

Middle Layer Super Output Area

E02002373

Households 2,442

Area: Headingley Central

Household Demographics

Property Type	Number	Rate
Bungalow	2	0.1%
Detached	131	5.4%
Flat	460	18.8%
Maisonette	36	1.5%
Semi Detached	1,121	45.9%
Terraced	692	28.3%

Tenure	Number	Rate
Rented from Local Authority	182	7.5%
Owned outright/ Mortgaged	946	38.7%
Rented Private/Housing Assoc.	1,314	53.8%

Years residing at property	Number	Rate
0 to 1	1,108	45.4%
2 to 5	400	16.4%
6 to 10	209	8.6%
11 to 20	244	10.0%
21 to 30	264	10.8%
31 to 40	87	3.6%
41 to 50	33	1.4%
More than 50 Yrs	97	4.0%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	748	30.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	213	8.7%
£10,000 to £14,999	375	15.4%
£15,000 to £19,999	359	14.7%
£20,000 to £24,999	185	7.6%
£25,000 to £29,999	75	3.1%
£30,000 to £39,999	16	0.7%
£40,000 to £49,999	250	10.2%
£50,000 to £74,999	136	5.6%
£75,000+	85	3.5%
Average HH Income in MSOA	£21,277	

Affected by credit crunch	Number	Rate
Yes	661	27.1%
No	773	31.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,175	
Always	464	39.5%
Sometimes	283	24.1%
Rarely	185	15.7%
Never	243	20.7%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	20	0.8%
Tend to Agree	432	17.7%
Tend to Disagree	630	25.8%
Definitely Disagree	480	19.7%
No Response	880	36.0%

in last 3 years,neighbourhood has..	Number	Rate
Improved	112	4.6%
Stayed the same	707	29.0%
Got worse	383	15.7%
Recently Moved	433	17.7%
No response	807	33.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,101	86.0%
Does not like neighbourhood	341	14.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,039	42.5%
GP appointments	1,206	49.4%
Parking	707	29.0%
Public transport	1,365	55.9%
Schools	878	36.0%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	229	9.4%
Child Savings Plan	88	3.6%
Home Equity Release	50	2.0%
Funeral Plan	101	4.1%
ISA	581	23.8%
Life Assurance	392	16.1%
Mortgage	344	14.1%
Other Investments	197	8.1%
Pension	538	22.0%
Personal Loan	478	19.6%
Savings Plan	158	6.5%
Shares General	322	13.2%
Will	334	13.7%

Struggling with	Number	Rate
Food shopping	497	20.4%
Loans	44	1.8%
Loss of income	105	4.3%
Mortgage	2	0.1%
Paying Bills	471	19.3%
Savings/investments	229	9.4%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,890	77.4%
Broadband	1,873	76.7%

Internet Access:	Number	Rate
Don't access	221	9.0%
Home	1922	78.7%
Other	279	11.4%
Work	756	31.0%

Shop Online	Number	Rate
Never	1206	49.4%
Often	168	6.9%
Sometimes	353	14.5%
Would Consider	715	29.3%

Use the internet for....	Number	Rate
Ebay	1,041	42.6%
Email	2,004	82.1%
Gambling/Betting	355	14.5%
Google/other search	1,928	79.0%
MSN Messenger	841	34.4%
News/weather information	1,082	44.3%
Online gaming	424	17.4%
Price comparison	878	36.0%
Social networking	1,279	52.4%
Paying utility bills	670	27.4%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	35	1.4%
2+ A levels, 4+ AS Levels, Higher School Certificate	380	15.6%
NVQ Lvl 2, Intermediate GNVQ	29	1.2%
NVQ Lvl 3, OND, Advanced GNVQ	25	1.0%
NVQ Lvl 4-5, HNC, HND	53	2.2%
First Degree (e.g. BA, BSc)	406	16.6%
Postgraduate Qualification (e.g. MA PhD, PGCE)	272	11.1%
At least one Household member has no qualifications	306	12.5%
No Household member has any qualifications	1,036	42.4%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	1,089	44.6%
£36 - £49	505	20.7%
£50 - £69	263	10.8%
£70 - £99	408	16.7%
£100 - £149	171	7.0%
More than £150	6	0.2%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	4	0.2%
Self Employed / Business Owner	68	2.8%
Self Employed / Business Owner / Running Own In-Home Business	72	2.9%
Thinking about starting new business	80	3.3%
Owned business for 3+ years	11	15.3%
Owned for less than 3 years	61	84.7%

Car Ownership

Cars in household	Number	Rate
0 cars	834	34.2%
1 car	867	35.5%
2 cars	422	17.3%
3 or more	319	13.1%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1744	71.4%
Digital Camera	1553	63.6%
Flat screen TV	809	33.1%
Games Console	1132	46.4%
Printer	1240	50.8%
iPod/MP3 player	1269	52.0%
Cable TV	566	23.2%
Dishwasher	555	22.7%
Satellite TV	836	34.2%
Handheld computer e.g. Blackberry	102	4.2%
HDTV	632	25.9%