

## Middle Layer Super Output Area

E02002437

Households 2,446

Area: West Ardsley

### Household Demographics

Property Type	Number	Rate
Bungalow	291	11.9%
Detached	934	38.2%
Flat	7	0.3%
Maisonette	0	0.0%
Semi Detached	958	39.2%
Terraced	256	10.5%

Tenure	Number	Rate
Rented from Local Authority	119	4.9%
Owned outright/ Mortgaged	2,196	89.8%
Rented Private/Housing Assoc.	131	5.4%

Years residing at property	Number	Rate
0 to 1	217	8.9%
2 to 5	580	23.7%
6 to 10	553	22.6%
11 to 20	589	24.1%
21 to 30	330	13.5%
31 to 40	94	3.8%
41 to 50	71	2.9%
More than 50 Yrs	12	0.5%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	31	1.3%
£ 5,000 to £9,999 (£96 to £192 p/w)	178	7.3%
£10,000 to £14,999	132	5.4%
£15,000 to £19,999	241	9.9%
£20,000 to £24,999	47	1.9%
£25,000 to £29,999	306	12.5%
£30,000 to £39,999	315	12.9%
£40,000 to £49,999	431	17.6%
£50,000 to £74,999	537	22.0%
£75,000+	228	9.3%
Average HH Income in MSOA	£45,801	

Affected by credit crunch	Number	Rate
Yes	809	33.1%
No	891	36.4%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,994	
Always	900	45.1%
Sometimes	535	26.8%
Rarely	277	13.9%
Never	282	14.1%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	40	1.6%
Tend to Agree	454	18.6%
Tend to Disagree	782	32.0%
Definitely Disagree	561	22.9%
No Response	609	24.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	219	9.0%
Stayed the same	1,341	54.8%
Got worse	195	8.0%
Recently Moved	162	6.6%
No response	529	21.6%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,256	92.2%
Does not like neighbourhood	190	7.8%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,087	44.4%
GP appointments	1,468	60.0%
Parking	1,321	54.0%
Public transport	845	34.5%
Schools	1,490	60.9%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	739	30.2%
Child Savings Plan	515	21.1%
Home Equity Release	14	0.6%
Funeral Plan	148	6.1%
ISA	1,081	44.2%
Life Assurance	1,076	44.0%
Mortgage	1,217	49.8%
Other Investments	529	21.6%
Pension	1,349	55.2%
Personal Loan	577	23.6%
Savings Plan	812	33.2%
Shares General	641	26.2%
Will	739	30.2%

Struggling with	Number	Rate
Food shopping	242	9.9%
Loans	61	2.5%
Loss of income	203	8.3%
Mortgage	0	0.0%
Paying Bills	213	8.7%
Savings/investments	137	5.6%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,110	86.3%
Broadband	2,038	83.3%

Internet Access:	Number	Rate
Don't access	244	10.0%
Home	2033	83.1%
Other	113	4.6%
Work	1256	51.3%

Shop Online	Number	Rate
Never	1529	62.5%
Often	120	4.9%
Sometimes	564	23.1%
Would Consider	233	9.5%

Use the internet for....	Number	Rate
Ebay	1,392	56.9%
Email	2,066	84.5%
Gambling/Betting	179	7.3%
Google/other search	1,995	81.6%
MSN Messenger	518	21.2%
News/weather information	1,359	55.6%
Online gaming	229	9.4%
Price comparison	1,581	64.6%
Social networking	993	40.6%
Paying utility bills	1,062	43.4%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	175	7.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	100	4.1%
NVQ Lvl 2, Intermediate GNVQ	62	2.5%
NVQ Lvl 3, OND, Advanced GNVQ	150	6.1%
NVQ Lvl 4-5, HNC, HND	75	3.1%
First Degree (e.g. BA, BSc)	484	19.8%
Postgraduate Qualification (e.g. MA PhD, PGCE)	201	8.2%
At least one Household member has no qualifications	181	7.4%
No Household member has any qualifications	841	34.4%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	181	7.4%
£36 - £49	320	13.1%
£50 - £69	651	26.6%
£70 - £99	728	29.8%
£100 - £149	530	21.7%
More than £150	36	1.5%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	23	0.9%
Self Employed / Business Owner	374	15.3%
Self Employed / Business Owner / Running Own In-Home Business	397	16.2%
Thinking about starting new business	24	1.0%
Owned business for 3+ years	213	53.7%
Owned for less than 3 years	184	46.3%

### Car Ownership

Cars in household	Number	Rate
0 cars	229	9.4%
1 car	769	31.4%
2 cars	1,263	51.6%
3 or more	185	7.6%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1818	74.3%
Digital Camera	1915	78.3%
Flat screen TV	1350	55.2%
Games Console	1182	48.3%
Printer	1682	68.8%
iPod/MP3 player	934	38.2%
Cable TV	15	0.6%
Dishwasher	1343	54.9%
Satellite TV	1386	56.7%
Handheld computer e.g. Blackberry	249	10.2%
HDTV	692	28.3%