

## Middle Layer Super Output Area

E02002360

Households 2,866

Area: Meanwood

### Household Demographics

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 169    | 5.9%  |
| Detached      | 495    | 17.3% |
| Flat          | 384    | 13.4% |
| Maisonette    | 44     | 1.5%  |
| Semi Detached | 1,418  | 49.5% |
| Terraced      | 356    | 12.4% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 465    | 16.2% |
| Owned outright/ Mortgaged     | 1,819  | 63.5% |
| Rented Private/Housing Assoc. | 582    | 20.3% |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 258    | 9.0%  |
| 2 to 5                     | 387    | 13.5% |
| 6 to 10                    | 776    | 27.1% |
| 11 to 20                   | 631    | 22.0% |
| 21 to 30                   | 395    | 13.8% |
| 31 to 40                   | 137    | 4.8%  |
| 41 to 50                   | 115    | 4.0%  |
| More than 50 Yrs           | 167    | 5.8%  |

### Household Income & Finances (1)

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 226     | 7.9%  |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 378     | 13.2% |
| £10,000 to £14,999                  | 307     | 10.7% |
| £15,000 to £19,999                  | 225     | 7.9%  |
| £20,000 to £24,999                  | 117     | 4.1%  |
| £25,000 to £29,999                  | 161     | 5.6%  |
| £30,000 to £39,999                  | 419     | 14.6% |
| £40,000 to £49,999                  | 473     | 16.5% |
| £50,000 to £74,999                  | 375     | 13.1% |
| £75,000+                            | 185     | 6.5%  |
| Average HH Income in MSOA           | £35,980 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,033  | 36.0% |
| No                        | 1,058  | 36.9% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 1,967  |       |
| Always                            | 1,098  | 55.8% |
| Sometimes                         | 467    | 23.7% |
| Rarely                            | 225    | 11.4% |
| Never                             | 177    | 9.0%  |

### Community Perceptions

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 125    | 4.4%  |
| Tend to Agree                 | 744    | 26.0% |
| Tend to Disagree              | 921    | 32.1% |
| Definitely Disagree           | 430    | 15.0% |
| No Response                   | 646    | 22.5% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 316    | 11.0% |
| Stayed the same                     | 1,296  | 45.2% |
| Got worse                           | 502    | 17.5% |
| Recently Moved                      | 154    | 5.4%  |
| No response                         | 598    | 20.9% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 2,471  | 86.2% |
| Does not like neighbourhood | 395    | 13.8% |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,597  | 55.7% |
| GP appointments                      | 1,738  | 60.6% |
| Parking                              | 1,249  | 43.6% |
| Public transport                     | 1,627  | 56.8% |
| Schools                              | 1,497  | 52.2% |

### Household Income & Finances (2)

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 508    | 17.7% |
| Child Savings Plan  | 349    | 12.2% |
| Home Equity Release | 35     | 1.2%  |
| Funeral Plan        | 200    | 7.0%  |
| ISA                 | 888    | 31.0% |
| Life Assurance      | 965    | 33.7% |
| Mortgage            | 1,018  | 35.5% |
| Other Investments   | 364    | 12.7% |
| Pension             | 1,357  | 47.3% |
| Personal Loan       | 451    | 15.7% |
| Savings Plan        | 430    | 15.0% |
| Shares General      | 580    | 20.2% |
| Will                | 672    | 23.4% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 363    | 12.7% |
| Loans               | 45     | 1.6%  |
| Loss of income      | 196    | 6.8%  |
| Mortgage            | 96     | 3.3%  |
| Paying Bills        | 356    | 12.4% |
| Savings/investments | 153    | 5.3%  |

### Internet Connection & Usage

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 1,880  | 65.6% |
| Broadband               | 1,851  | 64.6% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 460    | 16.1% |
| Home             | 1949   | 68.0% |
| Other            | 166    | 5.8%  |
| Work             | 1028   | 35.9% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 1897   | 66.2% |
| Often          | 154    | 5.4%  |
| Sometimes      | 583    | 20.3% |
| Would Consider | 232    | 8.1%  |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,152  | 40.2% |
| Email                    | 2,026  | 70.7% |
| Gambling/Betting         | 158    | 5.5%  |
| Google/other search      | 1,969  | 68.7% |
| MSN Messenger            | 639    | 22.3% |
| News/weather information | 1,379  | 48.1% |
| Online gaming            | 179    | 6.2%  |
| Price comparison         | 1,249  | 43.6% |
| Social networking        | 899    | 31.4% |
| Paying utility bills     | 810    | 28.3% |

### Qualifications

| Highest Qualification in Household                   | Number | Rate  |
|------------------------------------------------------|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 82     | 2.9%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 90     | 3.1%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 63     | 2.2%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 61     | 2.1%  |
| NVQ Lvl 4-5, HNC, HND                                | 72     | 2.5%  |
| First Degree (e.g. BA, BSc)                          | 450    | 15.7% |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 477    | 16.6% |
| At least one Household member has no qualifications  | 296    | 10.3% |
| No Household member has any qualifications           | 1,138  | 39.7% |

### Grocery Data

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 595    | 20.8% |
| £36 - £49                | 392    | 13.7% |
| £50 - £69                | 601    | 21.0% |
| £70 - £99                | 861    | 30.0% |
| £100 - £149              | 328    | 11.4% |
| More than £150           | 89     | 3.1%  |

### Business Summary

| Business Ownership                                            | Number | Rate  |
|---------------------------------------------------------------|--------|-------|
| Running Own In-Home Business                                  | 124    | 4.3%  |
| Self Employed / Business Owner                                | 330    | 11.5% |
| Self Employed / Business Owner / Running Own In-Home Business | 454    | 15.8% |
| Thinking about starting new business                          | 115    | 4.0%  |
| Owned business for 3+ years                                   | 199    | 43.8% |
| Owned for less than 3 years                                   | 255    | 56.2% |

### Car Ownership

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 474    | 16.5% |
| 1 car             | 1,549  | 54.0% |
| 2 cars            | 721    | 25.2% |
| 3 or more         | 122    | 4.3%  |

### Product Ownership

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 1631   | 56.9% |
| Digital Camera                    | 1684   | 58.8% |
| Flat screen TV                    | 1250   | 43.6% |
| Games Console                     | 1127   | 39.3% |
| Printer                           | 1491   | 52.0% |
| iPod/MP3 player                   | 819    | 28.6% |
| Cable TV                          | 648    | 22.6% |
| Dishwasher                        | 863    | 30.1% |
| Satellite TV                      | 903    | 31.5% |
| Handheld computer e.g. Blackberry | 84     | 2.9%  |
| HDTV                              | 623    | 21.7% |