

Middle Layer Super Output Area

E02002350

Households 2,500

Area: Horsforth - Brownberries, West End

Household Demographics

Property Type	Number	Rate
Bungalow	178	7.1%
Detached	789	31.6%
Flat	210	8.4%
Maisonette	116	4.6%
Semi Detached	848	33.9%
Terraced	359	14.4%

Tenure	Number	Rate
Rented from Local Authority	60	2.4%
Owned outright/ Mortgaged	2,233	89.3%
Rented Private/Housing Assoc.	207	8.3%

Years residing at property	Number	Rate
0 to 1	237	9.5%
2 to 5	471	18.8%
6 to 10	459	18.4%
11 to 20	290	11.6%
21 to 30	394	15.8%
31 to 40	432	17.3%
41 to 50	207	8.3%
More than 50 Yrs	10	0.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	135	5.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	94	3.8%
£10,000 to £14,999	262	10.5%
£15,000 to £19,999	129	5.2%
£20,000 to £24,999	171	6.8%
£25,000 to £29,999	77	3.1%
£30,000 to £39,999	283	11.3%
£40,000 to £49,999	682	27.3%
£50,000 to £74,999	562	22.5%
£75,000+	105	4.2%
Average HH Income in MSOA	£40,801	

Affected by credit crunch	Number	Rate
Yes	1,158	46.3%
No	695	27.8%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,067	
Always	1,302	63.0%
Sometimes	572	27.7%
Rarely	159	7.7%
Never	34	1.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	34	1.4%
Tend to Agree	480	19.2%
Tend to Disagree	859	34.4%
Definitely Disagree	405	16.2%
No Response	722	28.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	280	11.2%
Stayed the same	1,286	51.4%
Got worse	299	12.0%
Recently Moved	224	9.0%
No response	411	16.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,488	99.5%
Does not like neighbourhood	12	0.5%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,597	63.9%
GP appointments	1,720	68.8%
Parking	1,092	43.7%
Public transport	1,536	61.4%
Schools	1,591	63.6%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	293	11.7%
Child Savings Plan	476	19.0%
Home Equity Release	72	2.9%
Funeral Plan	202	8.1%
ISA	1,392	55.7%
Life Assurance	1,031	41.2%
Mortgage	786	31.4%
Other Investments	718	28.7%
Pension	1,405	56.2%
Personal Loan	401	16.0%
Savings Plan	713	28.5%
Shares General	837	33.5%
Will	996	39.8%

Struggling with	Number	Rate
Food shopping	261	10.4%
Loans	168	6.7%
Loss of income	220	8.8%
Mortgage	5	0.2%
Paying Bills	256	10.2%
Savings/investments	182	7.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,684	67.4%
Broadband	1,652	66.1%

Internet Access:	Number	Rate
Don't access	464	18.6%
Home	1659	66.4%
Other	223	8.9%
Work	970	38.8%

Shop Online	Number	Rate
Never	1757	70.3%
Often	125	5.0%
Sometimes	387	15.5%
Would Consider	231	9.2%

Use the internet for....	Number	Rate
Ebay	881	35.2%
Email	1,699	68.0%
Gambling/Betting	124	5.0%
Google/other search	1,653	66.1%
MSN Messenger	354	14.2%
News/weather information	1,279	51.2%
Online gaming	190	7.6%
Price comparison	1,267	50.7%
Social networking	648	25.9%
Paying utility bills	915	36.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	105	4.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	79	3.2%
NVQ Lvl 2, Intermediate GNVQ	11	0.4%
NVQ Lvl 3, OND, Advanced GNVQ	50	2.0%
NVQ Lvl 4-5, HNC, HND	106	4.2%
First Degree (e.g. BA, BSc)	517	20.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	349	14.0%
At least one Household member has no qualifications	301	12.0%
No Household member has any qualifications	776	31.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	484	19.4%
£36 - £49	592	23.7%
£50 - £69	421	16.8%
£70 - £99	600	24.0%
£100 - £149	277	11.1%
More than £150	126	5.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	84	3.4%
Self Employed / Business Owner	186	7.4%
Self Employed / Business Owner / Running Own In-Home Business	270	10.8%
Thinking about starting new business	65	2.6%
Owned business for 3+ years	209	77.4%
Owned for less than 3 years	61	22.6%

Car Ownership

Cars in household	Number	Rate
0 cars	201	8.0%
1 car	1,190	47.6%
2 cars	814	32.6%
3 or more	295	11.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1654	66.2%
Digital Camera	1739	69.6%
Flat screen TV	1156	46.2%
Games Console	744	29.8%
Printer	1463	58.5%
iPod/MP3 player	927	37.1%
Cable TV	618	24.7%
Dishwasher	1190	47.6%
Satellite TV	653	26.1%
Handheld computer e.g. Blackberry	217	8.7%
HDTV	492	19.7%