



Introduction

- CACI Paycheck provides an estimate of household income for every postcode in the UK.
- One of the only sources of income data below local authority level.

Key findings

£39,200

Median household income (CW&C)
(£40,100 in England)

18% (30,000)

Households in income-based poverty (CW&C)
(18% in England)

Inequalities in household income across the borough, small pockets of income-based poverty are hidden within larger neighbourhoods that are not deprived.

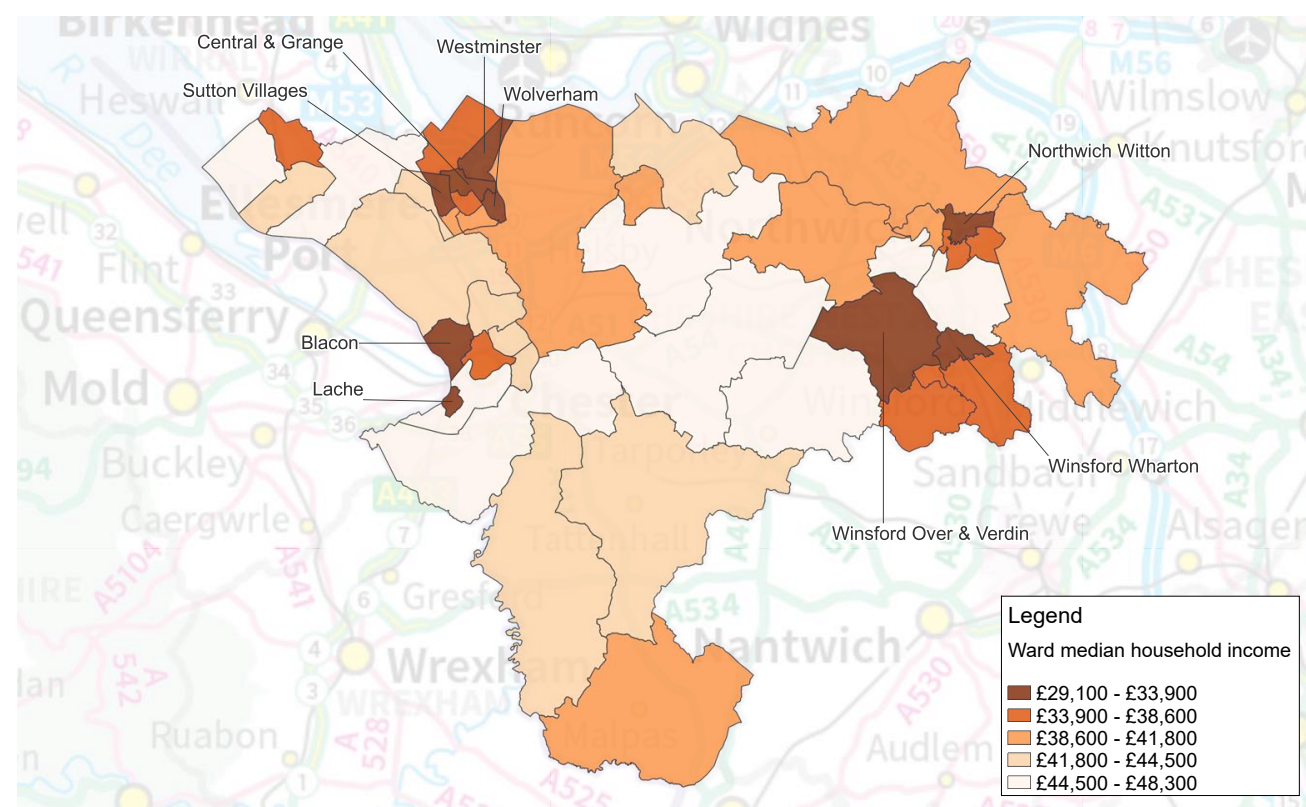
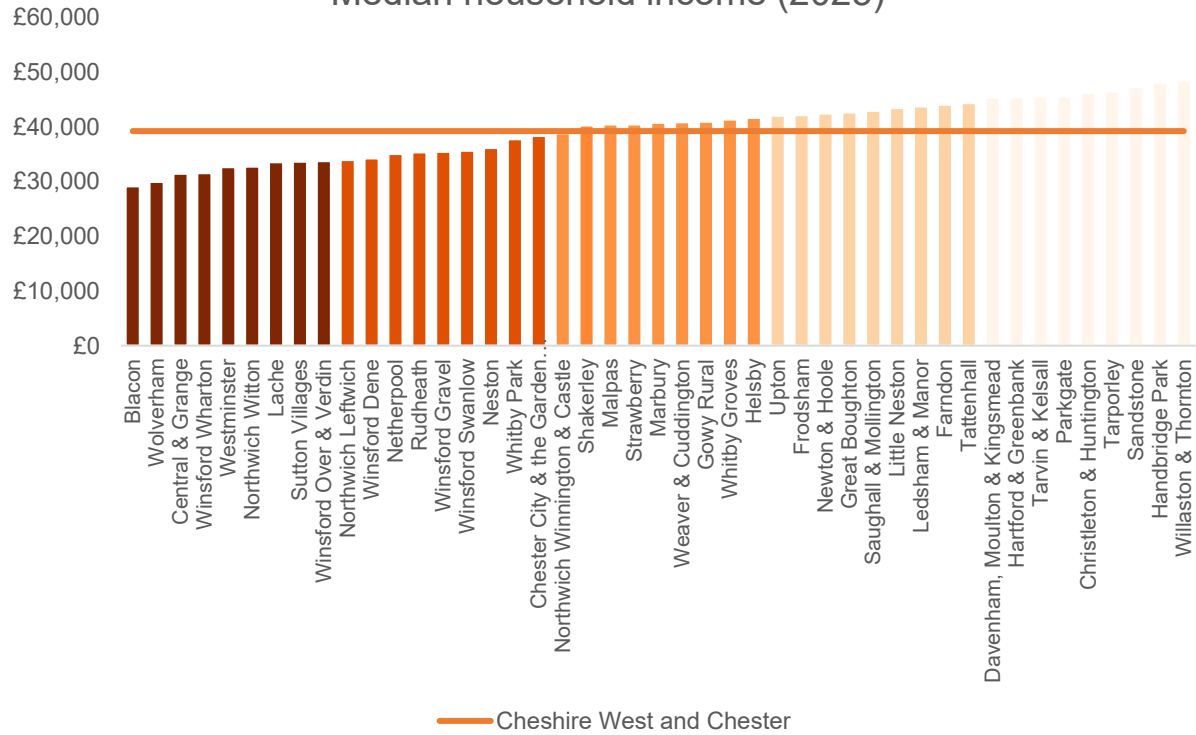
At least 1 in 10 households in every ward are in income-based poverty.



Median Household Income - ward

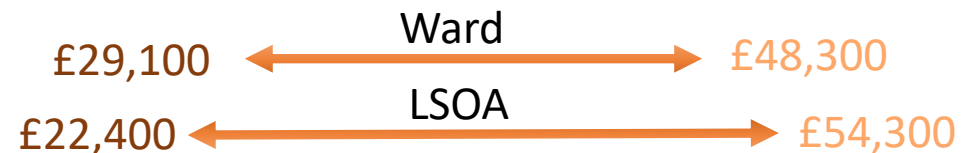
- In 2025, median income for a household in Cheshire West and Chester was £39,200 compared to £40,100 in England.
- Median household income ranges from £29,100 in Blacon ward to £48,300 in Willaston and Thornton ward.

Median household income (2025)



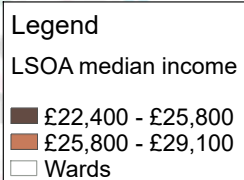
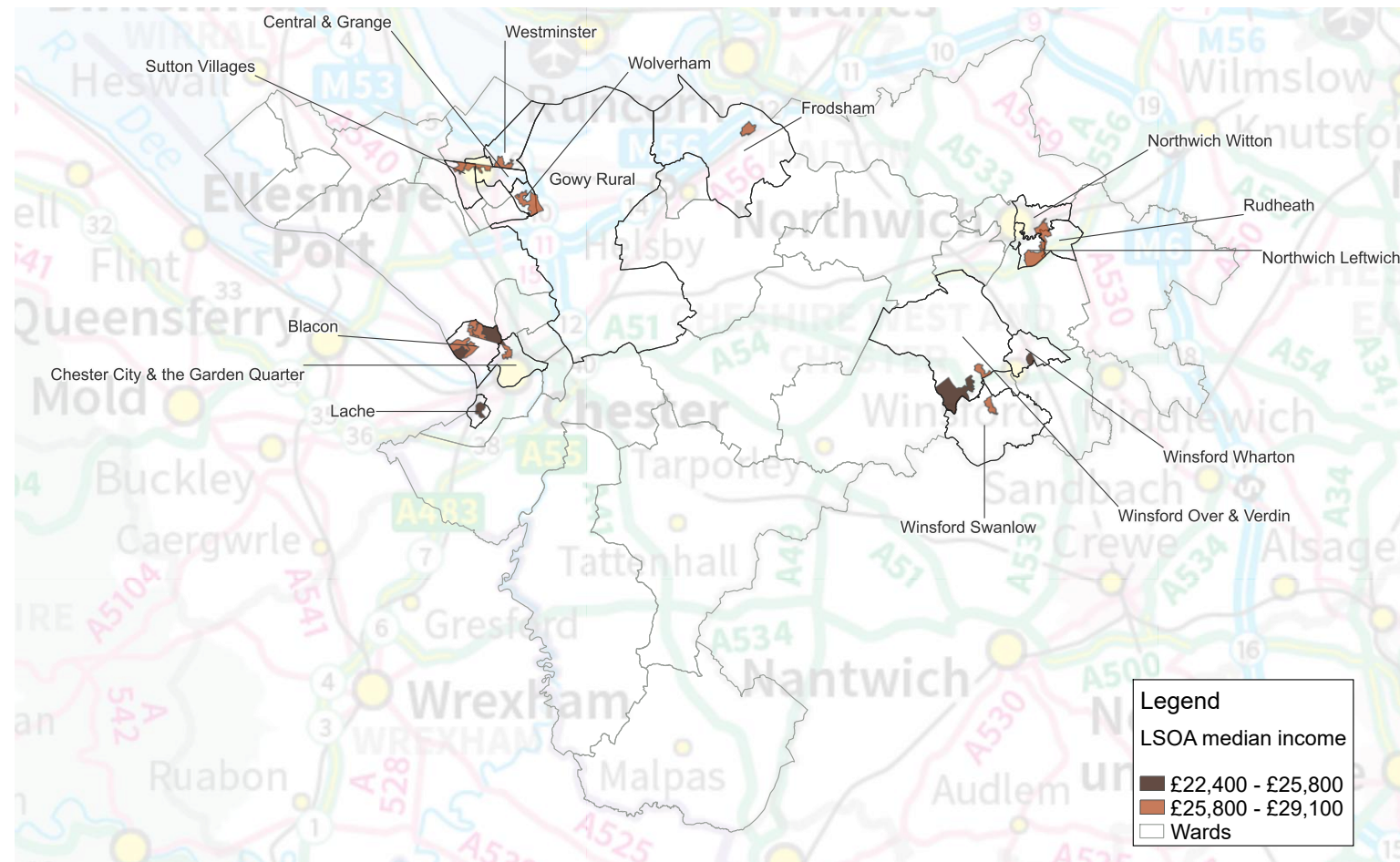
Median Household Income - LSOA

- Drill down below ward level and household income inequality widens.

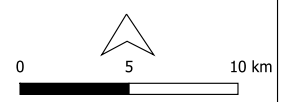


- At LSOA level, average household income ranges from £22,400 to £54,300.
- 19 out of the 222 LSOAs in the borough have a median household income below the lowest ward value of £29,100 (Blacon ward). This illustrates how pockets of low income are hidden within the ward data.
- The LSOAs with the lowest household incomes are in more deprived areas (top 20% deprived, 2025 IMD). One LSOA does not fit this pattern, this is in the Garden Lane area in Chester, which has many student households.

Lower super output areas (LSOAs) are small areas with an average 1,500 residents. They were produced by the Office for National Statistics for the reporting of small area statistics. There are 222 LSOAs in Cheshire West and Chester.

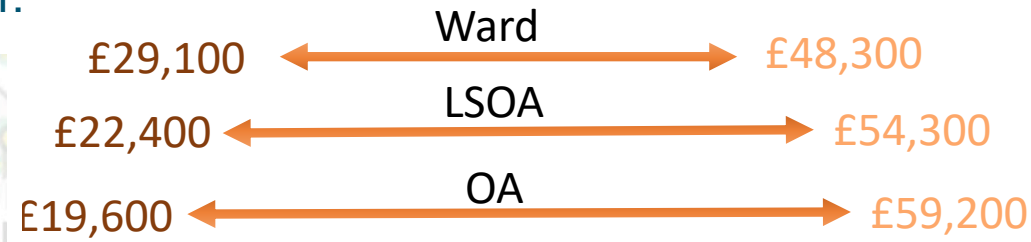
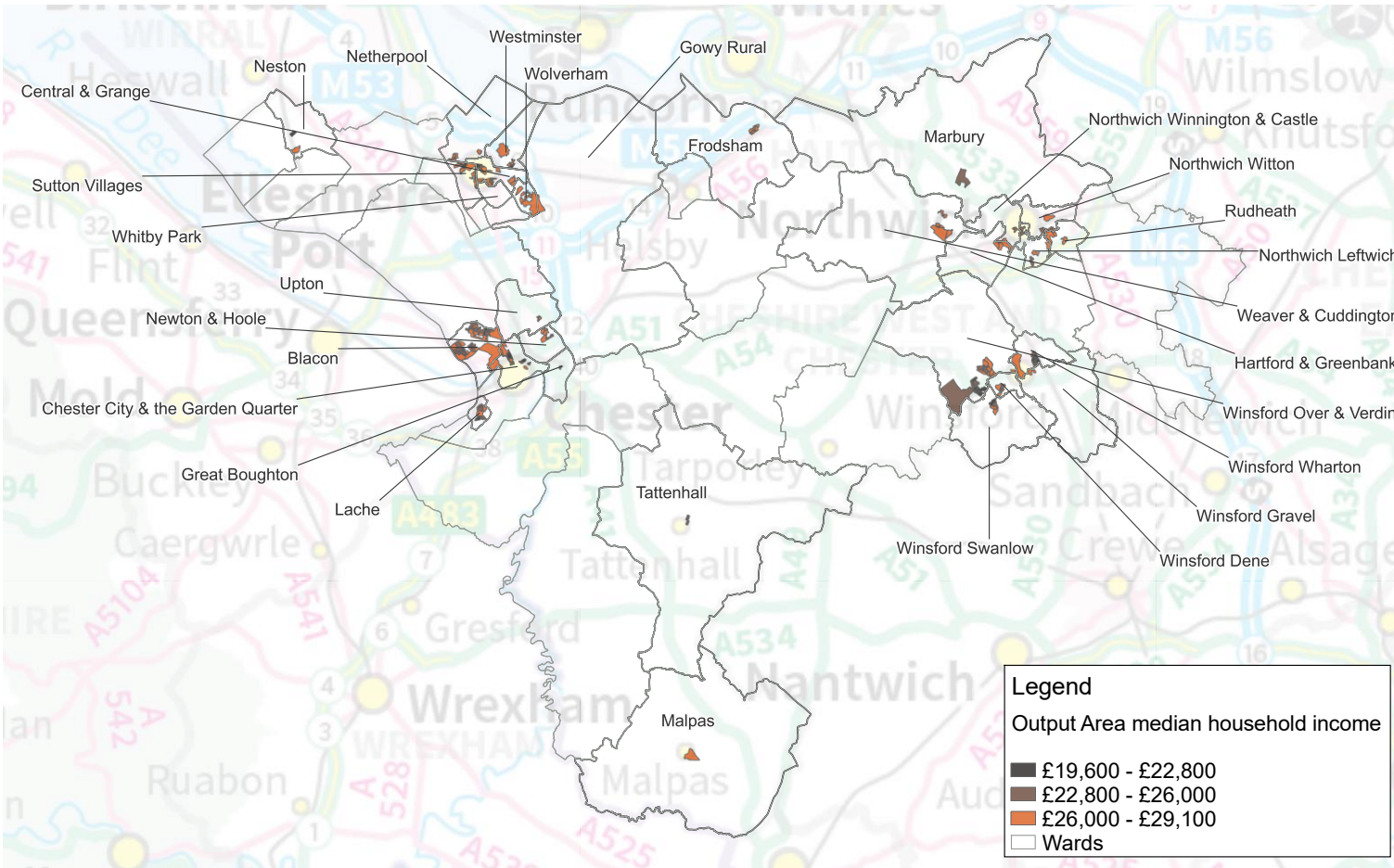


Median household income below £29,100 in 2025
(Lower Super Output Areas)



Median Household Income – Output Areas

- Drill down further to OA level and income inequality widens further.



- At OA level average household income ranges from £19,600 to £59,200.
- Almost half of the wards in the borough have at least one OA where median household income is less than £29,100 (shown on map).
- In most cases, these OAs are in more deprived areas (top 20% deprived LSOAs, 2025 IMD).
- There are some OAs with low income that are not in the more deprived LSOAs. These include pockets with median household income below £29,100 in Great Boughton, Chester City & Garden Quarter, Malpas, Marbury, Neston and Tattenhall.

Output Areas (OAs) are very small geographical areas designed for statistical purposes and produced by the Office for National Statistics. OAs have an average population of 300. They enable very granular data analysis. There are 1,179 OAs in Cheshire West and Chester.



Proxy for income-based poverty

- Low household income can be used as a proxy for income-based poverty.
- Department for Work and Pensions (DWP) publication, Households below average income (HBAI) is the UK's primary source of poverty estimates (low-income measure):

DWP income based poverty measure:

Household income below 60% of UK median household income

- Paycheck proxy level of income poverty (based on DWP Households below average income measure):

Paycheck income poverty proxy measure:

**Household income below 60% of UK median household income
= household income below £23,800.**

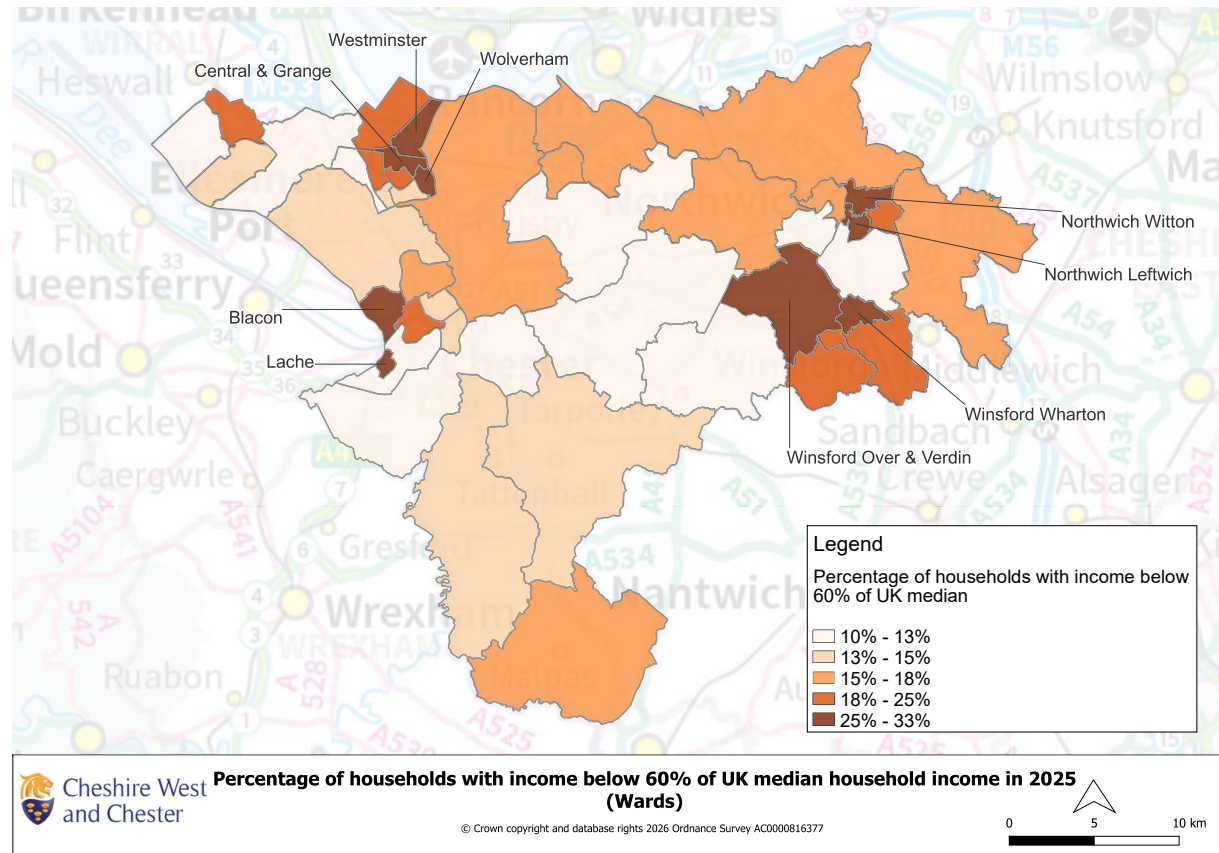
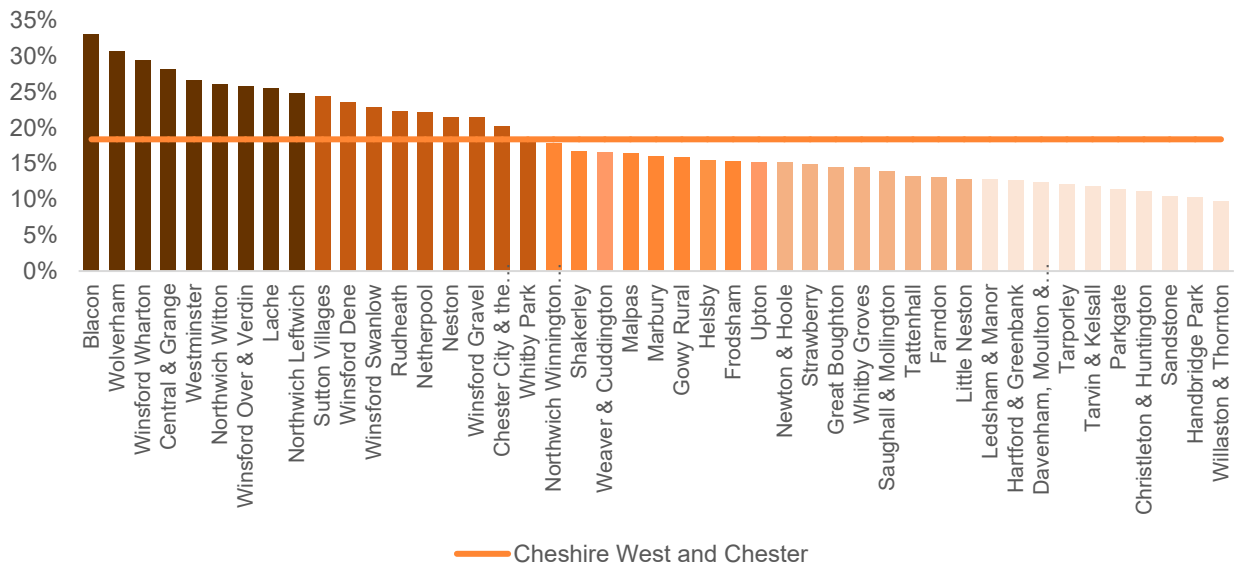
Note: HBAI measure is not available for local authorities or small geographies. The HBAI measure uses equivalised net household income whereas Paycheck uses equivalised gross household income, so level of household income is not directly comparable within the two measures.



Proxy for income-based poverty

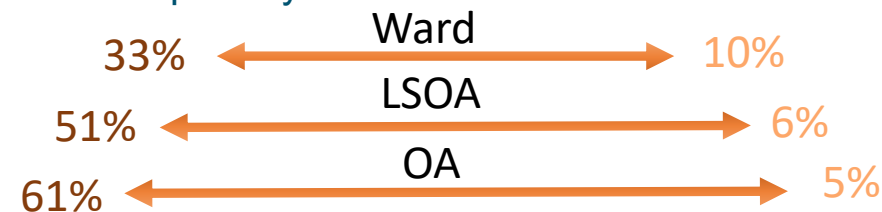
- 18% (32,400) of households in the borough are in income-based poverty (household income below £23,800), this is the same as England (18%).
- The highest levels of poverty are in Blacon (where 33% of households are in income-based poverty), Wolverham (31%), Winsford Wharton (29%) and Central & Grange (28%).
- At least 1 in 10 households in every ward are in income-based poverty.

Percentage of households in income-based poverty (2025)



Proxy for income-based poverty - OAs

- Drilling down further, to OA level, highlights areas of widespread poverty and small pockets of poverty not seen at ward or LSOA level.

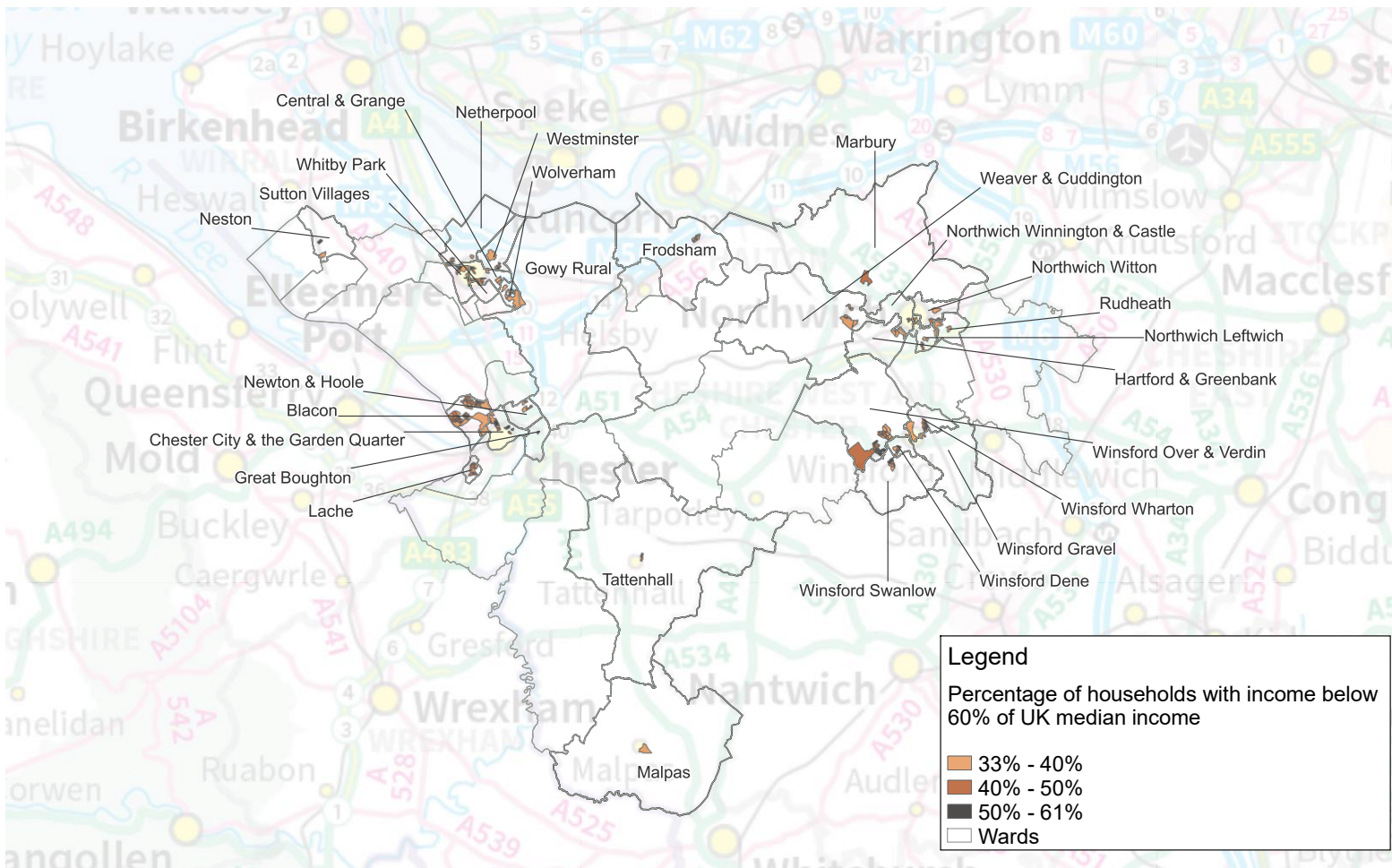


The map shows small neighbourhoods (OAs) where at least a third (33%) of households are in income-based poverty. These small pockets are found in the majority of wards (as labelled on the map). This includes wards like Hartford & Greenbank and Tattenhall with some of the highest (ward level) median household incomes in the borough.

There are 17 OAs where at least half the households are in poverty. These small pockets are found within nine wards in the borough.

Some wards, like Neston have a single OA where over 50% of households are in income-based poverty. These small pockets can be masked when looking at ward or LSOA level maps and data.

Other wards, like Blacon have multiple OAs reflecting income-based poverty across larger geographical areas (which is reflected in ward and LSOA statistics).



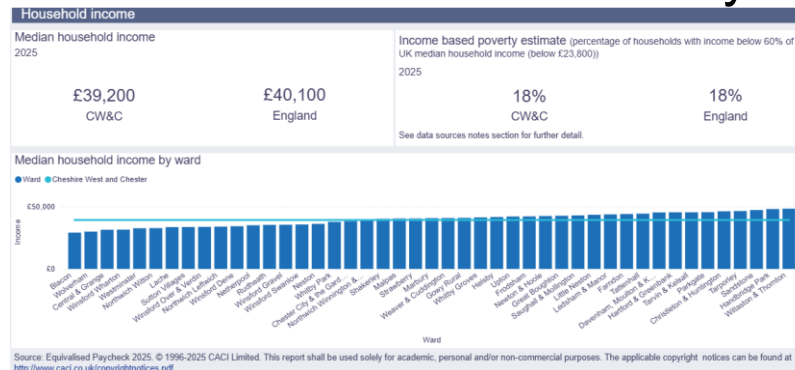
Percentage of households with income below 60% of UK median household income in 2025 (Output Areas)

Notes, sources and further information

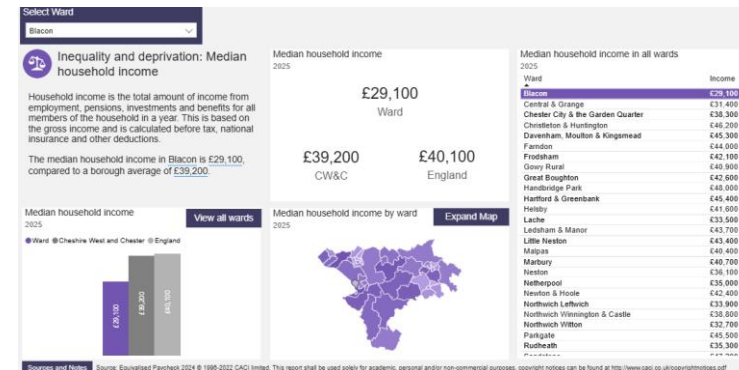
- Paycheck provides an estimate of household income for every postcode in the UK.
- Median household income shows what the middle household income is if all household incomes in an area are sorted from lowest to highest. It is used to reflect the “typical” household income of an area.
- Paycheck data is equivalised. This reflects the concept that larger households need a higher income than a single person to have a comparable standard of living. CACI calculate an equivalence value based on the number and age of household members. This makes it fairer comparing incomes across different areas.
- Household income in this report is rounded to nearest £100.

Reports and interactive dashboards which include Paycheck median household income data:

State of the borough



Ward profiles



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