

**Middle Layer Super Output Area**
**E02002334**
**Households 3,173**
**Area: Bramham, Boston Spa and Clifford**
**Household Demographics**

Property Type	Number	Rate
Bungalow	295	9.3%
Detached	1,241	39.1%
Flat	83	2.6%
Maisonette	0	0.0%
Semi Detached	1,086	34.2%
Terraced	468	14.7%

Tenure	Number	Rate
Rented from Local Authority	407	12.8%
Owned outright/ Mortgaged	2,493	78.6%
Rented Private/Housing Assoc.	273	8.6%

Years residing at property	Number	Rate
0 to 1	39	1.2%
2 to 5	634	20.0%
6 to 10	589	18.6%
11 to 20	756	23.8%
21 to 30	775	24.4%
31 to 40	224	7.1%
41 to 50	137	4.3%
More than 50 Yrs	19	0.6%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	31	1.0%
£ 5,000 to £9,999 (£96 to £192 p/w)	369	11.6%
£10,000 to £14,999	272	8.6%
£15,000 to £19,999	205	6.5%
£20,000 to £24,999	92	2.9%
£25,000 to £29,999	260	8.2%
£30,000 to £39,999	672	21.2%
£40,000 to £49,999	758	23.9%
£50,000 to £74,999	246	7.8%
£75,000+	268	8.4%
Average HH Income in MSOA	£40,633	

Affected by credit crunch	Number	Rate
Yes	1,286	40.5%
No	714	22.5%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,477	
Always	1,549	62.5%
Sometimes	251	10.1%
Rarely	421	17.0%
Never	256	10.3%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	122	3.8%
Tend to Agree	784	24.7%
Tend to Disagree	1,145	36.1%
Definitely Disagree	455	14.3%
No Response	667	21.0%

in last 3 years,neighbourhood has..	Number	Rate
Improved	484	15.3%
Stayed the same	1,942	61.2%
Got worse	244	7.7%
Recently Moved	37	1.2%
No response	466	14.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,113	98.1%
Does not like neighbourhood	60	1.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,879	59.2%
GP appointments	2,360	74.4%
Parking	1,736	54.7%
Public transport	1,882	59.3%
Schools	1,387	43.7%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	727	22.9%
Child Savings Plan	287	9.0%
Home Equity Release	70	2.2%
Funeral Plan	87	2.7%
ISA	1,407	44.3%
Life Assurance	1,471	46.4%
Mortgage	802	25.3%
Other Investments	952	30.0%
Pension	1,883	59.3%
Personal Loan	598	18.8%
Savings Plan	424	13.4%
Shares General	978	30.8%
Will	1,360	42.9%

Struggling with	Number	Rate
Food shopping	341	10.7%
Loans	2	0.1%
Loss of income	448	14.1%
Mortgage	75	2.4%
Paying Bills	326	10.3%
Savings/investments	323	10.2%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	2,216	69.8%
Broadband	2,166	68.3%

Internet Access:	Number	Rate
Don't access	540	17.0%
Home	2193	69.1%
Other	158	5.0%
Work	768	24.2%

Shop Online	Number	Rate
Never	2658	83.8%
Often	93	2.9%
Sometimes	238	7.5%
Would Consider	184	5.8%

Use the internet for....	Number	Rate
Ebay	1,550	48.8%
Email	2,217	69.9%
Gambling/Betting	277	8.7%
Google/other search	2,295	72.3%
MSN Messenger	323	10.2%
News/weather information	1,445	45.5%
Online gaming	83	2.6%
Price comparison	1,529	48.2%
Social networking	599	18.9%
Paying utility bills	1,030	32.5%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	146	4.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	207	6.5%
NVQ Lvl 2, Intermediate GNVQ	56	1.8%
NVQ Lvl 3, OND, Advanced GNVQ	43	1.4%
NVQ Lvl 4-5, HNC, HND	24	0.8%
First Degree (e.g. BA, BSc)	580	18.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	311	9.8%
At least one Household member has no qualifications	530	16.7%
No Household member has any qualifications	1,244	39.2%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	456	14.4%
£36 - £49	300	9.5%
£50 - £69	1,138	35.9%
£70 - £99	758	23.9%
£100 - £149	481	15.2%
More than £150	40	1.3%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	136	4.3%
Self Employed / Business Owner	337	10.6%
Self Employed / Business Owner / Running Own In-Home Business	473	14.9%
Thinking about starting new business	66	2.1%
Owned business for 3+ years	327	69.1%
Owned for less than 3 years	146	30.9%

**Car Ownership**

Cars in household	Number	Rate
0 cars	341	10.7%
1 car	1,032	32.5%
2 cars	1,489	46.9%
3 or more	311	9.8%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1972	62.1%
Digital Camera	2283	72.0%
Flat screen TV	1615	50.9%
Games Console	1002	31.6%
Printer	1959	61.7%
iPod/MP3 player	722	22.8%
Cable TV	499	15.7%
Dishwasher	1570	49.5%
Satellite TV	1044	32.9%
Handheld computer e.g. Blackberry	128	4.0%
HDTV	858	27.0%