

Middle Layer Super Output Area

E02002375

Households 2,651

Area: Broadleas, Ganners, Sandfords

Household Demographics

Property Type	Number	Rate
Bungalow	39	1.5%
Detached	244	9.2%
Flat	440	16.6%
Maisonette	36	1.4%
Semi Detached	1,340	50.5%
Terraced	552	20.8%

Tenure	Number	Rate
Rented from Local Authority	1,306	49.3%
Owned outright/ Mortgaged	1,012	38.2%
Rented Private/Housing Assoc.	333	12.6%

Years residing at property	Number	Rate
0 to 1	262	9.9%
2 to 5	551	20.8%
6 to 10	737	27.8%
11 to 20	394	14.9%
21 to 30	290	10.9%
31 to 40	181	6.8%
41 to 50	114	4.3%
More than 50 Yrs	122	4.6%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	224	8.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	435	16.4%
£10,000 to £14,999	420	15.8%
£15,000 to £19,999	209	7.9%
£20,000 to £24,999	204	7.7%
£25,000 to £29,999	326	12.3%
£30,000 to £39,999	336	12.7%
£40,000 to £49,999	298	11.2%
£50,000 to £74,999	163	6.1%
£75,000+	36	1.4%
Average HH Income in MSOA	£25,112	

Affected by credit crunch	Number	Rate
Yes	1,111	41.9%
No	944	35.6%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,427	
Always	490	34.3%
Sometimes	336	23.5%
Rarely	207	14.5%
Never	394	27.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	85	3.2%
Tend to Agree	613	23.1%
Tend to Disagree	906	34.2%
Definitely Disagree	463	17.5%
No Response	584	22.0%

in last 3 years,neighbourhood has..	Number	Rate
Improved	438	16.5%
Stayed the same	1,008	38.0%
Got worse	505	19.0%
Recently Moved	147	5.5%
No response	553	20.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,002	75.5%
Does not like neighbourhood	649	24.5%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,312	49.5%
GP appointments	1,233	46.5%
Parking	1,070	40.4%
Public transport	1,567	59.1%
Schools	1,120	42.2%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	386	14.6%
Child Savings Plan	171	6.5%
Home Equity Release	9	0.3%
Funeral Plan	280	10.6%
ISA	602	22.7%
Life Assurance	800	30.2%
Mortgage	593	22.4%
Other Investments	176	6.6%
Pension	911	34.4%
Personal Loan	337	12.7%
Savings Plan	269	10.1%
Shares General	268	10.1%
Will	324	12.2%

Struggling with	Number	Rate
Food shopping	499	18.8%
Loans	116	4.4%
Loss of income	404	15.2%
Mortgage	58	2.2%
Paying Bills	520	19.6%
Savings/investments	122	4.6%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,818	68.6%
Broadband	1,730	65.3%

Internet Access:	Number	Rate
Don't access	570	21.5%
Home	1826	68.9%
Other	179	6.8%
Work	639	24.1%

Shop Online	Number	Rate
Never	2131	80.4%
Often	54	2.0%
Sometimes	230	8.7%
Would Consider	236	8.9%

Use the internet for....	Number	Rate
Ebay	1,308	49.3%
Email	1,867	70.4%
Gambling/Betting	292	11.0%
Google/other search	1,748	65.9%
MSN Messenger	928	35.0%
News/weather information	1,080	40.7%
Online gaming	450	17.0%
Price comparison	1,109	41.8%
Social networking	942	35.5%
Paying utility bills	707	26.7%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	193	7.3%
5+ O Levels or grade 1 CSEs/School Cert		
2+ A levels, 4+ AS Levels, Higher School Certificate	114	4.3%
NVQ Lvl 2, Intermediate GNVQ	216	8.1%
NVQ Lvl 3, OND, Advanced GNVQ	107	4.0%
NVQ Lvl 4-5, HNC, HND	48	1.8%
First Degree (e.g. BA, BSc)	151	5.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	128	4.8%
At least one Household member has no qualifications	747	28.2%
No Household member has any qualifications	1,222	46.1%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	496	18.7%
£36 - £49	629	23.7%
£50 - £69	446	16.8%
£70 - £99	537	20.3%
£100 - £149	452	17.1%
More than £150	91	3.4%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	10	0.4%
Self Employed / Business Owner	135	5.1%
Self Employed / Business Owner / Running Own In-Home Business	145	5.5%
Thinking about starting new business	73	2.8%
Owned business for 3+ years	72	49.7%
Owned for less than 3 years	73	50.3%

Car Ownership

Cars in household	Number	Rate
0 cars	916	34.6%
1 car	1,257	47.4%
2 cars	456	17.2%
3 or more	22	0.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1695	63.9%
Digital Camera	1655	62.4%
Flat screen TV	1196	45.1%
Games Console	1169	44.1%
Printer	1339	50.5%
iPod/MP3 player	458	17.3%
Cable TV	845	31.9%
Dishwasher	513	19.4%
Satellite TV	805	30.4%
Handheld computer e.g. Blackberry	54	2.0%
HDTV	664	25.0%