

## Middle Layer Super Output Area

E02002420

Households 3,487

Area: Beeston - Parkside and Cross Flatts

### Household Demographics

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 51     | 1.5%  |
| Detached      | 323    | 9.3%  |
| Flat          | 258    | 7.4%  |
| Maisonette    | 3      | 0.1%  |
| Semi Detached | 1,374  | 39.4% |
| Terraced      | 1,478  | 42.4% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 312    | 8.9%  |
| Owned outright/ Mortgaged     | 2,741  | 78.6% |
| Rented Private/Housing Assoc. | 434    | 12.4% |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 205    | 5.9%  |
| 2 to 5                     | 711    | 20.4% |
| 6 to 10                    | 701    | 20.1% |
| 11 to 20                   | 722    | 20.7% |
| 21 to 30                   | 533    | 15.3% |
| 31 to 40                   | 371    | 10.6% |
| 41 to 50                   | 139    | 4.0%  |
| More than 50 Yrs           | 105    | 3.0%  |

### Household Income & Finances (1)

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 229     | 6.6%  |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 347     | 10.0% |
| £10,000 to £14,999                  | 473     | 13.6% |
| £15,000 to £19,999                  | 434     | 12.4% |
| £20,000 to £24,999                  | 374     | 10.7% |
| £25,000 to £29,999                  | 250     | 7.2%  |
| £30,000 to £39,999                  | 383     | 11.0% |
| £40,000 to £49,999                  | 473     | 13.6% |
| £50,000 to £74,999                  | 287     | 8.2%  |
| £75,000+                            | 237     | 6.8%  |
| Average HH Income in MSOA           | £33,416 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,102  | 31.6% |
| No                        | 1,546  | 44.3% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 2,358  |       |
| Always                            | 1,255  | 53.2% |
| Sometimes                         | 460    | 19.5% |
| Rarely                            | 268    | 11.4% |
| Never                             | 375    | 15.9% |

### Community Perceptions

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 109    | 3.1%  |
| Tend to Agree                 | 852    | 24.4% |
| Tend to Disagree              | 1,073  | 30.8% |
| Definitely Disagree           | 523    | 15.0% |
| No Response                   | 930    | 26.7% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 244    | 7.0%  |
| Stayed the same                     | 1,471  | 42.2% |
| Got worse                           | 935    | 26.8% |
| Recently Moved                      | 106    | 3.0%  |
| No response                         | 731    | 21.0% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 2,808  | 80.5% |
| Does not like neighbourhood | 679    | 19.5% |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,819  | 52.2% |
| GP appointments                      | 1,950  | 55.9% |
| Parking                              | 1,508  | 43.2% |
| Public transport                     | 2,230  | 64.0% |
| Schools                              | 1,486  | 42.6% |

### Household Income & Finances (2)

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 443    | 12.7% |
| Child Savings Plan  | 253    | 7.3%  |
| Home Equity Release | 41     | 1.2%  |
| Funeral Plan        | 277    | 7.9%  |
| ISA                 | 1,283  | 36.8% |
| Life Assurance      | 1,229  | 35.2% |
| Mortgage            | 1,144  | 32.8% |
| Other Investments   | 384    | 11.0% |
| Pension             | 1,590  | 45.6% |
| Personal Loan       | 620    | 17.8% |
| Savings Plan        | 495    | 14.2% |
| Shares General      | 680    | 19.5% |
| Will                | 915    | 26.2% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 515    | 14.8% |
| Loans               | 112    | 3.2%  |
| Loss of income      | 220    | 6.3%  |
| Mortgage            | 51     | 1.5%  |
| Paying Bills        | 388    | 11.1% |
| Savings/investments | 242    | 6.9%  |

### Internet Connection & Usage

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,372  | 68.0% |
| Broadband               | 2,257  | 64.7% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 691    | 19.8% |
| Home             | 2293   | 65.8% |
| Other            | 205    | 5.9%  |
| Work             | 969    | 27.8% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2604   | 74.7% |
| Often          | 134    | 3.8%  |
| Sometimes      | 532    | 15.3% |
| Would Consider | 217    | 6.2%  |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,325  | 38.0% |
| Email                    | 2,353  | 67.5% |
| Gambling/Betting         | 295    | 8.5%  |
| Google/other search      | 2,311  | 66.3% |
| MSN Messenger            | 689    | 19.8% |
| News/weather information | 1,409  | 40.4% |
| Online gaming            | 243    | 7.0%  |
| Price comparison         | 1,508  | 43.2% |
| Social networking        | 1,019  | 29.2% |
| Paying utility bills     | 1,167  | 33.5% |

### Qualifications

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                |        |       |
| 5+ O Levels or grade 1 CSEs/School Cert              | 154    | 4.4%  |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 124    | 3.6%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 146    | 4.2%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 263    | 7.5%  |
| NVQ Lvl 4-5, HNC, HND                                | 96     | 2.8%  |
| First Degree (e.g. BA, BSc)                          | 363    | 10.4% |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 125    | 3.6%  |
| At least one Household member has no qualifications  | 792    | 22.7% |
| No Household member has any qualifications           | 1,577  | 45.2% |

### Grocery Data

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 726    | 20.8% |
| £36 - £49                | 522    | 15.0% |
| £50 - £69                | 946    | 27.1% |
| £70 - £99                | 858    | 24.6% |
| £100 - £149              | 404    | 11.6% |
| More than £150           | 31     | 0.9%  |

### Business Summary

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 70     | 2.0%  |
| Self Employed / Business Owner                                | 257    | 7.4%  |
| Self Employed / Business Owner / Running Own In-Home Business | 327    | 9.4%  |
| Thinking about starting new business                          | 83     | 2.4%  |
| Owned business for 3+ years                                   | 207    | 63.3% |
| Owned for less than 3 years                                   | 120    | 36.7% |

### Car Ownership

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 829    | 23.8% |
| 1 car             | 2,012  | 57.7% |
| 2 cars            | 550    | 15.8% |
| 3 or more         | 96     | 2.8%  |

### Product Ownership

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 2022   | 58.0% |
| Digital Camera                    | 2119   | 60.8% |
| Flat screen TV                    | 1564   | 44.9% |
| Games Console                     | 1265   | 36.3% |
| Printer                           | 1644   | 47.1% |
| iPod/MP3 player                   | 907    | 26.0% |
| Cable TV                          | 724    | 20.8% |
| Dishwasher                        | 659    | 18.9% |
| Satellite TV                      | 1012   | 29.0% |
| Handheld computer e.g. Blackberry | 123    | 3.5%  |
| HDTV                              | 841    | 24.1% |