

## Middle Layer Super Output Area

E02002338

Households 2,741

Area: Guiseley

### Household Demographics

Property Type	Number	Rate
Bungalow	243	8.9%
Detached	418	15.2%
Flat	215	7.8%
Maisonette	2	0.1%
Semi Detached	1,064	38.8%
Terraced	799	29.1%

Tenure	Number	Rate
Rented from Local Authority	349	12.7%
Owned outright/ Mortgaged	2,129	77.7%
Rented Private/Housing Assoc.	263	9.6%

Years residing at property	Number	Rate
0 to 1	132	4.8%
2 to 5	816	29.8%
6 to 10	588	21.5%
11 to 20	332	12.1%
21 to 30	392	14.3%
31 to 40	284	10.4%
41 to 50	112	4.1%
More than 50 Yrs	85	3.1%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	163	5.9%
£ 5,000 to £9,999 (£96 to £192 p/w)	220	8.0%
£10,000 to £14,999	278	10.1%
£15,000 to £19,999	207	7.6%
£20,000 to £24,999	140	5.1%
£25,000 to £29,999	249	9.1%
£30,000 to £39,999	444	16.2%
£40,000 to £49,999	396	14.4%
£50,000 to £74,999	239	8.7%
£75,000+	405	14.8%
Average HH Income in MSOA	£44,713	

Affected by credit crunch	Number	Rate
Yes	1,110	40.5%
No	944	34.4%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,201	
Always	1,294	58.8%
Sometimes	537	24.4%
Rarely	105	4.8%
Never	265	12.0%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	29	1.1%
Tend to Agree	667	24.3%
Tend to Disagree	1,152	42.0%
Definitely Disagree	386	14.1%
No Response	507	18.5%

in last 3 years,neighbourhood has..	Number	Rate
Improved	269	9.8%
Stayed the same	1,319	48.1%
Got worse	661	24.1%
Recently Moved	76	2.8%
No response	416	15.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,638	96.2%
Does not like neighbourhood	103	3.8%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,571	57.3%
GP appointments	1,971	71.9%
Parking	911	33.2%
Public transport	1,824	66.5%
Schools	1,646	60.1%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	682	24.9%
Child Savings Plan	506	18.5%
Home Equity Release	45	1.6%
Funeral Plan	93	3.4%
ISA	1,172	42.8%
Life Assurance	1,205	44.0%
Mortgage	1,024	37.4%
Other Investments	717	26.2%
Pension	1,708	62.3%
Personal Loan	552	20.1%
Savings Plan	377	13.8%
Shares General	600	21.9%
Will	956	34.9%

Struggling with	Number	Rate
Food shopping	294	10.7%
Loans	113	4.1%
Loss of income	199	7.3%
Mortgage	49	1.8%
Paying Bills	278	10.1%
Savings/investments	392	14.3%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,033	74.2%
Broadband	1,930	70.4%

Internet Access:	Number	Rate
Don't access	490	17.9%
Home	2018	73.6%
Other	108	3.9%
Work	1130	41.2%

Shop Online	Number	Rate
Never	1992	72.7%
Often	139	5.1%
Sometimes	372	13.6%
Would Consider	238	8.7%

Use the internet for....	Number	Rate
Ebay	1,405	51.3%
Email	2,018	73.6%
Gambling/Betting	145	5.3%
Google/other search	1,939	70.7%
MSN Messenger	469	17.1%
News/weather information	1,455	53.1%
Online gaming	120	4.4%
Price comparison	1,377	50.2%
Social networking	876	32.0%
Paying utility bills	1,006	36.7%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	285	10.4%
2+ A levels, 4+ AS Levels, Higher School Certificate	81	3.0%
NVQ Lvl 2, Intermediate GNVQ	19	0.7%
NVQ Lvl 3, OND, Advanced GNVQ	66	2.4%
NVQ Lvl 4-5, HNC, HND	40	1.5%
First Degree (e.g. BA, BSc)	645	23.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	287	10.5%
At least one Household member has no qualifications	331	12.1%
No Household member has any qualifications	1,022	37.3%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	357	13.0%
£36 - £49	314	11.5%
£50 - £69	930	33.9%
£70 - £99	480	17.5%
£100 - £149	538	19.6%
More than £150	122	4.5%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	56	2.0%
Self Employed / Business Owner	284	10.4%
Self Employed / Business Owner / Running Own In-Home Business	340	12.4%
Thinking about starting new business	97	3.5%
Owned business for 3+ years	211	62.1%
Owned for less than 3 years	129	37.9%

### Car Ownership

Cars in household	Number	Rate
0 cars	219	8.0%
1 car	1,244	45.4%
2 cars	1,020	37.2%
3 or more	258	9.4%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1808	66.0%
Digital Camera	1974	72.0%
Flat screen TV	1676	61.1%
Games Console	1037	37.8%
Printer	1773	64.7%
iPod/MP3 player	1092	39.8%
Cable TV	222	8.1%
Dishwasher	1310	47.8%
Satellite TV	1395	50.9%
Handheld computer e.g. Blackberry	204	7.4%
HDTV	944	34.4%