

Middle Layer Super Output Area

E02002408

Households 3,362

Area: Pudsey Central, Littlemoor

Household Demographics

Property Type	Number	Rate
Bungalow	190	5.7%
Detached	439	13.1%
Flat	442	13.1%
Maisonette	56	1.7%
Semi Detached	1,399	41.6%
Terraced	836	24.9%

Tenure	Number	Rate
Rented from Local Authority	925	27.5%
Owned outright/ Mortgaged	2,118	63.0%
Rented Private/Housing Assoc.	319	9.5%

Years residing at property	Number	Rate
0 to 1	188	5.6%
2 to 5	794	23.6%
6 to 10	721	21.4%
11 to 20	631	18.8%
21 to 30	446	13.3%
31 to 40	273	8.1%
41 to 50	175	5.2%
More than 50 Yrs	134	4.0%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	225	6.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	241	7.2%
£10,000 to £14,999	302	9.0%
£15,000 to £19,999	254	7.6%
£20,000 to £24,999	261	7.8%
£25,000 to £29,999	207	6.2%
£30,000 to £39,999	609	18.1%
£40,000 to £49,999	525	15.6%
£50,000 to £74,999	497	14.8%
£75,000+	241	7.2%
Average HH Income in MSOA	£38,984	

Affected by credit crunch	Number	Rate
Yes	1,176	35.0%
No	1,313	39.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,295	
Always	1,205	52.5%
Sometimes	536	23.4%
Rarely	321	14.0%
Never	233	10.2%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	76	2.3%
Tend to Agree	563	16.7%
Tend to Disagree	1,384	41.2%
Definitely Disagree	487	14.5%
No Response	852	25.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	345	10.3%
Stayed the same	1,690	50.3%
Got worse	520	15.5%
Recently Moved	307	9.1%
No response	500	14.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,213	95.6%
Does not like neighbourhood	149	4.4%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,707	50.8%
GP appointments	1,998	59.4%
Parking	1,501	44.6%
Public transport	1,864	55.4%
Schools	1,915	57.0%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	606	18.0%
Child Savings Plan	479	14.2%
Home Equity Release	18	0.5%
Funeral Plan	104	3.1%
ISA	1,199	35.7%
Life Assurance	1,465	43.6%
Mortgage	1,348	40.1%
Other Investments	406	12.1%
Pension	1,786	53.1%
Personal Loan	768	22.8%
Savings Plan	731	21.7%
Shares General	711	21.1%
Will	891	26.5%

Struggling with	Number	Rate
Food shopping	381	11.3%
Loans	159	4.7%
Loss of income	209	6.2%
Mortgage	169	5.0%
Paying Bills	437	13.0%
Savings/investments	195	5.8%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,329	69.3%
Broadband	2,317	68.9%

Internet Access:	Number	Rate
Don't access	640	19.0%
Home	2232	66.4%
Other	205	6.1%
Work	1318	39.2%

Shop Online	Number	Rate
Never	2481	73.8%
Often	150	4.5%
Sometimes	537	16.0%
Would Consider	194	5.8%

Use the internet for....	Number	Rate
Ebay	1,551	46.1%
Email	2,397	71.3%
Gambling/Betting	146	4.3%
Google/other search	2,322	69.1%
MSN Messenger	822	24.4%
News/weather information	1,486	44.2%
Online gaming	223	6.6%
Price comparison	1,680	50.0%
Social networking	1,120	33.3%
Paying utility bills	1,097	32.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	169	5.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	80	2.4%
NVQ Lvl 2, Intermediate GNVQ	86	2.6%
NVQ Lvl 3, OND, Advanced GNVQ	137	4.1%
NVQ Lvl 4-5, HNC, HND	167	5.0%
First Degree (e.g. BA, BSc)	704	20.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	143	4.3%
At least one Household member has no qualifications	476	14.2%
No Household member has any qualifications	1,283	38.2%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	635	18.9%
£36 - £49	481	14.3%
£50 - £69	829	24.7%
£70 - £99	792	23.6%
£100 - £149	574	17.1%
More than £150	51	1.5%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	39	1.2%
Self Employed / Business Owner	356	10.6%
Self Employed / Business Owner / Running Own In-Home Business	395	11.7%
Thinking about starting new business	123	3.7%
Owned business for 3+ years	328	83.0%
Owned for less than 3 years	67	17.0%

Car Ownership

Cars in household	Number	Rate
0 cars	546	16.2%
1 car	1,360	40.5%
2 cars	1,219	36.3%
3 or more	237	7.0%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1999	59.5%
Digital Camera	2265	67.4%
Flat screen TV	1598	47.5%
Games Console	1249	37.2%
Printer	1841	54.8%
iPod/MP3 player	1069	31.8%
Cable TV	646	19.2%
Dishwasher	1101	32.7%
Satellite TV	1140	33.9%
Handheld computer e.g. Blackberry	97	2.9%
HDTV	642	19.1%