

Middle Layer Super Output Area
E02002335 Households 3,166 Area: Bardsey, East Keswick, Collingham, Linton and Harewood
Household Demographics

Property Type	Number	Rate
Bungalow	355	11.2%
Detached	1,377	43.5%
Flat	64	2.0%
Maisonette	1	0.0%
Semi Detached	759	24.0%
Terraced	610	19.3%

Tenure	Number	Rate
Rented from Local Authority	202	6.4%
Owned outright/ Mortgaged	2,665	84.2%
Rented Private/Housing Assoc.	299	9.4%

Years residing at property	Number	Rate
0 to 1	127	4.0%
2 to 5	543	17.2%
6 to 10	705	22.3%
11 to 20	658	20.8%
21 to 30	687	21.7%
31 to 40	327	10.3%
41 to 50	19	0.6%
More than 50 Yrs	100	3.2%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	77	2.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	126	4.0%
£10,000 to £14,999	106	3.3%
£15,000 to £19,999	144	4.5%
£20,000 to £24,999	280	8.8%
£25,000 to £29,999	204	6.4%
£30,000 to £39,999	807	25.5%
£40,000 to £49,999	378	11.9%
£50,000 to £74,999	544	17.2%
£75,000+	500	15.8%
Average HH Income in MSOA	£51,939	

Affected by credit crunch	Number	Rate
Yes	1,682	53.1%
No	1,004	31.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,518	
Always	1,505	59.8%
Sometimes	591	23.5%
Rarely	272	10.8%
Never	150	6.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	174	5.5%
Tend to Agree	1,153	36.4%
Tend to Disagree	1,164	36.8%
Definitely Disagree	349	11.0%
No Response	326	10.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	195	6.2%
Stayed the same	2,052	64.8%
Got worse	287	9.1%
Recently Moved	306	9.7%
No response	326	10.3%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,148	99.4%
Does not like neighbourhood	18	0.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,000	63.2%
GP appointments	2,643	83.5%
Parking	1,941	61.3%
Public transport	2,321	73.3%
Schools	2,164	68.4%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	515	16.3%
Child Savings Plan	663	20.9%
Home Equity Release	90	2.8%
Funeral Plan	114	3.6%
ISA	1,396	44.1%
Life Assurance	1,335	42.2%
Mortgage	1,077	34.0%
Other Investments	1,088	34.4%
Pension	1,898	59.9%
Personal Loan	587	18.5%
Savings Plan	754	23.8%
Shares General	1,216	38.4%
Will	1,399	44.2%

Struggling with	Number	Rate
Food shopping	314	9.9%
Loans	168	5.3%
Loss of income	807	25.5%
Mortgage	167	5.3%
Paying Bills	368	11.6%
Savings/investments	517	16.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,494	78.8%
Broadband	2,386	75.4%

Internet Access:	Number	Rate
Don't access	356	11.2%
Home	2473	78.1%
Other	76	2.4%
Work	968	30.6%

Shop Online	Number	Rate
Never	2372	74.9%
Often	122	3.9%
Sometimes	400	12.6%
Would Consider	272	8.6%

Use the internet for....	Number	Rate
Ebay	1,349	42.6%
Email	2,460	77.7%
Gambling/Betting	157	5.0%
Google/other search	2,502	79.0%
MSN Messenger	399	12.6%
News/weather information	1,623	51.3%
Online gaming	128	4.0%
Price comparison	1,642	51.9%
Social networking	653	20.6%
Paying utility bills	1,016	32.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	297	9.4%
2+ A levels, 4+ AS Levels, Higher School Certificate	174	5.5%
NVQ Lvl 2, Intermediate GNVQ	11	0.3%
NVQ Lvl 3, OND, Advanced GNVQ	67	2.1%
NVQ Lvl 4-5, HNC, HND	174	5.5%
First Degree (e.g. BA, BSc)	873	27.6%
Postgraduate Qualification (e.g. MA PhD, PGCE)	367	11.6%
At least one Household member has no qualifications	523	16.5%
No Household member has any qualifications	888	28.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	235	7.4%
£36 - £49	271	8.6%
£50 - £69	762	24.1%
£70 - £99	949	30.0%
£100 - £149	800	25.3%
More than £150	149	4.7%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	153	4.8%
Self Employed / Business Owner	462	14.6%
Self Employed / Business Owner / Running Own In-Home Business	615	19.4%
Thinking about starting new business	7	0.2%
Owned business for 3+ years	496	80.7%
Owned for less than 3 years	119	19.3%

Car Ownership

Cars in household	Number	Rate
0 cars	234	7.4%
1 car	883	27.9%
2 cars	1,621	51.2%
3 or more	428	13.5%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2293	72.4%
Digital Camera	2464	77.8%
Flat screen TV	1699	53.7%
Games Console	870	27.5%
Printer	2173	68.6%
iPod/MP3 player	1194	37.7%
Cable TV	44	1.4%
Dishwasher	2032	64.2%
Satellite TV	1502	47.4%
Handheld computer e.g. Blackberry	379	12.0%
HDTV	731	23.1%