

Middle Layer Super Output Area

E02002371

Households 4,180

Area: Chapeltown

Household Demographics

Property Type	Number	Rate
Bungalow	25	0.6%
Detached	230	5.5%
Flat	877	21.0%
Maisonette	14	0.3%
Semi Detached	1,682	40.2%
Terraced	1,352	32.3%

Tenure	Number	Rate
Rented from Local Authority	1,266	30.3%
Owned outright/ Mortgaged	1,787	42.8%
Rented Private/Housing Assoc.	1,127	27.0%

Years residing at property	Number	Rate
0 to 1	286	6.8%
2 to 5	929	22.2%
6 to 10	905	21.7%
11 to 20	841	20.1%
21 to 30	463	11.1%
31 to 40	356	8.5%
41 to 50	296	7.1%
More than 50 Yrs	104	2.5%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	575	13.8%
£ 5,000 to £9,999 (£96 to £192 p/w)	692	16.6%
£10,000 to £14,999	375	9.0%
£15,000 to £19,999	386	9.2%
£20,000 to £24,999	343	8.2%
£25,000 to £29,999	210	5.0%
£30,000 to £39,999	402	9.6%
£40,000 to £49,999	519	12.4%
£50,000 to £74,999	601	14.4%
£75,000+	77	1.8%
Average HH Income in MSOA	£27,912	

Affected by credit crunch	Number	Rate
Yes	1,682	40.2%
No	1,530	36.6%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,309	
Always	1,198	51.9%
Sometimes	467	20.2%
Rarely	154	6.7%
Never	490	21.2%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	436	10.4%
Tend to Agree	1,224	29.3%
Tend to Disagree	942	22.5%
Definitely Disagree	629	15.0%
No Response	949	22.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	1,032	24.7%
Stayed the same	1,482	35.5%
Got worse	651	15.6%
Recently Moved	295	7.1%
No response	720	17.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,312	79.2%
Does not like neighbourhood	868	20.8%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,867	44.7%
GP appointments	2,499	59.8%
Parking	1,616	38.7%
Public transport	2,321	55.5%
Schools	2,064	49.4%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	540	12.9%
Child Savings Plan	379	9.1%
Home Equity Release	95	2.3%
Funeral Plan	140	3.3%
ISA	796	19.0%
Life Assurance	1,084	25.9%
Mortgage	1,065	25.5%
Other Investments	360	8.6%
Pension	1,170	28.0%
Personal Loan	658	15.7%
Savings Plan	494	11.8%
Shares General	412	9.9%
Will	747	17.9%

Struggling with	Number	Rate
Food shopping	544	13.0%
Loans	241	5.8%
Loss of income	144	3.4%
Mortgage	115	2.8%
Paying Bills	1,042	24.9%
Savings/investments	218	5.2%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,917	69.8%
Broadband	2,852	68.2%

Internet Access:	Number	Rate
Don't access	703	16.8%
Home	2703	64.7%
Other	463	11.1%
Work	1192	28.5%

Shop Online	Number	Rate
Never	2810	67.2%
Often	292	7.0%
Sometimes	417	10.0%
Would Consider	661	15.8%

Use the internet for....	Number	Rate
Ebay	1,880	45.0%
Email	3,104	74.3%
Gambling/Betting	282	6.7%
Google/other search	2,767	66.2%
MSN Messenger	1,090	26.1%
News/weather information	1,860	44.5%
Online gaming	392	9.4%
Price comparison	1,880	45.0%
Social networking	1,589	38.0%
Paying utility bills	1,193	28.5%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	285	6.8%
2+ A levels, 4+ AS Levels, Higher School Certificate	86	2.1%
NVQ Lvl 2, Intermediate GNVQ	437	10.5%
NVQ Lvl 3, OND, Advanced GNVQ	115	2.8%
NVQ Lvl 4-5, HNC, HND	141	3.4%
First Degree (e.g. BA, BSc)	554	13.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	501	12.0%
At least one Household member has no qualifications	581	13.9%
No Household member has any qualifications	1,735	41.5%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	1,149	27.5%
£36 - £49	739	17.7%
£50 - £69	715	17.1%
£70 - £99	809	19.4%
£100 - £149	646	15.5%
More than £150	122	2.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	91	2.2%
Self Employed / Business Owner	305	7.3%
Self Employed / Business Owner / Running Own In-Home Business	396	9.5%
Thinking about starting new business	73	1.7%
Owned business for 3+ years	328	82.8%
Owned for less than 3 years	68	17.2%

Car Ownership

Cars in household	Number	Rate
0 cars	1,489	35.6%
1 car	1,202	28.8%
2 cars	1,228	29.4%
3 or more	261	6.2%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2293	54.9%
Digital Camera	2178	52.1%
Flat screen TV	1532	36.7%
Games Console	1141	27.3%
Printer	1655	39.6%
iPod/MP3 player	1000	23.9%
Cable TV	820	19.6%
Dishwasher	848	20.3%
Satellite TV	975	23.3%
Handheld computer e.g. Blackberry	128	3.1%
HDTV	552	13.2%