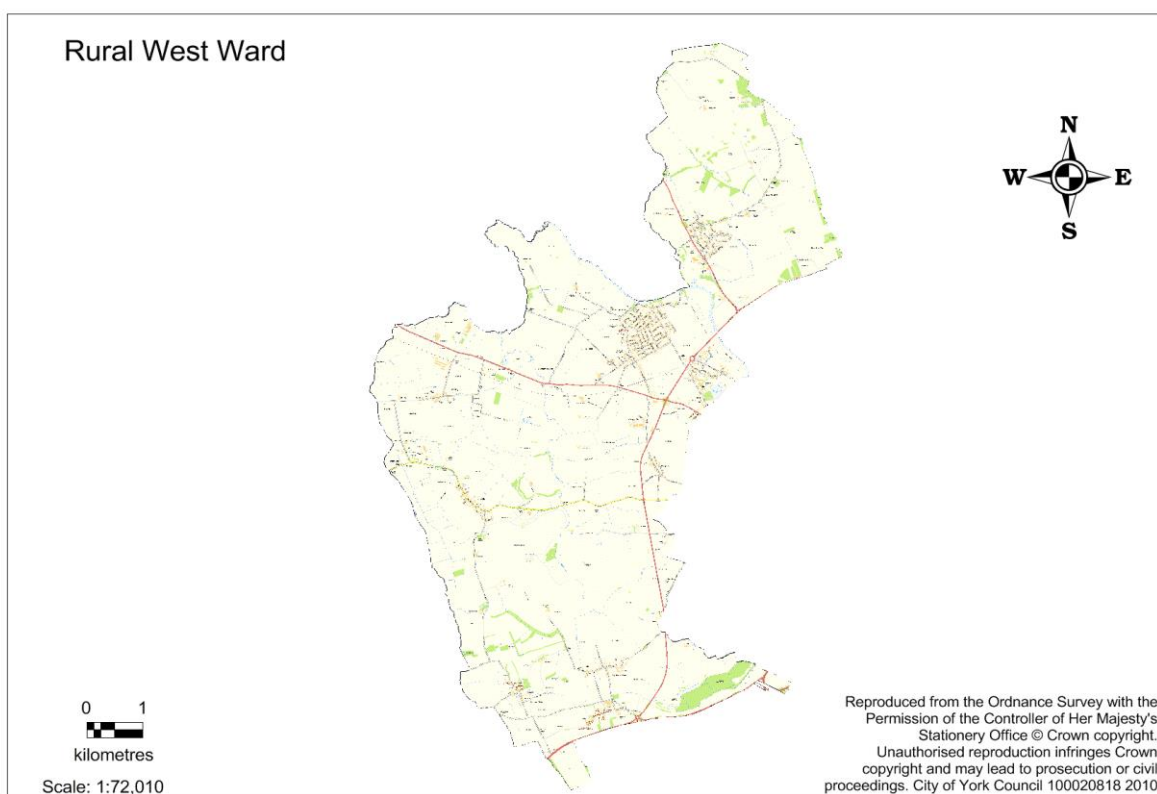


## York Summary

- York has 209,301 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.
- £794.78 was the Average Net Weekly Household Income in 2022/23 (£656.05 in 2019/20).
- 65% own their own home, either outright or with a mortgage, 20% are private renters and 14% are social tenants. There are 7,293 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.
- 15.8% of children are living in low income families and there are 12.3% of households in fuel poverty.
- 11.3% of the working age population (15,239 people aged 16-64) claim Universal Credit, of which 62.6% are not in employment.



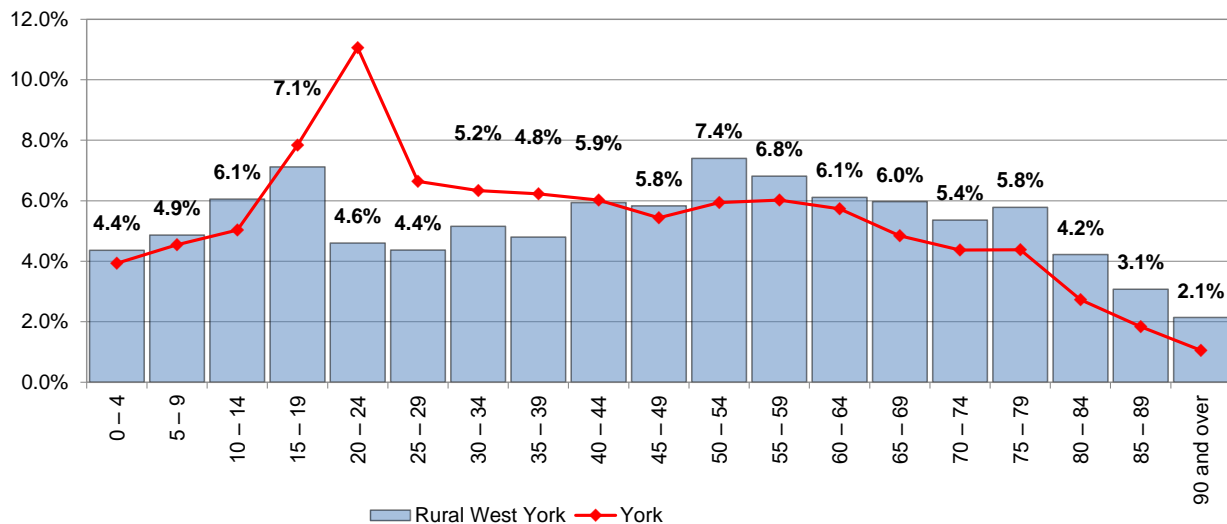
## Ward Summary

- Rural West York has 8,554 residents with 2.9% from a black and minority ethnic community group. 84.2% are in good health, with 16.7% stating that they have some limitation in day to day activities.
- £809.79 was the Average Net Weekly Household Income in 2022/23 (£665.87 in 2019/20).
- 83% own their own home, either outright or with a mortgage, 9% are private renters and 8% are social tenants. There are 89 Council Houses in this ward, which is 1.20% of York's total.
- 82.0% of residents have a Level 1 - 4 qualification, of which 75.0% are, at least, qualified to Level 2, but 10.7% have no qualifications at all.
- 10.9% of children are living in low income families and there are 6.7% of households in fuel poverty.
- 8.2% of the working age population (371 people aged 16-64) claim Universal Credit, of which 4.9% are not in employment.

Ward performance by key areas								
This is an "at a glance" summary of performance within the ward - more detail is provided later in the profile.								
Rural West York Ward	Best Ward in York	Worst Ward in York	York Ward Average	Performance (latest data)				
				Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards	
<b>Economy</b>				Above or below the average $\pm$ 10%		Pages 9 - 10		
Universal Credit Claimants: % working age population	8.20%	4.90%	25.10%	10.64%				
Universal Credit Claimants: % working age population not in employment	4.90%	3.00%	16.20%	6.60%				
PIP Total Claimants: % of Population	3.30%	9.60%	2.40%	4.57%				
Residents who agree the council and its partners are helping to create jobs in the city	36.84%	60.00%	11.11%	27.34%	●		●	
Residents who agree their skills and qualifications are suited to jobs available in York	21.43%	54.55%	0.00%	28.01%		◆		
<b>Poverty</b>				Page 11				
Fuel poverty (households)	6.71%	6.71%	23.45%	11.83%	●		●	
Children (aged 0- 15) living in low income families	10.90%	4.60%	25.90%	14.23%	●			
<b>Health and Wellbeing</b>				Pages 16 - 17				
Reception year overweight	20.51%	15.38%	26.76%	21.62%				
Year 6 overweight	25.00%	24.56%	43.14%	32.80%	●		●	
Male life expectancy	80.9	87.1	75.4	80.5				
Female life expectancy	84.1	91.8	80.7	84.2				
Births: % of teenage pregnancies at time of delivery	0.00%	0.00%	4.13%	1.31%	●		●	
% of low birth weight deliveries - (all babies)	8.16%	0.00%	16.67%	7.59%				
% of mothers smoking at time of delivery	2.04%	0.00%	13.79%	7.12%	●		●	
Emergency hospital admissions for injuries resulting from a fall (over 65), per 1,000 population	21.4	12.1	34.3	20.5				
<b>Adult Social Care</b>				Pages 18 - 19				
Social Isolation	1.8	1.5	2.6	2.0	●			
Homecare hours (weekly average)	30.0	9.1	30.0	15.4		◆		◆
Homecare clients (per 1,000 population)	2.0	1.7	7.3	3.7	●		●	
Clients getting paid packages of care that are not residential/nursing care	26.0	180.0	16.0	66.8				
New customers requesting Adult Social Care support	42.0	89.0	19.0	52.5				
Mental Health Act Assessment	163.0	434.0	105.0	222.8				
<b>Key:</b>	● Good performance		◆ Area of concern					

This is an "at a glance" summary of performance within the ward - more detail is provided later in the profile.								
Ward	Best Ward in York	Worst Ward in York	York Ward Average	Performance (latest data)				
				Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards	
<b>Public Realm</b>								Page 20 - 20
Crime (per 1,000 population)	9.7	4.0	68.9	15.5	●			
ASB (per 1,000 population)	3.3	1.0	24.4	5.6	●			
Residents who think that hate crime is not a problem in their local area	73.68%	100.00%	47.83%	74.87%				
Residents who agree that York is a safe city to live in, relatively free from crime and violence	78.95%	92.86%	20.00%	68.89%	●			
Street cleaning - Number of issues reported - Litter	14	0	40	9				
Vegetation - Number of issues reported	26	2	94	28				
Fly Tipping - Number of issues reported	33	0	172	41				
% of road network surveyed that is classed as Excellent (95-100)	32.91%	36.29%	20.98%	29.09%	●			
% of road network surveyed that is classed as Poor (<75)	38.89%	52.48%	32.09%	41.31%				
% of eligible Garden Waste subscriptions	0.73%	0.74%	0.30%	0.57%	●			
<b>Schools and Educational Attainment</b>								Page 23
Primary school pupils claiming Free School Meals	10.53%	N/A	N/A	14.96%				
Secondary school pupils claiming Free School Meals	10.26%	N/A	N/A	16.31%				
Good Level of Development at Foundation Stage	72.50%	96.30%	49.15%	72.31%				
Key Stage 4 Attainment	85.90%	88.89%	61.18%	75.81%	●		●	
<b>Broadband coverage and speeds</b>								Page 24
Superfast broadband availability	88.21%	99.46%	36.56%	92.40%				◆
Households with download speed over 30Mb/s	98.14%	99.97%	93.37%	98.64%				◆
<b>Resident Engagement</b>								Pages 24 - 25
Residents satisfied with their local area as a place to live	94.74%	100.00%	55.00%	81.78%	●		●	
Residents who agree that they belong to their local area	77.78%	91.67%	50.00%	75.77%				
Residents agree their local area is a good place for children and young people to grow up	78.95%	100.00%	40.00%	70.63%	●			
Residents who agree that they can influence decisions in their local area	21.05%	50.00%	N/A	18.93%	●			
<b>Key:</b> ● Good performance ◆ Area of concern								
Further information about the ward is available at: <a href="#">Rural West York Ward</a>								

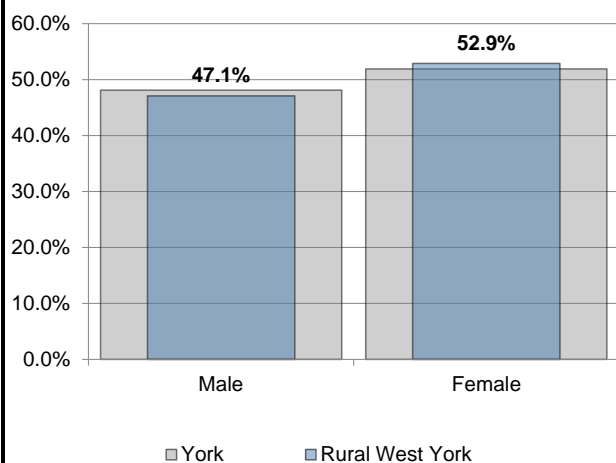
### Population by Age



Source: ONS - 2024 Population Estimates

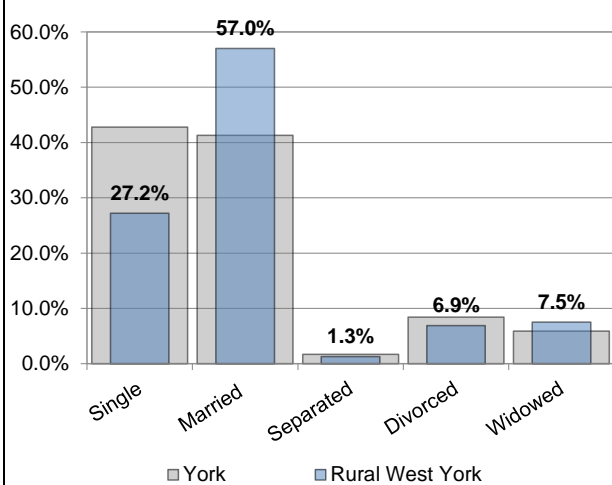
### Census 2021

#### Sex



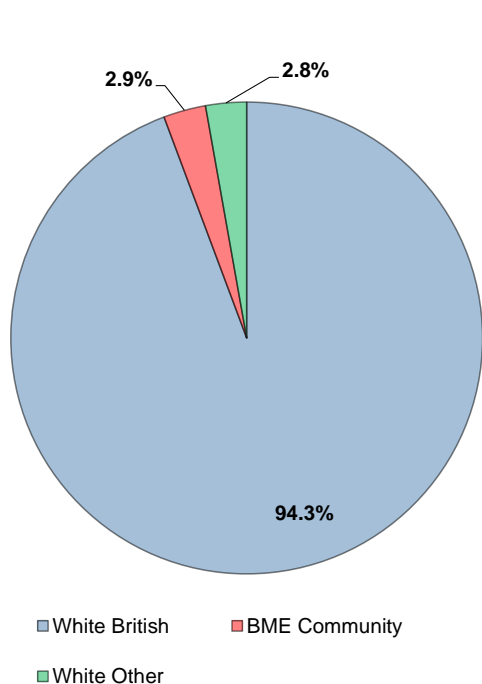
Source: Census 2021

#### Marital Status

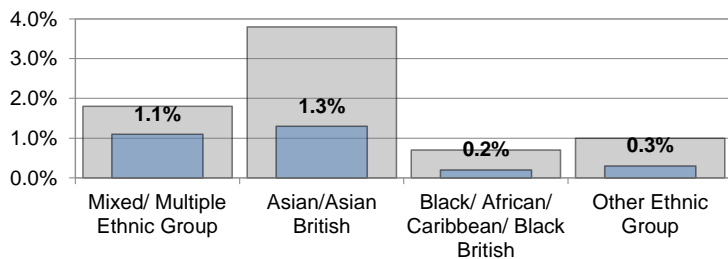


Source: Census 2021

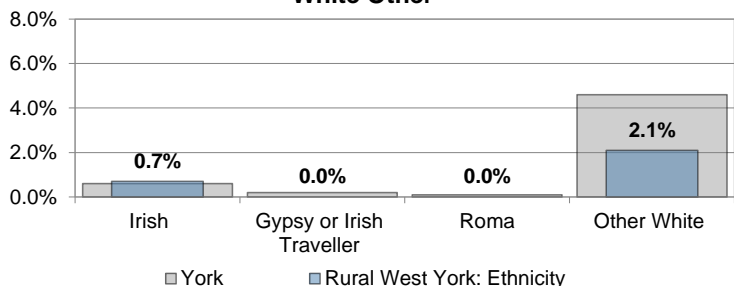
### Ethnicity



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



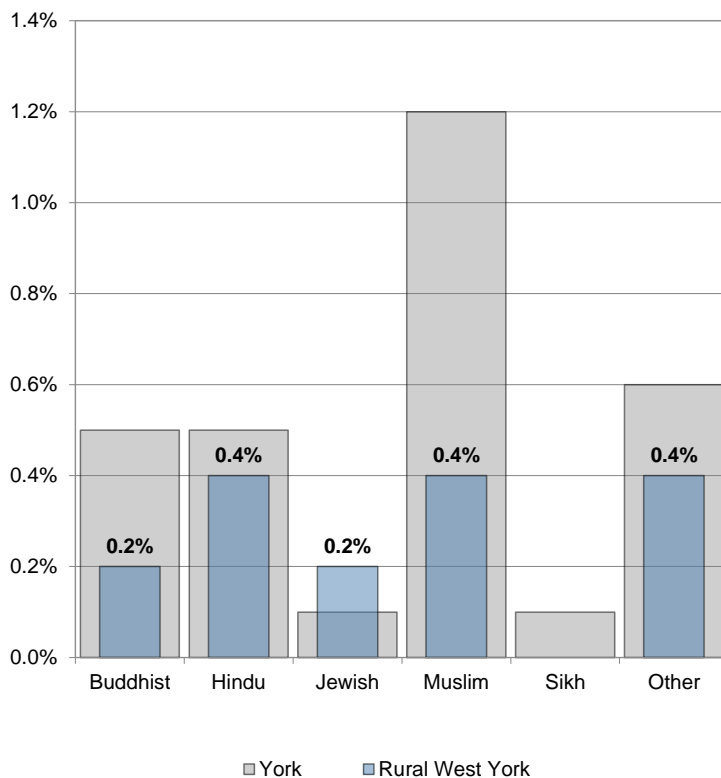
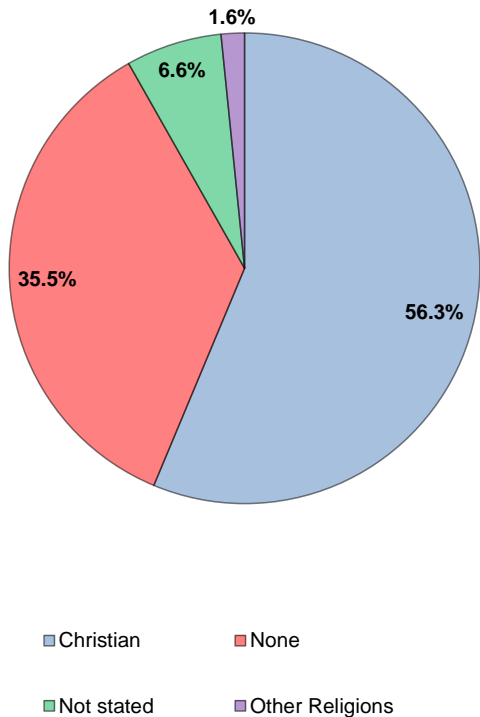
#### White Other



Source: Census 2021

## Religion

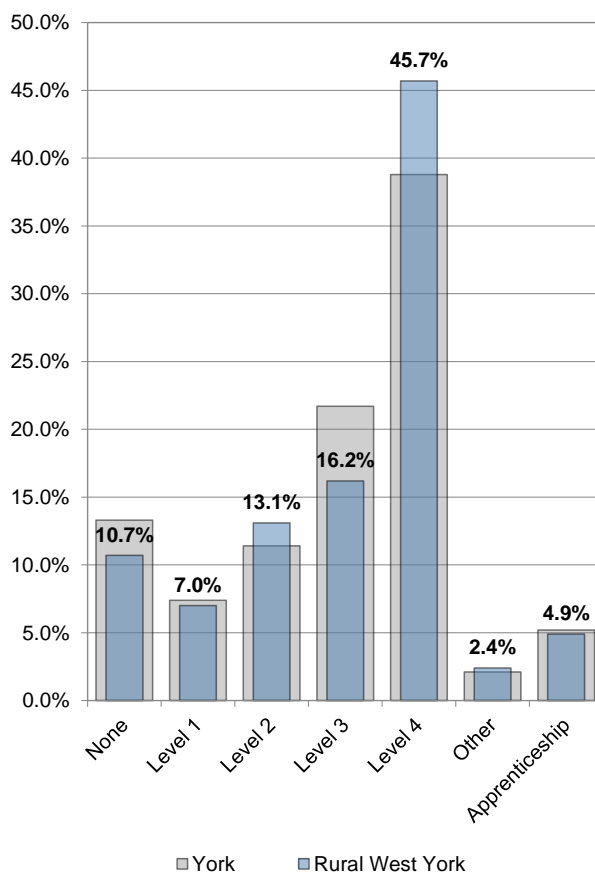
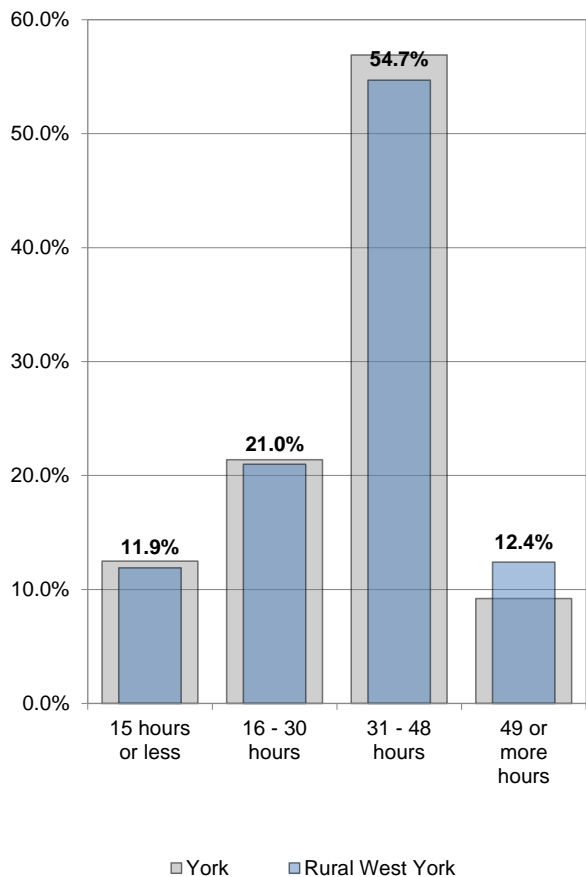
### Other Religions



Source: Census 2021

### Hours Worked

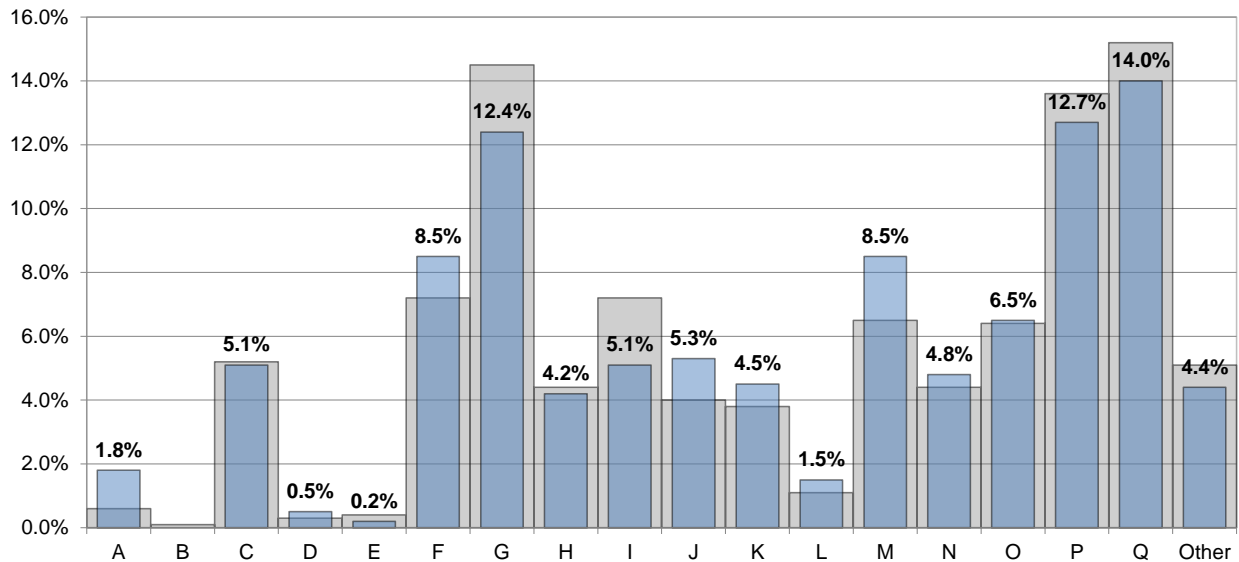
### Qualifications



Source: Census 2021

Source: Census 2021

### 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

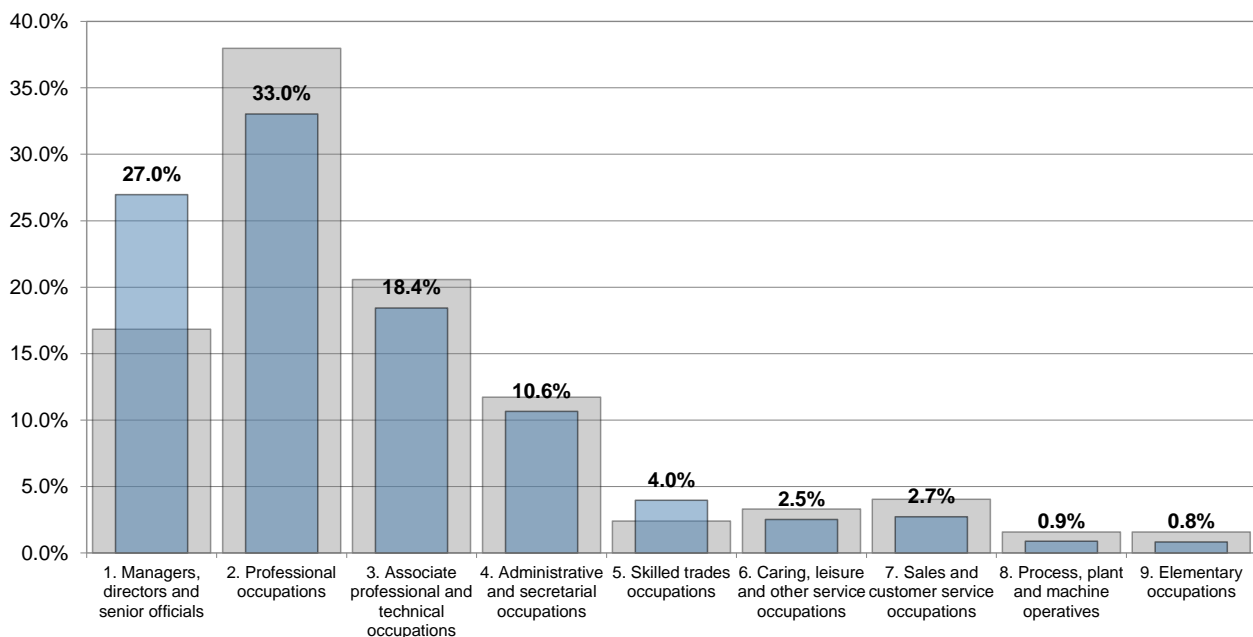
M: Professional, scientific and technical activities, N: Administrative and support service activities, O: Public administration and defence; compulsory social security, P: Education, Q: Human health and social work activities

■ York ■ Rural West York

Source: Census 2021

### Working from home and travel to work

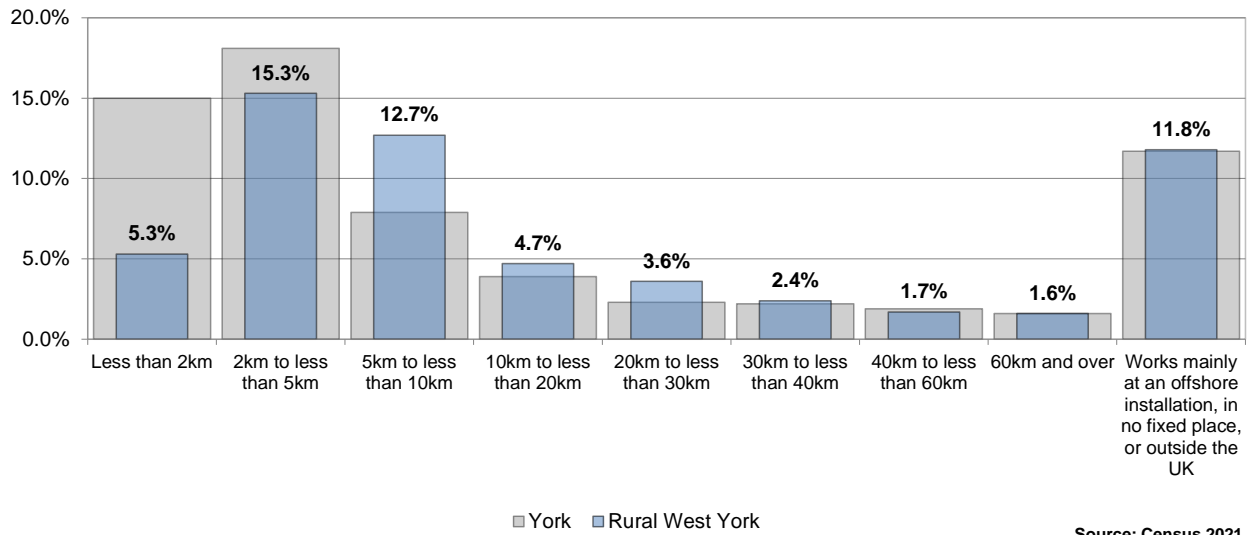
1,465 (40.9%) of usual residents aged 16 years and over in employment, living in Rural West York (York 35.5%) worked from home. By profession they were:



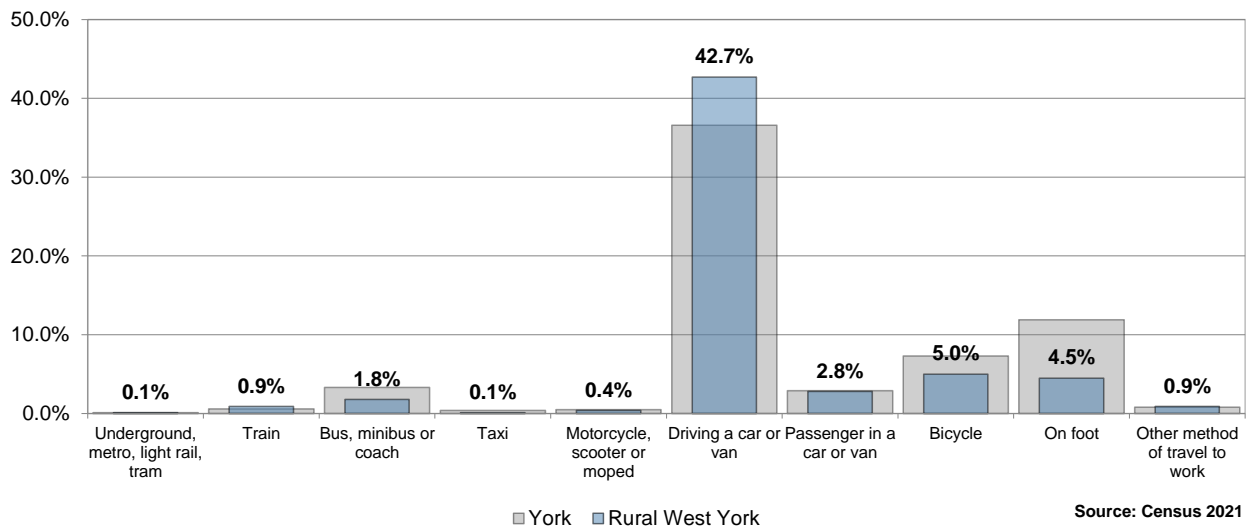
■ York ■ Rural West York

Source: Census 2021

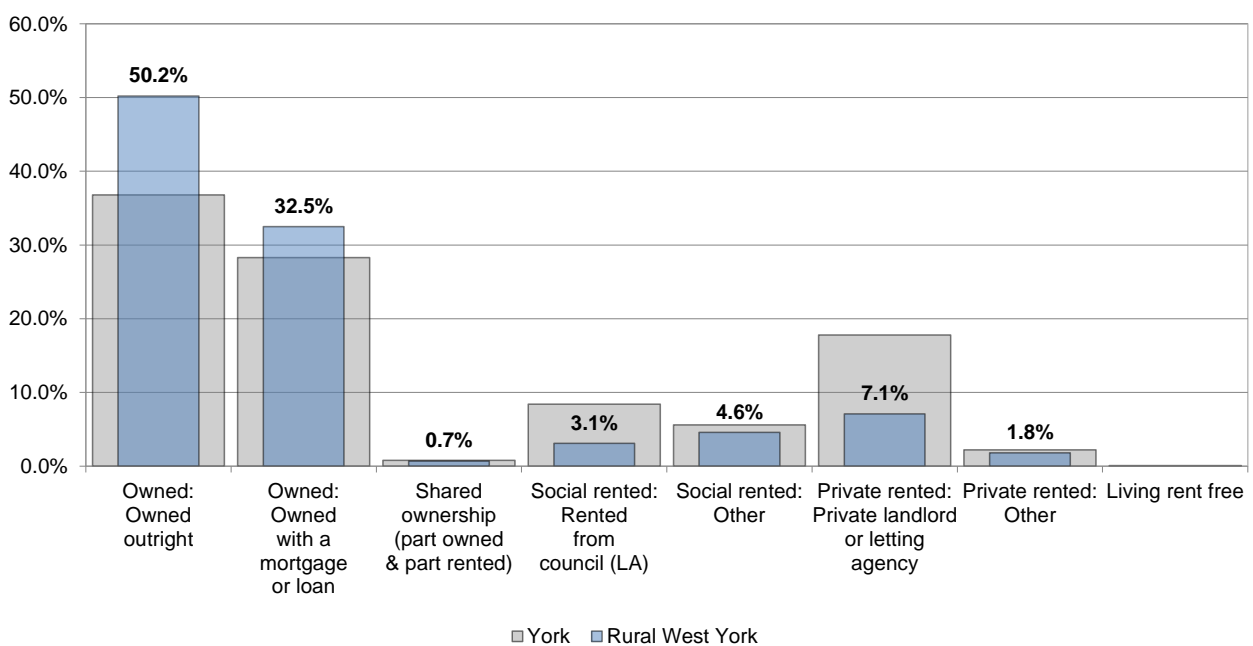
Distance travelled to work - 2,118 (59.1%) of usual residents aged 16 years and over in employment, living in Rural West York (York 64.5%) travel to work:

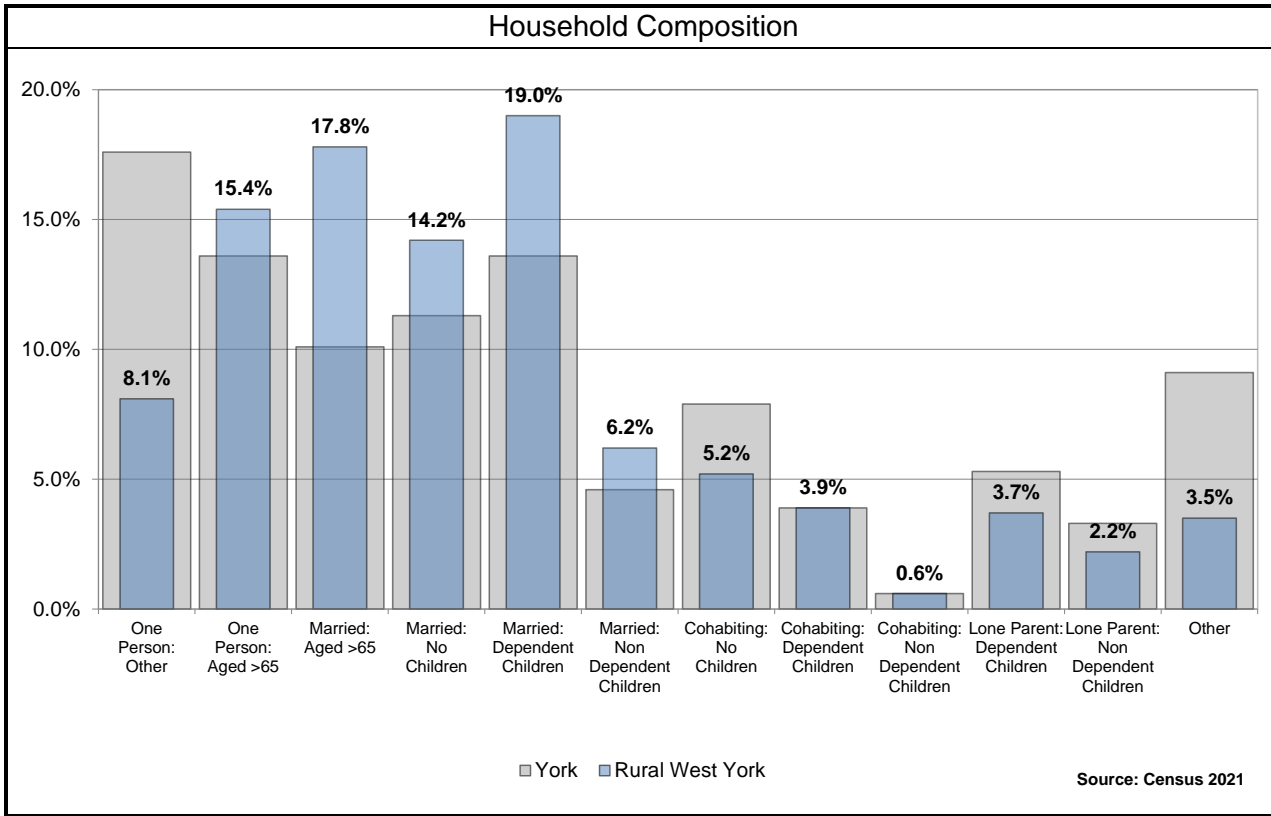


Method used to travel to work

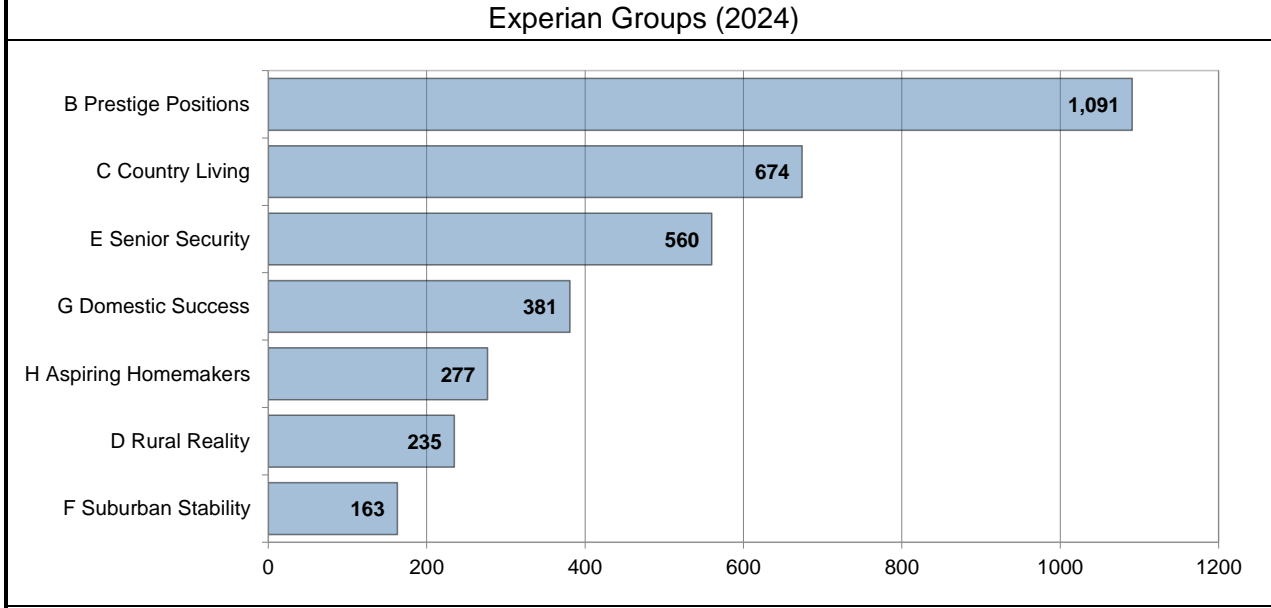


Tenure

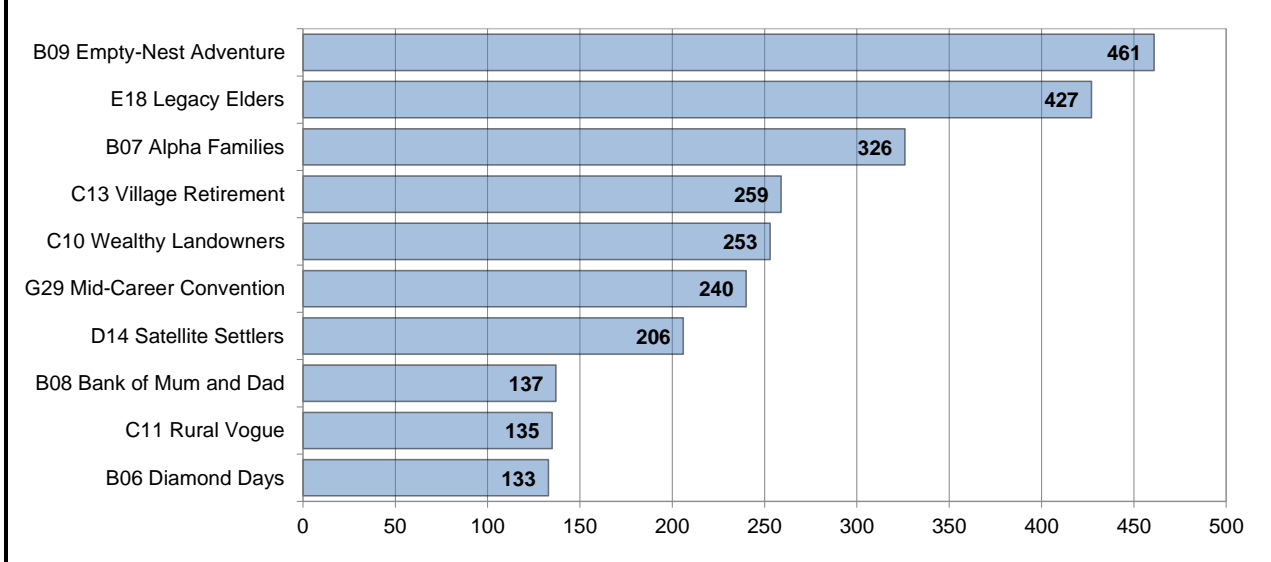




## Household Types



### Experian Types (2024)



## Economy

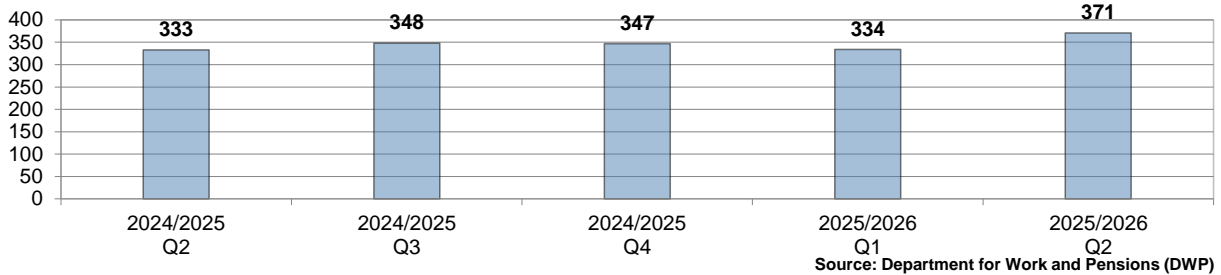
### Benefit Claimants

The Department for Work and Pensions (DWP) plans to move all legacy benefit claimants to Universal Credit by March 2026, completing the rollout and closing all legacy benefits by this date.

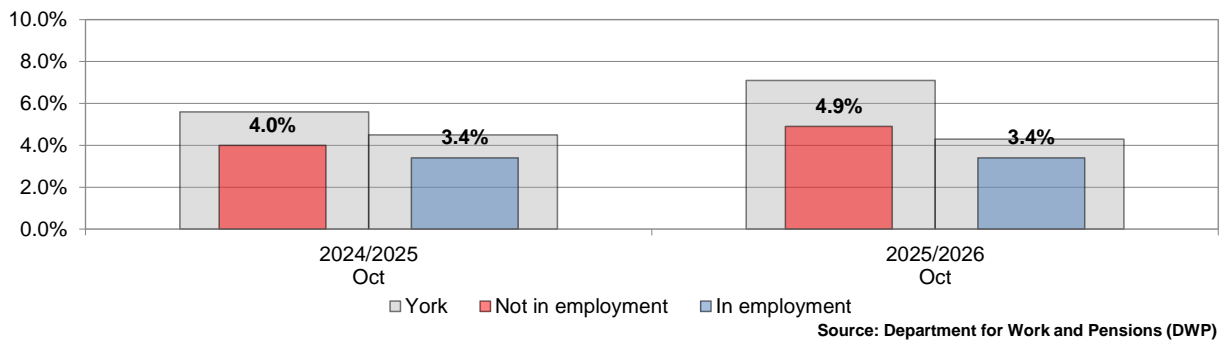
Legacy benefits include Income-based Jobseeker's Allowance (JSA), Income-related Employment and Support Allowance (ESA), Income Support, Housing Benefit, Child Tax Credit, and Working Tax Credit.

- The DWP has reported that all claimants of Income Support, income-based Jobseeker's Allowance (JSA), Housing Benefit and Tax Credits have already moved to Universal Credit.
- The DWP has reported that all claimants of income-related Employment and Support Allowance (ESA) only, or income-related ESA and Housing Benefit will have moved to Universal Credit by March 2026.

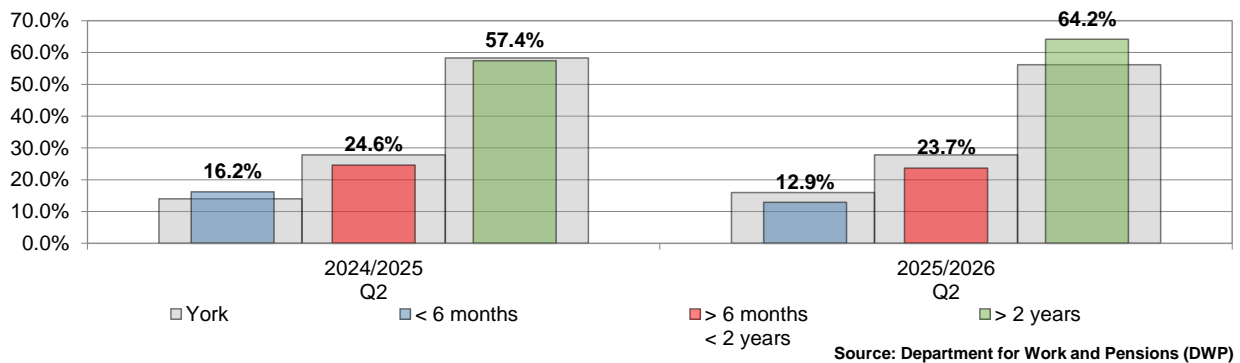
**Universal Credit claimants - In Rural West York there are 371 claimants as at 2025/2026 Q2 (an increase from 333 in Q2 2024/2025). This is 8.2% of the working age population.**



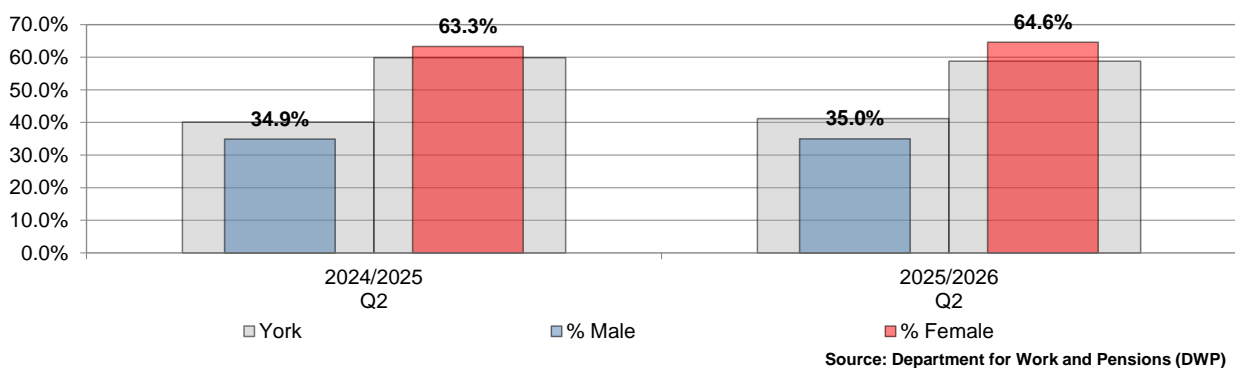
#### Universal Credit claimants - Type and proportion of working age population (16-64)



#### Universal Credit claimants - Duration on Universal Credit

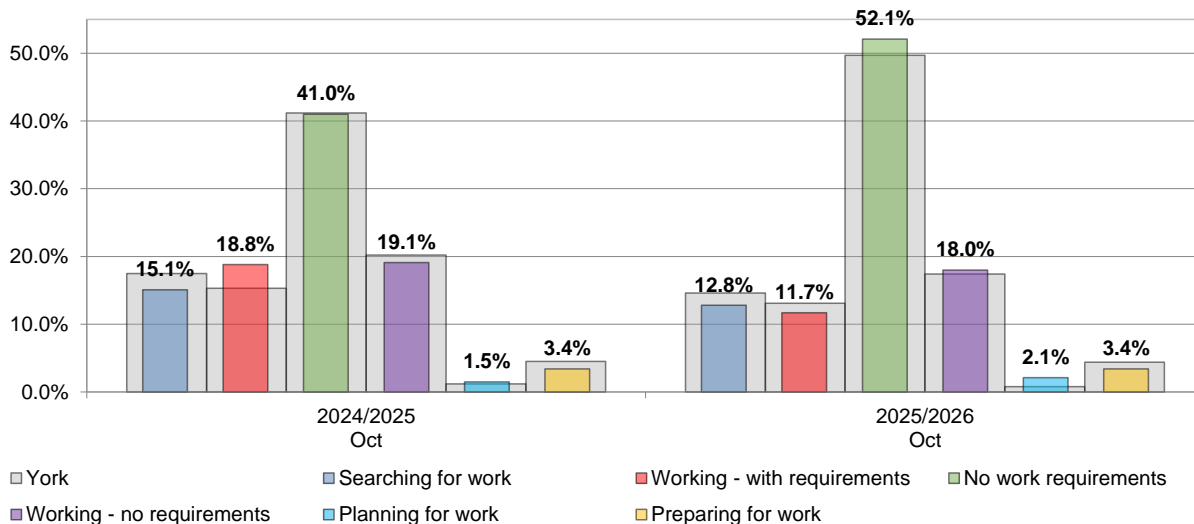


#### Universal Credit claimants - By Gender



## Economy Benefit Claimants

### Universal Credit - Conditionality Regime



**Conditionality means work-related activities a claimant will have to do in order to get full entitlement to Universal Credit.**  
**Each person will be assigned one of six conditionality regimes (below) based on their assessed capability and circumstances.**

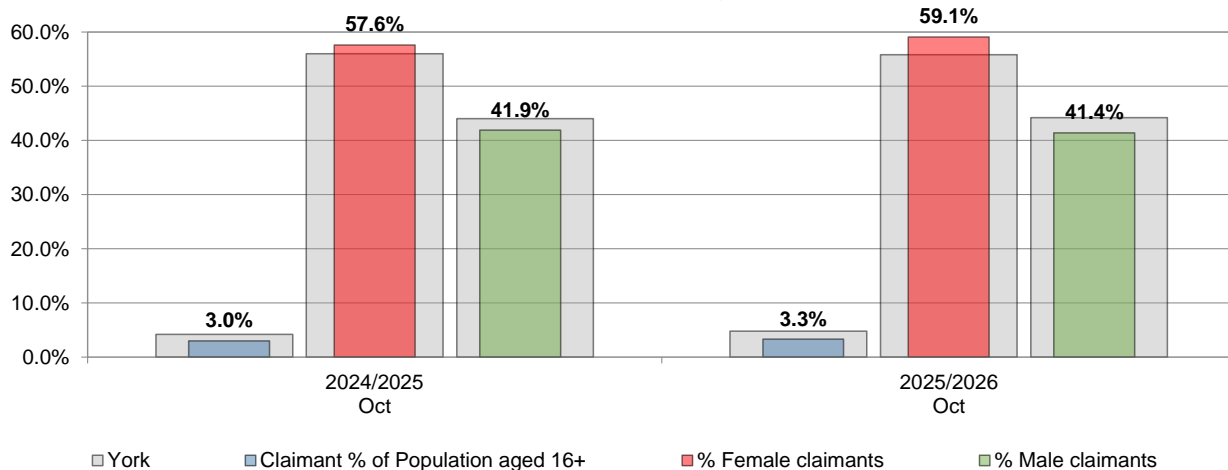
**As circumstances change claimants will also transition between conditionality regimes.**

Conditionality Regime	Description
<b>Searching for work</b>	Claimant is required to take action to secure work - or more / better paid work. The Work Coach supports them to plan their work search and preparation activity.
<b>Working - with requirements</b>	In work but could earn more, or not working but has a partner with low earnings
<b>No work requirements</b>	Not expected to work at present. Health or caring responsibility prevents claimant from working or preparing for work.
<b>Working - no requirements</b>	Required to inform DWP of changes of circumstances, particularly if at risk of decreasing earnings or losing job.
<b>Planning for work</b>	Claimant required to attend periodic interviews to plan for their return to work.
<b>Preparing for work</b>	The claimant is expected to take reasonable steps to prepare for work including Work Focused Interview.

Source: Department for Work and Pensions (DWP)

### Personal Independence Payment (PIP)

(generally for individuals aged 16+ who have a long-term illness, health condition, or disability that makes it difficult to carry out everyday tasks or get around)



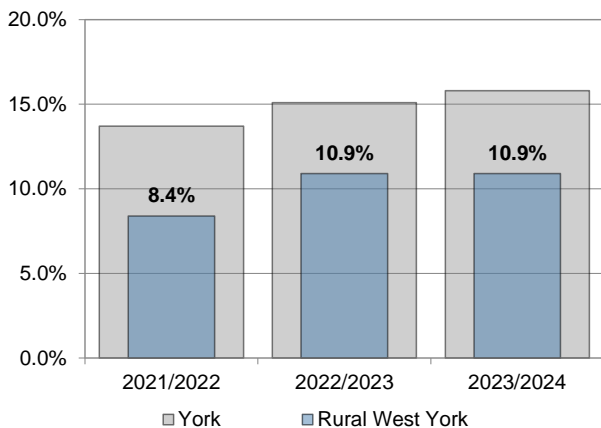
In Rural West York there are 220 PIP claimants as at Oct 2025  
 (an increase from 203 in Oct 2024).

Source: Department for Work and Pensions (DWP)

## Poverty

### Child Poverty

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

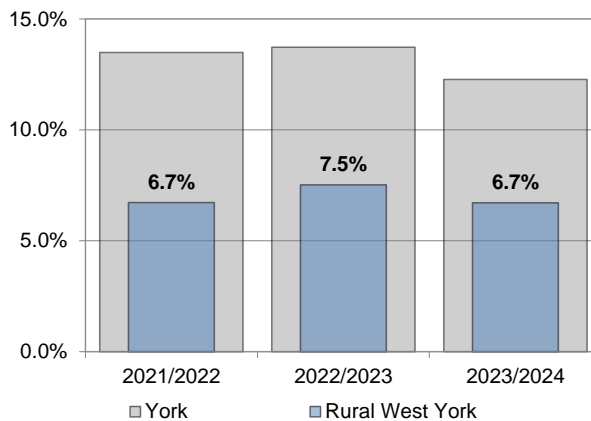


Source: Department for Work and Pensions

### Fuel Poverty

This is measured using the Low Income Low Energy Efficiency (LILEE) indicator. Under this indicator, a household is considered to be fuel poor if:

- they are living in a property with a fuel poverty energy efficiency rating of band D or below; and
- when they spend the required amount to heat their home, they are left with a residual income below the official poverty

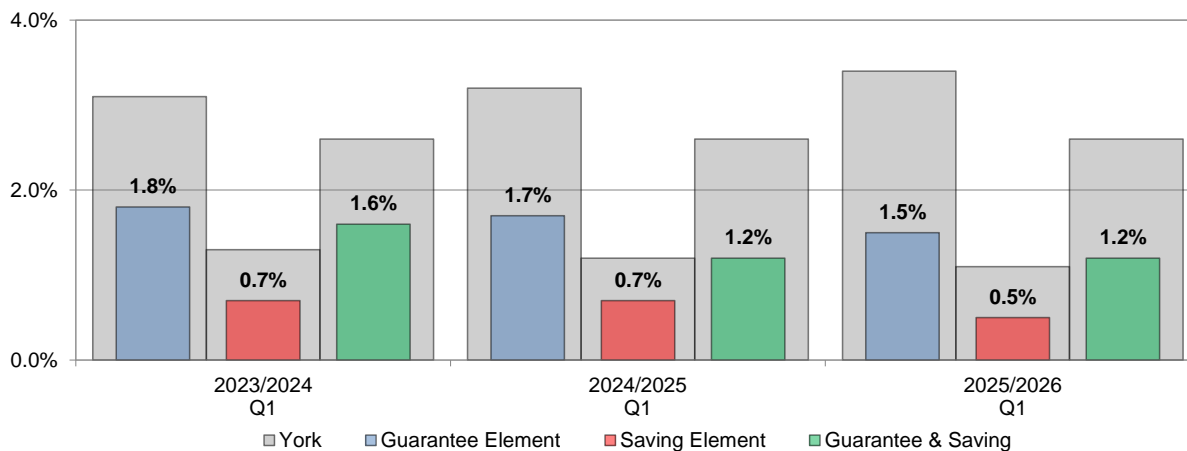


Source: Department for Energy Security & Net Zero

### Pension Credit

Pension Credit is a benefit designed to help people over State Pension age with a low income. It provides a top-up to their weekly income, ensuring it reaches a guaranteed minimum level.

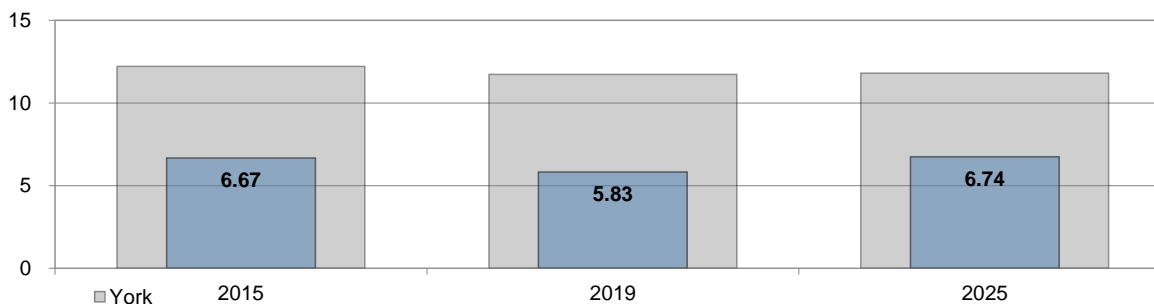
It's separate from the State Pension and can also open the door to other benefits and support.



Source: Department for Work and Pensions (DWP)

## Indices of Multiple Deprivation

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



Ward Rank in York (Low is Bad)

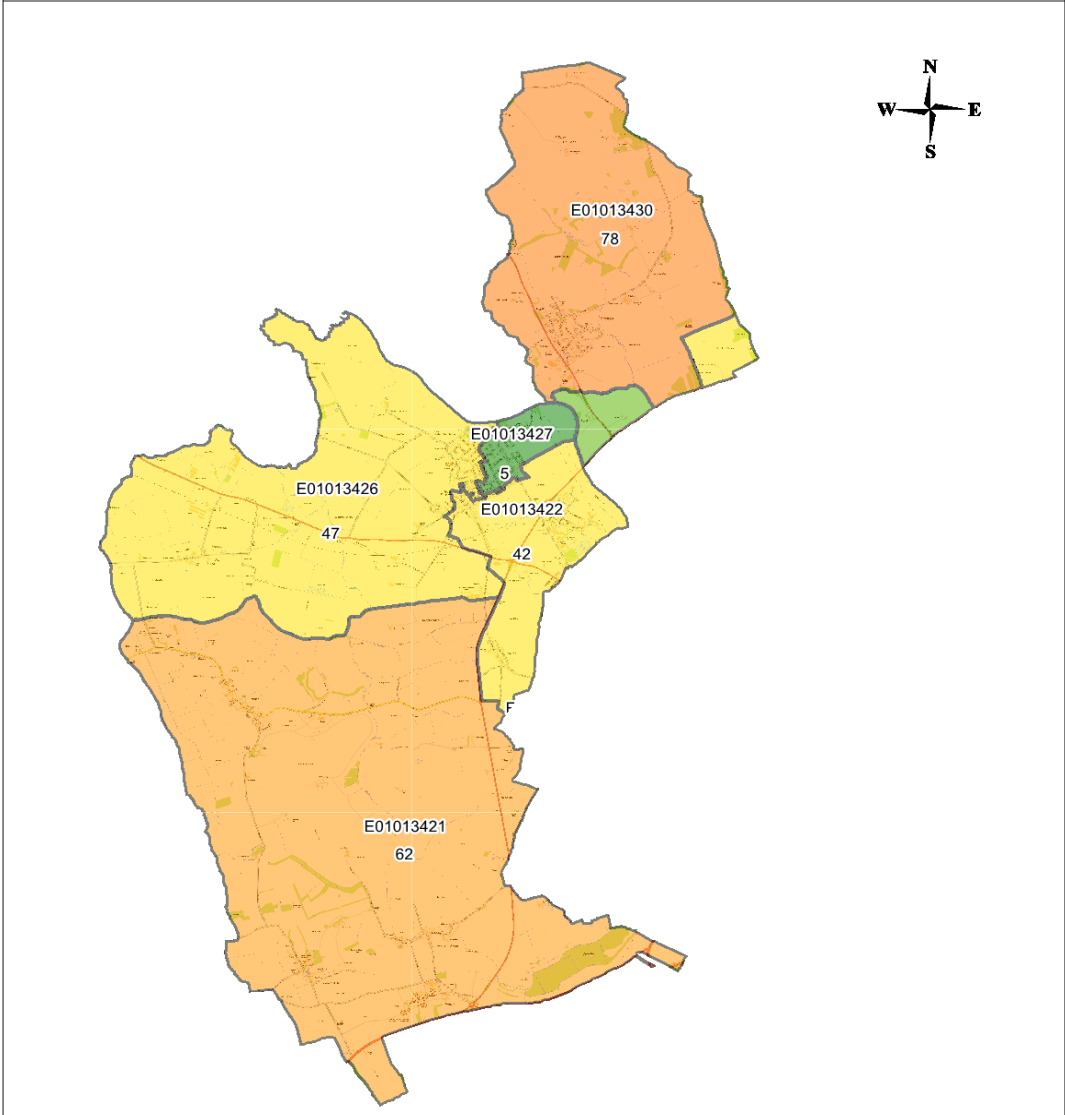
15 out of 21

16 out of 21

15 out of 21

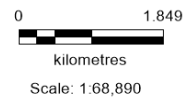
Source: Department for Communities and Local Government (DCLG)

## Index of Multiple Deprivation 2025 Rural West York Ward: breakdown by LSOA



**Key to Index of Multiple Deprivation Deciles 2025**  
Individual rank: 1 is least deprived: 121 is most deprived

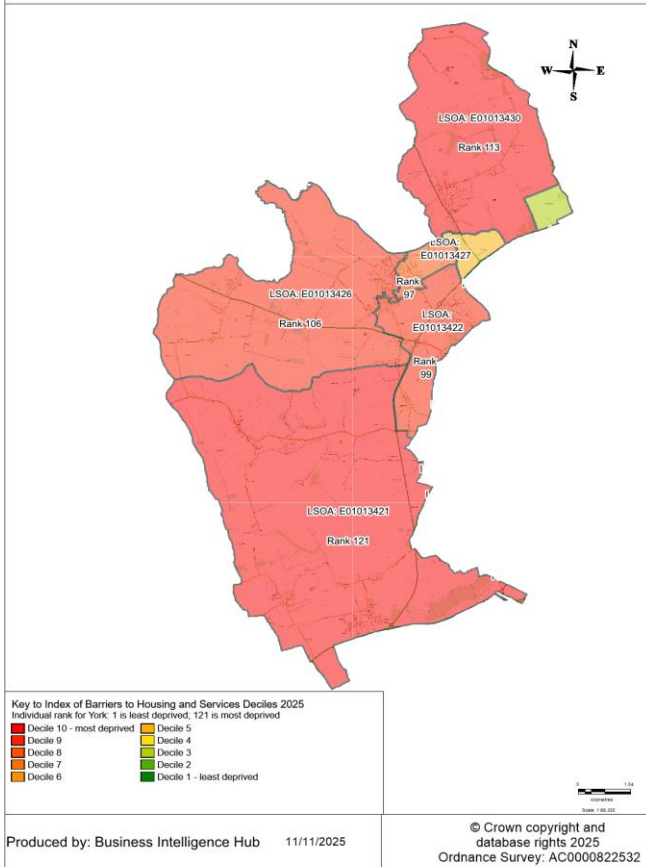
<span style="color: red;">■</span> Decile 10 - most deprived	<span style="color: yellow;">■</span> Decile 5
<span style="color: orange;">■</span> Decile 9	<span style="color: lightgreen;">■</span> Decile 4
<span style="color: darkorange;">■</span> Decile 8	<span style="color: limegreen;">■</span> Decile 3
<span style="color: gold;">■</span> Decile 7	<span style="color: green;">■</span> Decile 2
<span style="color: lightorange;">■</span> Decile 6	<span style="color: darkgreen;">■</span> Decile 1 - least deprived



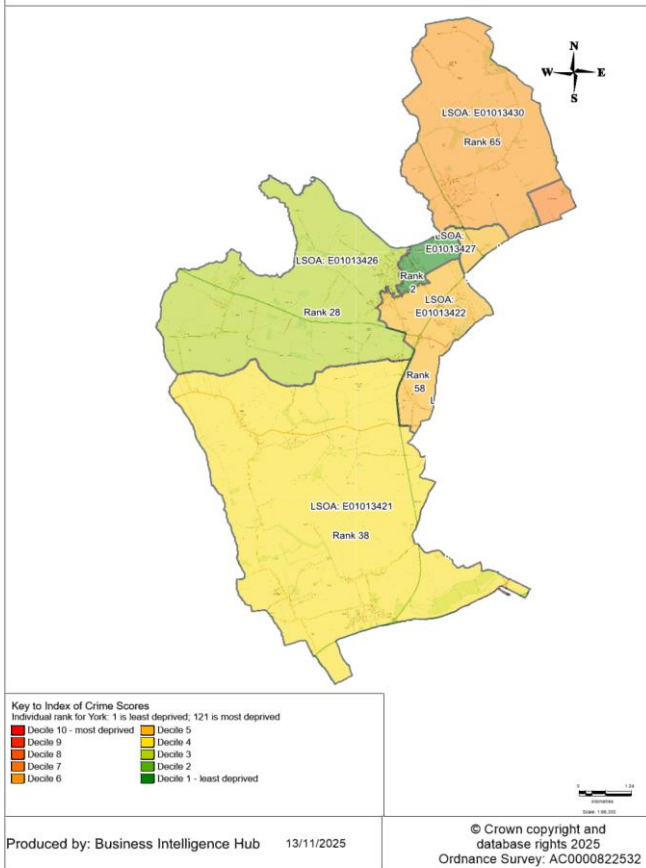
Produced by: Business Intelligence Hub 05/11/2025

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Ordnance Survey: AC0000822532

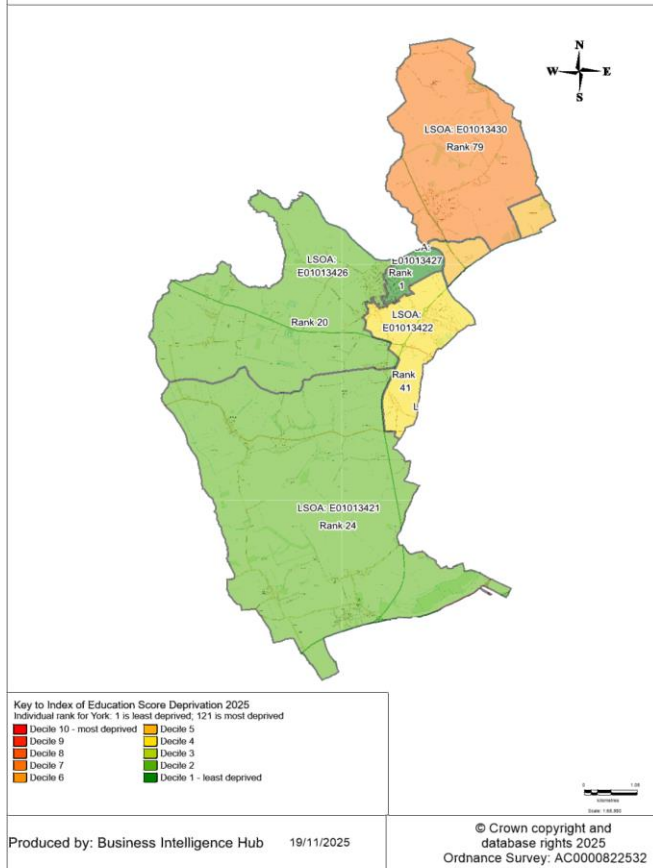
### Index of Barriers to Housing and Services Deprivation 2025 Rural West York Ward: breakdown by LSOA



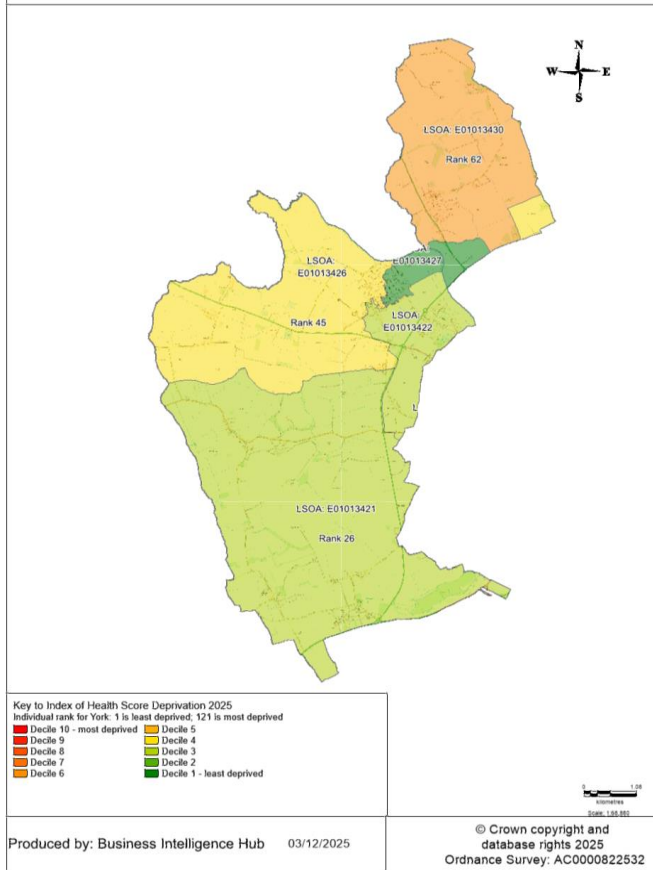
### Index of Crime Score Deprivation 2025 Rural West York Ward: breakdown by LSOA



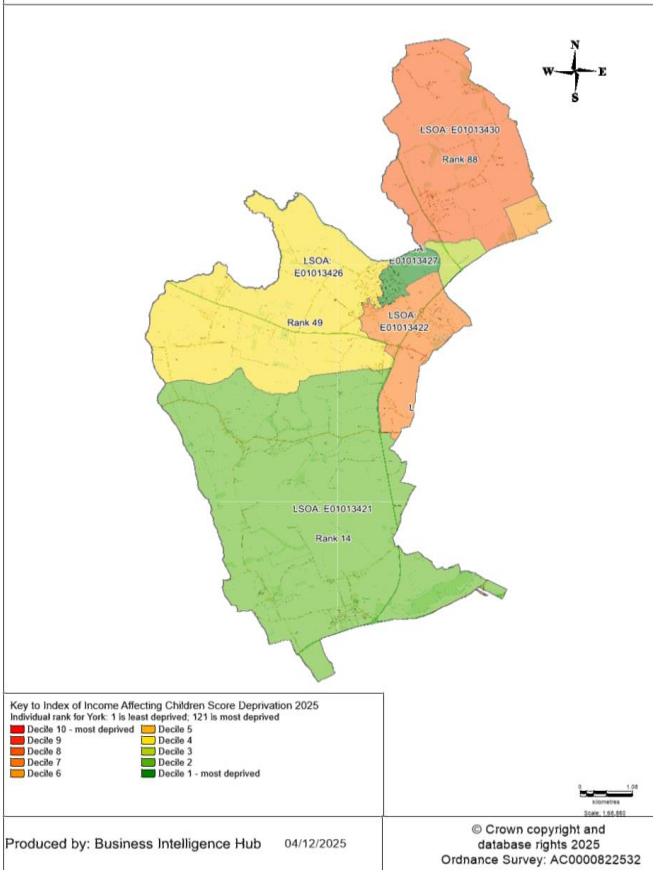
### Index of Education, Skills and Training Score Deprivation 2025 Rural West Ward: breakdown by LSOA



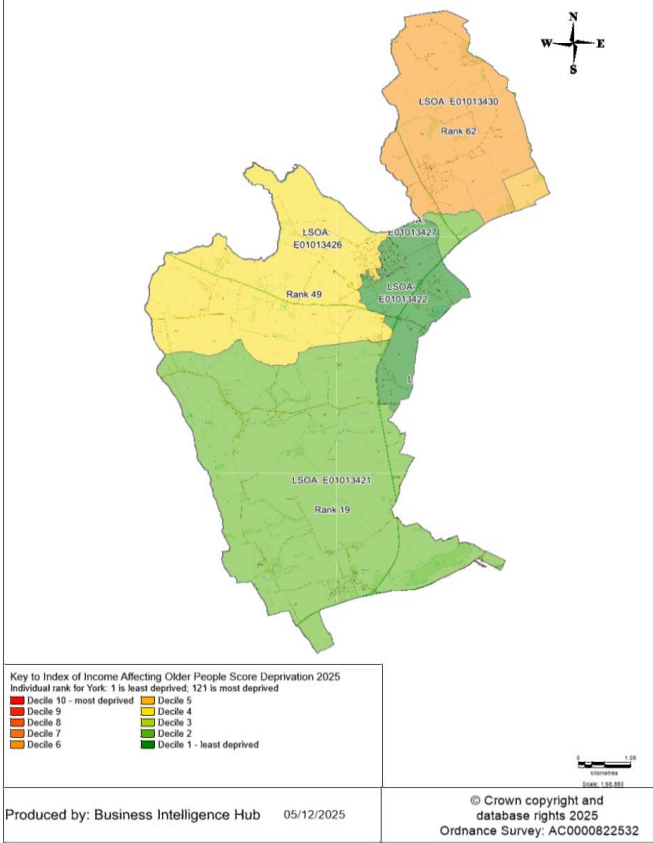
### Index of Health Score Deprivation 2025 Rural West York Ward: breakdown by LSOA



### Index of Income Affecting Children Score Deprivation (IDACI) 2025 Rural West York Ward: breakdown by LSOA

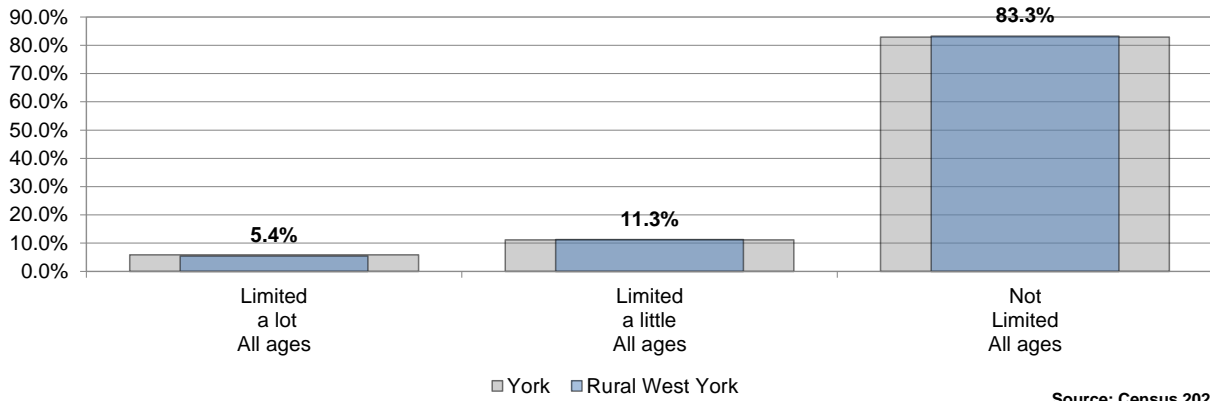


### Index of Income Affecting Older People Score Deprivation (IDOP) 2025 Rural West York Ward: breakdown by LSOA

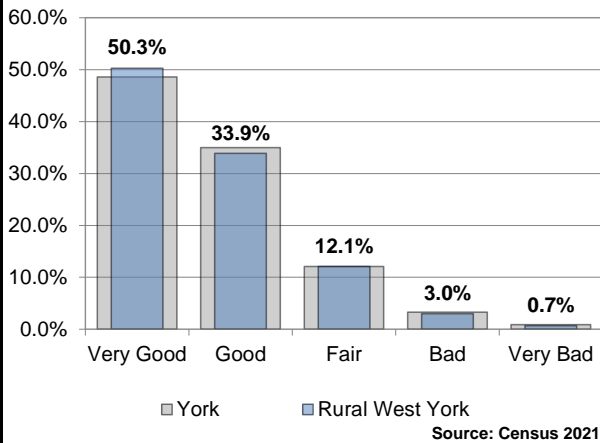


# Health and Wellbeing

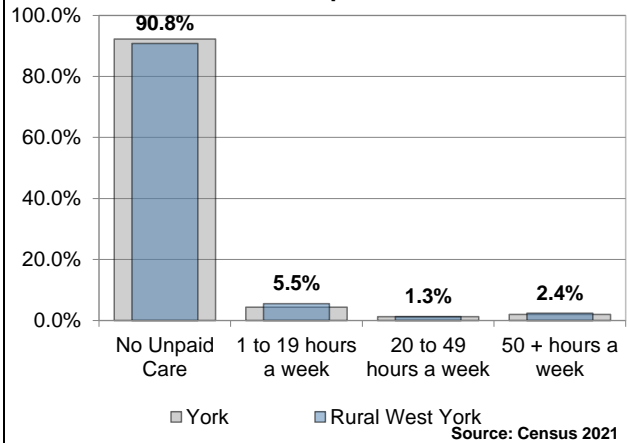
## Day to Day Activities



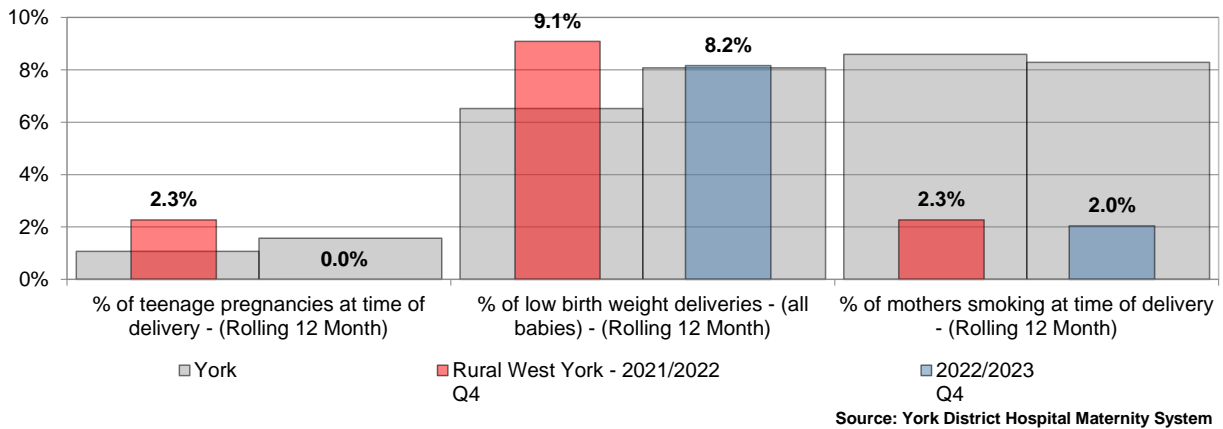
## General Health



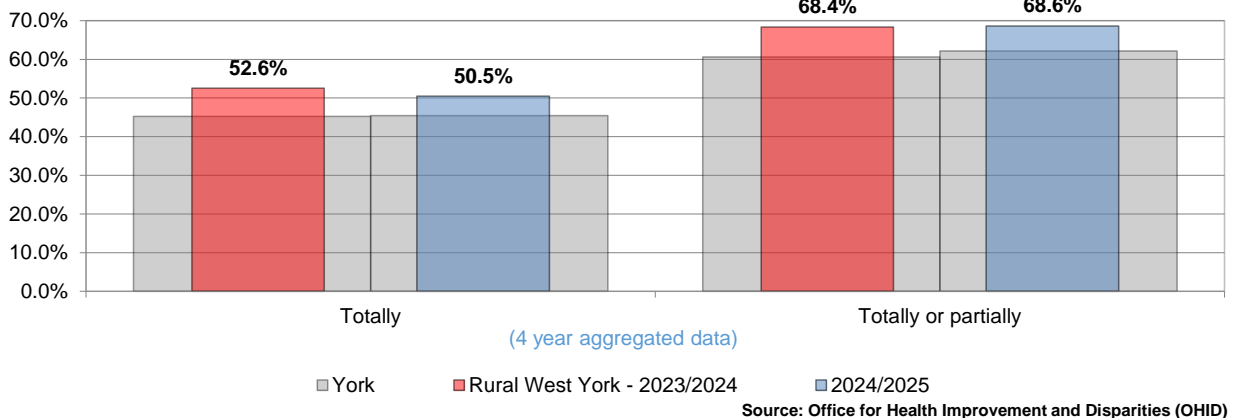
## Provide Unpaid Care



## Births

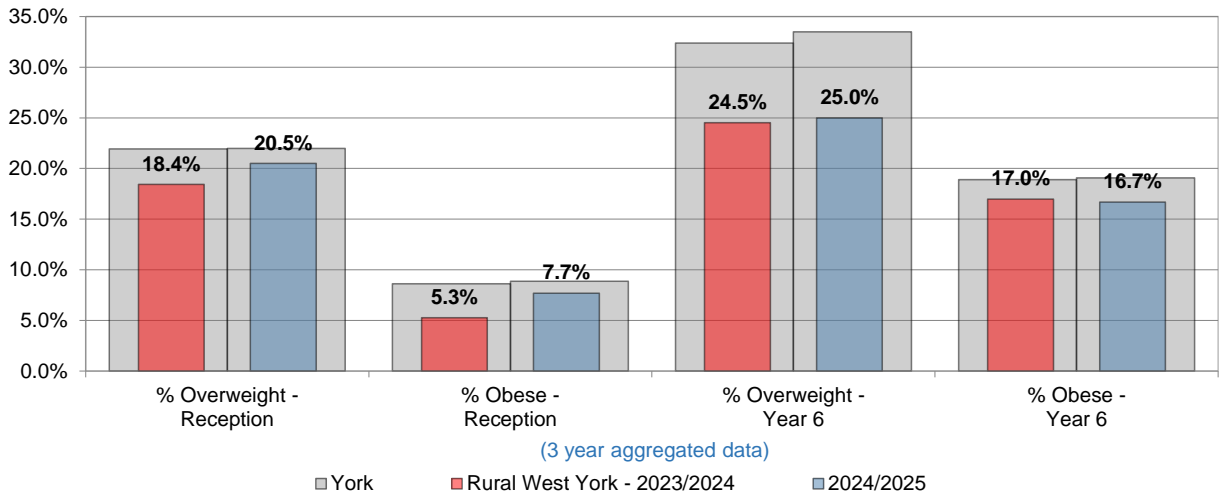


## Percentage of children breastfeeding at 6-8 weeks



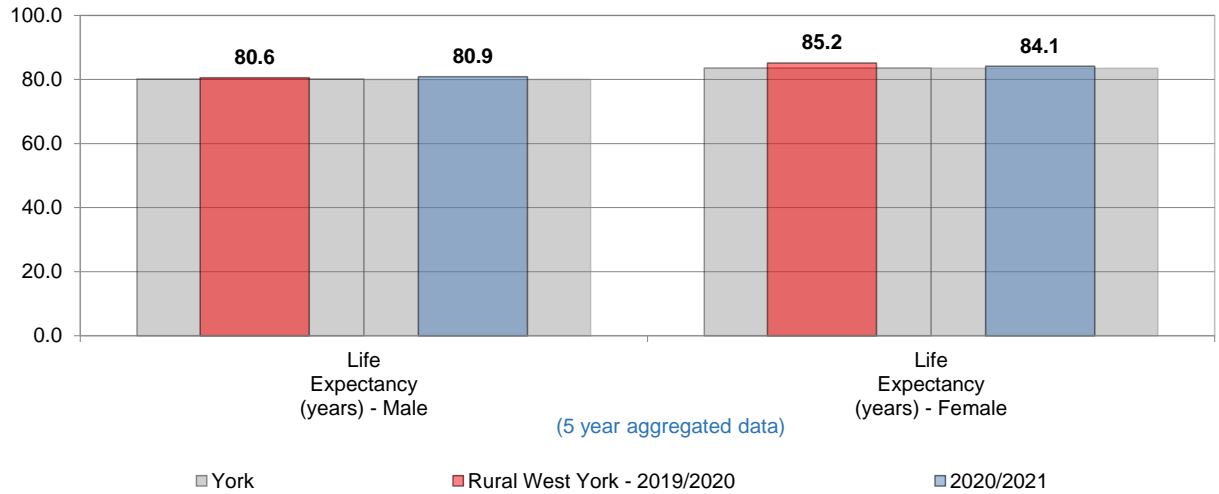
## Health and Wellbeing

### Childhood weight



Source: Office for Health Improvement and Disparities (OHID)

### Life Expectancy

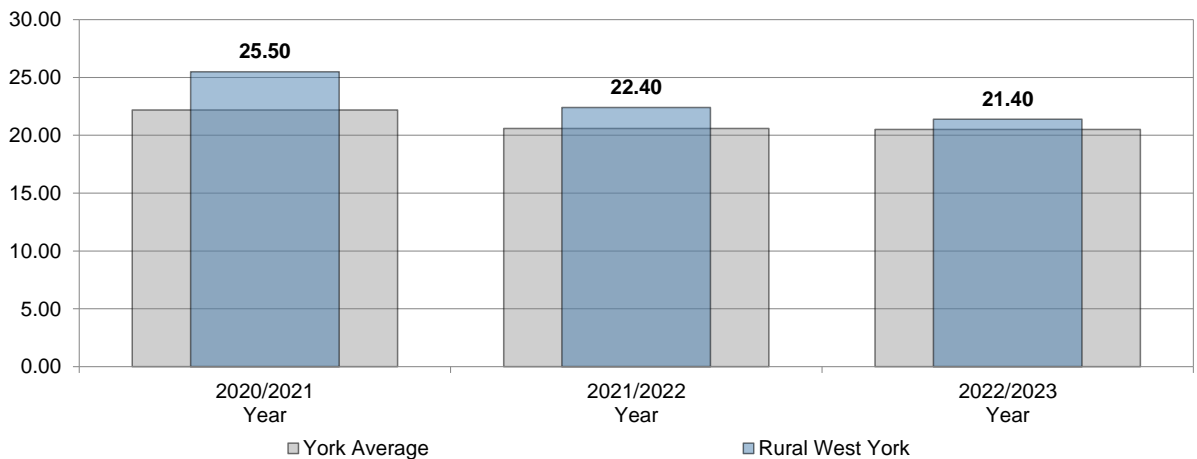


Source: Office for Health Improvement and Disparities (OHID)

## Hospital Admissions

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

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



Source: Hospital Episode Statistics data

# Adult Social Care

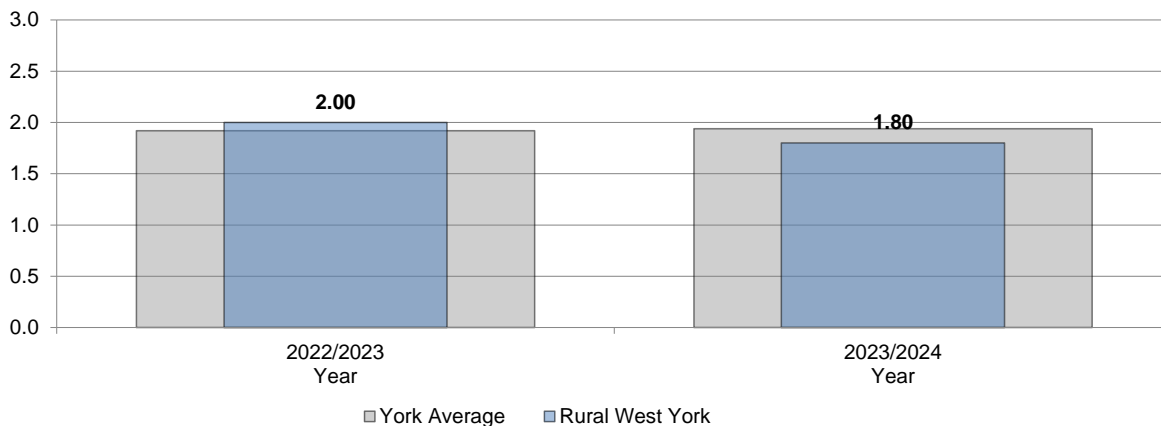
## Social isolation

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

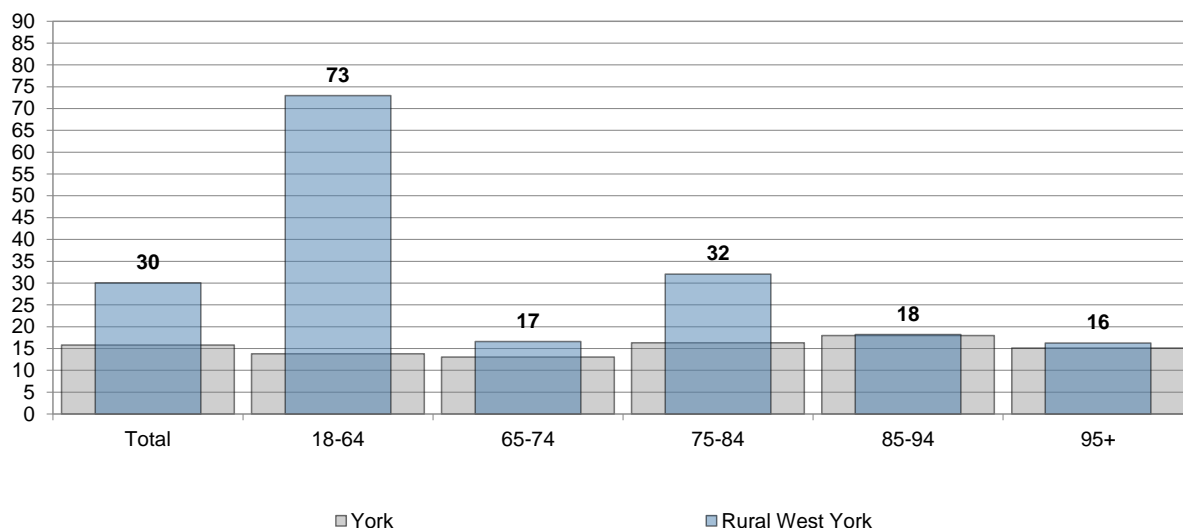
A score of 4 indicates that the respondent feels socially isolated and that they don't feel they do anything of value with their time.

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



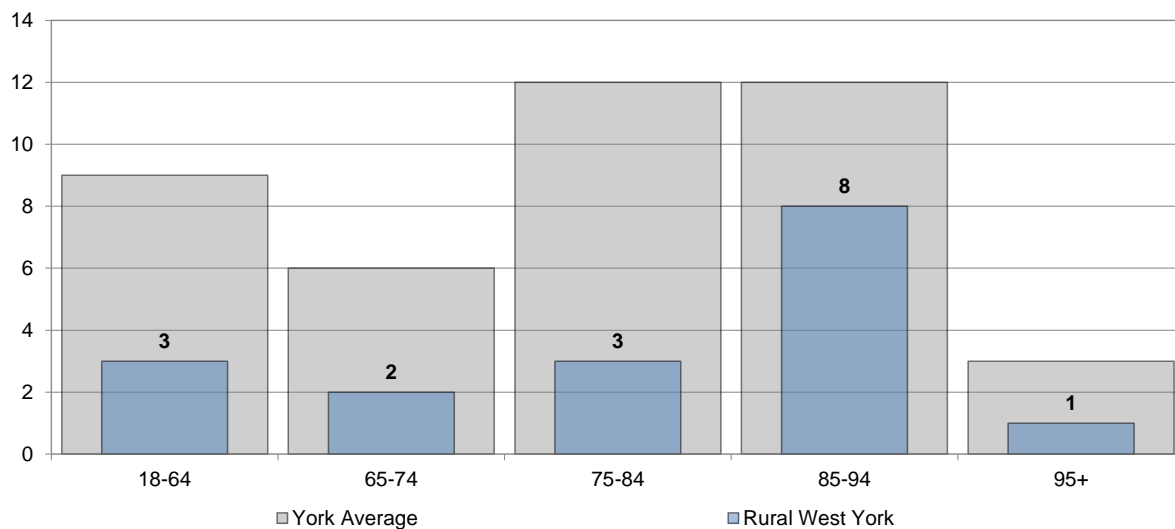
Source: Adult Social Care User Survey

## Average Weekly Homecare Hours by Client Age



Source: Adults Social Care - 2025/2026

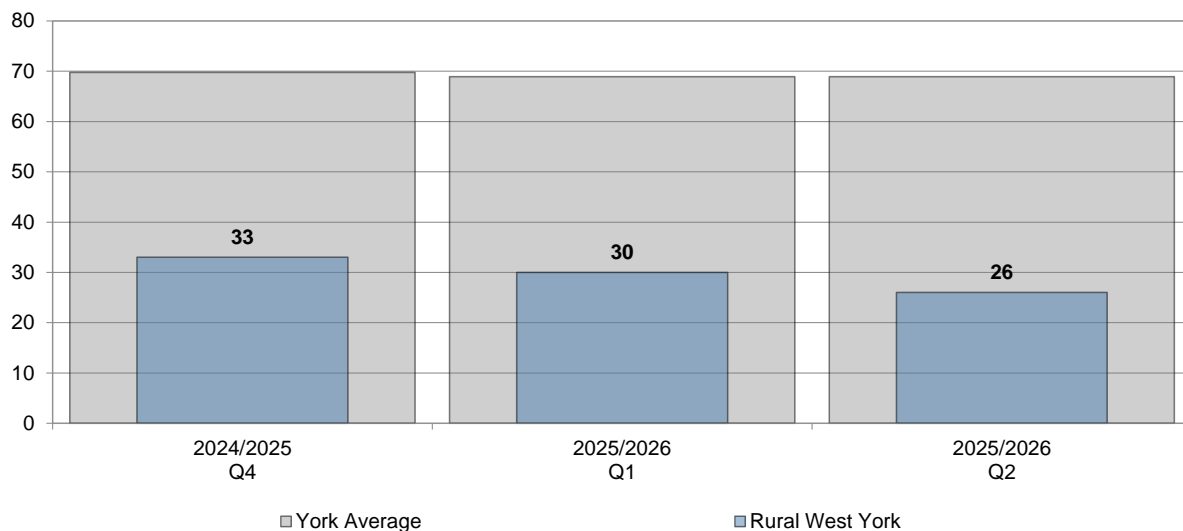
## Homecare Clients by Age



Source: Adults Social Care - 2025/2026

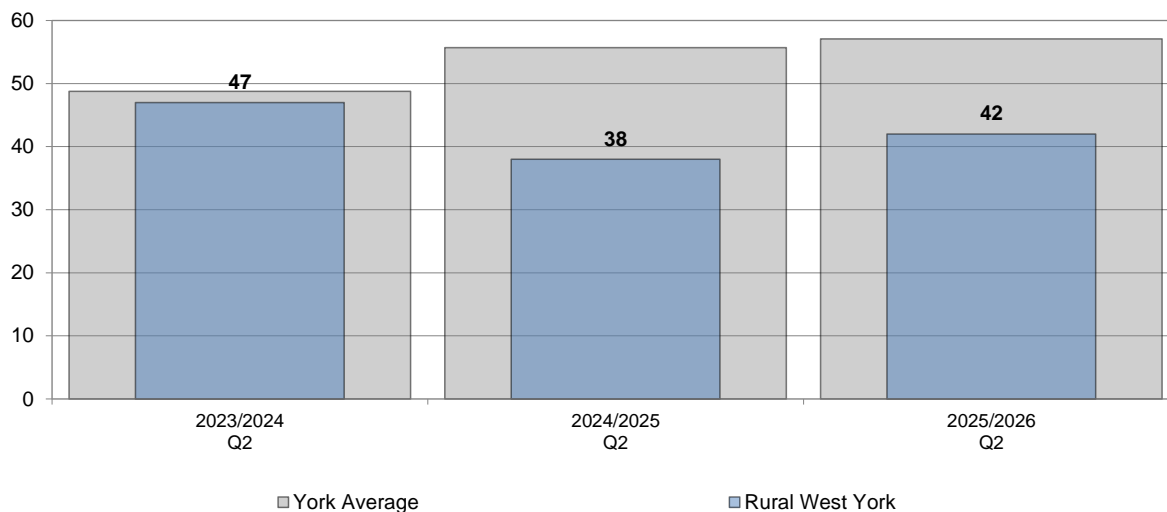
## Adult Social Care

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



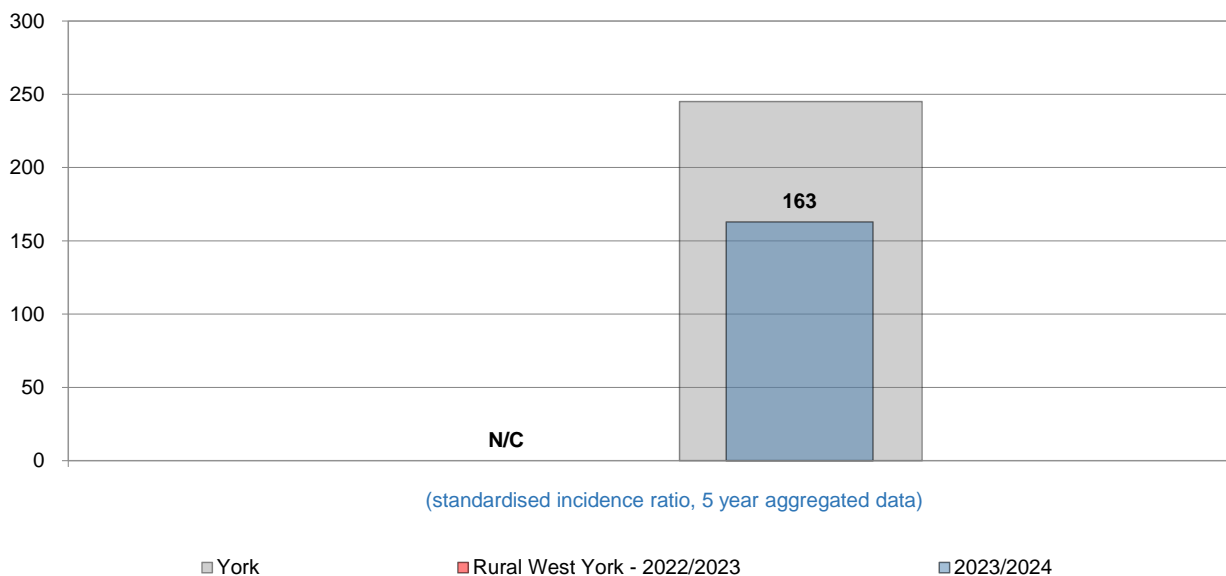
Source: Adults Social Care - 2025/2026

### Number of new customers requesting Adult Social Care support



Source: Adults Social Care - 2025/2026

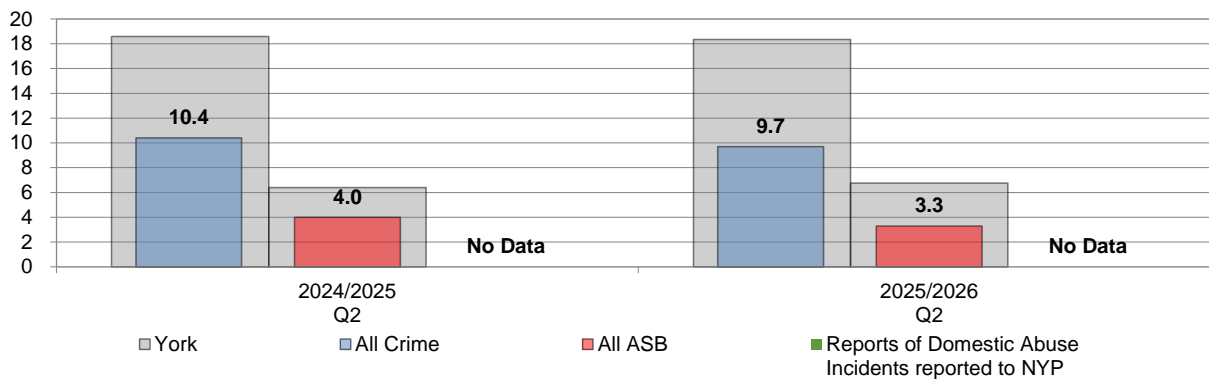
### Mental Health Assessments (18+)



Source: Adults Social Care - 2023/2024

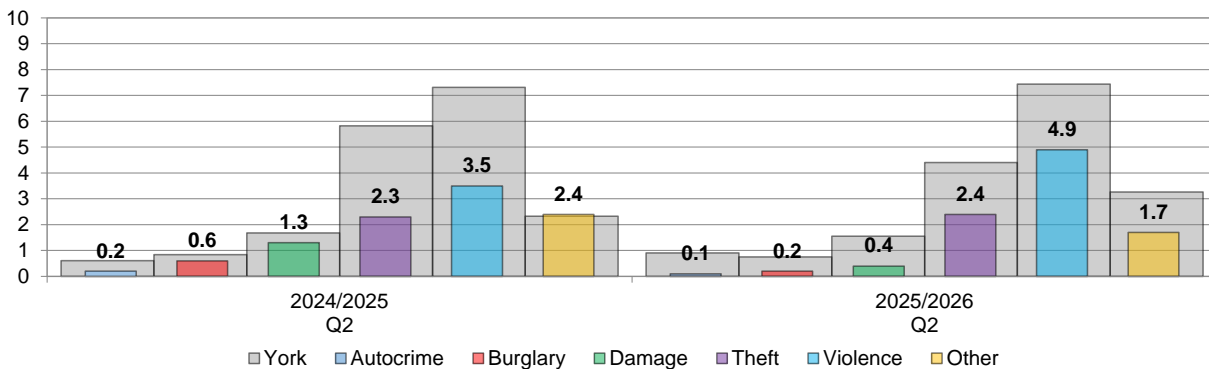
## Public Realm

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



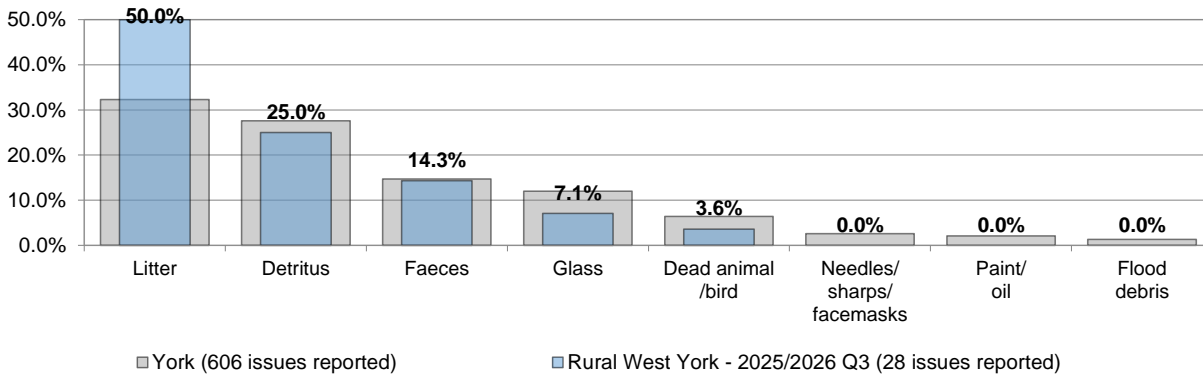
Source: North Yorkshire Police

### Crime Rate per 1,000 population



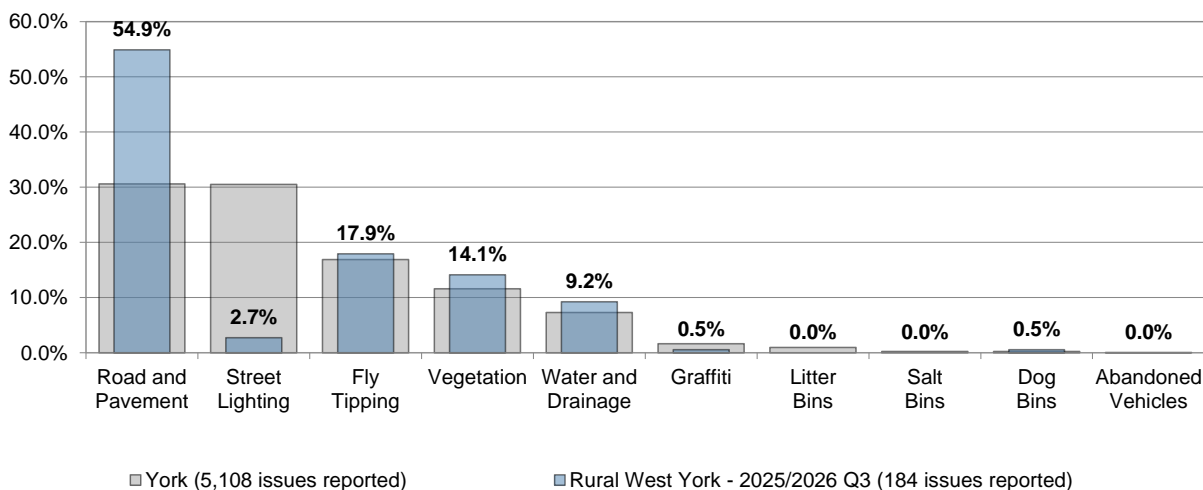
Source: North Yorkshire Police

### Street Cleaning - % of issues reported



Source: City of York Council

### Other Public Realm - % of issues reported



Source: City of York Council

## Public Realm

### Road Condition Survey 2024-2025

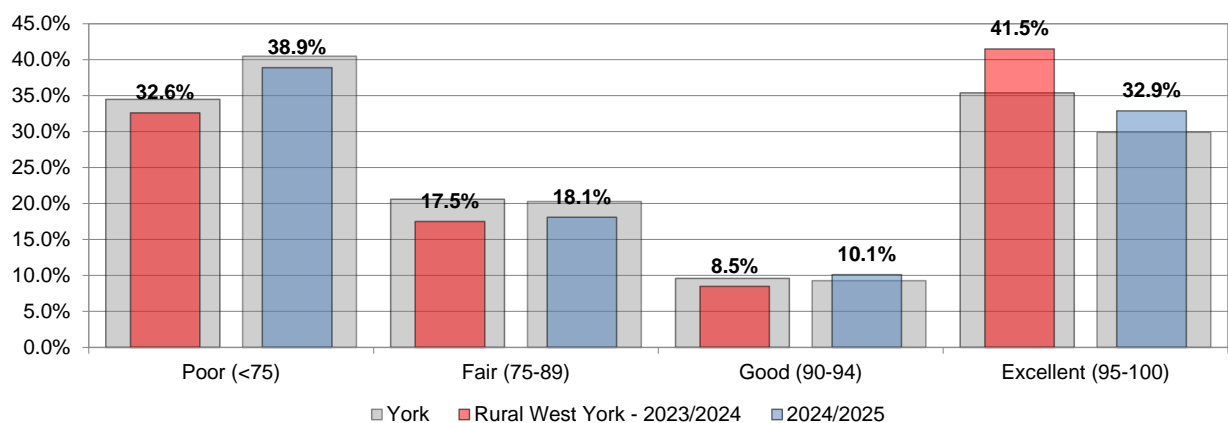
The data published within this resource represents an ongoing dataset of automated surface condition surveys which are carried out by the City of York Council (CoYC) in order to provide an element of the information required to prioritise schemes and help to extend the life of the UK's public infrastructure assets.

The data shown here is for road condition surveys captured within a financial year i.e. 2024/25 is for surveys between 1st April 2024 and 31st March 2025. The data published is used within wider analysis carried out by the Highways department, to help prioritise schemes to ensure more effective maintenance of highways, as well as to monitor and improve on previous maintenance techniques.

This data is provided within a spreadsheet, but can also be viewed as a map base on the Council Yorkview platform. A simple explanation of the methodology is that each section of road that has been able to be surveyed is given a score out of 100 and the mean score is for each street is calculated out of those road section scores. Roads may have been surveyed multiple times over the course of the year.

The road condition scores are then split into four general categories:

- Excellent (95-100)
- Good (90-94)
- Fair (75-89)
- Poor (<75)



The data contains records which appear to be duplicated in this dataset, where a street has two road condition scores in the same ward. This is because a street can have multiple USRNs (unique street reference number) which is used to calculate the street road condition score, however City of York Council can't publish the USRN alongside this data giving the appearance of duplicated records. Each section of road is assigned a ward based on which ward the middle of the road segment is in, so there will also be multiple scores for roads if the road crosses over a ward boundary. This can be seen on YorkView.

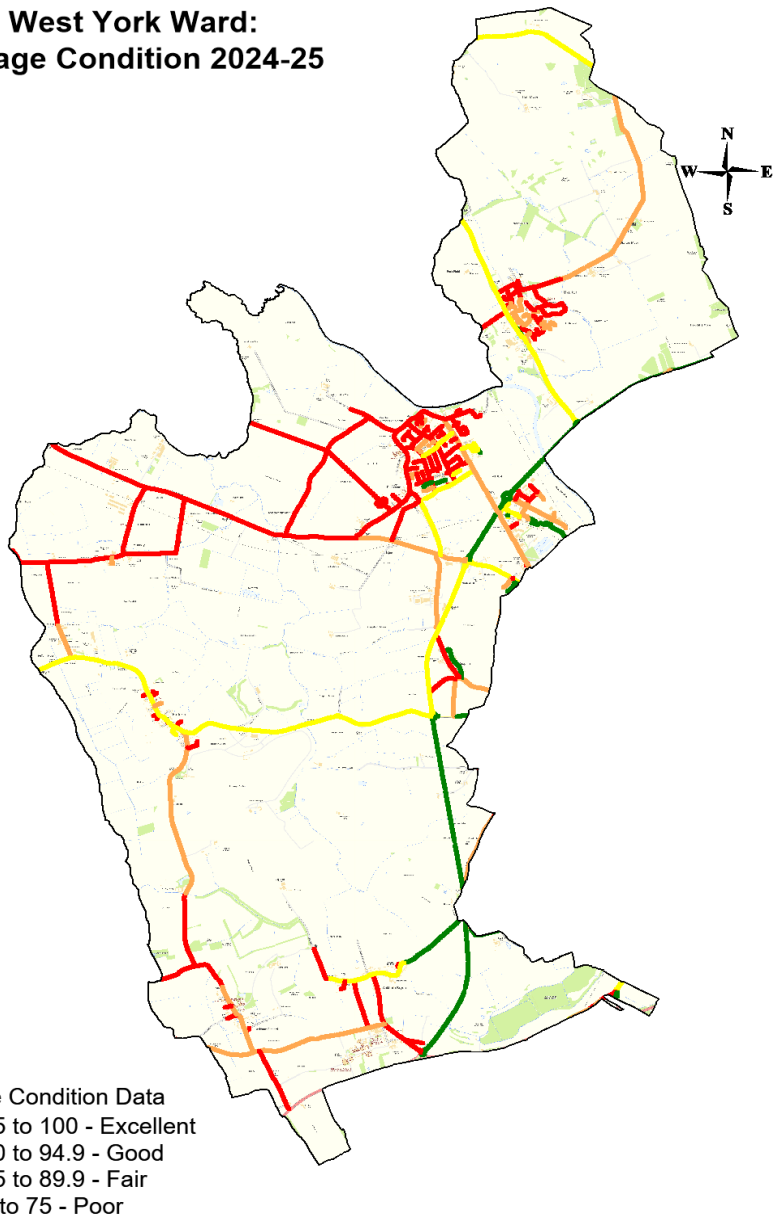
It should be noted that condition data is collected covering the full CoYC road network with a condition score produced for every 10m length of carriageway surveyed. The process of averaging the data to align with the USRN does distort the Yorkview output meaning that the red/poor condition band is over represented. The Yorkview data does provide a good coarse visual guide to the condition of any particular street although the original 10m data is used for all analysis within our Asset Management Systems.

Previous road condition data pre-March 2022 has been taken down as the supplier for the road condition data for 2022/23 and 2023/24 uses a different methodology to previous road condition data published 2016-2021.

# Public Realm

## Road Condition Survey 2024-2025

### Rural West York Ward: Carriage Condition 2024-25



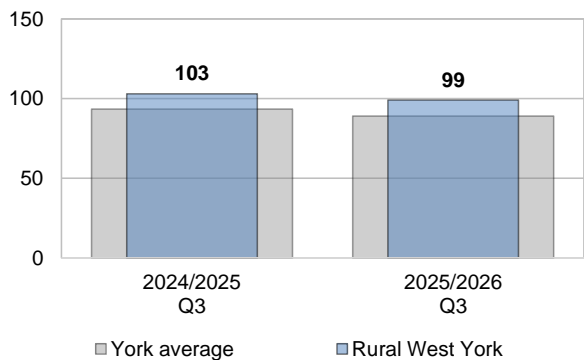
**Carriage Condition Data**  
 — 95 to 100 - Excellent  
 — 90 to 94.9 - Good  
 — 75 to 89.9 - Fair  
 — 0 to 75 - Poor

Produced by: Business Intelligence Hub 26/02/2025

© Crown copyright and database rights 2024  
 Ordnance Survey: AC0000822532

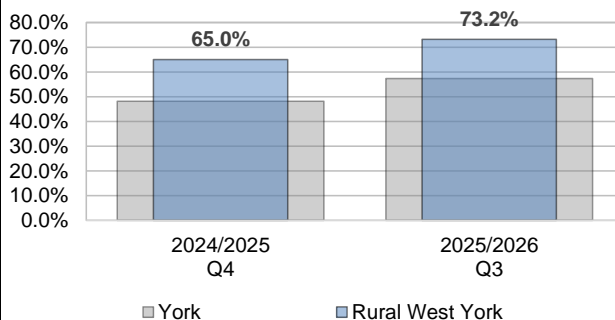
### Waste collections

**Total number of active assisted waste collections**



Source: City of York Council

**% of eligible active Garden waste subscriptions**  
 (Mar - Dec collection season - 40 weeks)



Source: City of York Council

## Education and Schools

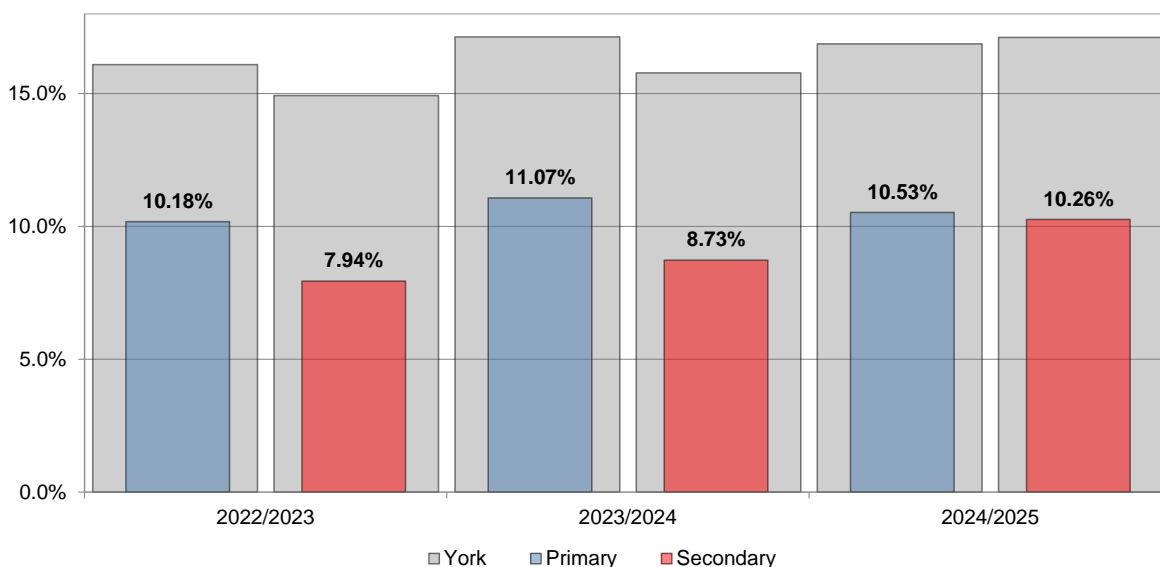
The following school catchment areas are part of Rural West York Ward:

Primary: Lakeside, Poppleton Ousebank, Rufforth, Skelton, St. Mary's CE, Westfield and Woodthorpe.

Secondary: Vale of York Academy, Millthorpe and York High.

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

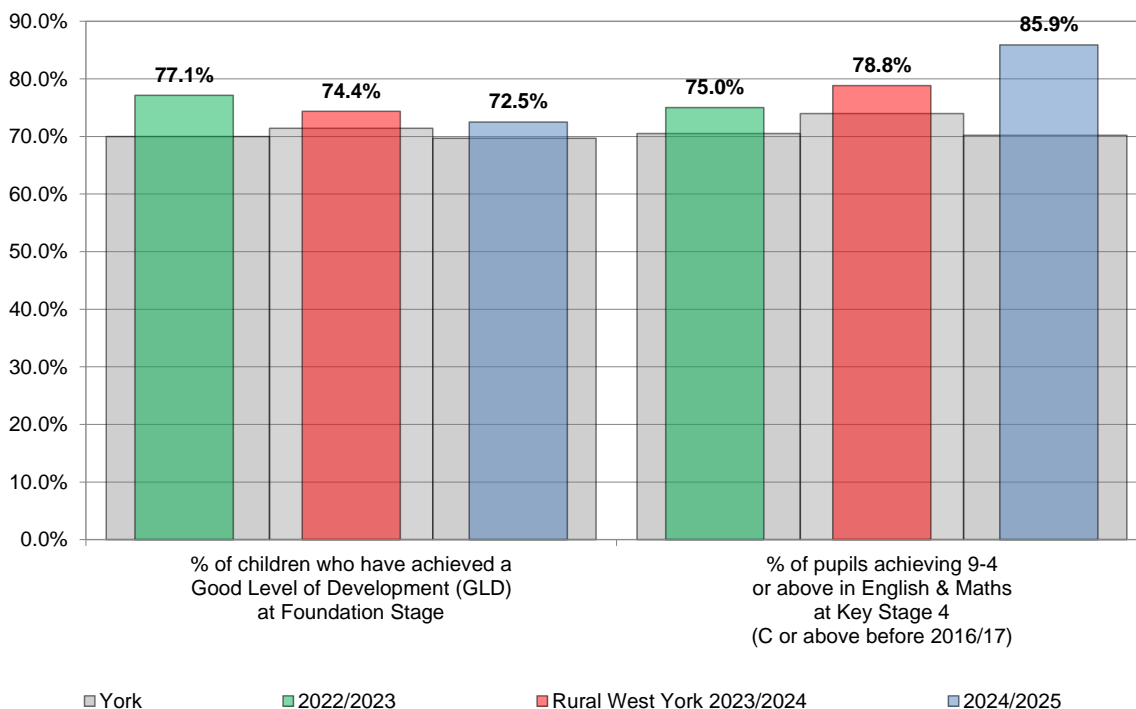
### % Free School Meal pupils - (excluding subsidiary pupils)



Number of Pupils	2022/2023	2023/2024	2024/2025
Primary	1,399	1,331	1,349
Secondary	879	920	920

Source: School Census - October 2024

### Educational Attainment



Source: Department for Education - 2024/25

## 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.

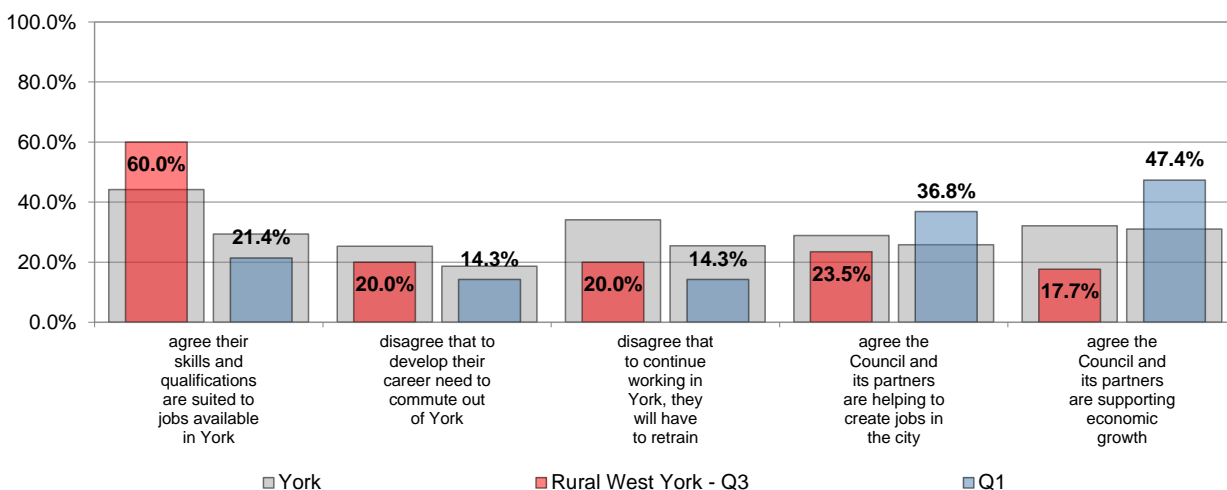
Measure	Rural West York	York	Summary
Superfast broadband availability	88.21%	98.34%	worse than the York average
Connections receiving:			
slowest speeds (under 2 Mb/s)	0.22%	0.03%	higher than the York average
slower speeds (under 10 Mb/s)	0.74%	0.19%	higher than the York average
superfast speeds (over 30 Mb/s)	98.14%	98.44%	lower than the York average

This data is based on analysis of Ofcom's Connected Nations data for 2025/2026. 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 but rather a snapshot of current variation in availability across the country. The coverage of gigabit-capable broadband networks – which includes hybrid fibre coaxial (HFC) cable in addition to full fibre – has grown to reach 86% or 25.9 million residential premises in the UK by January 2025. Based on this interim update, the Government's target of 85% coverage by 2025 is on track to be met.

## Resident Engagement

### Resident responses about the Local Economy

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

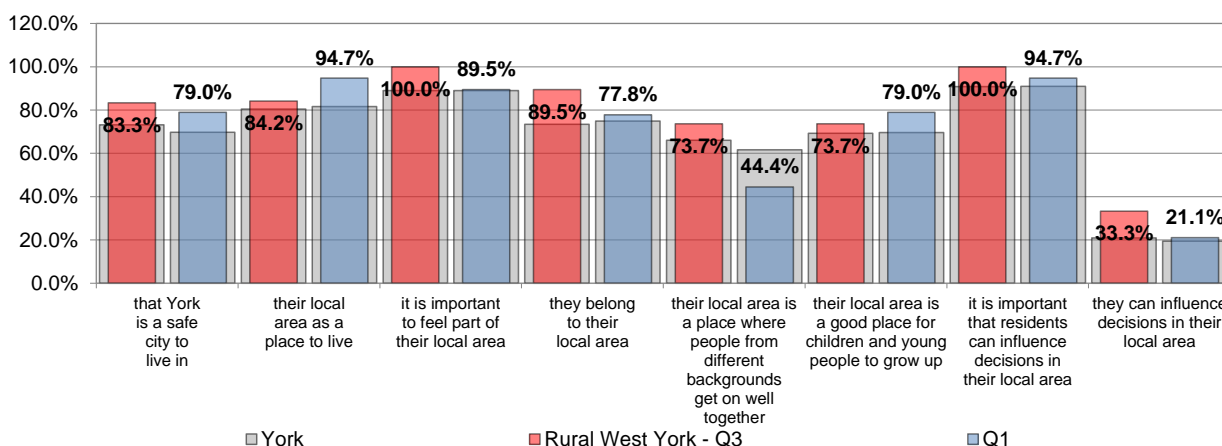


NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2024/2025, Q1 2025/2026

### Resident satisfaction responses about their Local Area

Respondents were asked to consider their Local Area as the area within 15-20 minutes walking distance from their home

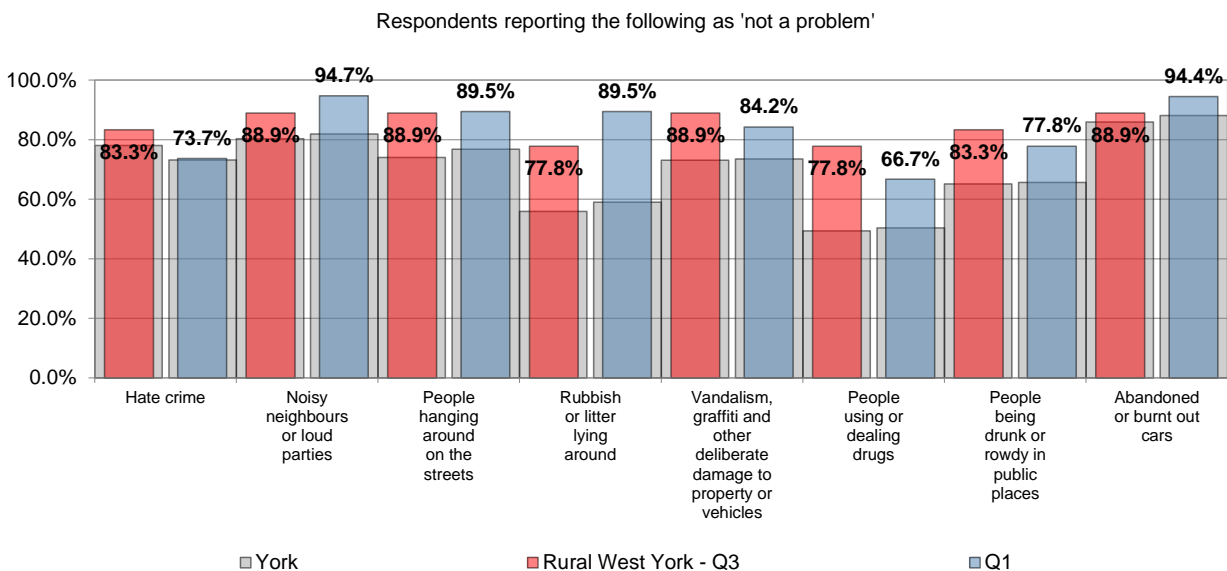


NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2024/2025, Q1 2025/2026

## Resident Engagement

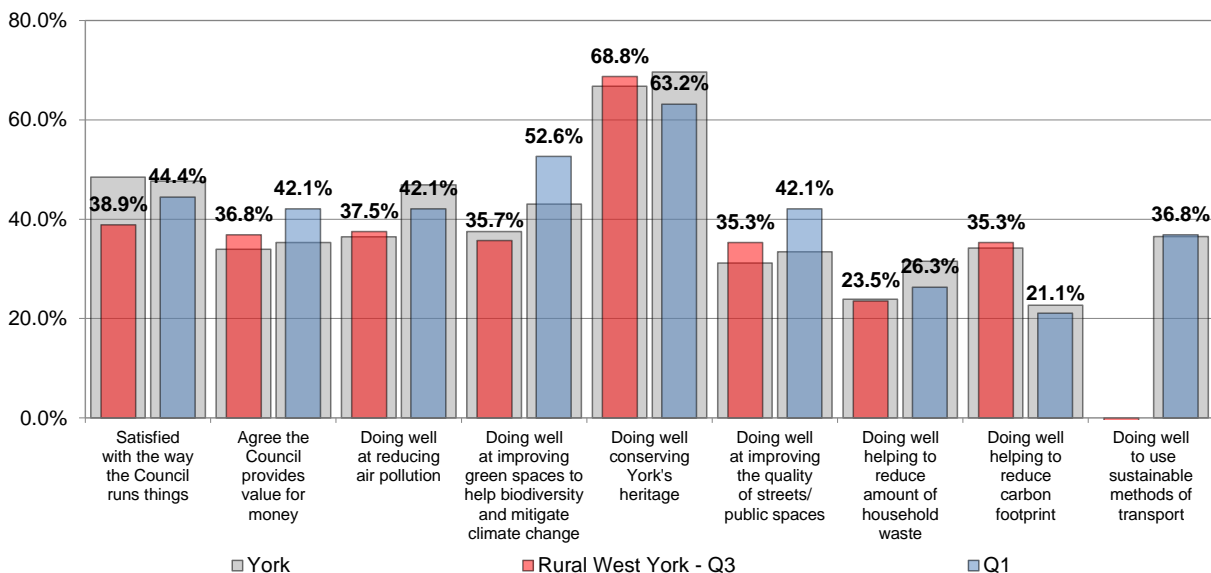
### Resident satisfaction responses about Public Realm in their Local Area



NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2024/2025, Q1 2025/2026

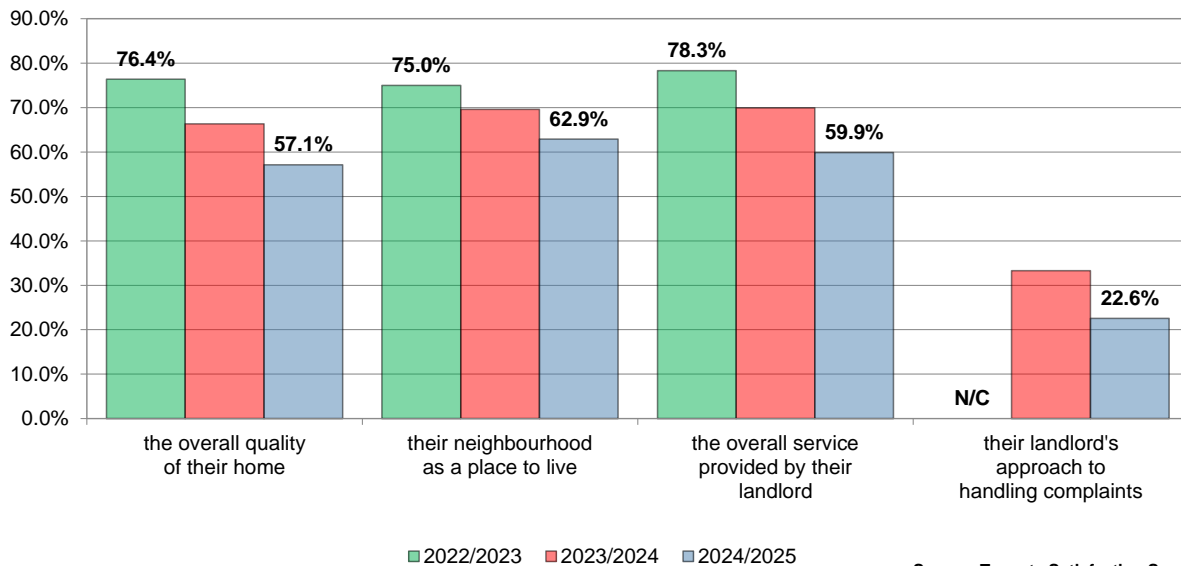
### Resident satisfaction responses about the Council (and partners)



NB - Number of responses varies for each question

Source: Talkabout Survey - Q3 2024/2025, Q1 2025/2026

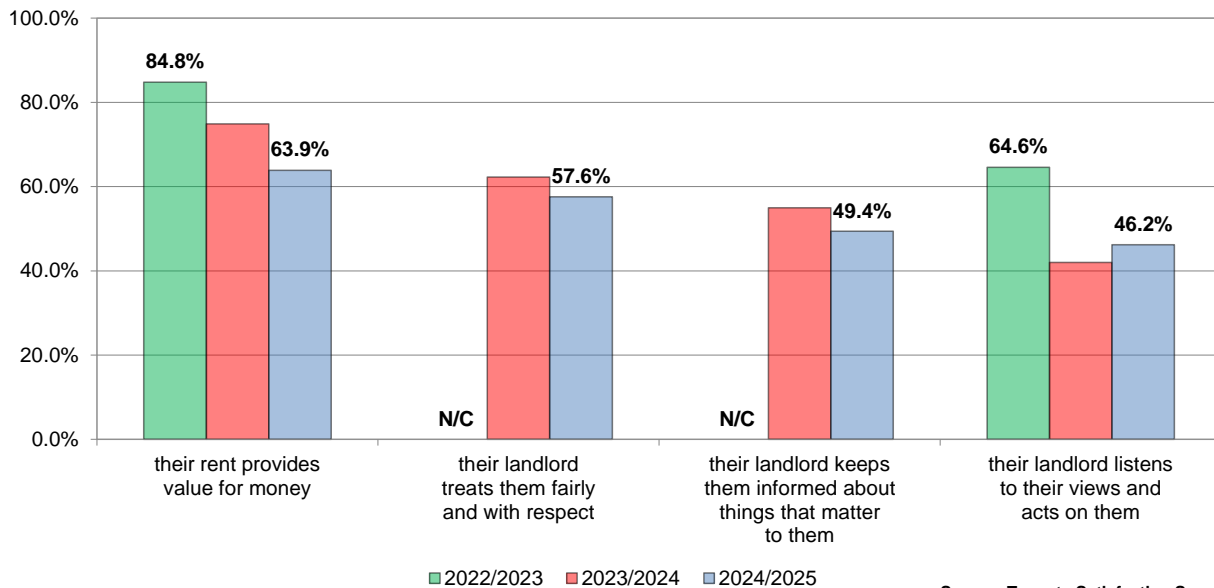
### York Council house tenants satisfied with / agree that...



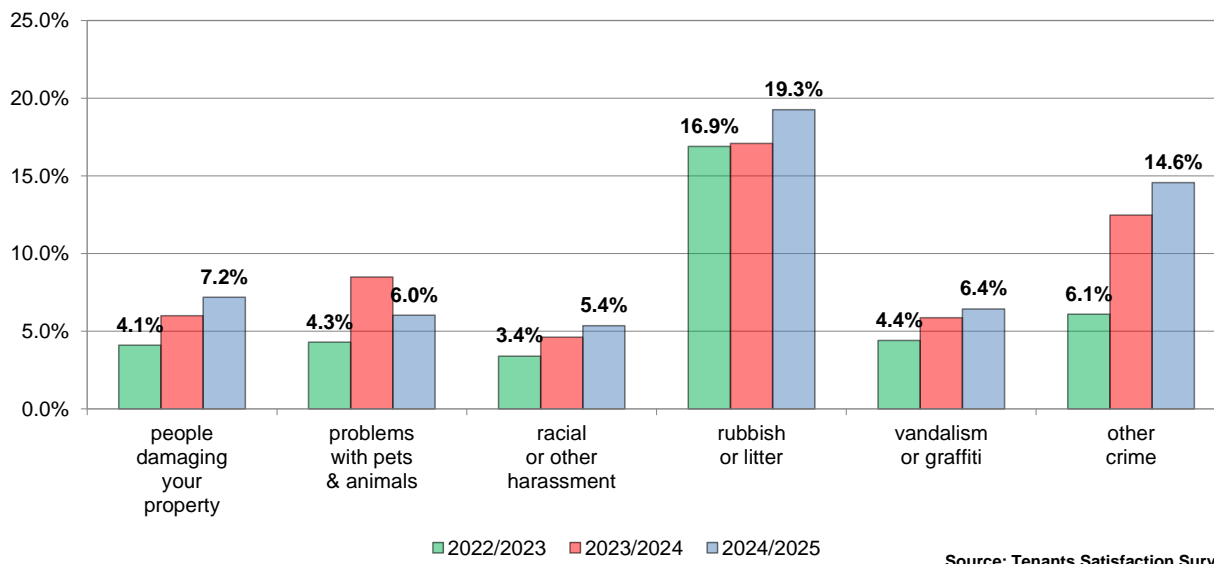
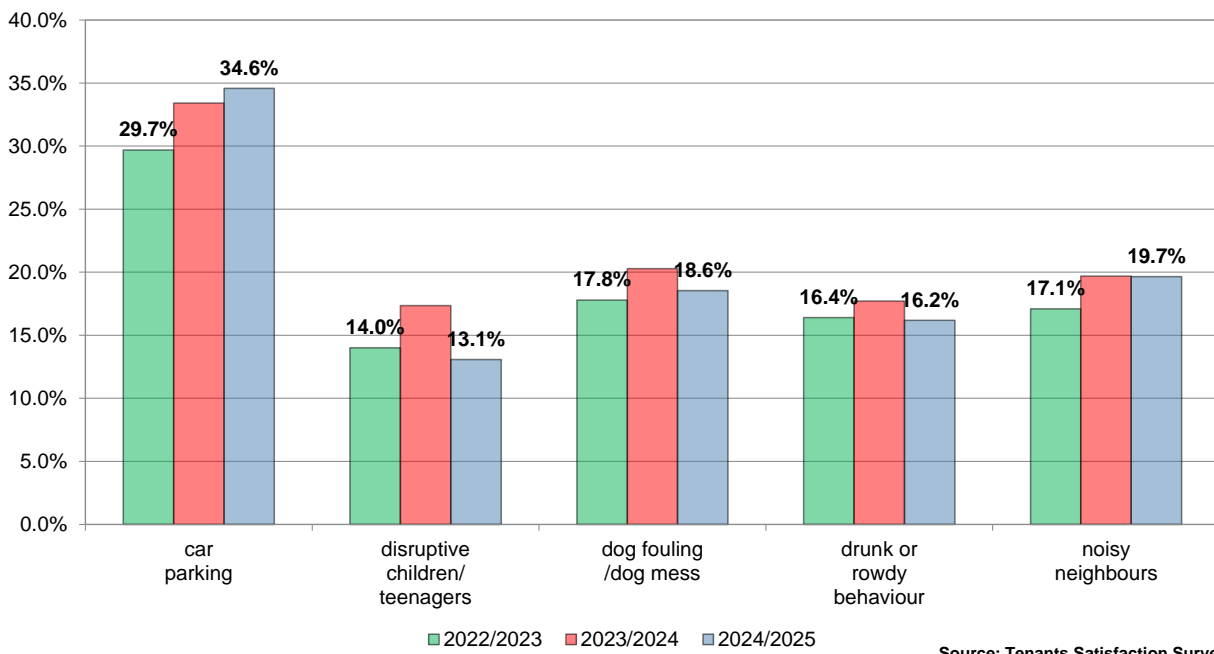
Source: Tenants Satisfaction Survey

## Resident Engagement

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

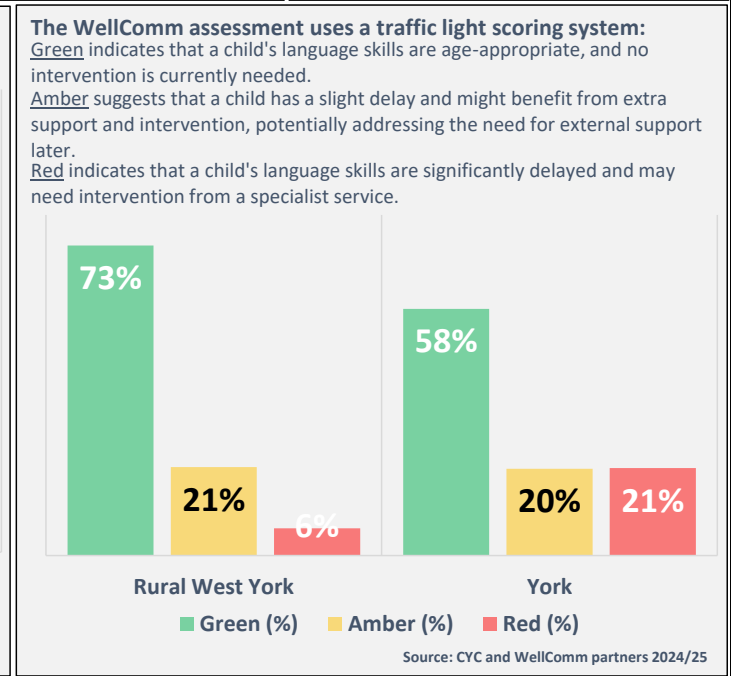
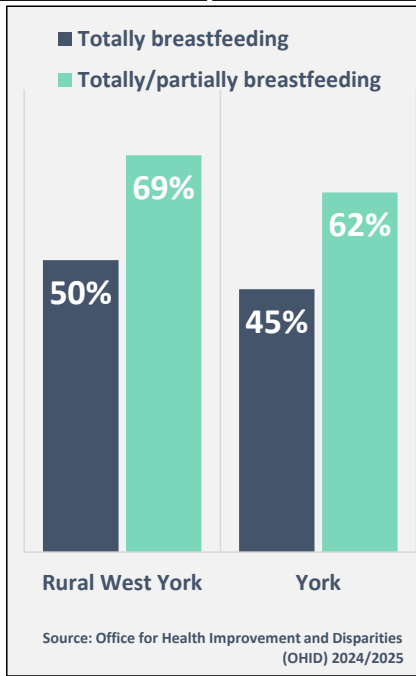
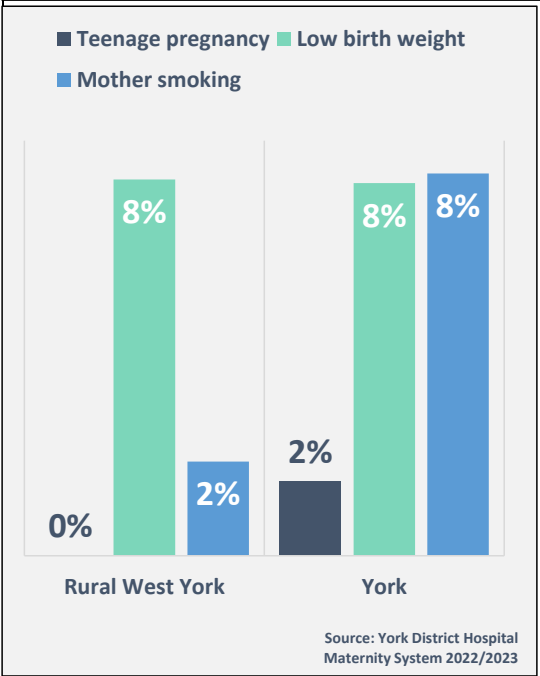
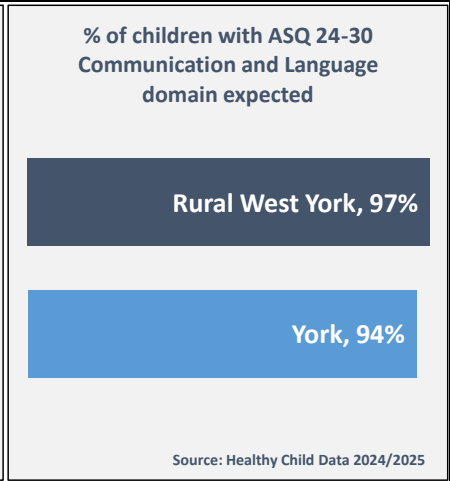
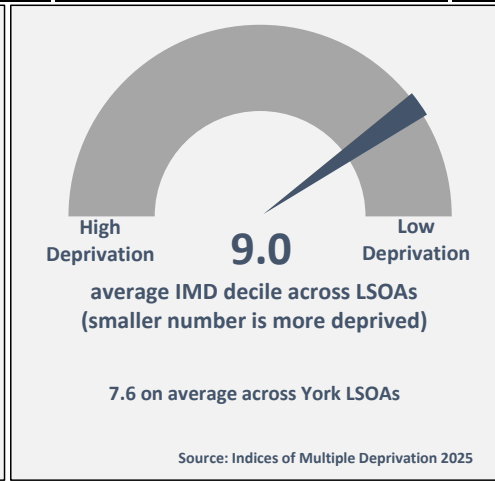
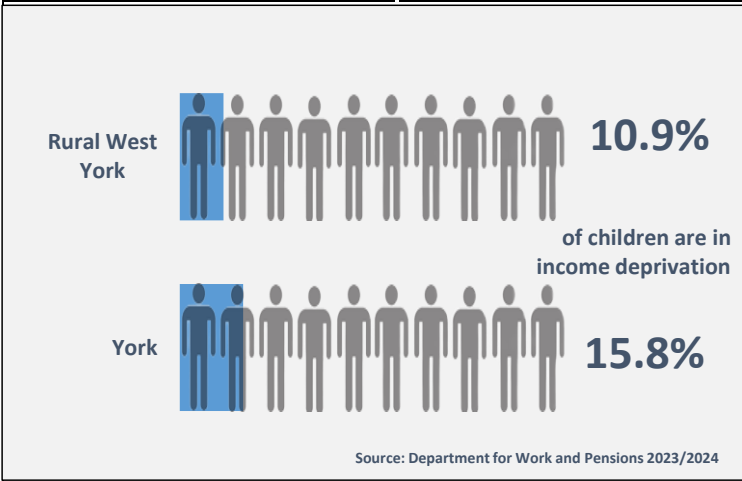
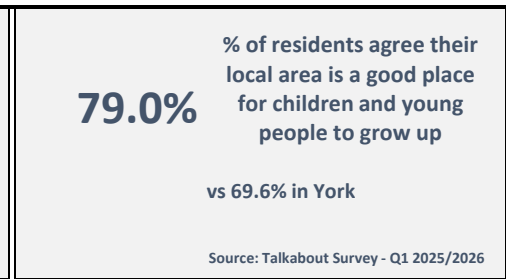
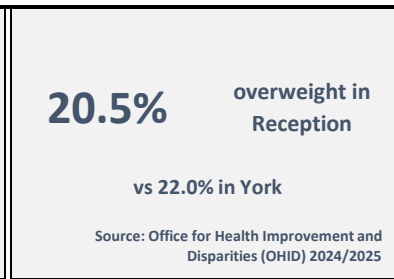
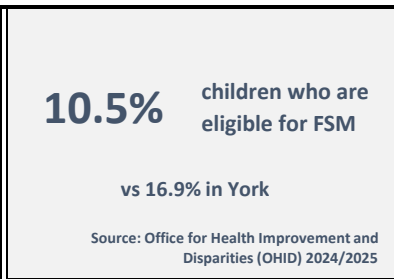
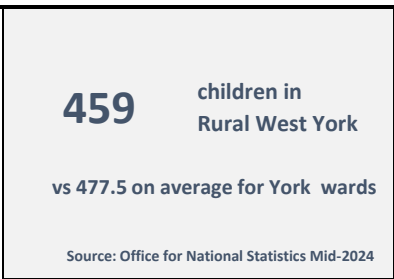


### York Council house tenants say is a major problem in their neighbourhood...



<p><b>Experian Groups</b></p>
<p><b>B Prestige Positions</b></p> <p>Own large, detached houses, highly educated, high discretionary income, garden or allotment, pay credit cards in full.</p>
<p><b>C Country Living</b></p> <p>Rural locations, own old, detached houses, electronic money transfers, garden or allotment, oil central heating.</p>
<p><b>E Senior Security</b></p> <p>Retired singles and couples, pre-war generation, established in community, low internet use, have wills.</p>
<p><b>G Domestic Success</b></p> <p>Families with children, mid to high household income, monthly discretionary income under £1000, very high mortgage debt, internet via smartphone.</p>
<p><b>H Aspiring Homemakers</b></p> <p>Families with young children, 3 bedrooms, high outstanding mortgages, internet via smartphone, texts and photos on smartphone.</p>
<p><b>D Rural Reality</b></p> <p>Rural areas, oil/solid fuel central heating, internet at home, free mobile phone apps, watch tv.</p>
<p><b>F Suburban Stability</b></p> <p>Older families, no children, own mid-value semis, 3 bedrooms, established in community, news and media sites.</p>
<p><b>Experian Types</b></p>
<p><b>B09 Empty-Nest Adventure</b></p> <p>Married couples, no children, baby boomers, large, detached houses, highly educated, high discretionary income.</p>
<p><b>E18 Legacy Elders</b></p> <p>Retired singles, pre-war generation, university degrees, homeowners, no outstanding mortgage.</p>
<p><b>B07 Alpha Families</b></p> <p>Families with 2+ children, large, detached houses, high value properties, university degrees, high income, large mortgage.</p>
<p><b>C13 Village Retirement</b></p> <p>Retired singles and couples, no children, pre-war generation, large, detached houses, no outstanding mortgage.</p>
<p><b>C10 Wealthy Landowners</b></p> <p>Large, detached houses, university degrees, high discretionary income, horse or pony, oil central heating.</p>
<p><b>G29 Mid-Career Convention</b></p> <p>Married couples, 2+ children, generation x, homeowners, outstanding mortgage.</p>
<p><b>D14 Satellite Settlers</b></p> <p>Rural areas, older households, no children, homeowners, garden or allotment, internet from desktop/laptop.</p>
<p><b>B08 Bank of Mum and Dad</b></p> <p>Settled families, adult children at home, own large, detached houses, company directors, high discretionary income.</p>
<p><b>C11 Rural Vogue</b></p> <p>Rural areas, families with school-age children, large, detached houses, good income, electronic money transfers.</p>
<p><b>B06 Diamond Days</b></p> <p>Retired, expensive detached houses, highly educated, quality news, mywaitrose.</p>

# Rural West York Children 0-5



Data as at 2025/2026