

## Middle Layer Super Output Area

E02002402

Households 2,457

Area: Colton and Austhorpe

### Household Demographics

Property Type	Number	Rate
Bungalow	348	14.2%
Detached	771	31.4%
Flat	68	2.8%
Maisonette	3	0.1%
Semi Detached	688	28.0%
Terraced	579	23.6%

Tenure	Number	Rate
Rented from Local Authority	52	2.1%
Owned outright/ Mortgaged	2,234	90.9%
Rented Private/Housing Assoc.	171	7.0%

Years residing at property	Number	Rate
0 to 1	194	7.9%
2 to 5	252	10.3%
6 to 10	498	20.3%
11 to 20	550	22.4%
21 to 30	583	23.7%
31 to 40	124	5.0%
41 to 50	240	9.8%
More than 50 Yrs	16	0.7%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	88	3.6%
£ 5,000 to £9,999 (£96 to £192 p/w)	258	10.5%
£10,000 to £14,999	252	10.3%
£15,000 to £19,999	152	6.2%
£20,000 to £24,999	195	7.9%
£25,000 to £29,999	334	13.6%
£30,000 to £39,999	253	10.3%
£40,000 to £49,999	327	13.3%
£50,000 to £74,999	243	9.9%
£75,000+	355	14.4%
Average HH Income in MSOA	£43,949	

Affected by credit crunch	Number	Rate
Yes	847	34.5%
No	939	38.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,902	
Always	1,201	63.1%
Sometimes	402	21.1%
Rarely	100	5.3%
Never	199	10.5%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	61	2.5%
Tend to Agree	504	20.5%
Tend to Disagree	836	34.0%
Definitely Disagree	362	14.7%
No Response	694	28.2%

in last 3 years,neighbourhood has..	Number	Rate
Improved	161	6.6%
Stayed the same	1,373	55.9%
Got worse	367	14.9%
Recently Moved	30	1.2%
No response	526	21.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,376	96.7%
Does not like neighbourhood	81	3.3%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,546	62.9%
GP appointments	1,553	63.2%
Parking	1,079	43.9%
Public transport	1,664	67.7%
Schools	1,227	49.9%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	480	19.5%
Child Savings Plan	346	14.1%
Home Equity Release	127	5.2%
Funeral Plan	184	7.5%
ISA	1,129	46.0%
Life Assurance	927	37.7%
Mortgage	934	38.0%
Other Investments	417	17.0%
Pension	1,339	54.5%
Personal Loan	317	12.9%
Savings Plan	441	17.9%
Shares General	725	29.5%
Will	1,072	43.6%

Struggling with	Number	Rate
Food shopping	331	13.5%
Loans	26	1.1%
Loss of income	141	5.7%
Mortgage	36	1.5%
Paying Bills	152	6.2%
Savings/investments	229	9.3%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,756	71.5%
Broadband	1,710	69.6%

Internet Access:	Number	Rate
Don't access	388	15.8%
Home	1601	65.2%
Other	192	7.8%
Work	1001	40.7%

Shop Online	Number	Rate
Never	1888	76.8%
Often	85	3.5%
Sometimes	245	10.0%
Would Consider	239	9.7%

Use the internet for....	Number	Rate
Ebay	1,007	41.0%
Email	1,643	66.9%
Gambling/Betting	125	5.1%
Google/other search	1,667	67.8%
MSN Messenger	397	16.2%
News/weather information	1,090	44.4%
Online gaming	144	5.9%
Price comparison	1,229	50.0%
Social networking	569	23.2%
Paying utility bills	761	31.0%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	112	4.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	119	4.8%
NVQ Lvl 2, Intermediate GNVQ	45	1.8%
NVQ Lvl 3, OND, Advanced GNVQ	98	4.0%
NVQ Lvl 4-5, HNC, HND	33	1.3%
First Degree (e.g. BA, BSc)	309	12.6%
Postgraduate Qualification (e.g. MA PhD, PGCE)	156	6.3%
At least one Household member has no qualifications	408	16.6%
No Household member has any qualifications	1,241	50.5%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	356	14.5%
£36 - £49	446	18.2%
£50 - £69	408	16.6%
£70 - £99	776	31.6%
£100 - £149	400	16.3%
More than £150	71	2.9%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	49	2.0%
Self Employed / Business Owner	218	8.9%
Self Employed / Business Owner / Running Own In-Home Business	267	10.9%
Thinking about starting new business	92	3.7%
Owned business for 3+ years	126	47.2%
Owned for less than 3 years	141	52.8%

### Car Ownership

Cars in household	Number	Rate
0 cars	210	8.5%
1 car	1,280	52.1%
2 cars	828	33.7%
3 or more	139	5.7%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1397	56.9%
Digital Camera	1657	67.4%
Flat screen TV	1144	46.6%
Games Console	850	34.6%
Printer	1292	52.6%
iPod/MP3 player	712	29.0%
Cable TV	524	21.3%
Dishwasher	881	35.9%
Satellite TV	768	31.3%
Handheld computer e.g. Blackberry	120	4.9%
HDTV	530	21.6%