

# STOKE-ON-TRENT CENTRAL 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 32,030 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

## £1,751

(UK average: £2,059)

This ranks 615th out of all parliamentary constituencies, a 7.45% change compared to September 2021

Find out more information about how we're helping Britain prosper on our website [www.lloydsbankinggroup.com](http://www.lloydsbankinggroup.com)

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

### 270th

for spending on loans

### 592nd

for spending on mortgages

### 341st

for spending on rent

### 456th

for spending on food and drink

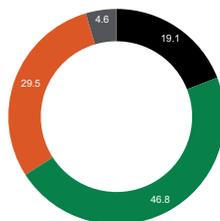
### 497th

for spending on fuel

### 451st

for spending on commuting

% age of our customers receiving Universal Credit:



- 16-25 years (19.1)
- 26-40 years (46.8)
- 41-60 years (29.5)
- 60+ years (4.6)

## 2,222

of our customers are receiving Universal Credit – an increase of 1.23% since September 2021. On average your constituents received a Universal Credit payment of £665

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

## £1,384

This was -2.0% less than in September 2021

On average, personal bank accounts in your constituency have a balance of **£2,963**, ranking 628th out of all constituencies

On average, savings accounts in your constituency have a balance of **£6,193**, ranking 609th out of all constituencies

On average, credit cards in your constituency have an outstanding balance of **-£939**, ranking 595th out of all constituencies

In March 2022, households in your constituency spent an average of **£227** a month on bills, ranking 472nd 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

**£159,855**

This was 11.98% higher than in April 2021

The average deposit paid was

**£33,878**

This was -4.18% lower than in April 2021

Since 2013 we've helped

**176**

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: 37.96% of our customers are identified as renters, with 2.7% making a payment to a social housing provider

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

**£67,851**

635th out of all constituencies

We've lent an average of

**£112,776**

to

**165**

first time buyers to secure their first home

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

According to our Consumer Digital Index

**64.0%**

of your constituents in 2021 had high or very high levels of digital engagement. This is a 5.8 percentage point increase from 2020

## How we've supported your constituents in Stoke-on-Trent Central:

We have

**1,087**

business customers in your constituency

We've helped

**3,765**

people access financial services by providing basic bank accounts

**13**

of your constituents are Lloyds Banking Group employees

In Stoke-on-Trent Central, the Lloyds Bank Foundation awarded

**£50,000**

to Asha North Staffordshire

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](mailto:Geraldine.Boylan@lloydsbanking.com)