

**Middle Layer Super Output Area**

**E02002354**

**Households 3,425**

**Area: Carr Manor**

**Household Demographics**

Property Type	Number	Rate
Bungalow	126	3.7%
Detached	314	9.2%
Flat	504	14.7%
Maisonette	155	4.5%
Semi Detached	2,203	64.3%
Terraced	123	3.6%

Tenure	Number	Rate
Rented from Local Authority	674	19.7%
Owned outright/ Mortgaged	2,370	69.2%
Rented Private/Housing Assoc.	381	11.1%

Years residing at property	Number	Rate
0 to 1	193	5.6%
2 to 5	559	16.3%
6 to 10	852	24.9%
11 to 20	669	19.5%
21 to 30	583	17.0%
31 to 40	273	8.0%
41 to 50	139	4.1%
More than 50 Yrs	157	4.6%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	338	9.9%
£ 5,000 to £9,999 (£96 to £192 p/w)	312	9.1%
£10,000 to £14,999	379	11.1%
£15,000 to £19,999	234	6.8%
£20,000 to £24,999	298	8.7%
£25,000 to £29,999	282	8.2%
£30,000 to £39,999	377	11.0%
£40,000 to £49,999	650	19.0%
£50,000 to £74,999	448	13.1%
£75,000+	107	3.1%
Average HH Income in MSOA	£32,718	

Affected by credit crunch	Number	Rate
Yes	1,370	40.0%
No	1,379	40.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,446	
Always	1,191	48.7%
Sometimes	578	23.6%
Rarely	329	13.5%
Never	348	14.2%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	187	5.5%
Tend to Agree	929	27.1%
Tend to Disagree	1,292	37.7%
Definitely Disagree	393	11.5%
No Response	624	18.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	395	11.5%
Stayed the same	1,912	55.8%
Got worse	489	14.3%
Recently Moved	191	5.6%
No response	438	12.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,100	90.5%
Does not like neighbourhood	325	9.5%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,160	63.1%
GP appointments	2,232	65.2%
Parking	1,732	50.6%
Public transport	2,394	69.9%
Schools	1,964	57.3%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	639	18.7%
Child Savings Plan	582	17.0%
Home Equity Release	40	1.2%
Funeral Plan	272	7.9%
ISA	1,196	34.9%
Life Assurance	1,370	40.0%
Mortgage	1,078	31.5%
Other Investments	453	13.2%
Pension	1,762	51.4%
Personal Loan	558	16.3%
Savings Plan	621	18.1%
Shares General	803	23.4%
Will	909	26.5%

Struggling with	Number	Rate
Food shopping	485	14.2%
Loans	165	4.8%
Loss of income	210	6.1%
Mortgage	37	1.1%
Paying Bills	494	14.4%
Savings/investments	213	6.2%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	2,259	66.0%
Broadband	2,194	64.1%

Internet Access:	Number	Rate
Don't access	712	20.8%
Home	2128	62.1%
Other	146	4.3%
Work	1243	36.3%

Shop Online	Number	Rate
Never	2508	73.2%
Often	320	9.3%
Sometimes	377	11.0%
Would Consider	220	6.4%

Use the internet for....	Number	Rate
Ebay	1,125	32.8%
Email	2,309	67.4%
Gambling/Betting	119	3.5%
Google/other search	2,296	67.0%
MSN Messenger	771	22.5%
News/weather information	1,666	48.6%
Online gaming	177	5.2%
Price comparison	1,408	41.1%
Social networking	955	27.9%
Paying utility bills	940	27.4%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	207	6.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	132	3.9%
NVQ Lvl 2, Intermediate GNVQ	39	1.1%
NVQ Lvl 3, OND, Advanced GNVQ	77	2.2%
NVQ Lvl 4-5, HNC, HND	184	5.4%
First Degree (e.g. BA, BSc)	499	14.6%
Postgraduate Qualification (e.g. MA PhD, PGCE)	424	12.4%
At least one Household member has no qualifications	690	20.1%
No Household member has any qualifications	1,288	37.6%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	621	18.1%
£36 - £49	674	19.7%
£50 - £69	796	23.2%
£70 - £99	838	24.5%
£100 - £149	432	12.6%
More than £150	64	1.9%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	120	3.5%
Self Employed / Business Owner	407	11.9%
Self Employed / Business Owner / Running Own In-Home Business	527	15.4%
Thinking about starting new business	69	2.0%
Owned business for 3+ years	307	58.3%
Owned for less than 3 years	220	41.7%

**Car Ownership**

Cars in household	Number	Rate
0 cars	686	20.0%
1 car	1,521	44.4%
2 cars	1,100	32.1%
3 or more	118	3.4%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	2033	59.4%
Digital Camera	2226	65.0%
Flat screen TV	1623	47.4%
Games Console	1213	35.4%
Printer	1805	52.7%
iPod/MP3 player	1308	38.2%
Cable TV	907	26.5%
Dishwasher	1219	35.6%
Satellite TV	979	28.6%
Handheld computer e.g. Blackberry	168	4.9%
HDTV	780	22.8%