

**Middle Layer Super Output Area**

**E02002344**

**Households 3,538**

**Area: Alwoodley East**

**Household Demographics**

Property Type	Number	Rate
Bungalow	251	7.1%
Detached	1,048	29.6%
Flat	763	21.6%
Maisonette	4	0.1%
Semi Detached	1,174	33.2%
Terraced	298	8.4%

Tenure	Number	Rate
Rented from Local Authority	160	4.5%
Owned outright/ Mortgaged	2,916	82.4%
Rented Private/Housing Assoc.	462	13.1%

Years residing at property	Number	Rate
0 to 1	264	7.5%
2 to 5	745	21.1%
6 to 10	797	22.5%
11 to 20	591	16.7%
21 to 30	551	15.6%
31 to 40	411	11.6%
41 to 50	134	3.8%
More than 50 Yrs	45	1.3%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	149	4.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	129	3.6%
£10,000 to £14,999	239	6.8%
£15,000 to £19,999	181	5.1%
£20,000 to £24,999	213	6.0%
£25,000 to £29,999	231	6.5%
£30,000 to £39,999	864	24.4%
£40,000 to £49,999	689	19.5%
£50,000 to £74,999	310	8.8%
£75,000+	533	15.1%
Average HH Income in MSOA	£48,404	

Affected by credit crunch	Number	Rate
Yes	1,469	41.5%
No	1,246	35.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	3,069	
Always	2,066	67.3%
Sometimes	602	19.6%
Rarely	222	7.2%
Never	179	5.8%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	118	3.3%
Tend to Agree	908	25.7%
Tend to Disagree	1,179	33.3%
Definitely Disagree	542	15.3%
No Response	791	22.4%

in last 3 years,neighbourhood has..	Number	Rate
Improved	354	10.0%
Stayed the same	1,791	50.6%
Got worse	513	14.5%
Recently Moved	212	6.0%
No response	668	18.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,373	95.3%
Does not like neighbourhood	165	4.7%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,191	61.9%
GP appointments	1,992	56.3%
Parking	1,825	51.6%
Public transport	2,211	62.5%
Schools	1,821	51.5%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	541	15.3%
Child Savings Plan	560	15.8%
Home Equity Release	108	3.1%
Funeral Plan	274	7.7%
ISA	1,667	47.1%
Life Assurance	1,432	40.5%
Mortgage	1,318	37.3%
Other Investments	924	26.1%
Pension	1,951	55.1%
Personal Loan	539	15.2%
Savings Plan	730	20.6%
Shares General	1,203	34.0%
Will	1,587	44.9%

Struggling with	Number	Rate
Food shopping	299	8.5%
Loans	19	0.5%
Loss of income	281	7.9%
Mortgage	69	2.0%
Paying Bills	419	11.8%
Savings/investments	528	14.9%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	2,818	79.6%
Broadband	2,743	77.5%

Internet Access:	Number	Rate
Don't access	443	12.5%
Home	2817	79.6%
Other	111	3.1%
Work	1573	44.5%

Shop Online	Number	Rate
Never	2316	65.5%
Often	170	4.8%
Sometimes	630	17.8%
Would Consider	422	11.9%

Use the internet for....	Number	Rate
Ebay	1,608	45.4%
Email	2,676	75.6%
Gambling/Betting	286	8.1%
Google/other search	2,742	77.5%
MSN Messenger	949	26.8%
News/weather information	2,038	57.6%
Online gaming	174	4.9%
Price comparison	2,055	58.1%
Social networking	1,085	30.7%
Paying utility bills	1,277	36.1%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	237	6.7%
2+ A levels, 4+ AS Levels, Higher School Certificate	41	1.2%
NVQ Lvl 2, Intermediate GNVQ	37	1.0%
NVQ Lvl 3, OND, Advanced GNVQ	46	1.3%
NVQ Lvl 4-5, HNC, HND	107	3.0%
First Degree (e.g. BA, BSc)	1,057	29.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	549	15.5%
At least one Household member has no qualifications	261	7.4%
No Household member has any qualifications	1,191	33.7%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	521	14.7%
£36 - £49	478	13.5%
£50 - £69	839	23.7%
£70 - £99	898	25.4%
£100 - £149	641	18.1%
More than £150	161	4.6%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	90	2.5%
Self Employed / Business Owner	445	12.6%
Self Employed / Business Owner / Running Own In-Home Business	535	15.1%
Thinking about starting new business	201	5.7%
Owned business for 3+ years	382	71.4%
Owned for less than 3 years	153	28.6%

**Car Ownership**

Cars in household	Number	Rate
0 cars	362	10.2%
1 car	1,187	33.6%
2 cars	1,830	51.7%
3 or more	159	4.5%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	2584	73.0%
Digital Camera	2426	68.6%
Flat screen TV	1803	51.0%
Games Console	963	27.2%
Printer	2147	60.7%
iPod/MP3 player	1102	31.1%
Cable TV	1000	28.3%
Dishwasher	2048	57.9%
Satellite TV	1235	34.9%
Handheld computer e.g. Blackberry	290	8.2%
HDTV	838	23.7%