

Middle Layer Super Output Area

E02002333

Households 3,717

Area: Otley

Household Demographics

Property Type	Number	Rate
Bungalow	439	11.8%
Detached	289	7.8%
Flat	439	11.8%
Maisonette	19	0.5%
Semi Detached	1,496	40.2%
Terraced	1,035	27.8%

Tenure	Number	Rate
Rented from Local Authority	387	10.4%
Owned outright/ Mortgaged	2,849	76.6%
Rented Private/Housing Assoc.	481	12.9%

Years residing at property	Number	Rate
0 to 1	145	3.9%
2 to 5	708	19.0%
6 to 10	848	22.8%
11 to 20	836	22.5%
21 to 30	598	16.1%
31 to 40	388	10.4%
41 to 50	84	2.3%
More than 50 Yrs	110	3.0%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	74	2.0%
£ 5,000 to £9,999 (£96 to £192 p/w)	531	14.3%
£10,000 to £14,999	313	8.4%
£15,000 to £19,999	223	6.0%
£20,000 to £24,999	326	8.8%
£25,000 to £29,999	384	10.3%
£30,000 to £39,999	528	14.2%
£40,000 to £49,999	469	12.6%
£50,000 to £74,999	523	14.1%
£75,000+	346	9.3%
Average HH Income in MSOA	£40,114	

Affected by credit crunch	Number	Rate
Yes	1,422	38.3%
No	1,103	29.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	3,018	
Always	1,828	60.6%
Sometimes	755	25.0%
Rarely	225	7.5%
Never	210	7.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	245	6.6%
Tend to Agree	1,104	29.7%
Tend to Disagree	1,108	29.8%
Definitely Disagree	510	13.7%
No Response	750	20.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	471	12.7%
Stayed the same	1,696	45.6%
Got worse	754	20.3%
Recently Moved	304	8.2%
No response	492	13.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,665	98.6%
Does not like neighbourhood	52	1.4%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,082	56.0%
GP appointments	2,539	68.3%
Parking	1,134	30.5%
Public transport	2,143	57.7%
Schools	2,197	59.1%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	551	14.8%
Child Savings Plan	406	10.9%
Home Equity Release	18	0.5%
Funeral Plan	179	4.8%
ISA	1,263	34.0%
Life Assurance	1,586	42.7%
Mortgage	1,224	32.9%
Other Investments	658	17.7%
Pension	2,024	54.5%
Personal Loan	505	13.6%
Savings Plan	595	16.0%
Shares General	777	20.9%
Will	1,117	30.1%

Struggling with	Number	Rate
Food shopping	156	4.2%
Loans	52	1.4%
Loss of income	233	6.3%
Mortgage	29	0.8%
Paying Bills	232	6.2%
Savings/investments	433	11.6%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,687	72.3%
Broadband	2,535	68.2%

Internet Access:	Number	Rate
Don't access	776	20.9%
Home	2511	67.6%
Other	273	7.3%
Work	1176	31.6%

Shop Online	Number	Rate
Never	2544	68.4%
Often	183	4.9%
Sometimes	774	20.8%
Would Consider	216	5.8%

Use the internet for....	Number	Rate
Ebay	1,704	45.8%
Email	2,647	71.2%
Gambling/Betting	158	4.3%
Google/other search	2,447	65.8%
MSN Messenger	805	21.7%
News/weather information	1,798	48.4%
Online gaming	176	4.7%
Price comparison	1,641	44.1%
Social networking	1,053	28.3%
Paying utility bills	1,242	33.4%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	111	3.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	101	2.7%
NVQ Lvl 2, Intermediate GNVQ	65	1.7%
NVQ Lvl 3, OND, Advanced GNVQ	30	0.8%
NVQ Lvl 4-5, HNC, HND	176	4.7%
First Degree (e.g. BA, BSc)	762	20.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	400	10.8%
At least one Household member has no qualifications	672	18.1%
No Household member has any qualifications	1,516	40.8%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	869	23.4%
£36 - £49	597	16.1%
£50 - £69	826	22.2%
£70 - £99	964	25.9%
£100 - £149	430	11.6%
More than £150	31	0.8%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	31	0.8%
Self Employed / Business Owner	343	9.2%
Self Employed / Business Owner / Running Own In-Home Business	374	10.1%
Thinking about starting new business	148	4.0%
Owned business for 3+ years	209	55.9%
Owned for less than 3 years	165	44.1%

Car Ownership

Cars in household	Number	Rate
0 cars	719	19.3%
1 car	1,732	46.6%
2 cars	883	23.8%
3 or more	383	10.3%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2448	65.9%
Digital Camera	2454	66.0%
Flat screen TV	1730	46.5%
Games Console	1006	27.1%
Printer	2368	63.7%
iPod/MP3 player	1087	29.2%
Cable TV	180	4.8%
Dishwasher	1549	41.7%
Satellite TV	2152	57.9%
Handheld computer e.g. Blackberry	183	4.9%
HDTV	790	21.3%