

Middle Layer Super Output Area

E02002357

Households 3,525

Area: Horsforth Central

Household Demographics

Property Type	Number	Rate
Bungalow	155	4.4%
Detached	314	8.9%
Flat	474	13.4%
Maisonette	25	0.7%
Semi Detached	1,740	49.4%
Terraced	817	23.2%

Tenure	Number	Rate
Rented from Local Authority	882	25.0%
Owned outright/ Mortgaged	2,286	64.9%
Rented Private/Housing Assoc.	357	10.1%

Years residing at property	Number	Rate
0 to 1	249	7.1%
2 to 5	818	23.2%
6 to 10	823	23.3%
11 to 20	643	18.2%
21 to 30	436	12.4%
31 to 40	239	6.8%
41 to 50	261	7.4%
More than 50 Yrs	56	1.6%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	144	4.1%
£ 5,000 to £9,999 (£96 to £192 p/w)	219	6.2%
£10,000 to £14,999	391	11.1%
£15,000 to £19,999	183	5.2%
£20,000 to £24,999	266	7.5%
£25,000 to £29,999	184	5.2%
£30,000 to £39,999	488	13.8%
£40,000 to £49,999	984	27.9%
£50,000 to £74,999	520	14.8%
£75,000+	146	4.1%
Average HH Income in MSOA	£38,099	

Affected by credit crunch	Number	Rate
Yes	1,597	45.3%
No	1,287	36.5%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,649	
Always	1,385	52.3%
Sometimes	683	25.8%
Rarely	300	11.3%
Never	281	10.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	80	2.3%
Tend to Agree	742	21.0%
Tend to Disagree	1,283	36.4%
Definitely Disagree	560	15.9%
No Response	860	24.4%

in last 3 years,neighbourhood has..	Number	Rate
Improved	392	11.1%
Stayed the same	1,724	48.9%
Got worse	617	17.5%
Recently Moved	221	6.3%
No response	571	16.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,482	98.8%
Does not like neighbourhood	43	1.2%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,026	57.5%
GP appointments	2,469	70.0%
Parking	1,658	47.0%
Public transport	2,045	58.0%
Schools	2,259	64.1%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	641	18.2%
Child Savings Plan	368	10.4%
Home Equity Release	31	0.9%
Funeral Plan	248	7.0%
ISA	1,505	42.7%
Life Assurance	1,456	41.3%
Mortgage	1,455	41.3%
Other Investments	727	20.6%
Pension	2,015	57.2%
Personal Loan	854	24.2%
Savings Plan	617	17.5%
Shares General	940	26.7%
Will	1,034	29.3%

Struggling with	Number	Rate
Food shopping	490	13.9%
Loans	220	6.2%
Loss of income	355	10.1%
Mortgage	18	0.5%
Paying Bills	305	8.7%
Savings/investments	251	7.1%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,675	75.9%
Broadband	2,632	74.7%

Internet Access:	Number	Rate
Don't access	493	14.0%
Home	2719	77.1%
Other	115	3.3%
Work	1389	39.4%

Shop Online	Number	Rate
Never	2374	67.3%
Often	203	5.8%
Sometimes	595	16.9%
Would Consider	353	10.0%

Use the internet for....	Number	Rate
Ebay	1,710	48.5%
Email	2,642	75.0%
Gambling/Betting	335	9.5%
Google/other search	2,615	74.2%
MSN Messenger	690	19.6%
News/weather information	1,766	50.1%
Online gaming	422	12.0%
Price comparison	1,859	52.7%
Social networking	1,357	38.5%
Paying utility bills	1,256	35.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	160	4.5%
2+ A levels, 4+ AS Levels, Higher School Certificate	57	1.6%
NVQ Lvl 2, Intermediate GNVQ	91	2.6%
NVQ Lvl 3, OND, Advanced GNVQ	80	2.3%
NVQ Lvl 4-5, HNC, HND	68	1.9%
First Degree (e.g. BA, BSc)	866	24.6%
Postgraduate Qualification (e.g. MA PhD, PGCE)	421	11.9%
At least one Household member has no qualifications	532	15.1%
No Household member has any qualifications	1,278	36.3%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	690	19.6%
£36 - £49	598	17.0%
£50 - £69	978	27.7%
£70 - £99	830	23.5%
£100 - £149	327	9.3%
More than £150	102	2.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	156	4.4%
Self Employed / Business Owner	262	7.4%
Self Employed / Business Owner / Running Own In-Home Business	418	11.9%
Thinking about starting new business	134	3.8%
Owned business for 3+ years	201	48.1%
Owned for less than 3 years	217	51.9%

Car Ownership

Cars in household	Number	Rate
0 cars	487	13.8%
1 car	1,754	49.8%
2 cars	1,068	30.3%
3 or more	216	6.1%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2328	66.0%
Digital Camera	2358	66.9%
Flat screen TV	1635	46.4%
Games Console	1342	38.1%
Printer	2083	59.1%
iPod/MP3 player	1358	38.5%
Cable TV	864	24.5%
Dishwasher	1371	38.9%
Satellite TV	1129	32.0%
Handheld computer e.g. Blackberry	291	8.3%
HDTV	795	22.6%