

## Middle Layer Super Output Area

E02002423

Households 2,594

Area: Belle Isle South

### Household Demographics

Property Type	Number	Rate
Bungalow	137	5.3%
Detached	77	3.0%
Flat	285	11.0%
Maisonette	54	2.1%
Semi Detached	1,528	58.9%
Terraced	513	19.8%

Tenure	Number	Rate
Rented from Local Authority	951	36.7%
Owned outright/ Mortgaged	1,378	53.1%
Rented Private/Housing Assoc.	265	10.2%

Years residing at property	Number	Rate
0 to 1	168	6.5%
2 to 5	507	19.5%
6 to 10	533	20.5%
11 to 20	551	21.2%
21 to 30	405	15.6%
31 to 40	223	8.6%
41 to 50	141	5.4%
More than 50 Yrs	66	2.5%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	280	10.8%
£ 5,000 to £9,999 (£96 to £192 p/w)	562	21.7%
£10,000 to £14,999	486	18.7%
£15,000 to £19,999	249	9.6%
£20,000 to £24,999	199	7.7%
£25,000 to £29,999	204	7.9%
£30,000 to £39,999	223	8.6%
£40,000 to £49,999	317	12.2%
£50,000 to £74,999	60	2.3%
£75,000+	14	0.5%
Average HH Income in MSOA	£20,302	

Affected by credit crunch	Number	Rate
Yes	841	32.4%
No	941	36.3%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,537	
Always	606	39.4%
Sometimes	498	32.4%
Rarely	137	8.9%
Never	296	19.3%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	163	6.3%
Tend to Agree	425	16.4%
Tend to Disagree	704	27.1%
Definitely Disagree	427	16.5%
No Response	875	33.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	304	11.7%
Stayed the same	1,019	39.3%
Got worse	585	22.6%
Recently Moved	76	2.9%
No response	610	23.5%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,026	78.1%
Does not like neighbourhood	568	21.9%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,233	47.5%
GP appointments	1,501	57.9%
Parking	1,032	39.8%
Public transport	1,393	53.7%
Schools	1,068	41.2%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	302	11.6%
Child Savings Plan	233	9.0%
Home Equity Release	12	0.5%
Funeral Plan	222	8.6%
ISA	424	16.3%
Life Assurance	816	31.5%
Mortgage	595	22.9%
Other Investments	169	6.5%
Pension	969	37.4%
Personal Loan	439	16.9%
Savings Plan	360	13.9%
Shares General	229	8.8%
Will	370	14.3%

Struggling with	Number	Rate
Food shopping	587	22.6%
Loans	104	4.0%
Loss of income	223	8.6%
Mortgage	91	3.5%
Paying Bills	561	21.6%
Savings/investments	126	4.9%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,534	59.1%
Broadband	1,485	57.2%

Internet Access:	Number	Rate
Don't access	585	22.6%
Home	1588	61.2%
Other	88	3.4%
Work	449	17.3%

Shop Online	Number	Rate
Never	2047	78.9%
Often	110	4.2%
Sometimes	188	7.2%
Would Consider	249	9.6%

Use the internet for....	Number	Rate
Ebay	870	33.5%
Email	1,536	59.2%
Gambling/Betting	238	9.2%
Google/other search	1,395	53.8%
MSN Messenger	708	27.3%
News/weather information	801	30.9%
Online gaming	338	13.0%
Price comparison	924	35.6%
Social networking	852	32.8%
Paying utility bills	842	32.5%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	132	5.1%
2+ A levels, 4+ AS Levels, Higher School Certificate	73	2.8%
NVQ Lvl 2, Intermediate GNVQ	86	3.3%
NVQ Lvl 3, OND, Advanced GNVQ	93	3.6%
NVQ Lvl 4-5, HNC, HND	154	5.9%
First Degree (e.g. BA, BSc)	117	4.5%
Postgraduate Qualification (e.g. MA PhD, PGCE)	9	0.3%
At least one Household member has no qualifications	600	23.1%
No Household member has any qualifications	1,612	62.1%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	599	23.1%
£36 - £49	497	19.2%
£50 - £69	625	24.1%
£70 - £99	581	22.4%
£100 - £149	259	10.0%
More than £150	33	1.3%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	14	0.5%
Self Employed / Business Owner	117	4.5%
Self Employed / Business Owner / Running Own In-Home Business	131	5.1%
Thinking about starting new business	47	1.8%
Owned business for 3+ years	38	29.0%
Owned for less than 3 years	93	71.0%

### Car Ownership

Cars in household	Number	Rate
0 cars	978	37.7%
1 car	1,117	43.1%
2 cars	434	16.7%
3 or more	65	2.5%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1234	47.6%
Digital Camera	1246	48.0%
Flat screen TV	1006	38.8%
Games Console	902	34.8%
Printer	1053	40.6%
iPod/MP3 player	374	14.4%
Cable TV	23	0.9%
Dishwasher	340	13.1%
Satellite TV	1290	49.7%
Handheld computer e.g. Blackberry	15	0.6%
HDTV	458	17.7%