

Middle Layer Super Output Area

E02002362

Households 3,693

Area: Hawksworth Wood

Household Demographics

Property Type	Number	Rate
Bungalow	95	2.6%
Detached	222	6.0%
Flat	689	18.7%
Maisonette	137	3.7%
Semi Detached	1,861	50.4%
Terraced	689	18.7%

Tenure	Number	Rate
Rented from Local Authority	1,839	49.8%
Owned outright/ Mortgaged	1,480	40.1%
Rented Private/Housing Assoc.	374	10.1%

Years residing at property	Number	Rate
0 to 1	209	5.7%
2 to 5	580	15.7%
6 to 10	1,057	28.6%
11 to 20	770	20.9%
21 to 30	485	13.1%
31 to 40	248	6.7%
41 to 50	257	7.0%
More than 50 Yrs	87	2.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	449	12.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	599	16.2%
£10,000 to £14,999	512	13.9%
£15,000 to £19,999	342	9.3%
£20,000 to £24,999	342	9.3%
£25,000 to £29,999	243	6.6%
£30,000 to £39,999	375	10.2%
£40,000 to £49,999	295	8.0%
£50,000 to £74,999	415	11.2%
£75,000+	121	3.3%
Average HH Income in MSOA	£27,363	

Affected by credit crunch	Number	Rate
Yes	1,394	37.7%
No	1,305	35.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,904	
Always	865	45.4%
Sometimes	436	22.9%
Rarely	180	9.5%
Never	423	22.2%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	146	4.0%
Tend to Agree	1,165	31.5%
Tend to Disagree	1,076	29.1%
Definitely Disagree	411	11.1%
No Response	895	24.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	634	17.2%
Stayed the same	1,738	47.1%
Got worse	604	16.4%
Recently Moved	90	2.4%
No response	627	17.0%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,414	92.4%
Does not like neighbourhood	279	7.6%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,281	61.8%
GP appointments	2,249	60.9%
Parking	1,429	38.7%
Public transport	2,290	62.0%
Schools	1,852	50.1%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	404	10.9%
Child Savings Plan	305	8.3%
Home Equity Release	22	0.6%
Funeral Plan	342	9.3%
ISA	844	22.9%
Life Assurance	1,115	30.2%
Mortgage	748	20.3%
Other Investments	249	6.7%
Pension	1,385	37.5%
Personal Loan	563	15.2%
Savings Plan	358	9.7%
Shares General	440	11.9%
Will	583	15.8%

Struggling with	Number	Rate
Food shopping	824	22.3%
Loans	148	4.0%
Loss of income	419	11.3%
Mortgage	119	3.2%
Paying Bills	797	21.6%
Savings/investments	256	6.9%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,361	63.9%
Broadband	2,287	61.9%

Internet Access:	Number	Rate
Don't access	816	22.1%
Home	2178	59.0%
Other	262	7.1%
Work	1246	33.7%

Shop Online	Number	Rate
Never	2816	76.3%
Often	53	1.4%
Sometimes	565	15.3%
Would Consider	259	7.0%

Use the internet for....	Number	Rate
Ebay	1,424	38.6%
Email	2,350	63.6%
Gambling/Betting	407	11.0%
Google/other search	2,232	60.4%
MSN Messenger	1,080	29.2%
News/weather information	1,463	39.6%
Online gaming	408	11.0%
Price comparison	1,345	36.4%
Social networking	1,051	28.5%
Paying utility bills	1,124	30.4%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	152	4.1%
5+ O Levels or grade 1 CSEs/School Cert	143	3.9%
2+ A levels, 4+ AS Levels, Higher School Certificate	74	2.0%
NVQ Lvl 2, Intermediate GNVQ	170	4.6%
NVQ Lvl 3, OND, Advanced GNVQ	38	1.0%
NVQ Lvl 4-5, HNC, HND	504	13.6%
First Degree (e.g. BA, BSc)	129	3.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	843	22.8%
At least one Household member has no qualifications	1,875	50.8%
No Household member has any qualifications		

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	890	24.1%
£36 - £49	659	17.8%
£50 - £69	881	23.9%
£70 - £99	659	17.8%
£100 - £149	529	14.3%
More than £150	75	2.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	30	0.8%
Self Employed / Business Owner	135	3.7%
Self Employed / Business Owner / Running Own In-Home Business	165	4.5%
Thinking about starting new business	89	2.4%
Owned business for 3+ years	84	50.9%
Owned for less than 3 years	81	49.1%

Car Ownership

Cars in household	Number	Rate
0 cars	1,129	30.6%
1 car	1,862	50.4%
2 cars	481	13.0%
3 or more	221	6.0%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2043	55.3%
Digital Camera	2102	56.9%
Flat screen TV	1692	45.8%
Games Console	1466	39.7%
Printer	1663	45.0%
iPod/MP3 player	915	24.8%
Cable TV	1103	29.9%
Dishwasher	754	20.4%
Satellite TV	992	26.9%
Handheld computer e.g. Blackberry	176	4.8%
HDTV	807	21.9%