

## Middle Layer Super Output Area

E02002400

Households 3,780

Area: Armley, New Wortley

### Household Demographics

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 81     | 2.1%  |
| Detached      | 113    | 3.0%  |
| Flat          | 924    | 24.4% |
| Maisonette    | 18     | 0.5%  |
| Semi Detached | 776    | 20.5% |
| Terraced      | 1,868  | 49.4% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 1,666  | 44.1% |
| Owned outright/ Mortgaged     | 1,320  | 34.9% |
| Rented Private/Housing Assoc. | 794    | 21.0% |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 330    | 8.7%  |
| 2 to 5                     | 1,004  | 26.6% |
| 6 to 10                    | 1,110  | 29.4% |
| 11 to 20                   | 492    | 13.0% |
| 21 to 30                   | 417    | 11.0% |
| 31 to 40                   | 267    | 7.1%  |
| 41 to 50                   | 123    | 3.3%  |
| More than 50 Yrs           | 37     | 1.0%  |

### Household Income & Finances (1)

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 451     | 11.9% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 661     | 17.5% |
| £10,000 to £14,999                  | 528     | 14.0% |
| £15,000 to £19,999                  | 473     | 12.5% |
| £20,000 to £24,999                  | 334     | 8.8%  |
| £25,000 to £29,999                  | 249     | 6.6%  |
| £30,000 to £39,999                  | 607     | 16.1% |
| £40,000 to £49,999                  | 213     | 5.6%  |
| £50,000 to £74,999                  | 264     | 7.0%  |
| £75,000+                            | 0       | 0.0%  |
| Average HH Income in MSOA           | £21,776 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,252  | 33.1% |
| No                        | 1,245  | 32.9% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 1,932  |       |
| Always                            | 955    | 49.4% |
| Sometimes                         | 430    | 22.3% |
| Rarely                            | 208    | 10.8% |
| Never                             | 339    | 17.5% |

### Community Perceptions

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 92     | 2.4%  |
| Tend to Agree                 | 836    | 22.1% |
| Tend to Disagree              | 914    | 24.2% |
| Definitely Disagree           | 621    | 16.4% |
| No Response                   | 1,317  | 34.8% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 470    | 12.4% |
| Stayed the same                     | 1,246  | 33.0% |
| Got worse                           | 792    | 21.0% |
| Recently Moved                      | 233    | 6.2%  |
| No response                         | 1,039  | 27.5% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 2,570  | 68.0% |
| Does not like neighbourhood | 1,210  | 32.0% |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,408  | 37.2% |
| GP appointments                      | 1,660  | 43.9% |
| Parking                              | 1,066  | 28.2% |
| Public transport                     | 1,865  | 49.3% |
| Schools                              | 1,260  | 33.3% |

### Household Income & Finances (2)

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 437    | 11.6% |
| Child Savings Plan  | 250    | 6.6%  |
| Home Equity Release | 15     | 0.4%  |
| Funeral Plan        | 202    | 5.3%  |
| ISA                 | 657    | 17.4% |
| Life Assurance      | 1,006  | 26.6% |
| Mortgage            | 692    | 18.3% |
| Other Investments   | 325    | 8.6%  |
| Pension             | 983    | 26.0% |
| Personal Loan       | 680    | 18.0% |
| Savings Plan        | 355    | 9.4%  |
| Shares General      | 361    | 9.6%  |
| Will                | 560    | 14.8% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 855    | 22.6% |
| Loans               | 210    | 5.6%  |
| Loss of income      | 281    | 7.4%  |
| Mortgage            | 26     | 0.7%  |
| Paying Bills        | 913    | 24.2% |
| Savings/investments | 243    | 6.4%  |

### Internet Connection & Usage

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,470  | 65.3% |
| Broadband               | 2,373  | 62.8% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 711    | 18.8% |
| Home             | 2365   | 62.6% |
| Other            | 247    | 6.5%  |
| Work             | 1089   | 28.8% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2829   | 74.8% |
| Often          | 147    | 3.9%  |
| Sometimes      | 408    | 10.8% |
| Would Consider | 396    | 10.5% |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,635  | 43.3% |
| Email                    | 2,526  | 66.8% |
| Gambling/Betting         | 313    | 8.3%  |
| Google/other search      | 2,386  | 63.1% |
| MSN Messenger            | 1,262  | 33.4% |
| News/weather information | 1,263  | 33.4% |
| Online gaming            | 372    | 9.8%  |
| Price comparison         | 1,292  | 34.2% |
| Social networking        | 1,356  | 35.9% |
| Paying utility bills     | 1,119  | 29.6% |

### Qualifications

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 120    | 3.2%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 89     | 2.4%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 209    | 5.5%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 171    | 4.5%  |
| NVQ Lvl 4-5, HNC, HND                                | 56     | 1.5%  |
| First Degree (e.g. BA, BSc)                          | 318    | 8.4%  |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 341    | 9.0%  |
| At least one Household member has no qualifications  | 747    | 19.8% |
| No Household member has any qualifications           | 2,011  | 53.2% |

### Grocery Data

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 1,174  | 31.1% |
| £36 - £49                | 633    | 16.7% |
| £50 - £69                | 1,014  | 26.8% |
| £70 - £99                | 494    | 13.1% |
| £100 - £149              | 420    | 11.1% |
| More than £150           | 45     | 1.2%  |

### Business Summary

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 52     | 1.4%  |
| Self Employed / Business Owner                                | 181    | 4.8%  |
| Self Employed / Business Owner / Running Own In-Home Business | 233    | 6.2%  |
| Thinking about starting new business                          | 127    | 3.4%  |
| Owned business for 3+ years                                   | 146    | 62.7% |
| Owned for less than 3 years                                   | 87     | 37.3% |

### Car Ownership

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 1,656  | 43.8% |
| 1 car             | 1,693  | 44.8% |
| 2 cars            | 278    | 7.4%  |
| 3 or more         | 153    | 4.0%  |

### Product Ownership

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 2077   | 54.9% |
| Digital Camera                    | 1907   | 50.4% |
| Flat screen TV                    | 1166   | 30.8% |
| Games Console                     | 1261   | 33.4% |
| Printer                           | 1837   | 48.6% |
| iPod/MP3 player                   | 809    | 21.4% |
| Cable TV                          | 867    | 22.9% |
| Dishwasher                        | 522    | 13.8% |
| Satellite TV                      | 1069   | 28.3% |
| Handheld computer e.g. Blackberry | 59     | 1.6%  |
| HDTV                              | 418    | 11.1% |