

## Middle Layer Super Output Area

E02002431

Households 3,454

Area: Morley East

### Household Demographics

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 228    | 6.6%  |
| Detached      | 340    | 9.8%  |
| Flat          | 299    | 8.7%  |
| Maisonette    | 30     | 0.9%  |
| Semi Detached | 1,364  | 39.5% |
| Terraced      | 1,193  | 34.5% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 808    | 23.4% |
| Owned outright/ Mortgaged     | 2,277  | 65.9% |
| Rented Private/Housing Assoc. | 369    | 10.7% |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 230    | 6.7%  |
| 2 to 5                     | 815    | 23.6% |
| 6 to 10                    | 1,111  | 32.2% |
| 11 to 20                   | 577    | 16.7% |
| 21 to 30                   | 323    | 9.4%  |
| 31 to 40                   | 240    | 6.9%  |
| 41 to 50                   | 115    | 3.3%  |
| More than 50 Yrs           | 43     | 1.2%  |

### Household Income & Finances (1)

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 363     | 10.5% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 391     | 11.3% |
| £10,000 to £14,999                  | 474     | 13.7% |
| £15,000 to £19,999                  | 248     | 7.2%  |
| £20,000 to £24,999                  | 240     | 6.9%  |
| £25,000 to £29,999                  | 373     | 10.8% |
| £30,000 to £39,999                  | 442     | 12.8% |
| £40,000 to £49,999                  | 475     | 13.8% |
| £50,000 to £74,999                  | 446     | 12.9% |
| £75,000+                            | 2       | 0.1%  |
| Average HH Income in MSOA           | £27,387 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,502  | 43.5% |
| No                        | 1,403  | 40.6% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 2,256  |       |
| Always                            | 945    | 41.9% |
| Sometimes                         | 596    | 26.4% |
| Rarely                            | 353    | 15.6% |
| Never                             | 362    | 16.0% |

### Community Perceptions

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 172    | 5.0%  |
| Tend to Agree                 | 744    | 21.5% |
| Tend to Disagree              | 1,287  | 37.3% |
| Definitely Disagree           | 419    | 12.1% |
| No Response                   | 832    | 24.1% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 335    | 9.7%  |
| Stayed the same                     | 1,876  | 54.3% |
| Got worse                           | 445    | 12.9% |
| Recently Moved                      | 137    | 4.0%  |
| No response                         | 661    | 19.1% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 3,161  | 91.5% |
| Does not like neighbourhood | 293    | 8.5%  |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,701  | 49.2% |
| GP appointments                      | 2,379  | 68.9% |
| Parking                              | 1,934  | 56.0% |
| Public transport                     | 2,100  | 60.8% |
| Schools                              | 1,861  | 53.9% |

### Household Income & Finances (2)

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 602    | 17.4% |
| Child Savings Plan  | 370    | 10.7% |
| Home Equity Release | 19     | 0.6%  |
| Funeral Plan        | 124    | 3.6%  |
| ISA                 | 1,300  | 37.6% |
| Life Assurance      | 1,276  | 36.9% |
| Mortgage            | 1,373  | 39.8% |
| Other Investments   | 209    | 6.1%  |
| Pension             | 1,550  | 44.9% |
| Personal Loan       | 794    | 23.0% |
| Savings Plan        | 618    | 17.9% |
| Shares General      | 576    | 16.7% |
| Will                | 590    | 17.1% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 917    | 26.5% |
| Loans               | 247    | 7.2%  |
| Loss of income      | 347    | 10.0% |
| Mortgage            | 191    | 5.5%  |
| Paying Bills        | 865    | 25.0% |
| Savings/investments | 91     | 2.6%  |

### Internet Connection & Usage

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,488  | 72.0% |
| Broadband               | 2,421  | 70.1% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 632    | 18.3% |
| Home             | 2419   | 70.0% |
| Other            | 143    | 4.1%  |
| Work             | 1135   | 32.9% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2553   | 73.9% |
| Often          | 82     | 2.4%  |
| Sometimes      | 423    | 12.2% |
| Would Consider | 396    | 11.5% |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,925  | 55.7% |
| Email                    | 2,568  | 74.3% |
| Gambling/Betting         | 307    | 8.9%  |
| Google/other search      | 2,339  | 67.7% |
| MSN Messenger            | 818    | 23.7% |
| News/weather information | 1,563  | 45.3% |
| Online gaming            | 330    | 9.6%  |
| Price comparison         | 1,559  | 45.1% |
| Social networking        | 1,404  | 40.6% |
| Paying utility bills     | 1,322  | 38.3% |

### Qualifications

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 173    | 5.0%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 174    | 5.0%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 112    | 3.2%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 204    | 5.9%  |
| NVQ Lvl 4-5, HNC, HND                                | 69     | 2.0%  |
| First Degree (e.g. BA, BSc)                          | 494    | 14.3% |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 215    | 6.2%  |
| At least one Household member has no qualifications  | 709    | 20.5% |
| No Household member has any qualifications           | 1,463  | 42.4% |

### Grocery Data

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 798    | 23.1% |
| £36 - £49                | 615    | 17.8% |
| £50 - £69                | 999    | 28.9% |
| £70 - £99                | 773    | 22.4% |
| £100 - £149              | 205    | 5.9%  |
| More than £150           | 64     | 1.9%  |

### Business Summary

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 30     | 0.9%  |
| Self Employed / Business Owner                                | 159    | 4.6%  |
| Self Employed / Business Owner / Running Own In-Home Business | 189    | 5.5%  |
| Thinking about starting new business                          | 86     | 2.5%  |
| Owned business for 3+ years                                   | 90     | 47.6% |
| Owned for less than 3 years                                   | 99     | 52.4% |

### Car Ownership

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 743    | 21.5% |
| 1 car             | 1,941  | 56.2% |
| 2 cars            | 746    | 21.6% |
| 3 or more         | 24     | 0.7%  |

### Product Ownership

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 2033   | 58.9% |
| Digital Camera                    | 2185   | 63.3% |
| Flat screen TV                    | 1666   | 48.2% |
| Games Console                     | 1380   | 40.0% |
| Printer                           | 1834   | 53.1% |
| iPod/MP3 player                   | 1235   | 35.8% |
| Cable TV                          | 496    | 14.4% |
| Dishwasher                        | 780    | 22.6% |
| Satellite TV                      | 1445   | 41.8% |
| Handheld computer e.g. Blackberry | 93     | 2.7%  |
| HDTV                              | 774    | 22.4% |