

Middle Layer Super Output Area

E02002388

Households 3,247

Area: Bramley Hill Top, Raynville and Wyther Park

Household Demographics

Property Type	Number	Rate
Bungalow	19	0.6%
Detached	167	5.1%
Flat	428	13.2%
Maisonette	9	0.3%
Semi Detached	1,576	48.5%
Terraced	1,048	32.3%

Tenure	Number	Rate
Rented from Local Authority	1,179	36.3%
Owned outright/ Mortgaged	1,765	54.4%
Rented Private/Housing Assoc.	303	9.3%

Years residing at property	Number	Rate
0 to 1	121	3.7%
2 to 5	706	21.7%
6 to 10	907	27.9%
11 to 20	606	18.7%
21 to 30	398	12.3%
31 to 40	296	9.1%
41 to 50	166	5.1%
More than 50 Yrs	47	1.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	322	9.9%
£ 5,000 to £9,999 (£96 to £192 p/w)	523	16.1%
£10,000 to £14,999	431	13.3%
£15,000 to £19,999	264	8.1%
£20,000 to £24,999	271	8.3%
£25,000 to £29,999	292	9.0%
£30,000 to £39,999	536	16.5%
£40,000 to £49,999	330	10.2%
£50,000 to £74,999	249	7.7%
£75,000+	29	0.9%
Average HH Income in MSOA	£25,210	

Affected by credit crunch	Number	Rate
Yes	1,203	37.0%
No	1,122	34.6%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,777	
Always	823	46.3%
Sometimes	426	24.0%
Rarely	246	13.8%
Never	282	15.9%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	106	3.3%
Tend to Agree	626	19.3%
Tend to Disagree	974	30.0%
Definitely Disagree	704	21.7%
No Response	837	25.8%

in last 3 years,neighbourhood has..	Number	Rate
Improved	427	13.2%
Stayed the same	1,531	47.2%
Got worse	518	16.0%
Recently Moved	98	3.0%
No response	673	20.7%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,404	74.0%
Does not like neighbourhood	843	26.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,566	48.2%
GP appointments	1,462	45.0%
Parking	1,287	39.6%
Public transport	1,715	52.8%
Schools	1,459	44.9%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	488	15.0%
Child Savings Plan	248	7.6%
Home Equity Release	25	0.8%
Funeral Plan	219	6.7%
ISA	811	25.0%
Life Assurance	988	30.4%
Mortgage	929	28.6%
Other Investments	259	8.0%
Pension	1,170	36.0%
Personal Loan	621	19.1%
Savings Plan	464	14.3%
Shares General	432	13.3%
Will	650	20.0%

Struggling with	Number	Rate
Food shopping	552	17.0%
Loans	103	3.2%
Loss of income	454	14.0%
Mortgage	74	2.3%
Paying Bills	583	18.0%
Savings/investments	138	4.3%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,315	71.3%
Broadband	2,216	68.2%

Internet Access:	Number	Rate
Don't access	574	17.7%
Home	2270	69.9%
Other	188	5.8%
Work	1006	31.0%

Shop Online	Number	Rate
Never	2335	71.9%
Often	62	1.9%
Sometimes	455	14.0%
Would Consider	395	12.2%

Use the internet for....	Number	Rate
Ebay	1,534	47.2%
Email	2,312	71.2%
Gambling/Betting	344	10.6%
Google/other search	2,273	70.0%
MSN Messenger	1,169	36.0%
News/weather information	1,443	44.4%
Online gaming	503	15.5%
Price comparison	1,634	50.3%
Social networking	1,113	34.3%
Paying utility bills	982	30.2%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	152	4.7%
2+ A levels, 4+ AS Levels, Higher School Certificate	120	3.7%
NVQ Lvl 2, Intermediate GNVQ	133	4.1%
NVQ Lvl 3, OND, Advanced GNVQ	248	7.6%
NVQ Lvl 4-5, HNC, HND	19	0.6%
First Degree (e.g. BA, BSc)	180	5.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	125	3.8%
At least one Household member has no qualifications	826	25.4%
No Household member has any qualifications	1,683	51.8%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	634	19.5%
£36 - £49	612	18.8%
£50 - £69	581	17.9%
£70 - £99	749	23.1%
£100 - £149	638	19.6%
More than £150	33	1.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	53	1.6%
Self Employed / Business Owner	206	6.3%
Self Employed / Business Owner / Running Own In-Home Business	259	8.0%
Thinking about starting new business	57	1.8%
Owned business for 3+ years	144	55.6%
Owned for less than 3 years	115	44.4%

Car Ownership

Cars in household	Number	Rate
0 cars	1,014	31.2%
1 car	1,572	48.4%
2 cars	638	19.6%
3 or more	23	0.7%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2128	65.5%
Digital Camera	1885	58.1%
Flat screen TV	1658	51.1%
Games Console	1512	46.6%
Printer	1725	53.1%
iPod/MP3 player	796	24.5%
Cable TV	1068	32.9%
Dishwasher	816	25.1%
Satellite TV	1159	35.7%
Handheld computer e.g. Blackberry	80	2.5%
HDTV	922	28.4%