

BIRMINGHAM, HODGE HILL MIDLANDS

As the UK's largest bank, with more than 26 million customers – including many of your constituents – our Group touches nearly every community and household in the UK. Our purpose is to help Britain prosper by developing financial solutions that help people, businesses and the transition to net zero.

To support your work we've pulled together some insight and data about our customers in your constituency.



Lloyds Banking Group has 56,216 personal banking customers in your constituency. Here's how their spending has changed in the 6 months from October 2021 to March 2022:

Mean total spending per person in March 2022 was

£1,593

(UK average: £2,059)

This ranks 647th out of all parliamentary constituencies, a 4.31% change compared to September 2021

Find out more information about how we're helping Britain prosper on our website www.lloydsbankinggroup.com

How spending habits in your constituency compare to other parliamentary constituencies:

604th

for spending on loans

631st

for spending on mortgages

546th

for spending on rent

626th

for spending on food and drink

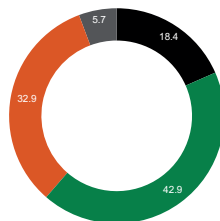
381st

for spending on fuel

220th

for spending on commuting

% age of our customers receiving Universal Credit:



- 16-25 years (18.4)
- 26-40 years (42.9)
- 41-60 years (32.9)
- 60+ years (5.7)

5,221

of our customers are receiving Universal Credit – a decrease of -2.12% since September 2021. On average your constituents received a Universal Credit payment of £706

In March 2022, your constituents' average monthly earnings (calculated from payments made into their personal banking account) were:

£1,294

This was -2.9% less than in September 2021

On average, personal bank accounts in your constituency have a balance of **£3,354**, ranking 605th out of all constituencies

On average, savings accounts in your constituency have a balance of **£6,231**, ranking 606th out of all constituencies

On average, credit cards in your constituency have an outstanding balance of **-£1,049**, ranking 246th out of all constituencies

In March 2022, households in your constituency spent an average of **£201** a month on bills, ranking 598th out of all constituencies

Here's some information relating to housing in your constituency:

In April 2022, the average house price in your constituency was

£185,373

This was -8.33% lower than in April 2021

The average deposit paid was

£47,853

This was -6.43% lower than in April 2021

Since 2013 we've helped

19

households to move through the Help to Buy Equity Loan scheme, the Government-backed affordable home ownership initiative

Your constituency is in the

3rd

quartile for number of households in the Private Rental Sector: 32.62% of our customers are identified as renters, with 2.2% making a payment to a social housing provider

On average, Lloyds mortgages in your constituency have an outstanding balance of

£65,872

642nd out of all constituencies

We've lent an average of

£128,656

to

215

first time buyers to secure their first home

Here's some information about digital capability in your constituency:

According to our Consumer Digital Index

61.7%

of your constituents in 2021 had high or very high levels of digital engagement. This is a 7.0 percentage point increase from 2020

How we've supported your constituents in Birmingham, Hodge Hill:

We have

1,723

business customers in your constituency

We've helped

4,777

people access financial services by providing basic bank accounts

66

of your constituents are Lloyds Banking Group employees

In Birmingham, Hodge Hill, the Lloyds Bank Foundation awarded

£50,000

to Azad Kashmir Welfare Foundation

The public affairs team at Lloyds Banking Group is here to:

- Keep you up to date about what we're doing to support your constituents and respond to their changing needs
- Support your parliamentary work by arranging for you to meet local businesses, and subject matter specialists from Lloyds Banking Group.
- Share our ideas on policy reform that will Help Britain Prosper

You can contact your local public affairs manager Geraldine Boylan at: Geraldine.Boylan@lloydsbanking.com