

**Middle Layer Super Output Area**

**E02002387**

**Households 2,691**

**Area: Bramley**

**Household Demographics**

Property Type	Number	Rate
Bungalow	4	0.1%
Detached	57	2.1%
Flat	395	14.7%
Maisonette	29	1.1%
Semi Detached	858	31.9%
Terraced	1,348	50.1%

Tenure	Number	Rate
Rented from Local Authority	962	35.7%
Owned outright/ Mortgaged	1,267	47.1%
Rented Private/Housing Assoc.	462	17.2%

Years residing at property	Number	Rate
0 to 1	91	3.4%
2 to 5	819	30.4%
6 to 10	636	23.6%
11 to 20	436	16.2%
21 to 30	328	12.2%
31 to 40	267	9.9%
41 to 50	50	1.9%
More than 50 Yrs	64	2.4%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	400	14.9%
£ 5,000 to £9,999 (£96 to £192 p/w)	444	16.5%
£10,000 to £14,999	151	5.6%
£15,000 to £19,999	336	12.5%
£20,000 to £24,999	465	17.3%
£25,000 to £29,999	164	6.1%
£30,000 to £39,999	343	12.7%
£40,000 to £49,999	301	11.2%
£50,000 to £74,999	85	3.2%
£75,000+	2	0.1%
Average HH Income in MSOA	£21,702	

Affected by credit crunch	Number	Rate
Yes	1,115	41.4%
No	771	28.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,251	
Always	527	42.1%
Sometimes	288	23.0%
Rarely	218	17.4%
Never	218	17.4%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	92	3.4%
Tend to Agree	489	18.2%
Tend to Disagree	822	30.5%
Definitely Disagree	531	19.7%
No Response	757	28.1%

in last 3 years,neighbourhood has..	Number	Rate
Improved	312	11.6%
Stayed the same	1,299	48.3%
Got worse	521	19.4%
Recently Moved	74	2.7%
No response	485	18.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,124	78.9%
Does not like neighbourhood	567	21.1%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,296	48.2%
GP appointments	1,334	49.6%
Parking	1,035	38.5%
Public transport	1,668	62.0%
Schools	1,430	53.1%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	388	14.4%
Child Savings Plan	297	11.0%
Home Equity Release	46	1.7%
Funeral Plan	198	7.4%
ISA	557	20.7%
Life Assurance	805	29.9%
Mortgage	728	27.1%
Other Investments	105	3.9%
Pension	955	35.5%
Personal Loan	484	18.0%
Savings Plan	333	12.4%
Shares General	264	9.8%
Will	315	11.7%

Struggling with	Number	Rate
Food shopping	552	20.5%
Loans	246	9.1%
Loss of income	381	14.2%
Mortgage	51	1.9%
Paying Bills	606	22.5%
Savings/investments	130	4.8%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	1,802	67.0%
Broadband	1,717	63.8%

Internet Access:	Number	Rate
Don't access	664	24.7%
Home	1737	64.5%
Other	77	2.9%
Work	656	24.4%

Shop Online	Number	Rate
Never	1901	70.6%
Often	108	4.0%
Sometimes	496	18.4%
Would Consider	186	6.9%

Use the internet for....	Number	Rate
Ebay	1,269	47.2%
Email	1,668	62.0%
Gambling/Betting	313	11.6%
Google/other search	1,627	60.5%
MSN Messenger	881	32.7%
News/weather information	989	36.8%
Online gaming	400	14.9%
Price comparison	1,274	47.3%
Social networking	967	35.9%
Paying utility bills	691	25.7%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	194	7.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	111	4.1%
NVQ Lvl 2, Intermediate GNVQ	147	5.5%
NVQ Lvl 3, OND, Advanced GNVQ	167	6.2%
NVQ Lvl 4-5, HNC, HND	28	1.0%
First Degree (e.g. BA, BSc)	78	2.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	26	1.0%
At least one Household member has no qualifications	863	32.1%
No Household member has any qualifications	1,445	53.7%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	480	17.8%
£36 - £49	428	15.9%
£50 - £69	817	30.4%
£70 - £99	638	23.7%
£100 - £149	318	11.8%
More than £150	10	0.4%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	47	1.7%
Self Employed / Business Owner	63	2.3%
Self Employed / Business Owner / Running Own In-Home Business	110	4.1%
Thinking about starting new business	59	2.2%
Owned business for 3+ years	43	39.1%
Owned for less than 3 years	67	60.9%

**Car Ownership**

Cars in household	Number	Rate
0 cars	909	33.8%
1 car	1,349	50.1%
2 cars	416	15.5%
3 or more	17	0.6%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1465	54.4%
Digital Camera	1461	54.3%
Flat screen TV	1330	49.4%
Games Console	1328	49.3%
Printer	1170	43.5%
iPod/MP3 player	592	22.0%
Cable TV	592	22.0%
Dishwasher	620	23.0%
Satellite TV	911	33.9%
Handheld computer e.g. Blackberry	64	2.4%
HDTV	572	21.3%