

Middle Layer Super Output Area

E02002399

Households 2,727

Area: Osmondthorpe, East End Park

Household Demographics

Property Type	Number	Rate
Bungalow	19	0.7%
Detached	90	3.3%
Flat	140	5.1%
Maisonette	24	0.9%
Semi Detached	1,161	42.6%
Terraced	1,293	47.4%

Tenure	Number	Rate
Rented from Local Authority	853	31.3%
Owned outright/ Mortgaged	1,566	57.4%
Rented Private/Housing Assoc.	308	11.3%

Years residing at property	Number	Rate
0 to 1	124	4.5%
2 to 5	548	20.1%
6 to 10	640	23.5%
11 to 20	777	28.5%
21 to 30	261	9.6%
31 to 40	115	4.2%
41 to 50	147	5.4%
More than 50 Yrs	115	4.2%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	311	11.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	232	8.5%
£10,000 to £14,999	471	17.3%
£15,000 to £19,999	320	11.7%
£20,000 to £24,999	145	5.3%
£25,000 to £29,999	336	12.3%
£30,000 to £39,999	469	17.2%
£40,000 to £49,999	246	9.0%
£50,000 to £74,999	140	5.1%
£75,000+	57	2.1%
Average HH Income in MSOA	£25,579	

Affected by credit crunch	Number	Rate
Yes	1,277	46.8%
No	673	24.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,494	
Always	659	44.1%
Sometimes	442	29.6%
Rarely	158	10.6%
Never	235	15.7%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	174	6.4%
Tend to Agree	610	22.4%
Tend to Disagree	807	29.6%
Definitely Disagree	539	19.8%
No Response	597	21.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	437	16.0%
Stayed the same	1,231	45.1%
Got worse	638	23.4%
Recently Moved	44	1.6%
No response	377	13.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,088	76.6%
Does not like neighbourhood	639	23.4%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,394	51.1%
GP appointments	1,780	65.3%
Parking	1,262	46.3%
Public transport	1,608	59.0%
Schools	1,536	56.3%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	546	20.0%
Child Savings Plan	381	14.0%
Home Equity Release	37	1.4%
Funeral Plan	287	10.5%
ISA	723	26.5%
Life Assurance	961	35.2%
Mortgage	896	32.9%
Other Investments	276	10.1%
Pension	1,015	37.2%
Personal Loan	804	29.5%
Savings Plan	522	19.1%
Shares General	320	11.7%
Will	508	18.6%

Struggling with	Number	Rate
Food shopping	689	25.3%
Loans	534	19.6%
Loss of income	213	7.8%
Mortgage	98	3.6%
Paying Bills	974	35.7%
Savings/investments	83	3.0%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,854	68.0%
Broadband	1,765	64.7%

Internet Access:	Number	Rate
Don't access	551	20.2%
Home	1772	65.0%
Other	231	8.5%
Work	595	21.8%

Shop Online	Number	Rate
Never	1994	73.1%
Often	123	4.5%
Sometimes	384	14.1%
Would Consider	226	8.3%

Use the internet for....	Number	Rate
Ebay	1,330	48.8%
Email	1,746	64.0%
Gambling/Betting	330	12.1%
Google/other search	1,643	60.2%
MSN Messenger	782	28.7%
News/weather information	944	34.6%
Online gaming	281	10.3%
Price comparison	994	36.5%
Social networking	705	25.9%
Paying utility bills	611	22.4%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	313	11.5%
5+ O Levels or grade 1 CSEs/School Cert		
2+ A levels, 4+ AS Levels, Higher School Certificate	27	1.0%
NVQ Lvl 2, Intermediate GNVQ	100	3.7%
NVQ Lvl 3, OND, Advanced GNVQ	96	3.5%
NVQ Lvl 4-5, HNC, HND	4	0.1%
First Degree (e.g. BA, BSc)	175	6.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	67	2.5%
At least one Household member has no qualifications	630	23.1%
No Household member has any qualifications	1,267	46.5%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	628	23.0%
£36 - £49	368	13.5%
£50 - £69	768	28.2%
£70 - £99	644	23.6%
£100 - £149	319	11.7%
More than £150	0	0.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	0	0.0%
Self Employed / Business Owner	52	1.9%
Self Employed / Business Owner / Running Own In-Home Business	52	1.9%
Thinking about starting new business	36	1.3%
Owned business for 3+ years	48	92.3%
Owned for less than 3 years	4	7.7%

Car Ownership

Cars in household	Number	Rate
0 cars	902	33.1%
1 car	1,353	49.6%
2 cars	365	13.4%
3 or more	107	3.9%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1611	59.1%
Digital Camera	1628	59.7%
Flat screen TV	1285	47.1%
Games Console	1380	50.6%
Printer	1300	47.7%
iPod/MP3 player	691	25.3%
Cable TV	789	28.9%
Dishwasher	433	15.9%
Satellite TV	753	27.6%
Handheld computer e.g. Blackberry	104	3.8%
HDTV	840	30.8%