

## Middle Layer Super Output Area

E02002433

Households 3,174

Area: Morley West

### Household Demographics

Property Type	Number	Rate
Bungalow	206	6.5%
Detached	592	18.7%
Flat	511	16.1%
Maisonette	17	0.5%
Semi Detached	789	24.9%
Terraced	1,059	33.4%

Tenure	Number	Rate
Rented from Local Authority	670	21.1%
Owned outright/ Mortgaged	1,835	57.8%
Rented Private/Housing Assoc.	669	21.1%

Years residing at property	Number	Rate
0 to 1	201	6.3%
2 to 5	771	24.3%
6 to 10	689	21.7%
11 to 20	621	19.6%
21 to 30	559	17.6%
31 to 40	121	3.8%
41 to 50	161	5.1%
More than 50 Yrs	51	1.6%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	201	6.3%
£ 5,000 to £9,999 (£96 to £192 p/w)	336	10.6%
£10,000 to £14,999	301	9.5%
£15,000 to £19,999	296	9.3%
£20,000 to £24,999	412	13.0%
£25,000 to £29,999	199	6.3%
£30,000 to £39,999	554	17.5%
£40,000 to £49,999	477	15.0%
£50,000 to £74,999	352	11.1%
£75,000+	46	1.4%
Average HH Income in MSOA	£30,431	

Affected by credit crunch	Number	Rate
Yes	1,476	46.5%
No	1,100	34.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,412	
Always	1,292	53.6%
Sometimes	313	13.0%
Rarely	400	16.6%
Never	407	16.9%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	79	2.5%
Tend to Agree	914	28.8%
Tend to Disagree	1,059	33.4%
Definitely Disagree	432	13.6%
No Response	690	21.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	419	13.2%
Stayed the same	1,630	51.4%
Got worse	496	15.6%
Recently Moved	212	6.7%
No response	417	13.1%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,942	92.7%
Does not like neighbourhood	232	7.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,892	59.6%
GP appointments	2,416	76.1%
Parking	1,895	59.7%
Public transport	2,074	65.3%
Schools	1,639	51.6%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	682	21.5%
Child Savings Plan	366	11.5%
Home Equity Release	20	0.6%
Funeral Plan	251	7.9%
ISA	1,292	40.7%
Life Assurance	1,492	47.0%
Mortgage	1,327	41.8%
Other Investments	331	10.4%
Pension	1,638	51.6%
Personal Loan	748	23.6%
Savings Plan	663	20.9%
Shares General	542	17.1%
Will	807	25.4%

Struggling with	Number	Rate
Food shopping	509	16.0%
Loans	96	3.0%
Loss of income	444	14.0%
Mortgage	117	3.7%
Paying Bills	502	15.8%
Savings/investments	264	8.3%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,203	69.4%
Broadband	2,139	67.4%

Internet Access:	Number	Rate
Don't access	613	19.3%
Home	2095	66.0%
Other	130	4.1%
Work	1146	36.1%

Shop Online	Number	Rate
Never	2330	73.4%
Often	173	5.5%
Sometimes	392	12.4%
Would Consider	279	8.8%

Use the internet for....	Number	Rate
Ebay	1,490	46.9%
Email	2,205	69.5%
Gambling/Betting	309	9.7%
Google/other search	2,203	69.4%
MSN Messenger	619	19.5%
News/weather information	1,601	50.4%
Online gaming	173	5.5%
Price comparison	1,680	52.9%
Social networking	1,111	35.0%
Paying utility bills	1,029	32.4%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	217	6.8%
2+ A levels, 4+ AS Levels, Higher School Certificate	107	3.4%
NVQ Lvl 2, Intermediate GNVQ	177	5.6%
NVQ Lvl 3, OND, Advanced GNVQ	180	5.7%
NVQ Lvl 4-5, HNC, HND	67	2.1%
First Degree (e.g. BA, BSc)	200	6.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	268	8.4%
At least one Household member has no qualifications	634	20.0%
No Household member has any qualifications	1,372	43.2%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	714	22.5%
£36 - £49	606	19.1%
£50 - £69	896	28.2%
£70 - £99	610	19.2%
£100 - £149	328	10.3%
More than £150	20	0.6%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	89	2.8%
Self Employed / Business Owner	203	6.4%
Self Employed / Business Owner / Running Own In-Home Business	292	9.2%
Thinking about starting new business	112	3.5%
Owned business for 3+ years	179	61.3%
Owned for less than 3 years	113	38.7%

### Car Ownership

Cars in household	Number	Rate
0 cars	745	23.5%
1 car	1,532	48.3%
2 cars	866	27.3%
3 or more	31	1.0%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1846	58.2%
Digital Camera	2136	67.3%
Flat screen TV	1546	48.7%
Games Console	1125	35.4%
Printer	1649	52.0%
iPod/MP3 player	784	24.7%
Cable TV	362	11.4%
Dishwasher	803	25.3%
Satellite TV	1222	38.5%
Handheld computer e.g. Blackberry	78	2.5%
HDTV	587	18.5%