

**Middle Layer Super Output Area**

**E02002430**

**Households 3,186**

**Area: Middleton and Westwoods**

**Household Demographics**

| Property Type | Number | Rate  |
|---------------|--------|-------|
| Bungalow      | 77     | 2.4%  |
| Detached      | 127    | 4.0%  |
| Flat          | 391    | 12.3% |
| Maisonette    | 0      | 0.0%  |
| Semi Detached | 1,115  | 35.0% |
| Terraced      | 1,476  | 46.3% |

| Tenure                        | Number | Rate  |
|-------------------------------|--------|-------|
| Rented from Local Authority   | 1,807  | 56.7% |
| Owned outright/ Mortgaged     | 1,032  | 32.4% |
| Rented Private/Housing Assoc. | 347    | 10.9% |

| Years residing at property | Number | Rate  |
|----------------------------|--------|-------|
| 0 to 1                     | 106    | 3.3%  |
| 2 to 5                     | 568    | 17.8% |
| 6 to 10                    | 949    | 29.8% |
| 11 to 20                   | 591    | 18.5% |
| 21 to 30                   | 550    | 17.3% |
| 31 to 40                   | 229    | 7.2%  |
| 41 to 50                   | 116    | 3.6%  |
| More than 50 Yrs           | 77     | 2.4%  |

**Household Income & Finances (1)**

| Yearly Income                       | Number  | Rate  |
|-------------------------------------|---------|-------|
| £ 0 to £5,000 (£96 per week)        | 391     | 12.3% |
| £ 5,000 to £9,999 (£96 to £192 p/w) | 440     | 13.8% |
| £10,000 to £14,999                  | 485     | 15.2% |
| £15,000 to £19,999                  | 334     | 10.5% |
| £20,000 to £24,999                  | 331     | 10.4% |
| £25,000 to £29,999                  | 252     | 7.9%  |
| £30,000 to £39,999                  | 362     | 11.4% |
| £40,000 to £49,999                  | 296     | 9.3%  |
| £50,000 to £74,999                  | 139     | 4.4%  |
| £75,000+                            | 156     | 4.9%  |
| Average HH Income in MSOA           | £27,098 |       |

| Affected by credit crunch | Number | Rate  |
|---------------------------|--------|-------|
| Yes                       | 1,525  | 47.9% |
| No                        | 747    | 23.4% |

| Credit Card Balance Paid in full: | Number | Rate  |
|-----------------------------------|--------|-------|
| Credit Card owning households     | 1,693  |       |
| Always                            | 366    | 21.6% |
| Sometimes                         | 455    | 26.9% |
| Rarely                            | 211    | 12.5% |
| Never                             | 661    | 39.0% |

**Community Perceptions**

| Can influence local decisions | Number | Rate  |
|-------------------------------|--------|-------|
| Definitely Agree              | 123    | 3.9%  |
| Tend to Agree                 | 613    | 19.2% |
| Tend to Disagree              | 923    | 29.0% |
| Definitely Disagree           | 596    | 18.7% |
| No Response                   | 931    | 29.2% |

| in last 3 years,neighbourhood has.. | Number | Rate  |
|-------------------------------------|--------|-------|
| Improved                            | 329    | 10.3% |
| Stayed the same                     | 1,273  | 40.0% |
| Got worse                           | 885    | 27.8% |
| Recently Moved                      | 99     | 3.1%  |
| No response                         | 600    | 18.8% |

| Neighbourhood opinion       | Number | Rate  |
|-----------------------------|--------|-------|
| Likes neighbourhood         | 2,500  | 78.5% |
| Does not like neighbourhood | 686    | 21.5% |

| Satisfied with local services for... | Number | Rate  |
|--------------------------------------|--------|-------|
| Doorstep Recycling                   | 1,796  | 56.4% |
| GP appointments                      | 1,682  | 52.8% |
| Parking                              | 1,355  | 42.5% |
| Public transport                     | 1,859  | 58.3% |
| Schools                              | 1,548  | 48.6% |

**Household Income & Finances (2)**

| Financial Products  | Number | Rate  |
|---------------------|--------|-------|
| Accident Insurance  | 562    | 17.6% |
| Child Savings Plan  | 376    | 11.8% |
| Home Equity Release | 38     | 1.2%  |
| Funeral Plan        | 199    | 6.2%  |
| ISA                 | 503    | 15.8% |
| Life Assurance      | 1,074  | 33.7% |
| Mortgage            | 757    | 23.8% |
| Other Investments   | 131    | 4.1%  |
| Pension             | 1,041  | 32.7% |
| Personal Loan       | 631    | 19.8% |
| Savings Plan        | 333    | 10.5% |
| Shares General      | 222    | 7.0%  |
| Will                | 356    | 11.2% |

| Struggling with     | Number | Rate  |
|---------------------|--------|-------|
| Food shopping       | 820    | 25.7% |
| Loans               | 458    | 14.4% |
| Loss of income      | 415    | 13.0% |
| Mortgage            | 150    | 4.7%  |
| Paying Bills        | 1,037  | 32.5% |
| Savings/investments | 102    | 3.2%  |

**Internet Connection & Usage**

| Households that have... | Number | Rate  |
|-------------------------|--------|-------|
| Internet Connection     | 2,046  | 64.2% |
| Broadband               | 1,759  | 55.2% |

| Internet Access: | Number | Rate  |
|------------------|--------|-------|
| Don't access     | 734    | 23.0% |
| Home             | 2086   | 65.5% |
| Other            | 134    | 4.2%  |
| Work             | 720    | 22.6% |

| Shop Online    | Number | Rate  |
|----------------|--------|-------|
| Never          | 2279   | 71.5% |
| Often          | 196    | 6.2%  |
| Sometimes      | 521    | 16.4% |
| Would Consider | 190    | 6.0%  |

| Use the internet for.... | Number | Rate  |
|--------------------------|--------|-------|
| Ebay                     | 1,297  | 40.7% |
| Email                    | 2,052  | 64.4% |
| Gambling/Betting         | 227    | 7.1%  |
| Google/other search      | 1,872  | 58.8% |
| MSN Messenger            | 892    | 28.0% |
| News/weather information | 872    | 27.4% |
| Online gaming            | 418    | 13.1% |
| Price comparison         | 1,030  | 32.3% |
| Social networking        | 1,041  | 32.7% |
| Paying utility bills     | 920    | 28.9% |

**Qualifications**

| Highest Qualification in Household                   | Number | Rate  |
|--|--------|-------|
| 5+ GCSEs (grade A*-C)                                | 250    | 7.8%  |
| 5+ O Levels or grade 1 CSEs/School Cert              |        |       |
| 2+ A levels, 4+ AS Levels, Higher School Certificate | 101    | 3.2%  |
| NVQ Lvl 2, Intermediate GNVQ                         | 165    | 5.2%  |
| NVQ Lvl 3, OND, Advanced GNVQ                        | 125    | 3.9%  |
| NVQ Lvl 4-5, HNC, HND                                | 117    | 3.7%  |
| First Degree (e.g. BA, BSc)                          | 161    | 5.1%  |
| Postgraduate Qualification (e.g. MA PhD, PGCE)       | 42     | 1.3%  |
| At least one Household member has no qualifications  | 793    | 24.9% |
| No Household member has any qualifications           | 1,652  | 51.9% |

**Grocery Data**

| Weekly Spend (main shop) | Number | Rate  |
|--------------------------|--------|-------|
| Up to £35                | 680    | 21.3% |
| £36 - £49                | 612    | 19.2% |
| £50 - £69                | 916    | 28.8% |
| £70 - £99                | 650    | 20.4% |
| £100 - £149              | 300    | 9.4%  |
| More than £150           | 28     | 0.9%  |

**Business Summary**

| Business Ownership  | Number | Rate  |
|---|--------|-------|
| Running Own In-Home Business                                  | 37     | 1.2%  |
| Self Employed / Business Owner                                | 68     | 2.1%  |
| Self Employed / Business Owner / Running Own In-Home Business | 105    | 3.3%  |
| Thinking about starting new business                          | 70     | 2.2%  |
| Owned business for 3+ years                                   | 42     | 40.0% |
| Owned for less than 3 years                                   | 63     | 60.0% |

**Car Ownership**

| Cars in household | Number | Rate  |
|-------------------|--------|-------|
| 0 cars            | 1,499  | 47.0% |
| 1 car             | 1,291  | 40.5% |
| 2 cars            | 269    | 8.4%  |
| 3 or more         | 127    | 4.0%  |

**Product Ownership**

| Appliances/Products Owned         | Number | Rate  |
|-----------------------------------|--------|-------|
| Computer                          | 1842   | 57.8% |
| Digital Camera                    | 1837   | 57.7% |
| Flat screen TV                    | 1373   | 43.1% |
| Games Console                     | 1402   | 44.0% |
| Printer                           | 1368   | 42.9% |
| iPod/MP3 player                   | 529    | 16.6% |
| Cable TV                          | 31     | 1.0%  |
| Dishwasher                        | 450    | 14.1% |
| Satellite TV                      | 1520   | 47.7% |
| Handheld computer e.g. Blackberry | 24     | 0.8%  |
| HDTV                              | 586    | 18.4% |