

Middle Layer Super Output Area
E02002425
Households 3,617
Area: Drighlington and West Gildersome
Household Demographics

Property Type	Number	Rate
Bungalow	519	14.3%
Detached	599	16.6%
Flat	139	3.8%
Maisonette	0	0.0%
Semi Detached	1,785	49.4%
Terraced	575	15.9%

Tenure	Number	Rate
Rented from Local Authority	424	11.7%
Owned outright/ Mortgaged	2,925	80.9%
Rented Private/Housing Assoc.	268	7.4%

Years residing at property	Number	Rate
0 to 1	129	3.6%
2 to 5	767	21.2%
6 to 10	778	21.5%
11 to 20	692	19.1%
21 to 30	459	12.7%
31 to 40	395	10.9%
41 to 50	336	9.3%
More than 50 Yrs	61	1.7%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	202	5.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	412	11.4%
£10,000 to £14,999	473	13.1%
£15,000 to £19,999	141	3.9%
£20,000 to £24,999	363	10.0%
£25,000 to £29,999	177	4.9%
£30,000 to £39,999	461	12.7%
£40,000 to £49,999	683	18.9%
£50,000 to £74,999	628	17.4%
£75,000+	77	2.1%
Average HH Income in MSOA	£33,261	

Affected by credit crunch	Number	Rate
Yes	1,499	41.4%
No	1,343	37.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,721	
Always	1,333	49.0%
Sometimes	546	20.1%
Rarely	251	9.2%
Never	591	21.7%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	190	5.3%
Tend to Agree	1,187	32.8%
Tend to Disagree	1,052	29.1%
Definitely Disagree	399	11.0%
No Response	789	21.8%

in last 3 years,neighbourhood has..	Number	Rate
Improved	697	19.3%
Stayed the same	1,802	49.8%
Got worse	543	15.0%
Recently Moved	104	2.9%
No response	471	13.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,378	93.4%
Does not like neighbourhood	239	6.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,187	60.5%
GP appointments	2,660	73.5%
Parking	2,154	59.6%
Public transport	2,011	55.6%
Schools	2,297	63.5%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	629	17.4%
Child Savings Plan	492	13.6%
Home Equity Release	121	3.3%
Funeral Plan	141	3.9%
ISA	1,452	40.1%
Life Assurance	1,552	42.9%
Mortgage	1,530	42.3%
Other Investments	660	18.2%
Pension	1,951	53.9%
Personal Loan	829	22.9%
Savings Plan	814	22.5%
Shares General	920	25.4%
Will	1,184	32.7%

Struggling with	Number	Rate
Food shopping	554	15.3%
Loans	70	1.9%
Loss of income	282	7.8%
Mortgage	49	1.4%
Paying Bills	591	16.3%
Savings/investments	107	3.0%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,536	70.1%
Broadband	2,447	67.7%

Internet Access:	Number	Rate
Don't access	662	18.3%
Home	2483	68.6%
Other	163	4.5%
Work	1157	32.0%

Shop Online	Number	Rate
Never	2618	72.4%
Often	132	3.6%
Sometimes	578	16.0%
Would Consider	289	8.0%

Use the internet for....	Number	Rate
Ebay	1,571	43.4%
Email	2,523	69.8%
Gambling/Betting	326	9.0%
Google/other search	2,483	68.6%
MSN Messenger	854	23.6%
News/weather information	1,560	43.1%
Online gaming	480	13.3%
Price comparison	1,710	47.3%
Social networking	1,036	28.6%
Paying utility bills	1,071	29.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	201	5.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	106	2.9%
NVQ Lvl 2, Intermediate GNVQ	92	2.5%
NVQ Lvl 3, OND, Advanced GNVQ	188	5.2%
NVQ Lvl 4-5, HNC, HND	177	4.9%
First Degree (e.g. BA, BSc)	314	8.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	199	5.5%
At least one Household member has no qualifications	868	24.0%
No Household member has any qualifications	1,473	40.7%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	555	15.3%
£36 - £49	413	11.4%
£50 - £69	1,264	34.9%
£70 - £99	965	26.7%
£100 - £149	330	9.1%
More than £150	90	2.5%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	112	3.1%
Self Employed / Business Owner	293	8.1%
Self Employed / Business Owner / Running Own In-Home Business	405	11.2%
Thinking about starting new business	130	3.6%
Owned business for 3+ years	332	82.0%
Owned for less than 3 years	73	18.0%

Car Ownership

Cars in household	Number	Rate
0 cars	395	10.9%
1 car	1,798	49.7%
2 cars	1,224	33.8%
3 or more	200	5.5%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2204	60.9%
Digital Camera	2628	72.7%
Flat screen TV	1892	52.3%
Games Console	1566	43.3%
Printer	2052	56.7%
iPod/MP3 player	964	26.7%
Cable TV	567	15.7%
Dishwasher	1450	40.1%
Satellite TV	1310	36.2%
Handheld computer e.g. Blackberry	166	4.6%
HDTV	1010	27.9%