

Middle Layer Super Output Area

E02002337

Households 2,361

Area: Hawksworth Village, Tranmere Park

Household Demographics

Property Type	Number	Rate
Bungalow	201	8.5%
Detached	549	23.3%
Flat	143	6.1%
Maisonette	0	0.0%
Semi Detached	1,091	46.2%
Terraced	377	16.0%

Tenure	Number	Rate
Rented from Local Authority	100	4.2%
Owned outright/ Mortgaged	2,108	89.3%
Rented Private/Housing Assoc.	153	6.5%

Years residing at property	Number	Rate
0 to 1	49	2.1%
2 to 5	587	24.9%
6 to 10	486	20.6%
11 to 20	444	18.8%
21 to 30	387	16.4%
31 to 40	309	13.1%
41 to 50	75	3.2%
More than 50 Yrs	24	1.0%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	155	6.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	188	8.0%
£10,000 to £14,999	212	9.0%
£15,000 to £19,999	197	8.3%
£20,000 to £24,999	108	4.6%
£25,000 to £29,999	242	10.2%
£30,000 to £39,999	300	12.7%
£40,000 to £49,999	294	12.5%
£50,000 to £74,999	186	7.9%
£75,000+	479	20.3%
Average HH Income in MSOA	£49,558	

Affected by credit crunch	Number	Rate
Yes	1,070	45.3%
No	785	33.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,975	
Always	1,205	61.0%
Sometimes	519	26.3%
Rarely	131	6.6%
Never	120	6.1%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	5	0.2%
Tend to Agree	557	23.6%
Tend to Disagree	1,144	48.5%
Definitely Disagree	175	7.4%
No Response	480	20.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	131	5.5%
Stayed the same	1,286	54.5%
Got worse	491	20.8%
Recently Moved	46	1.9%
No response	407	17.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,330	98.7%
Does not like neighbourhood	31	1.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,413	59.8%
GP appointments	1,537	65.1%
Parking	734	31.1%
Public transport	1,472	62.3%
Schools	1,496	63.4%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	557	23.6%
Child Savings Plan	373	15.8%
Home Equity Release	15	0.6%
Funeral Plan	52	2.2%
ISA	1,244	52.7%
Life Assurance	1,062	45.0%
Mortgage	955	40.4%
Other Investments	657	27.8%
Pension	1,453	61.5%
Personal Loan	581	24.6%
Savings Plan	468	19.8%
Shares General	696	29.5%
Will	985	41.7%

Struggling with	Number	Rate
Food shopping	235	10.0%
Loans	58	2.5%
Loss of income	158	6.7%
Mortgage	29	1.2%
Paying Bills	172	7.3%
Savings/investments	379	16.1%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,781	75.4%
Broadband	1,726	73.1%

Internet Access:	Number	Rate
Don't access	365	15.5%
Home	1787	75.7%
Other	101	4.3%
Work	911	38.6%

Shop Online	Number	Rate
Never	1539	65.2%
Often	167	7.1%
Sometimes	388	16.4%
Would Consider	267	11.3%

Use the internet for....	Number	Rate
Ebay	1,255	53.2%
Email	1,779	75.3%
Gambling/Betting	62	2.6%
Google/other search	1,700	72.0%
MSN Messenger	308	13.0%
News/weather information	1,342	56.8%
Online gaming	96	4.1%
Price comparison	1,305	55.3%
Social networking	578	24.5%
Paying utility bills	933	39.5%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	126	5.3%
2+ A levels, 4+ AS Levels, Higher School Certificate	107	4.5%
NVQ Lvl 2, Intermediate GNVQ	5	0.2%
NVQ Lvl 3, OND, Advanced GNVQ	53	2.2%
NVQ Lvl 4-5, HNC, HND	48	2.0%
First Degree (e.g. BA, BSc)	585	24.8%
Postgraduate Qualification (e.g. MA PhD, PGCE)	304	12.9%
At least one Household member has no qualifications	289	12.2%
No Household member has any qualifications	757	32.1%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	254	10.8%
£36 - £49	230	9.7%
£50 - £69	789	33.4%
£70 - £99	520	22.0%
£100 - £149	457	19.4%
More than £150	111	4.7%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	19	0.8%
Self Employed / Business Owner	234	9.9%
Self Employed / Business Owner / Running Own In-Home Business	253	10.7%
Thinking about starting new business	82	3.5%
Owned business for 3+ years	135	53.4%
Owned for less than 3 years	118	46.6%

Car Ownership

Cars in household	Number	Rate
0 cars	178	7.5%
1 car	1,061	44.9%
2 cars	858	36.3%
3 or more	264	11.2%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1616	68.4%
Digital Camera	1793	75.9%
Flat screen TV	1496	63.4%
Games Console	828	35.1%
Printer	1650	69.9%
iPod/MP3 player	931	39.4%
Cable TV	117	5.0%
Dishwasher	1284	54.4%
Satellite TV	1186	50.2%
Handheld computer e.g. Blackberry	249	10.5%
HDTV	759	32.1%