

Middle Layer Super Output Area

E02002356 Households 3,251 Area: Horsforth, New Road Side, Stanhopes and Rawdon South

Household Demographics

Property Type	Number	Rate
Bungalow	193	5.9%
Detached	507	15.6%
Flat	382	11.8%
Maisonette	34	1.0%
Semi Detached	1,516	46.6%
Terraced	619	19.0%

Tenure	Number	Rate
Rented from Local Authority	335	10.3%
Owned outright/ Mortgaged	2,601	80.0%
Rented Private/Housing Assoc.	315	9.7%

Years residing at property	Number	Rate
0 to 1	160	4.9%
2 to 5	716	22.0%
6 to 10	544	16.7%
11 to 20	779	24.0%
21 to 30	493	15.2%
31 to 40	316	9.7%
41 to 50	187	5.8%
More than 50 Yrs	56	1.7%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	104	3.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	255	7.8%
£10,000 to £14,999	402	12.4%
£15,000 to £19,999	179	5.5%
£20,000 to £24,999	296	9.1%
£25,000 to £29,999	162	5.0%
£30,000 to £39,999	541	16.6%
£40,000 to £49,999	805	24.8%
£50,000 to £74,999	403	12.4%
£75,000+	104	3.2%
Average HH Income in MSOA	£35,539	

Affected by credit crunch	Number	Rate
Yes	1,520	46.8%
No	1,026	31.6%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,769	
Always	1,557	56.2%
Sometimes	680	24.6%
Rarely	260	9.4%
Never	272	9.8%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	93	2.9%
Tend to Agree	822	25.3%
Tend to Disagree	1,259	38.7%
Definitely Disagree	441	13.6%
No Response	636	19.6%

in last 3 years,neighbourhood has..	Number	Rate
Improved	417	12.8%
Stayed the same	1,891	58.2%
Got worse	305	9.4%
Recently Moved	135	4.2%
No response	503	15.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,235	99.5%
Does not like neighbourhood	16	0.5%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,772	54.5%
GP appointments	2,345	72.1%
Parking	1,755	54.0%
Public transport	1,923	59.2%
Schools	2,040	62.7%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	617	19.0%
Child Savings Plan	307	9.4%
Home Equity Release	66	2.0%
Funeral Plan	139	4.3%
ISA	1,886	58.0%
Life Assurance	1,300	40.0%
Mortgage	1,341	41.2%
Other Investments	796	24.5%
Pension	2,188	67.3%
Personal Loan	566	17.4%
Savings Plan	805	24.8%
Shares General	1,004	30.9%
Will	1,257	38.7%

Struggling with	Number	Rate
Food shopping	384	11.8%
Loans	81	2.5%
Loss of income	249	7.7%
Mortgage	12	0.4%
Paying Bills	243	7.5%
Savings/investments	221	6.8%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,666	82.0%
Broadband	2,628	80.8%

Internet Access:	Number	Rate
Don't access	411	12.6%
Home	2590	79.7%
Other	139	4.3%
Work	1438	44.2%

Shop Online	Number	Rate
Never	2079	63.9%
Often	191	5.9%
Sometimes	762	23.4%
Would Consider	219	6.7%

Use the internet for....	Number	Rate
Ebay	1,567	48.2%
Email	2,609	80.3%
Gambling/Betting	369	11.4%
Google/other search	2,525	77.7%
MSN Messenger	490	15.1%
News/weather information	1,805	55.5%
Online gaming	235	7.2%
Price comparison	1,868	57.5%
Social networking	1,089	33.5%
Paying utility bills	1,335	41.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	132	4.1%
2+ A levels, 4+ AS Levels, Higher School Certificate	68	2.1%
NVQ Lvl 2, Intermediate GNVQ	102	3.1%
NVQ Lvl 3, OND, Advanced GNVQ	104	3.2%
NVQ Lvl 4-5, HNC, HND	172	5.3%
First Degree (e.g. BA, BSc)	738	22.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	443	13.6%
At least one Household member has no qualifications	337	10.4%
No Household member has any qualifications	985	30.3%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	704	21.7%
£36 - £49	408	12.5%
£50 - £69	952	29.3%
£70 - £99	653	20.1%
£100 - £149	379	11.7%
More than £150	155	4.8%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	118	3.6%
Self Employed / Business Owner	281	8.6%
Self Employed / Business Owner / Running Own In-Home Business	399	12.3%
Thinking about starting new business	129	4.0%
Owned business for 3+ years	270	67.7%
Owned for less than 3 years	129	32.3%

Car Ownership

Cars in household	Number	Rate
0 cars	453	13.9%
1 car	1,486	45.7%
2 cars	1,059	32.6%
3 or more	253	7.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2266	69.7%
Digital Camera	2295	70.6%
Flat screen TV	1489	45.8%
Games Console	999	30.7%
Printer	2122	65.3%
iPod/MP3 player	1116	34.3%
Cable TV	796	24.5%
Dishwasher	1515	46.6%
Satellite TV	833	25.6%
Handheld computer e.g. Blackberry	275	8.5%
HDTV	650	20.0%