

## Middle Layer Super Output Area

E02002336

Households 2,780

Area: Arthington, Bramhope, Pool and Carlton

### Household Demographics

Property Type	Number	Rate
Bungalow	272	9.8%
Detached	1,170	42.1%
Flat	157	5.6%
Maisonette	1	0.0%
Semi Detached	697	25.1%
Terraced	483	17.4%

Tenure	Number	Rate
Rented from Local Authority	203	7.3%
Owned outright/ Mortgaged	2,398	86.3%
Rented Private/Housing Assoc.	179	6.4%

Years residing at property	Number	Rate
0 to 1	111	4.0%
2 to 5	548	19.7%
6 to 10	797	28.7%
11 to 20	500	18.0%
21 to 30	419	15.1%
31 to 40	147	5.3%
41 to 50	207	7.4%
More than 50 Yrs	51	1.8%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	114	4.1%
£ 5,000 to £9,999 (£96 to £192 p/w)	193	6.9%
£10,000 to £14,999	241	8.7%
£15,000 to £19,999	161	5.8%
£20,000 to £24,999	74	2.7%
£25,000 to £29,999	238	8.6%
£30,000 to £39,999	265	9.5%
£40,000 to £49,999	305	11.0%
£50,000 to £74,999	636	22.9%
£75,000+	553	19.9%
Average HH Income in MSOA	£55,094	

Affected by credit crunch	Number	Rate
Yes	1,568	56.4%
No	769	27.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,415	
Always	1,556	64.4%
Sometimes	565	23.4%
Rarely	151	6.3%
Never	143	5.9%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	89	3.2%
Tend to Agree	773	27.8%
Tend to Disagree	1,024	36.8%
Definitely Disagree	389	14.0%
No Response	505	18.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	303	10.9%
Stayed the same	1,847	66.4%
Got worse	202	7.3%
Recently Moved	38	1.4%
No response	390	14.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,712	97.6%
Does not like neighbourhood	68	2.4%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,890	68.0%
GP appointments	2,139	76.9%
Parking	1,595	57.4%
Public transport	1,532	55.1%
Schools	1,704	61.3%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	631	22.7%
Child Savings Plan	191	6.9%
Home Equity Release	88	3.2%
Funeral Plan	61	2.2%
ISA	1,610	57.9%
Life Assurance	1,321	47.5%
Mortgage	1,092	39.3%
Other Investments	959	34.5%
Pension	1,850	66.5%
Personal Loan	578	20.8%
Savings Plan	460	16.5%
Shares General	1,087	39.1%
Will	1,430	51.4%

Struggling with	Number	Rate
Food shopping	171	6.2%
Loans	27	1.0%
Loss of income	180	6.5%
Mortgage	82	2.9%
Paying Bills	148	5.3%
Savings/investments	293	10.5%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,120	76.3%
Broadband	2,084	75.0%

Internet Access:	Number	Rate
Don't access	387	13.9%
Home	2143	77.1%
Other	78	2.8%
Work	1107	39.8%

Shop Online	Number	Rate
Never	1994	71.7%
Often	89	3.2%
Sometimes	290	10.4%
Would Consider	407	14.6%

Use the internet for....	Number	Rate
Ebay	1,145	41.2%
Email	2,130	76.6%
Gambling/Betting	229	8.2%
Google/other search	2,127	76.5%
MSN Messenger	499	17.9%
News/weather information	1,611	57.9%
Online gaming	46	1.7%
Price comparison	1,420	51.1%
Social networking	807	29.0%
Paying utility bills	994	35.8%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	146	5.3%
2+ A levels, 4+ AS Levels, Higher School Certificate	97	3.5%
NVQ Lvl 2, Intermediate GNVQ	114	4.1%
NVQ Lvl 3, OND, Advanced GNVQ	37	1.3%
NVQ Lvl 4-5, HNC, HND	75	2.7%
First Degree (e.g. BA, BSc)	734	26.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	617	22.2%
At least one Household member has no qualifications	318	11.4%
No Household member has any qualifications	788	28.3%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	269	9.7%
£36 - £49	443	15.9%
£50 - £69	827	29.7%
£70 - £99	403	14.5%
£100 - £149	806	29.0%
More than £150	32	1.2%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	62	2.2%
Self Employed / Business Owner	539	19.4%
Self Employed / Business Owner / Running Own In-Home Business	601	21.6%
Thinking about starting new business	39	1.4%
Owned business for 3+ years	470	78.2%
Owned for less than 3 years	131	21.8%

### Car Ownership

Cars in household	Number	Rate
0 cars	150	5.4%
1 car	954	34.3%
2 cars	1,332	47.9%
3 or more	344	12.4%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2056	74.0%
Digital Camera	1992	71.7%
Flat screen TV	1426	51.3%
Games Console	699	25.1%
Printer	1949	70.1%
iPod/MP3 player	1127	40.5%
Cable TV	66	2.4%
Dishwasher	1722	61.9%
Satellite TV	1229	44.2%
Handheld computer e.g. Blackberry	444	16.0%
HDTV	401	14.4%