

**Middle Layer Super Output Area**

**E02002421**

**Households 2,675**

**Area: Belle Isle North**

**Household Demographics**

Property Type	Number	Rate
Bungalow	36	1.3%
Detached	55	2.1%
Flat	449	16.8%
Maisonette	56	2.1%
Semi Detached	1,335	49.9%
Terraced	744	27.8%

Tenure	Number	Rate
Rented from Local Authority	1,542	57.6%
Owned outright/ Mortgaged	747	27.9%
Rented Private/Housing Assoc.	386	14.4%

Years residing at property	Number	Rate
0 to 1	130	4.9%
2 to 5	515	19.3%
6 to 10	861	32.2%
11 to 20	587	21.9%
21 to 30	347	13.0%
31 to 40	135	5.0%
41 to 50	80	3.0%
More than 50 Yrs	20	0.7%

**Household Income & Finances (1)**

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	320	12.0%
£ 5,000 to £9,999 (£96 to £192 p/w)	469	17.5%
£10,000 to £14,999	479	17.9%
£15,000 to £19,999	299	11.2%
£20,000 to £24,999	246	9.2%
£25,000 to £29,999	314	11.7%
£30,000 to £39,999	281	10.5%
£40,000 to £49,999	183	6.8%
£50,000 to £74,999	79	3.0%
£75,000+	5	0.2%
Average HH Income in MSOA	£19,883	

Affected by credit crunch	Number	Rate
Yes	948	35.4%
No	962	36.0%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,165	
Always	566	48.6%
Sometimes	199	17.1%
Rarely	197	16.9%
Never	203	17.4%

**Community Perceptions**

Can influence local decisions	Number	Rate
Definitely Agree	91	3.4%
Tend to Agree	497	18.6%
Tend to Disagree	651	24.3%
Definitely Disagree	669	25.0%
No Response	767	28.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	364	13.6%
Stayed the same	955	35.7%
Got worse	799	29.9%
Recently Moved	60	2.2%
No response	497	18.6%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	1,951	72.9%
Does not like neighbourhood	724	27.1%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,370	51.2%
GP appointments	1,668	62.4%
Parking	1,237	46.2%
Public transport	1,543	57.7%
Schools	1,355	50.7%

**Household Income & Finances (2)**

Financial Products	Number	Rate
Accident Insurance	385	14.4%
Child Savings Plan	253	9.5%
Home Equity Release	34	1.3%
Funeral Plan	117	4.4%
ISA	332	12.4%
Life Assurance	710	26.5%
Mortgage	559	20.9%
Other Investments	58	2.2%
Pension	663	24.8%
Personal Loan	436	16.3%
Savings Plan	237	8.9%
Shares General	160	6.0%
Will	212	7.9%

Struggling with	Number	Rate
Food shopping	703	26.3%
Loans	150	5.6%
Loss of income	196	7.3%
Mortgage	78	2.9%
Paying Bills	747	27.9%
Savings/investments	144	5.4%

**Internet Connection & Usage**

Households that have...	Number	Rate
Internet Connection	1,719	64.3%
Broadband	1,521	56.9%

Internet Access:	Number	Rate
Don't access	440	16.4%
Home	1726	64.5%
Other	143	5.3%
Work	603	22.5%

Shop Online	Number	Rate
Never	2092	78.2%
Often	83	3.1%
Sometimes	196	7.3%
Would Consider	304	11.4%

Use the internet for....	Number	Rate
Ebay	1,128	42.2%
Email	1,667	62.3%
Gambling/Betting	193	7.2%
Google/other search	1,624	60.7%
MSN Messenger	904	33.8%
News/weather information	953	35.6%
Online gaming	324	12.1%
Price comparison	960	35.9%
Social networking	961	35.9%
Paying utility bills	706	26.4%

**Qualifications**

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	170	6.4%
2+ A levels, 4+ AS Levels, Higher School Certificate	117	4.4%
NVQ Lvl 2, Intermediate GNVQ	76	2.8%
NVQ Lvl 3, OND, Advanced GNVQ	129	4.8%
NVQ Lvl 4-5, HNC, HND	69	2.6%
First Degree (e.g. BA, BSc)	78	2.9%
Postgraduate Qualification (e.g. MA PhD, PGCE)	13	0.5%
At least one Household member has no qualifications	862	32.2%
No Household member has any qualifications	1,515	56.6%

**Grocery Data**

Weekly Spend (main shop)	Number	Rate
Up to £35	441	16.5%
£36 - £49	618	23.1%
£50 - £69	691	25.8%
£70 - £99	635	23.7%
£100 - £149	290	10.8%
More than £150	0	0.0%

**Business Summary**

Business Ownership	Number	Rate
Running Own In-Home Business	5	0.2%
Self Employed / Business Owner	83	3.1%
Self Employed / Business Owner / Running Own In-Home Business	88	3.3%
Thinking about starting new business	40	1.5%
Owned business for 3+ years	49	55.7%
Owned for less than 3 years	39	44.3%

**Car Ownership**

Cars in household	Number	Rate
0 cars	1,122	41.9%
1 car	1,274	47.6%
2 cars	184	6.9%
3 or more	95	3.6%

**Product Ownership**

Appliances/Products Owned	Number	Rate
Computer	1321	49.4%
Digital Camera	1446	54.1%
Flat screen TV	1062	39.7%
Games Console	1176	44.0%
Printer	1019	38.1%
iPod/MP3 player	481	18.0%
Cable TV	62	2.3%
Dishwasher	397	14.8%
Satellite TV	1511	56.5%
Handheld computer e.g. Blackberry	66	2.5%
HDTV	484	18.1%