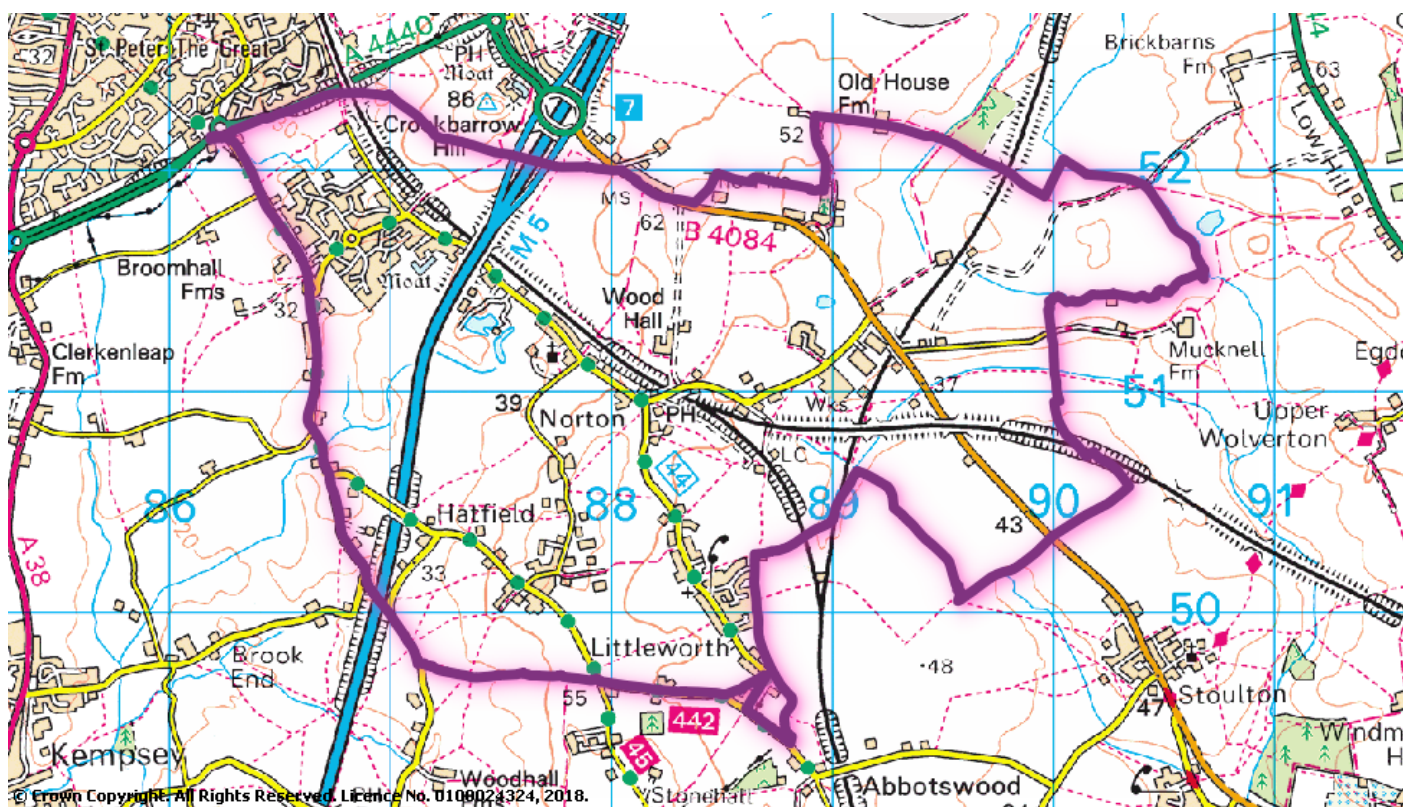


Norton Juxta Kempsey

December 2018



Area (sq. miles)

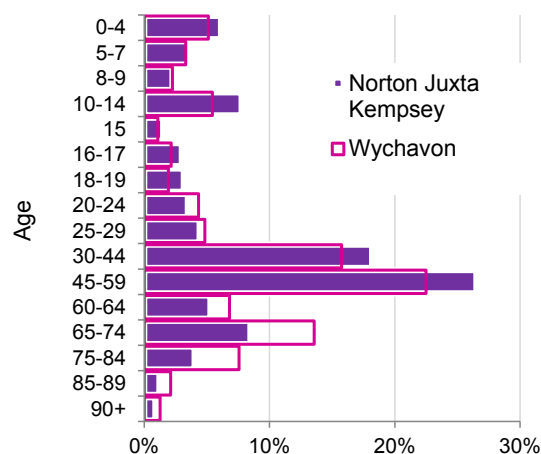
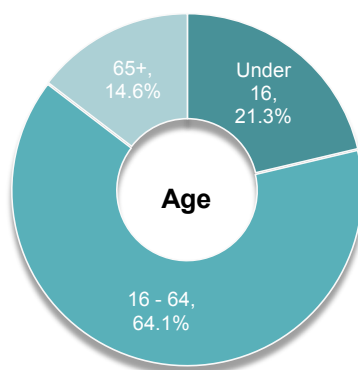
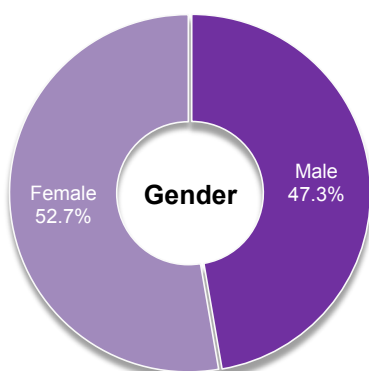
2.89

Persons per sq. mile

894

Population: 2557 people (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Norton Juxta Kempsey is 2557 and the parish has larger proportions of people aged 30-59 and most categories of under 20's than the district as a whole, with a smaller proportions of people aged over 60.

Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Norton Juxta Kempsey	234	10.1%	12	2.3%	84	5.4%	138	58.5%
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 Norton Juxta Kempsey has increased by 234 people (10.1%) which is below the growth in the district but above the county.

Growth has come in the 65+ age group (138 people) and the 16-64 age group (84 people) whilst the number of under 16's has also increased slightly by 12 people.

Households: 894 (Census 2011)

Almost two thirds of houses in Norton Juxta Kempsey 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 married couples account for over half of all households, considerably more than in the wider areas.

		Norton Juxta Kempsey	Wychavon	Worcestershire	England
Housing type	Detached	64.5%	41.5%	33.7%	22.4%
	Semi-detached	20.6%	30.1%	33.5%	31.2%
	Terraced	8.1%	16.9%	18.7%	24.5%
	Flats	6.3%	10.5%	13.2%	21.2%
	Other	0.6%	1.2%	1.0%	0.7%
Tenure	Owned: outright	28.5%	38.7%	35.9%	30.6%
	Owned: mortgage	55.0%	34.0%	35.0%	32.8%
	Social rented	5.1%	14.5%	14.8%	17.7%
	Private rented	10.4%	11.0%	12.5%	16.8%
	Other	0.9%	1.9%	1.9%	2.1%
Composition	Married	50.7%	39.3%	36.5%	33.2%
	Co-habiting	12.1%	9.4%	10.1%	9.8%
	Lone parent	7.4%	8.0%	9.3%	10.6%
	All 65+	8.4%	12.2%	10.4%	8.1%
	Single under 65	10.4%	12.4%	15.2%	17.9%
	Single 65+	6.9%	13.7%	13.1%	12.4%
	Other	4.1%	5.1%	5.5%	8.0%

House prices

There were 43 house sales between July 2016 and June 2017 in Norton Juxta Kempsey and the average price that these properties sold for was £278,023.

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.

The majority of Norton Juxta Kempsey residents are either group D, A or G. These groups account for 43% of households in the district as a whole. The key features of these groups are shown in the table below:

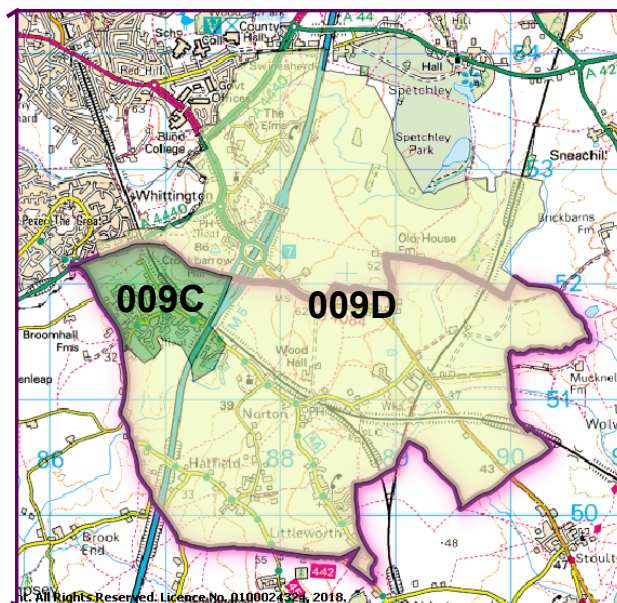
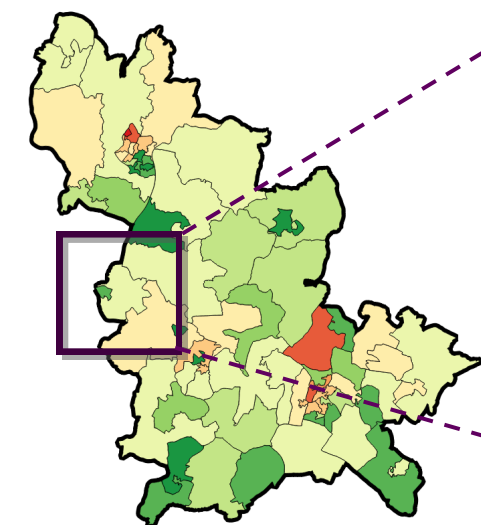
D: Domestic Success		Key characteristics	Channel preference
		Families with children	Email
		Upmarket suburban homes	SMS
	43% of parish households	Owned with a mortgage	Prefer no contact
		3 or 4 bedrooms	Post
	7% of district households	High internet use	Landline
		Own new technology	Mobile call
A: Country Living		Key characteristics	Channel preference
		Rural locations	Post
		Well off homeowners	Prefer no contact
	22% of parish households	Attractive detached homes	Email
		Higher self employment	Landline
	27% of district households	High car ownership	SMS
		High use of internet	Mobile call
G: Rural Reality		Key characteristics	Channel preference
		Rural locations	Prefer no contact
		Villages and outlying houses	Email
	18% of parish households	Agricultural employment	Post
		Most are homeowners	Landline
	16% of district households	Affordable value homes	SMS
		Slow internet speeds	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 Norton Juxta Kempsey are:

D15: Modern parents  442 households Modern Parents are busy, double-income families juggling the demands of school age children and careers. Typically married couples, they live in modern detached homes of good design and quality, on newer estates or streets popular with similar families.	A03: Wealthy Landowners  145 households 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.	G29: Satellite Settlers  105 households 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.
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Deprivation



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Most deprived 1 2 3 4 5 6 7 8 9 10 Least deprived

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.

Norton Juxta Kempsey contains small area 009C and part of 009D which are in the 9th and 6th deciles respectively (where the 1st decile contains the most deprived 10% of areas).

For Barriers to Housing and Services, the reason for the poor scores for both areas was the proximity to a primary school, general store, GP surgery and post office.

Parish	Norton Juxta Kempsey	
Part of small area code	E01032402	E01032403
Part of small area name	Wychavon 009C	Wychavon 009D
Index of Multiple Deprivation (IMD) decile	9	6
Income decile	10	7
Employment decile	10	9
Education, Skills and Training decile	10	8
Health, Deprivation and Disability decile	10	10
Crime decile	10	8
Barriers to Housing and Services decile	1	1
Living Environment decile	10	2
Income deprivation affecting children (IDACI)	10	6
Income deprivation affecting older people (IDAOPI)	10	6

For 009D the Living Environment decile is in the most deprived 20% nationally and the main area that has contributed to this is the number of houses in poor condition and those without central heating and air quality.