

**Middle Layer Super Output Area**

**E02002332**

**Households 2,594**

**Area: Otley - Newalls / Weston Lane**

**Household Demographics**

Property Type	Number	Rate
Bungalow	257	9.9%
Detached	462	17.8%
Flat	452	17.4%
Maisonette	0	0.0%
Semi Detached	1,019	39.3%
Terraced	404	15.6%

Tenure	Number	Rate
Rented from Local Authority	606	23.4%
Owned outright/ Mortgaged	1,788	68.9%
Rented Private/Housing Assoc.	200	7.7%

Years residing at property	Number	Rate
0 to 1	84	3.2%
2 to 5	349	13.5%
6 to 10	711	27.4%
11 to 20	550	21.2%
21 to 30	506	19.5%
31 to 40	281	10.8%
41 to 50	59	2.3%
More than 50 Yrs	54	2.1%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	327	12.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	240	9.3%
£10,000 to £14,999	429	16.5%
£15,000 to £19,999	236	9.1%
£20,000 to £24,999	305	11.8%
£25,000 to £29,999	339	13.1%
£30,000 to £39,999	84	3.2%
£40,000 to £49,999	366	14.1%
£50,000 to £74,999	249	9.6%
£75,000+	19	0.7%
Average HH Income in MSOA	£25,183	

Affected by credit crunch	Number	Rate
Yes	892	34.4%
No	1,006	38.8%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,770	
Always	930	52.5%
Sometimes	251	14.2%
Rarely	205	11.6%
Never	384	21.7%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	93	3.6%
Tend to Agree	652	25.1%
Tend to Disagree	1,073	41.4%
Definitely Disagree	337	13.0%
No Response	439	16.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	280	10.8%
Stayed the same	1,497	57.7%
Got worse	556	21.4%
Recently Moved	29	1.1%
No response	232	8.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,345	90.4%
Does not like neighbourhood	249	9.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,670	64.4%
GP appointments	2,032	78.3%
Parking	1,180	45.5%
Public transport	1,436	55.4%
Schools	1,563	60.3%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	571	22.0%
Child Savings Plan	568	21.9%
Home Equity Release	8	0.3%
Funeral Plan	232	8.9%
ISA	865	33.3%
Life Assurance	918	35.4%
Mortgage	671	25.9%
Other Investments	386	14.9%
Pension	1,216	46.9%
Personal Loan	471	18.2%
Savings Plan	478	18.4%
Shares General	463	17.8%
Will	754	29.1%

Struggling with	Number	Rate
Food shopping	588	22.7%
Loans	134	5.2%
Loss of income	201	7.7%
Mortgage	30	1.2%
Paying Bills	398	15.3%
Savings/investments	199	7.7%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	1,788	68.9%
Broadband	1,642	63.3%

Internet Access:	Number	Rate
Don't access	572	22.1%
Home	1679	64.7%
Other	161	6.2%
Work	668	25.8%

Shop Online	Number	Rate
Never	1541	59.4%
Often	184	7.1%
Sometimes	727	28.0%
Would Consider	142	5.5%

Use the internet for....	Number	Rate
Ebay	1,169	45.1%
Email	1,797	69.3%
Gambling/Betting	307	11.8%
Google/other search	1,635	63.0%
MSN Messenger	590	22.7%
News/weather information	819	31.6%
Online gaming	262	10.1%
Price comparison	1,116	43.0%
Social networking	763	29.4%
Paying utility bills	929	35.8%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	249	9.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	63	2.4%
NVQ Lvl 2, Intermediate GNVQ	207	8.0%
NVQ Lvl 3, OND, Advanced GNVQ	119	4.6%
NVQ Lvl 4-5, HNC, HND	99	3.8%
First Degree (e.g. BA, BSc)	202	7.8%
Postgraduate Qualification (e.g. MA PhD, PGCE)	190	7.3%
At least one Household member has no qualifications	507	19.5%
No Household member has any qualifications	996	38.4%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	432	16.7%
£36 - £49	431	16.6%
£50 - £69	563	21.7%
£70 - £99	646	24.9%
£100 - £149	457	17.6%
More than £150	65	2.5%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	75	2.9%
Self Employed / Business Owner	154	5.9%
Self Employed / Business Owner / Running Own In-Home Business	229	8.8%
Thinking about starting new business	47	1.8%
Owned business for 3+ years	92	40.2%
Owned for less than 3 years	137	59.8%

**Car Ownership**

Cars in household	Number	Rate
0 cars	499	19.2%
1 car	1,470	56.7%
2 cars	617	23.8%
3 or more	8	0.3%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1542	59.4%
Digital Camera	1666	64.2%
Flat screen TV	908	35.0%
Games Console	1035	39.9%
Printer	1381	53.2%
iPod/MP3 player	702	27.1%
Cable TV	88	3.4%
Dishwasher	781	30.1%
Satellite TV	1434	55.3%
Handheld computer e.g. Blackberry	107	4.1%
HDTV	394	15.2%