

Middle Layer Super Output Area

E02002427

Households 3,094

Area: Rothwell

Household Demographics

Property Type	Number	Rate
Bungalow	231	7.5%
Detached	590	19.1%
Flat	263	8.5%
Maisonette	90	2.9%
Semi Detached	1,447	46.8%
Terraced	473	15.3%

Tenure	Number	Rate
Rented from Local Authority	763	24.7%
Owned outright/ Mortgaged	2,019	65.3%
Rented Private/Housing Assoc.	312	10.1%

Years residing at property	Number	Rate
0 to 1	160	5.2%
2 to 5	699	22.6%
6 to 10	582	18.8%
11 to 20	646	20.9%
21 to 30	386	12.5%
31 to 40	400	12.9%
41 to 50	209	6.8%
More than 50 Yrs	12	0.4%

Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	128	4.1%
£ 5,000 to £9,999 (£96 to £192 p/w)	355	11.5%
£10,000 to £14,999	376	12.2%
£15,000 to £19,999	438	14.2%
£20,000 to £24,999	244	7.9%
£25,000 to £29,999	299	9.7%
£30,000 to £39,999	498	16.1%
£40,000 to £49,999	429	13.9%
£50,000 to £74,999	255	8.2%
£75,000+	72	2.3%
Average HH Income in MSOA	£29,663	

Affected by credit crunch	Number	Rate
Yes	1,005	32.5%
No	1,294	41.8%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	2,180	
Always	884	40.6%
Sometimes	722	33.1%
Rarely	239	11.0%
Never	335	15.4%

Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	73	2.4%
Tend to Agree	862	27.9%
Tend to Disagree	875	28.3%
Definitely Disagree	550	17.8%
No Response	734	23.7%

in last 3 years,neighbourhood has..	Number	Rate
Improved	629	20.3%
Stayed the same	1,173	37.9%
Got worse	604	19.5%
Recently Moved	136	4.4%
No response	552	17.8%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,934	94.8%
Does not like neighbourhood	160	5.2%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,960	63.3%
GP appointments	2,045	66.1%
Parking	1,701	55.0%
Public transport	1,884	60.9%
Schools	1,610	52.0%

Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	524	16.9%
Child Savings Plan	334	10.8%
Home Equity Release	44	1.4%
Funeral Plan	177	5.7%
ISA	1,195	38.6%
Life Assurance	1,122	36.3%
Mortgage	887	28.7%
Other Investments	610	19.7%
Pension	1,498	48.4%
Personal Loan	522	16.9%
Savings Plan	483	15.6%
Shares General	670	21.7%
Will	912	29.5%

Struggling with	Number	Rate
Food shopping	474	15.3%
Loans	137	4.4%
Loss of income	173	5.6%
Mortgage	115	3.7%
Paying Bills	536	17.3%
Savings/investments	62	2.0%

Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	2,182	70.5%
Broadband	2,062	66.6%

Internet Access:	Number	Rate
Don't access	570	18.4%
Home	2149	69.5%
Other	39	1.3%
Work	1073	34.7%

Shop Online	Number	Rate
Never	2221	71.8%
Often	161	5.2%
Sometimes	478	15.4%
Would Consider	234	7.6%

Use the internet for....	Number	Rate
Ebay	1,190	38.5%
Email	2,193	70.9%
Gambling/Betting	184	5.9%
Google/other search	1,978	63.9%
MSN Messenger	513	16.6%
News/weather information	1,334	43.1%
Online gaming	203	6.6%
Price comparison	1,488	48.1%
Social networking	1,098	35.5%
Paying utility bills	1,036	33.5%

Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)		
5+ O Levels or grade 1 CSEs/School Cert	236	7.6%
2+ A levels, 4+ AS Levels, Higher School Certificate	82	2.7%
NVQ Lvl 2, Intermediate GNVQ	48	1.6%
NVQ Lvl 3, OND, Advanced GNVQ	169	5.5%
NVQ Lvl 4-5, HNC, HND	12	0.4%
First Degree (e.g. BA, BSc)	403	13.0%
Postgraduate Qualification (e.g. MA PhD, PGCE)	192	6.2%
At least one Household member has no qualifications	558	18.0%
No Household member has any qualifications	1,419	45.9%

Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	501	16.2%
£36 - £49	661	21.4%
£50 - £69	905	29.3%
£70 - £99	693	22.4%
£100 - £149	289	9.3%
More than £150	45	1.5%

Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	22	0.7%
Self Employed / Business Owner	132	4.3%
Self Employed / Business Owner / Running Own In-Home Business	154	5.0%
Thinking about starting new business	123	4.0%
Owned business for 3+ years	107	69.5%
Owned for less than 3 years	47	30.5%

Car Ownership

Cars in household	Number	Rate
0 cars	579	18.7%
1 car	1,536	49.6%
2 cars	905	29.3%
3 or more	74	2.4%

Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1856	60.0%
Digital Camera	1942	62.8%
Flat screen TV	1574	50.9%
Games Console	1136	36.7%
Printer	1596	51.6%
iPod/MP3 player	740	23.9%
Cable TV	35	1.1%
Dishwasher	1177	38.0%
Satellite TV	1451	46.9%
Handheld computer e.g. Blackberry	198	6.4%
HDTV	753	24.3%