

Middle Layer Super Output Area

E02002434 Households 2,829 Area: Middleton Heritage Village, Robin Hood S, Lofthouse and Thorpe

Household Demographics

Property Type	Number	Rate
Bungalow	205	7.2%
Detached	595	21.0%
Flat	152	5.4%
Maisonette	0	0.0%
Semi Detached	1,039	36.7%
Terraced	838	29.6%

Tenure	Number	Rate
Rented from Local Authority	604	21.4%
Owned outright/ Mortgaged	2,015	71.2%
Rented Private/Housing Assoc.	210	7.4%

Years residing at property	Number	Rate
0 to 1	304	10.7%
2 to 5	693	24.5%
6 to 10	718	25.4%
11 to 20	551	19.5%
21 to 30	213	7.5%
31 to 40	174	6.2%
41 to 50	76	2.7%
More than 50 Yrs	100	3.5%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	75	2.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	217	7.7%
£10,000 to £14,999	225	8.0%
£15,000 to £19,999	397	14.0%
£20,000 to £24,999	230	8.1%
£25,000 to £29,999	365	12.9%
£30,000 to £39,999	393	13.9%
£40,000 to £49,999	484	17.1%
£50,000 to £74,999	193	6.8%
£75,000+	250	8.8%
Average HH Income in MSOA	£38,467	

Affected by credit crunch	Number	Rate
Yes	1,322	46.7%
No	797	28.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,890	
Always	972	51.4%
Sometimes	371	19.6%
Rarely	227	12.0%
Never	320	16.9%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	86	3.0%
Tend to Agree	632	22.3%
Tend to Disagree	980	34.6%
Definitely Disagree	273	9.7%
No Response	858	30.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	398	14.1%
Stayed the same	1,292	45.7%
Got worse	454	16.0%
Recently Moved	74	2.6%
No response	611	21.6%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,482	87.7%
Does not like neighbourhood	347	12.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,653	58.4%
GP appointments	1,885	66.6%
Parking	1,250	44.2%
Public transport	1,473	52.1%
Schools	1,484	52.5%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	443	15.7%
Child Savings Plan	315	11.1%
Home Equity Release	44	1.6%
Funeral Plan	48	1.7%
ISA	872	30.8%
Life Assurance	1,064	37.6%
Mortgage	1,038	36.7%
Other Investments	315	11.1%
Pension	1,200	42.4%
Personal Loan	516	18.2%
Savings Plan	369	13.0%
Shares General	419	14.8%
Will	615	21.7%

Struggling with	Number	Rate
Food shopping	540	19.1%
Loans	100	3.5%
Loss of income	322	11.4%
Mortgage	46	1.6%
Paying Bills	479	16.9%
Savings/investments	259	9.2%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,018	71.3%
Broadband	1,946	68.8%

Internet Access:	Number	Rate
Don't access	466	16.5%
Home	2025	71.6%
Other	145	5.1%
Work	1090	38.5%

Shop Online	Number	Rate
Never	1953	69.0%
Often	115	4.1%
Sometimes	575	20.3%
Would Consider	186	6.6%

Use the internet for....	Number	Rate
Ebay	1,468	51.9%
Email	2,086	73.7%
Gambling/Betting	251	8.9%
Google/other search	1,965	69.5%
MSN Messenger	868	30.7%
News/weather information	1,160	41.0%
Online gaming	240	8.5%
Price comparison	1,240	43.8%
Social networking	1,044	36.9%
Paying utility bills	1,057	37.4%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	114	4.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	69	2.4%
NVQ Lvl 2, Intermediate GNVQ	199	7.0%
NVQ Lvl 3, OND, Advanced GNVQ	173	6.1%
NVQ Lvl 4-5, HNC, HND	122	4.3%
First Degree (e.g. BA, BSc)	314	11.1%
Postgraduate Qualification (e.g. MA PhD, PGCE)	156	5.5%
At least one Household member has no qualifications	448	15.8%
No Household member has any qualifications	1,217	43.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	393	13.9%
£36 - £49	635	22.4%
£50 - £69	835	29.5%
£70 - £99	681	24.1%
£100 - £149	259	9.2%
More than £150	26	0.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	14	0.5%
Self Employed / Business Owner	260	9.2%
Self Employed / Business Owner / Running Own In-Home Business	274	9.7%
Thinking about starting new business	61	2.2%
Owned business for 3+ years	142	51.8%
Owned for less than 3 years	132	48.2%

Car Ownership

Cars in household	Number	Rate
0 cars	558	19.7%
1 car	1,627	57.5%
2 cars	576	20.4%
3 or more	68	2.4%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1819	64.3%
Digital Camera	1783	63.0%
Flat screen TV	1343	47.5%
Games Console	1232	43.5%
Printer	1499	53.0%
iPod/MP3 player	679	24.0%
Cable TV	48	1.7%
Dishwasher	682	24.1%
Satellite TV	1527	54.0%
Handheld computer e.g. Blackberry	76	2.7%
HDTV	654	23.1%