

Middle Layer Super Output Area

E02002386

Households 4,012

Area: Manston, Stanks

Household Demographics

Property Type	Number	Rate
Bungalow	894	22.3%
Detached	580	14.5%
Flat	213	5.3%
Maisonette	40	1.0%
Semi Detached	1,815	45.2%
Terraced	470	11.7%

Tenure	Number	Rate
Rented from Local Authority	131	3.3%
Owned outright/ Mortgaged	3,634	90.6%
Rented Private/Housing Assoc.	247	6.2%

Years residing at property	Number	Rate
0 to 1	230	5.7%
2 to 5	474	11.8%
6 to 10	610	15.2%
11 to 20	893	22.3%
21 to 30	1,101	27.4%
31 to 40	199	5.0%
41 to 50	364	9.1%
More than 50 Yrs	141	3.5%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	342	8.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	323	8.1%
£10,000 to £14,999	513	12.8%
£15,000 to £19,999	454	11.3%
£20,000 to £24,999	276	6.9%
£25,000 to £29,999	370	9.2%
£30,000 to £39,999	680	16.9%
£40,000 to £49,999	677	16.9%
£50,000 to £74,999	123	3.1%
£75,000+	254	6.3%
Average HH Income in MSOA	£32,363	

Affected by credit crunch	Number	Rate
Yes	1,191	29.7%
No	1,804	45.0%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	3,003	
Always	1,789	59.6%
Sometimes	849	28.3%
Rarely	137	4.6%
Never	228	7.6%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	162	4.0%
Tend to Agree	1,016	25.3%
Tend to Disagree	1,516	37.8%
Definitely Disagree	528	13.2%
No Response	790	19.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	348	8.7%
Stayed the same	2,321	57.9%
Got worse	624	15.6%
Recently Moved	171	4.3%
No response	548	13.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,732	93.0%
Does not like neighbourhood	280	7.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	2,714	67.6%
GP appointments	2,736	68.2%
Parking	1,763	43.9%
Public transport	2,866	71.4%
Schools	2,237	55.8%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	675	16.8%
Child Savings Plan	785	19.6%
Home Equity Release	179	4.5%
Funeral Plan	277	6.9%
ISA	1,804	45.0%
Life Assurance	1,576	39.3%
Mortgage	1,282	32.0%
Other Investments	748	18.6%
Pension	2,366	59.0%
Personal Loan	763	19.0%
Savings Plan	901	22.5%
Shares General	947	23.6%
Will	1,290	32.2%

Struggling with	Number	Rate
Food shopping	272	6.8%
Loans	58	1.4%
Loss of income	298	7.4%
Mortgage	79	2.0%
Paying Bills	124	3.1%
Savings/investments	449	11.2%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,706	67.4%
Broadband	2,646	66.0%

Internet Access:	Number	Rate
Don't access	918	22.9%
Home	2631	65.6%
Other	252	6.3%
Work	1429	35.6%

Shop Online	Number	Rate
Never	2948	73.5%
Often	125	3.1%
Sometimes	640	16.0%
Would Consider	299	7.5%

Use the internet for....	Number	Rate
Ebay	1,484	37.0%
Email	2,728	68.0%
Gambling/Betting	214	5.3%
Google/other search	2,686	66.9%
MSN Messenger	700	17.4%
News/weather information	1,588	39.6%
Online gaming	145	3.6%
Price comparison	1,860	46.4%
Social networking	799	19.9%
Paying utility bills	1,400	34.9%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	217	5.4%
2+ A levels, 4+ AS Levels, Higher School Certificate	130	3.2%
NVQ Lvl 2, Intermediate GNVQ	81	2.0%
NVQ Lvl 3, OND, Advanced GNVQ	69	1.7%
NVQ Lvl 4-5, HNC, HND	61	1.5%
First Degree (e.g. BA, BSc)	480	12.0%
Postgraduate Qualification (e.g. MA PhD, PGCE)	214	5.3%
At least one Household member has no qualifications	928	23.1%
No Household member has any qualifications	1,763	43.9%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	909	22.7%
£36 - £49	685	17.1%
£50 - £69	876	21.8%
£70 - £99	670	16.7%
£100 - £149	704	17.5%
More than £150	168	4.2%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	33	0.8%
Self Employed / Business Owner	129	3.2%
Self Employed / Business Owner / Running Own In-Home Business	162	4.0%
Thinking about starting new business	71	1.8%
Owned business for 3+ years	127	78.4%
Owned for less than 3 years	35	21.6%

Car Ownership

Cars in household	Number	Rate
0 cars	432	10.8%
1 car	2,367	59.0%
2 cars	779	19.4%
3 or more	434	10.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2583	64.4%
Digital Camera	2738	68.2%
Flat screen TV	2055	51.2%
Games Console	1303	32.5%
Printer	2464	61.4%
iPod/MP3 player	1157	28.8%
Cable TV	958	23.9%
Dishwasher	1719	42.8%
Satellite TV	1496	37.3%
Handheld computer e.g. Blackberry	302	7.5%
HDTV	881	22.0%