

Middle Layer Super Output Area

E02002384

Households 3,671

Area: Little London, Sheepscar

Household Demographics

Property Type	Number	Rate
Bungalow	77	2.1%
Detached	78	2.1%
Flat	1,850	50.4%
Maisonette	44	1.2%
Semi Detached	670	18.3%
Terraced	952	25.9%

Tenure	Number	Rate
Rented from Local Authority	2,008	54.7%
Owned outright/ Mortgaged	694	18.9%
Rented Private/Housing Assoc.	969	26.4%

Years residing at property	Number	Rate
0 to 1	1,210	33.0%
2 to 5	691	18.8%
6 to 10	522	14.2%
11 to 20	593	16.2%
21 to 30	363	9.9%
31 to 40	139	3.8%
41 to 50	139	3.8%
More than 50 Yrs	14	0.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	764	20.8%
£ 5,000 to £9,999 (£96 to £192 p/w)	598	16.3%
£10,000 to £14,999	599	16.3%
£15,000 to £19,999	367	10.0%
£20,000 to £24,999	480	13.1%
£25,000 to £29,999	124	3.4%
£30,000 to £39,999	199	5.4%
£40,000 to £49,999	152	4.1%
£50,000 to £74,999	286	7.8%
£75,000+	102	2.8%
Average HH Income in MSOA	£21,727	

Affected by credit crunch	Number	Rate
Yes	1,520	41.4%
No	1,025	27.9%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,092	
Always	995	47.6%
Sometimes	437	20.9%
Rarely	461	22.0%
Never	199	9.5%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	162	4.4%
Tend to Agree	824	22.4%
Tend to Disagree	821	22.4%
Definitely Disagree	686	18.7%
No Response	1,178	32.1%

in last 3 years,neighbourhood has..	Number	Rate
Improved	437	11.9%
Stayed the same	1,426	38.8%
Got worse	324	8.8%
Recently Moved	612	16.7%
No response	872	23.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,690	73.3%
Does not like neighbourhood	981	26.7%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,651	45.0%
GP appointments	1,880	51.2%
Parking	1,279	34.8%
Public transport	2,105	57.3%
Schools	1,331	36.3%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	228	6.2%
Child Savings Plan	54	1.5%
Home Equity Release	40	1.1%
Funeral Plan	104	2.8%
ISA	696	19.0%
Life Assurance	657	17.9%
Mortgage	223	6.1%
Other Investments	164	4.5%
Pension	714	19.4%
Personal Loan	647	17.6%
Savings Plan	334	9.1%
Shares General	260	7.1%
Will	306	8.3%

Struggling with	Number	Rate
Food shopping	864	23.5%
Loans	110	3.0%
Loss of income	273	7.4%
Mortgage	10	0.3%
Paying Bills	812	22.1%
Savings/investments	196	5.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,542	69.2%
Broadband	2,419	65.9%

Internet Access:	Number	Rate
Don't access	677	18.4%
Home	2503	68.2%
Other	257	7.0%
Work	698	19.0%

Shop Online	Number	Rate
Never	2390	65.1%
Often	100	2.7%
Sometimes	470	12.8%
Would Consider	711	19.4%

Use the internet for....	Number	Rate
Ebay	1,584	43.1%
Email	2,645	72.1%
Gambling/Betting	182	5.0%
Google/other search	2,479	67.5%
MSN Messenger	1,569	42.7%
News/weather information	1,512	41.2%
Online gaming	374	10.2%
Price comparison	1,465	39.9%
Social networking	1,591	43.3%
Paying utility bills	978	26.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	65	1.8%
2+ A levels, 4+ AS Levels, Higher School Certificate	365	9.9%
NVQ Lvl 2, Intermediate GNVQ	65	1.8%
NVQ Lvl 3, OND, Advanced GNVQ	16	0.4%
NVQ Lvl 4-5, HNC, HND	43	1.2%
First Degree (e.g. BA, BSc)	319	8.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	329	9.0%
At least one Household member has no qualifications	656	17.9%
No Household member has any qualifications	1,893	51.6%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	1,265	34.5%
£36 - £49	715	19.5%
£50 - £69	1,053	28.7%
£70 - £99	519	14.1%
£100 - £149	116	3.2%
More than £150	3	0.1%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	18	0.5%
Self Employed / Business Owner	115	3.1%
Self Employed / Business Owner / Running Own In-Home Business	133	3.6%
Thinking about starting new business	44	1.2%
Owned business for 3+ years	64	48.1%
Owned for less than 3 years	69	51.9%

Car Ownership

Cars in household	Number	Rate
0 cars	2,090	56.9%
1 car	913	24.9%
2 cars	248	6.8%
3 or more	420	11.4%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2261	61.6%
Digital Camera	2277	62.0%
Flat screen TV	1421	38.7%
Games Console	1097	29.9%
Printer	1750	47.7%
iPod/MP3 player	1265	34.5%
Cable TV	922	25.1%
Dishwasher	687	18.7%
Satellite TV	693	18.9%
Handheld computer e.g. Blackberry	50	1.4%
HDTV	832	22.7%