

Middle Layer Super Output Area

E02002374

Households 3,046

Area: Kirkstall

Household Demographics

| Property Type | Number | Rate |
|---------------|--------|-------|
| Bungalow | 43 | 1.4% |
| Detached | 121 | 4.0% |
| Flat | 392 | 12.9% |
| Maisonette | 77 | 2.5% |
| Semi Detached | 1,508 | 49.5% |
| Terraced | 905 | 29.7% |

| Tenure | Number | Rate |
|-------------------------------|--------|-------|
| Rented from Local Authority | 896 | 29.4% |
| Owned outright/ Mortgaged | 1,475 | 48.4% |
| Rented Private/Housing Assoc. | 675 | 22.2% |

| Years residing at property | Number | Rate |
|----------------------------|--------|-------|
| 0 to 1 | 473 | 15.5% |
| 2 to 5 | 389 | 12.8% |
| 6 to 10 | 612 | 20.1% |
| 11 to 20 | 542 | 17.8% |
| 21 to 30 | 394 | 12.9% |
| 31 to 40 | 295 | 9.7% |
| 41 to 50 | 267 | 8.8% |
| More than 50 Yrs | 74 | 2.4% |

Household Income & Finances (1)

| Yearly Income | Number | Rate |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week) | 400 | 13.1% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 330 | 10.8% |
| £10,000 to £14,999 | 442 | 14.5% |
| £15,000 to £19,999 | 344 | 11.3% |
| £20,000 to £24,999 | 260 | 8.5% |
| £25,000 to £29,999 | 151 | 5.0% |
| £30,000 to £39,999 | 311 | 10.2% |
| £40,000 to £49,999 | 327 | 10.7% |
| £50,000 to £74,999 | 323 | 10.6% |
| £75,000+ | 158 | 5.2% |
| Average HH Income in MSOA | £30,095 | |

| Affected by credit crunch | Number | Rate |
|---------------------------|--------|-------|
| Yes | 948 | 31.1% |
| No | 1,252 | 41.1% |

| Credit Card Balance Paid in full: | Number | Rate |
|-----------------------------------|--------|-------|
| Credit Card owning households | 1,674 | |
| Always | 760 | 45.4% |
| Sometimes | 450 | 26.9% |
| Rarely | 265 | 15.8% |
| Never | 199 | 11.9% |

Community Perceptions

| Can influence local decisions | Number | Rate |
|-------------------------------|--------|-------|
| Definitely Agree | 87 | 2.9% |
| Tend to Agree | 879 | 28.9% |
| Tend to Disagree | 919 | 30.2% |
| Definitely Disagree | 319 | 10.5% |
| No Response | 842 | 27.6% |

| in last 3 years,neighbourhood has.. | Number | Rate |
|-------------------------------------|--------|-------|
| Improved | 323 | 10.6% |
| Stayed the same | 1,174 | 38.5% |
| Got worse | 649 | 21.3% |
| Recently Moved | 174 | 5.7% |
| No response | 726 | 23.8% |

| Neighbourhood opinion | Number | Rate |
|-----------------------------|--------|-------|
| Likes neighbourhood | 2,712 | 89.0% |
| Does not like neighbourhood | 334 | 11.0% |

| Satisfied with local services for... | Number | Rate |
|--------------------------------------|--------|-------|
| Doorstep Recycling | 1,620 | 53.2% |
| GP appointments | 1,828 | 60.0% |
| Parking | 1,086 | 35.7% |
| Public transport | 1,778 | 58.4% |
| Schools | 1,383 | 45.4% |

Household Income & Finances (2)

| Financial Products | Number | Rate |
|---------------------|--------|-------|
| Accident Insurance | 210 | 6.9% |
| Child Savings Plan | 124 | 4.1% |
| Home Equity Release | 24 | 0.8% |
| Funeral Plan | 103 | 3.4% |
| ISA | 816 | 26.8% |
| Life Assurance | 680 | 22.3% |
| Mortgage | 595 | 19.5% |
| Other Investments | 291 | 9.6% |
| Pension | 1,050 | 34.5% |
| Personal Loan | 363 | 11.9% |
| Savings Plan | 249 | 8.2% |
| Shares General | 425 | 14.0% |
| Will | 485 | 15.9% |

| Struggling with | Number | Rate |
|---------------------|--------|-------|
| Food shopping | 543 | 17.8% |
| Loans | 53 | 1.7% |
| Loss of income | 336 | 11.0% |
| Mortgage | 32 | 1.1% |
| Paying Bills | 513 | 16.8% |
| Savings/investments | 163 | 5.4% |

Internet Connection & Usage

| Households that have... | Number | Rate |
|-------------------------|--------|-------|
| Internet Connection | 2,104 | 69.1% |
| Broadband | 2,003 | 65.8% |

| Internet Access: | Number | Rate |
|------------------|--------|-------|
| Don't access | 533 | 17.5% |
| Home | 2032 | 66.7% |
| Other | 200 | 6.6% |
| Work | 1015 | 33.3% |

| Shop Online | Number | Rate |
|----------------|--------|-------|
| Never | 2115 | 69.4% |
| Often | 111 | 3.6% |
| Sometimes | 336 | 11.0% |
| Would Consider | 484 | 15.9% |

| Use the internet for.... | Number | Rate |
|--------------------------|--------|-------|
| Ebay | 1,217 | 40.0% |
| Email | 2,156 | 70.8% |
| Gambling/Betting | 260 | 8.5% |
| Google/other search | 2,047 | 67.2% |
| MSN Messenger | 932 | 30.6% |
| News/weather information | 1,370 | 45.0% |
| Online gaming | 266 | 8.7% |
| Price comparison | 1,155 | 37.9% |
| Social networking | 1,088 | 35.7% |
| Paying utility bills | 896 | 29.4% |

Qualifications

| Highest Qualification in Household | Number | Rate |
|--|--------|-------|
| 5+ GCSEs (grade A*-C) | | |
| 5+ O Levels or grade 1 CSEs/School Cert | 117 | 3.8% |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 129 | 4.2% |
| NVQ Lvl 2, Intermediate GNVQ | 72 | 2.4% |
| NVQ Lvl 3, OND, Advanced GNVQ | 60 | 2.0% |
| NVQ Lvl 4-5, HNC, HND | 69 | 2.3% |
| First Degree (e.g. BA, BSc) | 380 | 12.5% |
| Postgraduate Qualification (e.g. MA PhD, PGCE) | 248 | 8.1% |
| At least one Household member has no qualifications | 615 | 20.2% |
| No Household member has any qualifications | 1,463 | 48.0% |

Grocery Data

| Weekly Spend (main shop) | Number | Rate |
|--------------------------|--------|-------|
| Up to £35 | 1,026 | 33.7% |
| £36 - £49 | 603 | 19.8% |
| £50 - £69 | 588 | 19.3% |
| £70 - £99 | 535 | 17.6% |
| £100 - £149 | 267 | 8.8% |
| More than £150 | 27 | 0.9% |

Business Summary

| Business Ownership | Number | Rate |
|---|--------|-------|
| Running Own In-Home Business | 51 | 1.7% |
| Self Employed / Business Owner | 76 | 2.5% |
| Self Employed / Business Owner / Running Own In-Home Business | 127 | 4.2% |
| Thinking about starting new business | 77 | 2.5% |
| Owned business for 3+ years | 31 | 24.4% |
| Owned for less than 3 years | 96 | 75.6% |

Car Ownership

| Cars in household | Number | Rate |
|-------------------|--------|-------|
| 0 cars | 1,053 | 34.6% |
| 1 car | 1,292 | 42.4% |
| 2 cars | 516 | 16.9% |
| 3 or more | 185 | 6.1% |

Product Ownership

| Appliances/Products Owned | Number | Rate |
|-----------------------------------|--------|-------|
| Computer | 1775 | 58.3% |
| Digital Camera | 1897 | 62.3% |
| Flat screen TV | 1155 | 37.9% |
| Games Console | 1037 | 34.0% |
| Printer | 1482 | 48.7% |
| iPod/MP3 player | 868 | 28.5% |
| Cable TV | 754 | 24.8% |
| Dishwasher | 699 | 22.9% |
| Satellite TV | 759 | 24.9% |
| Handheld computer e.g. Blackberry | 166 | 5.4% |
| HDTV | 542 | 17.8% |