

Middle Layer Super Output Area

E02002424

Households 3,244

Area: East Gildersome and Morley Springfields

Household Demographics

Property Type	Number	Rate
Bungalow	256	7.9%
Detached	479	14.8%
Flat	260	8.0%
Maisonette	18	0.6%
Semi Detached	1,366	42.1%
Terraced	865	26.7%

Tenure	Number	Rate
Rented from Local Authority	577	17.8%
Owned outright/ Mortgaged	2,379	73.3%
Rented Private/Housing Assoc.	288	8.9%

Years residing at property	Number	Rate
0 to 1	227	7.0%
2 to 5	563	17.4%
6 to 10	910	28.1%
11 to 20	556	17.1%
21 to 30	448	13.8%
31 to 40	306	9.4%
41 to 50	175	5.4%
More than 50 Yrs	59	1.8%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	87	2.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	290	8.9%
£10,000 to £14,999	284	8.8%
£15,000 to £19,999	240	7.4%
£20,000 to £24,999	358	11.0%
£25,000 to £29,999	237	7.3%
£30,000 to £39,999	672	20.7%
£40,000 to £49,999	578	17.8%
£50,000 to £74,999	475	14.6%
£75,000+	23	0.7%
Average HH Income in MSOA	£33,178	

Affected by credit crunch	Number	Rate
Yes	1,367	42.1%
No	1,357	41.8%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,311	
Always	1,137	49.2%
Sometimes	556	24.1%
Rarely	318	13.8%
Never	300	13.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	80	2.5%
Tend to Agree	775	23.9%
Tend to Disagree	1,039	32.0%
Definitely Disagree	528	16.3%
No Response	822	25.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	401	12.4%
Stayed the same	1,760	54.3%
Got worse	409	12.6%
Recently Moved	206	6.4%
No response	468	14.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,021	93.1%
Does not like neighbourhood	223	6.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,935	59.6%
GP appointments	2,312	71.3%
Parking	1,777	54.8%
Public transport	2,023	62.4%
Schools	1,834	56.5%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	445	13.7%
Child Savings Plan	339	10.5%
Home Equity Release	47	1.4%
Funeral Plan	165	5.1%
ISA	1,138	35.1%
Life Assurance	1,540	47.5%
Mortgage	1,396	43.0%
Other Investments	463	14.3%
Pension	1,637	50.5%
Personal Loan	756	23.3%
Savings Plan	653	20.1%
Shares General	536	16.5%
Will	831	25.6%

Struggling with	Number	Rate
Food shopping	663	20.4%
Loans	214	6.6%
Loss of income	368	11.3%
Mortgage	127	3.9%
Paying Bills	580	17.9%
Savings/investments	230	7.1%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,204	67.9%
Broadband	2,167	66.8%

Internet Access:	Number	Rate
Don't access	743	22.9%
Home	2123	65.4%
Other	96	3.0%
Work	1052	32.4%

Shop Online	Number	Rate
Never	2206	68.0%
Often	263	8.1%
Sometimes	506	15.6%
Would Consider	269	8.3%

Use the internet for....	Number	Rate
Ebay	1,476	45.5%
Email	2,150	66.3%
Gambling/Betting	412	12.7%
Google/other search	2,064	63.6%
MSN Messenger	619	19.1%
News/weather information	1,341	41.3%
Online gaming	333	10.3%
Price comparison	1,477	45.5%
Social networking	1,071	33.0%
Paying utility bills	1,009	31.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	226	7.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	86	2.7%
NVQ Lvl 2, Intermediate GNVQ	96	3.0%
NVQ Lvl 3, OND, Advanced GNVQ	122	3.8%
NVQ Lvl 4-5, HNC, HND	103	3.2%
First Degree (e.g. BA, BSc)	391	12.1%
Postgraduate Qualification (e.g. MA PhD, PGCE)	157	4.8%
At least one Household member has no qualifications	617	19.0%
No Household member has any qualifications	1,363	42.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	562	17.3%
£36 - £49	571	17.6%
£50 - £69	815	25.1%
£70 - £99	796	24.5%
£100 - £149	453	14.0%
More than £150	47	1.4%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	57	1.8%
Self Employed / Business Owner	214	6.6%
Self Employed / Business Owner / Running Own In-Home Business	271	8.4%
Thinking about starting new business	23	0.7%
Owned business for 3+ years	204	75.3%
Owned for less than 3 years	67	24.7%

Car Ownership

Cars in household	Number	Rate
0 cars	676	20.8%
1 car	1,605	49.5%
2 cars	812	25.0%
3 or more	151	4.7%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1943	59.9%
Digital Camera	2230	68.7%
Flat screen TV	1425	43.9%
Games Console	1402	43.2%
Printer	1669	51.4%
iPod/MP3 player	892	27.5%
Cable TV	591	18.2%
Dishwasher	1103	34.0%
Satellite TV	1210	37.3%
Handheld computer e.g. Blackberry	129	4.0%
HDTV	642	19.8%