

Middle Layer Super Output Area
E02002358
Households 3,266
Area: Wellington Hill, Whinmoor and Red Hall
Household Demographics

Property Type	Number	Rate
Bungalow	222	6.8%
Detached	449	13.7%
Flat	276	8.5%
Maisonette	2	0.1%
Semi Detached	936	28.7%
Terraced	1,381	42.3%

Tenure	Number	Rate
Rented from Local Authority	917	28.1%
Owned outright/ Mortgaged	2,004	61.4%
Rented Private/Housing Assoc.	345	10.6%

Years residing at property	Number	Rate
0 to 1	152	4.7%
2 to 5	398	12.2%
6 to 10	1,032	31.6%
11 to 20	512	15.7%
21 to 30	648	19.8%
31 to 40	401	12.3%
41 to 50	61	1.9%
More than 50 Yrs	62	1.9%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	268	8.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	372	11.4%
£10,000 to £14,999	240	7.3%
£15,000 to £19,999	458	14.0%
£20,000 to £24,999	221	6.8%
£25,000 to £29,999	329	10.1%
£30,000 to £39,999	594	18.2%
£40,000 to £49,999	454	13.9%
£50,000 to £74,999	275	8.4%
£75,000+	55	1.7%
Average HH Income in MSOA	£28,965	

Affected by credit crunch	Number	Rate
Yes	923	28.3%
No	1,486	45.5%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,341	
Always	1,194	51.0%
Sometimes	487	20.8%
Rarely	378	16.1%
Never	282	12.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	31	0.9%
Tend to Agree	667	20.4%
Tend to Disagree	1,167	35.7%
Definitely Disagree	498	15.2%
No Response	903	27.6%

in last 3 years,neighbourhood has..	Number	Rate
Improved	338	10.3%
Stayed the same	1,551	47.5%
Got worse	703	21.5%
Recently Moved	101	3.1%
No response	573	17.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,000	91.9%
Does not like neighbourhood	266	8.1%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,849	56.6%
GP appointments	2,134	65.3%
Parking	1,427	43.7%
Public transport	2,013	61.6%
Schools	1,686	51.6%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	598	18.3%
Child Savings Plan	429	13.1%
Home Equity Release	113	3.5%
Funeral Plan	286	8.8%
ISA	926	28.4%
Life Assurance	1,251	38.3%
Mortgage	988	30.3%
Other Investments	225	6.9%
Pension	1,519	46.5%
Personal Loan	638	19.5%
Savings Plan	562	17.2%
Shares General	533	16.3%
Will	929	28.4%

Struggling with	Number	Rate
Food shopping	374	11.5%
Loans	134	4.1%
Loss of income	305	9.3%
Mortgage	47	1.4%
Paying Bills	422	12.9%
Savings/investments	69	2.1%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,183	66.8%
Broadband	2,135	65.4%

Internet Access:	Number	Rate
Don't access	674	20.6%
Home	2182	66.8%
Other	73	2.2%
Work	1027	31.4%

Shop Online	Number	Rate
Never	2429	74.4%
Often	186	5.7%
Sometimes	427	13.1%
Would Consider	224	6.9%

Use the internet for....	Number	Rate
Ebay	1,331	40.8%
Email	2,092	64.1%
Gambling/Betting	254	7.8%
Google/other search	2,142	65.6%
MSN Messenger	646	19.8%
News/weather information	1,352	41.4%
Online gaming	300	9.2%
Price comparison	1,473	45.1%
Social networking	935	28.6%
Paying utility bills	893	27.3%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	189	5.8%
5+ O Levels or grade 1 CSEs/School Cert		
2+ A levels, 4+ AS Levels, Higher School Certificate	52	1.6%
NVQ Lvl 2, Intermediate GNVQ	157	4.8%
NVQ Lvl 3, OND, Advanced GNVQ	120	3.7%
NVQ Lvl 4-5, HNC, HND	77	2.4%
First Degree (e.g. BA, BSc)	305	9.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	150	4.6%
At least one Household member has no qualifications	656	20.1%
No Household member has any qualifications	1,611	49.3%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	561	17.2%
£36 - £49	481	14.7%
£50 - £69	868	26.6%
£70 - £99	777	23.8%
£100 - £149	489	15.0%
More than £150	90	2.8%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	109	3.3%
Self Employed / Business Owner	179	5.5%
Self Employed / Business Owner / Running Own In-Home Business	288	8.8%
Thinking about starting new business	60	1.8%
Owned business for 3+ years	124	43.1%
Owned for less than 3 years	164	56.9%

Car Ownership

Cars in household	Number	Rate
0 cars	751	23.0%
1 car	1,644	50.3%
2 cars	840	25.7%
3 or more	31	0.9%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1893	58.0%
Digital Camera	2188	67.0%
Flat screen TV	1838	56.3%
Games Console	1342	41.1%
Printer	1701	52.1%
iPod/MP3 player	721	22.1%
Cable TV	1029	31.5%
Dishwasher	977	29.9%
Satellite TV	1099	33.6%
Handheld computer e.g. Blackberry	102	3.1%
HDTV	855	26.2%