

## Middle Layer Super Output Area

E02002368

Households 3,376

Area: Calverley, Farsley North

### Household Demographics

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 430    | 12.7% |
| Detached      | 625    | 18.5% |
| Flat          | 213    | 6.3%  |
| Maisonette    | 104    | 3.1%  |
| Semi Detached | 1,415  | 41.9% |
| Terraced      | 589    | 17.4% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 352    | 10.4% |
| Owned outright/ Mortgaged     | 2,790  | 82.6% |
| Rented Private/Housing Assoc. | 234    | 6.9%  |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 167    | 4.9%  |
| 2 to 5                     | 731    | 21.7% |
| 6 to 10                    | 544    | 16.1% |
| 11 to 20                   | 843    | 25.0% |
| 21 to 30                   | 408    | 12.1% |
| 31 to 40                   | 278    | 8.2%  |
| 41 to 50                   | 227    | 6.7%  |
| More than 50 Yrs           | 178    | 5.3%  |

### Household Income & Finances (1)

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 143     | 4.2%  |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 222     | 6.6%  |
| £10,000 to £14,999                  | 330     | 9.8%  |
| £15,000 to £19,999                  | 266     | 7.9%  |
| £20,000 to £24,999                  | 144     | 4.3%  |
| £25,000 to £29,999                  | 167     | 4.9%  |
| £30,000 to £39,999                  | 745     | 22.1% |
| £40,000 to £49,999                  | 789     | 23.4% |
| £50,000 to £74,999                  | 390     | 11.6% |
| £75,000+                            | 180     | 5.3%  |
| Average HH Income in MSOA           | £38,271 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,159  | 34.3% |
| No                        | 1,110  | 32.9% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 2,693  |       |
| Always                            | 1,605  | 59.6% |
| Sometimes                         | 516    | 19.2% |
| Rarely                            | 129    | 4.8%  |
| Never                             | 443    | 16.5% |

### Community Perceptions

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 69     | 2.0%  |
| Tend to Agree                 | 911    | 27.0% |
| Tend to Disagree              | 1,197  | 35.5% |
| Definitely Disagree           | 476    | 14.1% |
| No Response                   | 723    | 21.4% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 592    | 17.5% |
| Stayed the same                     | 1,592  | 47.2% |
| Got worse                           | 416    | 12.3% |
| Recently Moved                      | 118    | 3.5%  |
| No response                         | 658    | 19.5% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 3,273  | 96.9% |
| Does not like neighbourhood | 103    | 3.1%  |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 2,149  | 63.7% |
| GP appointments                      | 2,119  | 62.8% |
| Parking                              | 1,815  | 53.8% |
| Public transport                     | 1,817  | 53.8% |
| Schools                              | 1,804  | 53.4% |

### Household Income & Finances (2)

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 565    | 16.7% |
| Child Savings Plan  | 230    | 6.8%  |
| Home Equity Release | 27     | 0.8%  |
| Funeral Plan        | 153    | 4.5%  |
| ISA                 | 1,254  | 37.1% |
| Life Assurance      | 1,541  | 45.6% |
| Mortgage            | 1,313  | 38.9% |
| Other Investments   | 477    | 14.1% |
| Pension             | 1,757  | 52.0% |
| Personal Loan       | 780    | 23.1% |
| Savings Plan        | 608    | 18.0% |
| Shares General      | 746    | 22.1% |
| Will                | 1,058  | 31.3% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 441    | 13.1% |
| Loans               | 183    | 5.4%  |
| Loss of income      | 360    | 10.7% |
| Mortgage            | 84     | 2.5%  |
| Paying Bills        | 428    | 12.7% |
| Savings/investments | 230    | 6.8%  |

### Internet Connection & Usage

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,499  | 74.0% |
| Broadband               | 2,457  | 72.8% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 620    | 18.4% |
| Home             | 2503   | 74.1% |
| Other            | 157    | 4.7%  |
| Work             | 1237   | 36.6% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2376   | 70.4% |
| Often          | 236    | 7.0%  |
| Sometimes      | 375    | 11.1% |
| Would Consider | 389    | 11.5% |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,669  | 49.4% |
| Email                    | 2,363  | 70.0% |
| Gambling/Betting         | 213    | 6.3%  |
| Google/other search      | 2,431  | 72.0% |
| MSN Messenger            | 421    | 12.5% |
| News/weather information | 1,703  | 50.4% |
| Online gaming            | 284    | 8.4%  |
| Price comparison         | 1,854  | 54.9% |
| Social networking        | 1,100  | 32.6% |
| Paying utility bills     | 1,198  | 35.5% |

### Qualifications

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 113    | 3.3%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 63     | 1.9%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 76     | 2.3%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 77     | 2.3%  |
| NVQ Lvl 4-5, HNC, HND                                | 118    | 3.5%  |
| First Degree (e.g. BA, BSc)                          | 566    | 16.8% |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 407    | 12.1% |
| At least one Household member has no qualifications  | 499    | 14.8% |
| No Household member has any qualifications           | 1,375  | 40.7% |

### Grocery Data

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 437    | 12.9% |
| £36 - £49                | 406    | 12.0% |
| £50 - £69                | 993    | 29.4% |
| £70 - £99                | 697    | 20.6% |
| £100 - £149              | 763    | 22.6% |
| More than £150           | 80     | 2.4%  |

### Business Summary

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 76     | 2.3%  |
| Self Employed / Business Owner                                | 251    | 7.4%  |
| Self Employed / Business Owner / Running Own In-Home Business | 327    | 9.7%  |
| Thinking about starting new business                          | 104    | 3.1%  |
| Owned business for 3+ years                                   | 141    | 43.1% |
| Owned for less than 3 years                                   | 186    | 56.9% |

### Car Ownership

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 299    | 8.9%  |
| 1 car             | 1,384  | 41.0% |
| 2 cars            | 1,362  | 40.3% |
| 3 or more         | 331    | 9.8%  |

### Product Ownership

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 2204   | 65.3% |
| Digital Camera                    | 2241   | 66.4% |
| Flat screen TV                    | 1709   | 50.6% |
| Games Console                     | 1161   | 34.4% |
| Printer                           | 1952   | 57.8% |
| iPod/MP3 player                   | 805    | 23.8% |
| Cable TV                          | 896    | 26.5% |
| Dishwasher                        | 1438   | 42.6% |
| Satellite TV                      | 1292   | 38.3% |
| Handheld computer e.g. Blackberry | 276    | 8.2%  |
| HDTV                              | 845    | 25.0% |