

Middle Layer Super Output Area

E02002361

Households 2,460

Area: Brackenwood and Gledhow

Household Demographics

Property Type	Number	Rate
Bungalow	38	1.5%
Detached	338	13.7%
Flat	407	16.5%
Maisonette	132	5.4%
Semi Detached	1,328	54.0%
Terraced	217	8.8%

Tenure	Number	Rate
Rented from Local Authority	539	21.9%
Owned outright/ Mortgaged	1,646	66.9%
Rented Private/Housing Assoc.	275	11.2%

Years residing at property	Number	Rate
0 to 1	136	5.5%
2 to 5	337	13.7%
6 to 10	744	30.2%
11 to 20	578	23.5%
21 to 30	271	11.0%
31 to 40	238	9.7%
41 to 50	133	5.4%
More than 50 Yrs	23	0.9%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	178	7.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	225	9.1%
£10,000 to £14,999	224	9.1%
£15,000 to £19,999	130	5.3%
£20,000 to £24,999	144	5.9%
£25,000 to £29,999	177	7.2%
£30,000 to £39,999	384	15.6%
£40,000 to £49,999	587	23.9%
£50,000 to £74,999	315	12.8%
£75,000+	96	3.9%
Average HH Income in MSOA	£35,756	

Affected by credit crunch	Number	Rate
Yes	852	34.6%
No	1,061	43.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,995	
Always	1,221	61.2%
Sometimes	542	27.2%
Rarely	152	7.6%
Never	80	4.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	101	4.1%
Tend to Agree	850	34.6%
Tend to Disagree	693	28.2%
Definitely Disagree	331	13.5%
No Response	485	19.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	260	10.6%
Stayed the same	1,215	49.4%
Got worse	459	18.7%
Recently Moved	96	3.9%
No response	430	17.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,253	91.6%
Does not like neighbourhood	207	8.4%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,602	65.1%
GP appointments	1,611	65.5%
Parking	1,205	49.0%
Public transport	1,622	65.9%
Schools	1,298	52.8%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	294	12.0%
Child Savings Plan	427	17.4%
Home Equity Release	73	3.0%
Funeral Plan	232	9.4%
ISA	963	39.1%
Life Assurance	915	37.2%
Mortgage	841	34.2%
Other Investments	417	17.0%
Pension	1,297	52.7%
Personal Loan	293	11.9%
Savings Plan	490	19.9%
Shares General	608	24.7%
Will	820	33.3%

Struggling with	Number	Rate
Food shopping	278	11.3%
Loans	36	1.5%
Loss of income	180	7.3%
Mortgage	58	2.4%
Paying Bills	283	11.5%
Savings/investments	116	4.7%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,950	79.3%
Broadband	1,915	77.8%

Internet Access:	Number	Rate
Don't access	338	13.7%
Home	1950	79.3%
Other	125	5.1%
Work	769	31.3%

Shop Online	Number	Rate
Never	1495	60.8%
Often	239	9.7%
Sometimes	387	15.7%
Would Consider	339	13.8%

Use the internet for....	Number	Rate
Ebay	1,033	42.0%
Email	1,914	77.8%
Gambling/Betting	68	2.8%
Google/other search	1,893	77.0%
MSN Messenger	459	18.7%
News/weather information	1,115	45.3%
Online gaming	148	6.0%
Price comparison	1,281	52.1%
Social networking	811	33.0%
Paying utility bills	779	31.7%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	148	6.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	140	5.7%
NVQ Lvl 2, Intermediate GNVQ	48	2.0%
NVQ Lvl 3, OND, Advanced GNVQ	143	5.8%
NVQ Lvl 4-5, HNC, HND	25	1.0%
First Degree (e.g. BA, BSc)	405	16.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	298	12.1%
At least one Household member has no qualifications	292	11.9%
No Household member has any qualifications	879	35.7%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	485	19.7%
£36 - £49	435	17.7%
£50 - £69	383	15.6%
£70 - £99	598	24.3%
£100 - £149	513	20.9%
More than £150	46	1.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	142	5.8%
Self Employed / Business Owner	189	7.7%
Self Employed / Business Owner / Running Own In-Home Business	331	13.5%
Thinking about starting new business	45	1.8%
Owned business for 3+ years	234	70.7%
Owned for less than 3 years	97	29.3%

Car Ownership

Cars in household	Number	Rate
0 cars	516	21.0%
1 car	1,080	43.9%
2 cars	764	31.1%
3 or more	100	4.1%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1838	74.7%
Digital Camera	1753	71.3%
Flat screen TV	1016	41.3%
Games Console	834	33.9%
Printer	1571	63.9%
iPod/MP3 player	792	32.2%
Cable TV	892	36.3%
Dishwasher	1264	51.4%
Satellite TV	459	18.7%
Handheld computer e.g. Blackberry	171	7.0%
HDTV	402	16.3%