

## Middle Layer Super Output Area

E02002355

Households 1,721

Area: West Park and Weetwood

### Household Demographics

Property Type	Number	Rate
Bungalow	90	5.2%
Detached	328	19.1%
Flat	429	24.9%
Maisonette	23	1.3%
Semi Detached	749	43.5%
Terraced	102	5.9%

Tenure	Number	Rate
Rented from Local Authority	63	3.7%
Owned outright/ Mortgaged	1,392	80.9%
Rented Private/Housing Assoc.	266	15.5%

Years residing at property	Number	Rate
0 to 1	135	7.8%
2 to 5	326	18.9%
6 to 10	363	21.1%
11 to 20	353	20.5%
21 to 30	302	17.5%
31 to 40	130	7.6%
41 to 50	102	5.9%
More than 50 Yrs	10	0.6%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	148	8.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	291	16.9%
£10,000 to £14,999	190	11.0%
£15,000 to £19,999	181	10.5%
£20,000 to £24,999	88	5.1%
£25,000 to £29,999	133	7.7%
£30,000 to £39,999	294	17.1%
£40,000 to £49,999	90	5.2%
£50,000 to £74,999	147	8.5%
£75,000+	159	9.2%
Average HH Income in MSOA	£34,320	

Affected by credit crunch	Number	Rate
Yes	565	32.8%
No	731	42.5%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,312	
Always	680	51.8%
Sometimes	445	33.9%
Rarely	92	7.0%
Never	95	7.2%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	91	5.3%
Tend to Agree	434	25.2%
Tend to Disagree	557	32.4%
Definitely Disagree	237	13.8%
No Response	402	23.4%

in last 3 years,neighbourhood has..	Number	Rate
Improved	250	14.5%
Stayed the same	861	50.0%
Got worse	227	13.2%
Recently Moved	61	3.5%
No response	322	18.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,653	96.0%
Does not like neighbourhood	68	4.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,126	65.4%
GP appointments	1,264	73.4%
Parking	792	46.0%
Public transport	1,163	67.6%
Schools	1,020	59.3%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	247	14.4%
Child Savings Plan	130	7.6%
Home Equity Release	16	0.9%
Funeral Plan	127	7.4%
ISA	668	38.8%
Life Assurance	529	30.7%
Mortgage	527	30.6%
Other Investments	279	16.2%
Pension	866	50.3%
Personal Loan	360	20.9%
Savings Plan	350	20.3%
Shares General	426	24.8%
Will	647	37.6%

Struggling with	Number	Rate
Food shopping	174	10.1%
Loans	121	7.0%
Loss of income	178	10.3%
Mortgage	28	1.6%
Paying Bills	197	11.4%
Savings/investments	150	8.7%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,353	78.6%
Broadband	1,336	77.6%

Internet Access:	Number	Rate
Don't access	247	14.4%
Home	1310	76.1%
Other	85	4.9%
Work	735	42.7%

Shop Online	Number	Rate
Never	1383	80.4%
Often	21	1.2%
Sometimes	239	13.9%
Would Consider	78	4.5%

Use the internet for....	Number	Rate
Ebay	940	54.6%
Email	1,287	74.8%
Gambling/Betting	155	9.0%
Google/other search	1,308	76.0%
MSN Messenger	491	28.5%
News/weather information	895	52.0%
Online gaming	124	7.2%
Price comparison	870	50.6%
Social networking	477	27.7%
Paying utility bills	593	34.5%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	54	3.1%
2+ A levels, 4+ AS Levels, Higher School Certificate	140	8.1%
NVQ Lvl 2, Intermediate GNVQ	25	1.5%
NVQ Lvl 3, OND, Advanced GNVQ	23	1.3%
NVQ Lvl 4-5, HNC, HND	22	1.3%
First Degree (e.g. BA, BSc)	283	16.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	444	25.8%
At least one Household member has no qualifications	151	8.8%
No Household member has any qualifications	530	30.8%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	347	20.2%
£36 - £49	279	16.2%
£50 - £69	334	19.4%
£70 - £99	400	23.2%
£100 - £149	238	13.8%
More than £150	123	7.1%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	43	2.5%
Self Employed / Business Owner	275	16.0%
Self Employed / Business Owner / Running Own In-Home Business	318	18.5%
Thinking about starting new business	49	2.8%
Owned business for 3+ years	270	84.9%
Owned for less than 3 years	48	15.1%

### Car Ownership

Cars in household	Number	Rate
0 cars	219	12.7%
1 car	800	46.5%
2 cars	526	30.6%
3 or more	176	10.2%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1173	68.2%
Digital Camera	1248	72.5%
Flat screen TV	778	45.2%
Games Console	570	33.1%
Printer	1101	64.0%
iPod/MP3 player	558	32.4%
Cable TV	341	19.8%
Dishwasher	783	45.5%
Satellite TV	383	22.3%
Handheld computer e.g. Blackberry	150	8.7%
HDTV	394	22.9%