

## Middle Layer Super Output Area

E02002417

Households 2,486

Area: Kippax East, Ledston, Micklefield

### Household Demographics

Property Type	Number	Rate
Bungalow	248	10.0%
Detached	383	15.4%
Flat	79	3.2%
Maisonette	62	2.5%
Semi Detached	1,000	40.2%
Terraced	714	28.7%

Tenure	Number	Rate
Rented from Local Authority	418	16.8%
Owned outright/ Mortgaged	1,825	73.4%
Rented Private/Housing Assoc.	243	9.8%

Years residing at property	Number	Rate
0 to 1	55	2.2%
2 to 5	404	16.3%
6 to 10	585	23.5%
11 to 20	570	22.9%
21 to 30	586	23.6%
31 to 40	171	6.9%
41 to 50	62	2.5%
More than 50 Yrs	53	2.1%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	128	5.1%
£ 5,000 to £9,999 (£96 to £192 p/w)	240	9.7%
£10,000 to £14,999	279	11.2%
£15,000 to £19,999	105	4.2%
£20,000 to £24,999	336	13.5%
£25,000 to £29,999	229	9.2%
£30,000 to £39,999	584	23.5%
£40,000 to £49,999	217	8.7%
£50,000 to £74,999	332	13.4%
£75,000+	36	1.4%
Average HH Income in MSOA	£31,020	

Affected by credit crunch	Number	Rate
Yes	891	35.8%
No	996	40.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,818	
Always	759	41.7%
Sometimes	521	28.7%
Rarely	317	17.4%
Never	221	12.2%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	56	2.3%
Tend to Agree	634	25.5%
Tend to Disagree	871	35.0%
Definitely Disagree	332	13.4%
No Response	593	23.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	465	18.7%
Stayed the same	1,126	45.3%
Got worse	371	14.9%
Recently Moved	39	1.6%
No response	485	19.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,254	90.7%
Does not like neighbourhood	232	9.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,497	60.2%
GP appointments	1,466	59.0%
Parking	1,183	47.6%
Public transport	1,245	50.1%
Schools	1,467	59.0%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	644	25.9%
Child Savings Plan	246	9.9%
Home Equity Release	41	1.6%
Funeral Plan	114	4.6%
ISA	991	39.9%
Life Assurance	980	39.4%
Mortgage	907	36.5%
Other Investments	441	17.7%
Pension	1,265	50.9%
Personal Loan	647	26.0%
Savings Plan	443	17.8%
Shares General	533	21.4%
Will	655	26.3%

Struggling with	Number	Rate
Food shopping	267	10.7%
Loans	58	2.3%
Loss of income	159	6.4%
Mortgage	38	1.5%
Paying Bills	316	12.7%
Savings/investments	115	4.6%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,907	76.7%
Broadband	1,761	70.8%

Internet Access:	Number	Rate
Don't access	379	15.2%
Home	1867	75.1%
Other	114	4.6%
Work	1050	42.2%

Shop Online	Number	Rate
Never	1729	69.5%
Often	67	2.7%
Sometimes	461	18.5%
Would Consider	229	9.2%

Use the internet for....	Number	Rate
Ebay	1,255	50.5%
Email	1,776	71.4%
Gambling/Betting	162	6.5%
Google/other search	1,791	72.0%
MSN Messenger	515	20.7%
News/weather information	1,176	47.3%
Online gaming	242	9.7%
Price comparison	1,332	53.6%
Social networking	887	35.7%
Paying utility bills	1,028	41.4%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	74	3.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	44	1.8%
NVQ Lvl 2, Intermediate GNVQ	141	5.7%
NVQ Lvl 3, OND, Advanced GNVQ	86	3.5%
NVQ Lvl 4-5, HNC, HND	90	3.6%
First Degree (e.g. BA, BSc)	351	14.1%
Postgraduate Qualification (e.g. MA PhD, PGCE)	128	5.1%
At least one Household member has no qualifications	628	25.3%
No Household member has any qualifications	1,153	46.4%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	320	12.9%
£36 - £49	362	14.6%
£50 - £69	775	31.2%
£70 - £99	654	26.3%
£100 - £149	348	14.0%
More than £150	27	1.1%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	50	2.0%
Self Employed / Business Owner	128	5.1%
Self Employed / Business Owner / Running Own In-Home Business	178	7.2%
Thinking about starting new business	12	0.5%
Owned business for 3+ years	45	25.3%
Owned for less than 3 years	133	74.7%

### Car Ownership

Cars in household	Number	Rate
0 cars	224	9.0%
1 car	1,244	50.0%
2 cars	913	36.7%
3 or more	105	4.2%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1522	61.2%
Digital Camera	1777	71.5%
Flat screen TV	1288	51.8%
Games Console	904	36.4%
Printer	1485	59.7%
iPod/MP3 player	726	29.2%
Cable TV	68	2.7%
Dishwasher	943	37.9%
Satellite TV	1098	44.2%
Handheld computer e.g. Blackberry	91	3.7%
HDTV	752	30.2%