

Middle Layer Super Output Area

E02002409

Households 2,762

Area: Gamble Hill, Moorside

Household Demographics

Property Type	Number	Rate
Bungalow	172	6.2%
Detached	244	8.8%
Flat	401	14.5%
Maisonette	10	0.4%
Semi Detached	1,353	49.0%
Terraced	582	21.1%

Tenure	Number	Rate
Rented from Local Authority	954	34.5%
Owned outright/ Mortgaged	1,627	58.9%
Rented Private/Housing Assoc.	181	6.6%

Years residing at property	Number	Rate
0 to 1	110	4.0%
2 to 5	633	22.9%
6 to 10	931	33.7%
11 to 20	387	14.0%
21 to 30	303	11.0%
31 to 40	212	7.7%
41 to 50	121	4.4%
More than 50 Yrs	65	2.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	143	5.2%
£ 5,000 to £9,999 (£96 to £192 p/w)	230	8.3%
£10,000 to £14,999	390	14.1%
£15,000 to £19,999	303	11.0%
£20,000 to £24,999	267	9.7%
£25,000 to £29,999	315	11.4%
£30,000 to £39,999	546	19.8%
£40,000 to £49,999	307	11.1%
£50,000 to £74,999	195	7.1%
£75,000+	66	2.4%
Average HH Income in MSOA	£29,369	

Affected by credit crunch	Number	Rate
Yes	1,125	40.7%
No	1,014	36.7%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,633	
Always	727	44.5%
Sometimes	431	26.4%
Rarely	250	15.3%
Never	225	13.8%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	57	2.1%
Tend to Agree	542	19.6%
Tend to Disagree	955	34.6%
Definitely Disagree	413	15.0%
No Response	795	28.8%

in last 3 years,neighbourhood has..	Number	Rate
Improved	266	9.6%
Stayed the same	1,283	46.5%
Got worse	558	20.2%
Recently Moved	171	6.2%
No response	484	17.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,315	83.8%
Does not like neighbourhood	447	16.2%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,326	48.0%
GP appointments	1,602	58.0%
Parking	1,109	40.2%
Public transport	1,559	56.4%
Schools	1,548	56.0%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	471	17.1%
Child Savings Plan	285	10.3%
Home Equity Release	40	1.4%
Funeral Plan	191	6.9%
ISA	651	23.6%
Life Assurance	1,060	38.4%
Mortgage	1,038	37.6%
Other Investments	213	7.7%
Pension	1,047	37.9%
Personal Loan	633	22.9%
Savings Plan	406	14.7%
Shares General	496	18.0%
Will	353	12.8%

Struggling with	Number	Rate
Food shopping	535	19.4%
Loans	380	13.8%
Loss of income	266	9.6%
Mortgage	82	3.0%
Paying Bills	629	22.8%
Savings/investments	162	5.9%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,032	73.6%
Broadband	1,991	72.1%

Internet Access:	Number	Rate
Don't access	375	13.6%
Home	1889	68.4%
Other	188	6.8%
Work	1008	36.5%

Shop Online	Number	Rate
Never	1797	65.1%
Often	138	5.0%
Sometimes	449	16.3%
Would Consider	378	13.7%

Use the internet for....	Number	Rate
Ebay	1,437	52.0%
Email	1,960	71.0%
Gambling/Betting	243	8.8%
Google/other search	1,810	65.5%
MSN Messenger	713	25.8%
News/weather information	1,237	44.8%
Online gaming	265	9.6%
Price comparison	1,441	52.2%
Social networking	904	32.7%
Paying utility bills	941	34.1%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	221	8.0%
2+ A levels, 4+ AS Levels, Higher School Certificate	92	3.3%
NVQ Lvl 2, Intermediate GNVQ	210	7.6%
NVQ Lvl 3, OND, Advanced GNVQ	163	5.9%
NVQ Lvl 4-5, HNC, HND	70	2.5%
First Degree (e.g. BA, BSc)	137	5.0%
Postgraduate Qualification (e.g. MA PhD, PGCE)	123	4.5%
At least one Household member has no qualifications	573	20.7%
No Household member has any qualifications	1,257	45.5%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	487	17.6%
£36 - £49	361	13.1%
£50 - £69	842	30.5%
£70 - £99	736	26.6%
£100 - £149	332	12.0%
More than £150	4	0.1%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	20	0.7%
Self Employed / Business Owner	121	4.4%
Self Employed / Business Owner / Running Own In-Home Business	141	5.1%
Thinking about starting new business	44	1.6%
Owned business for 3+ years	82	58.2%
Owned for less than 3 years	59	41.8%

Car Ownership

Cars in household	Number	Rate
0 cars	669	24.2%
1 car	1,287	46.6%
2 cars	731	26.5%
3 or more	75	2.7%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1617	58.5%
Digital Camera	1687	61.1%
Flat screen TV	1398	50.6%
Games Console	1239	44.9%
Printer	1317	47.7%
iPod/MP3 player	596	21.6%
Cable TV	942	34.1%
Dishwasher	598	21.7%
Satellite TV	729	26.4%
Handheld computer e.g. Blackberry	118	4.3%
HDTV	585	21.2%