

**Middle Layer Super Output Area**

**E02002435**

**Households 3,140**

**Area: Morley - Bruntcliffe, Howley Parks and Tingley**

**Household Demographics**

Property Type	Number	Rate
Bungalow	264	8.4%
Detached	564	18.0%
Flat	162	5.2%
Maisonette	1	0.0%
Semi Detached	1,174	37.4%
Terraced	975	31.1%

Tenure	Number	Rate
Rented from Local Authority	203	6.5%
Owned outright/ Mortgaged	2,607	83.0%
Rented Private/Housing Assoc.	330	10.5%

Years residing at property	Number	Rate
0 to 1	225	7.2%
2 to 5	785	25.0%
6 to 10	756	24.1%
11 to 20	423	13.5%
21 to 30	364	11.6%
31 to 40	339	10.8%
41 to 50	191	6.1%
More than 50 Yrs	57	1.8%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	138	4.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	281	8.9%
£10,000 to £14,999	190	6.1%
£15,000 to £19,999	258	8.2%
£20,000 to £24,999	411	13.1%
£25,000 to £29,999	373	11.9%
£30,000 to £39,999	611	19.5%
£40,000 to £49,999	333	10.6%
£50,000 to £74,999	461	14.7%
£75,000+	84	2.7%
Average HH Income in MSOA	£33,773	

Affected by credit crunch	Number	Rate
Yes	1,233	39.3%
No	1,106	35.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,331	
Always	1,189	51.0%
Sometimes	427	18.3%
Rarely	312	13.4%
Never	403	17.3%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	69	2.2%
Tend to Agree	653	20.8%
Tend to Disagree	1,173	37.4%
Definitely Disagree	475	15.1%
No Response	770	24.5%

in last 3 years,neighbourhood has..	Number	Rate
Improved	332	10.6%
Stayed the same	1,705	54.3%
Got worse	295	9.4%
Recently Moved	236	7.5%
No response	572	18.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,859	91.1%
Does not like neighbourhood	281	8.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,800	57.3%
GP appointments	2,102	66.9%
Parking	2,010	64.0%
Public transport	1,809	57.6%
Schools	1,790	57.0%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	773	24.6%
Child Savings Plan	428	13.6%
Home Equity Release	21	0.7%
Funeral Plan	152	4.8%
ISA	1,209	38.5%
Life Assurance	1,457	46.4%
Mortgage	1,332	42.4%
Other Investments	424	13.5%
Pension	1,795	57.2%
Personal Loan	744	23.7%
Savings Plan	556	17.7%
Shares General	608	19.4%
Will	992	31.6%

Struggling with	Number	Rate
Food shopping	375	11.9%
Loans	95	3.0%
Loss of income	404	12.9%
Mortgage	62	2.0%
Paying Bills	301	9.6%
Savings/investments	278	8.9%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	2,335	74.4%
Broadband	2,225	70.9%

Internet Access:	Number	Rate
Don't access	508	16.2%
Home	2255	71.8%
Other	149	4.7%
Work	1304	41.5%

Shop Online	Number	Rate
Never	2278	72.5%
Often	137	4.4%
Sometimes	382	12.2%
Would Consider	343	10.9%

Use the internet for....	Number	Rate
Ebay	1,498	47.7%
Email	2,326	74.1%
Gambling/Betting	191	6.1%
Google/other search	2,215	70.5%
MSN Messenger	606	19.3%
News/weather information	1,579	50.3%
Online gaming	239	7.6%
Price comparison	1,792	57.1%
Social networking	1,306	41.6%
Paying utility bills	1,135	36.1%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	119	3.8%
2+ A levels, 4+ AS Levels, Higher School Certificate	82	2.6%
NVQ Lvl 2, Intermediate GNVQ	108	3.4%
NVQ Lvl 3, OND, Advanced GNVQ	252	8.0%
NVQ Lvl 4-5, HNC, HND	106	3.4%
First Degree (e.g. BA, BSc)	242	7.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	358	11.4%
At least one Household member has no qualifications	492	15.7%
No Household member has any qualifications	1,297	41.3%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	454	14.5%
£36 - £49	489	15.6%
£50 - £69	996	31.7%
£70 - £99	795	25.3%
£100 - £149	391	12.5%
More than £150	15	0.5%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	99	3.2%
Self Employed / Business Owner	314	10.0%
Self Employed / Business Owner / Running Own In-Home Business	413	13.2%
Thinking about starting new business	14	0.4%
Owned business for 3+ years	132	32.0%
Owned for less than 3 years	281	68.0%

**Car Ownership**

Cars in household	Number	Rate
0 cars	380	12.1%
1 car	1,562	49.7%
2 cars	1,082	34.5%
3 or more	116	3.7%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	2159	68.8%
Digital Camera	2150	68.5%
Flat screen TV	1726	55.0%
Games Console	1290	41.1%
Printer	1721	54.8%
iPod/MP3 player	1126	35.9%
Cable TV	87	2.8%
Dishwasher	1111	35.4%
Satellite TV	1532	48.8%
Handheld computer e.g. Blackberry	99	3.2%
HDTV	863	27.5%