



# Understanding Dudley 2017

A demographic, health and socio-economic profile of our communities

## Chapter 6 – Economic Wellbeing

Chapter 1 – Executive summary

Chapter 2 – Population and Household  
Characteristics

Chapter 3 – Being Healthy

Chapter 4 – Staying Safe

Chapter 5 – Enjoying and Achieving

**Chapter 6 – Economic Wellbeing**

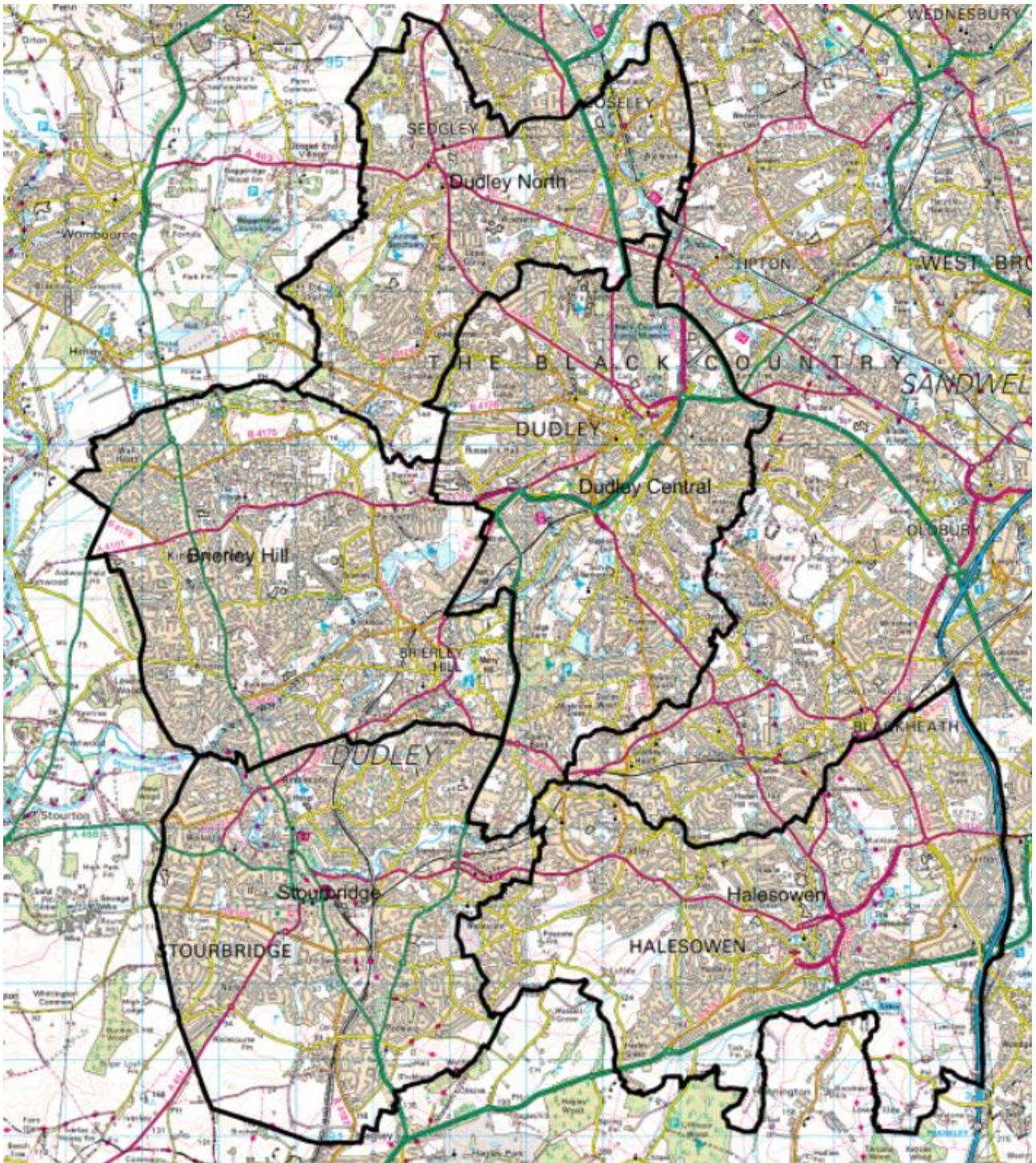
## Document Governance

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Authors	Clare Davies clare.davies@dudley.gov.uk Paul Quigley paul.quigley@dudley.gov.uk Leigh Steel leigh.steel@dudley.gov.uk Diane Dickenson diane.dickenson@dudley.gov.uk Greg Barbosa greg.barbosa@dudley.gov.uk
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## Map of Dudley Locality Areas



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## 6.1 Income Deprivation

Income Deprivation measures the proportion of the population in a given area that lives in income deprived families. The definition of income deprivation adopted here includes both families that are out of work and families that are in work who have low earnings.

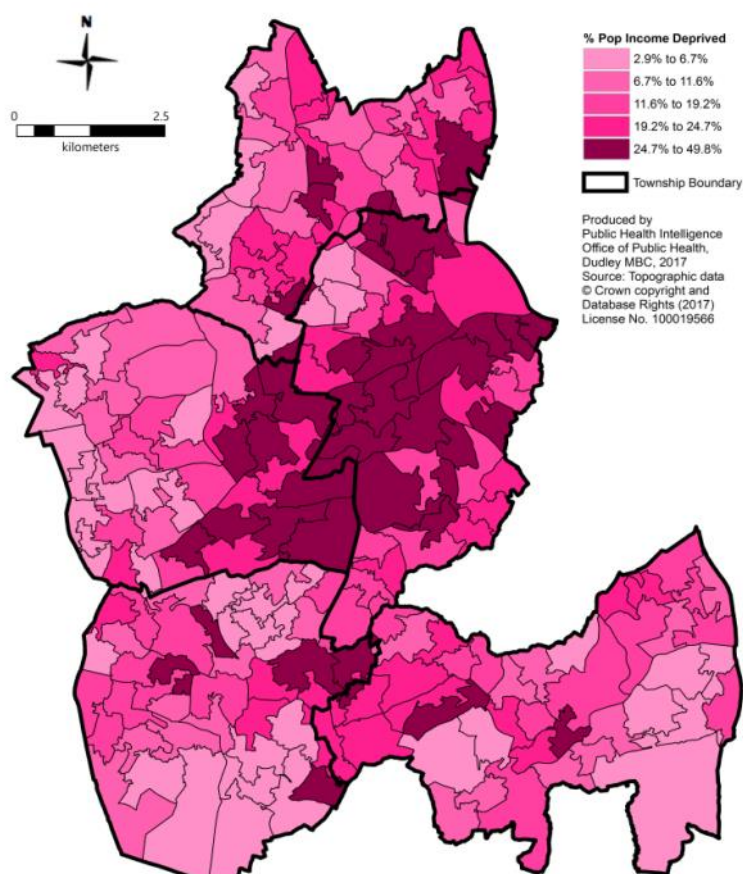
**Table 1: Income deprivation**

Locality	Income Deprivation (2015 IMD)	
		%
Brierley Hill	9,414	14.9%
Dudley Central	19,373	25.2%
Dudley North	7,797	15.7%
Halesowen	9,855	15.5%
Stourbridge	7,684	12.1%
<b>Dudley Borough</b>	<b>54,124 *</b>	<b>17.1%</b>

\* Due to rounding, totals may not correspond with the sum of the separate figures.

Source: Department for Communities and Local Government,  
2015 Indices of Multiple Deprivation, Income Deprivation Index

**Figure 1: Income deprivation in Dudley**



### What is this data telling us?

Within Dudley Borough, 17.1% (or 54,124) of the total population live in income deprived families.

Of the individual townships, Dudley Central has the highest proportion of income deprived population (25.2%).

Stourbridge has the lowest proportion of people living in income deprived families (12.1%).


The remaining townships all have broadly similar proportions.

Source: Department for Communities and Local Government,  
2015 Indices of Multiple Deprivation, Income Deprivation Index

## 6.2 Income Deprivation Affecting Children

The Income Deprivation Affecting Children Index has been produced alongside the Income Deprivation Domain. This covers only children aged 0 to 15 living in income deprived households.

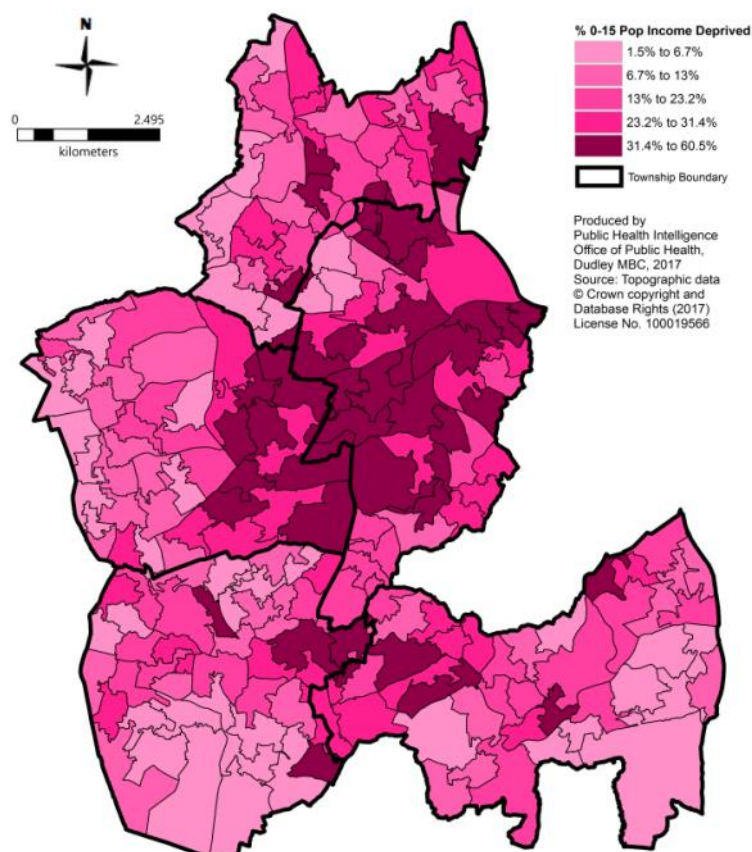
**Table 2: Income Deprivation Affecting Children**

Locality	Income Deprivation Affecting Children Index (2015 IDACI)	
		%
Brierley Hill	2,293	19.8%
Dudley Central	5,454	31.9%
Dudley North	1,748	20.1%
Halesowen	2,452	20.4%
Stourbridge	1,597	14.5%
<b>Dudley Borough</b>	<b>13,543 *</b>	<b>22.4%</b>

*\* Due to rounding, totals may not correspond with the sum of the separate figures.*

*Source: Department for Communities and Local Government, 2015 Indices of Multiple Deprivation, Income Deprivation Index*

**Figure 2: Income deprivation affecting children in Dudley**



### What is this data telling us?

Within the Dudley Borough, 22.4% (13,543) of children aged 0-15 live in households that are income deprived.

Of the individual townships, Dudley Central has the highest proportion of children living within income deprived households at 31.9%.

Stourbridge has the lowest proportion of children living in income deprived households at 14.5%.

The remaining townships all have broadly similar proportions.

*Source: Department for Communities and Local Government, 2015 Indices of Multiple Deprivation, Income Deprivation Index*

## 6.3 Income Deprivation Affecting Older People

Income Deprivation Affecting Older People represents income deprivation affecting older people, expressed as the proportion of adults aged 60 or over living in Income Support or income based Jobseeker's allowance or Universal Credit, or Pension Credit (Guarantee) families.

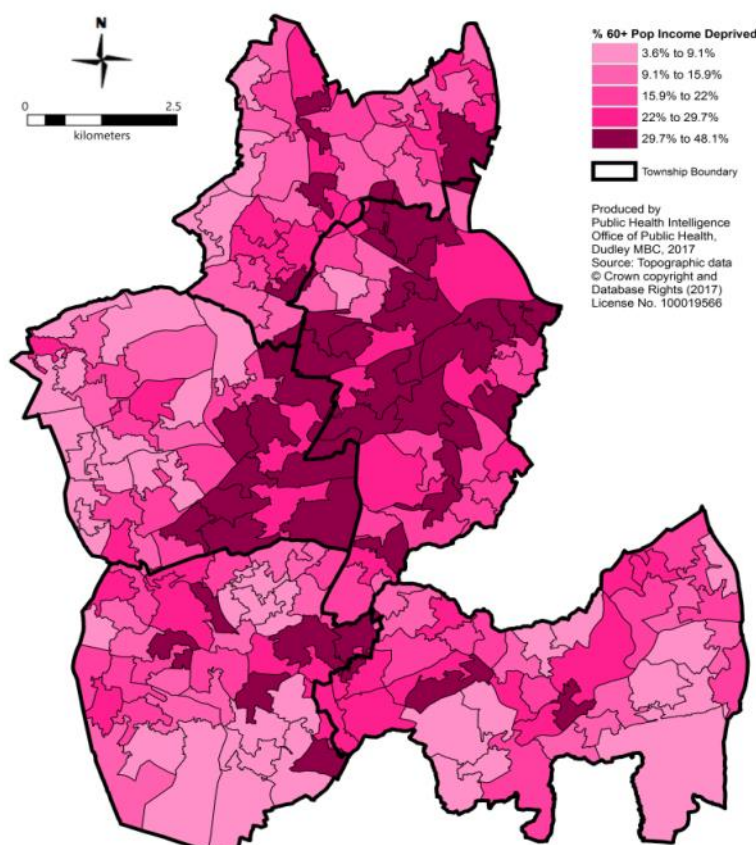
**Table 3: Income Deprivation Affecting Older People**

Locality	Income Deprivation Affecting Older People (2015 IDAOP)	
	Number of people	%
Brierley Hill	2,783	16.4%
Dudley Central	4,364	28.0%
Dudley North	2,422	17.3%
Halesowen	2,819	17.2%
Stourbridge	2,531	14.1%
<b>Dudley Borough</b>	<b>14,918 *</b>	<b>18.4%</b>

\* Due to rounding, totals may not correspond with the sum of the separate figures.

Source: Department for Communities and Local Government,  
2015 Indices of Multiple Deprivation, Income Deprivation Index

**Figure 3: Income deprivation affecting older people in Dudley**



### What is this data telling us?

Within the Dudley Borough, 18.4% (14,918) of adults aged 60 and over live in income deprived households.

Of the individual townships, Dudley Central has the highest proportion of adults over 60 years of age living in income deprived households at 28.0%.

Stourbridge has the lowest proportion of adults over 60 years of age living in income deprived households at 14.1%.

The remaining townships all have broadly similar proportions,

Source: Department for Communities and Local Government,  
2015 Indices of Multiple Deprivation, Income Deprivation Index

## 6.4 Unemployment

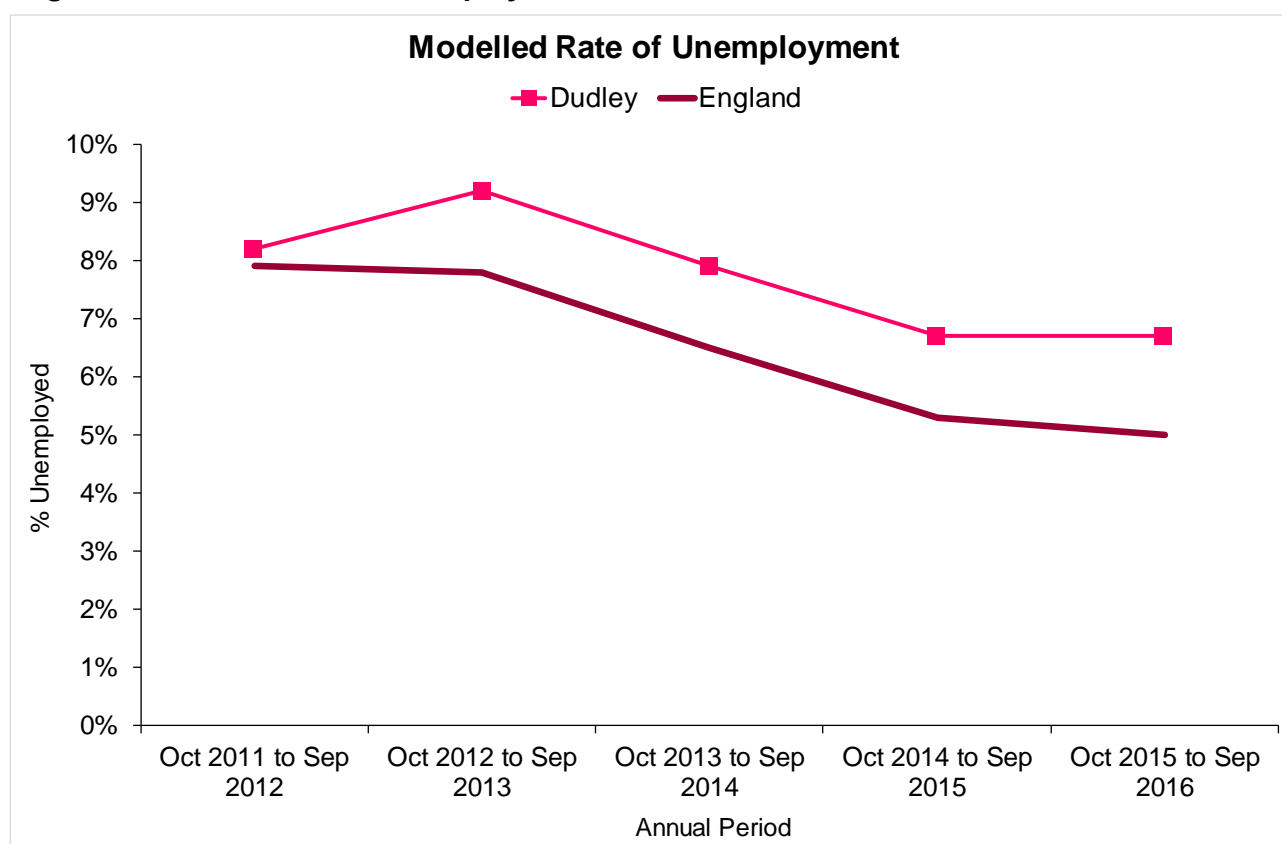
The modelled rate of unemployment is considered to be the most accurate method of measuring unemployment. This is an improvement on the unemployment estimate provided by the annual population survey by incorporating claimant counts.

**Table 4: Modelled rate of unemployment**

Region	Oct 2011 to Sep 2012	Oct 2012 to Sep 2013	Oct 2013 to Sep 2014	Oct 2014 to Sep 2015	Oct 2015 to Sep 2016
Dudley	8.2%	9.2%	7.9%	6.7%	6.7%
England	7.9%	7.8%	6.5%	5.3%	5.0%

*Source: Nomis official market statistics, model-based estimates of unemployment*

**Figure 4: Modelled rate of unemployment**



*Source: Nomis official market statistics, model-based estimates of unemployment*

### What is this data telling us?

In 2015/16 Dudley had an unemployment rate of 6.7%. This was markedly higher than the national rate for England at 5.0%.

Aside from the peak in unemployment experienced in Dudley in 2012/13, the trend in Dudley is of an overall decrease in the unemployment rate from 8.2% in 2011/12 to 6.7% in 2015/16.

The pattern of unemployment rates has mirrored the equivalent trend in England up until 2015/16 where rates in Dudley remained the same as the previous year, whilst rates for England decreased slightly.



## 6.5 Young People in Unemployment

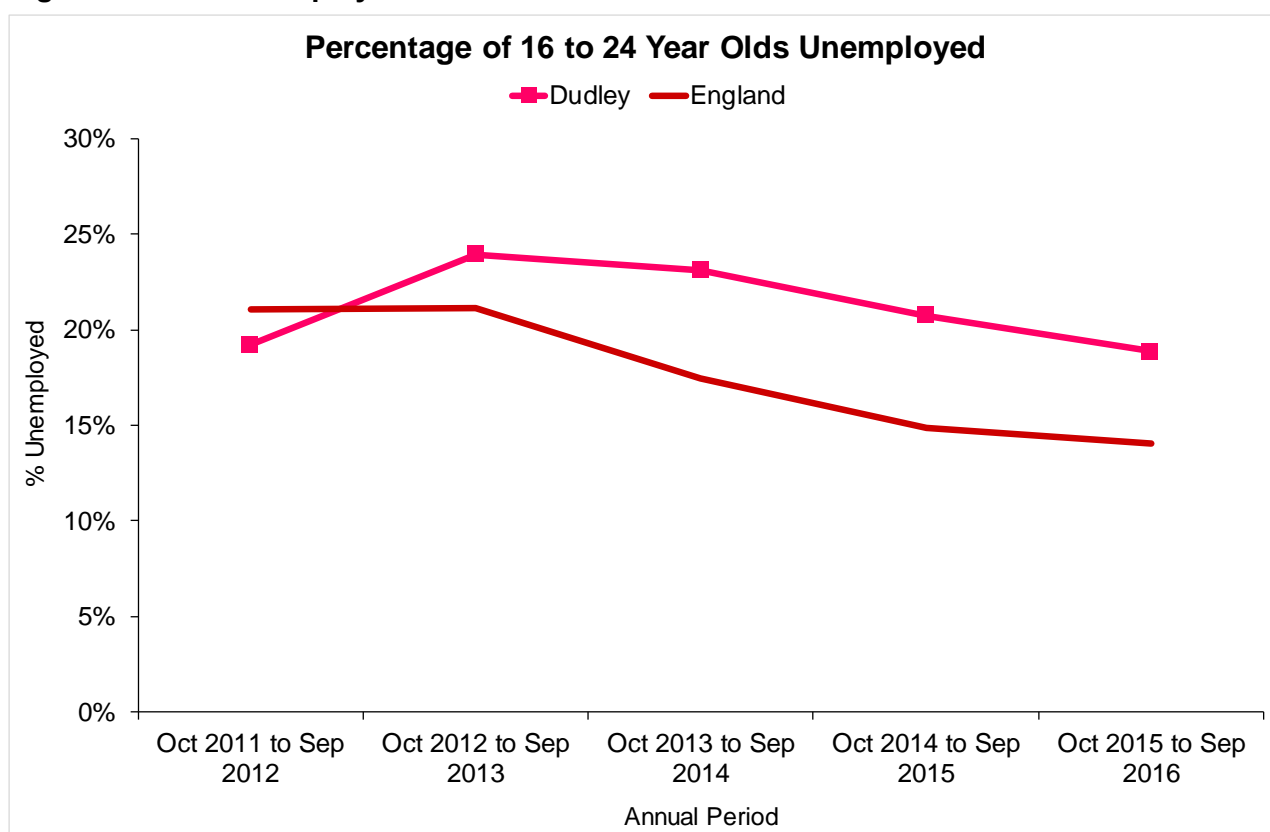
Whilst the modelled rate of unemployment is considered to be the most accurate measure of unemployment, it is only available as a collective rate for the working age population as a whole. In order to obtain rates for young people in the 16-24 age range, the Annual Population Survey is used. As this source is not modelled and is subject to small denominations, it is less accurate due to its wider confidence intervals.

**Table 5: Youth unemployment**

Region	Oct 2011 to Sep 2012	Oct 2012 to Sep 2013	Oct 2013 to Sep 2014	Oct 2014 to Sep 2015	Oct 2015 to Sep 2016
Dudley	19.2%	24.0%	23.1%	20.7%	18.9%
England	21.1%	21.1%	17.4%	14.9%	14.1%

Source: Nomis official market statistics, model-based estimates of unemployment

**Figure 5: Youth unemployment**



Source: Nomis official market statistics, model-based estimates of unemployment

### What is this data telling us?

In 2015/16 Dudley had an unemployment rate of 16-24 year olds of 18.9%. This was markedly higher than the national rate for England at 14.1%.

2011/12 was the only year in which Dudley had a lower 16-24 unemployment rate than the rest of England.

Whilst 2012/13 was a peak year for 16-24 unemployment in Dudley at 24%, the unemployment rate has fallen each subsequent year to a current 18.9%. This has broadly followed the same pattern nationally.

## 6.6 People Claiming Unemployment Benefits

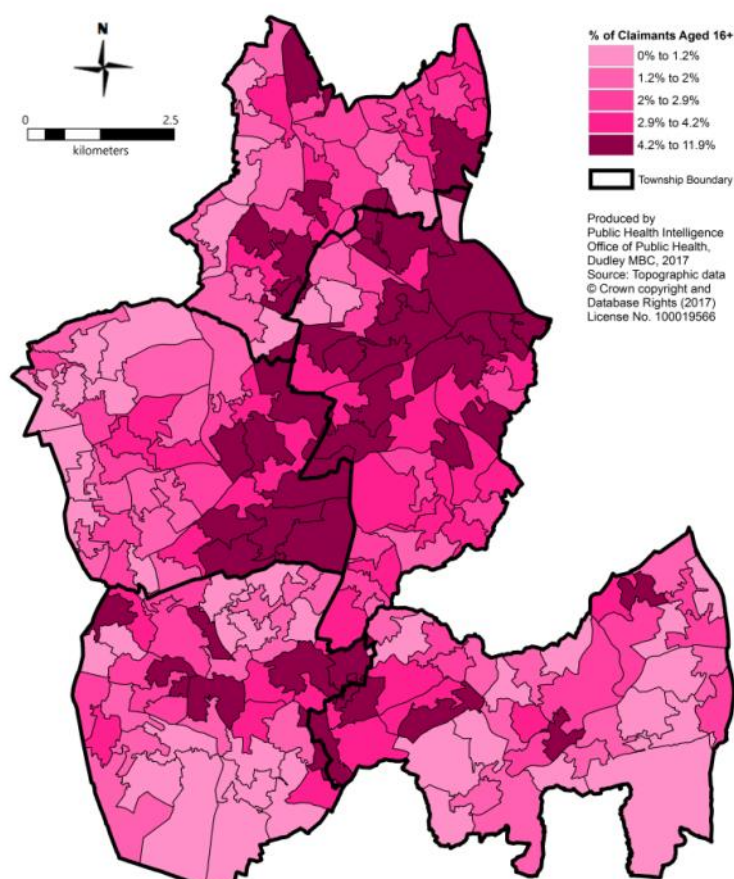
All percentages given include the proportion of the population over 16 years of age either claiming Jobseekers Allowance or Universal Credit and were seeking employment in August of the given year.

**Table 6: Unemployment Benefits Claimants Aged 16+**

Locality	Proportion of 16-64 population claiming unemployment benefits				
	2013	2014	2015	2016	2017
Brierley Hill	4.6%	3.2%	2.7%	3.0%	2.9%
Dudley Central	6.7%	5.0%	3.8%	4.1%	4.2%
Dudley North	4.6%	3.3%	2.5%	2.8%	2.9%
Halesowen	4.1%	2.8%	2.2%	2.3%	2.4%
Stourbridge	3.9%	2.5%	2.1%	2.3%	2.3%
<b>Dudley Borough</b>	<b>4.9%</b>	<b>3.4%</b>	<b>2.7%</b>	<b>3.0%</b>	<b>3.0%</b>
England	3.3%	2.2%	1.8%	1.8%	1.9%

Source: NOMIS official market statistics, claimant count, based on August figures of relevant year

**Figure 6: Unemployment Benefits Claimants Aged 16+**



### What is this data telling us?

Dudley Central has the highest percentage of the 16+ population claiming unemployment benefits at 4.2% and Stourbridge the lowest at 2.3%.

For the borough as a whole, there has been an overall decrease in this demographic from 4.9% in 2013 to 3% in 2017.

The percentage of unemployment benefits claimants for Dudley, and all individual townships, is higher than the national figure.

Source: NOMIS official Market statistics, Claimant Count, August 2017

## 6.7 Young People Claiming Unemployment Benefits

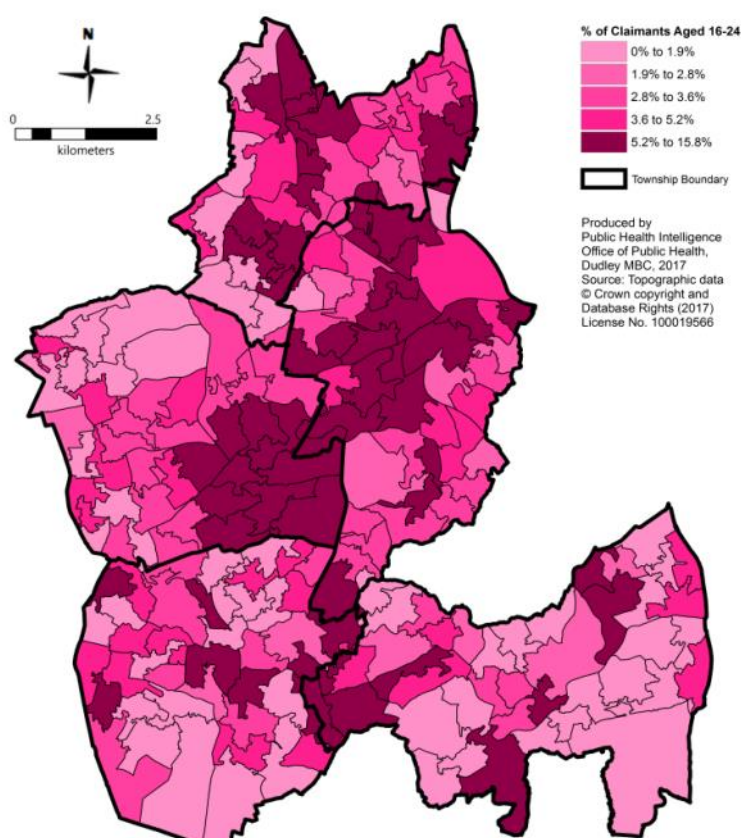
The percentage of the population aged between 16 and 24 years claiming Joseeker's Allowance and those claiming Universal Credit and are seeking employment in August for the given year.

**Table 7: Unemployment Benefits Claimants Aged 16-24**

Locality	Proportion of 16-24 population claiming unemployment benefits				
	2013	2014	2015	2016	2017
Brierley Hill	8.4%	5.4%	4.2%	4.5%	3.9%
Dudley Central	10.5%	7.4%	5.1%	5.1%	4.9%
Dudley North	8.1%	5.2%	3.8%	3.8%	4.3%
Halesowen	6.8%	4.1%	3.2%	3.2%	3.2%
Stourbridge	7.5%	4.6%	3.5%	3.7%	2.8%
<b>Dudley Borough</b>	<b>8.4%</b>	<b>5.5%</b>	<b>4.0%</b>	<b>4.1%</b>	<b>3.9%</b>
England	4.8%	3.0%	2.3%	2.2%	2.1%

Source: NOMIS official market statistics, claimant count, based on August figures of relevant year

**Figure 7: Unemployment Benefits Claimants Aged 16-24**



### What is this data telling us?

Dudley Central has the highest percentage of the 16-24 population claiming unemployment benefits at 4.9% and Stourbridge the lowest at 2.8%.

For the borough, unemployment in the 16-24 year old demographic has been roughly halved between 2013 (8.4%) to 2017 (3.9%).

The percentage of 16-24 year old unemployment benefits claimants for Dudley, and all individual townships, is higher than the national figure.

Source: NOMIS official Market statistics, Claimant Count, August 2017

## 6.8 People With Dependant Children Claiming Unemployment Benefits

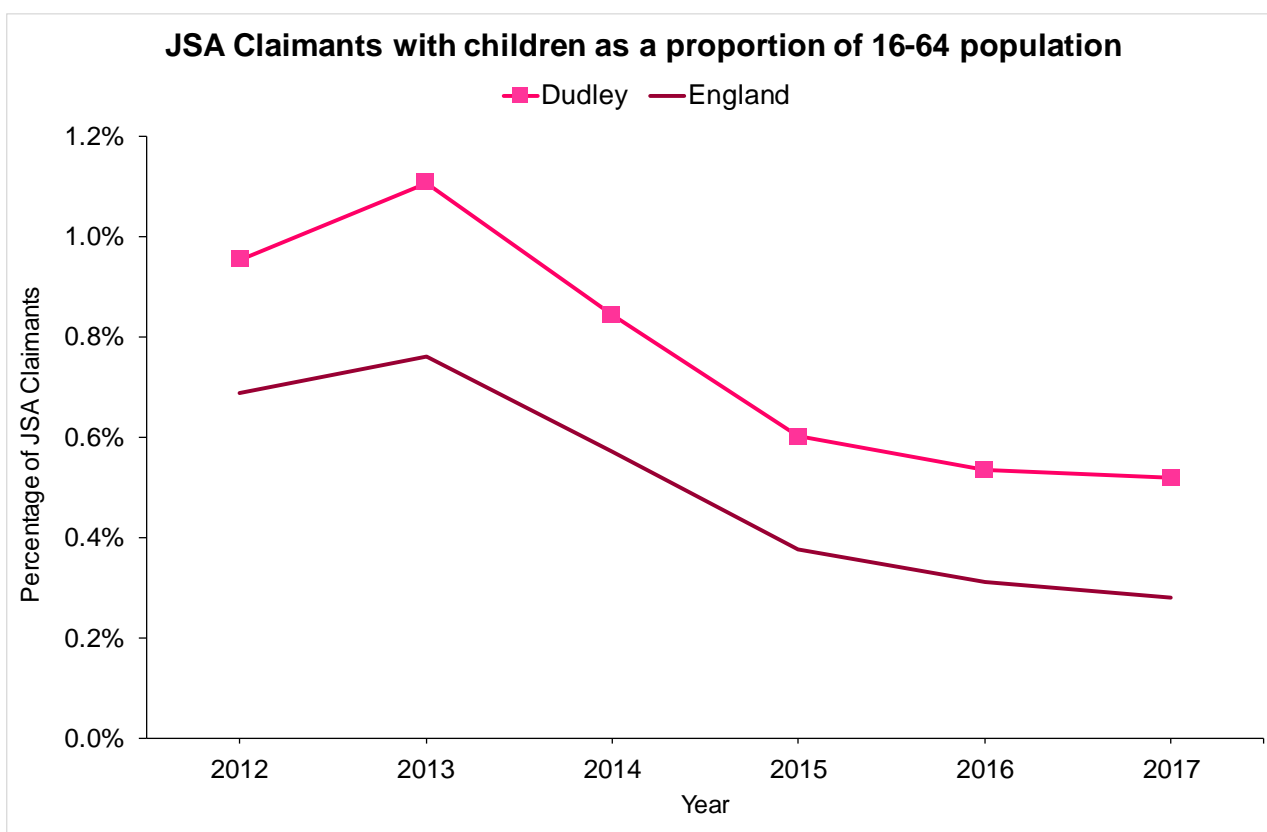
This is the percentage of the population aged between 16 and 64 with dependant children claiming Jobseeker's Allowance (JSA) in February of the given year. This data is not inclusive of claimants of Universal Credit.

**Table 8: JSA Claimants With Children**

Measure	Area	Proportion of 16-64 population claiming unemployment benefits					
		2012	2013	2014	2015	2016	2017
JSA claimants with children as a proportion of 16-64 population	Dudley	0.95%	1.11%	0.84%	0.60%	0.53%	0.52%
	England	0.69%	0.76%	0.57%	0.38%	0.31%	0.28%
Proportion of JSA claimants with children	Dudley	17.9%	20.6%	20.5%	20.4%	24.2%	25.4%
	England	17.4%	20.3%	20.3%	20.0%	21.6%	24.0%

Source: Nomis, Work and Pensions Longitudinal Study - Benefit claimants based on February figures of relevant year

**Figure 8: JSA Claimants with Children**



Source: Nomis, Work and Pensions Longitudinal Study – Benefit claimants based on February figures of relevant year

### What is this data telling us?

In Dudley, the number of JSA claimants with children as a proportion of the 16-64 population fell from 0.95% in 2012 to 0.52% in 2017. The rate has remained consistently above the rate for England for each year.

The proportion of JSA claimants with children increased from 17.4% in 2012 to 25.4% in 2017. This increase is similar to the national figure for each year within this period.



## 6.9 Young People Aged 16 to 19 and Not in Education, Employment or Training

Young People aged 16 to 19 and identified locally as not being in education, employment or training (NEET). Age refers to academic age, which is the young person's age at the preceding 31 August. National data looks at the number of young people aged 16-18 years. Local data is not comparable to the estimates published by the Department for Education.

**Table 9: Estimates of Young people Not in Education, Employment or Training (NEET)**

Locality	2013			2014			2015		
	16-18 year olds known to LA	Estimated number of NEET		16-18 year olds known to LA	Estimated number of NEET		16-18 year olds known to LA	Estimated number of NEET	
	⧑	⧑	%	⧑	⧑	%	⧑	⧑	%
Dudley Borough	11,266	660	5.9%	11,400	650	5.7%	11,220	430	3.8%
England	1,755,311	92,240	5.3%	1,730,580	80,560	4.7%	1,772,790	73,900	4.2%

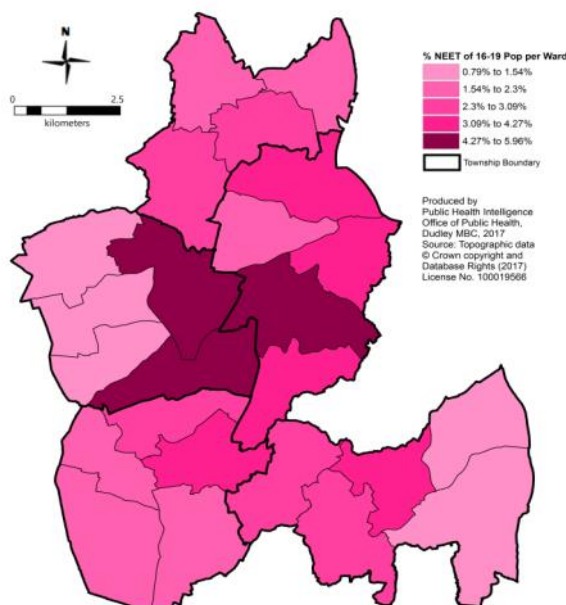
Source: Gov.uk, Department for Education, NEET data by local authority.

**Table 10: Young people 16-19 not in Education, Employment or Training (NEET) by locality**

Locality	16-19 year olds known to the Local Authority as a proportion of the 16-19			
	Apr 14 to Mar 15		Apr 15 to Mar 16	
	⧑	%	⧑	%
Brierley Hill	97	3.4%	89	3.1%
Dudley Central	225	6.2%	133	3.6%
Dudley North	96	4.0%	55	2.3%
Halesowen	79	2.7%	66	2.2%
Stourbridge	66	2.2%	68	2.3%
<b>Dudley Borough</b>	<b>563</b>	<b>3.8%</b>	<b>411</b>	<b>2.8%</b>

Source: Dudley Council

**Figure 9: Young people not in Education, Employment or Training (NEET)**



### What is this data telling us?

The proportion of young people aged 16-19 in Dudley and not in Education, Employment or Training (NEET) has decreased from 3.8% in 2014/15 to 2.8% in 2015/16.

Of the individual townships, Dudley Central has the highest proportion of NEET's at 3.6%. Halesowen marginally has the lowest at 2.2%.

Source:  
Dudley Council

## 6.10 Work Status of Households

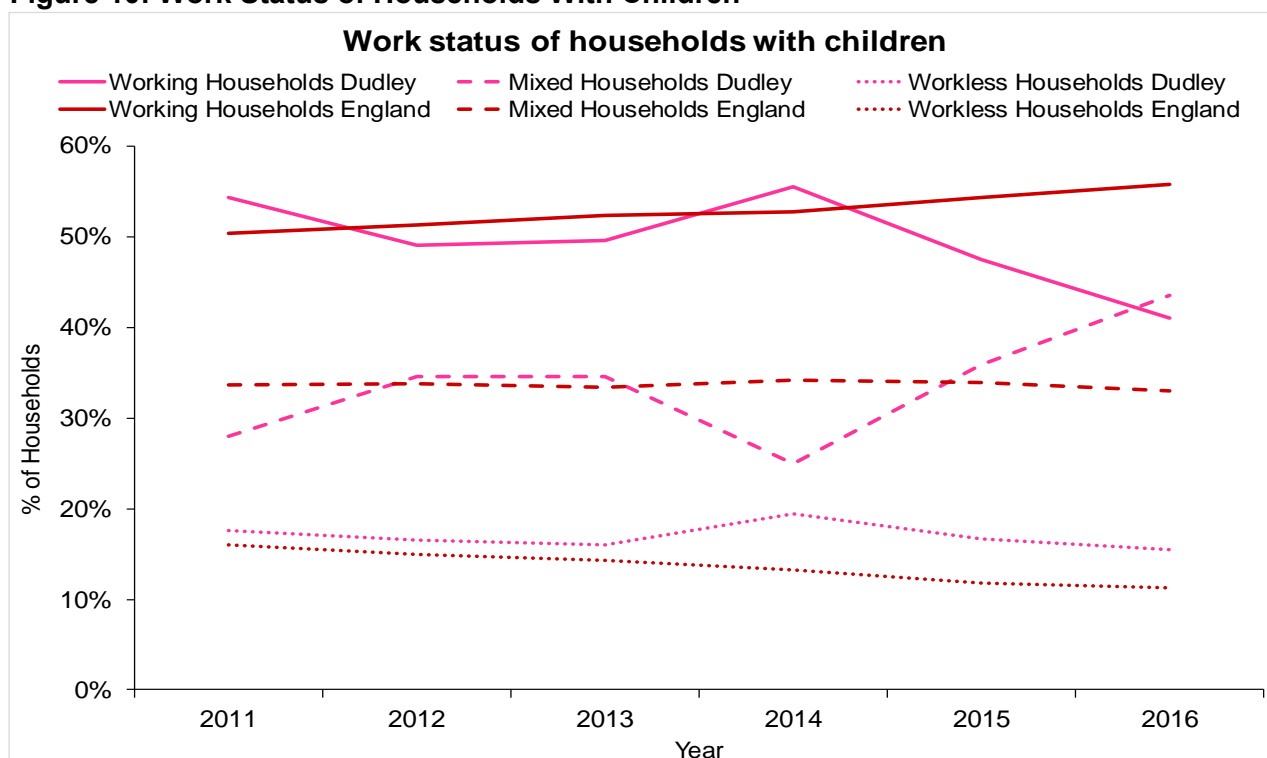
The breakdown of households into working households, mixed households and workless households. A *working household* is classified by containing one individual aged 16-64 and all occupants 16+ within the household are working. A *mixed household* contains one household member over 16 in employment and an additional household member either unemployed or economically inactive. A *workless household* contains at least one household member, aged 16-64 with any other occupants over 16 not in employment.

**Table 11: Work Status of Households With Children**

Measure	Region	2011	2012	2013	2014	2015	2016
Working Households	Dudley	54.3%	49.0%	49.5%	55.5%	47.5%	41.0%
	England	50.4%	51.2%	52.3%	52.7%	54.3%	55.8%
Mixed Households	Dudley	28.0%	34.5%	34.5%	25.0%	35.9%	43.5%
	England	33.6%	33.7%	33.4%	34.1%	33.9%	33.0%
Workless Households	Dudley	17.6%	16.5%	16.0%	19.4%	16.6%	15.4%
	England	16.0%	15.0%	14.3%	13.2%	11.8%	11.2%

Source: Office for National Statistics, children by combined economic activity status of household members, Jan - Dec.

**Figure 10: Work Status of Households With Children**



Source: Office for National Statistics, children by combined economic activity status of household members, Jan - Dec.

### What is this data telling us?

In 2016, 41% of all households with children in Dudley were working households. 43.5% were mixed households and 15.4% were workless households.

The proportion of working households within Dudley has reduced 13.3% over the 2011 to 2016 period. This is a pattern not replicated by the national trend where the proportion of working households had increased 5.4% from 2011 to 2016.

In 2016, Dudley saw a notable increase in mixed households compared to the national trend. This change accounts for a similar decrease in the number of working households in 2016.

## 6.11 Households Claiming Housing Benefit

**Table 12: Households claiming housing benefit 2017**

Locality	Households claiming Housing Benefit			All households
	With dependent children	Total claiming		
		Count	%	
Brierley Hill	1,507	4,156	14.3%	29,057
Dudley Central	2,828	7,391	24.0%	30,747
Dudley North	1,261	3,736	16.5%	22,630
Halesowen	1,246	3,492	12.7%	27,589
Stourbridge	974	3,416	12.2%	27,924
Dudley Borough	7,816	22,191	16.1%	137,947

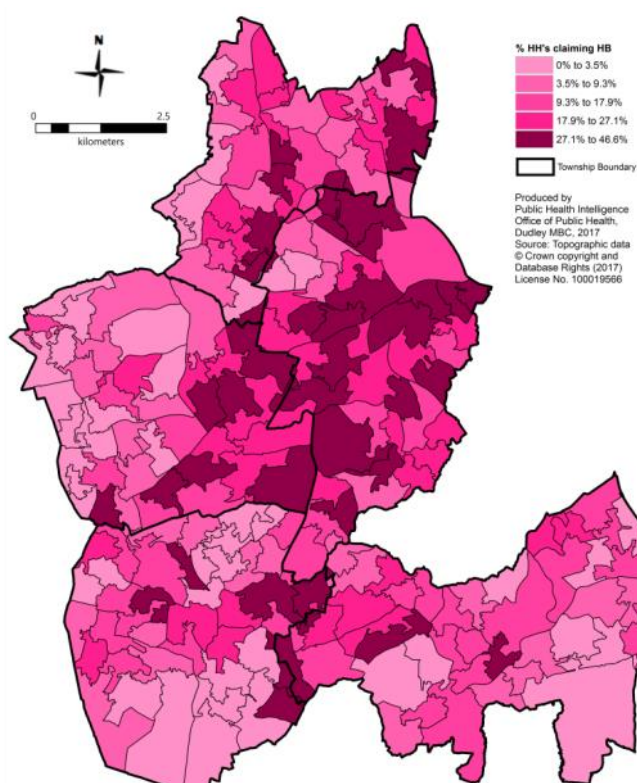
Source: Department for Work and Pensions, Stat explore, claimant counts by LSOA; Household counts taken from Dudley Council, Council Tax register

**Table 13: Households claiming housing benefit 2011-2017**

Locality	2011	2012	2013	2014	2015	2016	2017
Brierley Hill	4,515	4,596	4,709	4,615	4,488	4,343	4,156
Dudley Central	8,064	8,449	8,497	8,172	8,158	7,713	7,391
Dudley North	4,047	4,143	4,222	4,128	4,090	3,868	3,736
Halesowen	4,024	4,119	4,050	3,988	3,827	3,685	3,492
Stourbridge	3,925	3,979	3,955	3,896	3,728	3,541	3,416
<b>Dudley Borough</b>	<b>24,575</b>	<b>25,286</b>	<b>25,433</b>	<b>24,799</b>	<b>24,291</b>	<b>23,150</b>	<b>22,191</b>

Source: Department for Work and Pensions, Stat explore, claimant counts by LSOA

**Figure 11: Households claiming Housing Benefit, by LSOA**



### What is this data telling us?

In 2017, 16.1% (22,191) of all households within the Dudley Borough were claiming Housing Benefit.

The number of households claiming Housing Benefit has declined overall by 10.2% over the 2011 to 2017 period (despite a minor increase in the claimant count for 2013).

For the individual townships, Dudley Central has the highest number of claimants (7,391). Halesowen has the least number of claimants (3,332).

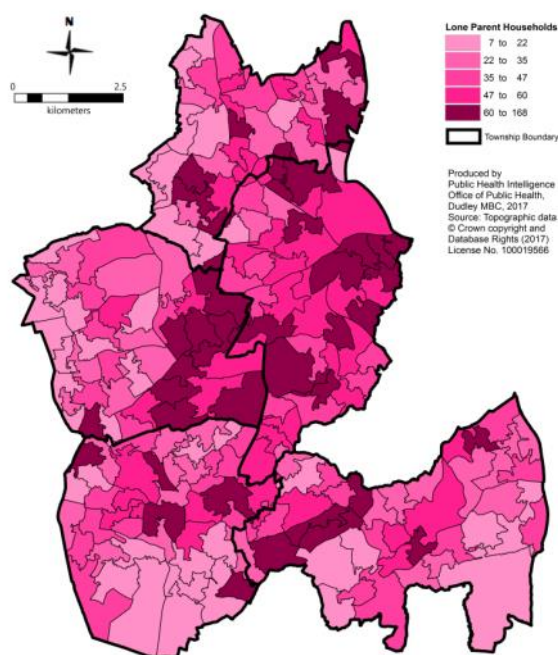
## 6.12 Employment Status of Lone Parent Households

**Table 14: Employment Status of Lone Parent Households**

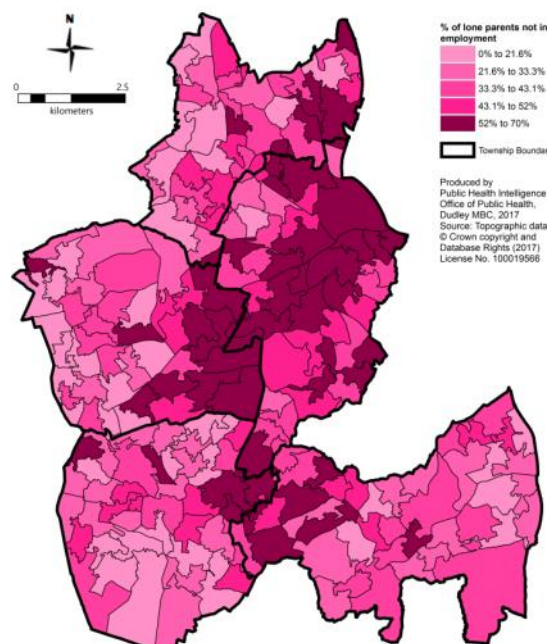
Locality	2011			
	All lone parent households with dependent children	Lone parent in full-time employment	Lone parent in part-time employment	Lone parent not in employment
		%	%	%
Brierley Hill	1,765	26.4%	31.7%	41.9%
Dudley Central	2,453	18.3%	29.6%	52.1%
Dudley North	1,368	22.7%	35.7%	41.7%
Halesowen	1,609	26.0%	32.6%	41.3%
Stourbridge	1,426	30.6%	33.5%	35.9%
<b>Dudley Borough</b>	<b>8,621</b>	<b>24.1%</b>	<b>32.2%</b>	<b>43.7%</b>
England	1,564,681	26.1%	33.4%	40.5%

Source: Office for National Statistics, 2011 Census, KS107EW - lone parent households with dependent children.

**Figure 12: Number of Lone Parent Households**



**Figure 13: Percentage of Lone Parent Households Not In Employment**



Source: Office for National Statistics, 2011 Census, KS107EW - lone parent households with dependent children.

### What is this data telling us?

More than two in five lone parents in Dudley (43.7%) are not in employment. This is a marginally higher rate than that for England (40.5%). The proportion of lone parents in full-time employment (24.1%) is slightly less than England (26.1%). The proportion of lone parents in part time employment (32.2%) is marginally lower than England (33.4%).

Dudley Central has the highest proportion of lone parents not in employment (52.1%).



## 6.13 Households in Fuel Poverty

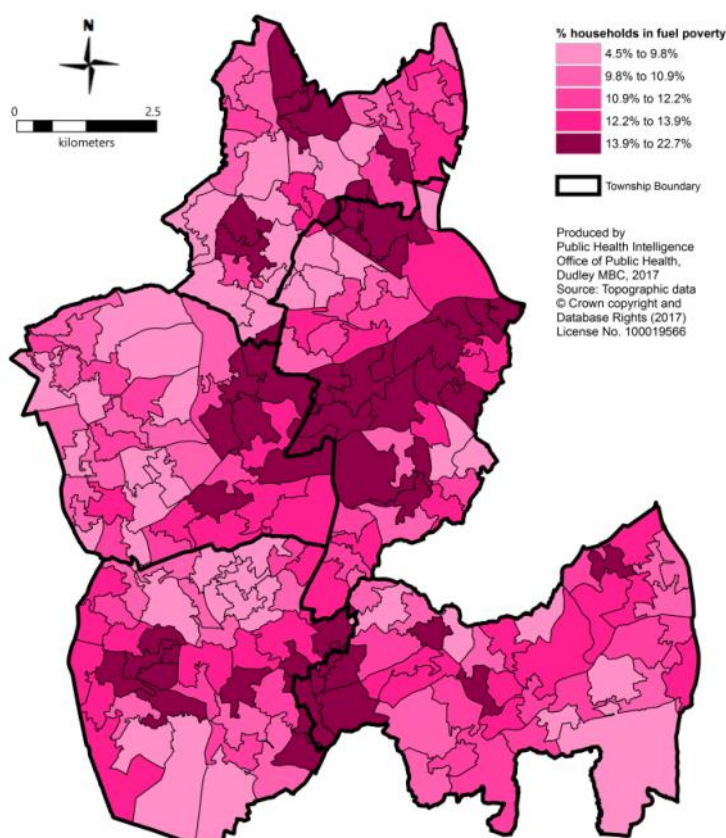
A household is classified as being in fuel poverty if 10% of the combined household income is spent on fuel in order to achieve and maintain an adequate standard of warmth. This standard is measured at 21 degrees for the main living room and 18 degrees for other occupied rooms.

**Table 15: Households in fuel poverty**

Locality	Proportion of households in fuel poverty					
	2010	2011	2012	2013	2014	2015
Brierley Hill	20.5%	12.3%	13.2%	12.1%	9.9%	11.3%
Dudley Central	23.8%	13.4%	18.3%	15.5%	11.8%	13.3%
Dudley North	21.3%	12.5%	13.5%	11.7%	9.7%	11.2%
Halesowen	19.9%	13.3%	13.1%	12.4%	10.3%	11.8%
Stourbridge	18.8%	12.6%	12.9%	11.8%	9.9%	11.4%
<b>Dudley Borough</b>	<b>20.9%</b>	<b>12.8%</b>	<b>14.3%</b>	<b>12.8%</b>	<b>10.4%</b>	<b>11.8%</b>
England	16.4%	10.9%	10.4%	10.4%	10.6%	11.0%

Source: Department of Energy & Climate Change, sub-regional Fuel Poverty England

**Figure 14: Proportion of Households in Fuel Poverty 2015**



### What is this data telling us?

In 2015, the overall percentage of households in fuel poverty within Dudley is higher (statistically significant) than that for England.

The percentage of households in fuel poverty has nearly been halved in the past 5 years from a high of 20.9% in 2010 to 11.8% in 2015.

Dudley Central has 13.3% of its households in fuel poverty which is the highest percentage of the individual townships.

Source: Department of Energy & Climate Change, sub-regional Fuel Poverty England

## 6.14 Children in Low Income Families

**Table 16: Children Under 16 in Low Income Families**

	2010	2011	2012	2013	2014
<b>Dudley</b>	<b>23.1%</b>	<b>22.8%</b>	<b>21.7%</b>	<b>21.3%</b>	<b>23.1%</b>
England	21.1%	20.6%	19.2%	18.6%	20.1%
England Comparison					

● Better than the national rate ● Similar to the national rate ● Worse than the national rate

Source: Public Health Outcomes Framework

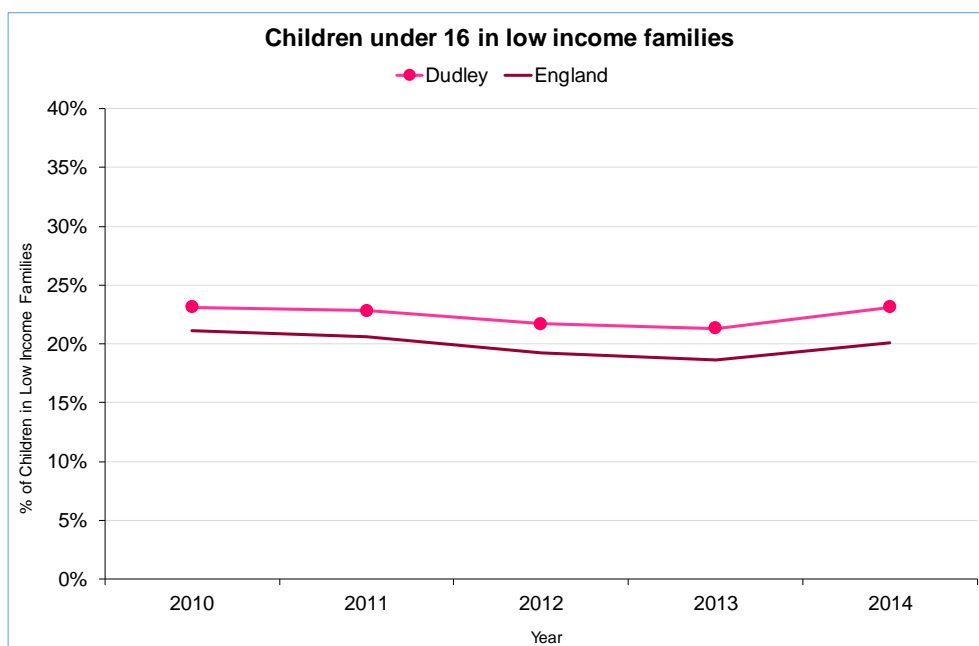
**Table 17: Dependant Children Under 20 in Low Income Families**

	2010	2011	2012	2013	2014
<b>Dudley</b>	<b>22.5%</b>	<b>22.1%</b>	<b>20.7%</b>	<b>20.4%</b>	<b>22.6%</b>
England	20.6%	20.1%	18.6%	18.0%	19.9%
England Comparison					

● Better than the national rate ● Similar to the national rate ● Worse than the national rate

Source: Public Health Outcomes Framework

**Figure 15: Children Under 16 in Low Income Families**



● Better than the national rate ● Similar to the national rate ● Worse than the national rate

Source: Public Health Outcomes Framework

### What is this data telling us?

The percentage of children under 16 in low income families has remained the same in 2014 as it was in 2010 at 23.1%. This is despite a reduction in the intervening years to a low of 21.3% in 2013.

A small (0.1%) increase in the percentage of dependent children under 20 in low income families has been noted from 2010 (22.5%) to 2014 (22.6%), Again, in the intervening years, a reduction was seen to a low of 20.4% in 2013.

## 6.15 Employment by Occupation

**Table 18: Employment by Occupation**

Occupation	% of all in employment by occupation group					
	Dudley			England		
	2014	2015	2016	2014	2015	2016
Managers, directors and senior officials	9.4%	8.0%	8.4%	10.5%	10.6%	10.9%
Professional occupations	14.9%	14.6%	16.1%	19.9%	19.9%	20.4%
Associate professional & technical occupations	14.2%	12.0%	12.5%	14.3%	14.3%	14.6%
Administrative and secretarial occupations	10.6%	12.5%	10.9%	10.7%	10.7%	10.2%
Skilled trades occupations	10.4%	14.8%	13.8%	10.5%	10.4%	10.2%
Caring, leisure and other service occupations	9.1%	9.3%	10.2%	9.1%	9.1%	9.0%
Sales and customer service occupations	9.8%	9.3%	9.0%	7.7%	7.5%	7.4%
Process, plant and machine operatives	10.0%	8.3%	8.0%	6.2%	6.3%	6.4%
Elementary occupations	10.8%	10.6%	10.2%	10.7%	10.8%	10.6%

Source: NOMIS official labour market statistics, Annual Population survey, Occupation (SOC2010) major group of employment, 12 months to December

**Table 19: Occupation by Locality, 2011 Census**

	Brierley Hill	Dudley Central	Dudley South	Halesowen	Stourbridge	Dudley Borough
Managers, directors and senior officials	9.4%	7.8%	9.1%	9.4%	11.7%	<b>9.5%</b>
Professional occupations	13.5%	11.4%	11.6%	15.2%	17.7%	<b>14.0%</b>
Associate professional and technical occupations	10.2%	9.1%	9.9%	12.1%	12.4%	<b>10.8%</b>
Administrative and secretarial occupations	12.7%	11.3%	13.5%	14.8%	12.7%	<b>13.0%</b>
Skilled trades occupations	14.5%	14.2%	15.4%	12.6%	12.1%	<b>13.7%</b>
Caring, leisure and other service occupations	10.0%	10.0%	9.9%	8.8%	9.2%	<b>9.5%</b>
Sales and customer service occupations	9.4%	10.4%	9.6%	9.0%	8.6%	<b>9.4%</b>
Process, plant and machine operatives	9.6%	12.4%	9.7%	8.4%	7.0%	<b>9.4%</b>
Elementary occupations	10.8%	13.4%	11.4%	9.8%	8.6%	<b>10.8%</b>
All people aged 16-74 in work	29,868	29,657	22,899	29,405	30,169	<b>141,998</b>

Source: Office for National Statistics, 2011 Census, QS606

### What is this data telling us?

In 2016, the largest percentage of Dudley's workforce were employed in 'professional occupations' at 16.1%. However, this was less than the combined national figure of 20.4%.

Dudley had a noticeably higher percentage of employment in 'skilled trade occupations' at 13.8% compared to the national figure of 10.2%. A much smaller trend can be seen in 'caring, leisure and other service occupations' at 10.2% which is higher than England's figure of 9%.

## 6.16 Employment by Industry

**Table 20: Employment by Industry**

Industry	% of all in employment by occupation group					
	Dudley			England		
	2014	2015	2016	2014	2015	2016
Agriculture and fishing	!	!	!	1.0%	1.0%	0.9%
Energy and water	1.4%	!	!	1.5%	1.5%	1.4%
Manufacturing	15.5%	13.6%	10.2%	9.7%	9.5%	9.3%
Construction	8.1%	8.1%	11.8%	7.2%	7.2%	7.0%
Distribution, hotels and restaurants	21.6%	21.8%	22.7%	18.5%	18.3%	18.5%
Transport and communications	4.2%	4.7%	5.2%	9.1%	9.3%	9.5%
Banking, finance and insurance	11.2%	10.3%	11.7%	17.3%	17.4%	17.6%
Public admin, education and health	33.9%	35.9%	33.7%	29.5%	29.5%	29.6%
Other services	3.8%	5.3%	4.2%	5.8%	5.9%	5.9%

Source: NOMIS official labour market statistics, Annual Population Survey, Industry of Employment (SIC 2007).  
! = data not disclosed due to small numbers

**Table 21: Industry by Locality, 2011 Census**

	Brierley Hill	Dudley Central	Dudley North	Halesowen	Stourbridge	Dudley Borough
Agriculture and fishing	0.1%	0.1%	0.1%	0.1%	0.1%	<b>0.1%</b>
Energy and water	2.3%	2.3%	2.3%	1.6%	1.7%	<b>2.0%</b>
Manufacturing	15.1%	15.9%	14.9%	12.4%	12.3%	<b>14.1%</b>
Construction	9.2%	8.6%	11.1%	8.6%	8.7%	<b>9.2%</b>
Distribution, hotels and restaurants	22.0%	23.2%	22.3%	21.8%	21.3%	<b>22.1%</b>
Transport and communications	6.4%	7.3%	6.3%	7.4%	6.6%	<b>6.8%</b>
Banking, finance and insurance	12.0%	12.0%	11.4%	14.7%	14.7%	<b>13.0%</b>
Public admin, education and health	29.2%	26.7%	27.8%	29.1%	30.2%	<b>28.7%</b>
Other services	3.8%	3.9%	3.9%	4.4%	4.3%	<b>4.1%</b>
All residents aged 16-74 in employment	29868	29657	22899	29405	30169	<b>141998</b>

Source: Office for National Statistics, 2011 Census, QS605

### What is this data telling us?

In 2016, the largest percentage of Dudley's population was employed in the public administration, education and health sectors (33.9%). This is 4.1% higher than the equivalent figure for England as a whole.

The percentage of workers within 'Transport and Communication' and 'Banking, Finance and Insurance' is noticeably less than the figure for England.



## 6.17 Socio-economic Classification - Mosaic Type

Table 22: Households in Dudley by Mosaic Group

	Brierley Hill	Dudley Central	Dudley North	Halesowen	Stourbridge	Dudley Borough
A Country Living	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
B Prestige Positions	5.3%	1.1%	3.2%	5.7%	12.2%	<b>5.5%</b>
C City Prosperity	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
D Domestic Success	5.2%	3.4%	3.5%	5.3%	8.5%	<b>5.2%</b>
E Suburban Stability	17.4%	7.6%	16.2%	18.1%	17.0%	<b>15.1%</b>
F Senior Stability	17.4%	6.2%	17.4%	16.5%	15.6%	<b>14.4%</b>
G Rural Reality	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
H Aspiring Homemakers	13.1%	11.3%	12.8%	14.3%	13.5%	<b>13.0%</b>
I Urban Cohesion	0.5%	3.0%	0.0%	0.8%	1.6%	<b>1.3%</b>
J Rental Hubs	2.0%	2.1%	0.9%	1.6%	2.0%	<b>1.7%</b>
K Modest Traditions	9.1%	12.2%	11.7%	11.7%	6.7%	<b>10.3%</b>
L Transient Renters	6.4%	12.2%	6.4%	6.7%	5.1%	<b>7.5%</b>
M Family Basics	10.1%	17.3%	11.5%	8.4%	5.3%	<b>10.6%</b>
N Vintage Value	7.9%	12.6%	10.5%	8.0%	8.0%	<b>9.4%</b>
O Municipal Challenge	5.8%	10.9%	6.0%	3.0%	4.4%	<b>6.1%</b>
<i>All Households</i>	<i>28,137</i>	<i>30,021</i>	<i>22,394</i>	<i>27,205</i>	<i>27,694</i>	<b><i>135,451</i></b>

Source: Experian, Mosaic classification

**Country Living** – Well-off owners in rural locations enjoying the benefits of country life

**Prestige Positions** – Established families in large detached homes living upmarket lifestyles

**City Prosperity** – High status city dwellers living in central locations and pursuing careers with high rewards

**Domestic success** – Thriving families who are busy bringing up children and following careers

**Suburban Stability** – Mature suburban owners living settled lives in mid-range housing

**Senior Security** – Elderly people with assets who are enjoying a comfortable retirement

**Rural Reality** – Household owners living in inexpensive homes in village communities

**Aspiring Homemakers** – Younger households setting down in housing priced within their means

**Urban Cohesion** – Residents of settled urban communities with a strong sense of identity

**Rental Hubs** – Educated young people privately renting in urban neighbourhoods

**Modest Traditions** – Mature homeowners of value homes enjoying stable lifestyles

**Transient Renters** – Single people privately renting low cost homes for the short term

**Family Basic** – Families with limited resources who have to budget to make ends meet

**Vintage Value** – Elderly people reliant on support to meet financial or practical needs

**Municipal Challenge** – Urban renters of social housing facing an array of challenges

### What is this data telling us?

The most common Mosaic group in the Dudley Borough is 'Suburban Stability' which consists of mature suburban owners living settled lives in mid-range housing. This is also the most common group for the townships of Brierley Hill (although joint most common with Senior Stability), Halesowen and Stourbridge.

The most common group in Dudley Central is 'Family Basics'. Additionally, for Dudley North the most common group is 'Senior Stability'.