

BIRMINGHAM: THE FACTS

- Birmingham's total weekly clothing spend is estimated at £9.87 million. The average weekly spend on clothing per person in the city is £10.40, below the national average of £12.40.
- The average household income in Birmingham is £31,294, compared with the national average of £33,716.
- Some 11.4% of households have an income of between £10,000 and £15,000, compared with 10.2% nationally, while 13.1% fall into the £15,000 to £20,000 category, against 12% nationally.
- The median average household income in Birmingham is £26,356, which is below the national average of £28,383.
- The household profile in the city is weighted more towards married couples, which comprise 30.4% of households, with the majority of those including at least one dependent child. The next largest group is single-person households at 18.7%.