

## Middle Layer Super Output Area

E02002369

Households 3,246

Area: Fearnville, Hollin Park, Beechwood, Brooklands

### Household Demographics

Property Type	Number	Rate
Bungalow	35	1.1%
Detached	150	4.6%
Flat	473	14.6%
Maisonette	4	0.1%
Semi Detached	2,314	71.3%
Terraced	270	8.3%

Tenure	Number	Rate
Rented from Local Authority	1,647	50.7%
Owned outright/ Mortgaged	1,232	38.0%
Rented Private/Housing Assoc.	367	11.3%

Years residing at property	Number	Rate
0 to 1	127	3.9%
2 to 5	557	17.2%
6 to 10	943	29.1%
11 to 20	762	23.5%
21 to 30	486	15.0%
31 to 40	169	5.2%
41 to 50	99	3.0%
More than 50 Yrs	103	3.2%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	396	12.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	452	13.9%
£10,000 to £14,999	394	12.1%
£15,000 to £19,999	322	9.9%
£20,000 to £24,999	247	7.6%
£25,000 to £29,999	202	6.2%
£30,000 to £39,999	435	13.4%
£40,000 to £49,999	601	18.5%
£50,000 to £74,999	165	5.1%
£75,000+	32	1.0%
Average HH Income in MSOA	£25,396	

Affected by credit crunch	Number	Rate
Yes	1,139	35.1%
No	1,249	38.5%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,686	
Always	699	41.5%
Sometimes	477	28.3%
Rarely	115	6.8%
Never	395	23.4%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	131	4.0%
Tend to Agree	810	25.0%
Tend to Disagree	817	25.2%
Definitely Disagree	574	17.7%
No Response	914	28.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	537	16.5%
Stayed the same	1,332	41.0%
Got worse	489	15.1%
Recently Moved	178	5.5%
No response	710	21.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,665	82.1%
Does not like neighbourhood	581	17.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,661	51.2%
GP appointments	1,745	53.8%
Parking	1,444	44.5%
Public transport	1,862	57.4%
Schools	1,571	48.4%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	529	16.3%
Child Savings Plan	351	10.8%
Home Equity Release	60	1.8%
Funeral Plan	273	8.4%
ISA	557	17.2%
Life Assurance	991	30.5%
Mortgage	727	22.4%
Other Investments	105	3.2%
Pension	912	28.1%
Personal Loan	619	19.1%
Savings Plan	468	14.4%
Shares General	312	9.6%
Will	521	16.1%

Struggling with	Number	Rate
Food shopping	784	24.2%
Loans	382	11.8%
Loss of income	337	10.4%
Mortgage	103	3.2%
Paying Bills	817	25.2%
Savings/investments	123	3.8%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,072	63.8%
Broadband	1,968	60.6%

Internet Access:	Number	Rate
Don't access	746	23.0%
Home	2064	63.6%
Other	239	7.4%
Work	834	25.7%

Shop Online	Number	Rate
Never	2386	73.5%
Often	122	3.8%
Sometimes	497	15.3%
Would Consider	241	7.4%

Use the internet for....	Number	Rate
Ebay	1,382	42.6%
Email	2,038	62.8%
Gambling/Betting	318	9.8%
Google/other search	1,914	59.0%
MSN Messenger	755	23.3%
News/weather information	1,301	40.1%
Online gaming	315	9.7%
Price comparison	1,097	33.8%
Social networking	1,216	37.5%
Paying utility bills	990	30.5%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	118	3.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	36	1.1%
NVQ Lvl 2, Intermediate GNVQ	141	4.3%
NVQ Lvl 3, OND, Advanced GNVQ	147	4.5%
NVQ Lvl 4-5, HNC, HND	98	3.0%
First Degree (e.g. BA, BSc)	209	6.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	109	3.4%
At least one Household member has no qualifications	835	25.7%
No Household member has any qualifications	1,765	54.4%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	453	14.0%
£36 - £49	668	20.6%
£50 - £69	612	18.9%
£70 - £99	671	20.7%
£100 - £149	685	21.1%
More than £150	157	4.8%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	55	1.7%
Self Employed / Business Owner	185	5.7%
Self Employed / Business Owner / Running Own In-Home Business	240	7.4%
Thinking about starting new business	110	3.4%
Owned business for 3+ years	185	77.1%
Owned for less than 3 years	55	22.9%

### Car Ownership

Cars in household	Number	Rate
0 cars	1,269	39.1%
1 car	1,473	45.4%
2 cars	349	10.8%
3 or more	155	4.8%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1743	53.7%
Digital Camera	1757	54.1%
Flat screen TV	1191	36.7%
Games Console	1458	44.9%
Printer	1486	45.8%
iPod/MP3 player	657	20.2%
Cable TV	1313	40.4%
Dishwasher	564	17.4%
Satellite TV	721	22.2%
Handheld computer e.g. Blackberry	41	1.3%
HDTV	770	23.7%