

Middle Layer Super Output Area

E02002378

Households 1,951

Area: Hyde Park,Woodhouse

Household Demographics

Property Type	Number	Rate
Bungalow	26	1.3%
Detached	59	3.0%
Flat	491	25.2%
Maisonette	38	1.9%
Semi Detached	478	24.5%
Terraced	859	44.0%

Tenure	Number	Rate
Rented from Local Authority	258	13.2%
Owned outright/ Mortgaged	580	29.7%
Rented Private/Housing Assoc.	1,113	57.0%

Years residing at property	Number	Rate
0 to 1	747	38.3%
2 to 5	407	20.9%
6 to 10	270	13.8%
11 to 20	244	12.5%
21 to 30	182	9.3%
31 to 40	62	3.2%
41 to 50	14	0.7%
More than 50 Yrs	25	1.3%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	399	20.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	198	10.1%
£10,000 to £14,999	406	20.8%
£15,000 to £19,999	183	9.4%
£20,000 to £24,999	98	5.0%
£25,000 to £29,999	99	5.1%
£30,000 to £39,999	138	7.1%
£40,000 to £49,999	136	7.0%
£50,000 to £74,999	205	10.5%
£75,000+	89	4.6%
Average HH Income in MSOA	£26,472	

Affected by credit crunch	Number	Rate
Yes	835	42.8%
No	528	27.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	884	
Always	576	65.2%
Sometimes	111	12.6%
Rarely	105	11.9%
Never	92	10.4%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	38	1.9%
Tend to Agree	498	25.5%
Tend to Disagree	520	26.7%
Definitely Disagree	287	14.7%
No Response	608	31.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	114	5.8%
Stayed the same	877	45.0%
Got worse	148	7.6%
Recently Moved	256	13.1%
No response	556	28.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,531	78.5%
Does not like neighbourhood	420	21.5%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	704	36.1%
GP appointments	1,010	51.8%
Parking	694	35.6%
Public transport	1,040	53.3%
Schools	901	46.2%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	168	8.6%
Child Savings Plan	154	7.9%
Home Equity Release	45	2.3%
Funeral Plan	51	2.6%
ISA	535	27.4%
Life Assurance	333	17.1%
Mortgage	238	12.2%
Other Investments	186	9.5%
Pension	441	22.6%
Personal Loan	525	26.9%
Savings Plan	182	9.3%
Shares General	310	15.9%
Will	194	9.9%

Struggling with	Number	Rate
Food shopping	357	18.3%
Loans	91	4.7%
Loss of income	129	6.6%
Mortgage	15	0.8%
Paying Bills	336	17.2%
Savings/investments	202	10.4%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,579	80.9%
Broadband	1,505	77.1%

Internet Access:	Number	Rate
Don't access	173	8.9%
Home	1562	80.1%
Other	261	13.4%
Work	631	32.3%

Shop Online	Number	Rate
Never	959	49.2%
Often	90	4.6%
Sometimes	501	25.7%
Would Consider	401	20.6%

Use the internet for....	Number	Rate
Ebay	985	50.5%
Email	1,693	86.8%
Gambling/Betting	193	9.9%
Google/other search	1,652	84.7%
MSN Messenger	913	46.8%
News/weather information	1,192	61.1%
Online gaming	344	17.6%
Price comparison	1,040	53.3%
Social networking	1,079	55.3%
Paying utility bills	723	37.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	51	2.6%
5+ O Levels or grade 1 CSEs/School Cert	179	9.2%
2+ A levels, 4+ AS Levels, Higher School Certificate	32	1.6%
NVQ Lvl 2, Intermediate GNVQ	13	0.7%
NVQ Lvl 3, OND, Advanced GNVQ	41	2.1%
NVQ Lvl 4-5, HNC, HND	451	23.1%
First Degree (e.g. BA, BSc)	307	15.7%
Postgraduate Qualification (e.g. MA PhD, PGCE)	157	8.0%
At least one Household member has no qualifications	742	38.0%
No Household member has any qualifications		

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	1,110	56.9%
£36 - £49	246	12.6%
£50 - £69	322	16.5%
£70 - £99	169	8.7%
£100 - £149	80	4.1%
More than £150	24	1.2%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	21	1.1%
Self Employed / Business Owner	89	4.6%
Self Employed / Business Owner / Running Own In-Home Business	110	5.6%
Thinking about starting new business	61	3.1%
Owned business for 3+ years	43	39.1%
Owned for less than 3 years	67	60.9%

Car Ownership

Cars in household	Number	Rate
0 cars	914	46.8%
1 car	560	28.7%
2 cars	350	17.9%
3 or more	127	6.5%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1265	64.8%
Digital Camera	1117	57.3%
Flat screen TV	587	30.1%
Games Console	623	31.9%
Printer	939	48.1%
iPod/MP3 player	704	36.1%
Cable TV	523	26.8%
Dishwasher	398	20.4%
Satellite TV	499	25.6%
Handheld computer e.g. Blackberry	33	1.7%
HDTV	369	18.9%