



Department
for Environment
Food & Rural Affairs

Statistical Digest of Rural England

May 2016 Edition





© Crown copyright 2016

You may re-use this information (excluding logos) free of charge in any format or medium, under the terms of the Open Government Licence v.3. To view this licence visit www.nationalarchives.gov.uk/doc/open-government-licence/version/3/ or email PSI@nationalarchives.gsi.gov.uk

This publication is available at www.gov.uk/government/publications

Any enquiries regarding this publication should be sent to us at

rural.statistics@defra.gsi.gov.uk

PB14426

www.gov.uk/defra

Contents

.....	1
Statistical Digest of Rural England	1
Introduction	5
Official Statistics	5
Defining rural areas	6
Rural population and migration	11
Population by age	12
Population change	15
Internal migration	17
Rural economy	19
Employment and earnings	19
Employment rate	19
Unemployment rate	20
Economic inactivity	21
Earnings	24
Home working	27
Productivity measured by Gross Value Added (GVA)	32
Contribution to England's Gross Value Added (GVA)	33
Productivity by industry	35
Gross Value Added (GVA) per workforce job	37
Businesses	39
Business count	39
Business start-ups	40
Business composition	41
Businesses by industry type	44
Businesses by size band	47
Innovation and investment	50
Businesses engaged in innovation	50
Capital investment per employee	52
Rural accessibility	54
Transport and accessibility to services	54
Travel behaviour	54
Distance travelled	55
Car availability	57
Bus availability	58
Measuring accessibility to services	59
Service accessibility	61
Average overall accessibility	67
Broadband	71
Broadband speed	71
Rural living	74
Housing	74
House building	74
Net additions to housing stock	79
Housing and accommodation affordability	81
Housing affordability	81
Private rental affordability	83
Homelessness and Temporary Accommodation	85
Household expenditure	87
Nominal expenditure and disposable income	87
Expenditure on commodity or service groups	89

Poverty	91
Percentage of households in low income	95
Percentage of working age people in low income	97
Percentage of children in low income	100
Percentage of pensioners in low income	103
Fuel poverty.....	107
Fuel poverty rate	108
Household energy supply	111
Education and skills.....	116
Secondary education.....	116
Pupils leaving school with five or more A* to C grades at GCSE level, based on residency of pupils	116
Pupils leaving school with five or more A* to C grades at GCSE level, based on location of school.....	117
Higher education	120
Full-time entrants to higher education	120
Part-time entrants to higher education.....	121
Skills	123
Residence based skills.....	123
Workplace based skills	128
Health.....	133
Life expectancy	134
Infant mortality rate.....	137
Potential years of life lost (PYLL).....	138
Crime.....	140
Violence against the person offences	140
Sexual offences.....	141
Robbery offences	142
Domestic burglary offences	144
Vehicle offences.....	145

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 rural economy section containing indicators on economic activity, earnings, productivity as well as a selection of indicators relating to economic growth. The Rural accessibility section includes data on transport, measuring accessibility to services and broadband. The final section of the Digest includes a selection of rural living statistics on housing, household expenditure, poverty, education, health and crime.

It should be noted that it is only practicable to update certain sections of the Digest in each edition update. The section updated in this edition is:

- Broadband – revised figures for 2014

Official Statistics

These statistics have been produced to the high professional standards set out in the Code of Practice for Official Statistics, which sets out eight principles including meeting user needs, impartiality and objectivity, integrity, sound methods and assured quality, frankness and accessibility.

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

This publication has been compiled by Rural Evidence (Statistics), within Rural Policy in Defra:

Stephen Hall
Melanie Riley
Sarah Harriss

rural.statistics@defra.gsi.gov.uk

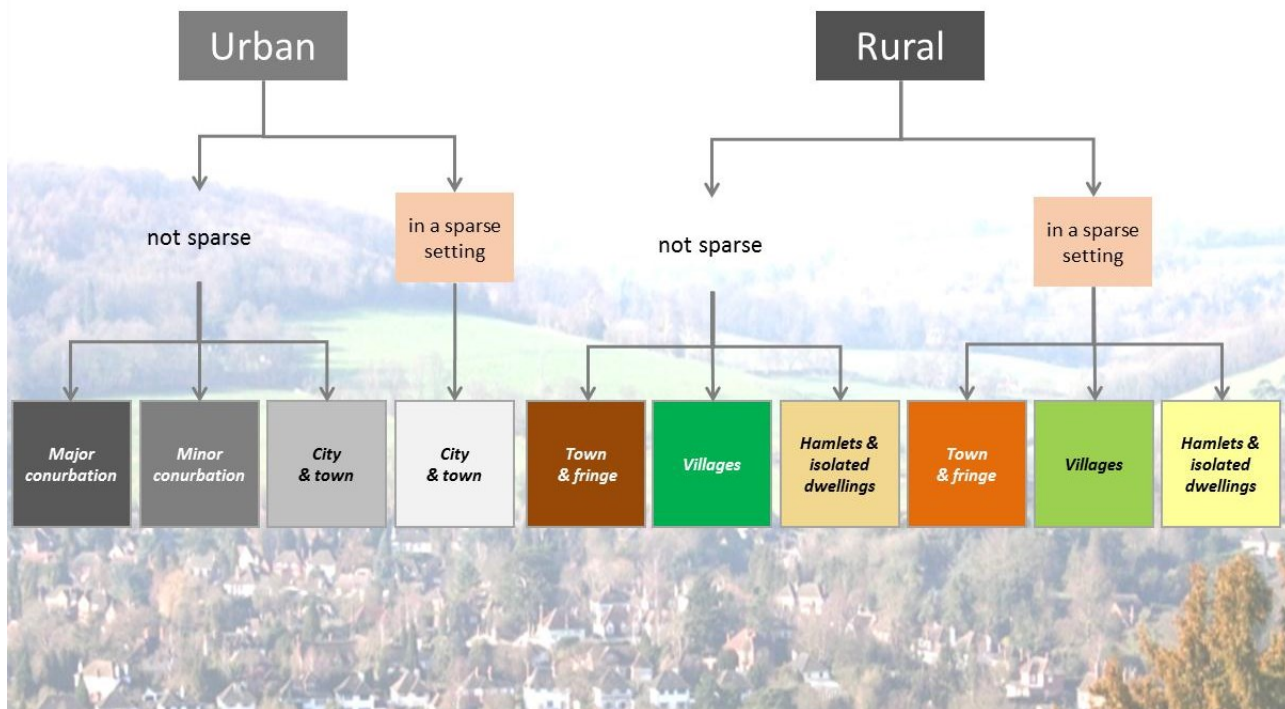
There is a special Census 2011 version of the Digest which looks at the data from the 2011 census and where possible makes comparisons to the 2001 census results.

This can be found at <https://www.gov.uk/government/publications/2011-census-results-for-rural-england>

Defining rural areas

Wherever possible, the Rural-Urban Classification is used to distinguish rural and urban areas. The Classification defines areas as rural if they fall outside of settlements with more than 10,000 resident population.

Census Output Areas - the smallest areas for which data are available from the 2001 and 2011 Censuses - are assigned to one of four urban or six rural categories:



Those described as “in a sparse setting” reflect where the wider area is remotely populated.

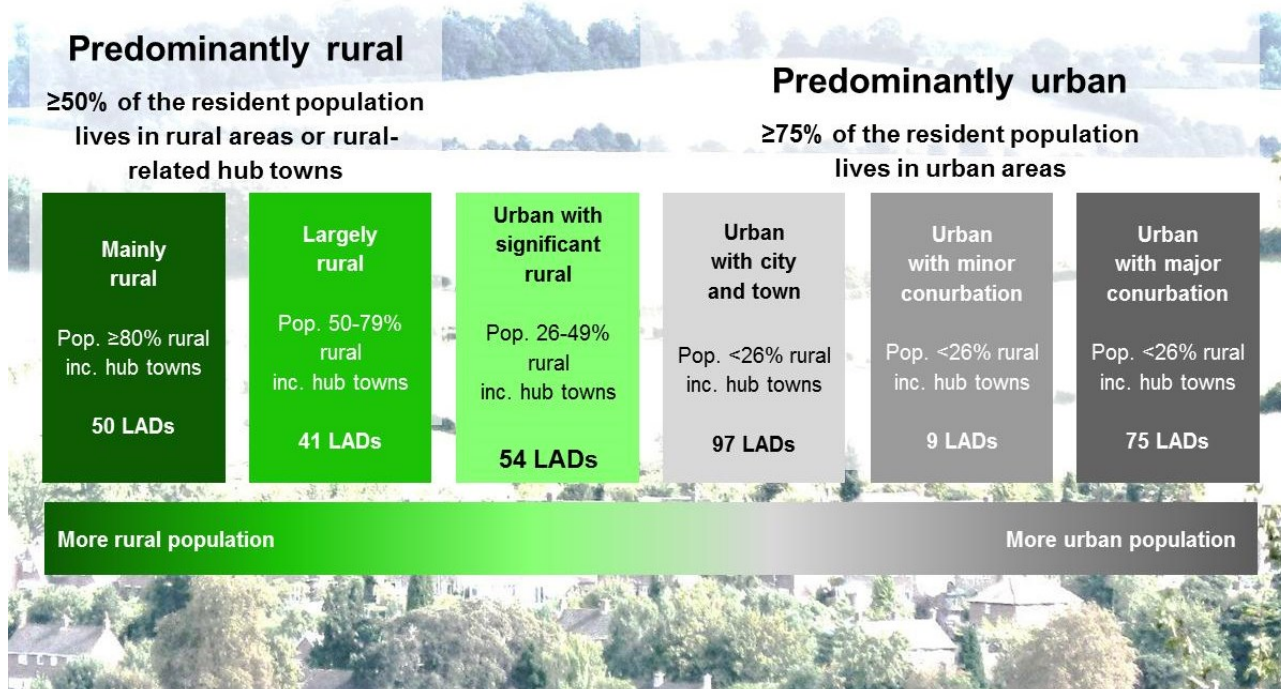
A map is shown overleaf.

When data are not available at a small enough geographical scale, it may be possible to apply the Rural-Urban Local Authority 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 Classification.

However, the Local Authority Classification also considers some urban areas as Hub Towns (with populations of between 10,000 and 30,000). These Hub Towns have met statistical criteria to be considered hubs for services and businesses for a wider rural hinterland and their populations are therefore classified as effectively rural for the purposes of the Local Authority Classification.

Under the classification each Local Authority District is assigned to one of six categories on the basis of the percentage of the total resident population accounted for by the combined rural and Hub Town components of its population and its 'conurbation context'.

The local authority categories are:



The categories are frequently aggregated to *predominantly rural*, *urban with significant rural* and *predominantly urban* as shown.

It should be noted that the classifications are based on populations and settlement patterns, not on how much countryside there is. Authorities classified as urban may have wide areas of countryside and may have sizeable rural populations. The classification has been made according to the proportions of the population residing in urban settlements and outside urban settlements.

A new Local Authority Classification was published in December 2014 based on the 2011 Census and the detailed 2011 rural-urban classification of Census Output Areas (published in 2013) and this replaces the previous 2001-based Local Authority Classification. Only certain sections of the Digest have so far been updated with the new classifications. Some sections will refer to the previous 2001 classification.

The new Rural Urban Local Authority Classification 2011, or RUCLAD11, has fewer Local Authorities categorised as being largely or mainly 'rural'. This is due to an overall increase in population, plus an expansion of certain settlements and the density of those built up areas. The classification is based on the proportion of people living in settlements defined as 'rural' (below 10,000 population), or living in certain 'hub towns' (populations between 10,000 and 30,000) that

have been identified as having the potential to serve the wider rural areas. The impact of population changes and settlement patterns is that fewer settlements are defined as 'rural' when compared with the previous Census, and hence proportionately fewer people are regarded as living in rural areas. In some cases this means that Local Authorities which were regarded as 'rural' in the previous classification are no longer classed as 'rural'.

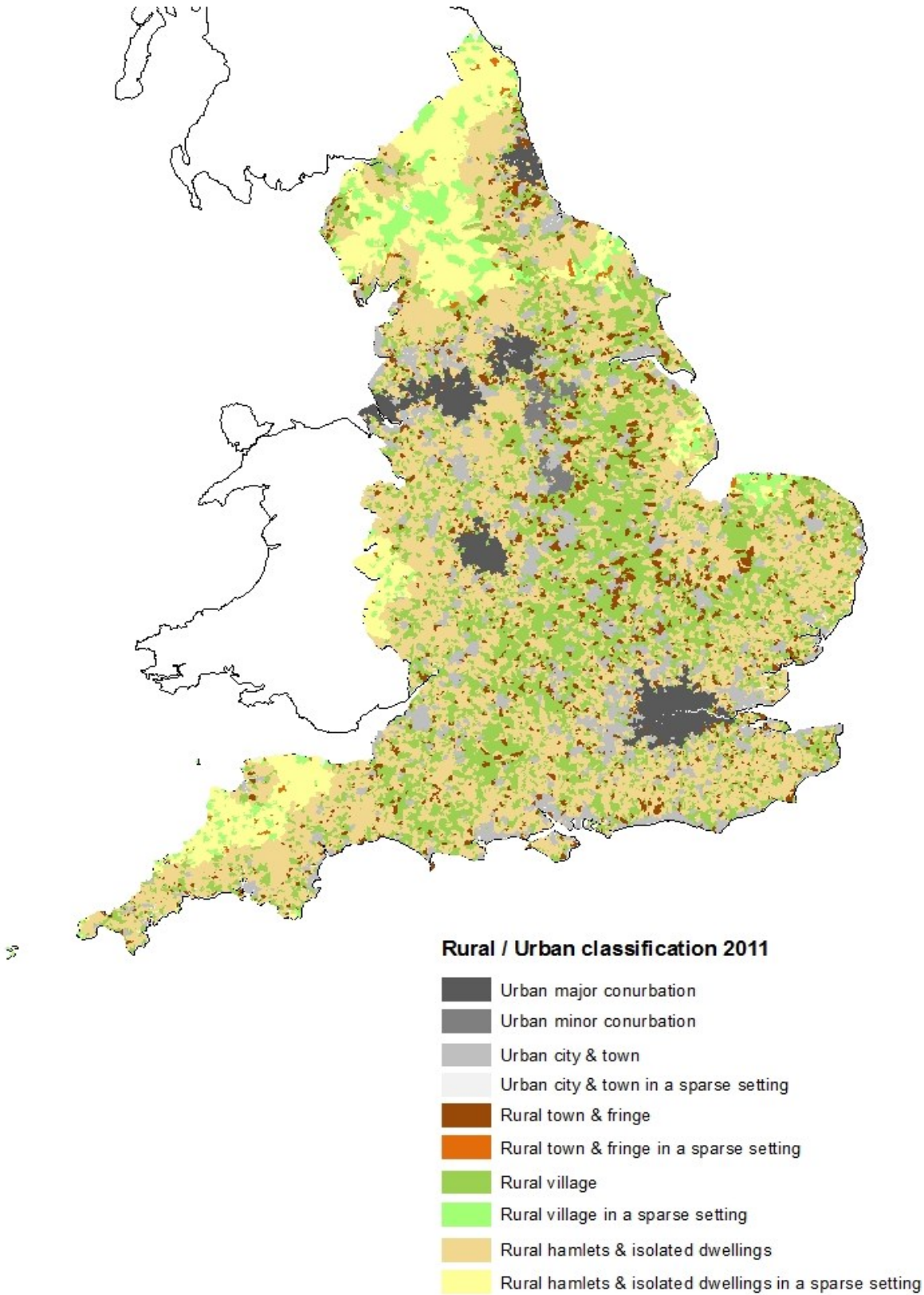
The table below shows the 2001-based Local Authority Classification and its categories on the left, and the new 2011-based Local Authority Classification 2011 on the right to show how the categories align for comparison of figures.

2001-based Local Authority Classification	Broader classification	2011-based Local Authority Classification	Broader classification
London	London	London	London
Major Urban	Predominantly Urban excl. London	Urban with Major Conurbation	Predominantly Urban excl. London
Large Urban		Urban with Minor Conurbation	
Other Urban		Urban with City and Town	
Significant Rural	Significant Rural	Urban with Significant Rural	Urban with Significant Rural
Rural-50	Predominantly Rural	Largely rural	Predominantly Rural
Rural-80		Mainly rural	
England	England	England	England

More information on the classifications can be found at:

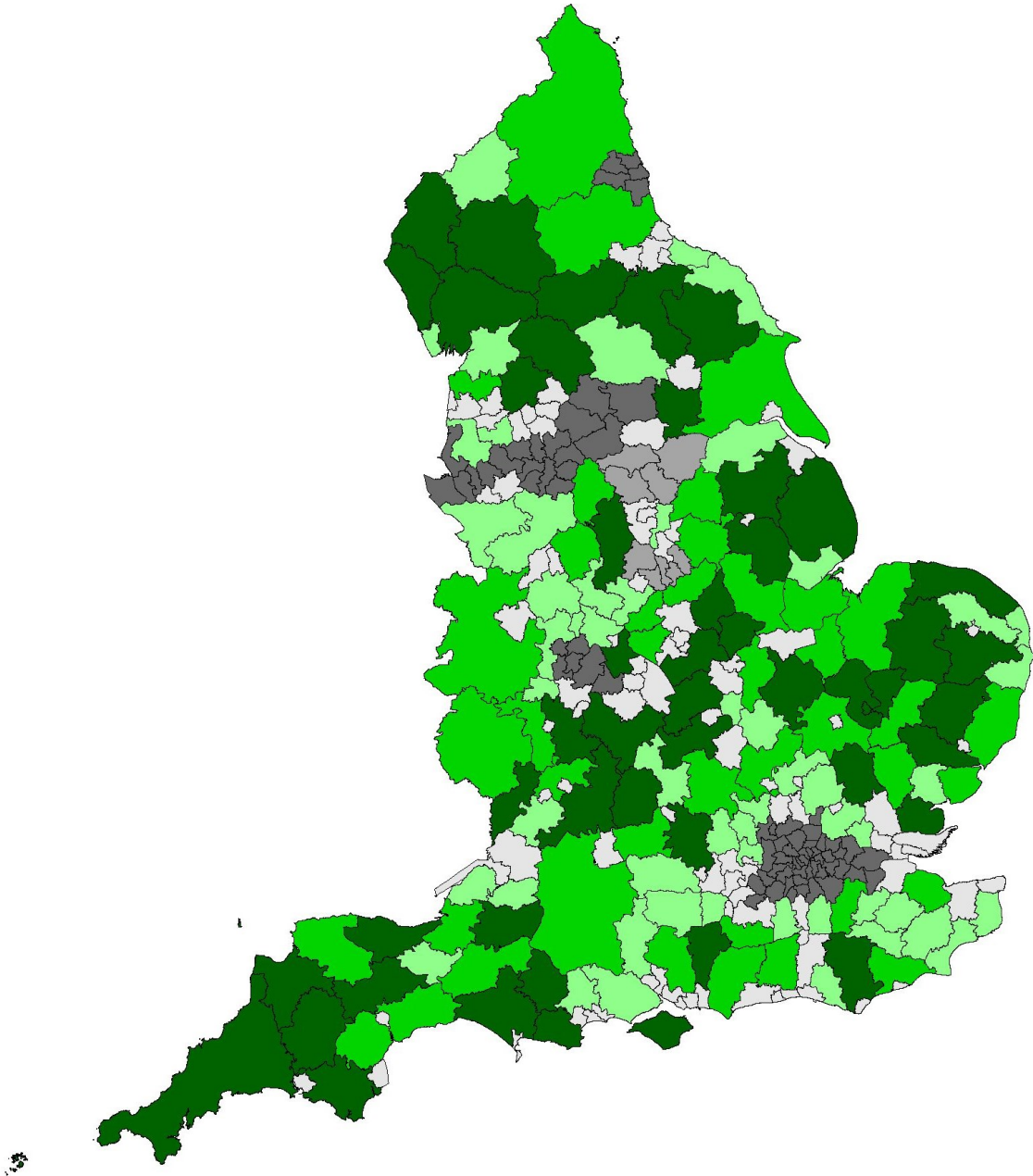
<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/series/rural-urban-definition>

2011 Rural-Urban Classification for Census Output Areas in England



© Crown Copyright and database rights 2016
Ordnance Survey Licence No. 100022861

2011 Rural-Urban Classification for Local Authorities in England



Rural / Urban classification 2011

- Mainly Rural (rural including Hub Towns)
- Largely Rural (rural including Hub Towns)
- Urban with Significant Rural (rural including Hub Towns)
- Urban with City and Town
- Urban with Minor Conurbation
- Urban with Major Conurbation

© Crown Copyright and database rights 2016
Ordnance Survey Licence No. 100022861

Rural population and migration

- In 2013 the population of England was 53.9 million, of which 9.2 million (17.1 per cent) lived in rural areas and 44.7 million (82.9 per cent) lived in urban areas. These mid-year population estimates are based on lower super output areas (LSOAs). This gives a lower population estimate than Census output area population. The 2011 Census rural population was 9.3 million (17.6 per cent). The equivalent mid-year population estimate for 2011 estimated the rural population to be 9.1 million (17.2 per cent). This does not therefore constitute a reduction in population.¹
- Within the rural areas, 0.5 million people lived in sparse settings.
- There are proportionately more older people living in rural areas – over 50 per cent of the population in rural areas were aged 45 and above, compared with around 40 per cent in urban areas.

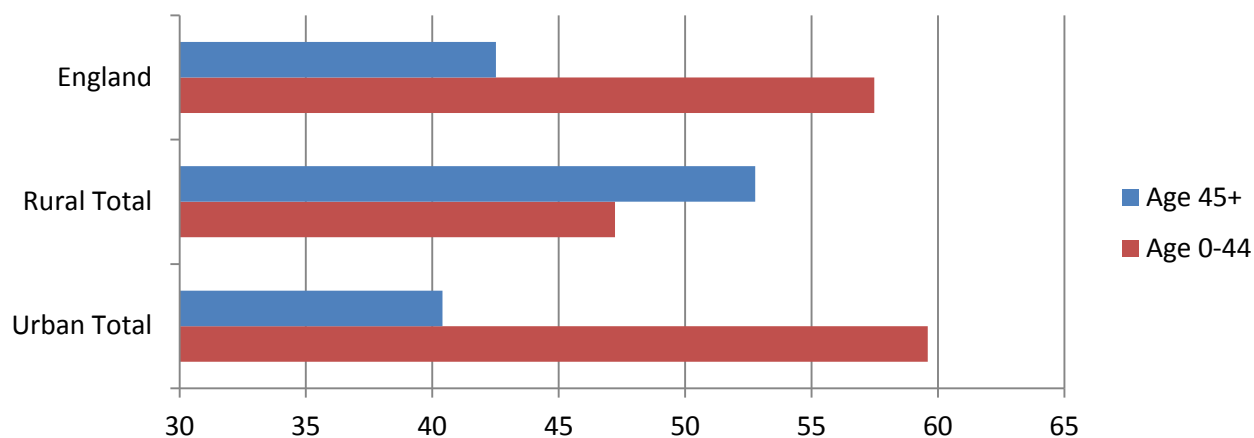
2013 Mid-year population estimates

	Population	Proportion (%)
Rural	9,206,500	17.1
Rural town and fringe	4,970,200	9.2
- those in a sparse setting	191,700	0.4
Rural village and hamlet	4,236,200	7.9
- those in a sparse setting	297,400	0.6
Urban	44,659,400	82.9
Urban major conurbation	19,224,000	35.7
Urban minor conurbation	1,935,400	3.6
Urban city and town	23,499,900	43.6
- those in a sparse setting	90,600	0.2
		0.0
England	53,865,800	100.0

- 9.2 million people, or 17.1 per cent of the population, live in rural areas.
- Around 580,000 people, or 1.1 per cent of the population live in settlements in a sparse setting.

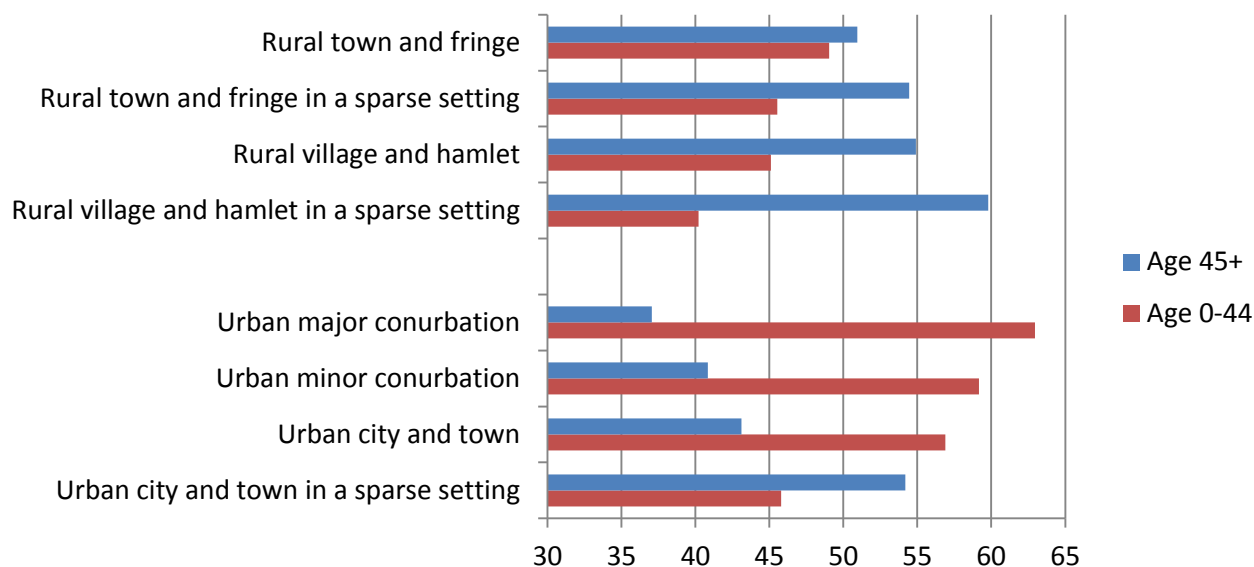
Population by age

2013 Mid-year population by area and percentage, rural and urban totals



- Less than 50 per cent of those living in rural areas are aged below 45 years, compared with almost 60 per cent in urban areas, and overall there are proportionately fewer younger people living in settlements in a sparse area.

2013 Mid-year population by area and percentage, rural and urban classification



- The proportion of the population aged under 45 years tends to decline the more rural the settlement type.

Age groups as a percentage of total 2013 mid-year population

	0 - 14 years old	15 - 29 years old	30 - 44 years old	45 - 64 years old	65 + years old
Rural	15.9	14.7	16.6	29.9	22.9
Rural town and fringe	16.5	15.2	17.4	28.4	22.6
- those in a sparse setting	14.7	15.1	15.8	27.9	26.6
Rural village and hamlet	15.3	14.1	15.6	31.6	23.3
- those in a sparse setting	13.4	12.8	13.9	32.6	27.2
Urban	18.2	20.6	20.9	24.3	16.1
Urban major conurbation	18.9	21.6	22.5	23.1	13.9
Urban minor conurbation	17.3	22.5	19.3	24.4	16.4
Urban city and town	17.6	19.6	19.6	25.2	17.9
- those in a sparse setting	14.7	15.8	15.3	27.5	26.7
England	17.8	19.6	20.1	25.2	17.3

Notes:

¹This analysis uses mid-year population estimates, produced by the ONS. While these indicators are broadly in line with census level population data, there are minor differences relating to the area classifications: Census population data are based on output areas (OAs, approx. 300 people), and mid-year population estimates are based on lower super output areas (LSOAs, approx. 3000 people). The larger the area the more likely it is to contain an urban settlement and be classified as urban. Analysis using LSOAs may slightly under-estimate the rural population.

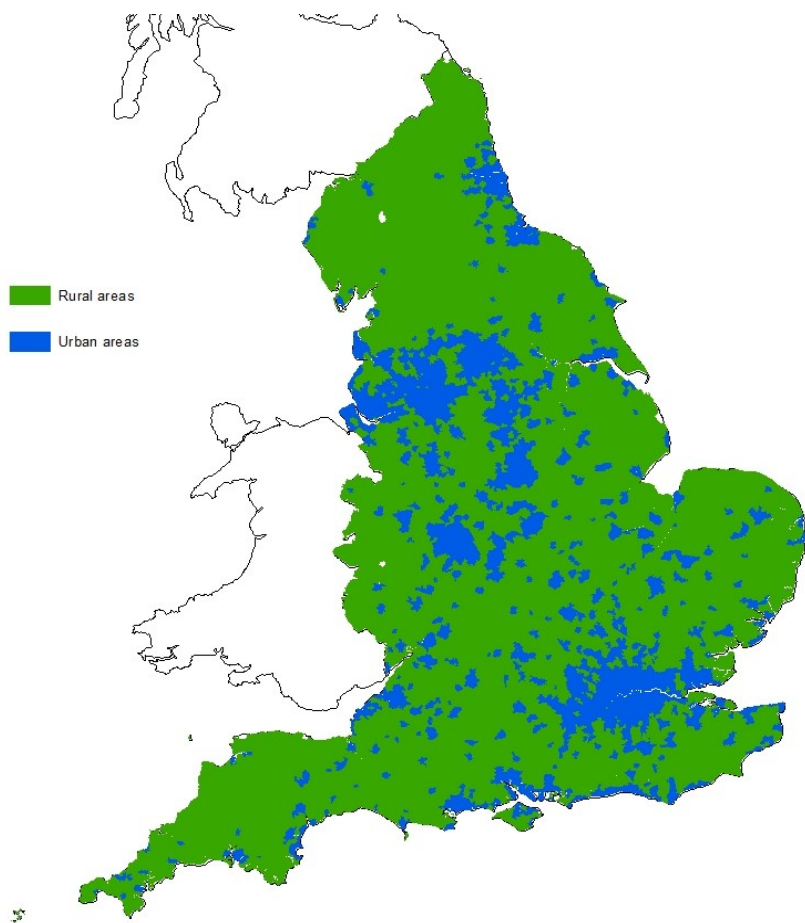
The estimated resident population of an area includes all those people who usually live there, regardless of nationality. Arriving international migrants are included in the usually resident population if they remain in the UK for at least a year. Emigrants are excluded if they remain outside the UK for at least a year. This is consistent with the United Nations definition of a long-term migrant. Armed forces stationed outside of the UK are excluded. Students are taken to be usually resident at their term time address.

Source: Small Area Population Estimates 2013, Office for National Statistics. © Crown Copyright 2016.

These data use RUC2011.

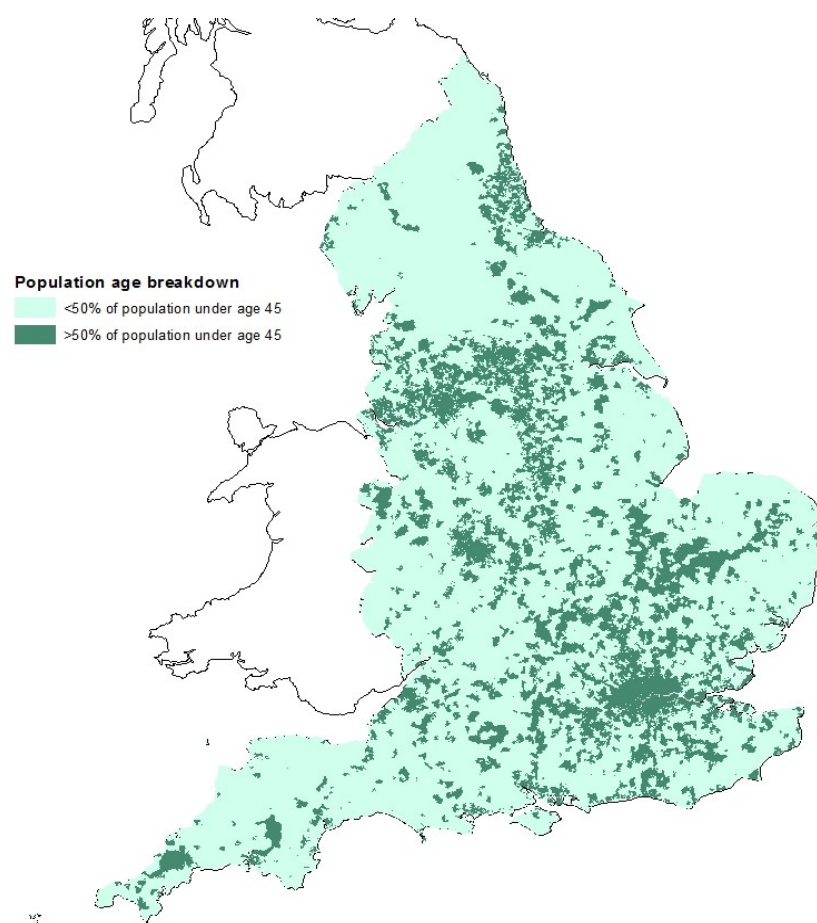
- The following maps show the close geographic relationship between the rural and urban populations at lower super output area level (LSOA) and areas where the percentage of population of under 45 year olds are most concentrated.

Lower super output area classification of England (2011)



Source: ONS, Defra RUC2011

Percentage of population under the age of 45 years (2013)

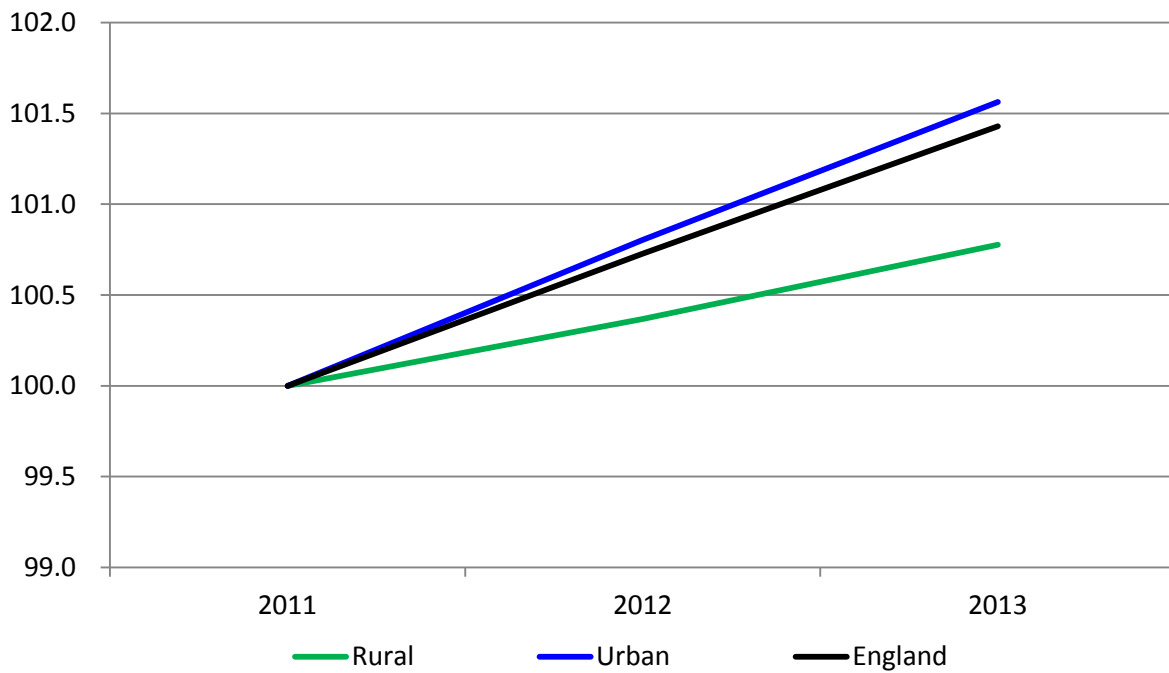


Source: ONS, Defra Mid-year population estimates for 2013 at LSOA level

Population change

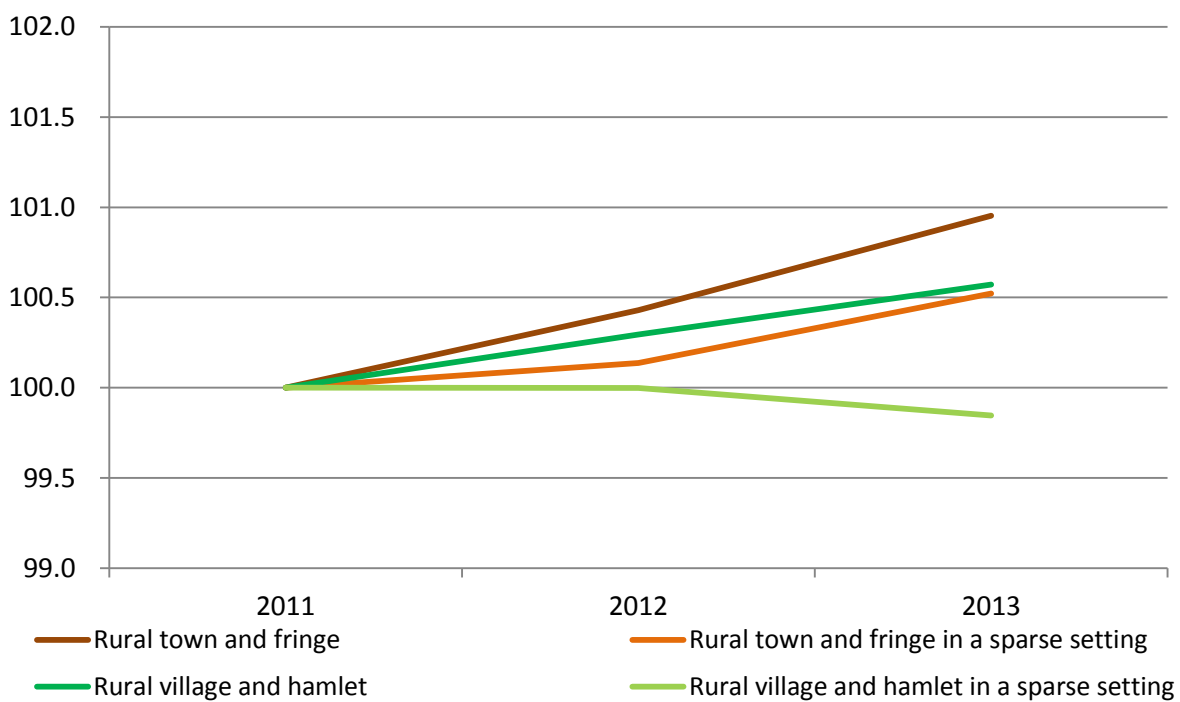
Index of population change, 2011 to 2013

2011 = 100



Index of population in rural areas, 2011 to 2013

2011 = 100



- Both rural and urban areas have seen an increase in overall population. Rural has increased by 0.8 per cent and urban by 1.6 per cent.
- Within rural areas between 2011 and 2013, the greatest rate of population increase was in *rural town and fringe areas* (1.0 per cent).
- *Villages and hamlets in sparse settings* were the only rural area to show a decline in population, although the rate of decline was only slight, by 0.2 per cent.

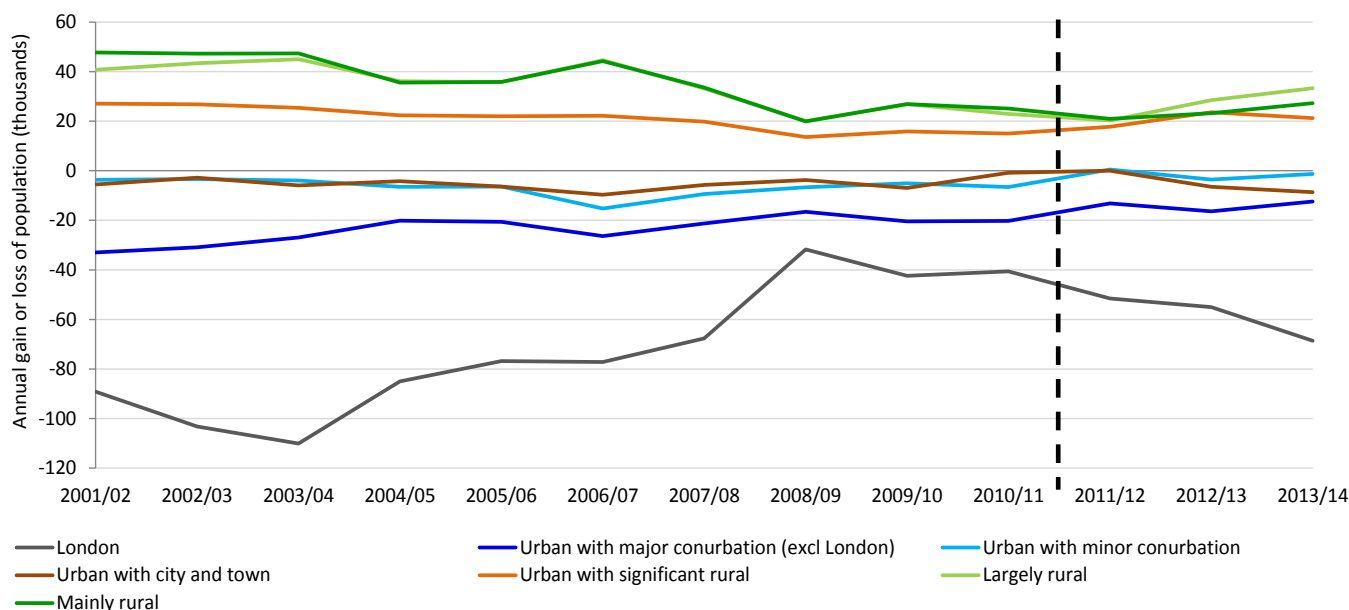
Index of population change, 2011 to 2013

2011 = 100

	2011		2012		2013	
	Population	Index	Population	Index	Population	Index
Rural town and fringe	4,923,340	100.0	4,944,544	100.4	4,970,243	101.0
Rural town and fringe in a sparse setting	190,696	100.0	190,956	100.1	191,691	100.5
Rural village and hamlet	4,212,141	100.0	4,224,601	100.3	4,236,224	100.6
Rural village and hamlet in a sparse setting	297,819	100.0	297,813	100.0	297,363	99.8
Urban city and town	23,170,621	100.0	23,338,595	100.7	23,499,913	101.4
Urban city and town in a sparse setting	90,620	100.0	90,535	99.9	90,578	100.0
Urban major conurbation	18,890,596	100.0	19,061,090	100.9	19,224,004	101.8
Urban minor conurbation	1,910,471	100.0	1,924,899	100.8	1,935,433	101.3
Rural	9,135,481	100.0	9,169,145	100.4	9,206,467	100.8
Urban	43,971,688	100.0	44,324,584	100.8	44,659,350	101.6
England	53,107,169	100.0	53,493,729	100.7	53,865,817	101.4

Internal migration

Internal migration, 2001/02 to 2013/14



Note: The RUC01 for Local Authorities has been applied to all data up to and including 2010/11. From 2011/12 onwards the RUC11 for Local Authorities has been applied.

- Between 2000/01 and 2003/04 the general trend for migration between places in England was of net migration to predominantly rural settlements from predominantly urban ones.
- This overall trend continued from 2003/04 to 2008/09 although the extent of net migration to predominantly rural settlements was decreasing.
- Since 2008/09 there has been an increase in the rate of net migration to predominantly rural settlements.
- *Largely rural* settlements saw net inward migration of 33,300 people and *Mainly rural* settlements saw net internal migration of 27,300 in 2013/14.
- In contrast, *Urban with major conurbation (including London)* settlements lost more residents to internal migration, with a net decrease of 81,000 in 2013/14, with *London* alone showing a net decrease of 68,600. This will partly reflect the fact that *London* is the most common region of first residence for international migrants to the UK, many of whom may later move on to other regions.
- 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 recent years suggests a causal link with the economic downturn of the same period. It is likely that economic recession and subsequent suppressed housing market have both acted to reduce the extent of movements between rural and urban areas.

Internal migration, 2001/02 to 2013/14, thousands

	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Mainly rural	47.7	47.3	47.4	35.6	35.9	44.3	33.6	19.9	26.9	25.1	21.0	23.3	27.3
Largely rural	40.8	43.4	45.0	36.1	35.8	44.6	33.2	20.0	26.9	22.9	20.3	28.5	33.3
Urban with significant rural	27.1	26.8	25.4	22.4	22.0	22.2	19.8	13.6	15.9	15.0	17.8	23.6	21.2
Urban with city and town	-5.5	-2.8	-5.9	-4.2	-6.4	-9.7	-5.7	-3.7	-6.9	-0.8	0.0	-6.5	-8.6
Urban with minor conurbation	-3.6	-3.4	-3.9	-6.5	-6.4	-15.2	-9.4	-6.7	-5.1	-6.6	0.5	-3.6	-1.3
London	-89.2	-103.2	-110.1	-85.0	-76.8	-77.2	-67.7	-31.7	-42.4	-40.6	-51.5	-55.0	-68.6
Urban with major conurbation (excl London)	-33.0	-30.9	-26.9	-20.1	-20.6	-26.4	-21.3	-16.6	-20.4	-20.2	-13.2	-16.4	-12.4
Predominantly rural	88.5	90.7	92.4	71.7	71.7	88.9	66.8	39.9	53.8	48.0	41.3	51.8	60.6
Predominantly urban	-131.3	-140.3	-146.8	-115.8	-110.2	-128.5	-104.1	-58.7	-74.8	-68.2	-64.2	-81.5	-90.9

Note: The RUC01 for Local Authorities has been applied to all data up to and including 2010/11. From 2011/12 onwards the RUC11 for Local Authorities has been applied.

Notes:

Internal migration is defined as residential moves between local authorities. Moves within a single local authority are excluded, as are international moves into or out of the UK. These statistics are based on a combination of administrative data and represent the best available source of information on internal migration. Further information on the data sources and methods, and their limitations, is available via the ONS internal migration methodology webpage

(<http://www.ons.gov.uk/ons/guide-method/method-quality/specific/population-and-migration/internal-migration-methodology/index.html>).

Source: ONS, 2015. Internal Migration within the United Kingdom during the year to June 2014.

<http://www.ons.gov.uk/ons/rel/migration1/internal-migration-by-local-authorities-in-england-and-wales/year-ending-june-2014/index.html>

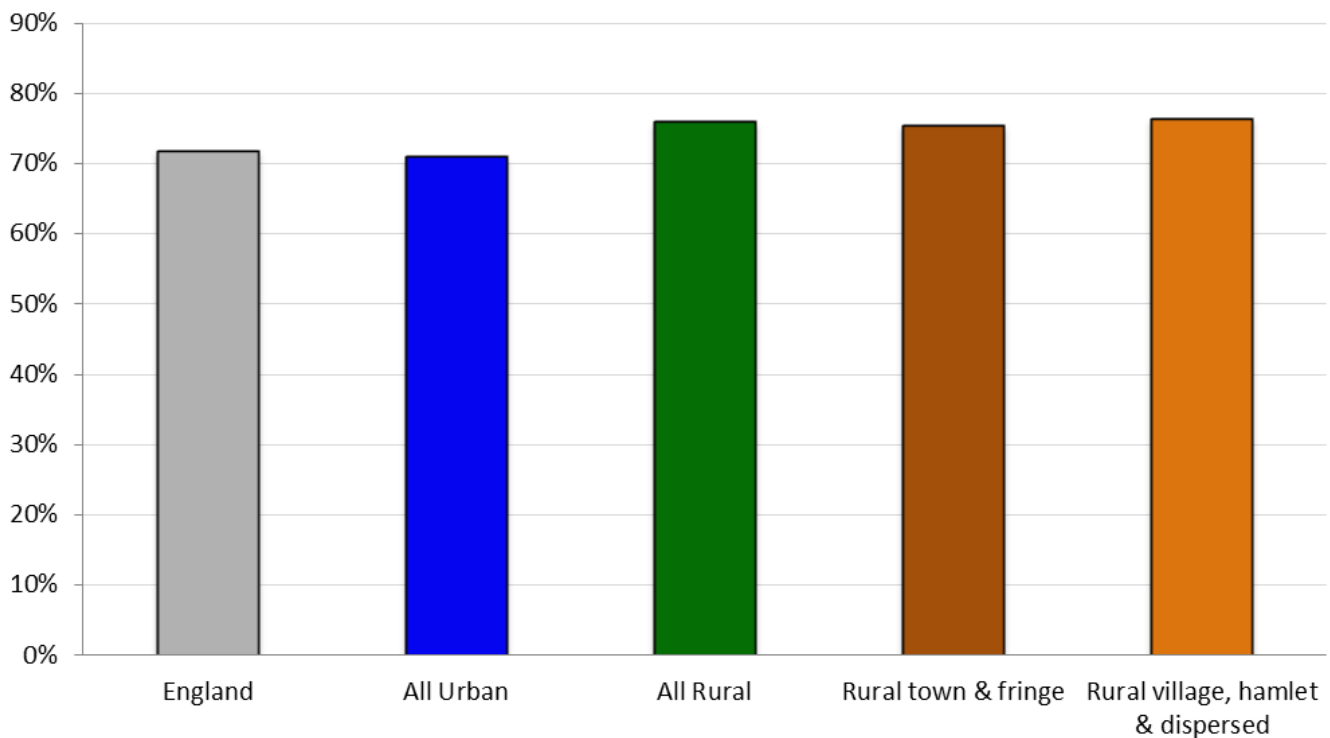
Rural economy

Employment and earnings

- **Employment:** The percentage of working age people in employment (employment rate) in 2013 was **71 per cent in urban settlements** and **76 per cent in rural settlements**. This employment rate is based on where people live and not where they work. People living in rural settlements may travel to work in larger urban settlements and vice versa for urban residents.
- **Unemployment:** The percentage of economically active people age 16 and over who were unemployed (unemployment rate) in 2013 was **8.1 per cent in urban settlements** and **4.6 per cent in rural settlements**.
- **Economic inactivity:** The percentage of working age people who are not available for work or not seeking work (economic inactivity rate) in 2013 was **23 per cent in urban settlements** and **20 per cent in rural settlements**.
- **Workplace based annual earnings** (recorded where the employee works) and **residence based annual earnings** (recorded where the employee lives) are **consistently highest in major urban areas, and lowest in Rural-80 areas**.

Employment rate

Employment as a percentage of working age population (age 16 to 64 years), by rural-urban classification in England, 2013



- The employment rate in 2013 was higher in all types of rural areas compared with urban areas. The employment rate was highest in *rural village & hamlets* at 76 per cent.
- For England overall there was a steady decrease in the employment rate from 2007 to 2011, but there has been an upturn in the rate since and the level in 2013 was 72 per cent.
- The latest England employment rate for September to November 2014 was 73.3 per cent, no change from June to August 2014 and up 1.1 percentage points on a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.

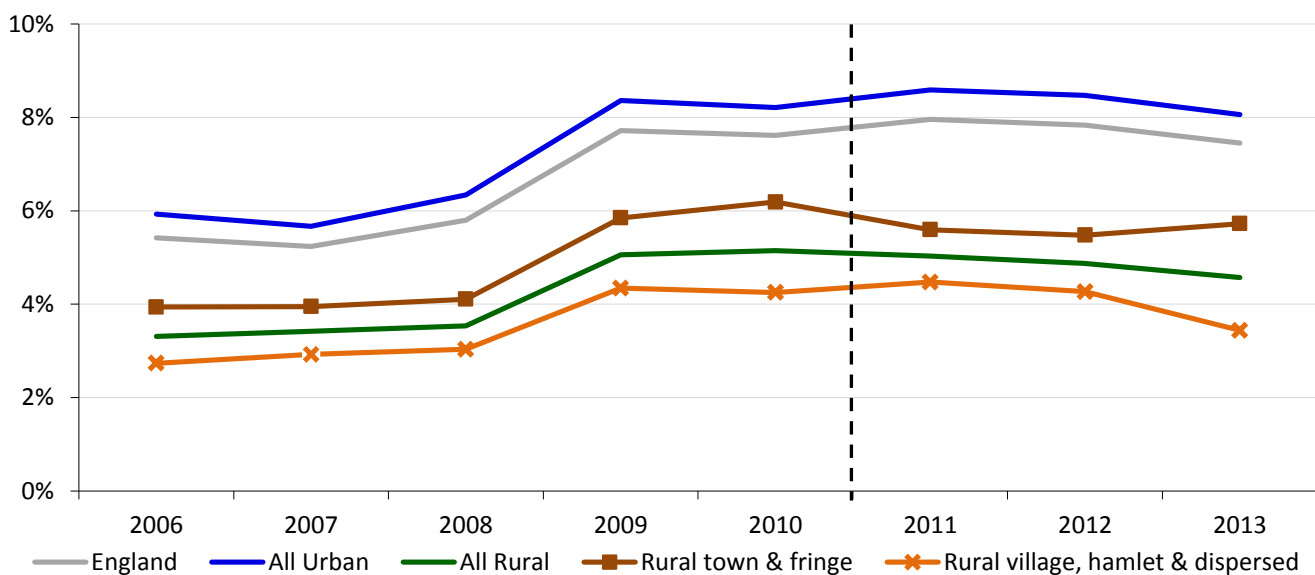
Percentage of working age population (age 16 to 64 years) who are employed, by rural-urban classification in England, 2006 to 2013

	2006	2007	2008	2009	2010	2011	2012	2013
All Urban	71.8	71.8	71.4	69.8	69.4	69.3	70.1	70.8
those in a sparse setting	71.7	69.2	71.9	68.2	72.9	71.2	71.1	73.0
All Rural	76.2	76.0	76.3	75.2	74.8	74.5	75.2	75.8
those in a sparse setting	72.2	73.4	76.1	74.4	73.7	72.2	74.0	75.5
All rural town & fringe	76.4	76.3	76.0	75.2	74.0	74.2	75.0	75.4
All rural village & hamlets	76.0	75.7	76.5	75.2	75.6	74.7	75.3	76.3
England	72.6	72.6	72.3	70.8	70.4	70.2	70.9	71.7

See note 2 for an explanation of Rural Urban Classification and its application to the analysis

Unemployment rate

Unemployment as a percentage of economically active age 16 and over (age 16+), by rural-urban classification, in England, 2006 to 2013



Note: The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied.

- In 2013 the unemployment rate overall in rural settlements was 4.6 per cent.
- The movement of the unemployment rate has followed a similar pattern in rural and urban areas. Nationally there was an increase in unemployment between 2007 and 2011, when it started to decrease and in 2013 it was 7.4 per cent.
- The unemployment rate has tended to be highest in urban settlement types and lower in *rural village & hamlets* and *rural sparse settings*.
- The latest England unemployment rate for September to November 2014 was 5.8 per cent down 0.2 percentage points on June to August 2014 and down 1.4 percentage points on a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.

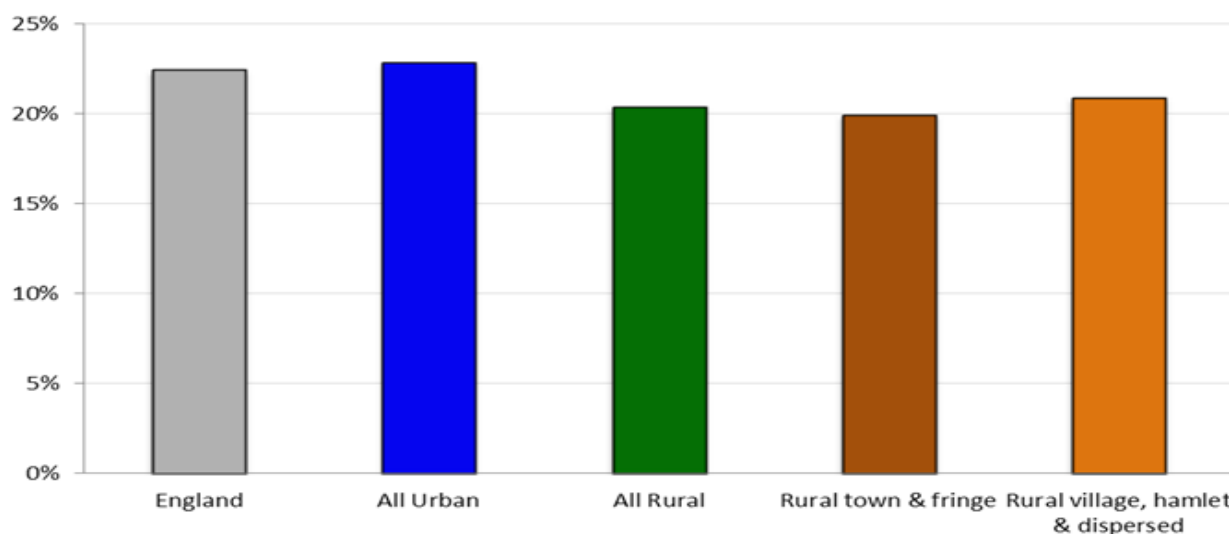
Percentage of economically active age 16 and over (age 16+) who are unemployed, by rural-urban classification in England, 2006 to 2013

	2006	2007	2008	2009	2010	2011	2012	2013
All Urban	5.9	5.7	6.3	8.4	8.2	8.6	8.5	8.1
those in a sparse setting	6.8	5.6	3.7	6.3	4.0	7.9	6.4	*
All Rural	3.3	3.4	3.5	5.1	5.1	5.0	4.9	4.6
those in a sparse setting	2.9	3.8	3.2	4.8	5.1	5.4	3.6	4.0
All rural town & fringe	3.9	3.9	4.1	5.8	6.2	5.6	5.5	5.7
All rural village & hamlets	2.7	2.9	3.0	4.3	4.3	4.5	4.3	3.4
England	5.4	5.2	5.8	7.7	7.6	8.0	7.8	7.4

* Data suppressed to prevent disclosure. See note 2 for an explanation of Rural Urban Classification and its application to the analysis. The unemployed rate previously reported those aged 16 to 64 but now reports age 16+. See note 4 for further details.

Economic inactivity

Percentage of working age population (16 to 64 years) who are economically inactive, by rural-urban classification in England, 2013



- In 2013, the highest percentage of economic inactivity in rural areas was in *rural sparse settings* (21 per cent), though it was slightly higher in urban settlements overall (23 per cent) and highest in *urban sparse settings* (24 per cent).
- 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.
- Economic inactivity as a percentage of working age population was relatively stable over the period 2006 to 2013. The gap between urban and rural areas has narrowed since 2010 and was 2.4 percentage points in 2013.
- The latest England inactivity rate for September to November 2014 was 22.1 per cent, up 0.2 percentage points on June to August 2014 and the same as a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.
- The recession could have caused some 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.

Percentage of working age population (age 16 to 64 years) who are economically inactive, by rural-urban classification in England, 2006 to 2013

	2006	2007	2008	2009	2010	2011	2012	2013
All Urban	23.7	23.9	23.7	23.7	24.3	24.0	23.3	22.8
those in a sparse setting	22.9	26.5	25.3	27.1	23.9	22.4	23.3	24.1
All Rural	21.1	21.2	20.8	20.7	21.0	21.4	20.9	20.4
those in a sparse setting	25.5	23.5	21.3	21.6	22.1	23.4	23.0	21.2
All rural town & fringe	20.4	20.5	20.7	20.1	21.0	21.3	20.5	19.9
All village & hamlets	21.8	21.9	21.0	21.3	20.9	21.6	21.2	20.9
England	23.2	23.4	23.2	23.2	23.6	23.6	22.9	22.4

See note 2 for an explanation of Rural Urban Classification and its application to the analysis

Notes:

1) ONS Labour Market Statistics for January 2015: <http://www.ons.gov.uk/ons/rel/lms/labour-market-statistics/january-2015/index.html>

2) The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied. Although a key difference between the 2001 and 2011 version of the classification is that a distinction between major conurbations, lesser conurbations and other urban areas has been introduced, the urban categories are comparable in concept. Similarly the rural 2001 and 2011 categories are comparable in concept. However, the classification of a settlement may have changed between 2001 and 2011 owing to changes in population and settlement pattern.

3) In 2009 and before, working age was defined as 16-64 for males and 16-59 for females. In September 2010 the definition for working age was altered to be 16-64 for both males and females. The statistics shown here have been adjusted to this new definition for all years shown.

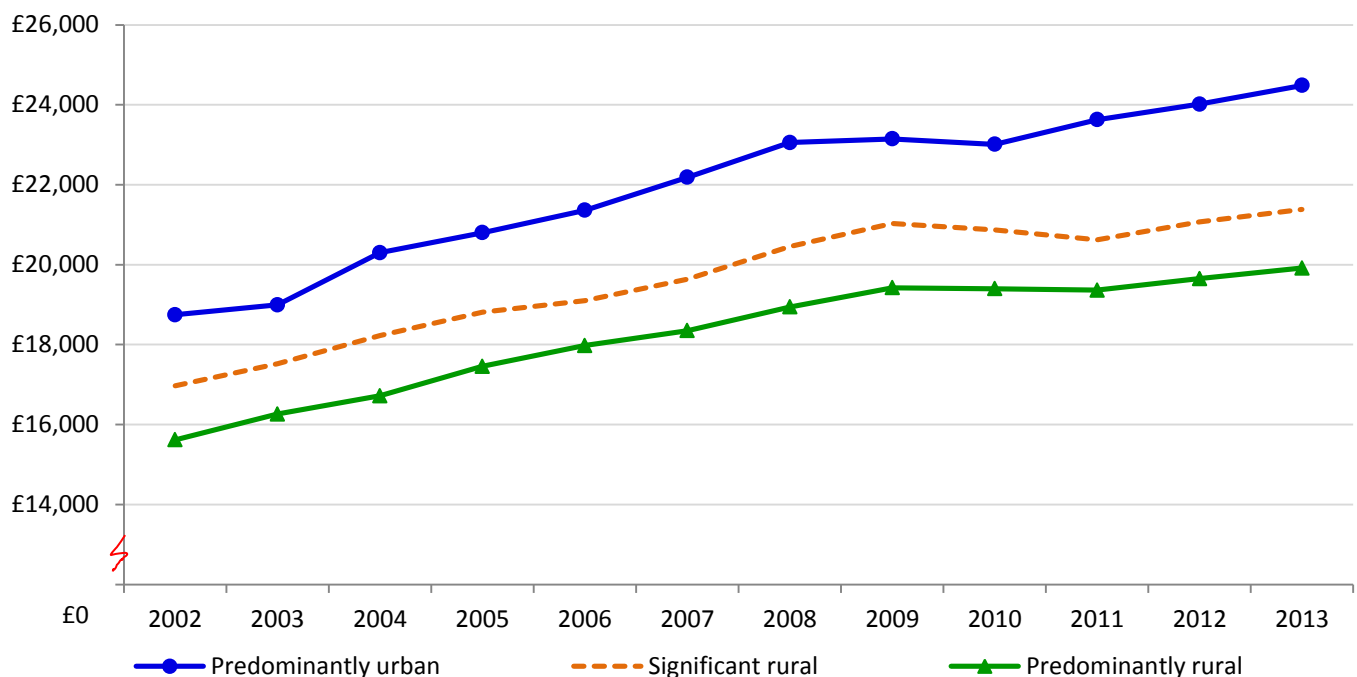
4) Unemployment rate is expressed as a percentage of the economically active 'age 16 and over' population, this is a departure from previous analyses and is consistent with ONS Labour Market Statistics. The employment rate and economically inactive rate are expressed as a percentage of the entire working age population. Therefore the rates should not be expected to sum to 100%.

Source: Office for National Statistics, Annual Business Inquiry via abi2@ons.gov.uk

Earnings

- **Average annual employee earnings** (based on the median value, or middle of the earnings distribution) give an indication of living standards people are able to enjoy through their disposable income (see Expenditure).
- As people do not necessarily work in the same settlement as they live, workplace and residence based average earnings may differ.
- For example, **average residence based earnings are lower than workplace based earnings in major urban areas**, whilst **average residence based earnings in rural areas are higher than workplace earnings** because people living in rural areas may work in urban areas.
- Average workplace based earnings remained the lowest in *Rural-80 areas* and the highest in major urban areas.
- All areas have seen an increase in workplace-based median earnings on 2012, with a 2.0 per cent increase in predominantly urban areas and a 1.4 per cent increase in predominantly rural areas.

Workplace based median gross annual earnings, 2002 to 2013



- Median workplace-based earnings were highest in *major urban areas* (£26,900) and lowest in *Rural-80 areas* (£19,700)
- Between 2002 and 2013 median workplace based earnings increased for all settlement types. The rate of increase was greatest for workplaces in *major urban areas*, increasing by 31.0 per cent, closely followed by *Rural-80 areas* (30.7 per cent).
- The rate of increase was lowest in *Rural-50 areas* where median earnings increased by just over 25.3 per cent in the same period.

Workplace based median gross annual earnings, (£), 2002 to 2013

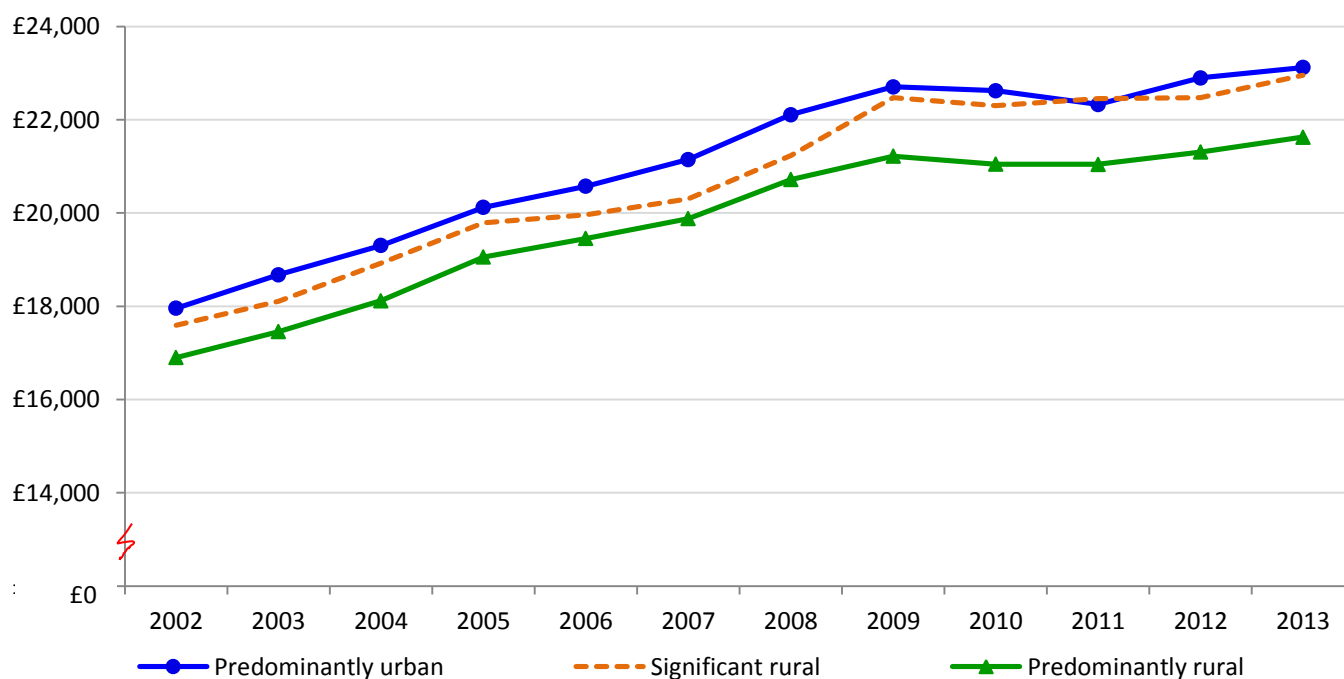
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Major urban	20,500	20,400	22,500	22,800	23,400	24,400	25,300	25,000	25,000	26,100	26,500	26,900
Large urban	16,400	17,000	17,400	18,100	18,800	19,400	20,100	20,600	20,400	20,400	20,700	21,300
Other urban	17,000	17,800	18,100	18,900	19,400	19,900	20,900	21,300	21,000	21,000	21,400	22,000
Significant rural	17,000	17,500	18,200	18,800	19,100	19,600	20,500	21,000	20,900	20,600	21,100	21,400
Rural-50	16,000	16,400	16,900	17,700	18,200	18,400	19,000	19,500	19,500	19,500	19,900	20,100
Rural-80	15,100	16,100	16,500	17,200	17,700	18,200	19,000	19,300	19,300	19,200	19,400	19,700
Predominantly urban	18,700	19,000	20,300	20,800	21,400	22,200	23,100	23,100	23,000	23,600	24,000	24,500
Predominantly rural	15,600	16,300	16,700	17,500	18,000	18,300	18,900	19,400	19,400	19,400	19,700	19,900
England*	17,300	17,800	18,500	19,300	19,800	20,300	21,200	21,700	21,600	21,500	21,800	22,200

Results for England are not comparable with the data for the rural – urban categories presented above. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis:

<http://www.nomisweb.co.uk/articles/751.aspx> Results for England come from the original ONS publication (table 7.7a):

<http://www.ons.gov.uk/ons/rel/ashes/annual-survey-of-hours-and-earnings/2013-provisional-results/2013-provisional-table-7.zip>

Residence-based median gross annual earnings, 2002 to 2013



- Median residence based earnings were highest in *major urban areas* (£24,600), followed by *significant rural areas* (£23,000).
- Median residence based earnings in England increased by 28.9 per cent between 2002 and 2013. The percentage increase was lowest in *Rural-80 areas*, an increase of 25.1 per cent and highest in *significant rural areas*, with an increase of 30.5 per cent.

Residence based median gross annual earnings, (£), 2002 to 2013

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Major urban	19,000	19,800	20,500	21,500	21,800	22,600	23,600	24,300	24,200	23,800	24,400	24,600
Large urban	16,600	17,100	17,700	18,500	18,900	19,200	20,000	20,500	20,500	20,300	20,900	21,100
Other urban	16,900	17,600	18,200	18,700	19,400	19,800	20,800	21,200	21,100	21,100	21,400	21,700
Significant rural	17,600	18,100	18,900	19,800	20,000	20,300	21,200	22,500	22,300	22,500	22,500	23,000
Rural-50	17,000	17,400	18,100	19,000	19,600	20,100	20,700	21,700	21,400	21,400	21,700	22,000
Rural-80	16,900	17,500	18,100	19,100	19,300	19,600	20,800	20,600	20,600	20,600	20,700	21,100
Predominantly urban	18,000	18,700	19,300	20,100	20,600	21,100	22,100	22,700	22,600	22,300	22,900	23,100
Predominantly rural	16,900	17,500	18,100	19,100	19,500	19,900	20,700	21,200	21,000	21,000	21,300	21,600
England*	17,600	18,300	19,000	19,800	20,200	20,700	21,600	21,700	21,600	21,500	21,800	22,200

* Results for England are not comparable with the data for the rural – urban categories presented above. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis:

<http://www.nomisweb.co.uk/articles/751.aspx> Results for England come from the original ONS publication (table 8.7a):

<http://www.ons.gov.uk/ons/rel/ashes/annual-survey-of-hours-and-earnings/2013-provisional-results/2013-provisional-table-8.zip>

Notes: 2002 – 2012 figures are revised, 2013 are provisional.

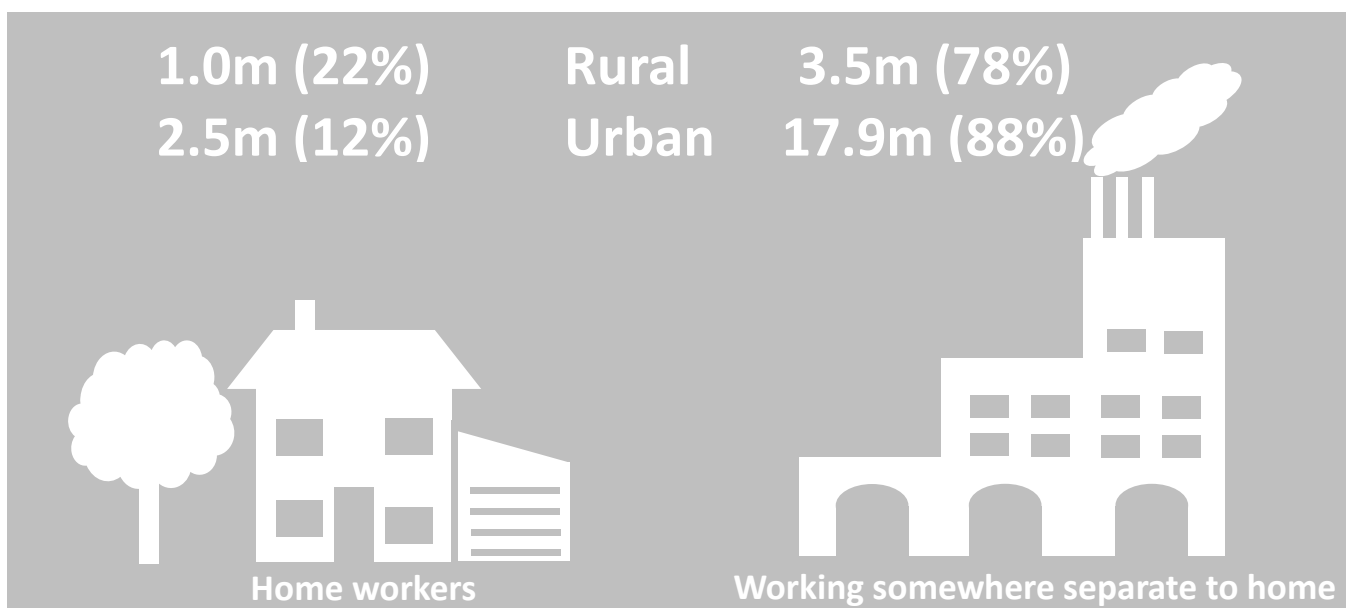
Source: Office for National Statistics, Annual Survey of Hours and Earnings: Table 7: Place of Work by Local Authority and Table 8: Place of Residence by Local Authority: <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-328216>

Figures in the tables have been rounded to the nearest £100. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis: <http://www.nomisweb.co.uk/articles/751.aspx>

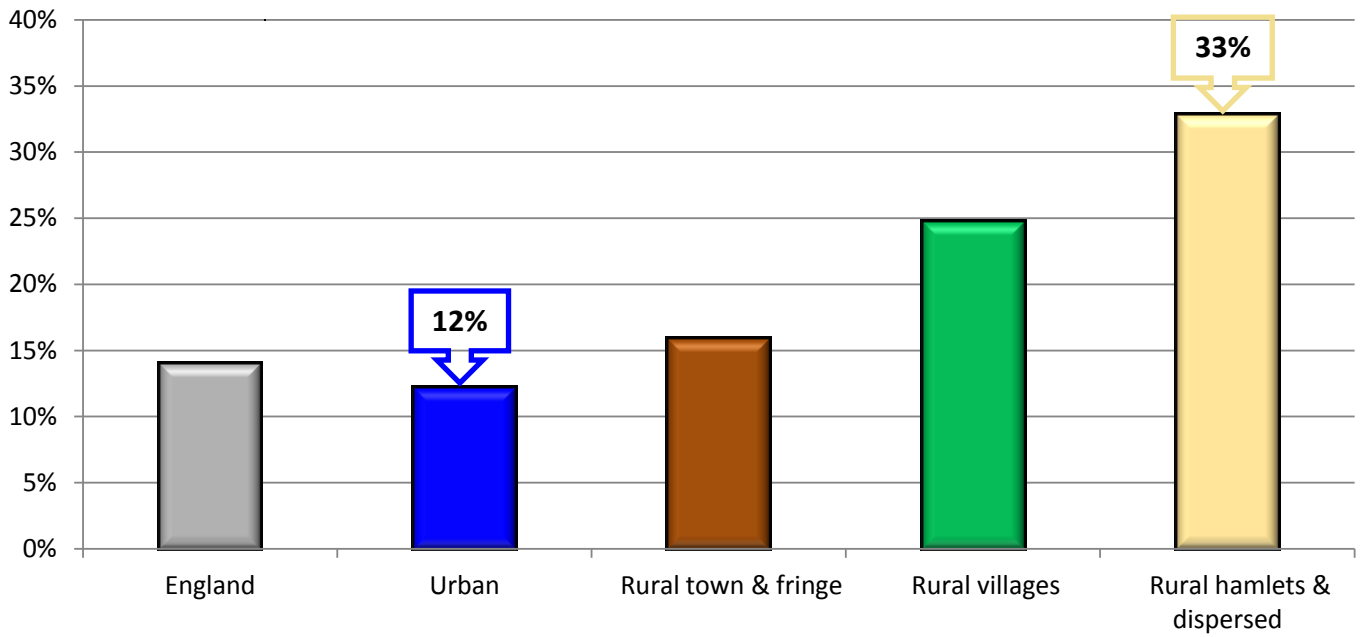
Home working

- Of the 24.9¹ million people in work in England in 2013, 3.5 million were home workers² (those who usually spend at least half of their work time using their home, either within their grounds or in different places or using it as a base). They account for 14 per cent of those in work¹.
- The highest rate of home workers was found in rural hamlets and dispersed areas, at 33 per cent, compared with 12 per cent in urban areas. Overall rural areas had a higher rate of home working compared with urban areas.
- According to the Office for National Statistics, home workers are more likely to be working in higher skilled roles and earn on average a higher hourly wage³.

The 24.9¹ million workers in England in 2013 were made up of:



Home workers as a percentage of all those employed age 16 and over, by rural-urban classification in England, 2013



- The highest rate of home workers was found in rural hamlets and dispersed areas, at 33 per cent, compared with 12 per cent in urban areas.
- Overall all types of rural areas had a higher rate of home working compared with urban areas.

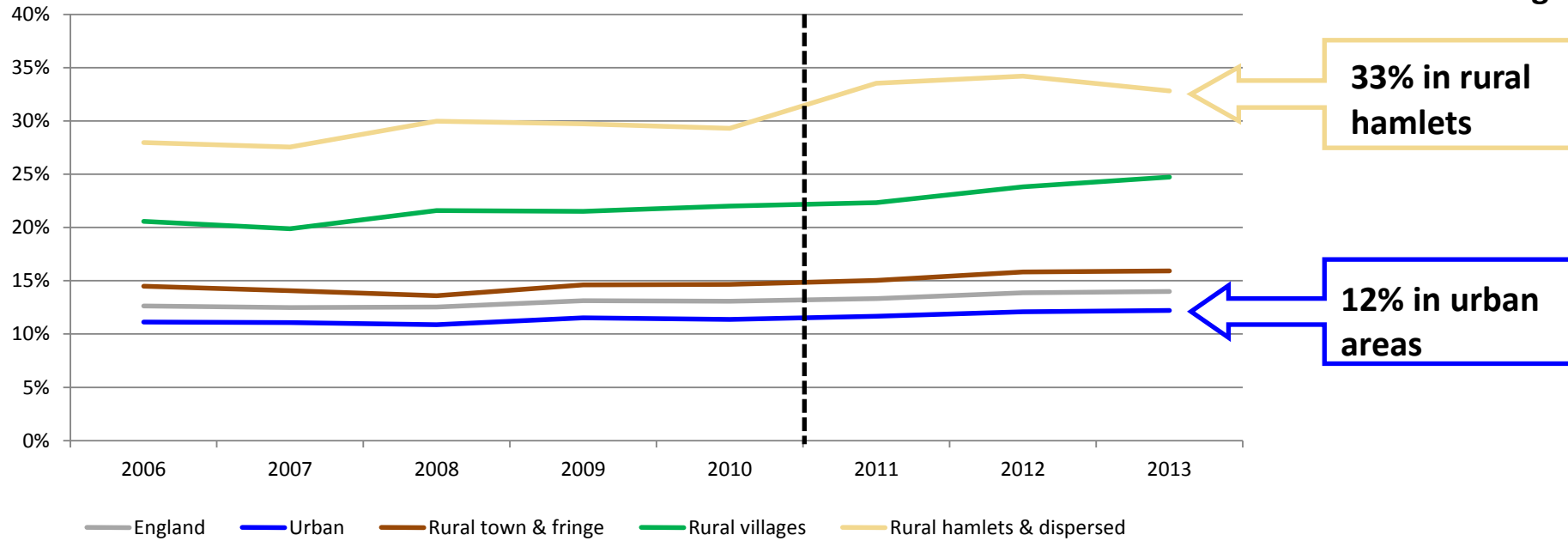
Numbers of people home working or working somewhere separate to home, of all those employed and age 16 or over, by rural-urban classification in England, 2006 to 2013

	2006		2007		2008		2009		2010		2011		2012		2013	
	Home working		Home working		Home working		Home working		Home working		Home working		Home working		Home working	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	(thousands)															
All Urban	2,163	17,262	2,170	17,433	2,139	17,523	2,229	17,101	2,198	17,149	2,322	17,568	2,424	17,637	2,490	17,898
All Rural	895	3,866	873	3,909	929	3,903	944	3,879	966	3,898	920	3,501	980	3,515	994	3,535
All rural town & fringe	328	1,932	321	1,959	306	1,943	332	1,942	326	1,898	330	1,866	352	1,874	352	1,862
All rural village	368	1,419	355	1,431	389	1,411	382	1,393	404	1,431	311	1,083	339	1,085	360	1,096
All rural hamlet & isolated dwellings	200	514	198	520	235	549	230	544	236	569	279	552	289	556	282	577
England	3,057	21,128	3,044	21,343	3,069	21,426	3,173	20,980	3,163	21,047	3,242	21,069	3,405	21,152	3,484	21,433
	(per cent)															
All Urban	11.1	88.9	11.1	88.9	10.9	89.1	11.5	88.5	11.4	88.6	11.7	88.3	12.1	87.9	12.2	87.8
All Rural	18.8	81.2	18.3	81.7	19.2	80.8	19.6	80.4	19.9	80.1	20.8	79.2	21.8	78.2	22.0	78.0
All rural town & fringe	14.5	85.5	14.1	85.9	13.6	86.4	14.6	85.4	14.7	85.3	15.0	85.0	15.8	84.2	15.9	84.1
All rural village	20.6	79.4	19.9	80.1	21.6	78.4	21.5	78.5	22.0	78.0	22.3	77.7	23.8	76.2	24.7	75.3
All rural hamlet & isolated dwellings	28.0	72.0	27.6	72.4	30.0	70.0	29.7	70.3	29.3	70.7	33.5	66.5	34.2	65.8	32.8	67.2
England	12.6	87.4	12.5	87.5	12.5	87.5	13.1	86.9	13.1	86.9	13.3	86.7	13.9	86.1	14.0	86.0

Note: 2006 to 2010 data are classified using the Rural Urban Classification 2001. Data from 2011 are classified using the Rural Urban Classification 2011.

Percentage of home workers from all those employed and age 16 or over, by rural-urban classification, in England (2006 to 2013)

In 2013 the home working rate was:



Note: 2006 to 2010 data are classified using the Rural Urban Classification 2001. Data from 2011 are classified using the Rural Urban Classification 2011.

- In 2013 there were 994,000 home workers in rural areas, accounting for 22 per cent of all workers living in rural areas. There were 2,490,000 home workers in urban areas, accounting for 12 per cent of all workings living in urban areas.
- Between 2006 and 2013 the rate of home working increased faster in all rural areas compared with urban areas. The highest increase was in *rural hamlets and dispersed* areas at 4.7 per cent. However, it should be born in mind that the classification of settlements was updated for 2011 onwards, and some settlements would have change category.

Notes:

1) This figure is for all those who reported their working status. It differs slightly from the total number employed as some respondents have not reported their home working status.

2) Home workers are defined as those who usually spend at least half of their work time using their home, either within their grounds or in different places or using it as a base. Home workers will include both those who are employees of organisations and those who are self-employed. The category for home workers includes the following; those who work within their home; those who work in the same grounds or buildings of their home; and those who work in different places but use their home as a base.

3) <http://www.ons.gov.uk/ons/rel/lmac/characteristics-of-home-workers/2014/rpt-home-workers.html>

4) The levels and rates are based on people age 16 and over who are in employment.

5) The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied. Although a key difference between the 2001 and 2011 version of the classification is that a distinction between major conurbations, lesser conurbations and other urban areas has been introduced, the urban categories are comparable in concept. Similarly the rural 2001 and 2011 categories are comparable in concept. However, the classification of a settlement may have changed between 2001 and 2011 owing to changes in population and settlement pattern.

Source: Office for National Statistics, Labour Force Survey, via Annual Business Inquiry (abi2@ons.gov.uk)

Productivity measured by Gross Value Added (GVA)

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. However, 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.

Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector. Simplistically it is the value of the amount of goods and services that have been produced, less the cost of all inputs and raw materials that are directly attributable to that production.

- In 2014, Gross Value Added (GVA) from *Predominantly Rural* areas contributed 17 per cent of England's GVA, and was worth an estimated £229 billion. This compares with 45 per cent from *Predominantly Urban areas (excluding London)* (£617 billion).
- '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 (excluding London)*. Around 2 per cent of the GVA from *Predominantly Rural* areas came from 'Agriculture, forestry and fishing'.
- Productivity levels (GVA per workforce job) are higher in *London* than other areas. In 2014, the GVA per workforce job in *Predominantly Urban areas (excluding London)* was £45,100 and in *Predominantly Rural* areas it was £44,500.

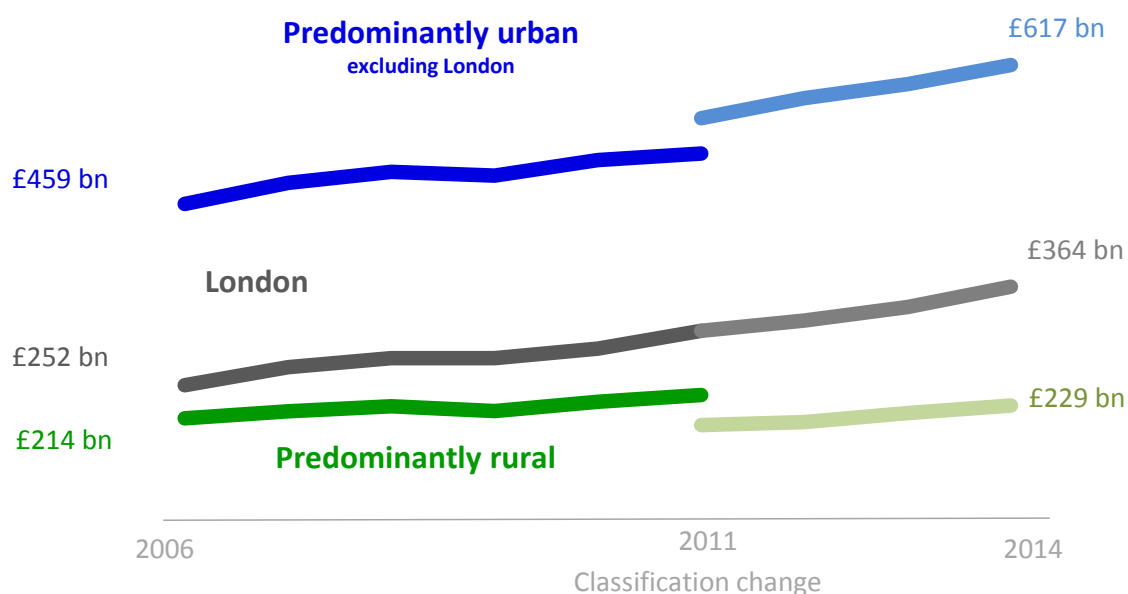
Contribution to England's Gross Value Added (GVA)

Contribution to England's Gross Value Added (GVA), by 2011-based local authority rural-urban classification in England (data broadly at county level apportioned at local district level), 2014 (provisional)

2011 Local Authority Classification	GVA (£m)	share	Broader classification	GVA (£m)	share
London	364,309	26%	London	364,309	26%
Urban with Major Conurbation	229,417	17%	Predominantly Urban excl. London	617,394	45%
Urban with Minor Conurbation	40,450	3%			
Urban with City and Town	347,527	25%			
Urban with Significant Rural	167,533	12%	Urban with Significant Rural	167,533	12%
Largely Rural	128,980	9%	Predominantly Rural	228,611	17%
Mainly Rural	99,631	7%			
England	1,377,847	100%	England	1,377,847	100%

- *Predominantly Urban areas (excluding London)* make the largest contribution to England's GVA, estimated at £617 billion (45 per cent), followed by *London's* £364 billion (26 per cent). *Predominantly Rural* areas contributed an estimated £229 billion (17 per cent) in 2014.
- These GVA figures are based on GVA at broadly county level apportioned at local district level to provide a more refined analysis of GVA across the local authority classification. The total GVA for rural and urban areas in the table above is different to the industry breakdown following this, which is less finely detailed being based on data at broadly county level.

Gross Value Added (GVA) by Local Authority Classification, 2006 to 2014



Gross Value Added (GVA) by Local Authority Classification 2006 to 2014 (provisional)

	GVA (Local Authority Classification 2001)						GVA (Local Authority Classification 2011)			
	2006	2007	2008	2009	2010	2011	2011	2012	2013	2014
London	251,768	272,273	282,581	282,577	293,711	313,810	313,810	325,700	341,003	364,309
Predominantly Urban (excl. London)	458,917	482,883	495,549	491,206	508,926	516,191	556,586	579,457	595,567	617,394
Urban with Significant Rural	135,313	143,610	146,672	143,146	149,118	151,069	145,009	149,252	161,043	167,533
Predominantly Rural	214,077	221,929	227,838	222,385	232,762	240,729	206,394	209,829	220,139	228,611
England	1,060,075	1,120,695	1,152,640	1,139,314	1,184,518	1,221,799	1,221,799	1,264,238	1,317,751	1,377,847

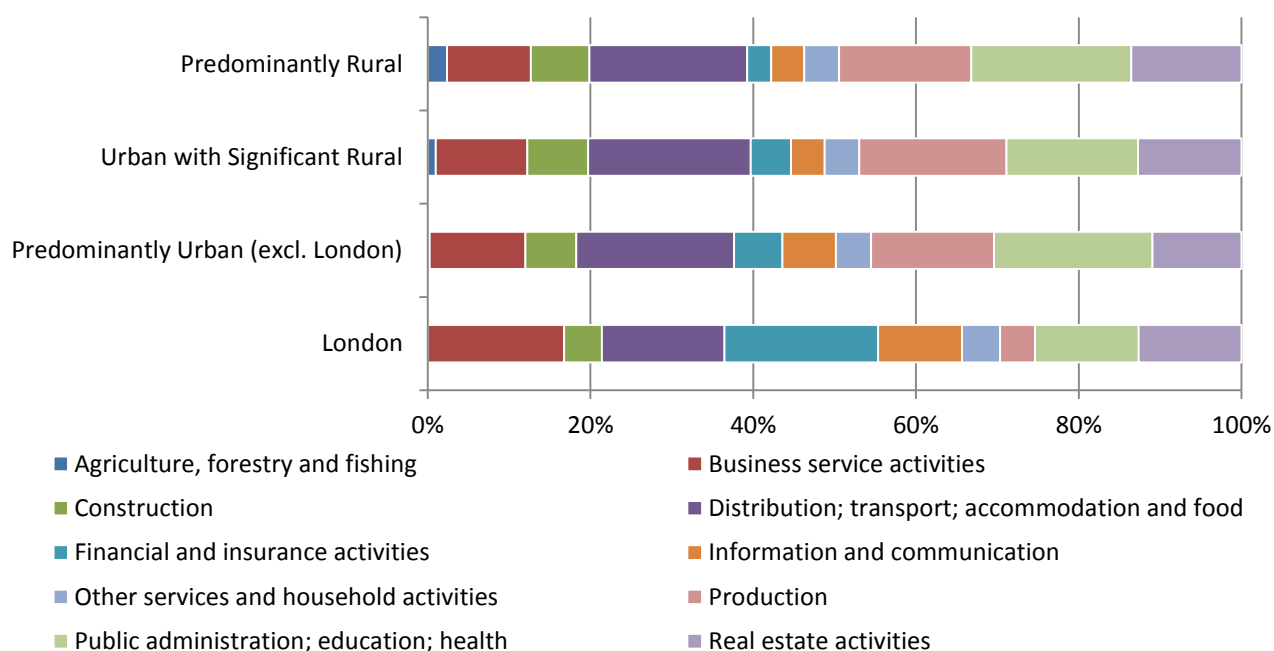
Source: Office for National Statistics, Gross Value Added at NUTS3, and NUTS4 from Annual Business Inquiry via abi2@ons.gov.uk.

These GVA figures are based on GVA at broadly county level apportioned at local district level to provide a more refined analysis of GVA across the local authority classification. Data have been produced for 2006 to 2014 using the Local Authority Classification. Data for 2011 have been produced using the 2001 and 2011 Local Authority Classifications to allow comparison. (<https://geoportal.statistics.gov.uk/geoportal/catalog/content/filelist.page> under *Documents*).

Data are provisional estimates. Table 1 <http://www.ons.gov.uk/ons/rel/regional-accounts/regional-gross-value-added--income-approach-/december-2015/rft-table-1.xls>

Productivity by industry

Percentage breakdown of Gross Value Added (GVA) by industry, and by Local Authority Classification- 2011 in England, 2014



- The industrial breakdown is broadly similar across *Predominantly Rural* areas and *Predominantly Urban areas (excluding London)* 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' (6 per cent in *Predominantly Urban areas (excluding London)*, 3 per cent in *Predominantly Rural*) and 'Information and Communication' (7 per cent in *Predominantly Urban areas (excluding London)*, 4 per cent in *Predominantly Rural*).
- Whilst these types of highly specialised businesses do exist in *Predominantly Rural* areas, they are more prevalent in cities and larger towns.
- Even in *Predominantly Rural* areas, 'Agriculture, forestry and fishing' contributes one of the smallest shares of GVA of any category (2 per cent in 2014) (though this likely to underestimate the value of agriculture owing to data collection issues).
- The industry breakdown is based on the lowest level of geography available which is broadly at county level. **The totals for GVA for rural and urban areas in the table above are different to the headline figures for GVA earlier in this section. This is because the data above are based at county level and a coarser classification of rural and urban areas.**

Gross Value Added (GVA) by industry: percentage breakdown by Local Authority Classification-2011, 2014

	Predominantly Rural		Urban with Significant Rural		Predominantly Urban (excl London)		London		England	
	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%
Agriculture, forestry and fishing	5,062	2	2,380	1	1,325	0	51	0	8,818	1
Business service activities	21,999	10	26,927	11	65,755	12	61,003	17	175,684	13
Construction	15,390	7	17,965	7	35,182	6	16,946	5	85,483	6
Distribution; transport; accommodation and food	41,518	19	47,889	20	108,560	19	54,865	15	252,832	18
Financial and insurance activities	6,284	3	11,898	5	33,272	6	68,699	19	120,153	9
Information and communication	8,692	4	9,880	4	36,677	7	37,640	10	92,889	7
Other services and household activities	9,146	4	10,205	4	24,249	4	17,051	5	60,651	4
Production	34,778	16	43,385	18	84,569	15	15,614	4	178,346	13
<i>of which Manufacturing</i>	28,122	13	35,917	15	68,356	12	9,560	3	141,955	10
Public administration; education; health	42,056	20	38,780	16	109,026	19	46,442	13	236,304	17
Real estate activities	28,999	14	30,506	13	61,202	11	45,999	13	166,706	12
Total GVA	213,924	100%	239,815	100%	559,817	100%	364,310	100%	1,377,866	100%

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.

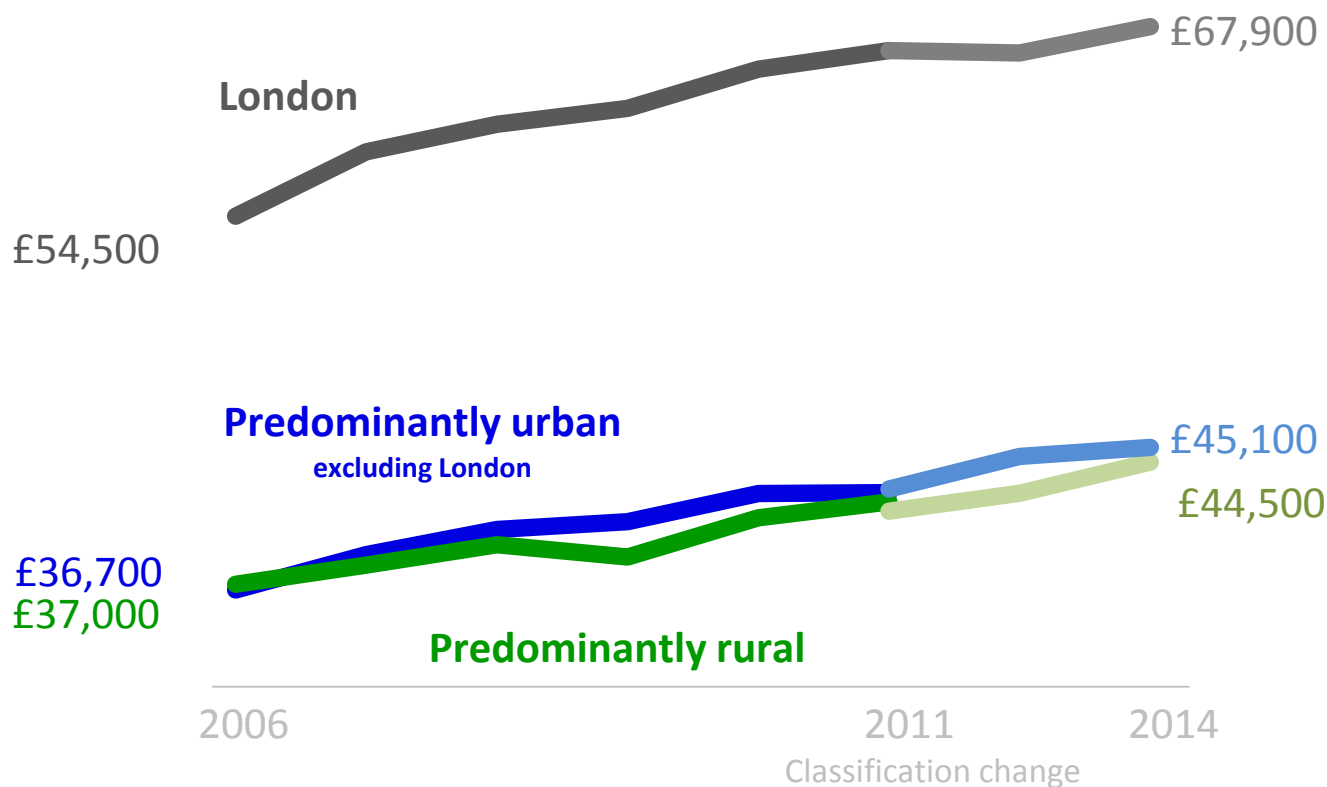
Gross Value Added data by industry is only available at NUTS3 (broadly county) level, and so a broad rural-urban classification is applied. Predominantly Rural areas are those with at least half of their population living in rural settlement or large market towns.

Source: Office for National Statistics, Gross Value Added data at NUTS3, Table 6.

<http://www.ons.gov.uk/ons/rel/regional-accounts/regional-gross-value-added--income-approach-/december-2015/rft-table-1.xls>

Gross Value Added (GVA) per workforce job

Nominal GVA per workforce job (£), by Local Authority Classification in England, 2006 to 2014



- The nominal GVA per workforce job is highest in *London* at around £67,900 per workforce job in 2014. After *London*, *Urban with Significant Rural* areas had the highest values per workforce job (around £48,900).
- The difference between nominal GVA per workforce job in *Predominantly Urban areas (excluding London)* and *Predominantly Rural* areas has reduced in recent years to £600 per annum in 2014.
- For 2014, the GVA per workforce job in *Predominantly Urban areas (excluding London)* areas was £45,100 and in *Predominantly Rural* areas it was £44,500.

Nominal Gross Value Added (GVA) per workforce job (WFJ) (£), by Local Authority Classification in England, 2006 to 2014 (provisional)

	GVA per WFJ (Local Authority Classification 2001)						GVA per WFJ (Local Authority Classification 2011)			
	2006	2007	2008	2009	2010	(£) 2011	2011	2012	2013	(£) 2014
London	54,531	57,587	58,908	59,666	61,536	62,412	62,412	62,299	63,561	67,905
Urban with major conurbation	36,511	38,000	38,708	39,493	40,422	40,736	40,921	41,889	42,699	44,127
Urban with minor conurbation	36,108	38,143	39,884	39,942	41,965	41,624	37,777	39,080	39,502	41,150
Urban with city and town	37,482	39,093	40,378	40,556	41,794	41,862	42,437	44,445	44,603	46,306
Urban with significant rural	39,612	41,686	42,563	41,941	43,666	43,323	43,351	44,328	47,020	48,915
Largely rural	37,413	38,172	38,826	38,193	40,269	41,256	40,833	42,315	43,287	45,019
Mainly rural	36,440	37,549	38,951	38,431	40,029	40,479	40,006	40,104	42,214	43,755
Predominantly Urban (excl. London)	36,722	38,406	39,600	39,978	41,319	41,365	41,524	43,092	43,513	45,108
Predominantly Rural	36,993	37,904	38,880	38,296	40,166	40,919	40,469	41,329	42,812	44,460
England	40,281	42,130	43,305	43,414	45,039	45,459	45,459	46,618	47,712	49,888

Notes: Nominal GVA per workforce job is a measure of GVA divided by the workforce number.

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.

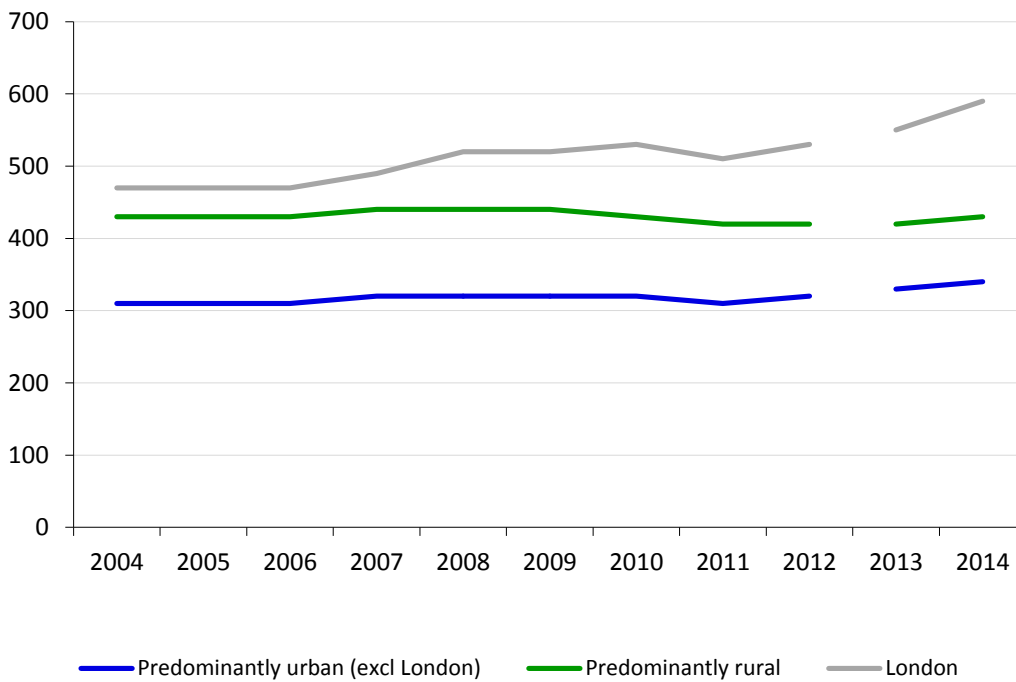
Source: Workforce jobs series via Nomis (Jobs Density Total Jobs) (<https://www.nomisweb.co.uk/Default.asp>).

Businesses

- There are more registered businesses per head of population in *predominantly rural* areas than in *predominantly urban (excluding London)* areas, reflecting there being more small businesses in rural areas.
- London has the highest rates of business start-ups per head of population. The rates of business start-ups in *predominantly urban (excluding London)* areas and *predominantly rural* areas were similar between 2013 and 2014.
- Turnover per person employed is higher in urban areas than in rural areas.
- ‘Agriculture, forestry & fishing’ accounts for 15.6 per cent of registered businesses in rural areas overall.

Business count

Registered businesses per 10,000 population by Local Authority Classification, in England, 2004 to 2014



- The number of registered businesses per head of population is higher in *predominantly rural* areas (430 per 10,000 population in 2014) than in *predominantly urban (excluding London)* areas (340 per 10,000 population), reflecting there being more small businesses in rural areas.
- The number of businesses per head of population in both *predominantly rural* and *predominantly urban (excluding London)* areas rose between 2013 and 2014, but both at a slower rate when compared with London.

Registered businesses per 10,000 population by Local Authority Classification, in England, 2004 to 2014

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Urban with Major Conurbation	370	370	380	390	400	410	410	400	410	420	450
Urban with Minor Conurbation	320	320	330	330	330	330	320	320	320	280	290
Urban with City and Town	310	320	320	330	330	330	320	320	320	350	360
Urban with Significant Rural	410	410	410	420	430	430	420	410	420	430	440
Largely Rural	400	410	410	420	420	420	420	410	410	400	410
Mainly Rural	470	470	470	470	460	460	450	440	440	440	450
London	470	470	470	490	520	520	530	510	530	550	590
Predominantly urban (excluding London)	310	310	310	320	320	320	320	310	320	330	340
Predominantly rural	430	430	430	440	440	440	430	420	420	420	430
England	380	380	380	390	390	390	390	380	390	400	410

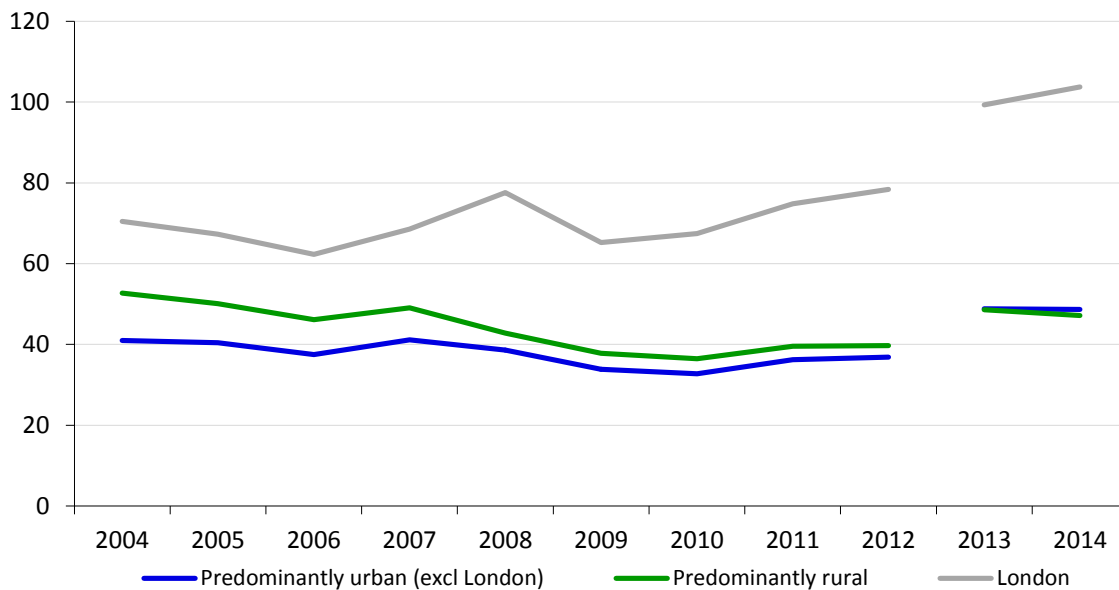
Note: 2004 to 2012 data use Local Authority Classification 2001. 2013 onwards data use the 2011-based local authority rural-urban classification.

Notes: The data come from Business Demography, which includes businesses that are PAYE registered but not VAT registered. Registered businesses are based on the location of the registered head office, if in multiple locations. Source: ONS - VAT Registrations and De-Registrations, ONS - Business Demography 2014: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable

Business start-ups

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2004 to 2014



- The rates of business start-ups per 10,000 population were similar in *predominantly urban (excluding London)* areas (49 per 10,000 population) and *predominantly rural areas* (47 per 10,000 population) between 2013 and 2014.

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2004 to 2014

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Urban with Major Conurbation	53	51	48	53	56	48	48	54	56	71	73
Urban with Minor Conurbation	43	42	39	42	38	32	32	36	36	38	41
Urban with City and Town	42	41	37	41	40	35	33	36	37	50	50
Urban with Significant Rural	51	49	46	50	46	40	39	42	43	54	54
Largely Rural	50	48	44	47	43	37	37	39	40	48	46
Mainly Rural	57	53	49	52	43	39	36	40	40	50	48
London	70	67	62	69	78	65	67	75	78	99	104
Predominantly urban (excluding London)	41	40	37	41	39	34	33	36	37	49	49
Predominantly rural	53	50	46	49	43	38	36	40	40	49	47
England	50	48	44	48	46	40	40	44	45	57	58

Note: 2004 to 2012 data use Local Authority Classification 2001. 2013 onwards data use the 2011-based local authority rural-urban classification.

Note: The 2004 – 2014 data come from Business Demography, which includes businesses that are PAYE registered but not VAT registered.

Source: ONS - VAT Registrations and De-Registrations, ONS - Business Demography 2014: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable

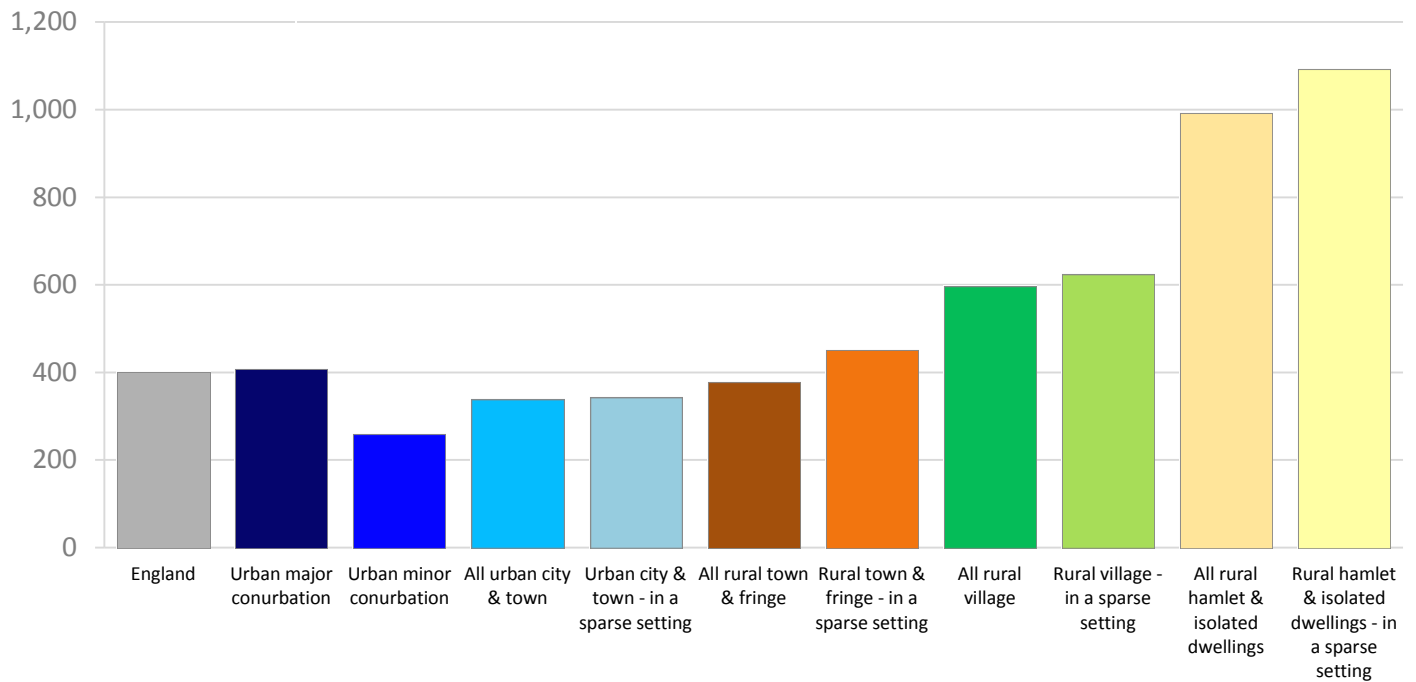
Research on 'Drivers of rural business employment growth, decline and stability' can be found at the following link:

[//randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=0&ProjectID=18782#Description](http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=0&ProjectID=18782#Description)

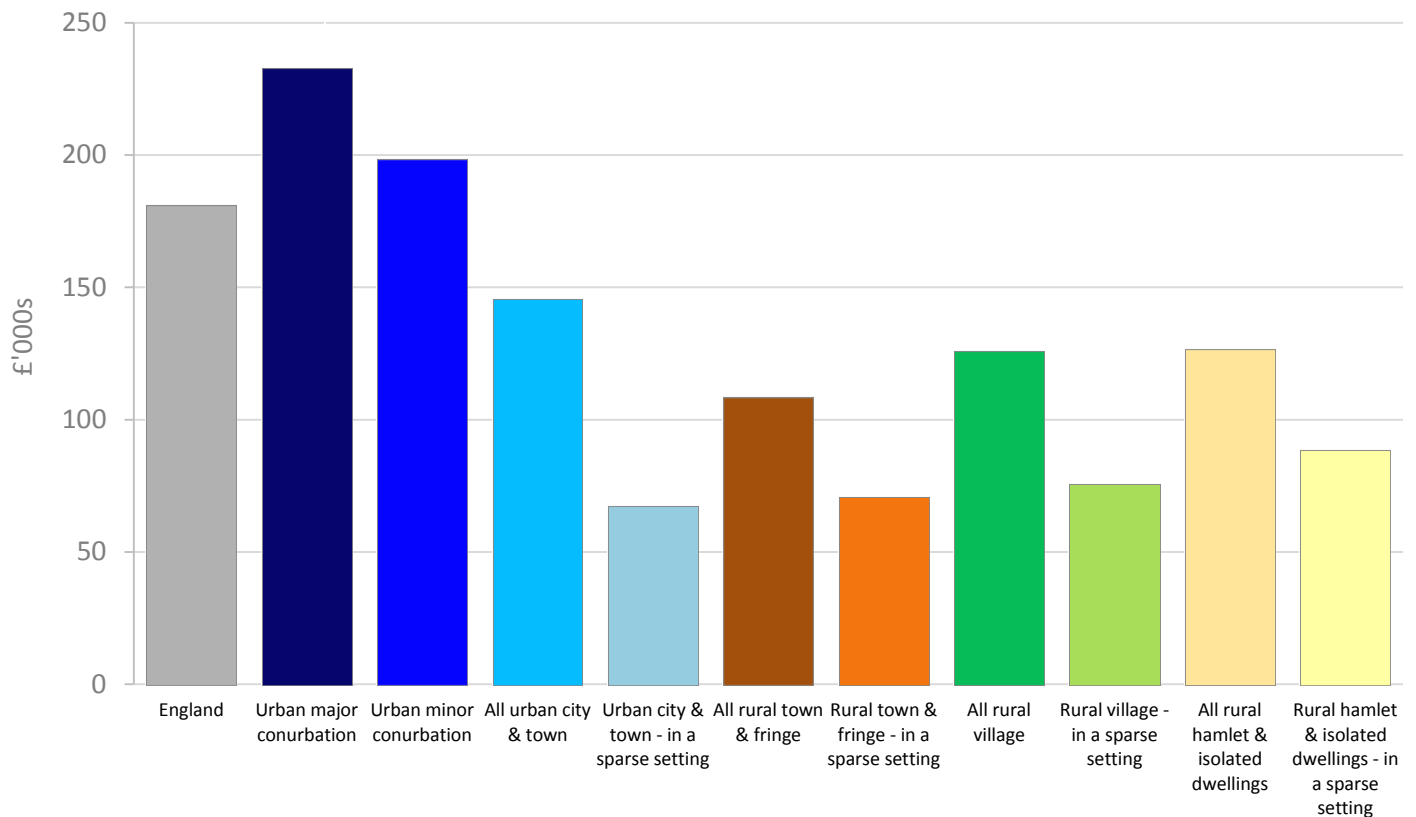
Business composition

Important note: 'Business composition' is based on Enterprises, which is the level at which businesses are registered for Value Added Tax and or PAYE. In the case of a business operating at only one address, it will be registered at that address, but for businesses operating in several locations, it will be the location of the headquarters that is registered. If a business has outlets in rural areas, but the headquarters are registered within an urban area, then the statistics for all the outlets will be registered at the headquarters, and not counted as "rural". The later sections on 'Businesses by industry type' and 'Businesses by size band' are based on Local Unit data, which distinguishes the location of branches.

Number of registered businesses (single-site or headquarters) per 10,000 population, by rural-urban classification, in England, 2014/15



Average turnover per person employed, by rural-urban classification, in England, 2014/15



- There are more registered businesses (single-site or headquarters) per head of population in rural areas than in urban areas. The more 'rural' an area is, the higher the number of registered businesses per head of population.
- However, the average turnover per person employed is greater in urban areas, especially *urban conurbations*, and lower in rural areas, especially those in a *sparse setting*.

Registered businesses (single-site or headquarters), by rural-urban classification, in England, 2014/15

	Count of Enterprises	Number of People Employed 000s	Total Turnover £m	Count of Enterprises per 10,000 population	Average Turnover per enterprise £000s	Average Turnover per person employed £000s
All Urban	1,592,590	22,231	4,227,988	365	2,655	190
<i>those in a sparse setting</i>	3,035	23	1,562	341	515	67
All Rural	523,705	3,374	403,754	560	771	120
<i>those in a sparse setting</i>	33,165	173	13,472	689	406	78
Urban major conurbation	765,745	10,925	2,540,718	408	3,318	233
Urban minor conurbation	49,355	834	165,148	259	3,346	198
All urban city & town	777,490	10,472	1,522,122	338	1,958	145
<i>those in a sparse setting</i>	3,035	23	1,562	341	515	67
All rural town & fringe	175,025	1,213	131,280	376	750	108
<i>those in a sparse setting</i>	8,365	67	4,731	449	566	71
All rural village	174,845	1,016	127,515	597	729	126
<i>those in a sparse setting</i>	9,815	46	3,458	622	352	76
All rural hamlet & isolated dwellings	173,835	1,145	144,959	990	834	127
<i>those in a sparse setting</i>	14,985	60	5,283	1,091	353	88
England	2,116,295	25,605	4,631,742	399	2,189	181

Note: On the Inter-Departmental Business Register, 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.

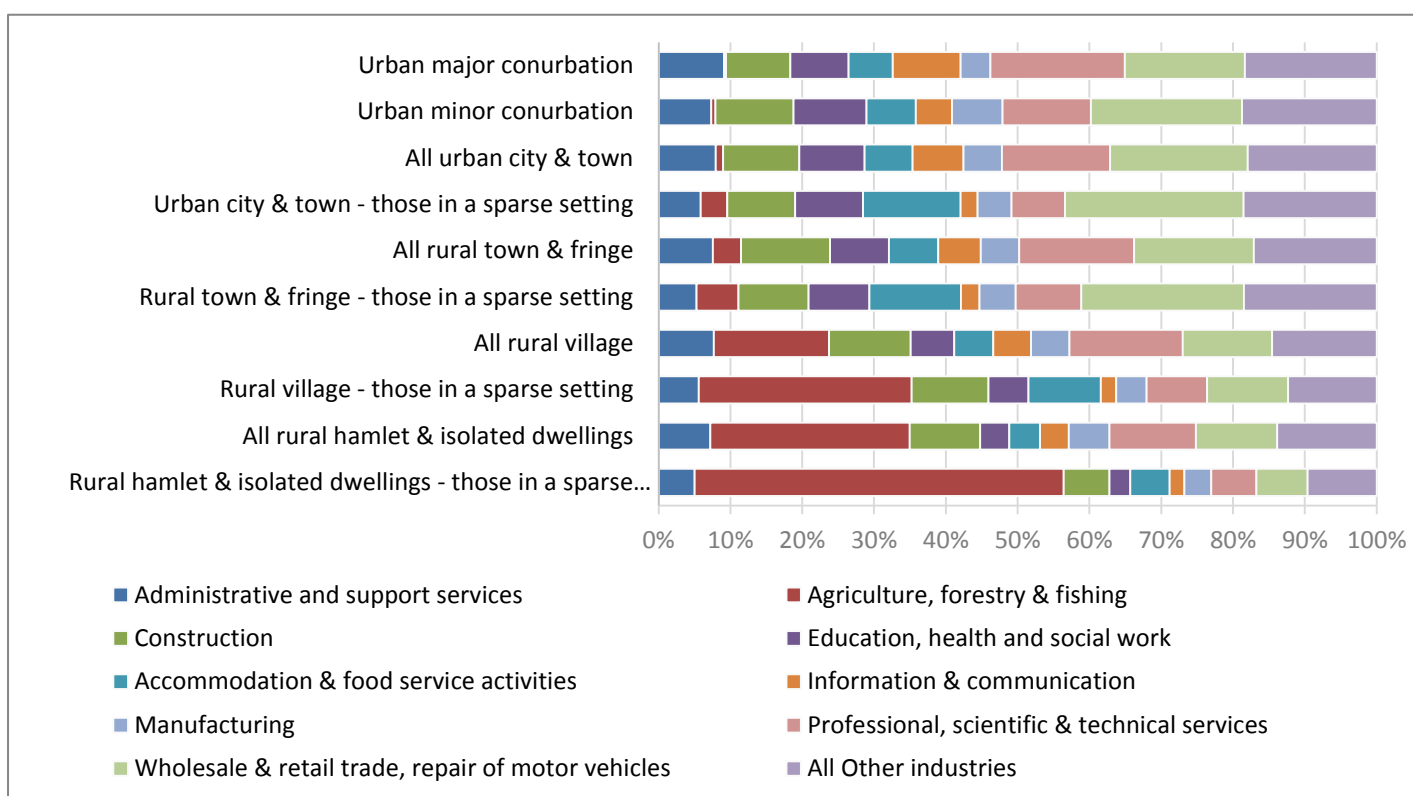
Further information: www.ons.gov.uk/ons/about-ons/products-and-services/idbr/index.html

Source: ONS, Inter Departmental Business Register (IDBR), 2014/15

Businesses by industry type

Important note: 'Businesses by industry type' and 'Businesses by size band' are based on Local Unit. This better reflects the make-up of rural businesses as there can be many local business units in rural areas whose headquarters are elsewhere (although this can apply vice versa).

Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2014/15



- 'Agriculture, forestry & fishing' accounts for 4.1 per cent of the local units of registered businesses in England, but they are dominant industries in *rural hamlets* and *rural villages*. In *rural hamlets & isolated dwellings in a sparse setting*, more than half the registered businesses are in these industries.
- 'Agriculture, forestry & fishing' accounts for 15.6 per cent of the local units of registered businesses in rural areas overall (32 per cent in *rural areas in a sparse setting*). Other dominant sectors in rural areas are: 'Professional, scientific & technical services' (14.6 per cent of businesses), 'Wholesale & retail trade, repair of motor vehicles' (13.6 per cent) and 'Construction' (11.2 per cent).

Numbers of local units of registered businesses by industry and rural-urban classification, in England, 2014/15

	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	162,875	235	42,495	1,940	81,935	4,530	76,410	235	14,930	555	14,305	595	13,260	790	205,375
Agriculture, forestry and fishing	12,380	150	89,000	11,895	2,145	365	9,870	150	7,770	615	29,915	3,160	51,315	8,120	101,380
Arts, entertainment and recreation	54,155	140	15,645	1,040	28,820	1,535	23,800	140	5,025	330	5,285	320	5,335	390	69,800
Construction	189,450	380	63,830	3,170	80,550	6,750	102,150	380	24,590	1,025	21,195	1,140	18,040	1,005	253,280
Education, health and social work	166,335	380	34,965	1,950	72,915	6,285	87,135	380	16,215	890	11,270	595	7,480	460	201,300
Finance	51,945	80	7,925	325	26,205	1,555	24,185	80	3,695	210	2,115	50	2,115	65	59,870
Accommodation & food service activities	124,000	545	31,630	3,280	55,260	4,260	64,480	545	13,580	1,340	10,130	1,075	7,920	865	155,625
Information and communication	156,005	95	28,970	825	84,935	3,135	67,935	95	11,705	270	9,860	230	7,400	320	184,970
Manufacturing	93,155	190	31,010	1,565	37,135	4,340	51,675	190	10,605	530	9,960	450	10,450	590	124,165
Mining/quarrying and utilities	7,240	25	3,700	235	3,110	270	3,860	25	805	40	1,320	50	1,575	145	10,940
Professional, scientific & technical services	320,300	300	83,285	2,860	167,855	7,645	144,800	300	31,700	960	29,405	900	22,180	995	403,585
Public admin and defence; other services	94,985	250	23,455	1,350	40,655	3,555	50,775	250	10,835	645	7,005	370	5,620	335	118,440
Real estate activities	72,725	125	17,675	815	38,135	2,075	32,515	125	6,165	345	5,695	210	5,810	260	90,400
Transport and storage	67,985	135	18,145	1,005	27,955	2,630	37,395	135	7,350	370	5,675	320	5,125	315	86,130
Wholesale, retail & repair of motor vehicles	347,405	1,000	77,105	4,700	150,130	13,030	184,245	1,000	33,010	2,380	23,190	1,200	20,905	1,125	424,515
Total	1,920,940	4,020	568,835	36,955	897,745	61,955	961,240	4,020	197,975	10,505	186,330	10,660	184,530	15,790	2,489,775

Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2014/15

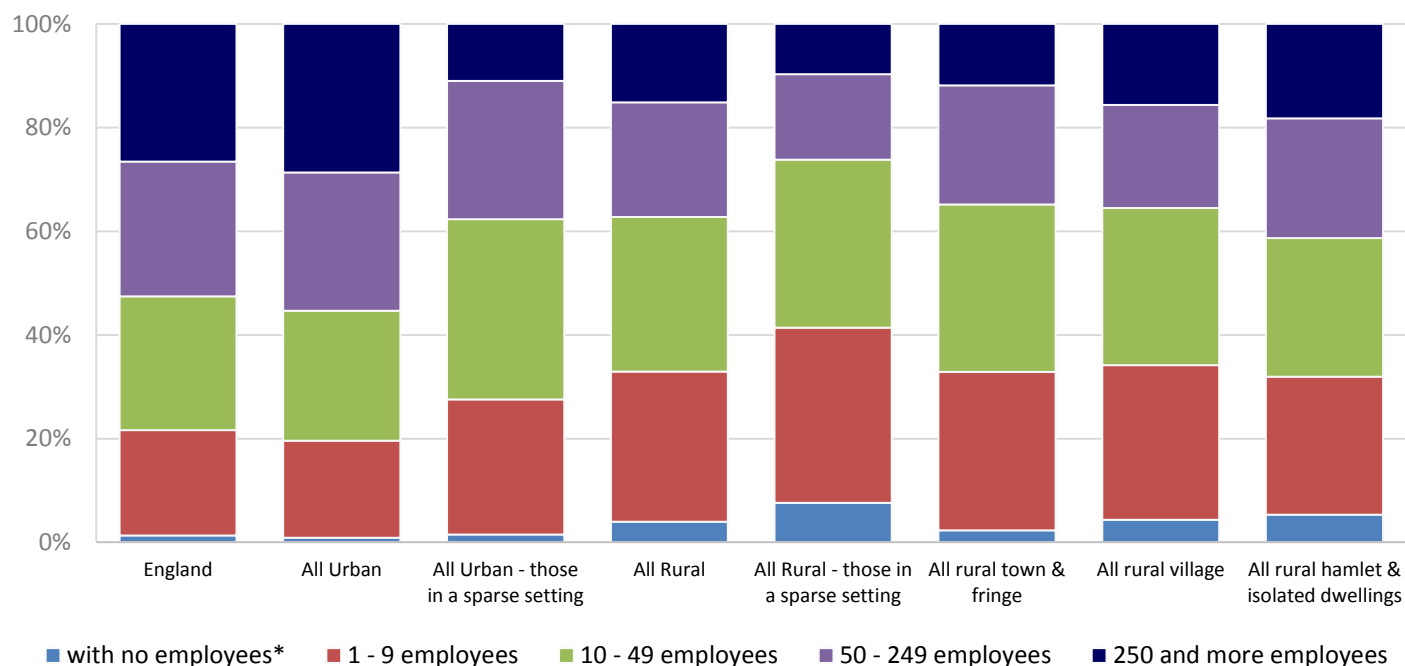
	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	8.5	5.8	7.5	5.2	9.1	7.3	7.9	5.8	7.5	5.3	7.7	5.6	7.2	5.0	8.2
Agriculture, forestry and fishing	0.6	3.7	15.6	32.2	0.2	0.6	1.0	3.7	3.9	5.9	16.1	29.6	27.8	51.4	4.1
Arts, entertainment and recreation	2.8	3.5	2.8	2.8	3.2	2.5	2.5	3.5	2.5	3.1	2.8	3.0	2.9	2.5	2.8
Construction	9.9	9.5	11.2	8.6	9.0	10.9	10.6	9.5	12.4	9.8	11.4	10.7	9.8	6.4	10.2
Education, health and social work	8.7	9.5	6.1	5.3	8.1	10.1	9.1	9.5	8.2	8.5	6.0	5.6	4.1	2.9	8.1
Finance	2.7	2.0	1.4	0.9	2.9	2.5	2.5	2.0	1.9	2.0	1.1	0.5	1.1	0.4	2.4
Accommodation & food service activities	6.5	13.6	5.6	8.9	6.2	6.9	6.7	13.6	6.9	12.8	5.4	10.1	4.3	5.5	6.3
Information and communication	8.1	2.4	5.1	2.2	9.5	5.1	7.1	2.4	5.9	2.6	5.3	2.2	4.0	2.0	7.4
Manufacturing	4.8	4.7	5.5	4.2	4.1	7.0	5.4	4.7	5.4	5.0	5.3	4.2	5.7	3.7	5.0
Mining/quarrying and utilities	0.4	0.6	0.7	0.6	0.3	0.4	0.4	0.6	0.4	0.4	0.7	0.5	0.9	0.9	0.4
Professional, scientific & technical services	16.7	7.5	14.6	7.7	18.7	12.3	15.1	7.5	16.0	9.1	15.8	8.4	12.0	6.3	16.2
Public admin and defence; other services	4.9	6.2	4.1	3.7	4.5	5.7	5.3	6.2	5.5	6.1	3.8	3.5	3.0	2.1	4.8
Real estate activities	3.8	3.1	3.1	2.2	4.2	3.3	3.4	3.1	3.1	3.3	3.1	2.0	3.1	1.6	3.6
Transport and storage	3.5	3.4	3.2	2.7	3.1	4.2	3.9	3.4	3.7	3.5	3.0	3.0	2.8	2.0	3.5
Wholesale, retail & repair of motor vehicles	18.1	24.9	13.6	12.7	16.7	21.0	19.2	24.9	16.7	22.7	12.4	11.3	11.3	7.1	17.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Businesses by size band

The number of **employees** refers to the number of people working within the business under a contract of employment in return for a wage or salary. A business can have no employees, if all the business is conducted by people classed as being working proprietors (i.e. sole traders or partnerships).

The number of people **employed** is a sum of employees and self-employed people who run the business.

Percentage of people employed within local units by size bands of registered businesses and rural-urban classification, in England, 2014/15



* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 14,400 businesses classed as 'Other' – with no employees and no employment (about 0.6 per cent of the total business count).

- In urban areas 28.6 per cent of people employed in the local units of registered businesses are employed in those businesses with 250 or more employees overall, and in rural areas the proportion is 15.1 per cent.
- In regard to smaller businesses, in urban areas 18.7 per cent of people employed in local units of registered businesses are employed in those with up to 9 employees overall, whilst in rural areas the proportion is 29.0 per cent.

The statistics are based on individual business units rather than the location of the headquarters of the enterprise. There may be many local business units in rural areas whose headquarters are elsewhere, and vice versa.

Source: ONS, Inter-Departmental Business Register (IDBR) 2014/15.

Number of local units of registered businesses with percentage by size of the registered business overall and rural-urban classification, in England, 2014/15

	with no employees*		1 - 9 employees		10 - 49 employees		50 - 249 employees		250 and more employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
All Urban	158,705	8.3	1,435,335	74.7	260,020	13.5	57,830	3.0	9,045	0.5	1,920,940	100.0
<i>those in a sparse setting</i>	435	10.8	2,790	69.5	680	16.9	105	2.6	10	0.2	4,020	100.0
All Rural	109,120	19.2	392,680	69.0	57,125	10.0	8,850	1.6	1,060	0.2	568,835	100.0
<i>those in a sparse setting</i>	10,970	29.7	21,965	59.4	3,590	9.7	395	1.1	25	0.1	36,955	100.0
Urban major conurbation	71,120	7.9	687,270	76.6	110,290	12.3	24,925	2.8	4,145	0.5	897,745	100.0
Urban minor conurbation	5,130	8.3	44,065	71.1	10,080	16.3	2,305	3.7	375	0.6	61,955	100.0
All urban city & town	82,460	8.6	704,000	73.2	139,655	14.5	30,600	3.2	4,525	0.5	961,240	100.0
<i>those in a sparse setting</i>	435	10.8	2,790	69.5	680	16.9	105	2.6	10	0.2	4,020	100.0
All rural town & fringe	24,895	12.6	147,290	74.4	22,110	11.2	3,375	1.7	305	0.2	197,975	100.0
<i>those in a sparse setting</i>	1,360	13.0	7,350	70.0	1,590	15.1	195	1.8	10	0.1	10,505	100.0
All rural village	36,915	19.8	128,700	69.1	17,965	9.6	2,430	1.3	325	0.2	186,330	100.0
<i>those in a sparse setting</i>	3,095	29.0	6,425	60.2	1,045	9.8	95	0.9	5	0.0	10,660	100.0
All rural hamlet & isolated dwellings	47,315	25.6	116,690	63.2	17,055	9.2	3,045	1.7	430	0.2	184,530	100.0
<i>those in a sparse setting</i>	6,515	41.3	8,195	51.9	960	6.1	110	0.7	10	0.1	15,790	100.0
England	267,830	10.8	1,828,020	73.4	317,150	12.7	66,680	2.7	10,105	0.4	2,489,775	100.0

* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 14,100 businesses classed as 'Other' – with no employees and no employment (about 0.6 per cent of the total business count).

Number and percentage of people employed in local units of registered businesses by size band* of the registered business overall and rural-urban classification, in England, 2014/15

	with no employees*		1 - 9 employees		10 - 49 employees		50 - 249 employees		250 and more employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
All Urban	188,710	0.9	3,987,985	18.7	5,329,310	25.1	5,680,800	26.7	6,085,345	28.6	21,272,150	100.0
<i>those in a sparse setting</i>	590	1.5	10,275	26.1	13,695	34.8	10,500	26.7	4,315	11.0	39,370	100.0
All Rural	150,940	4.0	1,103,480	29.0	1,134,820	29.8	840,440	22.1	574,820	15.1	3,804,500	100.0
<i>those in a sparse setting</i>	16,235	7.6	72,055	33.8	69,225	32.5	35,170	16.5	20,580	9.6	213,265	100.0
Urban major conurbation	83,170	0.9	1,817,130	19.0	2,242,945	23.5	2,455,660	25.7	2,950,550	30.9	9,549,455	100.0
Urban minor conurbation	6,070	0.7	133,045	15.5	211,695	24.7	222,955	26.0	284,390	33.1	858,155	100.0
All urban city & town	99,470	0.9	2,037,805	18.8	2,874,670	26.5	3,002,180	27.6	2,850,410	26.2	10,864,540	100.0
<i>those in a sparse setting</i>	590	1.5	10,275	26.1	13,695	34.8	10,500	26.7	4,315	11.0	39,370	100.0
All rural town & fringe	31,730	2.3	416,825	30.5	441,090	32.3	314,270	23.0	161,080	11.8	1,365,000	100.0
<i>those in a sparse setting</i>	1,830	2.3	26,115	32.6	31,115	38.8	17,385	21.7	3,680	4.6	80,125	100.0
All rural village	51,090	4.4	348,050	29.8	353,980	30.3	232,220	19.9	182,245	15.6	1,167,585	100.0
<i>those in a sparse setting</i>	4,550	7.1	20,425	31.9	19,420	30.3	8,440	13.2	11,255	17.6	64,085	100.0
All rural hamlet & isolated dwellings	68,120	5.4	338,605	26.6	339,750	26.7	293,950	23.1	231,495	18.2	1,271,920	100.0
<i>those in a sparse setting</i>	9,855	14.3	25,520	37.0	18,695	27.1	9,345	13.5	5,645	8.2	69,055	100.0
England	339,650	1.4	5,091,465	20.3	6,464,130	25.8	6,521,240	26.0	6,660,170	26.6	25,076,650	100.0

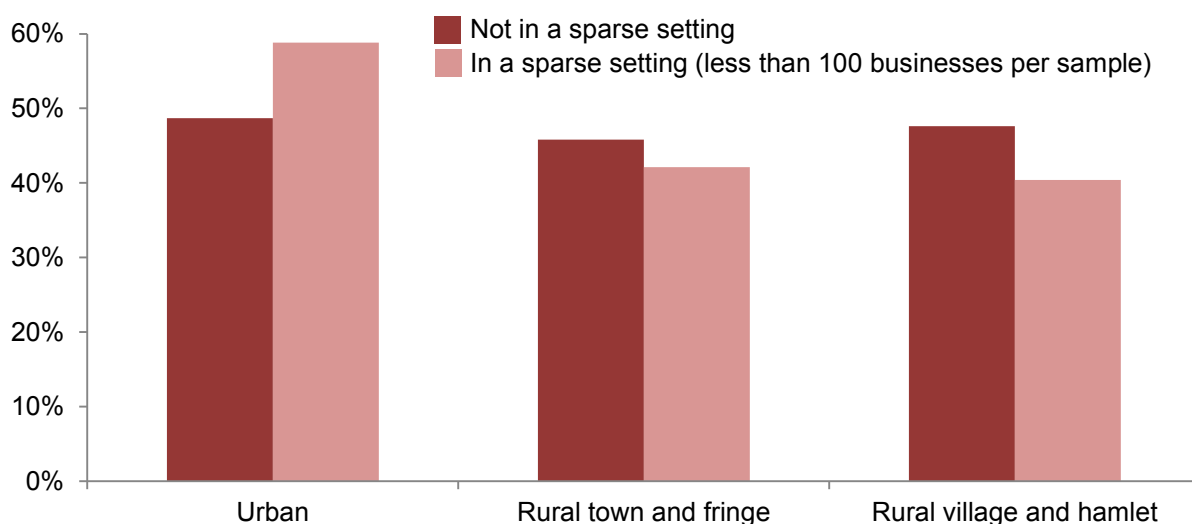
* 'With no employees' comprises mainly sole proprietorships and partnerships. Businesses classed as 'Other' (about 0.6 per cent of the total business count) are excluded from this table as they have no employees and no employment.

Innovation and investment

Businesses engaged in innovation

- Broader innovation activities were undertaken by around 47 percent of rural businesses and 49 percent of urban businesses surveyed between 2010 and 2012.
- This suggests that being situated in a rural or urban settlement had little effect on the innovation practices of businesses surveyed.
- The percentage of broader innovators was lower in rural settlements in a sparse setting compared to those not in a sparse setting. The opposite was true for urban areas. Sample sizes for settlements in a sparse setting were, however, small.

Percentage of businesses in England engaged in broader innovation-related activities, 2010 to 2012



Business involvement with broader-innovation-related activities, 2010 to 2012

	Broader innovators	Not broader innovators
Urban (not in a sparse setting)	49%	51%
Urban (in a sparse setting)	59%	41%
Rural town and fringe (not in a sparse setting)	46%	54%
Rural town and fringe (in a sparse setting)	42%	58%
Rural village and hamlet (not in a sparse setting)	48%	52%
Rural village and hamlet (in a sparse setting)	40%	60%
Rural total	47%	53%
Urban total	49%	51%
England total	48%	52%

Data source: BIS UK Innovation Survey 2013 covering innovation activity during 2010 to 2012.

These results are based on the unweighted sample of businesses surveyed for England only (therefore the England percentage totals may not match the weighted results published by BIS). The sample mainly includes enterprise units (i.e. headquarters of businesses) but also has a small number of local units (i.e. sites belonging to enterprises).

BIS sampling methodology is described in their report and accompanying statistics: <https://www.gov.uk/government/statistics/first-findings-from-the-uk-innovation-survey-2013>. The BIS sample was stratified according to region, 25 SIC code divisions and 4 business sizes. Owing to the small sample sizes achieved after application of the rural-urban definition, this analysis has been presented as the unweighted results from the surveyed sample. Some settlement types were underrepresented in the sample and should be treated with caution: *rural town & fringe* and *rural village & hamlet*, both not in a sparse setting, and *rural village & hamlet* and *urban* in a sparse setting. There were also small sample sizes (i.e. less than 100 businesses) for settlements in a sparse setting and categorised as *urban*, *rural town and fringe*, or *rural village and hamlet*. Furthermore, percentage totals for England may not match those published by BIS due to minor discrepancies with postcode data.

The description of innovation activity in the chart and table above includes businesses that were engaged in any of the following:

1. introduced a new or significantly improved product (good or service) or process
2. engaged in innovation projects that have been abandoned or are not yet complete
3. undertaken new and significantly improved forms of organisation, business structures or practices, and marketing concepts or strategies
4. undertaken activities in areas such as internal research and development, training, acquisition of external knowledge or machinery, and equipment linked to innovation activities

A business engaged in any of the activities 1 to 4 is described as a 'broader innovator'.

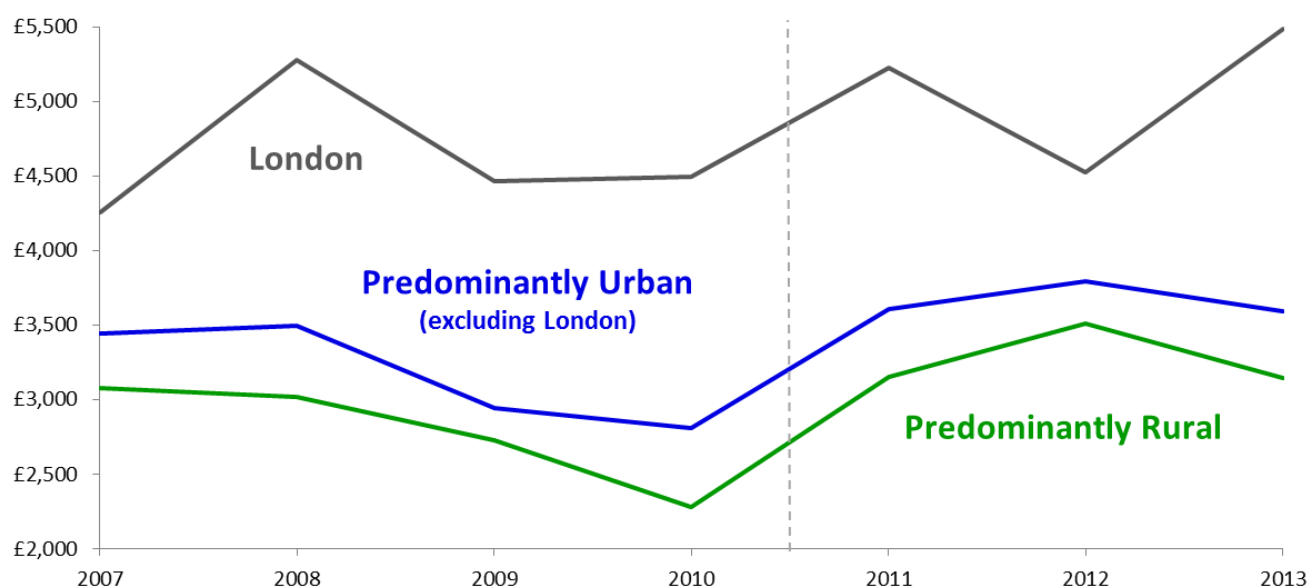
Data from the 2013 UK Innovation Survey may not be directly comparable with data from previous surveys due to changes in survey mode, methodology (including the move to SIC 2007), sampling approach, questionnaire design and response rate. The rural-urban analyses presented here were performed by applying RUC11 to the data, whereas RUC01 had been used previously. As a result, a comparison cannot be made with previous rural-urban innovation analyses.

Capital investment per employee

- Companies undertake 'capital investment' when spending money on fixed assets (typically land, buildings or machinery) with the expectation that productivity will increase as a result of the investment.
- Continuing recent trends, capital investment per employee in 2013 was highest in London.
- London's capital investment per employee increased by 21 per cent between 2012 and 2013, and overall predominantly urban areas (including London) saw a small increase. Capital investment per employee in predominantly rural areas decreased by 10 per cent. The net effect was no change in capital investment per employee in England as a whole.

Capital investment per employee (at current prices) by local authority classification in England, 2007 to 2013

Dashed line: 2001 Rural Urban Classification of Local Authority Districts (RUCLAD) applied before 2011; 2011 RUCLAD applied from 2011.



- Overall capital investment per employee in *predominantly rural* areas has been consistently lower than in other areas.
- In 2013, investment per head in London was around £5,500, compared with £3,600 in *predominantly urban* areas excluding London, and £3,100 in *predominantly rural* areas.
- London experienced an increase in investment between 2012 and 2013, whereas *predominantly rural* and *predominantly urban* areas excluding London experienced declines.

Capital investment (£ thousands) per employee, 2007 to 2013

2011 Rural-Urban Classification	2007	2008	2009	2010	2011	2012	2013
Mainly Rural	3.0	3.0	2.7	2.3	3.2	3.8	3.0
Largely Rural	3.1	3.0	2.7	2.3	3.1	3.3	3.3
Urban with Significant Rural	3.4	3.6	3.1	2.7	3.3	4.0	3.8
Urban with City and Town	3.8	3.6	3.3	3.1	4.0	4.1	4.1
Urban with Minor Conurbation	2.7	3.1	2.1	2.1	2.5	2.2	2.5
Urban with Major Conurbation (excluding London)	3.0	3.5	2.6	2.6	3.3	3.6	3.1
London	4.3	5.3	4.5	4.5	5.2	4.5	5.5
Predominantly Rural	3.1	3.0	2.7	2.3	3.2	3.5	3.1
Predominantly Urban (excluding London)	3.4	3.5	2.9	2.8	3.6	3.8	3.6
Predominantly Urban (including London)	3.6	4.0	3.3	3.3	4.0	4.0	4.1
England	3.5	3.8	3.2	3.0	3.8	3.9	3.9

Dashed line: 2001 Rural Urban Classification of Local Authority Districts (RUCLAD) applied before 2011; 2011 RUCLAD applied from 2011.

Notes

- 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 level. The estimates are produced by taking data at a higher geographical level and apportioning it at local authority level based on employment levels. As ONS are not wholly confident that there is a sufficient correlation between investment and employment, they do not release the data as a National Statistic below National level.
- London has been separated out to allow a fair comparison of major urban against all other area classifications.

Source data: Bespoke data request from the ONS, Annual Business Inquiry, and Business Register and Employment Survey (classified data); via Nomis (www.nomisweb.co.uk).

Rural accessibility

Transport and accessibility to services

This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course.

- In 2008/12 (average results over a 5 year period) people living in the most rural areas travelled 50 per cent further per year than those in England as a whole and 63 per cent further than those living in urban areas.
- In 2008/12 a greater percentage of total distance travelled was made using a car in the most rural areas (59 per cent) than in urban areas (48 per cent).
- In 2012 11 per cent of households in rural areas had no access to a car or van compared with 28 per cent in urban areas.
- In 2012 49 per cent of households in the most rural areas had a regular bus service close by compared with 96 per cent of urban households.

Travel behaviour

Average number of trips, time spent travelling, trip length and distance travelled, per person per year, by settlement type, in England, 2002/06 and 2008/12

	Trips per person		Travelling time (hours) per person		Trip length (miles) per person		Distance travelled (miles) per person	
	2002-06	2008-12	2002-06	2008-12	2002-06	2008-12	2002-06	2008-12
All Urban	1,034	959	383	366	6.4	6.4	6,644	6,158
All rural town & fringe	1,061	1,002	387	378	8.3	8.7	8,777	8,763
All rural villages, hamlets & isolated dwellings	1,085	990	424	394	9.8	10.2	10,680	10,057
England	1,041	966	386	369	6.9	7.0	7,141	6,725

- The average number of trips and travelling time per person in rural areas are only slightly higher than the national average. This is despite much higher average trip distances for people living in *rural villages, hamlets & isolated dwellings* and in *rural town & fringe areas*. These results 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.
- Between 2002/06 and 2008/12 the number of trips, time spent travelling and distance travelled per person decreased in both rural and urban areas. However, the average trip length increased in *rural town & fringe* and *rural villages, hamlets & isolated dwellings*, but remained the same in *urban areas*.

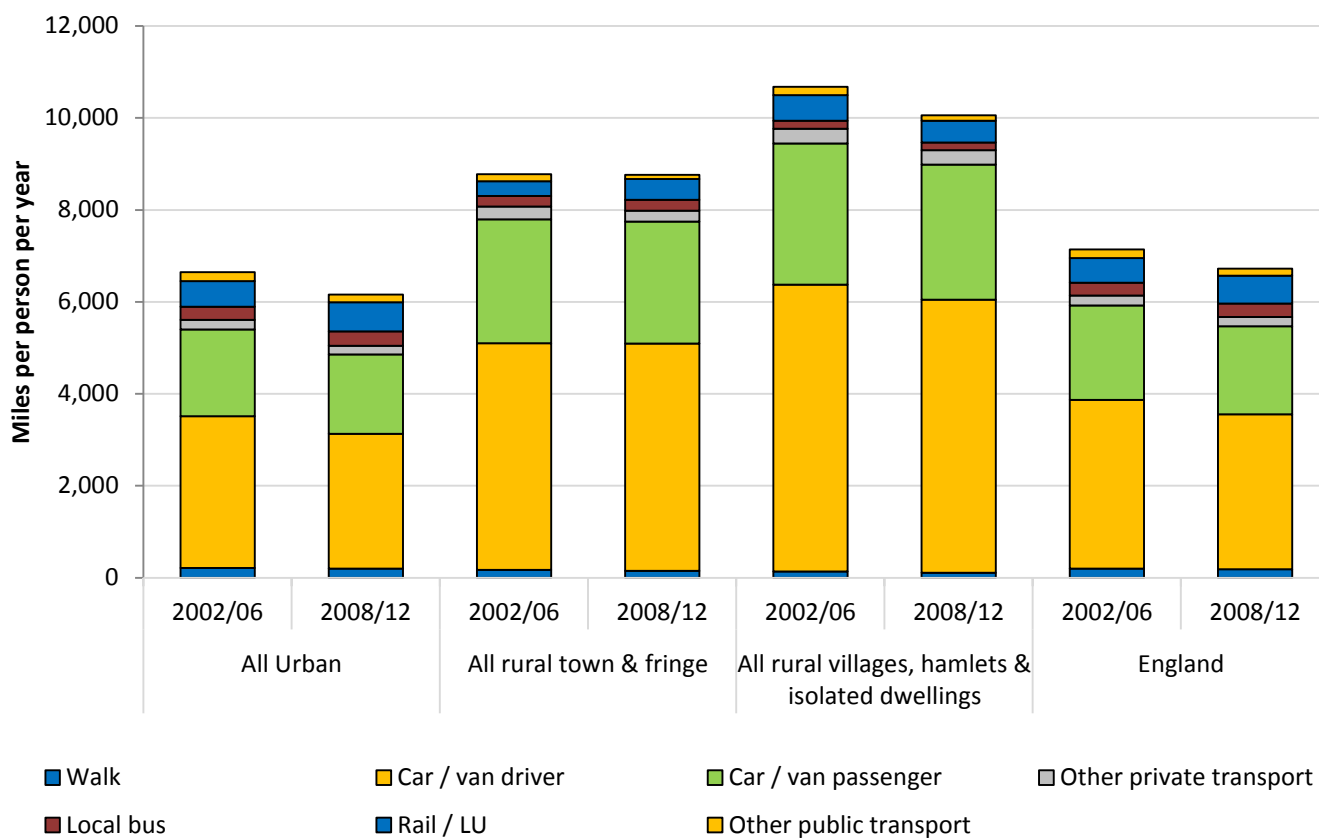
Notes: The sample size for one year is too small to produce robust results so this analysis combines data from five years. Trips include those made on foot, by private car or van as both a driver and passenger, by bicycle, motorcycle, private hire bus and other modes of private transport, by local bus, by rail and London Underground, and by non-local bus, taxi / minicab and other modes of public transport (air, ferries and light rail). The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Distance travelled

Average distance travelled, per person per year, by mode and settlement type, in England, 2002/06 and 2008/12



- In 2008/12 people living in *rural villages, hamlets & isolated dwellings* travelled around 10,000 miles per year on average, compared with around 6,200 miles per year in urban areas.
- In all areas driving a car makes up the bulk of annual distance travelled but represents a greater proportion in the most rural areas (59 per cent) than in urban areas (48 per cent). When travel as both a car driver and passenger are taken together, 88 per cent of travel in *rural villages, hamlets & isolated dwellings* was made by car compared with 76 per cent in urban areas and 79 per cent in England as a whole.
- From 2002/06 to 2008/12 the average annual distance travelled by person decreased in all area types. However, the relative proportion of annual distance travelled as a car driver slightly decreased in urban areas and slightly increased in *rural villages, hamlets & isolated dwellings*.

Average distance travelled, per person per year, by mode and settlement type, in England, 2002/06 and 2008/12

		<i>Miles per person per year</i>						
		Walk	Car / van driver	Car / van passenger	Other private transport	Local bus	Rail / LU	Other public transport
All Urban								
	2002/06	211	3,301	1,890	205	288	557	193
	2008/12	202	2,930	1,727	186	312	634	168
All rural town & fringe								
	2002/06	172	4,930	2,695	279	230	317	156
	2008/12	152	4,944	2,647	243	233	455	89
All rural villages, hamlets & isolated dwellings								
	2002/06	137	6,240	3,065	323	173	558	184
	2008/12	109	5,942	2,934	314	168	471	119
England								
	2002/06	202	3,669	2,050	220	274	537	189
	2008/12	189	3,368	1,913	202	293	603	156

Notes:

The sample size for one year is too small to produce robust results so this analysis combines data from five years.

Distance by mode is based on stage distance.

Other private transport includes: bicycle, motorcycle, private hire bus and other modes of private transport.

Other public transport includes non-local bus, taxi / minicab and other modes of public transport (air, ferries and light rail).

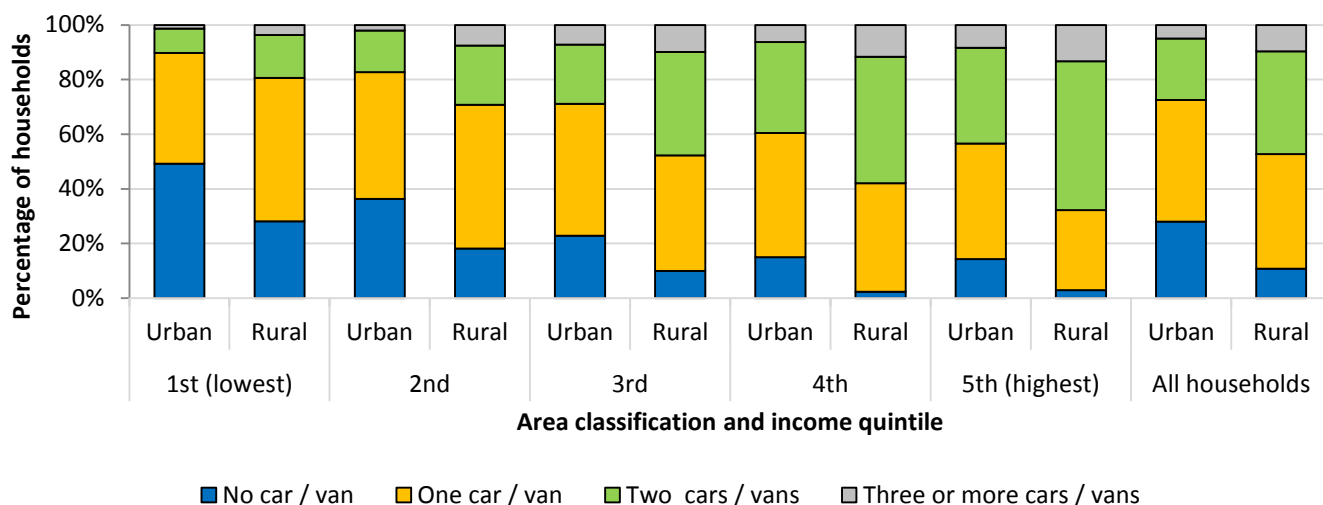
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Car availability

Household car availability by household income quintile* and settlement type, in England, 2012



- In 2012 the percentage of households with no access to car or van was lower in rural areas than in urban areas. That was true at all income levels.
- The percentage of households with one car or van is slightly higher in urban areas. However, households in rural areas are more likely to have 2 or more cars or vans than in urban areas.

Household car availability by household income quintile* and settlement type, in England, 2012

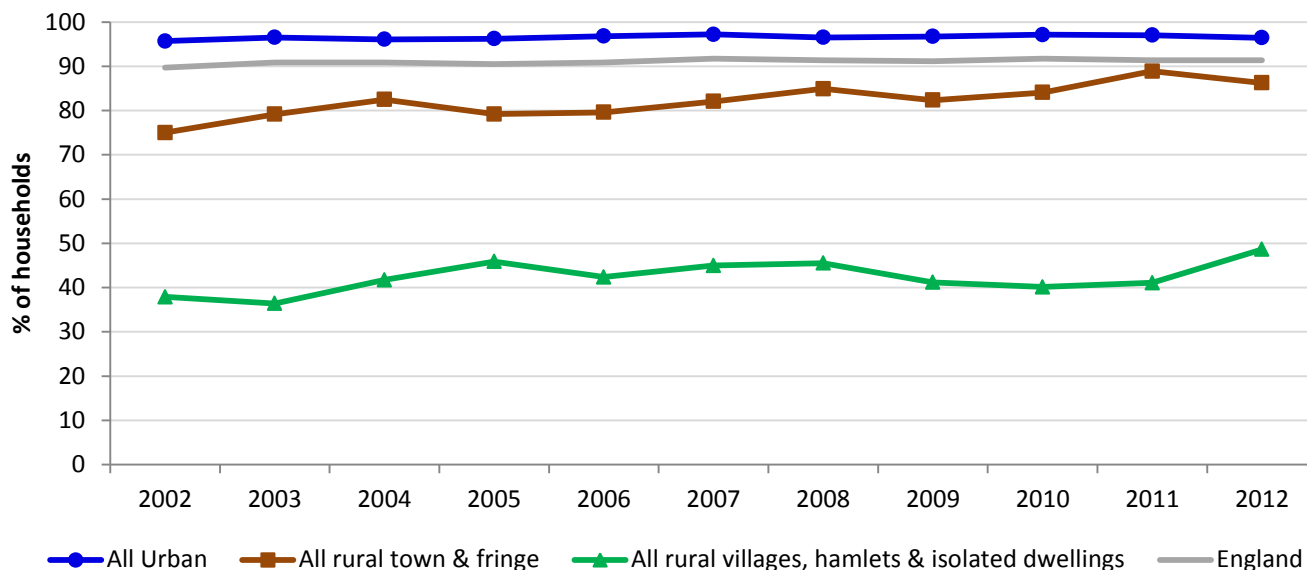
Percentage

	No car / van	One car / van	Two cars / vans	Three or more cars / vans
All Urban	28	45	22	5
Lowest real income level	49	41	9	1
Second level	36	46	15	2
Third level	23	48	22	7
Fourth level	15	45	33	6
Highest real income level	14	42	35	8
All Rural	11	42	38	10
Lowest real income level	28	53	16	4
Second level	18	53	22	8
Third level	10	42	38	10
Fourth level	2	40	46	12
Highest real income level	3	29	55	13
England	25	44	25	6
Lowest real income level	46	42	10	2
Second level	33	47	16	3
Third level	20	47	25	8
Fourth level	13	44	36	7
Highest real income level	12	39	39	9

* Income quintiles refer to England

Bus availability

Bus availability indicator by settlement type, in England, 2002 to 2012



- Bus availability is expressed as the percentage of households where nearest bus stop is within 13 minutes walk and has a service at least once an hour.
- Between 2002 and 2012 bus availability in *rural villages, hamlets & isolated dwellings* increased from 38 per cent to 49 per cent, with a sharp increase of 8 percentage points between 2011 and 2012. Although bus availability in *rural town & fringe* increased from 75 to 86 per cent between 2002 and 2012, there was a decrease of 3 percentage points between 2011 and 2012.
- Since 2002 bus availability in urban areas has remained at a stable level of 96 – 97 per cent of households.

Bus availability indicator by settlement type, in England, 2002 to 2012

	Percentage										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
All Urban	96	97	96	96	97	97	97	97	97	97	96
All rural town & fringe	75	79	82	79	80	82	85	82	84	89	86
All rural villages, hamlets & isolated dwellings	38	36	42	46	42	45	46	41	40	41	49
England	90	91	91	90	91	92	91	91	92	91	91

Notes: The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Measuring accessibility to services

- Monitoring accessibility is important because it can help identify who has access to and therefore benefits from services and who might be disadvantaged. One way of measuring accessibility is the time taken to travel to particular service locations.
- Generally, people living in *rural* settlements have lower overall levels of accessibility to key service locations compared with people living in *urban* settlements, while people living in *rural areas in a sparse setting* have the lowest overall accessibility.
- The **average number** of key service locations within a 'reasonable' time by **public transport or walking**:
 - was highest for centres of employment (concentrations of jobs) in both *rural* areas (5.1 centres) and *urban* areas (7.1 centres)
 - was lowest for hospitals and town centres (both 0.3) in *rural* areas, while hospitals were also the least accessible service locations in *urban* areas (0.7)
- The **percentage** of people with 'reasonable' access to key service locations by **public transport or walking**:
 - was highest for centres of employment in both *rural* areas (76 per cent of users) and *urban* areas (85 per cent of users)
 - was lowest for hospitals in both *rural* areas (19 per cent of users) and *urban* areas (36 per cent of users)
- Overall the **percentage** of users with access within a reasonable time by **public transport or walking** (taking account of all service location types) was lowest for people living in *rural villages and dispersed sparse areas*, with only 37 per cent having reasonable access. This increased to 60 per cent when travelling by car.

Measuring accessibility

'Accessibility' has been calculated from Department for Transport's (DfT's) accessibility indicators for eight key service locations: **primary and secondary schools, further education institutions, General Practitioners (GPs), hospitals, town centres, food stores, centres of employment** (based on concentrations of jobs). These are vital locations or services which offer health services, job and education opportunities and basic retail services. For each service location DfT calculate the percentage of target users within the resident area for the relevant service who have 'reasonable' access to the given service location by different modes of transport. 'Reasonable access' is a measure of accessibility which takes into account the sensitivity of users to the travel time for each. It therefore takes into account how likely they are to travel to the given service location by different modes of transport, given the time it will take and users' willingness to undertake the journey. This gives an estimate of the accessibility of services from any given type of area. **The accessibility figures in this publication are for travel by public transport or walking (PT/W) and by car.**

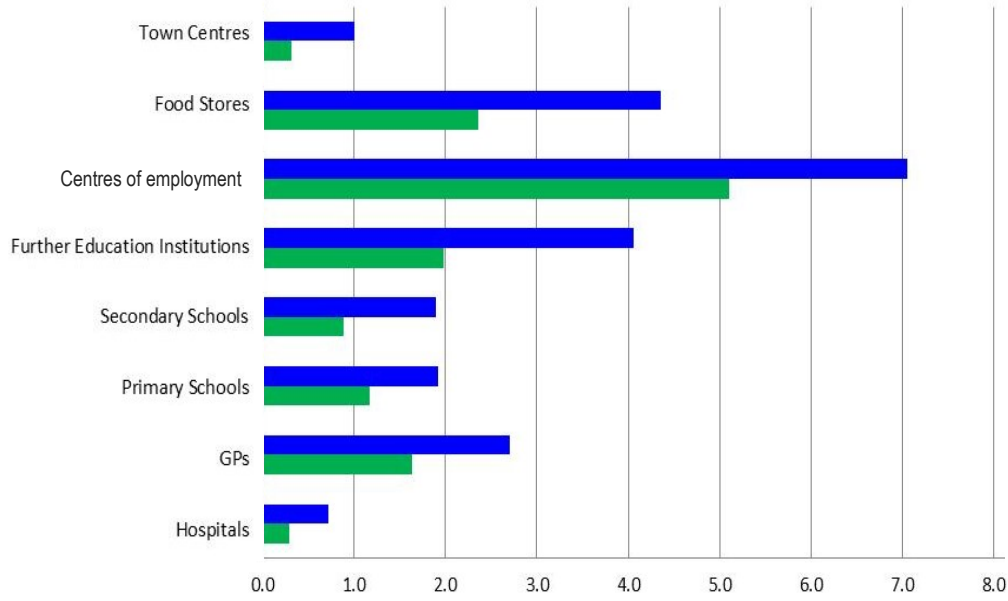
These calculations are based on the actual travel time multiplied by a factor which indicates how likely someone is to make the journey. People are generally more willing to undertake a longer journey for essential services that they need to access, such as for their work. Service locations in rural settlements are likely to serve a larger geographical area than for those in urban settlements, in part due to the fact that rural areas have low population densities. This in turn is likely to impact on travel time and the likelihood of people making the journey.

Service accessibility

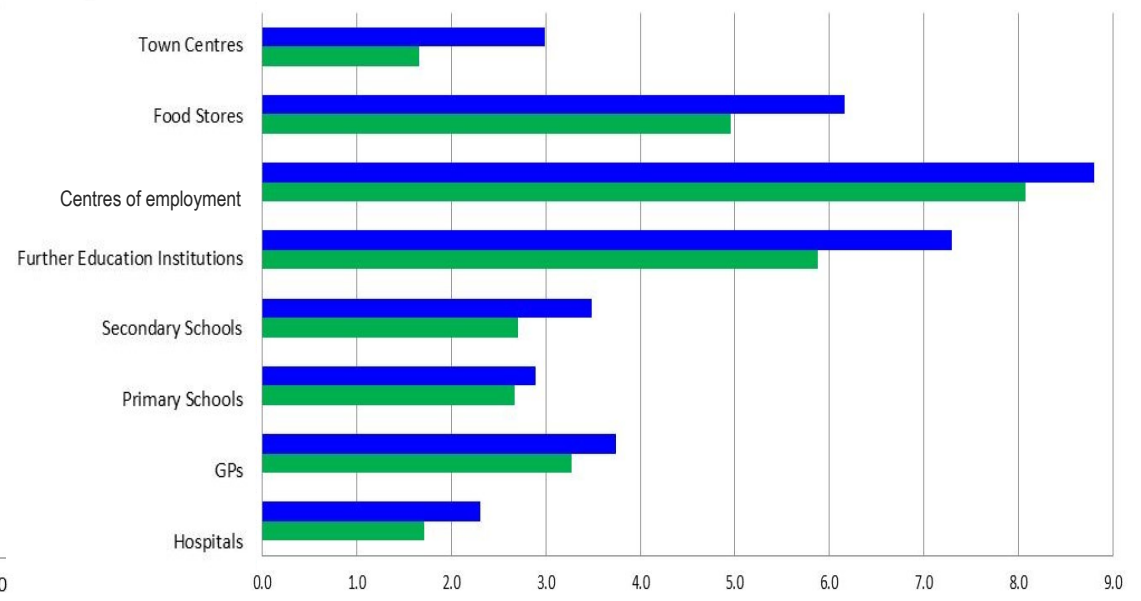
- The **average number** of key service locations accessible to people living in *rural areas* and *urban areas* within a 'reasonable' travel time by **public transport or walking** was highest for centres of employment (locations of jobs), with 5.1 and 7.1 centres of employment respectively.
- For travel by **car**, the same applied for *rural* and *urban* areas, with the average number of key service locations highest for centres of employment, with 8.1 and 8.8 centres of employment, respectively.
- In *rural areas* on average, there were fewer than one town centre or hospital accessible within a reasonable time by **public transport or walking**.
- In *urban areas* on average the service locations with the lowest level of accessibility were hospitals with fewer than one within a 'reasonable' travel time by **public transport or walking**.
- For the **percentage of users** with access to service locations in a 'reasonable' time, it was a similar situation to the number of service locations available. Around 19 per cent of people living in *rural areas* had reasonable access to hospitals by **public transport or walking**, compared with 36 per cent of people living in *urban areas*.
- Travelling by car is important where public transport links are limited, which can be especially true of *rural areas*. In *rural areas* in 2013 there were on average five times more town centres and hospitals accessible by **car** than were accessible by **public transport or walking**. [Census 2011 results](#) showed that 48.9 per cent of rural households had 2 or more cars or vans, compared with 28.5 per cent of urban households.

Average number of key service locations accessible within a reasonable time:

by public transport or walking



by car

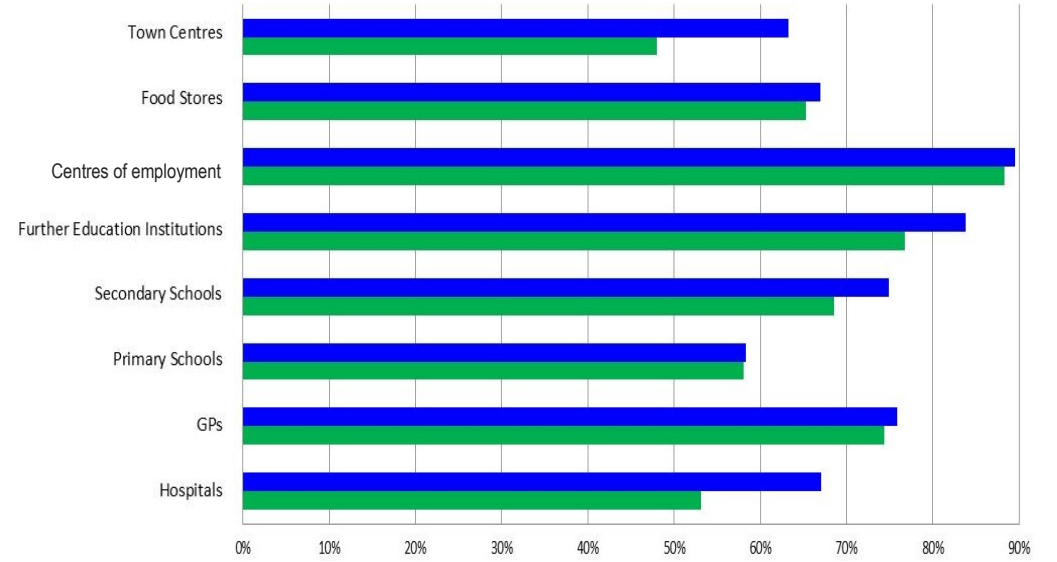
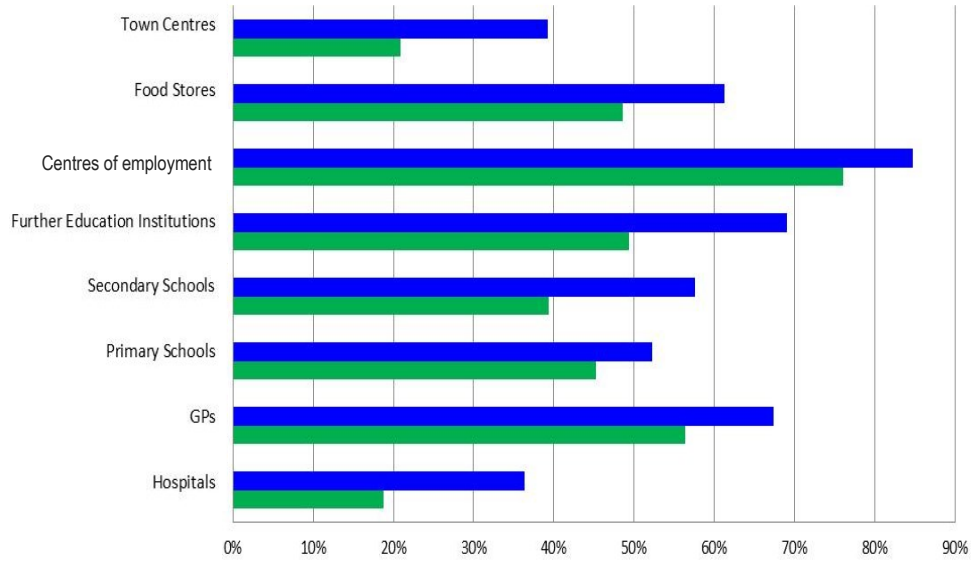


■ Rural ■ Urban

Average number of key service locations accessible within a 'reasonable' time by public transport or walking (PT/W) or by car, in England, 2013

	Town Centres		Food Stores		Centres of employment		Further Education Institutions		Secondary Schools		Primary Schools		General Practitioners		Hospitals	
	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car
Rural	0.3	1.7	2.4	5.0	5.1	8.1	2.0	5.9	0.9	2.7	1.2	2.7	1.6	3.3	0.3	1.7
Urban	1.0	3.0	4.4	6.2	7.1	8.8	4.1	7.3	1.9	3.5	1.9	2.9	2.7	3.7	0.7	2.3

Percentage of users with access within a reasonable time:
by public transport or walking *by car*



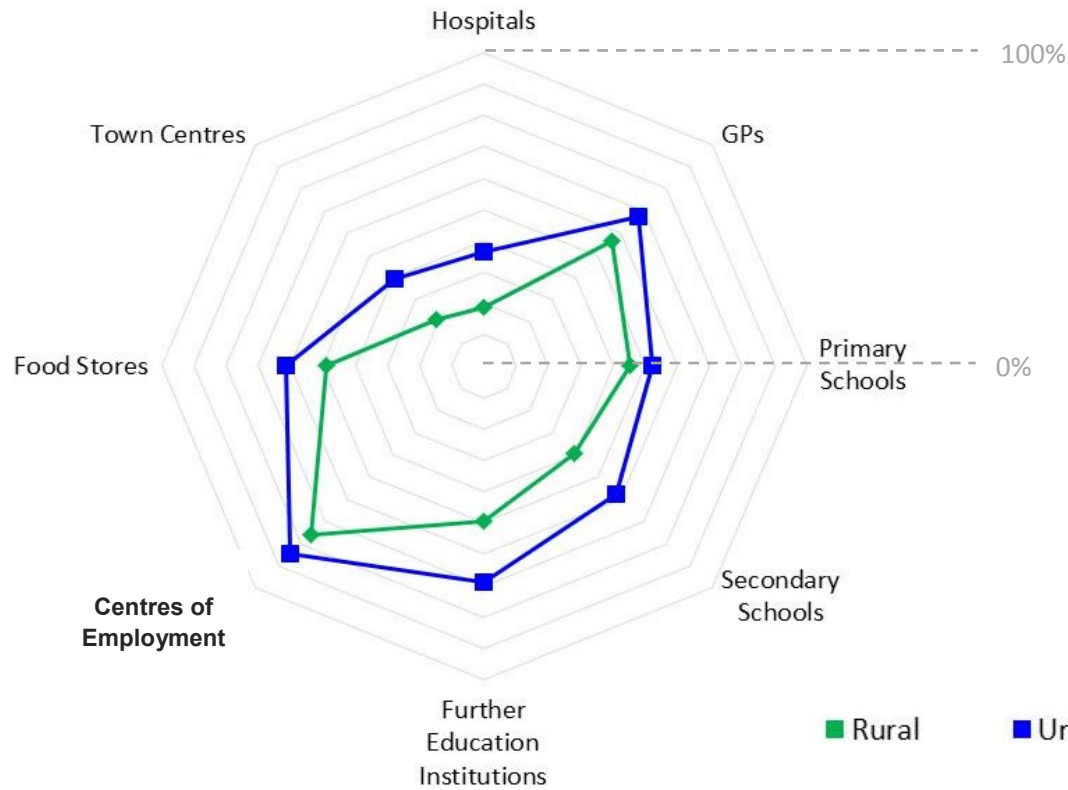
■ Rural ■ Urban

Percentage of the target population with 'reasonable' access to key service locations by public transport or walking (PT/W) or by car, in England, 2013

	Town Centres		Food Stores		Centres of employment		Further Education Institutions		Secondary Schools		Primary Schools		General Practitioners		Hospitals	
	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car	PT/W	Car
Rural	21	48	49	65	76	88	49	77	39	69	45	58	56	74	19	53
Urban	39	63	61	67	85	90	69	84	58	75	52	58	67	76	36	67

Percentage of users with access to key service locations, 2013

by public transport / walking



by car



- The points in the radar charts represent the percentage of users with access to each service location; these are joined to give a boundary line representing the area or range of access to key services. The larger the area inside the boundary line, the greater accessibility to services.
- The percentage of rural users with access to key services is lower compared with urban people for both modes of transport, but the difference is greatest for access by public transport or walking.

Average overall accessibility

Composite measure for the percentage of the target population with 'reasonable' access to key service locations by public transport or walking (PT/W) or by car, and the number of key service locations accessible, by rural urban classification, 2013

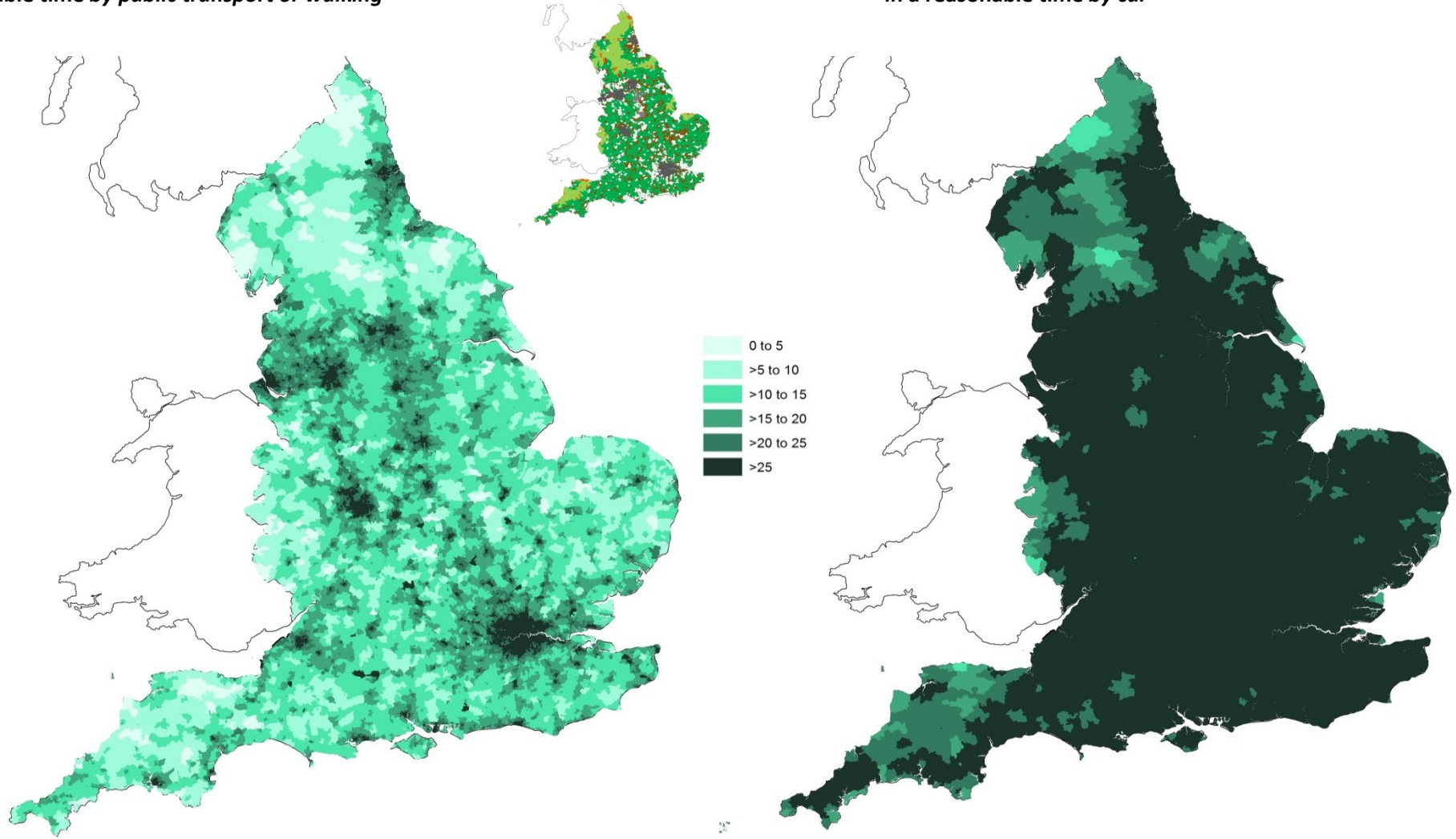
2011 Rural-Urban Classification of Lower Super Output Areas	Average number of services accessible		Percentage of people with reasonable access	
	By PT/W	By car	By PT/W	By car
Rural town and fringe	15	32	52	70
Rural town and fringe in a sparse setting	13	25	55	67
Rural village and dispersed	12	30	43	68
Rural village and dispersed in a sparse setting	8	22	37	60
Urban major conurbation	27	40	63	75
Urban minor conurbation	23	38	60	74
Urban city and town	22	36	60	74
Urban city and town in a sparse setting	15	26	60	72
All Rural (Rural England)	14	31	48	69
All Urban (Urban England)	24	38	61	75
England Overall	22	37	59	73

- A composite measure has been derived which combines the average accessibility of each of the eight key service types to give an overall figure for each mode of transport.
- People living in *rural villages and dispersed sparse areas* have access to the fewest service locations by both public transport or walking and by car (8 and 22 service locations respectively).
- Fewer than 40 per cent of users living in *rural villages and dispersed sparse areas* have access within a reasonable time by public transport or walking to key services.

**Composite number of key service locations accessible
in a reasonable time *by public transport or walking***

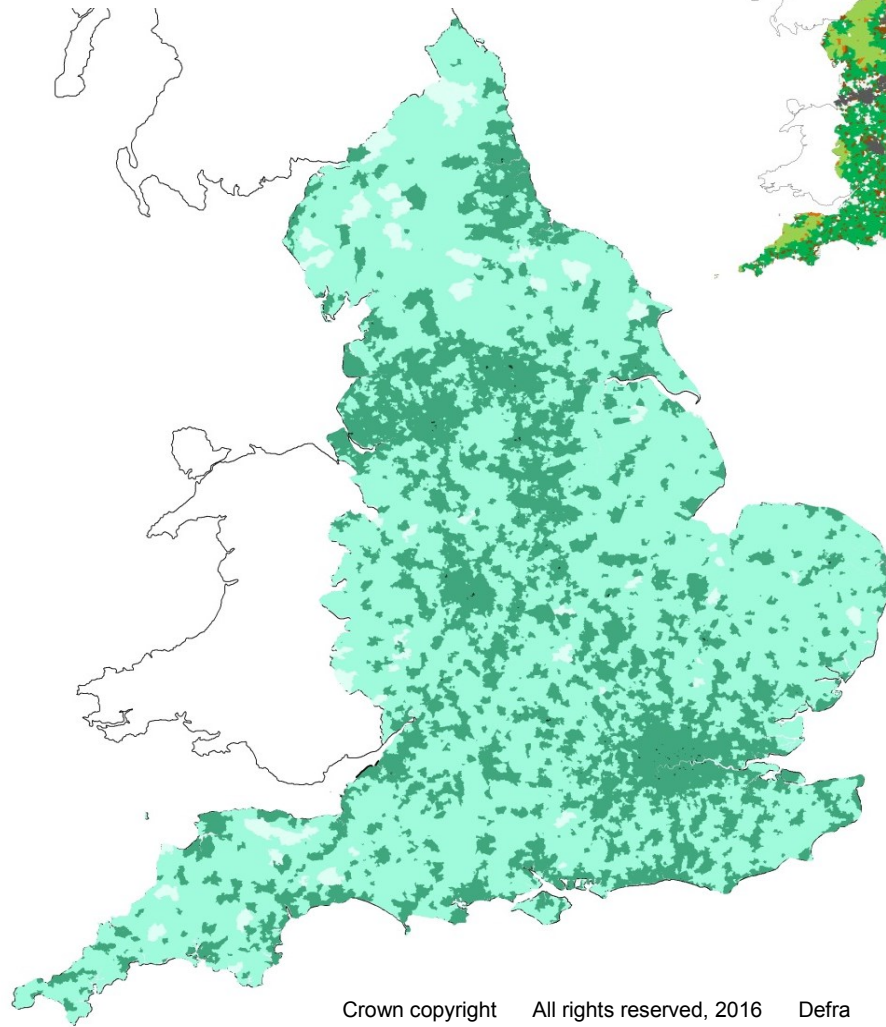
**LSOA rural urban
classification 2011**

**Composite number of key service locations accessible
in a reasonable time *by car***

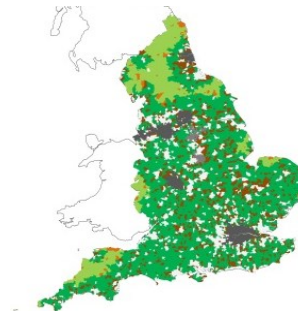


Crown copyright All rights reserved, 2016 Defra

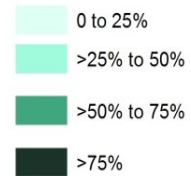
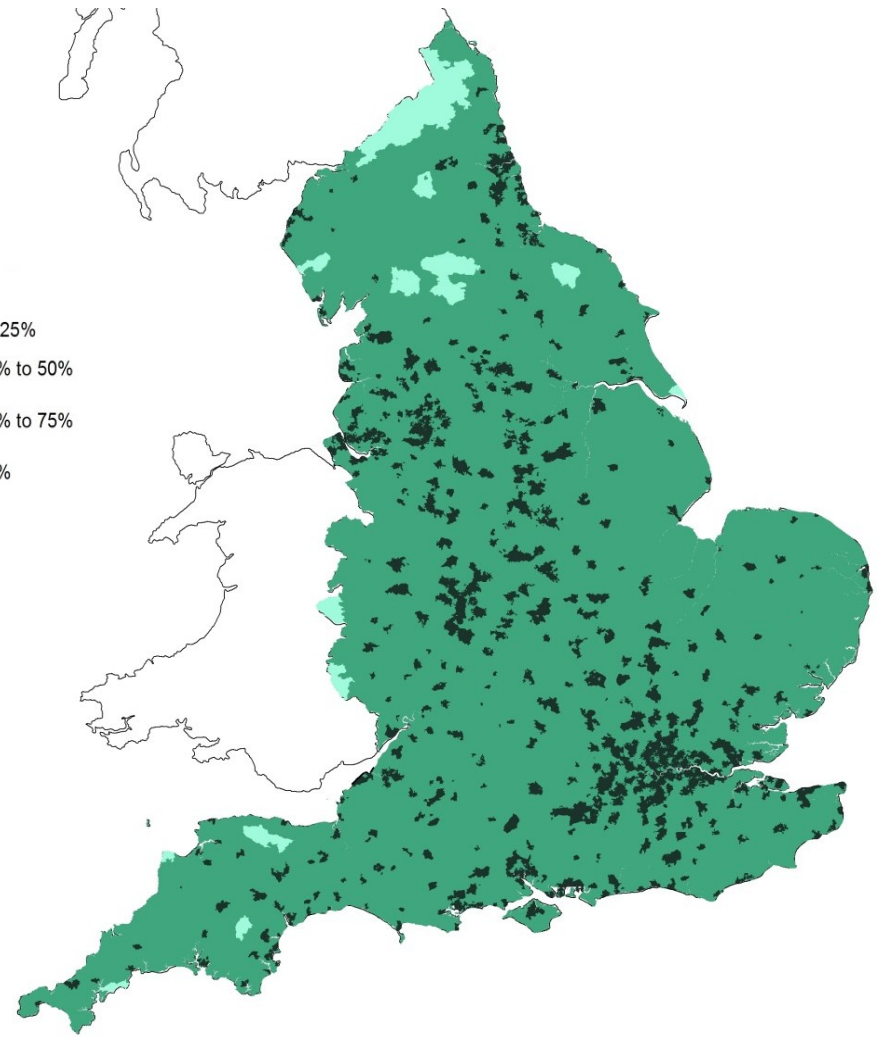
Composite percentage of users with access within a reasonable time *by public transport or walking*



LSOA rural urban classification 2011



Composite percentage of users with access within a reasonable time *by car*



Crown copyright All rights reserved, 2016 Defra

Notes: Only registered public transport services within the regional Traveline datasets are included in the accessibility statistics calculations. This means Demand Responsive Transport (DRT), other flexibly routed services, and school transport services are usually not included. Therefore, especially in rural areas, the accessibility statistics are likely to be an underestimate of actual accessibility. These measures are based on the sensitivity of users to the travel time for each service, i.e. the longer it takes to get to a particular service, the fewer people will go.

For example, the proportion of users in a local area who can access a service within set limits for primary schools is the percentage of 5 to 10 year olds who can get to the nearest primary school by public transport or walking in less than 15 minutes. The number of services accessible within set time limits to users of an area, for primary schools is the number of primary schools less than 15 minutes away by public transport or walking.

The number of services available within a set time is expressed as one of a range of numbers. For example, the number of hospitals within 30 minutes by public transport or walking will be between 0 and 5 where 5 represents 5 or more accessible hospitals. Centres of employment analysis is based on those with at least 500 jobs available. The numbers may not be shown as whole numbers because the published data are calculated by producing population-weighted averages of the LSOA.

Source: DfT core accessibility indicators at LSOA level (tables ACS0501-0508) at www.gov.uk/government/statistical-data-sets/acs05-travel-time-destination-and-origin-indicators-to-key-sites-and-services-by-lower-super-output-area-isoa.

For further methodological information and guidance see www.dft.gov.uk/statistics/series/accessibility.

The RUC11 has been applied to the data at LSOA level.

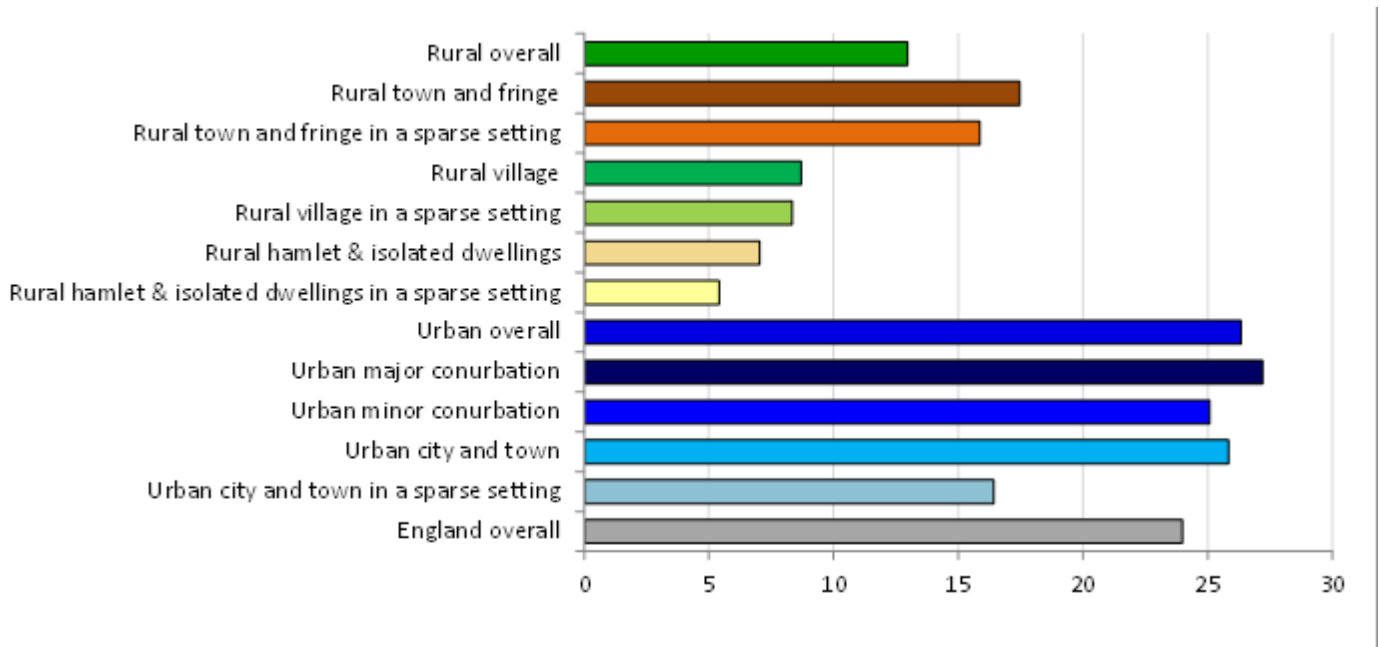
Broadband

Revision note:

The 2014 Broadband speed data have been reissued as a result of a minor revision to the analysis. The results exclude data where there are less than 4 premises for an individual postcode and where no speed was recorded. These records account for 14% of the England postcode data. The average speed results were unaffected in all cases except for rural town and fringe in a sparse setting and rural villages, where the average speeds increased by 1Mbit/s compared with the previously reported figures.

Broadband speed

Average Broadband Speed (Mbit/s) where broadband and speed information are available, by rural urban classification in England, 2014 (revised figures)



- Where broadband and speed information are available, the average broadband speeds in the majority of *rural* area types are lower than speeds in *urban* areas. In 2014 the average broadband speed in *rural hamlets & isolated dwellings in a sparse setting* was 5 Mbit/s compared with 27 Mbit/s in *major urban conurbations*.
- Speeds vary because 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 subscribers.

Average broadband speed where broadband and speed information are available, by rural urban classification in England, 2014 (revised figures)

	Mbit/s
Rural overall	13
Rural town and fringe	17
Rural town and fringe in a sparse setting	16
Rural village	9
Rural village in a sparse setting	8
Rural hamlet & isolated dwellings	7
Rural hamlet & isolated dwellings in a sparse setting	5
Urban overall	26
Urban major conurbation	27
Urban minor conurbation	25
Urban city and town	26
Urban city and town in a sparse setting	16
England overall	24

- The average broadband speed for England in 2014 was 24 Mbit/s.
- Average rural speeds are more likely to be slower than those in urban areas because:
 - There is less superfast broadband in rural areas. We expect this to change as BDUK's rural broadband programme progresses; and
 - Rural premises are typically further away from cabinets, with long copper line connections, leading to slower performance.
- For a household with the average rural speed of 13 Mbit/s downloading a movie (via On Demand) would take 8 minutes and 54 seconds, while for a household with the average urban speed of 26 Mbit/s it would take 4 minutes and 27 seconds (assuming a movie size of 858MB).
- The availability of broadband in rural areas is increasingly important for how businesses operate and hence for economic development, in addition to access to services and wider social activities.

Ofcom average speed data is provided by the main broadband providers and, due to the completeness of the older datasets, the granular level data is not comparable with data from previous years.

Figures are based on OFCOM postcode level data on average speeds for fixed broadband weighted by the number of premises. Data exclude those postcodes for which there is no average speed data available or where there are fewer than four premises per postcode to protect customer privacy. In England this relates to 14% of all postcodes, the vast majority being where there are fewer than four premises per postcode

The 2014 area classifications are based on the latest RUC11, and as such, are not directly comparable with previous RUC01 based analysis.

Source: OFCOM, www.ofcom.org.uk

Ofcom Infrastructure Report, 2014 ([infrastructure-2014](#)).

Department for Culture, Media and Sport publish monthly Broadband Performance Indicators, which are available online: www.gov.uk/government/collections/broadband-performance-indicators

They show the number of premises covered per £million of broadband delivery programme expenditure.

The Government's £780m Superfast Broadband Programme has enabled access to standard broadband for all and will ensure 95% of UK premises can access superfast broadband by the end of 2017.

Innovative solutions are being tested through a series of pilot projects to explore how to extend superfast broadband into the final 5% hard to reach areas.

Rural living

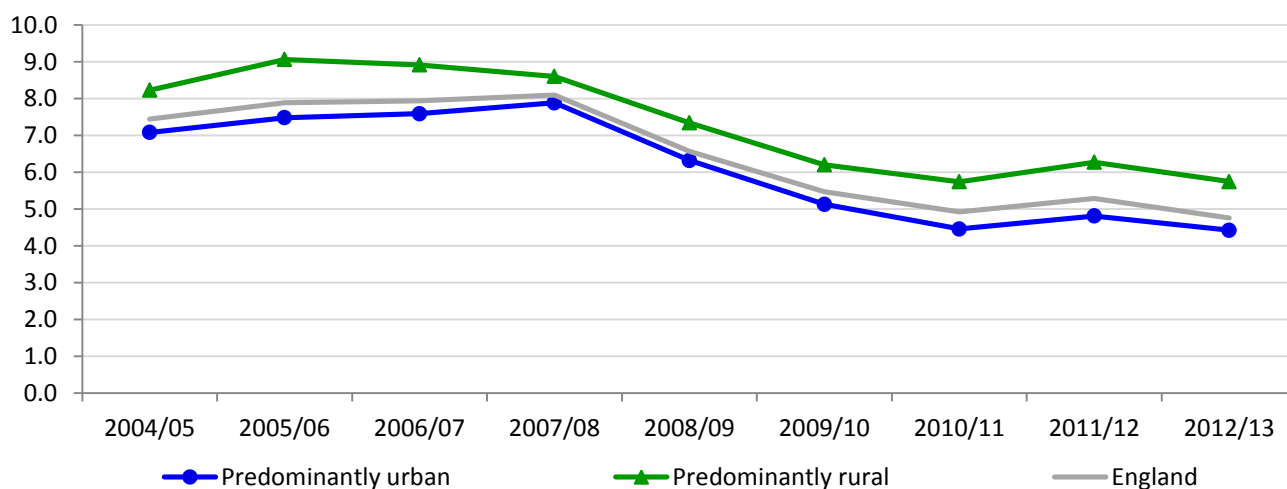
Housing

This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course.

- There is a higher rate of house-builds started and completed in *predominantly rural areas* than in *predominantly urban areas* and compared with the national average.
- There were just under 42,000 new build homes completed in 2014-15 in *predominantly rural areas*.
- Between 2010/11 and 2011/12 the rate of house-builds being started and completed decreased in all area types with the biggest decrease observed in *significant rural areas*.
- There are proportionally fewer homeless people and people in temporary accommodation in rural areas than in urban areas.
- Housing is less affordable in *predominantly rural areas* than *predominantly urban areas*. In 2012, the average lower quartile house price was 7.9 times the average lower quartile earnings in *predominantly rural areas*. This compares with 7.1 in *predominantly urban areas* and 7.4 in England as a whole.

House building

Permanent dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2012/13



- In 2012-13 the rate of house building starts and completions per 1,000 households was highest in *predominantly rural areas* (5.6 and 5.7 respectively). This compares with 4.1 starts and 4.4 completions per 1,000 households in *predominantly urban areas*.
- There was a stable rate of building starts and completions until 2007-08, when there was a sharp downturn. This is likely to reflect the economic downturn and later recession. After the 2009-10 the rates of starts and completions began to recover but they are still well below the levels observed up to 2007/08.

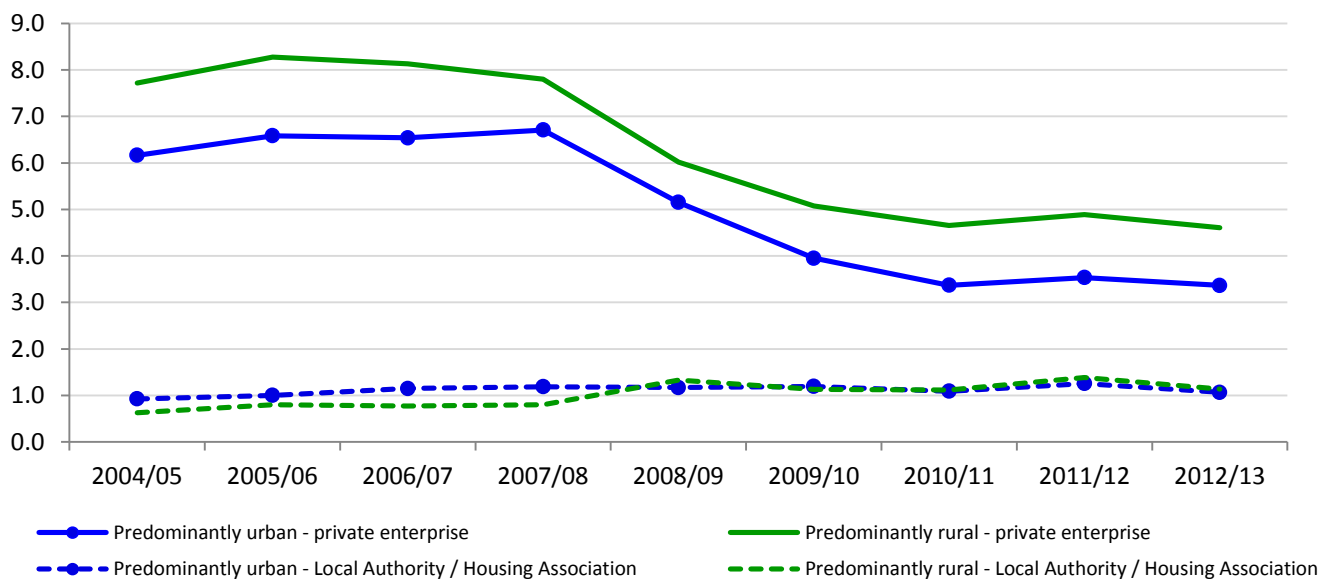
Permanent dwellings started, by tenure and Local Authority Classification, in England, 2004/05 to 2012/13

		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11		2011-12		2012-13	
		Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs
Private Enterprise	Major urban	32	6.5	38	7.0	32	6.0	36	6.1	15	2.5	16	2.7	20	3.1	21	3.4	22	3.1
	Large urban	12	5.6	15	6.8	16	7.6	15	6.4	8	2.9	7	2.6	8	3.1	7	3.1	7	2.6
	Other urban	23	8.4	26	9.1	25	8.6	21	7.7	8	3.0	11	3.9	11	4.3	12	4.2	11	3.9
	Significant rural	20	7.5	20	7.3	19	7.7	16	6.7	8	2.9	9	3.8	10	3.9	10	3.9	10	3.4
	Rural-50	20	8.5	21	8.1	18	7.5	20	7.3	9	3.3	8	3.9	11	4.1	11	4.3	12	4.4
	Rural-80	17	9.0	18	9.0	17	8.5	17	8.5	9	4.3	10	4.5	12	5.4	10	5.3	9	4.8
	England	122	7.4	138	7.7	127	7.4	124	6.9	57	3.0	61	3.4	71	3.8	72	3.9	72	3.5
Local Authority/Housing Association	Major urban	6	1.2	8	1.4	6	1.1	6	1.1	5	0.9	7	1.1	10	1.6	8	1.3	7	1.1
	Large urban	1	0.7	1	0.6	1	0.7	1	0.6	1	0.5	1	0.5	1	0.6	1	0.6	2	0.6
	Other urban	3	1.2	4	1.5	4	1.4	4	1.3	4	1.3	3	1.1	3	1.1	3	0.9	3	0.9
	Significant rural	2	0.7	3	1.0	2	0.9	3	1.3	3	1.1	3	1.1	3	1.1	3	1.0	2	0.8
	Rural-50	2	0.7	2	0.8	2	0.7	3	1.0	2	0.9	2	0.9	3	1.1	3	1.1	3	1.1
	Rural-80	2	0.8	2	1.0	2	0.9	3	1.3	3	1.2	2	1.1	3	1.4	2	1.3	2	1.0
	England	16	0.9	20	1.1	17	1.0	20	1.1	18	1.0	18	1.0	24	1.3	20	1.1	19	0.9
All	Major urban	37	7.7	44	8.1	38	7.0	42	7.2	21	3.4	22	3.9	30	4.7	29	4.6	30	4.2
	Large urban	13	6.3	17	7.4	16	7.6	16	7.0	9	3.4	8	3.1	9	3.6	9	3.7	8	3.2
	Other urban	26	9.6	30	10.6	29	10.0	24	9.0	12	4.3	14	4.9	14	5.4	15	5.2	14	4.8
	Significant rural	21	8.1	22	8.2	22	8.6	19	7.9	10	4.0	12	4.9	12	5.0	12	4.9	13	4.1
	Rural-50	21	8.8	23	8.9	20	8.2	22	8.3	11	4.2	10	4.8	14	5.2	14	5.4	15	5.4
	Rural-80	18	9.8	19	9.9	19	9.4	20	9.8	12	5.4	12	5.6	15	6.8	13	6.6	12	5.8
	England	137	8.3	156	8.8	143	8.3	144	8.0	75	4.0	78	4.4	95	5.0	92	5.0	91	4.5

Permanent dwellings completed, by tenure and Local Authority Classification, in England, 2004/05 to 2012/13

		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11		2011-12		2012-13	
		Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs	Number (000s)	Rate per 1,000 HHs
Private Enterprise	Major urban	30	6.1	34	6.3	30	5.6	35	6.1	31	5.0	22	3.9	19	3.1	20	3.1	23	3.2
	Large urban	10	5.0	12	5.3	14	6.9	15	6.4	13	4.7	8	3.3	8	3.1	7	3.0	8	3.2
	Other urban	19	7.1	23	8.3	23	8.0	22	8.4	16	5.8	13	4.8	11	4.3	15	5.0	11	3.9
	Significant rural	18	6.9	19	6.8	17	6.8	17	7.1	12	4.9	11	4.3	10	4.3	11	4.3	11	3.7
	Rural-50	17	7.3	21	8.2	19	7.8	20	7.4	14	5.4	10	4.7	12	4.4	12	4.5	12	4.3
	Rural-80	16	8.2	17	8.4	17	8.6	17	8.3	14	6.8	12	5.4	11	5.0	10	5.4	10	5.0
	England	110	6.7	126	7.1	121	7.0	127	7.0	101	5.3	76	4.3	72	3.8	74	4.0	75	3.7
Local Authority/Housing Association	Major urban	6	1.1	6	1.1	7	1.3	7	1.2	7	1.2	8	1.3	8	1.3	10	1.5	9	1.3
	Large urban	1	0.5	1	0.5	1	0.6	2	0.8	2	0.6	1	0.5	1	0.5	2	0.7	2	0.7
	Other urban	2	0.9	3	1.2	4	1.3	4	1.5	4	1.6	4	1.6	3	1.1	3	1.1	3	0.9
	Significant rural	2	0.6	2	0.7	2	0.8	2	1.0	3	1.3	3	1.4	3	1.2	4	1.4	3	0.9
	Rural-50	1	0.5	2	0.8	2	0.8	2	0.7	3	1.0	2	1.0	3	1.1	3	1.3	3	1.1
	Rural-80	1	0.8	2	0.9	2	0.8	2	0.9	4	1.8	3	1.3	3	1.1	3	1.5	2	1.1
	England	13	0.8	16	0.9	17	1.0	19	1.1	23	1.2	22	1.2	21	1.1	25	1.3	21	1.1
All	Major urban	35	7.3	39	7.2	37	6.9	42	7.3	38	6.3	30	5.2	28	4.4	29	4.6	32	4.4
	Large urban	11	5.4	13	5.8	14	7.0	17	7.2	14	5.4	10	3.8	9	3.6	9	3.7	10	3.9
	Other urban	22	8.0	27	9.4	27	9.3	26	9.8	20	7.4	18	6.3	14	5.4	18	6.2	14	4.9
	Significant rural	20	7.5	20	7.5	19	7.7	19	8.0	16	6.2	14	5.8	13	5.4	14	5.7	14	4.6
	Rural-50	18	7.6	23	8.9	21	8.5	22	8.2	17	6.4	12	5.7	15	5.4	15	5.8	15	5.5
	Rural-80	17	9.0	18	9.3	19	9.4	19	9.2	18	8.5	14	6.7	13	6.1	13	7.0	12	6.1
	England	123	7.4	140	7.9	137	7.9	145	8.1	124	6.6	98	5.5	92	4.9	99	5.3	97	4.8

House-Building: permanent private enterprise and Local Authority / Housing Association dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2012/13



- In 2012-13, 4.5 house-builds were started by private enterprise per 1,000 households in the most rural areas, a decrease of 0.2 compared with the previous year.
- The private sector was affected more immediately by the economic downturn of 2008, with a sharp downturn in house-builds started. The Local Authority/Housing Association starts do not show as strong an impact, which in part may reflect the rate of builds being much lower than private enterprise house building.
- In 2012-13, 4.6 house-builds were completed by private enterprise per 1,000 households in the most rural areas, a decrease of 0.3 on the previous year. Private enterprise dwelling completions have been relatively steady between 2009-10 and 2012-13.
- Between 2011-12 and 2012-13, most areas showed a decrease in the rate of house-build completions except private enterprise completions in *major urban* and *large urban areas*.
- The rate of Local Authority/Housing Association completions remained much lower than private house building.

Notes: 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. Further information available from: <https://www.gov.uk/house-building-data-notes-and-definitions-includes-p2-full-guidance-notes-and-returns-form>

The figures exclude a significant number of Local Authorities for which data on building starts and completions is not available. The number of missing Local Authorities varies from 29 in 2012/13 to 58 in 2004/05. The total England figures do not include estimates for missing data. Source: Department for Communities and Local Government, Live Tables on House Building - Table 253 Housebuilding: permanent dwellings started and completed, by tenure and district, 2012/13, <https://www.gov.uk/government/statistical-data-sets/live-tables-on-house-building>

Net additions to housing stock

- There is a higher rate of new build completions in *predominantly rural areas* than in *predominantly urban areas* and compared with the national average.
- In 2014-15 the rate of new build completions per 1,000 households was 8.6 in *predominantly rural areas*. This compares with 6.2 completions per 1,000 households in *predominantly urban areas*.
- There were just under 42,000 new build homes completed in 2014-15 in *predominantly rural areas*.

New build completions

New build completions, by Local Authority Classification, in England, 2012/13 to 2014/15

RUCLAD 2011	2012/13		2013/14		2014/15	
	Number	Rate per 1000 HHs	Number	Rate per 1000 HHs	Number	Rate per 1000 HHs
Mainly Rural	13150	6.5	14070	6.9	18060	8.7
Largely Rural	16180	6.0	19260	7.0	23610	8.6
Urban with Significant Rural	15010	5.1	16820	5.7	21160	7.1
Urban with City and Town	30570	5.2	33840	5.7	39870	6.6
Urban with Minor Conurbation	3060	3.4	4030	4.5	4740	5.2
Urban with Major Conurbation	40750	5.2	42460	5.4	47820	6.0
Predominantly Rural	29330	6.2	33330	7.0	41670	8.6
Predominantly Urban	74380	5.1	80330	5.4	92430	6.2
England	118720	5.3	130480	5.8	155260	6.8

Net conversions

Net conversions, by Local Authority Classification, in England, 2012/13 to 2014/15

RUCLAD 2011	2012/13		2013/14		2014/15	
	Number	Rate per 1000 HHs	Number	Rate per 1000 HHs	Number	Rate per 1000 HHs
Mainly Rural	340	0.2	180	0.1	370	0.2
Largely Rural	330	0.1	340	0.1	340	0.1
Urban with Significant Rural	290	0.1	480	0.2	520	0.2
Urban with City and Town	930	0.2	900	0.2	910	0.2
Urban with Minor Conurbation	100	0.1	280	0.3	470	0.5
Urban with Major Conurbation	2150	0.3	2350	0.3	2270	0.3
Predominantly Rural	670	0.1	520	0.1	710	0.1
Predominantly Urban	3180	0.2	3530	0.2	3650	0.2
England	4140	0.2	4530	0.2	4880	0.2

Net change of use

Net change of use, by Local Authority Classification, in England, 2012/13 to 2014/15

RUCLAD 2011	2012/13		2013/14		2014/15	
	Number	Rate per 1000 HHs	Number	Rate per 1000 HHs	Number	Rate per 1000 HHs
Mainly Rural	1680	0.8	1460	0.7	1970	1.0
Largely Rural	1830	0.7	1340	0.5	2390	0.9
Urban with Significant Rural	1790	0.6	1910	0.6	2610	0.9
Urban with City and Town	2940	0.5	3630	0.6	6950	1.2
Urban with Minor Conurbation	960	1.1	530	0.6	640	0.7
Urban with Major Conurbation	3810	0.5	3850	0.5	6170	0.8
Predominantly Rural	3510	0.7	2800	0.6	4360	0.9
Predominantly Urban	7710	0.5	8010	0.5	13760	0.9
England	13010	0.6	12720	0.6	20730	0.9

Notes: The net supply of housing statistics, also known as 'net additions', track changes in the size of dwelling stock due to:

- new builds (completions)
- conversions (eg a house to a number of flats)
- changes of use (eg a residential house to an office)
- demolitions

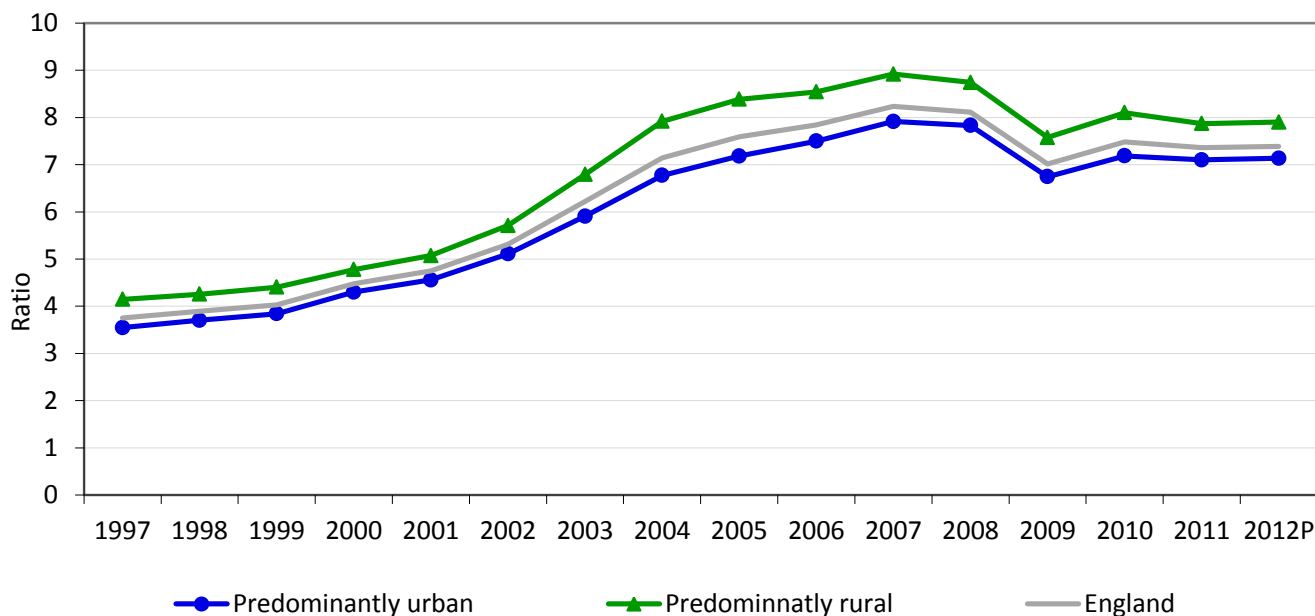
Source: Table 123 of the Live tables on dwelling stock series (Department for Communities and Local Government)

<https://www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants>

Housing and accommodation affordability

Housing affordability

Ratio of lower quartile house prices to lower quartile earnings, by Local Authority Classification, in England, 1997 to 2012



This series looks at the ratio between the lowest quartile (25 per cent) 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 2012, in *Rural-80 areas* the average lower quartile house price was 8.4 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, by Local Authority Classification, in England, 1997 to 2012

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012P
Major urban	3.7	3.9	4.1	4.7	5.0	5.6	6.3	7.2	7.5	7.9	8.4	8.4	7.2	7.7	7.7	7.8
Large urban	3.3	3.4	3.5	3.8	4.1	4.6	5.4	6.3	6.8	7.0	7.4	7.2	6.2	6.6	6.4	6.3
Other urban	3.3	3.4	3.5	3.9	4.1	4.6	5.4	6.3	6.9	7.1	7.4	7.2	6.1	6.5	6.4	6.4
Significant rural	4.0	4.2	4.3	4.8	5.1	5.6	6.7	7.6	8.1	8.3	8.6	8.3	7.3	7.8	7.6	7.6
Rural-50	4.0	4.1	4.3	4.6	4.9	5.4	6.5	7.5	7.9	8.2	8.5	8.3	7.3	7.8	7.5	7.5
Rural-80	4.3	4.4	4.6	4.9	5.3	6.1	7.2	8.5	8.9	9.0	9.5	9.3	8.0	8.6	8.4	8.4
Predominantly urban	3.5	3.7	3.8	4.3	4.6	5.1	5.9	6.8	7.2	7.5	7.9	7.8	6.7	7.2	7.1	7.1
Predominantly rural	4.1	4.3	4.4	4.8	5.1	5.7	6.8	7.9	8.4	8.5	8.9	8.7	7.6	8.1	7.9	7.9
England	3.7	3.9	4.0	4.5	4.7	5.3	6.2	7.1	7.6	7.8	8.2	8.1	7.0	7.5	7.4	7.4

- 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 housing in the most rural areas is, on average, less affordable than in 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.
- The pattern of change over the past 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 2007, but since then has reduced. Although the gap has reduced in recent years, housing is, on average, less affordable 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.

2012 are provisional.

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.

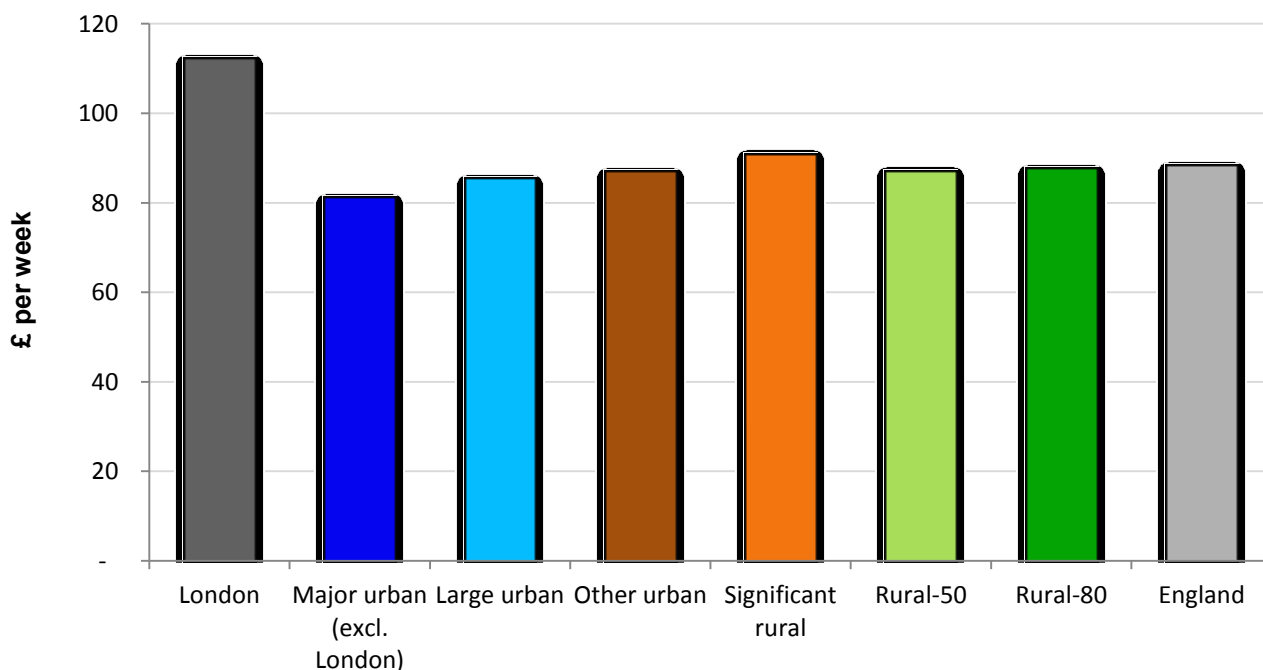
The figures for England have been calculated by weighting district level ratios by the number of households.

Source: Department for Communities and Local Government, Live tables on housing market and house prices: Table 576, Ratio of lower quartile house price to lower quartile earnings, by district, from 1997:

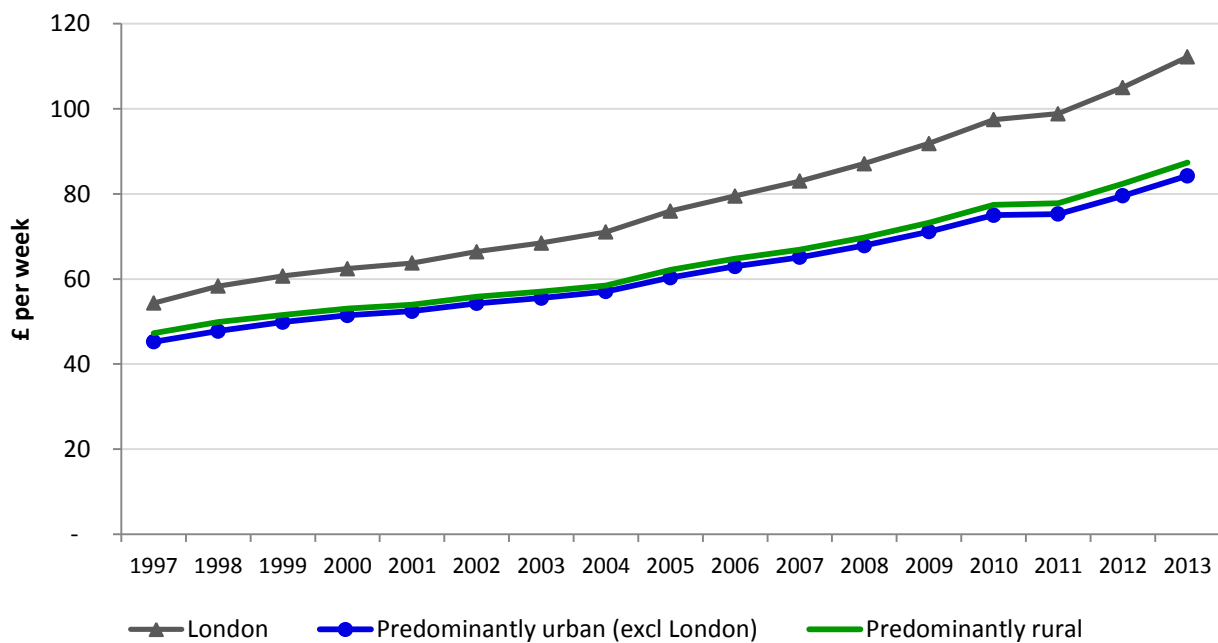
<https://www.gov.uk/government/statistical-data-sets/live-tables-on-housing-market-and-house-prices>

Private rental affordability

Average private registered provider (PRP) rents, £ per week, by Local Authority Classification, in England, Mar 2013



Average private registered provider (PRP) rents, £ per week, by Local Authority Classification, in England, Mar 1997 to Mar 2013



- The average private registered provider rents per week are highest in London, but very similar for all other areas.
- Costs have steadily increased between 1997 and 2013, with the national average rental cost at £88 per week in March 2013.
- 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.

Average private registered providers (PRP) rents £s per week, by Local Authority classification, in England, Mar 1997 to Mar 2013

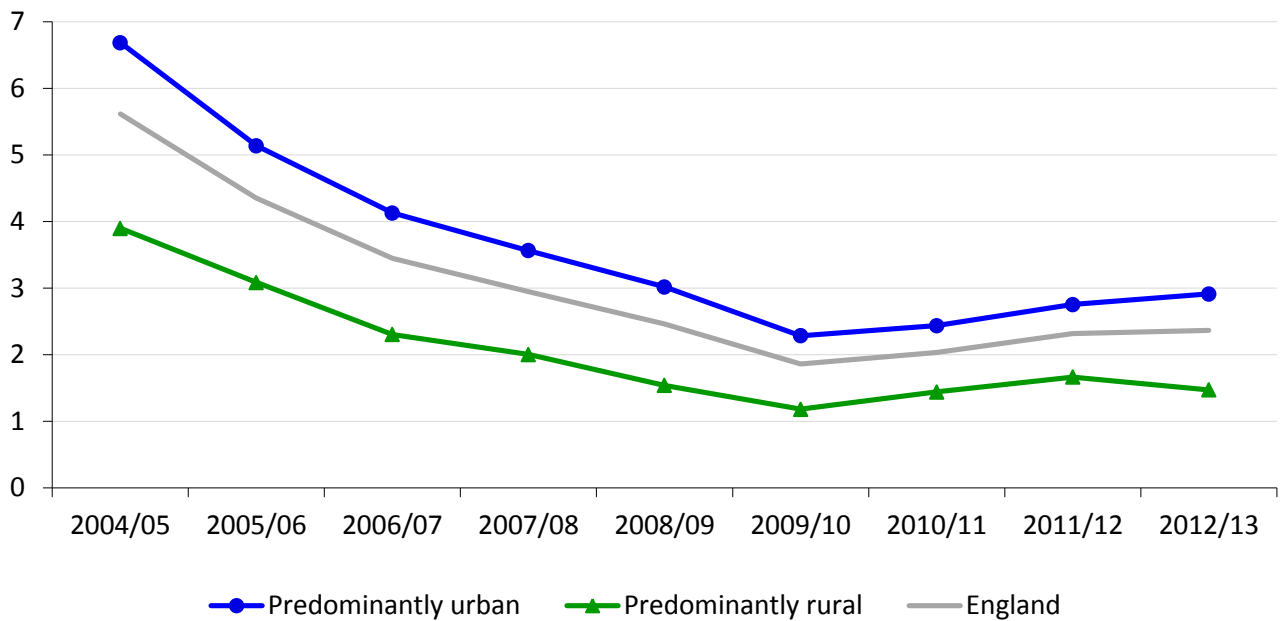
	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13
London	54	58	61	62	64	66	68	71	76	80	83	87	92	97	99	105	112
Major urban (excl. London)	42	45	47	49	50	52	53	54	57	60	63	65	68	72	73	77	81
Large urban	47	50	52	54	54	56	58	59	62	65	66	69	72	76	76	80	85
Other urban	47	50	52	53	54	56	57	59	62	65	67	70	74	78	78	82	87
Significant rural	48	51	53	55	55	57	59	60	63	66	69	72	76	80	81	86	91
Rural-50	47	50	51	53	54	56	57	59	62	65	67	70	73	77	77	82	87
Rural-80	48	50	52	53	54	55	57	58	62	64	67	70	74	78	78	83	88
Predominantly urban (excl London)	45	48	50	51	52	54	56	57	60	63	65	68	71	75	75	80	84
Predominantly rural	47	50	52	53	54	56	57	58	62	65	67	70	73	77	78	82	87
England	47	50	52	53	54	56	57	58	61	64	67	70	74	78	78	83	88

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

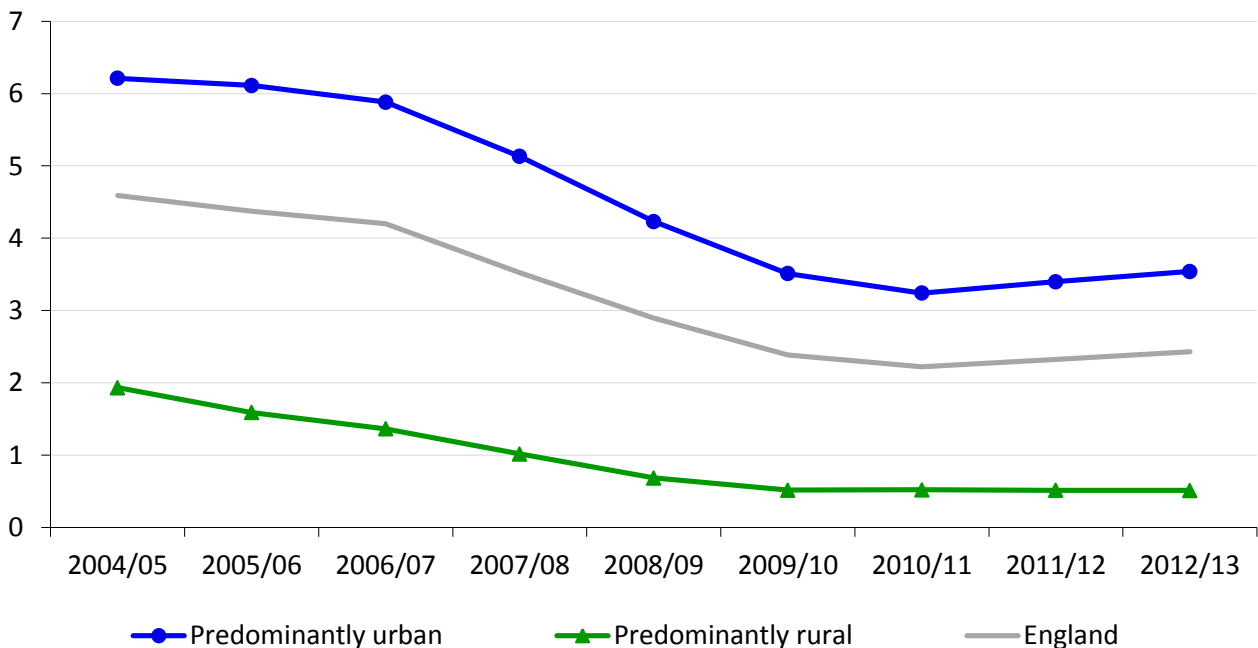
Source: Department for Communities and Local Government, Table 704 Rents: Private Registered Provider (PRP) rents, by district, from 1997 <https://www.gov.uk/government/statistical-data-sets/live-tables-on-rents-lettings-and-tenancies>

Homelessness and Temporary Accommodation

Homeless and in priority need per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2012/13



Households in temporary accommodation per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2012/13



- In 2012/13 the proportion of people who are homeless and in priority need of assistance in securing permanent settled accommodation, as a rate per 1,000 households, was 2.9 in *predominantly urban areas* and 1.4 in *predominantly rural areas*.
- The proportion of households in temporary accommodation, per 10,000 households, was 3.5 in *predominantly urban areas* and 0.5 in *predominantly rural areas*.
- The rate of homeless and in priority need of assistance increased for all area types between 2009-10 and 2011-12, but then slightly decreased in 2012/13 in all area types with the exception of *major urban* and *other urban areas*.

People who are homeless and in priority need per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2012/13

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	7.5	5.8	4.9	4.2	3.6	2.7	2.9	3.2	3.6
Large urban	6.0	4.6	3.4	2.9	2.5	1.9	2.0	2.3	2.2
Other urban	5.5	4.2	3.2	2.8	2.2	1.7	1.9	2.1	2.1
Significant rural	3.8	3.2	2.3	2.0	1.6	1.1	1.3	1.5	1.4
Rural-50	4.4	3.5	2.5	2.1	1.6	1.2	1.4	1.7	1.5
Rural-80	3.3	2.6	2.0	1.8	1.4	1.1	1.4	1.6	1.4
Predominantly urban	6.7	5.1	4.1	3.6	3.0	2.3	2.4	2.8	2.9
Predominantly rural	3.9	3.1	2.3	2.0	1.5	1.2	1.4	1.7	1.5
England	5.6	4.3	3.4	2.9	2.5	1.9	2.0	2.3	2.4

Households in Temporary Accommodation per 10,000 Households, by Local Authority Classification, in England, 2004/05 to 2012/13

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	8.8	9.3	9.3	8.1	6.7	5.7	5.2	5.4	5.6
Large urban	2.1	1.9	1.6	1.4	1.0	0.7	0.8	0.9	1.0
Other urban	4.0	3.4	2.6	2.0	1.6	1.1	1.1	1.2	1.2
Significant rural	2.0	1.9	1.5	1.0	0.8	0.6	0.6	0.6	0.7
Rural-50	1.9	1.4	1.3	0.9	0.6	0.5	0.4	0.4	0.4
Rural-80	2.0	1.8	1.5	1.1	0.8	0.6	0.6	0.6	0.6
Predominantly urban	6.2	6.1	5.9	5.1	4.2	3.5	3.2	3.4	3.5
Predominantly rural	1.9	1.6	1.4	1.0	0.7	0.5	0.5	0.5	0.5
England	4.6	4.4	4.2	3.5	2.9	2.4	2.2	2.3	2.4

Further information: <https://www.gov.uk/homelessness-data-notes-and-definitions>

The figures exclude a significant number of Local Authorities, which did not supply the data. The number of missing Local Authorities varies from 0 in 2009/10, 2010/11 and 2011/12 to 30 in 2005/06. The total England figures do not include estimates for missing data.

Source: Department for Communities and Local Government, Live tables on homelessness: table 784 Local authorities' action under the homelessness provisions of the Housing Acts: financial year 2012/13.

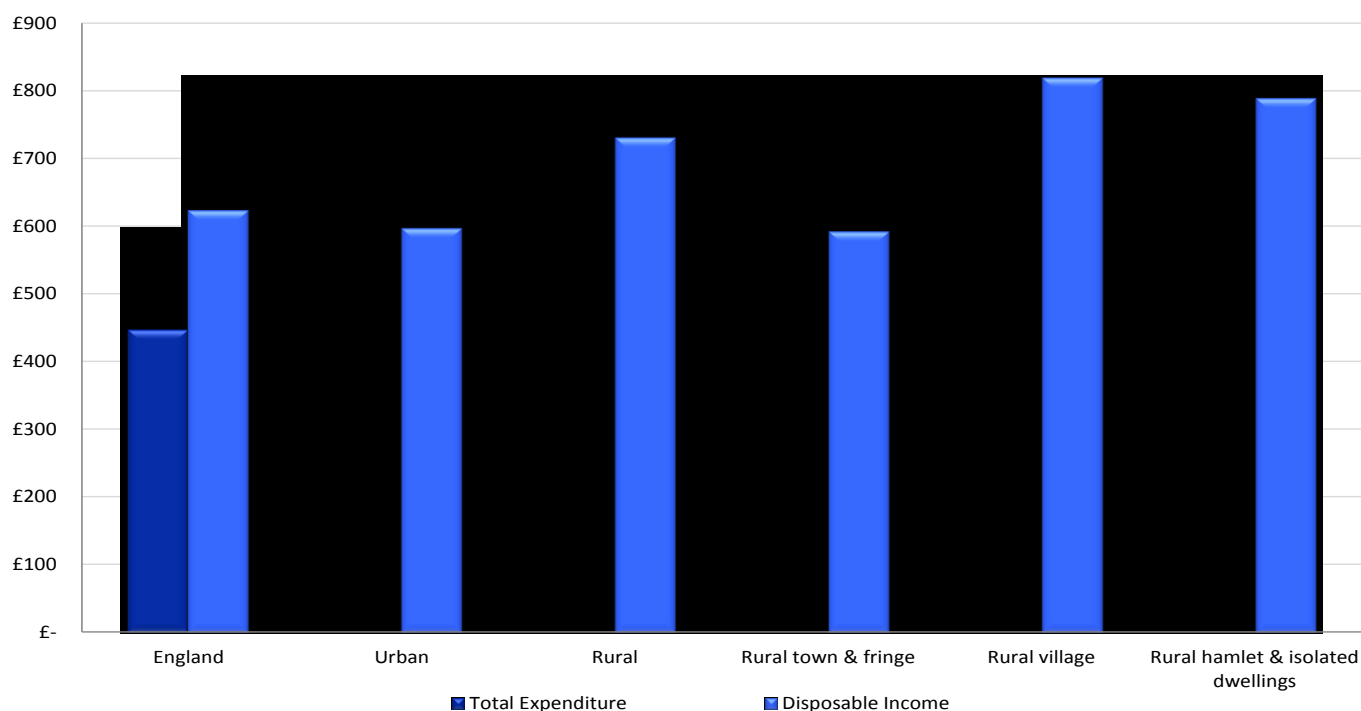
<https://www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness>

Household expenditure

- Levels of household expenditure are unsurprisingly closely related to disposable income.
- However there are differences in absolute and proportional spending patterns, appearing to reflect where households live.
- These differences may illustrate where changes in price or spending patterns would have the greatest impacts.
- In 2013, households in *rural villages* had the highest disposable incomes, whereas households in *rural hamlet and isolated dwellings* had the highest levels of expenditure. Households in *rural town and fringe* areas had the lowest levels of both expenditure and disposable income.

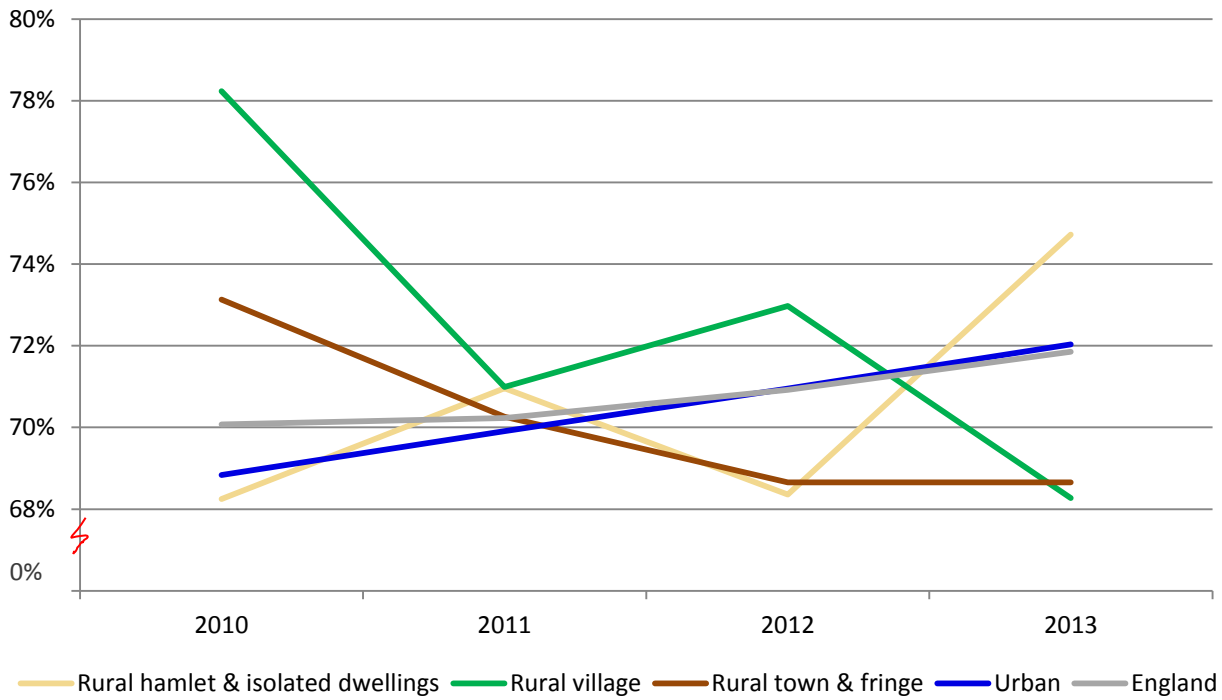
Nominal expenditure and disposable income

Weekly household expenditure and disposable income, rural-urban classification, England, 2013



- Average household expenditure as a proportion of disposable income ranges from the lowest at 68% in *rural villages* to the highest at 75% in *rural hamlet & isolated dwellings*.
- For *rural hamlet & isolated dwellings*, weekly household expenditure is £164 more than the *urban* average, but their disposable incomes are also higher than *urban* households by £192 on average.
- Households in *rural villages* have the highest disposable incomes at £818 on average, which is around £222 more than the *urban* average.

Annual expenditure as a percentage of disposable income, rural-urban classification, England, 2010-2013



- Over the past four years, total expenditure has generally risen at a higher rate than disposable incomes for all settlement types except *rural village* and *rural town and fringe areas*. Between 2010 and 2013 overall expenditure rose by 10% in *rural village* settlements whilst there was a 26% rise in average disposable income. Over the same period, in *rural hamlet & isolated dwellings*, total expenditure rose by 15%, whilst disposable income rose by 4%.

Expenditure on commodity or service groups

Weekly household expenditure, as a percentage of disposable income, rural-urban classification, England, 2013

Commodity or Service	England		Urban		Rural		Rural town & fringe		Rural village		Rural hamlet & isolated dwellings	
	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²
Housing, water & fuels	76.70	12.3	77.60	13.0	73.30	10.0	57.20	9.7	76.00	9.3	91.30	11.6
Transport costs	69.90	11.2	64.60	10.8	91.20	12.5	71.70	12.1	95.80	11.7	97.70	12.4
Recreation	65.00	10.4	60.40	10.1	83.40	11.4	64.70	10.9	87.50	10.7	88.50	11.2
Food & non-alcoholic beverage	58.70	9.4	56.90	9.5	66.40	9.1	57.00	9.6	71.10	8.7	72.30	9.2
Restaurants and hotels	40.70	6.5	39.60	6.6	45.30	6.2	36.30	6.1	48.30	5.9	57.20	7.3
Miscellaneous goods and services	39.80	6.4	38.00	6.4	46.80	6.4	38.20	6.5	49.20	6.0	58.70	7.4
Furnishings & household equipment	33.90	5.4	31.50	5.3	43.50	6.0	25.40	4.3	50.80	6.2	52.50	6.7
Clothing and footwear	22.10	3.5	21.50	3.6	24.70	3.4	19.60	3.3	27.40	3.3	26.80	3.4
Communication	14.50	2.3	14.40	2.4	14.70	2.0	12.40	2.1	15.30	1.9	15.00	1.9
Alcoholic beverages and tobacco	11.70	1.9	11.30	1.9	13.20	1.8	12.70	2.1	13.50	1.6	14.00	1.8
Education ^a	8.10	1.3	8.20	1.4	7.70	1.1	5.30	0.9	11.70	1.4	^a 4.40	^a 0.6
Health expenditure	6.50	1.0	5.70	1.0	9.60	1.3	5.80	1.0	12.10	1.5	15.10	1.9
Total expenditure, and expenditure as a % of disposable income	447.60	71.9	429.70	72.0	519.80	71.2	406.30	68.7	558.70	68.3	593.50	75.3

1 Expenditure as a value (£)

2 Expenditure as a percentage of disposable income

a The level of spending on education by households in rural hamlet & isolated dwellings should be used with caution, as they are based on a sample of less than 20 households.

Transport costs include the purchase and operation of personal vehicles and fares paid on public vehicles. All journeys are recorded within the transport section. Recreation costs include for example sports equipment, admission charges, audio-visual equipment, the purchase of CDs, computer equipment and games, pets and horticultural equipment.

For further details see: http://www.ons.gov.uk/ons/dcp171766_385729.pdf

- *Rural* households spend a higher proportion of their disposable income on ‘transport’ and ‘recreation’ than they do on ‘housing, water, electricity, gas and other fuels’. This is in contrast to *urban* areas where households on average spend the highest proportion of their income on ‘housing, water, electricity, gas and other fuels’.
- In 2013, average weekly transport costs for those in *rural hamlets and isolated dwellings* were around £98 which accounted for 12.4% of their weekly disposable income, which was £33 higher than for *urban* areas.
- Total expenditure as a percentage of disposable income is highest in *rural hamlet & isolated dwellings* at 75%. This is due to higher average levels of spending in areas such as ‘transport’, ‘recreation’ and ‘furnishings & household equipment’.
- The amount spent on commodities and services by households in *rural villages* and *rural hamlet & isolated dwellings* is generally greater than the equivalent spend in other settlement types. However, both these settlement types also have the highest average disposable incomes.

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/ons/rel/family-spending/family-spending/2014-edition/rft-table-a1.xls>)

Poverty

This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course.

- Households Below Average Income (HBAI) statistics give an insight into the standard of living of the household population of England. HBAI assumes that all individuals in the household benefit equally from the combined income of the household.
- Individuals are said to be in **relative low income** if they live in a household with an income below a percentage (60 per cent in this case) of median income (the income earned by the household in the middle of the distribution in a given year), before or after housing costs. Relative low-income levels fall if income growth at the lower end of the income distribution outstrips overall income growth.
- Individuals are said to be in **absolute low income** if they live in a household with an income below a threshold of median income (in this case 60 per cent of median income) in a specific year adjusted for inflation, before or after housing costs. Absolute low-income levels fall if low-income households are seeing their incomes rise faster than inflation.
- The percentage of people living in relative and absolute low income is lower in rural areas than in urban areas, but nevertheless many thousands of individuals living in rural areas are in households below average income.

Percentage of households, working-age people, children and pensioners in relative and absolute low income, before and after housing costs, in 2012/13, by rural and urban areas in England

Type of low income	Group	Rural		Urban	
		Before housing costs	After housing costs	Before housing costs	After housing costs
Relative	Households	13	15	16	22
	Working-age people	10	15	15	23
	Children	9	16	19	30
	Pensioners	15	13	15	13
Absolute	Households	14	16	17	24
	Working-age people	11	16	16	25
	Children	11	18	21	34
	Pensioners	16	14	17	16

Relative low income in 2012/13

- The percentage of **households** in rural areas in relative low income was 13 per cent before housing costs and 15 per cent after housing costs. In comparison, the percentage of households in urban areas in relative low income was 16 per cent before housing costs and 22 per cent after housing costs.
- The percentage of **working-age people** in rural areas in relative low income was 10 per cent before housing costs and 15 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 15 per cent before housing costs and 23 per cent after housing costs.
- The percentage of **children** in rural areas in relative low income was 9 per cent before housing costs, and 16 per cent after housing costs. In comparison, the percentage of children in urban areas in relative low income was 19 per cent before housing costs and 30 per cent after housing costs.
- The percentage of **pensioners** in both rural and urban areas in relative low income was 15 per cent before housing costs and 13 per cent after housing costs.

Absolute low income in 2012/13

- The percentage of **households** in rural areas in absolute low income was 14 per cent before housing costs and 16 per cent after housing costs. The percentage of households in urban areas in absolute low income was 17 per cent before housing costs and 24 per cent after housing costs.
- The percentage of **working-age people** in rural areas in absolute low income was 11 per cent before housing costs and 16 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 16 per cent before housing costs and 25 per cent after housing costs.
- The percentage of **children** in rural areas in absolute low income was 11 per cent before housing costs and 18 per cent after housing costs. In comparison, the percentage of children in urban areas in absolute low income was 21 per cent before housing costs and 34 per cent after housing costs.
- The percentage of **pensioners** in rural areas in absolute low income was 16 per cent before housing costs and 14 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in absolute low income was 17 per cent before housing costs and 16 per cent after housing costs.

Dashboard showing the change in the percentage of households, working-age people, children and pensioners, in relative and absolute low income, before and after housing costs, between 2011/12 and 2012/13, by rural and urban areas in England

Type of low income	Group	Rural		Urban	
		Before housing costs	After housing costs	Before housing costs	After housing costs
Relative	Households	↑	↑	↓	↓
	Working-age people	—	↑	↓	—
	Children	↓	↓	—	—
	Pensioners	↑	↑	↓	↓
Absolute	Households	↑	—	↓	—
	Working-age people	↓	↑	↓	↑
	Children	↓	—	—	↑
	Pensioners	↑	—	↓	—

Key: the percentage in low income increased (↑), decreased (↓) or stayed the same (—).

This dashboard shows the direction of change over the last year and is provided to give an indication only and may not represent a clear improvement or deterioration. Indication of change is based on a ±1.0 percentage point threshold.

Trends between 2011/12 and 2012/13

In rural areas:

- regardless of housing costs, the percentage of households and pensioners in relative low income increased, while the percentage of children in relative low income decreased
- the percentage of working-age people in relative low income stayed the same before housing costs were applied, but increased after housing costs were applied
- before housing costs there was an increase in the percentage of households and pensioners in absolute low income, and a decrease in the percentage of working-age people and children in absolute low income
- after housing costs, the percentage of households, children and pensioners in absolute low income stayed the same, while there was an increase for working-age people

In urban areas:

- regardless of the type of low income, there was a decrease in the percentage of all groups before housing costs, except for children, which stayed the same
- there was a decrease in the percentage of households and pensioners in relative low income after housing costs; the percentage of working-age people and children in absolute low income increased; while the remaining groups did not change

Technical note

This report presents figures on the percentage living in relative and absolute low income for households overall, and separately for working-age adults, children and pensioners. These statistics are one of the measures used to assess changes to living standards by examining low income, income inequality and poverty. Figures are presented as *before* and *after* housing costs.

The Department for Work and Pensions (DWP) reports that **before housing costs**¹ measures allow an assessment of the relative standard of living of those individuals who were actually benefiting from a better quality of housing by paying more for better accommodation, and income growth over time incorporates improvements in living standards where higher costs reflected improvements in the quality of housing.

After housing costs¹ measures allow an assessment of living standards of individuals whose housing costs are high relative to the quality of their accommodation, and income growth over time may also overstate improvements in living standards for low-income groups, as a rise in housing benefit to offset higher rents (for a given quality of accommodation) would be counted as an income rise.

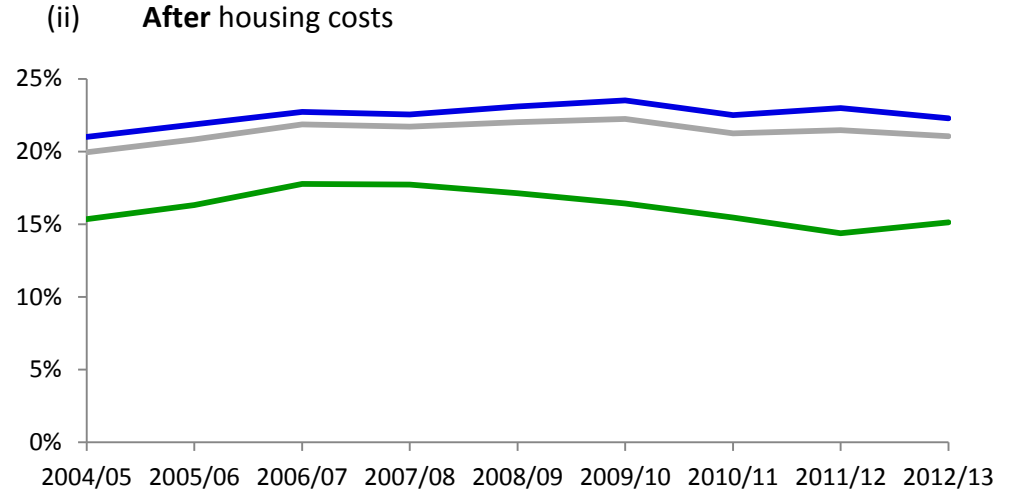
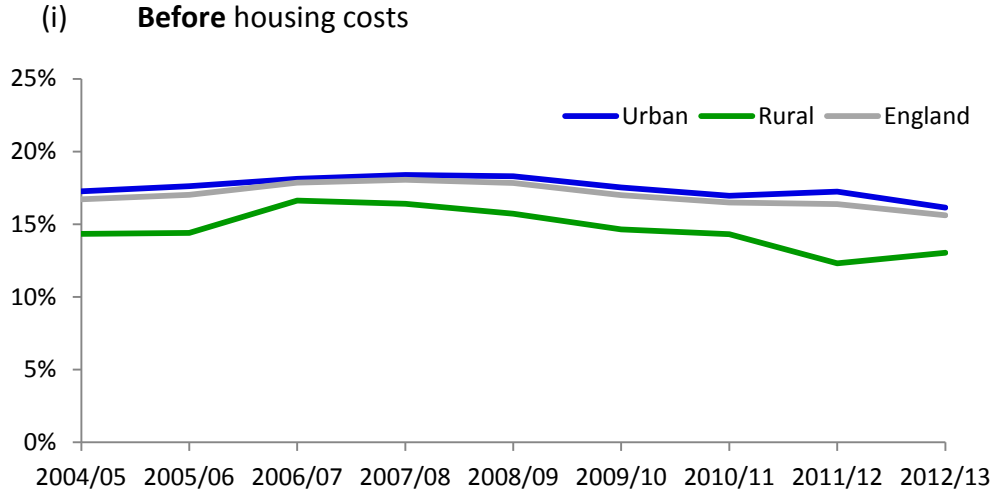
These rural statistics are based on **relative low income** and **absolute low income**². DWP also report on measures of 'low income and material deprivation' and 'persistent poverty'.

¹ See Note (a) for explanation of what is included in *before* and *after* housing costs.

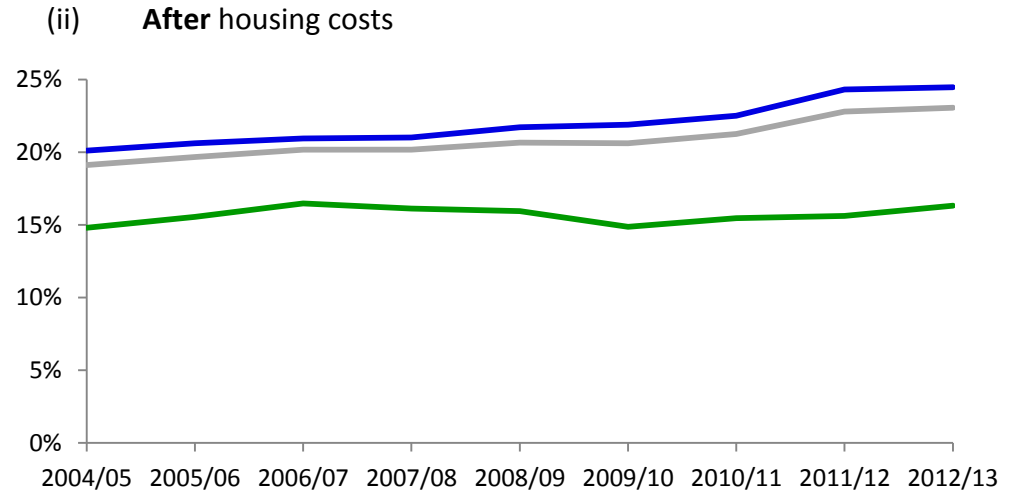
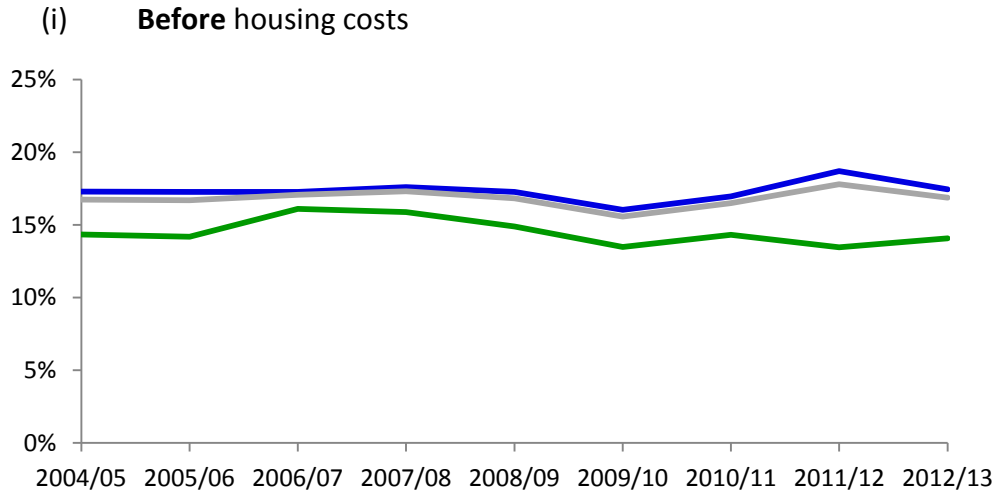
² See Note (b) for explanation of *relative* low income and *absolute* low income.

Percentage of households in low income

Percentage of **households** in **relative** low income, by urban and rural areas in England, 2004/05 to 2012/13



Percentage of **households** in **absolute** low income, by urban and rural areas in England, 2004/05 to 2012/13



- Both before and after housing costs measures can be used to examine relative and absolute low income for households.
- **Relative low income:** In 2012/13, the percentage of households in rural areas in relative low income was 13 per cent before housing costs and 15 per cent after housing costs. In comparison, the percentage of households in urban areas in relative low income was 16 per cent before housing costs, and 22 per cent after housing costs.
- **Absolute low income:** In 2012/13, the percentage of households in rural areas in absolute low income was 14 per cent before housing costs, and 16 per cent after housing costs. The percentage of households in urban areas in absolute low income was 17 per cent before housing costs and 24 per cent after housing costs.
- The percentage of urban households in relative low income decreased from 2011/12 to 2012/13 regardless of housing costs, while the percentage of rural households increased. Before housing costs, the percentage of households in absolute low income decreased for urban areas and increased for rural areas, although there was no change for both rural and urban areas after housing costs.

Percentage of households in relative low income, by urban and rural areas in England, 2004/05 to 2012/13

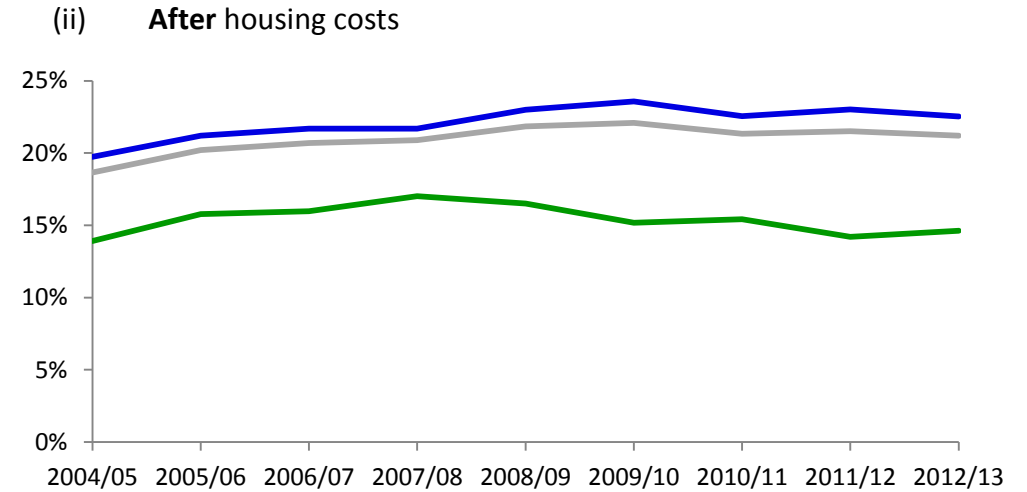
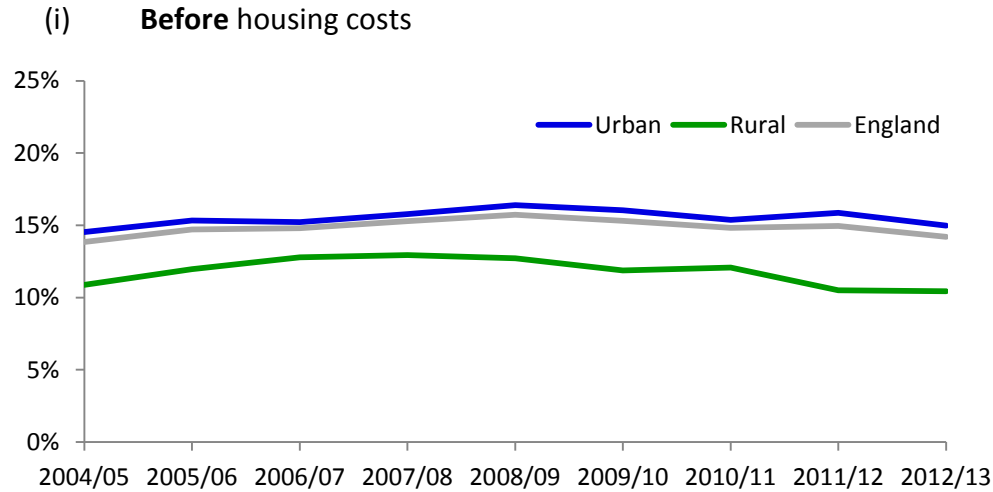
Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	17	18	18	18	18	18	17	17	16
	After	21	22	23	23	23	24	23	23	22
Rural	Before	14	14	17	16	16	15	14	12	13
	After	15	16	18	18	17	16	15	14	15
England	Before	17	17	18	18	18	17	16	16	16
	After	20	21	22	22	22	22	21	21	21

Percentage of households in absolute low income, by urban and rural areas in England, 2004/05 to 2012/13

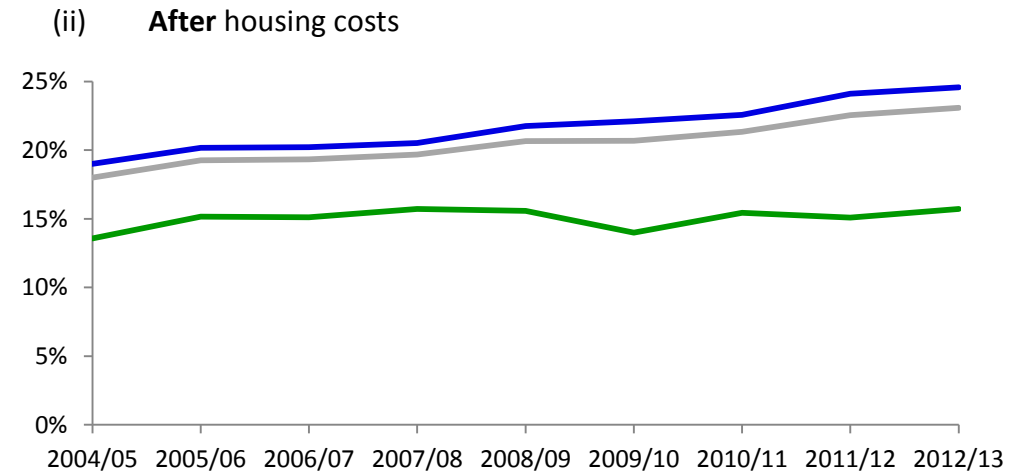
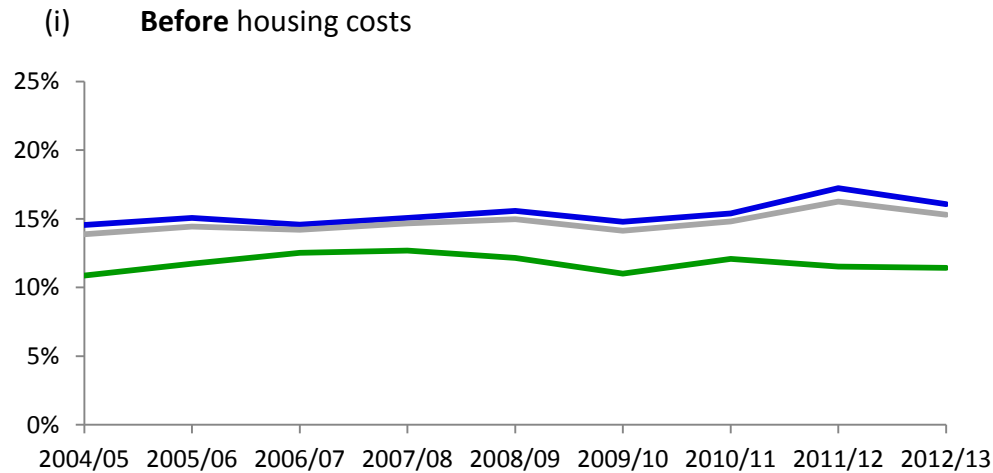
Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	17	17	17	18	17	16	17	19	17
	After	20	21	21	21	22	22	23	24	24
Rural	Before	14	14	16	16	15	13	14	13	14
	After	15	16	16	16	16	15	15	16	16
England	Before	17	17	17	17	17	16	16	18	17
	After	19	20	20	20	21	21	21	23	23

Percentage of working age people in low income

Percentage of **working-age people** in **relative** low income, by urban and rural areas in England, 2004/05 to 2012/13



Percentage of **working-age people** in **absolute** low income, by urban and rural areas in England, 2004/05 to 2012/13



- DWP report that the preferred measure to examine relative and absolute low income for the working-age population (those aged between 16 and 64) is before housing costs. This is because after housing costs measures can underestimate the true living standard of families who choose to spend more on housing to attain a higher standard of accommodation.
- **Relative low income:** In 2012/13, the percentage of working-age people in rural areas in relative low income was 10 per cent before housing costs, and 15 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 15 per cent before housing costs, and 23 per cent after housing costs.
- **Absolute low income:** In 2012/13, the percentage of working-age people in rural areas in absolute low income was 11 per cent before housing costs, and 16 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 16 per cent before housing costs, and 25 per cent after housing costs.
- Between 2011/12 and 2012/13, there was no change in the percentage of working-age people in relative low income in urban areas after housing costs, and rural areas before housing costs. The percentage decreased in urban areas before housing costs and increased in rural areas after housing costs. In both rural and urban areas before housing costs, the percentage of people in absolute low income decreased, while there was an increase after housing costs.

Percentage of working-age people in relative low income, by urban and rural areas in England, 2004/05 to 2012/13

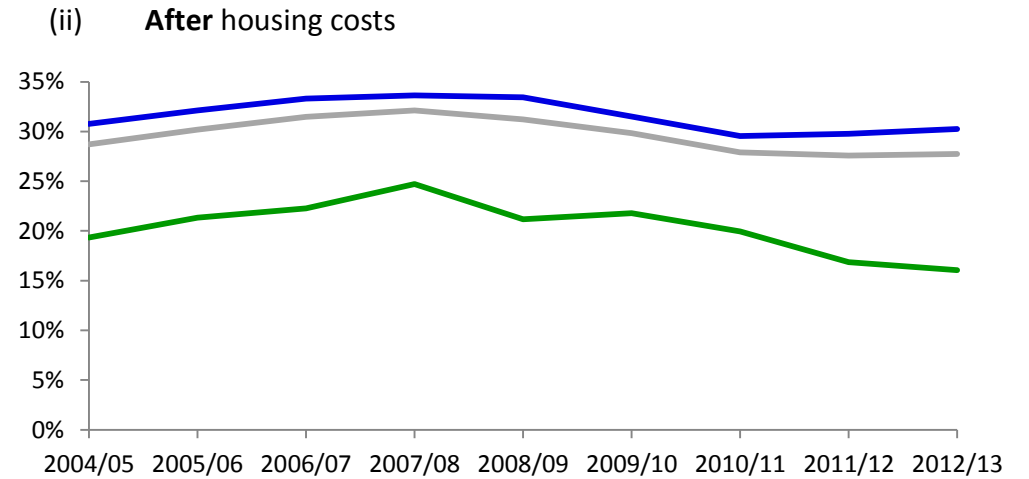
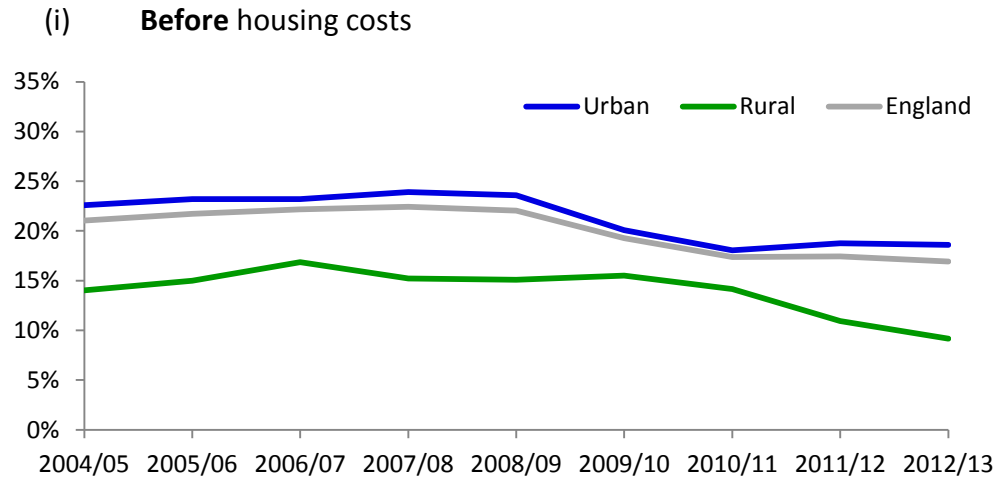
Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	15	15	15	16	16	16	15	16	15
	After	20	21	22	22	23	24	23	23	23
Rural	Before	11	12	13	13	13	12	12	10	10
	After	14	16	16	17	17	15	15	14	15
England	Before	14	15	15	15	16	15	15	15	14
	After	19	20	21	21	22	22	21	22	21

Percentage of **working-age people in absolute low income**, by urban and rural areas in England, 2004/05 to 2012/13

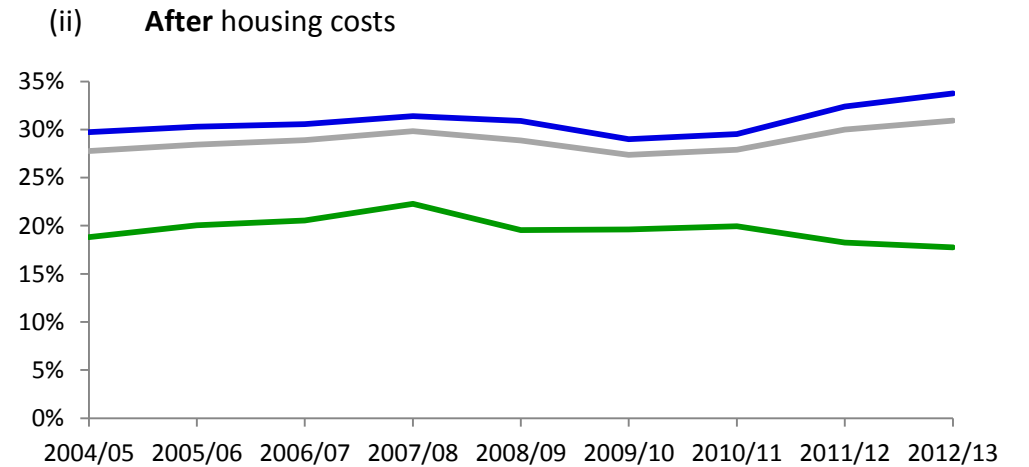
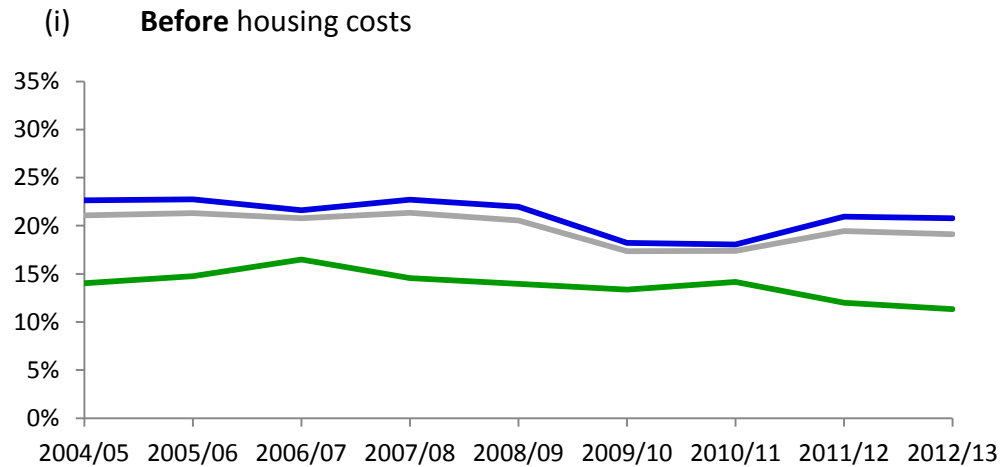
Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	15	15	15	15	16	15	15	17	16
	After	19	20	20	21	22	22	23	24	25
Rural	Before	11	12	13	13	12	11	12	12	11
	After	14	15	15	16	16	14	15	15	16
England	Before	14	14	14	15	15	14	15	16	15
	After	18	19	19	20	21	21	21	23	23

Percentage of children in low income

Percentage of **children in relative** low income, by urban and rural areas in England, 2004/05 to 2012/13



Percentage of **children in absolute** low income, by urban and rural areas in England, 2004/05 to 2012/13



- DWP report that the preferred measure of low income for children is based on incomes measured before housing costs, as after housing costs measures can underestimate the true living standard of families who choose to spend more on housing to attain a higher standard of accommodation.
- **Relative low income:** In 2012/13, the percentage of children in rural areas in relative low income was 9 per cent before housing costs, and 16 per cent after housing costs. In comparison, the percentage of children in urban areas in relative low income was 19 per cent before housing costs, and 30 per cent after housing costs.
- **Absolute low income:** In 2012/13, the percentage of children in rural areas in absolute low income was 11 per cent before housing costs, and 18 per cent after housing costs. In comparison, the percentage of children in urban areas in absolute low income was 21 per cent before housing costs, and 34 per cent after housing costs.
- The percentage of children in relative and absolute low income after housing costs is higher than for working-age people and pensioners. **The Child Poverty Act 2010** sets out the government's national Child Poverty Strategy. The Act contains four income-based UK-wide targets to be met by 2020. The target relating to the percentage of children in 'relative low income' is less than 10 per cent by 2020 (this is based on before housing costs measures). This target measures whether the incomes of the poorest families are keeping pace with the growth of incomes in the economy as a whole.

*Percentage of **children in relative** low income, by urban and rural areas in England, 2004/05 to 2012/13*

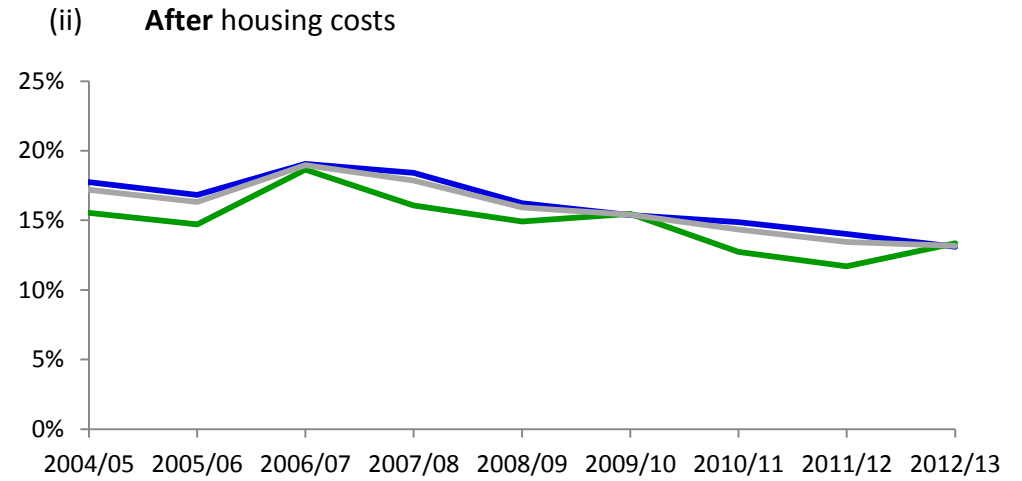
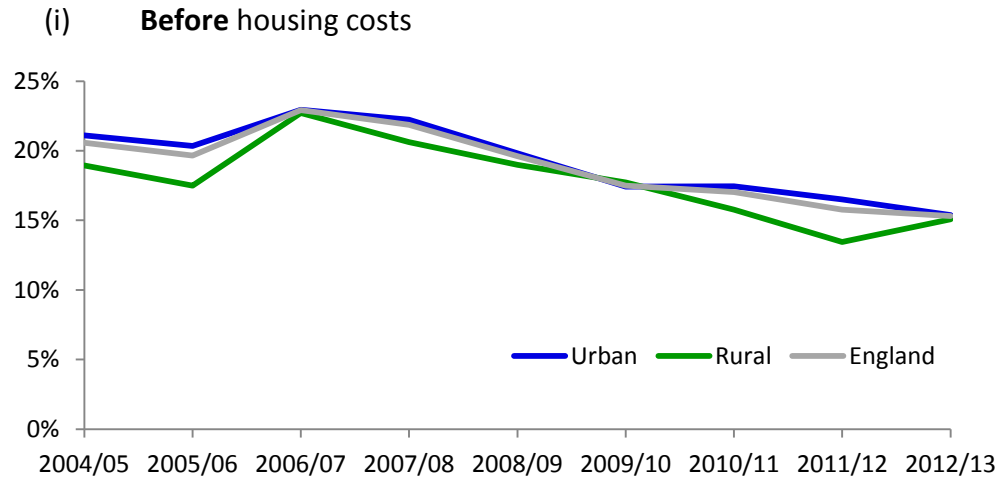
Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	23	23	23	24	24	20	18	19	19
	After	31	32	33	34	33	32	30	30	30
Rural	Before	14	15	17	15	15	15	14	11	9
	After	19	21	22	25	21	22	20	17	16
England	Before	21	22	22	22	22	19	17	17	17
	After	29	30	31	32	31	30	28	28	28

*Percentage of **children in absolute** low income, by urban and rural areas in England, 2004/05 to 2012/13*

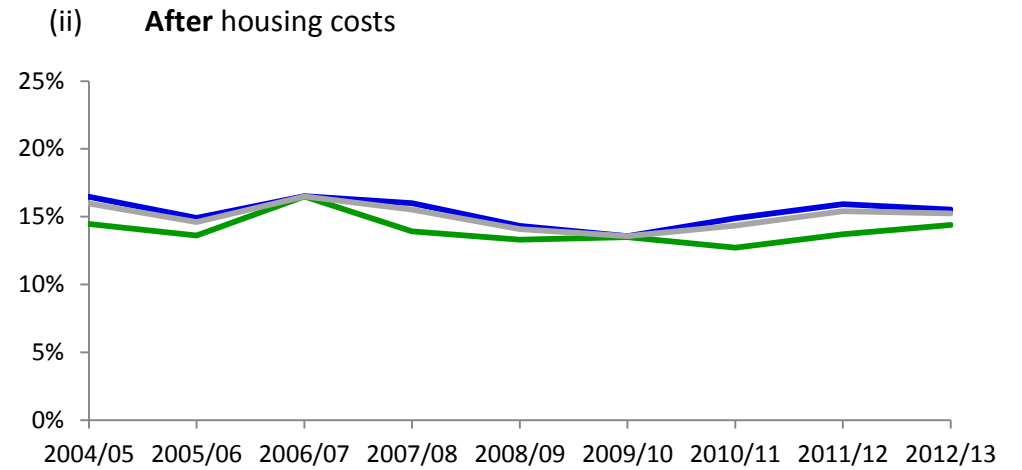
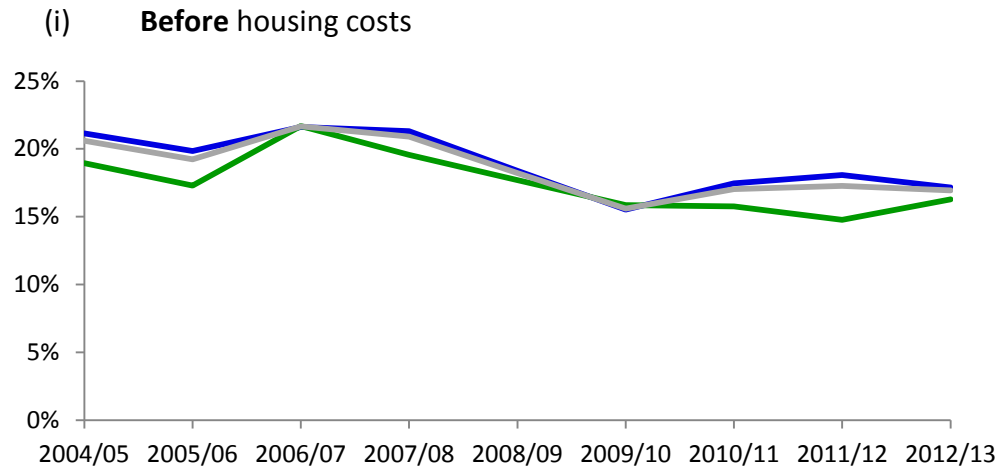
Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	23	23	22	23	22	18	18	21	21
	After	30	30	31	31	31	29	30	32	34
Rural	Before	14	15	16	15	14	13	14	12	11
	After	19	20	21	22	20	20	20	18	18
England	Before	21	21	21	21	21	17	17	19	19
	After	28	28	29	30	29	27	28	30	31

Percentage of pensioners in low income

Percentage of **pensioners** in **relative** low income, by urban and rural areas in England, 2004/05 to 2012/13



Percentage of **pensioners** in **absolute** low income, by urban and rural areas in England, 2004/05 to 2012/13



- DWP report that the preferred measure of low income for pensioners is based on incomes measured after housing costs, as a significant percentage of pensioners own their own home. The figures for both urban and rural areas show that the percentage of pensioners in relative or absolute low income was lower after housing costs, than before housing costs.
- **Relative low income:** In 2012/13, the percentage of pensioners in rural areas in relative low income was 15 per cent before housing costs, and 13 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in relative low income was 15 per cent before housing costs, and 13 per cent after housing costs.
- **Absolute low income:** In 2012/13, the percentage of pensioners in rural areas in absolute low income was 16 per cent before housing costs, and 14 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in absolute low income was 17 per cent before housing costs, and 16 per cent after housing costs.
- The percentage of pensioners in relative low income – both before and after housing costs – decreased in urban areas and increased in rural areas between 2011/12 and 2012/13. The percentage in absolute low income before housing costs decreased, while the percentage in rural areas increased. Percentages in both urban and rural areas stayed the same after housing costs.

Percentage of pensioners in relative low income, by urban and rural areas in England, 2004/05 to 2012/13

Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	21	20	23	22	20	17	17	16	15
	After	18	17	19	18	16	15	15	14	13
Rural	Before	19	17	23	21	19	18	16	13	15
	After	16	15	19	16	15	15	13	12	13
England	Before	21	20	23	22	20	17	17	16	15
	After	17	16	19	18	16	15	14	13	13

Percentage of pensioners in absolute low income, by urban and rural areas in England, 2004/05 to 2012/13

Area	Housing costs	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Urban	Before	21	20	22	21	18	16	17	18	17
	After	16	15	17	16	14	14	15	16	16
Rural	Before	19	17	22	20	18	16	16	15	16
	After	14	14	16	14	13	14	13	14	14
England	Before	21	19	22	21	18	16	17	17	17
	After	16	15	16	16	14	14	14	15	15

Source: Department for Work and Pensions (DWP), bespoke data request.

Notes:

(a) HBAI statistics – background information

Households Below Average Income (HBAI) uses net disposable weekly household income, after adjusting for the household size and composition, as an assessment for material living standards - the level of consumption of goods and services that people could attain given the net income of the household in which they live. In order to allow comparisons of the living standards of different types of households, income is adjusted to take into account variations in the size and composition of the households in a process known as equivalisation. The unit of analysis is the individual.

Housing costs are made up of: rent (gross of housing benefit); water rates, community water charges and council water charges; mortgage interest payments (net of tax relief); structural insurance premiums (for owner occupiers); and ground rent and service charges.

Further information on the DWP's HBAI statistics can be found in:

- *Households below average income (HBAI)* on GOV.UK: <https://www.gov.uk/government/organisations/department-for-work-pensions/series/households-below-average-income-hbai--2>
- *First release: households below average income (HBAI) statistics, June 2013* on GOV.UK: <https://www.gov.uk/government/statistics/first-release-households-below-average-income-hbai-statistics-june-2013>
- *Households below average income (HBAI): 1994/5 to 2012/13* on GOV.UK: <https://www.gov.uk/government/statistics/households-below-average-income-hbai-199495-to-201213>

(b) HBAI statistics – definitions of relative and absolute low income

Relative low income sets the threshold as a percentage of the average income, so it moves each year as average income moves. It is used to measure the number and percentage of individuals who have incomes that are a certain percentage below the average.

The percentage of individuals in *relative* low income will increase if the average income:

- stays the same or rises and, relative to this, individuals on lowest incomes see their income fall, or rise to a lesser extent
- falls and individuals with the lowest incomes see their income fall more than the average income

The percentage of individuals in *relative* low income will decrease if the average income:

- stays the same or rises, while those with the lowest incomes see their income rise more than the average income
- falls and, relative to this, individuals with the lowest incomes see their income rise, fall to a lesser extent, or show no change

Absolute low income sets the low income line in a given year, then adjusts it each year with inflation as measured by variants of the Retail Prices Index (RPI)*. This measures the percentage of individuals who are below a certain standard of living in the UK (as measured by income).

The percentage of individuals in *absolute* low income will:

- increase if individuals with the lowest incomes see their income fall or rise less than inflation
- decrease if individuals with the lowest incomes see their incomes rise more than inflation

* HBAI uses variants of the RPI to adjust for inflation to look at how incomes are changing over real time in real terms. In accordance with the Statistics and Registration Service Act 2007, the RPI and its derivatives have been assessed against the Code of Practice for Official Statistics and found not to meet the required standard for designation as National Statistics. A full report can be found on the UK Statistics Authority website.

Notes continued:

(c) The Child Poverty Act 2010, Social Mobility and Child Poverty Commission

The relative low income target in the Child Poverty Act 2010 (<http://www.legislation.gov.uk/ukpga/2010/9/section/3>) is that less than 10% of children who live in qualifying households live in households that fall within the relevant income group.

For the purposes of this analysis, a household falls within the relevant income group – in relation to a financial year – if its equivalised net income for the financial year is less than 60% of median equivalised net household income for the financial year.

(d) State of the Nation

The *State of the Nation 2014: social mobility and child poverty in Great Britain* is available on GOV.UK:
<https://www.gov.uk/government/publications/state-of-the-nation-2014-report>

(e) Rounding

In the tables, figures are rounded to the nearest 1.0 per cent whereas the dashboard shows change based on a ± 1.0 percentage point threshold. Increases or decreases in figures between years as noted in the tables and dashboard may therefore not match and these changes may not represent a clear improvement or deterioration.

Fuel poverty

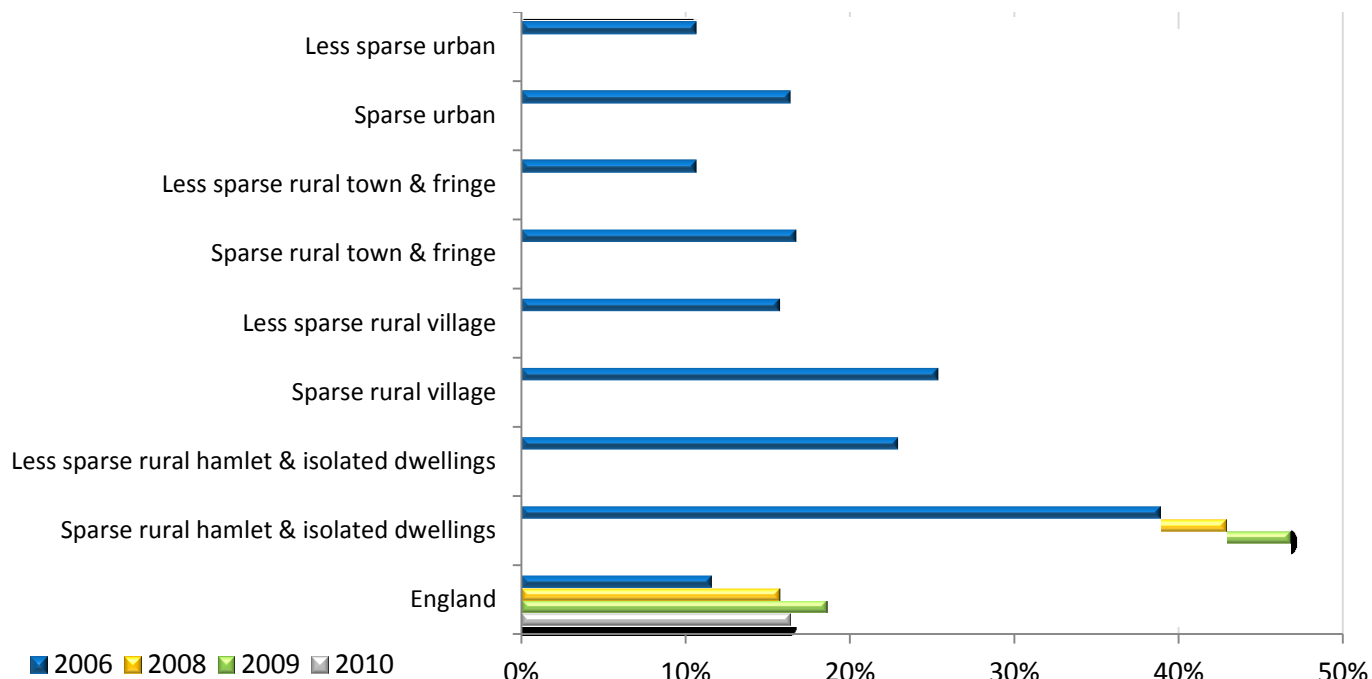
This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course. See [Table 19](#) for the latest fuel poverty statistics from the Department of Energy & Climate Change.

Households in fuel poverty are those that 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. A household is said to be in fuel poverty if it needs to spend more than 10 per cent 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. Fuel poverty rates are influenced by household incomes, fuel usage and fuel prices. In addition it may be affected by ability to take up energy saving initiatives.

- Proportionally more households in rural areas are in fuel poverty than the national average.
- In 2010, around 18 per cent of households in rural areas were in fuel poverty compared with 16 per cent of those in urban areas.
- There was proportionally more fuel poverty in *sparse villages & 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 in fuel poverty, but the greatest decreases in the proportions of households in fuel poverty between 2009 and 2010 were in sparse areas.
- Households in rural areas are more likely to be off the gas grid (i.e. not connected to mains gas), and hence reliant on potentially more expensive fuels (such as heating oils and solid fuels), than those in urban areas (36 per cent compared with 8 per cent of households).

Fuel poverty rate

Percentage of households in fuel poverty, by settlement type in England, 2006 to 2010



Percentage of households in fuel poverty, by settlement type in England, 2006 to 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 & fringe	10.6	13.4	16.6	15.7
Sparse rural town & 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 & isolated dwellings	22.9	27.4	29.1	22.8
Sparse hamlet & 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
England	11.6	15.7	18.6	16.4

- There were higher rates of fuel poverty in rural areas than urban areas, and as rurality increases, so does fuel poverty.
- There were also higher rates of fuel poverty in *sparse areas* than in *less sparse areas*.
- The percentage of households in fuel poverty fell between 2009 and 2010 in England by 2.2 percentage points. The largest contribution to this change came from rising incomes.
- The greatest reductions were seen in rural areas such that in 2010 the gap in the percentage of households in fuel poverty between urban and rural areas was 2.6 percentage points compared with 5.5 percentage points in 2009.
- 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 higher rates of fuel poverty (dark blue, right-hand map).
- The proportion of people with income below the poverty threshold is lower in rural areas than in urban areas, but the proportion of people in rural areas in fuel poverty is higher than in urban areas. It may be that the costs of heating a home to an adequate standard of warmth are higher in rural areas than in urban areas, not least because a higher proportion of rural households are off the gas grid and hence may be dependent on more costly fuels.

Notes: A household is said to be in fuel poverty if it needs to spend more than 10 per cent 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.

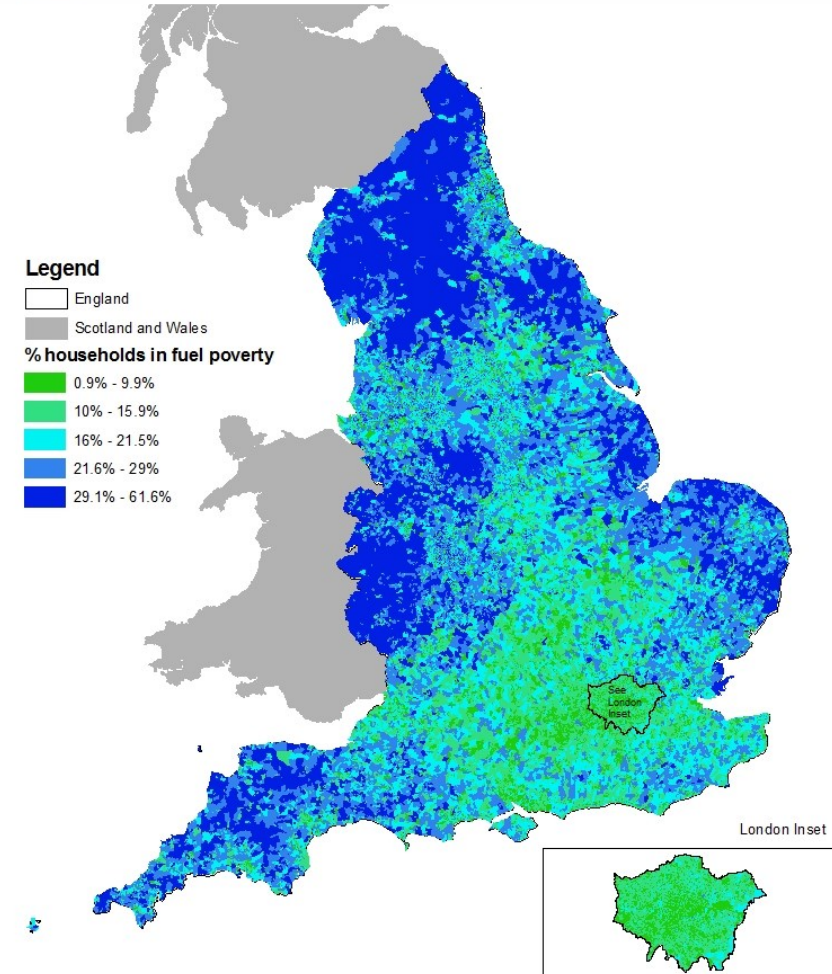
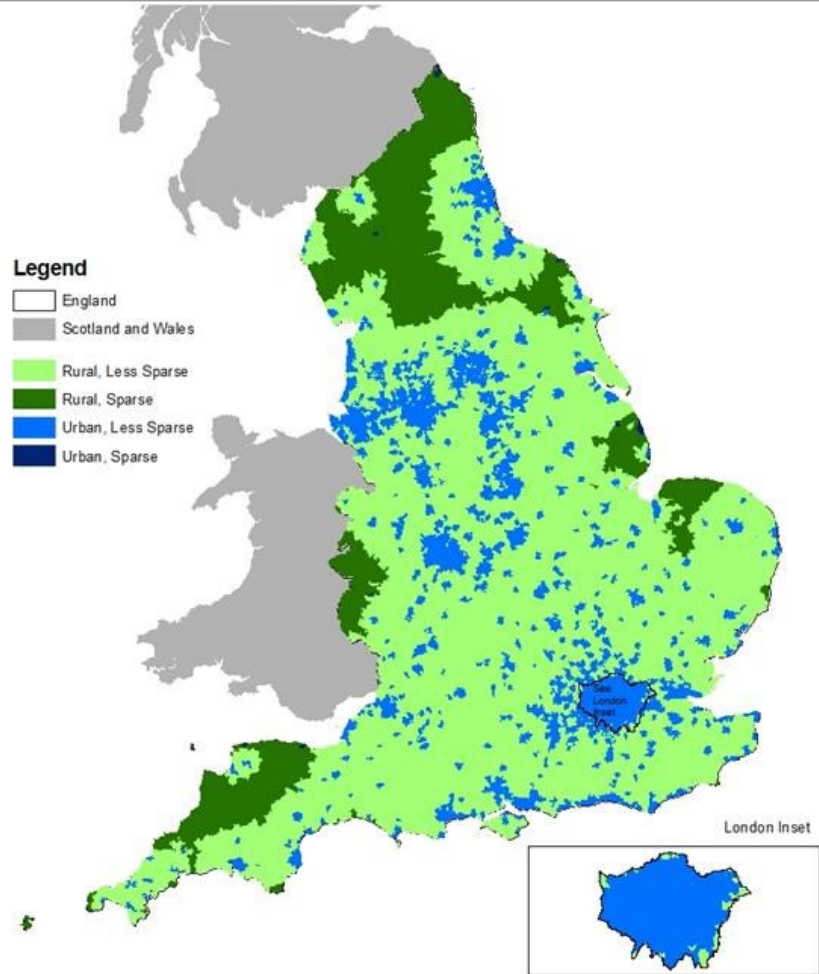
Because these statistics are based on modelled estimates, they may differ slightly from DECC's headline published figures. Around 3.5 million households in England were in fuel poverty in 2010.

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

http://www.decc.gov.uk/en/content/cms/statistics/fuelpov_stats/regional/regional.aspx

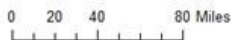
In March 2012, Professor John Hills presented his final report to Government on his independent review of Fuel Poverty. In that report he proposed a new way to define fuel poverty. The report can be viewed at:

http://www.decc.gov.uk/en/content/cms/funding/Fuel_poverty/Hills_Review/Hills_Review.aspx. DECC are in the process of studying the Final Report ahead of consulting on an alternative definition for fuel poverty.



(c) Crown Copyright
All rights reserved
Defra 100018880 2010

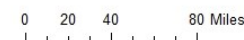
Rural Statistics Unit
Room 311, Foss House, York
Tel: 01904 455251
rural_statistics@defra.gsi.gov.uk



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

(c) Crown Copyright
All rights reserved
Defra 100018880 2012

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

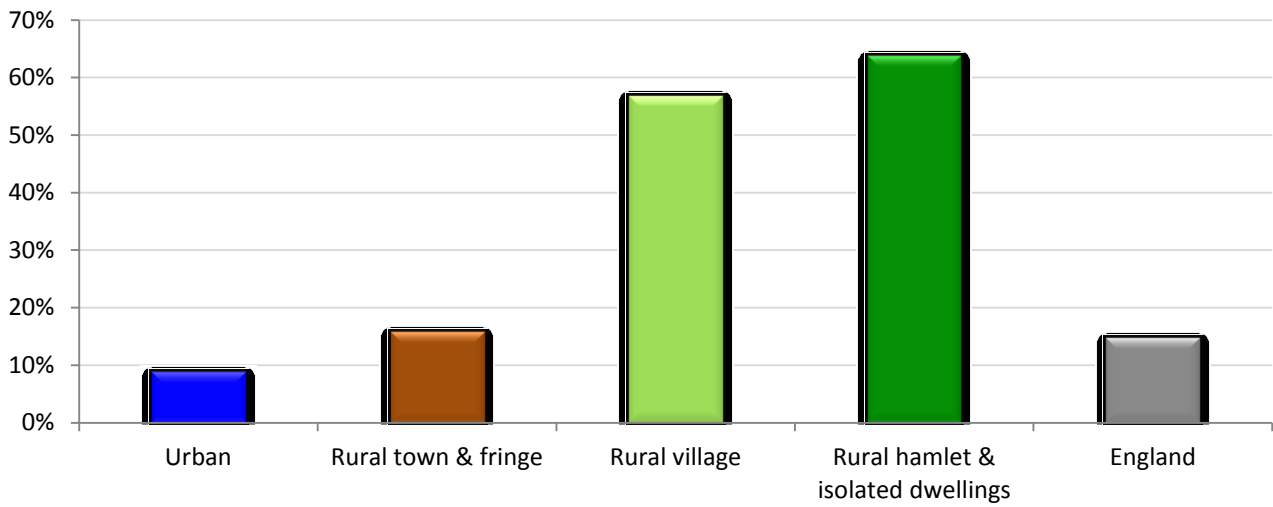


Source: modelled fuel poverty estimates at census super output area level, DECC.

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.

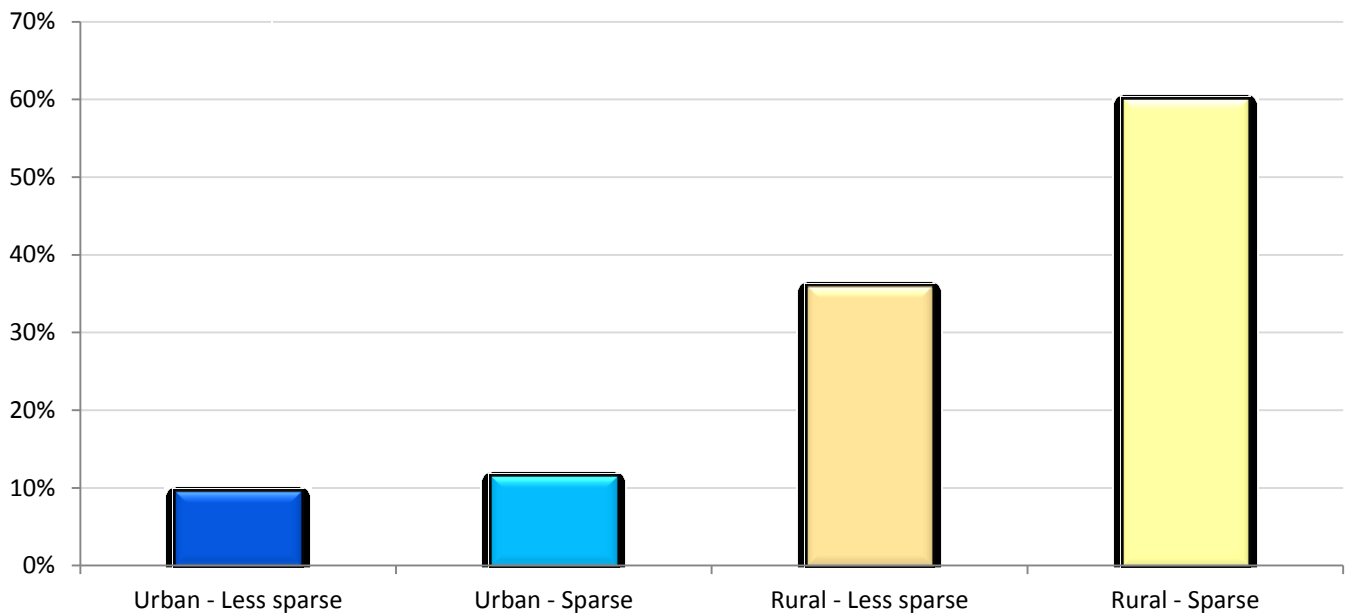
Household energy supply

Percentage of households off the gas grid, by settlement type in England, 2009



Note: AEA Technology modelled data based on DECC LSOA estimates

Percentage of households off the gas grid, by sparsity in England, 2009

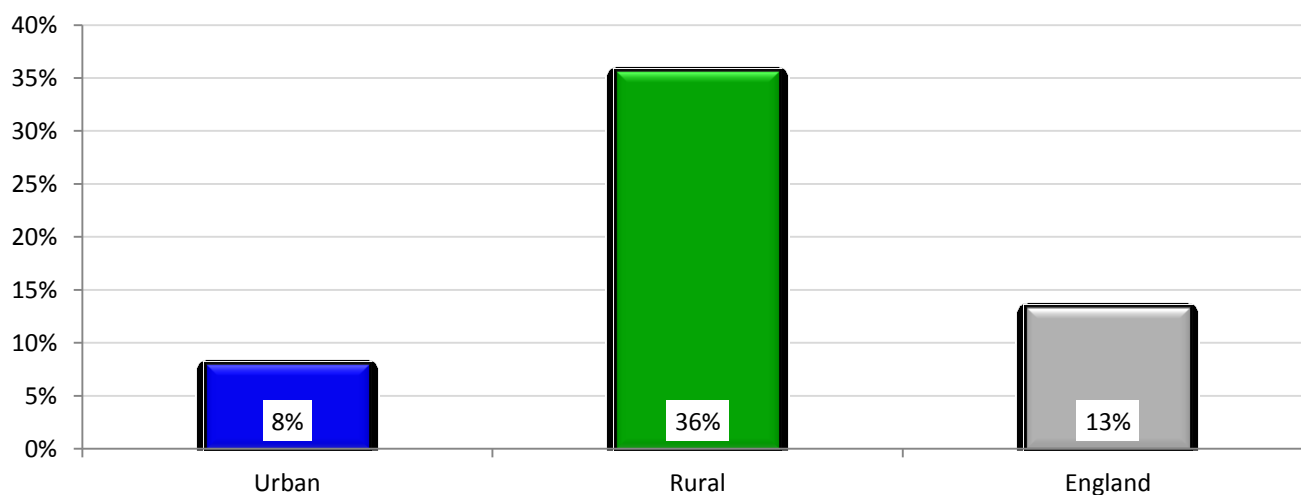


Note: AEA Technology modelled data based on DECC LSOA estimates

Percentage of households off the gas grid by house type, 2009

	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 & fringe	16	17	15	16	17	29
Rural village	57	60	55	50	50	63
Rural hamlet & isolated dwellings	64	68	62	49	52	55
England	15	23	13	12	14	36

Percentage of households off the gas grid, for urban and rural areas in England, 2010



Note: Sourced from English House Survey (household sample) - data are not directly comparable with 2009 modelling from AEA Technology.

- A higher proportion of households in rural areas, and in particular *rural villages & hamlets*, are not connected to the mains gas grid, and hence are dependent on other fuels, which are potentially more costly.
- In *rural sparse areas*, 60 per cent of households were off the gas grid in 2009.
- In 2010, 36 per cent of households in rural areas overall were off the gas grid compared with 8 per cent in urban areas and 13 per cent across England.

Notes: 2009 AEA Off gas-grid statistics are modelled based on DECC's LSOA level statistics estimates and they therefore may not be consistent with DECC's published estimates of the number of households off the gas grid. Other off-gas grid statistics are derived from DCLG's English Housing Survey (household sample). The % totals for urban and rural may differ slightly because data are being compared at different spatial levels and groupings may be different.

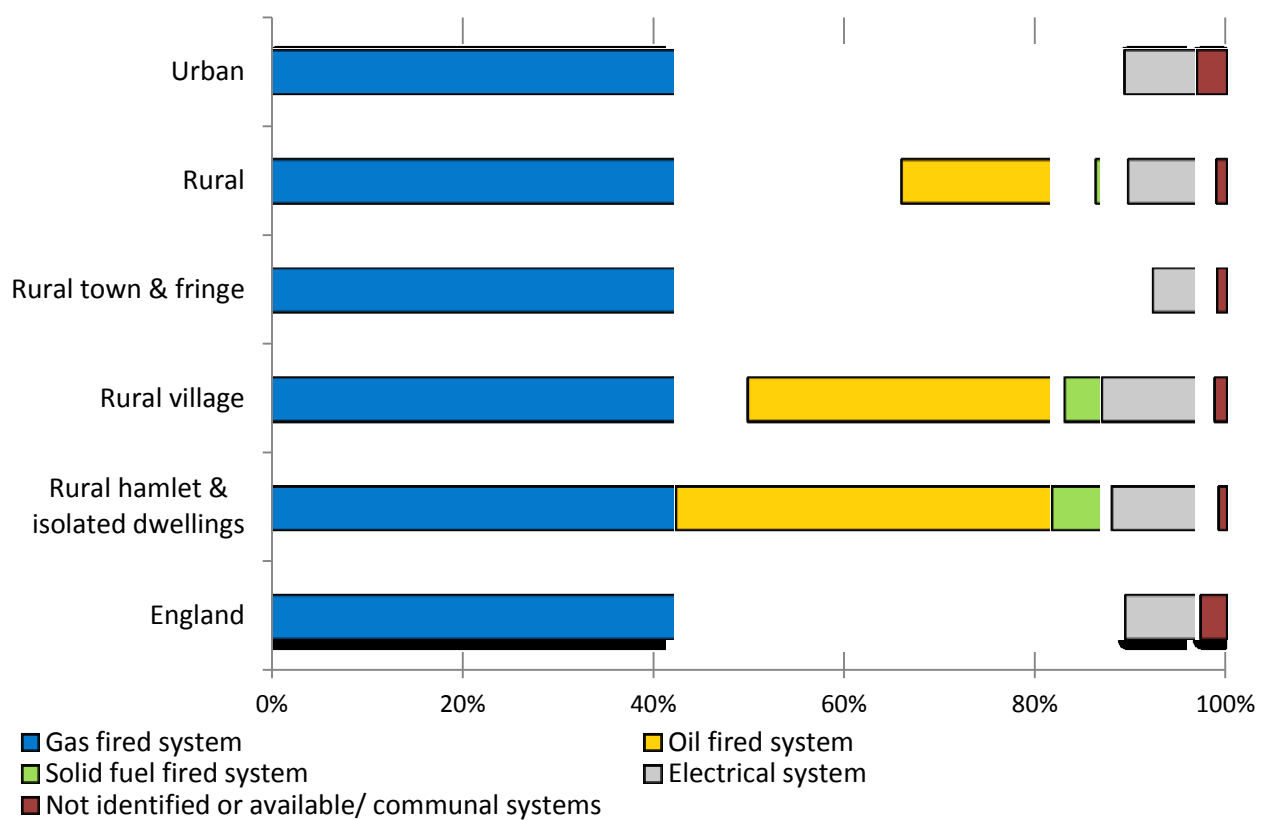
http://www.decc.gov.uk/en/content/cms/statistics/fuelpov_stats/regional/regional.aspx

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6757/2173775.xls#DA2202!A1

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

Source: Off gas grid data: 2009 AEA Technology modelled data based on DECC LSOA estimates, and English Housing Survey 2010 (household sample).

Percentage of households by main fuel type used, by settlement type in England, 2010



- The majority of urban homes use gas as their main fuel type. However in rural areas, particularly *villages & hamlets*, a large proportion of households use oil fired heating systems.
- The overall distribution of household fuel type has not changed substantially in rural and urban areas between 2007 and 2010.

Notes: Main heating fuel types have been grouped together. For example, 'Gas fired systems' is made up from 'Gas – Mains', 'Gas – Bulk/LPG' and 'Gas – Bottled'. Figures may therefore differ from DCLG published data.

Source: DECC, English Housing Condition survey, 2007, energy.stats@decc.gsi.gov.uk, DCLG, English Housing Survey 2009 and 2010

(https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6757/2173775.xls#'DA2202'!A1)

For more discussion of fuel poverty statistics see <http://www.decc.gov.uk/assets/decc/11/stats/fuel-poverty/5270-annual-report-fuel-poverty-stats-2012.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>.

Percentage of households by main fuel type, by settlement type, 2007, 2009 and 2010

	Main fuel type					Total
	Gas fired system	Oil fired system	Solid fuel fired system	Electrical system	Not identified/ communal systems	
2007						
Urban	89.3	0.4	0.7	7.8	1.7	100
Rural	64.9	19.6	4.3	10.6	0.6	100
Rural town & fringe	84.6	4.4	2.0	8.1	0.8	100
Rural village	48.6	30.9	6.9	13.3	0.3	100
Rural hamlet & isolated dwellings	39.1	42.9	5.5	11.9	0.6	100
England	84.4	4.3	1.4	8.4	1.5	100
2009						
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 & fringe	84.1	4.6	1.6	8.1	1.6	100
Rural village	47.9	33.9	4.7	12.8	0.6	100
Rural hamlet & isolated dwellings	44.4	37.5	6.5	11.3	0.3	100
England	84.6	4.1	0.9	8.3	2.1	100
2010						
Urban	89.0	0.2	0.3	7.6	2.9	100
Rural	66.0	20.4	3.4	9.2	1.0	100
Rural town & fringe	85.4	4.8	2.1	6.6	1.0	100
Rural village	49.9	33.2	3.9	11.7	1.2	100
Rural hamlet & isolated dwellings	42.4	39.4	6.3	11.1	0.8	100
England	84.5	4.1	0.9	7.9	2.6	100

Education and skills

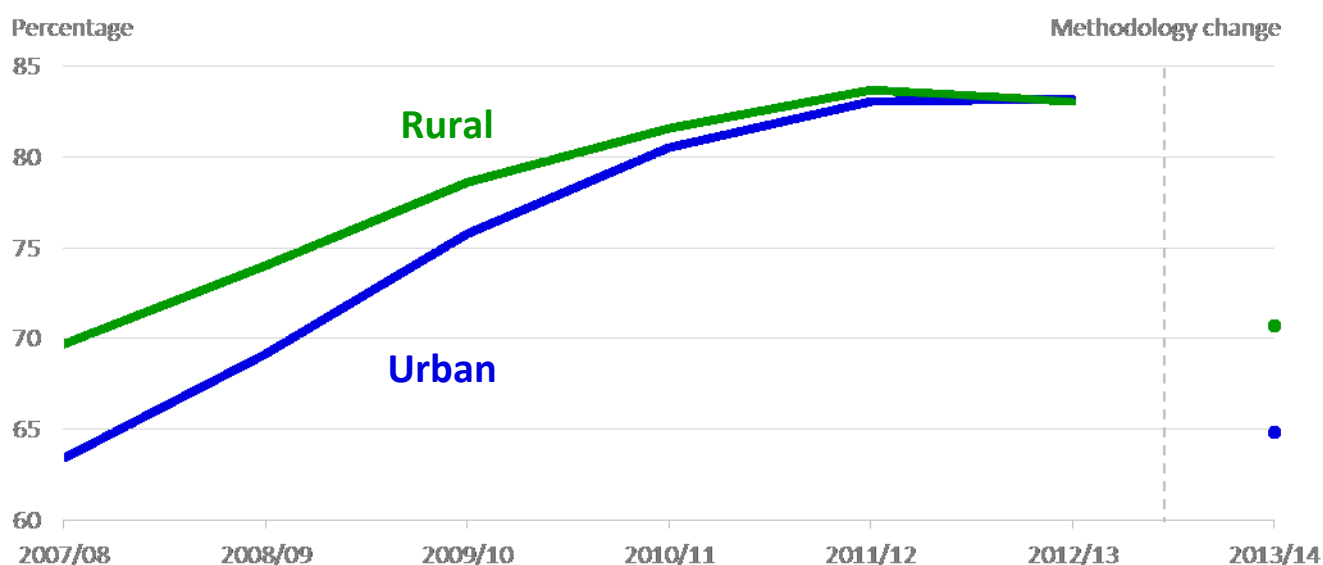
Secondary education

- In the 2013/14 academic year, 70.7% of pupils living in rural areas left school with five or more GCSEs at A* to C grade. This was higher than for urban areas (64.8%) and England overall (65.8%).
- In 2013/14 the proportion of pupils attending schools in rural areas who left school with at least five GCSEs at grades A* to C was higher than in urban areas.
- Comparisons cannot be made between 2013/14 and earlier years (see notes) due to:
 - methodological changes following the recommendations of the Wolf Report
 - new early entry rules
 - the introduction of the 2011 Rural-Urban Classification of Local Authority Districts

Pupils leaving school with five or more A* to C grades at GCSE level, based on residency of pupils

Achievement of five or more GCSEs at grades A* to C in England, based on pupil residence

The dashed line indicates the introduction of the 2011 Rural-Urban Classification of Output Areas and other methodological changes that prevent comparison with previous years (see notes).



Percentage of pupils at the end of Key Stage 4 leaving school with five or more GCSEs at grades A to C, based on residency of pupils in England*

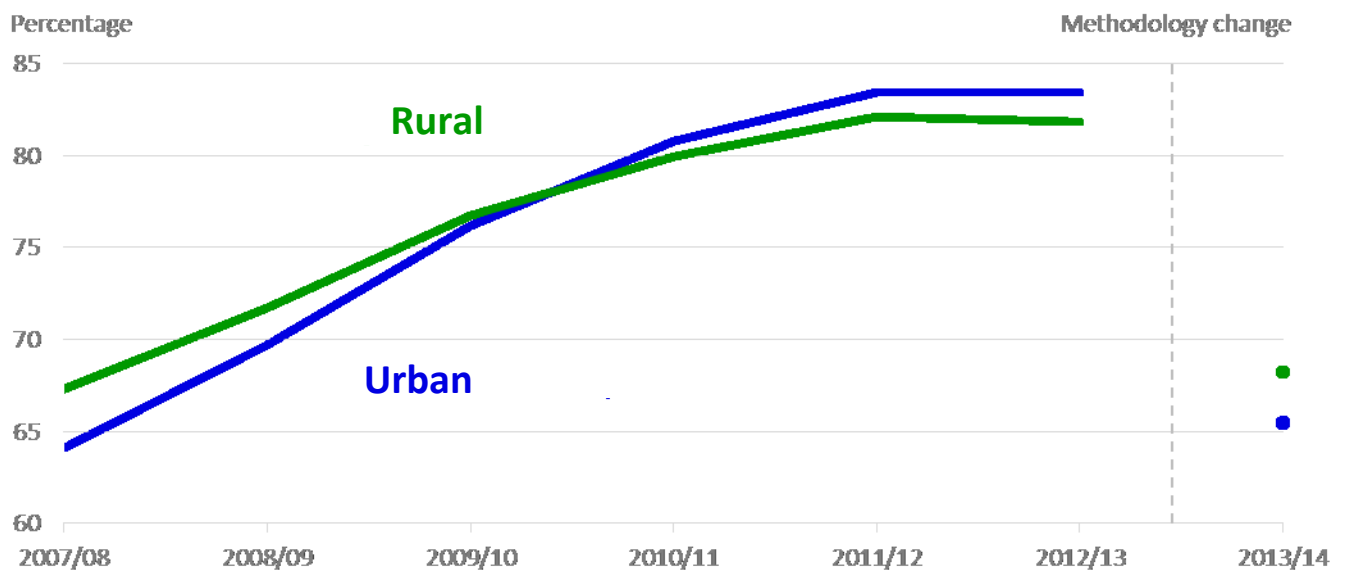
	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Rural areas	69.7	74.0	78.6	81.6	83.7	83.1	70.7
Rural hamlet & isolated dwellings	74.2	77.2	81.0	83.2	85.4	84.7	74.5
Rural village	71.6	75.4	79.3	82.1	84.2	83.2	72.7
Rural town & fringe	67.1	72.0	77.4	80.7	82.8	82.6	68.4
Urban areas	63.4	69.1	75.8	80.5	83.1	83.2	64.8
City and town							63.8
Minor conurbation							59.7
Major conurbation							66.7
England	64.6	70.0	76.3	80.7	83.2	83.2	65.8

The vertical line indicates the introduction of the 2011 Rural-Urban Classification of Output Areas and other methodological changes that prevent comparison with previous years (see notes).

Pupils leaving school with five or more A* to C grades at GCSE level, based on location of school

Achievement of five or more GCSEs at grades A* to C in England, based on school location

The dashed line indicates the introduction of the 2011 Rural-Urban Classification of Output Areas and other methodological changes that prevent comparison with previous years (see notes).



- The proportion of pupils achieving five or more A* to C grades in their GCSEs at the end of Key Stage 4:
 - increased steadily between 2007/08 and 2011/12, with little change from 2011/12 to 2012/13
 - was 5.9 percentage points higher in rural than urban areas in 2013/14, based on pupil location
 - was 2.8 percentage points higher in rural than urban areas in 2013/14, based on school location
- The percentage of pupils achieving five GCSEs at grades A* to C in 2013/14 was higher for pupils who went to school in rural areas than for those who went to school in urban areas.
- There will be differences between residency and location of school as pupils living in rural areas may travel to schools in urban areas and vice versa.

Percentage of pupils at the end of Key Stage 4 leaving school with five or more GCSEs at grades A to C GCSEs, based on location of schools in England*

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Rural areas	67.3	71.7	76.7	79.9	82.1	81.8	68.2
Rural hamlet & isolated dwellings	64.9	70.1	75.1	78.0	79.6	79.1	66.6
Rural village	67.3	71.4	76.3	79.2	82.0	80.9	68.4
Rural town & fringe	67.7	72.0	77.1	80.4	82.5	82.5	68.4
Urban areas	64.1	69.7	76.2	80.8	83.4	83.4	65.4
City and town							64.9
Minor conurbation							60.1
Major conurbation							66.8
England	64.5	70.0	76.3	80.7	83.2	83.1	65.8

The vertical line indicates the introduction of the 2011 Rural-Urban Classification of Output Areas and other methodological changes that prevent comparison with previous years (see notes).

Notes

Data includes pupils at the end of Key Stage 4 in each academic year and those taking International GCSEs. Pupils with a missing or incorrect residential postcode have been excluded so percentages for school-location and pupil-location are not the same. A small number of pupils resident in Scotland or Wales who attended a school in England are included in the school-location analysis, but not the pupil-location analysis.

Methodological changes mean that data for 2013/14 aren't comparable with previous years. This is due to incorporation of:

- the recommendations of Professor Wolf's independent review of vocational education, which includes a reduction in the number of qualifications counting towards performance measures
- new early entry rules that mean only a pupil's first entry to a Key Stage 4 qualification counts towards their school's performance measures

For a summary of these changes, see *Quality and methodology information: SFR41/2014*, part of *Provisional GCSE and equivalent results in England: 2013 to 2014* (<https://www.gov.uk/government/statistics/provisional-gcse-and-equivalent-results-in-england-2013-to-2014>).

Notes (continued)

The Department for Education hosts the Wolf Report (<https://www.gov.uk/government/publications/review-of-vocational-education-the-wolf-report>) and the final progress report on implementing the recommendations (<https://www.gov.uk/government/publications/wolf-recommendations-progress-report>).

Source: Department for Education tables A2, A4, B1 and B2 in *Pupil residency and school location tables: SFR06/2015*, part of *GCSE and equivalent attainment by pupil characteristics: 2014* (<https://www.gov.uk/government/statistics/gcse-and-equivalent-attainment-by-pupil-characteristics-2014>).

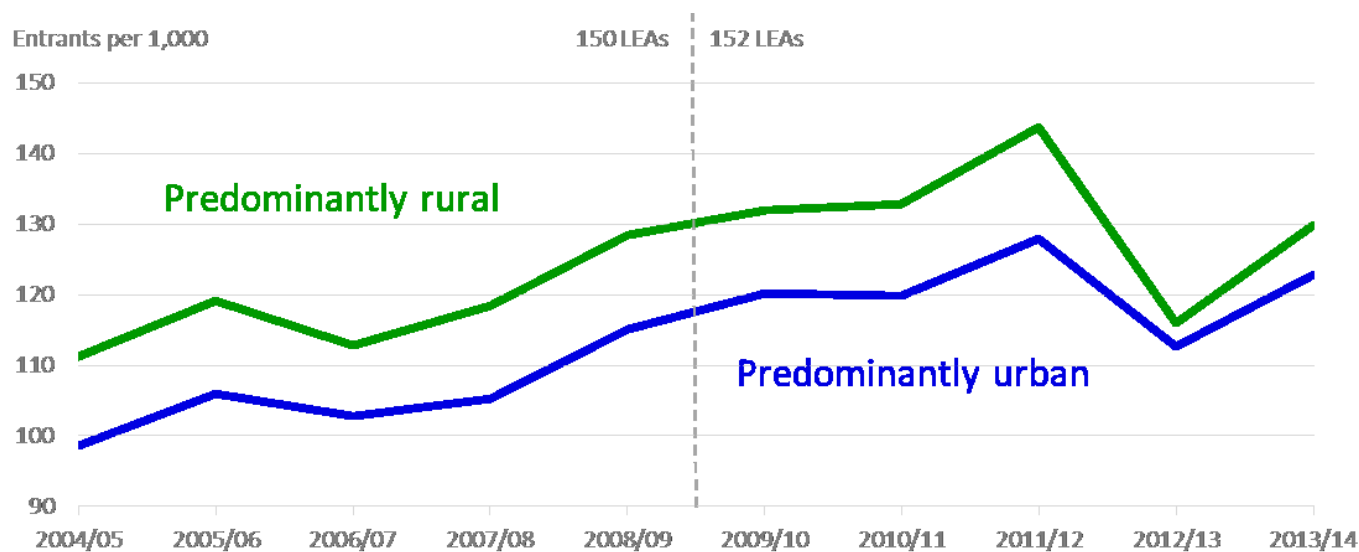
Higher education

- The rate of full-time entry to higher education institutions by 18 to 20 year olds in 2013/14 was higher in predominantly rural areas (130 per 1,000) than in predominantly urban areas (123 per 1,000).
- For part-time entry the ratio was higher in predominantly rural areas (5 per 1,000) than in predominantly urban areas (4 per 1,000).
- Rates of entry to part-time higher education have been falling since around 2009.
- The rates for entrants to higher education institutions are based on where the students are living prior to commencing higher education. This does not take account of the location of the higher education institutions.

Full-time entrants to higher education

Full-time entrants to higher education per 1,000 people aged 18 to 20 in England

Dashed line indicates change from 150 Local Education Authorities (LEAs) to 152 from 2009/10. Local Education Authorities were matched to the 2011 Rural-Urban Classification (RUC) of Local Authority Districts or else the 2011 RUC for counties (see notes).



- There was an increase in the rate of enrolment for full-time courses at higher education institutions in England between 2012/13 and 2013/14. This followed a decrease in the previous year that coincided with changes to tuition fee arrangements.
- The rate of entry to higher education by 18 to 20 year olds between 2004/05 and 2013/14 was higher for those living in rural areas than urban areas.

Full-time entrants to higher education per 1,000 population of 18 to 20 year olds in England

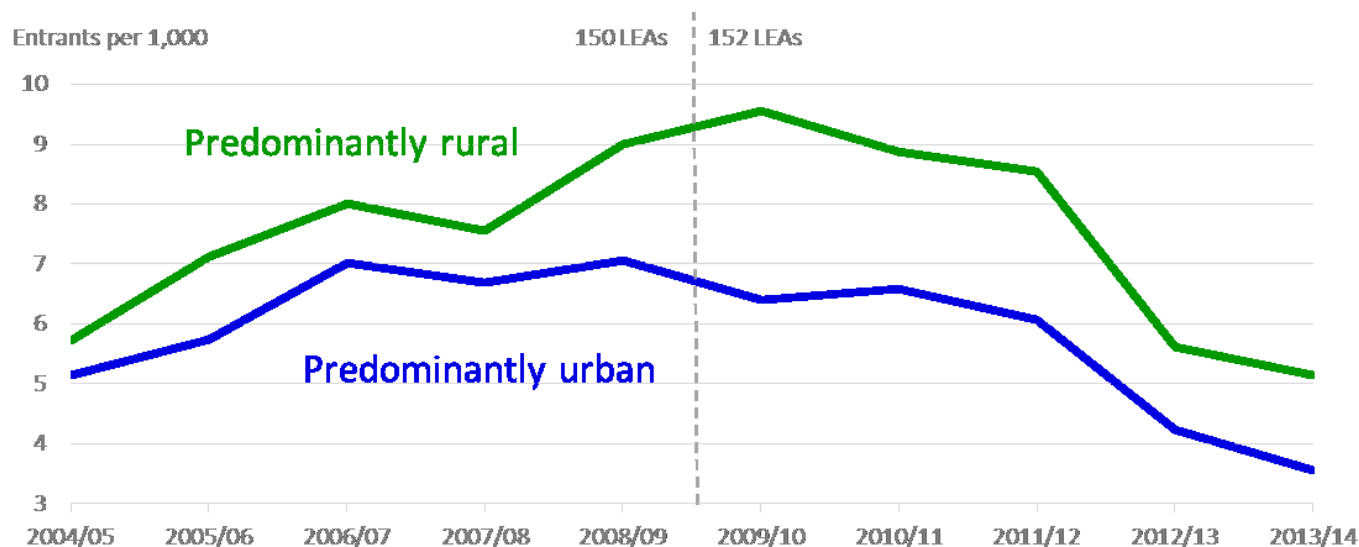
	2004/ 05	2005/ 06	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14
Predominantly rural	111	119	113	118	129	132	133	144	116	130
Urban with significant rural	121	131	122	131	138	144	144	153	128	140
Predominantly urban	99	106	103	105	115	120	120	128	113	123
England	103	111	107	111	120	125	125	133	114	125

The vertical line indicates change from 150 Local Education Authorities (LEAs) to 152 from 2009/10. Local Education Authorities were matched to the 2011 Rural-Urban Classification (RUC) of Local Authority Districts or else the 2011 RUC for counties (see notes).

Part-time entrants to higher education

Part-time entrants to higher education per 1,000 people aged 18 to 20 in England

Dashed line indicates change from 150 Local Education Authorities (LEAs) to 152 from 2009/10. Local Education Authorities were matched to the 2011 Rural-Urban Classification (RUC) of Local Authority Districts or else the 2011 RUC for counties (see notes).



- The rate of 18 to 20 year olds enrolling for part-time courses at higher education institutions in England has been decreasing since 2009/10 in predominantly rural areas and 2010/11 in predominantly urban areas.
- In 2013/14 the entry rates for those living in predominantly rural areas prior to commencing higher education were 5 entrants per 1,000 population of 18 to 20 year olds compared with 4 entrants per 1,000 population for those living in predominantly urban areas.
- Predominantly rural areas have had a consistently higher rate of enrolment for 18 to 20 year olds than predominantly urban areas.

Part-time entrants to higher education per 1,000 population of 18 to 20 year olds in England

	2004/ 05	2005/ 06	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14
Predominantly rural	6	7	8	8	9	10	9	9	6	5
Urban with significant rural	5	6	7	7	7	8	8	7	5	5
Predominantly urban	5	6	7	7	7	6	7	6	4	4
England	5	6	7	7	7	7	7	7	5	4

The vertical line indicates change from 150 Local Education Authorities (LEAs) to 152 from 2009/10. Local Education Authorities were matched to the 2011 Rural-Urban Classification (RUC) of Local Authority Districts or else the 2011 RUC for counties (see notes).

Notes

The rates for entrants to higher education institutions are based on where the students are living prior to commencing higher education. This does not take account of the location of the higher education institutions.

Rates are presented as the number of people per 1,000 aged 18 to 20 at Census 2011.

Data were provided at the scale of Local Education Authorities (LEAs), which were matched to the 2011 Rural-Urban Classification of Local Authority Districts – or else the 2011 classification for counties – for all years. The classification of Bedfordshire LEA (defunct from 2009/10) was based on the percentage of people living in rural areas of Bedford and Central Bedfordshire (introduced in 2009/10), while that of Cheshire LEA (defunct from 2009/10) was based on Cheshire East and Cheshire West and Chester (introduced in 2009/10).

Figures in this release may not match those in previous versions due to data revisions by the providers and because of the application of the 2011 Rural-Urban Classification of Local Authority Districts, which has not been used in prior editions of this publication.

Source: Data from the Higher Education Statistics Agency (HESA) student records provided by the Department for Business, Innovation and Skills.

Skills

This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course.

Having qualifications is good for the economy as it gives people a wider range of opportunities available to them and potentially increases their earning potential and a strong skills base is also key to the economic success and social wellbeing of the country.

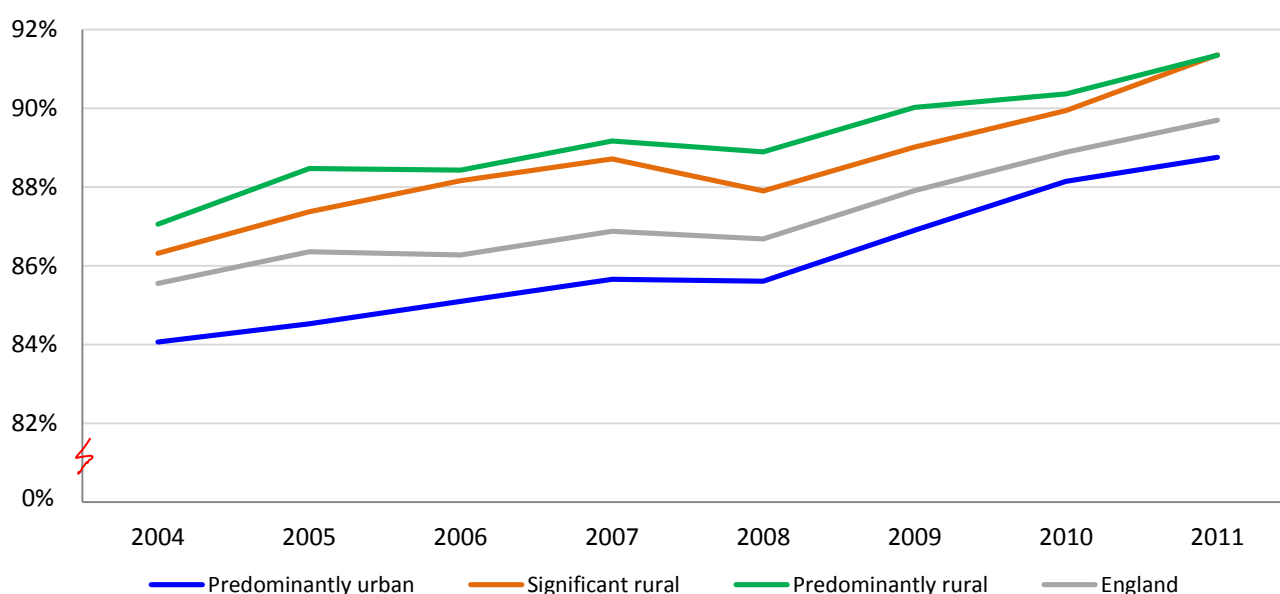
The skills looked at are National Vocational Qualification (NVQ) Level 2 and above – which is equivalent to 5 General Certificates of Secondary Education (GCSE) at Grade A-C, NVQ4 and above –which measures qualifications at Higher National Certificate (HNC), Higher National Diploma (HND) or degree level and people with at least one qualification- including GCSEs at Grade D or E.

Residence based skills

The first section 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.

- The proportion of working age population with at least one qualification was consistently highest for people living in rural areas. In 2011, 91.3 per cent of working age people living in *predominantly rural areas* had at least one qualification.
- The proportion of working age population with NVQ2 or above was consistently higher for people living in rural households than for those living in urban households. However for those with NVQ4 and above the proportions was similar regardless of where people lived.

Proportion of working age population with at least one qualification (residence based), by local authority classification in England, 2004 to 2011



- The proportion of working age population that have at least one qualification was higher in *predominantly rural areas* than in *predominantly urban areas*, 91.3 per cent and 88.8 per cent respectively.
- For all rural classifications, the proportion was higher than the average England proportion of 89.7 per cent.
- The proportion of working age population with at least one qualification has risen in all areas since 2004.

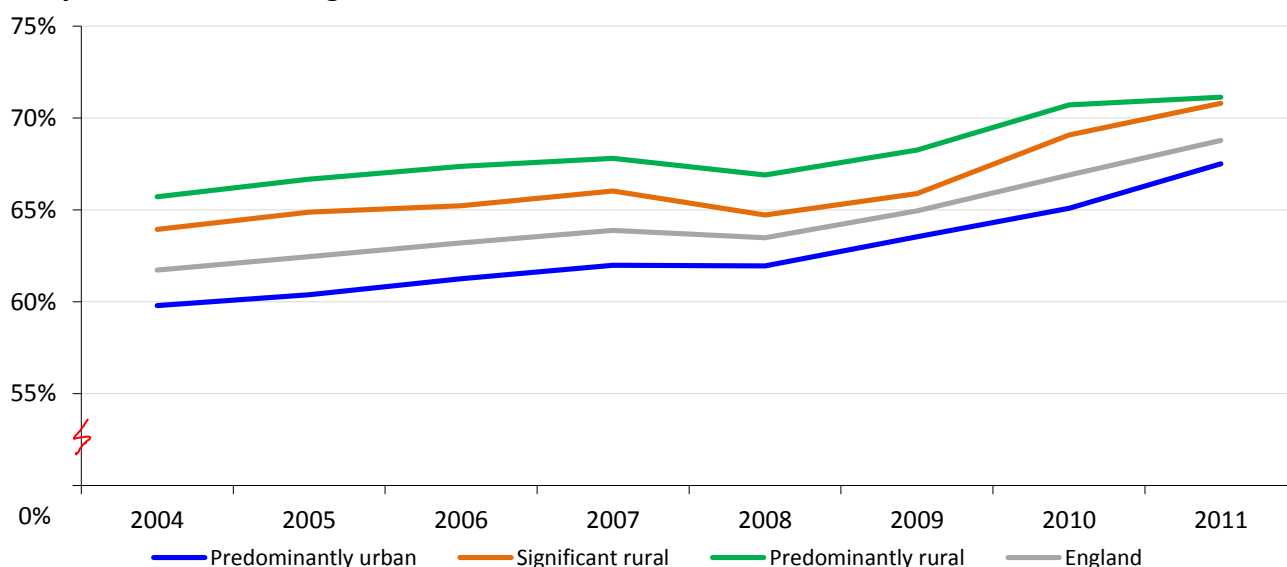
Proportion of working age population with at least one qualification (residence based), by local authority classification in England, 2004 to 2011

	2004	2005	2006	2007	2008	2009	2010	2011
Major urban	83.5	83.8	84.1	84.9	85.0	86.3	87.8	88.7
Large urban	84.6	85.2	86.2	86.5	86.2	87.5	88.2	88.9
Other urban	85.0	85.5	86.4	86.8	86.5	87.7	88.8	88.8
Significant rural	86.3	87.4	88.2	88.7	87.9	89.0	90.0	91.4
Rural-50	86.8	88.3	88.1	89.0	88.8	90.1	90.7	91.4
Rural-80	87.4	88.7	88.8	89.4	89.0	90.0	89.9	91.3
Predominantly urban	84.1	84.5	85.1	85.7	85.6	86.9	88.2	88.8
Predominantly rural	87.1	88.5	88.4	89.2	88.9	90.0	90.4	91.3
England	85.6	86.4	86.3	86.9	86.7	87.9	88.9	89.7

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 working age population with NVQ2 (or equivalent) and above (residence based), by local authority classification in England, 2004 to 2011



- The proportion of working age population with qualifications at NVQ Level 2 (or equivalent) and above was consistently highest for people living in *predominantly rural areas* and above the England average.
- In 2011, the proportion of working age people with qualifications at NVQ Level 2 or above was 71.6 per cent for people living in *Rural-50 areas* and 67.7 per cent for people living in *major urban areas*.

Proportion of working age population, with NVQ level 2 (or equivalent) and above (residence based), by local authority classification in England, 2004 to 2011

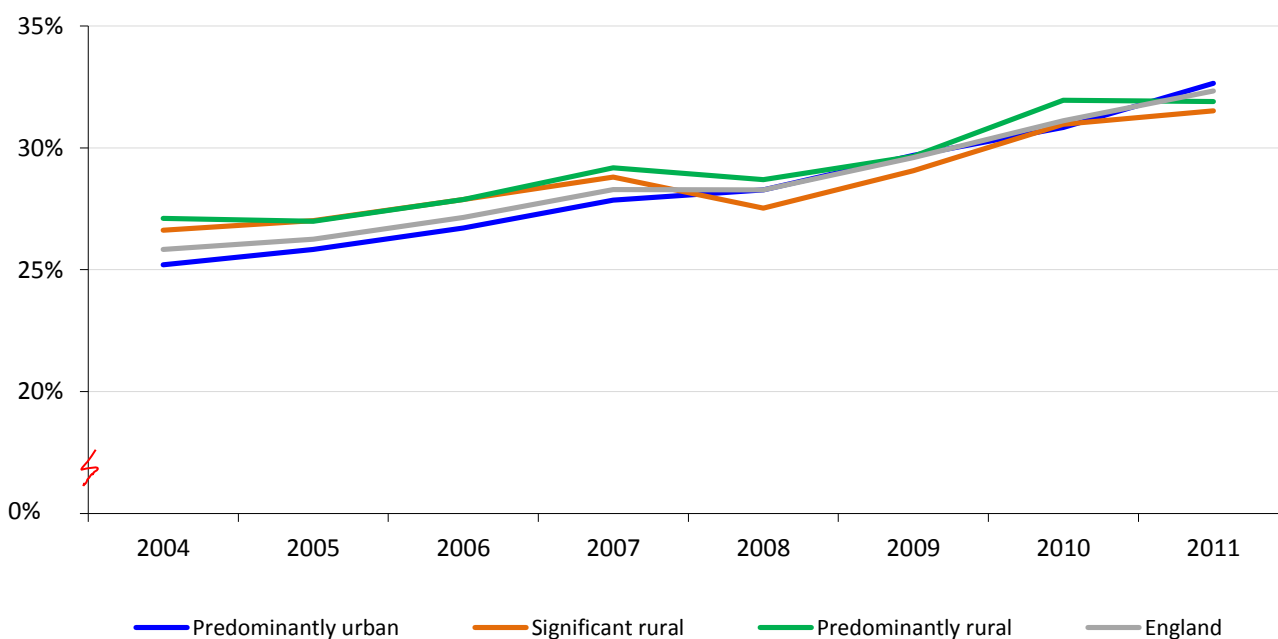
	2004	2005	2006	2007	2008	2009	2010	2011
Major urban	58.4	59.3	60.0	60.9	60.9	62.4	63.5	67.7
Large urban	63.2	62.6	63.9	65.1	65.1	66.6	67.9	68.2
Other urban	60.0	60.8	61.8	61.6	61.5	63.5	66.1	66.4
Significant rural	63.9	64.9	65.2	66.0	64.7	65.9	69.1	70.8
Rural-50	65.0	65.9	66.6	66.9	66.3	67.6	70.2	71.6
Rural-80	66.7	67.7	68.4	69.1	67.7	69.2	71.4	70.5
Predominantly urban	59.8	60.4	61.3	62.0	62.0	63.6	65.1	67.5
Predominantly rural	65.7	66.7	67.4	67.8	66.9	68.3	70.7	71.1
England	61.7	62.5	63.2	63.9	63.5	65.0	66.9	68.8

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.

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 with NVQ4 (or equivalent) and above (residence based), by local authority classification in England, 2004 to 2011



- The proportion of working age population with qualifications at NVQ Level 4 (or equivalent) and above is broadly similar in all areas and has increased since 2004 to 2011. However, the proportion in *major urban areas* increased above other areas in 2011 to 35.5 per cent.
- In 2011, 31.8 per cent of working age people living in *Rural-80 areas* had NVQ4 equivalent or above.

Proportion of working age population with NVQ level 4 (or equivalent) and above (residence based), by local authority classification in England, 2004 to 2011

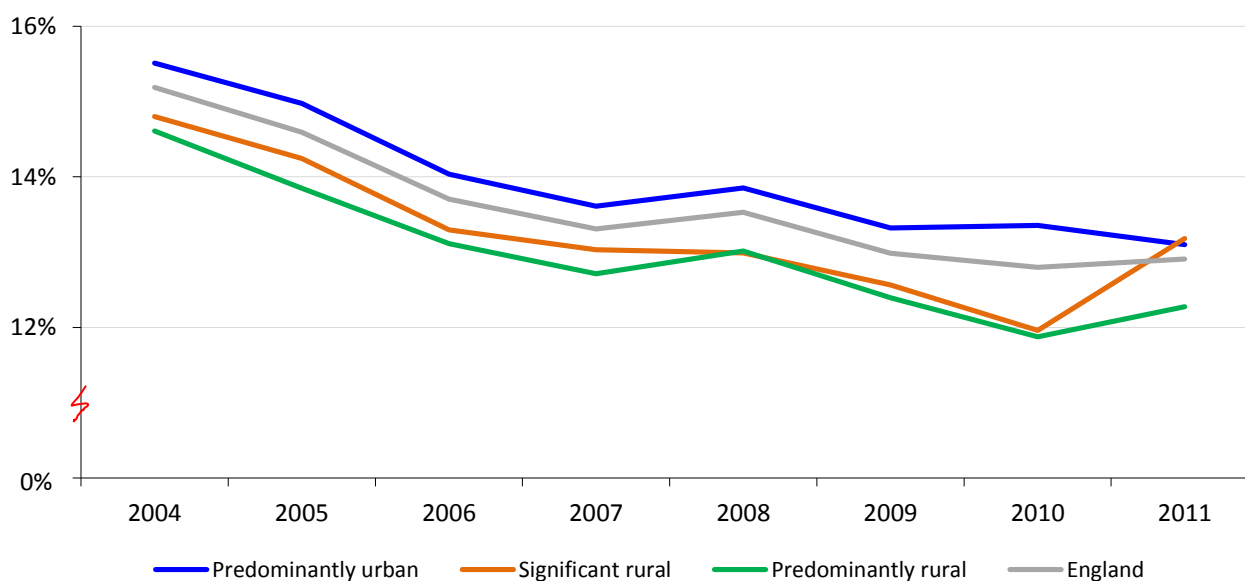
	2004	2005	2006	2007	2008	2009	2010	2011
Major urban	26.0	27.1	28.1	29.5	29.8	31.5	32.5	35.5
Large urban	25.5	25.3	26.5	27.9	27.8	28.5	29.9	30.5
Other urban	23.0	23.3	23.8	24.2	25.2	26.5	27.8	28.3
Significant rural	26.6	27.0	27.9	28.8	27.5	29.1	31.0	31.5
Rural-50	26.5	26.6	27.2	28.3	28.3	29.5	31.5	32.0
Rural-80	27.9	27.5	28.8	30.3	29.2	29.9	32.5	31.8
Predominantly urban	25.2	25.8	26.7	27.8	28.3	29.7	30.8	32.6
Predominantly rural	27.1	27.0	27.9	29.2	28.7	29.7	32.0	31.9
England	25.8	26.3	27.1	28.3	28.3	29.6	31.1	32.3

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.

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

Source data: ONS, Annual Population Survey, NOMIS

Proportion of employees and self-employed of working age receiving on the job training in last 4 weeks (residence based), by local authority classification in England, 2004 to 2011



- On the job training is when employees receive training at their workplace and is typically used for vocational work.
- The proportion of people receiving job-related training was lower for people living in *predominantly rural areas* than those living in *predominantly urban areas*.
- In 2011 there was an increase in the proportion of people who were living in either *predominantly rural* or *significant rural areas* who had received on the job training in the previous 4 weeks. The proportion for people living in *predominantly urban areas* had decreased.
- A refocusing of Government resources supporting apprenticeships and training in 2010 may have contributed to the increase in uptake of on the job training in all but *major urban areas* in 2011.

Proportion of employees and self employed that received on the job training in last 4 week, (residence based), by Local Authority Classification in England, 2004 to 2011

	2004	2005	2006	2007	2008	2009	2010	2011
Major urban	15.3	14.4	13.7	13.3	13.3	13.0	13.2	12.5
Large urban	16.3	15.7	14.4	14.5	14.8	13.7	13.3	13.8
Other urban	15.2	15.6	14.5	13.5	14.1	13.6	13.7	13.8
Significant rural	14.8	14.2	13.3	13.0	13.0	12.6	12.0	13.2
Rural-50	15.0	14.1	13.6	13.1	12.8	12.7	12.3	12.9
Rural-80	14.1	13.5	12.5	12.2	13.3	12.0	11.4	11.5
Predominantly urban	15.5	15.0	14.0	13.6	13.9	13.3	13.4	13.1
Predominantly rural	14.6	13.8	13.1	12.7	13.0	12.4	11.9	12.3
England	15.2	14.6	13.7	13.3	13.6	13.4	12.8	12.9

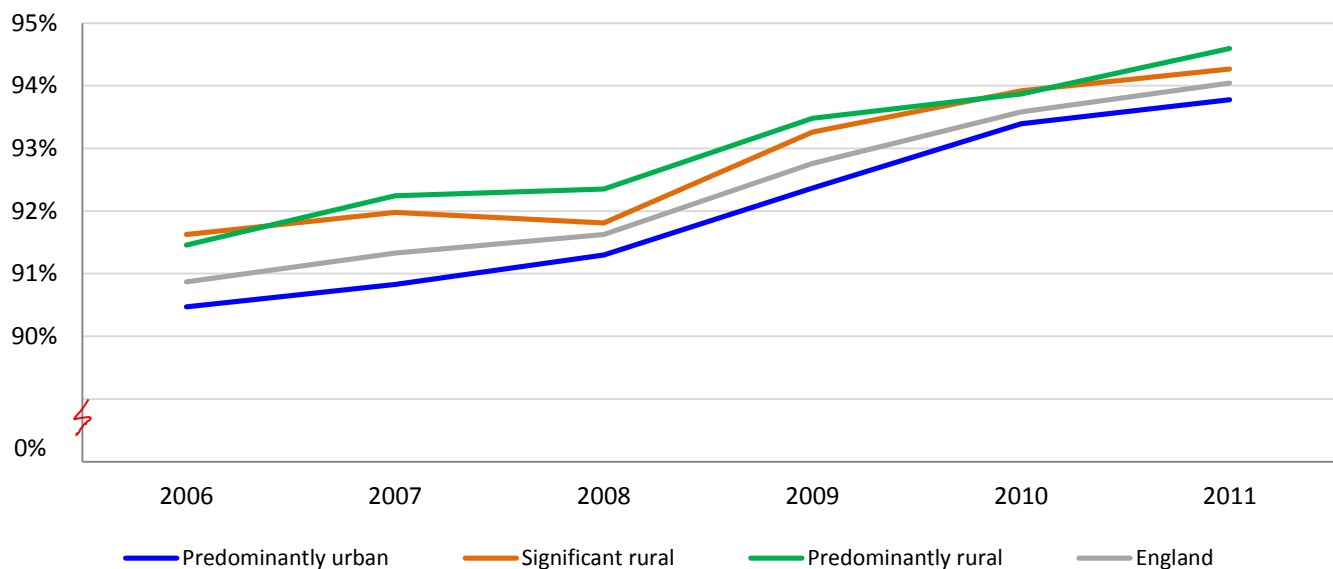
Notes: This indicator was previously reported for Working Age Population so included people who were economically active but not in employment so who were not able to have On the Job Training, so has been revised to just include people who are in employment, so proportions here are higher than those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

Source: ONS, Annual Population Survey, Nomis

Workplace based skills

- When these skill levels are looked at from a workplace based perspective, a higher proportion of people working in *predominantly urban areas* have qualifications at NVQ4 or above 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.
- The proportion of working age population with at least one qualification was generally higher for those working in *predominantly rural areas* than those working in *predominantly urban areas*, 94.6 per cent and 93.8 per cent respectively.
- In 2011, the proportion of working age population with NVQ Level 2 or above working in *predominantly rural areas* was 76.2 per cent and 75.0 per cent respectively, which was lower than *predominantly urban areas*.
- In 2011, the proportion of working age population with NVQ Level 4 or above working in *predominantly rural areas* was 35.8 per cent, which was lower than the 39.8 per cent of people working in *predominantly urban areas*
- In 2011, 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 12.8 per cent.

Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2006 to 2011



- The proportion of people with at least one qualification has increased in all areas since 2006
- The gap between people working in *predominantly rural areas* and *predominantly urban areas* has increased in 2011.

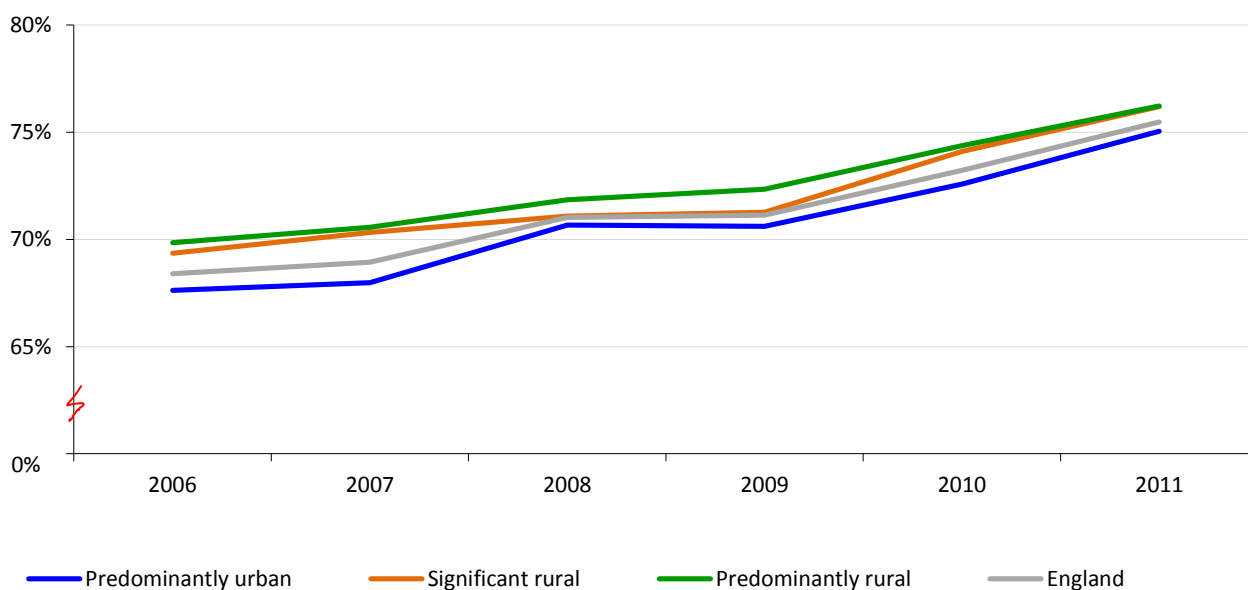
Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2006 to 2011

	2006	2007	2008	2009	2010	2011
Major urban	90.3	90.8	91.1	92.1	93.4	93.9
Large urban	90.3	90.5	91.7	92.7	93.2	93.6
Other urban	90.9	91.1	91.3	92.6	93.5	93.7
Significant rural	91.6	92.0	91.8	93.3	93.9	94.3
Rural-50	91.4	92.2	92.6	93.6	94.2	94.8
Rural-80	91.5	92.3	92.0	93.3	93.4	94.3
Predominantly urban	90.5	90.8	91.3	92.4	93.4	93.8
Predominantly rural	91.5	92.2	92.3	93.5	93.9	94.6
England	90.9	91.3	91.6	92.8	93.6	94.0

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 2006.

Source: ONS, Annual Population Survey/Labour Force Survey

Proportion of working age population with NVQ2 (or equivalent) and above (workplace based), by local authority classification in England, 2006 to 2011



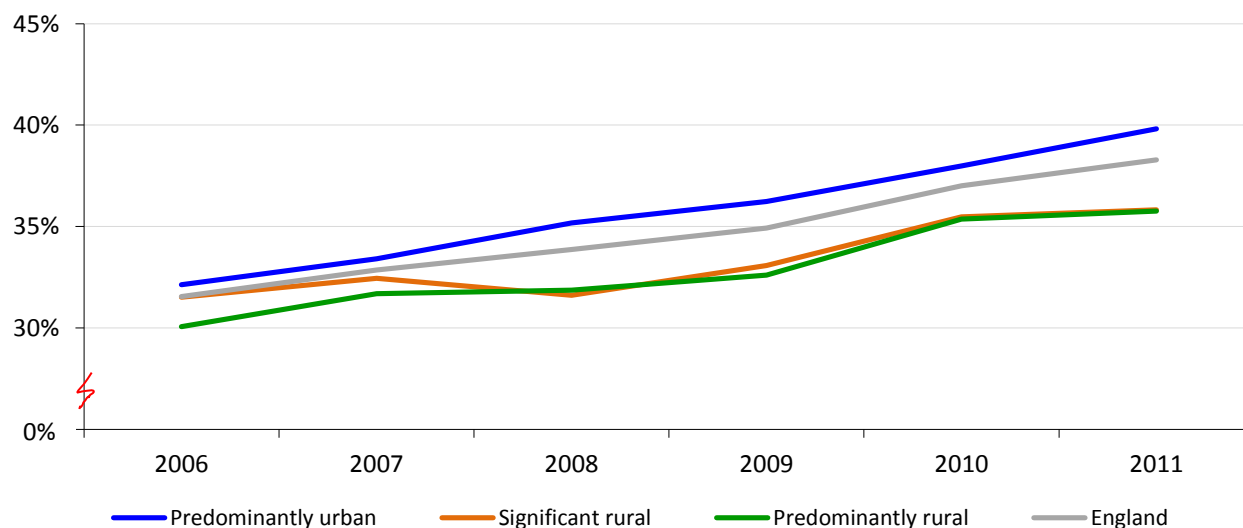
- A higher proportion of people working in *predominantly rural areas* have NVQ Level 2 or above, than people working in *predominantly urban areas*.
- In 2011 in *predominantly rural areas* the proportion was 76.2 per cent in 2010, compared with 75.0 per cent in *predominantly urban areas*.

Proportion of working age population with NVQ level 2 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2006 to 2011

	2006	2007	2008	2009	2010	2011
Major urban	68.1	68.6	71.2	70.9	72.9	76.0
Large urban	67.0	67.9	71.3	71.2	72.5	74.6
Other urban	67.1	66.7	68.9	69.5	72.0	73.4
Significant rural	69.4	70.3	71.1	71.3	74.1	76.2
Rural-50	70.2	70.8	72.4	73.0	75.3	77.1
Rural-80	69.4	70.3	71.1	71.4	73.1	75.1
Predominantly urban	67.6	68.0	70.7	70.6	72.6	75.0
Predominantly rural	69.9	70.6	71.9	72.3	74.4	76.2
England	68.4	68.9	71.0	71.1	73.2	75.5

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 2006.
Source: ONS, Annual Population Survey/Labour Force Survey.

Proportion of working age population with NVQ4 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2006 to 2011



- The proportion of working age population with NVQ Level 4 or equivalent is much higher for people working in *predominantly urban areas*, than those working in rural areas.
- In *predominantly urban areas* the proportion with NVQ Level 4 or equivalent was 39.8 per cent compared with 34.8 per cent in *predominantly rural areas*.

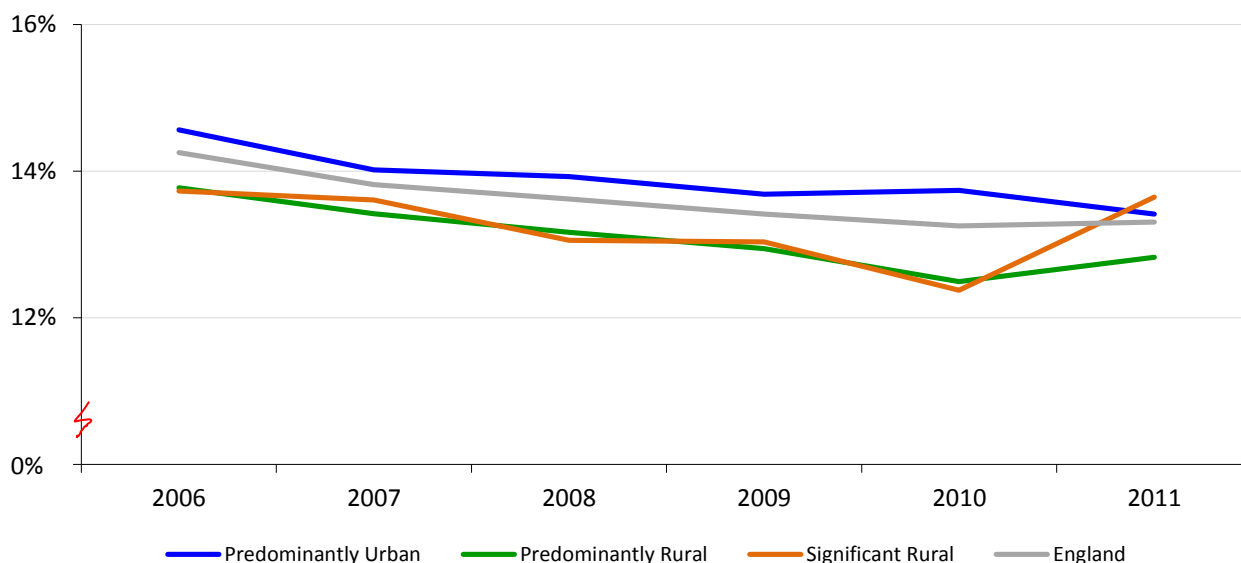
Proportion of working age population with at least NVQ level 4 (or equivalent) (workplace based), by Local Authority Classification in England, 2006 to 2011

	2006	2007	2008	2009	2010	2011
Major urban	35.5	36.9	38.8	40.0	41.7	44.3
Large urban	28.9	30.8	32.0	32.4	34.2	35.5
Other urban	27.8	28.2	30.3	31.5	33.1	33.8
Significant rural	31.5	32.4	31.6	33.1	35.5	35.8
Rural-50	30.3	31.8	32.5	33.5	36.2	36.5
Rural-80	29.8	31.5	31.1	31.4	34.2	34.8
Predominantly urban	32.1	33.4	35.2	36.2	38.0	39.8
Predominantly rural	30.1	31.7	31.9	32.6	35.4	35.8
England	31.5	32.9	33.9	34.9	37.0	38.3

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 2006.

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

Proportion of employees and self-employed of working age receiving on the job training in last 4 weeks (workplace based), by local authority classification in England, 2006 to 2011



- A higher percentage of people working in urban areas received on the job training than people working in rural areas
- There was an increase in the proportion of people receiving on the job training for those working in *predominantly rural* or *significant rural* areas in 2011.
- For every £1 spent on apprenticeships, there is an £18 return¹. This may be an incentive for employers to provide apprenticeships, which has seen an increase of on-the-job training in 2011 in some areas.
- ¹Source: National Audit Office

Proportion of employees, self-employed and trainees receiving on the job training in last 4 weeks (workplace based), by Local Authority Classification in England, 2006 to 2011

	2006	2007	2008	2009	2010	2011
Major urban	14.2	13.8	13.5	13.4	13.6	12.9
Large urban	14.8	14.6	14.6	14.0	13.5	14.0
Other urban	15.1	14.0	14.2	14.0	14.2	14.1
Significant rural	13.7	13.6	13.1	13.0	12.4	13.6
Rural-50	14.3	13.7	13.0	13.2	12.8	13.4
Rural-80	13.1	13.1	13.4	12.7	12.0	12.0
Predominantly urban	14.6	14.0	13.9	13.7	13.7	13.4
Predominantly rural	13.8	13.4	13.2	12.8	12.5	12.8
England	14.3	13.8	13.6	13.4	13.3	13.3

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

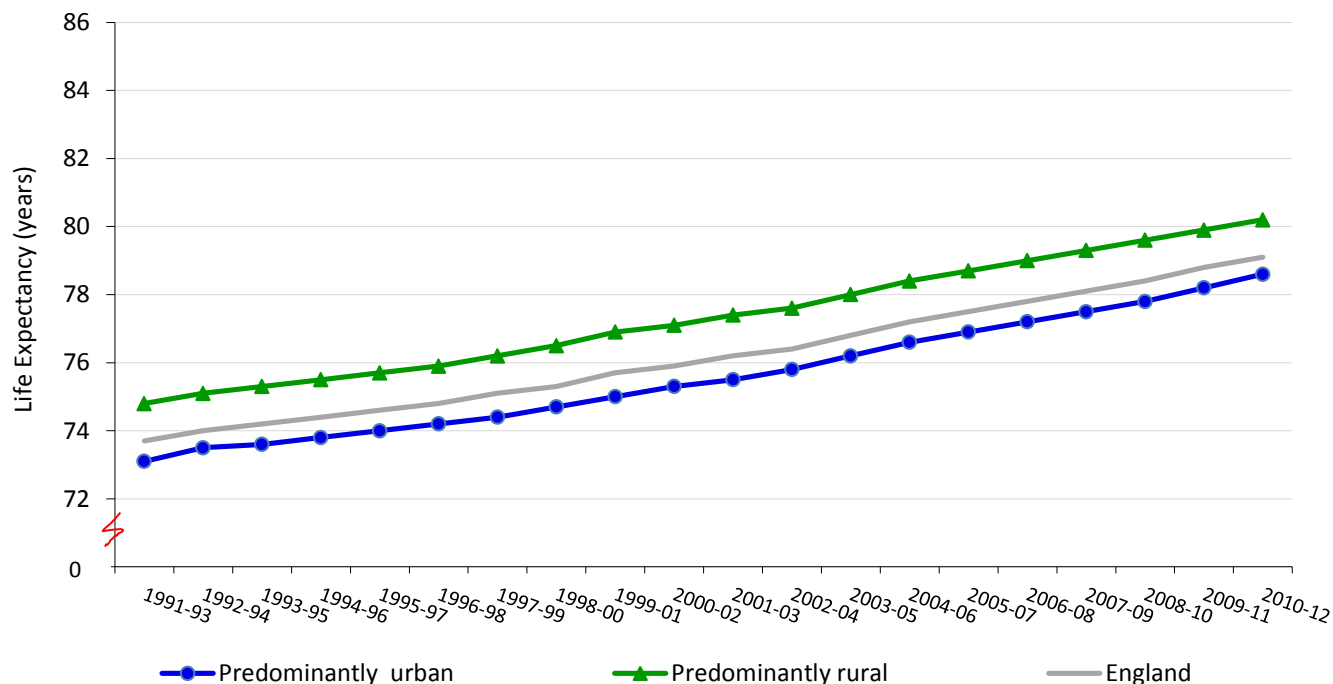
Health

This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course.

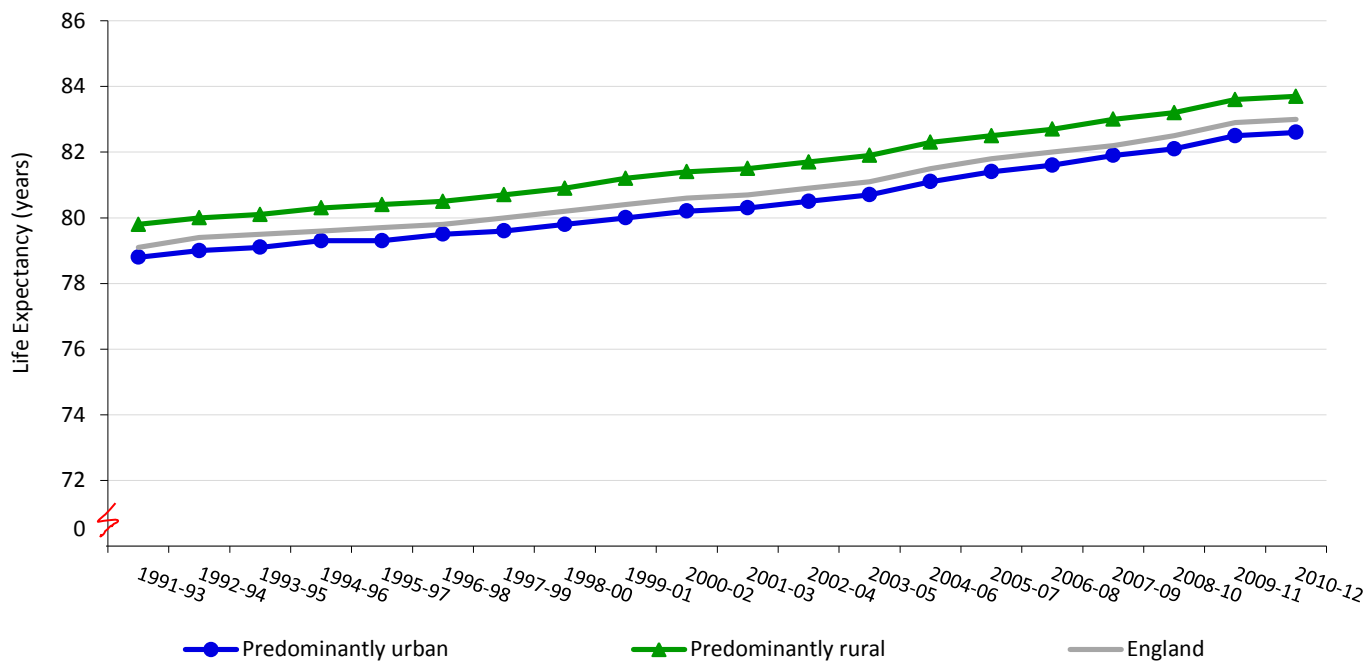
- **Overall health outcomes are more favourable in rural areas than urban areas:** life expectancy (the number of years of life a person is expected to live) is higher, infant mortality rate lower and potential years of life lost from common causes of premature death lower in rural areas than in urban areas.
- **Average life expectancy is highest in Rural-80 areas:** On average, males born in *Rural-80 areas* in 2010-12 are expected to live two years longer than males born in *major urban areas* and on average females born in *Rural-80 areas* in 2010-12 are expected to live one and a half years longer than females born in *large urban areas*.
- **Infant mortality is lower in rural areas than in England as a whole:** In 2012, the infant mortality rate in rural areas was 3.6 deaths per 1,000 live births, compared with the England average of 4.1 deaths per 1,000 live births.
- **Potential years of life lost (PYLL) from common causes of death such as cancers, Coronary Heart Disease (CHD) and stroke is lower in rural areas.** This means that fewer people living in rural areas are dying prematurely than those living in urban areas. For example PYLL from cancer in *predominantly rural areas* in 2010-12 was 128.7 years per 10,000 people - over fifteen years lower than the 144.5 years per 10,000 people in *predominantly urban areas*. PYLL from Coronary Heart Disease in *predominantly rural areas* in 2010-12 was 31.8 years per 10,000 people and lower than the 44.3 years per 10,000 people in *predominantly urban areas*. In 2010-12, PYLL from stroke or related diseases in *predominantly rural areas* was 11.0 years per 10,000 people and lower than the 14.6 PYLL per 10,000 people in *predominantly urban areas*.

Life expectancy

Male life expectancy at birth, by Local Authority Classification, in England, 1991-93 to 2010-12



Female life expectancy at birth, by Local Authority Classification, in England, 1991-93 to 2010-12



- Life expectancy has increased in all areas across England.
- In 2010-12 life expectancy for men was 79.1 years and 83.0 years for women. This means that a newborn baby boy born in England can expect to live to 79.1 years of age, if mortality rates stay the same throughout his lifetime. Likewise, for a newborn baby girl, they can expect to live to 83.0 years of age.
- Life expectancy was higher for people born in rural areas compared with 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.
- Life expectancy was highest in *Rural-80* areas with men born in these areas expected to live until 80.4 years of age and women expected to live until 84.0 years.
- Life expectancy was lowest in *major urban areas* for men and in *large urban* and *other urban areas* for women.
- Men born in *Rural-80 areas* were expected to live 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*.

Male life expectancy at birth in years, by Local Authority Classification, in England, 2000-02 to 2010-12

	2000-02	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12
Major urban	75.0	75.2	75.6	76.0	76.4	76.7	77.0	77.4	77.8	78.2	78.5
Large urban	75.6	75.7	76.0	76.3	76.8	77.0	77.3	77.5	77.9	78.3	78.6
Other urban	75.6	75.9	76.1	76.5	76.8	77.1	77.4	77.6	77.9	78.3	78.6
Significant rural	76.8	77.1	77.2	77.5	77.9	78.3	78.6	78.9	79.2	79.6	79.9
Rural-50	76.9	77.1	77.4	77.8	78.2	78.5	78.8	79.1	79.4	79.7	80.0
Rural-80	77.4	77.7	77.9	78.3	78.6	79.0	79.2	79.5	79.9	80.2	80.4
Predominantly urban	75.3	75.5	75.8	76.2	76.6	76.9	77.2	77.5	77.8	78.2	78.6
Predominantly rural	77.1	77.4	77.6	78.0	78.4	78.7	79.0	79.3	79.6	79.9	80.2
England	75.9	76.2	76.4	76.8	77.2	77.5	77.8	78.1	78.4	78.8	79.1

Female life expectancy at birth in years, by Local Authority Classification, in England, 2000-02 to 2010-12

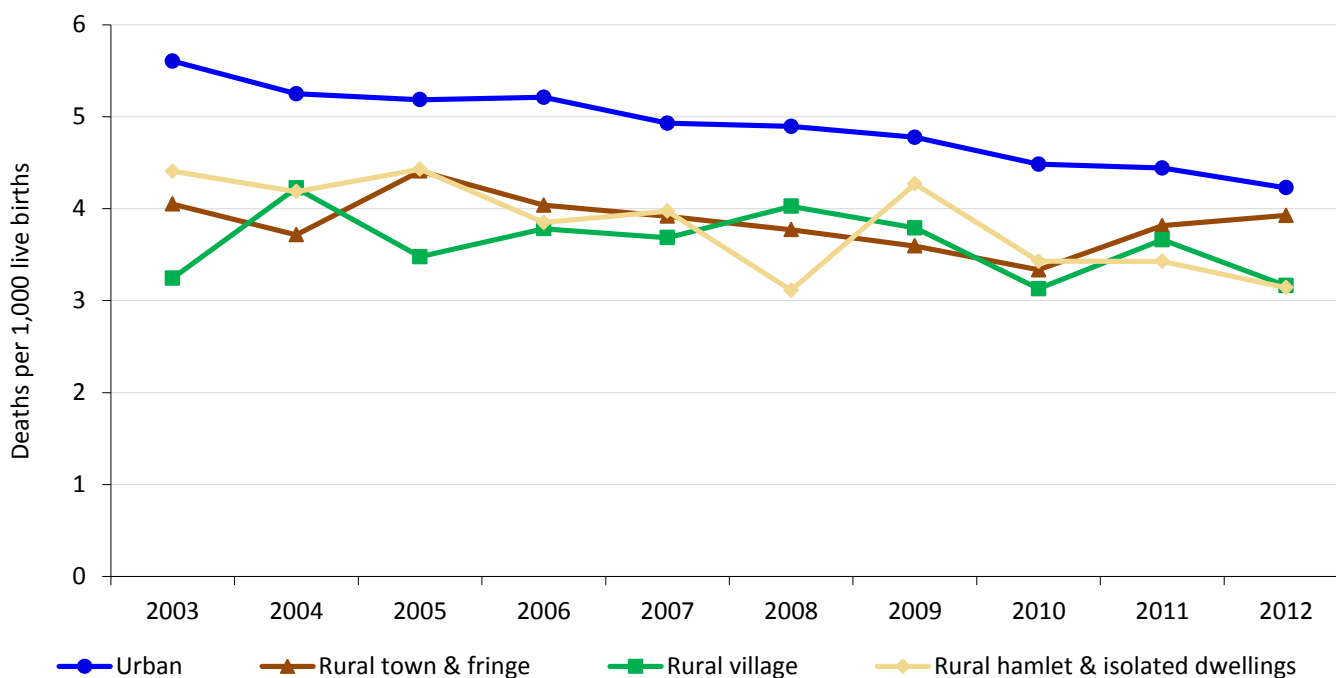
	2000-02	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12
Major urban	80.1	80.2	80.4	80.6	81.0	81.3	81.5	81.9	82.1	82.5	82.6
Large urban	80.4	80.4	80.6	80.8	81.2	81.4	81.5	81.8	82.0	82.4	82.5
Other urban	80.3	80.4	80.6	80.8	81.2	81.4	81.6	81.9	82.1	82.5	82.5
Significant rural	81.2	81.3	81.4	81.6	82.0	82.2	82.4	82.7	82.9	83.3	83.5
Rural-50	81.2	81.3	81.5	81.6	82.0	82.3	82.5	82.8	83.0	83.4	83.5
Rural-80	81.8	81.8	81.9	82.2	82.6	82.9	83.0	83.2	83.5	83.9	84.0
Predominantly urban	80.2	80.3	80.5	80.7	81.1	81.4	81.6	81.9	82.1	82.5	82.6
Predominantly rural	81.4	81.5	81.7	81.9	82.3	82.5	82.7	83.0	83.2	83.6	83.7
England	80.6	80.7	80.9	81.1	81.5	81.8	82.0	82.2	82.5	82.9	83.0

Notes: Figures for 2000/02 – 2008/10 have been revised by ONS following publication of mid-year sub-national population estimates. Weighted average is calculated using Census 2001 population by Local Authority. 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.

Office for National Statistics (ONS): 'Life expectancy at birth and at age 65 for local areas in England and Wales, 2010 – 12', Available from: <http://www.ons.gov.uk/ons/publications/reference-tables.html?edition=tcM%3A77-326676>

Infant mortality rate

Infant mortality rate, by settlement type in England, 2004 to 2012



- The Infant Mortality Rate (IMR) is the number of infant (under one year old) deaths per 1,000 live births.
- In 2012, the IMR was lower in rural areas at 3.6 deaths per 1,000 live births than the England average of 4.1 per 1,000 live births.
- The IMR has been decreasing in England overall. However the IMR for rural areas fluctuates more than urban areas and there is no clear trend in the data shown owing to the smaller populations involved. There are many factors that are shown to influence the IMR, including birth weight, mothers' age, and socio-economic status.

Infant deaths (aged under 1 year) per 1,000 live births, by settlement type in England, 2003 to 2012

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Urban	5.6	5.2	5.2	5.2	4.9	4.9	4.8	4.5	4.4	4.2
Rural	3.8	4.0	4.1	3.9	3.8	3.8	3.8	3.3	3.7	3.6
Rural town & fringe	4.1	3.7	4.4	4.0	3.9	3.8	3.6	3.3	3.8	3.9
Rural village	3.2	4.2	3.5	3.8	3.7	4.0	3.8	3.1	3.7	3.2
Rural hamlet & isolated dwellings	4.4	4.2	4.4	3.9	4.0	3.1	4.3	3.4	3.4	3.1
England	5.3	5.1	5.0	5.0	4.8	4.7	4.6	4.3	4.3	4.1

Notes: Infants are defined as less than one year old

Source: ONS, Mortality@ons.gsi.gov.uk

Potential years of life lost (PYLL)

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 develop CHD. People typically suffer a stroke later in life.

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. PYLL from suicides is used as a measure of mental health.

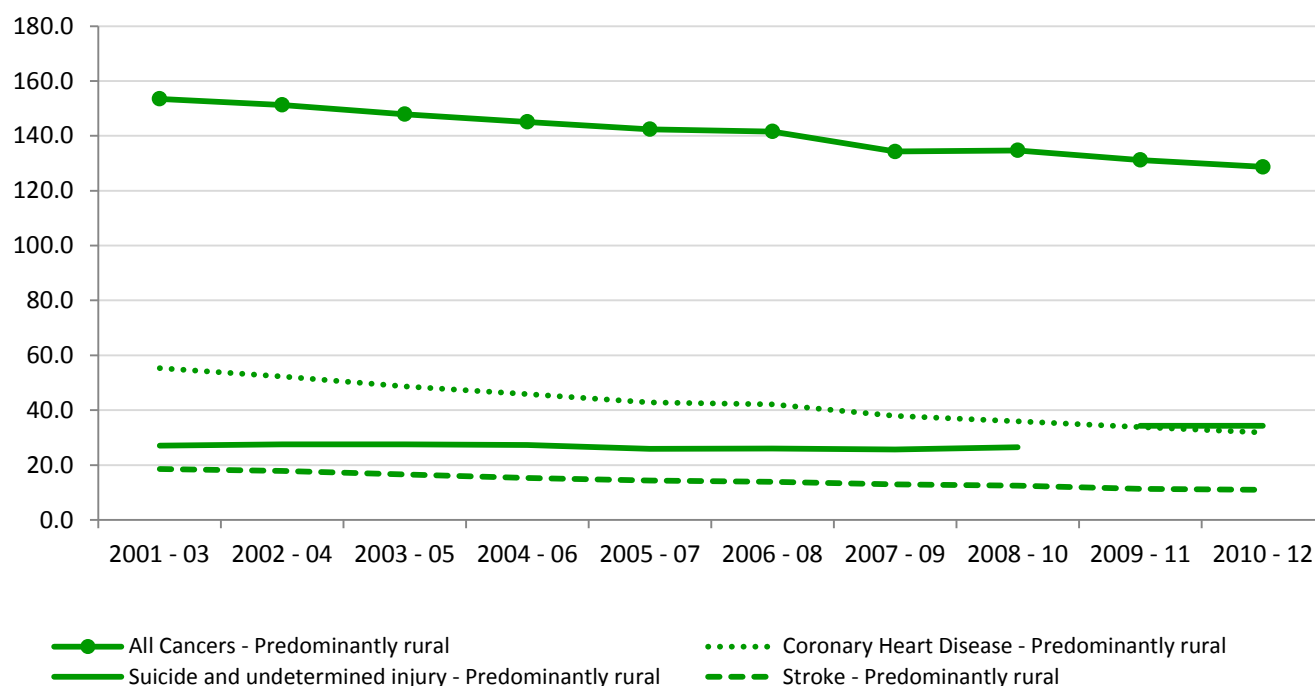
Potential years of life lost per 10,000 population by selected causes and Local Authority classification, in England, 2010-12

	All Cancers	Coronary Heart Disease	Suicide and Undetermined Injuries	Stroke
Major urban	142.6	44.9	30.6	15.1
Large urban	146.8	43.0	32.9	13.7
Other urban	146.7	44.2	36.4	14.2
Significant rural	134.6	35.5	30.9	11.6
Rural-50	129.5	33.2	35.2	11.3
Rural-80	127.5	29.7	32.9	10.6
Predominantly urban	144.5	44.3	32.5	14.6
Predominantly rural	128.7	31.8	34.3	11.0
England	139.4	40.2	32.7	13.3

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 and Census 2011 population at Local Authority level.

Source: Health and Social Care Information Centre (HSCIC): <https://indicators.ic.nhs.uk/webview/>

Potential years of life lost per 10,000 population by selected causes in predominantly rural areas, in England, 2001-03 to 2010-12*



* PYLL from suicide and undetermined injury is not directly comparable between 2001/03 – 2008/10 and 2009/11 - 2010/12. This is because of the updates to the definition of mortality from suicide and injury undetermined from 2010 onwards. One of the changes is that in 2009/11 and 2010/12 the rate covered people aged 15-74 years whereas in previous years it also included registrations for under 15s.

- Between 2001-03 and 2010-12 PYLL from cancer, Coronary Heart Disease (CHD) and stroke has decreased in both *predominantly urban* and *predominantly rural* areas. PYLL from suicide and undetermined injuries is not directly comparable due to changes in methodology.
- PYLL from cancer, CHD and stroke has been lower in *predominantly rural* areas than in *predominantly urban* areas. In general, it decreases with a local authority's rurality. PYLL from suicide and undetermined injuries is only slightly different in *predominantly rural* and *predominantly urban* areas, which suggests that there is no clear relationship between deaths due to suicide and settlement types.
- In 2010-12, PYLL from **cancer** was lowest in *Rural-80* areas: 127.5 years per 10,000 people. This means that 127.5 years of life was lost from people prematurely dying from cancer for every 10,000 people living in *Rural-80* areas. The highest PYLL was in *large urban* areas: 146.8 per 10,000 population.
- PYLL from **Coronary Heart Disease (CHD)** was lowest in *Rural-80* areas at 29.7 years per 10,000 people. This compares to 44.9 in *major urban* areas.
- PYLL due to **suicide or undetermined injuries** in 2010-12 was lowest in *major urban* areas at 30.6 and highest in *other urban* areas at 36.4 years per 10,000 population.
- The PYLL from **stroke and related diseases** was lowest for *Rural-80* areas (10.6 years per 10,000 population) and highest in *major urban* areas (15.1 years).

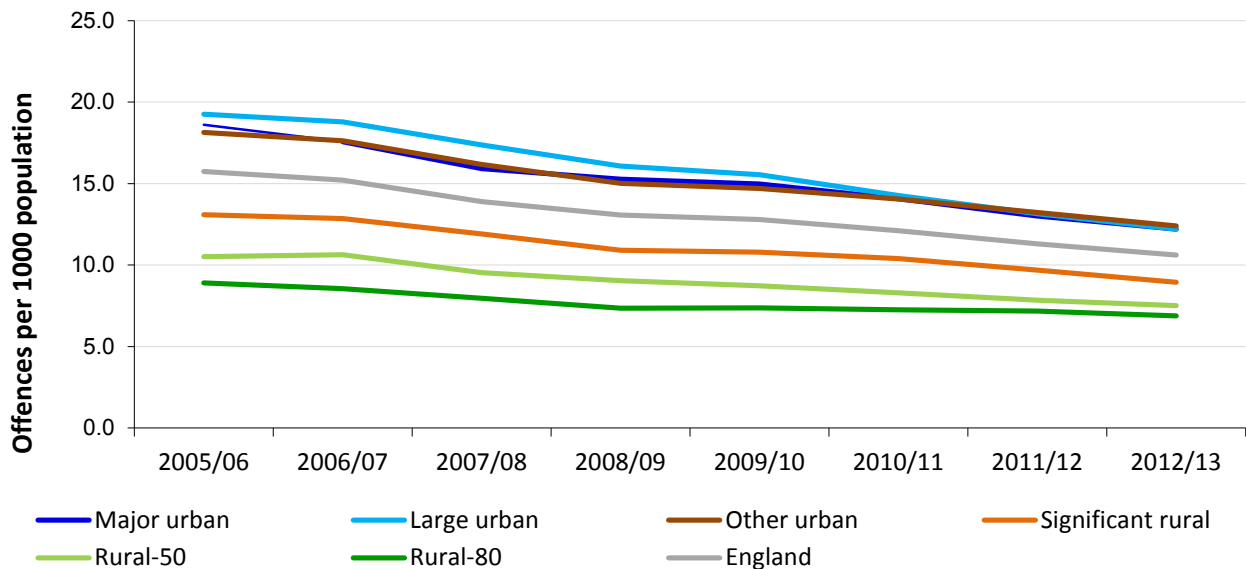
Crime

This section contains the latest analysis carried out, however, the underlying data may have been updated since. The rural analysis here will be updated in due course.

- Average crime rates are lower in rural areas than urban areas.
- In 2012/13, the rate of violence against the person was 7.2 per 1,000 people in *predominantly rural areas* compared with 12.3 per 1,000 people in *predominantly urban areas*.
- The rate of sexual offences in *predominantly urban areas* was 1.1 per 1,000 in 2012/13, compared with 0.7 per 1,000 in *predominantly rural areas*.
- The rate of recorded crime was also higher in urban areas than rural areas for crimes such as robbery, domestic burglary and vehicle offences (theft of, theft from or vehicle interference). For example, there were 8.4 vehicle offences per 1,000 people in *predominantly urban areas* and 4.2 per 1,000 people in *predominantly rural areas* in 2012/13.
- Overall, the rate of crime has been decreasing between 2005/06 and 2012/13 for all types of crime in both rural and urban areas.

Violence against the person offences

Police recorded violence against the person offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13



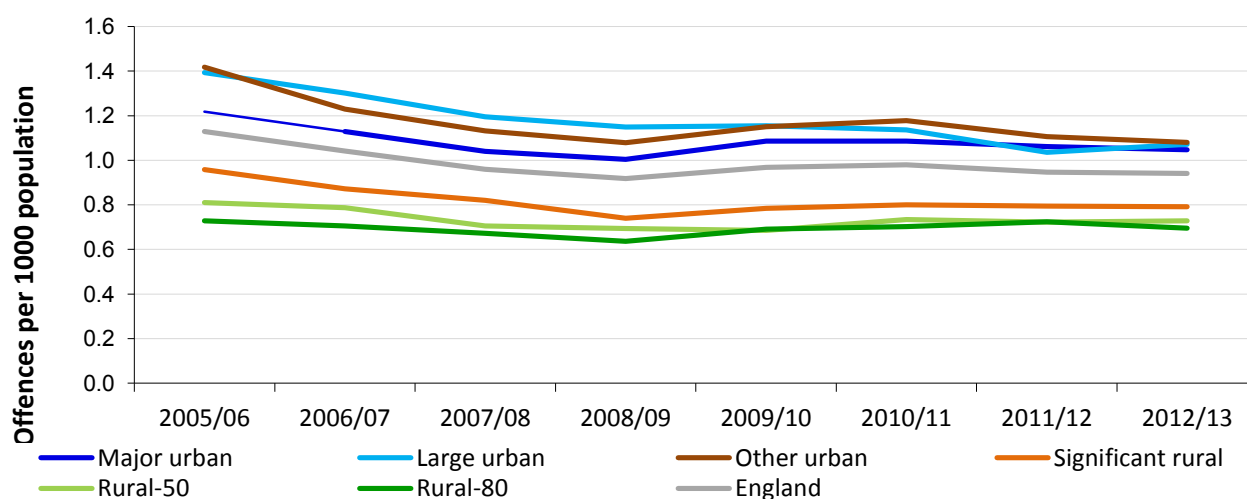
- Since 2005/06 the rate of violence against the person offences has been much higher in *predominantly urban areas* than *predominantly rural areas*. For all rural classifications, the rate of violent offences has been lower than the average England rate.
- In 12 months ending in March 2013, the rate of violence against a person was lowest in *Rural-80 areas*, where there were 6.9 recorded acts of violent crime per 1,000 people, considerably lower than the rate in *major urban, large urban and other urban areas* where the rate was between 12.2 to 12.4 recorded acts of crime per 1,000 people.

Police recorded violence against the person offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	18.6	17.6	15.9	15.3	15.0	14.1	13.0	12.2
Large urban	19.3	18.8	17.4	16.1	15.5	14.3	13.2	12.2
Other urban	18.1	17.6	16.2	15.0	14.7	14.1	13.2	12.4
Significant rural	13.1	12.8	11.9	10.9	10.8	10.4	9.7	8.9
Rural-50	10.5	10.6	9.5	9.0	8.7	8.3	7.8	7.5
Rural-80	8.9	8.5	8.0	7.4	7.4	7.3	7.2	6.9
Predominantly urban	18.6	17.8	16.3	15.4	15.0	14.1	13.1	12.3
Predominantly rural	9.8	9.7	8.9	8.3	8.2	7.9	7.6	7.2
England	15.7	15.2	13.9	13.1	12.8	12.1	11.3	10.6

Sexual offences

Police recorded sexual offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13



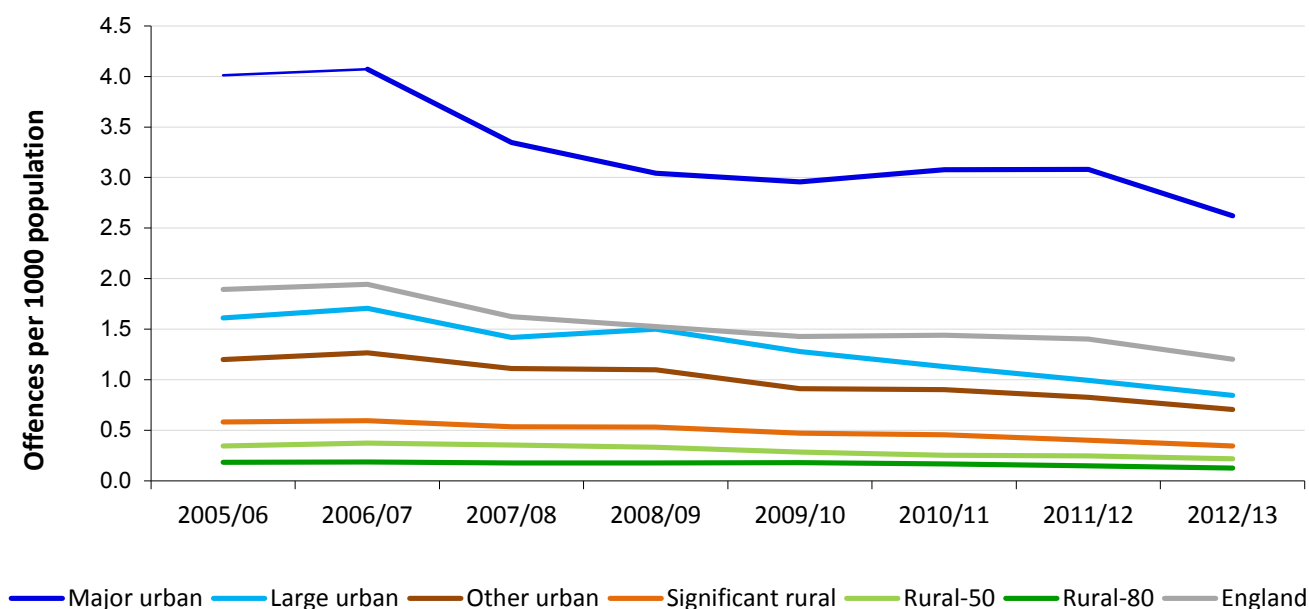
- Since 2005/06, the rate of sexual offences in *predominantly rural areas* has been lower than in *predominantly urban areas*.
- In 2012/13, the rate of recorded sexual offences in *predominantly rural areas* was 0.7 per 1,000 population, 0.4 lower than the rate in *predominantly urban areas*.

Police recorded sexual offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	1.2	1.1	1.0	1.0	1.1	1.1	1.1	1.0
Large urban	1.4	1.3	1.2	1.1	1.2	1.1	1.0	1.1
Other urban	1.4	1.2	1.1	1.1	1.2	1.2	1.1	1.1
Significant rural	1.0	0.9	0.8	0.7	0.8	0.8	0.8	0.8
Rural-50	0.8	0.8	0.7	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	0.7
Predominantly urban	1.3	1.2	1.1	1.1	1.1	1.1	1.1	1.1
Predominantly rural	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.7
England	1.1	1.0	1.0	0.9	1.0	1.0	0.9	0.9

Robbery offences

Police recorded robbery offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13



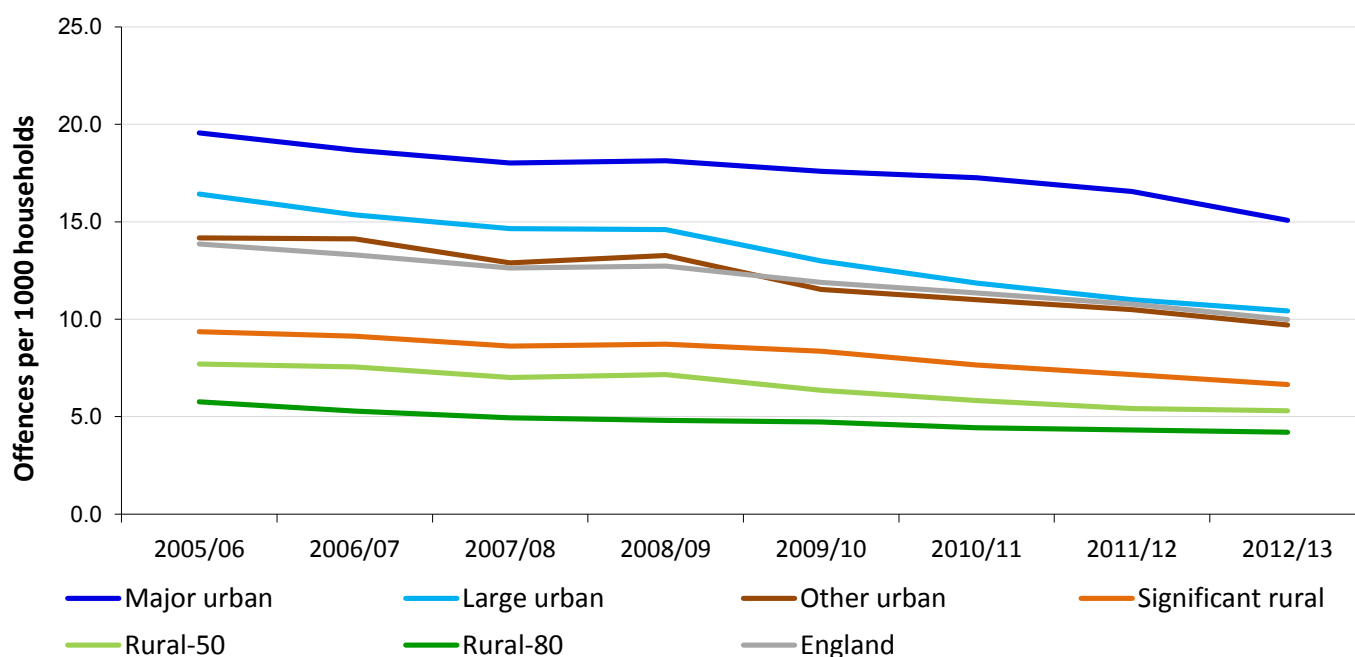
- Robbery offences occurred at a substantially higher rate in *major urban areas* than any other type of settlement in England.
- The rate of recorded robbery offences in 2012/13 in *major urban areas* was 2.6 per 1,000 population, 0.5 lower than in 2011/12.
- The rate in *predominantly urban areas* was 9 times the rate observed in *predominantly rural areas*.

Police recorded robbery offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	4.0	4.1	3.3	3.0	3.0	3.1	3.1	2.6
Large urban	1.6	1.7	1.4	1.5	1.3	1.1	1.0	0.8
Other urban	1.2	1.3	1.1	1.1	0.9	0.9	0.8	0.7
Significant rural	0.6	0.6	0.5	0.5	0.5	0.5	0.4	0.3
Rural-50	0.3	0.4	0.4	0.3	0.3	0.3	0.2	0.2
Rural-80	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1
Predominantly urban	2.8	2.9	2.4	2.2	2.1	2.1	2.1	1.8
Predominantly rural	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2
England	1.9	1.9	1.6	1.5	1.4	1.4	1.4	1.2

Domestic burglary offences

Police recorded domestic burglary offences per 1,000 households, by Local Authority Classification, in England, 2005/06 to 2012/13



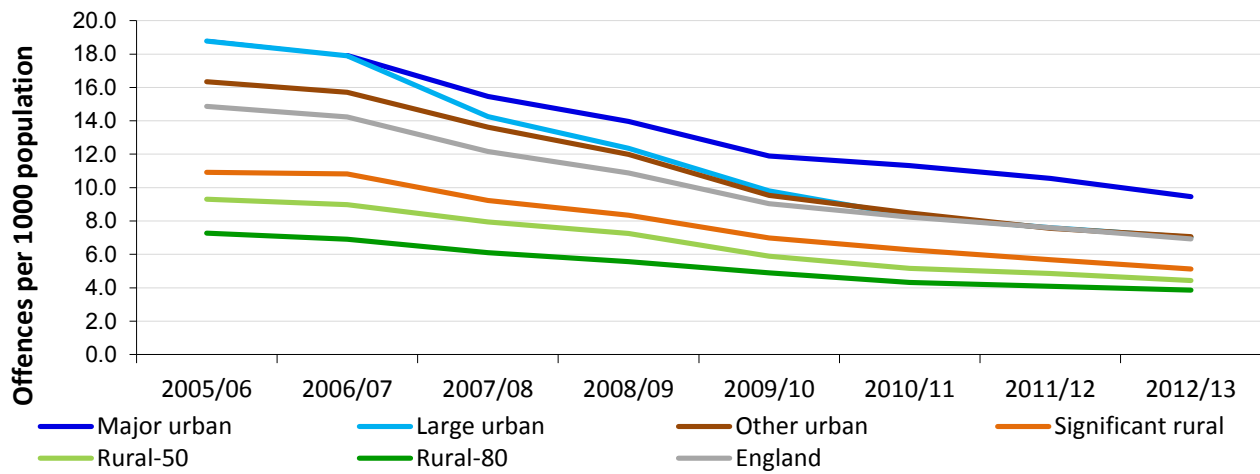
- Since 2005/06 the rate of domestic burglary offences has been higher in *predominantly urban areas* than *predominantly rural areas*;
- In 2012/13 the rate of domestic burglary in *major urban areas* was more than three times the rate recorded in *Rural-80 areas*.

Police recorded domestic burglary offences per 1,000 households, by Local Authority Classification, in England, 2005/06 to 2012/13

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	19.6	18.7	18.0	18.1	17.6	17.3	16.6	15.1
Large urban	16.4	15.4	14.6	14.6	13.0	11.9	11.0	10.4
Other urban	14.2	14.1	12.9	13.3	11.5	11.0	10.5	9.7
Significant rural	9.4	9.1	8.6	8.7	8.4	7.7	7.2	6.7
Rural-50	7.7	7.6	7.0	7.2	6.4	5.8	5.4	5.3
Rural-80	5.8	5.3	4.9	4.8	4.7	4.4	4.3	4.2
Predominantly urban	17.6	16.8	16.0	16.2	15.1	14.6	13.9	12.8
Predominantly rural	6.9	6.6	6.1	6.2	5.7	5.2	4.9	4.8
England	13.9	13.3	12.6	12.7	11.9	11.3	10.8	10.0

Vehicle offences

Police recorded vehicle offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13



- In 2012/13 the rate of vehicle offences (theft of, theft from or vehicle interference) in England fell to 6.9 per 1,000 population, less than half the rate in 2005/06.
- The rate was higher in *predominantly urban areas* than *predominantly rural areas*.
- The rate was highest in *major urban areas*, where there were 9.5 vehicle offences per 1,000 people compared with 3.9 offences recorded in *Rural-80 areas*.

Police recorded vehicle offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Major urban	18.8	17.9	15.5	14.0	11.9	11.3	10.6	9.5
Large urban	18.8	17.9	14.3	12.4	9.8	8.3	7.6	7.0
Other urban	16.3	15.7	13.6	12.0	9.5	8.5	7.6	7.1
Significant rural	10.9	10.8	9.2	8.4	7.0	6.3	5.7	5.1
Rural-50	9.3	9.0	7.9	7.3	5.9	5.2	4.9	4.4
Rural-80	7.3	6.9	6.1	5.6	4.9	4.3	4.1	3.9
Predominantly urban	18.2	17.4	14.8	13.1	10.9	10.0	9.2	8.4
Predominantly rural	8.5	8.1	7.2	6.5	5.5	4.8	4.5	4.2
England	14.9	14.2	12.2	10.9	9.0	8.2	7.6	6.9

Source: ONS, *Recorded crime data at Community Safety Partnership / Local Authority level from 2002/03' – Supplementary Excel tables to 'Crime Statistics, period ending March 2013*, available from: <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcn%3A77-322086>

Unlike the Crime Survey for England and Wales (CSEW), recorded crime figures do not include crimes that have not been reported to the police or incidents that the police decide not to record. It was estimated in 2012/13 that around 44 per cent of CSEW comparable crime was reported to the police, although this proportion varied considerably for individual offence types.

See <http://www.ons.gov.uk/ons/guide-method/method-quality/specific/crime-statistics-methodology/user-guide-to-crime-statistics.pdf> (Chapter 3) for more information.

Crime rates are calculated using the mid-year population / household numbers for the year immediately prior to the crime reporting period.