

Middle Layer Super Output Area

E02002366

Households 2,905

Area: Oakwood and Gipton Wood

Household Demographics

Property Type	Number	Rate
Bungalow	46	1.6%
Detached	648	22.3%
Flat	604	20.8%
Maisonette	111	3.8%
Semi Detached	1,298	44.7%
Terraced	198	6.8%

Tenure	Number	Rate
Rented from Local Authority	120	4.1%
Owned outright/ Mortgaged	2,314	79.7%
Rented Private/Housing Assoc.	471	16.2%

Years residing at property	Number	Rate
0 to 1	296	10.2%
2 to 5	534	18.4%
6 to 10	649	22.3%
11 to 20	524	18.0%
21 to 30	353	12.2%
31 to 40	427	14.7%
41 to 50	77	2.7%
More than 50 Yrs	45	1.5%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	34	1.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	297	10.2%
£10,000 to £14,999	611	21.0%
£15,000 to £19,999	214	7.4%
£20,000 to £24,999	353	12.2%
£25,000 to £29,999	295	10.2%
£30,000 to £39,999	251	8.6%
£40,000 to £49,999	358	12.3%
£50,000 to £74,999	300	10.3%
£75,000+	192	6.6%
Average HH Income in MSOA	£33,962	

Affected by credit crunch	Number	Rate
Yes	961	33.1%
No	1,315	45.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,218	
Always	1,545	69.7%
Sometimes	268	12.1%
Rarely	288	13.0%
Never	117	5.3%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	62	2.1%
Tend to Agree	641	22.1%
Tend to Disagree	853	29.4%
Definitely Disagree	361	12.4%
No Response	988	34.0%

in last 3 years,neighbourhood has..	Number	Rate
Improved	302	10.4%
Stayed the same	1,240	42.7%
Got worse	428	14.7%
Recently Moved	65	2.2%
No response	870	29.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,847	98.0%
Does not like neighbourhood	58	2.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,553	53.5%
GP appointments	1,626	56.0%
Parking	1,240	42.7%
Public transport	1,693	58.3%
Schools	1,180	40.6%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	540	18.6%
Child Savings Plan	221	7.6%
Home Equity Release	36	1.2%
Funeral Plan	174	6.0%
ISA	930	32.0%
Life Assurance	796	27.4%
Mortgage	669	23.0%
Other Investments	647	22.3%
Pension	1,075	37.0%
Personal Loan	360	12.4%
Savings Plan	529	18.2%
Shares General	593	20.4%
Will	894	30.8%

Struggling with	Number	Rate
Food shopping	383	13.2%
Loans	42	1.4%
Loss of income	192	6.6%
Mortgage	53	1.8%
Paying Bills	245	8.4%
Savings/investments	191	6.6%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,100	72.3%
Broadband	2,059	70.9%

Internet Access:	Number	Rate
Don't access	475	16.4%
Home	2103	72.4%
Other	282	9.7%
Work	911	31.4%

Shop Online	Number	Rate
Never	2265	78.0%
Often	198	6.8%
Sometimes	273	9.4%
Would Consider	169	5.8%

Use the internet for....	Number	Rate
Ebay	1,177	40.5%
Email	2,177	74.9%
Gambling/Betting	94	3.2%
Google/other search	1,971	67.8%
MSN Messenger	364	12.5%
News/weather information	1,434	49.4%
Online gaming	84	2.9%
Price comparison	1,282	44.1%
Social networking	832	28.6%
Paying utility bills	862	29.7%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	81	2.8%
5+ O Levels or grade 1 CSEs/School Cert		
2+ A levels, 4+ AS Levels, Higher School Certificate	147	5.1%
NVQ Lvl 2, Intermediate GNVQ	70	2.4%
NVQ Lvl 3, OND, Advanced GNVQ	68	2.3%
NVQ Lvl 4-5, HNC, HND	68	2.3%
First Degree (e.g. BA, BSc)	388	13.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	434	14.9%
At least one Household member has no qualifications	208	7.2%
No Household member has any qualifications	1,375	47.3%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	654	22.5%
£36 - £49	656	22.6%
£50 - £69	665	22.9%
£70 - £99	593	20.4%
£100 - £149	249	8.6%
More than £150	88	3.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	7	0.2%
Self Employed / Business Owner	226	7.8%
Self Employed / Business Owner / Running Own In-Home Business	233	8.0%
Thinking about starting new business	28	1.0%
Owned business for 3+ years	229	98.3%
Owned for less than 3 years	4	1.7%

Car Ownership

Cars in household	Number	Rate
0 cars	412	14.2%
1 car	1,513	52.1%
2 cars	739	25.4%
3 or more	241	8.3%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1640	56.5%
Digital Camera	1850	63.7%
Flat screen TV	988	34.0%
Games Console	692	23.8%
Printer	1584	54.5%
iPod/MP3 player	697	24.0%
Cable TV	1112	38.3%
Dishwasher	1111	38.2%
Satellite TV	733	25.2%
Handheld computer e.g. Blackberry	226	7.8%
HDTV	582	20.0%