

## Middle Layer Super Output Area

E02002359

Households 2,806

Area: Aberford, Barwick, Lotherton and Thorner

### Household Demographics

Property Type	Number	Rate
Bungalow	531	18.9%
Detached	895	31.9%
Flat	129	4.6%
Maisonette	26	0.9%
Semi Detached	729	26.0%
Terraced	496	17.7%

Tenure	Number	Rate
Rented from Local Authority	329	11.7%
Owned outright/ Mortgaged	2,229	79.4%
Rented Private/Housing Assoc.	248	8.8%

Years residing at property	Number	Rate
0 to 1	191	6.8%
2 to 5	561	20.0%
6 to 10	595	21.2%
11 to 20	452	16.1%
21 to 30	554	19.7%
31 to 40	227	8.1%
41 to 50	137	4.9%
More than 50 Yrs	89	3.2%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	42	1.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	231	8.2%
£10,000 to £14,999	288	10.3%
£15,000 to £19,999	151	5.4%
£20,000 to £24,999	225	8.0%
£25,000 to £29,999	137	4.9%
£30,000 to £39,999	638	22.7%
£40,000 to £49,999	434	15.5%
£50,000 to £74,999	319	11.4%
£75,000+	341	12.2%
Average HH Income in MSOA	£44,288	

Affected by credit crunch	Number	Rate
Yes	891	31.8%
No	1,141	40.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,385	
Always	1,350	56.6%
Sometimes	639	26.8%
Rarely	166	7.0%
Never	230	9.6%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	248	8.8%
Tend to Agree	588	21.0%
Tend to Disagree	945	33.7%
Definitely Disagree	286	10.2%
No Response	739	26.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	411	14.6%
Stayed the same	1,523	54.3%
Got worse	265	9.4%
Recently Moved	89	3.2%
No response	518	18.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,781	99.1%
Does not like neighbourhood	25	0.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,730	61.7%
GP appointments	1,713	61.0%
Parking	1,412	50.3%
Public transport	1,487	53.0%
Schools	1,476	52.6%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	679	24.2%
Child Savings Plan	267	9.5%
Home Equity Release	110	3.9%
Funeral Plan	331	11.8%
ISA	1,165	41.5%
Life Assurance	1,207	43.0%
Mortgage	809	28.8%
Other Investments	704	25.1%
Pension	1,615	57.6%
Personal Loan	511	18.2%
Savings Plan	542	19.3%
Shares General	811	28.9%
Will	1,035	36.9%

Struggling with	Number	Rate
Food shopping	91	3.2%
Loans	109	3.9%
Loss of income	248	8.8%
Mortgage	38	1.4%
Paying Bills	141	5.0%
Savings/investments	295	10.5%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,128	75.8%
Broadband	1,961	69.9%

Internet Access:	Number	Rate
Don't access	354	12.6%
Home	2089	74.4%
Other	85	3.0%
Work	1208	43.1%

Shop Online	Number	Rate
Never	1982	70.6%
Often	66	2.4%
Sometimes	515	18.4%
Would Consider	243	8.7%

Use the internet for....	Number	Rate
Ebay	1,270	45.3%
Email	2,149	76.6%
Gambling/Betting	224	8.0%
Google/other search	2,102	74.9%
MSN Messenger	423	15.1%
News/weather information	1,364	48.6%
Online gaming	210	7.5%
Price comparison	1,490	53.1%
Social networking	706	25.2%
Paying utility bills	1,057	37.7%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	130	4.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	176	6.3%
NVQ Lvl 2, Intermediate GNVQ	164	5.8%
NVQ Lvl 3, OND, Advanced GNVQ	112	4.0%
NVQ Lvl 4-5, HNC, HND	185	6.6%
First Degree (e.g. BA, BSc)	352	12.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	291	10.4%
At least one Household member has no qualifications	397	14.1%
No Household member has any qualifications	1,018	36.3%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	357	12.7%
£36 - £49	271	9.7%
£50 - £69	736	26.2%
£70 - £99	877	31.3%
£100 - £149	331	11.8%
More than £150	234	8.3%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	154	5.5%
Self Employed / Business Owner	320	11.4%
Self Employed / Business Owner / Running Own In-Home Business	474	16.9%
Thinking about starting new business	109	3.9%
Owned business for 3+ years	289	61.0%
Owned for less than 3 years	185	39.0%

### Car Ownership

Cars in household	Number	Rate
0 cars	112	4.0%
1 car	1,320	47.0%
2 cars	1,181	42.1%
3 or more	193	6.9%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1797	64.0%
Digital Camera	1989	70.9%
Flat screen TV	1616	57.6%
Games Console	813	29.0%
Printer	1731	61.7%
iPod/MP3 player	925	33.0%
Cable TV	9	0.3%
Dishwasher	1490	53.1%
Satellite TV	1119	39.9%
Handheld computer e.g. Blackberry	321	11.4%
HDTV	772	27.5%