

**Middle Layer Super Output Area**

**E02002385**

**Households 3,453**

**Area: Burley**

**Household Demographics**

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 64     | 1.9%  |
| Detached      | 96     | 2.8%  |
| Flat          | 547    | 15.8% |
| Maisonette    | 60     | 1.7%  |
| Semi Detached | 815    | 23.6% |
| Terraced      | 1,871  | 54.2% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 773    | 22.4% |
| Owned outright/ Mortgaged     | 1,469  | 42.5% |
| Rented Private/Housing Assoc. | 1,211  | 35.1% |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 889    | 25.7% |
| 2 to 5                     | 603    | 17.5% |
| 6 to 10                    | 419    | 12.1% |
| 11 to 20                   | 569    | 16.5% |
| 21 to 30                   | 364    | 10.5% |
| 31 to 40                   | 190    | 5.5%  |
| 41 to 50                   | 224    | 6.5%  |
| More than 50 Yrs           | 195    | 5.6%  |

**Household Income & Finances (1)**

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 411     | 11.9% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 421     | 12.2% |
| £10,000 to £14,999                  | 491     | 14.2% |
| £15,000 to £19,999                  | 524     | 15.2% |
| £20,000 to £24,999                  | 281     | 8.1%  |
| £25,000 to £29,999                  | 119     | 3.4%  |
| £30,000 to £39,999                  | 537     | 15.6% |
| £40,000 to £49,999                  | 417     | 12.1% |
| £50,000 to £74,999                  | 101     | 2.9%  |
| £75,000+                            | 151     | 4.4%  |
| Average HH Income in MSOA           | £26,762 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 839    | 24.3% |
| No                        | 1,528  | 44.3% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 1,818  |       |
| Always                            | 816    | 44.9% |
| Sometimes                         | 359    | 19.7% |
| Rarely                            | 355    | 19.5% |
| Never                             | 288    | 15.8% |

**Community Perceptions**

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 102    | 3.0%  |
| Tend to Agree                 | 1,083  | 31.4% |
| Tend to Disagree              | 798    | 23.1% |
| Definitely Disagree           | 456    | 13.2% |
| No Response                   | 1,014  | 29.4% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 342    | 9.9%  |
| Stayed the same                     | 1,325  | 38.4% |
| Got worse                           | 583    | 16.9% |
| Recently Moved                      | 352    | 10.2% |
| No response                         | 851    | 24.6% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 3,072  | 89.0% |
| Does not like neighbourhood | 381    | 11.0% |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,744  | 50.5% |
| GP appointments                      | 2,105  | 61.0% |
| Parking                              | 1,200  | 34.8% |
| Public transport                     | 2,021  | 58.5% |
| Schools                              | 1,687  | 48.9% |

**Household Income & Finances (2)**

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 213    | 6.2%  |
| Child Savings Plan  | 115    | 3.3%  |
| Home Equity Release | 95     | 2.8%  |
| Funeral Plan        | 98     | 2.8%  |
| ISA                 | 887    | 25.7% |
| Life Assurance      | 681    | 19.7% |
| Mortgage            | 449    | 13.0% |
| Other Investments   | 289    | 8.4%  |
| Pension             | 940    | 27.2% |
| Personal Loan       | 590    | 17.1% |
| Savings Plan        | 293    | 8.5%  |
| Shares General      | 433    | 12.5% |
| Will                | 468    | 13.6% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 498    | 14.4% |
| Loans               | 97     | 2.8%  |
| Loss of income      | 420    | 12.2% |
| Mortgage            | 27     | 0.8%  |
| Paying Bills        | 421    | 12.2% |
| Savings/investments | 153    | 4.4%  |

**Internet Connection & Usage**

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,390  | 69.2% |
| Broadband               | 2,259  | 65.4% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 609    | 17.6% |
| Home             | 2427   | 70.3% |
| Other            | 385    | 11.1% |
| Work             | 848    | 24.6% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2269   | 65.7% |
| Often          | 175    | 5.1%  |
| Sometimes      | 536    | 15.5% |
| Would Consider | 473    | 13.7% |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,568  | 45.4% |
| Email                    | 2,535  | 73.4% |
| Gambling/Betting         | 196    | 5.7%  |
| Google/other search      | 2,245  | 65.0% |
| MSN Messenger            | 1,126  | 32.6% |
| News/weather information | 1,584  | 45.9% |
| Online gaming            | 444    | 12.9% |
| Price comparison         | 1,556  | 45.1% |
| Social networking        | 1,582  | 45.8% |
| Paying utility bills     | 822    | 23.8% |

**Qualifications**

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 173    | 5.0%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 261    | 7.6%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 44     | 1.3%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 121    | 3.5%  |
| NVQ Lvl 4-5, HNC, HND                                | 103    | 3.0%  |
| First Degree (e.g. BA, BSc)                          | 698    | 20.2% |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 188    | 5.4%  |
| At least one Household member has no qualifications  | 537    | 15.6% |
| No Household member has any qualifications           | 1,504  | 43.6% |

**Grocery Data**

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 1,793  | 51.9% |
| £36 - £49                | 713    | 20.6% |
| £50 - £69                | 549    | 15.9% |
| £70 - £99                | 344    | 10.0% |
| £100 - £149              | 43     | 1.2%  |
| More than £150           | 11     | 0.3%  |

**Business Summary**

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 89     | 2.6%  |
| Self Employed / Business Owner                                | 77     | 2.2%  |
| Self Employed / Business Owner / Running Own In-Home Business | 166    | 4.8%  |
| Thinking about starting new business                          | 105    | 3.0%  |
| Owned business for 3+ years                                   | 74     | 44.6% |
| Owned for less than 3 years                                   | 92     | 55.4% |

**Car Ownership**

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 1,520  | 44.0% |
| 1 car             | 1,261  | 36.5% |
| 2 cars            | 370    | 10.7% |
| 3 or more         | 302    | 8.7%  |

**Product Ownership**

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 1957   | 56.7% |
| Digital Camera                    | 1948   | 56.4% |
| Flat screen TV                    | 1055   | 30.6% |
| Games Console                     | 1090   | 31.6% |
| Printer                           | 1426   | 41.3% |
| iPod/MP3 player                   | 1175   | 34.0% |
| Cable TV                          | 593    | 17.2% |
| Dishwasher                        | 761    | 22.0% |
| Satellite TV                      | 894    | 25.9% |
| Handheld computer e.g. Blackberry | 109    | 3.2%  |
| HDTV                              | 456    | 13.2% |