

**Middle Layer Super Output Area**

**E02002342**

**Households 2,687**

**Area: Cookridge, Holt Park**

**Household Demographics**

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 420    | 15.6% |
| Detached      | 419    | 15.6% |
| Flat          | 335    | 12.5% |
| Maisonette    | 0      | 0.0%  |
| Semi Detached | 1,202  | 44.7% |
| Terraced      | 311    | 11.6% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 479    | 17.8% |
| Owned outright/ Mortgaged     | 2,064  | 76.8% |
| Rented Private/Housing Assoc. | 144    | 5.4%  |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 40     | 1.5%  |
| 2 to 5                     | 433    | 16.1% |
| 6 to 10                    | 708    | 26.3% |
| 11 to 20                   | 287    | 10.7% |
| 21 to 30                   | 490    | 18.2% |
| 31 to 40                   | 359    | 13.4% |
| 41 to 50                   | 351    | 13.1% |
| More than 50 Yrs           | 19     | 0.7%  |

**Household Income & Finances (1)**

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 169     | 6.3%  |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 160     | 6.0%  |
| £10,000 to £14,999                  | 315     | 11.7% |
| £15,000 to £19,999                  | 116     | 4.3%  |
| £20,000 to £24,999                  | 277     | 10.3% |
| £25,000 to £29,999                  | 258     | 9.6%  |
| £30,000 to £39,999                  | 569     | 21.2% |
| £40,000 to £49,999                  | 401     | 14.9% |
| £50,000 to £74,999                  | 339     | 12.6% |
| £75,000+                            | 83      | 3.1%  |
| Average HH Income in MSOA           | £34,063 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,059  | 39.4% |
| No                        | 835    | 31.1% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 2,271  |       |
| Always                            | 1,252  | 55.1% |
| Sometimes                         | 569    | 25.1% |
| Rarely                            | 272    | 12.0% |
| Never                             | 178    | 7.8%  |

**Community Perceptions**

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 67     | 2.5%  |
| Tend to Agree                 | 874    | 32.5% |
| Tend to Disagree              | 841    | 31.3% |
| Definitely Disagree           | 281    | 10.5% |
| No Response                   | 624    | 23.2% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 246    | 9.2%  |
| Stayed the same                     | 1,626  | 60.5% |
| Got worse                           | 346    | 12.9% |
| Recently Moved                      | 6      | 0.2%  |
| No response                         | 463    | 17.2% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 2,499  | 93.0% |
| Does not like neighbourhood | 188    | 7.0%  |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,633  | 60.8% |
| GP appointments                      | 1,903  | 70.8% |
| Parking                              | 1,401  | 52.1% |
| Public transport                     | 1,658  | 61.7% |
| Schools                              | 1,485  | 55.3% |

**Household Income & Finances (2)**

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 640    | 23.8% |
| Child Savings Plan  | 381    | 14.2% |
| Home Equity Release | 47     | 1.7%  |
| Funeral Plan        | 181    | 6.7%  |
| ISA                 | 1,130  | 42.1% |
| Life Assurance      | 1,014  | 37.7% |
| Mortgage            | 956    | 35.6% |
| Other Investments   | 504    | 18.8% |
| Pension             | 1,566  | 58.3% |
| Personal Loan       | 558    | 20.8% |
| Savings Plan        | 537    | 20.0% |
| Shares General      | 725    | 27.0% |
| Will                | 807    | 30.0% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 264    | 9.8%  |
| Loans               | 104    | 3.9%  |
| Loss of income      | 243    | 9.0%  |
| Mortgage            | 1      | 0.0%  |
| Paying Bills        | 310    | 11.5% |
| Savings/investments | 115    | 4.3%  |

**Internet Connection & Usage**

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 1,993  | 74.2% |
| Broadband               | 1,953  | 72.7% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 429    | 16.0% |
| Home             | 1988   | 74.0% |
| Other            | 89     | 3.3%  |
| Work             | 1083   | 40.3% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 1942   | 72.3% |
| Often          | 194    | 7.2%  |
| Sometimes      | 356    | 13.2% |
| Would Consider | 195    | 7.3%  |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,130  | 42.1% |
| Email                    | 1,962  | 73.0% |
| Gambling/Betting         | 161    | 6.0%  |
| Google/other search      | 1,924  | 71.6% |
| MSN Messenger            | 427    | 15.9% |
| News/weather information | 1,334  | 49.6% |
| Online gaming            | 187    | 7.0%  |
| Price comparison         | 1,236  | 46.0% |
| Social networking        | 822    | 30.6% |
| Paying utility bills     | 837    | 31.1% |

**Qualifications**

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 168    | 6.3%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 161    | 6.0%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 55     | 2.0%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 132    | 4.9%  |
| NVQ Lvl 4-5, HNC, HND                                | 128    | 4.8%  |
| First Degree (e.g. BA, BSc)                          | 218    | 8.1%  |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 207    | 7.7%  |
| At least one Household member has no qualifications  | 626    | 23.3% |
| No Household member has any qualifications           | 1,000  | 37.2% |

**Grocery Data**

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 354    | 13.2% |
| £36 - £49                | 290    | 10.8% |
| £50 - £69                | 836    | 31.1% |
| £70 - £99                | 720    | 26.8% |
| £100 - £149              | 476    | 17.7% |
| More than £150           | 11     | 0.4%  |

**Business Summary**

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 55     | 2.0%  |
| Self Employed / Business Owner                                | 111    | 4.1%  |
| Self Employed / Business Owner / Running Own In-Home Business | 166    | 6.2%  |
| Thinking about starting new business                          | 103    | 3.8%  |
| Owned business for 3+ years                                   | 46     | 27.7% |
| Owned for less than 3 years                                   | 120    | 72.3% |

**Car Ownership**

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 299    | 11.1% |
| 1 car             | 1,082  | 40.3% |
| 2 cars            | 1,126  | 41.9% |
| 3 or more         | 180    | 6.7%  |

**Product Ownership**

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 1745   | 64.9% |
| Digital Camera                    | 1886   | 70.2% |
| Flat screen TV                    | 1342   | 49.9% |
| Games Console                     | 970    | 36.1% |
| Printer                           | 1467   | 54.6% |
| iPod/MP3 player                   | 619    | 23.0% |
| Cable TV                          | 894    | 33.3% |
| Dishwasher                        | 1123   | 41.8% |
| Satellite TV                      | 741    | 27.6% |
| Handheld computer e.g. Blackberry | 150    | 5.6%  |
| HDTV                              | 611    | 22.7% |