

The 2011 Census Town Profiles aim to provide an overview of the socio-economic conditions within each of the six towns of Sandwell, and their constituent wards.

Further analysis and data is available on [Sandwell Trends](#).

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## **Tipton Town Wards**



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## Population Change & Structure

Since 2001, Sandwell's population has increased by 8.9%. However, there has been a large variation by ward, and whilst most wards have seen an increase in population, some have seen a fall.

- The rise in population in Tipton town is greater than that of Sandwell, and all wards within the town have seen an increase. This increase in the number of residents is the second largest of the six towns.
- There has been a disproportionate increase in Great Bridge ward (+22.2%), the third largest rise of all Sandwell wards.

### Population Change by Broad Age Band 2001-2011

	Under 20			20-64			65 & over			All Ages		
	2001	2011	% Change	2001	2011	% Change	2001	2011	% Change	2001	2011	% Change
Great Bridge	2,768	3,432	+24.0	6,118	7,823	+27.9	1,721	1,707	-0.8	10,607	12,962	+22.2
Princes End	3,704	3,707	+0.1	7,495	7,510	+0.2	1,627	1,764	+8.4	12,826	12,981	+1.2
Tipton Green	3,070	3,476	+13.2	6,549	7,473	+14.1	1,826	1,885	+3.2	11,445	12,834	+12.1
TOWN	9,542	10,615	+11.2	20,162	22,806	+13.1	5,174	5,356	+3.5	34,878	38,777	+11.2
SANDWELL	75,762	82,416	+8.8	160,571	178,806	+11.4	46,571	46,841	+0.7	282,904	308,063	+8.9

Source: 2001 & 2011 Census, Key Statistics.

In terms of broad age groups, Tipton town has seen an increase in all age groups, but particularly amongst under 20s and 20-64 year olds between 2001 and 2011 (+11.2% and +13.1% respectively).

- Great Bridge ward has seen a particularly large increase in the younger age groups, with a 24.0% increase in the proportion aged under 20, and a 27.9% increase in the number aged 20-64 (the third largest increase of all Sandwell wards for both of these age groups).
- Tipton Green has also seen increases of over 13% among the under 20s and 20-64 year olds.
- Princes End ward has seen little change in the younger age groups between 2001 and 2011, however there has been a relatively large increase in the proportion of the population aged 65 & over - at 8.4% this is the fifth largest rise of all Sandwell wards.

Tipton town has a total population of 38,777 in 2011, and makes up 12.6% of Sandwell's total population - around the same as in 2001 (12.3%). The three wards which comprise the town are all fairly similar in terms of population size.

### Population by Age 2011

	0-15		16-24		25-44		45-59		60-74		75+		All Ages
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Great Bridge	2,740	21.1	1,587	12.2	4,044	31.2	2,245	17.3	1,546	11.9	800	6.2	12,962
Princes End	3,000	23.1	1,654	12.7	3,535	27.2	2,355	18.1	1,726	13.3	711	5.5	12,981
Tipton Green	2,878	22.4	1,448	11.3	3,869	30.1	2,153	16.8	1,529	11.9	957	7.5	12,834
TOWN	8,618	22.2	4,689	12.1	11,448	29.5	6,753	17.4	4,801	12.4	2,468	6.4	38,777
SANDWELL	66,234	21.5	36,975	12.0	87,899	28.5	54,884	17.8	39,750	12.9	22,321	7.2	308,063

Source: 2011 Census, Key Statistics.

The population profile of the town in terms of age structure is very similar to Sandwell overall. The main difference is a slightly larger proportion aged 25-44. There is however some variation when considering the wards that make up the town.

- Great Bridge has a smaller proportion of under 16s than average (21.1% compared with 22.2% for the town), but a larger proportion of those aged 25-44 (31.2% compared with 29.5% for Sandwell overall).
- Princes End has a higher proportion of under 16s than both the town and Sandwell averages (23.1% compared with 22.2% and 21.5% respectively), but a lower proportion of those aged 25-44. The proportion of over 75s in the ward is the fourth lowest of all Sandwell wards.
- Tipton Green ward has a larger prevalence of those aged 75 & over compared with both the Borough and town averages (7.5% compared with 7.2% and 6.4% respectively).

## Household Characteristics

Since 2001, Sandwell overall has seen an increase of 5.3% in the number of households, compared with 8.2% in Tipton town (the largest increase of the six towns). Within the town, Great Bridge ward has seen the largest increase at 18.5%, whilst Princes End has seen a slight fall in the number of households (-0.6%).

## Household Composition 2011

	One person HHs <sup>1</sup>				Couple Households		Lone Parents				All Other Households		Total HHs
	Non-Pensioners		Lone Pensioners				Dependent children		Non-dependent children only				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Great Bridge	932	18.2	536	10.5	2,268	44.4	435	8.5	256	5.0	686	13.4	5,113
Princes End	953	18.1	549	10.4	2,261	43.0	589	11.2	238	4.5	672	12.8	5,262
Tipton Green	966	18.8	688	13.4	2,165	42.1	430	8.4	197	3.8	692	13.5	5,138
TOWN	2,851	18.4	1,773	11.4	6,694	43.2	1,454	9.4	691	4.5	2,050	13.2	15,513
SANDWELL	20,359	16.8	15,576	12.8	49,817	41.0	10,915	9.0	5,502	4.5	19,329	15.9	121,498

<sup>1</sup> HHs = Households  
Source: 2011 Census, Key Statistics.

Considering household composition, the profile of Tipton town varies from that of Sandwell overall, and there is some variation by ward.

- Tipton Green has a large proportion of single person households (non-pensioners) compared with Sandwell overall.
- Great Bridge and Princes End are both within the bottom five out of all Sandwell wards in terms of lone pensioner households, whilst Tipton Green is above average compared to both the town and Borough averages.
- Couple households (both married and co-habiting) are more prevalent in Great Bridge (44.4% compared with 41.0% in Sandwell overall) - the fifth highest proportion of all Sandwell wards.
- Princes End has a high proportion of lone parents with dependent children, at 11.2%. This is the second highest proportion of all Sandwell wards, and compares with an average for the town of 9.4%.
- All three Tipton town wards have similar proportions of 'all other households'. This includes households made up of unrelated adults or more than one family.

## Ethnic Background

The ethnic makeup of Sandwell has seen extensive changes since 2001. Just under two-thirds of Sandwell residents now class themselves as being of White British origin, and a further 4.1% are of Other White origin (which includes Irish and Gypsy Travellers). 30.1% of Sandwell's population are from other ethnic backgrounds. These Sandwell figures compare with England & Wales averages of 80.5%, 5.5% and 14% respectively.

With the exception of Smethwick, Sandwell towns have seen increases in the proportion of residents in all Minority Ethnic groups, and a contrasting decline in the White British group since 2001. The White British population in Tipton town has fallen from 87.3% in 2001 to 77.8% in 2011, whilst the Other White group has increased from 0.9% to 3.4%.

### Population by Ethnic Group 2011: White & Asian Groups

	White				Asian or Asian British							
	British		Other		Indian		Pakistani		Bangladeshi		Chinese & Asian Other	
	No.	%			No.	%	No.	%	No.	%	No.	%
Great Bridge	9,827	75.8	566	4.4	1,026	7.9	296	2.3	93	0.7	211	1.6
Princes End	11,498	88.6	349	2.7	259	2.0	22	0.2	20	0.2	68	0.5
Tipton Green	8,850	69.0	412	3.2	1,054	8.2	810	6.3	586	4.6	175	1.4
TOWN	30,175	77.8	1,327	3.4	2,339	6.0	1,128	2.9	699	1.8	454	1.2
SANDWELL	202,822	65.8	12,649	4.1	31,400	10.2	13,952	4.5	6,588	2.1	7,318	2.4

Source: 2011 Census, Key Statistics.

### Population by Ethnic Group 2011: Other Ethnic Groups

	Mixed		Black or Black British						Arab		Other Ethnic Group	
			Black Caribbean		Black African		Black Other					
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Great Bridge	325	2.5	282	2.2	165	1.3	55	0.4	4	0.0	112	0.9
Princes End	309	2.4	238	1.8	135	1.0	44	0.3	10	0.1	29	0.2
Tipton Green	293	2.3	289	2.3	151	1.2	88	0.7	32	0.2	94	0.7
TOWN	927	2.4	809	2.1	451	1.2	187	0.5	46	0.1	235	0.6
SANDWELL	10,199	3.3	11,382	3.7	4,396	1.4	2,579	0.8	901	0.3	3,877	1.3

Source: 2011 Census, Key Statistics.

Tipton town ranks fairly low for all ethnic groups compared to the other Sandwell towns, with the exception of the White British and Pakistani populations - the town ranks third for each of these groups. Within the town:

- Princes End has a very high proportion of residents from the White British ethnic group - at 88.6% this is the second largest proportion of all Sandwell wards, and compares with a borough average of 65.8%.
- In contrast, Princes End has very low proportions of Indian, Pakistani and Chinese & Other Asian residents, ranking in the bottom two Sandwell wards for all three of these groups.
- Tipton Green ward ranks fifth out of all Sandwell wards in terms of residents from Pakistani and Bangladeshi communities. At 6.3% and 4.6% respectively, these proportions are both considerably higher than the average for the town, and above the Sandwell average.

### Religion 2011

	Christian		Sikh		Muslim		Hindu		Other Religion		No Religion		Not Stated	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Great Bridge	7,863	60.7	913	7.0	451	3.5	201	1.6	97	0.7	2,738	21.1	699	5.4
Princes End	8,547	65.8	163	1.3	74	0.6	98	0.8	47	0.4	3,277	25.2	775	6.0
Tipton Green	7,181	56.0	780	6.1	1,480	11.5	289	2.3	134	1.0	2,285	17.8	685	5.3
TOWN	23,591	60.8	1,856	4.8	2,005	5.2	588	1.5	278	0.7	8,300	21.4	2,159	5.6
SANDWELL	170,075	55.2	26,934	8.7	25,251	8.2	6,810	2.2	2,543	0.8	57,716	18.7	18,734	6.1

Source: 2011 Census, Key Statistics.

In terms of religion, 55.2% of Sandwell residents are Christian, lower than the national average of 59.3%. This has fallen considerably since 2001, when 68.6% of Sandwell residents said they were Christian.

Tipton town overall has a higher proportion of Christian residents compared to Sandwell, but is lower in terms of most other religious affiliations. More than one in five Tipton residents stated they follow no religion - the second highest of all Sandwell towns.

- Princes End ranks second out of all Sandwell wards in terms of the proportion of Christian residents (65.8% compared with a borough average of 55.2%). However, this ward also ranks highly in terms of those who state they have no religion (fourth of all Sandwell wards).
- Great Bridge and Tipton Green both have a high proportion of Sikhs compared to the rest of the town, however this is still lower than the Sandwell average.
- Tipton Green ranks sixth in terms of Muslim residents, with 11.5% stating they have an affiliation with this religion.

## Country of Birth and Household Language 2011

	Country of Birth								Household Language			
	UK		Ireland		Other EU		Other		All in HH have English as main language		None in HH have English as main language	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Great Bridge	11,465	88.5	17	0.1	489	3.8	991	7.6	4588	89.7	255	5.0
Princes End	12,304	94.8	27	0.2	270	2.1	380	2.9	5054	96.0	116	2.2
Tipton Green	11,118	86.6	20	0.2	363	2.8	1,333	10.4	4492	87.4	258	5.0
TOWN	34,887	90.0	64	0.2	1,122	2.9	2,704	7.0	14,134	91.1	629	4.1
SANDWELL	258,993	84.1	1,482	0.5	9,859	3.2	37,729	12.2	104,845	86.3	7,425	6.1

Source: 2011 Census, Key Statistics.

When considering country of birth, 84.6% of Sandwell residents were born in the United Kingdom or Ireland, compared with 87.3% nationally. One in eight Sandwell residents were born in a country outside the European Union. Tipton town is above the Sandwell average and national average in terms of the proportion of residents who were born in the United Kingdom. The town ranks lowest of the six towns for residents born in Ireland, and is also low in terms of residents born outside of the European Union.

- At 94.8% Princes End ranks third highest out of the Sandwell wards in terms of the proportion of residents born in the UK.
- Within the town, Tipton Green has a relatively high proportion of residents born outside the EU, however this is still below the Sandwell average, and ranks only 11th of all Sandwell wards.

The 2011 Census collected information for the first time on main language and English language skills. It should be noted that people who did not report English as a main language may be fluent English speakers. In Tipton town, only 4.1% of households have no residents who have English as a main language - below the average for the Borough.

- Princes End has a high proportion of households where all residents have English as a main language (96.0% compared with a Sandwell average of 86.3%). This is the second highest proportion of all Sandwell wards.
- In contrast, Princes End ward appears in the bottom five in terms of households where no residents have English as a main language.
- Great Bridge and Tipton town are also both below the Sandwell average in terms of the proportion of households where no residents have English as a main language.

## ***Economic Status & Qualifications***

### ***Economically Active***

A resident is considered economically active if employed, self-employed, unemployed but looking for work and able to start within two weeks, or a full-time student who also has a job. The level of economic activity of the town's residents is similar to the Borough average, although levels of self employment are lower and unemployment is higher than for Sandwell as a whole. Within the town:

- Princes End has a particularly high level of unemployment, at 9.4% this is the second highest of all Sandwell wards, after Soho & Victoria.
- Self employment is low in all wards.
- Great Bridge has the highest proportion of residents, aged 16-74, in full-time employment.

### ***Economic Activity 2011 (Residents aged 16-74)***

	Economically Active					Economically Inactive					All aged 16-74
	Employees:		Self-employed %	Un-employed %	Full-time student %	Retired %	Student %	Looking after home or family %	Long term sick/ disabled %	Other %	
	Full-time %	Part-time %									
Great Bridge	40.4	12.4	4.7	8.2	2.5	11.5	4.2	6.0	6.8	3.3	9,422
Princes End	35.6	13.3	4.3	9.4	2.2	13.5	4.4	7.4	6.7	3.3	9,270
Tipton Green	38.3	12.9	5.5	7.4	2.6	12.3	4.7	6.8	6.0	3.4	8,999
TOWN	38.1	12.9	4.8	8.3	2.5	12.4	4.4	6.7	6.5	3.3	27,691
SANDWELL	37.1	13.6	6.0	7.3	2.9	13.0	5.3	5.9	5.8	3.2	219,508

Source: 2011 Census, Key Statistics.

### ***Economically Inactive***

Economic Inactivity among 16-74 year olds in Tipton is similar to that for Sandwell as a whole. Within the town:

- The proportions of long term sick and disabled in this age group is highest in Great Bridge, although all wards are slightly higher than the Borough average.
- There are also slightly higher proportions of people looking after the home or family in all wards compared with Sandwell as a whole, the highest being in Princes End.
- There are slightly lower proportions of students in all wards in the town than in Sandwell as a whole and slightly lower proportions of retired people in this age group, all wards except Princes End.



## Highest Level of Qualification of usual residents aged 16 & over

	No Qualifications		Level 1		Level 2		Apprenticeships		Level 3		Level 4 or above		% Other Qualifications	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Great Bridge	3,866	37.8	1,531	15.0	1,557	15.2	250	2.4	1,028	10.1	1,194	11.7	796	7.8
Princes End	4,112	41.2	1,545	15.5	1,595	16.0	292	2.9	1,037	10.4	904	9.1	496	5.0
Tipton Green	3,756	37.7	1,387	13.9	1,460	14.7	248	2.5	1,053	10.6	1,365	13.7	687	6.9
TOWN	11,734	38.9	4,463	14.8	4,612	15.3	790	2.6	3,118	10.3	3,463	11.5	1,979	6.6
SANDWELL	85,040	35.2	34,723	14.4	35,543	14.7	6,451	2.7	25,245	10.4	37,151	15.4	17,676	7.3

Source: 2011 Census, Key Statistics.

### Qualifications

The table shows the highest level of academic, vocational or professional qualifications obtained by residents aged 16 and over. Briefly, the categories are as follows:

- No qualifications: No formal qualifications;
- Level 1: 1-4 GCSEs or equivalent qualifications;
- Level 2: 5 GCSEs or equivalent qualifications;
- Apprenticeships;
- Level 3: 2 or more A-levels or equivalent qualifications;
- Level 4 or above: Bachelors degree or equivalent, and higher qualifications;
- Other qualifications including foreign qualifications.

The qualifications information in the 2011 Census is not directly comparable with that in 2001 because it now includes all people over 16, in 2001, it only covered those aged 16-74.

Tipton town has the second highest proportion of residents with no qualifications, after Wednesbury. It has the lowest proportion of residents with qualifications at level 4 or above (degree or higher). Within the town:

- Princes End has the highest proportion with no qualifications (41.2%), - this is the third highest of all Sandwell wards and the lowest with level 4 or above (9.1%).

The 2011 Census asked for the first time whether any qualifications had been gained outside the UK. Only a small proportion of residents in Tipton town have a foreign qualification (4.2%).

## Transport

In 2011, 33.9% of Sandwell households do not have access to a car or van, which has fallen from 37.5% in 2001. Car ownership levels in Tipton town overall are slightly lower than the Sandwell average, with a total of 14,327 cars and vans available to households living within the town.

- 38.7% of households in Princes End are without a car or van in the town, higher than both the town and borough averages, and the sixth highest of all Sandwell wards.
- The Tipton ward with the highest proportion of households with access to 2 or more cars or vans is Great Bridge - however this is still only at the average level of Sandwell overall.

## Car Ownership 2011

	HHs <sup>1</sup> without a car or van		HHs with 1 car or van		HHs with 2 or more cars or vans	
	No.	%	No.	%	No.	%
Great Bridge	1,721	33.7	2,198	43.0	1,194	23.4
Princes End	2,039	38.7	2,120	40.3	1,103	21.0
Tipton Green	1,751	34.1	2,199	42.8	1,188	23.1
TOWN	5,511	35.5	6,517	42.0	3,485	22.5
SANDWELL	41,197	33.9	51,922	42.7	28,379	23.4

<sup>1</sup> Households

Source: 2011 Census, Key Statistics.

## Health & Provision of Unpaid Care

In 2011, those reporting a long term health problem or disability (including those related to age) that limited their day-to-day activities and that had lasted, or was expected to last, at least 12 months, were asked to assess whether their daily activities were limited a lot, a little or not at all by such a health problem. In Tipton town, 9.8% of residents said they were limited a little, whilst 11.5% said they were limited a lot, similar to the Sandwell average.

- Great Bridge is higher than the town average in terms of those whose daily activities are limited a lot (12.0% compared with 11.5%).

Residents were asked to assess their general state of health on a five point scale: very good, good, fair, bad or very bad. Again, Tipton town is fairly similar to the Sandwell average on this measure.

- Great Bridge and Tipton Green wards are relatively high in terms of those stating their level of health is bad or very bad - at 8.6% Great Bridge is the seventh highest of all Sandwell wards, and at 8.7% Tipton Green is sixth highest.
- Great Bridge is also relatively high in terms of residents who are unable to work due to being long-term sick or disabled. 6.8% in this ward compares with a Sandwell average of 5.8%.

A person is a provider of unpaid care if they look after or give help or support to family members, friends, neighbours or others because of long-term physical or mental ill health or disability, or problems related to old age. This does not include any activities as part of paid employment. 10.7% of Tipton town residents provide unpaid care, slightly lower than the Sandwell average.

- At 10.0%, Tipton Green is among the lowest wards in Sandwell in terms of the proportion of residents providing unpaid care.
- In contrast, Great Bridge is among the three highest Sandwell wards in terms of residents providing unpaid care for 50 hours a week or more.

### Health Indicators 2011

	Limited Long-term Illness		Level of Health			% Long-term Sick/Disabled <sup>1</sup>	Provides Unpaid Care	
	% with Day-to-day activities limited a lot	% with Day-to-day activities limited a little	% Good or Very Good	% Fair	% Bad or Very Bad		% Providing Care	% Providing 50 hours a week or more
Great Bridge	12.0	9.5	75.9	15.5	8.6	6.8	11.0	4.0
Princes End	11.0	10.3	76.7	15.3	8.0	6.7	10.9	3.8
Tipton Green	11.5	9.6	76.1	15.2	8.7	6.0	10.0	3.0
TOWN	11.5	9.8	76.2	15.4	8.4	6.5	10.7	3.6
SANDWELL	10.8	10.1	76.7	15.6	7.7	5.8	10.9	3.2

<sup>1</sup> As a % of those aged 16 to 74  
Source: 2011 Census, Key Statistics.

### Housing

The Census asks various questions relating to housing, including, the type of accommodation people live in, its tenure (whether the household owns or rents their accommodation), whether it has central heating and how many rooms it has. The occupancy ratings of rooms and bedrooms are indicators of deprivation and overcrowding in a household. An occupancy rating of -1 implies that there is one room too few for the number of people living in the household (*shown as % overcrowded on the table*).

Nationally, the census has shown an increase in private rented accommodation, a fall in owner occupation and a shift in the social rented sector from councils to other registered social landlords since 2001. Tipton town has the lowest level of owner-occupation across the six towns (50.1%) and the highest proportion of households in social rented accommodation (35.9%). The proportion in private rented accommodation is slightly lower than the Borough average, although this sector has increased since 2001. The proportion of households renting from a private landlord or letting agency has increased from 3.6% in 2001 to 10.6% in 2011– an additional 1,122 households in the private rented sector in the town.

## Housing Indicators 2011

	Tenure (% of households)				Dwelling Type				Suitability of Accommodation	
	% Owner-occupied	% Social Rented <sup>1</sup>	% Private Rented <sup>2</sup>	% Shared Ownership	Total household spaces	Vacant %	Detached %	Terraced %	% HHS <sup>3</sup> lacking central heating	% Over-crowded HHS <sup>4</sup>
Great Bridge	51.6	33.0	13.0	0.3	5,389	5.1	11.1	24.9	2.9	8.7
Princes End	47.1	42.6	8.1	0.4	5,503	4.4	8.7	20.6	3.0	9.0
Tipton Green	51.8	32.0	12.6	1.4	5,493	6.5	12.3	26.5	3.4	7.5
TOWN	50.1	35.9	11.2	0.7	16,385	5.3	10.7	24.0	3.1	8.4
SANDWELL	56.9	27.5	12.9	0.6	127,196	4.5	11.2	26.2	3.4	8.7

<sup>1</sup> Social Rented includes Social Rented: from Council and Social Rented: Other

<sup>2</sup> Private Rented includes Private Rented: from private landlord or letting agency and Private Rented: Other

<sup>3</sup> Households

<sup>4</sup> Households with an occupancy rating of -1 or less

Source: 2011 Census, Key Statistics.

### Within the town:

- Princes End has the lowest level of owner-occupation, (47.1%) and private rented accommodation (8.1%) and the highest level of social renting (42.6%).
- Great Bridge has the highest proportion of private renting, it is similar to the Borough average.

The town has the highest vacancy rate of the six towns in Sandwell and Tipton Green ward has the highest rate of all wards. The town has slightly lower levels of detached and terraced properties than Sandwell overall.

- The lowest levels of both detached and terraced housing is in Princes End ward.

Households lacking central heating and levels of overcrowding are just slightly lower than the Borough average.

- Overcrowding is highest in Princes End ward (9% of properties have an occupancy rating of -1 or less) and the lowest is in Tipton Green.

Further Census data for Sandwell's wards is available on Sandwell Trends at:

<http://www.sandwelltrends.info/themedpages/Census2011>

or contact the team for more information:



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