

## Middle Layer Super Output Area

E02002395

Households 2,522

Area: Thornbury

### Household Demographics

Property Type	Number	Rate
Bungalow	232	9.2%
Detached	235	9.3%
Flat	125	5.0%
Maisonette	7	0.3%
Semi Detached	1,494	59.2%
Terraced	429	17.0%

Tenure	Number	Rate
Rented from Local Authority	119	4.7%
Owned outright/ Mortgaged	2,272	90.1%
Rented Private/Housing Assoc.	131	5.2%

Years residing at property	Number	Rate
0 to 1	94	3.7%
2 to 5	324	12.8%
6 to 10	461	18.3%
11 to 20	632	25.1%
21 to 30	369	14.6%
31 to 40	241	9.6%
41 to 50	235	9.3%
More than 50 Yrs	166	6.6%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	90	3.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	196	7.8%
£10,000 to £14,999	349	13.8%
£15,000 to £19,999	187	7.4%
£20,000 to £24,999	190	7.5%
£25,000 to £29,999	180	7.1%
£30,000 to £39,999	585	23.2%
£40,000 to £49,999	318	12.6%
£50,000 to £74,999	301	11.9%
£75,000+	126	5.0%
Average HH Income in MSOA	£35,564	

Affected by credit crunch	Number	Rate
Yes	1,034	41.0%
No	829	32.9%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,875	
Always	1,065	56.8%
Sometimes	402	21.4%
Rarely	246	13.1%
Never	162	8.6%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	91	3.6%
Tend to Agree	643	25.5%
Tend to Disagree	876	34.7%
Definitely Disagree	360	14.3%
No Response	552	21.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	218	8.6%
Stayed the same	1,289	51.1%
Got worse	541	21.5%
Recently Moved	49	1.9%
No response	425	16.9%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,340	92.8%
Does not like neighbourhood	182	7.2%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,543	61.2%
GP appointments	1,749	69.3%
Parking	1,241	49.2%
Public transport	1,582	62.7%
Schools	1,337	53.0%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	386	15.3%
Child Savings Plan	328	13.0%
Home Equity Release	54	2.1%
Funeral Plan	169	6.7%
ISA	1,018	40.4%
Life Assurance	999	39.6%
Mortgage	903	35.8%
Other Investments	410	16.3%
Pension	1,277	50.6%
Personal Loan	363	14.4%
Savings Plan	472	18.7%
Shares General	611	24.2%
Will	843	33.4%

Struggling with	Number	Rate
Food shopping	365	14.5%
Loans	192	7.6%
Loss of income	207	8.2%
Mortgage	88	3.5%
Paying Bills	350	13.9%
Savings/investments	174	6.9%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,743	69.1%
Broadband	1,701	67.4%

Internet Access:	Number	Rate
Don't access	453	18.0%
Home	1734	68.8%
Other	99	3.9%
Work	897	35.6%

Shop Online	Number	Rate
Never	2044	81.0%
Often	120	4.8%
Sometimes	225	8.9%
Would Consider	133	5.3%

Use the internet for....	Number	Rate
Ebay	1,107	43.9%
Email	1,624	64.4%
Gambling/Betting	71	2.8%
Google/other search	1,647	65.3%
MSN Messenger	380	15.1%
News/weather information	1,114	44.2%
Online gaming	107	4.2%
Price comparison	1,087	43.1%
Social networking	638	25.3%
Paying utility bills	767	30.4%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	77	3.1%
2+ A levels, 4+ AS Levels, Higher School Certificate	59	2.3%
NVQ Lvl 2, Intermediate GNVQ	29	1.1%
NVQ Lvl 3, OND, Advanced GNVQ	65	2.6%
NVQ Lvl 4-5, HNC, HND	157	6.2%
First Degree (e.g. BA, BSc)	475	18.8%
Postgraduate Qualification (e.g. MA PhD, PGCE)	157	6.2%
At least one Household member has no qualifications	308	12.2%
No Household member has any qualifications	1,058	42.0%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	518	20.5%
£36 - £49	325	12.9%
£50 - £69	699	27.7%
£70 - £99	511	20.3%
£100 - £149	433	17.2%
More than £150	36	1.4%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	67	2.7%
Self Employed / Business Owner	138	5.5%
Self Employed / Business Owner / Running Own In-Home Business	205	8.1%
Thinking about starting new business	33	1.3%
Owned business for 3+ years	149	72.7%
Owned for less than 3 years	56	27.3%

### Car Ownership

Cars in household	Number	Rate
0 cars	431	17.1%
1 car	1,114	44.2%
2 cars	924	36.6%
3 or more	53	2.1%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1417	56.2%
Digital Camera	1462	58.0%
Flat screen TV	1070	42.4%
Games Console	769	30.5%
Printer	1266	50.2%
iPod/MP3 player	687	27.2%
Cable TV	669	26.5%
Dishwasher	811	32.2%
Satellite TV	785	31.1%
Handheld computer e.g. Blackberry	68	2.7%
HDTV	538	21.3%