

**Middle Layer Super Output Area**
**E02002394**
**Households 3,250**
**Area: Harehills - Comptons, Sutherlands and Nowells**
**Household Demographics**

Property Type	Number	Rate
Bungalow	3	0.1%
Detached	82	2.5%
Flat	817	25.1%
Maisonette	111	3.4%
Semi Detached	944	29.0%
Terraced	1,293	39.8%

Tenure	Number	Rate
Rented from Local Authority	1,304	40.1%
Owned outright/ Mortgaged	1,353	41.6%
Rented Private/Housing Assoc.	593	18.2%

Years residing at property	Number	Rate
0 to 1	264	8.1%
2 to 5	793	24.4%
6 to 10	1,036	31.9%
11 to 20	680	20.9%
21 to 30	281	8.6%
31 to 40	74	2.3%
41 to 50	95	2.9%
More than 50 Yrs	27	0.8%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	345	10.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	508	15.6%
£10,000 to £14,999	767	23.6%
£15,000 to £19,999	545	16.8%
£20,000 to £24,999	342	10.5%
£25,000 to £29,999	91	2.8%
£30,000 to £39,999	137	4.2%
£40,000 to £49,999	438	13.5%
£50,000 to £74,999	76	2.3%
£75,000+	1	0.0%
Average HH Income in MSOA	£19,251	

Affected by credit crunch	Number	Rate
Yes	918	28.2%
No	1,238	38.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,655	
Always	586	35.4%
Sometimes	540	32.6%
Rarely	172	10.4%
Never	357	21.6%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	143	4.4%
Tend to Agree	857	26.4%
Tend to Disagree	738	22.7%
Definitely Disagree	488	15.0%
No Response	1,024	31.5%

in last 3 years,neighbourhood has..	Number	Rate
Improved	322	9.9%
Stayed the same	850	26.2%
Got worse	1,094	33.7%
Recently Moved	131	4.0%
No response	853	26.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,792	55.1%
Does not like neighbourhood	1,458	44.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,526	47.0%
GP appointments	1,368	42.1%
Parking	1,028	31.6%
Public transport	1,636	50.3%
Schools	1,400	43.1%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	322	9.9%
Child Savings Plan	478	14.7%
Home Equity Release	43	1.3%
Funeral Plan	134	4.1%
ISA	428	13.2%
Life Assurance	817	25.1%
Mortgage	599	18.4%
Other Investments	59	1.8%
Pension	985	30.3%
Personal Loan	722	22.2%
Savings Plan	435	13.4%
Shares General	207	6.4%
Will	391	12.0%

Struggling with	Number	Rate
Food shopping	651	20.0%
Loans	245	7.5%
Loss of income	321	9.9%
Mortgage	48	1.5%
Paying Bills	797	24.5%
Savings/investments	159	4.9%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	2,186	67.3%
Broadband	2,093	64.4%

Internet Access:	Number	Rate
Don't access	587	18.1%
Home	2162	66.5%
Other	242	7.4%
Work	694	21.4%

Shop Online	Number	Rate
Never	2389	73.5%
Often	171	5.3%
Sometimes	331	10.2%
Would Consider	359	11.0%

Use the internet for....	Number	Rate
Ebay	1,271	39.1%
Email	2,168	66.7%
Gambling/Betting	166	5.1%
Google/other search	1,988	61.2%
MSN Messenger	1,122	34.5%
News/weather information	1,205	37.1%
Online gaming	217	6.7%
Price comparison	1,211	37.3%
Social networking	846	26.0%
Paying utility bills	809	24.9%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	149	4.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	173	5.3%
NVQ Lvl 2, Intermediate GNVQ	109	3.4%
NVQ Lvl 3, OND, Advanced GNVQ	163	5.0%
NVQ Lvl 4-5, HNC, HND	153	4.7%
First Degree (e.g. BA, BSc)	161	5.0%
Postgraduate Qualification (e.g. MA PhD, PGCE)	101	3.1%
At least one Household member has no qualifications	579	17.8%
No Household member has any qualifications	1,699	52.3%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	631	19.4%
£36 - £49	671	20.6%
£50 - £69	919	28.3%
£70 - £99	620	19.1%
£100 - £149	337	10.4%
More than £150	72	2.2%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	2	0.1%
Self Employed / Business Owner	169	5.2%
Self Employed / Business Owner / Running Own In-Home Business	171	5.3%
Thinking about starting new business	141	4.3%
Owned business for 3+ years	19	11.1%
Owned for less than 3 years	152	88.9%

**Car Ownership**

Cars in household	Number	Rate
0 cars	1,640	50.5%
1 car	1,222	37.6%
2 cars	338	10.4%
3 or more	50	1.5%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1649	50.7%
Digital Camera	1635	50.3%
Flat screen TV	1006	31.0%
Games Console	1209	37.2%
Printer	1195	36.8%
iPod/MP3 player	838	25.8%
Cable TV	840	25.8%
Dishwasher	592	18.2%
Satellite TV	914	28.1%
Handheld computer e.g. Blackberry	60	1.8%
HDTV	420	12.9%