

## Middle Layer Super Output Area

E02002396

Households 3,804

Area: Upper Armley

### Household Demographics

Property Type	Number	Rate
Bungalow	163	4.3%
Detached	113	3.0%
Flat	592	15.6%
Maisonette	69	1.8%
Semi Detached	1,314	34.5%
Terraced	1,553	40.8%

Tenure	Number	Rate
Rented from Local Authority	564	14.8%
Owned outright/ Mortgaged	2,499	65.7%
Rented Private/Housing Assoc.	741	19.5%

Years residing at property	Number	Rate
0 to 1	297	7.8%
2 to 5	1,102	29.0%
6 to 10	835	22.0%
11 to 20	724	19.0%
21 to 30	329	8.6%
31 to 40	199	5.2%
41 to 50	267	7.0%
More than 50 Yrs	51	1.3%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	256	6.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	366	9.6%
£10,000 to £14,999	436	11.5%
£15,000 to £19,999	257	6.8%
£20,000 to £24,999	324	8.5%
£25,000 to £29,999	501	13.2%
£30,000 to £39,999	905	23.8%
£40,000 to £49,999	476	12.5%
£50,000 to £74,999	283	7.4%
£75,000+	0	0.0%
Average HH Income in MSOA	£27,832	

Affected by credit crunch	Number	Rate
Yes	1,538	40.4%
No	1,154	30.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,542	
Always	1,255	49.4%
Sometimes	460	18.1%
Rarely	288	11.3%
Never	539	21.2%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	86	2.3%
Tend to Agree	771	20.3%
Tend to Disagree	1,195	31.4%
Definitely Disagree	618	16.2%
No Response	1,134	29.8%

in last 3 years,neighbourhood has..	Number	Rate
Improved	209	5.5%
Stayed the same	1,888	49.6%
Got worse	670	17.6%
Recently Moved	197	5.2%
No response	840	22.1%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,203	84.2%
Does not like neighbourhood	601	15.8%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,868	49.1%
GP appointments	2,124	55.8%
Parking	1,526	40.1%
Public transport	2,386	62.7%
Schools	1,814	47.7%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	535	14.1%
Child Savings Plan	296	7.8%
Home Equity Release	34	0.9%
Funeral Plan	149	3.9%
ISA	1,236	32.5%
Life Assurance	1,392	36.6%
Mortgage	1,456	38.3%
Other Investments	358	9.4%
Pension	1,564	41.1%
Personal Loan	734	19.3%
Savings Plan	436	11.5%
Shares General	785	20.6%
Will	695	18.3%

Struggling with	Number	Rate
Food shopping	724	19.0%
Loans	308	8.1%
Loss of income	374	9.8%
Mortgage	34	0.9%
Paying Bills	665	17.5%
Savings/investments	251	6.6%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,797	73.5%
Broadband	2,563	67.4%

Internet Access:	Number	Rate
Don't access	613	16.1%
Home	2741	72.1%
Other	193	5.1%
Work	1417	37.3%

Shop Online	Number	Rate
Never	2631	69.2%
Often	89	2.3%
Sometimes	718	18.9%
Would Consider	366	9.6%

Use the internet for....	Number	Rate
Ebay	1,899	49.9%
Email	2,781	73.1%
Gambling/Betting	422	11.1%
Google/other search	2,700	71.0%
MSN Messenger	1,083	28.5%
News/weather information	1,660	43.6%
Online gaming	560	14.7%
Price comparison	1,883	49.5%
Social networking	1,400	36.8%
Paying utility bills	1,375	36.1%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	196	5.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	123	3.2%
NVQ Lvl 2, Intermediate GNVQ	254	6.7%
NVQ Lvl 3, OND, Advanced GNVQ	183	4.8%
NVQ Lvl 4-5, HNC, HND	97	2.5%
First Degree (e.g. BA, BSc)	434	11.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	214	5.6%
At least one Household member has no qualifications	745	19.6%
No Household member has any qualifications	1,661	43.7%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	826	21.7%
£36 - £49	877	23.1%
£50 - £69	1,116	29.3%
£70 - £99	678	17.8%
£100 - £149	248	6.5%
More than £150	59	1.6%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	52	1.4%
Self Employed / Business Owner	171	4.5%
Self Employed / Business Owner / Running Own In-Home Business	223	5.9%
Thinking about starting new business	126	3.3%
Owned business for 3+ years	99	44.4%
Owned for less than 3 years	124	55.6%

### Car Ownership

Cars in household	Number	Rate
0 cars	995	26.2%
1 car	1,758	46.2%
2 cars	1,006	26.4%
3 or more	45	1.2%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2467	64.9%
Digital Camera	2506	65.9%
Flat screen TV	1718	45.2%
Games Console	1649	43.3%
Printer	1950	51.3%
iPod/MP3 player	1218	32.0%
Cable TV	838	22.0%
Dishwasher	799	21.0%
Satellite TV	1240	32.6%
Handheld computer e.g. Blackberry	246	6.5%
HDTV	990	26.0%