

Middle Layer Super Output Area

E02002401

Households 2,614

Area: Halton Moor, Wykebecks

Household Demographics

Property Type	Number	Rate
Bungalow	278	10.6%
Detached	145	5.5%
Flat	392	15.0%
Maisonette	22	0.8%
Semi Detached	1,417	54.2%
Terraced	360	13.8%

Tenure	Number	Rate
Rented from Local Authority	1,541	59.0%
Owned outright/ Mortgaged	573	21.9%
Rented Private/Housing Assoc.	500	19.1%

Years residing at property	Number	Rate
0 to 1	189	7.2%
2 to 5	462	17.7%
6 to 10	539	20.6%
11 to 20	591	22.6%
21 to 30	383	14.7%
31 to 40	222	8.5%
41 to 50	165	6.3%
More than 50 Yrs	63	2.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	442	16.9%
£ 5,000 to £9,999 (£96 to £192 p/w)	415	15.9%
£10,000 to £14,999	408	15.6%
£15,000 to £19,999	331	12.7%
£20,000 to £24,999	94	3.6%
£25,000 to £29,999	151	5.8%
£30,000 to £39,999	351	13.4%
£40,000 to £49,999	251	9.6%
£50,000 to £74,999	152	5.8%
£75,000+	19	0.7%
Average HH Income in MSOA	£21,698	

Affected by credit crunch	Number	Rate
Yes	946	36.2%
No	742	28.4%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,345	
Always	661	49.1%
Sometimes	283	21.0%
Rarely	223	16.6%
Never	178	13.2%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	128	4.9%
Tend to Agree	550	21.0%
Tend to Disagree	838	32.1%
Definitely Disagree	279	10.7%
No Response	819	31.3%

in last 3 years,neighbourhood has..	Number	Rate
Improved	540	20.7%
Stayed the same	915	35.0%
Got worse	381	14.6%
Recently Moved	108	4.1%
No response	670	25.6%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,958	74.9%
Does not like neighbourhood	656	25.1%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,242	47.5%
GP appointments	1,375	52.6%
Parking	948	36.3%
Public transport	1,434	54.9%
Schools	1,186	45.4%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	293	11.2%
Child Savings Plan	269	10.3%
Home Equity Release	15	0.6%
Funeral Plan	274	10.5%
ISA	449	17.2%
Life Assurance	649	24.8%
Mortgage	336	12.9%
Other Investments	194	7.4%
Pension	637	24.4%
Personal Loan	456	17.4%
Savings Plan	233	8.9%
Shares General	245	9.4%
Will	334	12.8%

Struggling with	Number	Rate
Food shopping	545	20.8%
Loans	163	6.2%
Loss of income	219	8.4%
Mortgage	66	2.5%
Paying Bills	725	27.7%
Savings/investments	88	3.4%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,600	61.2%
Broadband	1,489	57.0%

Internet Access:	Number	Rate
Don't access	663	25.4%
Home	1527	58.4%
Other	128	4.9%
Work	471	18.0%

Shop Online	Number	Rate
Never	2029	77.6%
Often	133	5.1%
Sometimes	264	10.1%
Would Consider	188	7.2%

Use the internet for....	Number	Rate
Ebay	1,073	41.0%
Email	1,445	55.3%
Gambling/Betting	324	12.4%
Google/other search	1,532	58.6%
MSN Messenger	859	32.9%
News/weather information	767	29.3%
Online gaming	352	13.5%
Price comparison	937	35.8%
Social networking	599	22.9%
Paying utility bills	602	23.0%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	156	6.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	84	3.2%
NVQ Lvl 2, Intermediate GNVQ	103	3.9%
NVQ Lvl 3, OND, Advanced GNVQ	142	5.4%
NVQ Lvl 4-5, HNC, HND	17	0.7%
First Degree (e.g. BA, BSc)	106	4.1%
Postgraduate Qualification (e.g. MA PhD, PGCE)	2	0.1%
At least one Household member has no qualifications	549	21.0%
No Household member has any qualifications	1,482	56.7%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	667	25.5%
£36 - £49	425	16.3%
£50 - £69	550	21.0%
£70 - £99	651	24.9%
£100 - £149	321	12.3%
More than £150	0	0.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	2	0.1%
Self Employed / Business Owner	129	4.9%
Self Employed / Business Owner / Running Own In-Home Business	131	5.0%
Thinking about starting new business	81	3.1%
Owned business for 3+ years	76	58.0%
Owned for less than 3 years	55	42.0%

Car Ownership

Cars in household	Number	Rate
0 cars	1,207	46.2%
1 car	950	36.3%
2 cars	382	14.6%
3 or more	75	2.9%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1266	48.4%
Digital Camera	1230	47.1%
Flat screen TV	1055	40.4%
Games Console	1089	41.7%
Printer	967	37.0%
iPod/MP3 player	555	21.2%
Cable TV	649	24.8%
Dishwasher	431	16.5%
Satellite TV	747	28.6%
Handheld computer e.g. Blackberry	55	2.1%
HDTV	462	17.7%