

Middle Layer Super Output Area

E02002376

Households 2,485

Area: Gipton North

Household Demographics

Property Type	Number	Rate
Bungalow	25	1.0%
Detached	151	6.1%
Flat	319	12.8%
Maisonette	27	1.1%
Semi Detached	1,603	64.5%
Terraced	360	14.5%

Tenure	Number	Rate
Rented from Local Authority	1,331	53.6%
Owned outright/ Mortgaged	853	34.3%
Rented Private/Housing Assoc.	301	12.1%

Years residing at property	Number	Rate
0 to 1	53	2.1%
2 to 5	354	14.2%
6 to 10	726	29.2%
11 to 20	686	27.6%
21 to 30	299	12.0%
31 to 40	87	3.5%
41 to 50	190	7.6%
More than 50 Yrs	90	3.6%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	297	12.0%
£ 5,000 to £9,999 (£96 to £192 p/w)	316	12.7%
£10,000 to £14,999	306	12.3%
£15,000 to £19,999	298	12.0%
£20,000 to £24,999	260	10.5%
£25,000 to £29,999	258	10.4%
£30,000 to £39,999	344	13.8%
£40,000 to £49,999	377	15.2%
£50,000 to £74,999	11	0.4%
£75,000+	18	0.7%
Average HH Income in MSOA	£22,827	

Affected by credit crunch	Number	Rate
Yes	1,041	41.9%
No	760	30.6%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,126	
Always	458	40.7%
Sometimes	233	20.7%
Rarely	205	18.2%
Never	230	20.4%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	121	4.9%
Tend to Agree	899	36.2%
Tend to Disagree	471	19.0%
Definitely Disagree	340	13.7%
No Response	654	26.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	412	16.6%
Stayed the same	857	34.5%
Got worse	560	22.5%
Recently Moved	141	5.7%
No response	515	20.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,873	75.4%
Does not like neighbourhood	612	24.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,456	58.6%
GP appointments	1,285	51.7%
Parking	1,075	43.3%
Public transport	1,506	60.6%
Schools	1,314	52.9%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	299	12.0%
Child Savings Plan	261	10.5%
Home Equity Release	120	4.8%
Funeral Plan	175	7.0%
ISA	533	21.4%
Life Assurance	638	25.7%
Mortgage	637	25.6%
Other Investments	117	4.7%
Pension	689	27.7%
Personal Loan	450	18.1%
Savings Plan	250	10.1%
Shares General	323	13.0%
Will	273	11.0%

Struggling with	Number	Rate
Food shopping	603	24.3%
Loans	330	13.3%
Loss of income	321	12.9%
Mortgage	186	7.5%
Paying Bills	750	30.2%
Savings/investments	156	6.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,635	65.8%
Broadband	1,583	63.7%

Internet Access:	Number	Rate
Don't access	535	21.5%
Home	1498	60.3%
Other	242	9.7%
Work	552	22.2%

Shop Online	Number	Rate
Never	1844	74.2%
Often	69	2.8%
Sometimes	307	12.4%
Would Consider	265	10.7%

Use the internet for....	Number	Rate
Ebay	824	33.2%
Email	1,628	65.5%
Gambling/Betting	115	4.6%
Google/other search	1,471	59.2%
MSN Messenger	633	25.5%
News/weather information	934	37.6%
Online gaming	278	11.2%
Price comparison	940	37.8%
Social networking	758	30.5%
Paying utility bills	564	22.7%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	226	9.1%
2+ A levels, 4+ AS Levels, Higher School Certificate	12	0.5%
NVQ Lvl 2, Intermediate GNVQ	56	2.3%
NVQ Lvl 3, OND, Advanced GNVQ	187	7.5%
NVQ Lvl 4-5, HNC, HND	39	1.6%
First Degree (e.g. BA, BSc)	57	2.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	154	6.2%
At least one Household member has no qualifications	538	21.6%
No Household member has any qualifications	1,216	48.9%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	386	15.5%
£36 - £49	431	17.3%
£50 - £69	645	26.0%
£70 - £99	511	20.6%
£100 - £149	415	16.7%
More than £150	97	3.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	100	4.0%
Self Employed / Business Owner	226	9.1%
Self Employed / Business Owner / Running Own In-Home Business	326	13.1%
Thinking about starting new business	125	5.0%
Owned business for 3+ years	76	23.3%
Owned for less than 3 years	250	76.7%

Car Ownership

Cars in household	Number	Rate
0 cars	786	31.6%
1 car	1,192	48.0%
2 cars	289	11.6%
3 or more	218	8.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1353	54.4%
Digital Camera	1420	57.1%
Flat screen TV	975	39.2%
Games Console	1123	45.2%
Printer	918	36.9%
iPod/MP3 player	496	20.0%
Cable TV	846	34.0%
Dishwasher	461	18.6%
Satellite TV	777	31.3%
Handheld computer e.g. Blackberry	109	4.4%
HDTV	489	19.7%