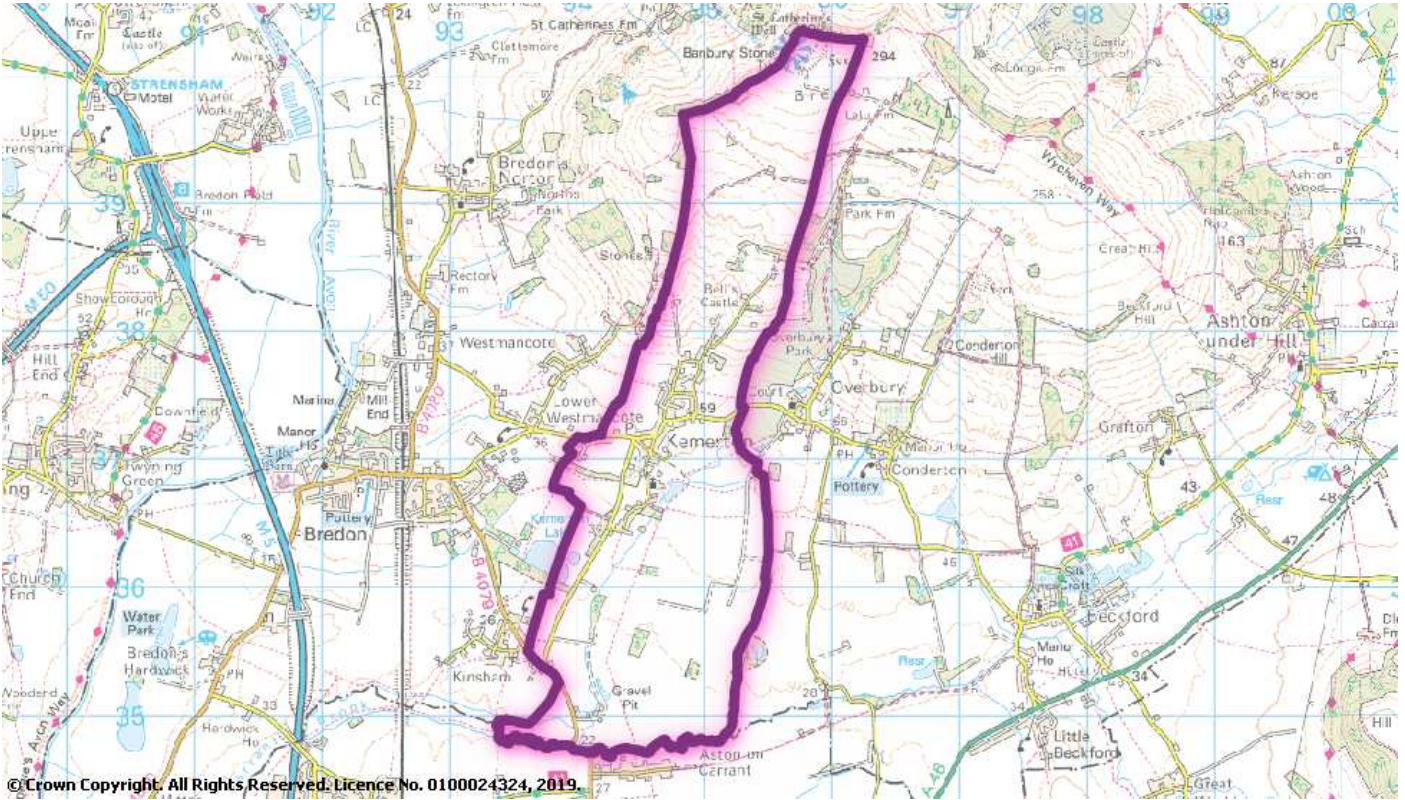


Kemerton

January 2019



Area (sq. miles)

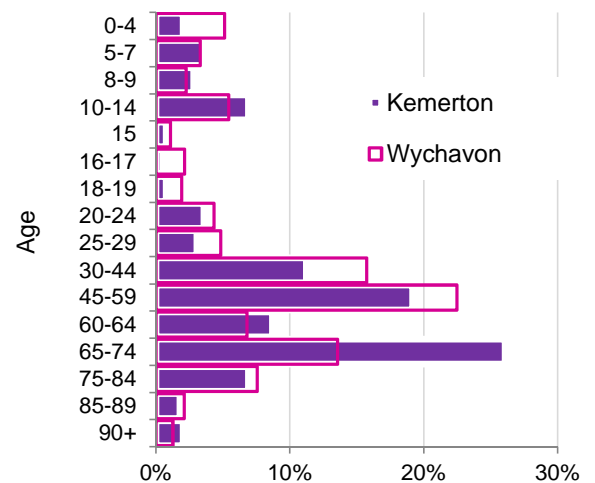
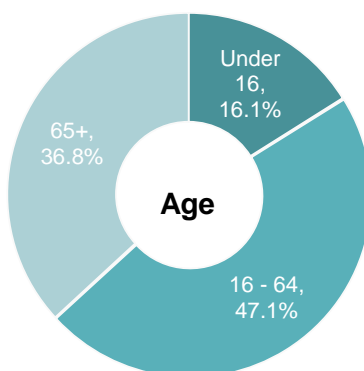
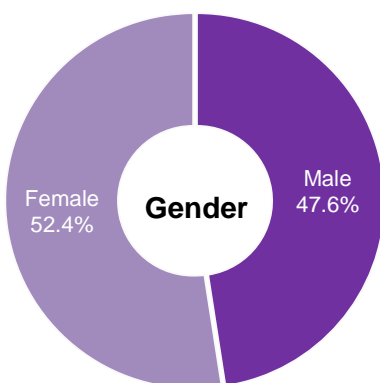
2.6

Persons per sq. mile

150

Population: **391 people** (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Kemerton is 391 and the parish has a much larger proportion of people aged 65-74 and smaller proportions of those aged 16-59 than the district as a whole.

Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Kemerton	-1	-0.3%	20	46.5%	-51	-21.7%	30	26.3%
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 Kemerton has reduced by just one person overall but a reduction of 51 people has been seen in those aged 16-64.

In contrast to the district and county there has been an notable increase in those aged under 16.

Households: 182 (Census 2011)

Well over half of houses in Kemerton are detached, a much larger proportion than in the district as a whole.

There is a larger proportion of properties that are owned in the parish whilst almost a third of households are occupied by single people.

		Kemerton	Wychavon	Worcestershire	England
Housing type	Detached	54.9%	41.5%	33.7%	22.4%
	Semi-detached	31.3%	30.1%	33.5%	31.2%
	Terraced	8.8%	16.9%	18.7%	24.5%
	Flats	4.4%	10.5%	13.2%	21.2%
	Other	0.5%	1.2%	1.0%	0.7%
Tenure	Owned: outright	48.4%	38.7%	35.9%	30.6%
	Owned: mortgage	22.0%	34.0%	35.0%	32.8%
	Social rented	10.4%	14.5%	14.8%	17.7%
	Private rented	15.9%	11.0%	12.5%	16.8%
	Other	3.3%	1.9%	1.9%	2.1%
Composition	Married	34.1%	39.3%	36.5%	33.2%
	Co-habiting	6.6%	9.4%	10.1%	9.8%
	Lone parent	6.0%	8.0%	9.3%	10.6%
	All 65+	17.6%	12.2%	10.4%	8.1%
	Single under 65	15.4%	12.4%	15.2%	17.9%
	Single 65+	17.0%	13.7%	13.1%	12.4%
	Other	3.3%	5.1%	5.5%	8.0%

House prices



There were just 4 house sales between July 2016 and June 2017 in Kemerton and the average sold price was £780,000.

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.

All of Kemerton residents are either group A or G. These two groups account for 43% of households in the district as a whole. The key features of these groups are shown in the table below:

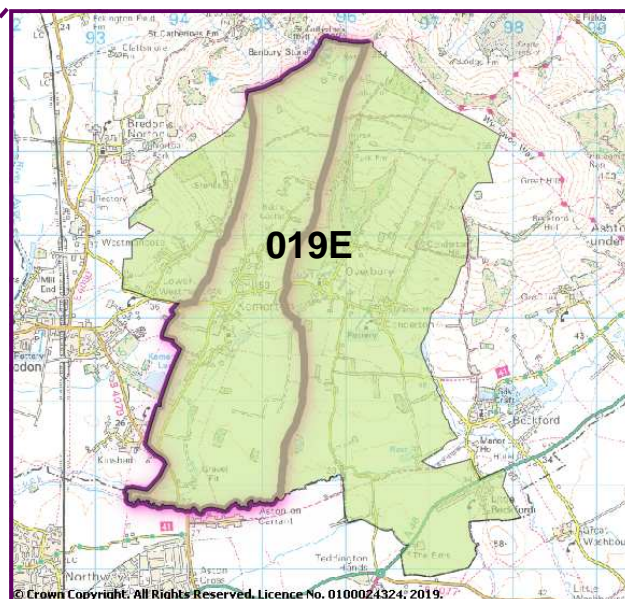
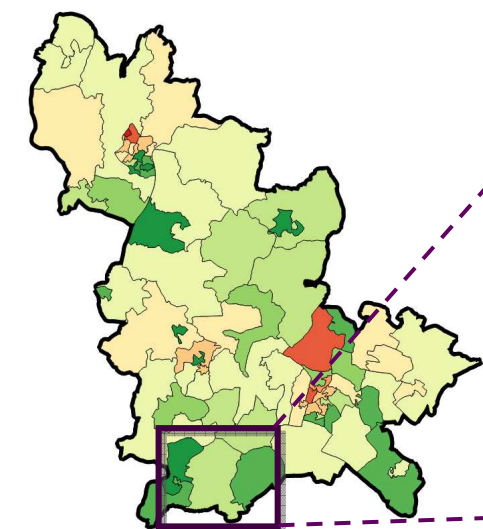
A : Country Living	Key characteristics	Channel preference
 <p>87% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Post Prefer no contact Email Landline SMS Mobile call
G: Rural Reality	Key characteristics	Channel preference
 <p>13% 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

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 Kemerton are:

<p>A03: Wealthy Landowners</p>  <p>134 households</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>	<p>G29: Satellite Settlers</p>  <p>27 households</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>A04: Village Retirement</p>  <p>26 households</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>
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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.

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

Kemerton is within small area 019E which is in 7th decile (where the 1st decile contains the most deprived 10% of areas).

For Barriers to Housing and Services, the main reasons for the poor score for this domain were the proximity to a primary school and general store and affordability of housing,

The Living Environment decile is in the most deprived 30% nationally and the two areas that has contributed to this are the number of houses in poor condition and those without central heating.

Parish	Kemerton
Part of small area code	E01032412
Part of small area name	Wychavon 019E
Index of Multiple Deprivation (IMD) decile	7
Income decile	7
Employment decile	7
Education, Skills and Training decile	9
Health, Deprivation and Disability decile	8
Crime decile	9
Barriers to Housing and Services decile	1
Living Environment decile	3
Income deprivation affecting children (IDACI)	8
Income deprivation affecting older people (IDAOP)	7