

Middle Layer Super Output Area

E02002392

Households 2,104

Area: Little Woodhouse

Household Demographics

Property Type	Number	Rate
Bungalow	0	0.0%
Detached	7	0.3%
Flat	1,454	69.1%
Maisonette	35	1.7%
Semi Detached	117	5.6%
Terraced	491	23.3%

Tenure	Number	Rate
Rented from Local Authority	574	27.3%
Owned outright/ Mortgaged	526	25.0%
Rented Private/Housing Assoc.	1,004	47.7%

Years residing at property	Number	Rate
0 to 1	786	37.4%
2 to 5	698	33.2%
6 to 10	232	11.0%
11 to 20	183	8.7%
21 to 30	126	6.0%
31 to 40	64	3.0%
41 to 50	9	0.4%
More than 50 Yrs	6	0.3%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	604	28.7%
£ 5,000 to £9,999 (£96 to £192 p/w)	231	11.0%
£10,000 to £14,999	251	11.9%
£15,000 to £19,999	335	15.9%
£20,000 to £24,999	128	6.1%
£25,000 to £29,999	153	7.3%
£30,000 to £39,999	213	10.1%
£40,000 to £49,999	91	4.3%
£50,000 to £74,999	28	1.3%
£75,000+	70	3.3%
Average HH Income in MSOA	£20,137	

Affected by credit crunch	Number	Rate
Yes	724	34.4%
No	634	30.1%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	991	
Always	727	73.4%
Sometimes	105	10.6%
Rarely	80	8.1%
Never	79	8.0%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	106	5.0%
Tend to Agree	356	16.9%
Tend to Disagree	565	26.9%
Definitely Disagree	333	15.8%
No Response	744	35.4%

in last 3 years,neighbourhood has..	Number	Rate
Improved	188	8.9%
Stayed the same	794	37.7%
Got worse	94	4.5%
Recently Moved	309	14.7%
No response	719	34.2%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,896	90.1%
Does not like neighbourhood	208	9.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	625	29.7%
GP appointments	1,184	56.3%
Parking	694	33.0%
Public transport	1,107	52.6%
Schools	889	42.3%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	226	10.7%
Child Savings Plan	51	2.4%
Home Equity Release	48	2.3%
Funeral Plan	88	4.2%
ISA	478	22.7%
Life Assurance	272	12.9%
Mortgage	220	10.5%
Other Investments	224	10.6%
Pension	414	19.7%
Personal Loan	349	16.6%
Savings Plan	295	14.0%
Shares General	221	10.5%
Will	170	8.1%

Struggling with	Number	Rate
Food shopping	462	22.0%
Loans	63	3.0%
Loss of income	326	15.5%
Mortgage	2	0.1%
Paying Bills	348	16.5%
Savings/investments	243	11.5%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,609	76.5%
Broadband	1,569	74.6%

Internet Access:	Number	Rate
Don't access	216	10.3%
Home	1536	73.0%
Other	391	18.6%
Work	812	38.6%

Shop Online	Number	Rate
Never	998	47.4%
Often	124	5.9%
Sometimes	510	24.2%
Would Consider	472	22.4%

Use the internet for....	Number	Rate
Ebay	1,039	49.4%
Email	1,703	80.9%
Gambling/Betting	215	10.2%
Google/other search	1,720	81.7%
MSN Messenger	858	40.8%
News/weather information	1,213	57.7%
Online gaming	394	18.7%
Price comparison	1,094	52.0%
Social networking	1,057	50.2%
Paying utility bills	767	36.5%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	14	0.7%
2+ A levels, 4+ AS Levels, Higher School Certificate	209	9.9%
NVQ Lvl 2, Intermediate GNVQ	84	4.0%
NVQ Lvl 3, OND, Advanced GNVQ	0	0.0%
NVQ Lvl 4-5, HNC, HND	1	0.0%
First Degree (e.g. BA, BSc)	302	14.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	395	18.8%
At least one Household member has no qualifications	136	6.5%
No Household member has any qualifications	869	41.3%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	1,036	49.2%
£36 - £49	463	22.0%
£50 - £69	304	14.4%
£70 - £99	231	11.0%
£100 - £149	52	2.5%
More than £150	18	0.9%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	8	0.4%
Self Employed / Business Owner	59	2.8%
Self Employed / Business Owner / Running Own In-Home Business	67	3.2%
Thinking about starting new business	53	2.5%
Owned business for 3+ years	54	80.6%
Owned for less than 3 years	13	19.4%

Car Ownership

Cars in household	Number	Rate
0 cars	1,265	60.1%
1 car	610	29.0%
2 cars	103	4.9%
3 or more	126	6.0%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1132	53.8%
Digital Camera	1194	56.7%
Flat screen TV	587	27.9%
Games Console	483	23.0%
Printer	865	41.1%
iPod/MP3 player	748	35.6%
Cable TV	339	16.1%
Dishwasher	452	21.5%
Satellite TV	316	15.0%
Handheld computer e.g. Blackberry	98	4.7%
HDTV	378	18.0%