

Middle Layer Super Output Area

E02002352

Households 3,171

Area: Moortown Central

Household Demographics

| Property Type | Number | Rate |
|---------------|--------|-------|
| Bungalow | 206 | 6.5% |
| Detached | 425 | 13.4% |
| Flat | 696 | 21.9% |
| Maisonette | 104 | 3.3% |
| Semi Detached | 1,708 | 53.9% |
| Terraced | 32 | 1.0% |

| Tenure | Number | Rate |
|-------------------------------|--------|-------|
| Rented from Local Authority | 150 | 4.7% |
| Owned outright/ Mortgaged | 2,492 | 78.6% |
| Rented Private/Housing Assoc. | 529 | 16.7% |

| Years residing at property | Number | Rate |
|----------------------------|--------|-------|
| 0 to 1 | 137 | 4.3% |
| 2 to 5 | 434 | 13.7% |
| 6 to 10 | 716 | 22.6% |
| 11 to 20 | 605 | 19.1% |
| 21 to 30 | 747 | 23.6% |
| 31 to 40 | 296 | 9.3% |
| 41 to 50 | 197 | 6.2% |
| More than 50 Yrs | 39 | 1.2% |

Household Income & Finances (1)

| Yearly Income | Number | Rate |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week) | 172 | 5.4% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 225 | 7.1% |
| £10,000 to £14,999 | 484 | 15.3% |
| £15,000 to £19,999 | 220 | 6.9% |
| £20,000 to £24,999 | 123 | 3.9% |
| £25,000 to £29,999 | 233 | 7.3% |
| £30,000 to £39,999 | 406 | 12.8% |
| £40,000 to £49,999 | 631 | 19.9% |
| £50,000 to £74,999 | 558 | 17.6% |
| £75,000+ | 119 | 3.8% |
| Average HH Income in MSOA | £36,376 | |

| Affected by credit crunch | Number | Rate |
|---------------------------|--------|-------|
| Yes | 1,035 | 32.6% |
| No | 1,390 | 43.8% |

| Credit Card Balance Paid in full: | Number | Rate |
|-----------------------------------|--------|-------|
| Credit Card owning households | 2,608 | |
| Always | 1,542 | 59.1% |
| Sometimes | 537 | 20.6% |
| Rarely | 338 | 13.0% |
| Never | 191 | 7.3% |

Community Perceptions

| Can influence local decisions | Number | Rate |
|-------------------------------|--------|-------|
| Definitely Agree | 47 | 1.5% |
| Tend to Agree | 919 | 29.0% |
| Tend to Disagree | 1,175 | 37.1% |
| Definitely Disagree | 501 | 15.8% |
| No Response | 529 | 16.7% |

| in last 3 years,neighbourhood has.. | Number | Rate |
|-------------------------------------|--------|-------|
| Improved | 333 | 10.5% |
| Stayed the same | 1,915 | 60.4% |
| Got worse | 308 | 9.7% |
| Recently Moved | 161 | 5.1% |
| No response | 454 | 14.3% |

| Neighbourhood opinion | Number | Rate |
|-----------------------------|--------|-------|
| Likes neighbourhood | 3,059 | 96.5% |
| Does not like neighbourhood | 112 | 3.5% |

| Satisfied with local services for... | Number | Rate |
|--------------------------------------|--------|-------|
| Doorstep Recycling | 2,166 | 68.3% |
| GP appointments | 2,087 | 65.8% |
| Parking | 1,608 | 50.7% |
| Public transport | 2,245 | 70.8% |
| Schools | 1,726 | 54.4% |

Household Income & Finances (2)

| Financial Products | Number | Rate |
|---------------------|--------|-------|
| Accident Insurance | 517 | 16.3% |
| Child Savings Plan | 440 | 13.9% |
| Home Equity Release | 57 | 1.8% |
| Funeral Plan | 326 | 10.3% |
| ISA | 1,306 | 41.2% |
| Life Assurance | 1,255 | 39.6% |
| Mortgage | 785 | 24.8% |
| Other Investments | 639 | 20.2% |
| Pension | 1,869 | 58.9% |
| Personal Loan | 396 | 12.5% |
| Savings Plan | 792 | 25.0% |
| Shares General | 877 | 27.7% |
| Will | 1,297 | 40.9% |

| Struggling with | Number | Rate |
|---------------------|--------|------|
| Food shopping | 225 | 7.1% |
| Loans | 51 | 1.6% |
| Loss of income | 138 | 4.4% |
| Mortgage | 29 | 0.9% |
| Paying Bills | 191 | 6.0% |
| Savings/investments | 275 | 8.7% |

Internet Connection & Usage

| Households that have... | Number | Rate |
|-------------------------|--------|-------|
| Internet Connection | 2,198 | 69.3% |
| Broadband | 2,120 | 66.9% |

| Internet Access: | Number | Rate |
|------------------|--------|-------|
| Don't access | 707 | 22.3% |
| Home | 2144 | 67.6% |
| Other | 142 | 4.5% |
| Work | 1153 | 36.4% |

| Shop Online | Number | Rate |
|----------------|--------|-------|
| Never | 2244 | 70.8% |
| Often | 252 | 7.9% |
| Sometimes | 519 | 16.4% |
| Would Consider | 156 | 4.9% |

| Use the internet for.... | Number | Rate |
|--------------------------|--------|-------|
| Ebay | 1,084 | 34.2% |
| Email | 2,166 | 68.3% |
| Gambling/Betting | 108 | 3.4% |
| Google/other search | 2,090 | 65.9% |
| MSN Messenger | 449 | 14.2% |
| News/weather information | 1,489 | 47.0% |
| Online gaming | 77 | 2.4% |
| Price comparison | 1,445 | 45.6% |
| Social networking | 806 | 25.4% |
| Paying utility bills | 767 | 24.2% |

Qualifications

| Highest Qualification in Household | Number | Rate |
|--|--------|-------|
| 5+ GCSEs (grade A*-C) | | |
| 5+ O Levels or grade 1 CSEs/School Cert | 110 | 3.5% |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 120 | 3.8% |
| NVQ Lvl 2, Intermediate GNVQ | 61 | 1.9% |
| NVQ Lvl 3, OND, Advanced GNVQ | 58 | 1.8% |
| NVQ Lvl 4-5, HNC, HND | 111 | 3.5% |
| First Degree (e.g. BA, BSc) | 619 | 19.5% |
| Postgraduate Qualification (e.g. MA PhD, PGCE) | 346 | 10.9% |
| At least one Household member has no qualifications | 511 | 16.1% |
| No Household member has any qualifications | 1,257 | 39.6% |

Grocery Data

| Weekly Spend (main shop) | Number | Rate |
|--------------------------|--------|-------|
| Up to £35 | 688 | 21.7% |
| £36 - £49 | 658 | 20.8% |
| £50 - £69 | 720 | 22.7% |
| £70 - £99 | 715 | 22.5% |
| £100 - £149 | 358 | 11.3% |
| More than £150 | 32 | 1.0% |

Business Summary

| Business Ownership | Number | Rate |
|---|--------|-------|
| Running Own In-Home Business | 83 | 2.6% |
| Self Employed / Business Owner | 318 | 10.0% |
| Self Employed / Business Owner / Running Own In-Home Business | 401 | 12.6% |
| Thinking about starting new business | 41 | 1.3% |
| Owned business for 3+ years | 328 | 81.8% |
| Owned for less than 3 years | 73 | 18.2% |

Car Ownership

| Cars in household | Number | Rate |
|-------------------|--------|-------|
| 0 cars | 636 | 20.1% |
| 1 car | 1,335 | 42.1% |
| 2 cars | 1,069 | 33.7% |
| 3 or more | 131 | 4.1% |

Product Ownership

| Appliances/Products Owned | Number | Rate |
|-----------------------------------|--------|-------|
| Computer | 2076 | 65.5% |
| Digital Camera | 2122 | 66.9% |
| Flat screen TV | 1787 | 56.4% |
| Games Console | 985 | 31.1% |
| Printer | 1949 | 61.5% |
| iPod/MP3 player | 1208 | 38.1% |
| Cable TV | 810 | 25.5% |
| Dishwasher | 1307 | 41.2% |
| Satellite TV | 838 | 26.4% |
| Handheld computer e.g. Blackberry | 114 | 3.6% |
| HDTV | 765 | 24.1% |