

Index of Multiple Deprivation 2025: Overview

Introduction

- Deprivation is a factor influencing health. In England, deprivation is commonly assessed using the Index of Multiple Deprivation (IMD). Prior to 2025, the last IMD statistics were released in 2019.
- The IMD is constructed from 55 indicators covering 7 domains: (i) Income Deprivation, (ii) Employment Deprivation, (iii) Education, Skills and Training, (iv) Health Deprivation and Disability, (v) Crime, (vi) Barriers to Housing and Services, and (vii) the Living Environment.
- There are also two supplementary indices relating to Income Deprivation: (a) the Income Deprivation Affecting Children Index (IDACI), and (b) the Income Deprivation Affecting Older People Index (IDAOPI).
- The IMD is a relative metric; in other words, all statements about the IMD in a particular area are made relative to other areas in England. Each area is placed in a ranking running from most deprived to least deprived.
- The IMD is only available for areas, not individuals.
- Within a particular area individuals and households may be experiencing a level of deprivation that is different to that for the area as a whole; non-deprived areas will often contain deprived individuals and some individuals in deprived areas are likely to be non-deprived.
- The IMD rankings are influenced by the weight attached to each of the individual indicators used in the index.

Headlines

- Out of 153 upper tier local authorities, in 2025 Norfolk is the 84th most deprived local authority in England.
- As such, Norfolk is slightly less deprived than the average upper tier local authority in England.
- The IMD rank¹ of Norfolk is relatively stable between 2019 and 2025. In 2019 Norfolk was ranked the 86th (out of 151) most deprived upper tier local authority.
- 13.2% of Norfolk's population (around 124,000 people)² live in areas that are within the 20% most deprived areas in England.
- The main concentrations of small areas (Lower Layer Super Output Areas, LSOAs)³ that are among the most deprived in England are in King's Lynn, Norwich and Great Yarmouth.
- In 2025 the Norfolk and Waveney Integrated Care Board (ICB) is ranked the 15th (out of 42) most deprived ICB in England according to the IMD.⁴
- As such, Norfolk and Waveney is somewhat more deprived than the average ICB in England.

Distribution of deprived areas across Norfolk

- Figure 1 (see following page) shows the deprivation in each LSOA in Norfolk and Waveney relative to England as a whole. Dark blue areas are the most deprived.
- Of the LSOAs in Norfolk that are in the 20% most deprived areas in England, 27 are in Norwich, 20 are in Great Yarmouth, 17 are in King's Lynn and West Norfolk and 6 are in Breckland.
- 34.4% of Great Yarmouth's population live in areas that are among the 20% most deprived areas in England, compared to 31.6% in Norwich and 18.8% in King's Lynn and West Norfolk.

¹ All references to ranks refer to the 'Rank of the average scores' (there are different methodologies for assessing the relative deprivation of large areas). Also, all statements about ranks relate to upper tier local authorities.

² All references to populations use Office for National Statistics (ONS) 2024 mid-year population estimates.

³ LSOAs are a standard geography for many statistics. The IMD 2025 assesses the level of deprivation in each of the 33,755 LSOAs in England.

⁴ The Norfolk and Waveney ICB had not been created when the IMD was last compiled in 2019.

- 5.8% of Norfolk's population (around 54,000 people) live in areas that are within the 10% most deprived in England.
- When looking at areas within the 10% most deprived in England, the deprivation experienced in Great Yarmouth is clear: 26.6% of Great Yarmouth's population live in these areas, compared to 10.9% in Norwich and 5.8% in King's Lynn and West Norfolk.

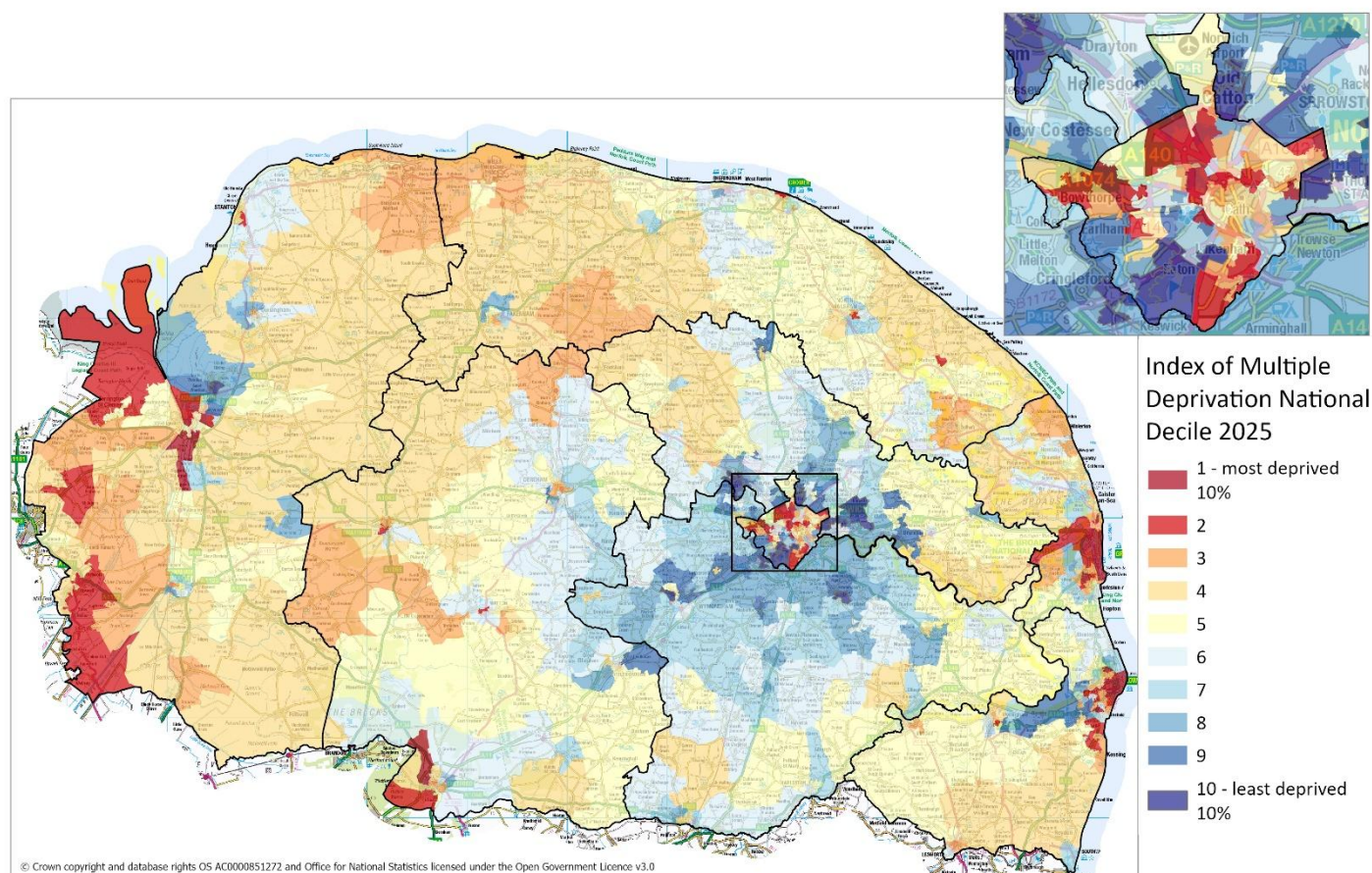


Figure 1: Distribution of Norfolk and Waveney LSOAs across the deciles of the Index of Multiple Deprivation (IMD) (decile 1 = most deprived 10% of areas in England, decile 10 = least deprived 10% of areas in England)

- Broadland and South Norfolk are the least deprived areas of Norfolk. They contain *no* LSOAs that are among the 30% most deprived areas in England.
- Broadland has 10 LSOAs that are among the 10% least deprived areas in England, more than all the other Norfolk districts combined.
- 3.1% of Norfolk's population live in areas that are among the 10% least deprived areas in England. 10.9% of Norfolk's population live in areas that are among the 20% least deprived areas in England.⁵

The different domains of deprivation

- Considering the 7 deprivation domains forming the IMD, in 2025 Norfolk, relative to the rest of England, is most deprived in the Education, Skills and Training domain (ranked 34th) and the Barriers to Housing and Services domain (ranked 37th).
- Relative to the rest of England, Norfolk is least deprived for the Crime domain (ranked 122nd) and the Income Deprivation domain (ranked 108th).

⁵ The count of LSOAs among the 20% most deprived areas in England includes those LSOAs that are among the 10% most deprived areas in England.

- When comparing deprivation across Norfolk's individual districts, the patterns for the Barriers to Housing and Services domain and the Living Environment domain are noticeably different to the pattern for the overall IMD ranking.
- For the Barriers to Housing and Services domain, Breckland has the highest proportion of its population living in areas within the 20% most deprived in England (54.2%), followed by King's Lynn and West Norfolk (52.2%) and North Norfolk (52.0%).
- In contrast, only 0.8% of Norwich's population live in areas that are among the 20% most deprived in England for the Barriers to Housing and Services domain.
- For the Living Environment domain, North Norfolk has the highest proportion of its population living in areas within the 20% most deprived in England (34.7%), followed by Great Yarmouth (33.9%), and King's Lynn and West Norfolk (32.0%).

Interpreting changes over time requires caution

- The construction of the IMD has undergone considerable revision between 2019 and 2025: the number of indicators feeding into it has increased from 39 to 55. 20 indicators are entirely new, while 14 existing indicators have been significantly modified.
- The IMD is a *relative* metric, i.e. all statements about deprivation are relative to other areas of England.
- A move up or down the IMD rankings between 2019 and 2025 does not necessarily imply that actual living conditions experienced by people in an area have changed.
- For example, actual living conditions could worsen in Norfolk, but Norfolk becomes less deprived (in relative terms) according to the ranking if other areas' living conditions have worsened even more.
- Similarly, actual living conditions could improve in Norfolk, but Norfolk becomes more deprived (in relative terms) according to the ranking if other areas' living conditions improved even more.

Differences between IMD 2019 and IMD 2025

- Figure 2 (see following page) shows a large proportion of Norfolk and Waveney's LSOAs have moved up or down the overall IMD distribution by at least one decile between 2019 and 2025.
- Holding LSOA boundaries and total population figures fixed, Table 1 shows that the change from IMD 2019 to IMD 2025 results in a fall in the number of LSOAs and residents in Norfolk and Waveney that live within the 20% most deprived areas in England.
- There are 8 fewer LSOAs, containing 16,800 residents, in Norfolk and Waveney that are identified as being in the 20% most deprived in England when the IMD 2025 is used instead of IMD 2019.

20% Most Deprived Statistic	Index of Multiple Deprivation 2019	Index of Multiple Deprivation 2025	Change
Number of LSOAs	99	91	-8
Percentage of LSOAs	15.9%	14.6%	-1.3%
Population	168,896	152,090	-16,806
Percentage of total population	16.0%	14.4%	-1.6%

Table 1: Comparison of Norfolk and Waveney LSOAs and population in the 20% most deprived areas in England as identified by IMD 2019 and IMD 2025 (2021 LSOA boundaries and 2024 population estimates)

- In 2021, LSOA boundaries were re-drawn following the 2021 census. This led to the number of LSOAs in Norfolk increasing from 538 to 552.

- In 2019 the IMD indicated that 40 of Norfolk's 538 LSOAs were among the 10% most deprived areas in England, and 78 were among the 20% most deprived areas in England.
- In 2025 the IMD indicated that 31 of Norfolk's 552 LSOAs were among the 10% most deprived areas in England, and 73 were among the 20% most deprived areas in England.

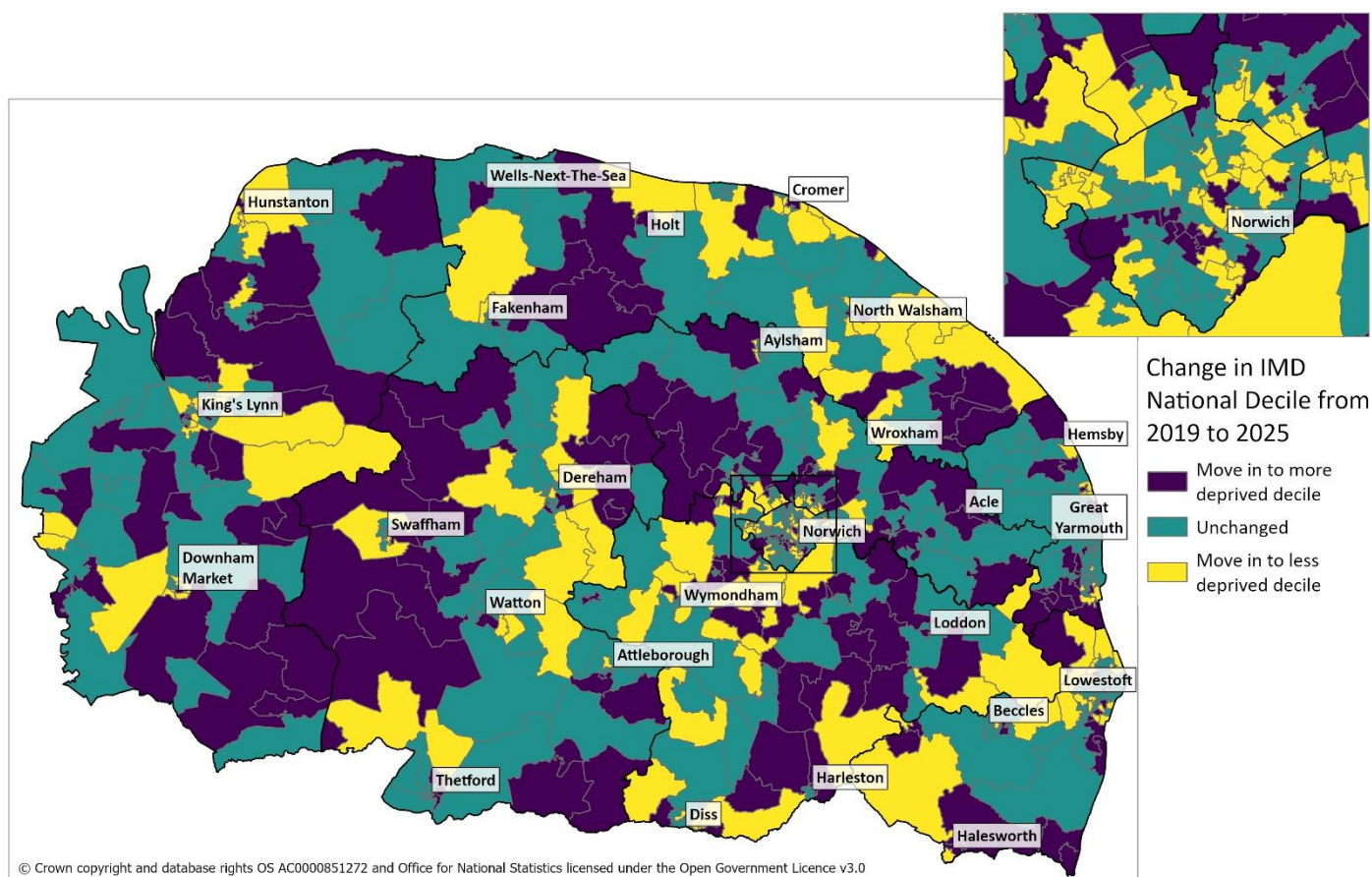


Figure 2: Map of Norfolk and Waveney LSOAs showing whether they moved decile in the ranking of areas across England according to the Index of Multiple Deprivation (IMD) between 2019 and 2025

- Table 2 and Figure 3 (see following page) show that moving from IMD 2019 to IMD 2025 reduces the number of LSOAs⁶ in Breckland, Great Yarmouth and Norwich within the 20% most deprived areas across England.
- However, the move from IMD 2019 to IMD 2025 increases the number of LSOAs within the 20% most deprived areas in England in King's Lynn and West Norfolk and North Norfolk.
- The change is most pronounced for Norwich where the shift from IMD 2019 to IMD 2025 means that 7 fewer LSOAs are identified as within the 20% most deprived across England.
- As such, around 13,400 Norwich residents (or 9.1% of Norwich's population) are no longer identified as living in the 20% most deprived areas in England when using IMD 2025 instead of IMD 2019.
- In contrast, 4 additional LSOAs in King's Lynn and West Norfolk are identified as being in the 20% most deprived areas in England. This increases the number of King's Lynn and West Norfolk residents living in areas identified as the 20% most deprived in England by around 5,400.
- The shift from IMD 2019 to IMD 2025 does not change the position of Broadland and South Norfolk which, under both classifications, have no LSOAs in the 20% most deprived LSOAs across England.

⁶ Using LSOA 2021 boundaries. The Office for Health Improvement and Disparities provides a mapping of IMD 2019 to LSOA 2021 boundaries. See [Public Health Technical Guidance – Using the English indices of deprivation](#)

- In Waveney, while the number of LSOAs identified as being in the 20% most deprived across England remains the same, the population in these areas increases slightly because the change from IMD 2019 to IMD 2025 alters the identity of one of the LSOAs in the most deprived category.

District	Change in number of LSOAs	Change in percentage of LSOAs	Change in population	Percentage change in population
Breckland	-3	-3.8%	-6,164	-4.2%
Broadland	No change	No change	No change	No change
Great Yarmouth	-3	-5.0%	-4,471	-4.4%
King's Lynn and West Norfolk	4	4.3%	5,433	3.5%
North Norfolk	1	1.6%	1,235	1.2%
Norwich	-7	-8.2%	-13,401	-9.1%
South Norfolk	No change	No change	No change	No change
Waveney	No change	No change	562	0.5%

Table 2: Change in the number and proportion of LSOAs and residents in LSOAs within the 20% most deprived areas in England by Norfolk and Waveney district – IMD 2019 vs IMD 2025 (2021 LSOA boundaries and 2024 population estimates)

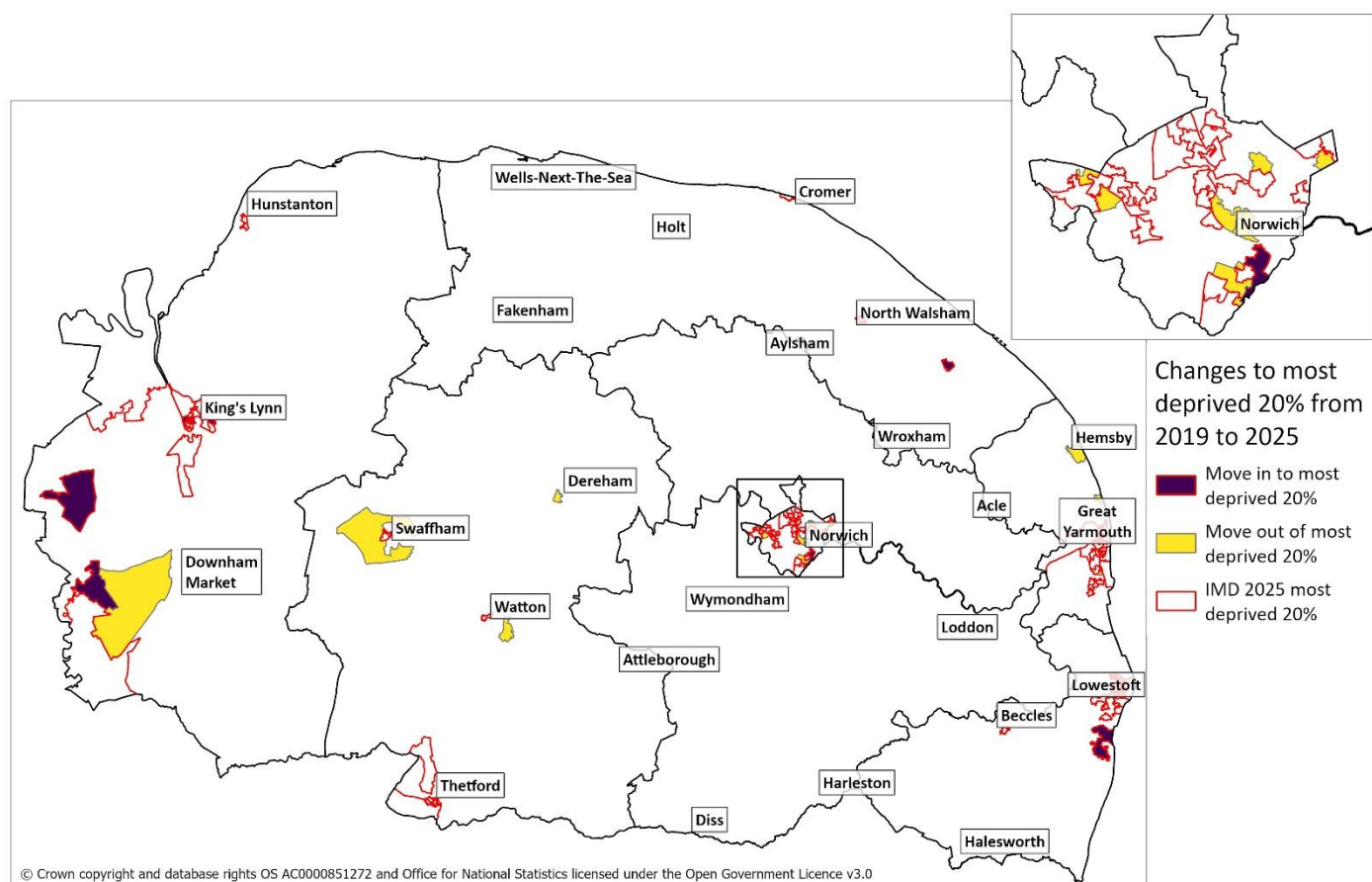


Figure 3: Map of areas that have joined or left the group of Norfolk LSOAs that fall within the 20% most deprived across England according to the IMD – 2025 vs 2019 (Purple = have become most deprived, Yellow = have stopped being most deprived)

Differences by individual domain

- Table 1 (see following page) shows that between 2019 and 2025 changes in Norfolk's rank imply that, relative to other local authorities in England, Norfolk became less deprived for Income Deprivation, Employment Deprivation, Health Deprivation and Disability, and the Living Environment.

Indicator	2015 Rank	2019 Rank	2025 Rank	Change in Rank Position 2019 to 2025
Overall IMD	88	84	86	+2
Income Deprivation	96	91	100	+9
Employment Deprivation	77	76	85	+9
Health Deprivation and Disability	87	75	86	+11
Education, Skills and Training	31	34	34	No change
Crime	142	132	122	-10
Barriers to Housing and Services	44	54	37	-17
Living Environment	76	74	82	+8
Income Deprivation Affecting Children	95	91	91	No change
Income Deprivation Affecting Older People	99	100	108	+8

Table 3: Rank position of Norfolk compared to other upper tier local authorities in England for domains forming the Index of Multiple Deprivation (IMD) in 2015, 2019 and 2025 (higher numbers imply Norfolk is less deprived)

- Between 2019 and 2025 changes in Norfolk's rank (Table 1) imply that, relative to other local authorities in England, Norfolk became more deprived for the domains of Crime and Barriers to Housing and Services.
- However, both these domains have fundamentally revised sets of indicators in 2025.
- For the Barriers to Housing and Services domain broadband coverage and patient-to-GP ratios were added in 2025, while the convenience of services is now measured by travel times by foot, cycling and public transport rather than by simple road distance.
- Between 2019 and 2025 the crime domain increased from 4 indicators to 8. New types of crime included in the indicator are: (i) stalking and harassment, (ii) public order and possession of weapons, and (iii) anti-social behaviour.

References and information

Ministry of Housing, Communities and Local Government (2025), 'English indices of deprivation 2025', [English indices of deprivation 2025 - GOV.UK](#) (accessed 10/11/2025)

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Norfolk County Council (2020), 'English Indices of Multiple Deprivation 2019: A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release', [Document library - JSNA - Norfolk Insight](#) (accessed 10/11/2025)

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