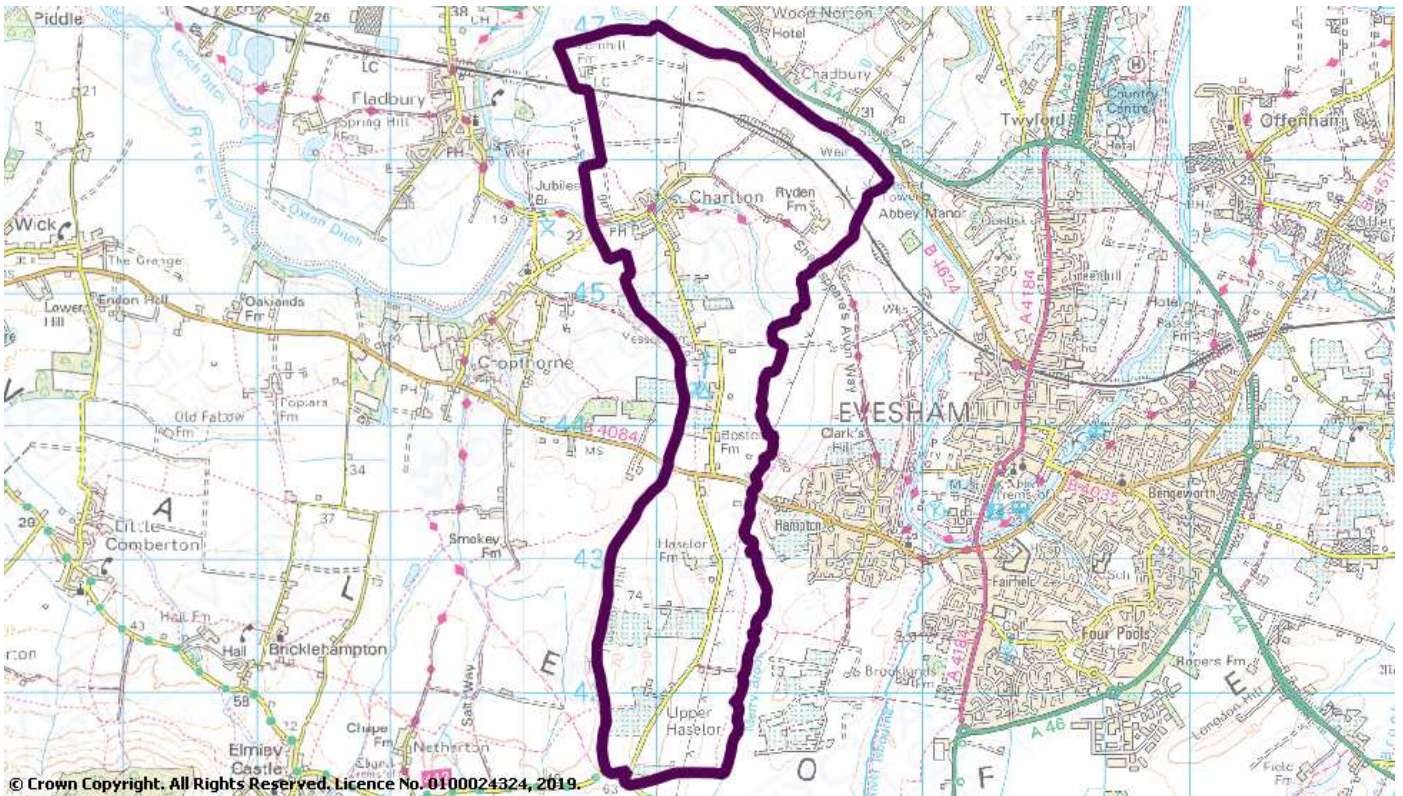


### Charlton

July 2019



Area (sq. miles)

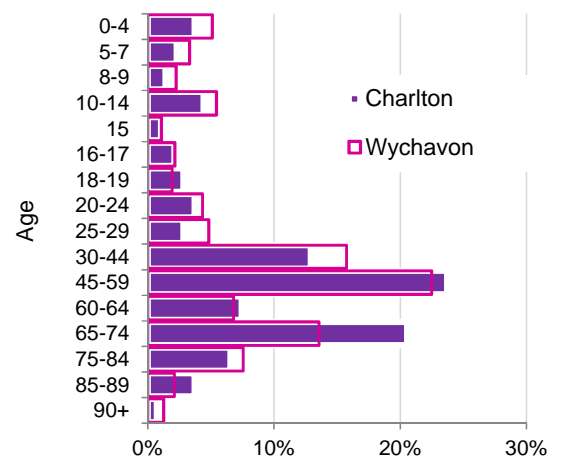
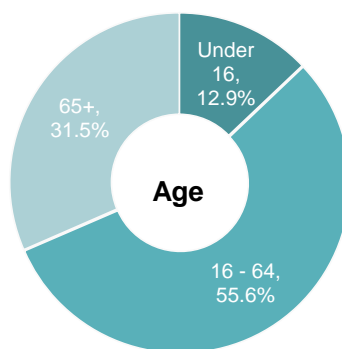
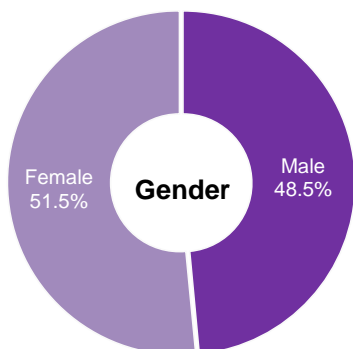
2.57

Persons per sq. mile

220

Population: **565 people** (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Charlton is 565 and the parish has larger proportions of people aged between 45 and 74 than in the district as a whole and smaller proportions in almost all categories younger than 45.

## Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Charlton	-36	-6.0%	-44	-37.6%	-67	-17.6%	75	72.8%
Wychavon	13,086	11.7%	139	0.7%	1,936	2.7%	11,011	55.9%
Worcestershire	46,263	8.5%	-1,417	-1.3%	6,171	1.8%	41,509	46.6%

Since the 2001 census, the population of Charlton has decreased by 36 people (6%) although there has been an increase in those aged 65+ of 75 people

## Households: 241 (Census 2011)

At the time of the 2011 census almost half of houses in Charlton were detached, a larger proportion than in the district as a whole and there were a considerably larger proportion of properties owned outright.

		Charlton	Wychavon	Worcestershire	England
<b>Housing type</b>	Detached	49.4%	41.5%	33.7%	22.4%
	Semi-detached	32.8%	30.1%	33.5%	31.2%
	Terraced	13.3%	16.9%	18.7%	24.5%
	Flats	2.5%	10.5%	13.2%	21.2%
	Other	2.1%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned:outright	45.6%	38.7%	35.9%	30.6%
	Owned: mortgage	36.5%	34.0%	35.0%	32.8%
	Social rented	7.1%	14.5%	14.8%	17.7%
	Private rented	9.5%	11.0%	12.5%	16.8%
	Other	1.2%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	44.8%	39.3%	36.5%	33.2%
	Co-habiting	5.8%	9.4%	10.1%	9.8%
	Lone parent	7.9%	8.0%	9.3%	10.6%
	All 65+	14.5%	12.2%	10.4%	8.1%
	Single under 65	8.7%	12.4%	15.2%	17.9%
	Single 65+	12.4%	13.7%	13.1%	12.4%
	Other	5.8%	5.1%	5.5%	8.0%




# Mosaic profile

MOSAIC is Experian’s cross-channel consumer classification designed to help understand the demographics, lifestyles, preferences and behaviours of the UK adult population in detail.

It classifies all consumers in the UK by allocating them to one of 15 groups and 66 types.




Over 95% of Charlton residents are either group A, G or B.

These groups account for 53% of households in the district as a whole. The key features of these groups are shown in the table below:

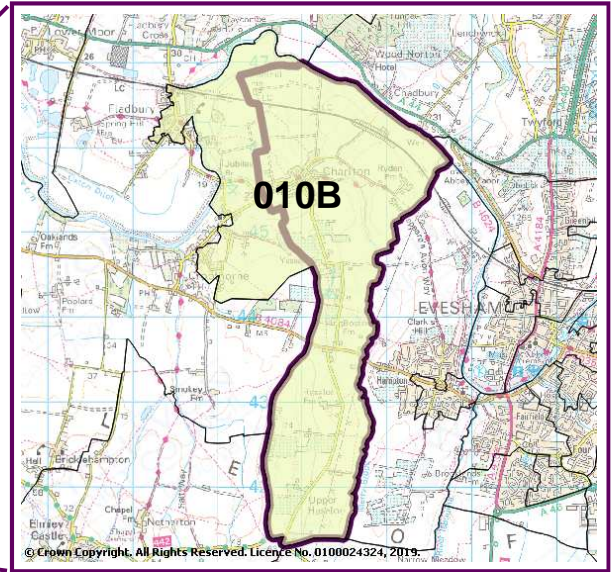
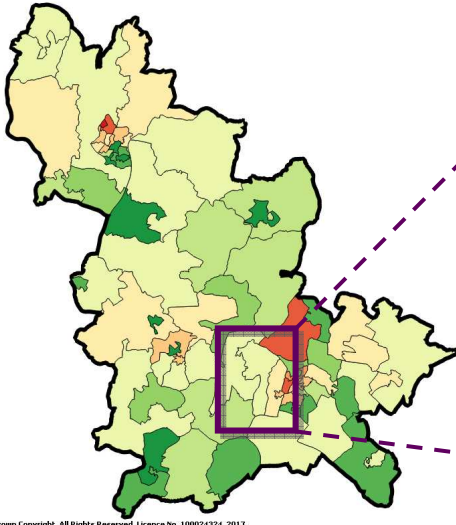
A: Country Living	Key characteristics	Channel preference
 <p>58% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Post Prefer no contact Email Landline SMS Mobile call
G: Rural Reality	Key characteristics	Channel preference
 <p>28% of parish households 16% of district households</p>	Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds	Prefer no contact Email Post Landline SMS Mobile call
B: Prestige Positions	Key characteristics	Channel preference
 <p>10% of parish households 10% of district households</p>	High value detached homes Married couples Managerial and senior positions Supporting students & older children High assets and investments Online shopping and banking	Post Online Email Landline Face to Face Mobile

Within each group description there are four to six household types. The types within each group have a further more defined description, which provides key features and preferences.

The top three types for Charlton are:

<p><b>A04: Village Retirement</b></p>  <p><b>98 households</b></p> <p>Couples and singles aged 65+, who have chosen to move to the country for their retirement. They now live in village locations, within thriving communities that are still large enough to give them access to the local amenities they require for their everyday living and social needs.</p>	<p><b>G29: Satellite Settlers</b></p>  <p><b>76 households</b></p> <p>Older working age people, mostly without children, living in their own pleasant homes in expanding developments around larger villages. These locations still benefit from good transport links to nearby towns and cities.</p>	<p><b>A03: Wealthy Landowners</b></p>  <p><b>45 households</b></p> <p>Wealthy Landowners are the moneyed owners of highly desirable country houses located in sought after villages in some of the UK’s finest countryside. Generally married couples over the age of 45 with older children, this well-heeled country set is a combination of rural grandees, successful farmers and affluent business people.</p>
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# Deprivation



The 2015 Indices of multiple deprivation (IMD)\* calculates local measures of deprivation and indicates where each small area ranks across the country. Each small area consists of around 1500 residents and the lower the rank, the more deprived the area is.

Parish	Charlton
Part of small area code	E01032382
Part of small area name	Wychavon <b>010B</b>
<b>Index of Multiple Deprivation (IMD) decile</b>	<b>6</b>
Income decile	8
Employment decile	8
Education, Skills and Training decile	8
Health, Deprivation and Disability decile	8
Crime decile	8
Barriers to Housing and Services decile	1
Living Environment decile	4
Income deprivation affecting children (IDACI)	9
Income deprivation affecting older people (IDAOP)	7

Seven domains of deprivation are combined to produce the overall index.

Charlton is within small area 010B which is in 6th decile nationally (where the 1st decile contains the most deprived 10% of areas).

For the Barriers to Housing and Services decile, the reason for the poor score was the proximity to local services; a post office, GP surgery, primary school and a general store.