

## Middle Layer Super Output Area

E02002428

Households 2,826

Area: Middleton Park, Manor Farm and Sharp Lane

### Household Demographics

Property Type	Number	Rate
Bungalow	143	5.1%
Detached	70	2.5%
Flat	480	17.0%
Maisonette	11	0.4%
Semi Detached	1,513	53.5%
Terraced	609	21.5%

Tenure	Number	Rate
Rented from Local Authority	778	27.5%
Owned outright/ Mortgaged	1,835	64.9%
Rented Private/Housing Assoc.	213	7.5%

Years residing at property	Number	Rate
0 to 1	174	6.2%
2 to 5	632	22.4%
6 to 10	509	18.0%
11 to 20	612	21.7%
21 to 30	372	13.2%
31 to 40	190	6.7%
41 to 50	203	7.2%
More than 50 Yrs	134	4.7%

### Household Income & Finances (1)

Yearly Income	Number	Rate
£ 0 to £5,000 (£96 per week)	237	8.4%
£ 5,000 to £9,999 (£96 to £192 p/w)	354	12.5%
£10,000 to £14,999	519	18.4%
£15,000 to £19,999	303	10.7%
£20,000 to £24,999	346	12.2%
£25,000 to £29,999	224	7.9%
£30,000 to £39,999	392	13.9%
£40,000 to £49,999	301	10.7%
£50,000 to £74,999	121	4.3%
£75,000+	29	1.0%
Average HH Income in MSOA	£23,961	

Affected by credit crunch	Number	Rate
Yes	1,007	35.6%
No	962	34.0%

Credit Card Balance Paid in full:	Number	Rate
Credit Card owning households	1,535	
Always	559	36.4%
Sometimes	441	28.7%
Rarely	251	16.4%
Never	284	18.5%

### Community Perceptions

Can influence local decisions	Number	Rate
Definitely Agree	108	3.8%
Tend to Agree	560	19.8%
Tend to Disagree	756	26.8%
Definitely Disagree	558	19.7%
No Response	844	29.9%

in last 3 years,neighbourhood has..	Number	Rate
Improved	448	15.9%
Stayed the same	1,075	38.0%
Got worse	592	20.9%
Recently Moved	134	4.7%
No response	577	20.4%

Neighbourhood opinion	Number	Rate
Likes neighbourhood	2,294	81.2%
Does not like neighbourhood	532	18.8%

Satisfied with local services for...	Number	Rate
Doorstep Recycling	1,480	52.4%
GP appointments	1,625	57.5%
Parking	1,172	41.5%
Public transport	1,441	51.0%
Schools	1,208	42.7%

### Household Income & Finances (2)

Financial Products	Number	Rate
Accident Insurance	410	14.5%
Child Savings Plan	294	10.4%
Home Equity Release	72	2.5%
Funeral Plan	278	9.8%
ISA	505	17.9%
Life Assurance	793	28.1%
Mortgage	762	27.0%
Other Investments	172	6.1%
Pension	973	34.4%
Personal Loan	590	20.9%
Savings Plan	291	10.3%
Shares General	332	11.7%
Will	421	14.9%

Struggling with	Number	Rate
Food shopping	581	20.6%
Loans	166	5.9%
Loss of income	307	10.9%
Mortgage	92	3.3%
Paying Bills	579	20.5%
Savings/investments	226	8.0%

### Internet Connection & Usage

Households that have...	Number	Rate
Internet Connection	1,700	60.2%
Broadband	1,513	53.5%

Internet Access:	Number	Rate
Don't access	650	23.0%
Home	1747	61.8%
Other	136	4.8%
Work	714	25.3%

Shop Online	Number	Rate
Never	2163	76.5%
Often	97	3.4%
Sometimes	323	11.4%
Would Consider	243	8.6%

Use the internet for....	Number	Rate
Ebay	1,055	37.3%
Email	1,836	65.0%
Gambling/Betting	237	8.4%
Google/other search	1,632	57.7%
MSN Messenger	699	24.7%
News/weather information	879	31.1%
Online gaming	396	14.0%
Price comparison	834	29.5%
Social networking	850	30.1%
Paying utility bills	887	31.4%

### Qualifications

Highest Qualification in Household	Number	Rate
5+ GCSEs (grade A*-C)	217	7.7%
5+ O Levels or grade 1 CSEs/School Cert		
2+ A levels, 4+ AS Levels, Higher School Certificate	58	2.1%
NVQ Lvl 2, Intermediate GNVQ	76	2.7%
NVQ Lvl 3, OND, Advanced GNVQ	165	5.8%
NVQ Lvl 4-5, HNC, HND	71	2.5%
First Degree (e.g. BA, BSc)	122	4.3%
Postgraduate Qualification (e.g. MA PhD, PGCE)	83	2.9%
At least one Household member has no qualifications	740	26.2%
No Household member has any qualifications	1,613	57.1%

### Grocery Data

Weekly Spend (main shop)	Number	Rate
Up to £35	668	23.6%
£36 - £49	630	22.3%
£50 - £69	734	26.0%
£70 - £99	476	16.8%
£100 - £149	285	10.1%
More than £150	33	1.2%

### Business Summary

Business Ownership	Number	Rate
Running Own In-Home Business	81	2.9%
Self Employed / Business Owner	27	1.0%
Self Employed / Business Owner / Running Own In-Home Business	108	3.8%
Thinking about starting new business	47	1.7%
Owned business for 3+ years	73	67.6%
Owned for less than 3 years	35	32.4%

### Car Ownership

Cars in household	Number	Rate
0 cars	1,112	39.3%
1 car	1,100	38.9%
2 cars	547	19.4%
3 or more	67	2.4%

### Product Ownership

Appliances/Products Owned	Number	Rate
Computer	1591	56.3%
Digital Camera	1609	56.9%
Flat screen TV	1268	44.9%
Games Console	1139	40.3%
Printer	1262	44.7%
iPod/MP3 player	619	21.9%
Cable TV	31	1.1%
Dishwasher	543	19.2%
Satellite TV	1213	42.9%
Handheld computer e.g. Blackberry	69	2.4%
HDTV	530	18.8%