

Middle Layer Super Output Area

E02002340

Households 2,536

Area: Yeadon - Rufford Park, Yeadon Tarn

Household Demographics

Property Type	Number	Rate
Bungalow	241	9.5%
Detached	237	9.3%
Flat	173	6.8%
Maisonette	10	0.4%
Semi Detached	1,096	43.2%
Terraced	779	30.7%

Tenure	Number	Rate
Rented from Local Authority	450	17.7%
Owned outright/ Mortgaged	1,857	73.2%
Rented Private/Housing Assoc.	229	9.0%

Years residing at property	Number	Rate
0 to 1	67	2.6%
2 to 5	551	21.7%
6 to 10	605	23.9%
11 to 20	640	25.2%
21 to 30	324	12.8%
31 to 40	183	7.2%
41 to 50	112	4.4%
More than 50 Yrs	54	2.1%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	140	5.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	243	9.6%
£10,000 to £14,999	315	12.4%
£15,000 to £19,999	251	9.9%
£20,000 to £24,999	244	9.6%
£25,000 to £29,999	106	4.2%
£30,000 to £39,999	403	15.9%
£40,000 to £49,999	461	18.2%
£50,000 to £74,999	271	10.7%
£75,000+	102	4.0%
Average HH Income in MSOA	£33,407	

Affected by credit crunch	Number	Rate
Yes	928	36.6%
No	760	30.0%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,882	
Always	912	48.5%
Sometimes	461	24.5%
Rarely	198	10.5%
Never	311	16.5%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	24	0.9%
Tend to Agree	496	19.6%
Tend to Disagree	926	36.5%
Definitely Disagree	426	16.8%
No Response	664	26.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	268	10.6%
Stayed the same	1,305	51.5%
Got worse	373	14.7%
Recently Moved	120	4.7%
No response	470	18.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,369	93.4%
Does not like neighbourhood	167	6.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,358	53.5%
GP appointments	1,652	65.1%
Parking	1,087	42.9%
Public transport	1,211	47.8%
Schools	1,501	59.2%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	396	15.6%
Child Savings Plan	368	14.5%
Home Equity Release	87	3.4%
Funeral Plan	121	4.8%
ISA	881	34.7%
Life Assurance	909	35.8%
Mortgage	878	34.6%
Other Investments	405	16.0%
Pension	1,272	50.2%
Personal Loan	577	22.8%
Savings Plan	403	15.9%
Shares General	468	18.5%
Will	656	25.9%

Struggling with	Number	Rate
Food shopping	385	15.2%
Loans	73	2.9%
Loss of income	257	10.1%
Mortgage	25	1.0%
Paying Bills	318	12.5%
Savings/investments	149	5.9%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,822	71.8%
Broadband	1,791	70.6%

Internet Access:	Number	Rate
Don't access	412	16.2%
Home	1800	71.0%
Other	175	6.9%
Work	1071	42.2%

Shop Online	Number	Rate
Never	1869	73.7%
Often	56	2.2%
Sometimes	356	14.0%
Would Consider	255	10.1%

Use the internet for....	Number	Rate
Ebay	1,253	49.4%
Email	1,796	70.8%
Gambling/Betting	178	7.0%
Google/other search	1,850	72.9%
MSN Messenger	703	27.7%
News/weather information	1,270	50.1%
Online gaming	263	10.4%
Price comparison	1,081	42.6%
Social networking	886	34.9%
Paying utility bills	815	32.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	106	4.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	117	4.6%
NVQ Lvl 2, Intermediate GNVQ	75	3.0%
NVQ Lvl 3, OND, Advanced GNVQ	131	5.2%
NVQ Lvl 4-5, HNC, HND	33	1.3%
First Degree (e.g. BA, BSc)	383	15.1%
Postgraduate Qualification (e.g. MA PhD, PGCE)	185	7.3%
At least one Household member has no qualifications	491	19.4%
No Household member has any qualifications	1,141	45.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	348	13.7%
£36 - £49	500	19.7%
£50 - £69	594	23.4%
£70 - £99	604	23.8%
£100 - £149	441	17.4%
More than £150	49	1.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	31	1.2%
Self Employed / Business Owner	222	8.8%
Self Employed / Business Owner / Running Own In-Home Business	253	10.0%
Thinking about starting new business	60	2.4%
Owned business for 3+ years	180	71.1%
Owned for less than 3 years	73	28.9%

Car Ownership

Cars in household	Number	Rate
0 cars	341	13.4%
1 car	1,342	52.9%
2 cars	668	26.3%
3 or more	185	7.3%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1809	71.3%
Digital Camera	1879	74.1%
Flat screen TV	1069	42.2%
Games Console	1027	40.5%
Printer	1603	63.2%
iPod/MP3 player	892	35.2%
Cable TV	586	23.1%
Dishwasher	996	39.3%
Satellite TV	763	30.1%
Handheld computer e.g. Blackberry	228	9.0%
HDTV	638	25.2%