

Middle Layer Super Output Area

E02002343

Households 2,512

Area: Rawdon North

Household Demographics

Property Type	Number	Rate
Bungalow	216	8.6%
Detached	352	14.0%
Flat	107	4.3%
Maisonette	23	0.9%
Semi Detached	1,129	44.9%
Terraced	685	27.3%

Tenure	Number	Rate
Rented from Local Authority	186	7.4%
Owned outright/ Mortgaged	2,169	86.3%
Rented Private/Housing Assoc.	157	6.3%

Years residing at property	Number	Rate
0 to 1	146	5.8%
2 to 5	586	23.3%
6 to 10	479	19.1%
11 to 20	489	19.5%
21 to 30	341	13.6%
31 to 40	186	7.4%
41 to 50	125	5.0%
More than 50 Yrs	160	6.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	122	4.9%
£ 5,000 to £9,999 (£96 to £192 p/w)	186	7.4%
£10,000 to £14,999	360	14.3%
£15,000 to £19,999	131	5.2%
£20,000 to £24,999	316	12.6%
£25,000 to £29,999	269	10.7%
£30,000 to £39,999	497	19.8%
£40,000 to £49,999	406	16.2%
£50,000 to £74,999	199	7.9%
£75,000+	26	1.0%
Average HH Income in MSOA	£30,050	

Affected by credit crunch	Number	Rate
Yes	1,066	42.4%
No	737	29.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,015	
Always	1,068	53.0%
Sometimes	545	27.0%
Rarely	229	11.4%
Never	173	8.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	69	2.7%
Tend to Agree	434	17.3%
Tend to Disagree	1,125	44.8%
Definitely Disagree	224	8.9%
No Response	660	26.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	150	6.0%
Stayed the same	1,478	58.8%
Got worse	186	7.4%
Recently Moved	161	6.4%
No response	537	21.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,461	98.0%
Does not like neighbourhood	51	2.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,334	53.1%
GP appointments	1,747	69.5%
Parking	1,220	48.6%
Public transport	1,316	52.4%
Schools	1,438	57.2%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	404	16.1%
Child Savings Plan	408	16.2%
Home Equity Release	121	4.8%
Funeral Plan	59	2.3%
ISA	1,259	50.1%
Life Assurance	986	39.3%
Mortgage	1,022	40.7%
Other Investments	542	21.6%
Pension	1,511	60.2%
Personal Loan	498	19.8%
Savings Plan	504	20.1%
Shares General	612	24.4%
Will	840	33.4%

Struggling with	Number	Rate
Food shopping	123	4.9%
Loans	22	0.9%
Loss of income	176	7.0%
Mortgage	5	0.2%
Paying Bills	231	9.2%
Savings/investments	184	7.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,958	77.9%
Broadband	1,897	75.5%

Internet Access:	Number	Rate
Don't access	378	15.0%
Home	1908	76.0%
Other	134	5.3%
Work	1061	42.2%

Shop Online	Number	Rate
Never	1637	65.2%
Often	170	6.8%
Sometimes	462	18.4%
Would Consider	243	9.7%

Use the internet for....	Number	Rate
Ebay	1,388	55.3%
Email	1,973	78.5%
Gambling/Betting	201	8.0%
Google/other search	1,942	77.3%
MSN Messenger	382	15.2%
News/weather information	1,507	60.0%
Online gaming	220	8.8%
Price comparison	1,410	56.1%
Social networking	796	31.7%
Paying utility bills	1,087	43.3%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	156	6.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	92	3.7%
NVQ Lvl 2, Intermediate GNVQ	140	5.6%
NVQ Lvl 3, OND, Advanced GNVQ	159	6.3%
NVQ Lvl 4-5, HNC, HND	118	4.7%
First Degree (e.g. BA, BSc)	361	14.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	237	9.4%
At least one Household member has no qualifications	263	10.5%
No Household member has any qualifications	847	33.7%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	467	18.6%
£36 - £49	308	12.3%
£50 - £69	653	26.0%
£70 - £99	608	24.2%
£100 - £149	431	17.2%
More than £150	45	1.8%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	44	1.8%
Self Employed / Business Owner	283	11.3%
Self Employed / Business Owner / Running Own In-Home Business	327	13.0%
Thinking about starting new business	77	3.1%
Owned business for 3+ years	255	78.0%
Owned for less than 3 years	72	22.0%

Car Ownership

Cars in household	Number	Rate
0 cars	225	9.0%
1 car	1,205	48.0%
2 cars	970	38.6%
3 or more	112	4.5%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1695	67.5%
Digital Camera	1796	71.5%
Flat screen TV	1069	42.6%
Games Console	1051	41.8%
Printer	1635	65.1%
iPod/MP3 player	966	38.5%
Cable TV	492	19.6%
Dishwasher	1112	44.3%
Satellite TV	902	35.9%
Handheld computer e.g. Blackberry	127	5.1%
HDTV	456	18.2%