

Middle Layer Super Output Area

E02002348

Households 2,820

Area: Ireland Wood, Lawnswood

Household Demographics

Property Type	Number	Rate
Bungalow	127	4.5%
Detached	304	10.8%
Flat	572	20.3%
Maisonette	16	0.6%
Semi Detached	1,673	59.3%
Terraced	128	4.5%

Tenure	Number	Rate
Rented from Local Authority	869	30.8%
Owned outright/ Mortgaged	1,677	59.5%
Rented Private/Housing Assoc.	274	9.7%

Years residing at property	Number	Rate
0 to 1	112	4.0%
2 to 5	442	15.7%
6 to 10	736	26.1%
11 to 20	682	24.2%
21 to 30	445	15.8%
31 to 40	176	6.2%
41 to 50	112	4.0%
More than 50 Yrs	115	4.1%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	243	8.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	379	13.4%
£10,000 to £14,999	274	9.7%
£15,000 to £19,999	177	6.3%
£20,000 to £24,999	137	4.9%
£25,000 to £29,999	342	12.1%
£30,000 to £39,999	414	14.7%
£40,000 to £49,999	477	16.9%
£50,000 to £74,999	280	9.9%
£75,000+	97	3.4%
Average HH Income in MSOA	£31,653	

Affected by credit crunch	Number	Rate
Yes	1,275	45.2%
No	787	27.9%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,752	
Always	907	51.8%
Sometimes	387	22.1%
Rarely	216	12.3%
Never	242	13.8%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	67	2.4%
Tend to Agree	740	26.2%
Tend to Disagree	967	34.3%
Definitely Disagree	338	12.0%
No Response	708	25.1%

in last 3 years,neighbourhood has..	Number	Rate
Improved	310	11.0%
Stayed the same	1,400	49.6%
Got worse	456	16.2%
Recently Moved	43	1.5%
No response	611	21.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,587	91.7%
Does not like neighbourhood	233	8.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,414	50.1%
GP appointments	1,717	60.9%
Parking	1,079	38.3%
Public transport	1,757	62.3%
Schools	1,368	48.5%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	465	16.5%
Child Savings Plan	217	7.7%
Home Equity Release	21	0.7%
Funeral Plan	120	4.3%
ISA	828	29.4%
Life Assurance	929	32.9%
Mortgage	693	24.6%
Other Investments	362	12.8%
Pension	1,239	43.9%
Personal Loan	356	12.6%
Savings Plan	434	15.4%
Shares General	421	14.9%
Will	790	28.0%

Struggling with	Number	Rate
Food shopping	462	16.4%
Loans	119	4.2%
Loss of income	190	6.7%
Mortgage	0	0.0%
Paying Bills	534	18.9%
Savings/investments	294	10.4%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,084	73.9%
Broadband	2,029	72.0%

Internet Access:	Number	Rate
Don't access	512	18.2%
Home	2118	75.1%
Other	45	1.6%
Work	883	31.3%

Shop Online	Number	Rate
Never	1906	67.6%
Often	52	1.8%
Sometimes	587	20.8%
Would Consider	275	9.8%

Use the internet for....	Number	Rate
Ebay	1,210	42.9%
Email	2,075	73.6%
Gambling/Betting	314	11.1%
Google/other search	1,910	67.7%
MSN Messenger	696	24.7%
News/weather information	1,205	42.7%
Online gaming	235	8.3%
Price comparison	1,361	48.3%
Social networking	834	29.6%
Paying utility bills	817	29.0%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	110	3.9%
2+ A levels, 4+ AS Levels, Higher School Certificate	75	2.7%
NVQ Lvl 2, Intermediate GNVQ	161	5.7%
NVQ Lvl 3, OND, Advanced GNVQ	120	4.3%
NVQ Lvl 4-5, HNC, HND	70	2.5%
First Degree (e.g. BA, BSc)	364	12.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	154	5.5%
At least one Household member has no qualifications	481	17.1%
No Household member has any qualifications	1,155	41.0%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	553	19.6%
£36 - £49	418	14.8%
£50 - £69	734	26.0%
£70 - £99	688	24.4%
£100 - £149	309	11.0%
More than £150	118	4.2%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	51	1.8%
Self Employed / Business Owner	125	4.4%
Self Employed / Business Owner / Running Own In-Home Business	176	6.2%
Thinking about starting new business	125	4.4%
Owned business for 3+ years	165	93.8%
Owned for less than 3 years	11	6.3%

Car Ownership

Cars in household	Number	Rate
0 cars	526	18.7%
1 car	1,544	54.8%
2 cars	655	23.2%
3 or more	95	3.4%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1640	58.2%
Digital Camera	1809	64.1%
Flat screen TV	1239	43.9%
Games Console	854	30.3%
Printer	1654	58.7%
iPod/MP3 player	667	23.7%
Cable TV	841	29.8%
Dishwasher	1011	35.9%
Satellite TV	704	25.0%
Handheld computer e.g. Blackberry	48	1.7%
HDTV	736	26.1%