

Middle Layer Super Output Area

E02002404

Households 3,448

Area: Cross Green, East End Park and Richmond Hill

Household Demographics

Property Type	Number	Rate
Bungalow	75	2.2%
Detached	95	2.8%
Flat	978	28.4%
Maisonette	106	3.1%
Semi Detached	876	25.4%
Terraced	1,318	38.2%

Tenure	Number	Rate
Rented from Local Authority	1,254	36.4%
Owned outright/ Mortgaged	1,268	36.8%
Rented Private/Housing Assoc.	926	26.9%

Years residing at property	Number	Rate
0 to 1	458	13.3%
2 to 5	721	20.9%
6 to 10	792	23.0%
11 to 20	816	23.7%
21 to 30	325	9.4%
31 to 40	143	4.1%
41 to 50	125	3.6%
More than 50 Yrs	68	2.0%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	664	19.3%
£ 5,000 to £9,999 (£96 to £192 p/w)	284	8.2%
£10,000 to £14,999	671	19.5%
£15,000 to £19,999	523	15.2%
£20,000 to £24,999	271	7.9%
£25,000 to £29,999	197	5.7%
£30,000 to £39,999	406	11.8%
£40,000 to £49,999	277	8.0%
£50,000 to £74,999	105	3.0%
£75,000+	50	1.5%
Average HH Income in MSOA	£20,849	

Affected by credit crunch	Number	Rate
Yes	1,232	35.7%
No	1,145	33.2%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,060	
Always	815	39.6%
Sometimes	645	31.3%
Rarely	181	8.8%
Never	419	20.3%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	180	5.2%
Tend to Agree	651	18.9%
Tend to Disagree	1,023	29.7%
Definitely Disagree	682	19.8%
No Response	912	26.5%

in last 3 years,neighbourhood has..	Number	Rate
Improved	807	23.4%
Stayed the same	1,139	33.0%
Got worse	659	19.1%
Recently Moved	159	4.6%
No response	684	19.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,483	72.0%
Does not like neighbourhood	965	28.0%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,577	45.7%
GP appointments	1,939	56.2%
Parking	1,341	38.9%
Public transport	1,530	44.4%
Schools	1,644	47.7%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	344	10.0%
Child Savings Plan	330	9.6%
Home Equity Release	66	1.9%
Funeral Plan	285	8.3%
ISA	643	18.6%
Life Assurance	812	23.5%
Mortgage	774	22.4%
Other Investments	219	6.4%
Pension	1,174	34.0%
Personal Loan	800	23.2%
Savings Plan	544	15.8%
Shares General	312	9.0%
Will	521	15.1%

Struggling with	Number	Rate
Food shopping	977	28.3%
Loans	530	15.4%
Loss of income	339	9.8%
Mortgage	101	2.9%
Paying Bills	957	27.8%
Savings/investments	30	0.9%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,192	63.6%
Broadband	2,118	61.4%

Internet Access:	Number	Rate
Don't access	729	21.1%
Home	2076	60.2%
Other	250	7.3%
Work	849	24.6%

Shop Online	Number	Rate
Never	2548	73.9%
Often	170	4.9%
Sometimes	402	11.7%
Would Consider	328	9.5%

Use the internet for....	Number	Rate
Ebay	1,549	44.9%
Email	2,162	62.7%
Gambling/Betting	395	11.5%
Google/other search	2,091	60.6%
MSN Messenger	792	23.0%
News/weather information	1,059	30.7%
Online gaming	358	10.4%
Price comparison	1,242	36.0%
Social networking	990	28.7%
Paying utility bills	928	26.9%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	359	10.4%
2+ A levels, 4+ AS Levels, Higher School Certificate	71	2.1%
NVQ Lvl 2, Intermediate GNVQ	139	4.0%
NVQ Lvl 3, OND, Advanced GNVQ	208	6.0%
NVQ Lvl 4-5, HNC, HND	8	0.2%
First Degree (e.g. BA, BSc)	150	4.4%
Postgraduate Qualification (e.g. MA PhD, PGCE)	79	2.3%
At least one Household member has no qualifications	558	16.2%
No Household member has any qualifications	1,651	47.9%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	939	27.2%
£36 - £49	445	12.9%
£50 - £69	1,006	29.2%
£70 - £99	650	18.9%
£100 - £149	408	11.8%
More than £150	0	0.0%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	12	0.3%
Self Employed / Business Owner	100	2.9%
Self Employed / Business Owner / Running Own In-Home Business	112	3.2%
Thinking about starting new business	94	2.7%
Owned business for 3+ years	18	16.1%
Owned for less than 3 years	94	83.9%

Car Ownership

Cars in household	Number	Rate
0 cars	1,638	47.5%
1 car	1,335	38.7%
2 cars	322	9.3%
3 or more	153	4.4%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1991	57.7%
Digital Camera	1691	49.0%
Flat screen TV	1409	40.9%
Games Console	1376	39.9%
Printer	1285	37.3%
iPod/MP3 player	837	24.3%
Cable TV	874	25.3%
Dishwasher	598	17.3%
Satellite TV	1031	29.9%
Handheld computer e.g. Blackberry	157	4.6%
HDTV	704	20.4%