

## Middle Layer Super Output Area

E02002346

Households 2,812

Area: Tinshill

### Household Demographics

Property Type	Number	Rate
Bungalow	262	9.3%
Detached	283	10.1%
Flat	508	18.1%
Maisonette	1	0.0%
Semi Detached	1,451	51.6%
Terraced	307	10.9%

Tenure	Number	Rate
Rented from Local Authority	1,061	37.7%
Owned outright/ Mortgaged	1,520	54.1%
Rented Private/Housing Assoc.	231	8.2%

Years residing at property	Number	Rate
0 to 1	127	4.5%
2 to 5	417	14.8%
6 to 10	622	22.1%
11 to 20	787	28.0%
21 to 30	339	12.1%
31 to 40	175	6.2%
41 to 50	188	6.7%
More than 50 Yrs	157	5.6%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	274	9.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	333	11.8%
£10,000 to £14,999	421	15.0%
£15,000 to £19,999	158	5.6%
£20,000 to £24,999	227	8.1%
£25,000 to £29,999	220	7.8%
£30,000 to £39,999	476	16.9%
£40,000 to £49,999	374	13.3%
£50,000 to £74,999	236	8.4%
£75,000+	93	3.3%
Average HH Income in MSOA	£29,697	

Affected by credit crunch	Number	Rate
Yes	1,160	41.3%
No	838	29.8%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,858	
Always	1,012	54.5%
Sometimes	455	24.5%
Rarely	179	9.6%
Never	212	11.4%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	88	3.1%
Tend to Agree	757	26.9%
Tend to Disagree	849	30.2%
Definitely Disagree	436	15.5%
No Response	682	24.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	261	9.3%
Stayed the same	1,506	53.6%
Got worse	420	14.9%
Recently Moved	50	1.8%
No response	575	20.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,530	90.0%
Does not like neighbourhood	282	10.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,610	57.3%
GP appointments	1,835	65.3%
Parking	1,269	45.1%
Public transport	1,729	61.5%
Schools	1,479	52.6%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	548	19.5%
Child Savings Plan	260	9.2%
Home Equity Release	25	0.9%
Funeral Plan	181	6.4%
ISA	949	33.7%
Life Assurance	996	35.4%
Mortgage	697	24.8%
Other Investments	345	12.3%
Pension	1,409	50.1%
Personal Loan	416	14.8%
Savings Plan	444	15.8%
Shares General	422	15.0%
Will	676	24.0%

Struggling with	Number	Rate
Food shopping	427	15.2%
Loans	62	2.2%
Loss of income	266	9.5%
Mortgage	0	0.0%
Paying Bills	439	15.6%
Savings/investments	172	6.1%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,950	69.3%
Broadband	1,865	66.3%

Internet Access:	Number	Rate
Don't access	612	21.8%
Home	1951	69.4%
Other	83	3.0%
Work	862	30.7%

Shop Online	Number	Rate
Never	2074	73.8%
Often	142	5.0%
Sometimes	362	12.9%
Would Consider	234	8.3%

Use the internet for....	Number	Rate
Ebay	1,155	41.1%
Email	2,027	72.1%
Gambling/Betting	173	6.2%
Google/other search	1,922	68.3%
MSN Messenger	584	20.8%
News/weather information	1,269	45.1%
Online gaming	233	8.3%
Price comparison	1,342	47.7%
Social networking	892	31.7%
Paying utility bills	769	27.3%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	101	3.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	56	2.0%
NVQ Lvl 2, Intermediate GNVQ	60	2.1%
NVQ Lvl 3, OND, Advanced GNVQ	131	4.7%
NVQ Lvl 4-5, HNC, HND	78	2.8%
First Degree (e.g. BA, BSc)	358	12.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	204	7.3%
At least one Household member has no qualifications	447	15.9%
No Household member has any qualifications	1,295	46.1%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	446	15.9%
£36 - £49	451	16.0%
£50 - £69	773	27.5%
£70 - £99	716	25.5%
£100 - £149	360	12.8%
More than £150	66	2.3%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	18	0.6%
Self Employed / Business Owner	133	4.7%
Self Employed / Business Owner / Running Own In-Home Business	151	5.4%
Thinking about starting new business	48	1.7%
Owned business for 3+ years	95	62.9%
Owned for less than 3 years	56	37.1%

### Car Ownership

Cars in household	Number	Rate
0 cars	528	18.8%
1 car	1,466	52.1%
2 cars	730	26.0%
3 or more	88	3.1%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1697	60.3%
Digital Camera	1842	65.5%
Flat screen TV	1110	39.5%
Games Console	906	32.2%
Printer	1613	57.4%
iPod/MP3 player	500	17.8%
Cable TV	837	29.8%
Dishwasher	994	35.3%
Satellite TV	643	22.9%
Handheld computer e.g. Blackberry	40	1.4%
HDTV	721	25.6%