

**Middle Layer Super Output Area**

**E02002377**

**Households 2,466**

**Area: Harehills Triangle**

**Household Demographics**

Property Type	Number	Rate
Bungalow	31	1.3%
Detached	153	6.2%
Flat	374	15.2%
Maisonette	2	0.1%
Semi Detached	751	30.5%
Terraced	1,155	46.8%

Tenure	Number	Rate
Rented from Local Authority	524	21.2%
Owned outright/ Mortgaged	1,041	42.2%
Rented Private/Housing Assoc.	901	36.5%

Years residing at property	Number	Rate
0 to 1	170	6.9%
2 to 5	600	24.3%
6 to 10	589	23.9%
11 to 20	329	13.3%
21 to 30	484	19.6%
31 to 40	136	5.5%
41 to 50	131	5.3%
More than 50 Yrs	27	1.1%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	356	14.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	353	14.3%
£10,000 to £14,999	144	5.8%
£15,000 to £19,999	170	6.9%
£20,000 to £24,999	204	8.3%
£25,000 to £29,999	188	7.6%
£30,000 to £39,999	306	12.4%
£40,000 to £49,999	544	22.1%
£50,000 to £74,999	50	2.0%
£75,000+	151	6.1%
Average HH Income in MSOA	£31,244	

Affected by credit crunch	Number	Rate
Yes	669	27.1%
No	1,016	41.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,725	
Always	957	55.5%
Sometimes	381	22.1%
Rarely	94	5.4%
Never	293	17.0%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	102	4.1%
Tend to Agree	597	24.2%
Tend to Disagree	670	27.2%
Definitely Disagree	344	13.9%
No Response	753	30.5%

in last 3 years,neighbourhood has..	Number	Rate
Improved	505	20.5%
Stayed the same	939	38.1%
Got worse	315	12.8%
Recently Moved	115	4.7%
No response	592	24.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,849	75.0%
Does not like neighbourhood	617	25.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,212	49.1%
GP appointments	1,368	55.5%
Parking	1,061	43.0%
Public transport	1,407	57.1%
Schools	1,223	49.6%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	311	12.6%
Child Savings Plan	206	8.4%
Home Equity Release	52	2.1%
Funeral Plan	167	6.8%
ISA	364	14.8%
Life Assurance	611	24.8%
Mortgage	620	25.1%
Other Investments	309	12.5%
Pension	805	32.6%
Personal Loan	308	12.5%
Savings Plan	406	16.5%
Shares General	337	13.7%
Will	419	17.0%

Struggling with	Number	Rate
Food shopping	265	10.7%
Loans	132	5.4%
Loss of income	188	7.6%
Mortgage	28	1.1%
Paying Bills	424	17.2%
Savings/investments	95	3.9%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	1,738	70.5%
Broadband	1,721	69.8%

Internet Access:	Number	Rate
Don't access	387	15.7%
Home	1563	63.4%
Other	172	7.0%
Work	566	23.0%

Shop Online	Number	Rate
Never	1623	65.8%
Often	97	3.9%
Sometimes	450	18.2%
Would Consider	296	12.0%

Use the internet for....	Number	Rate
Ebay	961	39.0%
Email	1,727	70.0%
Gambling/Betting	125	5.1%
Google/other search	1,675	67.9%
MSN Messenger	636	25.8%
News/weather information	1,041	42.2%
Online gaming	257	10.4%
Price comparison	919	37.3%
Social networking	820	33.3%
Paying utility bills	677	27.5%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	120	4.9%
5+ O Levels or grade 1 CSEs/School Cert	146	5.9%
2+ A levels, 4+ AS Levels, Higher School Certificate	58	2.4%
NVQ Lvl 2, Intermediate GNVQ	47	1.9%
NVQ Lvl 3, OND, Advanced GNVQ	46	1.9%
NVQ Lvl 4-5, HNC, HND	399	16.2%
First Degree (e.g. BA, BSc)	212	8.6%
Postgraduate Qualification (e.g. MA PhD, PGCE)	328	13.3%
At least one Household member has no qualifications	1,075	43.6%
No Household member has any qualifications		

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	582	23.6%
£36 - £49	446	18.1%
£50 - £69	658	26.7%
£70 - £99	356	14.4%
£100 - £149	240	9.7%
More than £150	184	7.5%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	97	3.9%
Self Employed / Business Owner	181	7.3%
Self Employed / Business Owner / Running Own In-Home Business	278	11.3%
Thinking about starting new business	162	6.6%
Owned business for 3+ years	75	27.0%
Owned for less than 3 years	203	73.0%

**Car Ownership**

Cars in household	Number	Rate
0 cars	965	39.1%
1 car	990	40.1%
2 cars	405	16.4%
3 or more	106	4.3%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1391	56.4%
Digital Camera	1278	51.8%
Flat screen TV	993	40.3%
Games Console	677	27.5%
Printer	1058	42.9%
iPod/MP3 player	547	22.2%
Cable TV	735	29.8%
Dishwasher	514	20.8%
Satellite TV	621	25.2%
Handheld computer e.g. Blackberry	126	5.1%
HDTV	371	15.0%