

# Statistical Digest of Rural England 2012

September 2012



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## Introduction

The Statistical Digest of Rural Statistics is a collection of statistics on a range of social and economic subject areas. The statistics are split by rural and urban areas, allowing for comparisons between the different rural and urban area classifications. The Digest includes high level statistics which present an overall picture for England. However, there is likely to be considerable variation in individual towns, villages and hamlets.

The Digest starts with a section on the rural and urban populations in England. This is followed by a range of subjects, including social issues such as housing, broadband, crime and education. The economic section contains indicators on productivity, earnings and economic activity, as well as a selection of indicators relating to economic growth.

## Official Statistics

The Digest is an Official Statistics publication. This means that the statistics have been produced to the high professional standards set out in the Code of Practice for Official Statistics. This Code of Practice, published in January 2009, comprises 8 principles. Amongst others, the principles state that Official Statistics should meet user needs/requirements, be impartial and objective, have integrity and be free from political interference, and use sound methods and assured quality.

More information on the Official Statistics Code of Practice can be found at <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>.



## Defining rural areas

There are two ways of defining areas as rural or urban. Wherever possible, the Rural-Urban Definition is used. This is a National Statistic and applies to very small areas. The Definition defines areas as rural if they fall outside of settlements with more than 10,000 resident population. The Definition defines four settlement types:

- Urban (more than 10,000 population)
- Rural town and fringe
- Rural village
- Rural hamlet and isolated dwellings (also known as dispersed).

Each of these settlement types are given a 'context' of either 'sparse' or 'less sparse' depending on whether the wider area is defined as being remotely populated or not.

When data are not available at a small enough geographical scale to apply the Definition, it may be possible to apply the Local Authority Rural-Urban Classification (known as the LA Classification). This Classification categorises districts and unitary authorities on a six point scale from rural to urban. It is underpinned by rural and urban populations as defined by the Definition. However in the context of areas the size of local and unitary authorities, it also considers some urban areas as Large Market Towns. These Towns serve a wider rural hinterland and their populations are therefore classified as rural for the purposes of the Classification. The Market Towns have populations between 10,000 and 30,000 and meet various service criteria.

The categories of the Classification are:

- Major urban (MU) – districts with either 100,000 people or 50 per cent of their population living in urban areas with a population of more than 750,000.
- Large urban (LU) – districts with either 50,000 people or 50 per cent of their population living in one of 17 urban areas with a population between 250,000 and 750,000.
- Other urban (OU) – districts with less than 26 per cent of their population living in rural settlements and larger market towns.
- Significant rural (SR) – districts with between 26 and 50 per cent of their population living in rural settlements and larger market towns.
- Rural-50 (R50) – districts with at least 50 per cent but less than 80 per cent of their population living in rural settlements and larger market towns, and
- Rural-80 (R80) – districts with at least 80 per cent of their population living in rural settlements and larger market towns.

When categories of the six-way LA Classification are combined to produce overall rural and urban estimates, Rural-80 and Rural-50 areas are combined to produce "Predominantly Rural" areas. Major Urban, Large Urban and Other Urban areas are grouped together under "Predominantly Urban". Significant Rural areas remain the same, and separate from the other two categories. This is because the areas do not have a majority (predominantly) rural population, but they are seen as having a substantial enough proportion of their population in rural areas to be considered separately from the predominantly urban group.

- Predominantly rural: areas with more than 50% of their population living in rural areas or large market towns
- Significant rural: areas with between 26 and 50 per cent of their population living in rural settlements and larger market towns.
- Predominantly urban: areas with less than 25% of their population living in rural areas or large market towns.

We can also use these groupings when data are available at a higher (larger) geographical level. This higher level classification uses the same methodology as the LA Classification. More information on how to define rural areas can be found at [www.defra.gov.uk/statistics/rural/what-is-rural/](http://www.defra.gov.uk/statistics/rural/what-is-rural/).

## Rural Context

- In 2010 the population of rural England was 9.8 million, or 19% of the total population.
- The rural population is predominantly aged between 45 and 64, and is generally older than the urban population.
- Between 2001 and 2010 the population of Less Sparse Villages, Hamlets and Isolated Dwellings increased by 7%, greater than any other rural or urban area type.
- In 2009/10 net internal migration to rural areas was 54,000, compared to -75,000 for urban areas.

## Population

**Interpretation:** 9.8 million people, or 18.9% of the population, live in rural areas. The majority of these (9.2 million people) live in Less Sparse Rural areas. The population of Sparse Rural areas accounts for 1.2% of the national population and 6.3% of the total rural population.

### *Mid-year Population Estimates, 2010*

	Population	Proportion
Less Sparse Urban	42,280,263	80.9%
Sparse Urban	107,797	0.2%
Less Sparse Rural Town and Fringe	4,693,875	9.0%
Sparse Rural Town and Fringe	248,349	0.5%
Less Sparse Village and Dispersed	4,530,953	8.7%
Sparse Village and Dispersed	372,808	0.7%
<b>Urban</b>	<b>42,388,060</b>	<b>81.2%</b>
<b>Rural</b>	<b>9,845,985</b>	<b>18.9%</b>
<b>England</b>	<b>52,234,045</b>	<b>100.0%</b>

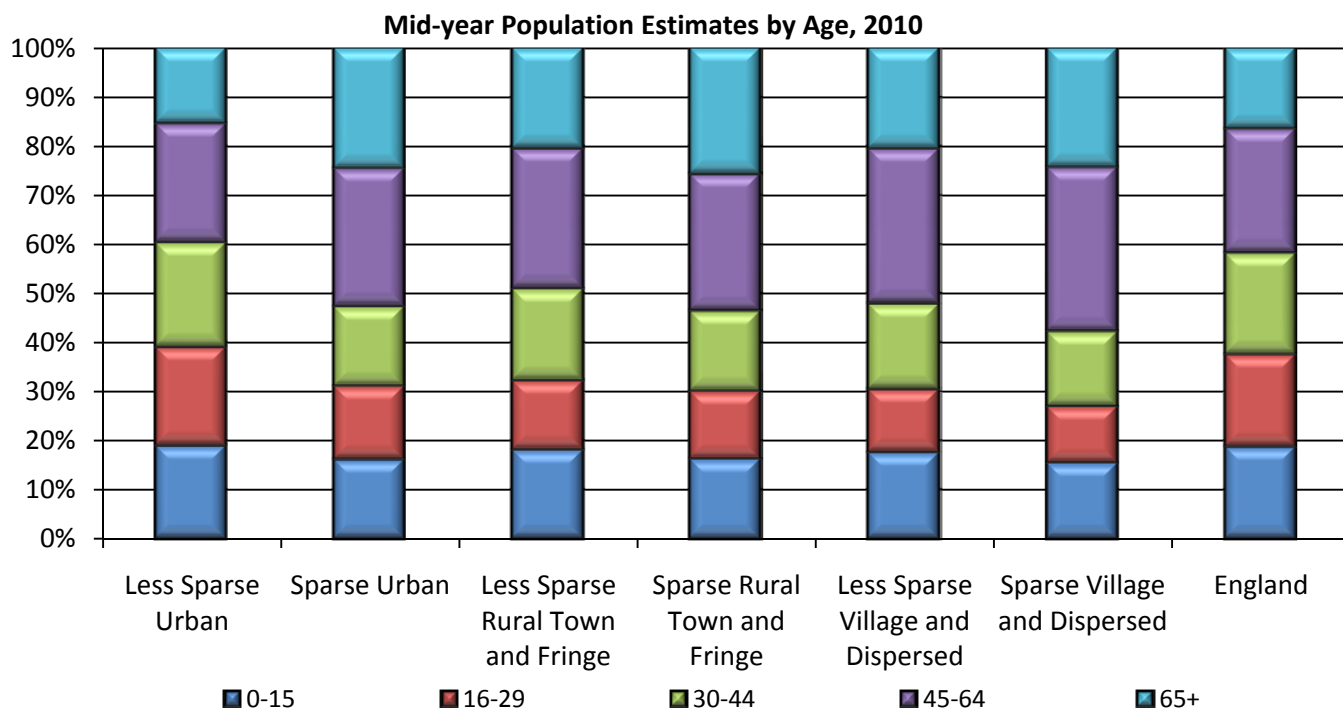
Notes: The estimated resident population of an area includes all people who usually live there, whatever their nationality. Members of UK and non-UK armed forces stationed in the UK are included and UK forces stationed outside the UK are excluded. Students are taken to be resident at their term time address.

Source: ONS, 2011. Mid-2010 Population Estimates for Lower Layer Super Output Areas

[www.statistics.gov.uk/statbase/product.asp?vlnk=15106](http://www.statistics.gov.uk/statbase/product.asp?vlnk=15106)



## Population by Age



**Interpretation:** With approximately 50% of those living in rural areas aged over 45 years, the rural population is on average older than in urban areas. The most marked difference between rural and urban populations is at the 16 to 29 age group. In urban areas this age group accounts for 20% of the population whereas in rural areas they make up just 14%. At a more detailed level settlements in sparse areas tend to have the highest proportions of their populations amongst the older age groups. This reaches its peak in Rural Town and Fringe areas where on average 26% of the population are over 65 years old and 54% of the population are over 45.

*Age Groups as a Percentage of Total Mid-Year Population, 2010*

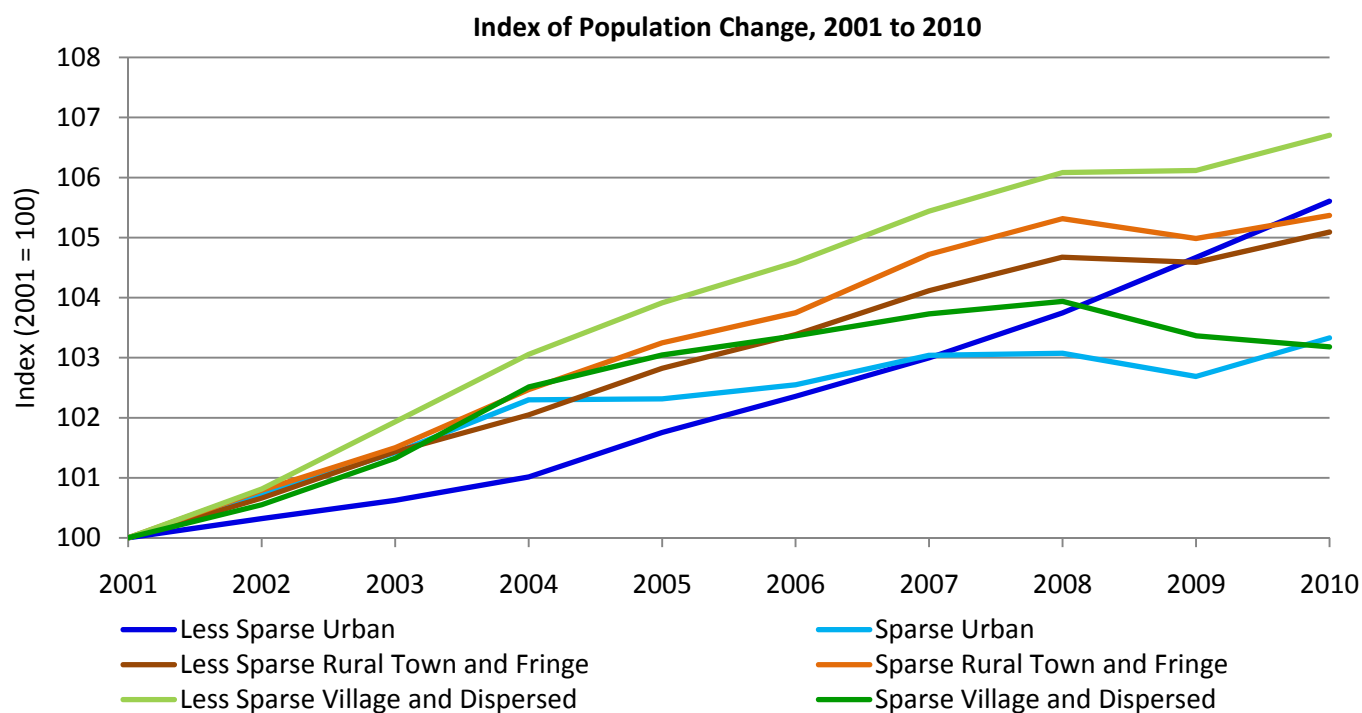
	<b>0 - 15 years old</b>	<b>16 - 29 years old</b>	<b>30 - 44 years old</b>	<b>45 - 64 years old</b>	<b>65 + years old</b>
Less Sparse Urban	18.9%	20.1%	21.3%	24.2%	15.5%
Sparse Urban	16.1%	15.0%	16.2%	28.1%	24.5%
Less Sparse Rural Town and Fringe	18.1%	14.2%	18.7%	28.6%	20.5%
Sparse Rural Town and Fringe	16.2%	13.8%	16.4%	27.9%	25.7%
Less Sparse Village and Dispersed	17.5%	12.9%	17.5%	31.6%	20.5%
Sparse Village and Dispersed	15.4%	11.6%	15.3%	33.4%	24.3%
Urban	18.9%	20.1%	21.3%	24.2%	15.5%
Rural	17.7%	13.5%	17.9%	30.1%	20.8%
<b>England</b>	<b>18.7%</b>	<b>18.9%</b>	<b>20.6%</b>	<b>25.3%</b>	<b>16.5%</b>

Notes: The estimated resident population of an area includes all people who usually live there, whatever their nationality. Members of UK and non-UK armed forces stationed in the UK are included and UK forces stationed outside the UK are excluded. Students are taken to be resident at their term time address.

Source: ONS, 2010. Mid-2010 Population Estimates for Lower Layer Super Output Areas

[www.statistics.gov.uk/statbase/product.asp?vlnk=15106](http://www.statistics.gov.uk/statbase/product.asp?vlnk=15106)

## Population Change



**Interpretation:** The chart above shows the population change between 2001 and 2010. The population of each area type in 2001 has been taken as the base year on which the population figures for each of the subsequent year are compared. This method allows the degree of change over a period of time to be shown as compared to annual changes between subsequent years. Between 2001 and 2010 the greatest rate of population change has been in Less Sparse Village and Dispersed areas where the population has grown by 6.7%. In contrast, over the same period the population of Sparse Urban areas has increased by an average of 3.3%. Between 2008 and 2009 rates of population growth slowed or reversed except in Less Sparse Urban areas which have experienced slightly accelerated population change. Between 2009 and 2010 the population in all area types except Sparse Village and Dispersed have increased.

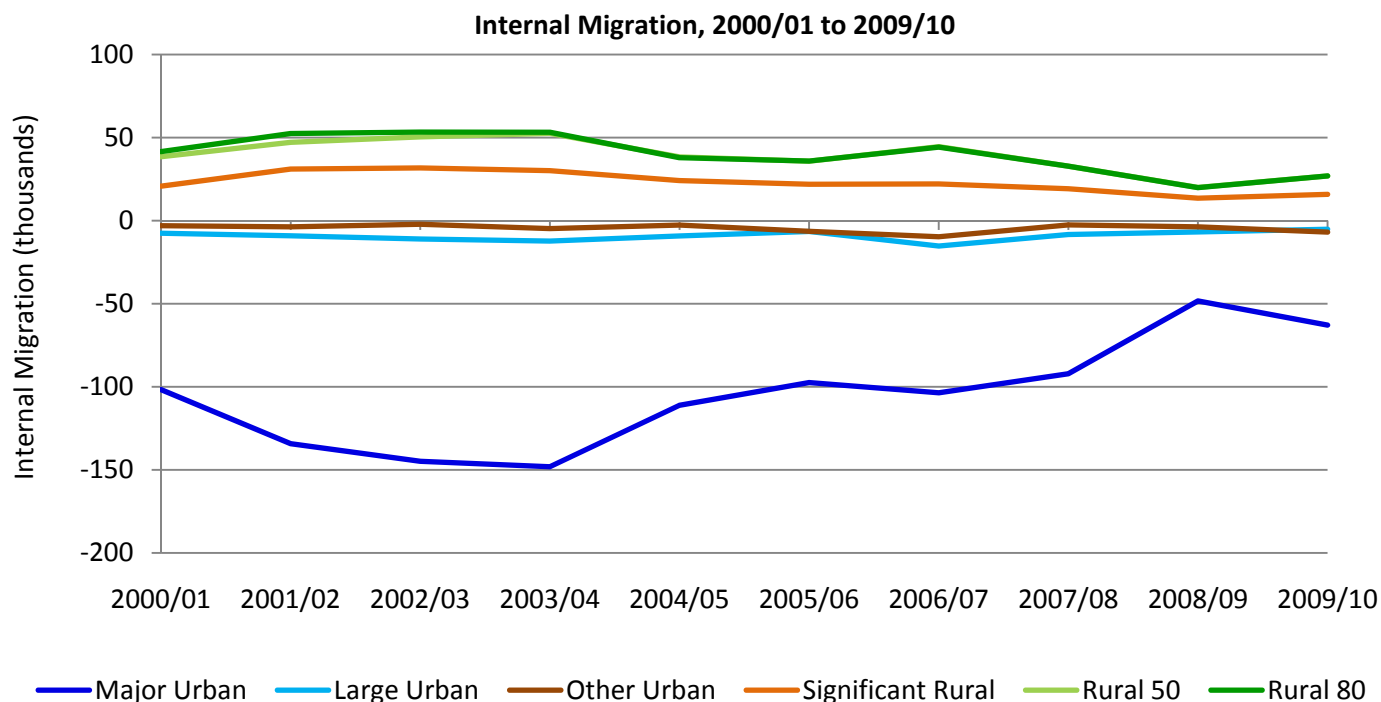
*Index of population change, 2001 to 2010*

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Less Sparse Urban	100.0	100.3	100.6	101.0	101.8	102.4	103.0	103.7	104.7	105.6
Sparse Urban	100.0	100.7	101.4	102.3	102.3	102.5	103.0	103.1	102.7	103.3
Less Sparse Rural Town and Fringe	100.0	100.7	101.4	102.0	102.8	103.4	104.1	104.7	104.6	105.1
Sparse Rural Town and Fringe	100.0	100.8	101.5	102.5	103.2	103.7	104.7	105.3	105.0	105.4
Less Sparse Village and Dispersed	100.0	100.8	101.9	103.1	103.9	104.6	105.4	106.1	106.1	106.7
Sparse Village and Dispersed	100.0	100.5	101.3	102.5	103.0	103.4	103.7	103.9	103.4	103.2
Urban	100.0	100.3	100.6	101.0	101.8	102.4	103.0	103.7	104.7	105.6
Rural	100.0	100.7	101.7	102.5	103.3	103.9	104.7	105.3	105.2	105.8
<b>England</b>	<b>100.0</b>	<b>100.4</b>	<b>100.8</b>	<b>101.3</b>	<b>102.1</b>	<b>102.7</b>	<b>103.3</b>	<b>104.0</b>	<b>104.8</b>	<b>105.6</b>

Notes: The estimated resident population of an area includes all people who usually live there, whatever their nationality. Members of UK and non-UK armed forces stationed in the UK are included and UK forces stationed outside the UK are excluded. Students are taken to be resident at their term time address.

Source: ONS, 2011. Mid-2009 Population Estimates for Lower Layer Super Output Areas  
[www.statistics.gov.uk/statbase/product.asp?vlnk=15106](http://www.statistics.gov.uk/statbase/product.asp?vlnk=15106)

## Internal Migration



**Interpretation:** The above chart and table show annual population change due to internal migration. Internal migration is the movement of people within England. Between 2000/01 and 2003/04 the general trend was of net migration to rural areas from urban areas. Whilst this overall trend has continued since 2003/04 the extent of net migration to rural areas has been decreasing. Both Rural-80 and Rural-50 areas saw net internal migration of 27,000 in 2009/10 compared with approximately 20,000 respectively in the previous year. In contrast, Major Urban areas lost more residents to internal migration, with a net decrease of 63,000 in 2009/10 compared with 48,000 the previous year. Figures for the majority of area types in 2009/10 are considerably less than the levels seen in 2000/01 except for Other Urban areas.

### Internal Migration, 2000/01 to 2009/10, thousands

	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Major Urban	-101.7	-134.2	-144.8	-148.1	-111.1	-97.4	-103.6	-92.1	-48.3	-62.8
Large Urban	-7.5	-9.0	-11.0	-12.2	-9.1	-6.4	-15.2	-8.3	-6.7	-5.1
Other Urban	-3.0	-3.7	-2.1	-4.7	-2.6	-6.4	-9.7	-2.5	-3.7	-6.9
Significant Rural	20.8	31.1	31.8	30.2	24.2	22.0	22.2	19.3	13.6	15.9
Rural 50	38.5	47.2	50.5	52.6	38.4	35.8	44.6	32.8	20.0	26.9
Rural 80	41.6	52.5	53.4	53.3	38.0	35.9	44.3	32.8	19.9	26.9
Predominantly Urban	-112.2	-146.9	-157.9	-165.0	-122.8	-110.2	-128.5	-102.9	-58.7	-74.8
Predominantly Rural	80.1	99.7	103.9	105.9	76.4	71.7	88.9	65.6	39.9	53.8

The population of all areas have undergone considerable change during the period examined here. On average, **rural areas have seen greater increases in their population than urban areas**, historically **driven in large part by internal migration from urban to rural areas**. However, the latest internal migration figures show that fewer people are moving from urban to rural areas with figures for the majority of area types in 2009/10 being approximately two thirds of the levels seen in 2000/01.

Population change has many drivers and whilst the evidence presented here does not point directly to these causes, changes in the extent of internal migration over the last couple of years suggests a causal link with the economic downturn of the same period. It is likely that the **ongoing economic recession and subsequent suppressed housing market have both acted to reduce the extent of movements between rural and urban areas**.

The distribution of population by age group is not even across the country and we have shown that the **population of rural areas tend to be older than urban populations** and those settlements in sparse areas have the oldest populations on average. Differences between age bands in rural and urban areas have a variety of causes and may be explained by younger people moving to urban areas to study and work.

Demographic change will have a variety of impacts. Faster population growth in rural areas might impact on services and housing. The rural and urban populations differ in both size and density. Whilst the rural population is smaller than the urban population the dispersed pattern of rural settlements means the rural population is distributed across a much larger area.

Notes: Estimates for internal migration movements are based on the movement of NHS doctors' Patients between Health Authority areas. In 2010 ONS adopted a new approach for collecting data from the NHS GP lists that form the basis of these internal migration figures. This change has inconsequential impacts on the figures, but improves efficiency for ONS and NHS. From mid- 2010 figures onwards this newer approach will be used as standard

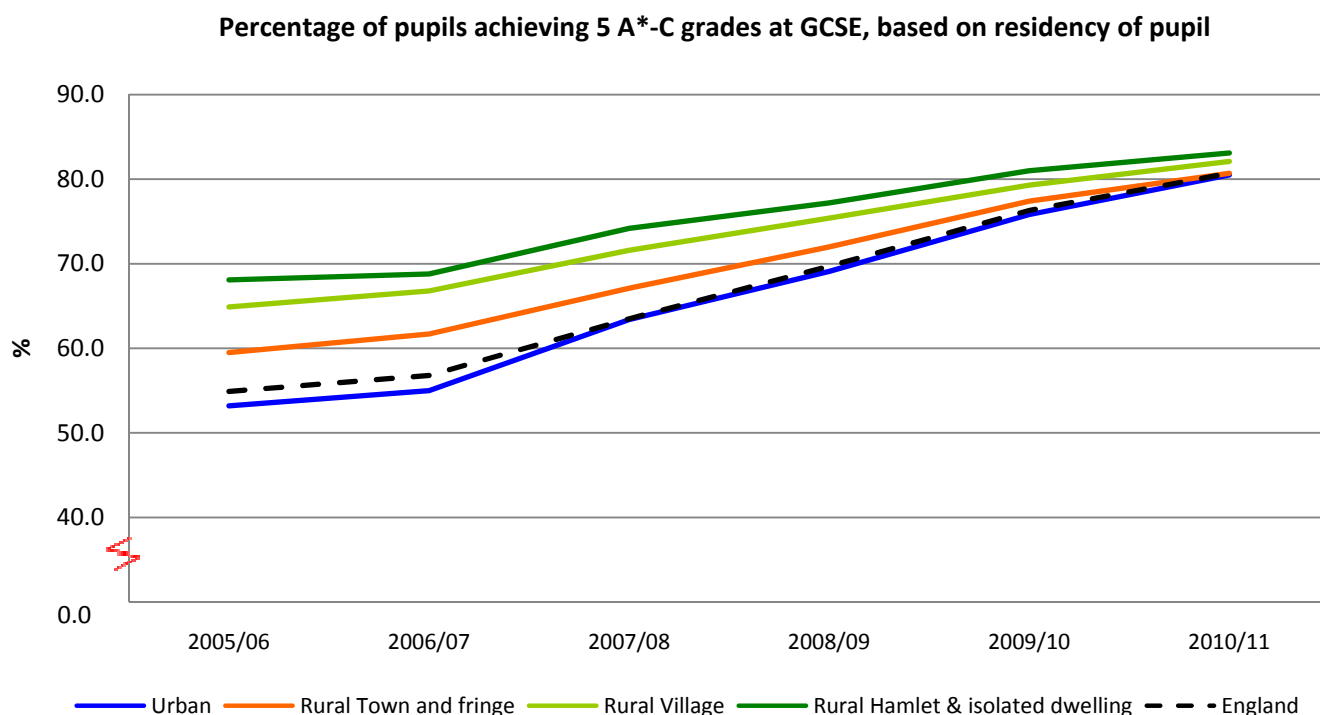
Source: ONS, 2011. Internal Migration within the United Kingdom during the year to June 2010.

<http://www.ons.gov.uk/ons/taxonomy/index.html?nscl=Migration+within+the+UK>

## Education

- In the 2010/11 academic year almost 82% of pupils living in rural communities left school with 5 or more A\* - C GCSEs, compared to almost 81% of pupils in England.
- In 2010/11 the proportion of pupils attending schools in rural areas who left school with at least 5 A\* - C GCSEs was lower than the percentage of pupils achieving those grades who attended schools in urban areas.
- In 2010/11 there were 149 full time entrants to higher education institutions per 1,000 18-20 year olds in England and 8 part time entrants. The rate of 18 to 20 year-olds from rural areas entering higher education has increased from 121 per 1000 in 2004/05 to 154 per 1000 in 2010/11.
- In 2010/11 there were almost 10 part time entrants to higher education per 1,000 18 – 20 year olds in predominantly rural areas, compared to almost 8 in predominantly urban areas.

### Pupils Leaving School with 5+ A\*- C at GCSE Level, based on residency of pupils



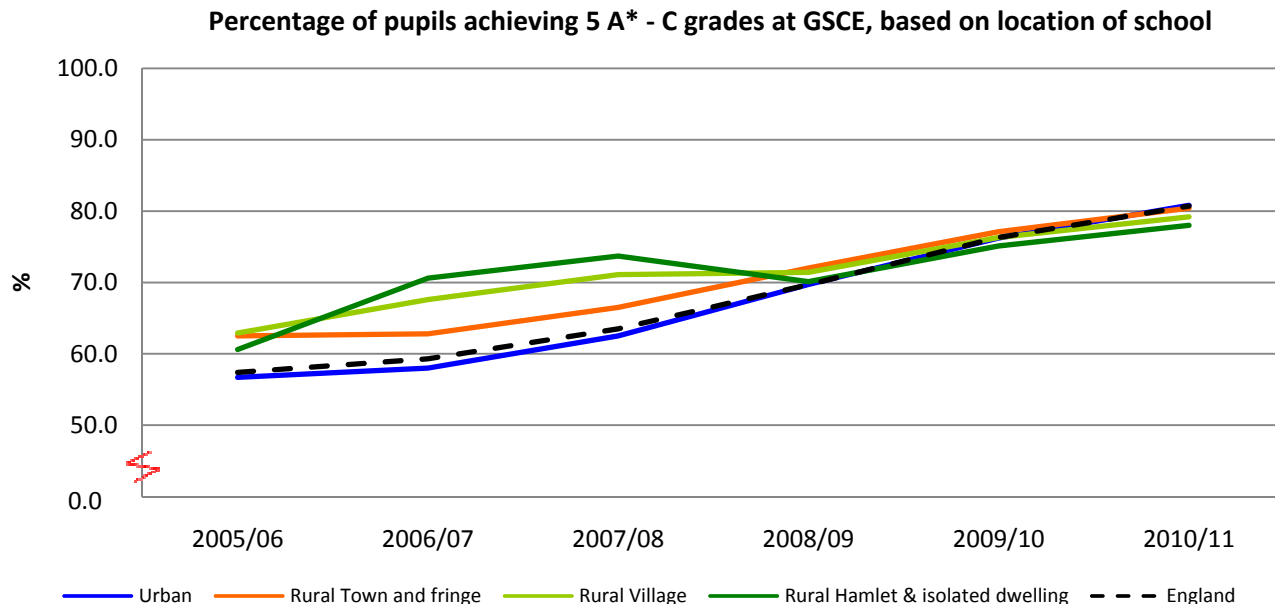


**Interpretation:** The chart above shows that the proportion of pupils achieving 5 or more A\* - C grades in their GCSEs at the end of Key Stage 4 has been steadily increasing since 2005/06. A higher proportion of pupils in rural areas achieved 5 or more A\* – C grades at GCSE than pupils in England. However, the difference in attainment has been narrowing.

*Percent of pupils at the end of Key Stage 4 leaving school with 5 A\* - C GCSEs, based on residency of pupils, 2005/06 to 2010/11*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Urban Areas	53.2	55.0	63.4	69.1	75.8	80.5
Rural Areas	62.7	64.6	69.7	74.0	78.6	81.6
Rural Town and Fringe	59.5	61.7	67.1	72.0	77.4	80.7
Rural Village	64.9	66.8	71.6	75.4	79.3	82.1
Rural Hamlet and Isolated Dwelling	68.1	68.8	74.2	77.2	81.0	83.2
<b>England</b>	<b>54.9</b>	<b>56.8</b>	<b>63.5</b>	<b>69.7</b>	<b>76.3</b>	<b>80.7</b>

## Pupils Leaving School with 5+ A\* - C at GCSE Level, based on location of school



**Interpretation:** The chart above shows that the proportion of pupils achieving 5 or more A\* - C grades in their GCSEs at the end of Key Stage 4 has been steadily increasing since 2005/06. Until 2008/09 a higher proportion of pupils at schools based in rural areas achieved 5 or more A\* – C grades at GCSE than pupils in England. Since 2008/09 the proportion of pupils at rural schools achieving 5 or more A\* - C grades has been lower compared with those attending schools in urban areas.

*Percent of pupils at the end of Key Stage 4 leaving school with 5 A\* - C GCSEs, based on location of school*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Urban Areas	56.7	58.0	62.5	69.7	76.2	80.8
Rural Areas	62.3	65.5	69.2	71.7	76.7	79.9
Rural Town and Fringe	62.5	62.8	66.5	72.0	77.1	80.4
Rural Village	62.9	67.6	71.1	71.4	76.3	79.2
Rural Hamlet and Isolated Dwelling	60.6	70.6	73.7	70.1	75.1	78.0
<b>England</b>	<b>57.4</b>	<b>59.3</b>	<b>63.5</b>	<b>69.7</b>	<b>76.3</b>	<b>80.7</b>

GCSEs are an important stepping stone in a young person’s future. By gaining a strong set of GCSEs, young people will have more career opportunities to contemplate for their future, whether they choose to continue their studies, enter the workplace or training. Pupils are generally required to have 5 A\* - C GCSEs to be eligible to attend university. Looking at the latest data based on pupil residency, the data shows that **a slightly higher proportion of pupils living in rural areas left compulsory education with at least 5 A\* - C GCSEs than pupils living in urban areas.**

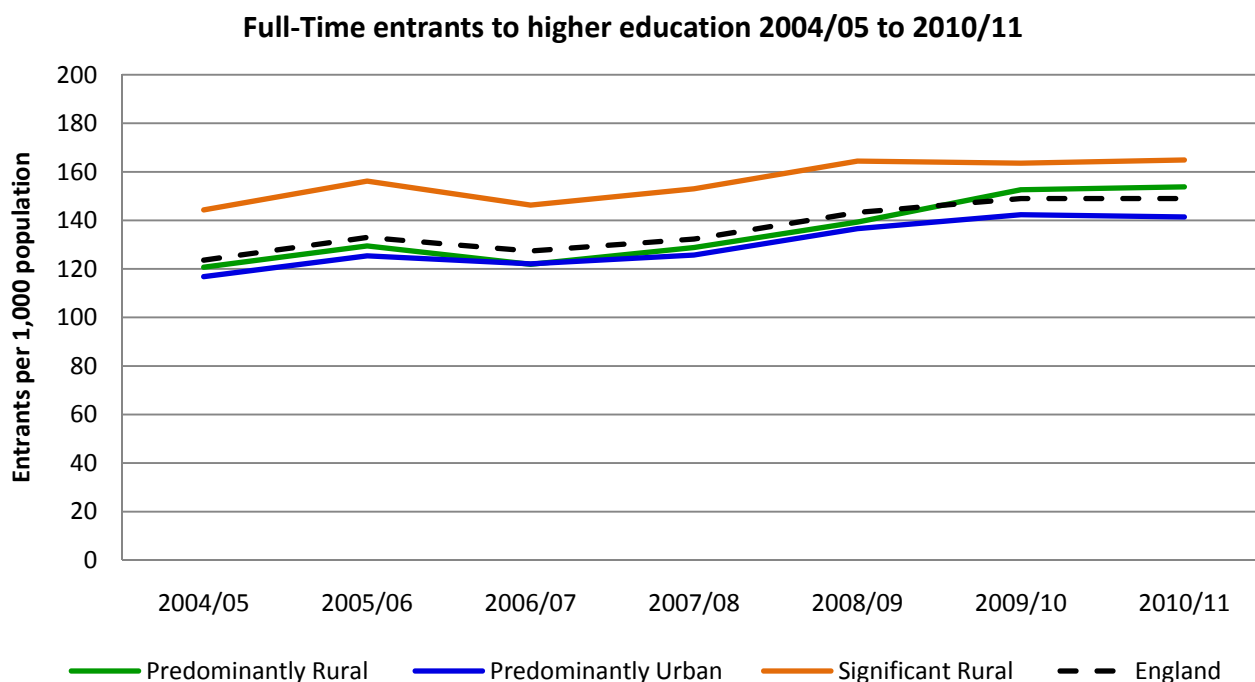
These statistics show that **pupils living in rural areas, on average, potentially have slightly better career options than those living in urban areas.** What this data does not tell us, however, is whether these options are available in their local area.

Based on the location of the school, results are slightly different, with pupils in rural schools slightly less likely than average to achieve 5 A\* - C grades at GCSE. The reasons for this are not clear, but as pupils are given a choice of which school to attend within their local catchment area, they may not go to the secondary school nearest to their home. Pupils living in a rural area may travel to a school in an urban area, and likewise pupils living in an urban area may choose to travel to a school in a nearby rural area. Since 2008/09 a lower percentage of pupils at schools in rural areas achieved 5 A\* to C grades than pupils at schools in urban areas. The reasons for this change over time are not known, and this is an area for further investigation.

Notes: Includes pupils at the end of Key Stage 4 in each academic year, also includes international GCSEs (iGCSEs), England percentages for school-location and pupil-location are not the same, because pupils with a missing or incorrect residential postcode have been excluded. There is also a small number of pupils resident in Scotland or Wales who attend a school in England – these are included in the location of school analysis, but not in the location of the pupil analysis.  
Source: <http://www.education.gov.uk/rsgateway/DB/SFR/s001057/sfr03-2012adv2.xls> , tables A2 and B1



## Full Time Entrants to Higher Education

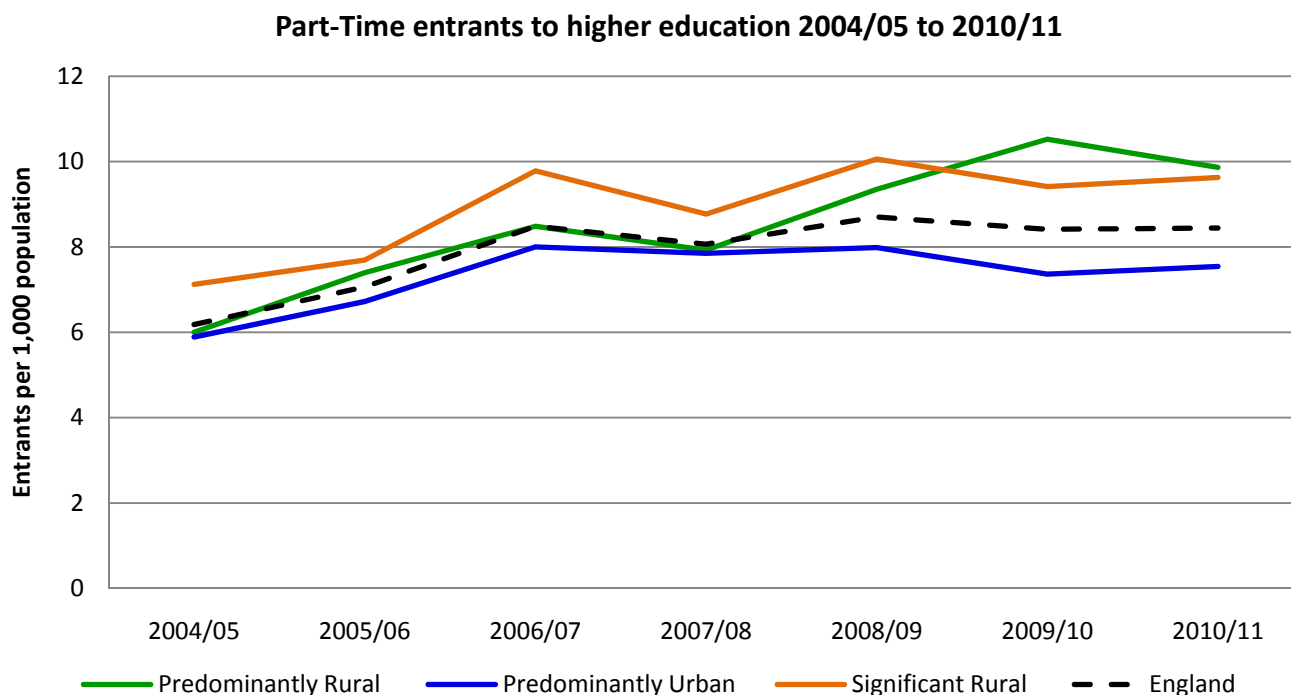


**Interpretation:** The rate of 18 – 20 year olds enrolling for full-time courses at higher education institutions has increased in England between 2004/05 and 2010/11. The rate was higher for 18 – 20 years olds who were living in Significant Rural areas prior to starting university than the England average. Predominantly Urban areas have consistently had a lower rate than other areas

### *Full time entrants to Higher Education per 1,000 population of 18-20 year olds, 2004/05 to 2010/11*

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Predominantly Urban	117	125	122	126	137	142	141
Significant Rural	144	156	146	153	164	164	165
Predominantly Rural	121	129	122	129	139	153	154
<b>England</b>	<b>124</b>	<b>133</b>	<b>127</b>	<b>132</b>	<b>143</b>	<b>149</b>	<b>149</b>

## Part Time Entrants to Higher Education



**Interpretation:** The rate of 18 – 20 year olds enrolling for part –time courses at higher education institutions has been increasing in England between 2004/05 and 2010/11. The rate was higher for 18 – 20 years olds living in Significant Rural areas until 2009/10, when the rate has since been higher for 18 – 20 year olds in Predominantly Rural areas. Predominantly Urban areas have consistently had a lower rate than other areas.

### *Part time entrants to higher education per 1,000 population of 18-20 year olds, 2004/05 to 2010/11*

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Predominantly Urban	5.9	6.7	8.0	7.8	8.0	7.4	7.5
Significant Rural	7.1	7.7	9.8	8.8	10.1	9.4	9.6
Predominantly Rural	6.0	7.4	8.5	7.9	9.4	10.5	9.9
<b>England</b>	<b>6.2</b>	<b>7.1</b>	<b>8.5</b>	<b>8.1</b>	<b>8.7</b>	<b>8.4</b>	<b>8.4</b>

Higher education is key for the economic success and social wellbeing of the country. By attending higher education, people will have a wider range of opportunities available to them and may increase their earning potential. The charts above show that the rate of entrance to higher education has been increasing since the 2004/05 academic year, with both Predominantly Rural and Significant Rural areas seeing high rates than Predominantly Urban areas.

What this data cannot tell us is the location of the institutions attended by these students, and where people live after completing their higher education.

Notes: Data are shown at LEA level as Ward level data has been discontinued. Data backdated to 2004/05 and a classification for LEA has been produced for analysis purposes.

Data are presented as the rate per 1,000 18-20 year olds as at Census 2001.

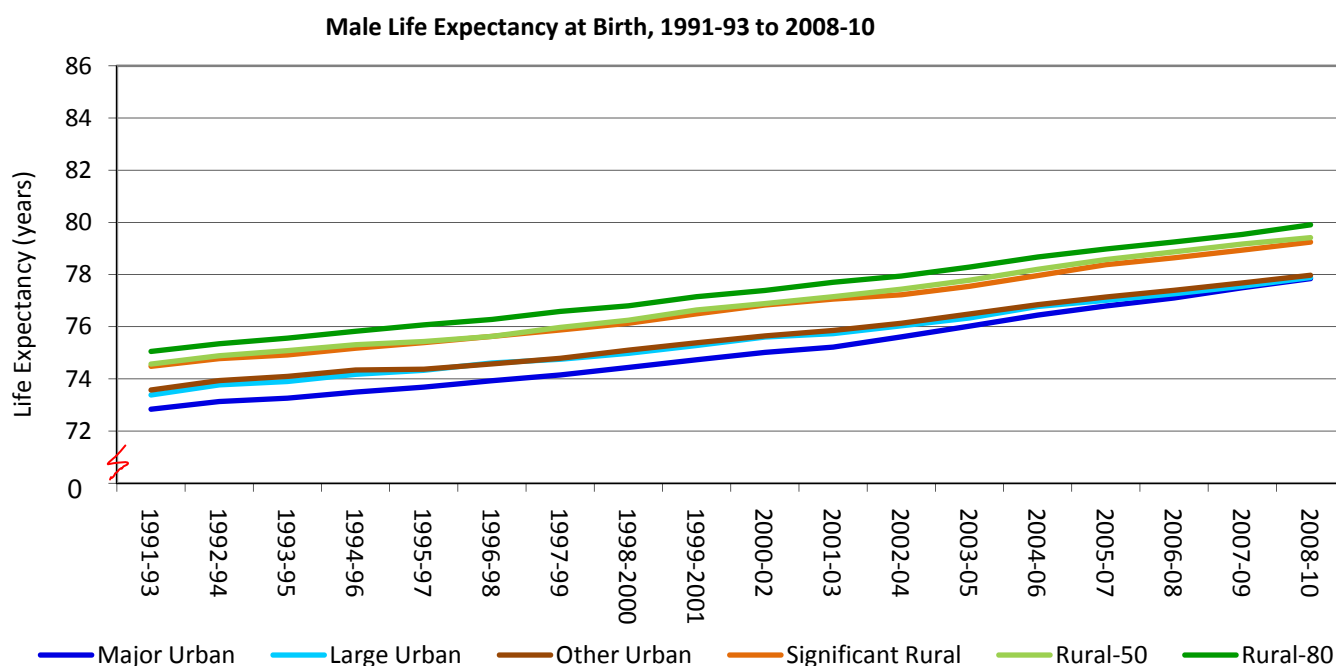
Source: Higher Education Statistics Agency (HESA) Student Records.

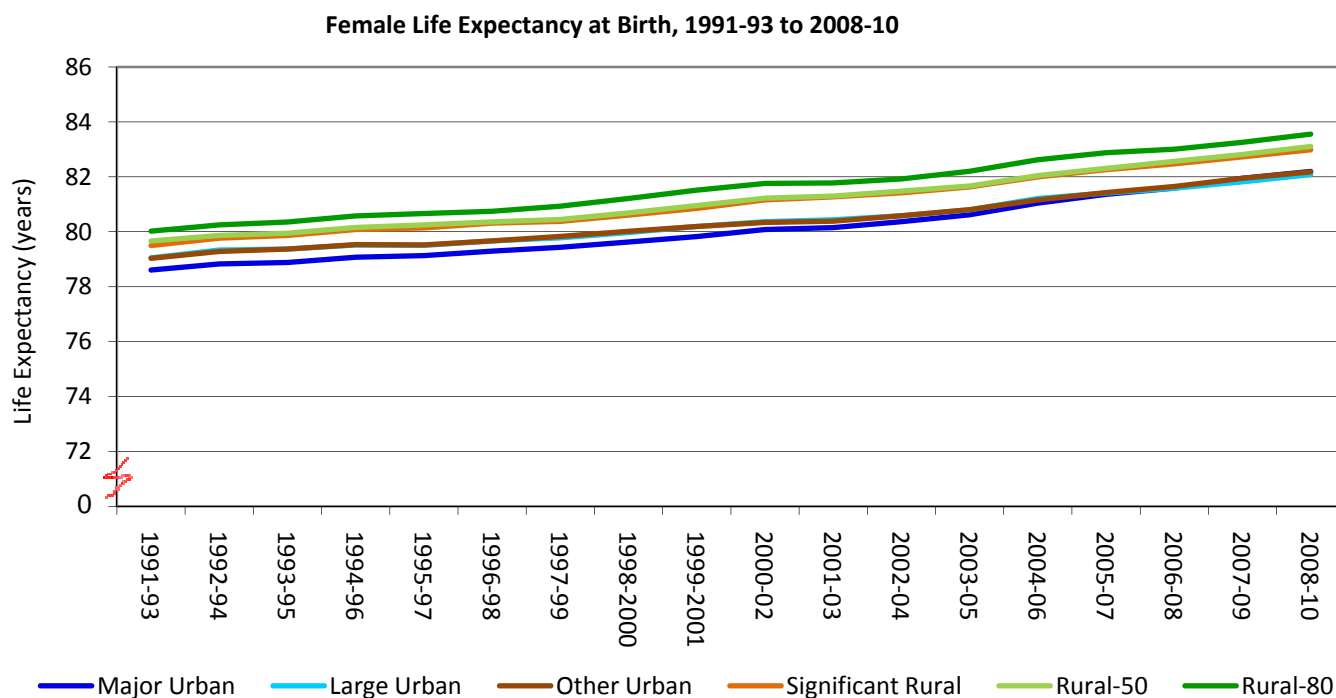


## Health

- Health outcomes are more favourable in rural areas than urban areas; the most recent statistics show that life expectancy is higher, infant mortality rate lower and potential years of life lost from common causes of premature death lower in rural areas than in urban areas.
- Life expectancy was highest in Rural-80 areas. Men born in Rural-80 areas in 2008-10 were expected to live just over two years longer than men born in Major Urban areas and women in Rural-80 areas were expected to live one and a half years longer than women born in Major Urban areas.
- In 2010, the infant mortality rate in rural areas was 3.3 deaths per 1,000 live births, which was lower than the England average, 4.3 per 1,000 live births.
- PYLL from cancer in Predominantly Rural areas in 2008-10 was 134.4 years per 10,000 people, over fifteen years lower than Predominantly Urban areas, 150.6 years.
- PYLL from stroke or related diseases is lower in rural areas than England. In 2008-10, PYLL from stroke in Predominantly Rural areas was 12.5 years per 10,000 population. In Predominantly Urban areas PYLL was 16.6 years.
- PYLL from Coronary Heart Disease has decreased by 20 years per 10,000 between 2001-03 in England and 2008-10 to 46.9 years per 10,000. PYLL from Coronary Heart Disease in Predominantly Rural areas was 10 years less than the England average, 36.0 years in 2008-10.

## Life Expectancy





**Interpretation:** Life expectancy has been increasing in England since 1991. In 2008-10 life expectancy for men was 78.5 years and 82.6 years for women. However, life expectancy was higher for people born in rural areas. The area in which life expectancy was highest is Rural-80 where men born in these areas were expected to live until 79.9 years of age and women were expected to live until 83.6 years. Life expectancy was lowest in Major Urban areas for men and Large Urban areas for women. Men born in Rural-80 areas were expected to live just over two years longer than men in Major Urban areas. Women in Rural-80 areas were expected to live almost one and a half years longer than women born in Large Urban areas.

Department for Environment, Food and Rural Affairs

*Male Life Expectancy at Birth in Years, 1997-99 to 2008-10*

	1997-99	1998-2000	1999-2001	2000-02	2001-03	2002-04	2003-05	2004-06	2005-	2006-08	2007-09	2008-10
Major Urban	74.2	74.4	74.7	75.0	75.2	75.6	76.0	76.4	76.8	77.1	77.5	77.8
Large Urban	74.7	75.0	75.3	75.6	75.7	76.0	76.3	76.8	77.0	77.3	77.6	77.9
Other Urban	74.8	75.1	75.4	75.6	75.9	76.1	76.5	76.8	77.1	77.4	77.7	78.0
Significant Rural	75.9	76.1	76.5	76.8	77.1	77.2	77.5	78.0	78.4	78.6	78.9	79.2
Rural-50	76.0	76.2	76.6	76.9	77.1	77.4	77.8	78.2	78.6	78.9	79.2	79.4
Rural-80	76.6	76.8	77.2	77.4	77.7	77.9	78.3	78.7	79.0	79.2	79.5	79.9
Predominantly Urban	74.4	74.7	75.0	75.3	75.5	75.8	76.2	76.6	76.9	77.2	77.5	77.9
Predominantly Rural	76.2	76.5	76.9	77.1	77.4	77.7	78.0	78.4	78.7	79.0	79.3	79.6
<b>England</b>	<b>75.1</b>	<b>75.3</b>	<b>75.7</b>	<b>75.9</b>	<b>76.2</b>	<b>76.5</b>	<b>76.8</b>	<b>77.2</b>	<b>77.6</b>	<b>77.8</b>	<b>78.2</b>	<b>78.5</b>

*Female Life Expectancy at Birth in Years, 1997-99 to 2008-10*

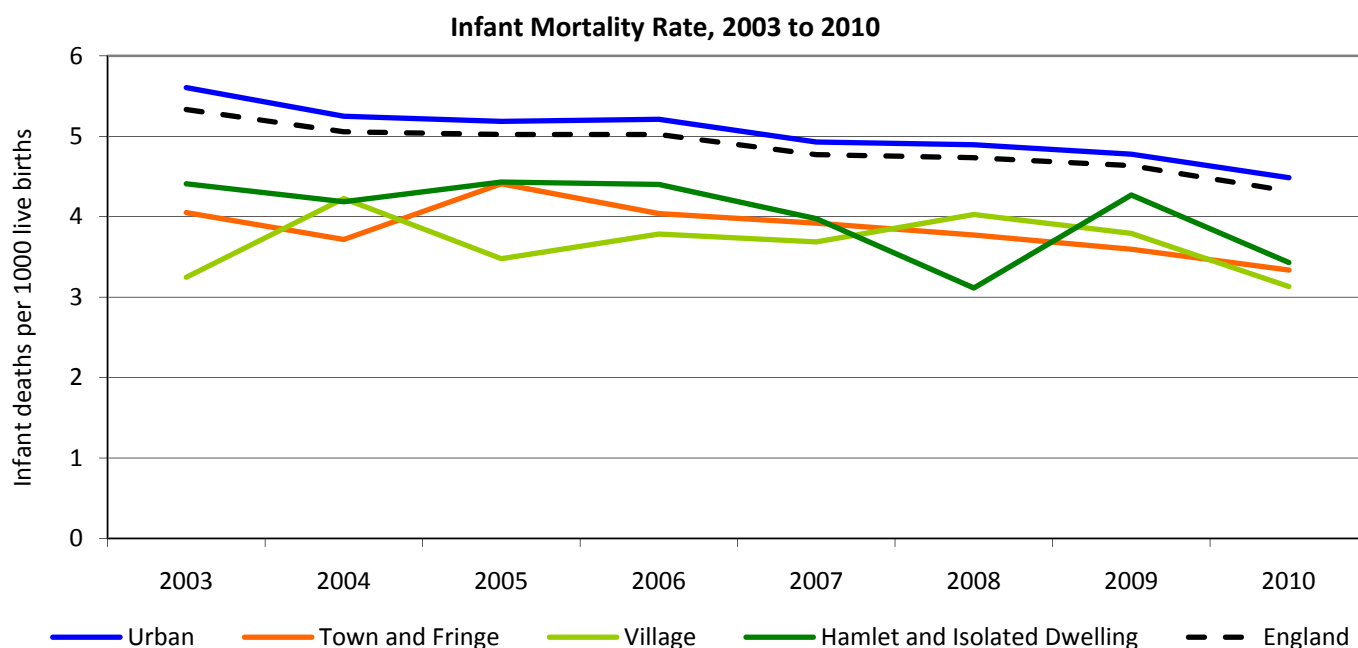
	1997-99	1998-2000	1999-2001	2000-02	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10
Major Urban	79.4	79.6	79.8	80.1	80.2	80.4	80.6	81.0	81.4	81.6	81.9	82.2
Large Urban	79.8	80.0	80.2	80.4	80.4	80.6	80.8	81.2	81.4	81.6	81.8	82.1
Other Urban	79.8	80.0	80.2	80.3	80.4	80.6	80.8	81.2	81.4	81.6	81.9	82.2
Significant Rural	80.4	80.6	80.8	81.2	81.3	81.4	81.6	82.0	82.3	82.5	82.7	83.0
Rural-50	80.5	80.7	81.0	81.2	81.3	81.5	81.7	82.0	82.3	82.6	82.8	83.1
Rural-80	80.9	81.2	81.5	81.8	81.8	81.9	82.2	82.6	82.9	83.0	83.3	83.6
Predominantly Urban	79.6	79.8	80.0	80.2	80.3	80.5	80.7	81.1	81.4	81.6	81.9	82.2
Predominantly Rural	80.7	80.9	81.2	81.4	81.5	81.7	81.9	82.3	82.5	82.8	83.0	83.3
<b>England</b>	<b>80.0</b>	<b>80.2</b>	<b>80.4</b>	<b>80.6</b>	<b>80.7</b>	<b>80.9</b>	<b>81.1</b>	<b>81.5</b>	<b>81.8</b>	<b>82.0</b>	<b>82.3</b>	<b>82.6</b>

Life expectancy is the number of years of life a person is expected to live. The data shows that a newborn baby boy born in England can expect to live to 78.5 years of age, if mortality rates stay the same throughout his lifetime. The life expectancy calculation is based on the mortality rate, so if a life expectancy is high, the mortality rate is low for younger age groups. People born in rural areas have a higher life expectancy than people born in urban areas. This means that if mortality rates do not change, **people born in rural areas can expect to live longer than people born in urban areas.**

There are many factors that influence life expectancy, including diet, economic circumstances and access to health care.

Notes: non resident deaths included, Weighted average calculated using Census 2001 population by Local Authority  
 Source: ONS, Life expectancy at birth and at age 65 by local areas in the United Kingdom, 2008 –10, for more information see <http://www.ons.gov.uk/ons/publications/all-releases.html?definition=tcm%3A77-22483> or contact [healthgeog@ons.gsi.gov.uk](mailto:healthgeog@ons.gsi.gov.uk)

## Infant Mortality Rate



**Interpretation:** Infant deaths were at a lower rate in rural areas than the England average. In 2010, the Infant Mortality Rate (IMR) in rural areas was 3.3 deaths per 1,000 live births, compared to 4.3 in England. In 2010 the IMR was lowest in Rural villages, 3.1 per 1,000 live births. This means that there were 3.1 infant deaths per 1,000 live births in Rural villages.

The IMR has been decreasing in England since 2003. The IMR for rural areas fluctuates more than urban areas and there is no clear trend in the data shown, which potentially could be due to data issues. To get a better idea of the trend in IMR, it should be monitored over a longer time period.

*Infant deaths at aged under 1 year per 1,000 live births, 2003 to 2010*

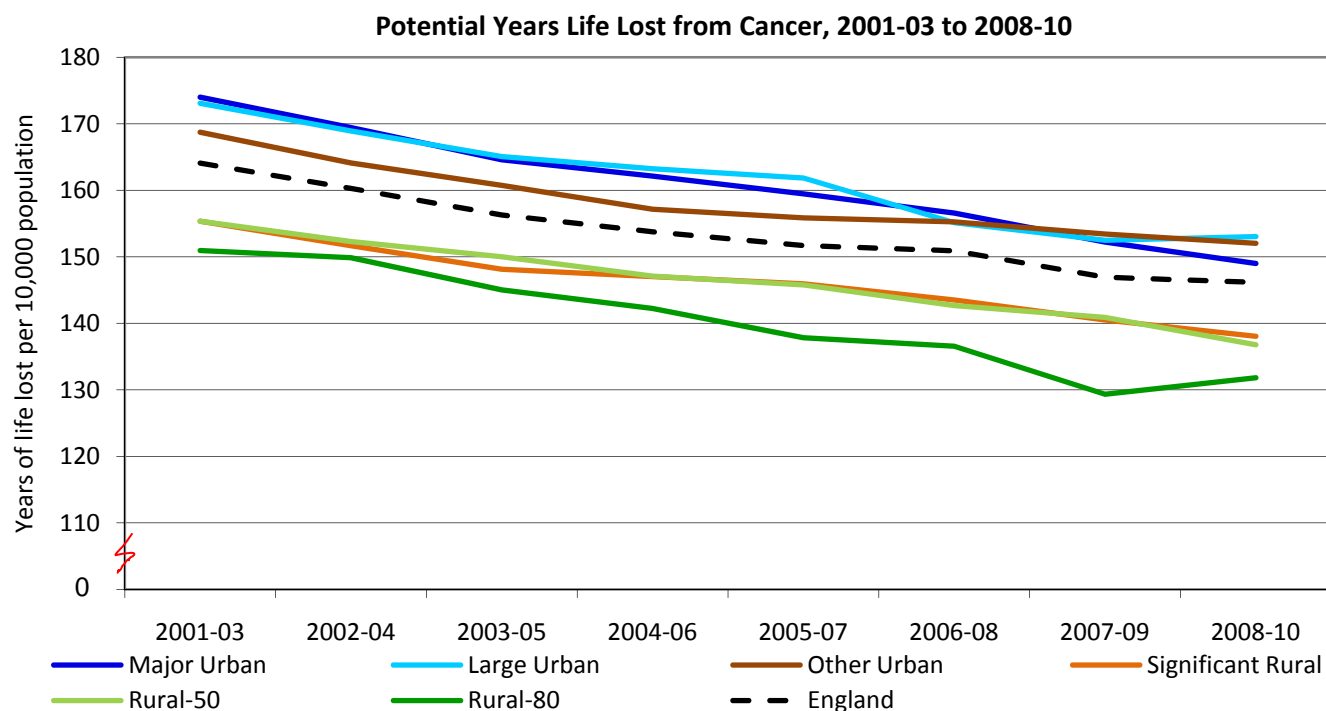
	2003	2004	2005	2006	2007	2008	2009	2010
Urban	5.6	5.2	5.2	5.2	4.9	4.9	4.8	4.5
Rural	3.8	4.0	4.1	3.9	3.8	3.8	3.8	3.3
Rural Town and Fringe	4.1	3.7	4.4	4.0	3.9	3.8	3.6	3.3
Village	3.2	4.2	3.5	3.8	3.7	4.0	3.8	3.1
Hamlet and Isolated Dwelling	4.4	4.2	4.4	4.4	4.0	3.1	4.3	3.4
<b>England</b>	<b>5.3</b>	<b>5.1</b>	<b>5.0</b>	<b>5.0</b>	<b>4.8</b>	<b>4.7</b>	<b>4.6</b>	<b>4.3</b>

The Infant Mortality Rate (IMR) is the number of infant deaths (where infants are under one year old) per 1,000 live births. IMR is lower in rural areas than in urban areas. This means that there is a higher proportion of infant deaths in urban areas than in rural areas. The IMR in England has been decreasing since 2003. There was a slight increase in the IMR in rural areas between 2003 and 2005, but it has been decreasing since then, with a marked decrease in 2010 especially in Rural villages and Rural hamlets. The **IMR in rural areas has consistently been lower than urban areas in this time period.**

There are many factors that are shown to influence the IMR, including birth weight, mothers' age, and father's socio-economic status.

Notes: Infants are defined as less than one year old  
 Source: ONS, for more information contact [vsob@ons.gov.uk](mailto:vsob@ons.gov.uk)

## Potential Years of Life Lost from Cancer



**Interpretation:** Potential Years of Life Lost (PYLL) measures number of years of life lost from cancer per 10,000 people. In 2008-10, PYLL in the most rural areas (Rural-80) was 131.8 years. This means that 131.8 years of life was lost from people prematurely dying from cancer for every 10,000 people living in Rural-80 areas.

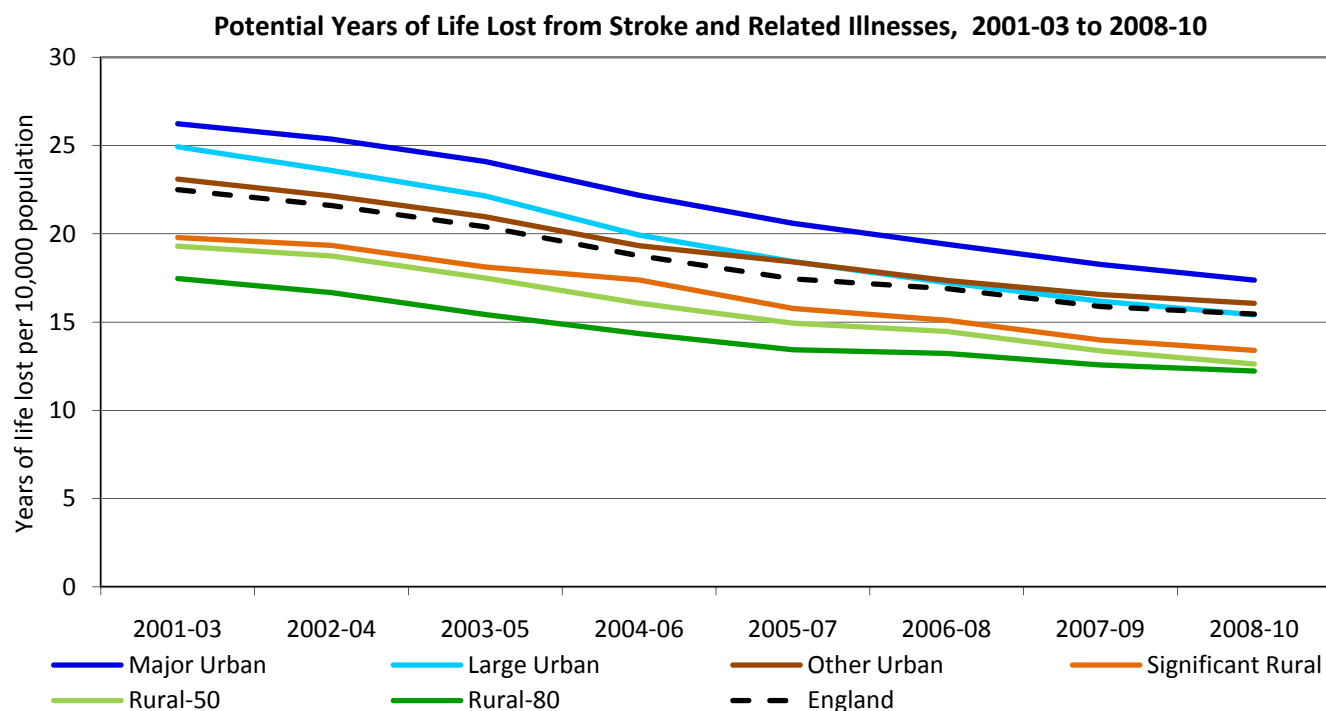
PYLL was lower in rural areas than in urban areas between 2001-03 and 2008-10. PYLL was lowest in Rural-80 areas and highest in Large Urban areas. PYLL from cancer was decreasing in all rural and urban areas between 2001-03 and 2008-10 and the PYLL from cancer in England decreased by just under 18 years in this period.

*Potential Years of Life Lost from Cancer per 10,000 population, 2001-03 to 2008-10*

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10
Major Urban	174.0	169.4	164.6	162.2	159.5	156.6	152.2	149.0
Large Urban	173.1	168.9	165.1	163.2	161.9	155.1	152.5	153.0
Other Urban	168.7	164.1	160.7	157.2	155.9	155.3	153.4	152.0
Significant Rural	155.4	151.7	148.1	147.0	146.0	143.5	140.5	138.1
Rural-50	155.3	152.3	150.0	147.1	145.8	142.7	140.9	136.8
Rural-80	151.0	149.9	145.0	142.2	137.8	136.6	129.3	131.8
Predominantly Urban	172.5	168.0	163.8	161.2	159.1	156.1	153.2	150.6
Predominantly Rural	153.5	151.3	147.9	145.1	142.4	141.6	134.3	134.7
<b>England</b>	<b>164.1</b>	<b>160.3</b>	<b>156.3</b>	<b>153.8</b>	<b>151.7</b>	<b>150.9</b>	<b>146.9</b>	<b>146.2</b>



## Potential Years of Life Lost from Stroke and Related Diseases



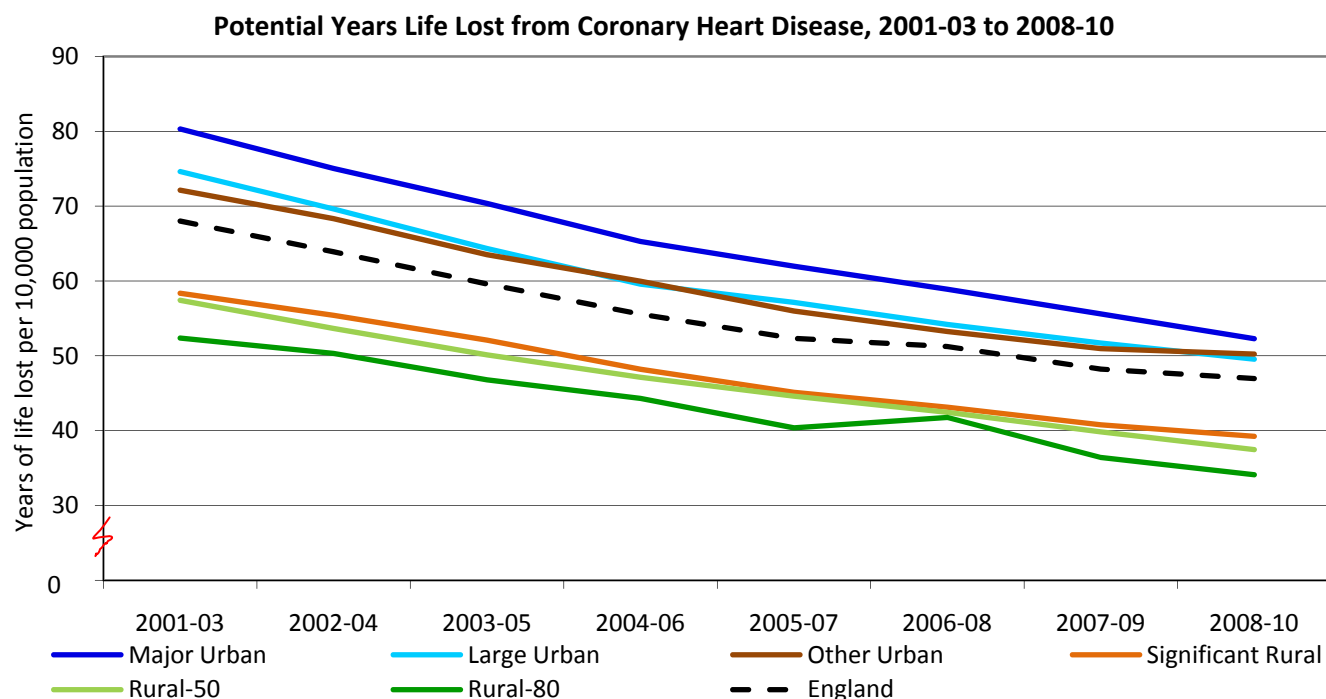
**Interpretation:** PYLL from stroke and related diseases measures the number of years of life lost from dying prematurely from a Stroke per 10,000 people. The PYLL was lowest for Rural-80 areas and highest in Major Urban areas. In 2008-10 PYLL from Stroke in Rural-80 areas was 12.2 years, 5.2 years lower than PYLL in Major Urban areas. The PYLL in rural areas was lower than the England.

PYLL decreased between 2001-03 and 2008-10 in England and in both rural and urban areas. In 2001-03, PYLL from stroke in England was 22.5 years per 10,000 population, which decreased to 15.5 years in 2008-10

*Potential Years of Life Lost from Stroke and Related Diseases per 10,000 population, 2001-03 to 2008-10*

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10
Major Urban	26.2	25.4	24.1	22.2	20.6	19.4	18.3	17.4
Large Urban	24.9	23.6	22.1	19.9	18.4	17.2	16.2	15.4
Other Urban	23.1	22.1	21.0	19.3	18.4	17.4	16.6	16.1
Significant Rural	19.8	19.3	18.1	17.4	15.8	15.1	14.0	13.4
Rural-50	19.3	18.7	17.5	16.1	14.9	14.5	13.4	12.6
Rural-80	17.5	16.7	15.4	14.3	13.4	13.2	12.6	12.2
Predominantly Urban	25.2	24.2	22.9	21.0	19.6	18.4	17.5	16.6
Predominantly Rural	18.5	17.9	16.6	15.3	14.3	13.9	12.9	12.5
<b>England</b>	<b>22.5</b>	<b>21.6</b>	<b>20.4</b>	<b>18.8</b>	<b>17.5</b>	<b>16.9</b>	<b>15.9</b>	<b>15.5</b>

## Potential Years of Life Lost from Coronary Heart Disease



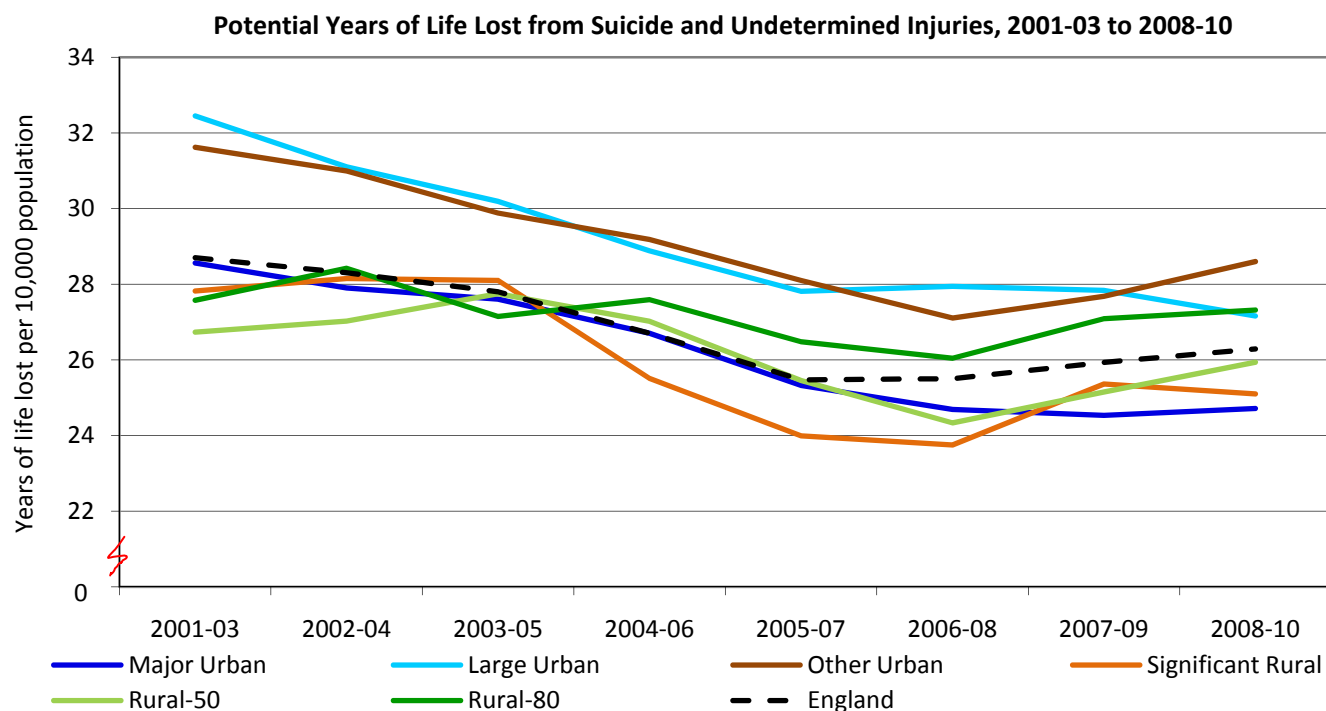
**Interpretation:** PYLL from Coronary Heart Disease (CHD) in England was 46.9 years per 10,000 people in 2008-10. PYLL in Predominantly Rural areas was approximately 10 years less, and PYLL was lowest in the most rural areas (Rural-80). In Major Urban areas, PYLL was considerably more, 52.3 years per 10,000 people, which is just under 20 years higher than PYLL in Rural-80 areas.

PYLL from CHD in England has decreased by over 20 years per 10,000 people between 2001-03 and 2008-10. PYLL for all rural and urban classification groups also decreased. The rate of decrease has been slower in rural areas than urban areas, narrowing the rural/ urban gap.

*Potential Years of Life Lost from Coronary Heart Disease per 10,000 population, 2001-03 to 2008-10*

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10
Major Urban	80.3	75.0	70.4	65.3	62.0	58.9	55.6	52.3
Large Urban	74.6	69.6	64.3	59.6	57.1	54.2	51.7	49.6
Other Urban	72.1	68.3	63.5	59.9	56.0	53.2	51.0	50.2
Significant Rural	58.3	55.4	52.1	48.2	45.1	43.1	40.8	39.2
Rural-50	57.4	53.7	50.1	47.1	44.6	42.4	39.8	37.5
Rural-80	52.4	50.3	46.8	44.3	40.4	41.7	36.4	34.1
Predominantly Urban	77.1	72.2	67.4	62.7	59.5	56.5	53.8	51.2
Predominantly Rural	55.3	52.3	48.7	45.9	42.8	42.1	37.9	36.0
<b>England</b>	<b>68.0</b>	<b>63.9</b>	<b>59.6</b>	<b>55.5</b>	<b>52.3</b>	<b>51.2</b>	<b>48.2</b>	<b>46.9</b>

## Potential Years of Life Lost from Suicide and Undetermined Injury



**Interpretation:** PYLL due to suicide or undetermined injuries in England is 26.3 years per 10,000 population, which was only slightly lower than predominantly rural areas. There does not appear to be a clear relationship between PYLL and the different settlement types

Between 2001-03 and 2008-10, PYLL has decreased in England and all rural and urban classifications

*Potential Years of Life Lost from Suicide and Undetermined Injuries per 10,000 population, 2001-03 to 2008-10*

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10
Major Urban	28.6	27.9	27.6	26.7	25.3	24.7	24.5	24.7
Large Urban	32.4	31.1	30.2	28.9	27.8	27.9	27.8	27.2
Other Urban	31.6	31.0	29.9	29.2	28.1	27.1	27.7	28.6
Significant Rural	27.8	28.2	28.1	25.5	24.0	23.8	25.4	25.1
Rural-50	26.7	27.0	27.8	27.0	25.5	24.3	25.1	25.9
Rural-80	27.6	28.4	27.1	27.6	26.5	26.0	27.1	27.3
Predominantly Urban	30.2	29.4	28.7	27.8	26.5	25.7	26.1	26.2
Predominantly Rural	27.1	27.6	27.5	27.3	25.9	26.0	25.7	26.5
<b>England</b>	<b>28.7</b>	<b>28.3</b>	<b>27.8</b>	<b>26.7</b>	<b>25.5</b>	<b>25.5</b>	<b>25.9</b>	<b>26.3</b>

Potential Years of Life Lost (PYLL) is the difference between the actual age of death due to a particular condition or disease and the expected age of death if that person had not suffered from that disease. If the PYLL is low, it means that there is a low degree of premature death due to that particular condition. This could be due to a number of reasons, including fewer people suffering from that condition or sufferers making a full recovery.

Coronary Heart Disease (CHD) is the most common cause of premature death in England; Cancer is the second and Stroke the third. Even though CHD is the most common, PYLL from cancer is substantially higher than PYLL in CHD. This is because more people suffer from cancer at a younger age than people who get CHD. Stroke is another condition which people typically suffer later in life.

The data shows that PYLL from all three diseases is substantially lower in Predominantly Rural areas than Predominantly Urban areas, particularly for cancer. **This means that people living in rural areas are dying less prematurely than those living in urban areas.** Two possible reasons for this result are that the proportion of people living in rural areas suffering from these illnesses may be lower than urban areas, or the proportion of people recovering from these illnesses could be higher in rural areas than urban areas.

The reason why there could be proportionally fewer instances of these illnesses in rural areas than urban areas is that people in rural areas lead healthier lifestyles than those in urban areas. The common risk factors associated with suffering these diseases are smoking, a bad diet, and lack of exercise. So it may be the case that people living in rural areas are less at risk of suffering from these illnesses.

For people to recover from these conditions it is also important to have access to medical facilities and in the case of having a stroke or heart attack, it is essential to receive treatment quickly. Early detection of these diseases will mean that people can get the necessary treatment before the disease progresses. So, it can be inferred that people living in rural areas are generally able to access sufficient healthcare, though there may be local variations that the average figures conceal.

Potential Years of Life Lost (PYLL) due to suicide or undetermined injury is the difference between the actual age of death due to suicide and the expected age of death if this incident had not occurred. The PYLL for rural areas is only slightly different to PYLL in urban areas and so **there does not appear to be any clear relationship between deaths due to suicide and settlement types.** PYLL from suicides is used as a measure of mental health.

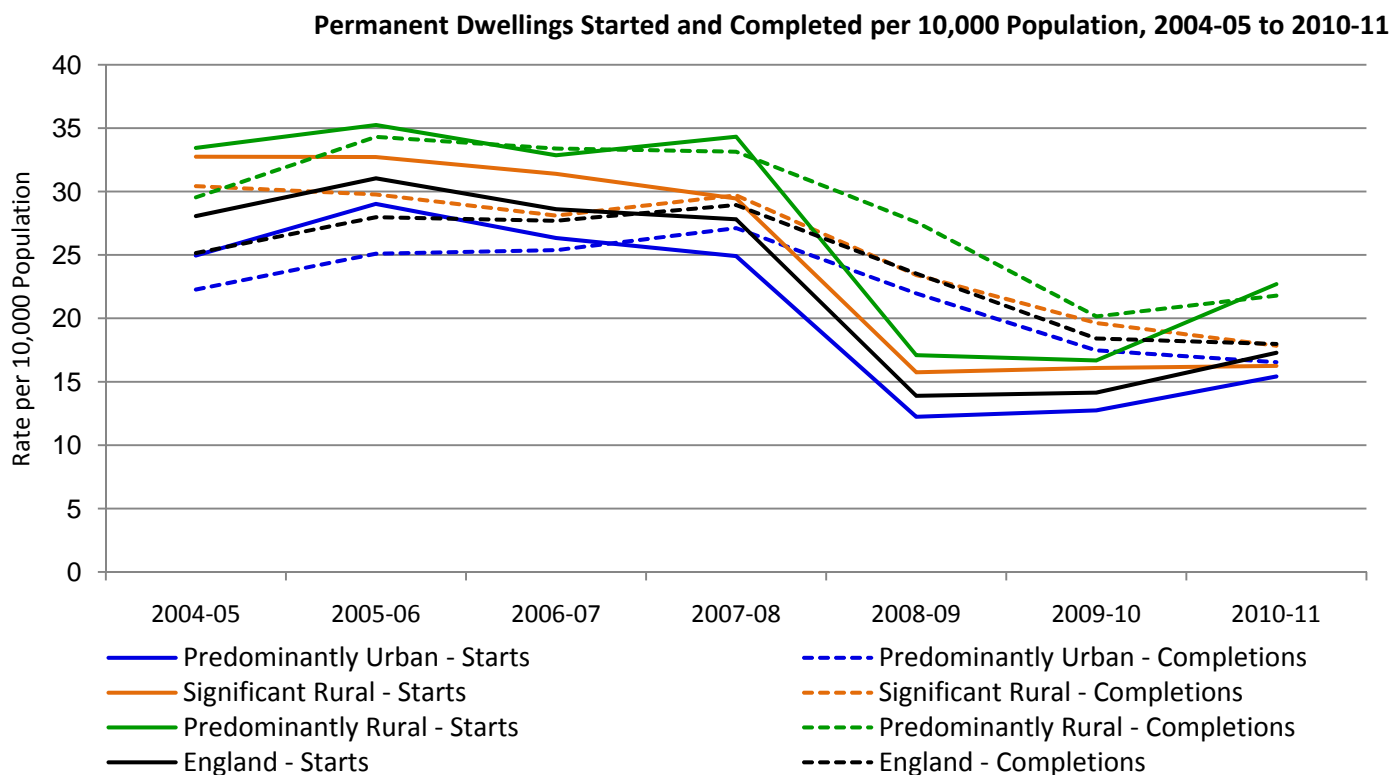
Notes: The average number of years a person would have lived had he or she not died prematurely (under age 75), per 10,000 European standard population. Uses Standardised years life lost rate (SYLL) as this is age standardised. Weighted by Census 2001 population at Local Authority level.

Source: National Centre for Health Outcomes Development, <http://www.nchod.nhs.uk/>

## Housing

- There is a higher rate of house-builds started and completed in Predominantly Rural areas than in Predominantly Urban areas and the national average.
- The rate of house-builds being started increased in all types of area between 2009/10 and 2010/11, albeit a small increase for Significant Rural areas, with the rate of completions continuing to decline except for Predominantly Rural completions which saw an increase.
- There are proportionally fewer homeless people and people in temporary accommodation in rural areas than in urban areas.
- Housing affordability is lower in Predominantly Rural areas than Predominantly Urban areas. In 2011, the average lower quartile house price was 7.8 times the average lower quartile earnings. This compares to 7.1 in Predominantly Urban areas and 7.3 in England as a whole.
- Average Private Registered Provider rents per week in all categories of rural areas are similar to the national average.

## House Building



**Interpretation:** This chart shows the rate of house-builds started and completed by the rural-urban classification, grouped for clarity into Predominantly Urban (Major, Large and Other Urban districts), Significant Rural, and Predominantly Rural (Rural-50 and Rural-80 districts). The solid lines show buildings started and the dashed lines show completions. In 2010-11 the rate of starts and completions per head of population was highest in Predominantly Rural areas, whereas in previous years this applied to all rural areas as compared with urban areas. In 2010-11 the rate of starts per head of population for Significant Rural fell below the national average. The long term pattern, however, has been reasonably similar across the different area types.

Department for Environment, Food and Rural Affairs

*Permanent Dwellings Started, by Tenure and Rural-Urban Classification, 2004-05 to 2010-11*

		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11	
		Rate per 10,000 pop'n		Rate per 10,000 pop'n		Rate per 10,000 pop'n		Rate per 10,000 pop'n		Rate per 10,000 pop'n		Rate per 10,000 pop'n		Rate per 10,000 pop'n	
		Number		Number		Number		Number		Number		Number		Number	
Private Enterprise	Major Urban	32,090	19.0	38,860	22.9	32,560	19.1	33,740	19.6	13,840	8.0	13,910	8.0	17,620	10.0
	Large Urban	13,520	20.0	16,810	24.7	17,340	25.3	15,000	21.8	7,170	10.3	6,410	9.2	7,790	11.1
	Other Urban	24,330	32.2	25,790	33.9	24,660	32.2	20,430	26.5	7,910	10.2	10,320	13.1	10,860	13.7
	Significant Rural	20,380	30.1	19,780	29.0	19,400	28.3	15,800	22.9	7,240	10.4	8,780	12.6	8,990	12.8
	Rural-50	20,990	29.9	21,680	30.7	20,720	29.2	19,940	27.9	8,420	11.7	8,600	11.9	11,110	15.3
	Rural-80	17,210	33.4	17,700	34.1	17,620	33.7	17,220	32.6	8,320	15.7	9,220	17.3	11,520	21.5
	<b>England</b>	<b>128,520</b>	<b>25.6</b>	<b>140,620</b>	<b>27.9</b>	<b>132,300</b>	<b>26.1</b>	<b>122,130</b>	<b>23.9</b>	<b>52,900</b>	<b>10.3</b>	<b>57,240</b>	<b>11.0</b>	<b>67,890</b>	<b>13.0</b>
Local Authority / Registered Social Landlord	Major Urban	6,450	3.8	8,100	4.8	6,110	3.6	6,470	3.8	5,210	3.0	5,920	3.4	9,030	5.1
	Large Urban	1,470	2.2	1,410	2.1	1,670	2.4	1,760	2.6	1,350	1.9	1,160	1.7	1,370	1.9
	Other Urban	3,310	4.4	4,170	5.5	3,990	5.2	3,600	4.7	3,480	4.5	2,910	3.7	2,770	3.5
	Significant Rural	1,770	2.6	2,610	3.8	2,680	3.9	2,980	4.3	2,800	4.0	2,530	3.6	2,440	3.5
	Rural-50	1,680	2.4	2,130	3.0	1,770	2.5	2,960	4.1	2,360	3.3	1,730	2.4	3,130	4.3
	Rural-80	1,590	3.1	1,870	3.6	1,770	3.4	2,630	5.0	2,230	4.2	2,210	4.1	2,830	5.3
	<b>England</b>	<b>16,270</b>	<b>3.2</b>	<b>20,290</b>	<b>4.0</b>	<b>17,990</b>	<b>3.5</b>	<b>20,400</b>	<b>4.0</b>	<b>17,430</b>	<b>3.4</b>	<b>16,460</b>	<b>3.2</b>	<b>21,570</b>	<b>4.1</b>
All	Major Urban	38,240	22.7	44,100	26.0	38,510	22.5	39,350	22.9	19,270	11.1	19,960	11.4	26,760	15.2
	Large Urban	13,340	19.8	17,070	25.1	16,090	23.5	15,860	23.0	8,600	12.4	7,960	11.4	9,020	12.8
	Other Urban	26,160	34.6	29,970	39.4	28,600	37.3	23,970	31.0	11,320	14.5	13,220	16.8	14,480	18.3
	Significant Rural	22,190	32.7	22,320	32.7	21,530	31.4	20,330	29.5	10,940	15.7	11,240	16.1	11,430	16.3
	Rural-50	22,240	31.7	23,770	33.7	21,470	30.3	22,840	32.0	10,820	15.1	9,500	13.2	14,240	19.7
	Rural-80	18,460	35.8	19,400	37.3	19,020	36.4	19,770	37.5	10,530	19.8	11,400	21.4	14,360	26.8
	<b>England</b>	<b>140,630</b>	<b>28.1</b>	<b>156,630</b>	<b>31.0</b>	<b>145,220</b>	<b>28.6</b>	<b>142,120</b>	<b>27.8</b>	<b>71,480</b>	<b>13.9</b>	<b>73,280</b>	<b>14.1</b>	<b>90,290</b>	<b>17.3</b>

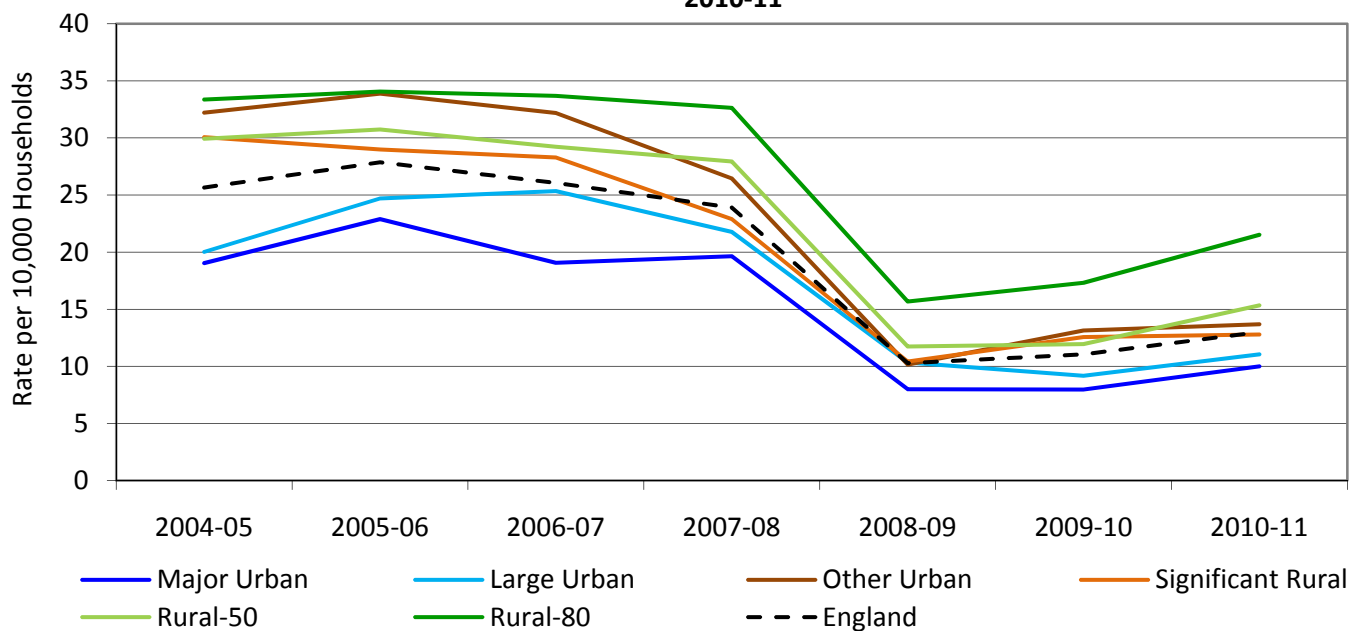
Department for Environment, Food and Rural Affairs

*Permanent Dwellings Completed, by Tenure and Rural-Urban Classification, 2004-05 to 2010-11*

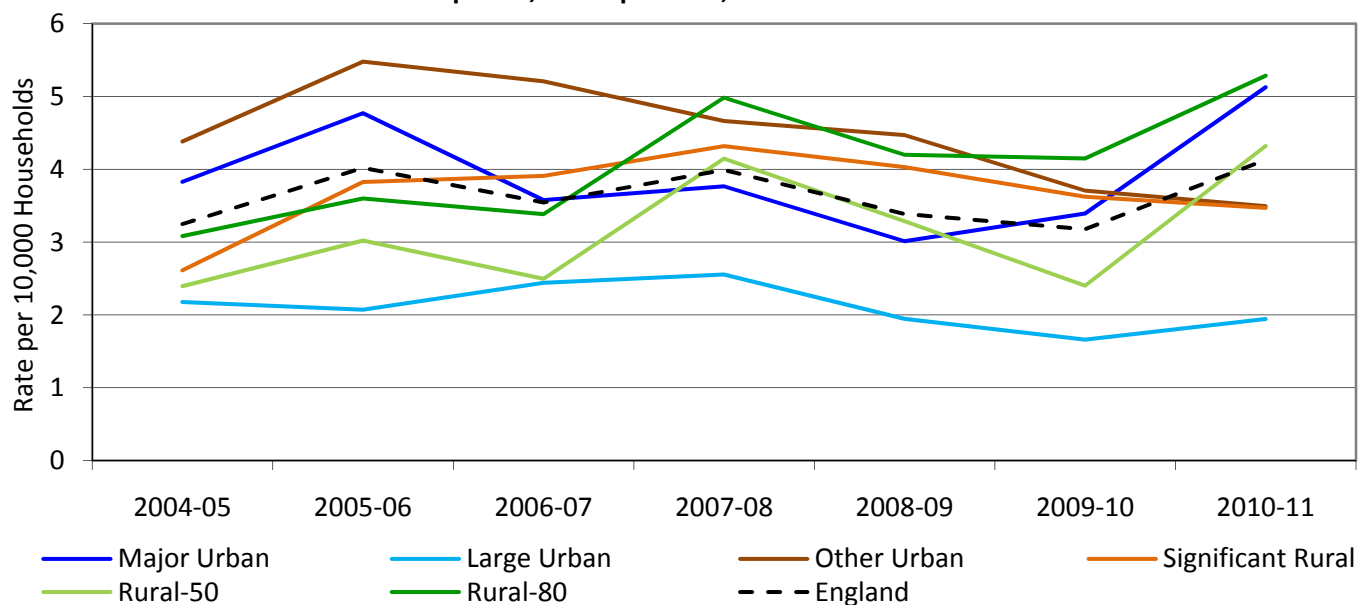
		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11	
		Number	Rate per 10,000 pop'n	Number	Rate per 10,000 pop'n	Number	Rate per 10,000 pop'n	Number	Rate per 10,000 pop'n	Number	Rate per 10,000 pop'n	Number	Rate per 10,000 pop'n	Number	Rate per 10,000 pop'n
Private enterprise	Major Urban	31,420	18.6	34,850	20.5	31,150	18.2	36,360	21.2	28,810	16.7	20,730	11.9	19,950	11.3
	Large Urban	13,400	19.8	13,220	19.4	15,680	22.9	15,550	22.6	11,930	17.2	9,550	13.7	8,540	12.1
	Other Urban	20,180	26.7	23,300	30.6	23,070	30.1	22,460	29.1	16,000	20.5	12,910	16.4	10,980	13.8
	Significant Rural	18,890	27.9	18,500	27.1	17,220	25.1	16,960	24.6	12,100	17.4	10,340	14.8	9,850	14.0
	Rural-50	18,030	25.7	21,880	31.0	21,220	29.9	20,480	28.7	14,250	19.8	10,390	14.4	11,780	16.3
	Rural-80	15,720	30.5	16,650	32.0	17,590	33.6	16,880	32.0	14,130	26.6	11,230	21.1	10,660	19.9
	<b>England</b>	<b>117,640</b>	<b>23.5</b>	<b>128,400</b>	<b>25.4</b>	<b>125,930</b>	<b>24.8</b>	<b>128,690</b>	<b>25.2</b>	<b>97,220</b>	<b>18.9</b>	<b>75,150</b>	<b>14.5</b>	<b>71,760</b>	<b>13.7</b>
Local Authority/ Registered Social Landlord	Major Urban	6,330	3.8	6,240	3.7	7,360	4.3	6,990	4.1	7,270	4.2	7,040	4.0	8,610	4.9
	Large Urban	990	1.5	1,370	2.0	1,360	2.0	2,120	3.1	2,040	2.9	1,690	2.4	1,660	2.4
	Other Urban	2,350	3.1	3,380	4.4	3,640	4.8	3,980	5.2	4,250	5.5	4,130	5.3	2,900	3.7
	Significant Rural	1,640	2.4	1,860	2.7	2,620	3.8	2,350	3.4	3,270	4.7	3,370	4.8	2,730	3.9
	Rural-50	1,350	1.9	1,990	2.8	1,830	2.6	2,040	2.9	2,540	3.5	1,970	2.7	2,860	3.9
	Rural-80	1,460	2.8	1,770	3.4	1,580	3.0	1,830	3.5	3,620	6.8	2,480	4.7	2,190	4.1
	<b>England</b>	<b>14,120</b>	<b>2.8</b>	<b>16,610</b>	<b>3.3</b>	<b>18,390</b>	<b>3.6</b>	<b>19,310</b>	<b>3.8</b>	<b>22,990</b>	<b>4.5</b>	<b>20,680</b>	<b>4.0</b>	<b>20,950</b>	<b>4.0</b>
All	Major Urban	36,160	21.5	38,730	22.8	38,840	22.7	43,050	25.1	36,650	21.2	27,730	15.9	29,100	16.5
	Large Urban	11,550	17.1	13,450	19.8	14,600	21.3	16,740	24.3	13,920	20.1	11,640	16.7	10,220	14.5
	Other Urban	21,690	28.7	26,620	35.0	26,720	34.9	26,410	34.2	19,770	25.4	17,050	21.7	14,590	18.4
	Significant Rural	20,620	30.4	20,310	29.8	19,270	28.1	20,500	29.7	16,280	23.4	13,720	19.6	12,550	17.8
	Rural-50	19,020	27.1	23,870	33.9	22,110	31.2	22,420	31.4	16,770	23.4	11,550	16.0	14,630	20.2
	Rural-80	16,940	32.8	18,160	34.9	19,030	36.4	18,730	35.5	17,710	33.3	13,710	25.7	12,840	24.0
	<b>England</b>	<b>125,980</b>	<b>25.1</b>	<b>141,140</b>	<b>28.0</b>	<b>140,570</b>	<b>27.7</b>	<b>147,850</b>	<b>28.9</b>	<b>121,100</b>	<b>23.5</b>	<b>95,400</b>	<b>18.4</b>	<b>93,930</b>	<b>18.0</b>



**House-Building: Permanent Private Dwellings Started per 10,000 Population, 2004-05 to 2010-11**

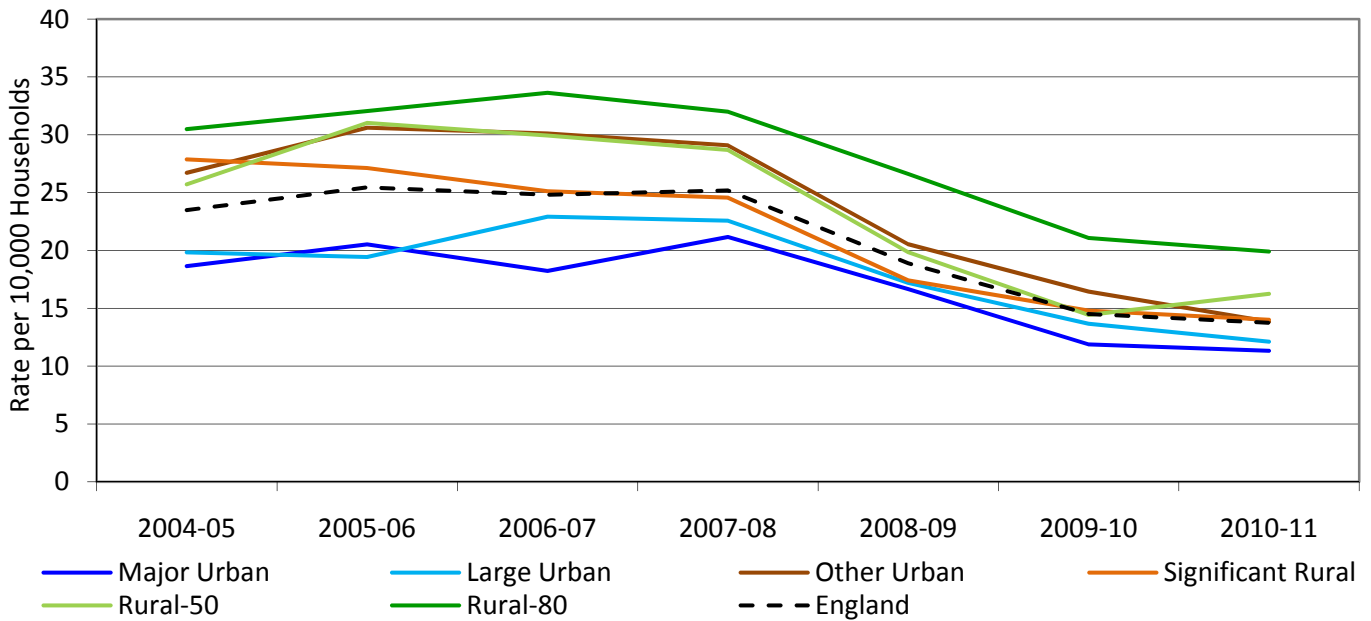


**House-Building: Permanent Local Authority/Registered Social Landlord Dwellings Started per 10,000 Population, 2004-05 to 2010-11**

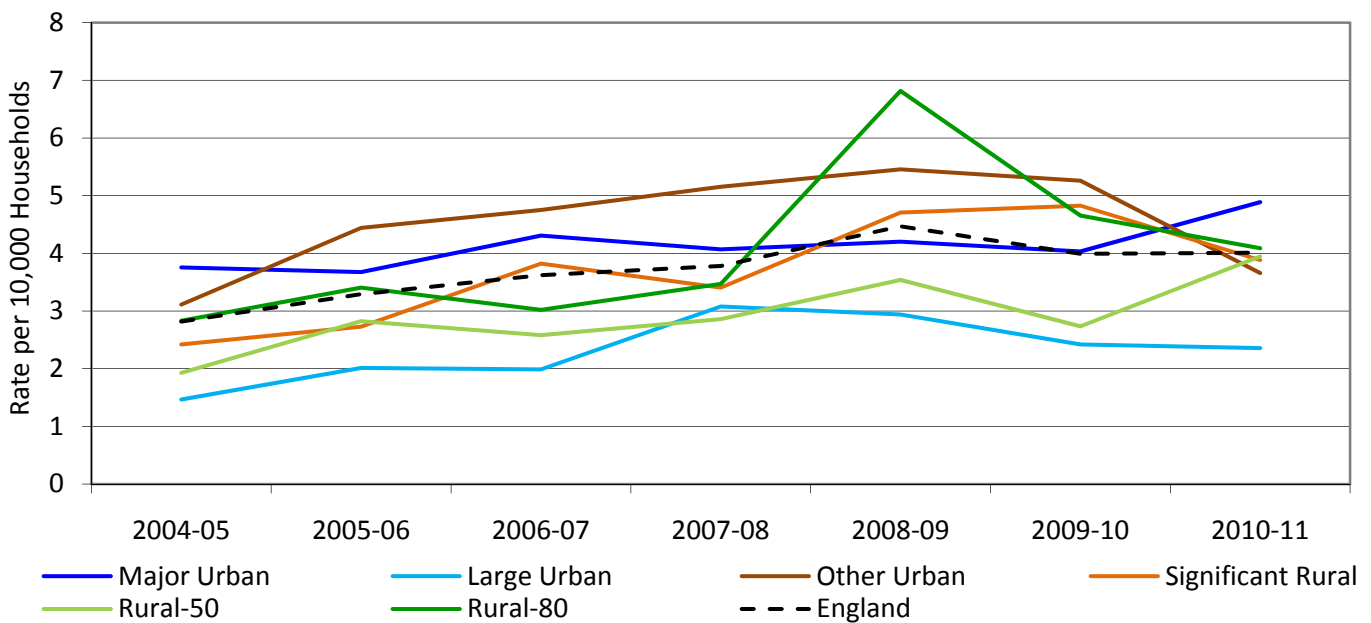


**Interpretation:** These charts present the number of house-builds started each year as a rate to take into account differences in populations in different types of area. For example in 2010-11, over 20 house-builds were started by private enterprise per 10,000 households in the most rural areas (dark green line). **The scale on each chart is different** – the rate of Local Authority/RSL builds was much lower than private house building. In 2010-11, Other Urban and Significant Rural areas continued to show a decline in house builds started per 10,000 households, whereas all other areas showed an increase.

**House-Building: Permanent Private Dwellings Completed per 10,000 Population, 2004-05 to 2010-11**



**House-Building: Permanent Local Authority/Registered Social Landlord Dwellings Completed per 10,000 Population, 2004-05 to 2010-11**



**Interpretation:** These charts present the number of house-builds completed as a rate, to take into account differences in populations in different types of area. The first chart shows those houses completed by private enterprise, while the second chart shows those completions by either local authorities or registered social landlords, such as housing associations. Again, **the scale on these two charts is different.**

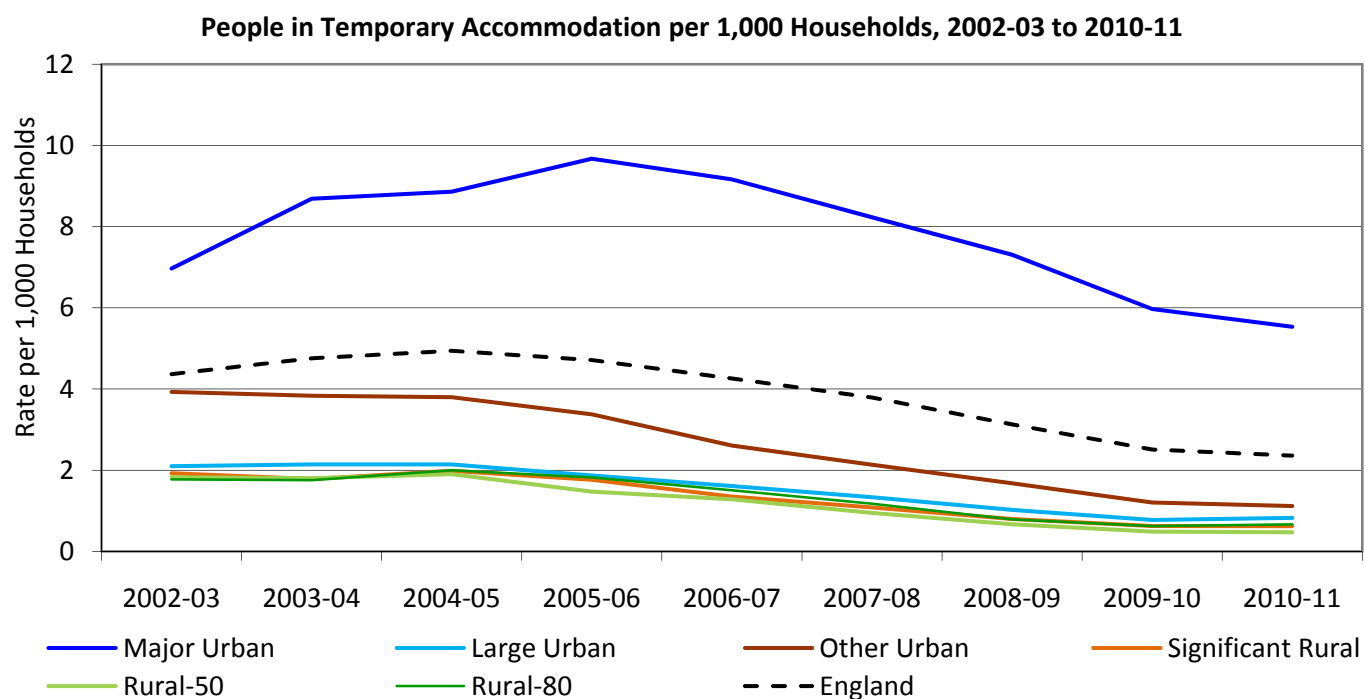
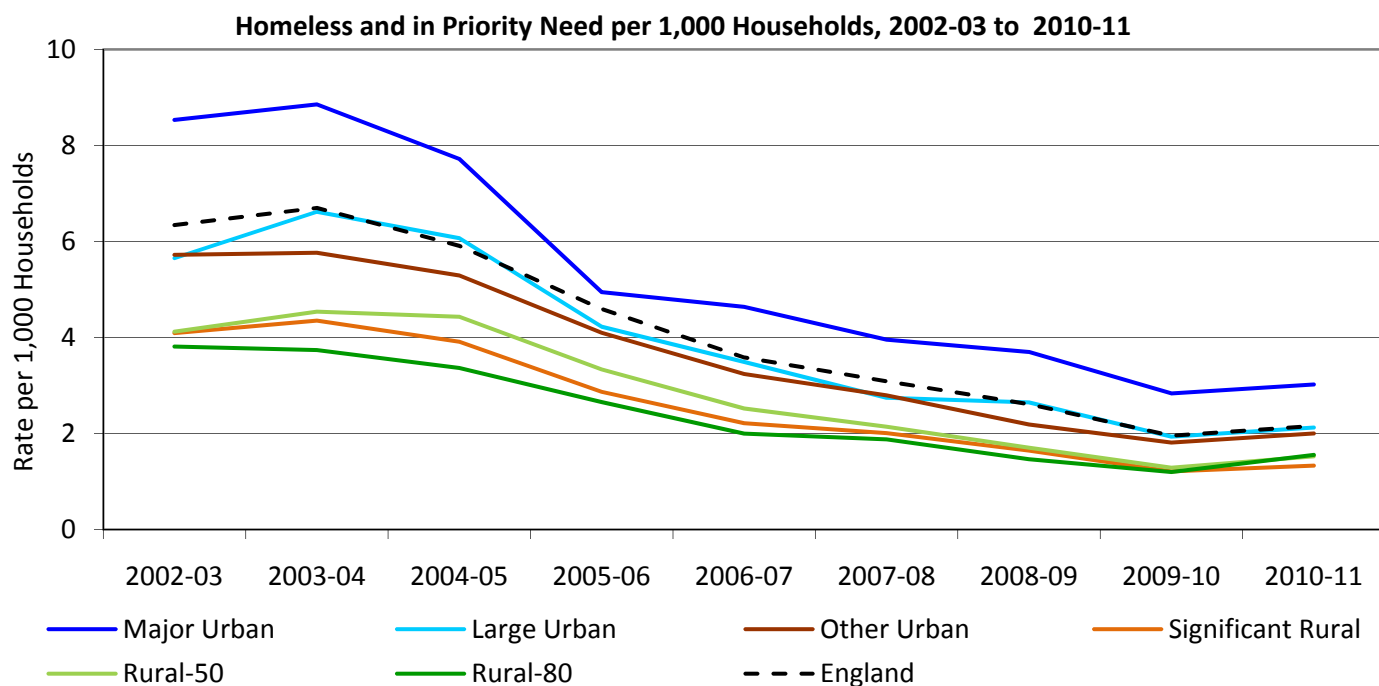
Statistics on house building are used by housing market analysts, forecasters and decision makers, for example at the Bank of England and in the construction and banking industries. House-builds started give an indication of the likely stock of available housing in the future, whereas house-builds completed indicate the availability of additional housing now.

The statistics on house-building show that there was sustained growth in starts until 2007-08, when the data show a sharp downturn. This is likely to reflect the economic downturn and later recession. After the trough in 2008-09, the rate of starts began to recover, but completions responded more gradually and still mainly show a downwards trend for Private Dwellings completions. However, for Local Authority and Registered Social Landlord Dwellings completions, Major Urban and Rural-50 have seen an increase in the rate of completions, though the overall national rate has remained steady between 2009-10 and 2010-11. The rate of new houses being built is highest in the more rural areas than the national average. This may be the result of specific targets for new homes to be built in smaller rural settlements. Alternatively, the availability of space to build new homes – perhaps more limited in major urban areas- may also have an impact.

There are differences in the rate of Local Authority/Registered Social Landlord (RSL) house building and private enterprise. The private sector was affected more immediately by the economic downturn of 2008, with a sharp downturn in house-builds started and, latterly, completed. The local authority/RSL series does not show as strong a trend, and the initial downward trend in the rate of starts has now been reversed, and completions have been steady between 2009-10 and 2010-11.

Notes: Includes new house builds only. Conversions and changes of use of existing buildings are excluded from the series. Figures on housing starts and completions are from records kept for building control purposes. It is sometimes difficult for data providers to identify whether a dwelling is being built for a housing association or for a private developer. This may lead to an understatement of housing association starts and completions recorded in these tables, and a corresponding overstatement of private enterprise figures. This problem is more likely to occur with starts than completions.  
Source: Communities and Local Government, Table 253 Housebuilding: permanent dwellings started and completed, by tenure and district, 2010/11, <http://www.communities.gov.uk/documents/housing/xls/1474276.xls>

## Homelessness and Temporary Accommodation



**Interpretation:** These charts show the proportion of people who are homeless and in priority need of assistance in securing permanent settled accommodation, and those in temporary accommodation, as a rate per 1,000 households. The highest rate of both is in Major Urban areas, and the lowest rates are in Significant Rural, Rural-50 and Rural-80 districts. The rate of homeless and in priority need of assistance increased for all categories between 2009-10 and 2010-11.

*People Who Are Homeless and In Priority Need per 1,000 Households, 2002-03 to 2010-11*

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Major Urban	8.5	8.9	7.7	4.9	4.6	4.0	3.7	2.8	3.0
Large Urban	5.7	6.6	6.1	4.2	3.5	2.7	2.7	1.9	2.1
Other Urban	5.7	5.8	5.3	4.1	3.2	2.8	2.2	1.8	2.0
Significant Rural	4.1	4.4	3.9	2.9	2.2	2.0	1.6	1.2	1.3
Rural-50	4.1	4.5	4.4	3.3	2.5	2.1	1.7	1.3	1.5
Rural-80	3.8	3.7	3.4	2.7	2.0	1.9	1.5	1.2	1.6
Predominantly Rural	4.0	4.2	4.0	3.0	2.3	2.0	1.6	1.3	1.5
Predominantly Urban	7.2	7.6	6.8	4.6	4.0	3.4	3.1	2.4	2.6
<b>England</b>	<b>6.3</b>	<b>6.7</b>	<b>5.9</b>	<b>4.6</b>	<b>3.6</b>	<b>3.1</b>	<b>2.6</b>	<b>2.0</b>	<b>2.2</b>

*People in Temporary Accommodation per 1,000 Households, 2002-03 to 2010-11*

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Major Urban	7.0	8.7	8.9	9.7	9.2	8.2	7.3	6.0	5.5
Large Urban	2.1	2.1	2.1	1.9	1.6	1.3	1.0	0.8	0.8
Other Urban	3.9	3.8	3.8	3.4	2.6	2.1	1.7	1.2	1.1
Significant Rural	1.9	1.8	2.0	1.8	1.4	1.1	0.8	0.6	0.6
Rural-50	1.8	1.8	1.9	1.5	1.3	0.9	0.7	0.5	0.5
Rural-80	1.8	1.8	2.0	1.8	1.5	1.2	0.8	0.6	0.7
Predominantly Rural	1.8	1.8	1.9	1.6	1.4	1.0	0.7	0.5	0.6
Predominantly Urban	5.2	6.1	6.2	6.4	5.9	5.2	4.6	3.7	3.4
<b>England</b>	<b>4.4</b>	<b>4.8</b>	<b>4.9</b>	<b>4.7</b>	<b>4.3</b>	<b>3.8</b>	<b>3.1</b>	<b>2.5</b>	<b>2.4</b>

Homelessness and being in temporary, rather than settled, accommodation is a social problem associated both with individual wellbeing and the wellbeing of the country more generally. There is a lower rate of homelessness and people in temporary accommodation in rural areas than urban areas and the English average. Both indicators have been gradually declining over a number of years, however, the number of homeless rose between 2009/10 and 2010/11. CLG comment that historically, changes in homelessness levels coincide with changes in numbers of people in temporary accommodation a few years later. For example, homelessness rates started to decrease from 2003/04, followed by temporary accommodation rates two year later in 2005/06. The decline in the rate of people in temporary accommodation slowed down between 2009/10 and 2010/11.

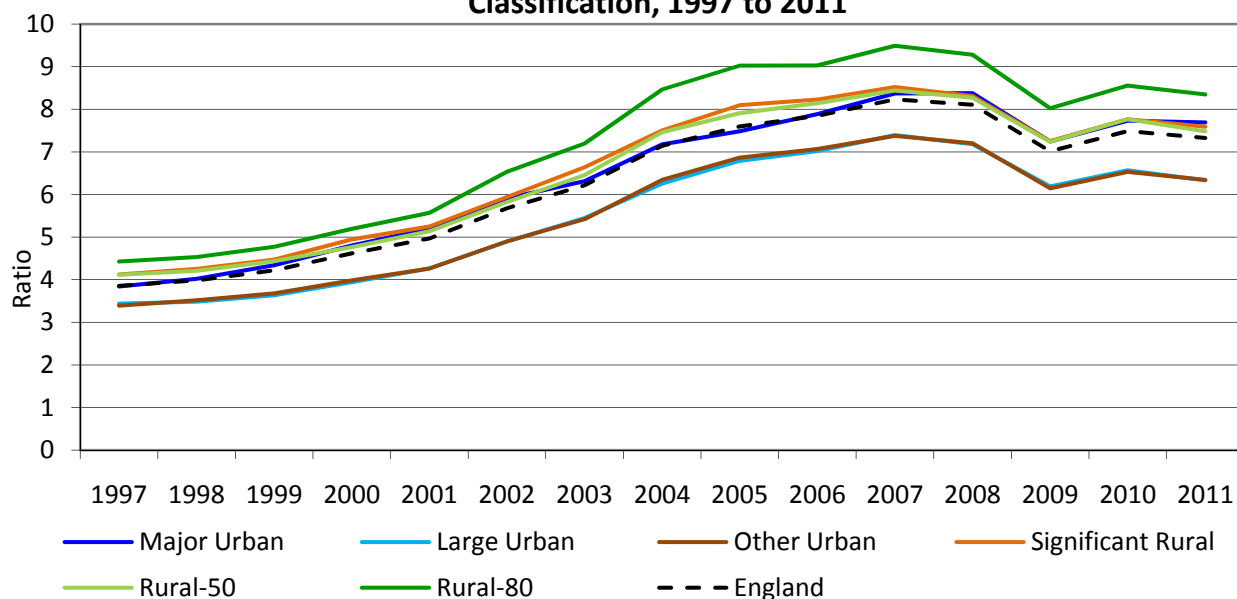
Notes: Temporary accommodation includes Bed and Breakfast, hostels, women's refuges, local authority and housing association stock, and private sector leased properties.

Source: Communities and Local Government, housing statistics table 784, 2010-11 (Revised).

<http://www.communities.gov.uk/documents/housing/xls/19187241.xls>

## Housing Affordability

**Ratio of Lower Quartile House Prices to Lower Quartile Earnings, by LA Classification, 1997 to 2011**



**Interpretation:** This series looks at the ratio between the lowest quartile (25%) house prices and the lowest quartile earnings. It gives an indication of whether someone in the lower earnings band could afford to buy a house. In 2011, in Rural-80 areas the average lower quartile house price was 8.3 times the average lower quartile earnings. This will underestimate affordability in instances where a household has more than one income from earnings – for example when a couple combine their earnings to buy a house.

*Ratio of Lower Quartile House Prices to Lower Quartile Workplace-Based Earnings, 1997 to 2011*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Major Urban	3.8	4.0	4.3	4.8	5.2	5.9	6.3	7.2	7.5	7.9	8.4	8.4	7.2	7.7	7.7
Large Urban	3.4	3.5	3.6	3.9	4.3	4.9	5.4	6.3	6.8	7.0	7.4	7.2	6.2	6.6	6.3
Other Urban	3.4	3.5	3.7	4.0	4.3	4.9	5.4	6.3	6.9	7.1	7.4	7.2	6.1	6.5	6.3
Significant Rural	4.1	4.3	4.5	4.9	5.2	5.9	6.6	7.5	8.1	8.2	8.5	8.3	7.3	7.8	7.6
Rural-50	4.1	4.2	4.4	4.8	5.1	5.8	6.5	7.5	7.9	8.1	8.4	8.3	7.2	7.8	7.5
Rural-80	4.4	4.5	4.8	5.2	5.6	6.5	7.2	8.5	9.0	9.0	9.5	9.3	8.0	8.6	8.3
Predominantly Urban	3.6	3.8	4.0	4.4	4.8	5.4	5.9	6.8	7.2	7.5	7.9	7.8	6.7	7.2	7.1
Predominantly Rural	4.2	4.3	4.6	4.9	5.3	6.1	6.8	7.9	8.4	8.5	8.9	8.7	7.6	8.1	7.8
<b>England</b>	<b>3.9</b>	<b>4.0</b>	<b>4.2</b>	<b>4.6</b>	<b>5.0</b>	<b>5.7</b>	<b>6.2</b>	<b>7.1</b>	<b>7.6</b>	<b>7.8</b>	<b>8.2</b>	<b>8.1</b>	<b>7.0</b>	<b>7.5</b>	<b>7.3</b>

The ratio of lower quartile house prices to earnings is a useful indication of housing affordability. Workplace based earnings data are used because residence based earnings data are not available at district level before 2002. As a result this doesn't take into account non-earned income and the assumption that earners would want to buy a house where they work which isn't necessarily the case.

The data shows that the most rural areas have, on average, lower affordability than other types of area. The ratio between house prices and earnings decreased between 2007 and 2009. This was almost certainly due to the recession negatively impacting on house prices. Because earnings did not decrease at the same rate the ratio is seen to drop. Although there was an increase in 2010, there has been a slight decrease in 2011.

The pattern of change over the past 13 years has been broadly similar across all area types. The gap between the ratio in predominantly rural areas and the ratio in predominantly urban areas was greatest in 2005, but since then has reduced. Although the gap has reduced in recent years, housing affordability is on average, lower in rural areas than other areas and compared with the England average.

Notes: The housing affordability ratio is calculated by dividing the average lower quartile house price by the average lower quartile earnings.

The 'lower quartile' property price/earnings is determined by ranking all property prices/incomes in ascending order. The lowest 25 per cent of prices/earnings are below the lower quartile; the highest 75 per cent are above the lower quartile.

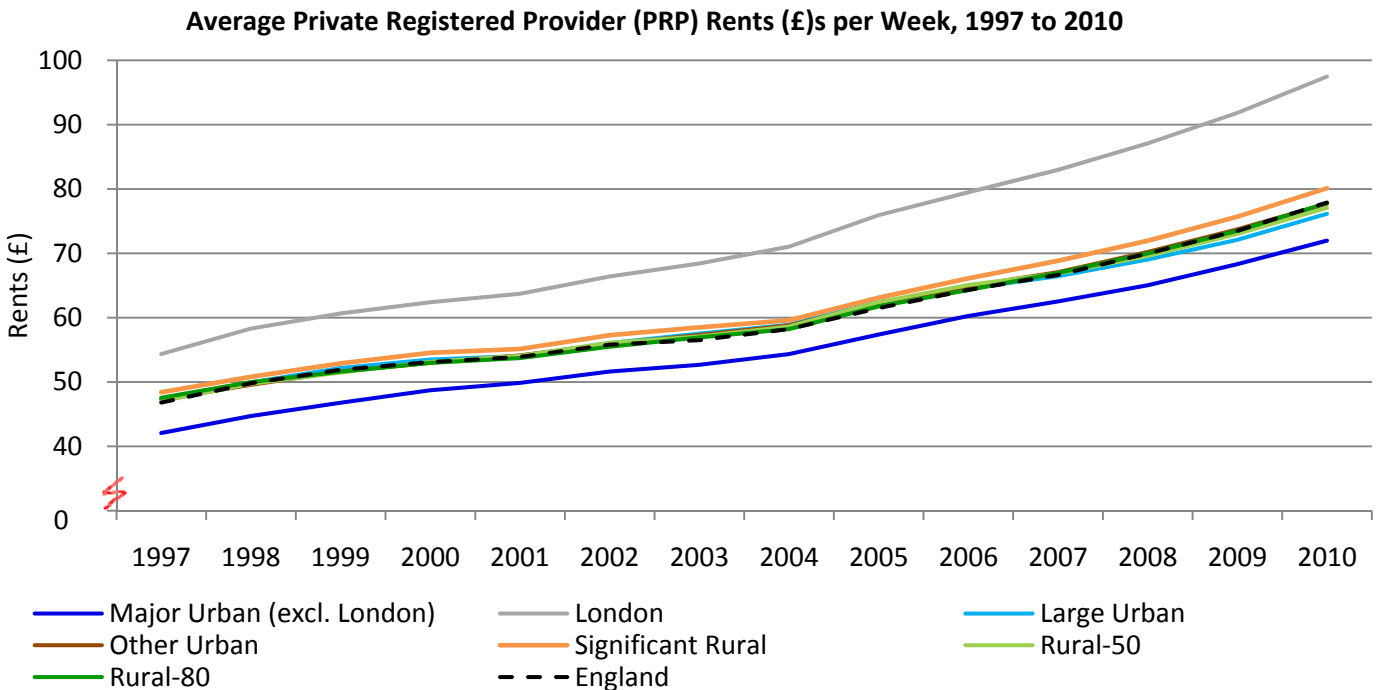
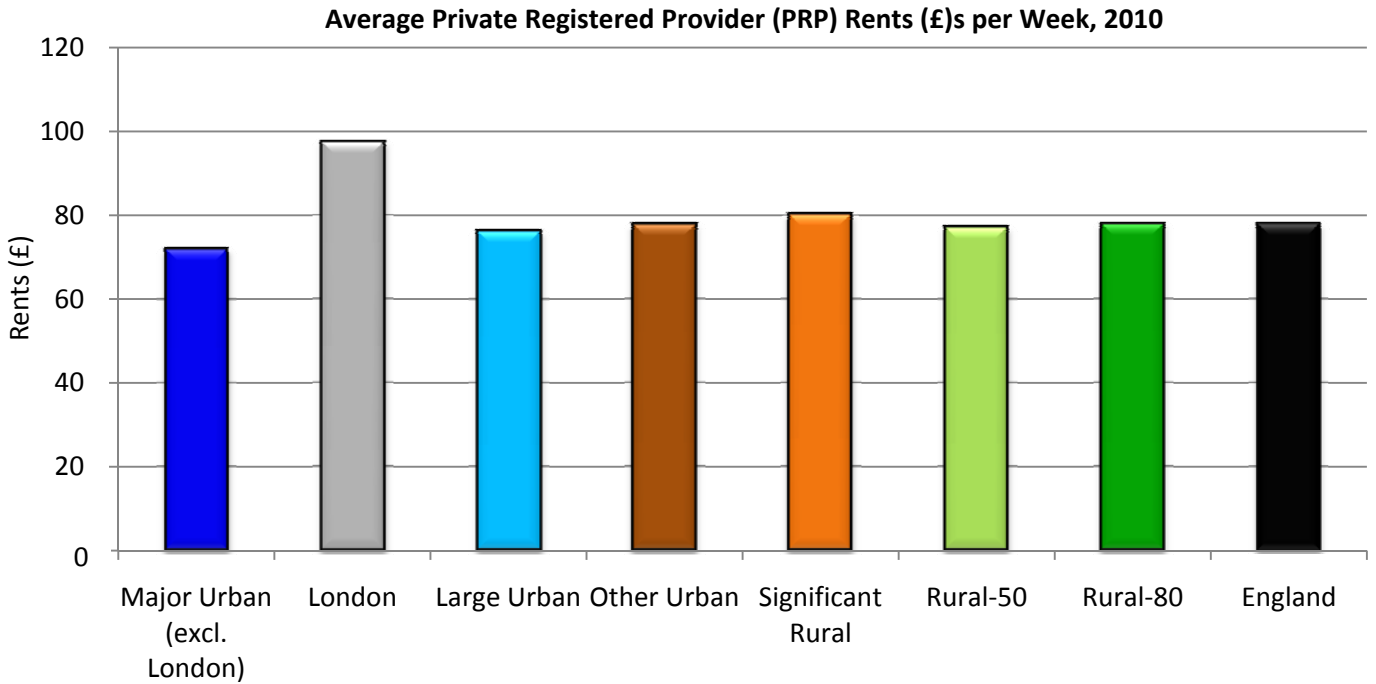
Workplace earnings is the earnings measure used by Communities and Local Government in their calculations of the ratio between earnings and house price. It is used because residence based earnings estimates are only available back to 2002.

The figures for England have been calculated by weighting district level ratios by the number of households (as at Census 2001).

Source: Communities and Local Government, housing statistics table 576, 2011,

<http://www.communities.gov.uk/documents/housing/xls/152924.xls>

## Private Rental Affordability



**Interpretation:** These charts show the average private registered provider rents per week. The highest rental costs are in London, and the cheapest rental costs are in Major Urban (excluding London). Other areas have similar costs to the national average. Costs have steadily increased between 1997 and 2010, with the national average rental cost at £77.91 per week in 2010.



Department for Environment, Food and Rural Affairs

*Average Private Registered Providers (PRP) Rents (£)s per week, 1997 to 2010*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Major Urban (excl. London)	42.08	44.72	46.77	48.72	49.85	51.64	52.66	54.34	57.38	60.25	62.51	65.04	68.31	71.97
London	54.36	58.32	60.68	62.42	63.73	66.42	68.44	71.04	75.95	79.52	82.99	87.09	91.84	97.50
Large Urban	47.46	49.96	52.18	53.52	54.05	56.08	57.53	58.92	62.40	64.52	66.46	69.04	72.10	76.14
Other Urban	47.28	49.57	51.64	52.98	54.14	55.91	57.31	58.79	62.18	64.90	67.08	70.22	73.72	77.71
Significant Rural	48.42	50.80	52.89	54.54	55.13	57.27	58.50	59.59	63.09	66.11	68.85	71.97	75.70	80.13
Rural-50	47.04	49.75	51.48	53.13	54.07	56.13	57.09	58.64	62.40	65.09	66.86	69.59	73.04	77.06
Rural-80	47.54	49.99	51.61	52.97	53.72	55.47	56.92	58.23	61.75	64.29	66.96	70.01	73.51	77.83
Predominantly Urban	47.34	50.19	52.38	54.02	55.09	57.15	58.59	60.38	64.06	66.91	69.37	72.45	76.09	80.40
Predominantly Rural	47.25	49.85	51.53	53.06	53.92	55.85	57.01	58.46	62.13	64.75	66.90	69.77	73.24	77.39
<b>England</b>	<b>46.81</b>	<b>49.82</b>	<b>51.92</b>	<b>53.11</b>	<b>53.90</b>	<b>55.81</b>	<b>56.52</b>	<b>58.23</b>	<b>61.49</b>	<b>64.32</b>	<b>66.67</b>	<b>69.96</b>	<b>73.51</b>	<b>77.91</b>

The data show that rural areas pay similar private registered provider (PRP) rents compared with the national average. Affordability, however, will be affected by average incomes in those areas, and lower earners may choose to rent where they cannot afford to purchase a property. Average earnings for individuals who work or live in urban areas are generally slightly higher than for individuals who work or live in rural areas, which may result in lower affordability in rural areas. PRP rents have steadily risen between 1997 to 2010.

Notes: The average private registered provider rents have been calculated by weighting district level average figures from the ONS mid-year population estimates.

Source: Communities and Local Government, Table 704: RSL rents, by district, from 1997

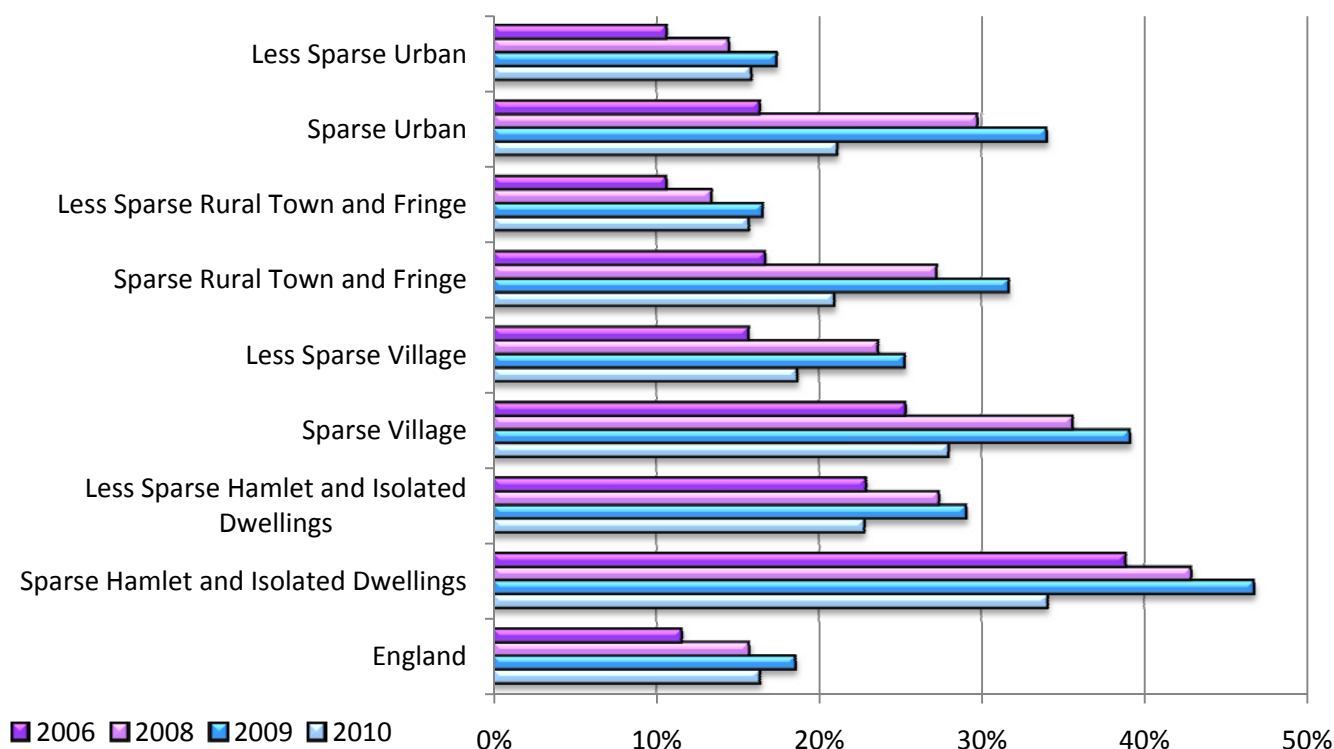
<http://www.communities.gov.uk/documents/housing/xls/2039641.xls>

## Fuel and Energy

- Proportionally more rural households are in fuel poverty than the national average.
- In 2010, around 18% of rural households were fuel poor compared to 16% of urban and national households.
- There is proportionally more fuel poverty in Villages and Hamlets than in Rural Towns and Urban areas, where rates of fuel poverty are very similar.
- Households in sparse areas are more likely to be fuel poor, but there has been a greater decrease in the rate of fuel poor households in sparse areas than in less sparse areas between 2009 and 2010.
- Rural households are more likely to be off the gas grid than urban households (38% compared to 9% of households).

## Fuel Poverty

Percent of households in fuel poverty, 2006, 2008, 2009 and 2010



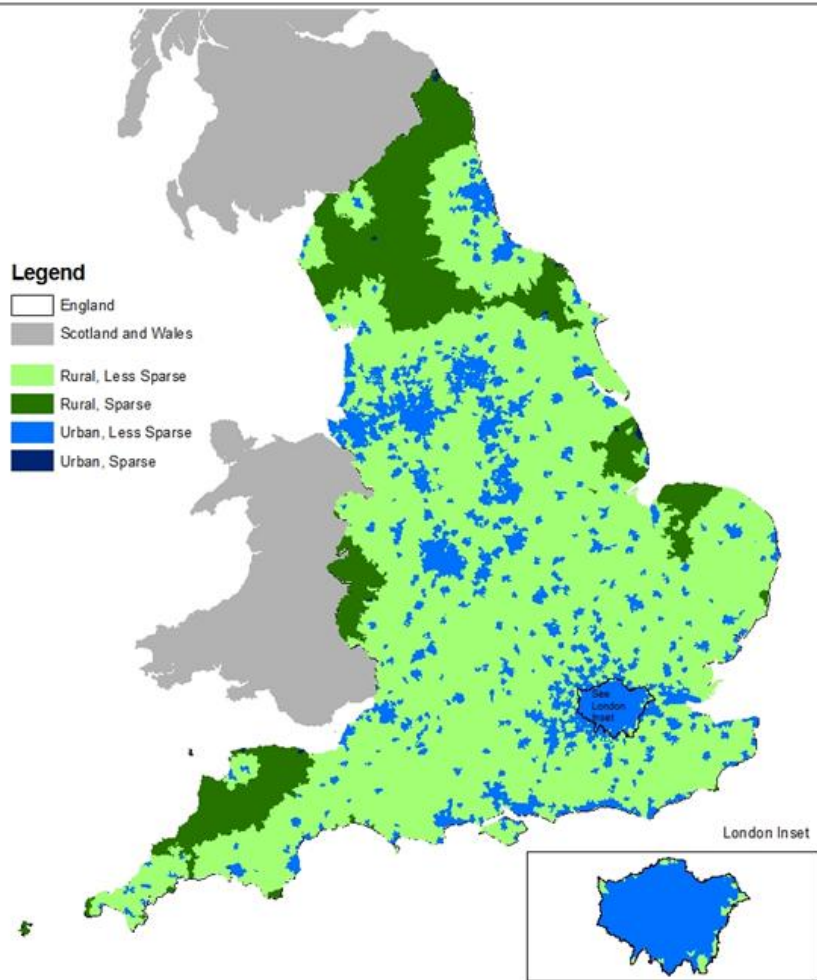
**Interpretation:** The chart and table above show fuel poverty rates in 2006 (dark purple), 2008 (light purple), 2009 (blue) and 2010 (light blue). There are higher rates of fuel poverty in rural areas than urban areas, and as rurality increases, so does fuel poverty. There are also higher rates of fuel poverty in sparse areas than in less sparse areas. The percentage of households in fuel poverty was lower in 2010 compared with the previous year. In 2010 the gap in percentage of households in fuel poverty between urban and rural areas was 2.6% compared with 5.5% the previous year. The maps on the following page show that there appears to be a relationship between sparse areas (dark green on the left-hand map) and high rates of fuel poverty (dark blue, right-hand map).

*Percent of households in fuel poverty, 2006, 2008, 2009 and 2010*

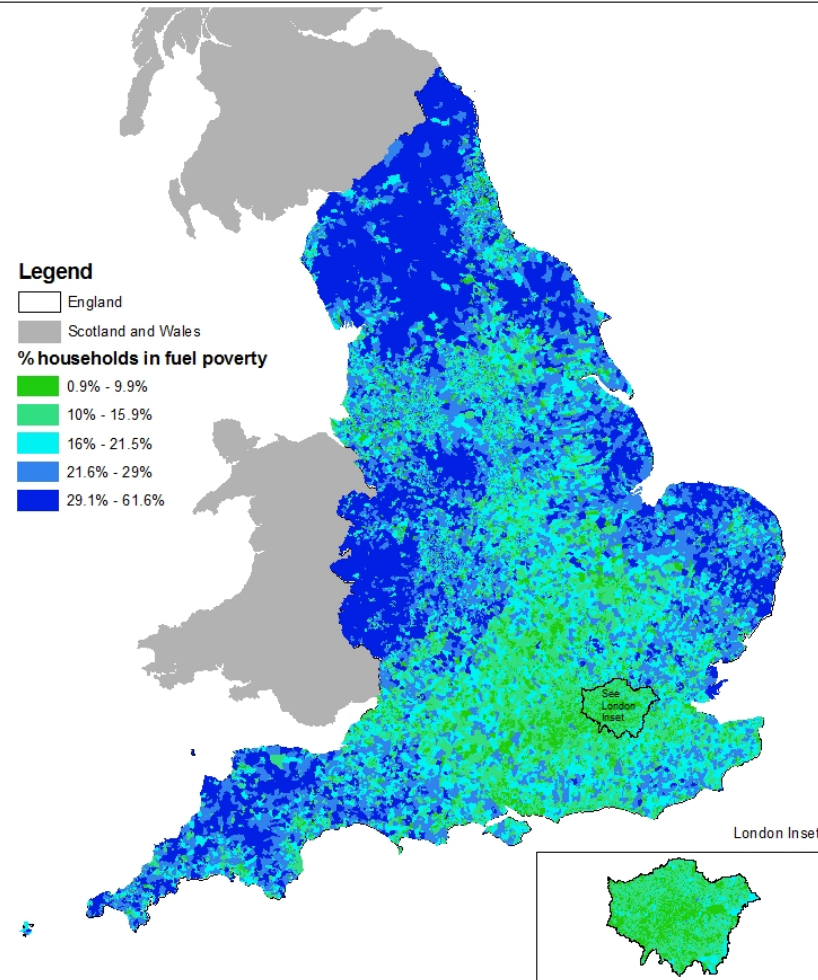
	2006	2008	2009	2010
Less Sparse Urban	10.6%	14.5%	17.4%	15.9%
Sparse Urban	16.4%	29.8%	34.0%	21.1%
Less Sparse Rural Town and Fringe	10.6%	13.4%	16.6%	15.7%
Sparse Rural Town and Fringe	16.7%	27.3%	31.7%	21.0%
Less Sparse Village	15.7%	23.7%	25.3%	18.7%
Sparse Village	25.3%	35.6%	39.1%	28.0%
Less Sparse Hamlet and Isolated Dwellings	22.9%	27.4%	29.1%	22.8%
Sparse Hamlet and Isolated Dwellings	38.9%	42.9%	46.8%	34.1%
Urban	10.7%	14.5%	17.5%	15.9%
Rural	15.3%	20.5%	23.0%	18.4%
<b>England</b>	<b>11.6%</b>	<b>15.7%</b>	<b>18.6%</b>	<b>16.4%</b>



### Rural-urban definition: England

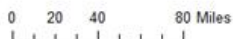


### Fuel poverty in England, 2010



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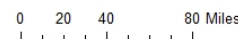
Rural Statistics Unit  
Room 311, Foss House, York  
Tel: 01904 45251  
rural.statistics@defra.gsi.gov.uk



Source: rural-urban area classification 2004, based on census 2001 population estimates

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Rural Statistics Unit  
Room 311, Foss House, York  
Tel: 01904 45251  
rural.statistics@defra.gsi.gov.uk



Source: modelled fuel poverty estimates at census super output area level, DECC.

Notes: a household is currently defined as being in fuel poverty if it would need to spend more than 10% of its income on maintaining an adequate standard of warmth.

## Department for Environment, Food and Rural Affairs

Notes: A household is said to be in fuel poverty if it needs to spend more than 10% of its income on fuel to maintain an adequate level of warmth (usually 21 degrees for the main living area, and 18 degrees for other occupied rooms). It is not based on what is actually spent.

Because these statistics are based on modelled estimates, they may differ slightly from DECC's headline published figures.

Around 3.5 million households in England were in fuel poverty in 2010.

Source: DECC modelled fuel poverty estimates at census output area level, 2010

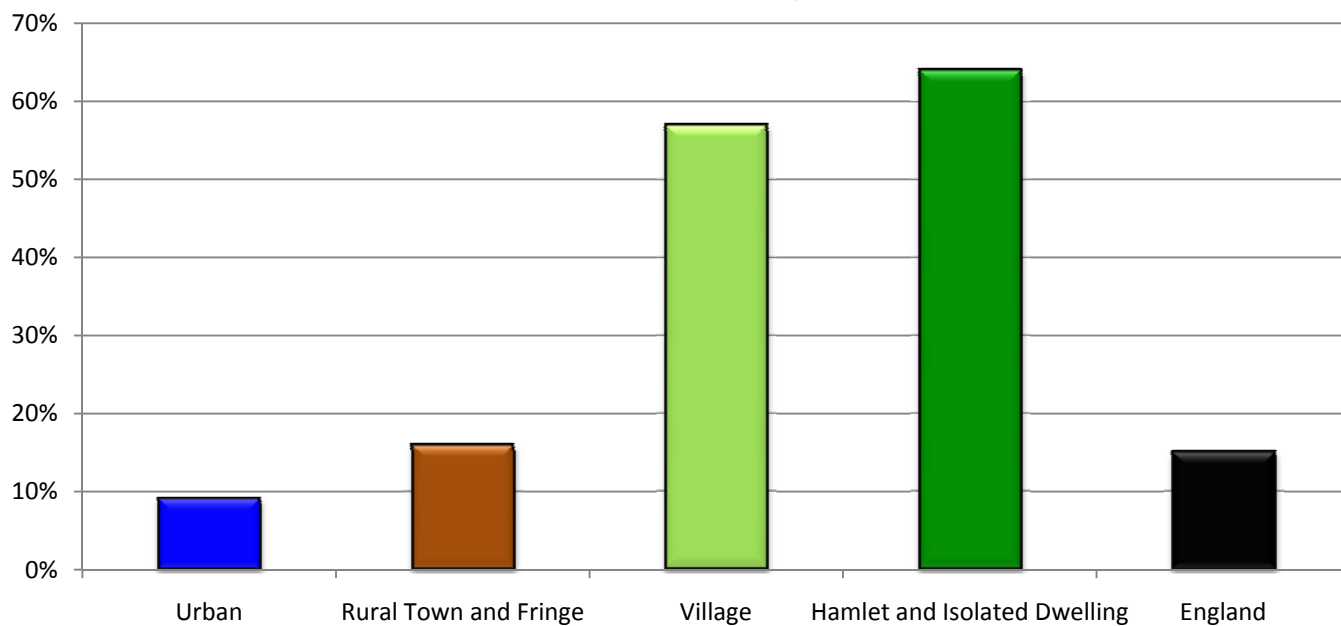
[http://www.decc.gov.uk/en/content/cms/statistics/fuel\\_pov\\_stats/regional/regional.aspx](http://www.decc.gov.uk/en/content/cms/statistics/fuel_pov_stats/regional/regional.aspx)

In March 2012, Professor John Hills presented his final report to Government on his independent review of Fuel Poverty. In that report he proposed a new way to define fuel poverty. The report can be viewed at:

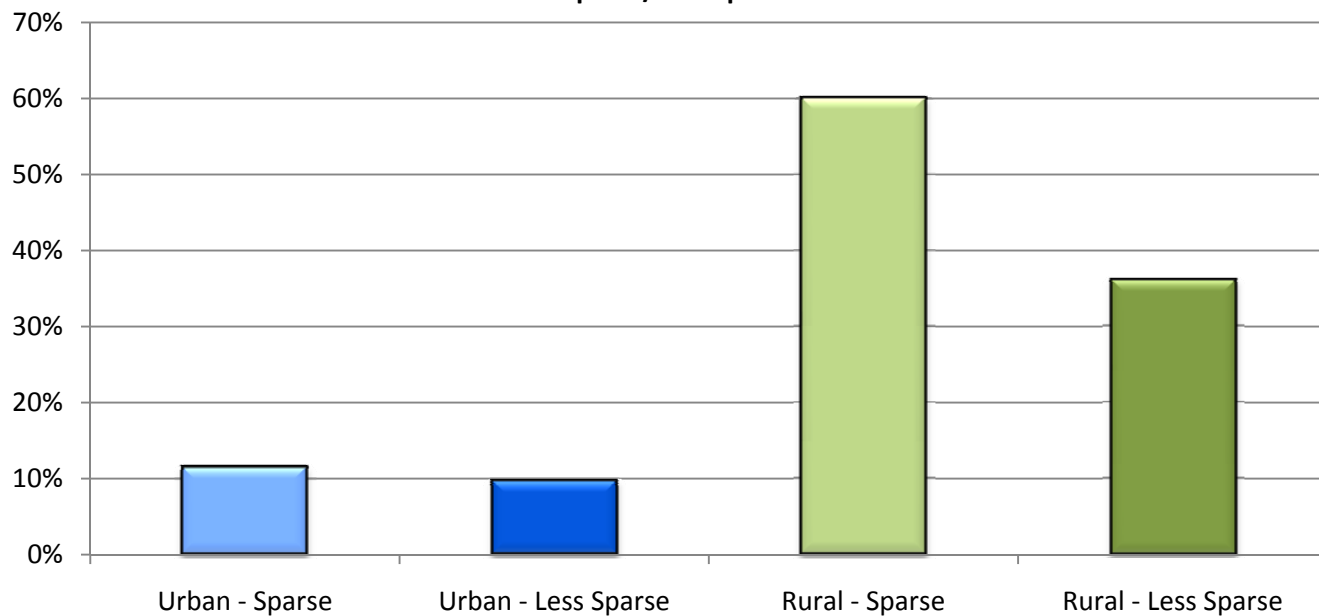
[http://www.decc.gov.uk/en/content/cms/funding/Fuel\\_poverty/Hills\\_Review/Hills\\_Review.aspx](http://www.decc.gov.uk/en/content/cms/funding/Fuel_poverty/Hills_Review/Hills_Review.aspx). DECC are in the process of studying the Final Report ahead of consulting on an alternative definition for fuel poverty.

## Household Energy Supply

Percent of Households Off The Gas Grid, 2009 Modelled Data



Percent of Households Off The Gas Grid, 2009 Modelled Data  
Sparse/Less Sparse



**Interpretation:** A higher proportion of households in rural areas, and in particular Rural Villages and Hamlets, are not connected to the mains gas grid. Households in Sparse areas are more likely to be off the gas grid, with the largest group off the gas grid being in Rural Sparse areas, at 60%. The table below shows that 15% of all households in England are not connected to mains gas, compared with 9% of urban households and 38% of rural households. 23% of detached houses in England are estimated not to be connected, compared to 13% of semi-detached properties.

*Percent of Households Off the Gas Grid, 2009 Modelled Data*

	All House Types	Detached	Semi Detached	Terrace	Flat	Other
Urban	9%	9%	8%	9%	13%	19%
Rural	38%	46%	35%	29%	27%	52%
Rural Town and Fringe	16%	17%	15%	16%	17%	29%
Village	57%	60%	55%	50%	50%	63%
Hamlet and Isolated Dwelling	64%	68%	62%	49%	52%	55%
<b>England</b>	<b>15%</b>	<b>23%</b>	<b>13%</b>	<b>12%</b>	<b>14%</b>	<b>36%</b>

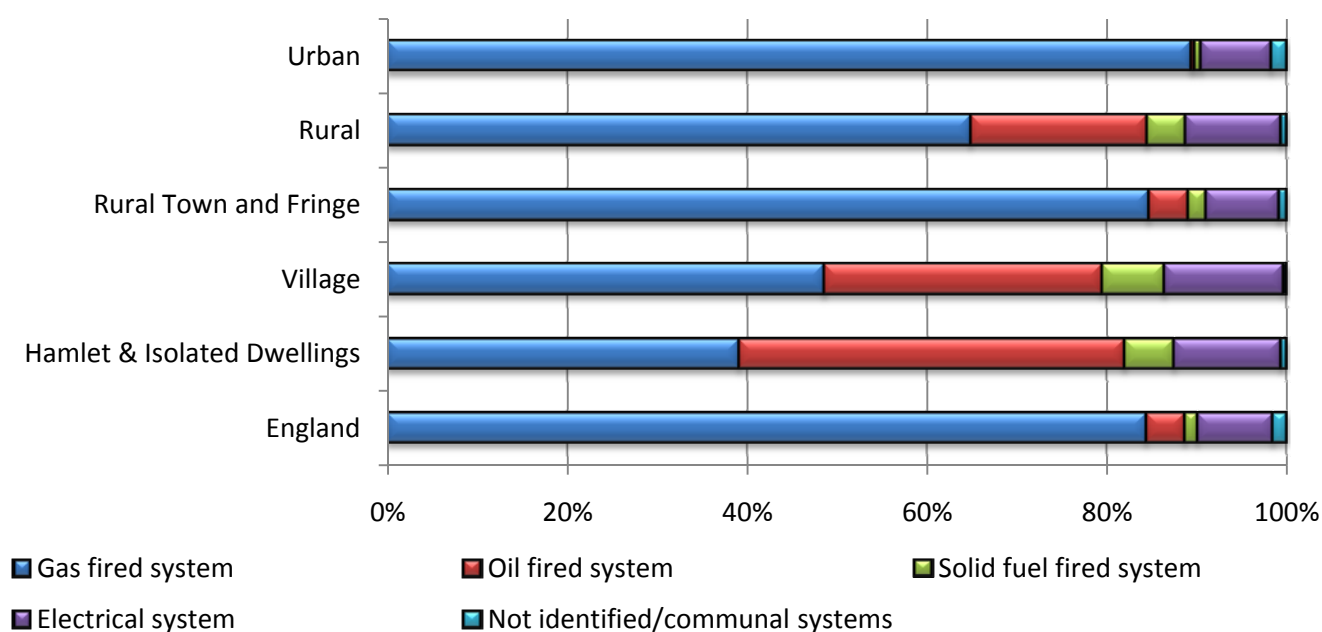
Notes: Off gas-grid statistics are modelled based on DECC's LSOA level statistics estimates. They therefore may not be consistent with DECC's published estimates of the number of households off the gas grid. The % totals for urban and rural may differ slightly because data are being compared at different spatial levels and groupings may be different.

[http://www.decc.gov.uk/en/content/cms/statistics/fuelpov\\_stats/regional/regional.aspx](http://www.decc.gov.uk/en/content/cms/statistics/fuelpov_stats/regional/regional.aspx)

'Other' house types include caravans and other mobile or temporary structures.

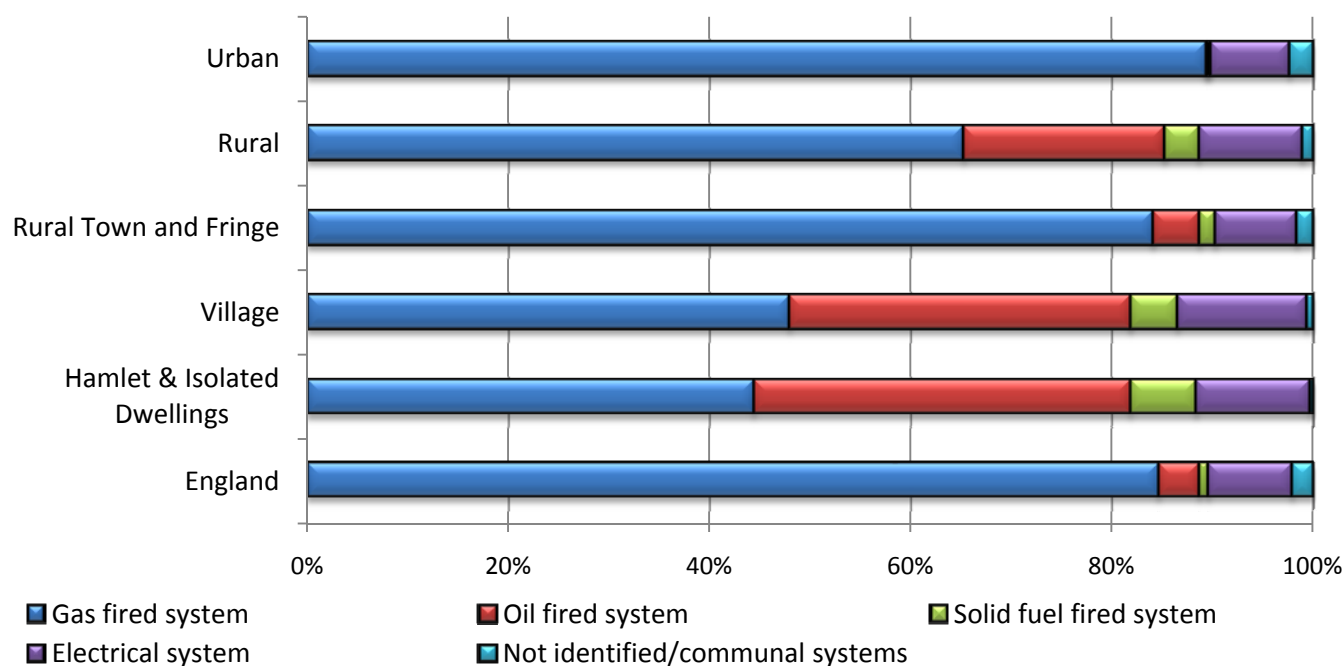
Source: Off gas grid data: AEA based on DECC LSOA estimates.

**Percent of Households by Main Fuel Type Used, 2007**





Percent of Households by Main Fuel Type Used, 2009



**Interpretation:** The top chart shows that the majority of urban (and English) homes use gas as their main fuel type (blue bar). However in rural areas, particularly Villages and Hamlets, a large proportion of households use oil fired heating systems (red bar). The overall distribution of household fuel type has not changed substantially in rural and urban areas between 2007 and 2009. However, there are notable changes in distribution for Villages and Hamlets, shown in the lower chart. For Hamlets, there has been around a 5% move from oil fired systems to gas fired systems over this period. Villages observed a slight decrease in solid fuel systems in favour of oil fired systems.

Percent of Households by Main Heating Fuel Type, 2009

	Gas fired system	Oil fired system	Solid fuel fired system	Electrical system	Not identified or available/communal systems	Total
Urban	89.4%	0.2%	0.3%	7.9%	2.3%	100%
Rural	65.2%	20.0%	3.4%	10.3%	1.1%	100%
Rural Town and Fringe	84.1%	4.6%	1.6%	8.1%	1.6%	100%
Village	47.9%	33.9%	4.7%	12.8%	0.6%	100%
Hamlet & Isolated Dwellings	44.4%	37.5%	6.5%	11.3%	0.3%	100%
<b>England</b>	<b>84.6%</b>	<b>4.1%</b>	<b>0.9%</b>	<b>8.3%</b>	<b>2.1%</b>	<b>100%</b>

*Percent of Households by Main Fuel Type Used, 2007 and 2009 Village, Hamlet and Isolated Dwellings*

	Gas fired system	Oil fired system	Solid fuel fired system	Electrical system	Not identified or available/communal systems
2007 Village	48.6%	30.9%	6.9%	13.3%	0.3%
2009 Village	47.9%	33.9%	4.7%	12.8%	0.6%
2007 Hamlet & Isolated Dwellings	39.1%	42.9%	5.5%	11.9%	0.6%
2009 Hamlet & Isolated Dwellings	44.4%	37.5%	6.5%	11.3%	0.3%

Notes: Main heating fuel type was unavailable for a small percentage of households in 2009, and these data have been included with unidentified and communal systems. Figures may therefore differ from DCLG published data.  
 Source: DECC, English Housing Condition survey, 2007, [energy.stats@decc.gsi.gov.uk](mailto:energy.stats@decc.gsi.gov.uk) DCLG, English Housing Survey 2009

Households in fuel poverty are at risk of being unable to afford to heat their homes to an adequate standard. They may also be less able to spend money on other necessities. Statistics on fuel poverty and energy usage are useful in identifying whether there are particular areas of the country more vulnerable to being in fuel poverty than others. The type of energy used and the ability of homeowners to take advantage of energy saving initiatives may also have environmental impacts.

Fuel poverty rates are on average higher in rural areas than in urban areas. The proportion of people with income below the poverty threshold is lower in rural areas than in urban areas, with earnings for individuals who work or live in urban areas being slightly higher than for individuals who work or live in rural areas. It might be that the costs of heating a home to an adequate standard of warmth are higher in rural areas than in urban areas. The fact that a higher proportion of rural households are off the gas grid may have an impact on this. DECC comments in its annual report on fuel poverty 2011 that “households not on the gas network consistently had the highest fuel poverty rate.” Furthermore statistics from the Expenditure and Food Survey show that weekly expenditure on heating oil is considerably higher than weekly expenditure on gas or electricity for heating.

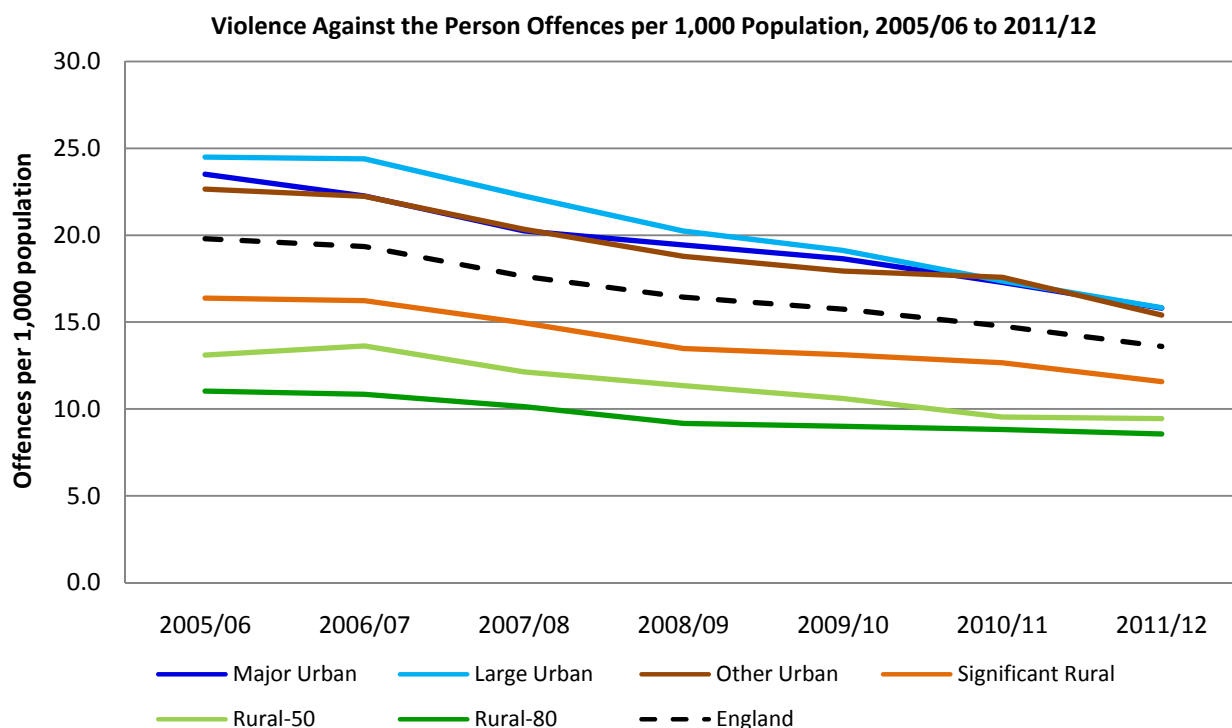
The proportion of households in fuel poverty has decreased between 2009 and 2010, although fuel poverty remains at a higher proportion in rural areas than in urban areas. Changes in fuel poverty rates can be related to changing incomes, fuel usage or fuel prices. DECC notes in its annual report that “when energy prices rise at a higher rate than income, fuel poverty is likely to rise.” They suggest that the decrease in fuel poverty in 2010 was therefore mainly influenced by a decrease in energy prices.

For more discussion of fuel poverty statistics see <http://www.decc.gov.uk/assets/decc/Statistics/fuelpoverty/2181-annual-report-fuel-poverty-stats-2011.pdf> though note this does not contain any rural-urban analysis. For statistics on energy costs from the Expenditure and Food Survey see <http://www.decc.gov.uk/assets/decc/statistics/source/prices/qep262.xls>.

## Crime

- Average crime rates are lower in rural areas than urban areas.
- In 2011/12, there were 14.1 violent offences against a person per 1,000 population in England. This is the highest rate out of all the selected crimes. The rate of violent crime was considerably lower in rural areas; in Rural 80 areas the rate was 9.4 per 1,000 people, compared to 16.2 per 1,000 people in Major Urban areas.
- Sexual offences are more common in urban areas; the rate of sexual offences in Predominantly Urban areas was 1.1 per 1,000 in 2011/12, compared to in 0.8 per 1,000 Predominantly Rural areas.
- The rate of crime was higher in urban areas than rural areas for all the selected types of crime (sexual offences, burglary, robbery, violence against the person, thefts of a motor vehicle and theft from a motor vehicle). For example, there were 6.7 thefts from a motor vehicle offence per 1,000 people in urban areas and 3.6 per 1,000 in rural areas in 2010/11.
- The rate of crime has been decreasing between 2005/06 and 2010/11 for all types of crime. For example, there were 4.0 thefts of motor vehicle offences per 1,000 population in 2005/06, which fell to 1.7 per 1,000 in 2011/12.

## Violence Against the Person Offences



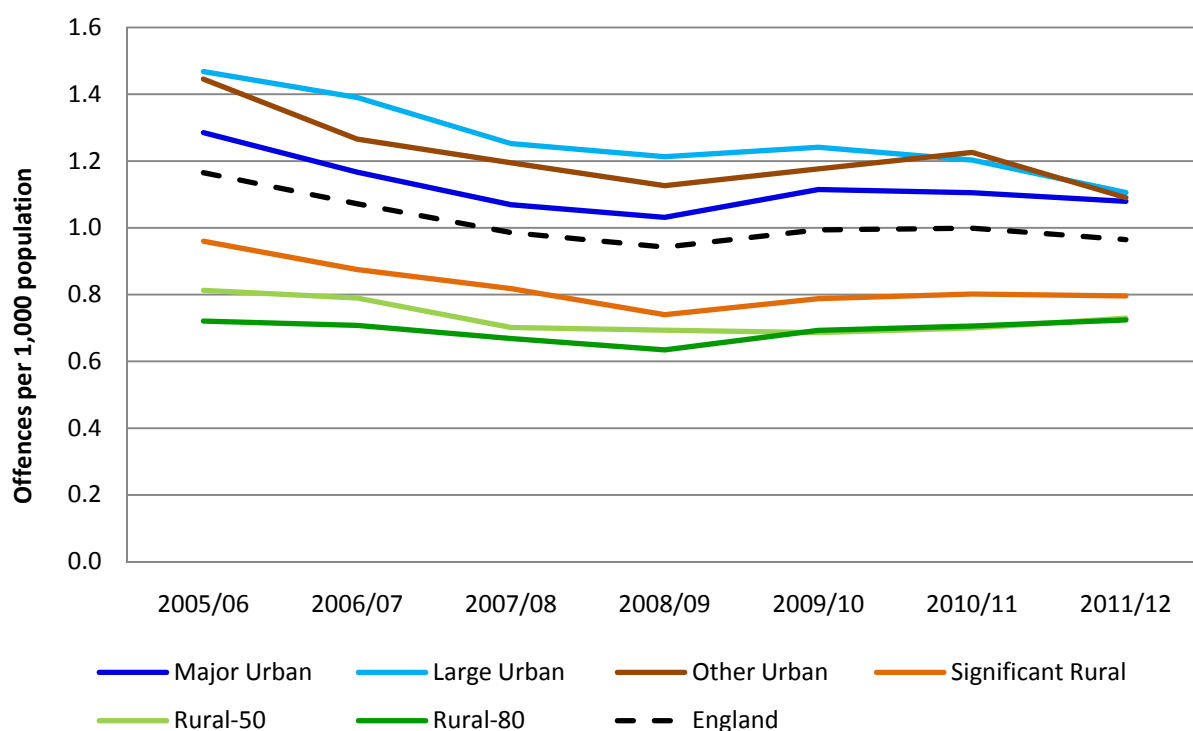
**Interpretation:** the chart above shows the proportion of violent offences that happen per 1,000 people living in that type of settlement. The rate of crime was much higher in urban areas than rural areas. For all rural classifications, the rate of violent offences was lower than the average England rate. The rate of violence against a person was lowest in Rural-80 areas, where there were 8.6 acts of violent crime per 1,000 people, considerably lower than the rate in Major and Large Urban areas where the rate was 15.8 acts of crime per 1,000 people.

*Violence against the person offences per 1,000 population, 2005/06 to 2010/12*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Major Urban	23.5	22.3	20.3	19.4	18.6	17.3	15.8
Large Urban	24.5	24.4	22.3	20.2	19.1	17.4	15.8
Other Urban	22.7	22.3	20.3	17.9	17.6	17.6	15.4
Significant Rural	16.4	16.2	15.0	13.5	13.1	12.7	11.6
Rural-50	13.1	13.6	12.1	11.3	10.6	9.5	9.4
Rural-80	11.0	10.8	10.1	9.2	9.0	8.8	8.6
Predominantly Urban	23.5	22.7	20.7	19.5	18.6	17.4	15.7
Predominantly Rural	12.2	12.4	11.3	10.4	9.9	9.2	9.1
<b>England</b>	<b>19.8</b>	<b>19.3</b>	<b>17.6</b>	<b>16.4</b>	<b>15.7</b>	<b>14.8</b>	<b>13.6</b>

## Sexual Offences

**Sexual Offences per 1,000 Population, 2005/06 to 2011/12**



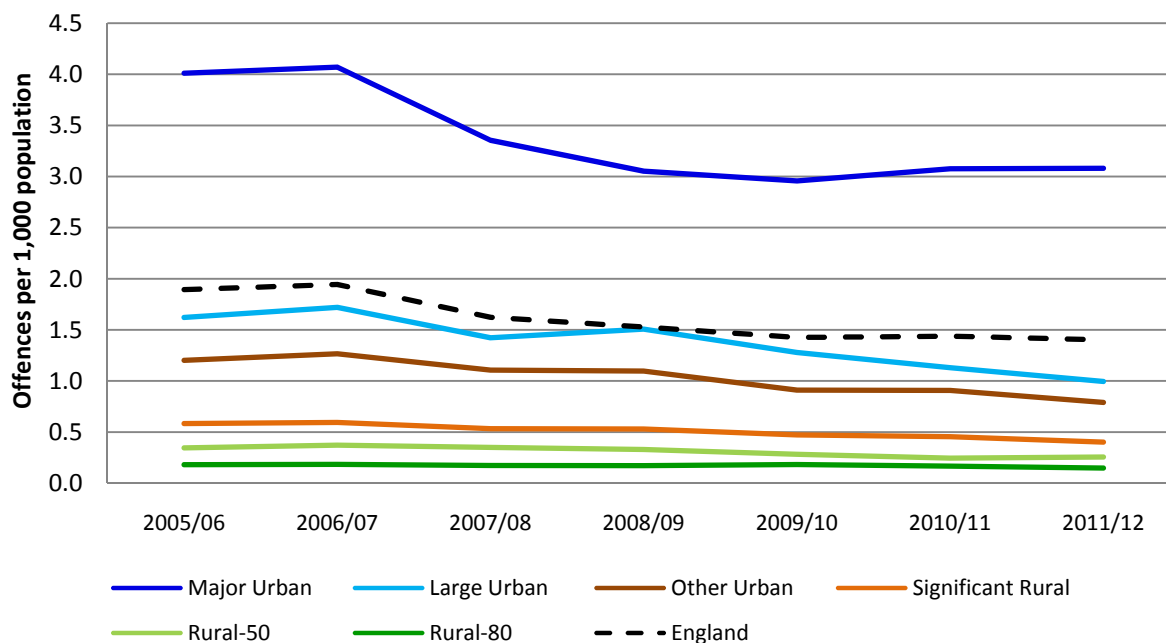
**Interpretation:** The rate of sexual offences did not differ greatly between the different types of areas. In 2011/12, the rate of sexual offences in Predominantly Rural areas was 0.7 per 1,000 population, 0.4 lower than the rate in Predominantly Urban areas. From 2005/06 to 2009/10 the rate of sexual offences was higher in Large Urban areas than in Major Urban areas, whereas in 2010/11 the rate was the same.

*Sexual offences per 1,000 population, 2005/06 to 2011/12*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Major Urban	1.3	1.2	1.1	1.0	1.1	1.1	1.1
Large Urban	1.5	1.4	1.3	1.2	1.2	1.2	1.1
Other Urban	1.4	1.3	1.2	1.1	1.2	1.2	1.1
Significant Rural	1.0	0.9	0.8	0.7	0.8	0.8	0.8
Rural-50	0.8	0.8	0.7	0.7	0.7	0.7	0.7
Rural-80	0.7	0.7	0.7	0.6	0.7	0.7	0.7
Predominantly Urban	1.4	1.2	1.1	1.1	1.2	1.2	1.1
Predominantly Rural	0.8	0.8	0.7	0.7	0.7	0.7	0.7
<b>England</b>	<b>1.2</b>	<b>1.1</b>	<b>1.0</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>

## Robbery Offences

**Robbery Offences per 1,000 Population, 2005/06 to 2011/12**



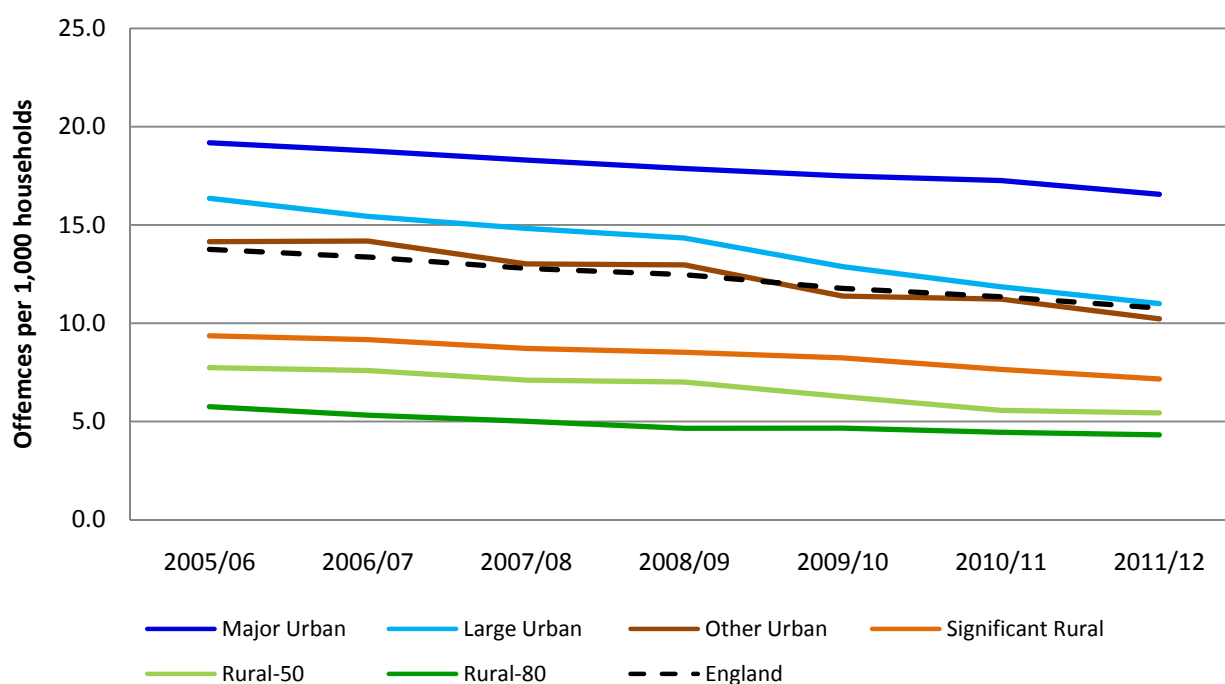
**Interpretation:** The chart above shows that robbery offences occurred at a substantially higher rate in Major Urban areas than any other type of settlement in England. The rate of robbery offences in 2011/12 in Major Urban areas was 3.1 per 1,000 population, which was the same as 2010/11. The rate in Predominantly Rural areas was 11 times higher than the rate in Predominantly Urban areas.

*Robbery offences per 1,000 population, 2005/06 to 2011/12*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Major Urban	4.0	4.1	3.4	3.1	3.0	3.1	3.1
Large Urban	1.6	1.7	1.4	1.5	1.3	1.1	1.0
Other Urban	1.2	1.3	1.1	1.1	0.9	0.9	0.8
Significant Rural	0.6	0.6	0.5	0.5	0.5	0.5	0.4
Rural-50	0.3	0.4	0.4	0.3	0.3	0.2	0.3
Rural-80	0.2	0.2	0.2	0.2	0.2	0.2	0.1
Predominantly Urban	2.8	2.9	2.4	2.2	2.1	2.1	2.1
Predominantly Rural	0.3	0.3	0.3	0.3	0.2	0.2	0.2
<b>England</b>	<b>1.9</b>	<b>1.9</b>	<b>1.6</b>	<b>1.5</b>	<b>1.4</b>	<b>1.4</b>	<b>1.4</b>

## Burglary Offences

**Burglary Offences per 1,000 Households, 2005/06 to 2011/12**



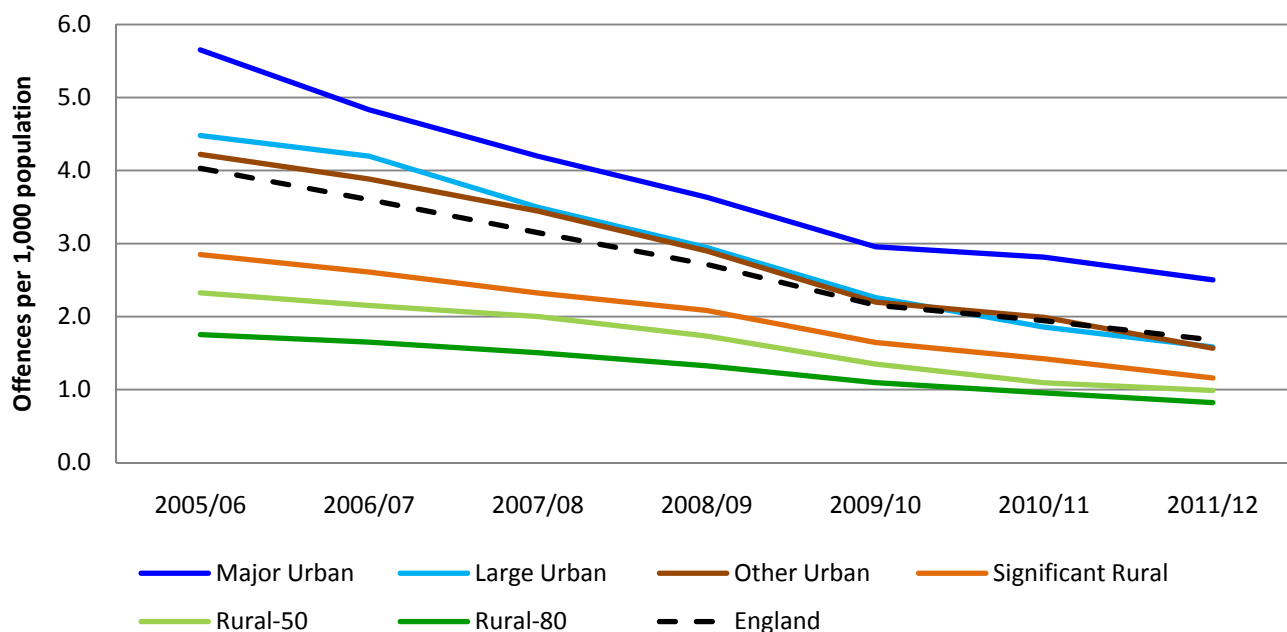
**Interpretation:** The rate of burglary offences was higher in urban areas than rural areas; in 2011/12 the rate of burglary was almost three times higher in Predominantly Urban areas than Predominantly Rural areas. The rate of burglary offences has seen a gradual decrease in all areas since 2005/06.

*Burglary offences per 1,000 households, 2005/06 to 2011/12*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Major Urban	19.2	18.8	18.3	17.9	17.5	17.3	16.6
Large Urban	16.4	15.4	14.8	14.3	12.9	11.9	11.0
Other Urban	14.1	14.2	13.0	13.0	11.4	11.2	10.2
Significant Rural	9.4	9.2	8.7	8.5	8.2	7.7	7.2
Rural-50	7.7	7.6	7.1	7.0	6.3	5.6	5.4
Rural-80	5.8	5.3	5.0	4.7	4.7	4.4	4.3
Predominantly Urban	17.4	16.9	16.3	15.9	15.0	14.6	13.8
Predominantly Rural	6.9	6.6	6.2	6.0	5.6	5.1	4.9
<b>England</b>	<b>13.8</b>	<b>13.4</b>	<b>12.8</b>	<b>12.5</b>	<b>11.8</b>	<b>11.3</b>	<b>10.8</b>

## Theft of Motor Vehicle Offences

**Theft of a Motor Vehicle Offences per 1,000 Population, 2005/06 to 2011/12**



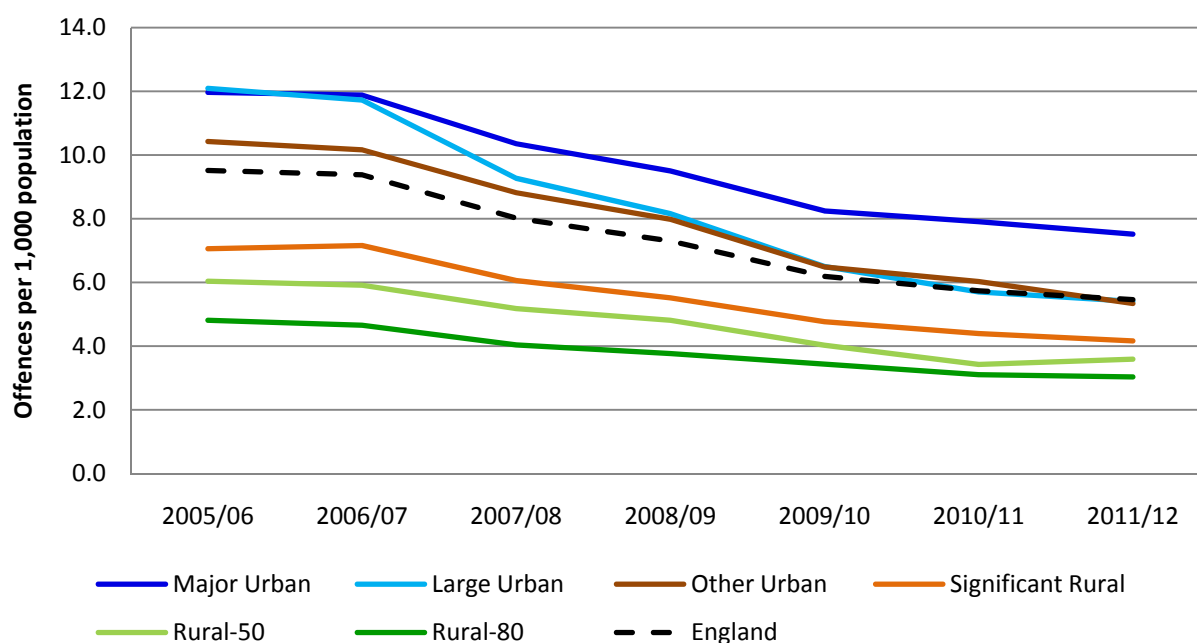
**Interpretation:** In 2011/12 the rate of theft of motor vehicle offences in England fell to 1.7 per 1,000 population, less than half the rate in 2005/06. The rate was higher in urban areas than rural areas. The rate was highest in Major Urban areas, where there were 2.5 thefts of motor vehicle offences per 1,000 people in 2011/12, more than three times higher than the rate in Rural-80 areas (0.8).

*Theft of motor vehicle offences per 1,000 population, 2005/06 to 2011/12*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Major Urban	5.7	4.8	4.2	3.6	3.0	2.8	2.5
Large Urban	4.5	4.2	3.5	2.9	2.3	1.9	1.6
Other Urban	4.2	3.9	3.4	2.9	2.2	2.0	1.6
Significant Rural	2.8	2.6	2.3	2.1	1.6	1.4	1.2
Rural-50	2.3	2.2	2.0	1.7	1.3	1.1	1.0
Rural-80	1.8	1.6	1.5	1.3	1.1	1.0	0.8
Predominantly Urban	5.1	4.5	3.9	3.3	2.6	2.4	2.1
Predominantly Rural	2.1	1.9	1.8	1.6	1.2	1.0	0.9
<b>England</b>	<b>4.0</b>	<b>3.6</b>	<b>3.1</b>	<b>2.7</b>	<b>2.2</b>	<b>1.9</b>	<b>1.7</b>

## Theft from Motor Vehicle Offences

**Theft from a Motor Vehicle Offences per 1,000 Population, 2005/06 to 2011/12**





**Interpretation:** The rate of theft from motor vehicle offences was highest in the most urban areas and lowest in the most rural areas. In 2011/12 the rate of theft from motor vehicle offences was 7.5 per 1,000 population in Major Urban areas and 3.0 in Rural-80 settlements. The rate of theft from motor vehicle offences has fallen since 2005/06 in all areas

*Theft from a motor vehicle offences per 1,000 population, 2005/06 to 2011/12*

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Major Urban	12.0	11.9	10.4	9.5	8.2	7.9	7.5
Large Urban	12.1	11.7	9.3	8.2	6.5	5.7	5.4
Other Urban	10.4	10.2	8.8	8.0	6.5	6.0	5.3
Significant Rural	7.1	7.2	6.1	5.5	4.8	4.4	4.2
Rural-50	6.0	5.9	5.2	4.8	4.0	3.4	3.6
Rural-80	4.8	4.7	4.0	3.8	3.4	3.1	3.0
Predominantly Urban	11.6	11.4	9.7	8.8	7.6	7.0	6.5
Predominantly Rural	5.5	5.4	4.7	4.4	3.8	3.3	3.3
<b>England</b>	<b>9.5</b>	<b>9.4</b>	<b>8.0</b>	<b>7.3</b>	<b>6.2</b>	<b>5.7</b>	<b>5.5</b>

Crime rates measure the amount of criminal activity as a proportion of the population in that area. The rate of crime is used rather than the number of offences as it takes into account the difference in population sizes for all different type of areas. The data shows that crime rates were much higher in urban areas than rural areas. This means that **people living in urban areas were more likely to experience crime than people from rural areas.**

**As crime rates have been decreasing since 2005/06, people in England were less likely to be victim of the types of crimes discussed here in 2011/12 than in 2005/06.**

For all crimes, crime rates in Predominantly Urban areas have been decreasing faster than rural areas. However, as crime rates are higher in Predominantly Urban areas, there is more scope to decrease crime rates than in Predominantly Rural areas.

Source: Home Office, British Crime Survey, <http://www.ons.gov.uk/ons/rel/crime-stats/crime-statistics/period-ending-march-2012/rft-recorded-crime-tables-2011-12.xls>

Contact [crimestats@homeoffice.gsi.gov.uk](mailto:crimestats@homeoffice.gsi.gov.uk) for more information

The British Crime Survey collects information on crime that is both reported to the police and crime that has not been reported. See [http://www.statistics.gov.uk/ssd/surveys/british\\_crime\\_survey.asp](http://www.statistics.gov.uk/ssd/surveys/british_crime_survey.asp) for more information

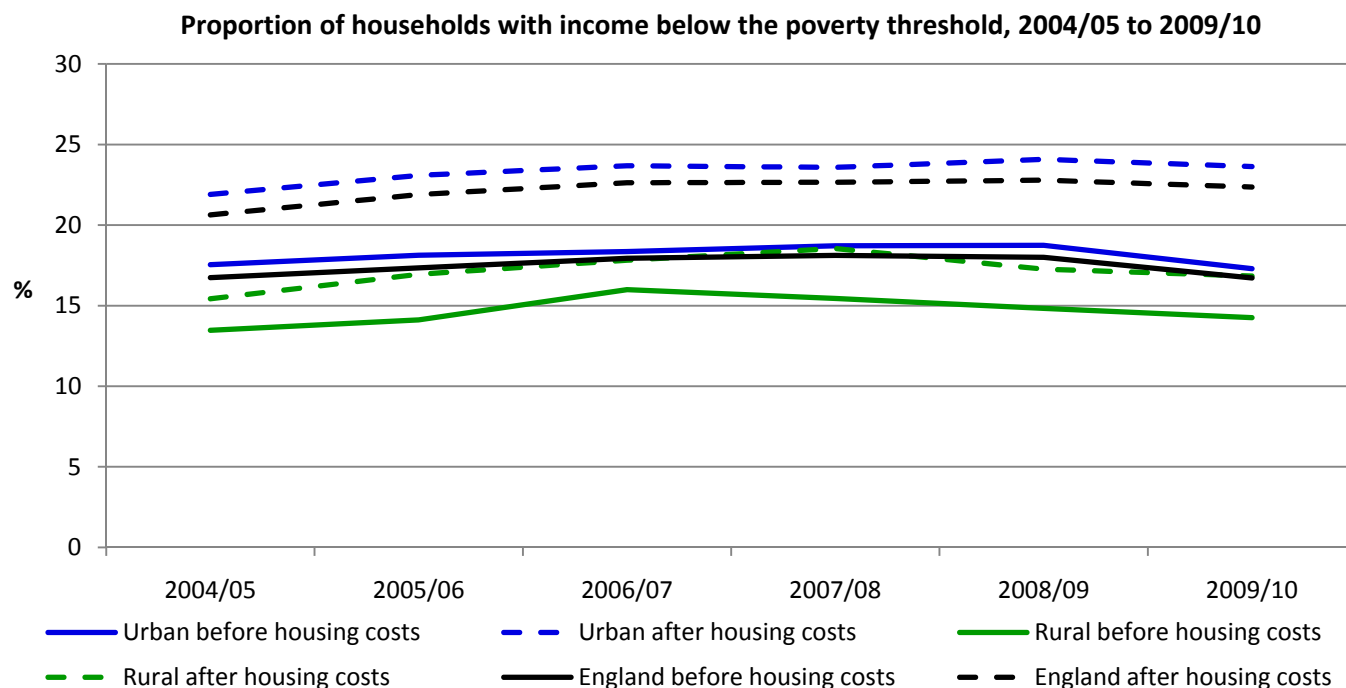
In 2010/11, two police forces amalgamated their separate units and now report for the whole Force rather than separate areas of their Forces. These changes have been backdated across the whole time series.

There has been a methodology change since the last publication of these figures; crime rates are now compared to the mid-year population for the year immediately prior to the crime reporting period, rather than a population set in time. This methodology accounts for the changes in population size from one year to the next.

## Poverty

- The proportion of people with income below the poverty threshold is lower in rural areas than in urban areas.
- In 2009/10, 14% of households in rural areas were below the poverty threshold before housing costs (17% after housing costs). In urban areas the proportion was 17% (24% after housing costs)
- 12% of working age people living in rural areas were living below the poverty threshold. This was less than the proportion in England where 15% were living below the poverty threshold before housing costs.
- In 2009/10, 19% of children in England lived in households below the poverty threshold before housing costs, however, after housing costs the proportion increased to 29%. The proportion was less in rural areas, 15% and 22% respectively.
- 18% of pensioners lived in households below the poverty threshold before housing costs, which did not differ between urban and rural areas. The proportion decreased when housing costs are removed to 16% of pensioners for both rural and urban areas.

## Households with income below the poverty threshold

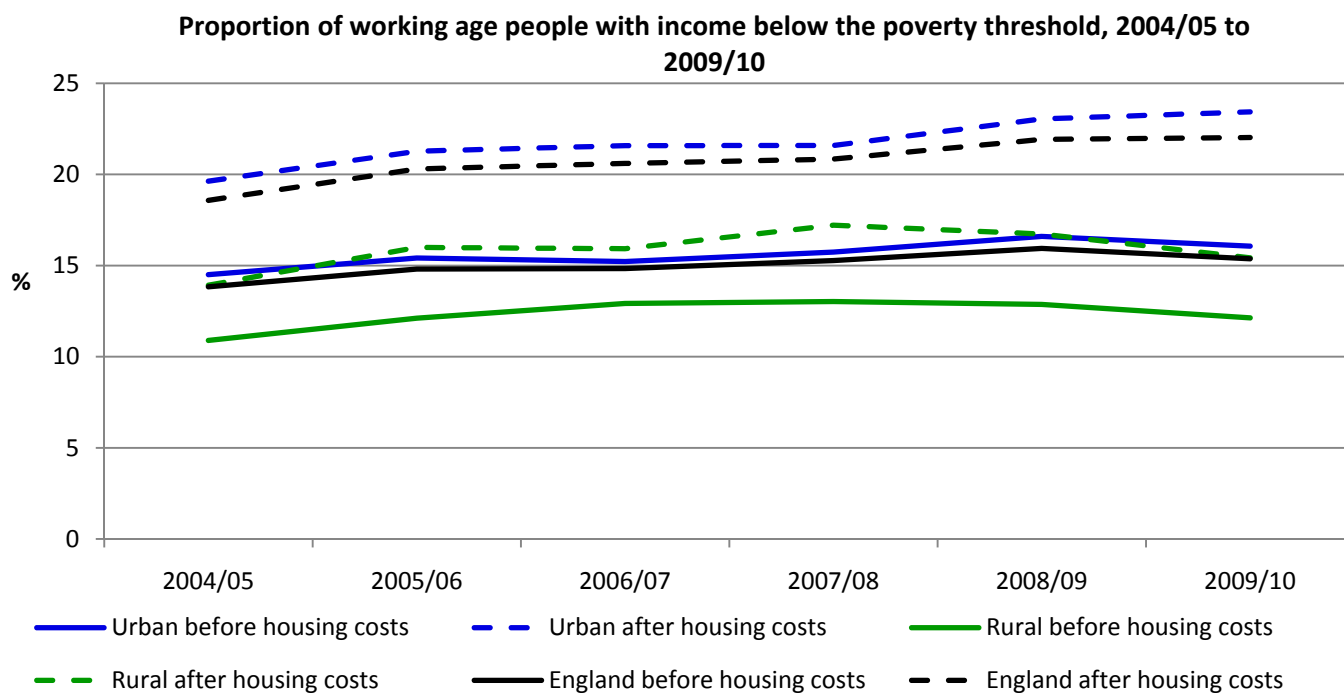


**Interpretation:** The chart above shows the proportion of households that have an income less than 60% of the median income. In 2009/10, 17% of households in England were below the poverty threshold before housing costs. The proportion of households is slightly lower in rural areas than the proportion in England, where 14% of households had incomes below the poverty threshold.

### *Proportion of households with income below the poverty threshold, 2004/05 to 2009/10*

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Urban before housing costs	18	18	18	19	19	17
Urban after housing costs	22	23	24	24	24	24
Rural before housing costs	13	14	16	15	15	14
Rural after housing costs	15	17	18	19	17	17
<b>England before housing costs</b>	17	17	18	18	18	17
<b>England after housing costs</b>	21	22	23	23	23	22

## Working age people in households with income below the poverty threshold

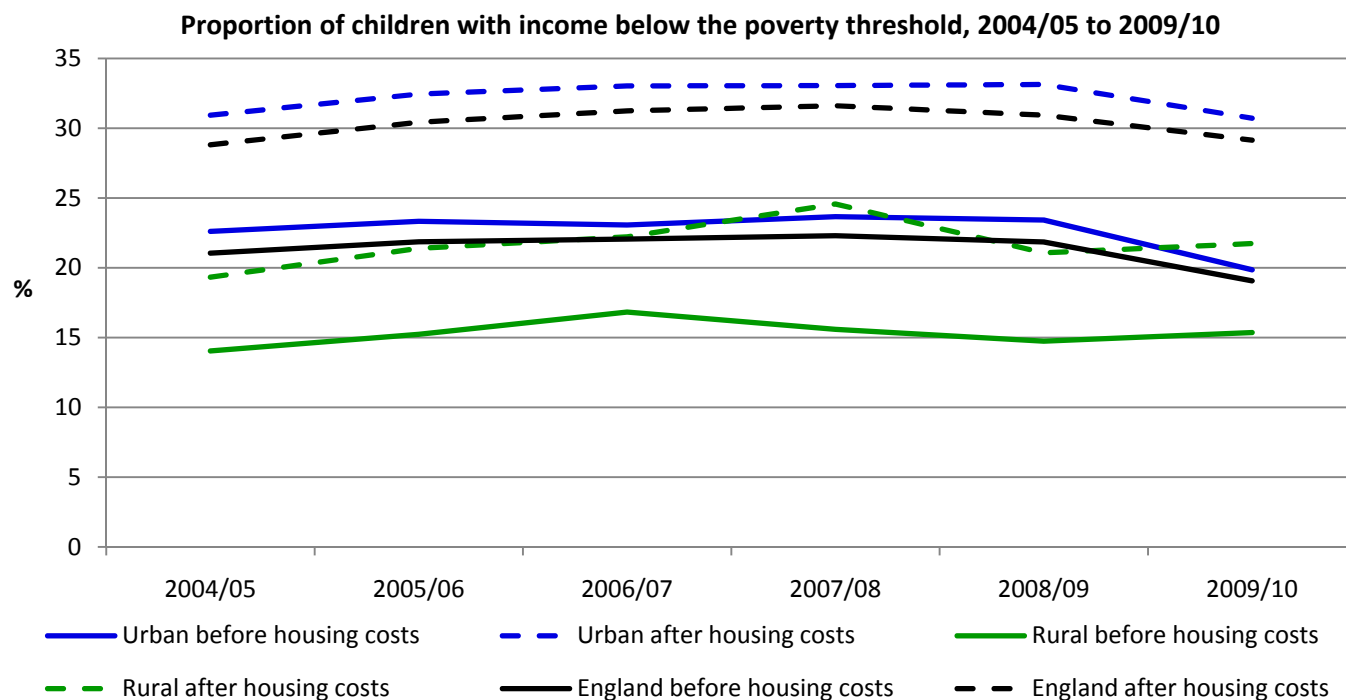


**Interpretation:** The proportion of working age people (people aged between 16 and 64) living in households below the poverty threshold was lower in rural areas than urban areas. In 2009/10, 16% of working age people in urban areas were living in households with incomes below the poverty threshold, whereas in rural areas the proportion was 12%.

### *Proportion of working age people in households below the poverty threshold, 2004/05 to 2009/10*

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Urban before housing costs	14	15	15	16	17	16
Urban after housing costs	20	21	22	22	23	23
Rural before housing costs	11	12	13	13	13	12
Rural after housing costs	14	16	16	17	17	15
<b>England before housing costs</b>	14	15	15	15	16	15
<b>England after housing costs</b>	19	20	21	21	22	22

## Children in households with income below the poverty threshold

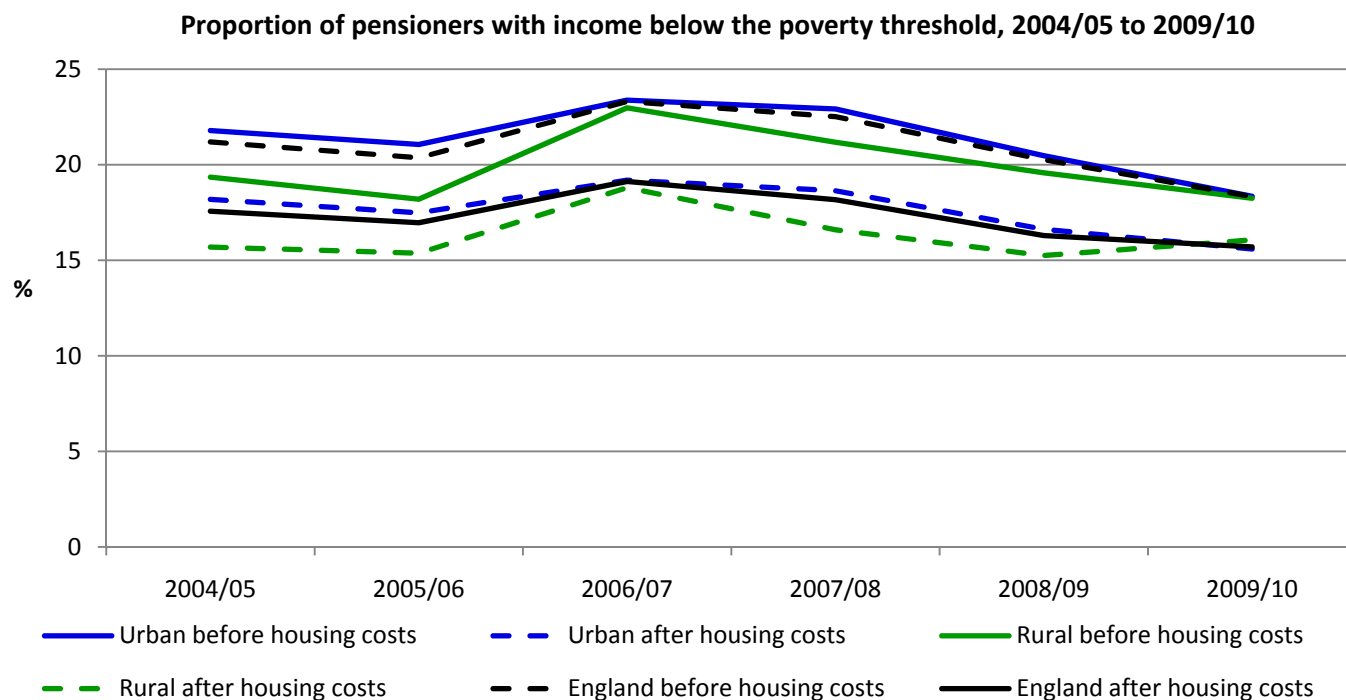


**Interpretation:** The chart above shows that 29% of children were living in households that are below the poverty threshold after housing costs, in rural areas the proportion was 22%. There was also a large difference between the proportion of children living below the poverty threshold before and after housing costs.

### *Proportion of children in households below the poverty threshold, 2004/05 to 2009/10*

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Urban before housing costs	23	23	23	24	23	20
Urban after housing costs	31	32	33	33	33	31
Rural before housing costs	14	15	17	16	15	15
Rural after housing costs	19	21	22	25	21	22
<b>England before housing costs</b>	21	22	22	22	22	19
<b>England after housing costs</b>	29	30	31	32	31	29

## Pensioners in households with income below the poverty threshold



**Interpretation:** In 2009/10, 18% of pensioners were living in households with income below 60% of the median income before housing costs. There is no difference between the proportion of pensioners in rural and urban areas.

When housing costs were taken into account, the proportion of pensioners living below the poverty threshold was smaller. In England, 16% of pensioners were living below the poverty threshold after housing costs – 2 percentage points less than before housing costs.

### *Proportion of pensioners in households below the poverty threshold, 2004/05 to 2009/10*

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Urban before housing costs	22	21	23	23	20	18
Urban after housing costs	18	17	19	19	17	16
Rural before housing costs	19	18	23	21	20	18
Rural after housing costs	16	15	19	17	15	16
<b>England before housing costs</b>	21	20	23	23	20	18
<b>England after housing costs</b>	18	17	19	18	16	16

The measure of poverty used in this document defines those with a household income below 60 percent of median income as being in income poverty. The median is the income earned by the household in the middle of the income distribution. If an individual lives in a household where this is the case then they are below the poverty threshold. It is important to ensure that everyone maintains a good standard of living, and those below the poverty threshold are considered to have a low standard of living.

The charts above measure living standards, which have been determined by disposable income, both before and after housing costs. If housing costs are not taken into account, improvements in living standards could be overstated for individuals whose housing costs are high relative to the quality of accommodation or those who receive Housing Benefit. If housing costs are included then a shift from renting to owning a house will reduce the income of low-income individuals who used to receive Housing Benefit. There was a lower proportion of pensioners below the poverty threshold after housing costs than before housing costs as many pensioners have paid their mortgages and so will have low housing costs.

The data shows that in rural areas there were proportionally fewer children and working age people below the poverty threshold both before and after housing costs than people in urban areas. This shows that **people in rural areas were less likely to live in low income households than those living in urban areas**. This was not the case for pensioners, where the proportion of pensioners living below the poverty threshold was the same in rural and urban areas both before and after housing costs.

**The group less likely to live below the poverty threshold in both rural and urban areas before housing costs are working age people**, which will include working age couples who do not have children. However, **when housing costs are deducted, pensioners in rural and urban areas are less likely to live below the poverty threshold than children or working age people**.

**Children are the group that are most likely to live in a household with an income below the poverty threshold after housing costs in both urban and rural areas**. These types of households include both couples and lone parent families. Lone parents have a high risk of having a low income because of low employment rates. They may also be living off a single income. Lone parent families are therefore more likely to be living below the poverty threshold. Households with children will also have higher housing costs as they require a larger house to accommodate the larger household size.

Notes: Incomes are presented net of income tax payments, National Income contributions and Council tax. Small changes should be treated with caution as these will be affected by sampling error and variability in non-response.

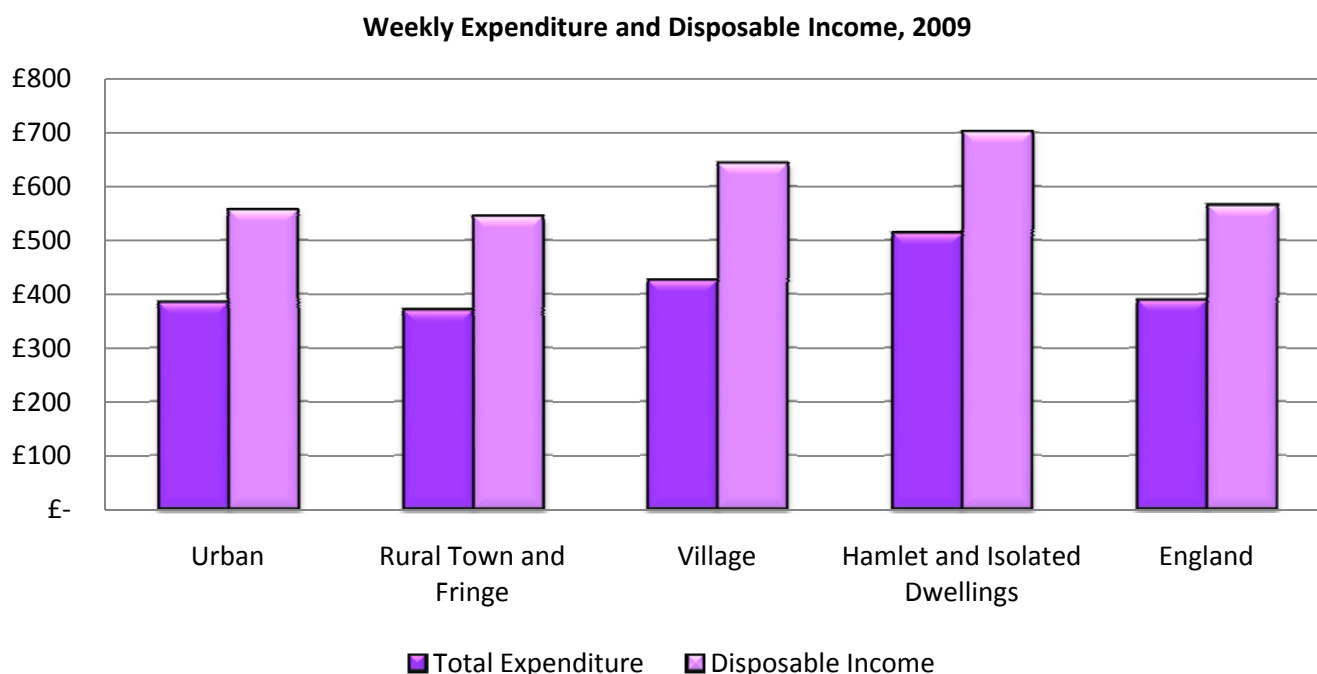
Source: DWP, Households Below Average Income Statistics,

[http://statistics.dwp.gov.uk/asd/hbai/hbai\\_2009/pdf\\_files/full\\_hbai10.pdf](http://statistics.dwp.gov.uk/asd/hbai/hbai_2009/pdf_files/full_hbai10.pdf)

## Expenditure

- Both average weekly expenditure and disposable income are highest in Hamlet and Isolated Dwellings and lowest in Rural Town and Fringe.
- The breakdown of expenditure by commodity or service category shows very little variation across the rural-urban spectrum.

## Nominal Expenditure and Disposable Income



**Interpretation:** This chart shows that expenditure and disposable income are highest in Rural Hamlet and Isolated Dwellings areas and lowest in Rural Town and Fringe areas. The average disposable income is greater than the average expenditure in all areas. Total expenditure represents a similar proportion of disposable income in all areas, the highest being 73% in Hamlet and Isolated Dwellings and the lowest being 66% in Villages.

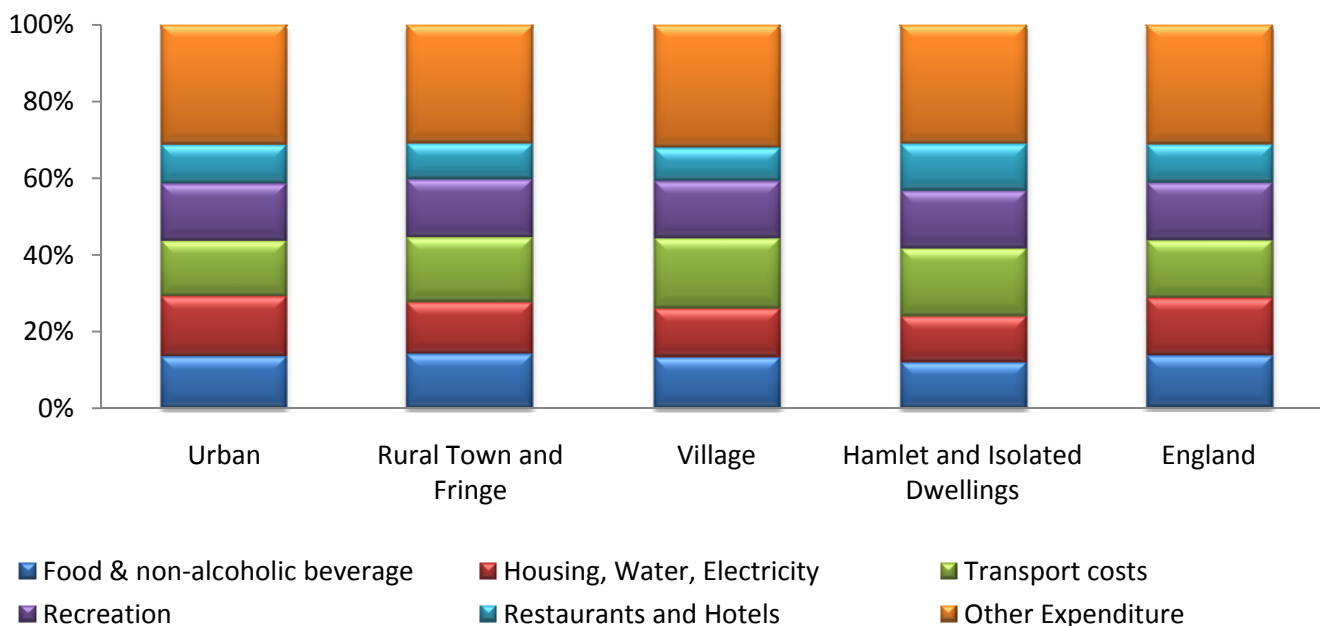


*Weekly household expenditure, 2009*

Commodity or Service	Urban	Rural Town and Fringe	Village	Hamlet and Isolated Dwellings	England
Food & non-alcoholic beverage	£51.60	£52.50	£56.30	£61.70	£52.30
Alcoholic Beverages, Tobacco	£10.30	£12.70	£12.90	£12.40	£10.80
Clothing and Footwear	£20.60	£18.90	£20.00	£26.30	£20.50
Housing, Water, Electricity	£60.10	£49.70	£54.30	£60.90	£58.60
Furnishings, HH Equipment, Carpets	£28.30	£29.10	£36.40	£36.40	£29.10
Health expenditure	£5.60	£3.90	£7.50	£8.50	£5.60
Transport costs	£55.70	£62.50	£78.20	£90.70	£58.80
Communication	£11.80	£11.10	£12.30	£14.00	£11.80
Recreation	£57.50	£55.90	£62.90	£77.60	£58.20
Education	£8.10	£3.60	£3.80	£12.60	£7.50
Restaurants and Hotels	£38.70	£34.90	£36.80	£61.70	£38.70
Miscellaneous Goods and Services	£35.00	£34.50	£43.00	£48.90	£35.80
<b>Total Expenditure</b>	<b>£383.30</b>	<b>£369.30</b>	<b>£424.40</b>	<b>£511.70</b>	<b>£387.70</b>
<b>Disposable Income</b>	<b>£555.60</b>	<b>£543.60</b>	<b>£642.20</b>	<b>£700.70</b>	<b>£563.90</b>
Total Expenditure as a % of Disposable Income	69%	68%	66%	73%	69%

**Expenditure on Commodity or Service Groups**

Expenditure split by Commodity or Service, 2009



**Interpretation:** This chart and the table below show that the proportions of expenditure spent on the major components are similar across rural and urban areas. 'Other Expenditure' (in orange on the chart) is a combination of areas of expenditure smaller than those shown individually. The highest proportion of income spent on an individual commodity or service goes on 'Transport costs' in all rural areas and 'Housing, Water, Electricity' in urban areas. No one category of expenditure accounts for more than 18% of total expenditure in any area.

*Commodity or Service Expenditure as a proportion of Total Expenditure, 2009*

Commodity or Service	Urban	Rural Town and Fringe	Village	Hamlet and Isolated Dwellings	England
Food & non-alcoholic beverage	13.5%	14.2%	13.3%	12.1%	13.5%
Alcoholic Beverages, Tobacco	2.7%	3.4%	3.0%	2.4%	2.8%
Clothing and Footwear	5.4%	5.1%	4.7%	5.1%	5.3%
Housing, Water, Electricity	15.7%	13.5%	12.8%	11.9%	15.1%
Furnishings, HH Equipment, Carpets	7.4%	7.9%	8.6%	7.1%	7.5%
Health expenditure	1.5%	1.1%	1.8%	1.7%	1.4%
Transport costs	14.5%	16.9%	18.4%	17.7%	15.2%
Communication	3.1%	3.0%	2.9%	2.7%	3.0%
Recreation	15.0%	15.1%	14.8%	15.2%	15.0%
Education	2.1%	1.0%	0.9%	2.5%	1.9%
Restaurants and Hotels	10.1%	9.5%	8.7%	12.1%	10.0%
Miscellaneous Goods and Services	9.1%	9.3%	10.1%	9.6%	9.2%
<b>Total Expenditure</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Expenditure data can help us to see whether households in different area types have different spending patterns. It gives an indication of areas where there may be disproportionately high or low spend and therefore where there may be the need for policy intervention. It also shows which areas are will be affected most by changes in price, either by changes in value of expenditure or quantity consumed.

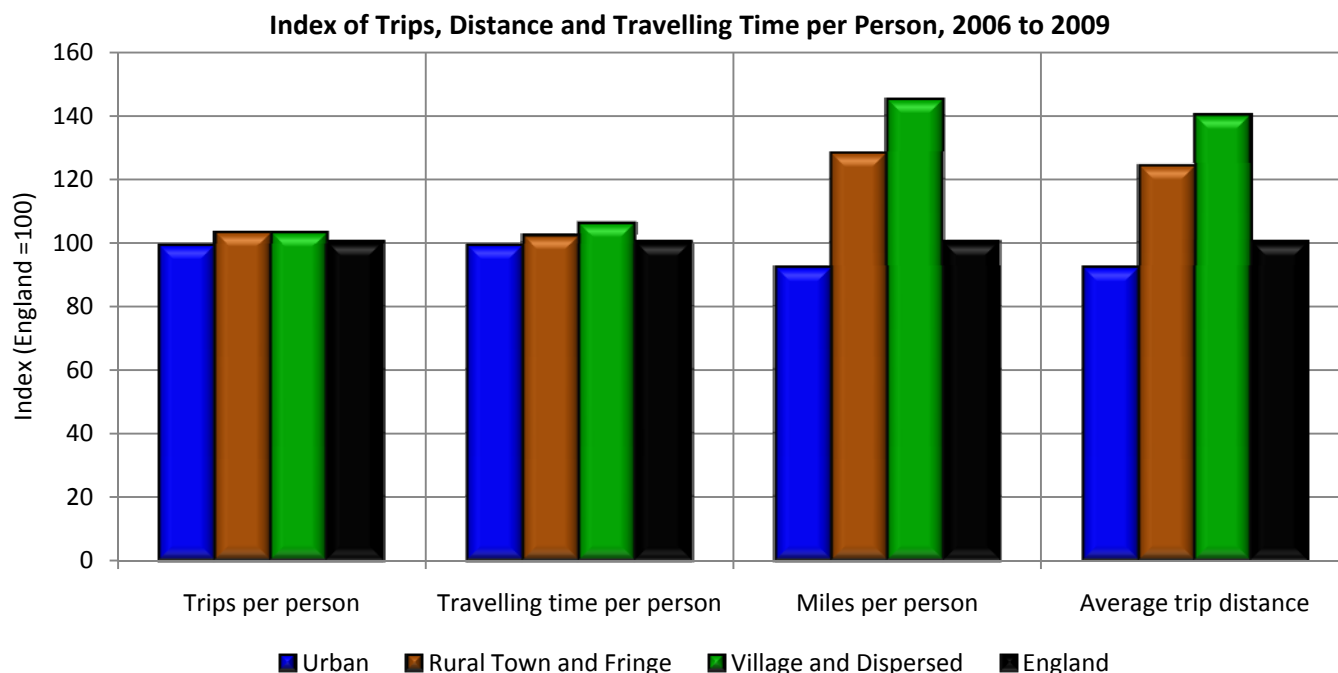
Higher expenditure in the most rural areas might mean that the 'cost of living' is higher in these areas. Alternatively, because this data does not give any indication of the quantity or quality of the goods and services purchased, it might be the case that higher expenditure is due to greater quantities or higher quality goods being purchased than in urban areas.

Notes: The measure of income used here does not include withdrawal of savings, loans and money received in payment of loans, receipts from maturing insurance policies and proceeds from the sale of assets.  
 Source: Office for National Statistics, Living Costs and Food Survey (<http://www.ons.gov.uk/about/surveys/a-z-of-surveys/living-costs-and-food-survey/index.html>)

## Transport

- On average people living in the most rural areas travelled 45% further per year than those in England as a whole and 53% further than those living in urban areas.
- A greater percentage of total annual mileage was made using a car in the most rural areas (58%) than in urban areas (49%).
- In 2009 42% of households in the most rural areas had a regular bus service close by compared to 96% of urban households.

## Travel Behaviour



**Interpretation:** The above chart shows the number of trips, travelling time, miles travelled and trip distance as an index where the England average is set at 100. Results above 100 are therefore above the national average. The first two measurements, average number of trips and travelling time per person, are similar to the national average. This is despite much higher average trip distances for people living in Villages and Dispersed areas and in Rural Town and Fringe areas. These results combine to give a picture of travel behaviour in which those living in rural areas travel much further than those living in urban areas, but that these trips take a similar amount of time to complete.

*Index of trips, distance and travelling time per person, 2006/09*

	<b>Trips per person</b>	<b>Travelling time per person</b>	<b>Miles per person</b>	<b>Average trip distance</b>
Urban	99	99	92	92
Rural Town and Fringe	103	102	128	124
Village and Dispersed	103	106	145	140
<b>England</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

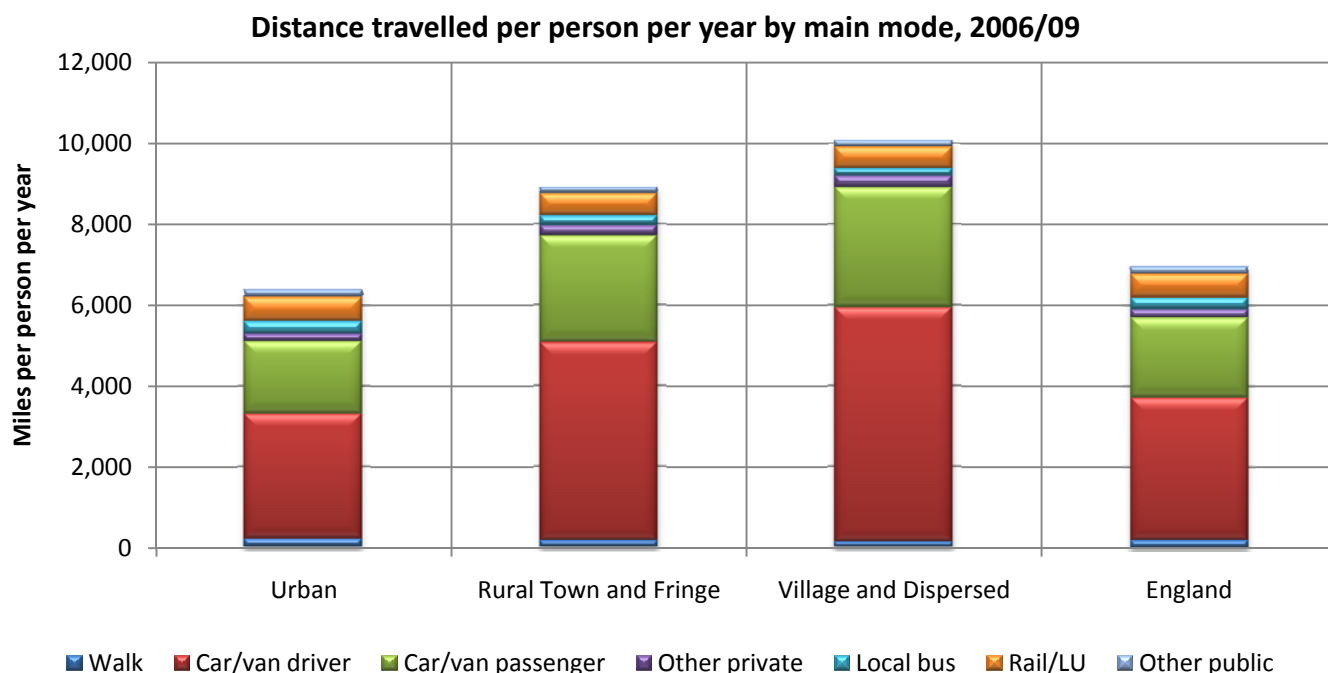
*Trips, distance and travelling time per person, 2006/09*

	<b>Trips per person</b>	<b>Travelling time per person</b>	<b>Miles per person</b>	<b>Average trip distance</b>
Urban	990	376	6,381	6
Rural Town and Fringe	1,025	389	8,902	9
Village and Dispersed	1,027	403	10,067	10
<b>England</b>	<b>997</b>	<b>380</b>	<b>6,957</b>	<b>7</b>

Notes: A trip is defined as a one-way course of travel with a single main purpose. Trips include those made on foot, by private car or van as both a driver and passenger, by other private transport, by local bus, by rail and London Underground, and by other public transport. Travelling time is shown in hours. Average trip distance is shown in miles. The sample size for one year is too small to produce robust results so this analysis combines data from four years.

Source: DfT, 2010 National Travel Survey, 2006-2009, [www.dft.gov.uk/pgr/statistics/datatablespublications/nts/](http://www.dft.gov.uk/pgr/statistics/datatablespublications/nts/)

## Distance Travelled



**Interpretation:** People living in Villages and Dispersed areas travel 10,000 miles per year on average, compared to 6,400 miles per year in urban areas. In all areas driving a car makes up the bulk of annual mileage but represents a greater percentage in the most rural areas (58%) than in urban areas (49%). When travel as both a car driver and passenger are taken together 87% of travel in villages and dispersed areas is made by car compared to 77% in urban areas and 79% in England as a whole.

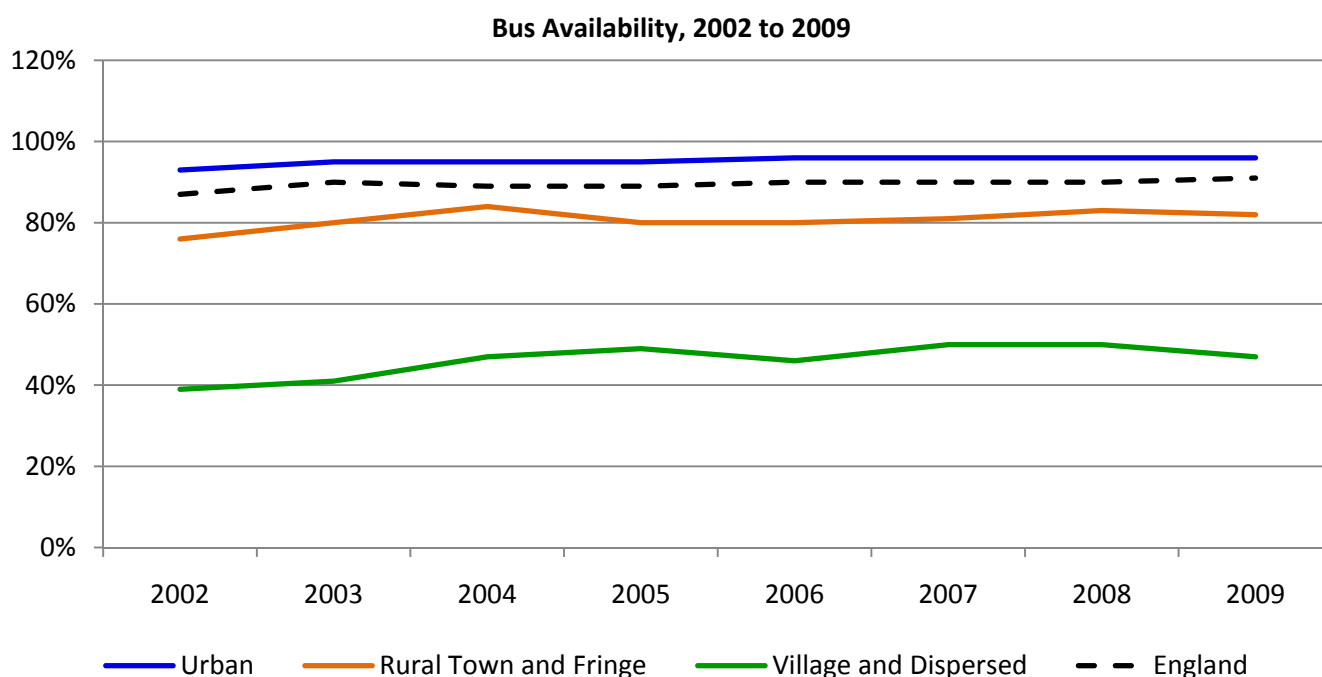
### *Distance per person per year by main mode, 2006/09*

	Walk	Car/Van Driver	Car/Van Passenger	Other Private	Local Bus	Rail/LU	Other Public
Urban	208	3,105	1,796	182	311	599	180
Rural Town and Fringe	166	4,906	2,640	256	238	549	146
Village and Dispersed	128	5,804	2,972	284	179	544	155
<b>England</b>	<b>197</b>	<b>3,522</b>	<b>1,983</b>	<b>198</b>	<b>292</b>	<b>590</b>	<b>174</b>

Notes: Trips may include more than one mode of transport, and each mode is recorded as a stage within that trip. 'Main mode' refers to the sole mode of transport or the mode used for the greatest distance during the trip. Distance is shown in miles. The sample size for one year is too small to produce robust results so this analysis combines data from four years.

Source: DfT, 2010 National Travel Survey, 2006-2009, [www.dft.gov.uk/pgr/statistics/datatablespublications/nts/](http://www.dft.gov.uk/pgr/statistics/datatablespublications/nts/)

## Bus Availability



**Interpretation:** Bus availability is expressed as the percentage of households whose nearest bus stop is within 13 minutes walk and has a service at least once an hour. Between 2002 and 2008 bus availability in Villages and Dispersed areas increased from 39% to 50%, falling to 47% in 2009. In contrast figures for urban areas have risen from 93% in 2002 to 96% in 2006 to 2009.

### *Bus availability, 2002 to 2009*

	2002	2003	2004	2005	2006	2007	2008	2009
Urban	93%	95%	95%	95%	96%	96%	96%	96%
Rural Town and Fringe	76%	80%	84%	80%	80%	81%	83%	82%
Village and Dispersed	39%	41%	47%	49%	46%	50%	50%	47%
<b>England</b>	<b>87%</b>	<b>90%</b>	<b>89%</b>	<b>89%</b>	<b>90%</b>	<b>90%</b>	<b>90%</b>	<b>91%</b>

Whilst the number of trips and travelling time per person differ little between area types, those in the more rural settlements travel much further distances on average than those in urban areas and in England as a whole. Travel by car as a driver is the predominant means of transport in all areas, but it is highest in the most rural areas. Furthermore, proportionally fewer households in rural villages and hamlets have access to a regular bus service than in larger towns and urban areas. This pattern of travel behaviour will have implications for issues such as greenhouse gas emissions and environmental sustainability. Public transport usage and availability may have particular implications for access to services, employment or education and training.

Notes: The sample sizes for rural area types are small so year on year changes should be interpreted with caution.  
Source: DfT, 2010 National Travel Survey, 2002-2009, <http://www.dft.gov.uk/pgr/statistics/datatablespublications/nts/>

## Accessibility

- Generally, access to services is lower in rural areas than it is elsewhere. For example, 52% of users in rural areas live within a short enough travel time of a GP's surgery by foot or public transport that they are likely to make the journey, compared to 62% in urban areas.
- Unsurprisingly users in small, sparse rural areas generally have the lowest service accessibility; for example, 30% of users in sparse villages live within a short enough travel time to a supermarket that they are likely to make the journey, compared with 52% of users in less sparse rural towns.

### Measuring accessibility

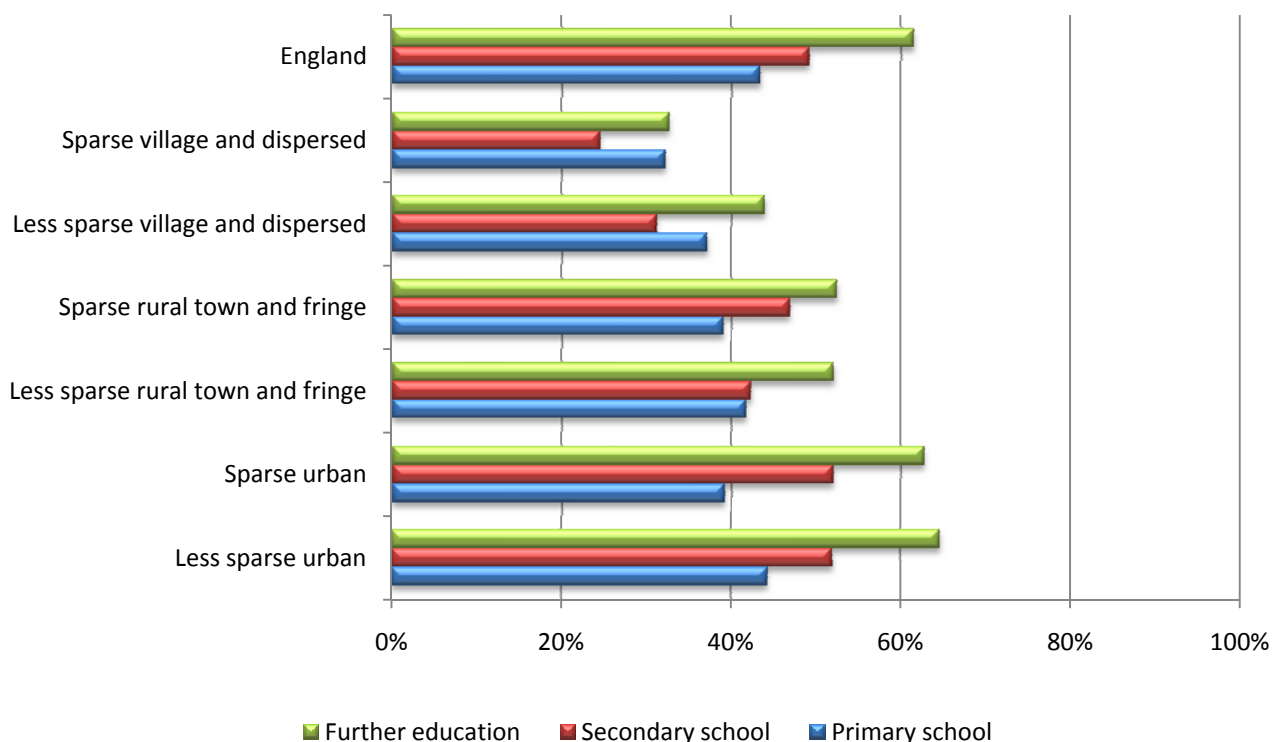
'Accessibility' has been calculated from DfT's accessibility indicators for eight services: employment centres, primary and secondary schools, further education colleges, GPs, hospitals, town centres and supermarkets. For each service DfT calculate the percentage of target users (for example for primary schools, children aged 5 to 10) who are likely to travel to the given service by walking or using public transport, given the time it will take and the user's willingness to undertake the journey. This gives an estimate of the accessibility of services from any given type of area. The willingness of a user to travel to a service is derived from analysis of the National Travel Survey, identifying the sensitivity of trip making to travel time.

The composite measure of 'overall accessibility' has been calculated by taking an arithmetic average of the percentages for each service. This gives a broad indication of the overall accessibility of a place.

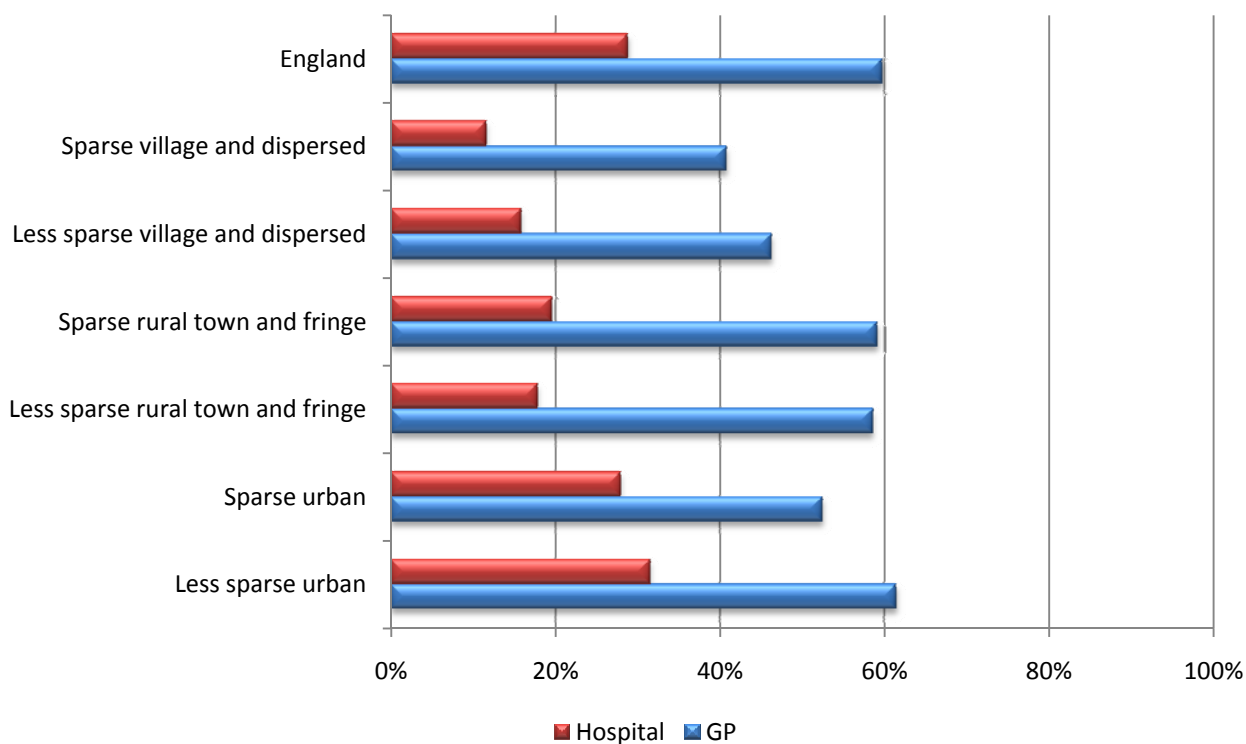


## Service Accessibility

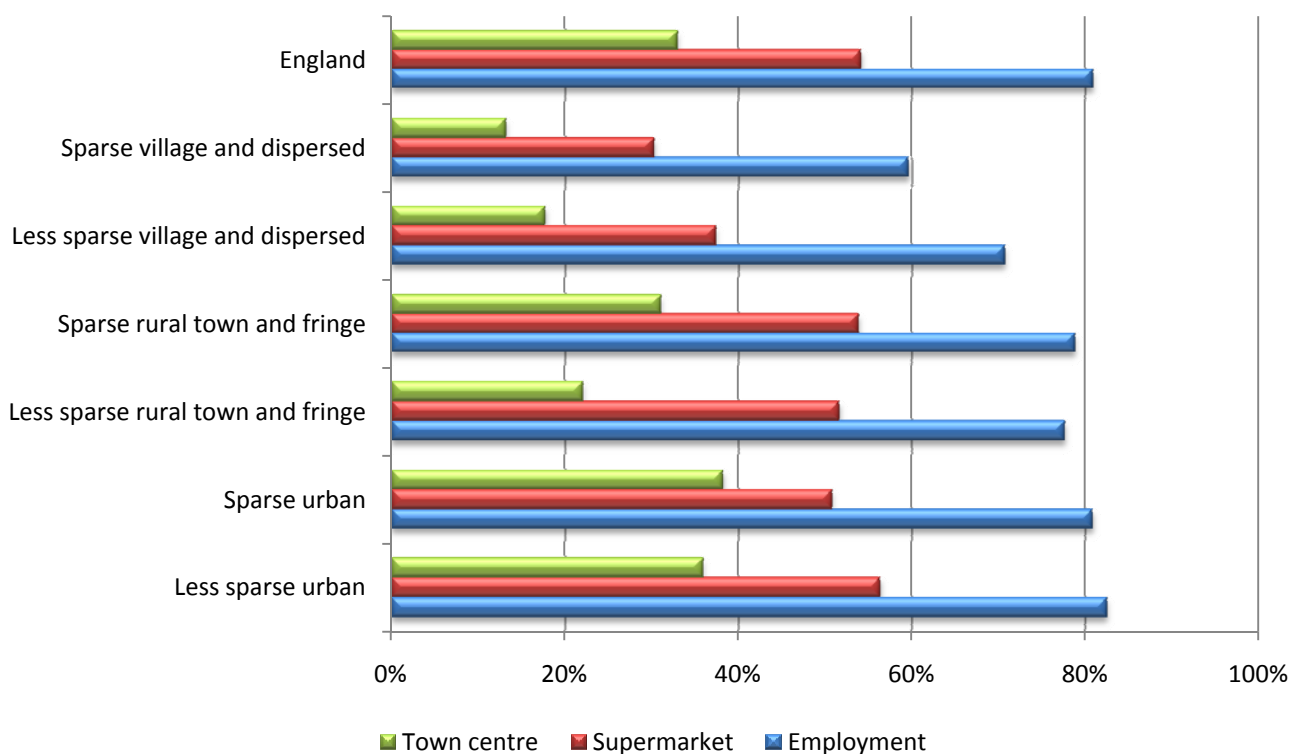
Proportion of target population likely to travel to education services: 2011



Proportion of target population likely to travel to health services: 2011



**Proportion of target population likely to travel to employment centres, towns and supermarkets: 2011**



**Interpretation:** The charts show that in general, people in rural areas have lower accessibility to services than those in urban areas, but that the level of accessibility varies from service to service. In rural areas overall, 39.2% of the population lives within a short enough travel time of primary schools by foot or public transport to make them likely to make the journey, compared to 44.3% in urban areas. In contrast, 16.7% of users in rural areas live within a short enough travel time of hospitals to make them likely to make the journey, compared with 31.6% elsewhere.

*Proportion of the target population likely to access education and health services by public transport or walking, 2011*

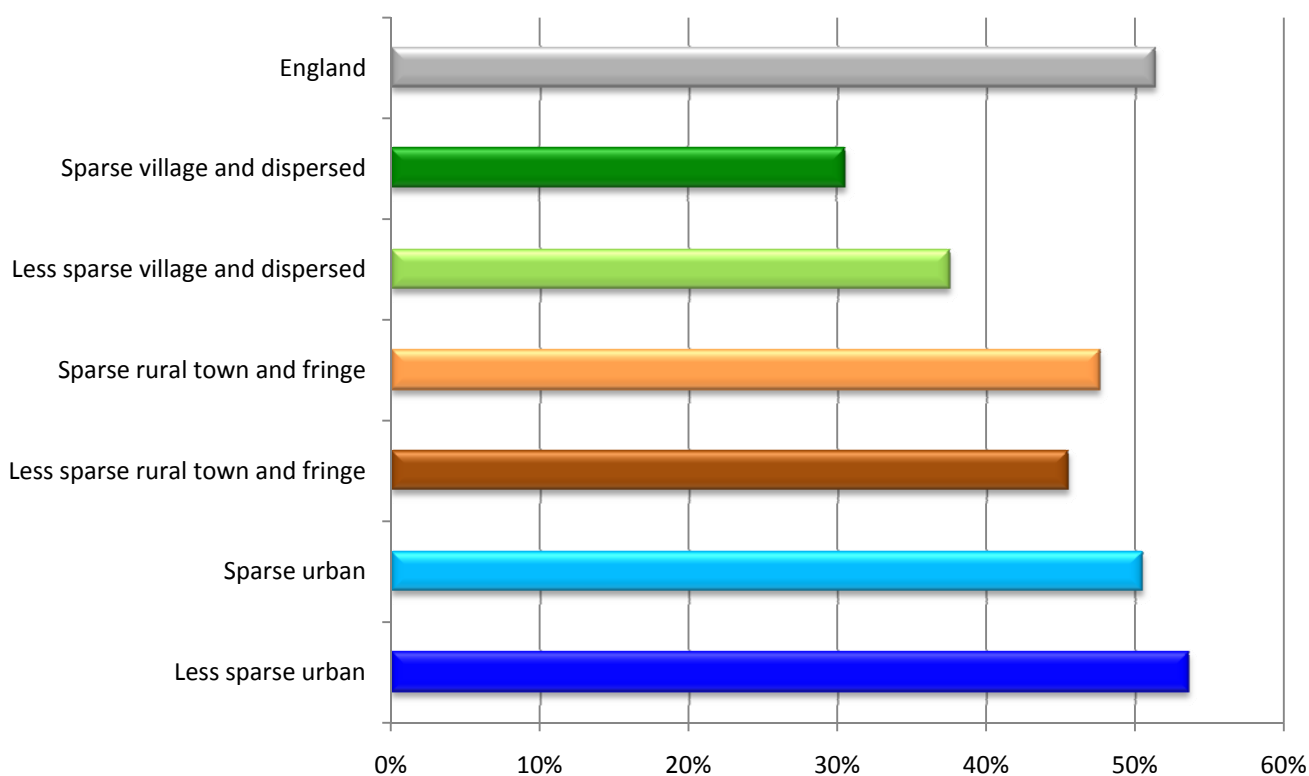
	Primary school	Secondary school	Further education	GP	Hospital
Less sparse urban	44.3	52.0	64.7	61.5	31.6
Sparse urban	39.2	52.0	62.8	52.5	27.9
Less sparse rural town and fringe	41.7	42.3	52.0	58.7	17.8
Sparse rural town and fringe	39.0	46.9	52.4	59.2	19.6
Less sparse village and dispersed	37.1	31.2	43.9	46.3	15.8
Sparse village and dispersed	32.2	24.5	32.7	40.9	11.5
Rural	39.2	36.7	47.7	52.4	16.7
Urban	44.3	52.0	64.7	61.5	31.6
<b>England</b>	<b>43.4</b>	<b>49.1</b>	<b>61.5</b>	<b>59.8</b>	<b>28.8</b>

*Proportion of the target population likely to access employment, town centres and supermarkets by public transport or walking, 2011*

	<b>Employment</b>	<b>Supermarket</b>	<b>Town centre</b>
Less sparse urban	82.5	56.3	35.9
Sparse urban	80.8	50.8	38.2
Less sparse rural town and fringe	77.7	51.6	22.1
Sparse rural town and fringe	78.8	53.9	31.1
Less sparse village and dispersed	70.7	37.4	17.7
Sparse village and dispersed	59.6	30.3	13.1
Rural	73.9	44.5	20.0
Urban	82.5	56.3	35.9
<b>England</b>	<b>80.9</b>	<b>54.1</b>	<b>33.0</b>

### Average Overall Accessibility

**Proportion of target population likely to travel to all services: composite measure, 2011**



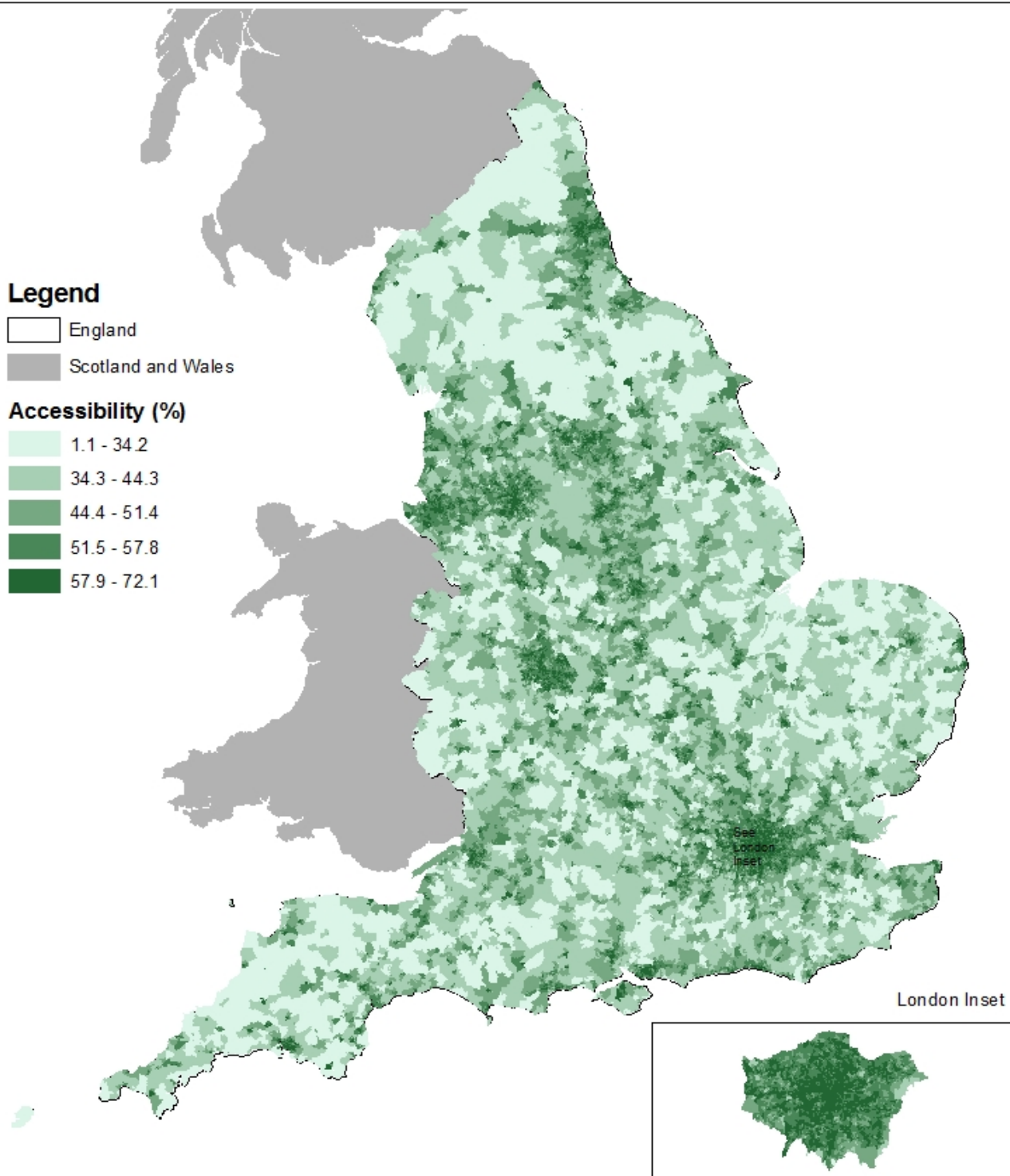
**Interpretation:** This indicator gives a statistical estimate of the general accessibility of different types of places rather than being a measure of actual accessibility to any one particular service. Nationally, average accessibility in England is 51.3%, with accessibility in urban areas at 53.6% and in rural areas 41.4%. Accessibility is lowest in sparse rural villages and dispersed settlements at 30.6%. This is almost seven percentage points lower than less sparse rural villages.

*Percentage of the target population likely to access a range of services by public transport or walking: composite measure of accessibility, 2011*

	<b>Average accessibility (%)</b>
Less sparse urban	53.6
Sparse urban	50.5
Less sparse rural town and fringe	45.5
Sparse rural town and fringe	47.6
Less sparse village and dispersed	37.5
Sparse village and dispersed	30.6
Rural	41.4
Urban	53.6
<b>England</b>	<b>51.3</b>



# Composite measure of accessibility, 2011



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Defra 100018880 2011

Rural Statistics Unit  
Room 311, Foss House, York  
Tel: 01904 455251  
rural.statistics@defra.gsi.gov.uk

0 20 40 80 Miles

Source: based on DfT's core accessibility indicators, 2010

Definitions: composite measure of accessibility is calculated as the average proportion of target users within a reasonable travel time of services by foot or public transport, for all eight services combined.

Being able to access key services by public transport is important not only in terms of benefiting from that service when it is needed, but also perhaps in terms of social inclusion. The key services used in this analysis represent a broad range of 'vital' services, from education and health services to employment centres which offer job opportunities and choice. Town centres and food stores are important in terms of accessing basic retail services. The calculations used in this section are based on the actual travel time multiplied by a factor which indicates how likely someone is to make the journey. A long travel time (e.g. 40 minutes) to a service that people very much need access to (e.g. work) will result in a greater proportion of users being expected to undertake the journey. However, a service that people are not prepared to spend lots of time travelling to (for example primary schools, which are more numerous than employment centres) then fewer people would be prepared to travel the same 40 minutes to the location.

On average **rural areas have lower overall accessibility than urban areas**. Unsurprisingly, sparse rural areas have lower accessibility than less sparse rural and urban areas. Because rural areas, and in particular sparse rural areas, are less densely populated than urban areas, services are likely to serve a larger geographical area than those in urban areas, and this in turn is likely to impact on travel time and the likelihood that people are to make journeys to the services.

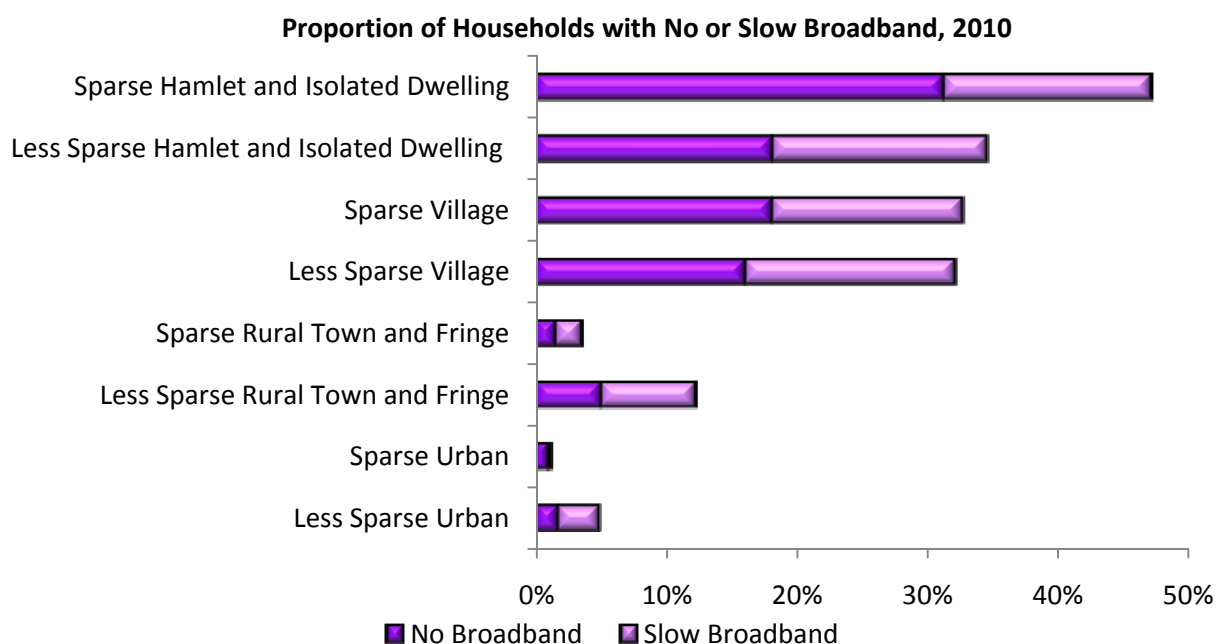
There are some issues in using the statistics in this way to analyse rural-urban differences. First, not all public transport is considered when DfT calculate the travel times to services; flexibly routed services and school transport, for example, are not included and this may lead to an underestimate of accessibility especially in rural areas. Furthermore the DfT guidance is clear in stating that the indicators do not necessarily take account of local circumstances, such as residents of rural communities being more willing to travel further for services than in urban areas. They should therefore be used with other evidence, particularly when making comparisons between dissimilar geographical areas.

Source: DfT core accessibility indicators at LSOA level (tables ACS0501-0508) at <http://www.dft.gov.uk/statistics/releases/accessibility-statistics-2011>. For further methodological information and guidance see <http://www.dft.gov.uk/statistics/series/accessibility>.

## Broadband

- Average broadband speeds were slower in rural areas than in urban areas and a higher proportion of rural households have slow or no broadband.
- 8% of households in England have access to no or slow broadband. Sparse Hamlet and Isolated Dwellings had the highest proportion of households with no or slow broadband in 2010, 47%.
- Almost a quarter of households in rural areas only have access to no or slow broadband.
- The average broadband speeds in rural areas are considerably slower than speeds in urban area. The average broadband speed in Less Sparse Urban areas was 12 Mbit/s and in Less Sparse Villages 4 Mbit/s.

### Households with No or Slow Broadband



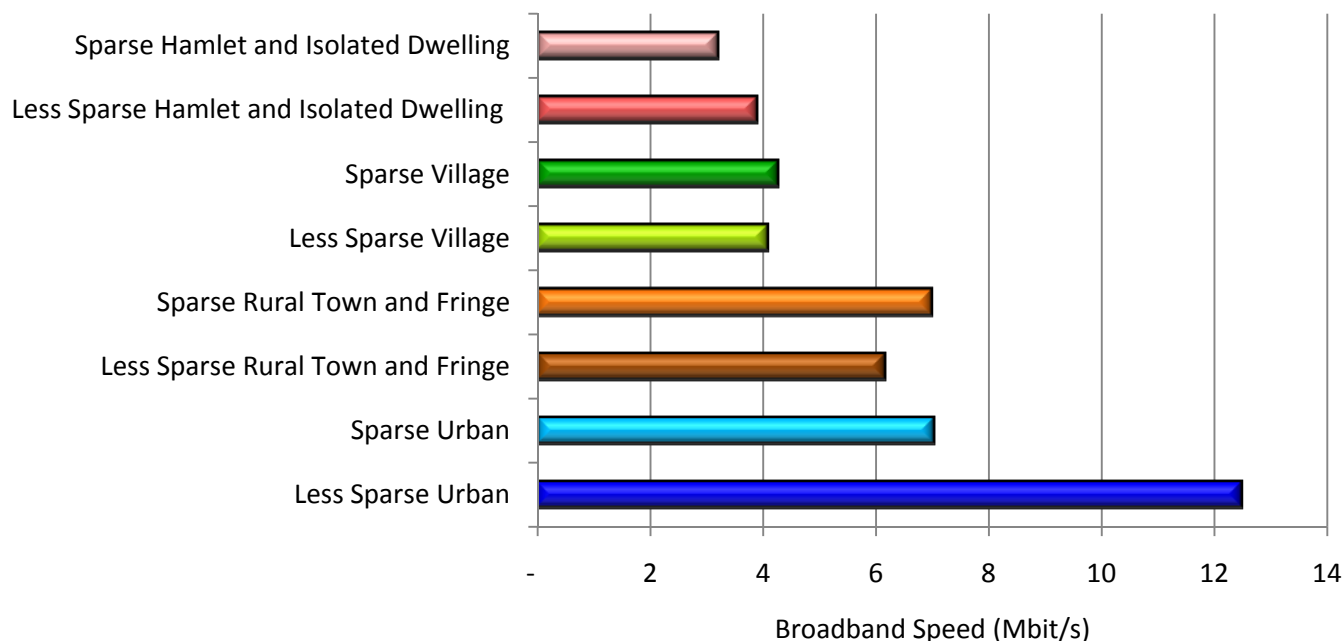
**Interpretation:** The chart and data shows that the area with the highest percentage of households with no or slow households were sparse hamlets and isolated dwellings. In 2010, 47% of households in this settlement type only had access to no or slow broadband. Considerably fewer households in urban areas had access to no or slow broadband, 5%

*Percentage of households with no or slow broadband, 2010*

	No Broadband	Slow Broadband	No and Slow Broadband
Less Sparse Urban	2%	3%	5%
Sparse Urban	1%	0%	1%
Less Sparse Town and Fringe	5%	7%	12%
Sparse Town and Fringe	1%	2%	3%
Less Sparse Village	16%	16%	32%
Sparse Village	18%	15%	33%
Less Sparse Hamlet and Isolated Dwelling	18%	16%	35%
Sparse Hamlet and Isolated Dwelling	31%	16%	47%
Urban	2%	3%	5%
Rural	11%	12%	23%
<b>England</b>	<b>4%</b>	<b>5%</b>	<b>8%</b>

## Broadband Speed

Average Broadband Speed, 2010



**Interpretation:** The chart above show the average broadband speed for each settlement type. In 2010, the average broadband speed was fastest in Less Sparse Urban areas, 12 Mbit/s. However, this was almost double the average broadband speed in Sparse Rural Town and Fringe areas, which has the fastest average speed in rural areas.



*Average broadband speed, 2010*

	<b>Average ADSL Speed (Mbit/s)</b>
Less Sparse Urban	12.5
Sparse Urban	7.0
Less Sparse Town and Fringe	6.2
Sparse Town and Fringe	7.0
Less Sparse Village	4.1
Sparse Village	4.2
Less Sparse Hamlet and Isolated Dwelling	3.9
Sparse Hamlet and Isolated Dwelling	3.2
<b>England</b>	<b>6.0</b>

Broadband is very important for the economic and social sustainability of rural communities. The government aims to ensure fast and reliable access is available in all rural communities as part of its commitment to have the best broadband network in Europe by 2015. To achieve this, all households will need to have access to broadband networks with a speed of 2 Mbit/s. In 2010, 23% of households in rural areas and only 5% in urban areas had broadband speeds less than 2 Mbit/s. This suggests that achieving this aim will mean a greater change in rural areas.

There was a large difference in average broadband speeds between urban and rural areas, and rural areas have a slower average broadband speed. One reason why there is such a difference in broadband speeds between rural and urban areas is that it is harder for network operators to recoup the fixed costs necessary for upgrading exchanges and cabinets in rural areas, where there are lower population densities, and therefore fewer end customers.

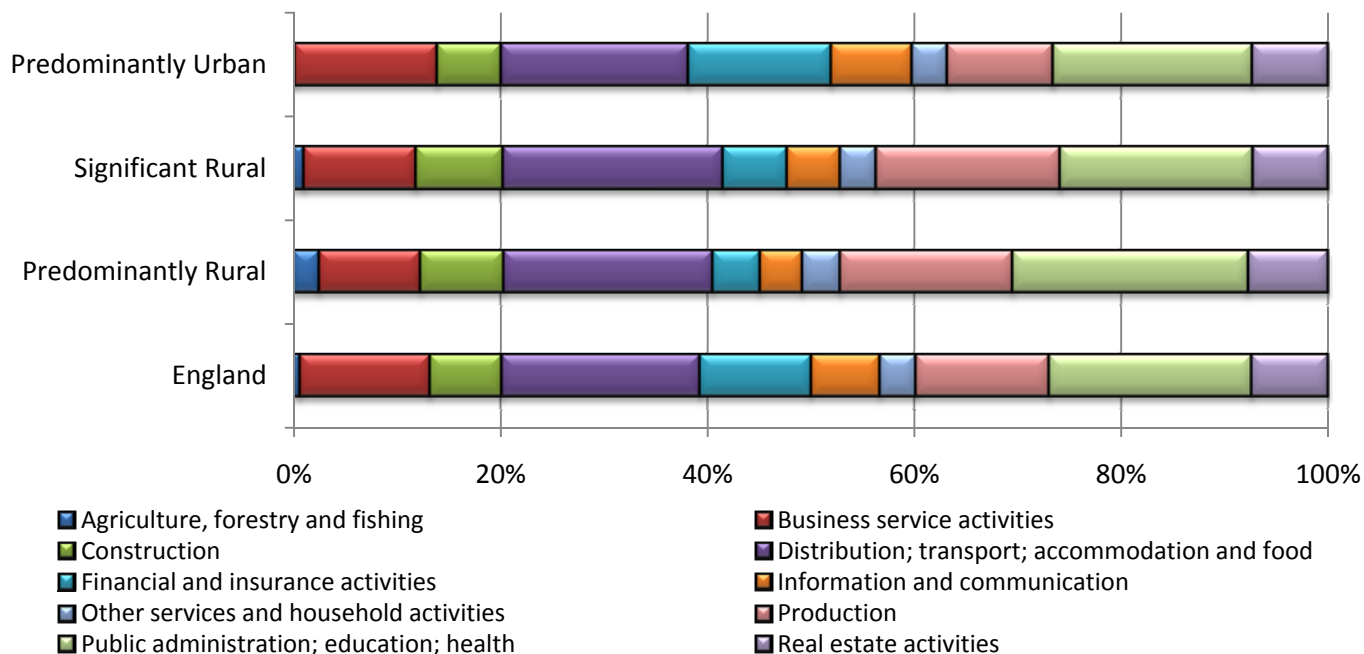
Notes: Data is from a model based on potential downstream speeds that are derived from the distance that households are from a telephone exchange  
 Asymmetric Digital Subscriber Line (ADSL) is a type of broadband, where an analogue phone line is converted to a digital line, which can then be used to transmit data at a high speed.  
 Source: Broadband Delivery UK, a delivery vehicle for the Government's policies on broadband. For more information visit <http://interactive.bis.gov.uk/comment/bduk/>

## Productivity

- In 2009, Gross Value Added from Predominantly Rural areas contributed to 19% of England's GVA, and is worth £205bn. This compares to 68% from Predominantly Urban areas (£728bn) and 12% from Significant Rural areas (£129bn).
- Around 2% of rural GVA came from 'Agriculture, forestry and fishing'. 'Distribution; transport; accommodation and food' and 'Public administration; education; health' each contributed roughly one fifth of GVA in both Predominantly Rural and Predominantly Urban areas.
- In 2009, productivity per job was far higher in London than in other areas (40% above the average for England). The differences between other types of area were less pronounced.
- Average productivity levels were lowest in Rural-80 areas, followed by Rural-50 areas.
- A lower proportion of rural districts fell into the top performing 25% of districts and a higher proportion into the lowest performing 25% than for England as a whole.

## Productivity by Industry

Percentage Breakdown of GVA by Industry, 2009



**Interpretation:** This chart and the following table show the industrial breakdown of Gross Value Added (GVA) for each area type. The industrial breakdown is broadly similar across rural-urban classifications with 'Distribution; transport; accommodation and food' and 'Public administration; education; health' each contributing about a fifth of GVA in each area type. The main differences are the contributions by 'Financial and insurance activities' (14% in Predominantly Urban, 5% in Predominantly Rural), 'Information and Communication' (8% in Predominantly Urban, 4% in Predominantly Rural), and 'Production' (10% in Predominantly Urban, 17% in Predominantly Rural).

*Percentage Breakdown of Gross Value Added by industry, 2009*

	Predominantly Rural		Significant Rural		Predominantly Urban		England	
	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%
Agriculture, forestry and fishing	3,587	2%	2,482	1%	883	0%	6,952	1%
Business service activities	14,284	10%	27,291	11%	91,690	14%	133,265	13%
Construction	11,635	8%	21,182	8%	41,020	6%	73,837	7%
Distribution; transport; accommodation and food	29,377	20%	53,494	21%	120,413	18%	203,284	19%
Financial and insurance activities	6,624	5%	15,655	6%	91,718	14%	113,997	11%
Information and communication	5,919	4%	12,907	5%	52,034	8%	70,860	7%
Other services and household activities	5,343	4%	8,626	3%	22,619	3%	36,588	3%
Production	24,168	17%	44,758	18%	67,828	10%	136,754	13%
Public administration; education; health	33,098	23%	46,875	19%	127,973	19%	207,946	20%
Real estate activities	11,228	8%	18,330	7%	48,932	7%	78,490	7%
<b>Total GVA</b>	<b>145,263</b>	<b>100%</b>	<b>251,600</b>	<b>100%</b>	<b>665,110</b>	<b>100%</b>	<b>1,061,973</b>	<b>100%</b>

**GVA in Predominantly Rural areas comes from a range of industries.** A noticeably smaller proportion of Predominantly Rural GVA is contributed by the combination of 'Business service activities', 'Financial and insurance activities' and 'Information and communication' (18%\*) compared to Predominantly Urban areas (35%\*). This shows that whilst these types of highly specialised businesses do exist in Predominantly Rural areas, they are more prevalent in cities, perhaps reflecting a reliance on highly concentrated human and physical networks. Even in Predominantly Rural areas, 'Agriculture, forestry and fishing' contributes the smallest share of GVA of any category (2%), though it should be noted that this data almost certainly underestimated the value of agriculture due to it only being partially covered by the survey.

Notes: Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the country. However there are some gaps in the coverage of the Annual Business Survey; agriculture for example is only partially covered and self employment is not included in the data. This may lead to underestimations of economic value. Gross Value Added data by industry is only available at NUTS3 (broadly county) level, and so a three-way rural-urban classification is applied. Predominantly Rural areas are those with at least half of their population living in rural settlement or large market towns.

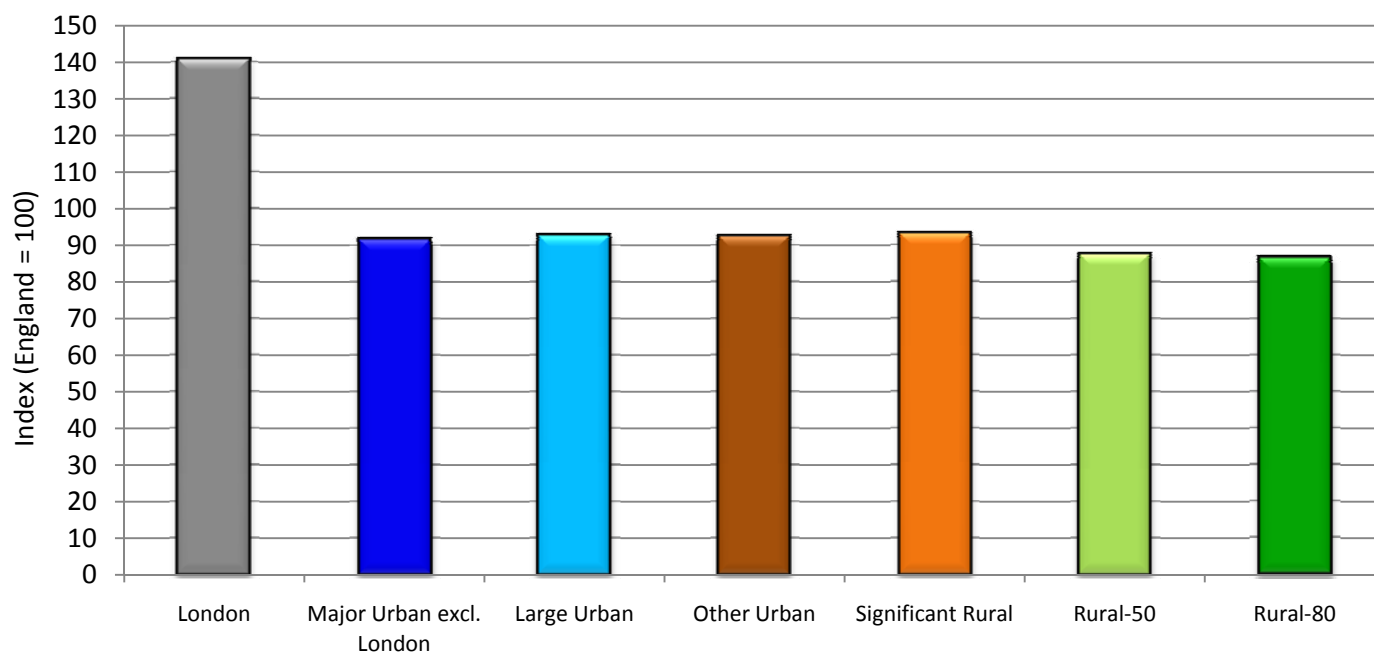
\* Differs from summing the values in the table due to rounding of the sub-category percentages.

Source: Office for National Statistics, Gross Value Added data at NUTS3, table 3:4.

<http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-250308>

## Gross Value Added (GVA) per Workforce Job

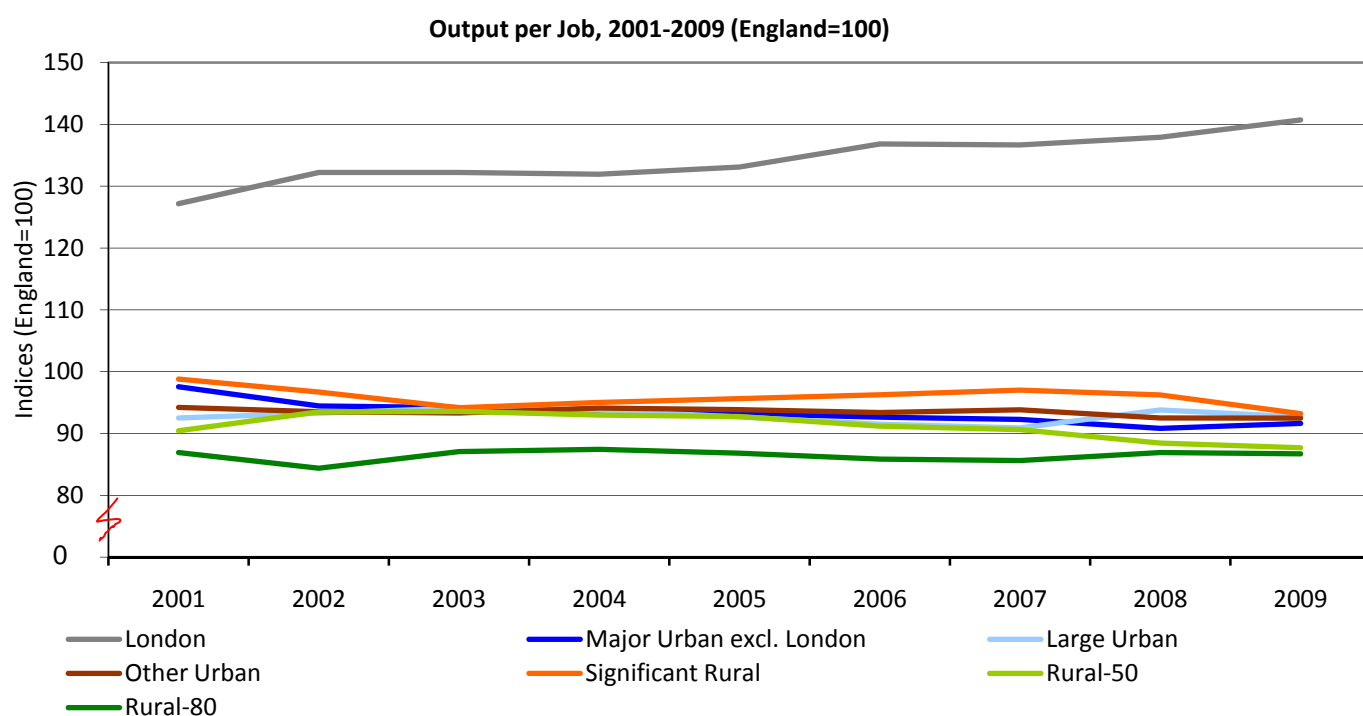
Gross Value Added per Workforce Job, 2009



**Interpretation:** This chart shows that productivity levels are, on average, much higher in London than in any other category of the rural-urban classification. After London, Significant Rural areas have the highest productivity per job (93.2) relative to the English average, and Rural-80 areas have the lowest (86.7).

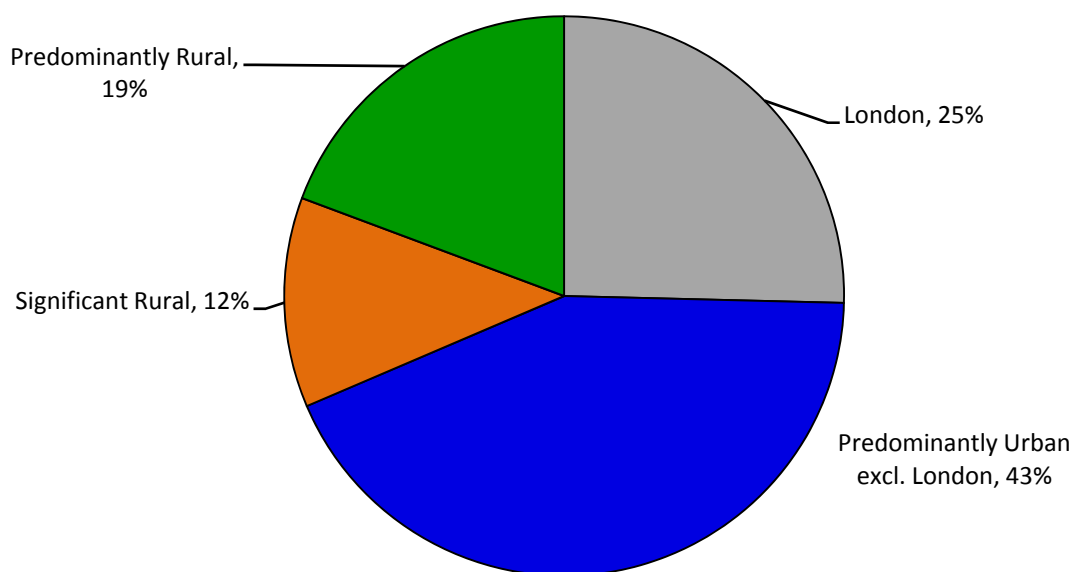
*Gross Value Added per Workforce Job Indexed to England=100, 2001 to 2009*

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Major Urban excl. London	97.6	94.5	94.2	93.4	93.2	92.6	92.3	90.8	91.6
London	127.2	132.2	132.2	131.9	133.1	136.8	136.7	137.9	140.7
Large Urban	92.5	93.3	94.1	93.8	92.7	91.5	90.9	93.8	92.7
Other Urban	94.2	93.5	93.3	94.1	93.9	93.4	93.8	92.5	92.5
Significant Rural	98.8	96.7	94.2	95.0	95.6	96.3	97.0	96.2	93.2
Rural-50	90.4	93.5	93.6	93.0	92.7	91.2	90.6	88.4	87.7
Rural-80	86.9	84.4	87.1	87.4	86.8	85.8	85.6	86.9	86.7
<b>England</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



**Interpretation:** This chart shows the change over time in the relative productivity of different types of areas. The relative performance of London has increased by around thirteen percentage points between 2001 and 2009, while there has been little discernable change in other types of areas.

Contribution to England's Gross Value Added, 2009

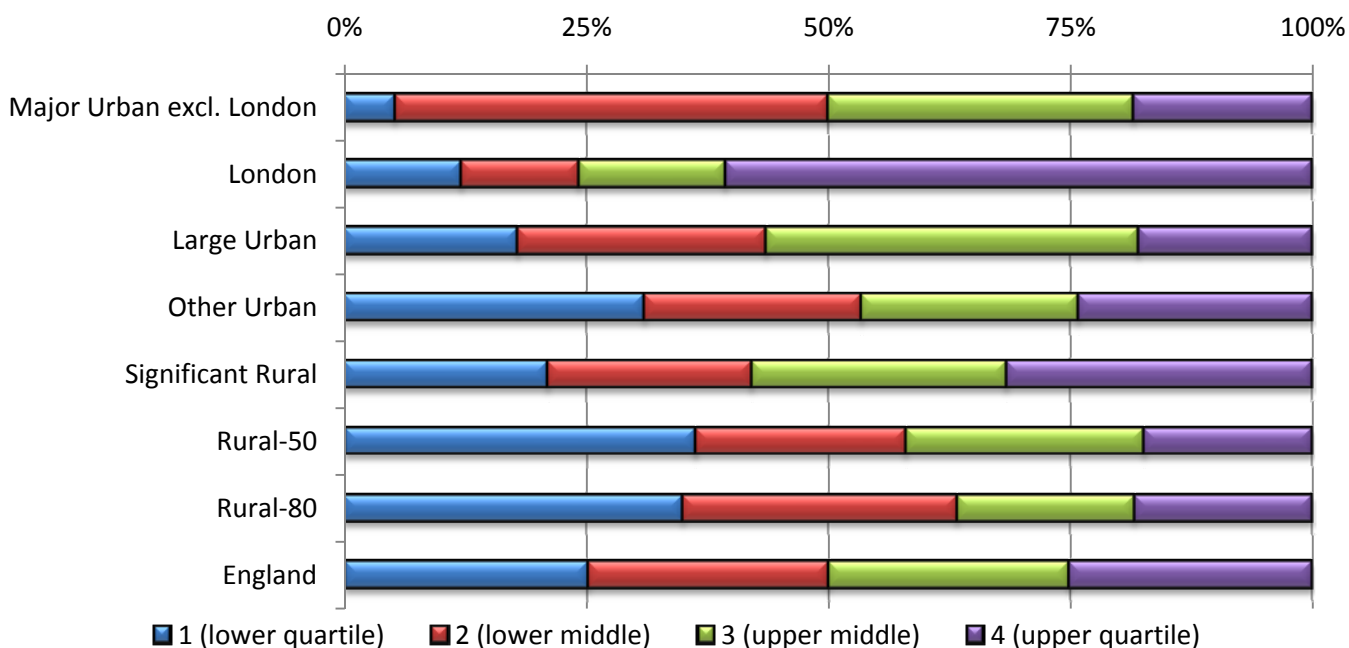


Contribution to England's Gross Value Added, 2009

Full Split	GVA (£m)	% Split	Basic Split	GVA (£m)	% Split
Major Urban	173,637	16%	Predominantly Urban excl. London	458,524	43%
Large Urban	130,047	12%			
Other Urban	154,841	15%			
London	269,662	25%	London	269,662	25%
Significant Rural	128,729	12%	Significant Rural	128,729	12%
Rural-50	116,946	11%	Predominantly Rural	205,054	19%
Rural-80	88,108	8%			
<b>England</b>	<b>1,061,969</b>	<b>100%</b>	<b>England</b>	<b>1,061,969</b>	<b>100%</b>

**Interpretation:** The pie chart shows that even excluding London, Predominantly Urban areas make the largest contribution (£459m, 43%) to England's GVA and more than twice the contribution of Predominantly Rural areas (£205m, 19%). London (£270m, 25%) also has a higher contribution to GVA than Predominantly Rural areas.

**Proportion of Districts in Each Productivity Quartile by LA classification, 2009**



**Interpretation:** Quartile analysis examines data by grouping it into bands of 25%, with the lowest quartile being the 25% of districts with the lowest productivity scores. If the productivity of districts was randomly distributed, we would expect to see 25% in the bottom quartile. However there are proportionately more Rural-80 districts in the lowest performing quartile and proportionately fewer in the highest performing quartile than would be expected. Over half of London districts have productivity in the top 25% for England.

*Proportion of Districts in Each Productivity Quartile by LA classification, 2009*

	<b>1 (lower quartile)</b>	<b>2 (lower middle)</b>	<b>3 (upper middle)</b>	<b>4 (upper quartile)</b>
Major Urban excl. London	5%	45%	32%	18%
London	12%	12%	15%	61%
Large Urban	18%	26%	38%	18%
Other Urban	31%	22%	22%	24%
Significant Rural	21%	21%	26%	32%
Rural-50	36%	22%	25%	17%
Rural-80	35%	28%	18%	18%
<b>England</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>

Productivity measures are often used to indicate how well a country can use its human and physical resources to generate economic growth. Strong economic growth will generally mean an improvement in living standards.

The statistics show that on average, **London is by far the most economically productive area of the country**. However after this, average productivity is similar for other types of area. **Significant Rural areas have relatively high average productivity**, possibly because these tend to be districts at the edges of Large Urban areas. Alternatively differences in productivity levels could be the result of regional differences instead, with high productivity in the South East and Eastern regions.

Productivity alone does not tell us everything about the economic wellbeing of different areas. The potential of any given place depends on the mix of industries, the infrastructure and the size of settlements there. Based on these circumstances, even an area with low productivity might be performing as well as it can.

It is important to note that there is currently no official way of deflating these nominal GVA figures to reflect underlying differences in price levels between places. This means that these figures may exaggerate the variation in real GVA per job between different areas because we would expect prices (property and other living expenses) to be highest in areas of high productivity such as London.

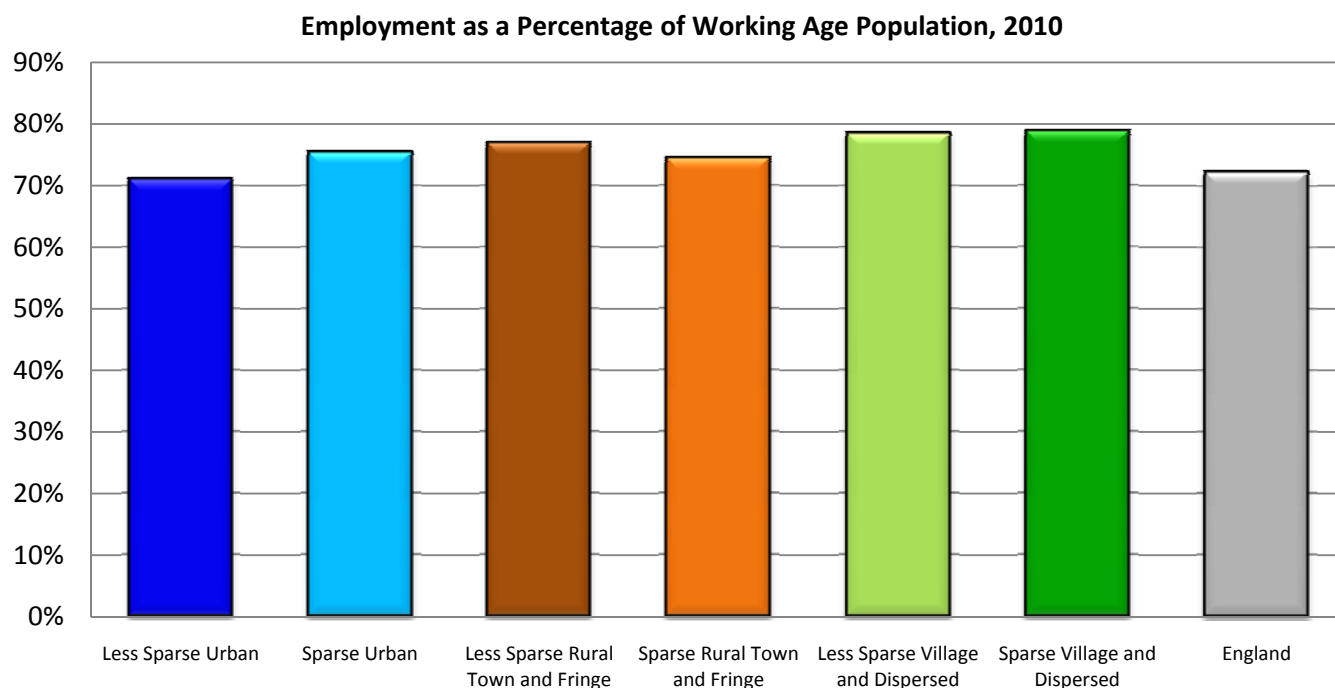
Notes: This analysis takes the number of workforce jobs as an input measure and Gross Value Added as an output measure, and indexes productivity scores such that England=100.  
Source: Office for National Statistics, Annual Business Inquiry via [abi2@ons.gov.uk](mailto:abi2@ons.gov.uk), 2009 (GVA) and workforce jobs series via Nomis (<https://www.nomisweb.co.uk/Default.asp>).



## Economic Activity

- The employment rate for 2010 (as a percentage of working age population) was 71.0% in urban areas and 77.7% in rural areas.
- In 2010, 75.5% of working age workers in urban areas and 73.9% of working age workers in rural areas were full time (as opposed to part time).
- The unemployment rate for 2010 (as a percentage of economically active working age population) was 8.5% in urban areas and 5.4% in rural areas.
- The economic inactivity rate for 2010 (as a percentage of working age population) was 22.4% in urban areas and 17.9% in rural areas.

## Employment Rate



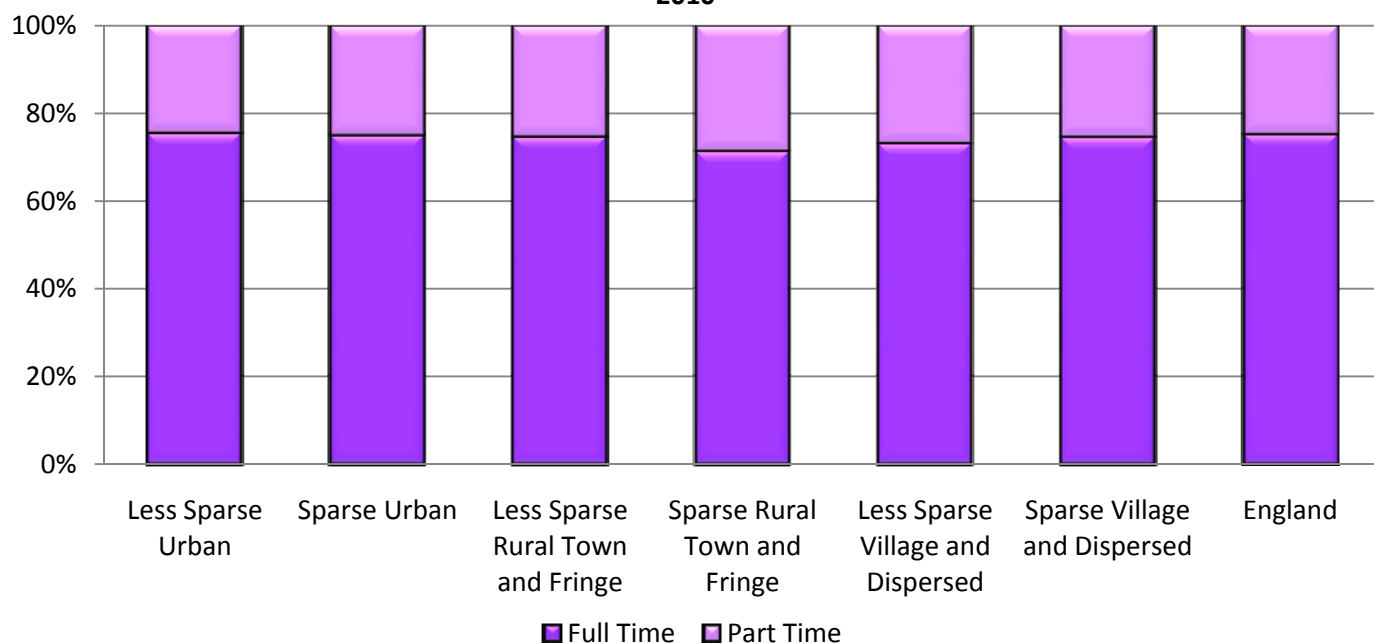
**Interpretation:** This chart and the following table show that the employment rate in 2010 was higher in rural areas (77.7%) than urban areas (71.0%). The table shows that this pattern has been maintained from 2004 to 2009, apart from some fluctuation in the employment rate for Sparse Village and Dispersed areas. In 2010, the employment rate was highest in Sparse Village and Dispersed areas at 78.8% and lowest in Less Sparse Urban areas at 71.0%.

*Percent of Working Age Population who are Employed, 2004 to 2010*

	2004	2005	2006	2007	2008	2009	2010
Less Sparse Urban	73.7%	73.6%	73.3%	73.4%	73.1%	71.4%	71.0%
Sparse Urban	73.4%	74.9%	75.1%	73.9%	74.6%	72.2%	75.4%
Less Sparse Rural Town and Fringe	78.7%	78.8%	78.8%	78.6%	78.8%	77.8%	76.9%
Sparse Rural Town and Fringe	77.8%	80.2%	76.7%	77.1%	76.1%	76.7%	74.4%
Less Sparse Rural Village and Dispersed	78.9%	79.0%	79.1%	79.1%	79.7%	78.2%	78.5%
Sparse Rural Village and Dispersed	77.2%	77.7%	74.3%	75.7%	80.4%	78.4%	78.8%
Urban	73.7%	73.6%	73.3%	73.4%	73.1%	71.4%	71.0%
Rural	78.7%	78.9%	78.7%	78.7%	79.2%	78.0%	77.7%
<b>England</b>	<b>74.6%</b>	<b>74.5%</b>	<b>74.3%</b>	<b>74.4%</b>	<b>74.2%</b>	<b>72.6%</b>	<b>72.2%</b>

### Full Time and Part Time Workers

**Full Time and Part Time Workers as a Percentage of All Employed People of Working Age, 2010**



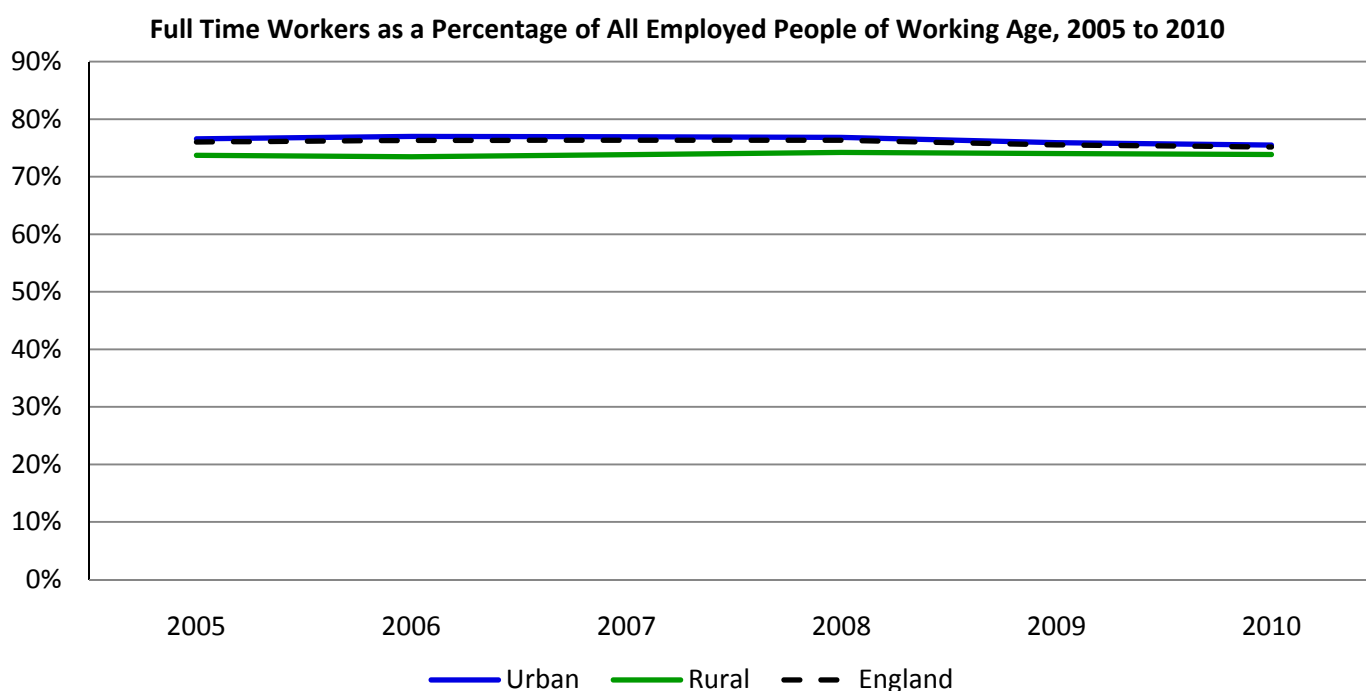
**Interpretation:** This chart shows that the split between full time and part time employment is very similar in rural and urban areas, with roughly 75% of employed people in full time jobs and 25% in part time jobs. Urban areas have a slightly higher level of full time employment at 76% compared to 74% in rural areas.

## Department for Environment, Food and Rural Affairs

### Full Time and Part Time Workers as a Percentage of All Employed People of Working Age, 2005 to 2010

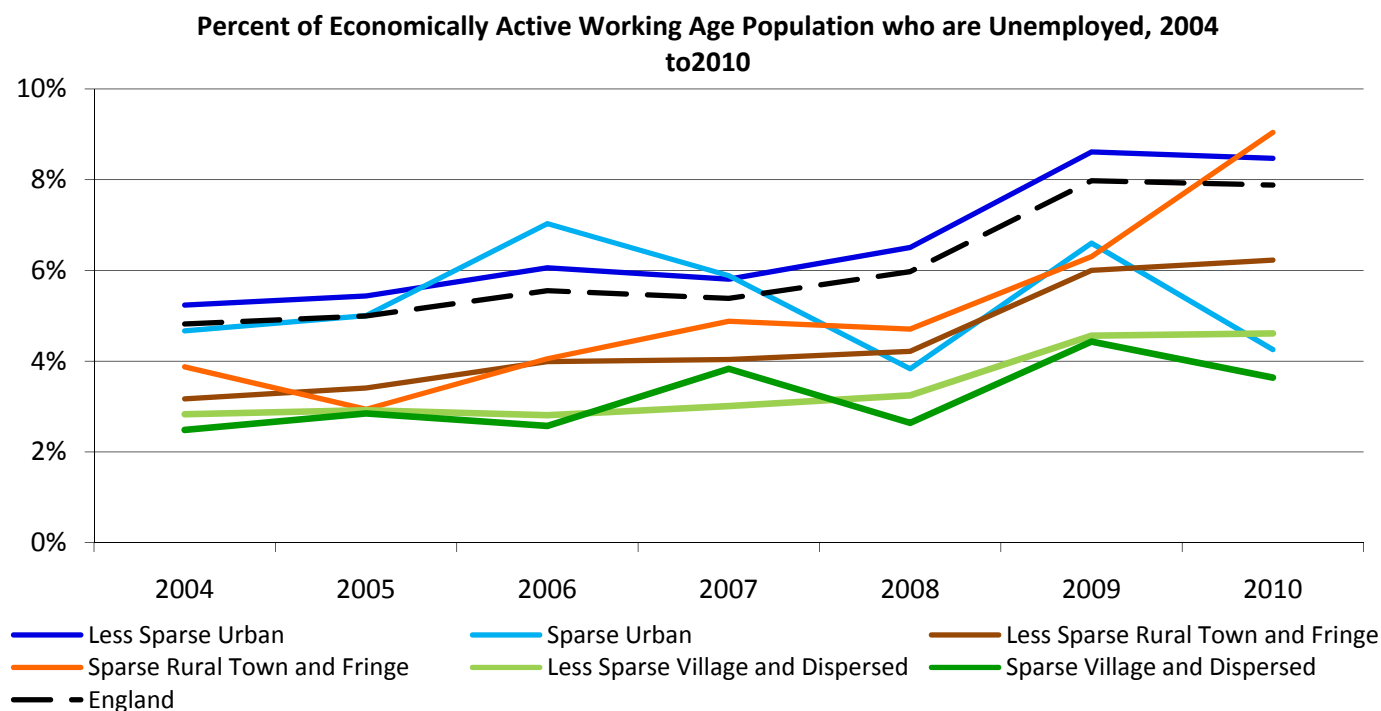
	2005		2006		2007		2008		2009		2010	
	FT	PT	FT	PT	FT	PT	FT	PT	FT	PT	FT	PT
Less Sparse Urban	76.6%	23.4%	77.0%	23.0%	77.0%	23.0%	76.9%	23.1%	75.9%	24.1%	75.5%	24.5%
Sparse Urban	73.1%	26.9%	73.4%	26.6%	74.6%	25.4%	67.3%	32.7%	70.7%	29.3%	75.0%	25.0%
Less Sparse Rural Town and Fringe	74.7%	25.3%	73.9%	26.1%	74.5%	25.5%	75.2%	24.8%	74.8%	25.2%	74.7%	25.3%
Sparse Rural Town and Fringe	73.1%	26.9%	76.9%	23.1%	73.1%	26.9%	69.0%	31.0%	74.8%	25.2%	71.4%	28.6%
Less Sparse Village and Dispersed	72.9%	27.1%	73.1%	26.9%	73.3%	26.7%	73.5%	26.5%	73.3%	26.7%	73.1%	26.9%
Sparse Village and Dispersed	71.7%	28.3%	70.3%	29.7%	72.5%	27.5%	74.1%	25.9%	73.9%	26.1%	74.6%	25.4%
Less Sparse	76.1%	23.9%	76.4%	23.6%	76.4%	23.6%	76.4%	23.6%	75.6%	24.4%	75.2%	24.8%
Sparse	72.3%	27.7%	72.9%	27.1%	73.0%	27.0%	71.8%	28.2%	73.8%	26.2%	73.7%	26.3%
Urban	76.6%	23.4%	77.0%	23.0%	77.0%	23.0%	76.9%	23.1%	75.9%	24.1%	75.5%	24.5%
Rural	73.7%	26.3%	73.5%	26.5%	73.8%	26.2%	74.2%	25.8%	74.0%	26.0%	73.9%	26.1%
<b>England</b>	<b>76.0%</b>	<b>24.0%</b>	<b>76.3%</b>	<b>23.7%</b>	<b>76.4%</b>	<b>23.6%</b>	<b>76.3%</b>	<b>23.7%</b>	<b>75.6%</b>	<b>24.4%</b>	<b>75.2%</b>	<b>24.8%</b>

FT= Full Time, PT = Part Time



**Interpretation:** This chart and the table above it show that the split of full time and part time workers remained almost static from 2005-2010 in both urban and rural areas. The proportion of full time workers in rural areas was consistently just below that in urban areas. Less sparse areas had a slightly higher level of full time employment than sparse areas from 2005-2010. This is mainly driven by the consistently high levels of full time workers in Less Sparse Urban areas, which contain roughly 80% of employed people of working age.

## Unemployment Rate



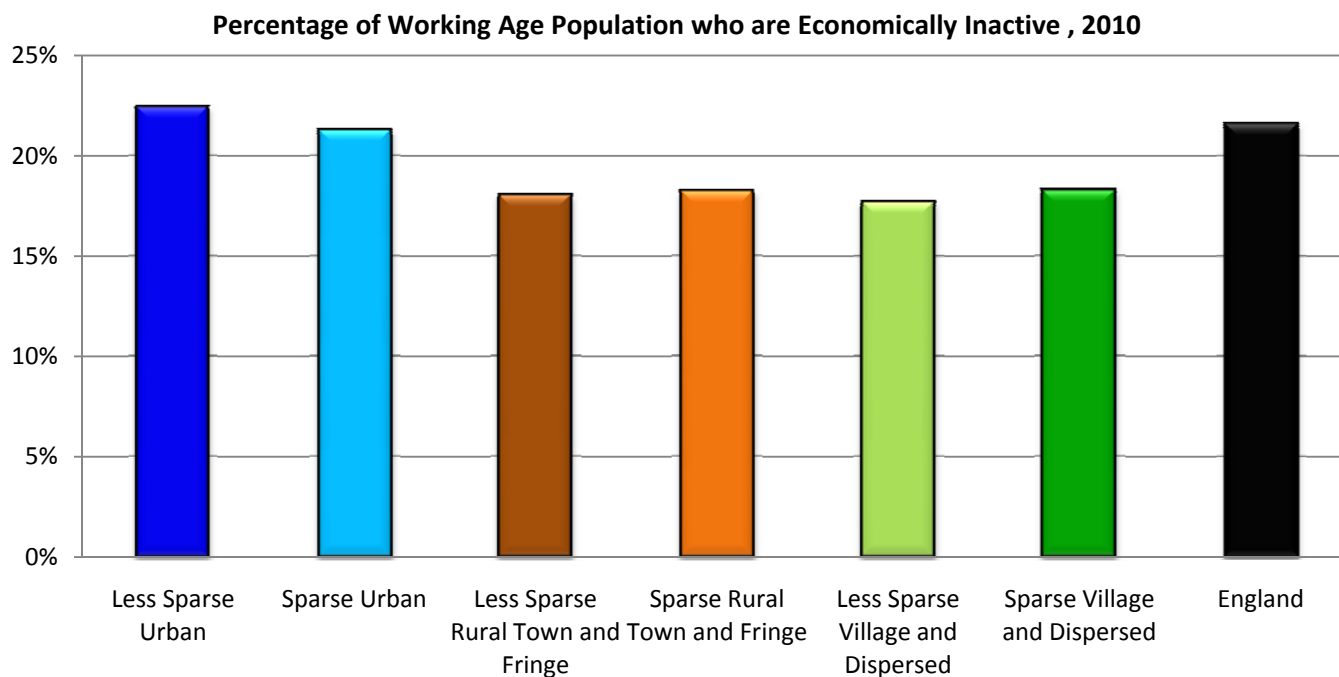
**Interpretation:** This chart and the following table show unemployment rates for each area type for the last seven years available. For example the unemployment rate in rural areas in 2010 was 5.4%. Series for sparse areas are prone to fluctuate more than series for less sparse areas because there are fewer observations for sparse areas. It is therefore not clear whether the increase in unemployment in Sparse Rural Town and Fringe, and the decrease in Sparse Urban areas, is a genuine change or a data issue. The unemployment rate tends to be highest in urban areas and lowest in Rural Village and Dispersed areas. Within rural-urban categories, there are no consistently clear differences between sparse and less sparse areas.

The unemployment rate has followed a similar pattern in rural and urban areas; increasing gradually from 2004 to 2008, then increasing steeply to 2009 before levelling off in 2010.

*Percent of economically active working age population who are unemployed, 2004 to 2010*

	2004	2005	2006	2007	2008	2009	2010
Less Sparse Urban	5.2%	5.4%	6.1%	5.8%	6.5%	8.6%	8.5%
Sparse Urban	4.7%	5.0%	7.0%	5.9%	3.8%	6.6%	4.3%
Less Sparse Rural Town and Fringe	3.2%	3.4%	4.0%	4.0%	4.2%	6.0%	6.2%
Sparse Rural Town and Fringe	3.9%	2.9%	4.1%	4.9%	4.7%	6.3%	9.0%
Less Sparse Rural Village and Dispersed	2.8%	2.9%	2.8%	3.0%	3.2%	4.6%	4.6%
Sparse Rural Village and Dispersed	2.5%	2.8%	2.6%	3.8%	2.6%	4.4%	3.6%
Urban	5.2%	5.4%	6.1%	5.8%	6.5%	8.6%	8.5%
Rural	3.0%	3.1%	3.4%	3.6%	3.7%	5.3%	5.4%
<b>England</b>	<b>4.8%</b>	<b>5.0%</b>	<b>5.6%</b>	<b>5.4%</b>	<b>6.0%</b>	<b>8.0%</b>	<b>7.9%</b>

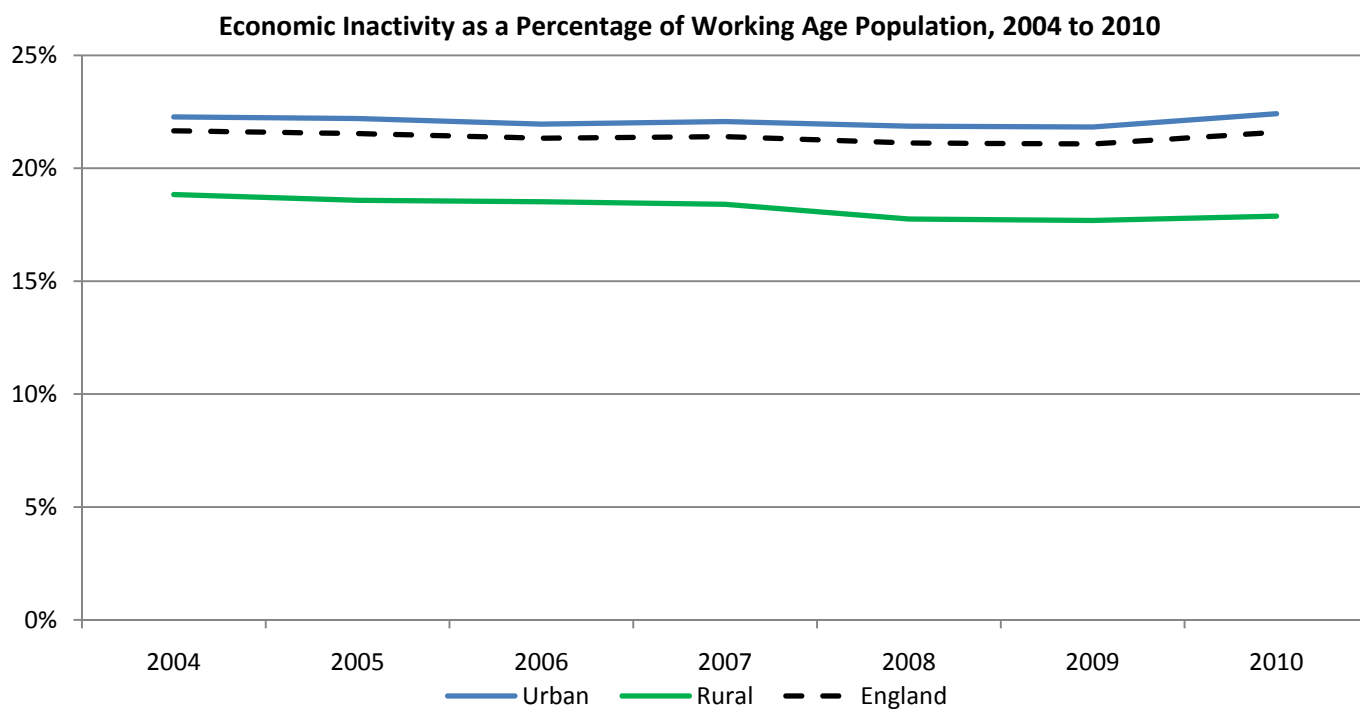
## Economic Inactivity



**Interpretation:** This chart shows that levels of economic inactivity as a percentage of working age population are higher in urban areas than rural areas. The lowest level of economic inactivity is in Less Sparse Rural Town and Fringe areas (17.7%) and the highest level is in Less Sparse Urban areas (22.4%). There is little difference between the subcategories within urban and rural areas.

*Percent of Working Age Population who are Economically Inactive, 2004 to 2010*

	2004	2005	2006	2007	2008	2009	2010
Less Sparse Urban	22.3%	22.2%	22.0%	22.1%	21.9%	21.8%	22.4%
Sparse Urban	23.0%	21.2%	19.3%	21.5%	22.5%	22.6%	21.3%
Less Sparse Rural Town and Fringe	18.7%	18.4%	17.9%	18.1%	17.8%	17.3%	18.0%
Sparse Rural Town and Fringe	19.0%	17.4%	20.0%	18.9%	20.1%	18.2%	18.2%
Less Sparse Rural Village and Dispersed	18.8%	18.7%	18.6%	18.5%	17.7%	18.0%	17.7%
Sparse Rural Village and Dispersed	20.9%	20.0%	23.7%	21.3%	17.4%	18.0%	18.2%
Urban	22.3%	22.2%	22.0%	22.1%	21.9%	21.8%	22.4%
Rural	18.8%	18.6%	18.5%	18.4%	17.7%	17.7%	17.9%
<b>England</b>	<b>21.7%</b>	<b>21.5%</b>	<b>21.3%</b>	<b>21.4%</b>	<b>21.1%</b>	<b>21.1%</b>	<b>21.6%</b>



**Interpretation:** The chart above shows that economic activity as a percentage of working age population was very stable over the period 2004 to 2010 and the relationship between the urban and rural rates has been maintained. The rate decreased very gradually in both urban and rural areas from 2004 to 2008 (except for a small rise in urban areas from 2006 to 2007), remained the same from 2008 to 2009 and has risen slightly to 2010.

Employment is crucial for economic growth and societal wellbeing. Higher proportions of full time workers would be desirable if people would prefer to work full-time. We might have expected to see an increase in the proportion of part time work in 2009 as employers sought to avoid redundancies during the recession, but this is not seen in the statistics.

Unemployment is costly to the individual (financially and socially), and also to the wider public (as many benefits are linked directly to unemployment or to low income, and there may also be indirect impacts on crime rates). The sharp increase in the unemployment rate and less marked decrease in the employment rate between 2007 and 2009 can be attributed to the recession and longer period of economic downturn. Whilst the unemployment rate stabilised in 2010, the employment rate continued to fall in both urban and rural areas (albeit in a less pronounced manner than the previous year).

People who are economically inactive are not available for work or not seeking work. Included are students, retirees and those unable to work due to sickness or disability. People who are officially unemployed are considered to be economically active. In general, lower rates of economic inactivity are desirable, although this may not be the case if increases are driven by reductions in those in full time education. The recession could have caused people struggling to find a job to remove themselves from the job market by retiring or returning to study. Conversely, some people who were previously economically inactive may have decided to go back to work to cover for lost income elsewhere in their household. These effects may explain the increase in economic activity observed in both rural and urban areas between 2009 and 2010.

Economic inactivity is likely to be highest in those above working age (60 and over for women and 65 and over for men for the period covered) and there is a higher concentration of this group in rural areas, but they are not included in the analysis here.

Notes: In 2009 and before, working age was defined as 16-64 for males and 16-59 for females. This definition is used for the statistics shown here. In September 2010 the definition for working age was altered to be 16-64 for both males and females, but the statistics shown here have not been adjusted to this new definition.

Unemployment rate is expressed as a percentage of the economically active working age population, whereas the employment rate is expressed as a percentage of the entire working age population. Therefore the unemployment rate and employment rate should not be expected to sum to 100%.

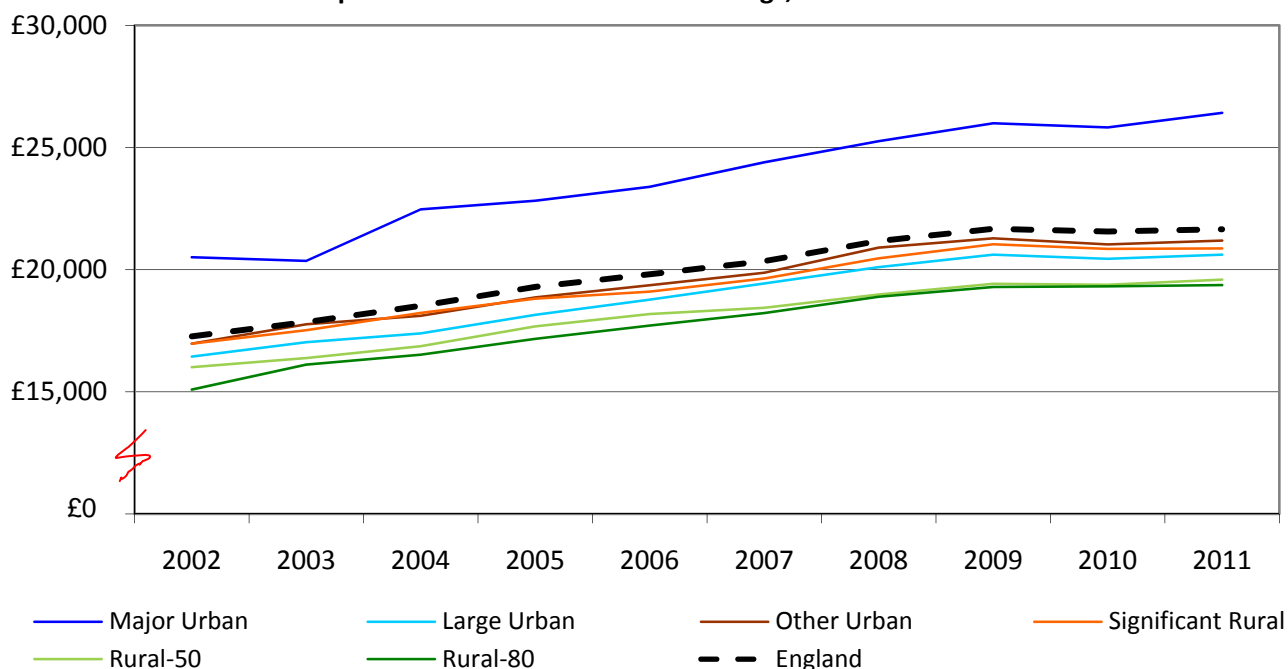
Source: Office for National Statistics, Annual Business Inquiry via [abi2@ons.gov.uk](mailto:abi2@ons.gov.uk)

## Earnings

- Average earnings for individuals who work or live in urban areas were higher than individuals who work or live in rural areas.
- Workplace and residence based annual earnings were highest in Major Urban areas. In 2011, average workplace based earnings were £26,410 and residence based earnings were £24,010.
- Workplace based median earnings in Predominantly Rural areas were below the England median. In 2011, median earnings in Rural-80 areas were £19,370.
- In 2011, residence based median earnings in Predominantly Rural areas were £21,430, slightly less than the England median.
- Workplace based earnings in Predominantly Rural areas increased by almost 25% between 2002 and 2011, which was slightly slower than the change in England overall.
- Residence based earnings increased by almost 26% in Predominantly Rural areas between 2002 and 2011, which was slightly higher than the change in median earnings in England.

## Workplace Based Earnings

Workplace Based Median Annual Earnings, 2002 to 2011





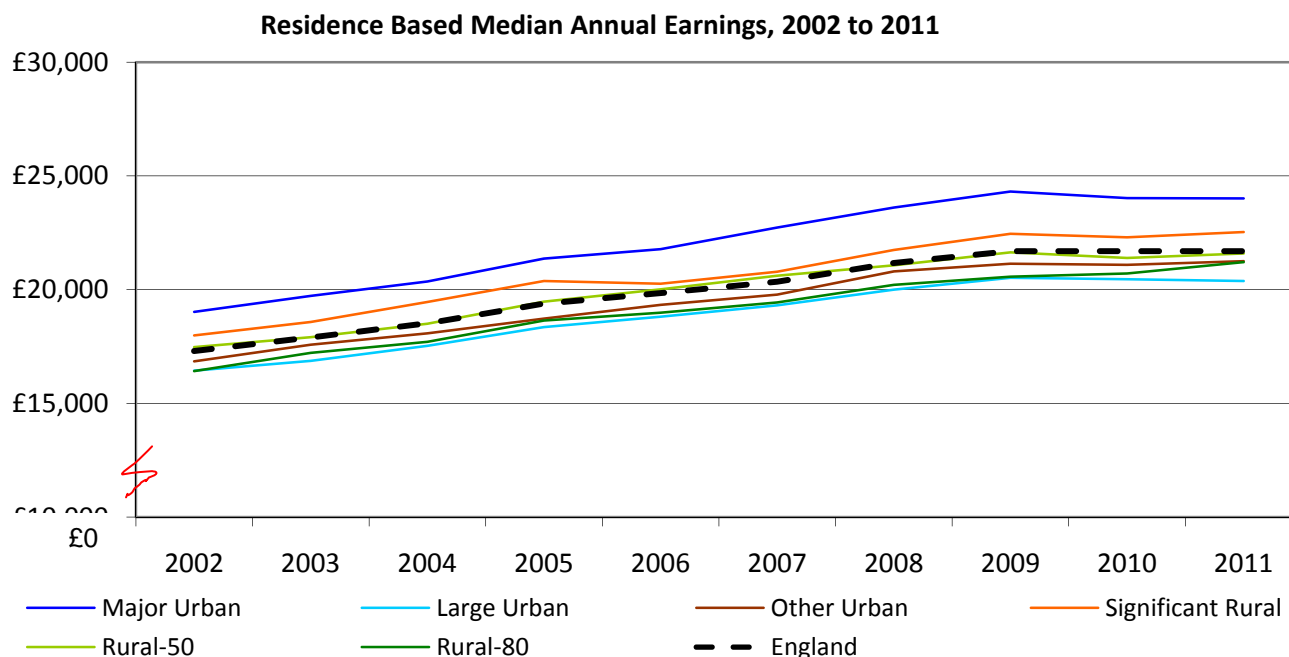
**Interpretation:** Workplace based earnings measure the average annual earnings of people who work in that particular type of area but may live elsewhere. Workplace based earnings were highest in Major Urban areas at £26,416 in 2011. In England the median earnings was £21,650, which is higher than all other areas. Median earnings were lowest in Rural-80 areas, where the median earnings were £19,370.

Median earnings have been increasing for workplace employees in all types of areas in this period, except between 2009 and 2010, where there was a small dip in earnings for all areas except Rural-80. However, between 2010 and 2011 the earnings have increased slightly. The rate of change was fastest in Major Urban areas where median earnings increased by around over 29% between 2002 and 2011, closely followed by Rural-80 areas which saw an increase of around 28%. The rate of change was slowest in Rural-50 areas where median earnings increased by just over 22% in the same period.

*Median Earnings of Workplace Based Employees, 2002 to 2011*

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Major Urban	£20,510	£20,360	£22,470	£22,820	£23,390	£24,390	£25,260	£25,990	£25,820	£26,416
Large Urban	£16,440	£17,030	£17,390	£18,150	£18,770	£19,430	£20,100	£20,610	£20,440	£20,610
Other Urban	£16,970	£17,760	£18,110	£18,860	£19,360	£19,870	£20,900	£21,280	£21,030	£21,190
Significant Rural	£16,970	£17,520	£18,230	£18,810	£19,100	£19,640	£20,460	£21,040	£20,850	£20,870
Rural-50	£16,010	£16,380	£16,870	£17,680	£18,180	£18,440	£18,980	£19,420	£19,380	£19,590
Rural-80	£15,090	£16,110	£16,520	£17,170	£17,710	£18,220	£18,890	£19,290	£19,320	£19,370
Predominantly Urban	£18,750	£18,990	£20,300	£20,800	£21,360	£22,190	£23,050	£23,650	£23,470	£23,810
Predominantly Rural	£15,620	£16,260	£16,720	£17,460	£17,980	£18,350	£18,940	£19,370	£19,350	£19,490
<b>England</b>	<b>£17,270</b>	<b>£17,850</b>	<b>£18,520</b>	<b>£19,290</b>	<b>£19,810</b>	<b>£20,350</b>	<b>£21,170</b>	<b>£21,670</b>	<b>£21,560</b>	<b>£21,650</b>

## Residence Based Earnings



**Interpretation:** Residence based earnings measure the earnings of individuals based on where they live, which may be different to where they work. In England, median residence based earnings in 2011 was £21,692. In Predominantly Rural areas, the median earnings were less than this. However, median earnings were not lowest in rural settlements; residence based employees in Large Urban areas had the lowest earnings, £20,380.

Median earnings in England increased by approximately 25% between 2002 and 2011, and there was very little variation in the rate of change for each settlement type. The rate of change was highest in Rural-80 areas where there was around a 29% increase in median earnings and slowest in Rural-50 settlements where there was just under 24% increase in earnings.

Since 2009, median earnings in Predominantly Urban areas have been decreasing, whereas in Predominantly Rural areas decreased in 2009 but then increased.

### *Median Earnings of Residence Based Employees, 2002 to 2011*

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Major Urban	£19,020	£19,720	£20,360	£21,360	£21,780	£22,730	£23,610	£24,310	£24,020	£24,010
Large Urban	£16,440	£16,870	£17,530	£18,350	£18,810	£19,310	£20,000	£20,520	£20,460	£20,380
Other Urban	£16,850	£17,580	£18,080	£18,730	£19,330	£19,780	£20,800	£21,140	£21,090	£21,250
Significant Rural	£17,990	£18,580	£19,460	£20,380	£20,260	£20,790	£21,740	£22,450	£22,300	£22,530
Rural-50	£17,470	£17,910	£18,500	£19,470	£20,010	£20,610	£21,070	£21,640	£21,390	£21,590
Rural-80	£16,420	£17,220	£17,710	£18,640	£18,990	£19,440	£20,210	£20,570	£20,710	£21,210
Predominantly Urban	£17,920	£18,560	£19,170	£20,050	£20,520	£21,250	£22,130	£22,700	£22,520	£22,490
Predominantly Rural	£17,030	£17,620	£18,170	£19,120	£19,580	£20,110	£20,710	£21,180	£21,100	£21,430
<b>England</b>	<b>£17,300</b>	<b>£17,900</b>	<b>£18,520</b>	<b>£19,380</b>	<b>£19,850</b>	<b>£20,350</b>	<b>£21,170</b>	<b>£21,690</b>	<b>£21,691</b>	<b>£21,692</b>

Employee earnings give an indication of living standards people are able to enjoy. If people have high earnings, then they are likely to have a higher disposable income and will, therefore, have a higher standard of living. These indicators show the median earnings, which is the earnings in the middle of the earnings distribution.

Workplace based earnings are based on where employees' workplaces are located, whereas residence based earnings are measured by where employees live. The data shows that **people working in Major Urban areas earn a lot more than those working in other types of areas**. Median earnings in Predominantly Rural areas are lowest. This shows that **people working in urban areas are more likely to earn more than people working in rural areas**.

Residence based earnings are lower than workplace based earnings in Major Urban areas. This shows that those working in Major Urban areas do not necessarily live in Major Urban areas. Although median residence based earnings are still lower than in urban areas, **residence based earnings in rural areas are higher than workplace earnings**. This indicates that there are people who live in rural areas but work in urban areas.

Between 2002 and 2011 earnings have been increasing. However, earnings in urban areas have been increasing faster than earnings in rural areas, for workplace based earnings, and the reverse is true for residence based earnings.

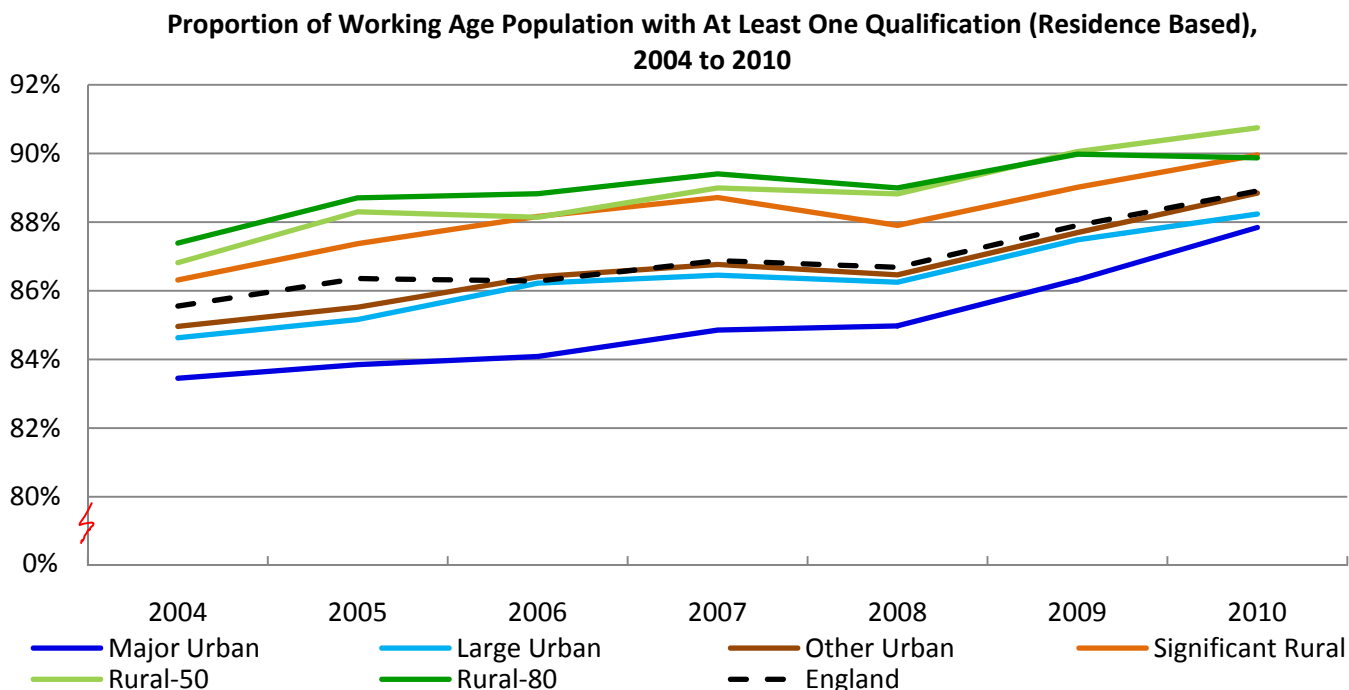
Source: Office for National Statistics, Annual Survey of Hours and Earnings, which is based on a one per cent sample of employee jobs taken from HM Revenue & Customs (HMRC) PAYE records. For more information see <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcn%3A77-235202> or contact [earnings@ons.gov.uk](mailto:earnings@ons.gov.uk)

## Skills

### Residence Based Skills

- The proportion of working age population with at least one qualification was consistently highest in rural areas. In 2010, 90.4% of the working age population had at least one qualification.
- In 2010, the proportion of working age population with NVQ Level 2 or above was 70.7% in Predominantly Rural areas, which was higher than Predominantly Urban areas, 65.2%.
- In 2010, the proportion of working age people with qualifications at NVQ Level 4 was highest in Predominantly Rural areas, 32.0%
- In 2010, the proportion of employees and self-employed people who received on the job training in the last 4 weeks is lower for employees living in Rural-80 areas than other settlement types, 12.0%.

### Proportion of Working Age Population with At Least One Qualification



**Interpretation:** The chart above shows the proportion of working age population that have at least one qualification. The proportion was higher in Predominantly Rural areas than in Predominantly Urban areas, 90.4% and 88.2% respectively. For all rural classifications, the proportion was higher than the average England proportion, 88.9%. In 2010, the proportion of working age population with at least one qualification in Rural-80 areas had fallen slightly from 90.0% to 89.9%, whereas the proportion had risen in all other areas.

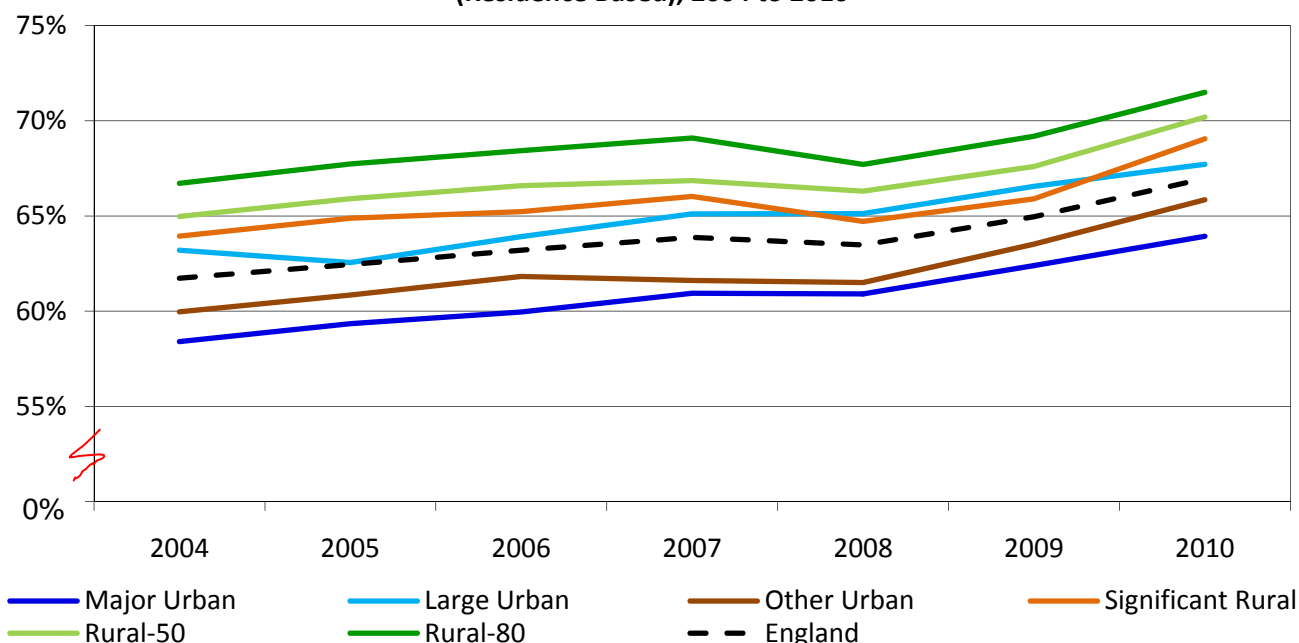
*Proportion of Working Age Population with At Least One Qualification, 2004 to 2010*

	2004	2005	2006	2007	2008	2009	2010
Major Urban	83.5%	83.8%	84.1%	84.9%	85.0%	86.3%	87.8%
Large Urban	84.6%	85.2%	86.2%	86.5%	86.2%	87.5%	88.2%
Other Urban	85.0%	85.5%	86.4%	86.8%	86.5%	87.7%	88.8%
Significant Rural	86.3%	87.4%	88.2%	88.7%	87.9%	89.0%	90.0%
Rural-50	86.8%	88.3%	88.1%	89.0%	88.8%	90.1%	90.7%
Rural-80	87.4%	88.7%	88.8%	89.4%	89.0%	90.0%	89.9%
Predominantly Urban	84.1%	84.5%	85.1%	85.7%	85.6%	86.9%	88.2%
Predominantly Rural	87.1%	88.5%	88.4%	89.2%	88.9%	90.0%	90.4%
<b>England</b>	<b>85.6%</b>	<b>86.4%</b>	<b>86.3%</b>	<b>86.9%</b>	<b>86.7%</b>	<b>87.9%</b>	<b>88.9%</b>

Notes: In 2010 the classification of working age population changed to include females aged 60- 64, who had previously been excluded; this change was incorporated in this data and backdated to 2004.  
Source: ONS, Annual Population Survey, NOMIS

## Proportion of Economically Active Adults with NVQ Level 2 or Above

**Proportion of Working Age Population with NVQ Level 2 (or equivalent) and Above (Residence Based), 2004 to 2010**



**Interpretation:** the chart above shows the proportion of working age population with qualifications at NVQ Level 2 (or equivalent) and above. The proportion was consistently highest in Rural-80 areas and lowest in Major Urban areas. For example, in 2010, the proportion of working age people with qualifications at NVQ Level 2 or above was 71.5% for people living in Rural-80 areas and 63.9% for people living in Major Urban areas. The proportion in rural areas was consistently above the England average.

*Proportion of Working Age Population, with NVQ Level 2 (or equivalent) and Above, 2004 to 2010*

	2004	2005	2006	2007	2008	2009	2010
Major Urban	58.4%	59.3%	60.0%	60.9%	60.9%	62.4%	63.9%
Large Urban	63.2%	62.6%	63.9%	65.1%	65.1%	66.6%	67.7%
Other Urban	60.0%	60.8%	61.8%	61.6%	61.5%	63.5%	65.8%
Significant Rural	63.9%	64.9%	65.2%	66.0%	64.7%	65.9%	69.1%
Rural-50	65.0%	65.9%	66.6%	66.9%	66.3%	67.6%	70.2%
Rural-80	66.7%	67.7%	68.4%	69.1%	67.7%	69.2%	71.5%
Predominantly Urban	59.8%	60.4%	61.3%	62.0%	62.0%	63.6%	65.2%
Predominantly Rural	65.7%	66.7%	67.4%	67.8%	66.9%	68.3%	70.7%
<b>England</b>	<b>61.7%</b>	<b>62.5%</b>	<b>63.2%</b>	<b>63.9%</b>	<b>63.5%</b>	<b>65.0%</b>	<b>67.0%</b>

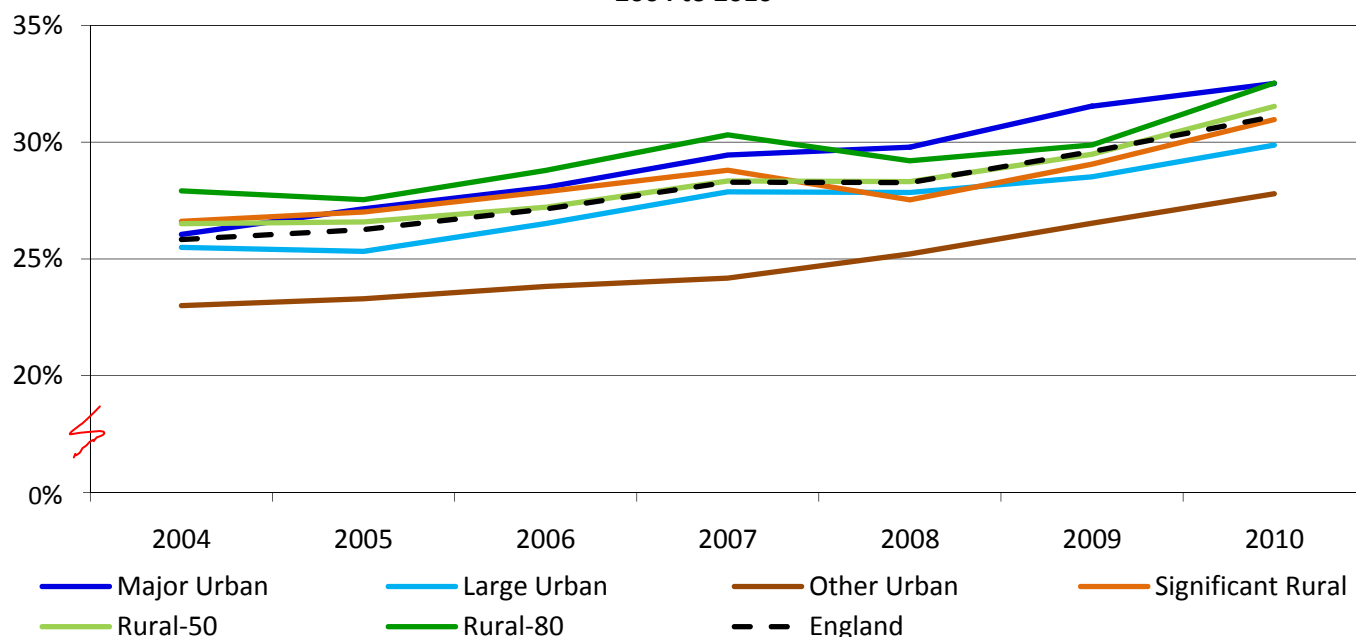
Notes: NVQ Level 2 is equivalent to 5 GCSEs at Grade A-C, so this is a measure of qualifications at that level and higher. In 2010 the classification of working age population changed to include females aged 60 – 64, who had previously been excluded; this change was incorporated in this data and backdated to 2004.

This indicator has been amended from previously, and is now recorded for Working Age Population for consistency with other indicators.

Source: ONS, Annual Population Survey, NOMIS.

## Proportion of Economically Active Adults with NVQ Level 4 or equivalent

Proportion of Working Age Population with NVQ Level 4 or Equivalent (Residence Based), 2004 to 2010



**Interpretation:** The chart above shows that the proportion of working age population with qualifications at NVQ Level 4 (or equivalent) was lowest for people living in Other Urban areas, with 27.8% of the working age population in this area with qualifications at this level. The proportion was similar in all other areas. In 2010, the proportion was the same in Major Urban and Rural-80 areas, 32.5%.

Proportion of Working Age Population with NVQ Level 4 (or equivalent), 2004 to 2010

	2004	2005	2006	2007	2008	2009	2010
Major Urban	26.0%	27.1%	28.1%	29.5%	29.8%	31.5%	32.5%
Large Urban	25.5%	25.3%	26.5%	27.9%	27.8%	28.5%	29.9%
Other Urban	23.0%	23.3%	23.8%	24.2%	25.2%	26.5%	27.8%
Significant Rural	26.6%	27.0%	27.9%	28.8%	27.5%	29.1%	31.0%
Rural-50	26.5%	26.6%	27.2%	28.3%	28.3%	29.5%	31.5%
Rural-80	27.9%	27.5%	28.8%	30.3%	29.2%	29.9%	32.5%
Predominantly Urban	25.2%	25.8%	26.7%	27.8%	28.3%	29.7%	30.8%
Predominantly Rural	27.1%	27.0%	27.9%	29.2%	28.7%	29.7%	32.0%
<b>England</b>	<b>25.8%</b>	<b>26.3%</b>	<b>27.1%</b>	<b>28.3%</b>	<b>28.3%</b>	<b>29.6%</b>	<b>31.1%</b>

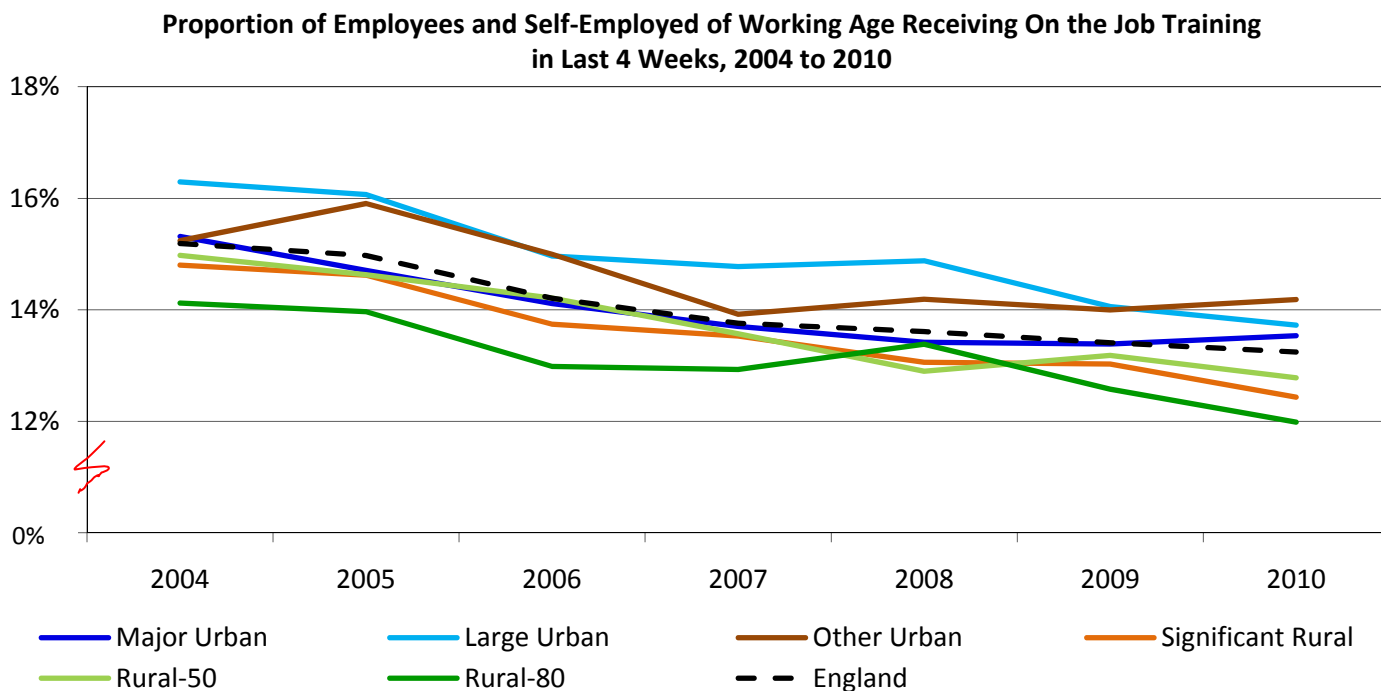
Notes: NVQ Level 4 or equivalent measures qualifications at HNC, HNC or degree level.

In 2010 the classification of working age population changed to include females aged 60 – 64, who had previously been excluded; this change was incorporated in this data and backdated to 2004.

This indicator has been amended from previously, and is now recorded for Working Age Population for consistency with other indicators

Source: ONS, Annual Population Survey, NOMIS

## Proportion of Working Age Population Receiving On the Job Training in Last 4 Weeks



**Interpretation:** The proportion of people receiving job-related training was similar in all areas. In Predominantly Rural areas the proportion was 12.4%, compared to 13.7% in Predominantly Urban areas. In 2010, a lower proportion of people had received on the job training than in 2004, but there have been fluctuations along the way. These fluctuations show that the amount of On the Job Training received by employees and the self-employed is not a rural-urban issue.



Department for Environment, Food and Rural Affairs

*Proportion of Employees and Self Employed that Received On the job Training in Last 4 weeks, 2004 to 2010*

	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Major Urban	15.3%	14.7%	14.1%	13.7%	13.4%	13.4%	13.5%
Large Urban	16.3%	16.1%	15.0%	14.8%	14.9%	14.1%	13.7%
Other Urban	15.2%	15.9%	15.0%	13.9%	14.2%	14.0%	14.2%
Significant Rural	14.8%	14.6%	13.7%	13.5%	13.1%	13.0%	12.4%
Rural-50	15.0%	14.6%	14.2%	13.6%	12.9%	13.2%	12.8%
Rural-80	14.1%	14.0%	13.0%	12.9%	13.4%	12.6%	12.0%
Predominantly Urban	15.5%	15.3%	14.5%	14.0%	13.9%	13.7%	13.7%
Predominantly Rural	14.6%	14.3%	13.7%	13.3%	13.1%	12.9%	12.4%
<b>England</b>	<b>15.2%</b>	<b>15.0%</b>	<b>14.2%</b>	<b>13.8%</b>	<b>13.6%</b>	<b>13.4%</b>	<b>13.2%</b>

Notes: This indicator was previously reported for Working Age Population so included people who were economically active but not in employment so who were not able to have On the Job Training, so has been revised to just include people who are in employment, so proportions here are higher than those previously reported.

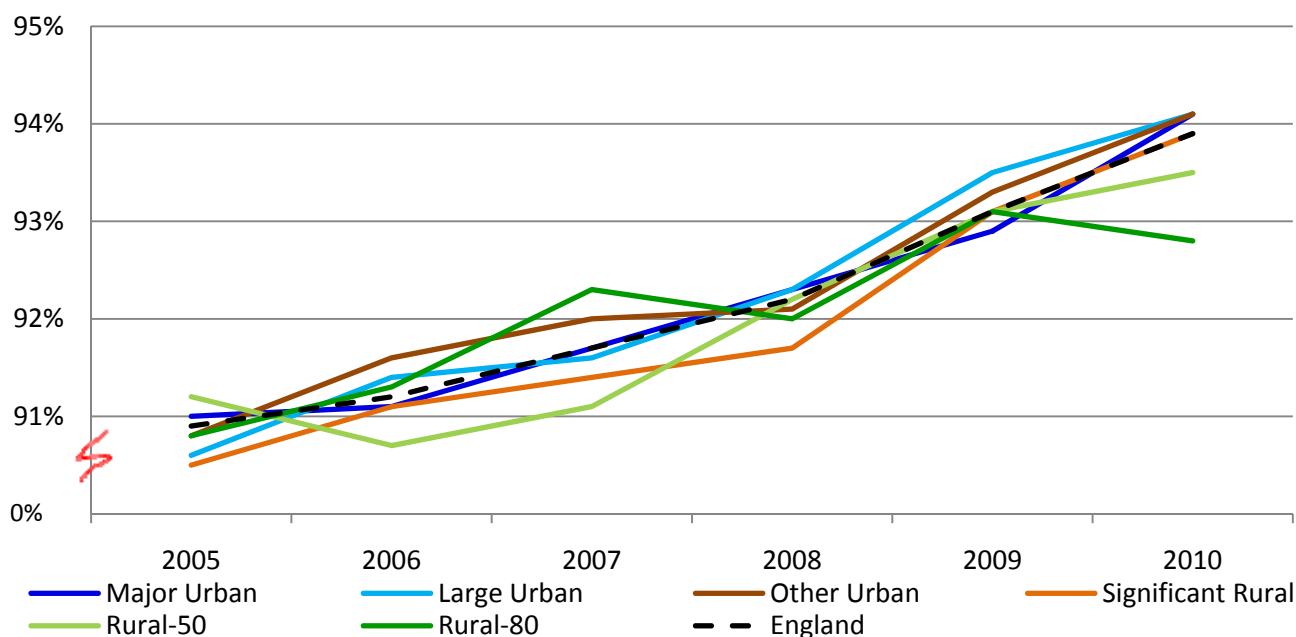
Source: ONS, Annual Population Survey, Nomis

## Workplace Based Skills

- The proportion of working age population with at least one qualification was generally lower in Predominantly Rural areas than in Predominantly Urban areas, 93.2% and 94.1% respectively.
- In 2010, the proportion of working age population with NVQ Level 2 or Level 4 working in Predominantly Rural areas was 72.1% and 32.1% respectively, which was lower than Predominantly Urban areas.
- In 2010, the proportion of employees, self-employed people and trainees who had received on the job training in the previous 4 weeks working in Predominantly Rural areas was 11.7%.

## Proportion of Working Age Population with At Least One Qualification

Proportion of Working Age Population with At Least One Qualification (Workplace Based), 2005 to 2010



**Interpretation:** The graph above shows that for all areas the proportion of the working age population with at least one qualification has increased since 2005. Although the 2010 proportions are higher than they were in 2005, there have been some dips in the proportions for people working in Rural-50 and Rural-80 areas. All other areas show a year on year increase. In 2010, the proportion of working age population with at least one qualification was 93.5% and 92.8% for people working in Rural-50 and Rural-80 areas respectively.

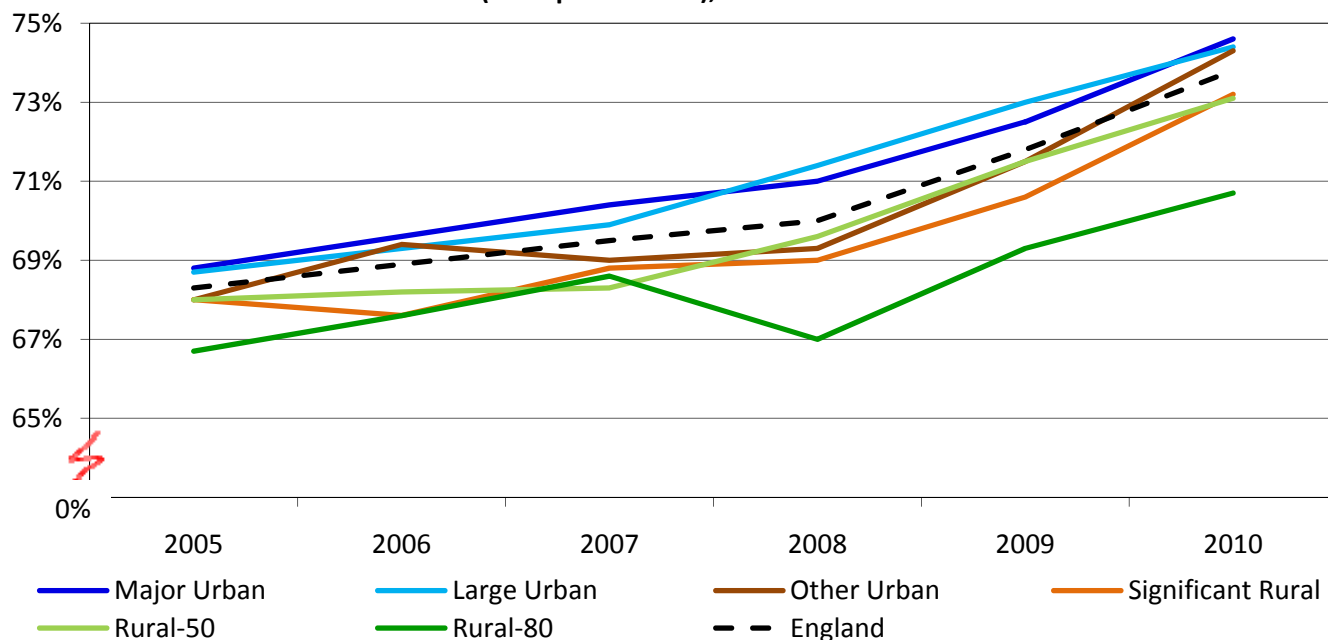
*Proportion of Working Age Population with At Least One Qualification, 2005 to 2010*

	2005	2006	2007	2008	2009	2010
Major Urban	91.0%	91.1%	91.7%	92.3%	92.9%	94.1%
Large Urban	90.6%	91.4%	91.6%	92.3%	93.5%	94.1%
Other Urban	90.8%	91.6%	92.0%	92.1%	93.3%	94.1%
Significant Rural	90.5%	91.1%	91.4%	91.7%	93.1%	93.9%
Rural-50	91.2%	90.7%	91.1%	92.2%	93.1%	93.5%
Rural-80	90.8%	91.3%	92.3%	92.0%	93.1%	92.8%
Predominantly Urban	90.9%	91.3%	91.8%	92.3%	93.1%	94.1%
Predominantly Rural	91.0%	90.9%	91.7%	92.1%	93.1%	93.2%
<b>England</b>	<b>90.9%</b>	<b>91.2%</b>	<b>91.7%</b>	<b>92.2%</b>	<b>93.1%</b>	<b>93.9%</b>

Notes: In 2010 the classification of working age population changed to include females aged 60- 64, who had previously been excluded; this change was incorporated in this data and backdated to 2005.  
 Source: ONS, Annual Population Survey/Labour Force Survey

**Proportion of Economically Active Adults with NVQ Level 2 or Above**

**Proportion of Working Age Population with NVQ Level 2 (or equivalent) and Above (Workplace Based), 2005 to 2010**



**Interpretation:** The graph above shows that a lower proportion of people working in rural areas have NVQ Level 2 or above, than people working in urban areas. In Predominantly Rural areas the proportion was 72.1% in 2010, compared to 74.5% in Predominantly Urban areas.

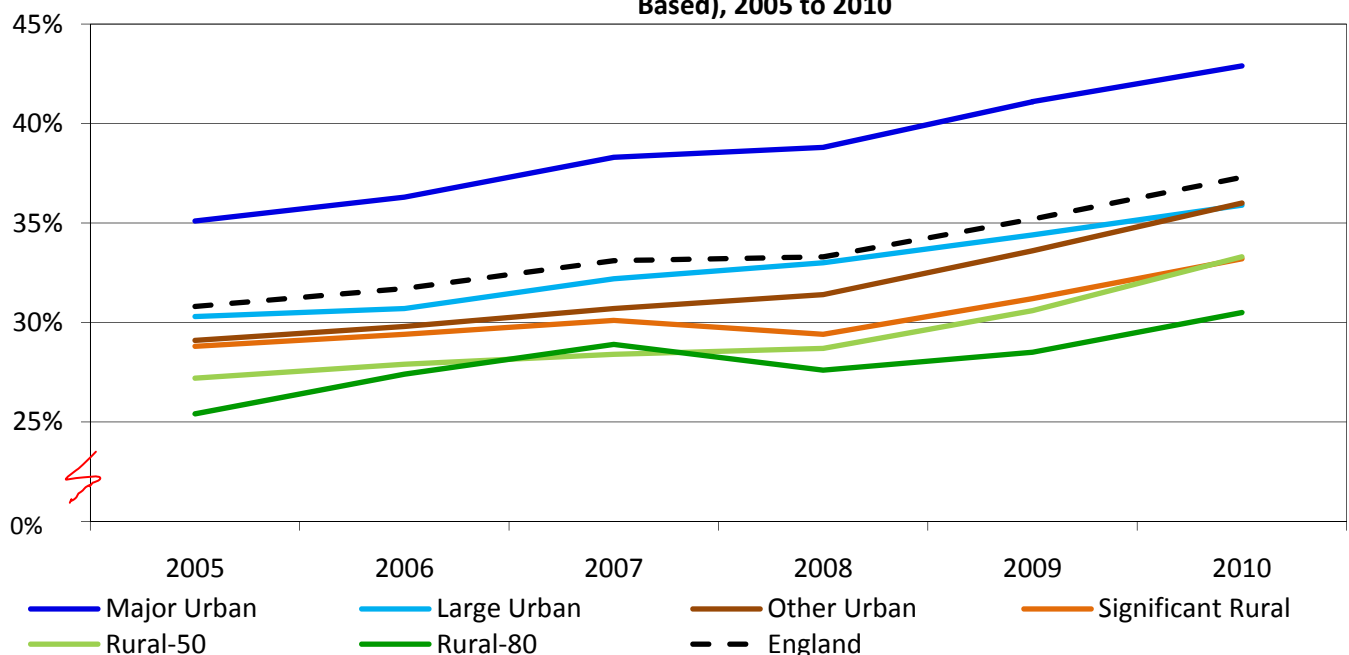
*Proportion of Working Age Population with NVQ Level 2 (or equivalent) and Above, 2005 to 2010*

	2005	2006	2007	2008	2009	2010
Major Urban	68.9%	69.6%	70.4%	71.0%	72.5%	74.6%
Large Urban	68.7%	69.3%	69.9%	71.4%	73.0%	74.4%
Other Urban	68.0%	69.4%	69.0%	69.3%	71.5%	74.3%
Significant Rural	68.0%	67.6%	68.8%	69.0%	70.6%	73.2%
Rural-50	68.0%	68.2%	68.3%	69.6%	71.5%	73.1%
Rural-80	66.7%	67.6%	68.6%	67.0%	69.3%	70.7%
Predominantly Urban	68.6%	69.5%	69.9%	70.6%	72.4%	74.5%
Predominantly Rural	67.4%	67.9%	68.5%	68.5%	70.6%	72.1%
<b>England</b>	<b>68.3%</b>	<b>68.9%</b>	<b>69.5%</b>	<b>70.0%</b>	<b>71.8%</b>	<b>73.8%</b>

Notes: NVQ Level 2 is equivalent to 5 GCSEs at Grade A-C, so this is a measure of qualifications at that level and higher. In 2010 the classification of working age population changed to include females aged 60 – 64, who had previously been excluded; this change was incorporated in this data and backdated to 2005.  
Source: ONS, Annual Population Survey/Labour Force Survey.

## Proportion of Economically Active Adults with NVQ Level 4 or equivalent

**Proportion of Working Age Population with NVQ Level 4 or Equivalent (Workplace Based), 2005 to 2010**



**Interpretation:** The graph above shows that the proportion of working age population with NVQ Level 4 or equivalent is much higher for people working in Major Urban areas, than those working in other areas. In Major Urban areas the proportion with NVQ Level 4 or equivalent was 42.9% compared to 37.3% in England overall. Those working in Rural-80 or Rural-50 areas are the least likely to have qualifications of NVQ Level 4 or equivalent. In Rural-80 areas 30.5% of working age people had qualifications at this level. The proportion of people with this qualification level has been increasing for all areas since 2005.

*Proportion of Working Age Population with At Least NVQ Level 4 (or equivalent), 2005 to 2010*

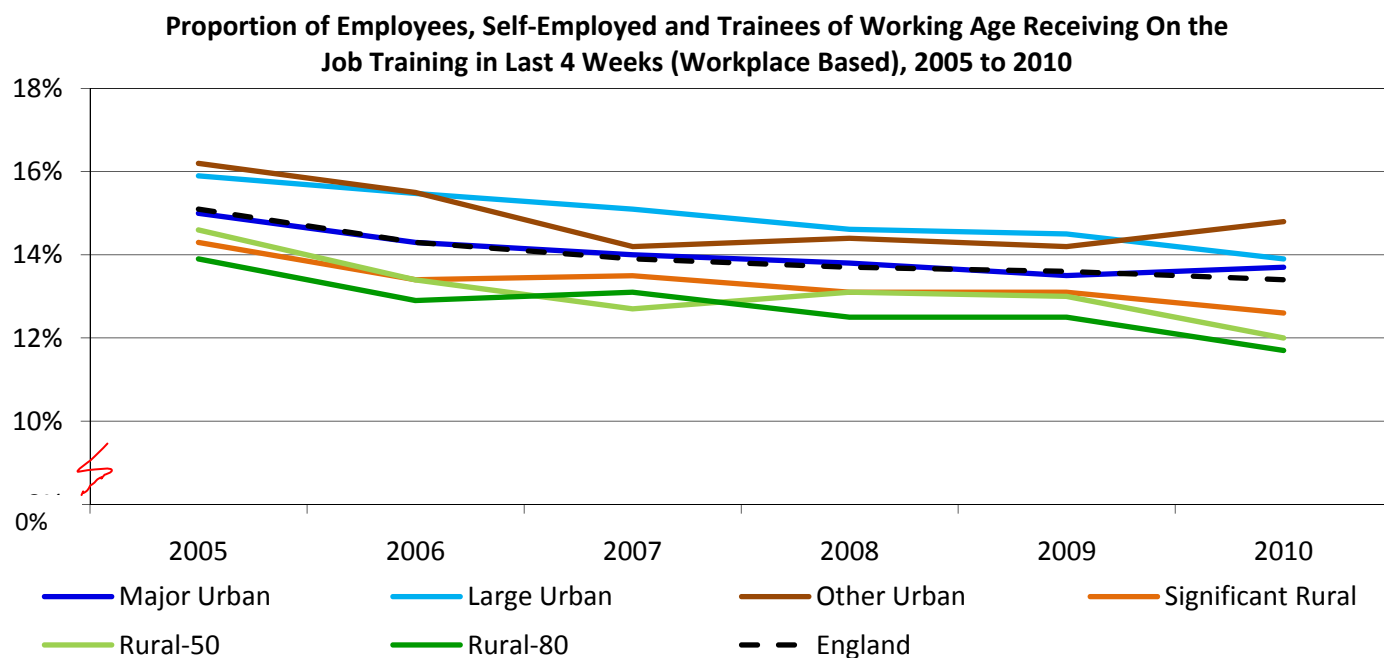
	2005	2006	2007	2008	2009	2010
Major Urban	35.1%	36.3%	38.3%	38.8%	41.1%	42.9%
Large Urban	30.3%	30.7%	32.2%	33.0%	34.4%	35.9%
Other Urban	29.1%	29.8%	30.7%	31.4%	33.6%	36.0%
Significant Rural	28.8%	29.4%	30.1%	29.4%	31.2%	33.2%
Rural-50	27.2%	27.9%	28.4%	28.7%	30.6%	33.3%
Rural-80	25.4%	27.4%	28.9%	27.6%	28.5%	30.5%
Predominantly Urban	32.5%	33.5%	35.1%	35.7%	37.8%	39.7%
Predominantly Rural	26.4%	27.7%	28.6%	28.2%	29.7%	32.1%
<b>England</b>	<b>30.8%</b>	<b>31.7%</b>	<b>33.1%</b>	<b>33.3%</b>	<b>35.2%</b>	<b>37.3%</b>

Notes: NVQ Level 4 or equivalent measures qualifications at HNC, HNC or degree level.

In 2010 the classification of working age population changed to include females aged 60 – 64, who had previously been excluded; this change was incorporated in this data and backdated to 2005.

Source: ONS, Annual Population Survey/Labour Force Survey.

## Proportion of Working Age Population Receiving On the Job Training in Last 4 Weeks



**Interpretation:** The data shows that a higher percentage of people working in urban areas received on the job training than people working in rural areas, 11.7% in Predominantly Rural areas and 14.0% in Predominantly Urban areas. The proportion of people receiving on the job training has fallen in all areas since 2005. In England, the proportion has fallen by 1.7 percentage points.

### *Proportion of Employees, Self-Employed and Trainees Receiving On the Job Training in Last 4 Weeks, 2005 to 2010*

	2005	2006	2007	2008	2009	2010
Major Urban	15.0%	14.3%	14.0%	13.8%	13.5%	13.7%
Large Urban	15.9%	15.5%	15.1%	14.6%	14.5%	13.9%
Other Urban	16.2%	15.5%	14.2%	14.4%	14.2%	14.8%
Significant Rural	14.3%	13.4%	13.5%	13.1%	13.1%	12.6%
Rural-50	14.6%	13.4%	12.7%	13.1%	13.0%	12.0%
Rural-80	13.9%	12.9%	13.1%	12.5%	12.5%	11.7%
Predominantly Urban	15.5%	14.9%	14.3%	14.1%	13.9%	14.0%
Predominantly Rural	14.3%	13.2%	12.9%	12.8%	12.8%	11.9%
<b>England</b>	<b>15.1%</b>	<b>14.3%</b>	<b>13.9%</b>	<b>13.7%</b>	<b>13.6%</b>	<b>13.4%</b>

Source: ONS, Annual Population Survey/Labour Force Survey.

**The proportion of working age population with various levels of qualifications (at least one qualification, NVQ Level 2 or above and NVQ Level 4) has increased since 2004 in all areas.** This is good for the economy as having qualifications gives people a wider range of opportunities available to them and potentially increases their earning potential. A strong skills base is also key to the economic success and social wellbeing of the country.

The first section of this update looks at skills based on where individuals live, but this will not accurately reflect the true differences in the knowledge base between different settlement types. Many people who live in rural areas will travel to urban areas for work and so the skills that these people have will not be used in rural areas.

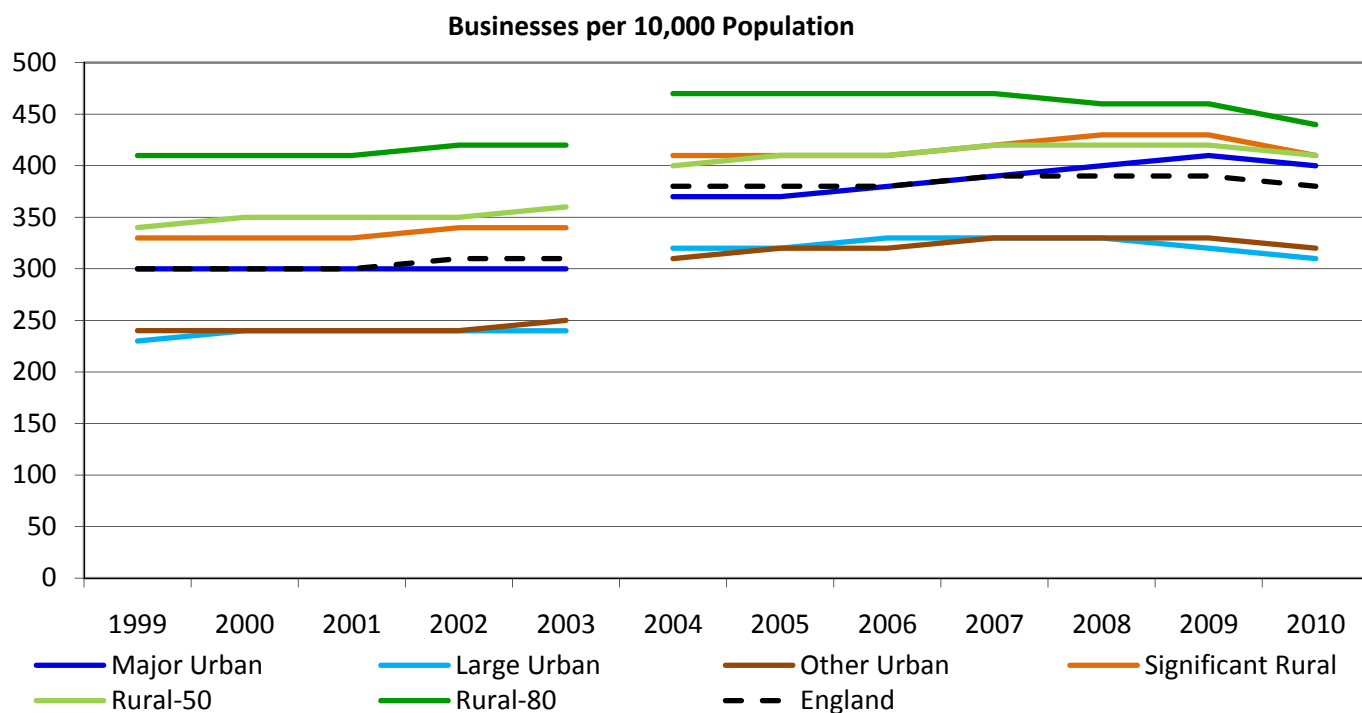
When these skill levels are looked at from a workplace based perspective, people working in Predominantly Urban areas have higher skills than those working in Predominantly Rural areas. One reason for this is that businesses that can utilise these skills are based in urban areas where they can benefit from better infrastructure and a larger potential workforce.

On the job training is when employees receive training at their workplace and is typically used for vocational work. **The data shows that the proportion of employees and self-employed people receiving on the job training has fallen since 2004.** The residence based data shows that the amount is higher for people living in Large Urban or Other Urban areas. The workplace based data also shows that a higher proportion of people working in Large Urban and Other Urban areas receive training than people working elsewhere. There are other types of training that employees can experience and so based on this information alone, so it is difficult to draw firm conclusions from this data. Both data sets show that less people living or working in the most rural areas received on the job training than other groups. The fluctuations in this data across all areas indicate that the amount of training people receive is not necessarily a rural-urban issue.

## Enterprise

- There are more businesses per 10,000 population in the most rural areas than in the most urban areas.
- Since 2007, business start-ups per 10,000 population were higher in Major Urban areas than in the most rural areas
- There are more businesses per head in rural areas, but turnover per employee is higher in urban areas than in other settlement types.

### Businesses per 10,000 Population



**Interpretation:** The chart above shows the number of businesses per 10,000 population is higher in rural areas than in urban areas. Although the source data changed from 2004 onwards, resulting in a break in the series, the pattern of higher numbers per 10,000 population in rural areas continued. Between 2009 and 2010 there has been a decrease in the number of businesses per 10,000 population across all area types.



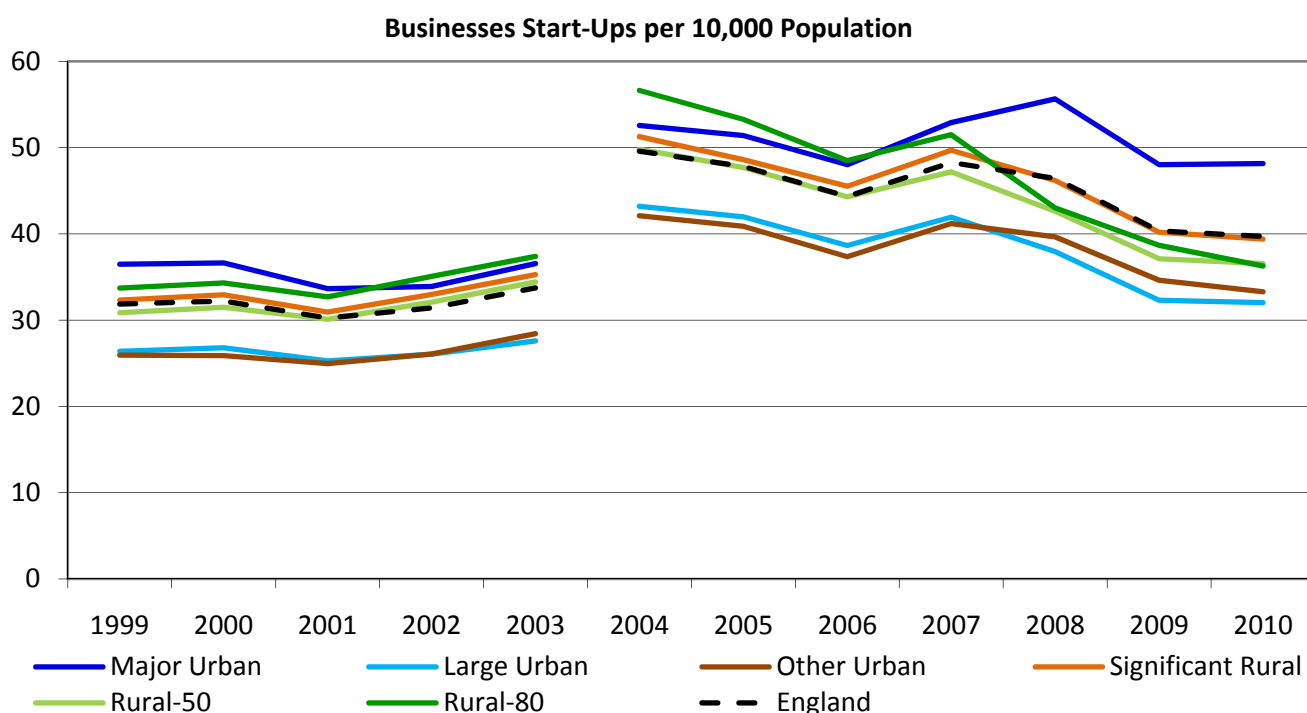
*Businesses per 10,000 Population, 1999 to 2010*

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Major Urban	300	300	300	300	300	370	370	380	390	400	410	400
Large Urban	230	240	240	240	240	320	320	330	330	330	330	310
Other Urban	240	240	240	240	250	310	320	320	330	330	330	320
Significant Rural	330	330	330	340	340	410	410	410	420	430	430	410
Rural-50	340	350	350	350	360	400	410	410	420	420	420	410
Rural-80	410	410	410	420	420	470	470	470	470	460	460	440
Predominantly Urban	270	270	270	270	270	350	350	350	360	370	370	360
Predominantly Rural	370	370	380	380	380	430	430	430	440	440	440	420
<b>England</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>310</b>	<b>310</b>	<b>380</b>	<b>380</b>	<b>380</b>	<b>390</b>	<b>390</b>	<b>390</b>	<b>380</b>

Note: The 1999 – 2003 data comes from VAT Registrations and De-Registrations. The 2004 – 2010 data comes from Business Demography, which includes businesses that are PAYE registered but not VAT registered. This means that there are higher numbers of businesses showing from 2004 onwards. This change in collection methods was a result of a new European Commission Regulation.

Source: ONS - VAT Registrations and De-Registrations, ONS- Business Demography  
<http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=15186>

## Business Start-Ups per 10,000 Population



**Interpretation:** The chart above shows that since 2007 there have been more business start-ups per 10,000 population in Major Urban areas than there were in rural areas. The rate of business start-ups is variable across time, although Large Urban and Other Urban areas have had the lowest proportion since 1999. The gap between Major Urban and Rural-80 areas was greatest in 2010. The break in the series is due to the source of the data changing from 2004.

*Business Start Ups per 10,000 Population, 1999 to 2010*

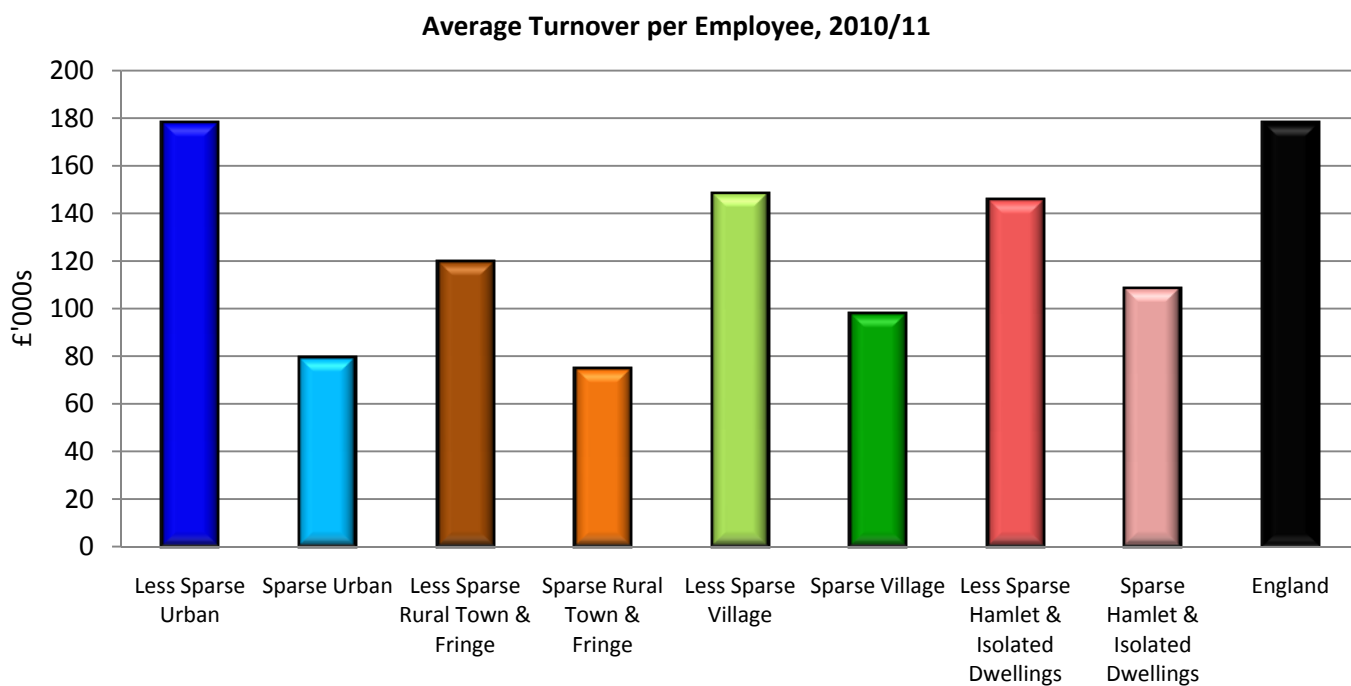
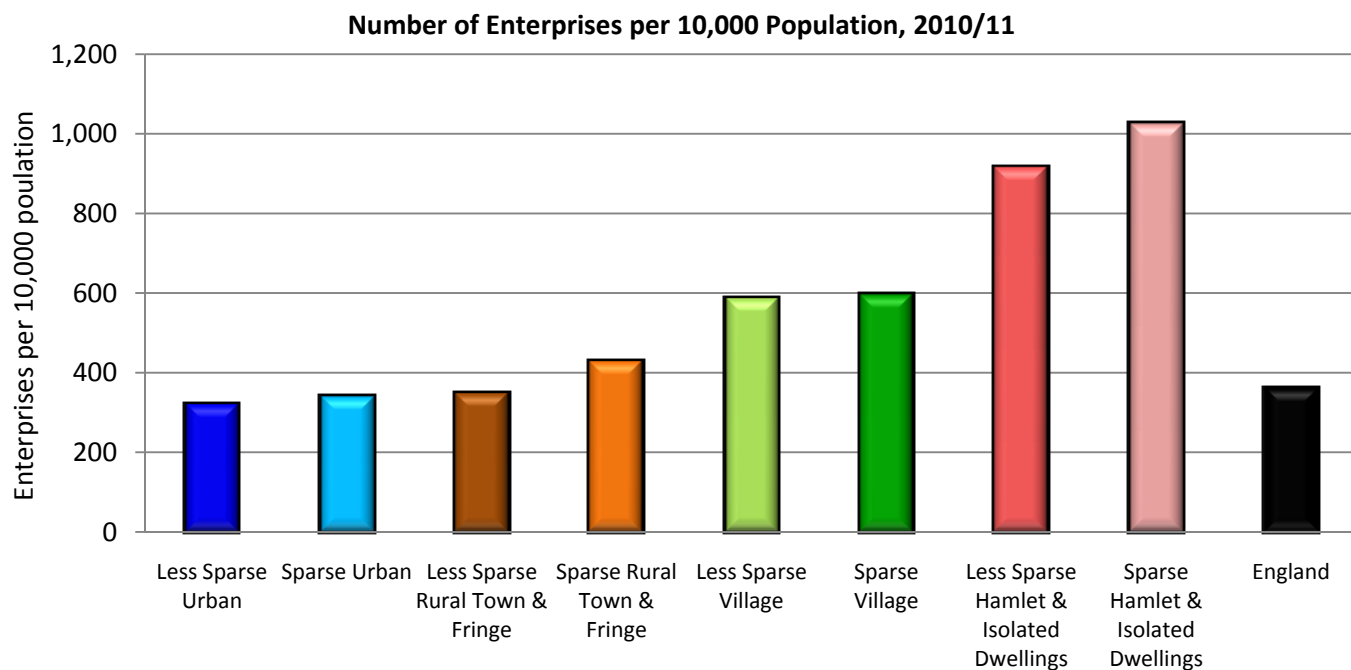
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Major Urban	36	37	34	34	37	53	51	48	53	56	48	48
Large Urban	26	27	25	26	28	43	42	39	42	38	32	32
Other Urban	26	26	25	26	28	42	41	37	41	40	35	33
Significant Rural	32	33	31	33	35	51	49	46	50	46	40	39
Rural-50	31	32	30	32	34	50	48	44	47	43	37	37
Rural-80	34	34	33	35	37	57	53	49	52	43	39	36
Predominantly Urban	32	32	30	30	33	48	47	43	48	48	41	41
Predominantly Rural	32	33	31	33	36	53	50	46	49	43	38	36
<b>England</b>	<b>32</b>	<b>32</b>	<b>30</b>	<b>31</b>	<b>34</b>	<b>50</b>	<b>48</b>	<b>44</b>	<b>48</b>	<b>46</b>	<b>40</b>	<b>40</b>

There are **more businesses per 10,000 population in Predominantly Rural areas compared to Predominantly Urban areas**. However the data above does not tell us about the size or value of these businesses; those **businesses in Predominantly Rural areas may be smaller or may have a lower turnover than businesses in Predominantly Urban areas**. Businesses in urban areas have the advantage of being in a centre with greater infrastructure and a larger pool of potential employees.

The number of business start-ups per 10,000 population has varied across time. There was a **decrease in the rate of business start-ups in most area types after 2007**, which was most likely to have been related to the economic downturn and subsequent global recession, but the numbers of business start-ups remained the same in 2010 for some areas, which may indicate that the effects of the recession are easing a little. The **rate of business start-ups in Rural-80 areas decreased again in 2010/11**, possibly suggesting that the recession had a greater impact on business start-ups in the most rural areas than elsewhere.

Note: The 1999 – 2003 data comes from VAT Registrations and De-Registrations. The 2004 – 2010 data comes from Business Demography, which includes businesses that are PAYE registered but not VAT registered. This means that there are higher numbers of businesses showing from 2004 onwards. This change in collection methods was a result of a new European Commission Regulation  
 Source: ONS - VAT Registrations and De-Registrations, ONS- Business Demography  
<http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=15186>

## Enterprise Composition



**Interpretation:** These charts show that there are more enterprises per 10,000 population in rural areas than in urban areas (first chart) and that the number of businesses per head of population increases as areas become “more rural”. However the average turnover per employee is greatest in Less Sparse Urban areas and lowest in Sparse Rural Town & Fringe areas (second chart), showing that average turnover per employee does not decrease as areas become “more rural”. Average turnover is generally lower in sparse areas than less sparse areas of the same type.

*Enterprise Composition, 2010/11*

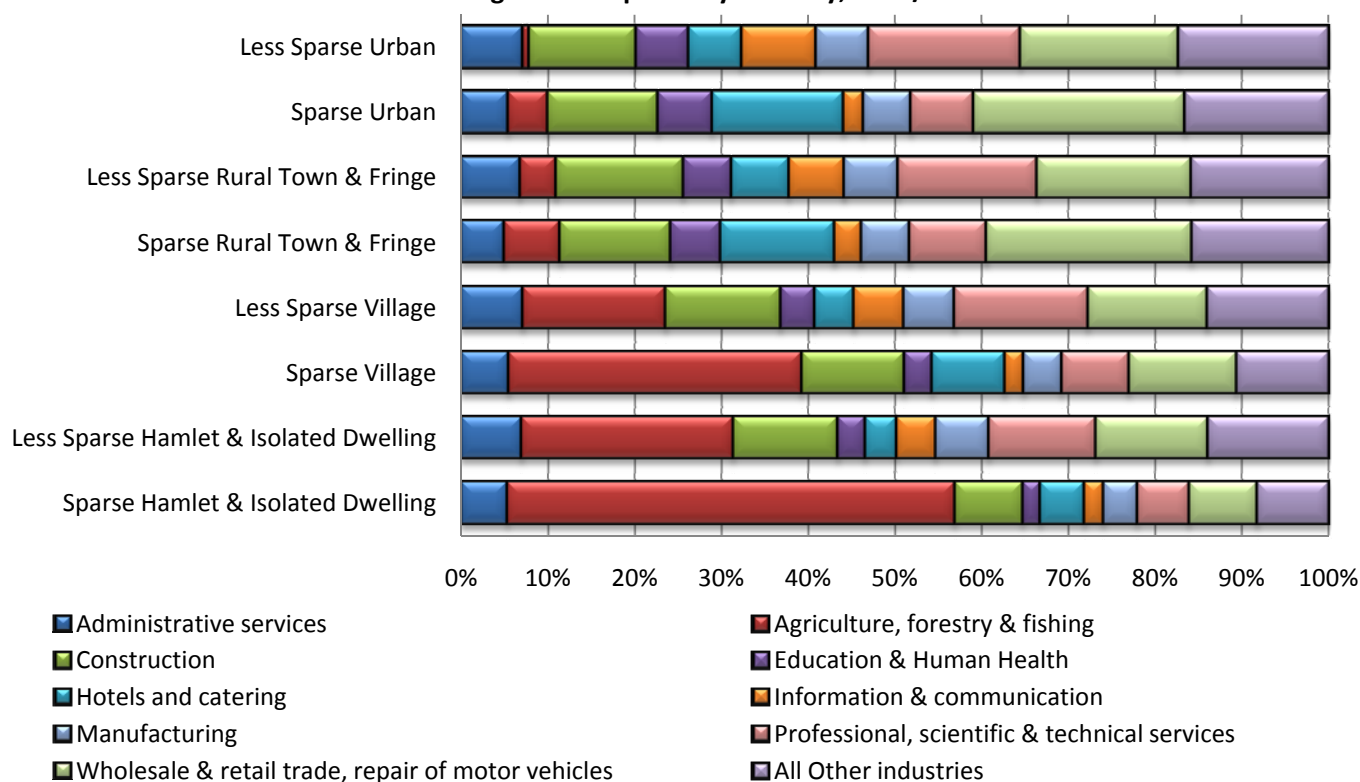
	Count of Enterprises	Number of Employees 000s	Total Turnover £m	Count of Enterprises per 10,000 population	Average Turnover per enterprise £000s	Average Turnover per employee £000s
Less Sparse Urban	1,270,540	19,937	3,551,355	321	2,795	178
Sparse Urban	3,530	25	1,985	342	562	79
Less Sparse Rural Town and Fringe	147,785	923	110,065	349	745	119
Sparse Rural Town and Fringe	9,370	62	4,605	430	492	75
Less Sparse Rural Village	193,350	1,027	152,380	588	788	148
Sparse Rural Village	14,760	49	4,810	599	326	98
Less Sparse Rural Hamlet	126,525	808	117,690	916	930	146
Sparse Rural Hamlet	14,960	44	4,765	1,027	318	108
Less Sparse	1,738,205	22,695	3,931,490	359	2,262	173
Sparse	42,620	180	16,165	598	379	90
Urban	1,274,070	19,962	3,553,340	321	2,789	178
Rural	506,750	2,912	394,315	533	778	135
<b>England</b>	<b>1,780,820</b>	<b>22,875</b>	<b>3,947,655</b>	<b>362</b>	<b>2,217</b>	<b>173</b>

Note: On the IDBR, the enterprise is the statistical unit that most closely equates to a business. It holds aggregated information gathered from administrative and statistical sources within that enterprise to give an overall picture of what is going on in the business. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit.

Source: ONS, Inter Departmental Business Register (IDBR), 2010/11

## Enterprise by Industry Type

Percentage of Enterprises by Industry, 2010/11



**Interpretation:** The chart shows that in Sparse Hamlets, more than half the enterprises are in agriculture, forestry & fishing (dark red bar). These industries also feature highly in Less Sparse Hamlets and Sparse Villages, despite this they only account for 5% of businesses in England. Wholesale & retail trade, repair of motor vehicles has the greatest number of businesses in England (light green bar), with around 25% of businesses in Sparse Urban and Sparse Rural Town and Fringe areas. 'All other industries' (light purple bar), is the total of all industries not shown in the graph. These other industries are shown in the table below.

# Department for Environment, Food and Rural Affairs

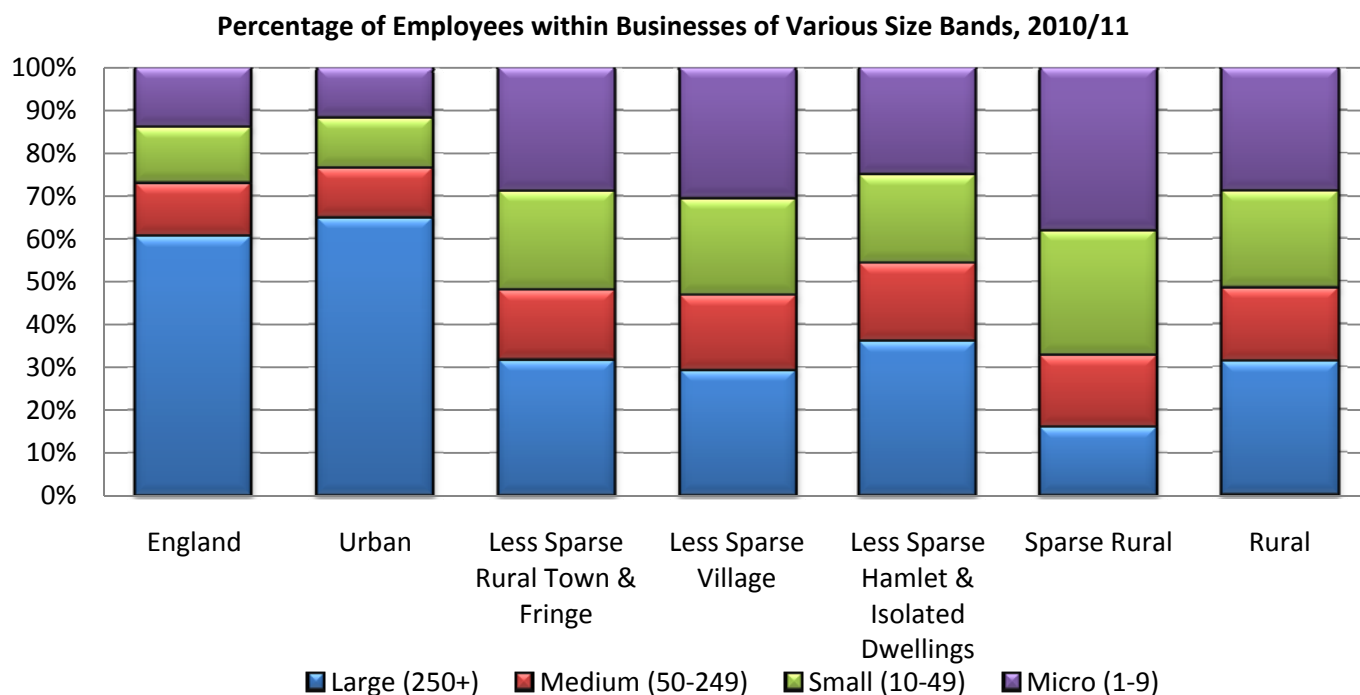
## Numbers of enterprises in each industry, 2010/11

	Less Sparse Urban	Sparse Urban	Less Sparse Rural Town & Fringe	Sparse Rural Town & Fringe	Less Sparse Village	Sparse Village	Less Sparse Hamlet & Isolated Dwellings	Sparse Hamlet & Isolated Dwellings	England
Administrative and support services	89,430	190	9,950	460	13,720	805	8,780	795	124,130
Agriculture, forestry and fishing	9,660	160	6,175	605	31,815	4,985	30,865	7,715	91,975
Arts, entertainment and recreation	35,130	115	3,400	260	5,545	425	3,830	315	49,025
Construction	156,255	450	21,670	1,195	25,590	1,745	15,275	1,170	223,355
Education, health and social work	77,635	220	8,195	540	7,580	475	3,960	305	98,910
Finance	31,850	40	2,500	135	2,430	65	1,675	70	38,765
Hotels & Catering	77,385	535	9,820	1,230	8,800	1,235	4,585	760	104,355
Information and communication	108,690	80	9,390	290	11,145	320	5,680	325	135,915
Manufacturing	77,615	195	9,205	520	11,240	650	7,810	585	107,820
Mining/quarrying and utilities	2,940	10	410	15	665	30	540	50	4,660
Professional, scientific & technical services	222,045	255	23,665	830	29,760	1,145	15,600	895	294,200
Property and business services	60,820	180	7,370	455	6,255	320	3,730	210	79,345
Public admin and defence; other services	50,145	120	4,325	295	6,105	270	4,260	265	65,775
Transport and storage	39,635	120	5,455	320	6,090	455	3,565	320	55,965
Wholesale, retail & repair of motor vehicles	231,305	860	26,255	2,220	26,600	1,830	16,375	1,175	306,625
<b>Total</b>	<b>1,270,540</b>	<b>3,530</b>	<b>147,785</b>	<b>9,370</b>	<b>193,350</b>	<b>14,760</b>	<b>126,525</b>	<b>14,960</b>	<b>1,780,825</b>

## Percentage of enterprises in each industry, 2010/11

	Less Sparse Urban	Sparse Urban	Less Sparse Rural Town & Fringe	Sparse Rural Town & Fringe	Less Sparse Village	Sparse Village	Less Sparse Hamlet & Isolated Dwellings	Sparse Hamlet & Isolated Dwellings	England
Administrative and support services	7.0%	5.4%	6.7%	4.9%	7.1%	5.5%	6.9%	5.3%	7.0%
Agriculture, forestry and fishing	0.8%	4.5%	4.2%	6.5%	16.5%	33.8%	24.4%	51.6%	5.2%
Arts, entertainment and recreation	2.8%	3.3%	2.3%	2.8%	2.9%	2.9%	3.0%	2.1%	2.8%
Construction	12.3%	12.7%	14.7%	12.8%	13.2%	11.8%	12.1%	7.8%	12.5%
Education, health and social work	6.1%	6.2%	5.5%	5.8%	3.9%	3.2%	3.1%	2.0%	5.6%
Finance	2.5%	1.1%	1.7%	1.4%	1.3%	0.4%	1.3%	0.5%	2.2%
Hotels & Catering	6.1%	15.2%	6.6%	13.1%	4.6%	8.4%	3.6%	5.1%	5.9%
Information and communication	8.6%	2.3%	6.4%	3.1%	5.8%	2.2%	4.5%	2.2%	7.6%
Manufacturing	6.1%	5.5%	6.2%	5.5%	5.8%	4.4%	6.2%	3.9%	6.1%
Mining/quarrying and utilities	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%	0.4%	0.3%	0.3%
Professional, scientific & technical services	17.5%	7.2%	16.0%	8.9%	15.4%	7.8%	12.3%	6.0%	16.5%
Property and business services	4.8%	5.1%	5.0%	4.9%	3.2%	2.2%	2.9%	1.4%	4.5%
Public admin and defence; other services	3.9%	3.4%	2.9%	3.1%	3.2%	1.8%	3.4%	1.8%	3.7%
Transport and storage	3.1%	3.4%	3.7%	3.4%	3.1%	3.1%	2.8%	2.1%	3.1%
Wholesale, retail & repair of motor vehicles	18.2%	24.4%	17.8%	23.7%	13.8%	12.4%	12.9%	7.9%	17.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## Enterprise by Size Band



**Interpretation:** In Urban areas around 60% of employees in businesses are employed in large businesses (those with over 250 employees), while only around 12% of employees are employed in micro businesses. In Sparse Rural areas, more people are employed in micro businesses than in large businesses. In the Less Sparse areas, the proportions employed in businesses of varying sizes are similar.

Department for Environment, Food and Rural Affairs

*Enterprise Count and Percentage by Size, 2010/11*

Detailed Breakdown	Micro (1 – 9 employees)		Small (10 – 49 employees)		Medium (50 – 249 employees)		Large (250 or more employees)		Sole Trader		Other Enterprises and Partnerships		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Urban	943,265	74.0%	119,910	9.4%	23,270	1.8%	6,560	0.5%	126,570	9.9%	54,500	4.3%	1,274,070	100.0%
Rural	341,920	67.5%	34,885	6.9%	5,200	1.0%	940	0.2%	74,355	14.7%	49,450	9.8%	506,750	100.0%
Less Sparse Rural Town and Fringe	107,060	72.4%	11,245	7.6%	1,570	1.1%	290	0.2%	18,675	12.6%	8,945	6.1%	147,785	100.0%
Less Sparse Village	130,880	67.7%	12,375	6.4%	1,840	1.0%	340	0.2%	29,045	15.0%	18,870	9.8%	193,350	100.0%
Less Sparse Dispersed	81,190	64.2%	8,805	7.0%	1,505	1.2%	275	0.2%	19,720	15.6%	15,030	11.9%	126,525	100.0%
Sparse Rural	22,790	58.3%	2,460	6.3%	285	0.7%	40	0.1%	6,915	17.7%	6,605	16.9%	39,090	100.0%
<b>England</b>	<b>1,285,185</b>	<b>72.2%</b>	<b>154,795</b>	<b>8.7%</b>	<b>28,470</b>	<b>1.6%</b>	<b>7,500</b>	<b>0.4%</b>	<b>200,925</b>	<b>11.3%</b>	<b>103,950</b>	<b>5.8%</b>	<b>1,780,825</b>	<b>100.0%</b>

*Employee Count and Percentage by Size Band \*, 2010/11*

Detailed Breakdown	Micro (1 – 9 employees)		Small (10 – 49 employees)		Medium (50 – 249 employees)		Large (250 or more employees)		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Urban	2,342,730	11.7%	2,343,015	11.7%	2,327,860	11.7%	12,948,685	64.9%	19,962,290	100.0%
Rural	840,965	28.9%	659,485	22.6%	503,450	17.3%	908,510	31.2%	2,912,410	100.0%
Less Sparse Rural Town and Fringe	266,450	28.9%	213,540	23.1%	149,955	16.3%	292,705	31.7%	922,650	100.0%
Less Sparse Village	313,860	30.5%	233,150	22.7%	180,165	17.5%	300,235	29.2%	1,027,410	100.0%
Less Sparse Dispersed	201,910	25.0%	167,580	20.7%	147,350	18.2%	290,915	36.0%	807,750	100.0%
Sparse Rural	58,745	38.0%	45,220	29.2%	25,980	16.8%	24,660	16.0%	154,600	100.0%
<b>England</b>	<b>3,183,695</b>	<b>13.9%</b>	<b>3,002,500</b>	<b>13.1%</b>	<b>2,831,310</b>	<b>12.4%</b>	<b>13,857,195</b>	<b>60.6%</b>	<b>22,874,700</b>	<b>100.0%</b>

\*Sole Traders, other enterprises and partnerships are not included in the above table as they have no employees



Businesses, and the employment opportunities they provide, are a very important aspect of the rural and urban economy. Changes in the numbers of businesses in different areas can give an indication of economic growth or decline.

It is important to note that **businesses in rural areas overall are spread across a wide range of industrial sectors**, and the rural economy as a whole is therefore not wholly dependent on a small number of sectors (which could undermine resilience to shocks in particular sectors). This improves the likelihood that the economy in rural areas will be resilient to shocks.

The **business start-up rate in rural areas is relatively high compared to urban areas, but the number of businesses per head in rural areas is not particularly high compared to other area types**. This suggests that some of the new businesses may not survive in the long-term. Business churn (start-ups and business deaths) may be an indication of healthy competition and also reflect the tendency for rural firms to employ fewer employees.

Although the number of enterprises has fallen slightly since 2009/10, there has been an increase in the number of businesses in some industries (data not shown). Agriculture, forestry and fishing businesses have increased in almost all areas, along with mining and quarrying businesses, while other industries such as transport and storage and arts, entertainment and recreation have increased numbers in just one area type. These increases in business numbers have been more than matched by decreases in construction, manufacturing and administrative & support services.

These statistics are based on the location of the headquarters of the enterprise, rather than of individual business units. Using this methodology, a supermarket with a number of branches across the country would be counted once based on where the headquarters were located. There may be many local business units in rural areas whose headquarters are elsewhere, and vice versa. This may go some way to explaining the high proportion of enterprises in the agricultural industry in Villages and Hamlets. Agricultural businesses are perhaps more likely than any other types of business to have their headquarters in the same location as the holding itself.

Note: Micro businesses are businesses with 1 – 9 employees, small businesses are businesses with 10 – 49 employees, medium businesses are businesses with 50 – 249 employees. These along with sole traders and partnerships, which have working proprietors but no employees, are referred to as Small Medium Enterprises (SMEs). Large businesses are businesses with 250 or more employees.

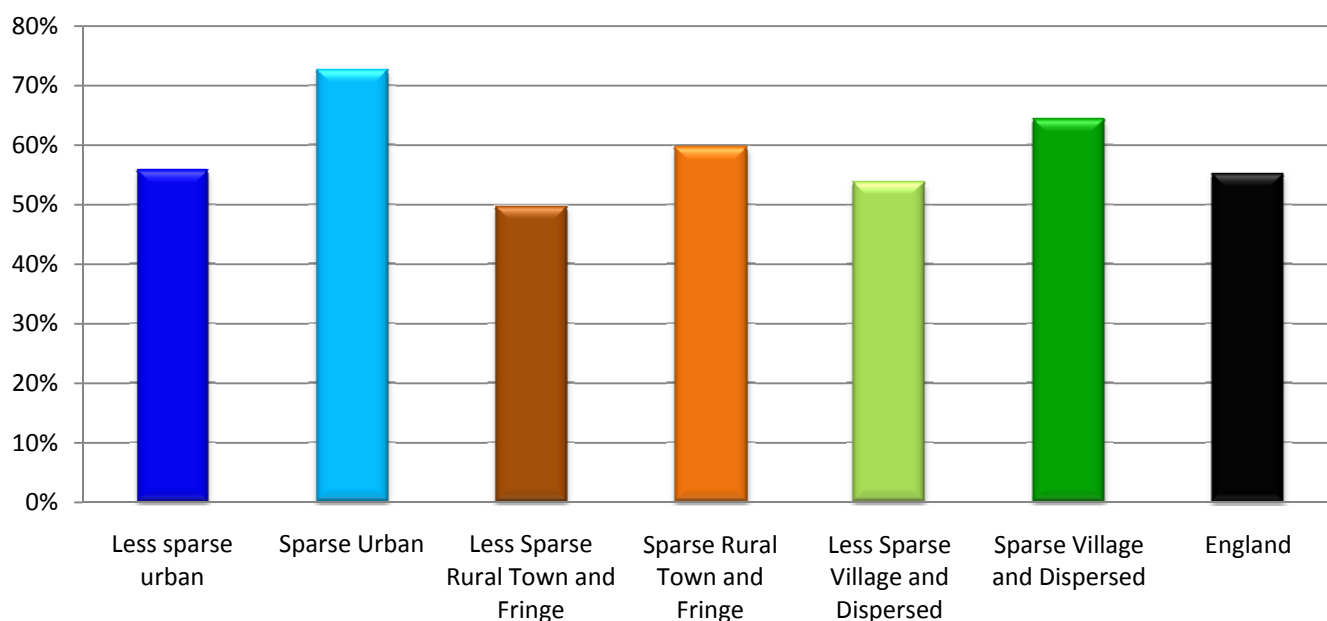
Source: ONS, IDBR 2010/11.

## Innovation

- In 2009, 55.8% of urban businesses were involved in innovation compared to 53.0% of rural businesses.
- In 2009, 24.3% of urban businesses were product innovators compared to 25.2% of rural businesses.
- In 2009, 12.7% of urban businesses were process innovators compared to 12.6% of rural businesses.

## Businesses Engaged in Innovation

Proportion of Businesses Engaged in Innovation Related Activities, 2006-08



**Interpretation:** This chart and the following table show the proportion of businesses engaged in innovation related activities between 1<sup>st</sup> January 2006 and 31<sup>st</sup> December 2008, split by the rural/urban definition of the head office location. Sparse areas show higher levels of innovation than less sparse areas in each of the rural/urban categories, with Sparse Urban areas having the highest proportion at 73%. However the results for sparse areas are based on a small number of observations and should therefore be treated with caution. Overall, urban areas have slightly higher levels of businesses engaged in innovation than rural areas.

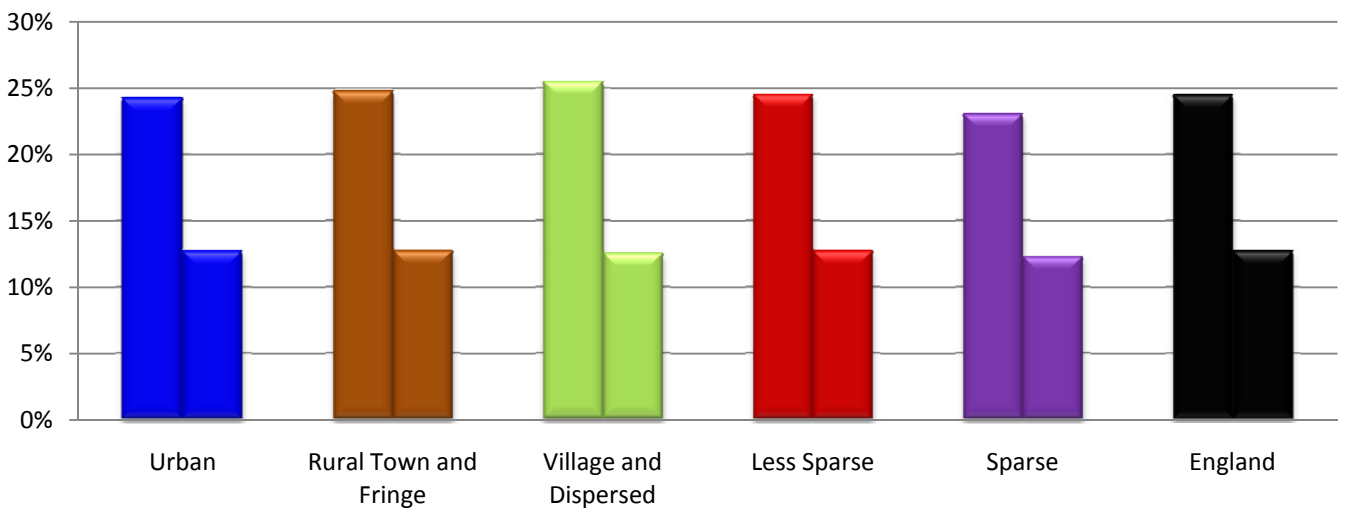
*Businesses Engaged in Innovation Related Activities Split by Rural/Urban Definition of Head Office, 2006-08*

	Engaged in Innovation		Not Engaged in Innovation		All Businesses	
	Number	% of All Businesses	Number	% of All Businesses	Number	% of All Businesses
Less Sparse Urban	66,304	55.7%	52,724	44.3%	119,028	100.0%
Sparse Urban	334	72.6%	126	27.4%	460	100.0%
Less Sparse Rural Town and Fringe	5,292	49.6%	5,368	50.4%	10,660	100.0%
Sparse Rural Town and Fringe	684	59.6%	463	40.4%	1,147	100.0%
Less Sparse Village and Dispersed	9,906	53.9%	8,487	46.1%	18,393	100.0%
Sparse Village and Dispersed	791	64.4%	438	35.6%	1,229	100.0%
Less Sparse	81,502	55.0%	66,579	45.0%	148,081	100.0%
Sparse	1,809	63.8%	1,027	36.2%	2,836	100.0%
Urban	66,638	55.8%	52,850	44.2%	119,488	100.0%
Rural	16,673	53.0%	14,756	47.0%	31,429	100.0%
<b>England</b>	<b>83,311</b>	<b>55.2%</b>	<b>67,606</b>	<b>44.8%</b>	<b>150,917</b>	<b>100.0%</b>

**Product and Process Innovation**

**Proportion of businesses that were innovators, 2006-08**

Left hand columns = product innovators  
 Right hand columns = process innovators



**Interpretation:** The chart above and the following two tables show the proportion of businesses that are product innovators and process innovators, split by the rural/urban definition of the head office location. Product innovators have introduced new or significantly improved goods or services. Process innovators have introduced new or significantly improved processes for producing or supplying goods or services. Levels of both types of innovation are very similar across the urban/rural spectrum with roughly one quarter of businesses being product innovators and one eighth being process innovators.

*Businesses that are 'Product Innovators' split by Rural/Urban Definition of Head Office, 2006-08*

	Product Innovator		Not a Product Innovator		All Businesses	
	Number	% of All Businesses	Number	% of All Businesses	Number	% of All Businesses
Urban	29,017	24.3%	90,471	75.7%	119,488	100.0%
Rural Town and Fringe	2,927	24.8%	8,880	75.2%	11,807	100.0%
Village and Dispersed	4,997	25.5%	14,625	74.5%	19,622	100.0%
Less Sparse	36,288	24.5%	111,793	75.5%	148,081	100.0%
Sparse	653	23.0%	2,183	77.0%	2,836	100.0%
Urban	29,017	24.3%	90,471	75.7%	119,488	100.0%
Rural	7,924	25.2%	23,505	74.8%	31,429	100.0%
<b>England</b>	<b>36,941</b>	<b>24.5%</b>	<b>113,976</b>	<b>75.5%</b>	<b>150,917</b>	<b>100.0%</b>

*Businesses that are 'Process Innovators' split by Rural/Urban Definition of Head Office, 2006-08*

	Process Innovator		Not a Process Innovator		All Businesses	
	Number	% of All Businesses	Number	% of All Businesses	Number	% of All Businesses
Urban	15,208	12.7%	104,280	87.3%	119,488	100.0%
Rural Town and Fringe	1,501	12.7%	10,306	87.3%	11,807	100.0%
Village and Dispersed	2,452	12.5%	17,170	87.5%	19,622	100.0%
Less Sparse	18,813	12.7%	129,268	87.3%	148,081	100.0%
Sparse	348	12.3%	2,488	87.7%	2,836	100.0%
Urban	15,208	12.7%	104,280	87.3%	119,488	100.0%
Rural	3,953	12.6%	27,476	87.4%	31,429	100.0%
<b>England</b>	<b>19,161</b>	<b>12.7%</b>	<b>131,756</b>	<b>87.3%</b>	<b>150,917</b>	<b>100.0%</b>

Innovation is described by The Department for Business, Innovation and Skills (BIS) as *the process by which new ideas are successfully exploited to create economic, social and environmental value*. Innovation is a key driver of economic growth, which is seen as critical to the reduction of the national debt.

Innovation related activities (first indicator) encompass marketing, design, research and development and the purchase of technical goods and services such as external knowledge, computer equipment and machinery. Product innovators have introduced new or significantly improved goods or services whilst Process innovators have introduced new or significantly improved processes for producing or supplying goods or services. By comparing both indicators it can be seen that a significant proportion of businesses engaged in innovation related activities are Product innovators and are not Process innovators.

Notes: England totals may be lower than those published by BIS due to discrepancies with post code data.

Source: BIS UK Innovation Survey 2009

<http://www.bis.gov.uk/assets/biscore/science/docs/u/10-p107a-uk-innovation-survey-2009-science-and-innovation-analysis.pdf>

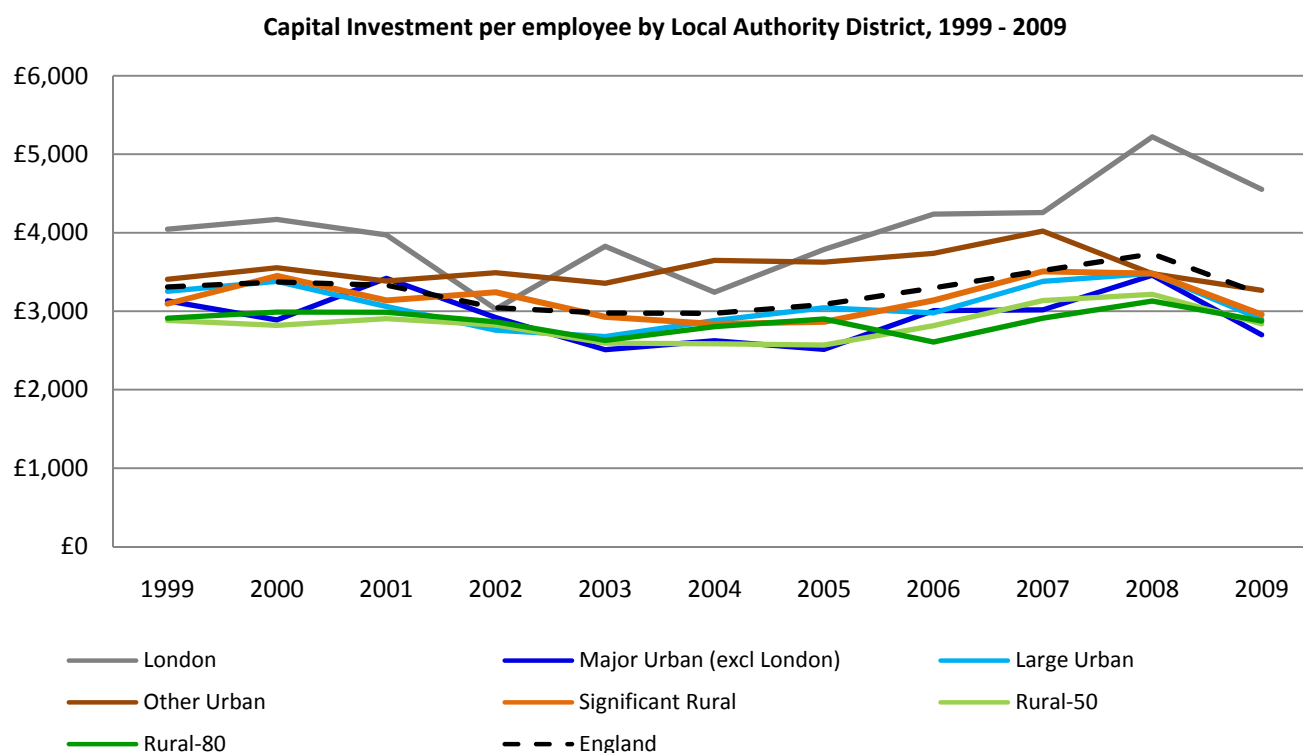
Businesses classed as having engaged in innovation responded that they had engaged in at least one of the following between 1<sup>st</sup> January 2006 and 31<sup>st</sup> December 2008:

- Internal research and development
- Acquisition of external research and development
- Acquisition of advanced machinery
- Acquisition of computer hardware
- Acquisition of computer software
- Acquisition of external knowledge
- Training for innovative activities
- All forms of design
- Changes to product or service design
- Market research
- Changes to marketing methods
- Launch advertising

## Investment

- With the exception of 2002 and 2004, Capital Investment was higher in London, which has been separated out to allow a comparison of all area classifications.
- In 2009 excluding London, Capital investment per employee was highest in Other Urban areas and lowest in Major Urban areas.
- In 2009 Capital investment per employee decreased in all areas. The greatest decrease was in London (21%), the smallest decrease being in Other Urban areas (6%).

## Capital Investment per Employee



**Interpretation:** The chart above shows the amount of Capital Investment per employee at current prices. The rate was lower in rural areas than in the most urban areas. For Rural-50 and Rural-80 classifications, investment per head was consistently lower than the English average. In 2009 investment was £4,533 per head in London compared to £2,874 in Rural-80 areas.

Department for Environment, Food and Rural Affairs

*Capital Investment per employee, 1999 to 2009*

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
London	£4,045	£4,170	£3,971	£3,027	£3,826	£3,241	£3,787	£4,237	£4,258	£5,223	£4,553
Major Urban (excl London)	£3,133	£2,890	£3,421	£2,921	£2,510	£2,624	£2,514	£3,008	£3,019	£3,459	£2,700
Large Urban	£3,254	£3,381	£3,059	£2,757	£2,676	£2,880	£3,045	£2,978	£3,381	£3,483	£2,898
Other Urban	£3,407	£3,553	£3,384	£3,491	£3,355	£3,646	£3,625	£3,737	£4,021	£3,478	£3,265
Significant Rural	£3,095	£3,449	£3,317	£3,242	£2,927	£2,837	£2,863	£3,138	£3,507	£3,480	£2,957
Rural-50	£2,883	£2,819	£2,906	£2,823	£2,593	£2,587	£2,570	£2,816	£3,136	£3,215	£2,839
Rural-80	£2,911	£2,989	£2,987	£2,864	£2,629	£2,803	£2,902	£2,607	£2,911	£3,130	£2,874
<b>England</b>	<b>£3,308</b>	<b>£3,372</b>	<b>£3,332</b>	<b>£3,043</b>	<b>£2,976</b>	<b>£2,972</b>	<b>£3,086</b>	<b>£3,297</b>	<b>£3,519</b>	<b>£3,731</b>	<b>£3,218</b>

Capital investment is where companies spend money on fixed assets (typically land, buildings or machinery) with the expectation that productivity will increase as a result of the investment. The data shows capital investment per employee, which is used instead of total capital investment because of differences in the numbers of employees in different area types. Current prices were used, as they have taken inflation into account. This means that the increases in capital investment observed were real increases in investment.

**The statistics show that, on average, London had the highest amount of capital investment per employee.** Capital investment per employee was broadly similar for other types of area, though **rural areas and Major Urban areas outside of London are fairly consistent in having the lowest investment per employee.** The decrease between 2008 and 2009 may reflect the wider economic situation, with less investment during the recession.

Total net capital investment is calculated as total proceeds from disposals subtracted from the total cost of acquisitions. The data is at current prices so it has already taken account of inflation. Caution should be taken when interpreting this measure as capital investment is difficult to attribute at Local Authority District level. The estimates are produced by taking data at a higher geographical level and apportioning it at local authority level based on employment levels. The data is not labelled National Statistics because ONS is not wholly confident that there is a sufficient correlation between investment and employment.  
Source data: Bespoke data request from Annual Business Inquiry, ONS.