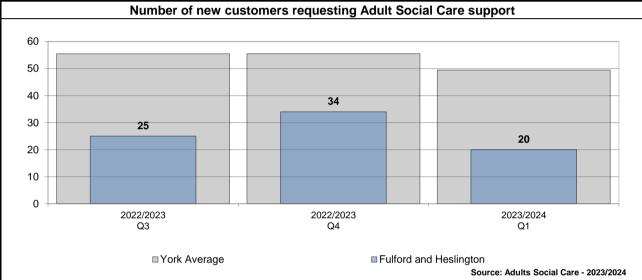


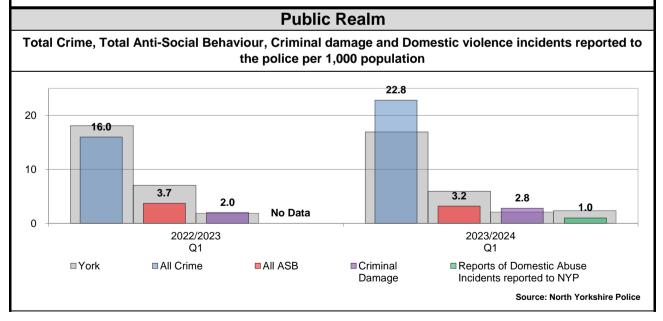




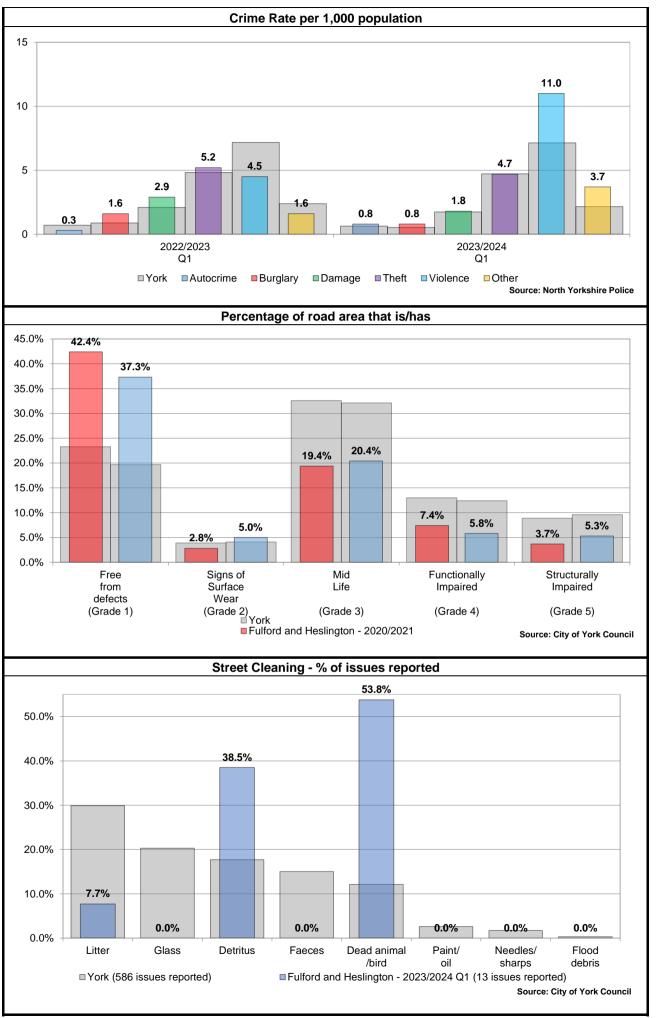




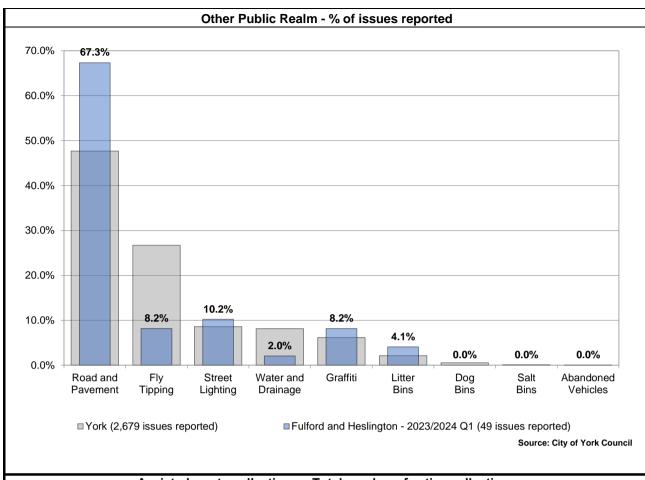


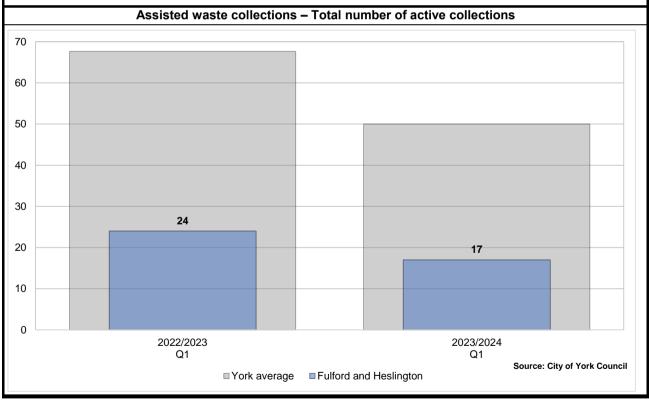














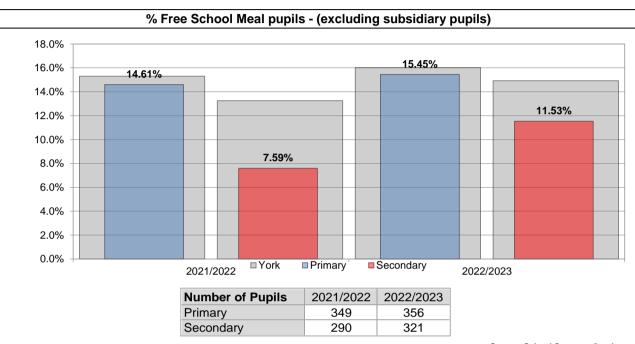
Education and Schools

The following school catchment areas are part of Fulford and Heslington Ward:

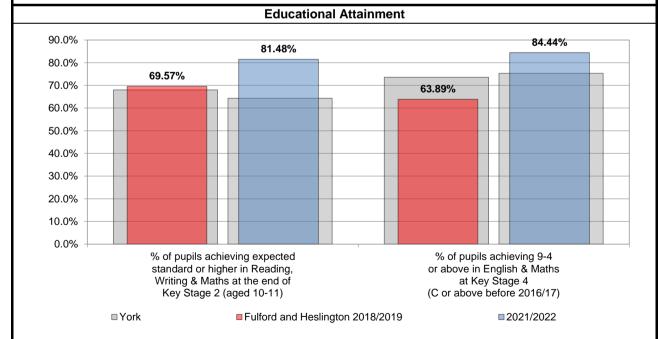
Primary: Fishergate, Lord Deramore's and St. Oswald's CE.

Secondary: Fulford Secondary.

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



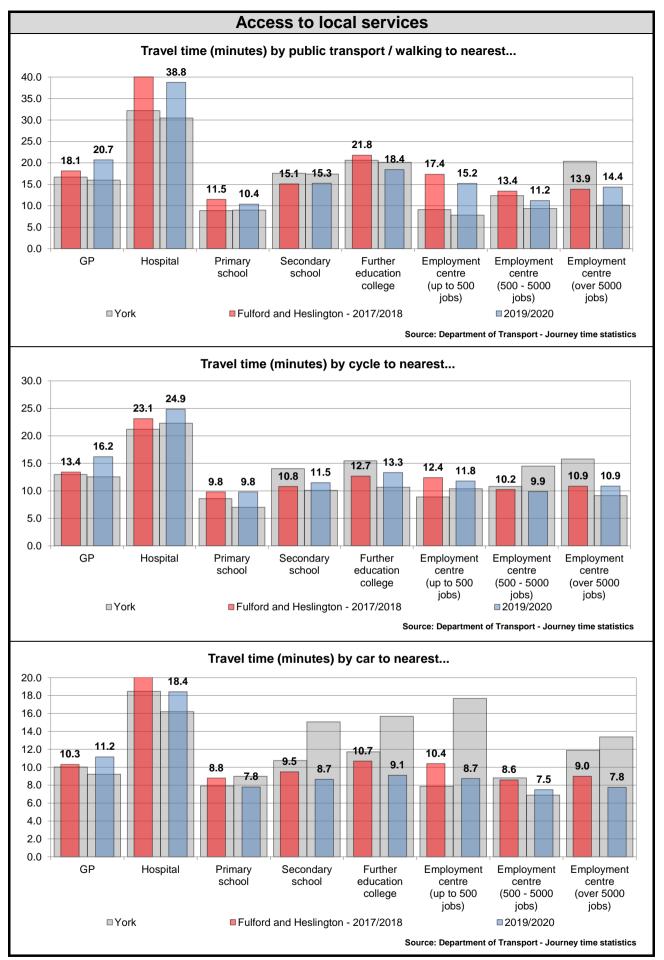
Source: School Census - October



The Department for Education did not release data for 2019-20 or 2020-21 due to the way in which Key Stage results were calculated.

Source: Department for Education - 2021/22







Broadband coverage and speeds

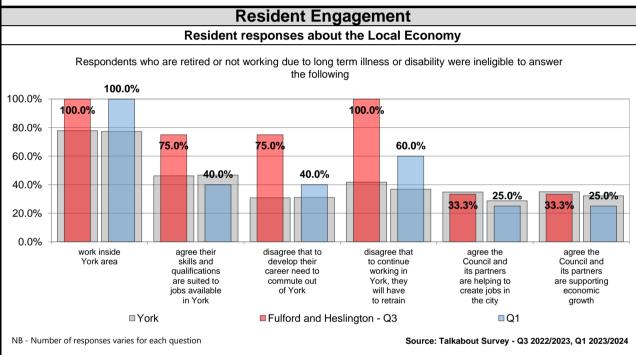
In March 2017 the UK Government introduced the Universal Service Obligation (USO) for broadband as part of its commitment in the UK Digital Strategy to ensure that the UK has world-class digital connectivity and inclusion.

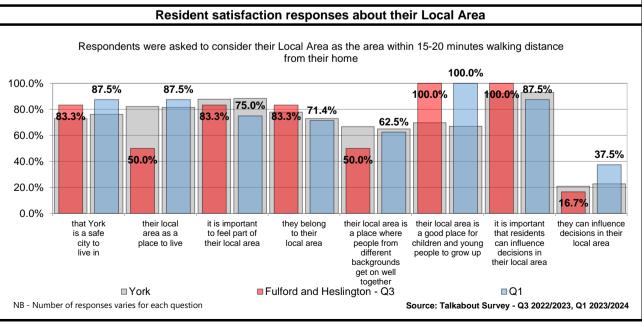
Measure	Fulford and Heslington	York	Summary			
Average download speed (Mb/s)	111.33	177.50	slower than the York average			
Superfast broadband availability	84.70%	96.17%	worse than the York average			
Connections receiving:						
slowest speeds (under 2 Mb/s)	0.21%	0.04%	higher than the York average			
slower speeds (under 10 Mb/s)	0.71%	0.67%	higher than the York average			
superfast speeds (over 30 Mb/s)	98.03%	96.32%	higher than the York average			

This data is based on analysis of Ofcom's Connected Nations data for 2022/2023. Ofcom collected and analysed data from major fixed telecoms operators (BT, Virgin Media, Sky, Talk Talk, Vodafone and KCOM).

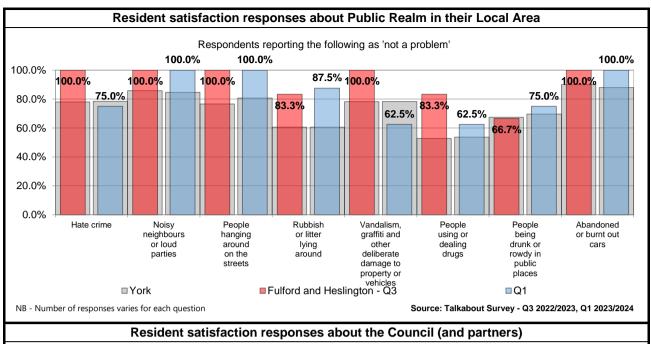
Due to variations in broadband performance over time, Ofcom cautions that the data should not be regarded as a definitive and fixed view of the broadband infrastructure but rather a snapshot of current variation in availability and performance across the country.

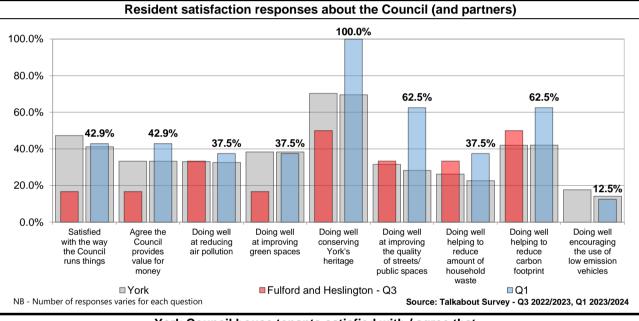
The vast majority of UK homes can now get superfast broadband, which provides download speeds of at least 30 Mbit/s; although more than a quarter who have access to it have not taken it up.

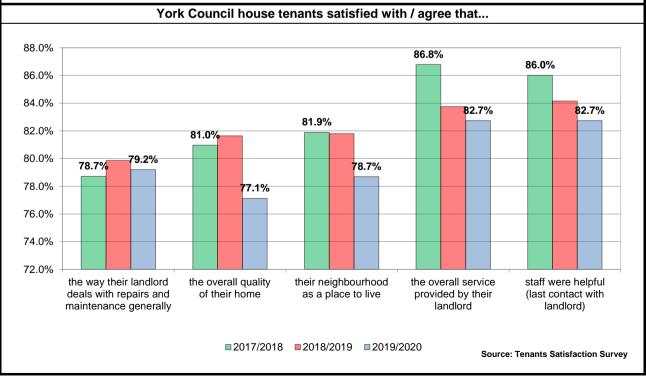




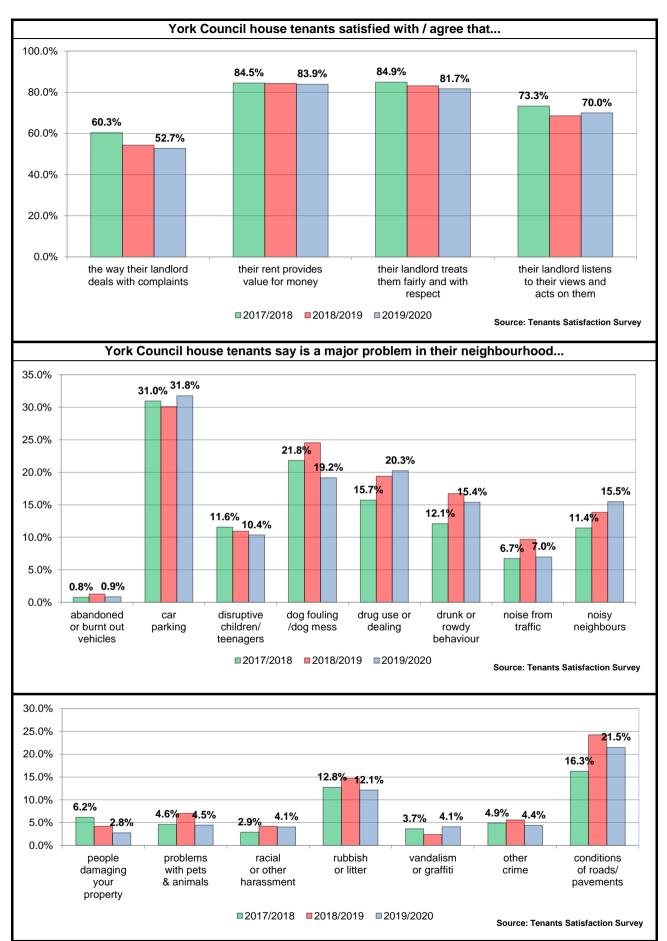














Experian Groups

O Rental Hubs

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

G Domestic Success

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

E Senior Security

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

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.

N Urban Cohesion

Homesharers in terraces, uber passengers, free mobile phone apps, read news and shop online, visual arts and design sites.

Experian Types

E18 Legacy Elders

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

H33 Contemporary Starts

Millennials, modern houses, lived in current home for 1-3 years, university degrees, work full-time.

G26 Cafés and Catchments

Families with children, generation x, university degrees, high value, pre-war properties, mid to high household income.

G27 Thriving Independence

Middle-aged singles, no children, homeowners, calls via smartphone, internet first place for information.

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.

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.

B06 Diamond Days

Retired, expensive detached houses, highly educated, quality news, mywaitrose.

F22 Boomerang Boarders

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