

Middle Layer Super Output Area

E02002345

Households 2,402

Area: Adel

Household Demographics

Property Type	Number	Rate
Bungalow	109	4.5%
Detached	1,237	51.5%
Flat	426	17.7%
Maisonette	2	0.1%
Semi Detached	516	21.5%
Terraced	112	4.7%

Tenure	Number	Rate
Rented from Local Authority	174	7.2%
Owned outright/ Mortgaged	2,024	84.3%
Rented Private/Housing Assoc.	204	8.5%

Years residing at property	Number	Rate
0 to 1	47	2.0%
2 to 5	352	14.7%
6 to 10	435	18.1%
11 to 20	738	30.7%
21 to 30	564	23.5%
31 to 40	173	7.2%
41 to 50	80	3.3%
More than 50 Yrs	13	0.5%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	124	5.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	189	7.9%
£10,000 to £14,999	260	10.8%
£15,000 to £19,999	230	9.6%
£20,000 to £24,999	86	3.6%
£25,000 to £29,999	181	7.5%
£30,000 to £39,999	451	18.8%
£40,000 to £49,999	301	12.5%
£50,000 to £74,999	513	21.4%
£75,000+	67	2.8%
Average HH Income in MSOA	£36,397	

Affected by credit crunch	Number	Rate
Yes	643	26.8%
No	676	28.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,136	
Always	1,464	68.5%
Sometimes	408	19.1%
Rarely	87	4.1%
Never	177	8.3%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	110	4.6%
Tend to Agree	862	35.9%
Tend to Disagree	582	24.2%
Definitely Disagree	232	9.7%
No Response	616	25.6%

in last 3 years,neighbourhood has..	Number	Rate
Improved	179	7.5%
Stayed the same	1,515	63.1%
Got worse	155	6.5%
Recently Moved	45	1.9%
No response	508	21.1%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,364	98.4%
Does not like neighbourhood	38	1.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,579	65.7%
GP appointments	1,613	67.2%
Parking	1,180	49.1%
Public transport	1,597	66.5%
Schools	1,362	56.7%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	340	14.2%
Child Savings Plan	277	11.5%
Home Equity Release	8	0.3%
Funeral Plan	167	7.0%
ISA	1,092	45.5%
Life Assurance	868	36.1%
Mortgage	771	32.1%
Other Investments	703	29.3%
Pension	1,182	49.2%
Personal Loan	486	20.2%
Savings Plan	444	18.5%
Shares General	781	32.5%
Will	913	38.0%

Struggling with	Number	Rate
Food shopping	231	9.6%
Loans	66	2.7%
Loss of income	256	10.7%
Mortgage	3	0.1%
Paying Bills	323	13.4%
Savings/investments	204	8.5%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,821	75.8%
Broadband	1,811	75.4%

Internet Access:	Number	Rate
Don't access	352	14.7%
Home	1760	73.3%
Other	57	2.4%
Work	786	32.7%

Shop Online	Number	Rate
Never	1787	74.4%
Often	124	5.2%
Sometimes	261	10.9%
Would Consider	230	9.6%

Use the internet for....	Number	Rate
Ebay	951	39.6%
Email	1,795	74.7%
Gambling/Betting	124	5.2%
Google/other search	1,732	72.1%
MSN Messenger	537	22.4%
News/weather information	1,219	50.7%
Online gaming	121	5.0%
Price comparison	1,235	51.4%
Social networking	809	33.7%
Paying utility bills	647	26.9%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	94	3.9%
2+ A levels, 4+ AS Levels, Higher School Certificate	143	6.0%
NVQ Lvl 2, Intermediate GNVQ	74	3.1%
NVQ Lvl 3, OND, Advanced GNVQ	29	1.2%
NVQ Lvl 4-5, HNC, HND	31	1.3%
First Degree (e.g. BA, BSc)	349	14.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	313	13.0%
At least one Household member has no qualifications	460	19.2%
No Household member has any qualifications	953	39.7%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	359	14.9%
£36 - £49	261	10.9%
£50 - £69	648	27.0%
£70 - £99	421	17.5%
£100 - £149	701	29.2%
More than £150	12	0.5%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	192	8.0%
Self Employed / Business Owner	167	7.0%
Self Employed / Business Owner / Running Own In-Home Business	359	14.9%
Thinking about starting new business	39	1.6%
Owned business for 3+ years	219	61.0%
Owned for less than 3 years	140	39.0%

Car Ownership

Cars in household	Number	Rate
0 cars	205	8.5%
1 car	877	36.5%
2 cars	1,004	41.8%
3 or more	316	13.2%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1741	72.5%
Digital Camera	1750	72.9%
Flat screen TV	1398	58.2%
Games Console	634	26.4%
Printer	1560	64.9%
iPod/MP3 player	577	24.0%
Cable TV	510	21.2%
Dishwasher	1380	57.5%
Satellite TV	822	34.2%
Handheld computer e.g. Blackberry	180	7.5%
HDTV	921	38.3%