

Middle Layer Super Output Area

E02002379

Households 2,345

Area: Seacroft South

Household Demographics

Property Type	Number	Rate
Bungalow	10	0.4%
Detached	54	2.3%
Flat	224	9.6%
Maisonette	0	0.0%
Semi Detached	1,519	64.8%
Terraced	538	22.9%

Tenure	Number	Rate
Rented from Local Authority	1,411	60.2%
Owned outright/ Mortgaged	699	29.8%
Rented Private/Housing Assoc.	235	10.0%

Years residing at property	Number	Rate
0 to 1	159	6.8%
2 to 5	518	22.1%
6 to 10	641	27.3%
11 to 20	480	20.5%
21 to 30	289	12.3%
31 to 40	107	4.6%
41 to 50	39	1.7%
More than 50 Yrs	112	4.8%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	157	6.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	287	12.2%
£10,000 to £14,999	206	8.8%
£15,000 to £19,999	200	8.5%
£20,000 to £24,999	215	9.2%
£25,000 to £29,999	194	8.3%
£30,000 to £39,999	340	14.5%
£40,000 to £49,999	538	22.9%
£50,000 to £74,999	147	6.3%
£75,000+	61	2.6%
Average HH Income in MSOA	£30,671	

Affected by credit crunch	Number	Rate
Yes	831	35.4%
No	988	42.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,056	
Always	327	31.0%
Sometimes	217	20.5%
Rarely	131	12.4%
Never	381	36.1%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	139	5.9%
Tend to Agree	382	16.3%
Tend to Disagree	529	22.6%
Definitely Disagree	490	20.9%
No Response	805	34.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	379	16.2%
Stayed the same	807	34.4%
Got worse	508	21.7%
Recently Moved	75	3.2%
No response	576	24.6%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,700	72.5%
Does not like neighbourhood	645	27.5%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,146	48.9%
GP appointments	1,368	58.3%
Parking	1,051	44.8%
Public transport	1,337	57.0%
Schools	1,208	51.5%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	269	11.5%
Child Savings Plan	324	13.8%
Home Equity Release	4	0.2%
Funeral Plan	113	4.8%
ISA	381	16.2%
Life Assurance	566	24.1%
Mortgage	429	18.3%
Other Investments	44	1.9%
Pension	643	27.4%
Personal Loan	453	19.3%
Savings Plan	267	11.4%
Shares General	176	7.5%
Will	221	9.4%

Struggling with	Number	Rate
Food shopping	584	24.9%
Loans	280	11.9%
Loss of income	316	13.5%
Mortgage	64	2.7%
Paying Bills	713	30.4%
Savings/investments	125	5.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,627	69.4%
Broadband	1,555	66.3%

Internet Access:	Number	Rate
Don't access	451	19.2%
Home	1594	68.0%
Other	106	4.5%
Work	478	20.4%

Shop Online	Number	Rate
Never	1613	68.8%
Often	48	2.0%
Sometimes	387	16.5%
Would Consider	297	12.7%

Use the internet for....	Number	Rate
Ebay	1,064	45.4%
Email	1,606	68.5%
Gambling/Betting	199	8.5%
Google/other search	1,409	60.1%
MSN Messenger	907	38.7%
News/weather information	951	40.6%
Online gaming	349	14.9%
Price comparison	775	33.0%
Social networking	811	34.6%
Paying utility bills	647	27.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	138	5.9%
2+ A levels, 4+ AS Levels, Higher School Certificate	40	1.7%
NVQ Lvl 2, Intermediate GNVQ	208	8.9%
NVQ Lvl 3, OND, Advanced GNVQ	108	4.6%
NVQ Lvl 4-5, HNC, HND	64	2.7%
First Degree (e.g. BA, BSc)	145	6.2%
Postgraduate Qualification (e.g. MA PhD, PGCE)	18	0.8%
At least one Household member has no qualifications	650	27.7%
No Household member has any qualifications	1,290	55.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	495	21.1%
£36 - £49	415	17.7%
£50 - £69	665	28.4%
£70 - £99	345	14.7%
£100 - £149	326	13.9%
More than £150	99	4.2%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	17	0.7%
Self Employed / Business Owner	67	2.9%
Self Employed / Business Owner / Running Own In-Home Business	84	3.6%
Thinking about starting new business	112	4.8%
Owned business for 3+ years	81	96.4%
Owned for less than 3 years	3	3.6%

Car Ownership

Cars in household	Number	Rate
0 cars	994	42.4%
1 car	1,006	42.9%
2 cars	291	12.4%
3 or more	54	2.3%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1343	57.3%
Digital Camera	1315	56.1%
Flat screen TV	1153	49.2%
Games Console	1289	55.0%
Printer	1085	46.3%
iPod/MP3 player	615	26.2%
Cable TV	751	32.0%
Dishwasher	466	19.9%
Satellite TV	681	29.0%
Handheld computer e.g. Blackberry	86	3.7%
HDTV	630	26.9%