

Middle Layer Super Output Area

E02002397

Households 3,232

Area: Swinnow

Household Demographics

Property Type	Number	Rate
Bungalow	186	5.8%
Detached	260	8.0%
Flat	550	17.0%
Maisonette	29	0.9%
Semi Detached	1,469	45.5%
Terraced	738	22.8%

Tenure	Number	Rate
Rented from Local Authority	1,031	31.9%
Owned outright/ Mortgaged	1,909	59.1%
Rented Private/Housing Assoc.	292	9.0%

Years residing at property	Number	Rate
0 to 1	134	4.1%
2 to 5	710	22.0%
6 to 10	750	23.2%
11 to 20	714	22.1%
21 to 30	409	12.7%
31 to 40	263	8.1%
41 to 50	241	7.5%
More than 50 Yrs	11	0.3%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	273	8.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	241	7.5%
£10,000 to £14,999	447	13.8%
£15,000 to £19,999	315	9.7%
£20,000 to £24,999	251	7.8%
£25,000 to £29,999	296	9.2%
£30,000 to £39,999	571	17.7%
£40,000 to £49,999	377	11.7%
£50,000 to £74,999	422	13.1%
£75,000+	39	1.2%
Average HH Income in MSOA	£29,852	

Affected by credit crunch	Number	Rate
Yes	1,125	34.8%
No	1,305	40.4%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,979	
Always	951	48.1%
Sometimes	396	20.0%
Rarely	231	11.7%
Never	401	20.3%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	45	1.4%
Tend to Agree	799	24.7%
Tend to Disagree	1,055	32.6%
Definitely Disagree	424	13.1%
No Response	909	28.1%

in last 3 years,neighbourhood has..	Number	Rate
Improved	370	11.4%
Stayed the same	1,621	50.2%
Got worse	530	16.4%
Recently Moved	104	3.2%
No response	607	18.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,975	92.0%
Does not like neighbourhood	257	8.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,685	52.1%
GP appointments	1,793	55.5%
Parking	1,359	42.0%
Public transport	2,097	64.9%
Schools	1,703	52.7%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	442	13.7%
Child Savings Plan	307	9.5%
Home Equity Release	46	1.4%
Funeral Plan	144	4.5%
ISA	786	24.3%
Life Assurance	1,137	35.2%
Mortgage	917	28.4%
Other Investments	222	6.9%
Pension	1,385	42.9%
Personal Loan	463	14.3%
Savings Plan	475	14.7%
Shares General	504	15.6%
Will	607	18.8%

Struggling with	Number	Rate
Food shopping	529	16.4%
Loans	307	9.5%
Loss of income	257	8.0%
Mortgage	66	2.0%
Paying Bills	622	19.2%
Savings/investments	130	4.0%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,235	69.2%
Broadband	2,189	67.7%

Internet Access:	Number	Rate
Don't access	677	20.9%
Home	2274	70.4%
Other	92	2.8%
Work	1077	33.3%

Shop Online	Number	Rate
Never	2280	70.5%
Often	165	5.1%
Sometimes	552	17.1%
Would Consider	235	7.3%

Use the internet for....	Number	Rate
Ebay	1,604	49.6%
Email	2,299	71.1%
Gambling/Betting	301	9.3%
Google/other search	2,138	66.2%
MSN Messenger	859	26.6%
News/weather information	1,336	41.3%
Online gaming	340	10.5%
Price comparison	1,533	47.4%
Social networking	1,229	38.0%
Paying utility bills	1,055	32.6%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	194	6.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	75	2.3%
NVQ Lvl 2, Intermediate GNVQ	144	4.5%
NVQ Lvl 3, OND, Advanced GNVQ	191	5.9%
NVQ Lvl 4-5, HNC, HND	112	3.5%
First Degree (e.g. BA, BSc)	365	11.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	34	1.1%
At least one Household member has no qualifications	677	20.9%
No Household member has any qualifications	1,533	47.4%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	812	25.1%
£36 - £49	480	14.9%
£50 - £69	741	22.9%
£70 - £99	804	24.9%
£100 - £149	295	9.1%
More than £150	100	3.1%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	16	0.5%
Self Employed / Business Owner	101	3.1%
Self Employed / Business Owner / Running Own In-Home Business	117	3.6%
Thinking about starting new business	25	0.8%
Owned business for 3+ years	64	54.7%
Owned for less than 3 years	53	45.3%

Car Ownership

Cars in household	Number	Rate
0 cars	878	27.2%
1 car	1,374	42.5%
2 cars	878	27.2%
3 or more	102	3.2%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1789	55.4%
Digital Camera	2009	62.2%
Flat screen TV	1294	40.0%
Games Console	1238	38.3%
Printer	1491	46.1%
iPod/MP3 player	738	22.8%
Cable TV	824	25.5%
Dishwasher	852	26.4%
Satellite TV	1102	34.1%
Handheld computer e.g. Blackberry	88	2.7%
HDTV	525	16.2%