

Middle Layer Super Output Area

E02002380

Households 2,527

Area: Bramley Whitecote

Household Demographics

Property Type	Number	Rate
Bungalow	18	0.7%
Detached	200	7.9%
Flat	294	11.6%
Maisonette	22	0.9%
Semi Detached	1,163	46.0%
Terraced	830	32.8%

Tenure	Number	Rate
Rented from Local Authority	588	23.3%
Owned outright/ Mortgaged	1,737	68.7%
Rented Private/Housing Assoc.	202	8.0%

Years residing at property	Number	Rate
0 to 1	145	5.7%
2 to 5	477	18.9%
6 to 10	714	28.3%
11 to 20	464	18.4%
21 to 30	382	15.1%
31 to 40	175	6.9%
41 to 50	105	4.2%
More than 50 Yrs	65	2.6%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	341	13.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	347	13.7%
£10,000 to £14,999	306	12.1%
£15,000 to £19,999	225	8.9%
£20,000 to £24,999	302	12.0%
£25,000 to £29,999	146	5.8%
£30,000 to £39,999	303	12.0%
£40,000 to £49,999	374	14.8%
£50,000 to £74,999	133	5.3%
£75,000+	50	2.0%
Average HH Income in MSOA	£25,482	

Affected by credit crunch	Number	Rate
Yes	1,051	41.6%
No	753	29.8%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,513	
Always	705	46.6%
Sometimes	325	21.5%
Rarely	247	16.3%
Never	236	15.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	74	2.9%
Tend to Agree	532	21.1%
Tend to Disagree	751	29.7%
Definitely Disagree	549	21.7%
No Response	621	24.6%

in last 3 years,neighbourhood has..	Number	Rate
Improved	199	7.9%
Stayed the same	1,368	54.1%
Got worse	477	18.9%
Recently Moved	51	2.0%
No response	432	17.1%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,167	85.8%
Does not like neighbourhood	360	14.2%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,229	48.6%
GP appointments	1,103	43.6%
Parking	904	35.8%
Public transport	1,464	57.9%
Schools	1,223	48.4%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	367	14.5%
Child Savings Plan	152	6.0%
Home Equity Release	35	1.4%
Funeral Plan	132	5.2%
ISA	664	26.3%
Life Assurance	906	35.9%
Mortgage	786	31.1%
Other Investments	209	8.3%
Pension	1,031	40.8%
Personal Loan	386	15.3%
Savings Plan	434	17.2%
Shares General	380	15.0%
Will	455	18.0%

Struggling with	Number	Rate
Food shopping	524	20.7%
Loans	186	7.4%
Loss of income	365	14.4%
Mortgage	42	1.7%
Paying Bills	496	19.6%
Savings/investments	151	6.0%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,686	66.7%
Broadband	1,632	64.6%

Internet Access:	Number	Rate
Don't access	530	21.0%
Home	1647	65.2%
Other	116	4.6%
Work	669	26.5%

Shop Online	Number	Rate
Never	1889	74.8%
Often	73	2.9%
Sometimes	349	13.8%
Would Consider	216	8.5%

Use the internet for....	Number	Rate
Ebay	1,038	41.1%
Email	1,650	65.3%
Gambling/Betting	202	8.0%
Google/other search	1,569	62.1%
MSN Messenger	648	25.6%
News/weather information	982	38.9%
Online gaming	303	12.0%
Price comparison	1,111	44.0%
Social networking	740	29.3%
Paying utility bills	704	27.9%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	146	5.8%
2+ A levels, 4+ AS Levels, Higher School Certificate	75	3.0%
NVQ Lvl 2, Intermediate GNVQ	102	4.0%
NVQ Lvl 3, OND, Advanced GNVQ	165	6.5%
NVQ Lvl 4-5, HNC, HND	34	1.3%
First Degree (e.g. BA, BSc)	201	8.0%
Postgraduate Qualification (e.g. MA PhD, PGCE)	91	3.6%
At least one Household member has no qualifications	552	21.8%
No Household member has any qualifications	1,276	50.5%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	499	19.7%
£36 - £49	513	20.3%
£50 - £69	519	20.5%
£70 - £99	642	25.4%
£100 - £149	306	12.1%
More than £150	48	1.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	40	1.6%
Self Employed / Business Owner	55	2.2%
Self Employed / Business Owner / Running Own In-Home Business	95	3.8%
Thinking about starting new business	28	1.1%
Owned business for 3+ years	40	42.1%
Owned for less than 3 years	55	57.9%

Car Ownership

Cars in household	Number	Rate
0 cars	606	24.0%
1 car	1,302	51.5%
2 cars	540	21.4%
3 or more	79	3.1%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1457	57.7%
Digital Camera	1484	58.7%
Flat screen TV	1234	48.8%
Games Console	1153	45.6%
Printer	1332	52.7%
iPod/MP3 player	624	24.7%
Cable TV	730	28.9%
Dishwasher	562	22.2%
Satellite TV	799	31.6%
Handheld computer e.g. Blackberry	71	2.8%
HDTV	585	23.1%