

Middle Layer Super Output Area
E02002416
Households 2,821
Area: Swillington, West Garforth and Little Preston
Household Demographics

| Property Type | Number | Rate |
|---------------|--------|-------|
| Bungalow | 482 | 17.1% |
| Detached | 638 | 22.6% |
| Flat | 160 | 5.7% |
| Maisonette | 35 | 1.2% |
| Semi Detached | 1,193 | 42.3% |
| Terraced | 313 | 11.1% |

| Tenure | Number | Rate |
|-------------------------------|--------|-------|
| Rented from Local Authority | 643 | 22.8% |
| Owned outright/ Mortgaged | 2,023 | 71.7% |
| Rented Private/Housing Assoc. | 155 | 5.5% |

| Years residing at property | Number | Rate |
|----------------------------|--------|-------|
| 0 to 1 | 105 | 3.7% |
| 2 to 5 | 591 | 21.0% |
| 6 to 10 | 506 | 17.9% |
| 11 to 20 | 559 | 19.8% |
| 21 to 30 | 407 | 14.4% |
| 31 to 40 | 312 | 11.1% |
| 41 to 50 | 221 | 7.8% |
| More than 50 Yrs | 120 | 4.3% |

Household Income & Finances (1)

| Yearly Income | Number | Rate |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week) | 133 | 4.7% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 337 | 11.9% |
| £10,000 to £14,999 | 300 | 10.6% |
| £15,000 to £19,999 | 157 | 5.6% |
| £20,000 to £24,999 | 221 | 7.8% |
| £25,000 to £29,999 | 299 | 10.6% |
| £30,000 to £39,999 | 515 | 18.3% |
| £40,000 to £49,999 | 502 | 17.8% |
| £50,000 to £74,999 | 261 | 9.3% |
| £75,000+ | 96 | 3.4% |
| Average HH Income in MSOA | £32,732 | |

| Affected by credit crunch | Number | Rate |
|---------------------------|--------|-------|
| Yes | 1,094 | 38.8% |
| No | 1,198 | 42.5% |

| Credit Card Balance Paid in full: | Number | Rate |
|-----------------------------------|--------|-------|
| Credit Card owning households | 1,965 | |
| Always | 989 | 50.3% |
| Sometimes | 452 | 23.0% |
| Rarely | 220 | 11.2% |
| Never | 304 | 15.5% |

Community Perceptions

| Can influence local decisions | Number | Rate |
|-------------------------------|--------|-------|
| Definitely Agree | 125 | 4.4% |
| Tend to Agree | 770 | 27.3% |
| Tend to Disagree | 1,025 | 36.3% |
| Definitely Disagree | 302 | 10.7% |
| No Response | 599 | 21.2% |

| in last 3 years,neighbourhood has.. | Number | Rate |
|-------------------------------------|--------|-------|
| Improved | 410 | 14.5% |
| Stayed the same | 1,486 | 52.7% |
| Got worse | 410 | 14.5% |
| Recently Moved | 165 | 5.8% |
| No response | 350 | 12.4% |

| Neighbourhood opinion | Number | Rate |
|-----------------------------|--------|-------|
| Likes neighbourhood | 2,561 | 90.8% |
| Does not like neighbourhood | 260 | 9.2% |

| Satisfied with local services for... | Number | Rate |
|--------------------------------------|--------|-------|
| Doorstep Recycling | 1,849 | 65.5% |
| GP appointments | 2,002 | 71.0% |
| Parking | 1,318 | 46.7% |
| Public transport | 1,340 | 47.5% |
| Schools | 1,682 | 59.6% |

Household Income & Finances (2)

| Financial Products | Number | Rate |
|---------------------|--------|-------|
| Accident Insurance | 642 | 22.8% |
| Child Savings Plan | 311 | 11.0% |
| Home Equity Release | 37 | 1.3% |
| Funeral Plan | 181 | 6.4% |
| ISA | 1,016 | 36.0% |
| Life Assurance | 1,300 | 46.1% |
| Mortgage | 883 | 31.3% |
| Other Investments | 342 | 12.1% |
| Pension | 1,380 | 48.9% |
| Personal Loan | 683 | 24.2% |
| Savings Plan | 477 | 16.9% |
| Shares General | 685 | 24.3% |
| Will | 955 | 33.9% |

| Struggling with | Number | Rate |
|---------------------|--------|-------|
| Food shopping | 505 | 17.9% |
| Loans | 144 | 5.1% |
| Loss of income | 304 | 10.8% |
| Mortgage | 75 | 2.7% |
| Paying Bills | 478 | 16.9% |
| Savings/investments | 320 | 11.3% |

Internet Connection & Usage

| Households that have... | Number | Rate |
|-------------------------|--------|-------|
| Internet Connection | 1,919 | 68.0% |
| Broadband | 1,782 | 63.2% |

| Internet Access: | Number | Rate |
|------------------|--------|-------|
| Don't access | 587 | 20.8% |
| Home | 1890 | 67.0% |
| Other | 90 | 3.2% |
| Work | 894 | 31.7% |

| Shop Online | Number | Rate |
|----------------|--------|-------|
| Never | 1985 | 70.4% |
| Often | 149 | 5.3% |
| Sometimes | 403 | 14.3% |
| Would Consider | 284 | 10.1% |

| Use the internet for.... | Number | Rate |
|--------------------------|--------|-------|
| Ebay | 1,220 | 43.2% |
| Email | 1,910 | 67.7% |
| Gambling/Betting | 228 | 8.1% |
| Google/other search | 1,813 | 64.3% |
| MSN Messenger | 327 | 11.6% |
| News/weather information | 1,115 | 39.5% |
| Online gaming | 188 | 6.7% |
| Price comparison | 1,250 | 44.3% |
| Social networking | 680 | 24.1% |
| Paying utility bills | 911 | 32.3% |

Qualifications

| Highest Qualification in Household | Number | Rate |
|--|--------|-------|
| 5+ GCSEs (grade A*-C) | | |
| 5+ O Levels or grade 1 CSEs/School Cert | 110 | 3.9% |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 133 | 4.7% |
| NVQ Lvl 2, Intermediate GNVQ | 48 | 1.7% |
| NVQ Lvl 3, OND, Advanced GNVQ | 85 | 3.0% |
| NVQ Lvl 4-5, HNC, HND | 107 | 3.8% |
| First Degree (e.g. BA, BSc) | 212 | 7.5% |
| Postgraduate Qualification (e.g. MA PhD, PGCE) | 236 | 8.4% |
| At least one Household member has no qualifications | 571 | 20.2% |
| No Household member has any qualifications | 1,230 | 43.6% |

Grocery Data

| Weekly Spend (main shop) | Number | Rate |
|--------------------------|--------|-------|
| Up to £35 | 456 | 16.2% |
| £36 - £49 | 445 | 15.8% |
| £50 - £69 | 818 | 29.0% |
| £70 - £99 | 705 | 25.0% |
| £100 - £149 | 350 | 12.4% |
| More than £150 | 47 | 1.7% |

Business Summary

| Business Ownership | Number | Rate |
|---|--------|-------|
| Running Own In-Home Business | 26 | 0.9% |
| Self Employed / Business Owner | 236 | 8.4% |
| Self Employed / Business Owner / Running Own In-Home Business | 262 | 9.3% |
| Thinking about starting new business | 41 | 1.5% |
| Owned business for 3+ years | 177 | 67.6% |
| Owned for less than 3 years | 85 | 32.4% |

Car Ownership

| Cars in household | Number | Rate |
|-------------------|--------|-------|
| 0 cars | 238 | 8.4% |
| 1 car | 1,491 | 52.9% |
| 2 cars | 941 | 33.4% |
| 3 or more | 151 | 5.4% |

Product Ownership

| Appliances/Products Owned | Number | Rate |
|-----------------------------------|--------|-------|
| Computer | 1725 | 61.1% |
| Digital Camera | 1835 | 65.0% |
| Flat screen TV | 1554 | 55.1% |
| Games Console | 933 | 33.1% |
| Printer | 1500 | 53.2% |
| iPod/MP3 player | 720 | 25.5% |
| Cable TV | 54 | 1.9% |
| Dishwasher | 1143 | 40.5% |
| Satellite TV | 1149 | 40.7% |
| Handheld computer e.g. Blackberry | 183 | 6.5% |
| HDTV | 757 | 26.8% |