

Types of Residential Areas in Birmingham

Group A Career Professionals living in Choicest Housing

Just over 23,000 households in Birmingham fall into this category, 5.6% of the total number in the city. This compares with 11.7% of households in the West Midlands Region and 12.9% in England.

People in these households are described as those “whose lives are ‘successful’ by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.”



The people in these households are generally well educated and in professional or senior managerial occupations or managing their own company. Income levels are high and many will be paying the higher rate of income tax. Their children are likely to be achieving high standards at school or to be at university. Those in state education are the least likely to qualify for free school meals.

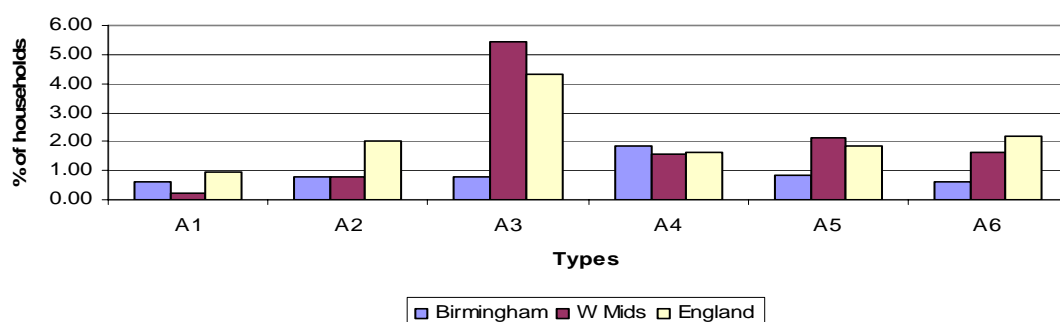
Housing is most likely to be detached with four or more bedrooms in well established neighbourhoods. Council tax bands will be high and households will often have 2 or more cars parked off the street increasingly behind electronically controlled gates. These areas will generally be well away from major roads and commercial or industrial centres and residents will use their own transport to travel to work.

The majority of these people have a relatively healthy lifestyle and hospitalisation rates for drug or alcohol misuse are low as is the rate of teenage pregnancies. Despite their general level of health this group do have a higher than average number of blue badge holders.

This group will also make use of the many leisure facilities provided by the Council including sports facilities, parks, libraries and museums. They will also have broadband access at home and use the internet for shopping and banking services.

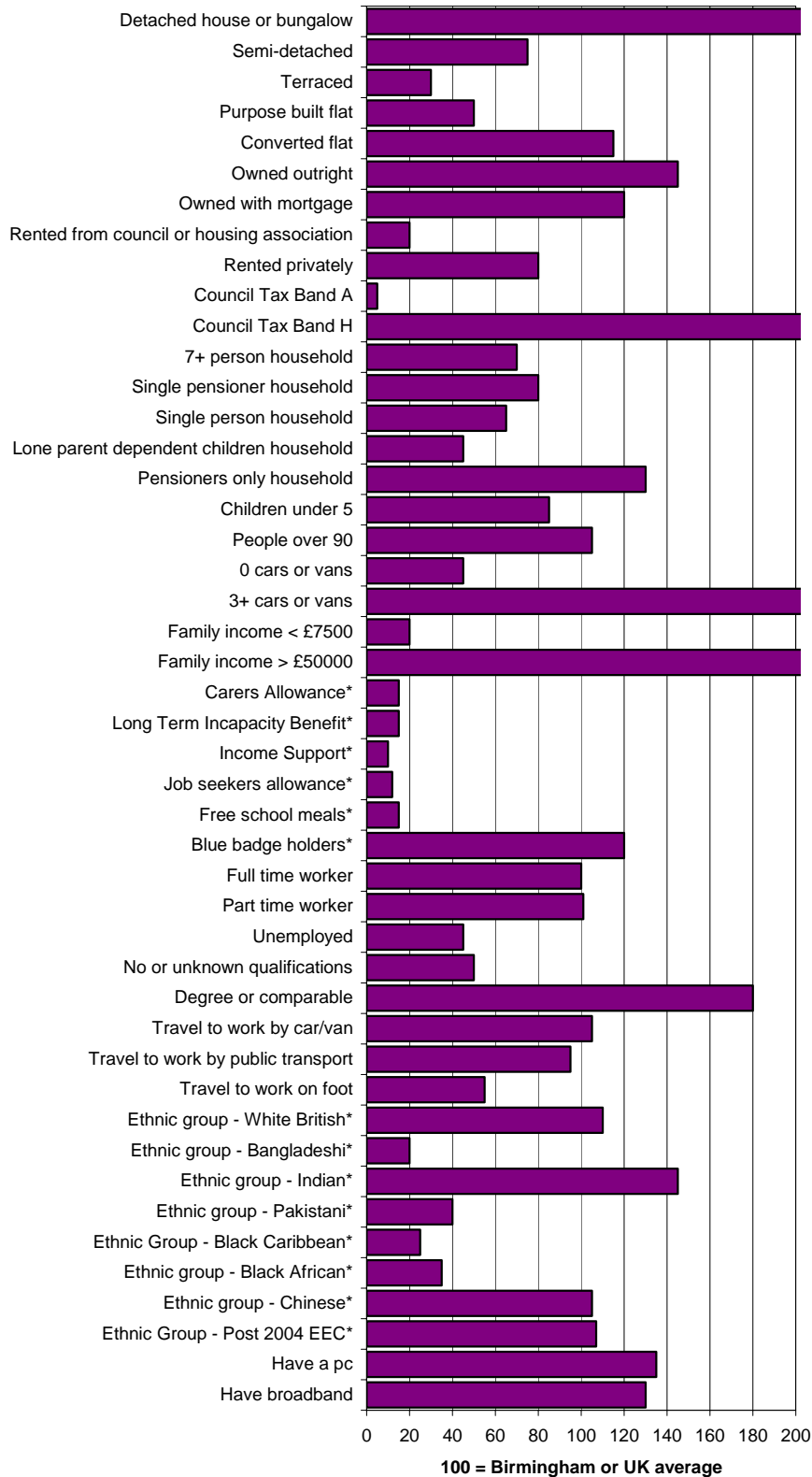
Group A is made up from 6 types in the Birmingham classification as follows:

Percentage of Households in Each Type in Group A



Types of Residential Areas in Birmingham

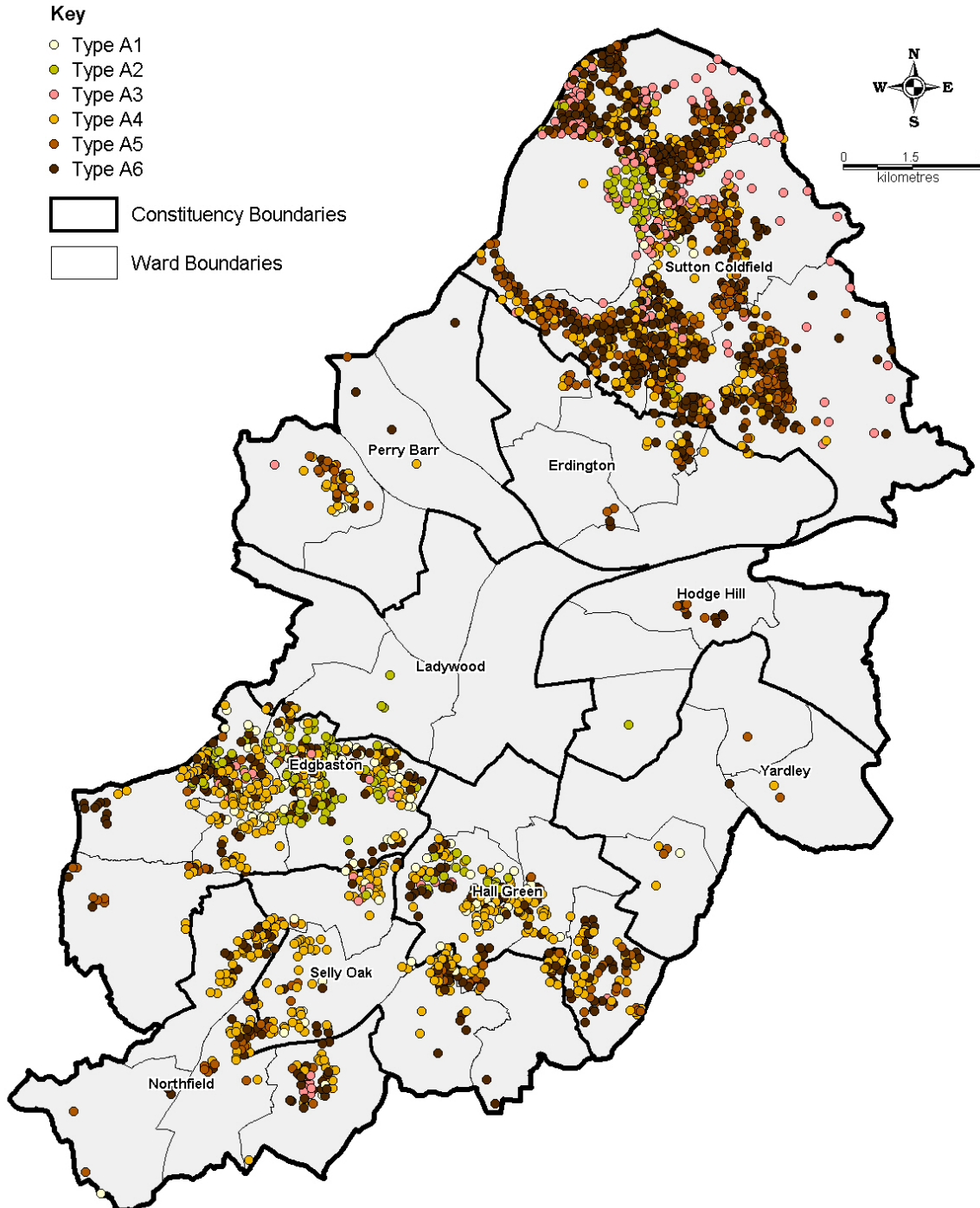
Key Characteristics of Group A



* indicates figures are based on Birmingham average

Types of Residential Areas in Birmingham

Distribution of Postcodes by Birmingham Segmentation Group, 2010
 Group A - Career Professionals Living in Choicest Housing



© Crown copyright. All rights reserved. Birmingham City Council 100021326 (2011)

Source: Experian

Group A households are mainly in Sutton Coldfield and Edgbaston constituencies with smaller concentrations in several of the outer wards including Weoley, Moseley and Kings Heath, Handsworth Wood and Hall Green.

Types of Residential Areas in Birmingham

Type A1: 11% of the households in Group A

The main characteristics which differ from those of the group in general are:

- Over representation in age groups 0-4, 85-89 and much higher over 90.
- Fewer than average households with no, or non-dependent, children.
- Fewer all pensioner households than average
- Fewer detached houses and more purpose built flats than average
- More private renting
- More heavy smokers and people with bad diets

Type A2: 14% of the households in Group A

The main characteristics which differ from those of the group in general are:

- More large households of 6 or more people
- Fewer converted houses
- Fewer houses in council tax bands D and E
- More heavy smokers and people with bad diets than average
- Fewer people with gym membership

Type A3: 14% of the households in Group A

The main characteristics which differ from those of the group in general are:

- Higher proportion of older couples without dependent children
- More pensioner households
- Fewer converted flats and shared houses
- More heavy smokers than average

Type A4: 34% of the households in Group A, the largest of the types in this group.

The main characteristics which differ from those of the group in general are:

- Older families with few children still at home
- More pensioner households including single pensioners
- Higher percentage of semi detached houses
- More properties in council tax band D and fewer in band H
- More likely to smoke and less likely to have membership of a gym
- Less likely to purchase groceries on the internet

Type A5: 15% of the households in Group A.

The main characteristics which differ from those of the group in general are:

- Younger age profile with more families with dependent children
- Fewer pensioners and pensioner only households
- Fewer properties in council tax band H
- More heavy smokers and people with bad diets than average.

Type A6: 12% of the households in Group A.

The main characteristics which differ from those of the group in general are:

- More likely to move within 3 to 5 years
- Fewer shared or converted flats and houses
- More heavy smokers and people with bad diets than average
- Fewer than average with gym membership