

## Middle Layer Super Output Area

E02002347

Households 2,819

Area: Moor Allerton

### Household Demographics

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 93     | 3.3%  |
| Detached      | 396    | 14.0% |
| Flat          | 429    | 15.2% |
| Maisonette    | 116    | 4.1%  |
| Semi Detached | 1,711  | 60.7% |
| Terraced      | 74     | 2.6%  |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 1,381  | 49.0% |
| Owned outright/ Mortgaged     | 1,213  | 43.0% |
| Rented Private/Housing Assoc. | 225    | 8.0%  |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 100    | 3.5%  |
| 2 to 5                     | 477    | 16.9% |
| 6 to 10                    | 470    | 16.7% |
| 11 to 20                   | 742    | 26.3% |
| 21 to 30                   | 465    | 16.5% |
| 31 to 40                   | 299    | 10.6% |
| 41 to 50                   | 106    | 3.8%  |
| More than 50 Yrs           | 160    | 5.7%  |

### Household Income & Finances (1)

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 300     | 10.6% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 249     | 8.8%  |
| £10,000 to £14,999                  | 255     | 9.0%  |
| £15,000 to £19,999                  | 225     | 8.0%  |
| £20,000 to £24,999                  | 361     | 12.8% |
| £25,000 to £29,999                  | 190     | 6.7%  |
| £30,000 to £39,999                  | 501     | 17.8% |
| £40,000 to £49,999                  | 346     | 12.3% |
| £50,000 to £74,999                  | 263     | 9.3%  |
| £75,000+                            | 129     | 4.6%  |
| Average HH Income in MSOA           | £32,207 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,180  | 41.9% |
| No                        | 1,100  | 39.0% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 2,148  |       |
| Always                            | 1,073  | 50.0% |
| Sometimes                         | 593    | 27.6% |
| Rarely                            | 261    | 12.2% |
| Never                             | 221    | 10.3% |

### Community Perceptions

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 99     | 3.5%  |
| Tend to Agree                 | 870    | 30.9% |
| Tend to Disagree              | 982    | 34.8% |
| Definitely Disagree           | 306    | 10.9% |
| No Response                   | 562    | 19.9% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 326    | 11.6% |
| Stayed the same                     | 1,429  | 50.7% |
| Got worse                           | 595    | 21.1% |
| Recently Moved                      | 81     | 2.9%  |
| No response                         | 388    | 13.8% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 2,557  | 90.7% |
| Does not like neighbourhood | 262    | 9.3%  |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,767  | 62.7% |
| GP appointments                      | 1,747  | 62.0% |
| Parking                              | 1,423  | 50.5% |
| Public transport                     | 1,723  | 61.1% |
| Schools                              | 1,594  | 56.5% |

### Household Income & Finances (2)

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 441    | 15.6% |
| Child Savings Plan  | 226    | 8.0%  |
| Home Equity Release | 11     | 0.4%  |
| Funeral Plan        | 223    | 7.9%  |
| ISA                 | 976    | 34.6% |
| Life Assurance      | 968    | 34.3% |
| Mortgage            | 725    | 25.7% |
| Other Investments   | 344    | 12.2% |
| Pension             | 1,271  | 45.1% |
| Personal Loan       | 438    | 15.5% |
| Savings Plan        | 406    | 14.4% |
| Shares General      | 557    | 19.8% |
| Will                | 768    | 27.2% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 445    | 15.8% |
| Loans               | 106    | 3.8%  |
| Loss of income      | 183    | 6.5%  |
| Mortgage            | 30     | 1.1%  |
| Paying Bills        | 522    | 18.5% |
| Savings/investments | 223    | 7.9%  |

### Internet Connection & Usage

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,010  | 71.3% |
| Broadband               | 1,865  | 66.2% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 411    | 14.6% |
| Home             | 1981   | 70.3% |
| Other            | 212    | 7.5%  |
| Work             | 902    | 32.0% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2187   | 77.6% |
| Often          | 127    | 4.5%  |
| Sometimes      | 263    | 9.3%  |
| Would Consider | 242    | 8.6%  |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,173  | 41.6% |
| Email                    | 2,033  | 72.1% |
| Gambling/Betting         | 98     | 3.5%  |
| Google/other search      | 1,968  | 69.8% |
| MSN Messenger            | 671    | 23.8% |
| News/weather information | 1,230  | 43.6% |
| Online gaming            | 222    | 7.9%  |
| Price comparison         | 1,295  | 45.9% |
| Social networking        | 918    | 32.6% |
| Paying utility bills     | 782    | 27.7% |

### Qualifications

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                | 201    | 7.1%  |
| 5+ O Levels or grade 1 CSEs/School Cert              | 137    | 4.9%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 40     | 1.4%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 48     | 1.7%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 115    | 4.1%  |
| NVQ Lvl 4-5, HNC, HND                                | 522    | 18.5% |
| First Degree (e.g. BA, BSc)                          | 221    | 7.8%  |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 666    | 23.6% |
| At least one Household member has no qualifications  | 1,209  | 42.9% |
| No Household member has any qualifications           |        |       |

### Grocery Data

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 617    | 21.9% |
| £36 - £49                | 438    | 15.5% |
| £50 - £69                | 757    | 26.9% |
| £70 - £99                | 541    | 19.2% |
| £100 - £149              | 356    | 12.6% |
| More than £150           | 110    | 3.9%  |

### Business Summary

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 85     | 3.0%  |
| Self Employed / Business Owner                                | 174    | 6.2%  |
| Self Employed / Business Owner / Running Own In-Home Business | 259    | 9.2%  |
| Thinking about starting new business                          | 47     | 1.7%  |
| Owned business for 3+ years                                   | 142    | 54.8% |
| Owned for less than 3 years                                   | 117    | 45.2% |

### Car Ownership

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 551    | 19.5% |
| 1 car             | 1,273  | 45.2% |
| 2 cars            | 877    | 31.1% |
| 3 or more         | 118    | 4.2%  |

### Product Ownership

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 1855   | 65.8% |
| Digital Camera                    | 1703   | 60.4% |
| Flat screen TV                    | 1127   | 40.0% |
| Games Console                     | 903    | 32.0% |
| Printer                           | 1587   | 56.3% |
| iPod/MP3 player                   | 727    | 25.8% |
| Cable TV                          | 932    | 33.1% |
| Dishwasher                        | 1103   | 39.1% |
| Satellite TV                      | 675    | 23.9% |
| Handheld computer e.g. Blackberry | 168    | 6.0%  |
| HDTV                              | 493    | 17.5% |