

Middle Layer Super Output Area

E02002415

Households 2,655

Area: Beeston Hill

Household Demographics

| Property Type | Number | Rate |
|---------------|--------|-------|
| Bungalow | 33 | 1.2% |
| Detached | 203 | 7.6% |
| Flat | 518 | 19.5% |
| Maisonette | 29 | 1.1% |
| Semi Detached | 357 | 13.4% |
| Terraced | 1,515 | 57.1% |

| Tenure | Number | Rate |
|-------------------------------|--------|-------|
| Rented from Local Authority | 613 | 23.1% |
| Owned outright/ Mortgaged | 1,006 | 37.9% |
| Rented Private/Housing Assoc. | 1,036 | 39.0% |

| Years residing at property | Number | Rate |
|----------------------------|--------|-------|
| 0 to 1 | 409 | 15.4% |
| 2 to 5 | 782 | 29.5% |
| 6 to 10 | 653 | 24.6% |
| 11 to 20 | 379 | 14.3% |
| 21 to 30 | 214 | 8.1% |
| 31 to 40 | 105 | 4.0% |
| 41 to 50 | 25 | 0.9% |
| More than 50 Yrs | 88 | 3.3% |

Household Income & Finances (1)

| Yearly Income | Number | Rate |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week) | 341 | 12.8% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 308 | 11.6% |
| £10,000 to £14,999 | 283 | 10.7% |
| £15,000 to £19,999 | 419 | 15.8% |
| £20,000 to £24,999 | 124 | 4.7% |
| £25,000 to £29,999 | 241 | 9.1% |
| £30,000 to £39,999 | 113 | 4.3% |
| £40,000 to £49,999 | 514 | 19.4% |
| £50,000 to £74,999 | 229 | 8.6% |
| £75,000+ | 83 | 3.1% |
| Average HH Income in MSOA | £28,283 | |

| Affected by credit crunch | Number | Rate |
|---------------------------|--------|-------|
| Yes | 967 | 36.4% |
| No | 1,068 | 40.2% |

| Credit Card Balance Paid in full: | Number | Rate |
|-----------------------------------|--------|-------|
| Credit Card owning households | 1,375 | |
| Always | 467 | 34.0% |
| Sometimes | 343 | 24.9% |
| Rarely | 188 | 13.7% |
| Never | 377 | 27.4% |

Community Perceptions

| Can influence local decisions | Number | Rate |
|-------------------------------|--------|-------|
| Definitely Agree | 116 | 4.4% |
| Tend to Agree | 555 | 20.9% |
| Tend to Disagree | 754 | 28.4% |
| Definitely Disagree | 459 | 17.3% |
| No Response | 771 | 29.0% |

| in last 3 years,neighbourhood has.. | Number | Rate |
|-------------------------------------|--------|-------|
| Improved | 341 | 12.8% |
| Stayed the same | 796 | 30.0% |
| Got worse | 628 | 23.7% |
| Recently Moved | 179 | 6.7% |
| No response | 711 | 26.8% |

| Neighbourhood opinion | Number | Rate |
|-----------------------------|--------|-------|
| Likes neighbourhood | 1,601 | 60.3% |
| Does not like neighbourhood | 1,054 | 39.7% |

| Satisfied with local services for... | Number | Rate |
|--------------------------------------|--------|-------|
| Doorstep Recycling | 960 | 36.2% |
| GP appointments | 1,368 | 51.5% |
| Parking | 906 | 34.1% |
| Public transport | 1,525 | 57.4% |
| Schools | 1,037 | 39.1% |

Household Income & Finances (2)

| Financial Products | Number | Rate |
|---------------------|--------|-------|
| Accident Insurance | 335 | 12.6% |
| Child Savings Plan | 179 | 6.7% |
| Home Equity Release | 38 | 1.4% |
| Funeral Plan | 178 | 6.7% |
| ISA | 517 | 19.5% |
| Life Assurance | 603 | 22.7% |
| Mortgage | 559 | 21.1% |
| Other Investments | 163 | 6.1% |
| Pension | 791 | 29.8% |
| Personal Loan | 440 | 16.6% |
| Savings Plan | 332 | 12.5% |
| Shares General | 251 | 9.5% |
| Will | 382 | 14.4% |

| Struggling with | Number | Rate |
|---------------------|--------|-------|
| Food shopping | 717 | 27.0% |
| Loans | 75 | 2.8% |
| Loss of income | 208 | 7.8% |
| Mortgage | 38 | 1.4% |
| Paying Bills | 530 | 20.0% |
| Savings/investments | 210 | 7.9% |

Internet Connection & Usage

| Households that have... | Number | Rate |
|-------------------------|--------|-------|
| Internet Connection | 1,722 | 64.9% |
| Broadband | 1,639 | 61.7% |

| Internet Access: | Number | Rate |
|------------------|--------|-------|
| Don't access | 516 | 19.4% |
| Home | 1674 | 63.1% |
| Other | 285 | 10.7% |
| Work | 571 | 21.5% |

| Shop Online | Number | Rate |
|----------------|--------|-------|
| Never | 1880 | 70.8% |
| Often | 56 | 2.1% |
| Sometimes | 410 | 15.4% |
| Would Consider | 309 | 11.6% |

| Use the internet for.... | Number | Rate |
|--------------------------|--------|-------|
| Ebay | 967 | 36.4% |
| Email | 1,846 | 69.5% |
| Gambling/Betting | 212 | 8.0% |
| Google/other search | 1,761 | 66.3% |
| MSN Messenger | 1,004 | 37.8% |
| News/weather information | 1,029 | 38.8% |
| Online gaming | 286 | 10.8% |
| Price comparison | 1,213 | 45.7% |
| Social networking | 1,070 | 40.3% |
| Paying utility bills | 827 | 31.1% |

Qualifications

| Highest Qualification in Household | Number | Rate |
|--|--------|-------|
| 5+ GCSEs (grade A*-C) | | |
| 5+ O Levels or grade 1 CSEs/School Cert | 86 | 3.2% |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 91 | 3.4% |
| NVQ Lvl 2, Intermediate GNVQ | 71 | 2.7% |
| NVQ Lvl 3, OND, Advanced GNVQ | 95 | 3.6% |
| NVQ Lvl 4-5, HNC, HND | 57 | 2.1% |
| First Degree (e.g. BA, BSc) | 213 | 8.0% |
| Postgraduate Qualification (e.g. MA PhD, PGCE) | 156 | 5.9% |
| At least one Household member has no qualifications | 527 | 19.8% |
| No Household member has any qualifications | 1,370 | 51.6% |

Grocery Data

| Weekly Spend (main shop) | Number | Rate |
|--------------------------|--------|-------|
| Up to £35 | 794 | 29.9% |
| £36 - £49 | 638 | 24.0% |
| £50 - £69 | 559 | 21.1% |
| £70 - £99 | 453 | 17.1% |
| £100 - £149 | 187 | 7.0% |
| More than £150 | 24 | 0.9% |

Business Summary

| Business Ownership | Number | Rate |
|---|--------|-------|
| Running Own In-Home Business | 47 | 1.8% |
| Self Employed / Business Owner | 142 | 5.3% |
| Self Employed / Business Owner / Running Own In-Home Business | 189 | 7.1% |
| Thinking about starting new business | 79 | 3.0% |
| Owned business for 3+ years | 104 | 55.0% |
| Owned for less than 3 years | 85 | 45.0% |

Car Ownership

| Cars in household | Number | Rate |
|-------------------|--------|-------|
| 0 cars | 1,166 | 43.9% |
| 1 car | 1,121 | 42.2% |
| 2 cars | 323 | 12.2% |
| 3 or more | 45 | 1.7% |

Product Ownership

| Appliances/Products Owned | Number | Rate |
|-----------------------------------|--------|-------|
| Computer | 1526 | 57.5% |
| Digital Camera | 1384 | 52.1% |
| Flat screen TV | 951 | 35.8% |
| Games Console | 1055 | 39.7% |
| Printer | 1001 | 37.7% |
| iPod/MP3 player | 595 | 22.4% |
| Cable TV | 563 | 21.2% |
| Dishwasher | 249 | 9.4% |
| Satellite TV | 692 | 26.1% |
| Handheld computer e.g. Blackberry | 32 | 1.2% |
| HDTV | 434 | 16.3% |