

Middle Layer Super Output Area

E02002389

Households 2,856

Area: Gipton South

Household Demographics

Property Type	Number	Rate
Bungalow	6	0.2%
Detached	39	1.4%
Flat	465	16.3%
Maisonette	31	1.1%
Semi Detached	1,761	61.7%
Terraced	554	19.4%

Tenure	Number	Rate
Rented from Local Authority	1,780	62.3%
Owned outright/ Mortgaged	672	23.5%
Rented Private/Housing Assoc.	404	14.1%

Years residing at property	Number	Rate
0 to 1	330	11.6%
2 to 5	621	21.7%
6 to 10	638	22.3%
11 to 20	614	21.5%
21 to 30	392	13.7%
31 to 40	95	3.3%
41 to 50	148	5.2%
More than 50 Yrs	18	0.6%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	270	9.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	358	12.5%
£10,000 to £14,999	611	21.4%
£15,000 to £19,999	396	13.9%
£20,000 to £24,999	314	11.0%
£25,000 to £29,999	89	3.1%
£30,000 to £39,999	131	4.6%
£40,000 to £49,999	525	18.4%
£50,000 to £74,999	157	5.5%
£75,000+	5	0.2%
Average HH Income in MSOA	£22,920	

Affected by credit crunch	Number	Rate
Yes	795	27.8%
No	1,121	39.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,593	
Always	600	37.7%
Sometimes	535	33.6%
Rarely	155	9.7%
Never	303	19.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	134	4.7%
Tend to Agree	743	26.0%
Tend to Disagree	613	21.5%
Definitely Disagree	584	20.4%
No Response	782	27.4%

in last 3 years,neighbourhood has..	Number	Rate
Improved	427	15.0%
Stayed the same	847	29.7%
Got worse	758	26.5%
Recently Moved	258	9.0%
No response	566	19.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,910	66.9%
Does not like neighbourhood	946	33.1%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,497	52.4%
GP appointments	1,477	51.7%
Parking	1,102	38.6%
Public transport	1,693	59.3%
Schools	1,420	49.7%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	422	14.8%
Child Savings Plan	232	8.1%
Home Equity Release	23	0.8%
Funeral Plan	165	5.8%
ISA	439	15.4%
Life Assurance	910	31.9%
Mortgage	530	18.6%
Other Investments	53	1.9%
Pension	963	33.7%
Personal Loan	561	19.6%
Savings Plan	257	9.0%
Shares General	189	6.6%
Will	296	10.4%

Struggling with	Number	Rate
Food shopping	462	16.2%
Loans	197	6.9%
Loss of income	247	8.6%
Mortgage	35	1.2%
Paying Bills	578	20.2%
Savings/investments	75	2.6%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,819	63.7%
Broadband	1,783	62.4%

Internet Access:	Number	Rate
Don't access	566	19.8%
Home	1881	65.9%
Other	210	7.4%
Work	496	17.4%

Shop Online	Number	Rate
Never	2138	74.9%
Often	72	2.5%
Sometimes	260	9.1%
Would Consider	386	13.5%

Use the internet for....	Number	Rate
Ebay	1,142	40.0%
Email	1,816	63.6%
Gambling/Betting	184	6.4%
Google/other search	1,637	57.3%
MSN Messenger	853	29.9%
News/weather information	1,005	35.2%
Online gaming	207	7.2%
Price comparison	879	30.8%
Social networking	892	31.2%
Paying utility bills	675	23.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	145	5.1%
2+ A levels, 4+ AS Levels, Higher School Certificate	145	5.1%
NVQ Lvl 2, Intermediate GNVQ	102	3.6%
NVQ Lvl 3, OND, Advanced GNVQ	180	6.3%
NVQ Lvl 4-5, HNC, HND	48	1.7%
First Degree (e.g. BA, BSc)	145	5.1%
Postgraduate Qualification (e.g. MA PhD, PGCE)	63	2.2%
At least one Household member has no qualifications	636	22.3%
No Household member has any qualifications	1,461	51.2%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	531	18.6%
£36 - £49	605	21.2%
£50 - £69	698	24.4%
£70 - £99	668	23.4%
£100 - £149	317	11.1%
More than £150	37	1.3%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	16	0.6%
Self Employed / Business Owner	113	4.0%
Self Employed / Business Owner / Running Own In-Home Business	129	4.5%
Thinking about starting new business	47	1.6%
Owned business for 3+ years	20	15.5%
Owned for less than 3 years	109	84.5%

Car Ownership

Cars in household	Number	Rate
0 cars	1,312	45.9%
1 car	1,200	42.0%
2 cars	294	10.3%
3 or more	50	1.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1464	51.3%
Digital Camera	1485	52.0%
Flat screen TV	1069	37.4%
Games Console	1114	39.0%
Printer	1183	41.4%
iPod/MP3 player	549	19.2%
Cable TV	820	28.7%
Dishwasher	414	14.5%
Satellite TV	734	25.7%
Handheld computer e.g. Blackberry	17	0.6%
HDTV	413	14.5%