

Middle Layer Super Output Area

E02002398

Households 3,339

Area: Halton, Whitkirk

Household Demographics

Property Type	Number	Rate
Bungalow	451	13.5%
Detached	250	7.5%
Flat	203	6.1%
Maisonette	5	0.1%
Semi Detached	1,953	58.5%
Terraced	477	14.3%

Tenure	Number	Rate
Rented from Local Authority	270	8.1%
Owned outright/ Mortgaged	2,796	83.7%
Rented Private/Housing Assoc.	273	8.2%

Years residing at property	Number	Rate
0 to 1	216	6.5%
2 to 5	582	17.4%
6 to 10	728	21.8%
11 to 20	598	17.9%
21 to 30	591	17.7%
31 to 40	270	8.1%
41 to 50	279	8.4%
More than 50 Yrs	75	2.2%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	249	7.5%
£ 5,000 to £9,999 (£96 to £192 p/w)	383	11.5%
£10,000 to £14,999	458	13.7%
£15,000 to £19,999	305	9.1%
£20,000 to £24,999	192	5.8%
£25,000 to £29,999	125	3.7%
£30,000 to £39,999	707	21.2%
£40,000 to £49,999	458	13.7%
£50,000 to £74,999	420	12.6%
£75,000+	42	1.3%
Average HH Income in MSOA	£29,789	

Affected by credit crunch	Number	Rate
Yes	1,346	40.3%
No	1,023	30.6%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,546	
Always	1,618	63.6%
Sometimes	420	16.5%
Rarely	242	9.5%
Never	266	10.4%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	83	2.5%
Tend to Agree	597	17.9%
Tend to Disagree	1,327	39.7%
Definitely Disagree	663	19.9%
No Response	669	20.0%

in last 3 years,neighbourhood has..	Number	Rate
Improved	421	12.6%
Stayed the same	1,886	56.5%
Got worse	420	12.6%
Recently Moved	126	3.8%
No response	486	14.6%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	3,015	90.3%
Does not like neighbourhood	324	9.7%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,943	58.2%
GP appointments	2,020	60.5%
Parking	1,540	46.1%
Public transport	1,959	58.7%
Schools	1,834	54.9%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	570	17.1%
Child Savings Plan	621	18.6%
Home Equity Release	90	2.7%
Funeral Plan	282	8.4%
ISA	1,296	38.8%
Life Assurance	1,399	41.9%
Mortgage	1,258	37.7%
Other Investments	679	20.3%
Pension	1,721	51.5%
Personal Loan	822	24.6%
Savings Plan	676	20.2%
Shares General	820	24.6%
Will	983	29.4%

Struggling with	Number	Rate
Food shopping	517	15.5%
Loans	124	3.7%
Loss of income	243	7.3%
Mortgage	217	6.5%
Paying Bills	528	15.8%
Savings/investments	355	10.6%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,269	68.0%
Broadband	2,125	63.6%

Internet Access:	Number	Rate
Don't access	856	25.6%
Home	2163	64.8%
Other	67	2.0%
Work	1233	36.9%

Shop Online	Number	Rate
Never	2686	80.4%
Often	88	2.6%
Sometimes	439	13.1%
Would Consider	126	3.8%

Use the internet for....	Number	Rate
Ebay	1,296	38.8%
Email	2,246	67.3%
Gambling/Betting	304	9.1%
Google/other search	2,148	64.3%
MSN Messenger	766	22.9%
News/weather information	1,469	44.0%
Online gaming	168	5.0%
Price comparison	1,483	44.4%
Social networking	787	23.6%
Paying utility bills	1,140	34.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	133	4.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	214	6.4%
NVQ Lvl 2, Intermediate GNVQ	92	2.8%
NVQ Lvl 3, OND, Advanced GNVQ	115	3.4%
NVQ Lvl 4-5, HNC, HND	160	4.8%
First Degree (e.g. BA, BSc)	331	9.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	96	2.9%
At least one Household member has no qualifications	629	18.8%
No Household member has any qualifications	1,457	43.6%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	566	17.0%
£36 - £49	642	19.2%
£50 - £69	770	23.1%
£70 - £99	794	23.8%
£100 - £149	534	16.0%
More than £150	33	1.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	15	0.4%
Self Employed / Business Owner	249	7.5%
Self Employed / Business Owner / Running Own In-Home Business	264	7.9%
Thinking about starting new business	47	1.4%
Owned business for 3+ years	162	61.4%
Owned for less than 3 years	102	38.6%

Car Ownership

Cars in household	Number	Rate
0 cars	501	15.0%
1 car	1,640	49.1%
2 cars	1,072	32.1%
3 or more	126	3.8%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	2078	62.2%
Digital Camera	2234	66.9%
Flat screen TV	1638	49.1%
Games Console	1204	36.1%
Printer	1853	55.5%
iPod/MP3 player	891	26.7%
Cable TV	585	17.5%
Dishwasher	1195	35.8%
Satellite TV	1020	30.5%
Handheld computer e.g. Blackberry	226	6.8%
HDTV	903	27.0%