

Middle Layer Super Output Area

E02002418

Households 3,098

Area: Kippax

Household Demographics

Property Type	Number	Rate
Bungalow	359	11.6%
Detached	418	13.5%
Flat	241	7.8%
Maisonette	124	4.0%
Semi Detached	1,673	54.0%
Terraced	283	9.1%

Tenure	Number	Rate
Rented from Local Authority	546	17.6%
Owned outright/ Mortgaged	2,368	76.4%
Rented Private/Housing Assoc.	184	5.9%

Years residing at property	Number	Rate
0 to 1	63	2.0%
2 to 5	695	22.4%
6 to 10	853	27.5%
11 to 20	654	21.1%
21 to 30	533	17.2%
31 to 40	131	4.2%
41 to 50	96	3.1%
More than 50 Yrs	73	2.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	192	6.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	204	6.6%
£10,000 to £14,999	288	9.3%
£15,000 to £19,999	144	4.6%
£20,000 to £24,999	348	11.2%
£25,000 to £29,999	272	8.8%
£30,000 to £39,999	826	26.7%
£40,000 to £49,999	306	9.9%
£50,000 to £74,999	477	15.4%
£75,000+	41	1.3%
Average HH Income in MSOA	£33,091	

Affected by credit crunch	Number	Rate
Yes	986	31.8%
No	1,281	41.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,286	
Always	1,032	45.1%
Sometimes	537	23.5%
Rarely	430	18.8%
Never	287	12.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	130	4.2%
Tend to Agree	771	24.9%
Tend to Disagree	1,122	36.2%
Definitely Disagree	460	14.8%
No Response	615	19.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	607	19.6%
Stayed the same	1,578	50.9%
Got worse	395	12.8%
Recently Moved	80	2.6%
No response	438	14.1%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,747	88.7%
Does not like neighbourhood	351	11.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,758	56.7%
GP appointments	2,049	66.1%
Parking	1,550	50.0%
Public transport	1,599	51.6%
Schools	1,740	56.2%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	665	21.5%
Child Savings Plan	421	13.6%
Home Equity Release	55	1.8%
Funeral Plan	187	6.0%
ISA	1,182	38.2%
Life Assurance	1,387	44.8%
Mortgage	1,314	42.4%
Other Investments	519	16.8%
Pension	1,568	50.6%
Personal Loan	733	23.7%
Savings Plan	535	17.3%
Shares General	668	21.6%
Will	798	25.8%

Struggling with	Number	Rate
Food shopping	398	12.8%
Loans	57	1.8%
Loss of income	249	8.0%
Mortgage	84	2.7%
Paying Bills	351	11.3%
Savings/investments	214	6.9%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,301	74.3%
Broadband	2,290	73.9%

Internet Access:	Number	Rate
Don't access	529	17.1%
Home	2326	75.1%
Other	188	6.1%
Work	1195	38.6%

Shop Online	Number	Rate
Never	1916	61.8%
Often	108	3.5%
Sometimes	749	24.2%
Would Consider	325	10.5%

Use the internet for....	Number	Rate
Ebay	1,543	49.8%
Email	2,281	73.6%
Gambling/Betting	245	7.9%
Google/other search	2,266	73.1%
MSN Messenger	684	22.1%
News/weather information	1,529	49.4%
Online gaming	305	9.8%
Price comparison	1,780	57.5%
Social networking	954	30.8%
Paying utility bills	1,310	42.3%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	100	3.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	194	6.3%
NVQ Lvl 2, Intermediate GNVQ	68	2.2%
NVQ Lvl 3, OND, Advanced GNVQ	181	5.8%
NVQ Lvl 4-5, HNC, HND	126	4.1%
First Degree (e.g. BA, BSc)	434	14.0%
Postgraduate Qualification (e.g. MA PhD, PGCE)	180	5.8%
At least one Household member has no qualifications	591	19.1%
No Household member has any qualifications	1,227	39.6%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	418	13.5%
£36 - £49	531	17.1%
£50 - £69	816	26.3%
£70 - £99	781	25.2%
£100 - £149	523	16.9%
More than £150	29	0.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	22	0.7%
Self Employed / Business Owner	150	4.8%
Self Employed / Business Owner / Running Own In-Home Business	172	5.6%
Thinking about starting new business	61	2.0%
Owned business for 3+ years	127	73.8%
Owned for less than 3 years	45	26.2%

Car Ownership

Cars in household	Number	Rate
0 cars	377	12.2%
1 car	1,571	50.7%
2 cars	1,011	32.6%
3 or more	139	4.5%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2154	69.5%
Digital Camera	2184	70.5%
Flat screen TV	1697	54.8%
Games Console	1232	39.8%
Printer	2056	66.4%
iPod/MP3 player	992	32.0%
Cable TV	36	1.2%
Dishwasher	1156	37.3%
Satellite TV	1361	43.9%
Handheld computer e.g. Blackberry	119	3.8%
HDTV	956	30.9%