

## Middle Layer Super Output Area

E02002372

Households 1,415

Area: South Headingley

### Household Demographics

Property Type	Number	Rate
Bungalow	57	4.0%
Detached	21	1.5%
Flat	399	28.2%
Maisonette	35	2.5%
Semi Detached	347	24.5%
Terraced	556	39.3%

Tenure	Number	Rate
Rented from Local Authority	114	8.1%
Owned outright/ Mortgaged	564	39.9%
Rented Private/Housing Assoc.	737	52.1%

Years residing at property	Number	Rate
0 to 1	487	34.4%
2 to 5	272	19.2%
6 to 10	191	13.5%
11 to 20	241	17.0%
21 to 30	105	7.4%
31 to 40	62	4.4%
41 to 50	48	3.4%
More than 50 Yrs	9	0.6%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	313	22.1%
£ 5,000 to £9,999 (£96 to £192 p/w)	163	11.5%
£10,000 to £14,999	238	16.8%
£15,000 to £19,999	125	8.8%
£20,000 to £24,999	102	7.2%
£25,000 to £29,999	75	5.3%
£30,000 to £39,999	78	5.5%
£40,000 to £49,999	136	9.6%
£50,000 to £74,999	101	7.1%
£75,000+	84	5.9%
Average HH Income in MSOA	£26,908	

Affected by credit crunch	Number	Rate
Yes	588	41.6%
No	420	29.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	714	
Always	559	78.3%
Sometimes	61	8.5%
Rarely	49	6.9%
Never	45	6.3%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	29	2.0%
Tend to Agree	296	20.9%
Tend to Disagree	356	25.2%
Definitely Disagree	253	17.9%
No Response	481	34.0%

in last 3 years,neighbourhood has..	Number	Rate
Improved	111	7.8%
Stayed the same	577	40.8%
Got worse	107	7.6%
Recently Moved	186	13.1%
No response	434	30.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,226	86.6%
Does not like neighbourhood	189	13.4%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	556	39.3%
GP appointments	851	60.1%
Parking	501	35.4%
Public transport	686	48.5%
Schools	656	46.4%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	146	10.3%
Child Savings Plan	111	7.8%
Home Equity Release	81	5.7%
Funeral Plan	61	4.3%
ISA	457	32.3%
Life Assurance	198	14.0%
Mortgage	122	8.6%
Other Investments	208	14.7%
Pension	355	25.1%
Personal Loan	336	23.7%
Savings Plan	211	14.9%
Shares General	309	21.8%
Will	272	19.2%

Struggling with	Number	Rate
Food shopping	261	18.4%
Loans	62	4.4%
Loss of income	55	3.9%
Mortgage	7	0.5%
Paying Bills	200	14.1%
Savings/investments	109	7.7%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,153	81.5%
Broadband	1,131	79.9%

Internet Access:	Number	Rate
Don't access	141	10.0%
Home	1139	80.5%
Other	200	14.1%
Work	400	28.3%

Shop Online	Number	Rate
Never	852	60.2%
Often	83	5.9%
Sometimes	233	16.5%
Would Consider	247	17.5%

Use the internet for....	Number	Rate
Ebay	735	51.9%
Email	1,167	82.5%
Gambling/Betting	125	8.8%
Google/other search	1,119	79.1%
MSN Messenger	538	38.0%
News/weather information	822	58.1%
Online gaming	231	16.3%
Price comparison	624	44.1%
Social networking	701	49.5%
Paying utility bills	354	25.0%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	17	1.2%
5+ O Levels or grade 1 CSEs/School Cert		
2+ A levels, 4+ AS Levels, Higher School Certificate	170	12.0%
NVQ Lvl 2, Intermediate GNVQ	15	1.1%
NVQ Lvl 3, OND, Advanced GNVQ	0	0.0%
NVQ Lvl 4-5, HNC, HND	9	0.6%
First Degree (e.g. BA, BSc)	409	28.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	160	11.3%
At least one Household member has no qualifications	122	8.6%
No Household member has any qualifications	557	39.4%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	847	59.9%
£36 - £49	188	13.3%
£50 - £69	245	17.3%
£70 - £99	100	7.1%
£100 - £149	23	1.6%
More than £150	12	0.8%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	1	0.1%
Self Employed / Business Owner	52	3.7%
Self Employed / Business Owner / Running Own In-Home Business	53	3.7%
Thinking about starting new business	34	2.4%
Owned business for 3+ years	13	24.5%
Owned for less than 3 years	40	75.5%

### Car Ownership

Cars in household	Number	Rate
0 cars	584	41.3%
1 car	450	31.8%
2 cars	196	13.9%
3 or more	185	13.1%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	890	62.9%
Digital Camera	772	54.6%
Flat screen TV	533	37.7%
Games Console	424	30.0%
Printer	794	56.1%
iPod/MP3 player	640	45.2%
Cable TV	351	24.8%
Dishwasher	326	23.0%
Satellite TV	387	27.3%
Handheld computer e.g. Blackberry	17	1.2%
HDTV	301	21.3%