

Middle Layer Super Output Area

E02002351

Households 2,366

Area: Scarcroft, Scholes and Shadwell

Household Demographics

Property Type	Number	Rate
Bungalow	391	16.5%
Detached	726	30.7%
Flat	237	10.0%
Maisonette	35	1.5%
Semi Detached	696	29.4%
Terraced	281	11.9%

Tenure	Number	Rate
Rented from Local Authority	110	4.6%
Owned outright/ Mortgaged	2,090	88.3%
Rented Private/Housing Assoc.	166	7.0%

Years residing at property	Number	Rate
0 to 1	84	3.6%
2 to 5	426	18.0%
6 to 10	568	24.0%
11 to 20	392	16.6%
21 to 30	465	19.7%
31 to 40	204	8.6%
41 to 50	189	8.0%
More than 50 Yrs	38	1.6%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	40	1.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	208	8.8%
£10,000 to £14,999	218	9.2%
£15,000 to £19,999	172	7.3%
£20,000 to £24,999	179	7.6%
£25,000 to £29,999	186	7.9%
£30,000 to £39,999	556	23.5%
£40,000 to £49,999	286	12.1%
£50,000 to £74,999	229	9.7%
£75,000+	292	12.3%
Average HH Income in MSOA	£43,224	

Affected by credit crunch	Number	Rate
Yes	882	37.3%
No	770	32.5%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,079	
Always	1,343	64.6%
Sometimes	449	21.6%
Rarely	134	6.4%
Never	153	7.4%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	108	4.6%
Tend to Agree	656	27.7%
Tend to Disagree	679	28.7%
Definitely Disagree	291	12.3%
No Response	632	26.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	394	16.7%
Stayed the same	1,219	51.5%
Got worse	244	10.3%
Recently Moved	84	3.6%
No response	425	18.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,294	97.0%
Does not like neighbourhood	72	3.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,389	58.7%
GP appointments	1,439	60.8%
Parking	1,167	49.3%
Public transport	1,242	52.5%
Schools	1,233	52.1%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	449	19.0%
Child Savings Plan	282	11.9%
Home Equity Release	52	2.2%
Funeral Plan	134	5.7%
ISA	1,147	48.5%
Life Assurance	995	42.1%
Mortgage	726	30.7%
Other Investments	723	30.6%
Pension	1,324	56.0%
Personal Loan	441	18.6%
Savings Plan	387	16.4%
Shares General	966	40.8%
Will	955	40.4%

Struggling with	Number	Rate
Food shopping	157	6.6%
Loans	53	2.2%
Loss of income	260	11.0%
Mortgage	44	1.9%
Paying Bills	180	7.6%
Savings/investments	334	14.1%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,681	71.0%
Broadband	1,589	67.2%

Internet Access:	Number	Rate
Don't access	373	15.8%
Home	1690	71.4%
Other	67	2.8%
Work	966	40.8%

Shop Online	Number	Rate
Never	1705	72.1%
Often	92	3.9%
Sometimes	342	14.5%
Would Consider	227	9.6%

Use the internet for....	Number	Rate
Ebay	877	37.1%
Email	1,663	70.3%
Gambling/Betting	118	5.0%
Google/other search	1,644	69.5%
MSN Messenger	294	12.4%
News/weather information	1,138	48.1%
Online gaming	185	7.8%
Price comparison	1,199	50.7%
Social networking	500	21.1%
Paying utility bills	864	36.5%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	162	6.8%
2+ A levels, 4+ AS Levels, Higher School Certificate	157	6.6%
NVQ Lvl 2, Intermediate GNVQ	67	2.8%
NVQ Lvl 3, OND, Advanced GNVQ	40	1.7%
NVQ Lvl 4-5, HNC, HND	74	3.1%
First Degree (e.g. BA, BSc)	436	18.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	207	8.7%
At least one Household member has no qualifications	349	14.8%
No Household member has any qualifications	887	37.5%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	318	13.4%
£36 - £49	269	11.4%
£50 - £69	717	30.3%
£70 - £99	523	22.1%
£100 - £149	412	17.4%
More than £150	127	5.4%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	49	2.1%
Self Employed / Business Owner	215	9.1%
Self Employed / Business Owner / Running Own In-Home Business	264	11.2%
Thinking about starting new business	58	2.5%
Owned business for 3+ years	226	85.6%
Owned for less than 3 years	38	14.4%

Car Ownership

Cars in household	Number	Rate
0 cars	147	6.2%
1 car	1,135	48.0%
2 cars	962	40.7%
3 or more	122	5.2%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1459	61.7%
Digital Camera	1617	68.3%
Flat screen TV	1215	51.4%
Games Console	728	30.8%
Printer	1433	60.6%
iPod/MP3 player	657	27.8%
Cable TV	202	8.5%
Dishwasher	1256	53.1%
Satellite TV	899	38.0%
Handheld computer e.g. Blackberry	198	8.4%
HDTV	551	23.3%