

**Middle Layer Super Output Area**
**E02002419**
**Households 3,616**
**Area: Beeston Millshaw, Elland Road and Cottingley**
**Household Demographics**

Property Type	Number	Rate
Bungalow	27	0.7%
Detached	121	3.3%
Flat	1,047	29.0%
Maisonette	31	0.9%
Semi Detached	1,124	31.1%
Terraced	1,266	35.0%

Tenure	Number	Rate
Rented from Local Authority	1,576	43.6%
Owned outright/ Mortgaged	1,544	42.7%
Rented Private/Housing Assoc.	496	13.7%

Years residing at property	Number	Rate
0 to 1	337	9.3%
2 to 5	869	24.0%
6 to 10	815	22.5%
11 to 20	627	17.3%
21 to 30	518	14.3%
31 to 40	275	7.6%
41 to 50	120	3.3%
More than 50 Yrs	55	1.5%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	660	18.3%
£ 5,000 to £9,999 (£96 to £192 p/w)	560	15.5%
£10,000 to £14,999	402	11.1%
£15,000 to £19,999	356	9.8%
£20,000 to £24,999	319	8.8%
£25,000 to £29,999	281	7.8%
£30,000 to £39,999	493	13.6%
£40,000 to £49,999	192	5.3%
£50,000 to £74,999	201	5.6%
£75,000+	152	4.2%
Average HH Income in MSOA	£25,289	

Affected by credit crunch	Number	Rate
Yes	1,448	40.0%
No	1,387	38.4%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,933	
Always	767	39.7%
Sometimes	480	24.8%
Rarely	251	13.0%
Never	435	22.5%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	64	1.8%
Tend to Agree	872	24.1%
Tend to Disagree	1,095	30.3%
Definitely Disagree	627	17.3%
No Response	958	26.5%

in last 3 years,neighbourhood has..	Number	Rate
Improved	364	10.1%
Stayed the same	1,565	43.3%
Got worse	876	24.2%
Recently Moved	182	5.0%
No response	629	17.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,705	74.8%
Does not like neighbourhood	911	25.2%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,323	36.6%
GP appointments	1,820	50.3%
Parking	1,401	38.7%
Public transport	1,991	55.1%
Schools	1,766	48.8%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	279	7.7%
Child Savings Plan	298	8.2%
Home Equity Release	45	1.2%
Funeral Plan	325	9.0%
ISA	865	23.9%
Life Assurance	1,031	28.5%
Mortgage	818	22.6%
Other Investments	277	7.7%
Pension	1,441	39.9%
Personal Loan	601	16.6%
Savings Plan	308	8.5%
Shares General	296	8.2%
Will	557	15.4%

Struggling with	Number	Rate
Food shopping	766	21.2%
Loans	234	6.5%
Loss of income	373	10.3%
Mortgage	110	3.0%
Paying Bills	758	21.0%
Savings/investments	198	5.5%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	2,170	60.0%
Broadband	2,086	57.7%

Internet Access:	Number	Rate
Don't access	847	23.4%
Home	2149	59.4%
Other	209	5.8%
Work	886	24.5%

Shop Online	Number	Rate
Never	2422	67.0%
Often	223	6.2%
Sometimes	688	19.0%
Would Consider	283	7.8%

Use the internet for....	Number	Rate
Ebay	1,365	37.7%
Email	2,314	64.0%
Gambling/Betting	355	9.8%
Google/other search	2,225	61.5%
MSN Messenger	1,037	28.7%
News/weather information	1,192	33.0%
Online gaming	521	14.4%
Price comparison	1,319	36.5%
Social networking	1,286	35.6%
Paying utility bills	784	21.7%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	180	5.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	78	2.2%
NVQ Lvl 2, Intermediate GNVQ	415	11.5%
NVQ Lvl 3, OND, Advanced GNVQ	159	4.4%
NVQ Lvl 4-5, HNC, HND	68	1.9%
First Degree (e.g. BA, BSc)	264	7.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	41	1.1%
At least one Household member has no qualifications	887	24.5%
No Household member has any qualifications	1,740	48.1%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	913	25.2%
£36 - £49	927	25.6%
£50 - £69	767	21.2%
£70 - £99	624	17.3%
£100 - £149	322	8.9%
More than £150	63	1.7%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	34	0.9%
Self Employed / Business Owner	61	1.7%
Self Employed / Business Owner / Running Own In-Home Business	95	2.6%
Thinking about starting new business	77	2.1%
Owned business for 3+ years	50	52.6%
Owned for less than 3 years	45	47.4%

**Car Ownership**

Cars in household	Number	Rate
0 cars	1,405	38.9%
1 car	1,746	48.3%
2 cars	430	11.9%
3 or more	35	1.0%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1808	50.0%
Digital Camera	1875	51.9%
Flat screen TV	1625	44.9%
Games Console	1250	34.6%
Printer	1446	40.0%
iPod/MP3 player	863	23.9%
Cable TV	714	19.7%
Dishwasher	582	16.1%
Satellite TV	1032	28.5%
Handheld computer e.g. Blackberry	108	3.0%
HDTV	919	25.4%