



Department  
for Environment  
Food & Rural Affairs

# Statistical Digest of Rural England

November 2017 Edition





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# Introduction

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

The Digest starts with a section on the rural and urban populations in England. This is followed by a 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 sections updated in this edition are:

- Population
- Employment
- Homeworking
- Wellbeing

## 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>.

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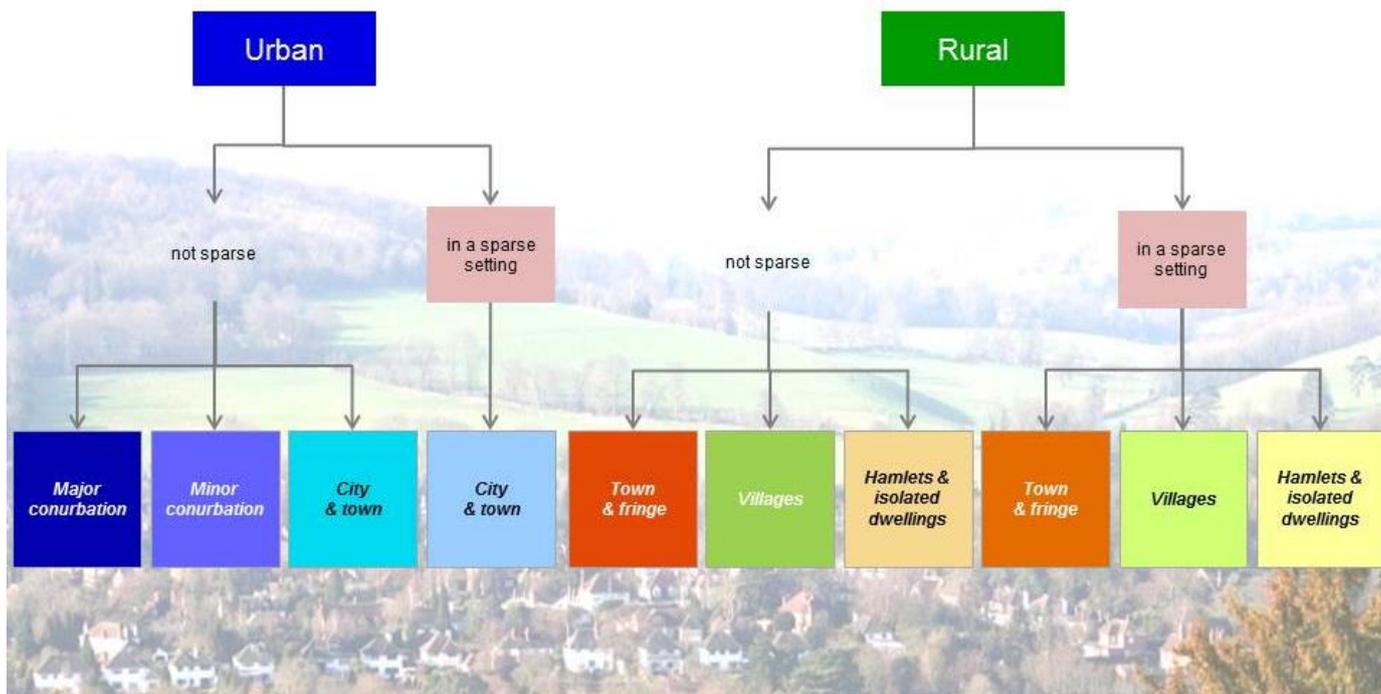
There is a special Census 2011 version of the Digest which looks at the data from the 2011 census and where possible makes comparisons to the 2001 census results.

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.

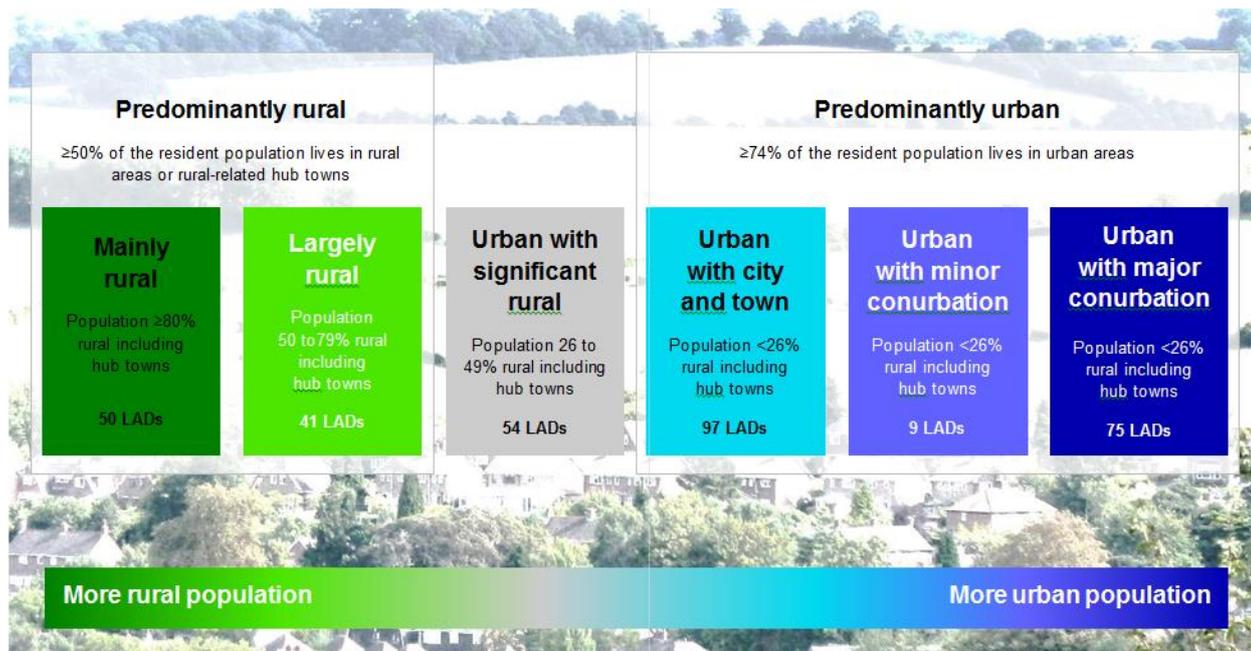
A map is shown overleaf.

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 2011-based 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. The Digest is not updated in its entirety according to the 2011-based classification. Some sections will refer to the previous 2001-based classification.

The 2011-based Rural Urban Local Authority Classification, 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 2011-based Local Authority Classification 2011 on the right to show how the categories align for comparison of figures.

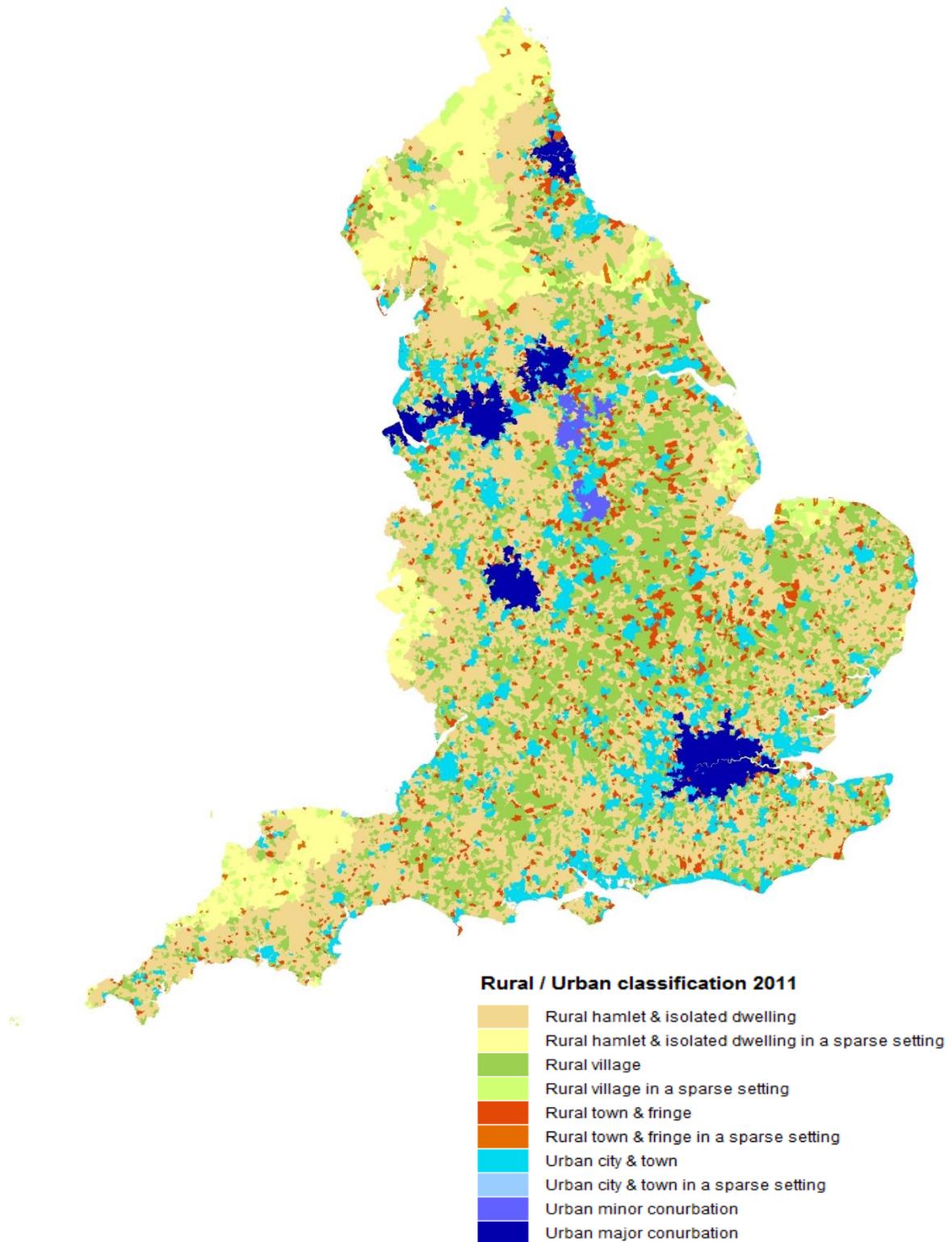
2001-based Local Authority Classification	Broader classification	2011-based Local Authority Classification	Broader classification
London	London	London	London
Major Urban	Predominantly Urban excl. London	Urban with Major Conurbation	Predominantly Urban excl. London
Large Urban		Urban with Minor Conurbation	
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	
<b>England</b>	<b>England</b>	<b>England</b>	<b>England</b>

More information on the classifications can be found at:

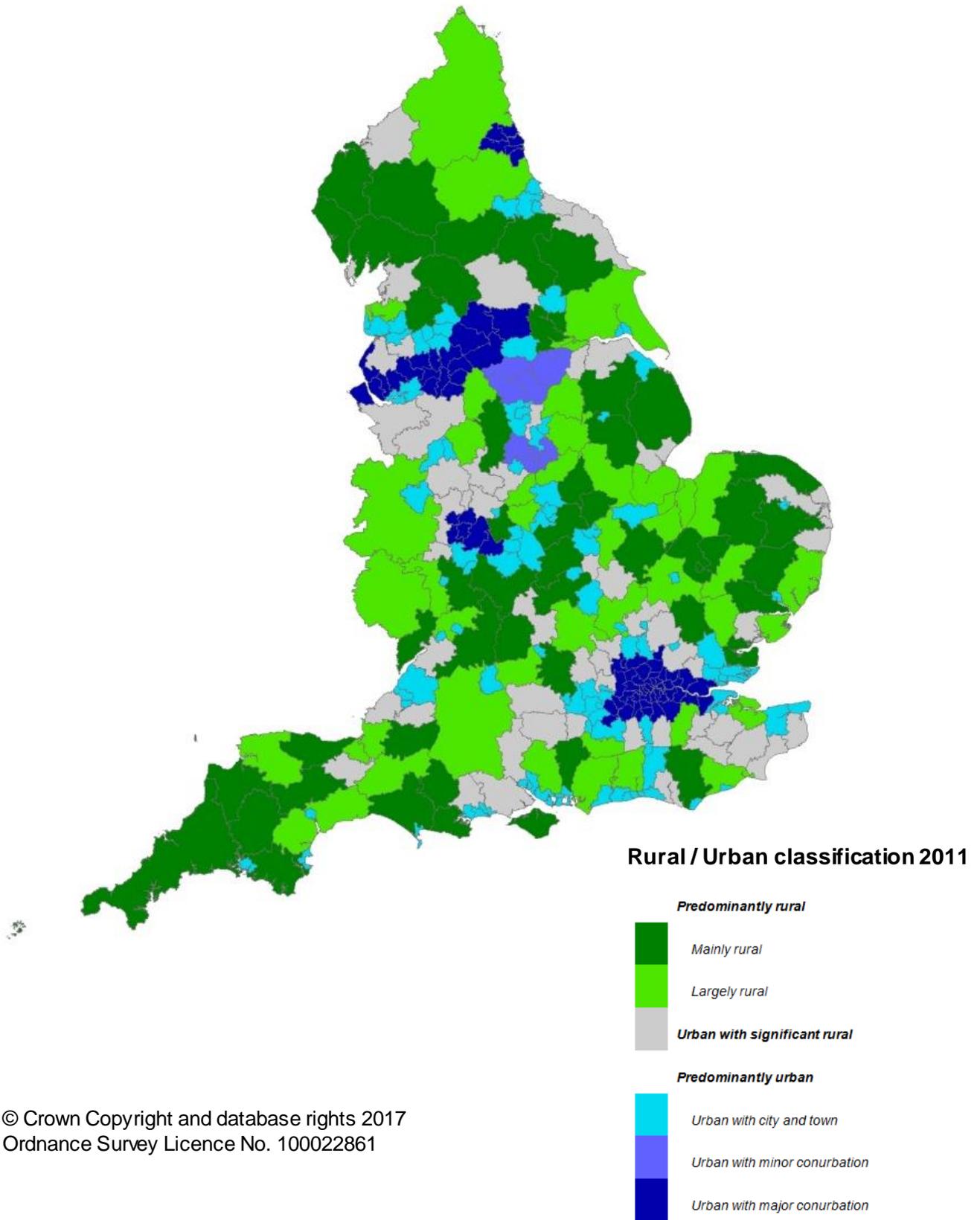
<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/series/rural-urban-definition>



## 2011 Rural-Urban Classification for Census Output Areas in England



# 2011 Rural-Urban Classification for Local Authorities in England



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# Rural population and migration

## Mid-year population 2016

- In 2016 the mid-year population estimate (based on Lower Super Output Areas, LSOAs) for England was 55.3 million, of which 9.4 million (17.0 per cent) lived in rural areas and 45.9 million (83.0 per cent) lived in urban areas.
- In 2011 the more detailed Census output area-based rural population was 9.3 million (17.6 per cent) while the mid-year population estimate based on LSOAs was 9.1 million (17.2 per cent). Further explanation can be found in footnote <sup>1</sup>
- In comparing population estimates at LSOA level there was an increase in the rural population from 9.1 million in 2011 (LSOA-based) to 9.4 million in 2016 (LSOA-based), however the proportion of the total population has fallen from 17.2 per cent to 17.0 per cent over the same time period, as the urban population has increased at a faster rate.
- Within rural areas, 0.5 million people lived in sparse settings in 2016.

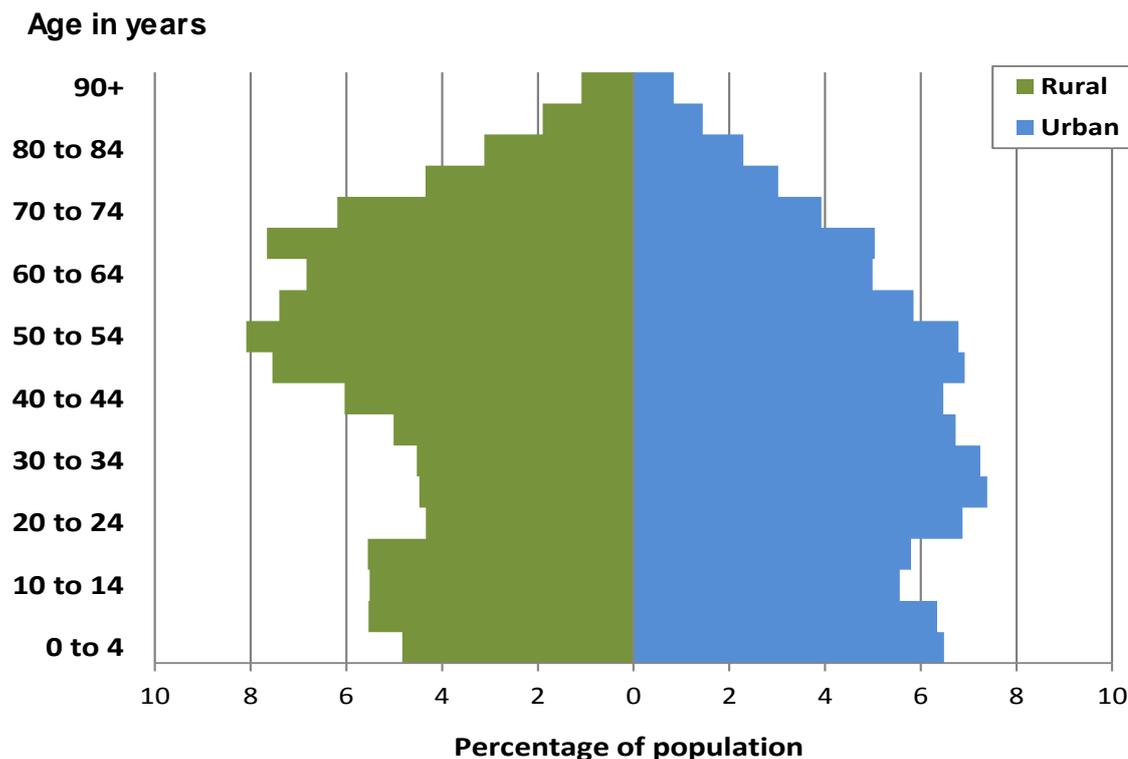
### 2016 Mid-year population estimates

	Population	Proportion (%)
<b>Rural</b>	<b>9,370,200</b>	<b>17.0</b>
Rural town and fringe	5,069,300	9.2
- those in a sparse setting	192,800	0.3
Rural village and hamlet	4,300,900	7.8
- those in a sparse setting	299,000	0.5
<b>Urban</b>	<b>45,897,800</b>	<b>83.0</b>
Urban major conurbation	19,831,400	35.9
Urban minor conurbation	1,981,400	3.6
Urban city and town	24,085,000	43.6
- those in a sparse setting	90,200	0.2
<b>England</b>	<b>55,268,100</b>	<b>100.0</b>

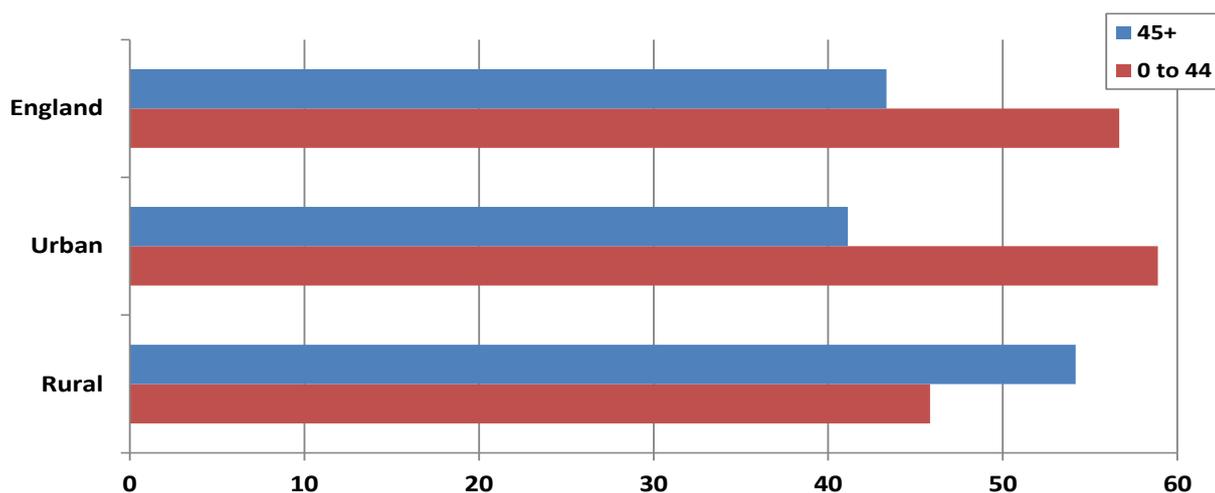
- 9.4 million people, or 17.0 per cent of the population, lived in rural areas in 2016.
- Around 492,000 people, or 0.8 per cent of the population lived in rural settlements in a sparse setting.

## Population by age

Percentage of population within age bands by rural-urban classification (LSOA) in England, 2016



2016 Mid-year population by area and percentage, rural and urban totals



- The population in rural areas has a higher proportion of older people compared with urban areas. Just over 45 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.
- Approximately 60 per cent of the population living in rural village and dispersed in a sparse setting are aged 45 years and over.

Age bands as a percentage of total 2016 mid-year population

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
<b>Rural</b>	4.8	5.5	5.5	5.6	4.3	4.5	4.5	5.0	6.0	7.5	8.1	7.4	6.8	7.7	6.2	4.3	3.1	1.9	1.1
Rural town and fringe	5.3	5.8	5.5	5.5	4.5	4.8	5.0	5.3	6.2	7.5	7.7	6.9	6.4	7.2	5.9	4.3	3.1	1.9	1.1
- those in a sparse setting	4.6	5.1	4.8	5.0	4.5	4.9	4.7	4.7	5.4	6.7	7.4	7.2	6.9	8.1	6.7	5.1	4.0	2.7	1.6
Rural village and hamlet	4.4	5.4	5.6	5.7	4.2	4.1	4.1	4.7	5.9	7.7	8.6	7.9	7.3	8.0	6.4	4.3	3.0	1.8	1.0
- those in a sparse setting	3.8	4.6	4.9	4.9	3.6	3.8	3.8	4.1	5.0	7.1	8.4	8.6	8.4	9.5	7.5	5.1	3.5	2.1	1.1
<b>Urban</b>	6.5	6.3	5.6	5.8	6.9	7.4	7.2	6.7	6.5	6.9	6.8	5.8	5.0	5.0	3.9	3.0	2.3	1.4	0.8
Urban major conurbation	6.9	6.6	5.7	5.7	6.9	8.2	8.2	7.4	6.7	6.8	6.5	5.5	4.6	4.4	3.3	2.6	2.0	1.2	0.7
Urban minor conurbation	6.0	6.0	5.4	6.2	8.9	7.4	6.6	6.0	6.0	6.9	6.7	5.9	5.1	5.1	4.0	3.1	2.3	1.4	0.8
Urban city and town	6.2	6.2	5.5	5.8	6.7	6.7	6.5	6.2	6.3	7.0	7.0	6.1	5.3	5.6	4.4	3.3	2.5	1.6	1.0
- those in a sparse setting	4.7	5.1	4.7	4.8	4.8	5.2	4.9	4.7	5.1	6.3	7.1	7.1	7.0	8.3	6.9	5.1	3.9	2.5	1.6
<b>England</b>	6.2	6.2	5.6	5.8	6.4	6.9	6.8	6.4	6.4	7.0	7.0	6.1	5.3	5.5	4.3	3.2	2.4	1.5	0.9

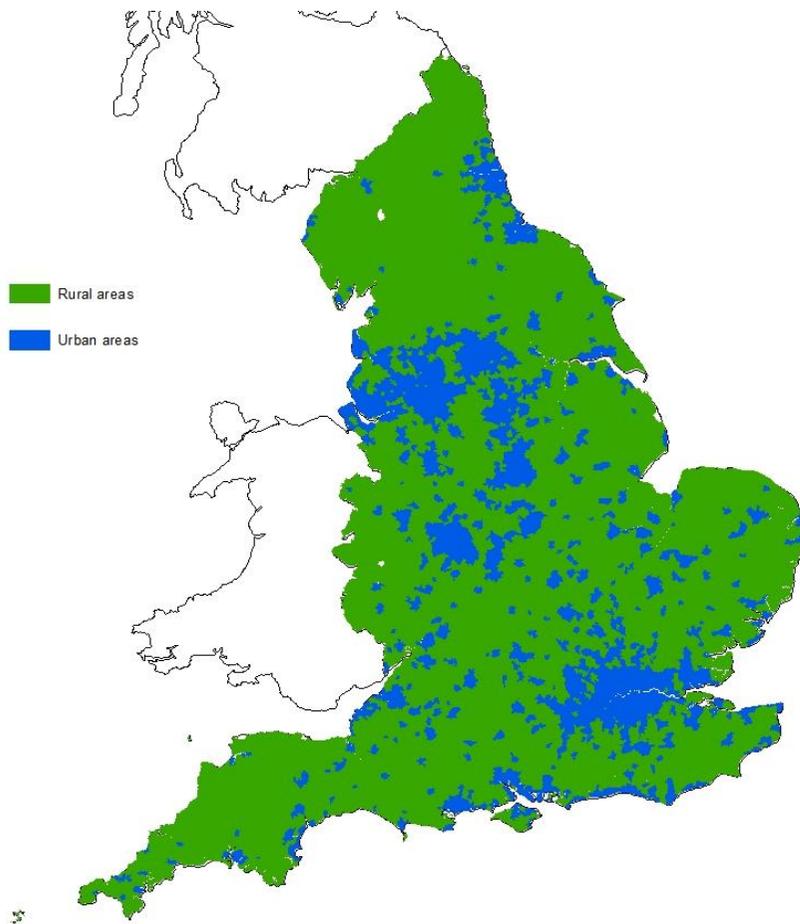
Notes: <sup>1</sup>This analysis uses mid-year population estimates, produced by the ONS. While these indicators are broadly in line with census level population data, there are minor differences relating to the area classifications: Census population data are based on output areas (OAs, approx. 300 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 usual 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 2016, Office for National Statistics. © Crown Copyright 2017. These data use RUC2011.

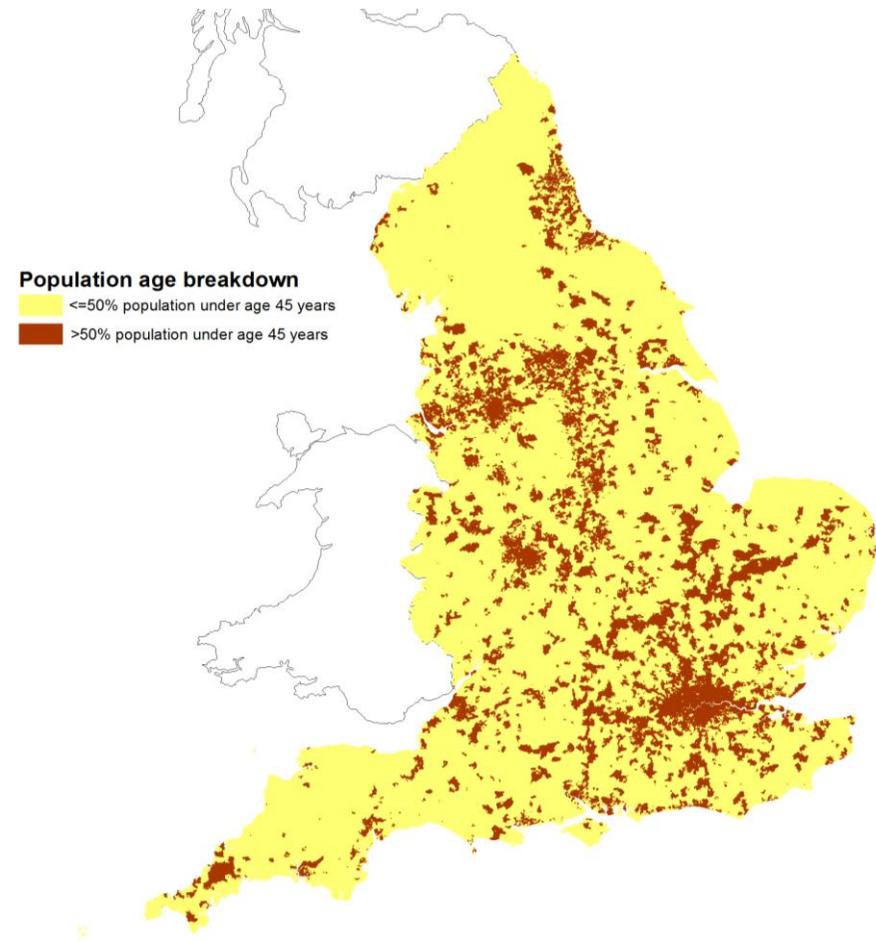
**Maps showing the close geographic relationship between the rural and urban populations at lower super output area level (LSOA) and areas where the percentage of population of under 45 year olds are most concentrated**

**Lower super output area classification of England (2011)**



Source: ONS, Defra, RUC2011, © Crown Copyright and database rights 2017, Defra No 100022861

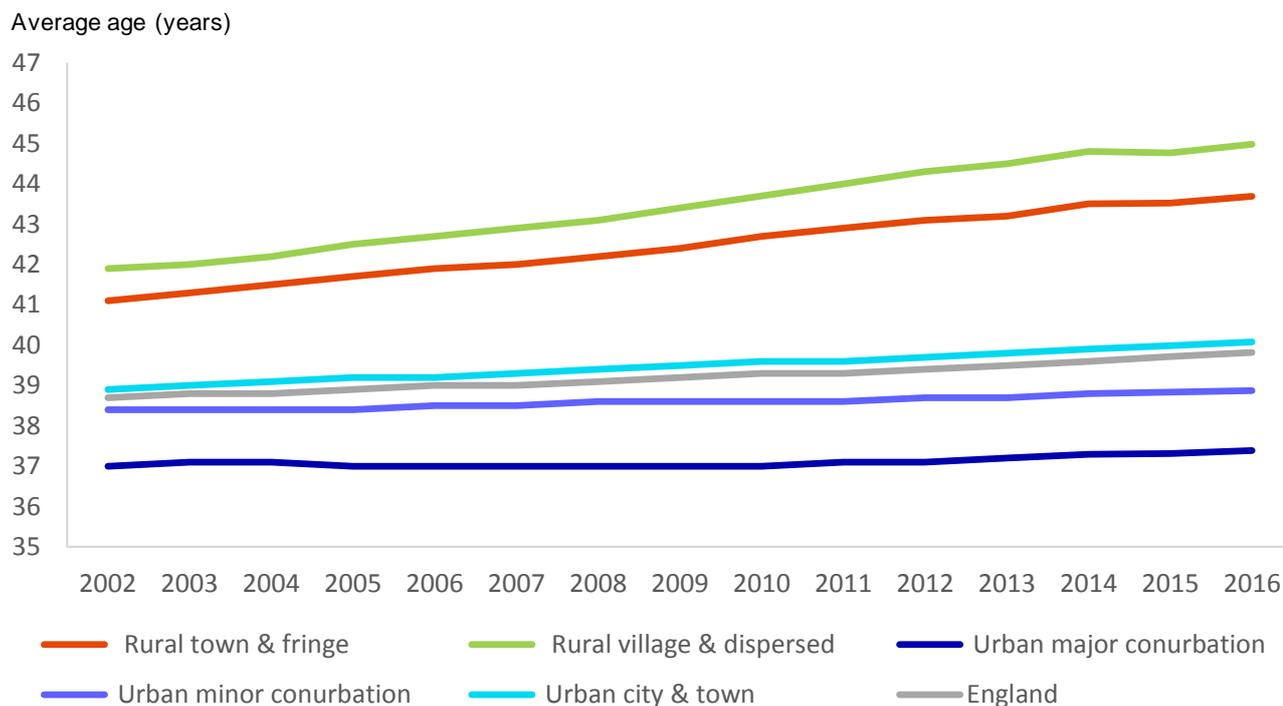
**Percentage of population under the age of 45 years (2016)**



Source: ONS, Defra Mid-year population estimates for 2016 at LSOA level

## Average age of the population

Average age in rural & urban areas in England, 2002 to 2016



The average age in rural areas is higher and has increased faster than in urban areas.

- In 2016, the average age of the population in rural village and dispersed areas was 45.0 years and in rural town and fringe areas it was 43.7 years, compared with the average for England of 39.8 years.
- The average age was lowest in urban major conurbations at 37.4 years.
- The average age in rural areas combined was 44.4 years in 2016, 5.5 years older than in urban areas. The gap in average ages between rural and urban areas widened from 3.4 years in 2002.
- The average age in England increased by 1.1 year between 2002 and 2016, but in rural town and fringe areas it increased by 2.6 years and in rural village and dispersed areas by 3.1 years.

Average age of the population in rural and urban areas in England, 2002 to 2016

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Rural	41.5	41.6	41.8	42.0	42.2	42.4	42.6	42.9	43.1	43.4	43.6	43.8	44.1	44.2	44.4
Rural town & fringe	41.1	41.3	41.5	41.7	41.9	42.0	42.2	42.4	42.7	42.9	43.1	43.2	43.5	43.5	43.7
- those in a sparse setting	43.9	44.0	44.1	44.2	44.3	44.4	44.6	44.8	44.9	45.1	45.4	45.5	45.7	45.9	46.2
Rural village & dispersed	41.9	42.0	42.2	42.5	42.7	42.9	43.1	43.4	43.7	44.0	44.3	44.5	44.8	44.8	45.0
- those in a sparse setting	43.9	44.2	44.4	44.7	44.9	45.2	45.4	45.8	46.1	46.4	46.7	47.0	47.3	47.6	47.8
Urban	38.1	38.2	38.2	38.2	38.3	38.3	38.3	38.4	38.4	38.5	38.5	38.6	38.7	38.8	38.9
Urban major conurbation	37.0	37.1	37.1	37.0	37.0	37.0	37.0	37.0	37.0	37.1	37.1	37.2	37.3	37.3	37.4
Urban minor conurbation	38.4	38.4	38.4	38.4	38.5	38.5	38.6	38.6	38.6	38.6	38.7	38.7	38.8	38.8	38.9
Urban city & town	38.9	39.0	39.1	39.2	39.2	39.3	39.4	39.5	39.6	39.6	39.7	39.8	39.9	40.0	40.1
- those in a sparse setting	43.5	43.6	43.8	44.0	44.1	44.4	44.6	44.8	44.8	45.0	45.2	45.3	45.6	45.9	46.2
England	38.7	38.8	38.8	38.9	39.0	39.0	39.1	39.2	39.3	39.3	39.4	39.5	39.6	39.7	39.8

Notes:

The average age is based on mid-year population estimates by age at the level of Lower Super Output Areas. The 2011 Rural Urban Classification has been applied to all years to allow comparison. Infants less than one year old are classified as 0 years of age. Those aged 90 or over are classified as being 90 years of age. The averages will be very slight under-estimates as a result and in some case could be up to 0.1 years higher in reality.

For the proportion of the population in each type of area in 2016 see the earlier section.

Source: Office for National Statistics and Defra analysis of Lower Super Output Area Mid-Year Population Estimates.

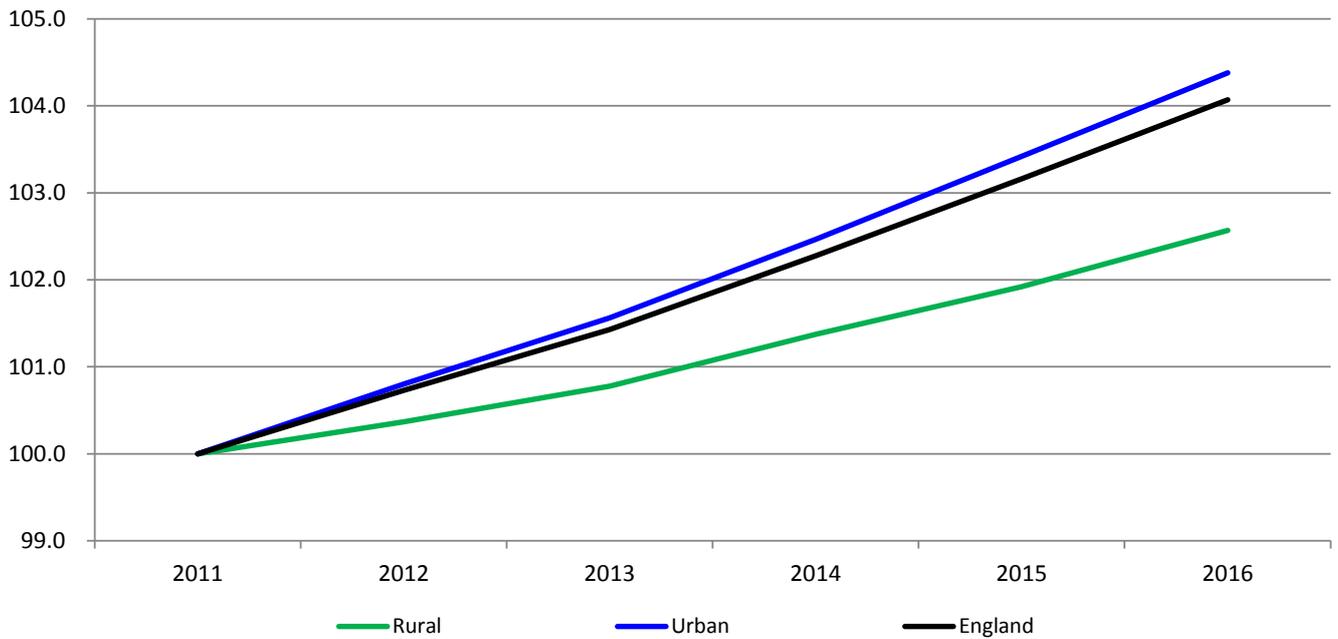
[www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates](http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates)



# Population change

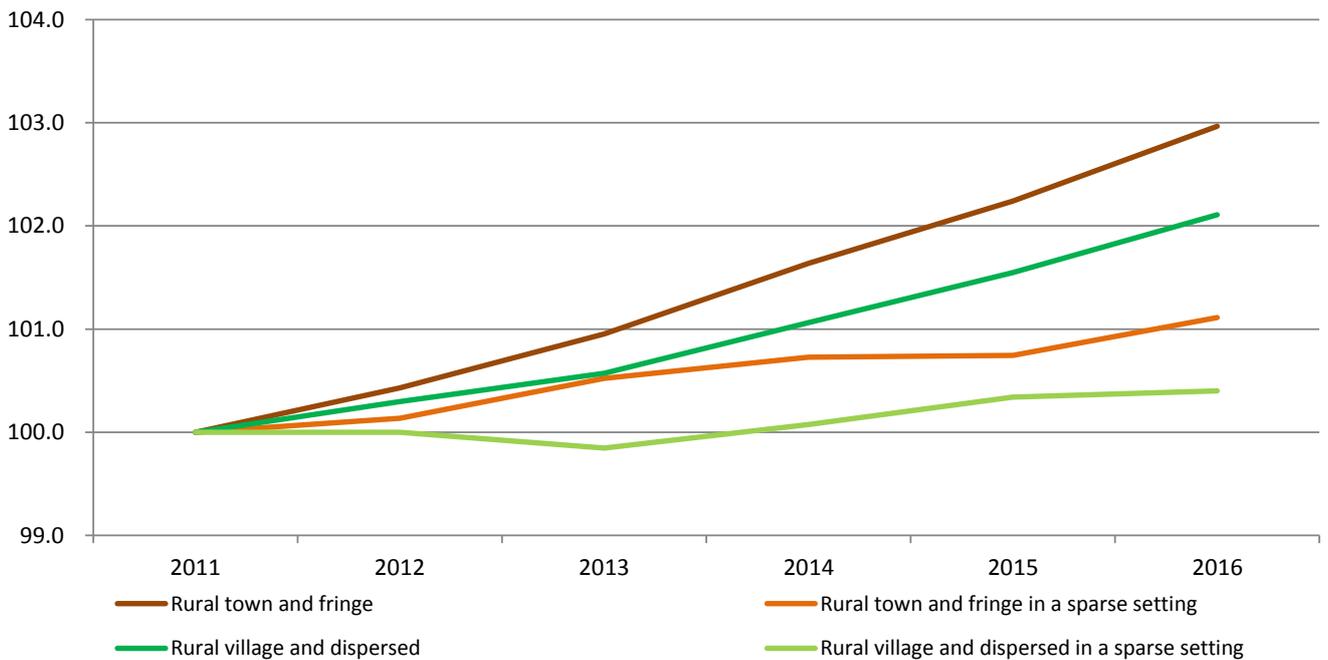
Index of population change, 2011 to 2016

2011 = 100



Index of population in rural areas, 2011 to 2016

2011 = 100



- Both rural and urban areas have seen an increase in overall population between 2011 and 2016. Rural has increased by 2.6 per cent and urban by 4.4 per cent.
- Within rural areas, the greatest rate of population increase was in *rural town and fringe areas* (3.0 per cent).
- *Rural villages and hamlets in sparse settings* showed the smallest rate of population increase within rural areas (0.4 per cent).

*Index of population change, 2011 to 2016*

2011 = 100

	2011		2012		2013		2014		2015		2016	
	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index
Rural town and fringe	4,923,300	100.0	4,944,500	100.4	4,970,200	101.0	5,004,000	101.6	5,033,600	102.2	5,069,300	103.0
-those in a sparse setting	190,700	100.0	191,000	100.1	191,700	100.5	192,100	100.7	192,100	100.7	192,800	101.1
Rural village and hamlet	4,212,100	100.0	4,224,600	100.3	4,236,200	100.6	4,256,900	101.1	4,277,400	101.5	4,300,900	102.1
- those in a sparse setting	297,800	100.0	297,800	100.0	297,400	99.8	298,000	100.1	298,800	100.3	299,000	100.4
Urban major conurbation	18,890,600	100.0	19,061,100	100.9	19,224,000	101.8	19,415,700	102.8	19,626,100	103.9	19,831,400	105.0
Urban minor conurbation	1,910,500	100.0	1,924,900	100.8	1,935,400	101.3	1,948,500	102.0	1,963,200	102.8	1,981,400	103.7
Urban city and town	23,170,600	100.0	23,338,600	100.7	23,499,900	101.4	23,691,500	102.2	23,886,100	103.1	24,085,000	103.9
- those in a sparse setting	90,600	100.0	90,500	99.9	90,600	100.0	90,400	99.8	90,400	99.7	90,200	99.6
<b>Rural</b>	9,135,500	100.0	9,169,100	100.4	9,206,500	100.8	9,260,900	101.4	9,311,000	101.9	9,370,200	102.6
<b>Urban</b>	43,971,700	100.0	44,324,600	100.8	44,659,400	101.6	45,055,700	102.5	45,475,300	103.4	45,897,800	104.4
<b>England</b>	53,107,200	<b>100.0</b>	53,493,700	<b>100.7</b>	53,865,800	<b>101.4</b>	54,316,600	<b>102.3</b>	54,786,300	<b>103.2</b>	55,268,100	<b>104.1</b>

## Population at local authority level

Often statistics have to be compiled at the local authority level, when that is the level of the original data, and the rural urban classification for local authorities is used.

This is different from looking at the population using the more detailed rural-urban classification as it is based on whole local authorities. The whole population in an authority will be attributed to the class assigned to the authority. So an authority that is *mainly rural* or *largely rural* and hence classed as *predominantly rural* will have the whole population counted as being in a *predominantly rural* area, even those living in an urban settlement within that authority, while all those living in a rural area but within an authority classed as *urban with significant rural* or *predominantly urban* will not be counted in the *predominantly rural* figure.

To provide analysis of long-term population change, comparisons are made below between 2001 and 2015<sup>1</sup>. The 2011-based rural urban classification has been applied to both years to enable comparison, noting that some authorities are likely to have changed classification between the 2001-based and 2011 classifications.

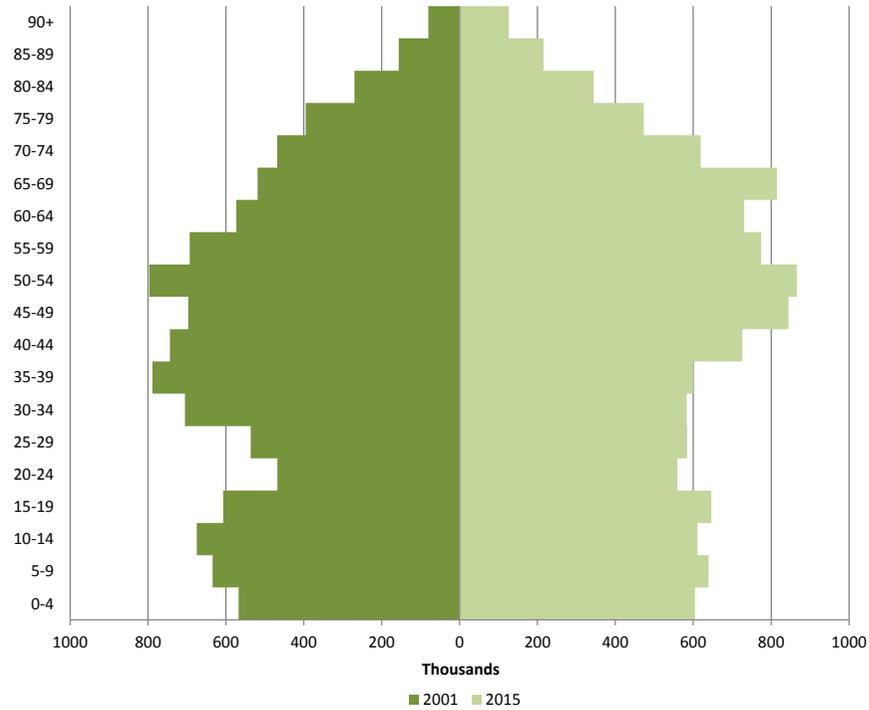
- In 2015, 11.4 million people lived in a *predominantly rural* area, 20.7% of the England population.
- 51 per cent of the population in *predominantly rural* areas are over the age of 44, an increase from 45 per cent in 2001.
- In comparison, 40 per cent of the population in *predominantly urban* areas are over the age of 44, an increase from 37 per cent in 2001.
- The population in *predominantly rural* areas has increased by 9.5 per cent between 2001 and 2015, compared with 10.8 per cent for England as a whole and 11.6 per cent in *predominantly urban* areas.
- It is across age-bands that the differences in population changes are more evident between *predominantly rural* and *predominantly urban* areas. Whilst the changes in population show some similarities, *predominantly rural* areas have proportionately seen large falls in the population aged 30 to 39 and higher proportional increases in the older population.
- The population aged 65 and over increased by 37 per cent in *predominantly rural* areas between 2001 and 2015, compared with 17 per cent in *predominantly urban* areas.
- *Predominantly rural* areas have seen an increase of 7 per cent in infants (0-4 year olds) compared with a 22 per cent increase in *predominantly urban* areas.

<sup>1</sup> Analysis presented in the previous section was based on Lower Super Output Areas, for which the latest mid-year estimates are for 2014. At Local Authority level mid-year population estimates are available for 2015.

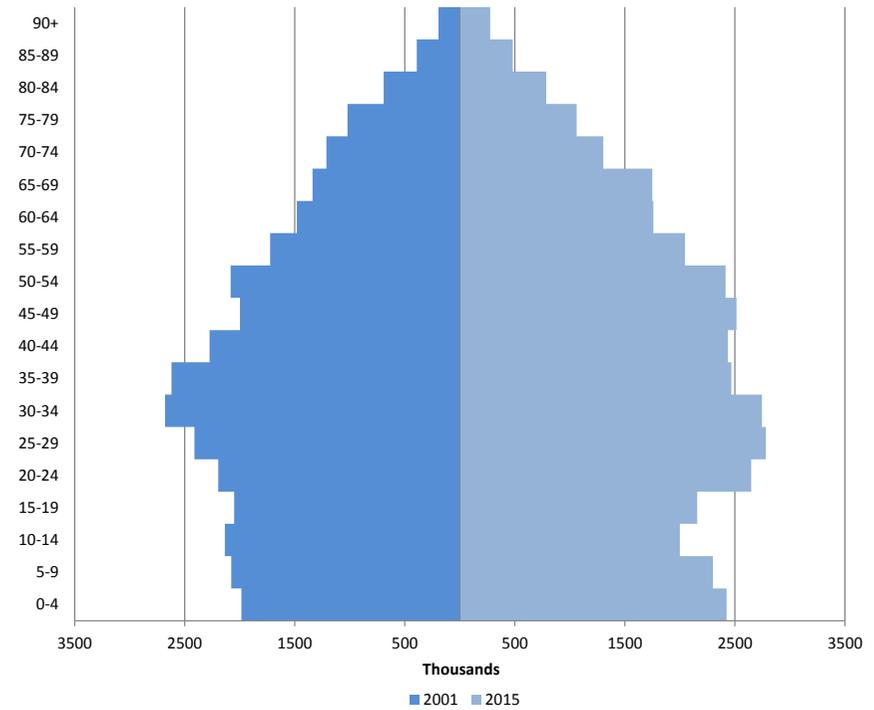
The charts below show the populations for *predominantly rural* and *predominantly urban* areas, by age band, comparing 2001 and 2015

*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015<sup>2</sup>, England  
(scales in the charts differ and so are not directly comparable)*

*Predominantly rural areas*

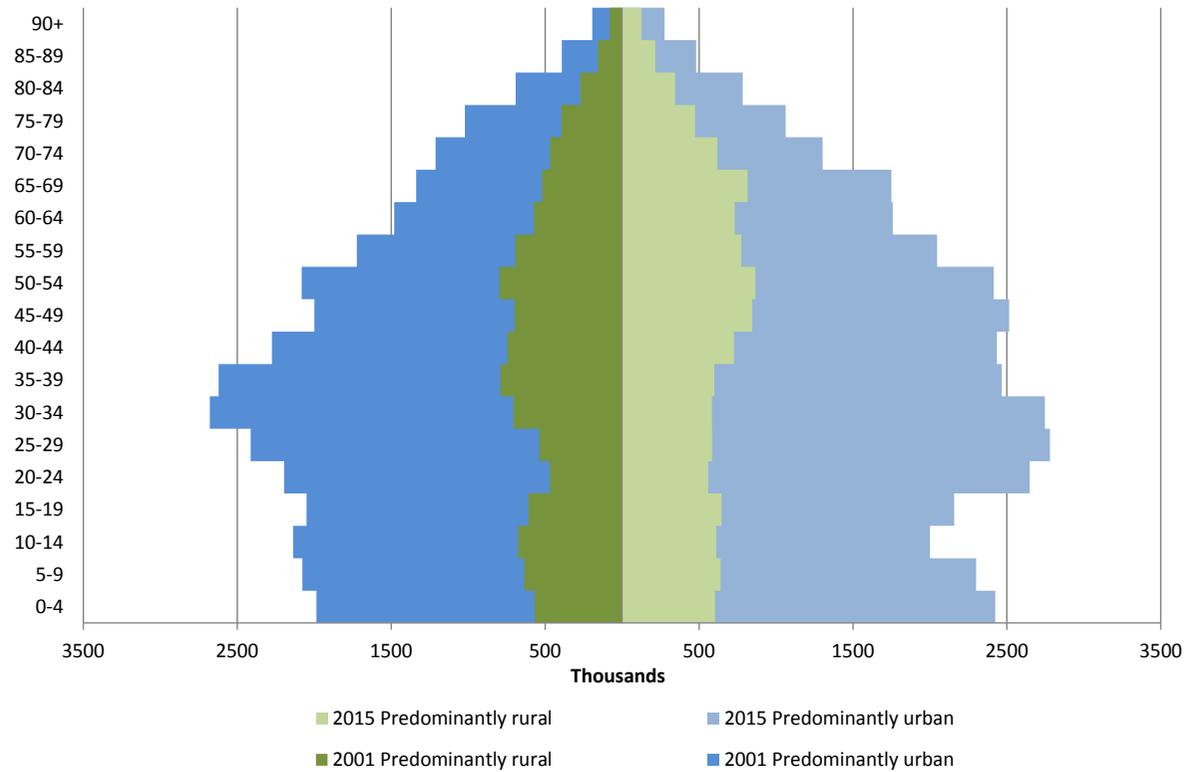


*Predominantly urban areas*



<sup>2</sup> The 2011 rural urban classification has been applied to both years to enable comparison

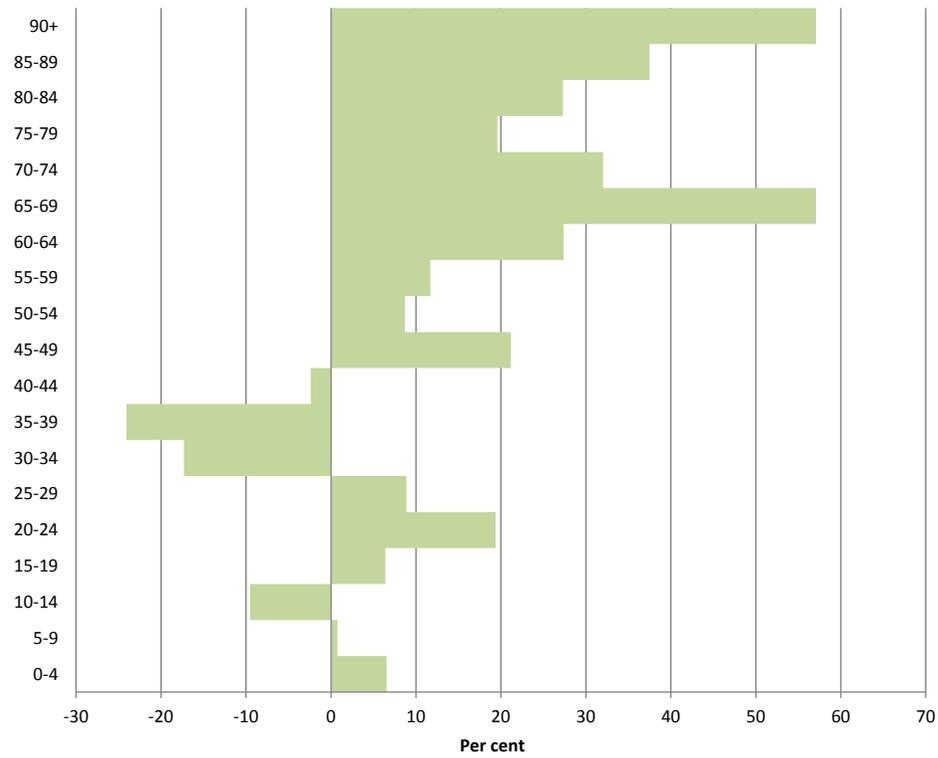
*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015<sup>3</sup>, England  
(combined chart showing rural and urban at the same scale)*



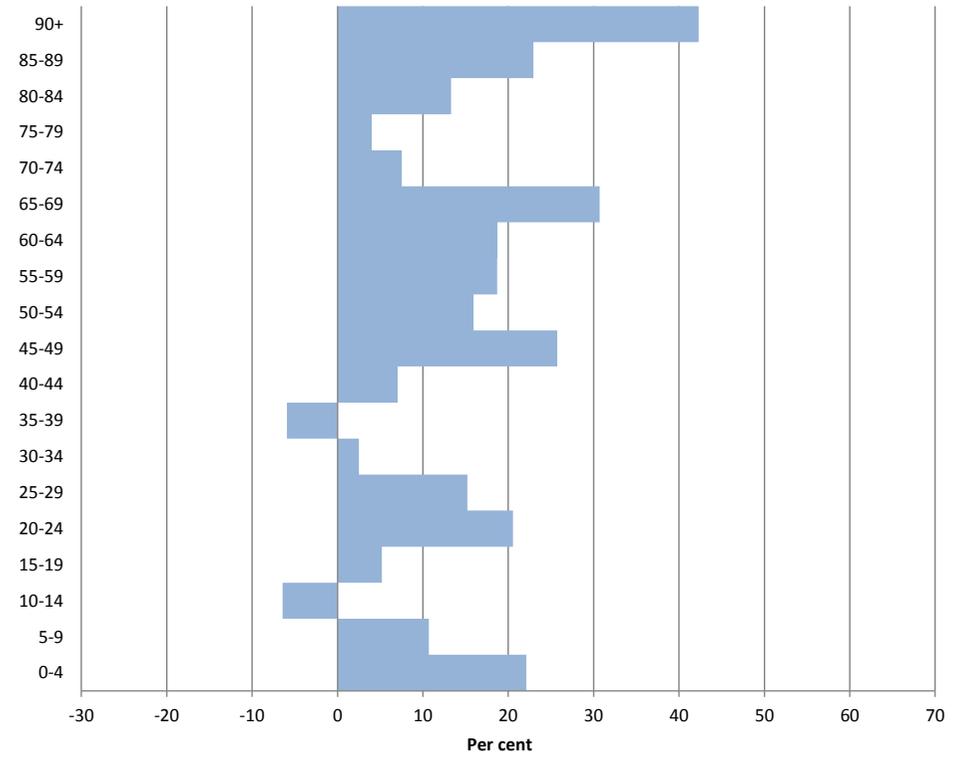
<sup>3</sup> The 2011 rural urban classification has been applied to both years to enable comparison

Percentage change in population in predominantly rural and predominantly urban areas by age bands, between 2001 and 2015<sup>4</sup>, England

Predominantly rural areas



Predominantly urban areas



5 \_\_\_\_\_  
<sup>4</sup> The 2011 rural urban classification has been applied to both years to enable comparison

Population in 2001 and in 2015 by rural urban classification and population change, by age band, in England

		Age bands																		Thousands Total all ages	
		0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89		90+
Predominantly urban	<b>2001</b>	1,986	2,078	2,137	2,051	2,196	2,413	2,679	2,622	2,275	1,999	2,082	1,724	1,481	1,338	1,212	1,021	692	391	194	32,572
Urban with significant rural	<b>2001</b>	371	408	426	387	322	371	466	508	469	433	485	415	341	303	272	228	157	90	46	6,500
Predominantly rural	<b>2001</b>	567	634	675	607	468	537	705	789	744	697	797	693	574	519	469	395	270	156	80	10,378
England	<b>2001</b>	2,924	3,121	3,238	3,045	2,987	3,320	3,851	3,919	3,488	3,129	3,365	2,833	2,395	2,160	1,953	1,645	1,119	638	321	49,450
Predominantly urban	<b>2015</b>	2,425	2,300	1,999	2,158	2,647	2,780	2,746	2,466	2,435	2,514	2,414	2,046	1,759	1,749	1,303	1,062	784	481	276	36,347
Urban with significant rural	<b>2015</b>	405	418	390	410	386	393	398	405	475	531	531	458	415	453	346	269	198	124	73	7,079
Predominantly rural	<b>2015</b>	604	639	611	646	559	584	583	599	726	845	866	774	731	815	619	473	344	215	126	11,360
England	<b>2015</b>	3,435	3,357	3,000	3,213	3,592	3,758	3,728	3,471	3,636	3,889	3,811	3,278	2,905	3,017	2,269	1,804	1,326	820	475	54,786
Predominantly urban	<b>change 2001-2015</b>	439	222	-138	107	451	367	67	-155	160	515	332	322	277	411	91	41	92	90	82	3,775
Urban with significant rural	<b>change 2001-2015</b>	35	9	-36	23	63	23	-68	-103	6	98	45	42	75	150	74	41	42	34	27	579
Predominantly rural	<b>change 2001-2015</b>	37	5	-64	39	91	48	-122	-190	-18	148	69	81	157	296	150	77	74	59	46	982
England	<b>change 2001-2015</b>	511	237	-238	168	606	438	-123	-448	149	760	446	446	509	857	316	160	207	182	154	5,337
Predominantly urban	<b>% change 2001-2015</b>	22	11	-6	5	21	15	3	-6	7	26	16	19	19	31	8	4	13	23	42	12
Urban with significant rural	<b>% change 2001-2015</b>	9	2	-8	6	20	6	-14	-20	1	23	9	10	22	49	27	18	27	37	57	9
Predominantly rural	<b>% change 2001-2015</b>	7	1	-10	6	19	9	-17	-24	-2	21	9	12	27	57	32	20	27	38	57	9
England	<b>% change 2001-2015</b>	17	8	-7	6	20	13	-3	-11	4	24	13	16	21	40	16	10	19	29	48	11

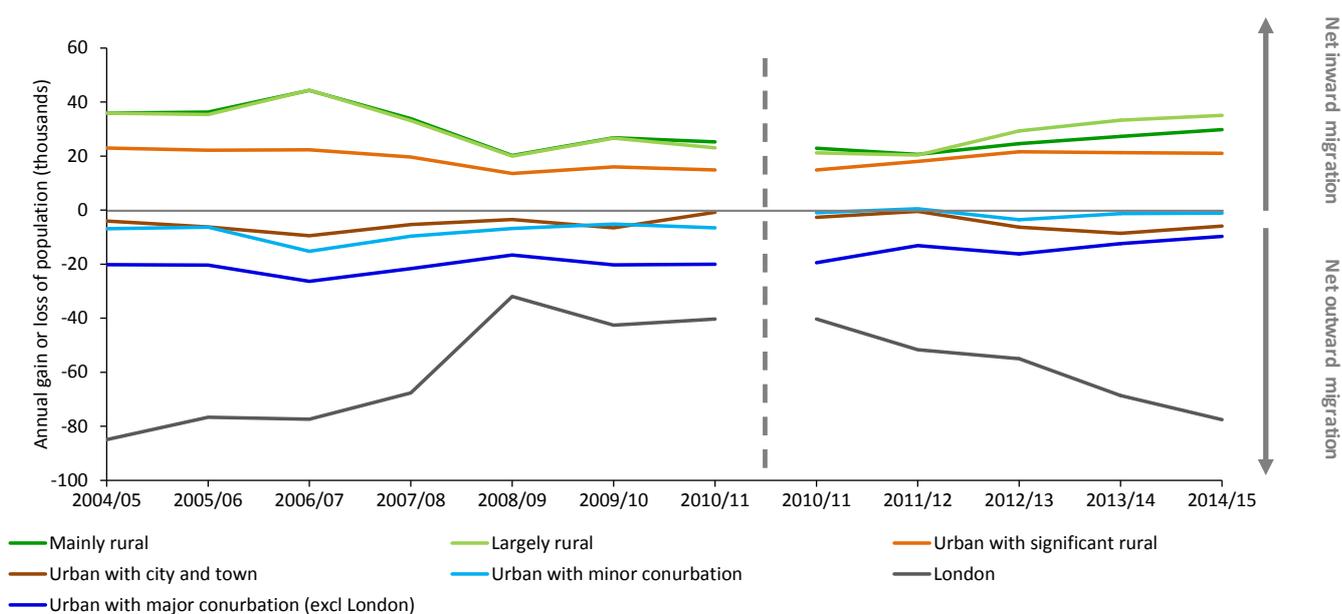
Source: ONS and Defra analysis, mid-year population estimates 2001 to 2015 for local authorities, by sex and age, with components of change (published 2016)  
[www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland](http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland)  
 (data within mid-2015 estimates)

## Internal migration

In the analysis presented below internal migration refers to population migration occurring between local authorities within the UK and the outcome is shown for local authorities in England, including the results of migration to and from the rest of the UK. Migration between the same class of authority will by definition have no net effect on the population for that class and is excluded.

As the analysis is using data for local authority areas, it does not distinguish the type of settlement a migrant has moved to. So in the case of migration to an authority classed as a *predominantly rural* area this could be migration to an urban settlement within that authority. Similarly migration to an authority classed as a *predominantly urban* area could be migration to a rural settlement within that *predominantly urban* area.

Internal migration, England, 2004/05 to 2014/15



**Note: The RUC01 for Local Authorities has been applied to all data up to 2009/10. Data for 2010/11 has been classified using both RUC01 and RUC11 to show the comparison. From 2011/12 onwards the RUC11 for Local Authorities has been applied.**

- In 2014/15 *predominantly rural* areas saw net migration from *predominantly urban* areas of 54,200 people, and from *urban with significant rural* areas of 13,000 people. There was a net outward migration from *predominantly rural* areas to the rest of the UK of 2,300 people.



- Between 2004/05 and 2008/09 the general trend for internal migration in England was for net migration to *predominantly rural* areas and net migration from *predominantly urban* areas, although the extent of net migration to *predominantly rural* areas was falling.
- Since 2008/09 there has been an increase in the rate of net migration to *predominantly rural* areas.
- In total for *predominantly rural* areas there was net internal migration inwards of 64,900 people in 2014/15. Within that *largely rural* areas saw net internal migration inwards of 35,000 people and *mainly rural* settlements saw net internal migration inwards of 29,800 in 2014/15 (which would include migration between these two categories).
- In contrast, in total for *predominantly urban* areas there was net internal migration outwards of 94,300. *Urban areas with major conurbation (including London)* saw net internal migration outwards of 87,200 in 2014/15. This included net internal migration outwards from London of 77,500 (including to other *predominantly urban* areas).
- Net inward migration to *predominantly rural* areas in 2014/15 increased the *predominantly rural* population by 0.6 per cent, compared with a 0.4 per cent increase in 2010/11.
- Net outward migration from *predominantly urban* areas in 2014/15 reduced the *predominantly urban* population by 0.3 per cent, compared with a 0.2 per cent reduction in 2010/11.

Migration arising from internal migration (within the UK), 2004/05 to 2014/15, England

thousands

	04/05	05/06	06/07	07/08	08/09	09/10	10/11	10/11	11/12	12/13	13/14	14/15
Mainly rural	35.8	36.2	44.3	33.8	20.2	26.7	25.3	22.9	20.6	24.6	27.3	29.8
Largely rural	35.8	35.4	44.4	33.2	20.0	26.6	23.1	21.2	20.4	29.3	33.3	35.0
Urban with significant rural	22.9	22.2	22.3	19.6	13.5	16.0	14.8	14.8	18.0	21.6	21.2	21.0
Urban with city and town	-4.0	-6.3	-9.5	-5.4	-3.5	-6.5	-0.8	-2.7	-0.5	-6.3	-8.6	-5.9
Urban with minor conurbation	-6.9	-6.3	-15.2	-9.6	-6.8	-5.2	-6.6	-1.0	0.5	-3.6	-1.3	-1.2
London	-84.9	-76.7	-77.4	-67.7	-31.9	-42.6	-40.3	-40.3	-51.7	-55.0	-68.6	-77.5
Urban with major conurbation (excl London)	-20.2	-20.4	-26.4	-21.6	-16.6	-20.3	-20.0	-19.5	-13.1	-16.2	-12.4	-9.7
<b>Predominantly rural</b>	<b>71.7</b>	<b>71.6</b>	<b>88.7</b>	<b>67.0</b>	<b>40.2</b>	<b>53.4</b>	<b>48.3</b>	<b>44.1</b>	<b>41.0</b>	<b>53.8</b>	<b>60.6</b>	<b>64.9</b>
<b>Predominantly urban</b>	<b>-116.0</b>	<b>-109.7</b>	<b>-128.5</b>	<b>-104.3</b>	<b>-58.8</b>	<b>-74.6</b>	<b>-67.8</b>	<b>-63.5</b>	<b>-64.8</b>	<b>-81.2</b>	<b>-90.9</b>	<b>-94.3</b>

Note: The RUC01 for Local Authorities has been applied to all data up to 2009/10. Data for 2010/11 has been classified using both RUC01 and RUC11 to show the comparison. From 2011/12 onwards the RUC11 for Local Authorities has been applied.

The table below provides a matrix of the internal (within UK) migration movements between the different classes of authority in 2014/15.

*Internal (within UK) migration between different classes of authority, 2014/15*

Outward	Inward					thousands
	Predominantly rural	Urban with significant rural	Predominantly urban	Rest of the UK	Total outwards	Net migration
Predominantly rural		69.0	250.2	24.4	<b>343.5</b>	<b>64.9</b>
Urban with significant rural	81.9		171.7	15.6	<b>269.3</b>	<b>21.0</b>
Predominantly urban	304.4	207.6		66.9	<b>578.9</b>	<b>-94.3</b>
Rest of the UK	22.1	13.7	62.7		<b>98.5</b>	<b>8.4</b>
<b>Total inwards</b>	<b>408.4</b>	<b>290.3</b>	<b>484.6</b>	<b>106.9</b>		

Note: excludes migration within the same class of authority

*Net internal (within UK) migration between predominantly rural and predominantly urban areas and other classes of authority*

	thousands		thousands
Urban with significant rural	13.0	Predominantly rural	-54.2
Predominantly urban	54.2	Urban with significant rural	-35.9
Rest of the UK	-2.3	Rest of the UK	-4.2
<b>Net migration for predominantly rural areas</b>	<b>64.9</b>	<b>Net migration for predominantly urban areas</b>	<b>-94.3</b>

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

Source: ONS, 2016. Internal Migration within the United Kingdom during the year to June 2015.

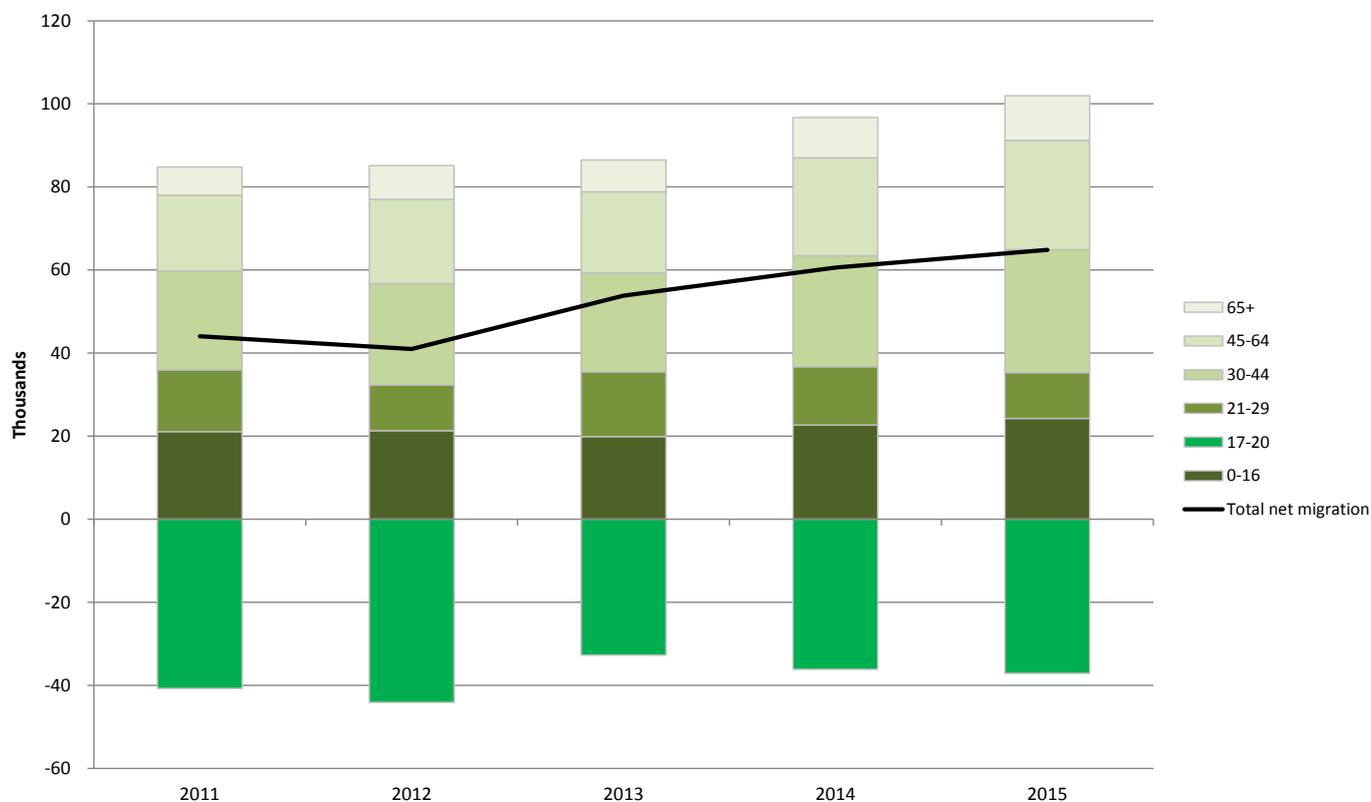
[www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/bulletins/internalmigrationbylocalauthoritiesinenglandandwales/yearendingjune2015](http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/bulletins/internalmigrationbylocalauthoritiesinenglandandwales/yearendingjune2015)

## Internal migration by age

The aggregate figures for internal migration (within the UK) show net migration inwards to predominantly rural areas. This section explores whether this is the case for all age bands.

- There is net internal migration (within the UK) inwards to *predominantly rural areas* across all age bands except for 17 to 20 year olds.
- The pattern of inward migration to *predominantly rural areas* has been consistent from at least 2011 onwards (the earliest year currently analysed by age band).
- Net outward migration of 17 to 20 years olds can be anticipated (and has been separated out) as these are the ages when students are most likely to move from home for higher education, with the likelihood that higher education establishments will be mostly found in the more urban areas.

Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2015, England

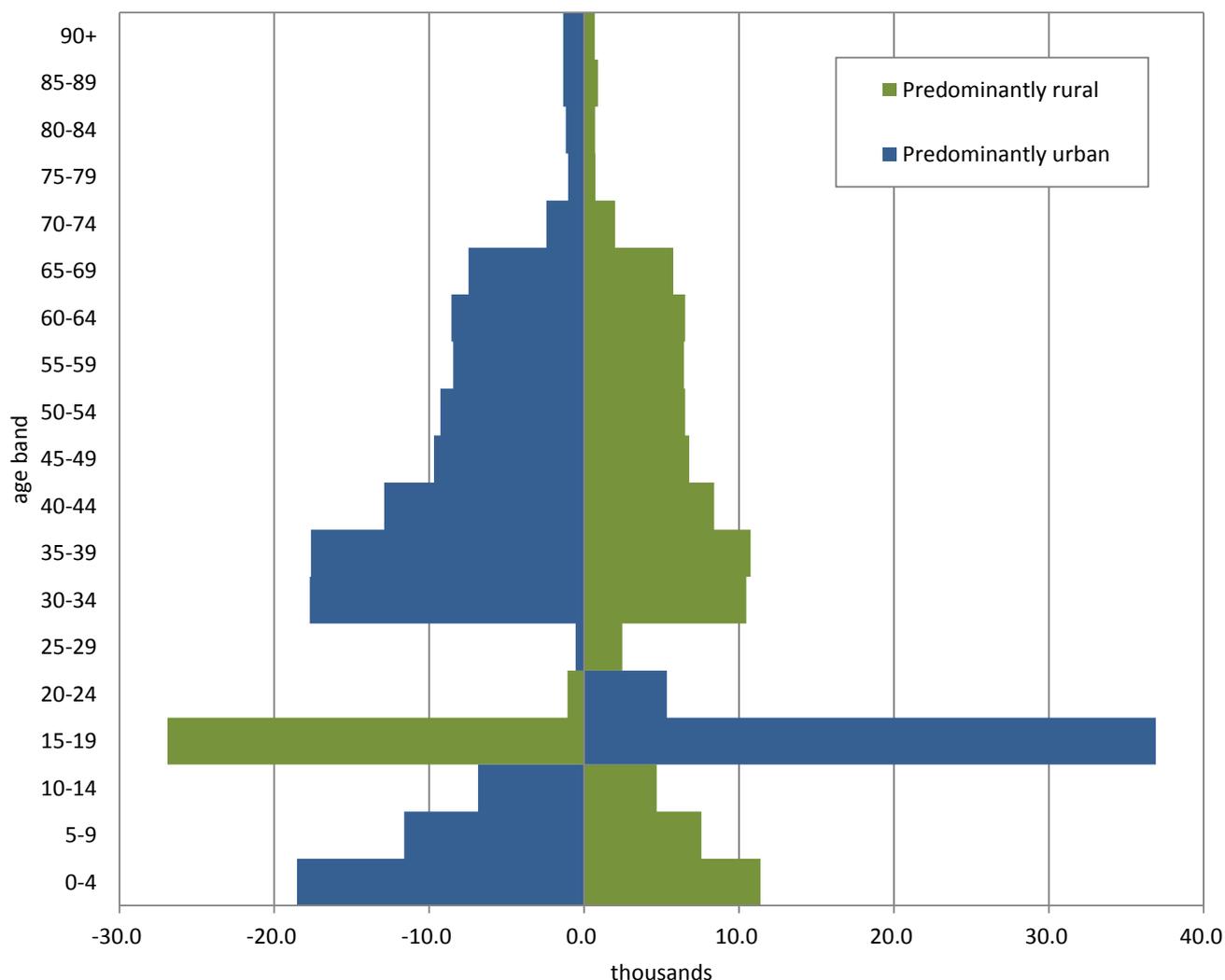


Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2015, England

	thousands						
	0-16	17-20	21-29	30-44	45-64	65+	Total net migration
2011	21	-41	15	24	18	7	44
2012	21	-44	11	24	20	8	41
2013	20	-33	16	24	20	8	54
2014	23	-36	14	27	24	10	61
2015	24	-37	11	30	26	11	65

- Breaking the migration patterns down to equal 5-year age bands, in 2014/15 there was net outward migration for 15 to 19 year olds from *predominantly rural* areas of 26,900, which would include, as above, students moving elsewhere for higher education. There was net outward migration for 20 to 24 year olds of around 1,100, but there was net inward migration for 25 to 29 year olds of around 2,500.
- The largest net inward migration to *predominantly rural* areas for adults occurred for 30-34 year olds (10,500 people), 35 to 39 year olds (10,800 people) and 40 to 44 year olds (8,400 people). Net inward migration for 45 to 49 year olds to 65 to 69 year olds, was between 6,500 and 6,800 people for each five-year age band.
- Migration occurred between *predominantly rural* areas and *urban with significant rural* areas and the rest of the UK, as shown above but the largest net inward migration to *predominantly rural* areas was from *predominantly urban* areas. Not surprisingly, the opposite migration patterns were therefore seen for *predominantly urban* areas. Indeed for most age bands the equivalent opposite net migration was greater, reflecting migration also occurring between *predominantly urban* areas and *urban with significant rural* areas and the rest of the UK, as shown above.

Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2015, England



Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by a ge band, mid-year 2015, England

	Age band										thousands
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	
Predominantly rural	11.4	7.6	4.7	-26.9	-1.1	2.5	10.5	10.8	8.4	6.8	
Predominantly urban	-18.5	-11.6	-6.8	36.9	5.3	-0.5	-17.7	-17.6	-12.9	-9.7	

	Age band (continued)										Total net migration
	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+		
Predominantly rural	6.5	6.5	6.5	5.8	2.0	0.7	0.7	0.9	0.7	64.9	
Predominantly urban	-9.3	-8.5	-8.6	-7.5	-2.4	-1.0	-1.2	-1.3	-1.3	-94.3	

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

Source: ONS and Defra analysis, 2016. Internal migration - Detailed estimates dataset by origin and destination local authorities, sex and single year of age

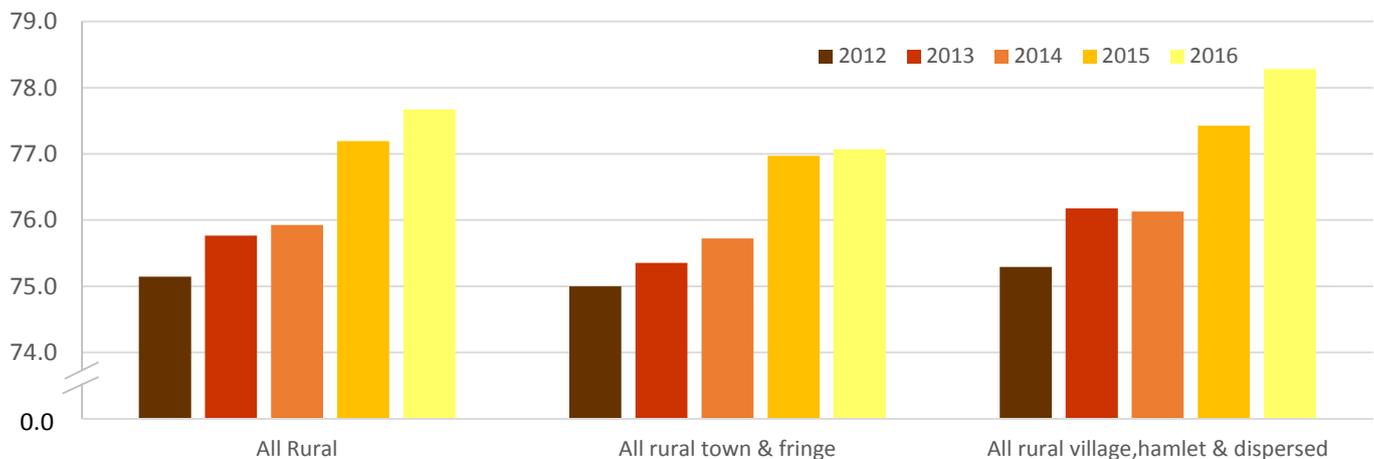
<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/internalmigrationbyoriginanddestinationlocalauthoritiessexandsingleyearofagedetailedestimatesdataset>

# Rural economy

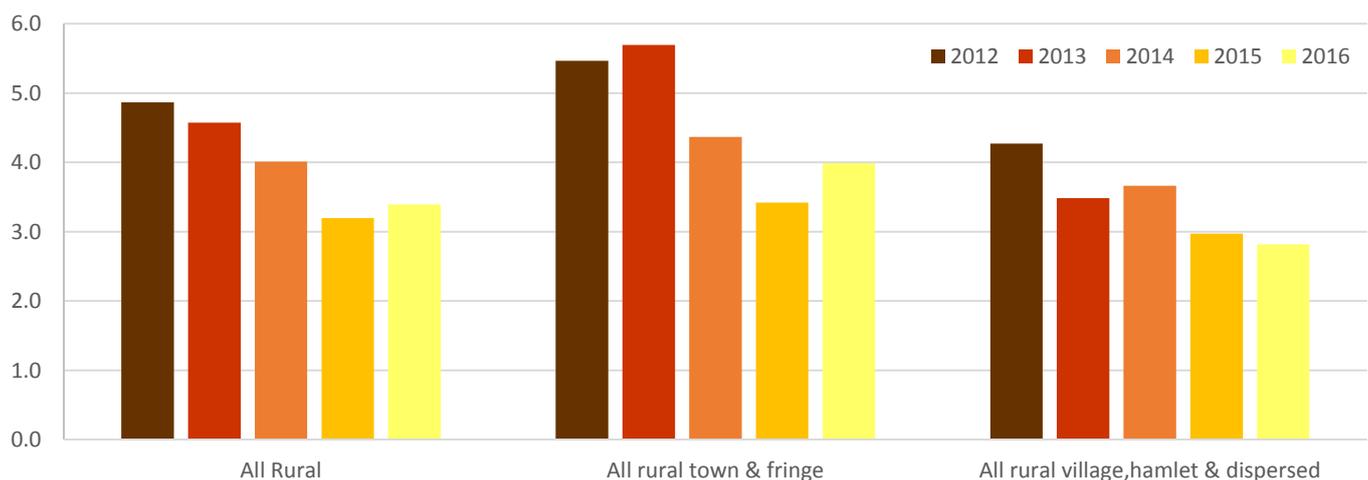
## Employment and earnings

- **Employment:** The percentage of working age people in employment (*employment rate*) in 2016 was **74 per cent in urban settlements** and **78 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 2016 was **5.1 per cent in urban settlements** and **3.4 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 2016 was **22 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 as a percentage of working age population (age 16 to 64 years), in rural areas of England, 2012 to 2016

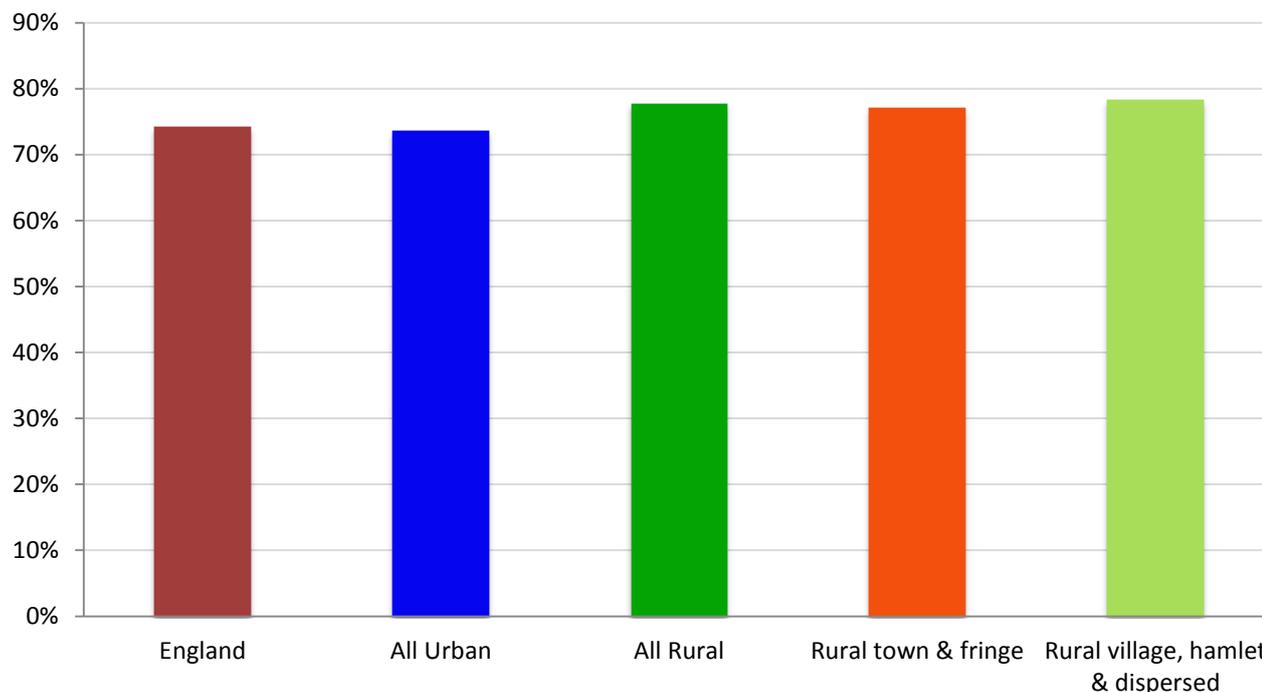


Unemployment as a percentage of economically active age 16 and over (age 16+), in rural areas of England, 2012 to 2016



## Employment rate

Employment as a percentage of working age population (age 16 to 64 years), by rural-urban classification in England, 2016



- The employment rate in 2016 was higher in all types of rural areas compared with urban areas. The employment rate was highest in *rural village & hamlets* at 78.3 per cent.
- For England overall there was a steady fall in the employment rate from 2007 to 2011, but there has been an upturn in the rate from 2012 and the level in 2016 was 74.2 per cent.
- The latest England employment rate for June to August 2017 was 75.5 per cent, up 0.1 percentage points from March to May 2017 and up 0.7 percentage points on a year earlier<sup>1</sup>. 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 2016

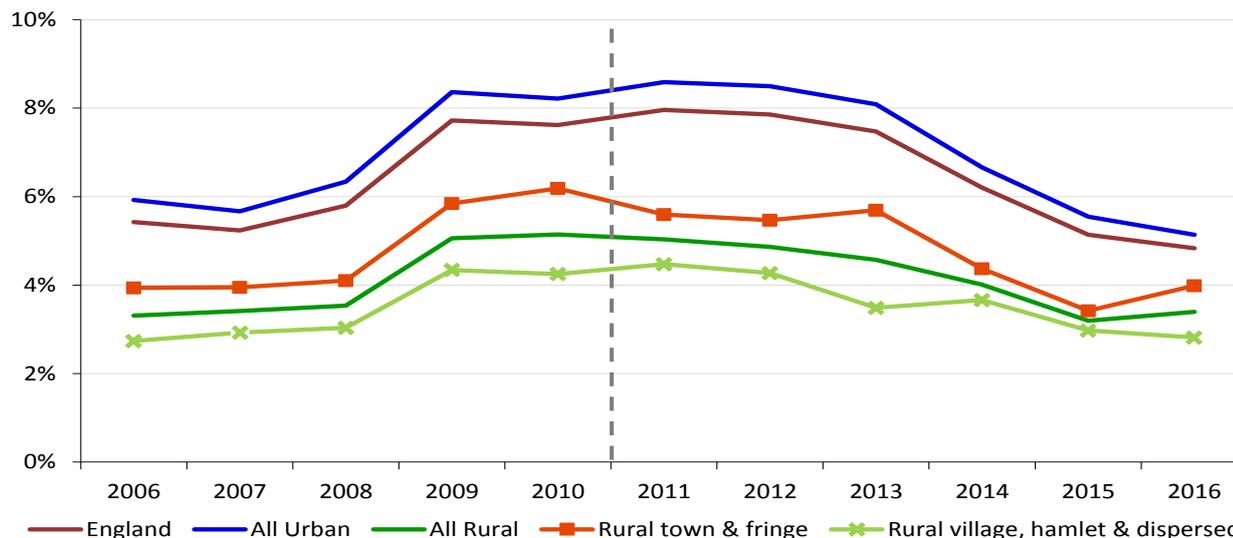
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>All Urban</b>	71.8	71.8	71.4	69.8	69.4	69.3	69.9	70.6	71.9	73.2	73.6
<b>All Rural</b>	76.2	76.0	76.3	75.2	74.8	74.5	75.1	75.8	75.9	77.2	77.7
those in a sparse setting	72.2	73.4	76.1	74.4	73.7	72.2	74.1	75.4	73.0	76.5	77.4
All rural town & fringe	76.4	76.3	76.0	75.2	74.0	74.2	75.0	75.4	75.7	77.0	77.1
All rural village & hamlets	76.0	75.7	76.5	75.2	75.6	74.7	75.3	76.2	76.1	77.4	78.3
<b>England</b>	72.6	72.6	72.3	70.8	70.4	70.2	70.8	71.5	72.5	73.8	74.2

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 2016



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

- In 2016 the unemployment rate overall in rural areas was 3.4 per cent.
- The unemployment rate in rural areas increased in 2016, while the rate in urban areas continued to fall. This was mainly driven by an increasing rate in 'rural town and fringe'. However, when considered over the longer time period rural rates continue to fall, and in 2016 the rural unemployment rate of 3.4 per cent was still below the England rate of 4.8 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 **June to August 2017** was 4.3 per cent, down 0.2 percentage points on March to May 2017 and down 0.7 percentage points on a year earlier<sup>1</sup>. The most recent figure available for rural unemployment is 2.9 per cent for **April to June 2017**. It is not yet possible to analyse these more recent figures in terms of detailed settlement type.

Percentage of economically active age 16 and over (age 16+) who are unemployed, by rural-urban classification in England, 2006 to 2016

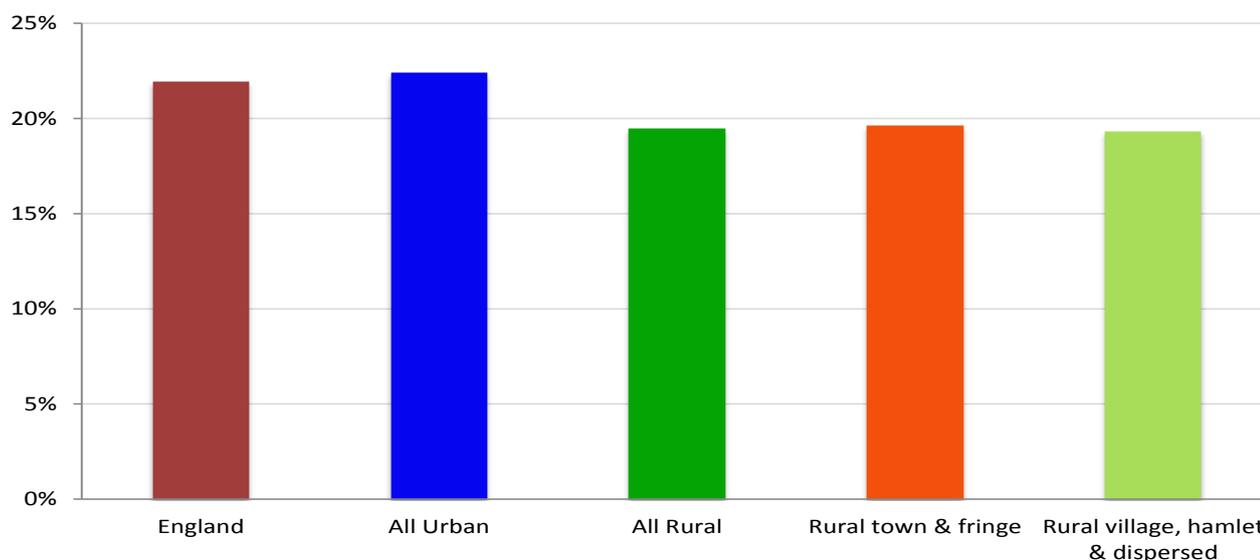
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>All Urban</b>	5.9	5.7	6.3	8.4	8.2	8.6	8.5	8.1	6.7	5.5	5.1
<b>All Rural</b>	3.3	3.4	3.5	5.1	5.1	5.0	4.9	4.6	4.0	3.2	3.4
those in a sparse setting	2.9	3.8	3.2	4.8	5.1	5.4	3.6	4.0	3.6	3.7	3.5
All rural town & fringe	3.9	3.9	4.1	5.8	6.2	5.6	5.5	5.7	4.4	3.4	4.0
All rural village & hamlets	2.7	2.9	3.0	4.3	4.3	4.5	4.3	3.5	3.7	3.0	2.8
<b>England</b>	5.4	5.2	5.8	7.7	7.6	8.0	7.9	7.5	6.2	5.1	4.8

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, 2016



- People who are economically inactive are not available for work or not seeking work and will include students, retirees and those unable to work due to sickness or disability. People who are officially unemployed are considered to be economically active.
- In 2016, the percentage of economic inactivity in rural areas was highest in both *rural in a sparse setting* and *all rural town and fringe* (19.6 per cent of the working age population). It was slightly higher in urban areas overall (22.4 per cent).
- Economic inactivity as a percentage of working age population has fallen since 2011 in rural areas. In urban areas the rate has remained the same over the last couple of years. The difference in the rate of economic inactivity between rural and urban areas was 2.1 percentage points lower in rural areas than urban areas in 2014 and 2.9 percentage points lower in rural areas in 2016.
- The latest England inactivity rate for June to August 2017 was 21.0 per cent, with no change on March to May 2017 and down 0.2 percentage points on a year earlier<sup>1</sup>. 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 economically inactive, by rural-urban classification in England, 2006 to 2016

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>All Urban</b>	<b>23.7</b>	<b>23.9</b>	<b>23.7</b>	<b>23.7</b>	<b>24.3</b>	<b>24.0</b>	<b>23.5</b>	<b>23.0</b>	<b>22.9</b>	<b>22.4</b>	<b>22.4</b>
<b>All Rural</b>	<b>21.1</b>	<b>21.2</b>	<b>20.8</b>	<b>20.7</b>	<b>21.0</b>	<b>21.4</b>	<b>20.9</b>	<b>20.5</b>	<b>20.8</b>	<b>20.2</b>	<b>19.5</b>
those in a sparse setting	25.5	23.5	21.3	21.6	22.1	23.4	23.0	21.4	24.2	20.6	19.6
All rural town & fringe	20.4	20.5	20.7	20.1	21.0	21.3	20.6	20.0	20.7	20.2	19.6
All village & hamlets	21.8	21.9	21.0	21.3	20.9	21.6	21.2	20.9	20.8	20.1	19.3
<b>England</b>	<b>23.2</b>	<b>23.4</b>	<b>23.2</b>	<b>23.2</b>	<b>23.6</b>	<b>23.6</b>	<b>23.1</b>	<b>22.6</b>	<b>22.6</b>	<b>22.1</b>	<b>21.9</b>

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

Notes:

1) ONS Labour Market Statistics for August 2016, see table 25, page 65 of the PDF document:

[www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/august2016](http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/august2016)

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.

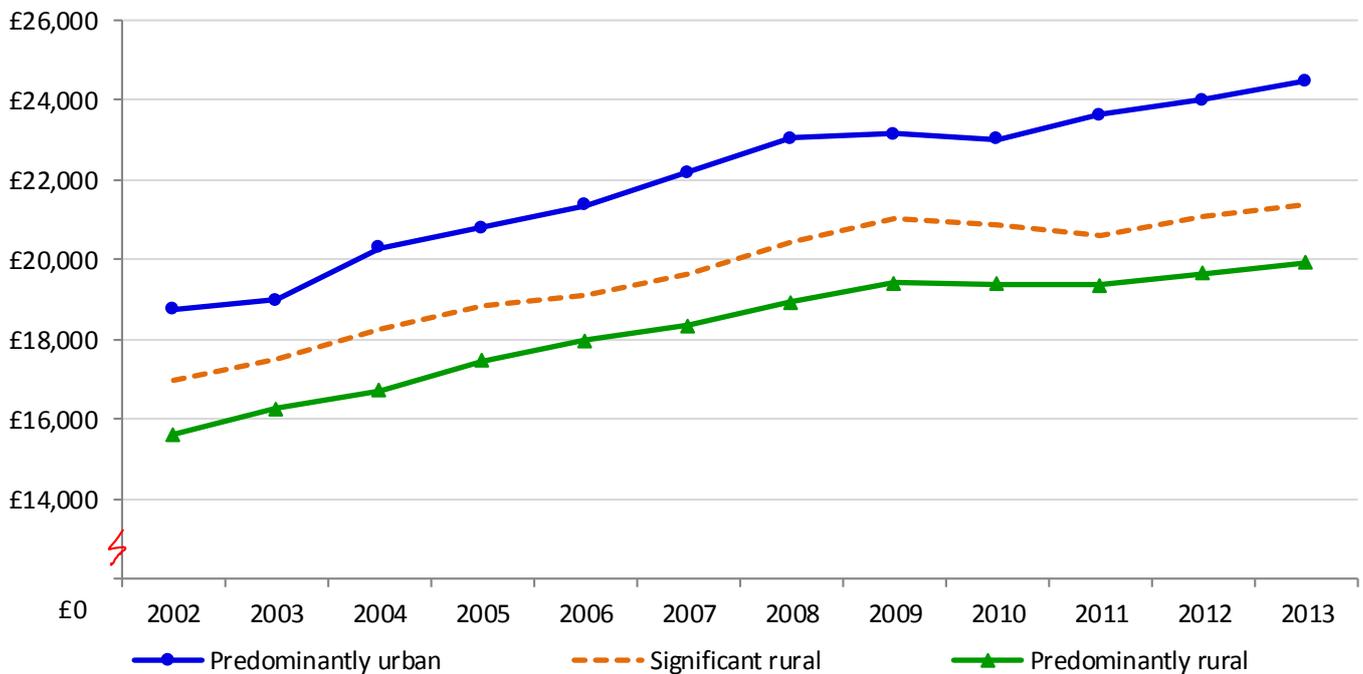
4) Unemployment rate is expressed as a percentage of the economically active 'age 16 and over' population, this is a departure from previous analyses and is consistent with ONS Labour Market Statistics. The employment rate and economically inactive rate are expressed as a percentage of the entire working 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](mailto: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

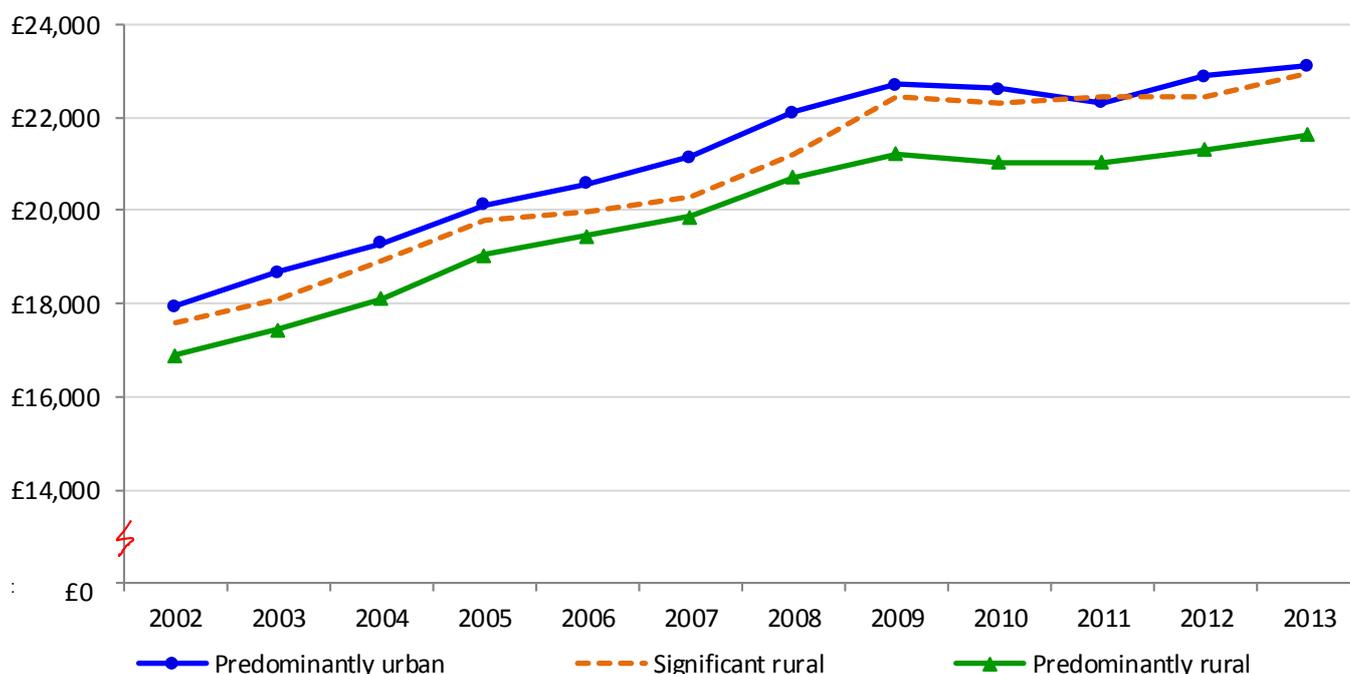
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Major urban	20,500	20,400	22,500	22,800	23,400	24,400	25,300	25,000	25,000	26,100	26,500	26,900
Large urban	16,400	17,000	17,400	18,100	18,800	19,400	20,100	20,600	20,400	20,400	20,700	21,300
Other urban	17,000	17,800	18,100	18,900	19,400	19,900	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-res-ults/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
<b>England*</b>	<b>17,600</b>	<b>18,300</b>	<b>19,000</b>	<b>19,800</b>	<b>20,200</b>	<b>20,700</b>	<b>21,600</b>	<b>21,700</b>	<b>21,600</b>	<b>21,500</b>	<b>21,800</b>	<b>22,200</b>

\* 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/ashe/annual-survey-of-hours-and-earnings/2013-provisional-results/2013-provisional-table-8.zip>

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

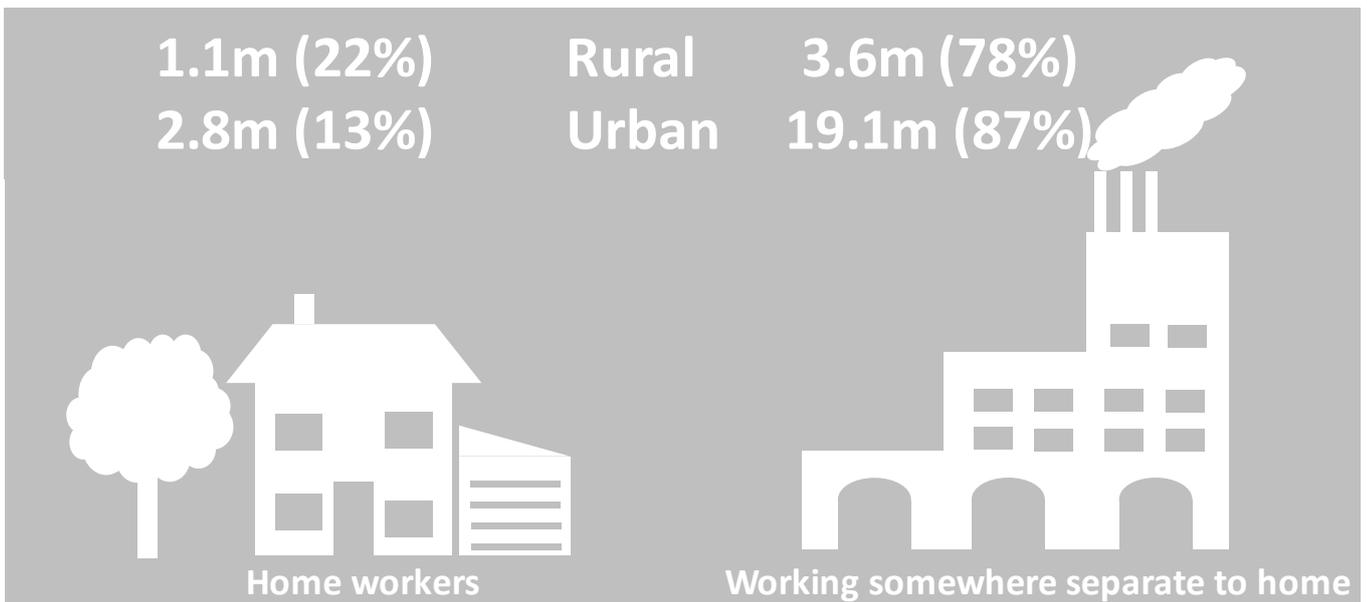
Source: Office for National Statistics, Annual Survey of Hours and Earnings: Table 7: Place of Work by Local Authority and Table 8: Place of Residence by Local Authority: <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-328216>

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>

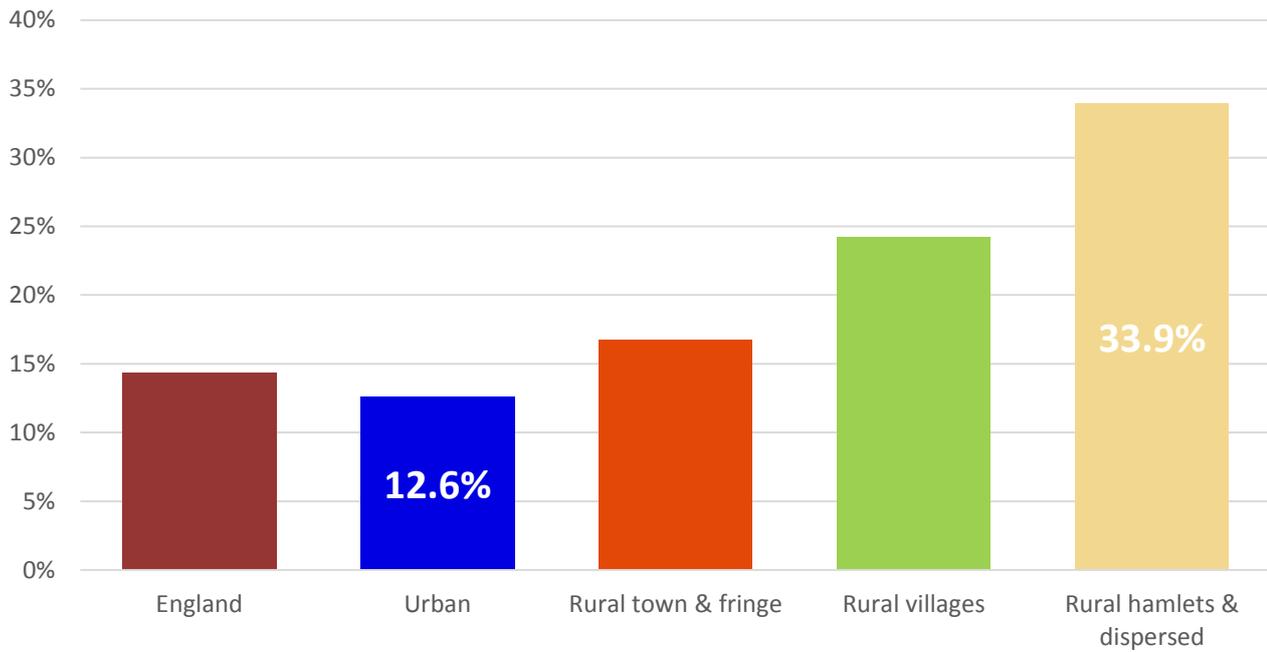
# Home working

- Of the 26.5<sup>1</sup> million people in work in England in 2016, 3.8 million were home workers<sup>2</sup> (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 work<sup>1</sup>.
- The highest rate of home workers was found in rural hamlets and dispersed areas, at 34 per cent, compared with 13 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 wage<sup>3</sup>, however this will vary across rural areas.

The 26.5<sup>1</sup> million workers in England in 2016 were made up of:



**Home workers as a percentage of all those employed (age 16 and over), by rural-urban classification in England, 2016**



- The highest rate of home workers was found in rural hamlets and dispersed areas, at 34 per cent, compared with 13 per cent in urban areas.
- Overall all types of rural areas had a higher rate of home working compared with urban areas.



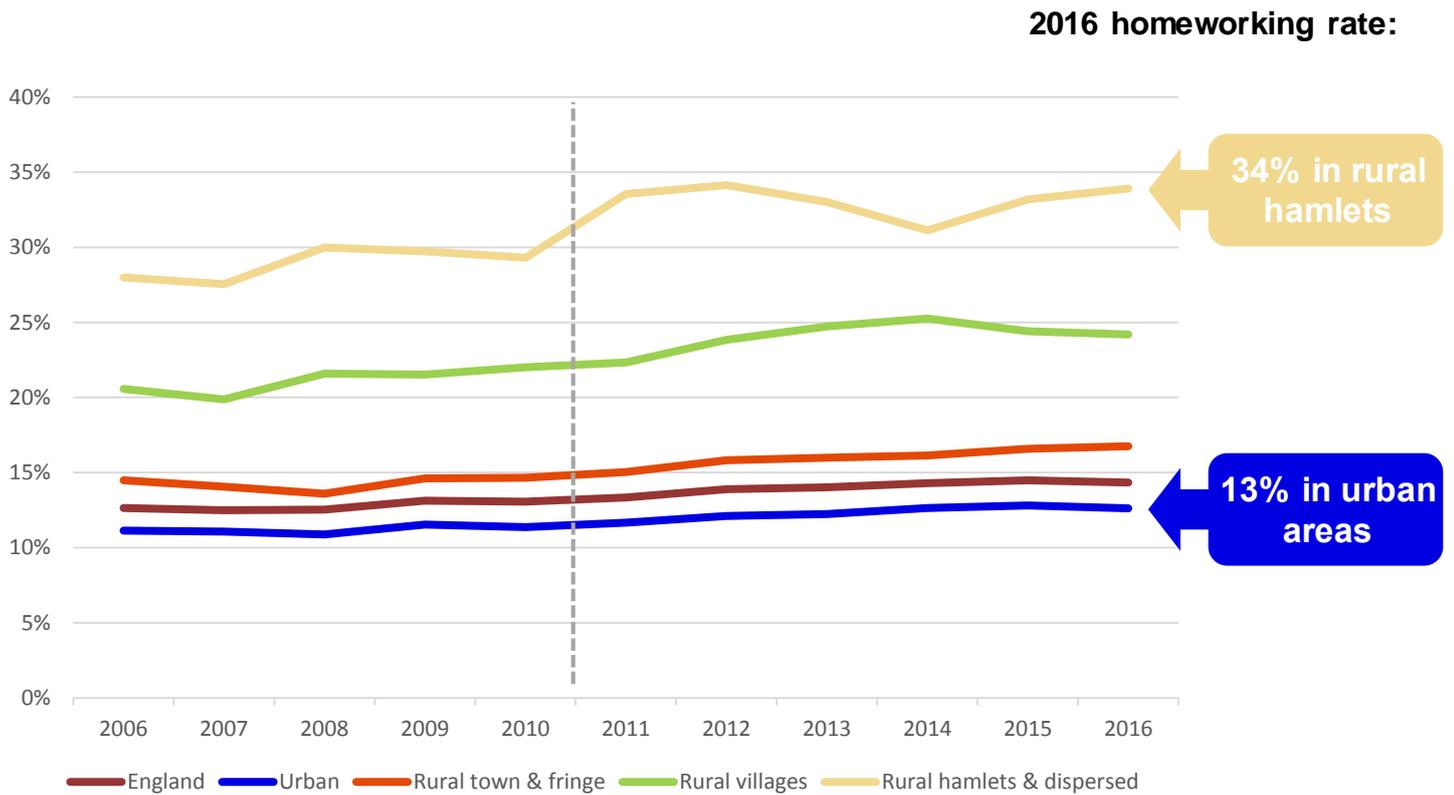
Percentages\* and numbers of home workers, by rural-urban classification in England, 2006 to 2016

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	<b>per cent</b>										
<b>Urban</b>	11.1	11.1	10.9	11.5	11.4	11.7	12.1	12.2	12.6	12.8	12.6
<b>Rural</b>	18.8	18.3	19.2	19.6	19.9	20.8	21.8	22.0	21.9	22.2	22.4
Rural town & fringe	14.5	14.1	13.6	14.6	14.7	15.0	15.8	16.0	16.1	16.6	16.7
Rural villages	20.6	19.9	21.6	21.5	22.0	22.3	23.8	24.7	25.2	24.4	24.2
Rural hamlets & dispersed	28.0	27.6	30.0	29.7	29.3	33.5	34.1	33.0	31.1	33.2	33.9
<b>England</b>	12.6	12.5	12.5	13.1	13.1	13.3	13.9	14.0	14.3	14.5	14.3
	<b>thousands</b>										
<b>Urban</b>	2,163	2,170	2,139	2,229	2,198	2,322	2,443	2,507	2,660	2,766	2,756
<b>Rural</b>	895	873	929	944	966	920	986	1,002	998	1,033	1,051
Rural town & fringe	328	321	306	332	326	330	352	354	360	380	385
Rural villages	368	355	389	382	404	311	342	363	364	355	366
Rural hamlets & dispersed	200	198	235	230	236	279	291	285	275	298	300
<b>England</b>	3,057	3,044	3,069	3,173	3,163	3,242	3,428	3,510	3,658	3,799	3,807

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

\* Of all those employed and age 16 or over

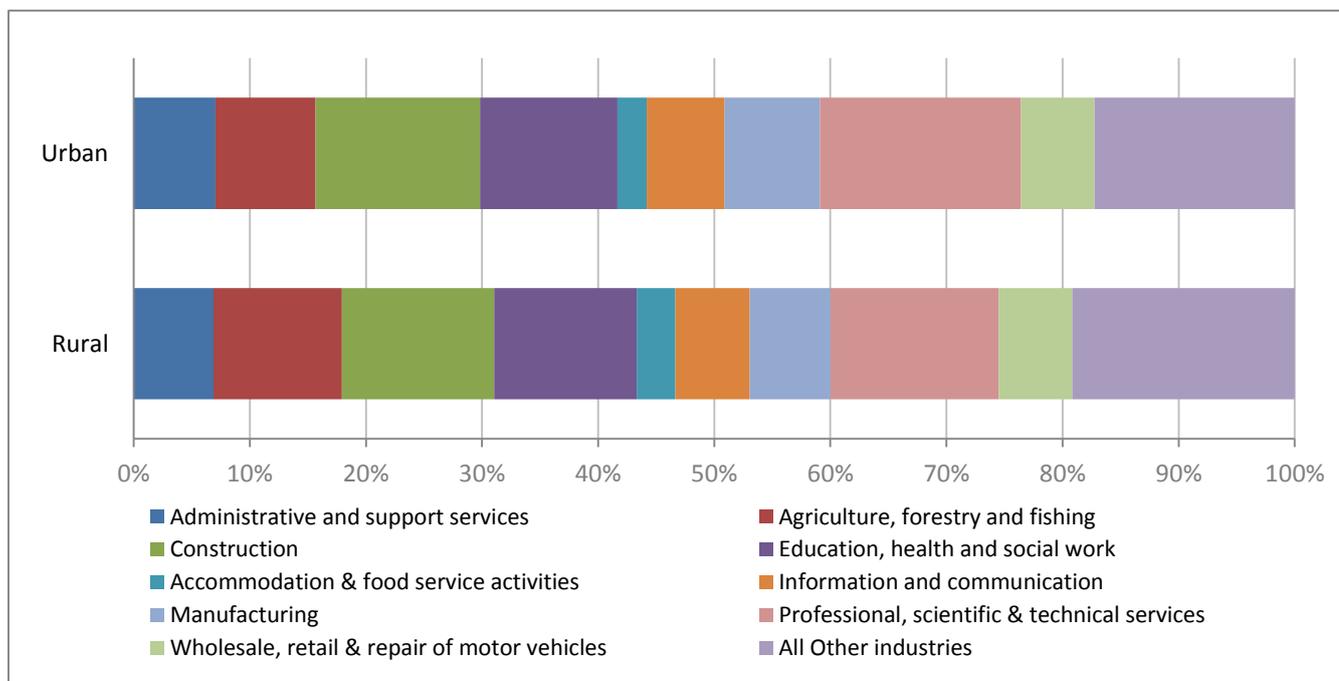
**Percentage of home workers from all those employed and age 16 or over, by rural-urban classification, in England (2006 to 2016)**



**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 2016 there were 1,051,000 home workers in rural areas, accounting for 22 per cent of all workers living in rural areas. There were 2,756,000 home workers in urban areas, accounting for 13 per cent of all workings living in urban areas.
- Between 2006 and 2016 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 5.9 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.

## Percentage of home workers by industry and rural-urban classification, in England, 2016



In both rural and urban areas, in 2016, the greatest proportion of homeworkers worked in the 'Professional, scientific and technical services' industry (after 'all other industries') at 14.5 per cent and 17.3 per cent respectively.

## Percentage and numbers of home workers by industry and rural-urban classification, in England, 2016

	Rural		Urban	
	%	No. of home workers (thousands)	%	No. of home workers (thousands)
Administrative and support services	6.9	72	7.0	194
Agriculture, forestry and fishing	11.1	116	8.6	238
Construction	13.1	138	14.2	390
Education, health and social work	12.3	129	11.8	326
Accommodation & food service activities	3.3	35	2.5	69
Information and communication	6.4	67	6.7	185
Manufacturing	7.0	73	8.2	226
Professional, scientific & technical services	14.5	152	17.3	477
Wholesale, retail & repair of motor vehicles	6.3	66	6.3	175
All Other industries	19.2	201	17.2	475
<b>Total</b>	<b>100</b>	<b>1,051</b>	<b>100</b>	<b>2,756</b>

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](mailto: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 2015, Gross Value Added (GVA) from *Predominantly Rural* areas contributed 16.5 per cent of England's GVA, and was worth an estimated £237 billion. This compares with 45.1 per cent from *Predominantly Urban areas (excluding London)* (£646 billion), 26.4 per cent from London (£378 billion) and 11.9 per cent from Urban with Significant Rural areas (£171 billion).
- The proportional contribution from *Predominantly Rural* areas to England's GVA has declined slightly between 2001 and 2015 (from 17.0 per cent to 16.5 per cent).
- However this has been affected by an increase in London's contribution. The proportional contribution of *Predominantly Rural* areas to the GVA of England excluding London has increased slightly between 2001 and 2015 (from 22.1 per cent to 22.5 per cent, not shown).
- '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'.
- In 2015, the GVA per workforce job in *Predominantly Urban areas (excluding London)* was £45,100 and in *Predominantly Rural* areas it was £43,900 (provisional estimates)
- In 2015 the productivity of *Predominantly Rural* areas was around 89 per cent of that for England as whole (provisional estimate). This had fallen slightly from 92 per cent in 2001 but is again affected by the increases in London's contribution affecting England's overall productivity.

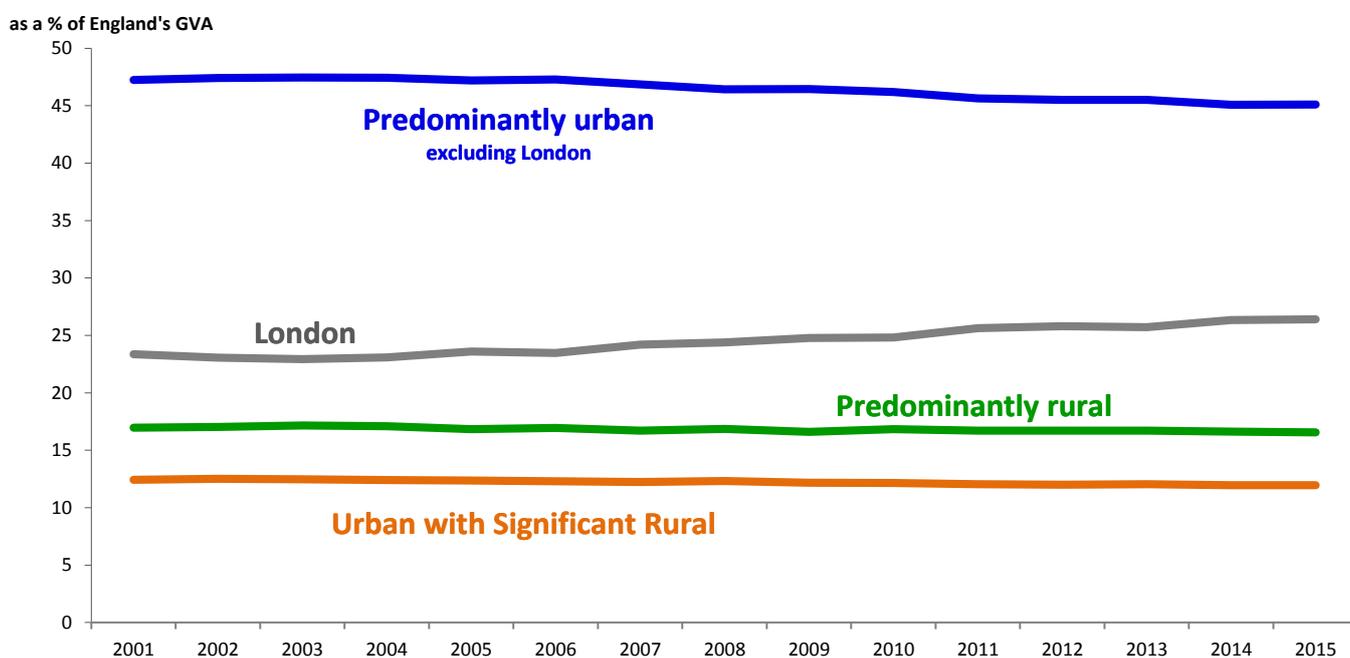
## Contribution to England's Gross Value Added (GVA)

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), 2015 (provisional)

2011 Local Authority Classification	GVA (£m)	share	Broader classification	GVA (£m)	share
London	378,424	26%	London	378,424	26%
Urban with Major Conurbation	240,079	17%	Predominantly Urban excl. London	646,356	45%
Urban with Minor Conurbation	41,419	3%			
Urban with City and Town	364,857	25%			
Urban with Significant Rural	171,245	12%	Urban with Significant Rural	171,245	12%
Largely Rural	134,304	9%	Predominantly Rural	237,145	17%
Mainly Rural	102,841	7%			
<b>England</b>	<b>1,433,170</b>	<b>100%</b>	<b>England</b>	<b>1,433,170</b>	<b>100%</b>

- *Predominantly Urban areas (excluding London)* make the largest contribution to England's GVA, estimated at £646 billion (45.1 per cent), followed by *London's* £378 billion (26.4 per cent). *Predominantly Rural* areas contributed an estimated £237 billion (16.5 per cent) in 2015.
- 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 as a percentage of England GVA, 2001 to 2015



Gross Value Added (GVA) by Local Authority Classification as a proportion of England GVA 2001 to 2015 (provisional)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (prov.)
<b>Predominantly urban excluding London</b>	47.2	47.4	47.5	47.4	47.2	47.3	46.9	46.4	46.4	46.2	45.6	45.5	45.5	45.1	45.1
<b>London</b>	23.4	23.1	22.9	23.1	23.6	23.5	24.2	24.4	24.8	24.8	25.6	25.8	25.7	26.3	26.4
<b>Urban with Significant Rural</b>	12.4	12.5	12.5	12.4	12.4	12.3	12.2	12.3	12.2	12.2	12.0	12.0	12.0	12.0	11.9
<b>Predominantly rural</b>	17.0	17.0	17.2	17.1	16.8	16.9	16.7	16.9	16.6	16.8	16.7	16.7	16.7	16.6	16.5
<b>England</b>	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

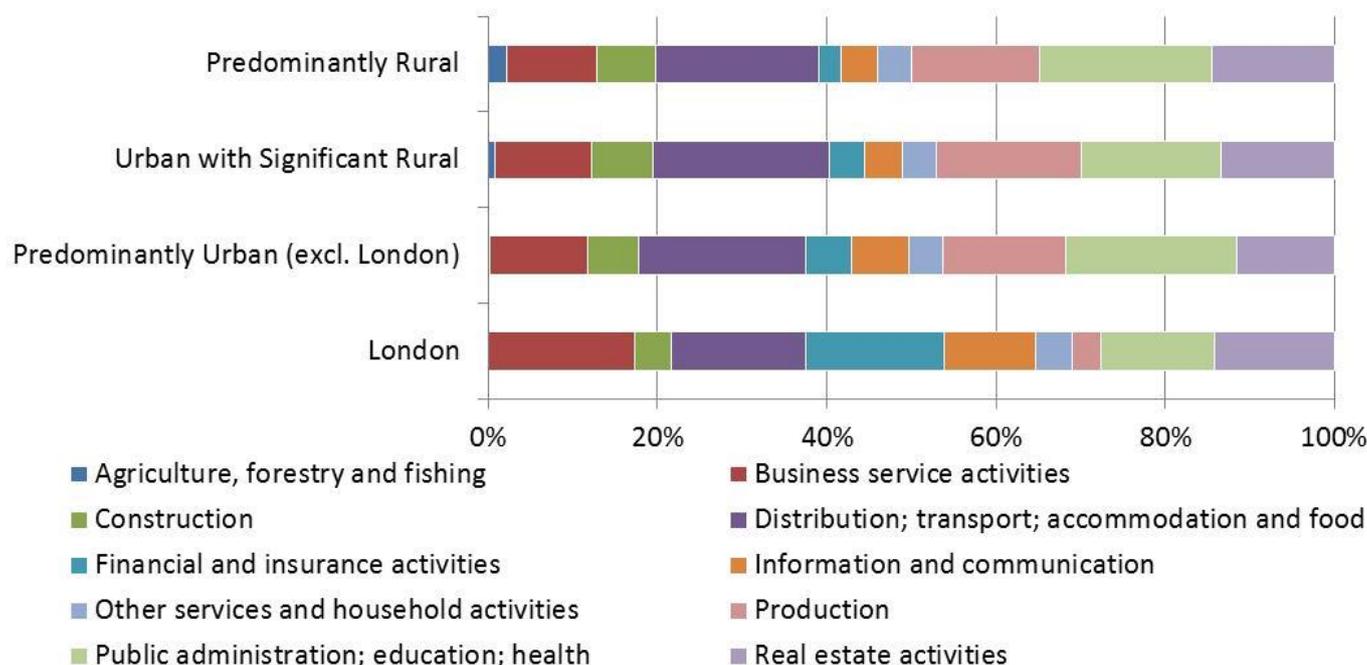
Source: Office for National Statistics, Gross Value Added at NUTS3, and NUTS4 from Annual Business Inquiry via [abi2@ons.gov.uk](mailto:abi2@ons.gov.uk).

The 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 recalculated based on ONS Local Authority GVA figures ([www.ons.gov.uk/economy/grossvalueaddedgva/adhocs/005715regionalgvaibylocalauthorityinengland1997to2014](http://www.ons.gov.uk/economy/grossvalueaddedgva/adhocs/005715regionalgvaibylocalauthorityinengland1997to2014)).

Data are provisional estimates. ([www.ons.gov.uk/economy/grossvalueaddedgva/bulletins/regionalgrossvalueaddedincomeapproach/december2016](http://www.ons.gov.uk/economy/grossvalueaddedgva/bulletins/regionalgrossvalueaddedincomeapproach/december2016))

## Productivity by industry

Percentage breakdown of Gross Value Added (GVA) by industry, and by Local Authority Classification- 2011 in England, 2015



- 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' (5 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 2015) (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, 2015

	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	4,763	2	2,106	1	973	0	62	0	7,904	1
Business service activities	23,893	11	28,469	11	67,174	12	65,621	17	185,157	13
Construction	15,462	7	18,200	7	35,327	6	16,018	4	85,007	6
Distribution; transport; accommodation and food	43,373	19	52,090	21	114,439	20	60,579	16	270,481	19
Financial and insurance activities	5,847	3	10,764	4	31,179	5	61,701	16	109,491	8
Information and communication	9,488	4	11,005	4	39,746	7	41,108	11	101,347	7
Other services and household activities	8,966	4	10,127	4	22,949	4	16,005	4	58,047	4
Production	33,779	15	42,979	17	84,438	15	13,130	3	174,326	12
<i>of which Manufacturing</i>	27,659	12	35,081	14	67,512	12	8,400	2	138,652	10
Public administration; education; health	45,554	20	41,180	16	117,625	20	50,598	13	254,957	18
Real estate activities	32,481	15	33,606	13	66,755	11	53,605	14	186,447	13
<b>Total GVA</b>	<b>223,606</b>	<b>100</b>	<b>250,526</b>	<b>100</b>	<b>580,605</b>	<b>100</b>	<b>378,427</b>	<b>100</b>	<b>1,433,164</b>	<b>100</b>

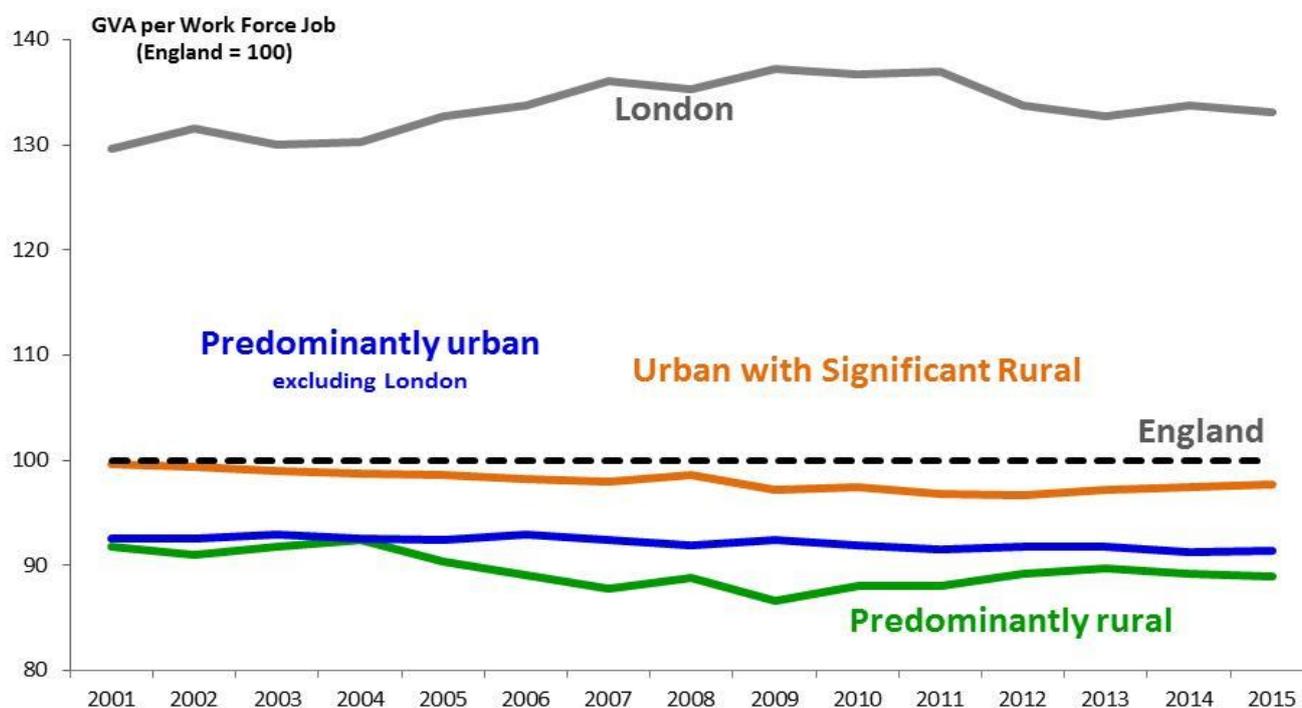
Notes: Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the country. However there are some gaps in the coverage of the Annual Business Survey; agriculture for example is only partially covered and self employment is not included in the data. 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

## Gross Value Added (GVA) per workforce job

GVA per workforce job (£), by Local Authority Classification compared with England as a whole, 2001 to 2015



Gross Value Added (GVA) per workforce job (WFJ) (£ and as percentage of England level), by Local Authority Classification in England, 2015 (provisional)

	£	As percentage of England level
London	65,683	133
Urban with major conurbation	44,246	90
Urban with minor conurbation	39,712	80
Urban with city and town	46,483	94
Urban with significant rural	48,220	98
Largely rural	44,222	90
Mainly rural	43,565	88
Predominantly Urban (excl. London)	45,142	91
Predominantly Rural	43,935	89
<b>England</b>	<b>49,371</b>	<b>100</b>

- The nominal GVA per workforce job is highest in *London* at around £65,700 per workforce job in 2015 (provisional estimate). After *London*, *Urban with Significant Rural* areas had the highest values per workforce job (around £48,200).
- For 2015, the GVA per workforce job in *Predominantly Urban areas (excluding London)* areas was £45,100 and in *Predominantly Rural* areas it was £43,900.

*Nominal Gross Value Added (GVA) per workforce job (WFJ) (£), by Local Authority Classification in England, 2006 to 2015 (provisional)*

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (prov.)
<b>Predominantly urban excluding London</b>	93	93	93	93	92	93	92	92	92	92	91	92	92	91	91
<b>London</b>	130	132	130	130	133	134	136	135	137	137	137	134	133	134	133
<b>Urban with Significant Rural</b>	100	99	99	99	99	98	98	99	97	97	97	97	97	97	98
<b>Predominantly rural</b>	92	91	92	92	90	89	88	89	87	88	88	89	90	89	89
<b>England</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

- In 2015 the productivity of Predominantly Rural areas was around 89 per cent of that for England as whole (provisional estimate). This had fallen slightly from 92 per cent in 2001 but is affected by the increases in London's contribution affecting England's overall productivity.

Notes: 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 nominal GVA figures to reflect underlying differences in price levels between places. This means that 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. Rather than report the absolute figures the variations in productivity are shown in relation to the level for England as a whole for each year.

Data have been reclassified to the 2011 Local Authority Rural Urban Classification for all years to allow comparison

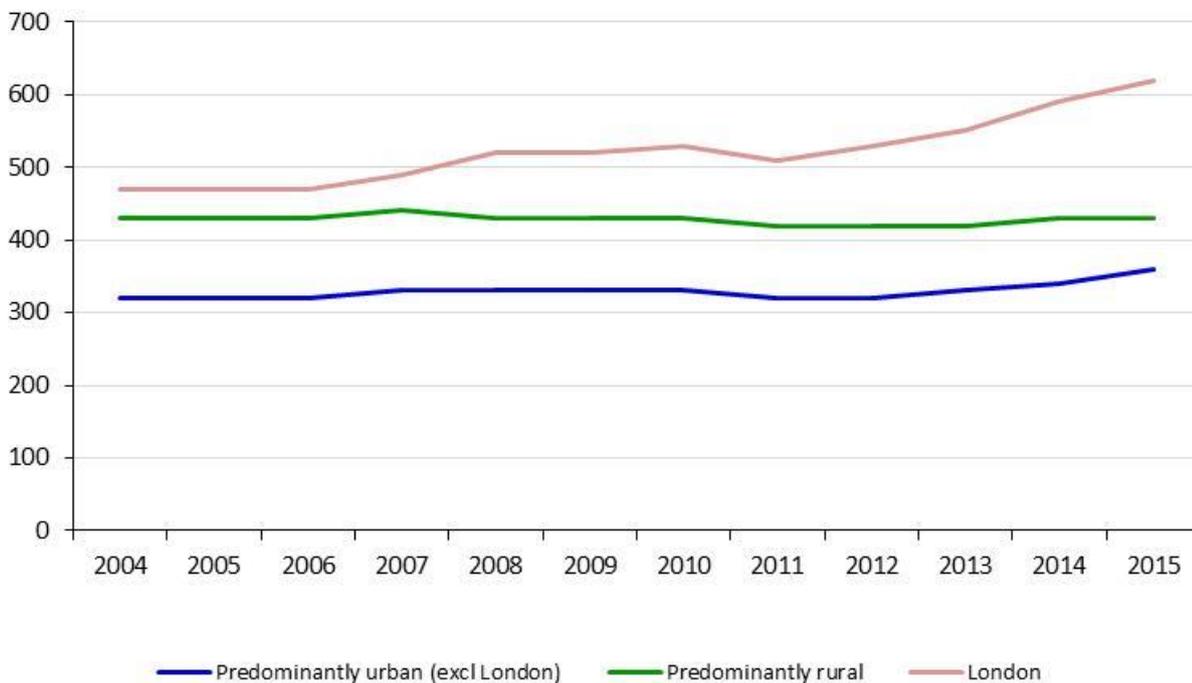
Source: Workforce jobs series via Nomis (Jobs Density Total Jobs) (<https://www.nomisweb.co.uk/Default.asp>).

# Businesses

- In 2015/16 there were 537,000 businesses registered in rural areas, accounting for 24 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.5 million people, accounting for 13 per cent of all those employed by registered businesses in England.
- There are more registered businesses per head of population in *predominantly rural* areas than in *predominantly urban* areas (*excluding London*)
- There are proportionately more small businesses in rural areas.
- In 2015 there were 53 registered business start-ups per 10,000 population in *predominantly urban* areas (*excluding London*) compared with 49 per 10,000 population in *predominantly rural* areas.

## Business count

Registered businesses per 10,000 population by Local Authority Classification, in England, 2004 to 2015



- The number of registered businesses per head of population is higher in *predominantly rural* areas (430 per 10,000 population in 2015) than in *predominantly urban* areas (*excluding London*) (360 per 10,000 population).
- Between 2014 and 2015 the number of businesses per head of population remained the same in *predominantly rural* areas while in *predominantly urban* areas (*excluding London*) the number rose.

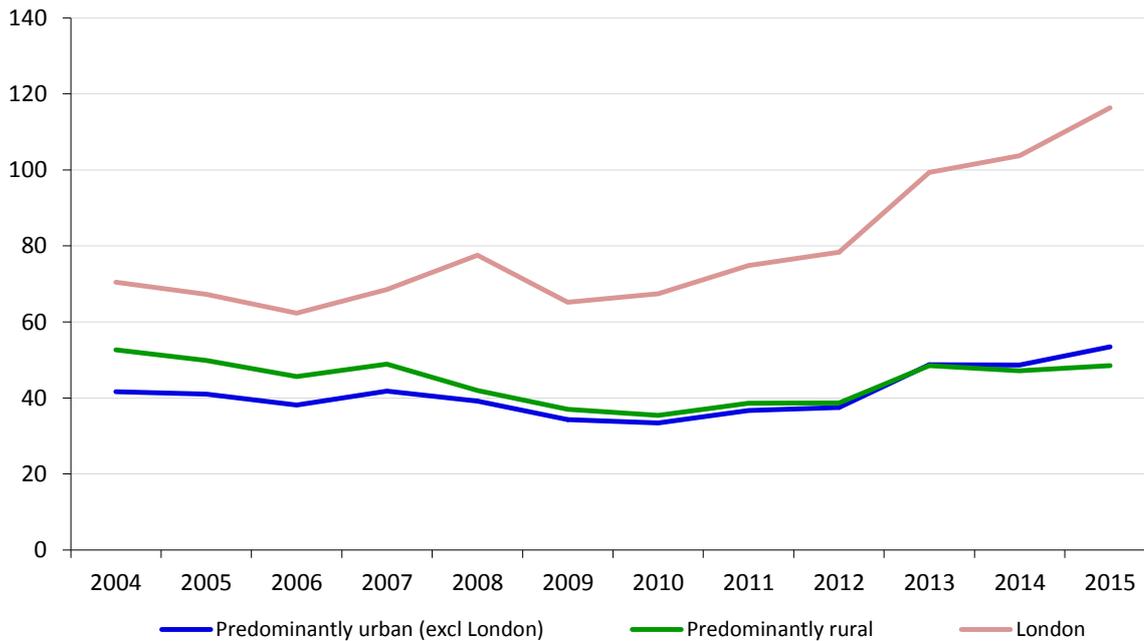
Registered businesses per 10,000 population by Local Authority Classification, in England, 2004 to 2015

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Urban with Major Conurbation	370	370	370	390	400	400	410	400	410	420	450	470
Urban with Minor Conurbation	270	280	280	290	290	280	280	270	270	280	290	300
Urban with City and Town	340	340	340	350	350	350	340	340	340	350	360	370
Urban with Significant Rural	410	410	420	430	430	430	430	420	420	430	440	450
Largely Rural	400	400	400	410	410	410	410	400	400	400	410	420
Mainly Rural	470	470	470	480	460	460	450	450	440	440	450	460
London	470	470	470	490	520	520	530	510	530	550	590	620
Predominantly urban (excluding London)	320	320	320	330	330	330	330	320	320	330	340	360
Predominantly rural	430	430	430	440	430	430	430	420	420	420	430	430
<b>England</b>	<b>380</b>	<b>380</b>	<b>380</b>	<b>390</b>	<b>390</b>	<b>390</b>	<b>390</b>	<b>380</b>	<b>390</b>	<b>400</b>	<b>410</b>	<b>430</b>

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 2015: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1 [www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable](http://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 2015



- Over the last decade the numbers of registered business start-ups have been in relative terms higher in *predominantly rural areas* than in *predominantly urban areas* (excluding London). However in recent years, *predominantly urban areas* (excluding London) have over taken *predominantly rural areas*.
- In 2015 there were 53 registered business start-ups per 10,000 population in *predominantly urban areas* (excluding London) compared with 49 per 10,000 population in *predominantly rural areas*

*Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2004 to 2015*

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Urban with Major Conurbation	52	51	48	52	55	48	48	53	55	71	73	82
Urban with Minor Conurbation	37	37	34	36	31	28	26	28	29	38	41	45
Urban with City and Town	45	43	40	43	41	35	35	38	39	50	50	54
Urban with Significant Rural	52	49	46	50	47	41	40	43	44	54	54	57
Largely Rural	49	47	43	46	41	36	35	38	38	48	46	48
Mainly Rural	57	54	49	52	43	39	36	40	40	50	48	49
London	70	67	62	69	78	65	67	75	78	99	104	116
Predominantly urban (excluding London)	42	41	38	42	39	34	33	37	37	49	49	53
Predominantly rural	53	50	46	49	42	37	35	39	39	49	47	49
<b>England</b>	<b>50</b>	<b>48</b>	<b>44</b>	<b>48</b>	<b>46</b>	<b>40</b>	<b>40</b>	<b>44</b>	<b>45</b>	<b>57</b>	<b>58</b>	<b>63</b>

Note: The 2004 – 2015 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 2015: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

[www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable](http://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable)

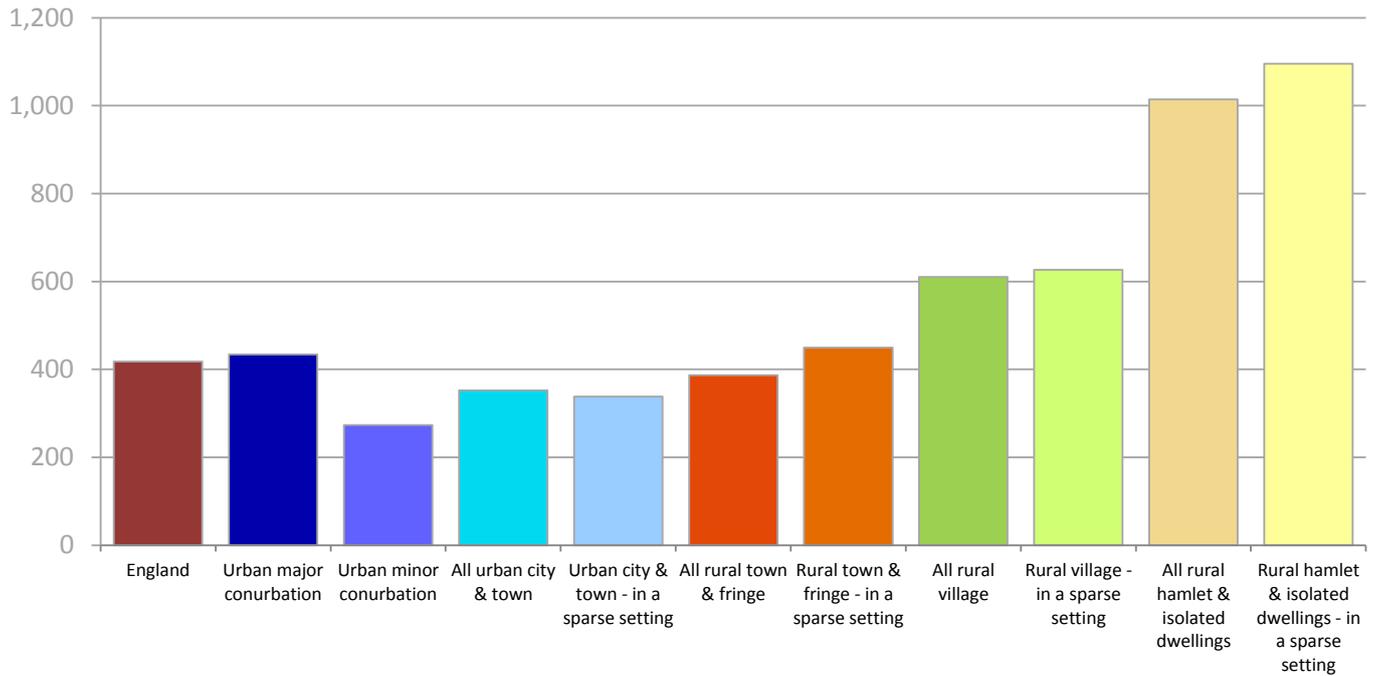
Research on 'Drivers of rural business employment growth, decline and stability' can be found at the following link:

[//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)

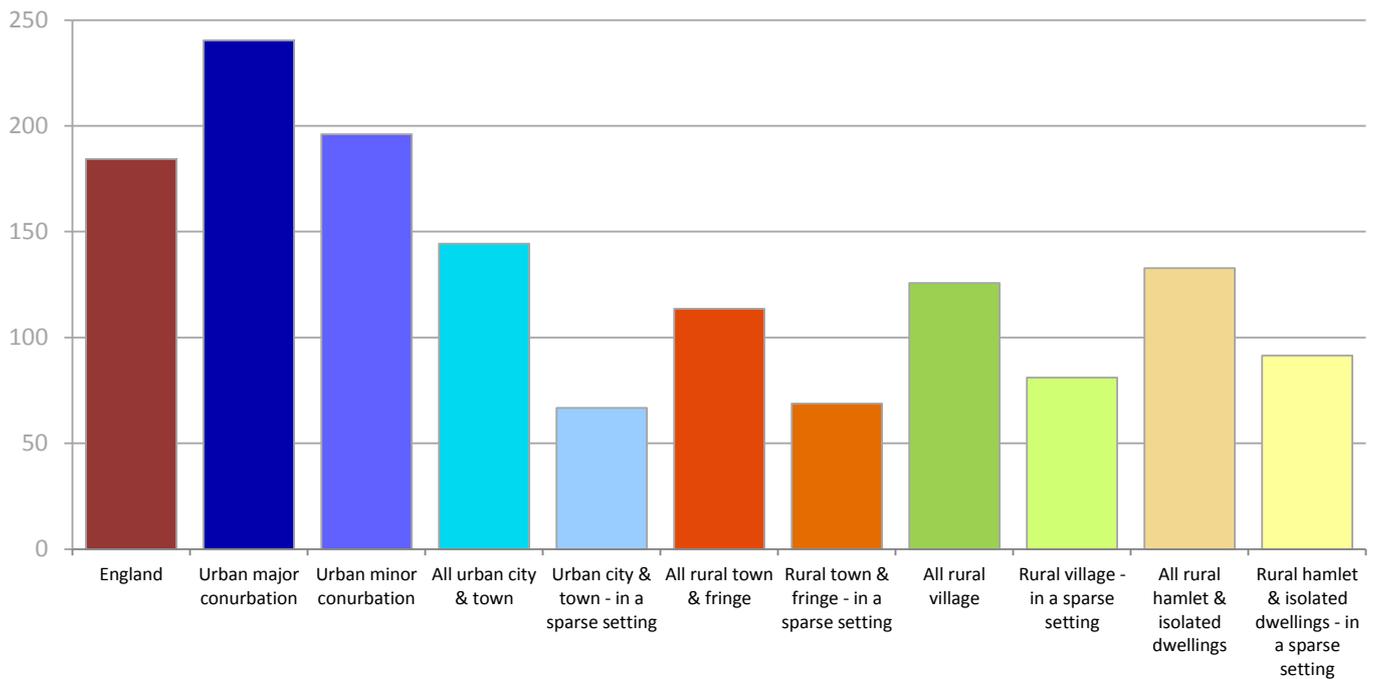
## Business composition

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 branches 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, 2015/16**



**Average turnover per person employed, by rural-urban classification, in England, 2015/16**



- In 2015/16 there were 537,000 businesses registered in rural areas, accounting for 24 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.5 million people, accounting for 13 per cent of all those employed by registered businesses in England.
- 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, 2015/16*

	Count of Enterprises	Enterprise count as % of England total	Number of People Employed 000s	People employed as % of England total	Total Turnover £m	Count of Enterprises per 10,000 population	Average Turnover per enterprise £000s	Average Turnover per person employed £000s
All Urban	1,676,570	75.7	22,492	86.6	4,355,014	384	2,598	194
<i>those in a sparse setting</i>	3,005	0.1	23	0.1	1,526	338	508	67
All Rural	537,080	24.3	3,466	13.4	429,118	575	799	124
<i>those in a sparse setting</i>	33,300	1.5	175	0.7	13,946	692	419	80
Urban major conurbation	814,950	36.8	11,073	42.7	2,661,725	434	3,266	240
Urban minor conurbation	52,110	2.4	861	3.3	168,846	273	3,240	196
All urban city & town	809,515	36.6	10,557	40.7	1,524,443	352	1,883	144
<i>those in a sparse setting</i>	3,005	0.1	23	0.1	1,526	338	508	67
All rural town & fringe	180,055	8.1	1,241	4.8	141,032	387	783	114
<i>those in a sparse setting</i>	8,370	0.4	68	0.3	4,674	449	558	69
All rural village	178,815	8.1	1,042	4.0	131,035	610	733	126
<i>those in a sparse setting</i>	9,880	0.4	46	0.2	3,702	626	375	81
All rural hamlet & isolated dwellings	178,210	8.1	1,183	4.6	157,051	1,015	881	133
<i>those in a sparse setting</i>	15,050	0.7	61	0.2	5,569	1,095	370	92
<b>England</b>	<b>2,213,650</b>	<b>100.0</b>	<b>25,958</b>	<b>100.0</b>	<b>4,784,132</b>	<b>418</b>	<b>2,161</b>	<b>184</b>

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

Turnover relates to income received by a business from the 'sale of goods and/or services charged to third parties'. The IDBR does not include businesses whose turnover is below the tax threshold.

Further information: [www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr](http://www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr)

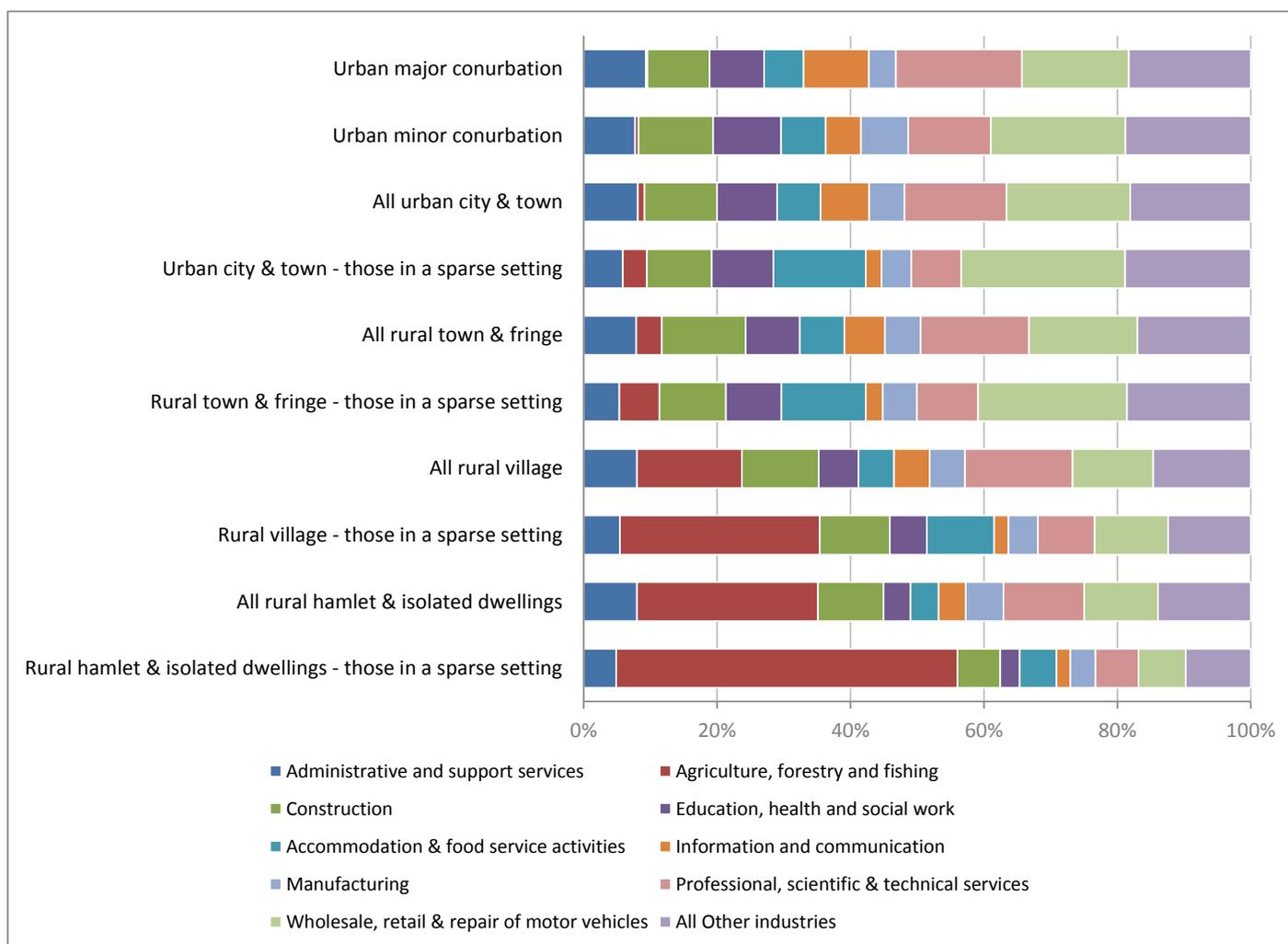
Source: ONS, Inter Departmental Business Register (IDBR), 2015/16



## 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, 2015/16



- 'Agriculture, forestry & fishing' accounts for 3.9 per cent of the local units of registered businesses in England, but they are dominant sectors 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 15.3 per cent of the local units of registered businesses in rural areas overall (32.2 per cent in *rural areas in a sparse setting*). Other dominant sectors in rural areas are: 'Professional, scientific & technical services' (14.9 per cent of businesses), 'Wholesale & retail trade, repair of motor vehicles' (13.2 per cent) and 'Construction' (11.3 per cent).

Numbers of local units of registered businesses by industry and rural-urban classification, in England, 2015/16

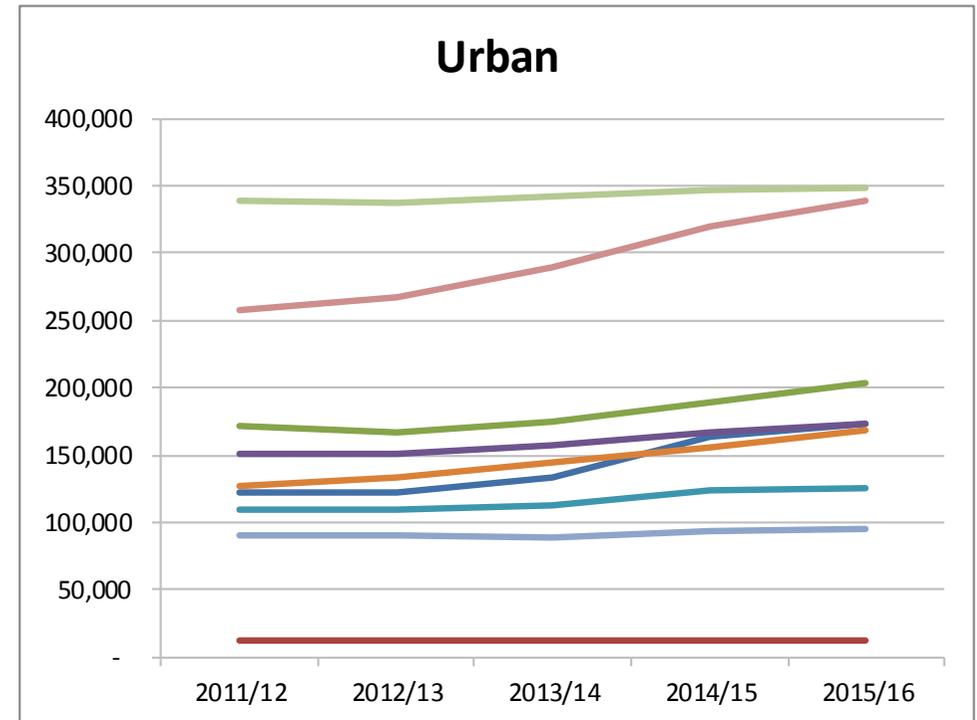
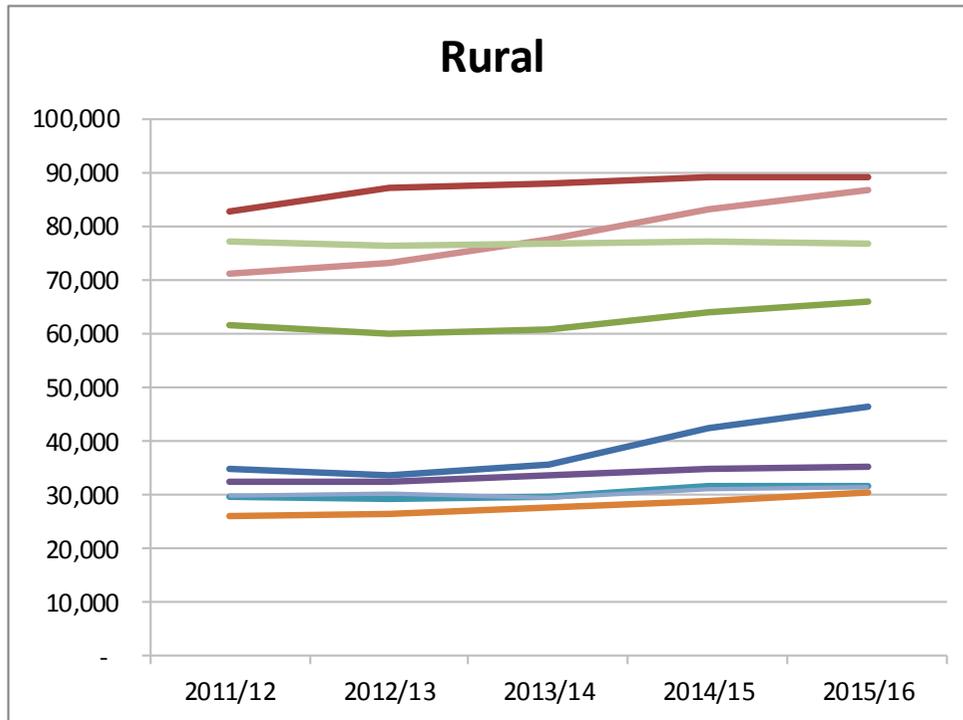
	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	173,335	235	46,270	1,910	88,030	4,970	80,335	235	15,990	560	15,200	580	15,075	770	219,605
Agriculture, forestry and fishing	12,465	145	89,115	11,940	2,165	350	9,950	145	7,800	630	29,970	3,205	51,345	8,105	101,580
Arts, entertainment and recreation	55,140	140	15,820	1,025	29,340	1,580	24,215	140	5,035	315	5,380	320	5,405	390	70,960
Construction	203,370	390	65,990	3,185	88,245	7,215	107,910	390	25,480	1,045	21,945	1,120	18,565	1,015	269,355
Education, health and social work	173,045	370	35,440	1,940	77,390	6,605	89,050	370	16,430	875	11,375	595	7,635	465	208,485
Finance	54,380	75	8,160	315	27,560	1,615	25,205	75	3,730	195	2,225	45	2,205	75	62,540
Accommodation & food service activities	125,195	555	31,690	3,280	56,075	4,325	64,800	555	13,555	1,325	10,165	1,080	7,965	875	156,885
Information and communication	167,890	95	30,335	835	92,495	3,395	72,000	95	12,395	270	10,195	230	7,750	330	198,225
Manufacturing	95,465	180	31,505	1,600	38,355	4,580	52,535	180	10,810	535	10,095	470	10,600	595	126,975
Mining/quarrying and utilities	7,840	25	3,885	240	3,480	290	4,070	25	835	40	1,405	55	1,645	145	11,725
Professional, scientific & technical services	338,675	300	86,630	2,895	178,610	8,020	152,045	300	33,005	960	30,695	915	22,930	1,020	425,305
Public admin and defence; other services	94,815	255	23,590	1,370	41,265	3,510	50,040	255	10,885	660	7,045	375	5,660	340	118,405
Real estate activities	74,675	120	18,230	840	39,310	2,135	33,225	120	6,240	350	5,935	210	6,055	280	92,905
Transport and storage	77,245	140	18,930	1,005	31,950	3,015	42,280	140	7,770	375	5,850	320	5,305	310	96,175
Wholesale, retail & repair of motor vehicles	348,445	985	76,900	4,645	151,810	13,055	183,580	985	32,925	2,345	23,040	1,175	20,940	1,120	425,345
<b>Total</b>	<b>2,001,970</b>	<b>4,010</b>	<b>582,495</b>	<b>37,025</b>	<b>946,085</b>	<b>64,655</b>	<b>991,230</b>	<b>4,010</b>	<b>202,895</b>	<b>10,490</b>	<b>190,530</b>	<b>10,695</b>	<b>189,075</b>	<b>15,840</b>	<b>2,584,465</b>

Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2015/16

	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	8.7	5.9	7.9	5.2	9.3	7.7	8.1	5.9	7.9	5.3	8.0	5.4	8.0	4.9	8.5
Agriculture, forestry and fishing	0.6	3.6	15.3	32.2	0.2	0.5	1.0	3.6	3.8	6.0	15.7	30.0	27.2	51.2	3.9
Arts, entertainment and recreation	2.8	3.5	2.7	2.8	3.1	2.4	2.4	3.5	2.5	3.0	2.8	3.0	2.9	2.5	2.7
Construction	10.2	9.7	11.3	8.6	9.3	11.2	10.9	9.7	12.6	10.0	11.5	10.5	9.8	6.4	10.4
Education, health and social work	8.6	9.2	6.1	5.2	8.2	10.2	9.0	9.2	8.1	8.3	6.0	5.6	4.0	2.9	8.1
Finance	2.7	1.9	1.4	0.9	2.9	2.5	2.5	1.9	1.8	1.9	1.2	0.4	1.2	0.5	2.4
Accommodation & food service activities	6.3	13.8	5.4	8.9	5.9	6.7	6.5	13.8	6.7	12.6	5.3	10.1	4.2	5.5	6.1
Information and communication	8.4	2.4	5.2	2.3	9.8	5.3	7.3	2.4	6.1	2.6	5.4	2.2	4.1	2.1	7.7
Manufacturing	4.8	4.5	5.4	4.3	4.1	7.1	5.3	4.5	5.3	5.1	5.3	4.4	5.6	3.8	4.9
Mining/quarrying and utilities	0.4	0.6	0.7	0.6	0.4	0.4	0.4	0.6	0.4	0.4	0.7	0.5	0.9	0.9	0.5
Professional, scientific & technical services	16.9	7.5	14.9	7.8	18.9	12.4	15.3	7.5	16.3	9.2	16.1	8.6	12.1	6.4	16.5
Public admin and defence; other services	4.7	6.4	4.0	3.7	4.4	5.4	5.0	6.4	5.4	6.3	3.7	3.5	3.0	2.1	4.6
Real estate activities	3.7	3.0	3.1	2.3	4.2	3.3	3.4	3.0	3.1	3.3	3.1	2.0	3.2	1.8	3.6
Transport and storage	3.9	3.5	3.2	2.7	3.4	4.7	4.3	3.5	3.8	3.6	3.1	3.0	2.8	2.0	3.7
Wholesale, retail & repair of motor vehicles	17.4	24.6	13.2	12.5	16.0	20.2	18.5	24.6	16.2	22.4	12.1	11.0	11.1	7.1	16.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>99.9</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2015/16, in England**

Please note, scales differ for the charts shown below as numbers of businesses are considerably higher in urban areas.

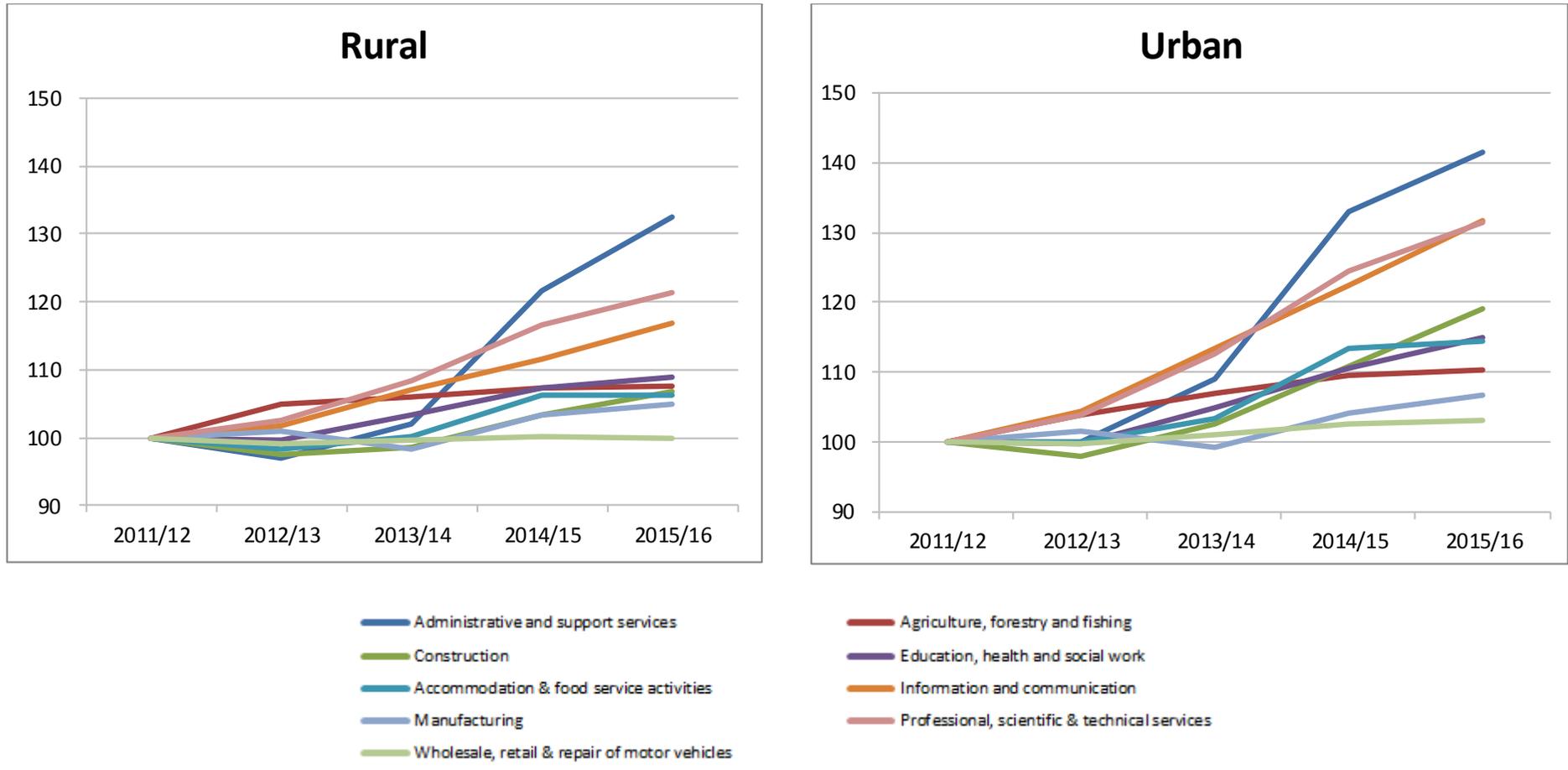


- Administrative and support services
- Construction
- Accommodation & food service activities
- Manufacturing
- Wholesale, retail & repair of motor vehicles
- Agriculture, forestry and fishing
- Education, health and social work
- Information and communication
- Professional, scientific & technical services

*Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2015/16, in England*

	Rural					Urban				
	2011/12	2012/13	2013/14	2014/15	2015/16	2011/12	2012/13	2013/14	2014/15	2015/16
Administrative and support services	34,915	33,860	35,595	42,495	46,270	122,420	122,475	133,385	162,875	173,335
Agriculture, forestry and fishing	82,900	87,010	87,970	89,000	89,115	11,315	11,750	12,110	12,380	12,465
Construction	61,740	60,180	60,930	63,830	65,990	170,970	167,585	175,485	189,450	203,370
Education, health and social work	32,555	32,460	33,675	34,965	35,440	150,500	150,240	157,660	166,335	173,045
Accommodation & food service activities	29,785	29,285	29,870	31,630	31,690	109,400	109,380	113,130	124,000	125,195
Information and communication	25,965	26,460	27,795	28,970	30,335	127,540	132,940	144,645	156,005	167,890
Manufacturing	30,010	30,290	29,515	31,010	31,505	89,510	90,955	88,890	93,155	95,465
Professional, scientific & technical services	71,380	73,200	77,390	83,285	86,630	257,505	267,570	290,005	320,300	338,675
Wholesale, retail & repair of motor vehicles	77,030	76,430	76,670	77,105	76,900	338,370	337,190	342,140	347,405	348,445
All other industries	80,010	80,055	81,915	86,550	88,615	312,670	313,420	323,600	349,030	364,095
<b>Total</b>	<b>526,295</b>	<b>529,225</b>	<b>541,330</b>	<b>568,835</b>	<b>582,495</b>	<b>1,690,200</b>	<b>1,703,505</b>	<b>1,781,045</b>	<b>1,920,940</b>	<b>2,001,970</b>

**Index (2011/12 = 100) of change in numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2015/16, in England.**



The 'Administrative & support services' sector has showed the greatest level of growth in business numbers in both rural and urban areas, with urban numbers increasing at a higher rate of 42 per cent between 2011/12 and 2015/16 while rural numbers increased by 33 per cent.

*Index of change in numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2015/16, in England*

2011/12 = 100

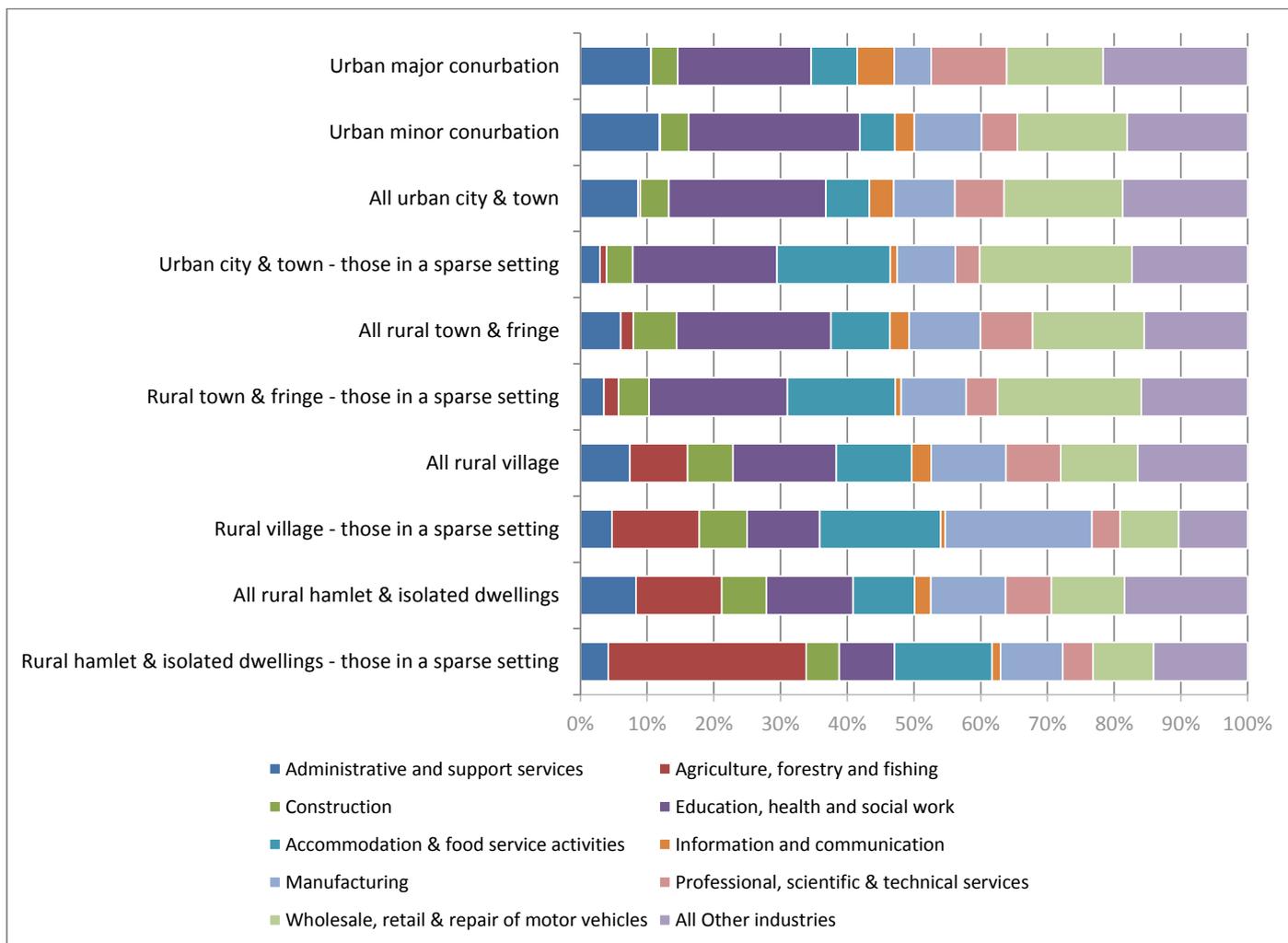
	Rural					Urban				
	2011/12	2012/13	2013/14	2014/15	2015/16	2011/12	2012/13	2013/14	2014/15	2015/16
Administrative and support services	100	97	102	122	133	100	100	109	133	142
Agriculture, forestry and fishing	100	105	106	107	107	100	104	107	109	110
Construction	100	97	99	103	107	100	98	103	111	119
Education, health and social work	100	100	103	107	109	100	100	105	111	115
Accommodation & food service activities	100	98	100	106	106	100	100	103	113	114
Information and communication	100	102	107	112	117	100	104	113	122	132
Manufacturing	100	101	98	103	105	100	102	99	104	107
Professional, scientific & technical services	100	103	108	117	121	100	104	113	124	132
Wholesale, retail & repair of motor vehicles	100	99	100	100	100	100	100	101	103	103
All other industries	100	100	102	108	111	100	100	103	112	116
<b>Total</b>	<b>100</b>	<b>101</b>	<b>103</b>	<b>108</b>	<b>111</b>	<b>100</b>	<b>101</b>	<b>105</b>	<b>114</b>	<b>118</b>

## Employment by industry type

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 industry and rural-urban classification, in England, 2015/16



- The top three sectors with the greatest percentage of employment in rural areas are 'Education, health & social work', 'Wholesale, retail & repair of motor vehicles' and 'Manufacturing' (17.4 per cent, 13.2 per cent and 11.0 per cent respectively).
- Agriculture, forestry & fishing is the only sector that is greater in terms of actual employment numbers in rural areas than urban areas, with employment figures of 280 thousand in rural areas compared with 44 thousand in urban areas. All other sectors have greater employment numbers in urban areas than rural areas.



Number of people employed in local units of registered businesses by industry and rural-urban classification, in England, 2015/16

	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	2,076,560	1,145	282,400	8,830	1,025,750	102,720	948,090	1,145	83,395	2,830	89,100	3,080	109,905	2,920	2,358,960
Agriculture, forestry and fishing	44,045	375	297,880	30,955	8,680	1,125	34,240	375	25,890	1,750	103,345	8,525	168,650	20,685	341,925
Arts, entertainment and recreation	521,310	1,120	115,970	7,330	246,735	19,150	255,430	1,120	32,530	2,560	36,785	1,965	46,655	2,805	637,280
Construction	889,015	1,520	258,395	11,775	384,795	36,735	467,490	1,520	88,980	3,650	81,535	4,645	87,875	3,475	1,147,410
Education, health and social work	4,742,615	8,385	675,120	29,475	1,947,045	222,245	2,573,325	8,385	318,420	16,610	185,735	7,080	170,965	5,785	5,417,735
Finance	839,150	435	43,890	1,080	512,065	18,980	308,105	435	17,125	855	10,750	95	16,020	130	883,040
Accommodation & food service activities	1,429,890	6,590	378,000	34,930	672,280	45,500	712,105	6,590	121,590	12,940	135,120	11,815	121,295	10,175	1,807,890
Information and communication	966,160	390	106,095	2,050	540,985	25,205	399,965	390	39,440	720	34,800	430	31,855	900	1,072,255
Manufacturing	1,626,715	3,395	428,775	28,550	539,550	87,225	999,940	3,395	147,245	7,755	134,265	14,285	147,260	6,510	2,055,490
Mining/quarrying and utilities	170,020	350	53,360	2,265	66,210	8,850	94,960	350	13,325	315	18,815	275	21,220	1,675	223,385
Professional, scientific & technical services	1,955,390	1,400	295,880	9,715	1,101,070	46,570	807,750	1,400	107,430	3,795	98,515	2,775	89,935	3,150	2,251,270
Public admin and defence; other services	1,421,285	2,860	167,295	7,565	650,715	60,195	710,375	2,860	66,350	3,690	50,660	1,630	50,285	2,245	1,588,580
Real estate activities	399,755	565	63,015	3,775	216,330	10,530	172,895	565	23,420	2,005	19,045	770	20,550	1,000	462,765
Transport and storage	957,725	1,395	208,730	7,270	414,860	38,635	504,235	1,395	60,045	3,315	61,055	1,995	87,635	1,960	1,166,460
Wholesale, retail & repair of motor vehicles	3,492,355	8,850	513,180	29,295	1,406,875	142,435	1,943,040	8,850	230,180	17,245	138,430	5,685	144,570	6,360	4,005,530
Total	21,531,995	38,770	3,887,980	214,855	9,733,940	866,110	10,931,950	38,770	1,375,365	80,030	1,197,950	65,045	1,314,670	69,775	25,419,980

Percentage of people employed in local units of registered businesses by industry and rural-urban classification, in England, 2015/16

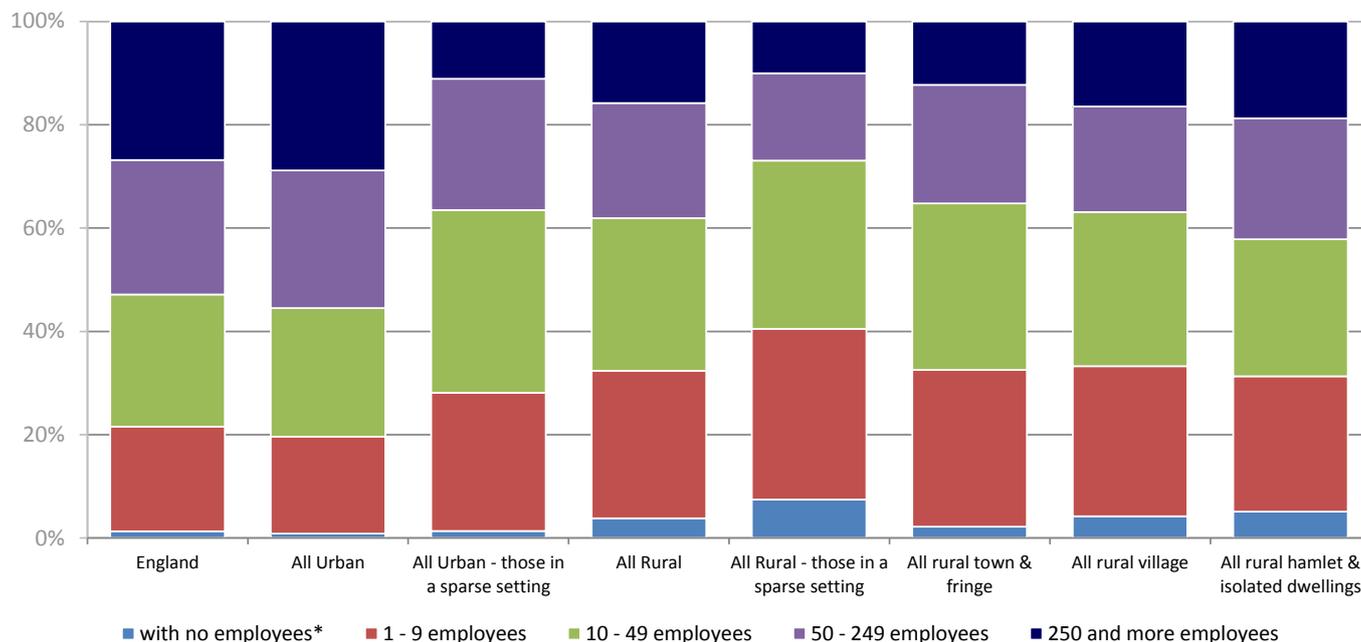
	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	9.6	3.0	7.3	4.1	10.5	11.9	8.7	3.0	6.1	3.5	7.4	4.7	8.4	4.2	9.3
Agriculture, forestry and fishing	0.2	1.0	7.7	14.4	0.1	0.1	0.3	1.0	1.9	2.2	8.6	13.1	12.8	29.6	1.3
Arts, entertainment and recreation	2.4	2.9	3.0	3.4	2.5	2.2	2.3	2.9	2.4	3.2	3.1	3.0	3.5	4.0	2.5
Construction	4.1	3.9	6.6	5.5	4.0	4.2	4.3	3.9	6.5	4.6	6.8	7.1	6.7	5.0	4.5
Education, health and social work	22.0	21.6	17.4	13.7	20.0	25.7	23.5	21.6	23.2	20.8	15.5	10.9	13.0	8.3	21.3
Finance	3.9	1.1	1.1	0.5	5.3	2.2	2.8	1.1	1.2	1.1	0.9	0.1	1.2	0.2	3.5
Accommodation & food service activities	6.6	17.0	9.7	16.3	6.9	5.3	6.5	17.0	8.8	16.2	11.3	18.2	9.2	14.6	7.1
Information and communication	4.5	1.0	2.7	1.0	5.6	2.9	3.7	1.0	2.9	0.9	2.9	0.7	2.4	1.3	4.2
Manufacturing	7.6	8.8	11.0	13.3	5.5	10.1	9.1	8.8	10.7	9.7	11.2	22.0	11.2	9.3	8.1
Mining/quarrying and utilities	0.8	0.9	1.4	1.1	0.7	1.0	0.9	0.9	1.0	0.4	1.6	0.4	1.6	2.4	0.9
Professional, scientific & technical services	9.1	3.6	7.6	4.5	11.3	5.4	7.4	3.6	7.8	4.7	8.2	4.3	6.8	4.5	8.9
Public admin and defence; other services	6.6	7.4	4.3	3.5	6.7	7.0	6.5	7.4	4.8	4.6	4.2	2.5	3.8	3.2	6.2
Real estate activities	1.9	1.5	1.6	1.8	2.2	1.2	1.6	1.5	1.7	2.5	1.6	1.2	1.6	1.4	1.8
Transport and storage	4.4	3.6	5.4	3.4	4.3	4.5	4.6	3.6	4.4	4.1	5.1	3.1	6.7	2.8	4.6
Wholesale, retail & repair of motor vehicles	16.2	22.8	13.2	13.6	14.5	16.4	17.8	22.8	16.7	21.5	11.6	8.7	11.0	9.1	15.8
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, 2015/16



\* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 15,300 businesses classed as 'Other' – with no employees and no employment (about 0.6 per cent of the total business count).

- In urban areas 28.9 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 15.8 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 28.6 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) 2015/16.

Number of local units of registered businesses with percentage by size of the registered business overall and rural-urban classification, in England, 2015/16

	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	155,090	7.7	1,517,665	75.8	261,590	13.1	58,455	2.9	9,170	0.5	2,001,970	100.0
<i>those in a sparse setting</i>	400	10.0	2,825	70.4	675	16.8	105	2.6	10	0.2	4,010	100.0
All Rural	107,020	18.4	407,580	70.0	57,705	9.9	9,075	1.6	1,110	0.2	582,495	100.0
<i>those in a sparse setting</i>	10,795	29.2	22,150	59.8	3,645	9.8	410	1.1	30	0.1	37,025	100.0
Urban major conurbation	69,430	7.3	735,540	77.7	111,600	11.8	25,255	2.7	4,250	0.4	946,085	100.0
Urban minor conurbation	5,065	7.8	46,675	72.2	10,165	15.7	2,380	3.7	370	0.6	64,655	100.0
All urban city & town	80,595	8.1	735,450	74.2	139,825	14.1	30,820	3.1	4,550	0.5	991,230	100.0
<i>those in a sparse setting</i>	400	10.0	2,825	70.4	675	16.8	105	2.6	10	0.2	4,010	100.0
All rural town & fringe	24,140	11.9	152,925	75.4	22,135	10.9	3,370	1.7	320	0.2	202,895	100.0
<i>those in a sparse setting</i>	1,330	12.7	7,335	69.9	1,620	15.4	195	1.9	10	0.1	10,490	100.0
All rural village	36,360	19.1	133,245	69.9	18,055	9.5	2,525	1.3	340	0.2	190,530	100.0
<i>those in a sparse setting</i>	3,085	28.8	6,470	60.5	1,040	9.7	95	0.9	5	0.0	10,695	100.0
All rural hamlet & isolated dwellings	46,530	24.6	121,410	64.2	17,510	9.3	3,180	1.7	450	0.2	189,075	100.0
<i>those in a sparse setting</i>	6,380	40.3	8,345	52.7	980	6.2	120	0.8	10	0.1	15,840	100.0
<b>England</b>	<b>262,120</b>	<b>10.1</b>	<b>1,925,240</b>	<b>74.5</b>	<b>319,295</b>	<b>12.4</b>	<b>67,530</b>	<b>2.6</b>	<b>10,280</b>	<b>0.4</b>	<b>2,584,465</b>	<b>100.0</b>

\* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 15,300 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, 2015/16

	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	182,650	0.8	4,034,700	18.7	5,364,960	24.9	5,737,230	26.6	6,212,455	28.9	21,531,995	100.0
<i>those in a sparse setting</i>	535	1.4	10,355	26.7	13,720	35.4	9,860	25.4	4,300	11.1	38,770	100.0
All Rural	147,810	3.8	1,110,305	28.6	1,149,330	29.6	866,975	22.3	613,565	15.8	3,887,980	100.0
<i>those in a sparse setting</i>	15,980	7.4	70,995	33.0	69,955	32.6	36,375	16.9	21,545	10.0	214,855	100.0
Urban major conurbation	80,685	0.8	1,856,750	19.1	2,274,035	23.4	2,479,275	25.5	3,043,190	31.3	9,733,940	100.0
Urban minor conurbation	5,895	0.7	135,075	15.6	211,405	24.4	230,195	26.6	283,540	32.7	866,110	100.0
All urban city & town	96,075	0.9	2,042,875	18.7	2,879,520	26.3	3,027,755	27.7	2,885,725	26.4	10,931,950	100.0
<i>those in a sparse setting</i>	535	1.4	10,355	26.7	13,720	35.4	9,860	25.4	4,300	11.1	38,770	100.0
All rural town & fringe	30,540	2.2	417,320	30.3	443,170	32.2	315,550	22.9	168,785	12.3	1,375,365	100.0
<i>those in a sparse setting</i>	1,795	2.2	25,350	31.7	31,180	39.0	17,665	22.1	4,040	5.0	80,030	100.0
All rural village	50,255	4.2	348,385	29.1	357,505	29.8	244,120	20.4	197,685	16.5	1,197,950	100.0
<i>those in a sparse setting</i>	4,510	6.9	20,225	31.1	19,800	30.4	8,435	13.0	12,075	18.6	65,045	100.0
All rural hamlet & isolated dwellings	67,015	5.1	344,600	26.2	348,660	26.5	307,300	23.4	247,095	18.8	1,314,670	100.0
<i>those in a sparse setting</i>	9,680	13.9	25,425	36.4	18,970	27.2	10,275	14.7	5,430	7.8	69,775	100.0
<b>England</b>	<b>330,460</b>	<b>1.3</b>	<b>5,145,005</b>	<b>20.2</b>	<b>6,514,290</b>	<b>25.6</b>	<b>6,604,205</b>	<b>26.0</b>	<b>6,826,020</b>	<b>26.9</b>	<b>25,419,980</b>	<b>100.0</b>

\* '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.

## Small and medium businesses

- Small and Medium Enterprises (SMEs) are businesses employing fewer than 250 people.
- In England, there are 2.2 million SMEs registered for PAYE and/or VAT, providing employment for 11.7 million people.
- However, it is estimated that in England there are an additional 2.7 million unregistered businesses i.e. those who are not registered for VAT and do not have employees registered for PAYE. Such businesses are estimated to provide employment for 2.9 million people and are likely to be mainly one person traders.
- For registered businesses, information is available on their location, principal activity, employment and turnover, and for those who operate on multiple sites, the location and employment in individual business units. Information on registered SMEs is presented below.
- Less is known of unregistered businesses and in particular hitherto there have been no estimates of how many are based in rural areas. However new analysis of data from the Longitudinal Small Business Survey, which included unregistered businesses, provides further insights on SMEs in rural areas. Some results from the analysis are presented later in this section. These suggest that 73 per cent of SMEs in rural areas have no employees (including both registered and unregistered businesses).

### Registered Small and Medium Enterprises

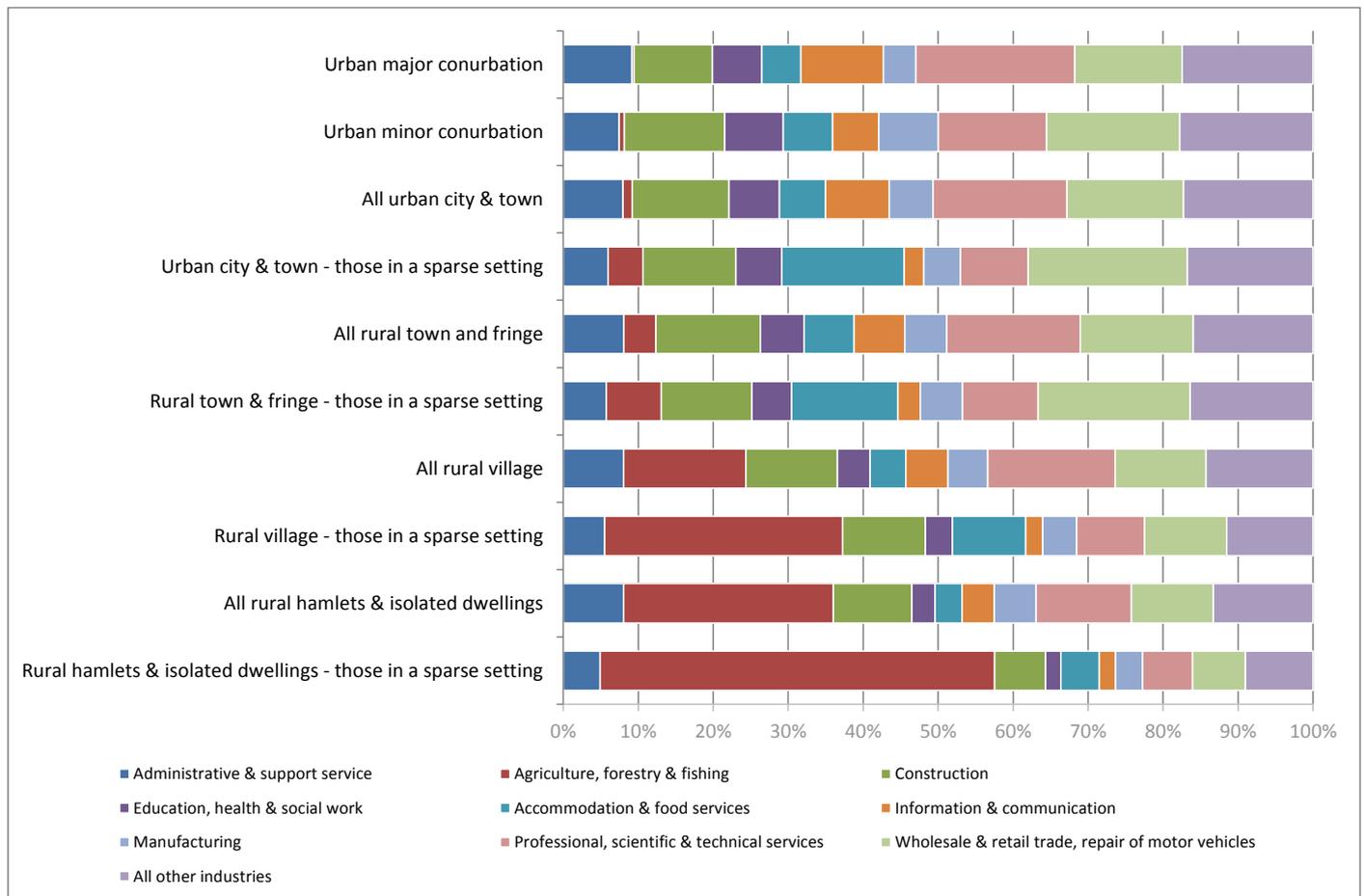
- Enterprises are considered rural registered businesses if their single site of operation or their head-quarters, as registered for PAYE (Pay-As-You-Earn tax) and/or VAT (Value Added Tax) purposes, are located in a rural area. Enterprises where the head-quarters are in an urban area are regarded as urban registered businesses, even if some business units are in rural areas.
- There are 536,000 registered rural SMEs, representing 99.8 per cent of all registered rural enterprises, and 24 per cent of all registered SMEs in England. In urban areas SMEs represent 99.6 per cent of registered businesses.
- 2.5 million people are employed in registered rural SMEs, representing 72 per cent of all those employed by registered rural enterprises. SMEs account for 41 per cent of those employed in registered urban enterprises.

## Number of registered small and medium enterprises, employment and turnover, by rural urban classification, in England, 2015/16

	Number of registered SMEs <sup>1</sup>	Employment by registered SMEs <sup>1</sup>	Employment by SMEs as a percentage of all employment by registered enterprises	Average turnover per person employed £000s
All urban	1,669,130	9,236,270	41.1	178
those in a sparse setting	3,000	19,350	84.7	66
All rural	536,020	2,503,825	72.2	108
those in a sparse setting	33,270	150,660	86.3	81
Urban major conurbation	811,455	4,220,410	38.1	246
Urban minor conurbation	51,850	331,780	38.5	104
Urban city and town	802,825	4,664,730	44.3	121
those in a sparse setting	3,000	19,350	84.7	66
Rural town and fringe	171,350	809,920	69.0	101
those in a sparse setting	8,355	51,370	75.5	71
Rural village	168,615	747,700	75.1	110
those in a sparse setting	9,875	43,130	94.4	81
Rural hamlets and isolated dwellings	162,790	795,550	70.9	118
those in a sparse setting	15,040	56,160	92.3	90
<b>England</b>	<b>2,205,150</b>	<b>11,740,095</b>	<b>45.2</b>	<b>163</b>

- Although almost all registered businesses are small or medium enterprises (SME) in both rural and urban areas, a much higher proportion of people employed by rural registered businesses are employed by SMEs (72 per cent) than in urban areas (41 per cent).
- Average turnover per person employed is lower in rural registered SMEs (£108,000) than in urban registered SMEs (£178,000), which is dominated by those in urban major conurbations (£246,000). The average for registered SMEs in settlements in a sparse setting are somewhat lower and in particular is £71,000 per person employed in rural town and fringe in a sparse setting.

## Percentage of registered small and medium enterprises by industry and rural-urban classification, in England, 2015/16



- SMEs in *Agriculture, forestry and fishing* sectors account for 16.2 per cent of rural registered SMEs rising to 35.0 per cent of SMEs registered in rural areas in a sparse setting. These percentages are slightly higher than when considering the sector representation at a local business unit level (see Businesses)
- Others sectors that are dominant at the local business unit level are similarly dominant at the SME level, such as *Professional, scientific and technical services* (15.8 per cent), *Wholesale and retail trade, repair of motor vehicles* (12.7 per cent), and *Construction* (12.2 per cent).



## Number of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2015/16

	Rural		Urban	
	Number of registered SMEs <sup>1</sup>	Employment by registered SMEs <sup>1</sup>	Number of registered SMEs <sup>1</sup>	Employment by registered SMEs <sup>1</sup>
Administrative & support service activities	43,185	186,305	142,680	810,770
Agriculture, forestry & fishing	86,610	274,110	12,150	41,360
Arts, entertainment & recreation	13,980	81,525	40,655	232,905
Construction	65,420	228,310	195,870	672,450
Human health & social work	23,735	298,905	111,935	1,456,190
Financial & insurance activities	7,135	18,375	39,390	200,875
Accommodation & food service activities	26,855	265,790	95,015	800,615
Information & communication	29,965	84,680	160,875	527,700
Manufacturing	29,380	242,705	86,590	927,170
Mining & quarrying & utilities	2,560	17,095	5,725	46,125
Professional, scientific & technical services	84,890	223,270	323,365	1,134,490
Public administration & defence, compulsory social services	4,220	8,445	1,945	22,550
Real estate activities	17,115	52,125	63,645	253,520
Transport & storage	16,340	96,950	65,290	297,945
Wholesale & retail trade, repair of motor vehicles	68,200	357,380	250,635	1,442,400
Other service activities <sup>2</sup>	16,435	67,845	73,355	369,205
<b>Total</b>	<b>536,020</b>	<b>2,503,825</b>	<b>1,669,130</b>	<b>9,236,270</b>

<sup>1</sup> Small and medium enterprises (employing fewer than 250 people)

<sup>2</sup> including activities of households as employers

**Percentage of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2015/16**

	Rural		Urban	
	Percentage of registered SMEs <sup>1</sup>	Percentage of employment by registered SMEs <sup>1</sup>	Percentage of registered SMEs <sup>1</sup>	Percentage of employment by registered SMEs <sup>1</sup>
Administrative & support service activities	8.1	7.4	8.5	8.8
Agriculture, forestry & fishing	16.2	10.9	0.7	0.4
Arts, entertainment & recreation	2.6	3.3	2.4	2.5
Construction	12.2	9.1	11.7	7.3
Human health & social work	4.4	11.9	6.7	15.8
Financial & insurance activities	1.3	0.7	2.4	2.2
Accommodation & food service activities	5.0	10.6	5.7	8.7
Information & communication	5.6	3.4	9.6	5.7
Manufacturing	5.5	9.7	5.2	10.0
Mining & quarrying & utilities	0.5	0.7	0.3	0.5
Professional, scientific & technical services	15.8	8.9	19.4	12.3
Public administration & defence, compulsory social services	0.8	0.3	0.1	0.2
Real estate activities	3.2	2.1	3.8	2.7
Transport & storage	3.0	3.9	3.9	3.2
Wholesale & retail trade, repair of motor vehicles	12.7	14.3	15.0	15.6
Other service activities <sup>2</sup>	3.1	2.7	4.4	4.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Small and medium enterprises (employing fewer than 250 people)

<sup>2</sup> including activities of households as employers

## Number of registered small and medium enterprises with percentage by size and rural-urban classification, in England, 2015/16

	with no employees		1 - 9 employees		10 - 49 employees		50 - 249 employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
All urban	154,690	9.3	1,337,985	80.2	147,905	8.9	28,565	1.7	1,669,145	100.0
those in a sparse setting	395	13.2	2,190	73.0	370	12.4	45	1.5	3,000	100.0
All rural	105,955	19.8	384,060	71.6	40,185	7.5	5,820	1.1	536,025	100.0
those in a sparse setting	10,635	32.0	19,920	59.9	2,435	7.3	275	0.8	33,270	100.0
Urban major conurbation	69,320	8.5	662,640	81.7	66,590	8.2	12,910	1.6	811,465	100.0
Urban minor conurbation	5,050	9.7	40,130	77.4	5,585	10.8	1,090	2.1	51,850	100.0
Urban city and town	79,925	10.0	633,025	78.8	75,360	9.4	14,520	1.8	802,830	100.0
Urban city and town in a sparse setting	395	13.2	2,190	73.0	370	12.4	45	1.5	3,000	100.0
Rural town and fringe	22,770	13.3	133,350	77.8	13,345	7.8	1,885	1.1	171,350	100.0
Rural town and fringe in a sparse setting	1,320	15.8	5,920	70.9	1,000	12.0	115	1.4	8,355	100.0
Rural village	32,965	19.6	122,025	72.4	11,980	7.1	1,645	1.0	168,615	100.0
Rural village in a sparse setting	3,040	30.8	6,045	61.2	720	7.3	65	0.7	9,875	100.0
Rural hamlets and isolated dwellings	39,585	24.3	108,765	66.8	12,425	7.6	2,010	1.2	162,790	100.0
Rural hamlets and isolated dwellings in a sparse setting	6,270	41.7	7,955	52.9	715	4.8	100	0.7	15,040	100.0
<b>England</b>	260,645	11.8	1,722,045	78.1	188,090	8.5	34,385	1.6	2,205,170	100.0

- 19.8 per cent of rural registered SMEs have no employees, compared with 9.3 per cent of urban registered SMEs. The majority of rural registered SMEs (71.6 per cent), have 1 to 9 employees, though this is lower than for urban registered SMEs (80.2 per cent).
- 32.0 per cent of registered SMEs in rural areas in a sparse setting have no employees.

## Analysis of small and medium enterprises from the Longitudinal Small Business Survey

The Longitudinal Small Business Survey (LSBS) was commissioned by the Department for Business, Energy and Industrial Strategy (BEIS) and the Governments in Scotland, Wales and Northern Ireland.

Over 13,400 SMEs were interviewed in England in 2015, including over 3,500 (26.5 per cent) in rural areas. The Rural Enterprise UK team at Newcastle University's Centre for Rural Economy and Business School have undertaken additional rural-urban analysis of the data and some of their findings are presented below.

Comparisons between statistics on rural and urban businesses can be difficult to interpret and in particular it is difficult to identify whether any differences reflect variations in the profile of urban and rural economies in terms of business sectors, ages and sizes or factors related to their location. The analysis attempts to match similar rural and urban businesses to take account of this where practicable.

### LSBS: Number of responses from small and medium enterprises with percentage by size and rural-urban classification, England excluding London, 2015

	with no employees		1 - 9 employees		10 - 49 employees		50 - 249 employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Urban	6,361	77.7	1,480	18.1	300	3.7	49	0.6	8,190	100.0
Rural	2,687	73.3	828	22.6	133	3.6	19	0.5	3,667	100.0
<b>Total</b>	<b>9,048</b>	<b>76.3</b>	<b>2,308</b>	<b>19.5</b>	<b>433</b>	<b>3.7</b>	<b>68</b>	<b>0.6</b>	<b>11,857</b>	<b>100.0</b>

- The proportion of businesses with no employees is considerably higher for both rural, 73.3 per cent, and urban areas, 77.7 per cent, in the LSBS sample compared with the proportions represented as registered businesses with no employees (19.8 per cent and 9.3 per cent respectively).
- However this is consistent with Business population estimates suggesting that enterprises with no employees, whether registered or unregistered, account for around 76 per cent of enterprises in England.
- The survey suggests that enterprises with no employees are proportionately fewer in rural areas (73.3 per cent) compared with urban areas (77.7 per cent), but that enterprises with 1-9 employees are proportionately higher in rural areas (22.6 per cent) compared with urban areas (18.1 per cent).

**LSBS: Number of responses from small and medium enterprises with percentage by broad sector and rural-urban classification, England excluding London, 2015**

	Production & construction		Transport, retail & food, accommodation		Business services		Other services		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Urban	2,095	25.6	1,451	17.7	2,660	32.5	1,984	24.2	8,190	100.0
Rural	1,085	29.6	775	21.1	1,099	30.0	708	19.3	3,667	100.0
<b>Total</b>	<b>3,180</b>	<b>26.8</b>	<b>2,226</b>	<b>18.8</b>	<b>3,759</b>	<b>31.7</b>	<b>2,692</b>	<b>22.7</b>	<b>11,857</b>	<b>100.0</b>

- In the survey rural enterprises were more likely to be in production and construction sectors, and transport, retail and food, and accommodation sectors, while urban enterprises were slightly more likely to be providing business and other services.

**LSBS: Number of responses from small and medium enterprises with percentage by level of turnover, whether profitable and rural-urban classification, England excluding London, 2015**

**Turnover**

	Less than £82,000		More than £82,000		Don't know / refused		Total	
	Number	%	Number	%	Number	%	Number	%
Urban	5,279	64.5	1,938	23.7	973	11.9	8,190	100.0
Rural	2,011	54.8	1,192	32.5	464	12.7	3,667	100.0
<b>Total</b>	<b>7,290</b>	<b>61.5</b>	<b>3,130</b>	<b>26.4</b>	<b>1,437</b>	<b>12.1</b>	<b>11,857</b>	<b>100.0</b>

**Profit**

	Yes		No		Don't know / refused		Total	
	Number	%	Number	%	Number	%	Number	%
Urban	6,258	76.4	1,461	17.8	471	5.8	8,190	100.0
Rural	2,907	79.3	536	14.6	224	6.1	3,667	100.0
<b>Total</b>	<b>9,165</b>	<b>77.3</b>	<b>1,997</b>	<b>16.8</b>	<b>695</b>	<b>5.9</b>	<b>11,857</b>	<b>100.0</b>

- The survey results would initially suggest that rural enterprises were more likely to have an annual turnover of more than £82,000 than urban enterprises and were more likely to report a profit.
- However, this is in part likely to reflect differences in the characteristics of businesses in rural and urban areas. When similar business are compared analysis shows that rural enterprises were likely to have similar levels of turnover to their urban counterparts, though they were still more likely to report a profit.
- The study speculates that rural enterprises could be more likely to be profitable owing to a number of factors including lower wage levels, a higher proportion of home-based enterprises, lower rents/rates, and less local competition.

**LSBS: Number of responses from small and medium enterprises by age, whether family-owned and rural-urban classification, England excluding London, 2015**

**Age**

	0 - 5 years		6 - 10 years		11 - 20 years		More than 20 years		Don't know		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Urban	1,281	15.6	1,527	18.6	1,977	24.1	3,374	41.2	31	0.4	8,190	100.0
Rural	410	11.2	663	18.1	857	23.4	1,732	47.2	6	0.2	3,668	100.0
<b>Total</b>	<b>1,691</b>	<b>14.3</b>	<b>2,190</b>	<b>18.5</b>	<b>2,834</b>	<b>23.9</b>	<b>5,106</b>	<b>43.1</b>	<b>37</b>	<b>0.3</b>	<b>11,858</b>	<b>100.0</b>

**Family ownership**

	Yes		No		Don't know / refused		Total	
	Number	%	Number	%	Number	%	Number	%
Urban	7,036	85.9	1,122	13.7	32	0.4	8,190	100.0
Rural	3,185	86.9	464	12.7	18	0.5	3,667	100.0
<b>Total</b>	<b>10,221</b>	<b>86.2</b>	<b>1,586</b>	<b>13.4</b>	<b>50</b>	<b>0.4</b>	<b>11,857</b>	<b>100.0</b>

- The surveyed rural enterprises were more likely than urban enterprises to be more than 20 years old.
- The majority of enterprises were family owned but there was no significant difference between rural and urban enterprises. 86.9 per cent of rural enterprises were family owned.

**LSBS: Number of responses from small and medium enterprises and percentage by major obstacles to businesses in general at the England level, by rural urban classification, England excluding London, 2015**

		Urban	Rural	Total
Competition in the market	Number	3,788	1,476	5,264
	%	46.3	40.3	44.4
Regulations / red tape	Number	2,841	1,671	4,512
	%	34.7	45.6	38.1
Taxation, VAT, PAYE, National Insurance, Business rates	Number	2,297	1,157	3,454
	%	28.0	31.6	29.1
Late payment	Number	2,239	1,037	3,276
	%	27.3	28.3	27.6
Staff recruitment & skills	Number	1,348	718	2,066
	%	16.5	19.6	17.4
Obtaining finance	Number	1,375	663	2,038
	%	16.8	18.1	17.2
Availability / cost of suitable premises	Number	1,295	534	1,829
	%	15.8	14.6	15.4
Workplace pensions	Number	898	409	1,307
	%	11.0	11.2	11.0
Any other major issues or obstacles	Number	943	479	1,422
	%	11.5	13.1	12.0
None of these	Number	1,634	594	2,228
	%	20.0	16.2	18.8
<b>Total</b>	<b>Number</b>	<b>8,190</b>	<b>3,667</b>	<b>11,857</b>

Enterprises could give responses to multiple options

- When asked to identify major obstacles to businesses, rural enterprises were more likely than urban enterprises to cite 'Regulations / red tape', 'Taxation, VAT, PAYE, National Insurance, Business rates', and 'Staff recruitment and skills'.

The above is a selection of findings from the Newcastle University study. For more details and analysis refer to the full study report (see below).

Note: On the **Inter-Departmental Business Register (IDBR)**, the enterprise is the statistical unit that most closely equates to a business. It holds aggregated information gathered from administrative and statistical sources within that enterprise to give an overall picture of what is going on in the business. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit. Turnover relates to income received by a business from the 'sale of goods and or services charged to third parties'. The IDBR does not include businesses whose turnover is below the tax threshold.

Further information:

[www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr](http://www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr)

Source: ONS, Inter Departmental Business Register (IDBR), 2015/16

**Small Business Survey reports:** [www.gov.uk/government/collections/small-business-survey-reports](http://www.gov.uk/government/collections/small-business-survey-reports)

**Business Population Estimates:** <https://www.gov.uk/government/collections/business-population-estimates>

Phillipson J, Gorton M, Maioli S, Newbery R, Tiwasing P, Turner R. (2017) **Small rural firms in English regions: analysis and key findings from the UK Longitudinal Small Business Survey, 2015**. Newcastle upon Tyne: Newcastle University Centre for Rural Economy and Business School, September 2017 update:

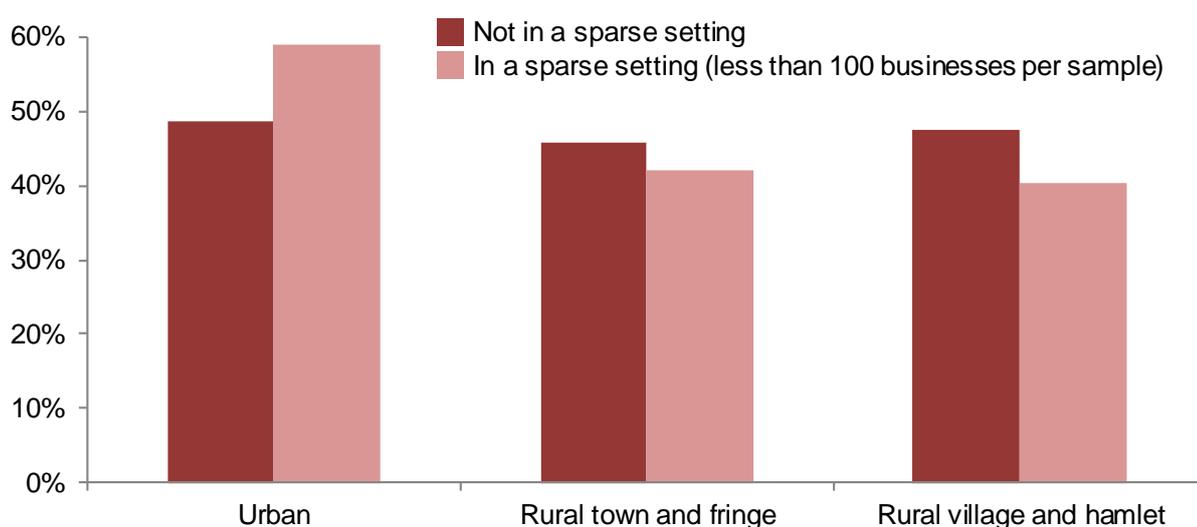
[//research.ncl.ac.uk/media/sites/researchwebsites/ruralenterpriseuk/Small%20Rural%20Firms%20in%20English%20Regions%20Report%20Final%20September%202017%20-%20final.pdf](http://research.ncl.ac.uk/media/sites/researchwebsites/ruralenterpriseuk/Small%20Rural%20Firms%20in%20English%20Regions%20Report%20Final%20September%202017%20-%20final.pdf)

# 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%
<b>Rural total</b>	<b>47%</b>	<b>53%</b>
<b>Urban total</b>	<b>49%</b>	<b>51%</b>
<b>England total</b>	<b>48%</b>	<b>52%</b>



**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'.

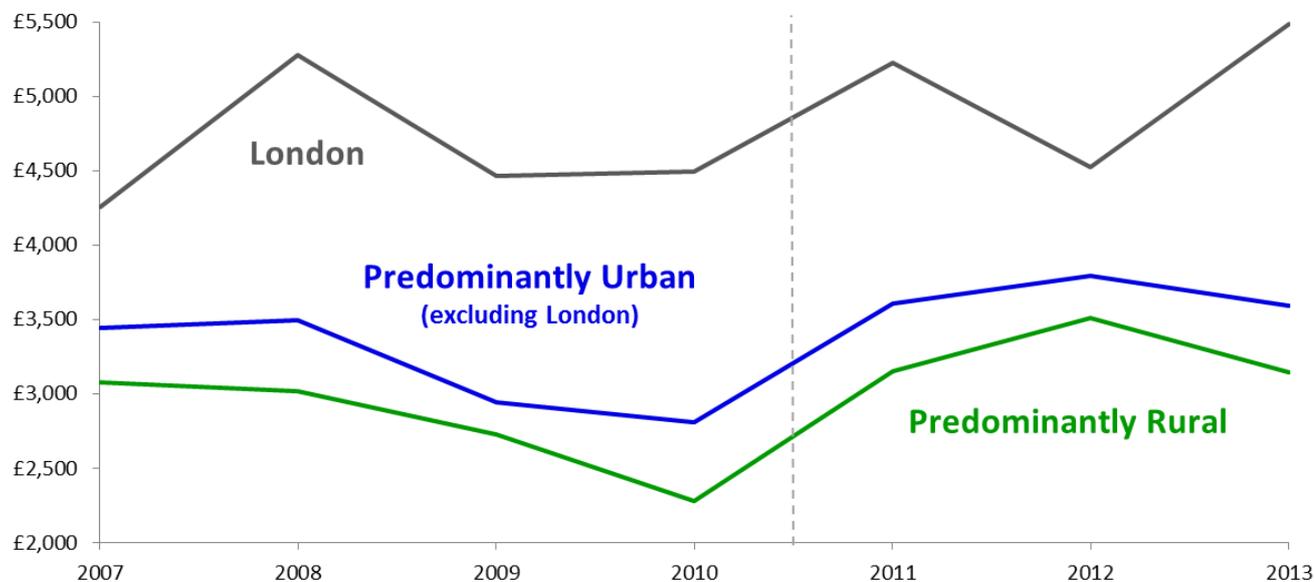
Data from the 2013 UK Innovation Survey may not be directly comparable with data from previous surveys due to changes in survey mode, methodology (including the move to SIC 2007), sampling approach, questionnaire design and response rate. The rural-urban analyses presented here were performed by applying 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
<b>England</b>	<b>3.5</b>	<b>3.8</b>	<b>3.2</b>	<b>3.0</b>	<b>3.8</b>	<b>3.9</b>	<b>3.9</b>

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](http://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
<b>England</b>	<b>1,041</b>	<b>966</b>	<b>386</b>	<b>369</b>	<b>6.9</b>	<b>7.0</b>	<b>7,141</b>	<b>6,725</b>

- 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*.

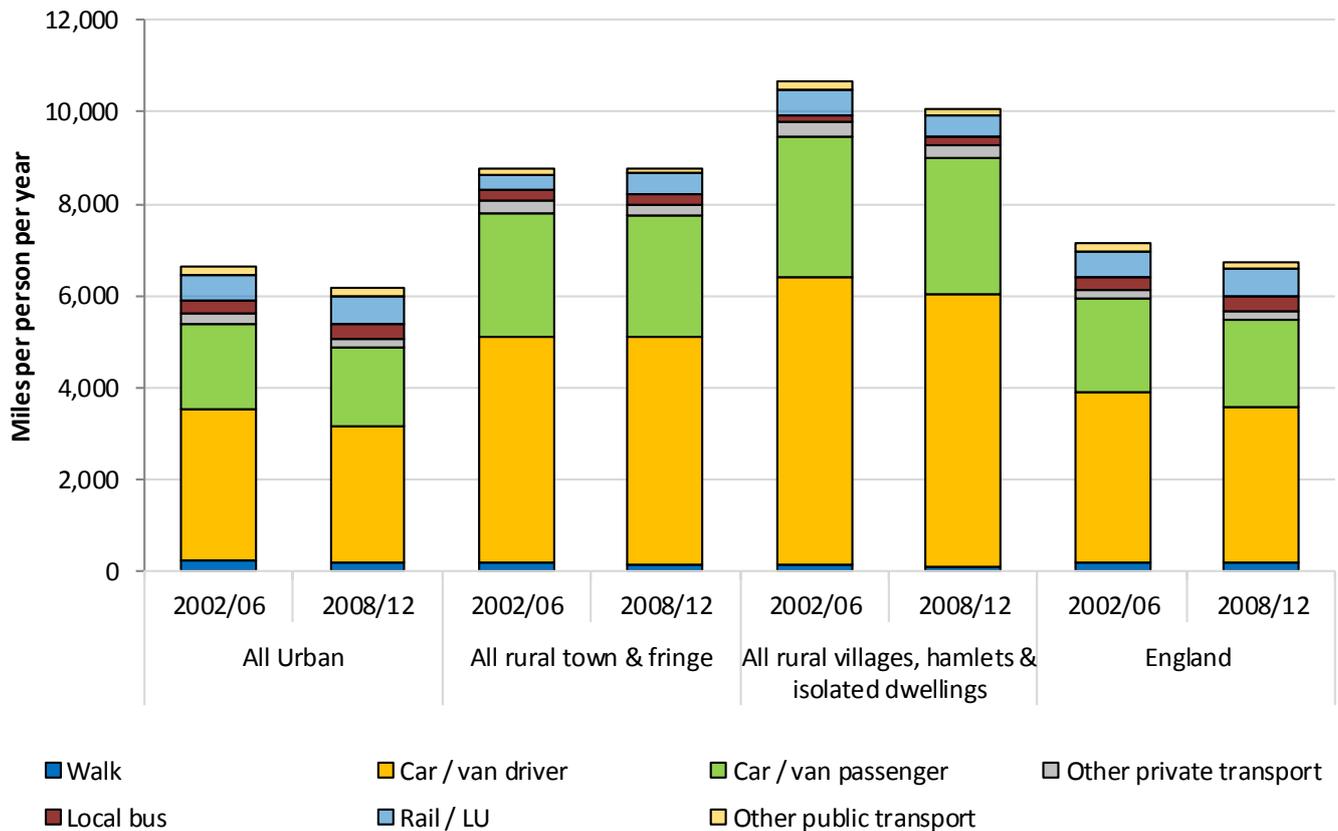
Notes: The sample size for one year is too small to produce robust results so this analysis combines data from five years. Trips include those made on foot, by private car or van as both a driver and passenger, by bicycle, motorcycle, private hire bus and other modes of private transport, by local bus, 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](mailto: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

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

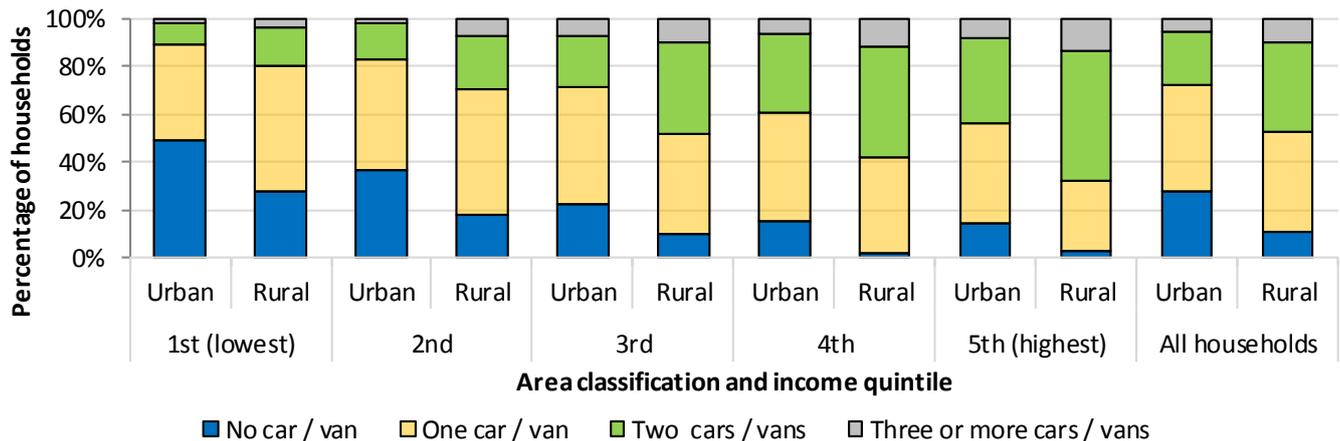
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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

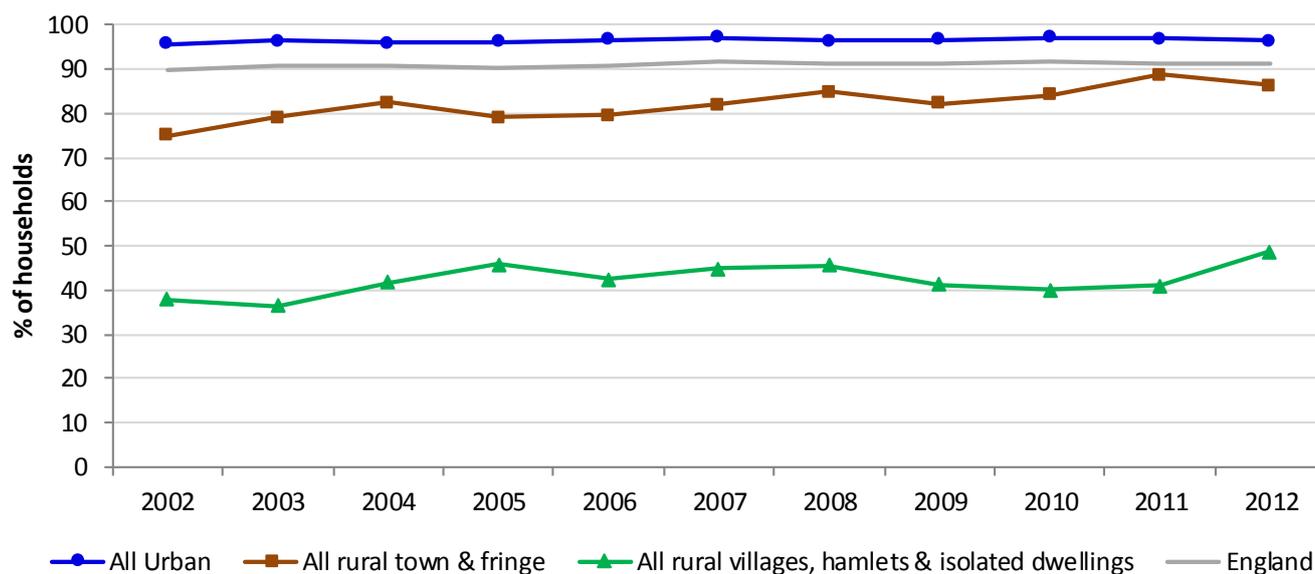
Household car availability by household income quintile\* and settlement type, in England, 2012

	Percentage			
	No car / van	One car / van	Two cars / vans	Three or more cars / vans
<b>All Urban</b>	<b>28</b>	<b>45</b>	<b>22</b>	<b>5</b>
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
<b>All Rural</b>	<b>11</b>	<b>42</b>	<b>38</b>	<b>10</b>
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
<b>England</b>	<b>25</b>	<b>44</b>	<b>25</b>	<b>6</b>
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
<b>England</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>90</b>	<b>91</b>	<b>92</b>	<b>91</b>	<b>91</b>	<b>92</b>	<b>91</b>	<b>91</b>

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](mailto:national.travelsurvey@dft.gsi.gov.uk)

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



# Accessibility to services

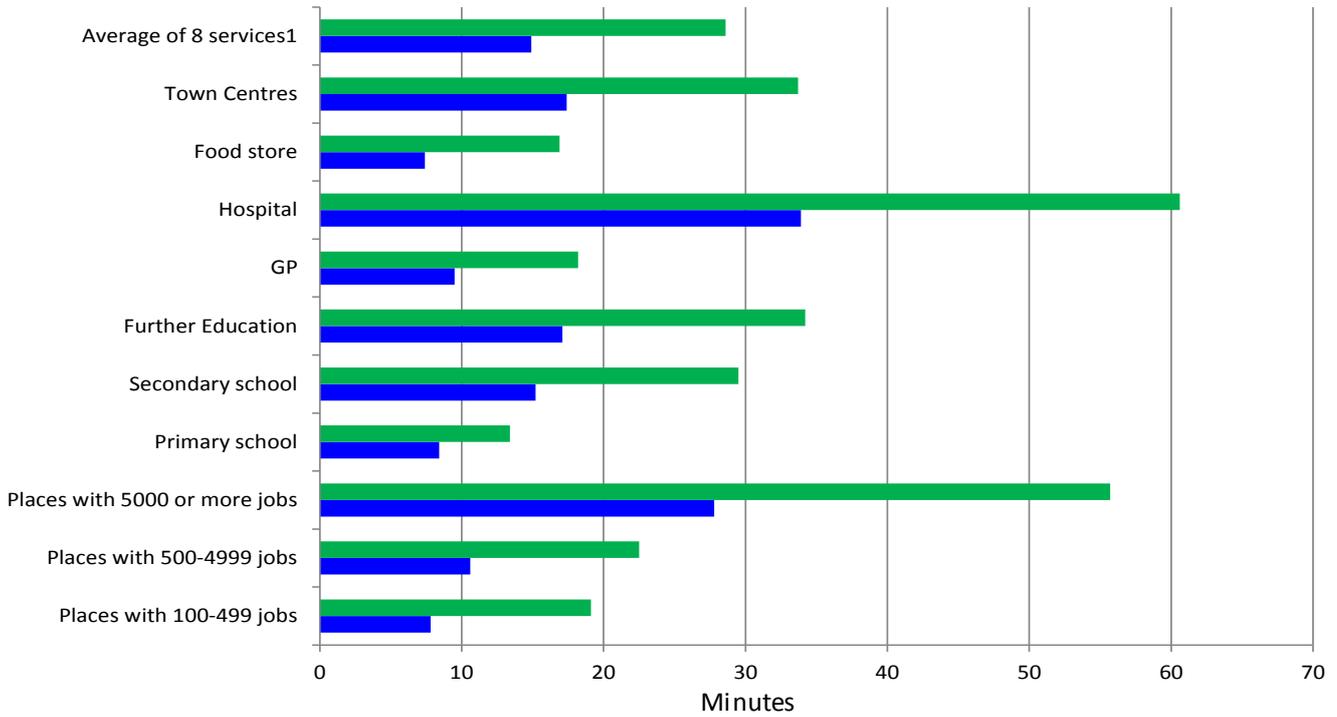
- Monitoring accessibility is important because it can help identify who has access to and therefore benefits from services and who might be disadvantaged. One way of measuring accessibility is the time taken to travel to particular service locations.
- Generally, people living in *rural* settlements 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 minimum travel times to reach the nearest key services was longer for people living in *rural* areas for all services, compared with people living in *urban* areas.
  - More services were available on average for people living in *urban* areas for all service types and all journey times compared with those for people living in *rural* areas.
  - **For travel by public transport or walking:**
    - the average minimum travel time to a hospital was one hour in *rural* areas, compared with around half an hour in *urban* areas.
    - fewer than half the users living in *rural* areas have access to places with 5000 or more jobs within 45 minutes, compared with around 90 per cent of users living in *urban* areas.
    - around 41 per cent of users living in *rural* areas do not have access to their nearest hospital within an hours travel, compared with around 6 per cent of users living in *urban* areas.
    - the average number of key service locations accessible to people living in *rural* areas was highest for primary schools and food stores with around 9 available within a 60 minute journey time.
    - the services with the least average number of service locations available to people living in *rural* areas within a 60 minute journey time were hospitals (with one) and places with 5000 or more jobs available (with two).
  - **For travel by car:**
    - for people living in *rural hamlets and isolated dwellings in a sparse setting*, average minimum journey times to centres of employment with 5000 or more jobs was over 48 minutes and it took on average over half an hour to travel to the nearest hospital.
    - small proportions of users in *rural* areas do not have access to places with over 5000 jobs, GPs, hospitals, food stores or town centres within an hours travel by car.
    - people living in *rural* areas had on average over four GPs available within a 15 minute journey compared with over nine GPs available for people living in *urban* areas.

## Average minimum travel times

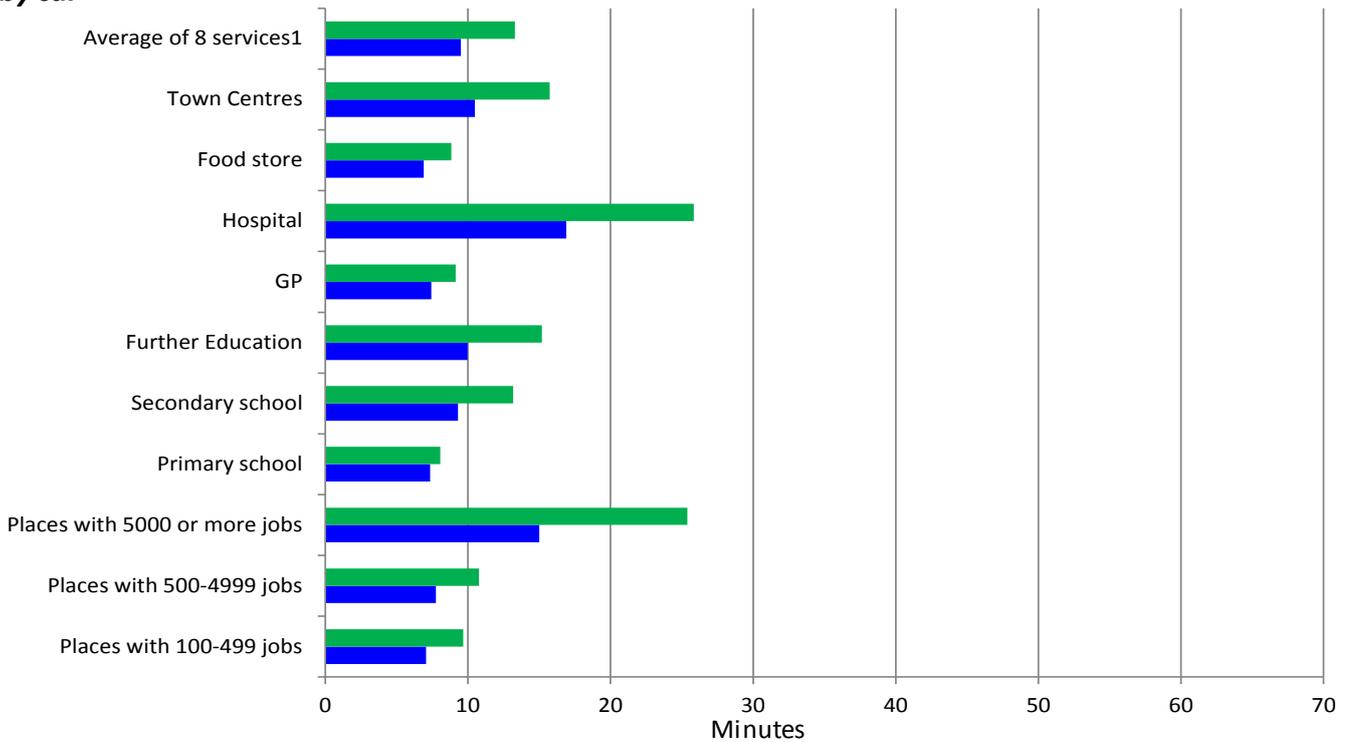
- For travel by public transport or walking, cycling and by car, the **average minimum travel time** to reach the nearest key services was longer for people living in *rural* areas for all services, compared with people living in *urban* areas.
- **For travel by public transport or walking:** In *rural* areas the services with the lowest level of accessibility were hospitals and centres of employment with 5000 or more jobs. The average minimum travel time to a hospital was around one hour in *rural* areas, compared with around half an hour in *urban* areas. The average travel time to places with 5000 or more jobs was 56 minutes in *rural* areas compared with 28 minutes in *urban* areas. For all key service types the average minimum *rural* travel times were around double the average minimum *urban* travel times.
- **For travel by car:** For people living in *rural* areas, making the same journey by car compared with using public transport or walking, had the effect of halving the average minimum journey times. *Urban* areas also saw a reduction in travel times when comparing travel by car with public transport or walking but the difference was less pronounced. The average minimum travel time across all 8 services was 40 per cent higher in *rural* areas compared with *urban* areas overall. For people living in *rural hamlets and isolated dwellings in a sparse setting*, average minimum journey times by car to centres of employment with 5000 or more jobs was over 48 minutes and over half an hour to travel to the nearest hospital.

**Average minimum travel time to reach the nearest key services by mode of travel, rural and urban areas, England, 2015**

**by public transport or walking**



**by car**



Note: The average of 8 services is calculated from the minimum journey times to medium sized centres of employment (500-4999 jobs), primary and secondary schools, further education, GPs, hospitals, food stores and town centres.

## Average minimum travel time to reach the nearest key services by mode of travel, by rural urban classification 2011, England, 2015

Minutes

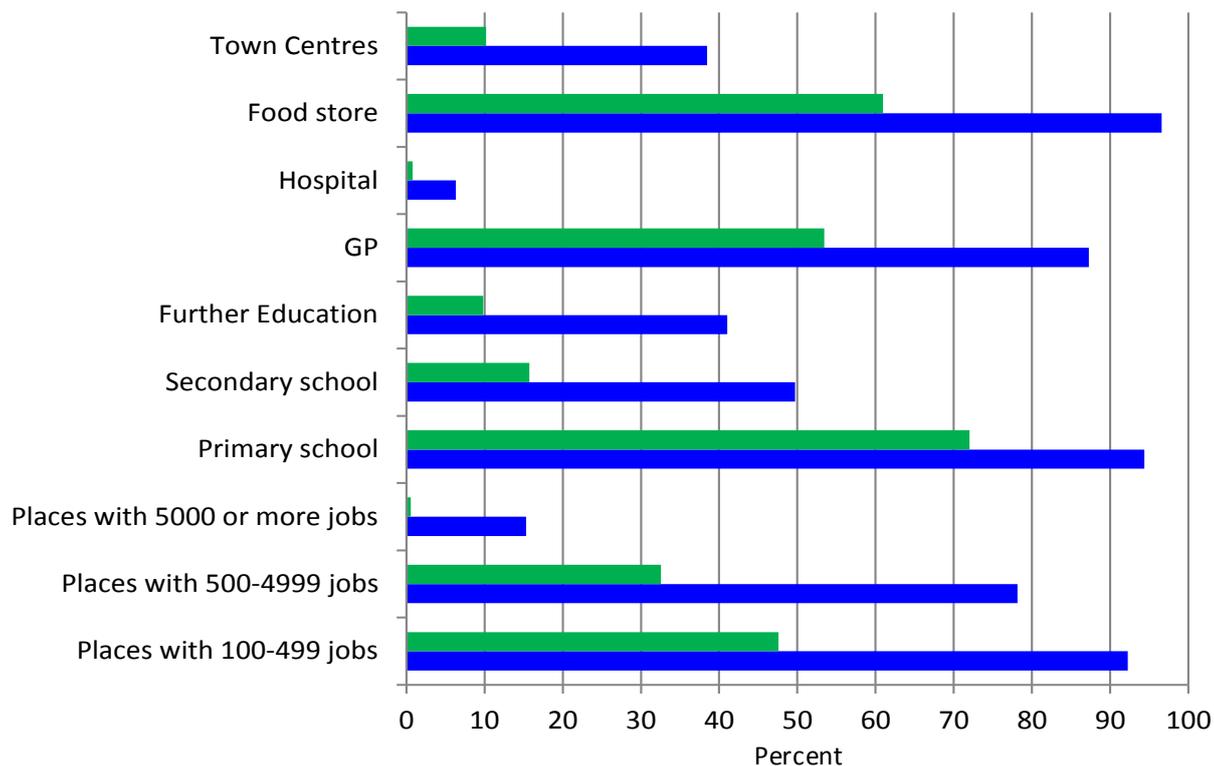
Mode	Rural urban classification	Key services										
		Centre of employment										
		Places with 100 to 499 jobs	Places with 500 to 4999 jobs	Places with 5000+ jobs	Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres	Average of 8 services
Public transport / walking	Rural town & fringe	11.4	15.4	45.4	9.9	21.4	26.1	10.9	51.6	8.9	26.0	21.3
	Rural town & fringe in a sparse setting	17.1	13.8	85.3	10.4	17.7	26.6	10.4	64.6	7.4	24.0	21.9
	Rural village	23.0	25.7	58.7	13.6	33.3	37.4	21.6	64.6	20.8	36.8	31.7
	Rural village in a sparse setting	36.8	39.6	101.0	16.7	45.9	55.9	29.3	86.9	31.2	54.1	45.0
	Rural hamlets & isolated dwellings	29.6	32.7	67.4	21.1	41.7	46.6	29.6	72.2	28.7	45.7	39.8
	Rural hamlets & isolated dwellings in a sparse setting	52.9	59.1	106.2	33.0	65.6	75.9	50.2	96.1	51.2	72.7	63.0
	<b>All Urban</b>	7.8	10.6	27.8	8.4	15.2	17.1	9.5	33.9	7.4	17.4	14.9
	<b>All Rural</b>	19.1	22.5	55.7	13.4	29.5	34.2	18.2	60.6	16.9	33.7	28.6
Cycle	Rural town & fringe	10.6	14.1	55.7	8.9	20.4	26.7	9.8	56.8	9.0	29.6	21.9
	Rural town & fringe in a sparse setting	15.2	14.6	112.5	8.8	17.3	32.4	9.0	88.6	8.0	33.0	26.5
	Rural village	17.9	20.9	60.3	11.4	28.4	33.0	17.9	61.3	18.0	34.7	28.2
	Rural village in a sparse setting	26.0	32.2	112.9	13.7	36.6	49.7	21.0	88.7	24.8	50.3	39.6
	Rural hamlets & isolated dwellings	18.8	21.3	61.4	13.9	28.0	33.0	19.0	61.2	18.8	33.7	28.6
	Rural hamlets & isolated dwellings in a sparse setting	28.9	36.7	111.5	18.0	39.9	57.1	27.1	91.1	29.0	54.8	44.2
	<b>All Urban</b>	8.0	9.3	26.2	8.3	11.7	13.2	8.7	28.9	7.8	14.1	12.8
	<b>All Rural</b>	14.8	18.0	60.9	10.7	24.6	30.6	14.2	60.6	13.9	32.6	25.6
Car	Rural town & fringe	8.1	9.5	23.5	7.6	11.9	14.0	7.7	24.9	7.2	14.9	12.2
	Rural town & fringe in a sparse setting	10.1	9.2	46.6	7.6	10.6	15.0	7.5	32.1	6.8	14.5	12.9
	Rural village	10.7	11.8	24.7	8.1	14.3	15.9	10.2	25.8	10.1	16.2	14.0
	Rural village in a sparse setting	14.8	15.3	49.1	9.8	16.4	21.7	11.2	34.9	13.3	21.6	18.0
	Rural hamlets & isolated dwellings	11.1	12.0	25.3	9.1	14.4	16.0	10.8	26.0	10.5	16.1	14.4
	Rural hamlets & isolated dwellings in a sparse setting	15.6	17.1	47.7	10.6	18.1	23.7	13.7	35.6	14.0	22.5	19.4
	<b>All Urban</b>	7.1	7.8	15.0	7.3	9.3	10.0	7.4	16.9	6.9	10.5	9.5
	<b>All Rural</b>	9.7	10.8	25.4	8.1	13.2	15.2	9.1	25.8	8.8	15.7	13.3

## Access to key services

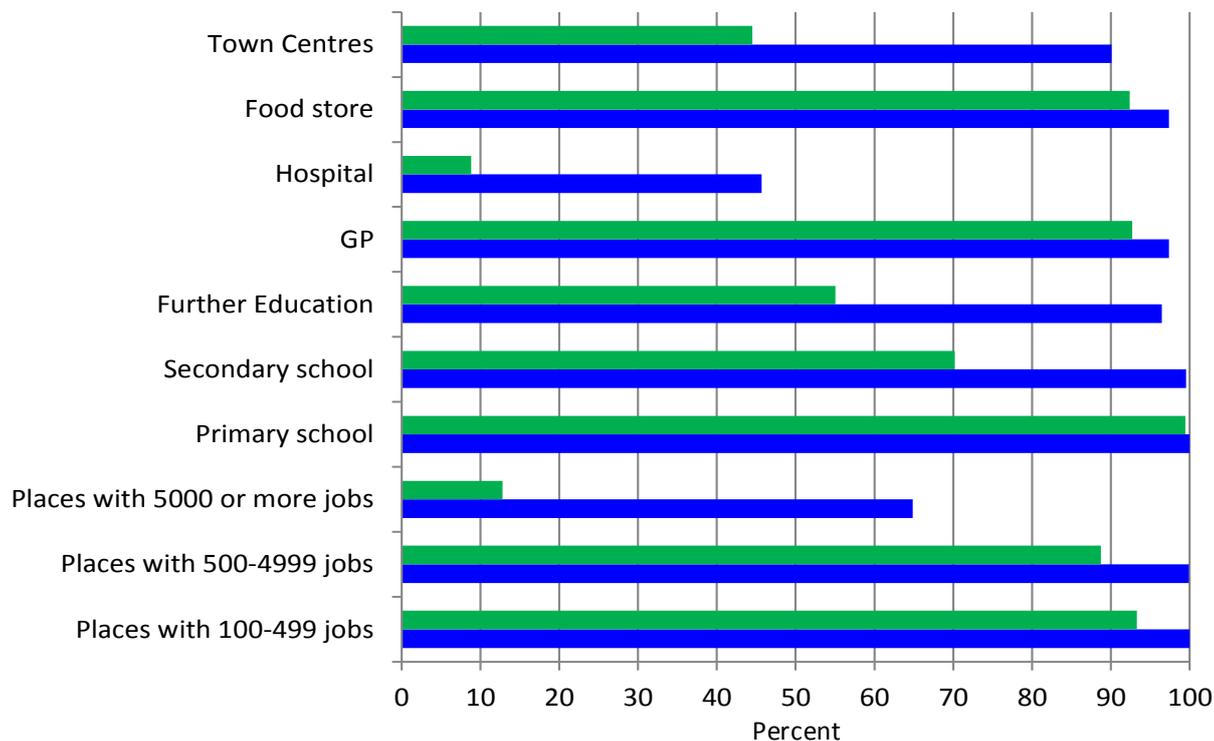
- **For travel by public transport or walking:** Fewer than half the users living in *rural* areas have access to places with 5000 or more jobs within 45 minutes, compared with around 90 per cent of users living in *urban* areas. Around 41 per cent of users living in *rural* areas do not have access to their nearest hospital within an hours travel.
- **For travel by car:** All service users living in *rural* areas overall had access to places with 100 to 499 jobs and 500 to 4999 job, and key places of education. However small proportions of users in *rural* areas do not have access to places with over 5000 jobs, GPs, hospitals, food stores or town centres within an hours travel by car. Travelling by car is important where public transport links are limited, which can be especially true of *rural* areas.

**Percentage of service users with access to key services within selected journey times by mode of travel, rural and urban classification 2011, England, 2015**

*by public transport or walking for journey times within 15 minutes*



*by car for journey times within 15 minutes*



Percentage of service users with access to key services within selected journey times by mode of travel, rural and urban classification 2011, England

Percentage

Rural urban classification	Mode	Journey time (within 15, 30, 45 or 60 minutes)	Key services									
			Centre of employment			Key services						
			Places with 100-499 jobs	Places with 500-4999 jobs	Places with 5000+ jobs	Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres
Public Transport / Walking	Urban	15 minutes	92.3	78.1	15.3	94.4	49.7	41.0	87.3	6.3	96.6	38.5
		30 minutes	99.9	99.8	65.0	100.0	98.7	95.2	100.0	45.6	100.0	95.4
		45 minutes	100.0	100.0	89.3	100.0	100.0	99.7	100.0	80.5	100.0	99.9
		60 minutes	100.0	100.0	96.8	100.0	100.0	99.9	100.0	93.8	100.0	100.0
	Rural	15 minutes	47.6	32.6	0.5	72.0	15.7	9.8	53.4	0.8	61.0	10.2
		30 minutes	85.2	81.6	14.5	94.5	66.8	54.2	88.0	9.9	89.2	55.3
		45 minutes	94.2	93.1	45.3	97.8	88.9	83.4	94.5	32.8	94.6	85.1
		60 minutes	96.8	96.1	66.9	99.1	93.7	91.5	96.6	58.7	96.6	92.1
Cycle	Urban	15 minutes	99.2	96.0	34.5	99.8	86.2	75.6	96.0	18.8	97.1	64.4
		30 minutes	100.0	100.0	76.6	100.0	99.9	98.3	97.4	66.7	97.4	95.3
		45 minutes	100.0	100.0	87.7	100.0	100.0	99.5	97.4	83.6	97.4	97.0
		60 minutes	100.0	100.0	92.8	100.0	100.0	99.8	97.4	89.8	97.4	97.4
	Rural	15 minutes	61.4	45.6	1.2	86.0	25.4	16.9	60.8	1.2	63.3	11.8
		30 minutes	93.9	88.4	16.0	99.6	70.9	57.2	91.8	11.3	90.8	45.8
		45 minutes	99.2	98.0	37.9	99.9	94.3	84.3	96.0	32.1	95.7	77.6
		60 minutes	99.8	99.5	57.1	100.0	99.2	95.4	96.3	53.0	96.2	91.4
Car	Urban	15 minutes	100.0	99.9	64.8	100.0	99.5	96.5	97.4	45.7	97.4	90.1
		30 minutes	100.0	100.0	95.1	100.0	100.0	99.9	97.4	92.4	97.4	97.4
		45 minutes	100.0	100.0	98.6	100.0	100.0	100.0	97.4	96.8	97.4	97.4
		60 minutes	100.0	100.0	99.8	100.0	100.0	100.0	97.4	97.1	97.4	97.4
	Rural	15 minutes	93.3	88.7	12.8	99.5	70.2	55.0	92.7	8.8	92.4	44.5
		30 minutes	99.9	99.9	73.0	100.0	99.9	99.0	96.4	70.0	96.3	95.3
		45 minutes	100.0	100.0	94.2	100.0	100.0	99.9	96.4	93.2	96.4	96.3
		60 minutes	100.0	100.0	99.2	100.0	100.0	100.0	96.4	95.7	96.4	96.4

## Average number of key services available

- **For travel by public transport or walking:** The average number of key service locations accessible to people living in *rural* areas was highest for primary schools and food stores, with around 9 available within a 60 minute journey time. The services with the least average number of service locations available were hospitals and centres of employment with 5000 or more jobs, with none available for either service within a 15 minute journey time, and one hospital and two places with 5000 or more jobs available within a 60 minute journey time.
- More services were available on average for people living in *urban* areas for all service types and all journey times compared with those for people living in *rural* areas.

**For travel by car:** Similar availability of services can be observed for travel by car. For people living in *rural* areas the number of GPs available within a 15 minute journey time by public transport or walking was less than one, however by car this increased to an average of over four. For people living in *urban* areas, the number of GPs available within a 15 minute journey time by public transport or walking was nearly three and this increased to over nine GPs when travelling by car.

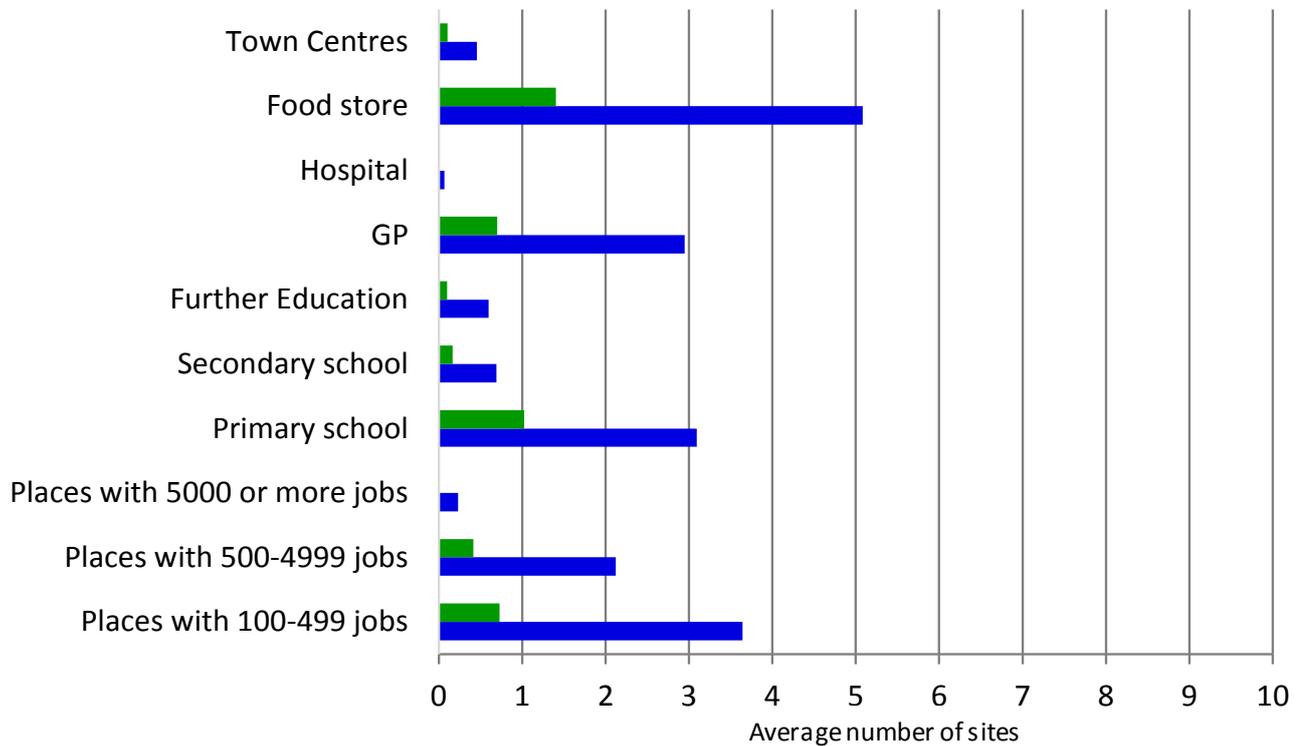
Notes: Technical information on Journey Time Statistics can be found at [www.gov.uk/government/publications/journey-time-statistics-guidance](http://www.gov.uk/government/publications/journey-time-statistics-guidance)

Source: DfT Journey Time Statistics: [www.gov.uk/government/collections/journey-time-statistics#data-tables](http://www.gov.uk/government/collections/journey-time-statistics#data-tables) (files JTS0102, JTS0202, JTS0302)

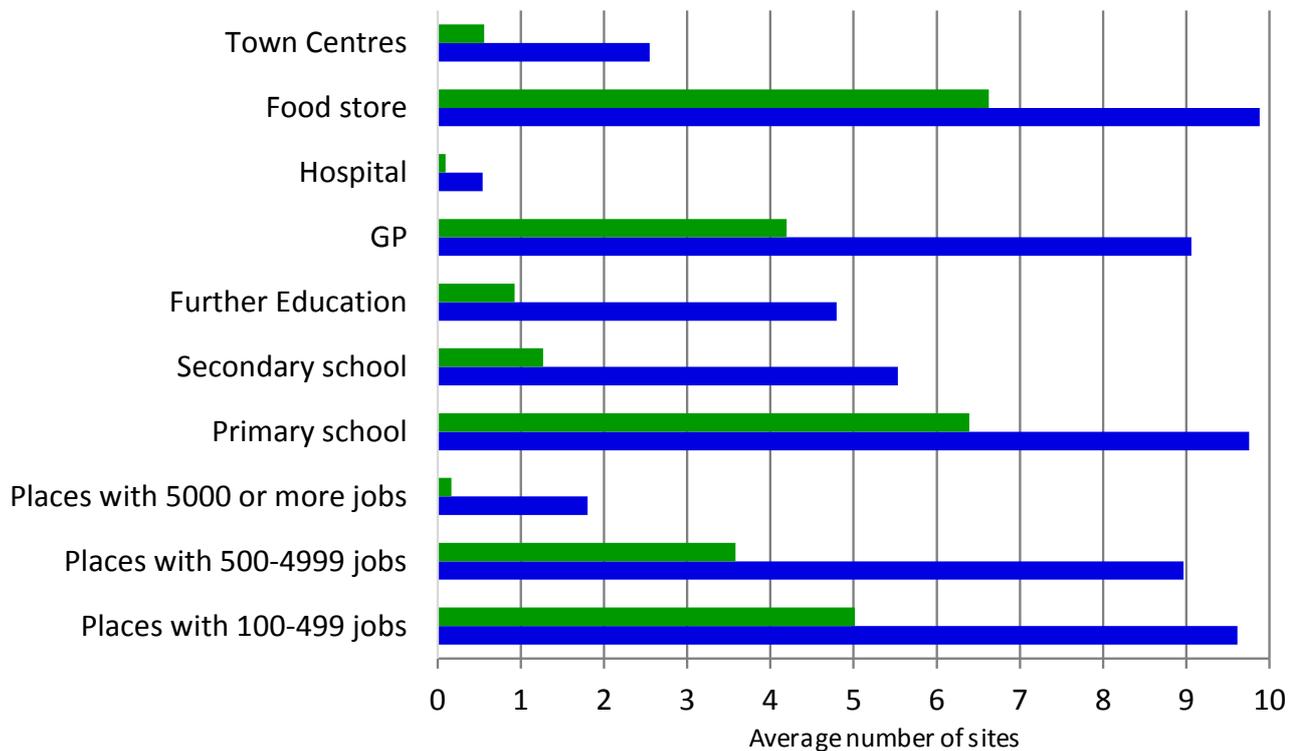


**Average number of sites available within selected journey times, by mode of travel, rural urban classification 2011, England, 2015**

*by public transport or walking for journey times within 15 minutes*



*by car for journey times within 15 minutes*



Average number of sites available within selected journeytimes, by mode of travel, rural urban classification 2011, England, 2015

Number

Rural urban classification	Mode	Journey time (within 15, 30, 45 or 60 minutes)	Key services									
			Centre of employment									
			Places with 100-499 jobs	Places with 500-4999 jobs	Places with 5000+ jobs	Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres
Public Transport / Walking	Urban	15 minutes	3.6	2.1	0.2	3.1	0.7	0.6	2.9	0.1	5.1	0.5
		30 minutes	9.4	8.5	1.8	9.5	4.9	4.4	8.9	0.6	9.9	3.0
		45 minutes	9.9	9.9	4.5	10.0	8.5	7.8	9.9	1.8	10.0	6.1
		60 minutes	10.0	10.0	7.0	10.0	9.7	9.3	10.0	3.5	10.0	8.4
	Rural	15 minutes	0.7	0.4	0.0	1.0	0.2	0.1	0.7	0.0	1.4	0.1
		30 minutes	4.2	3.1	0.2	5.3	1.2	0.9	4.0	0.1	6.3	0.7
		45 minutes	7.5	7.0	0.9	8.4	3.7	3.1	7.4	0.4	8.7	2.0
		60 minutes	8.7	8.6	2.2	9.2	6.3	5.5	8.7	0.9	9.2	3.9
Cycle	Urban	15 minutes	7.4	5.3	0.7	7.0	2.2	1.9	6.0	0.2	8.3	1.1
		30 minutes	9.7	9.4	3.0	9.8	7.2	6.4	9.3	1.1	9.9	4.0
		45 minutes	9.9	9.8	4.9	10.0	8.8	8.2	9.8	2.3	10.0	6.0
		60 minutes	10.0	10.0	6.3	10.0	9.4	9.0	9.9	3.4	10.0	7.3
	Rural	15 minutes	1.1	0.7	0.0	1.4	0.3	0.2	0.9	0.0	1.7	0.1
		30 minutes	5.2	3.9	0.2	6.3	1.6	1.2	4.1	0.1	6.2	0.6
		45 minutes	8.3	7.4	0.9	9.3	4.1	3.3	7.5	0.4	8.9	1.7
		60 minutes	9.5	9.1	1.9	9.9	6.4	5.4	9.2	0.8	9.7	3.2
Car	Urban	15 minutes	9.6	9.0	1.8	9.8	5.5	4.8	9.1	0.5	9.9	2.5
		30 minutes	10.0	10.0	6.7	10.0	9.8	9.4	10.0	3.4	10.0	8.2
		45 minutes	10.0	10.0	8.9	10.0	10.0	9.9	10.0	6.9	10.0	9.8
		60 minutes	10.0	10.0	9.6	10.0	10.0	10.0	10.0	8.7	10.0	10.0
	Rural	15 minutes	5.0	3.6	0.2	6.4	1.3	0.9	4.2	0.1	6.6	0.6
		30 minutes	9.8	9.7	2.9	10.0	8.4	7.3	9.8	1.3	9.9	5.1
		45 minutes	10.0	10.0	6.7	10.0	9.9	9.6	10.0	4.0	10.0	9.0
		60 minutes	10.0	10.0	8.5	10.0	10.0	9.9	10.0	6.8	10.0	9.8

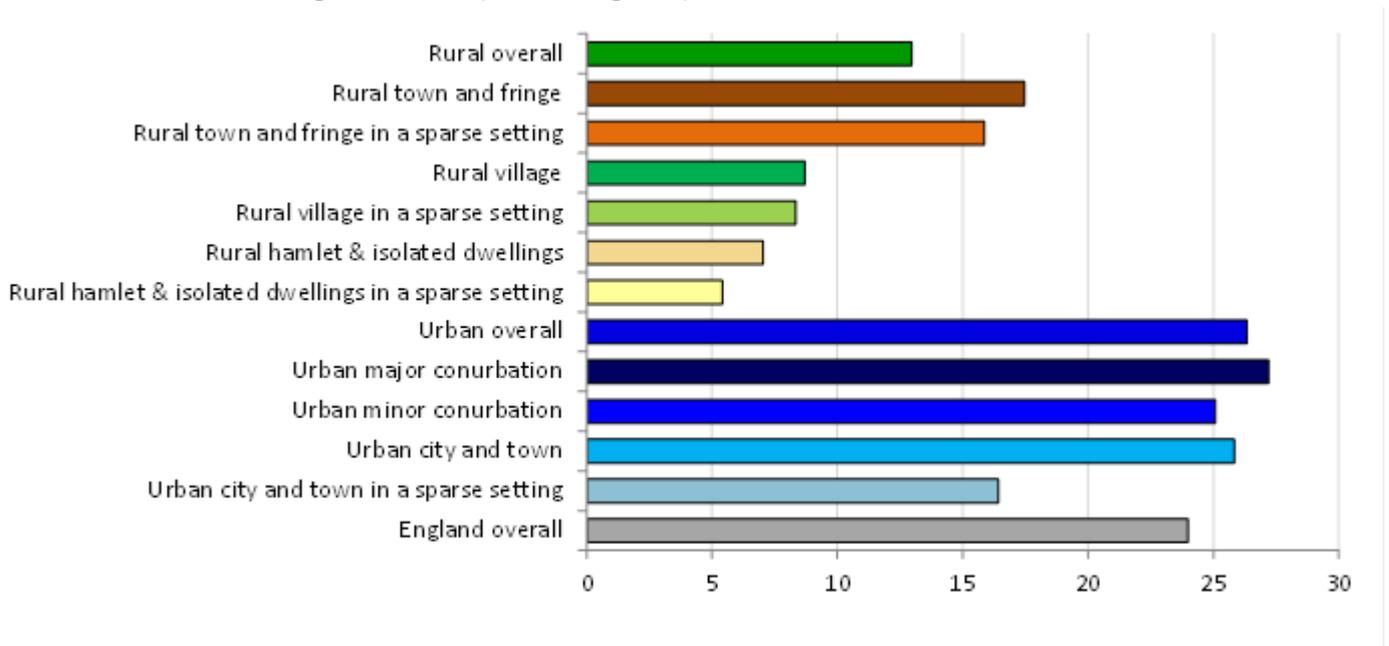
# Broadband

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

	Mbit/s
<b>Rural overall</b>	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
<b>Urban overall</b>	26
Urban major conurbation	27
Urban minor conurbation	25
Urban city and town	26
Urban city and town in a sparse setting	16
<b>England overall</b>	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](http://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](http://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.

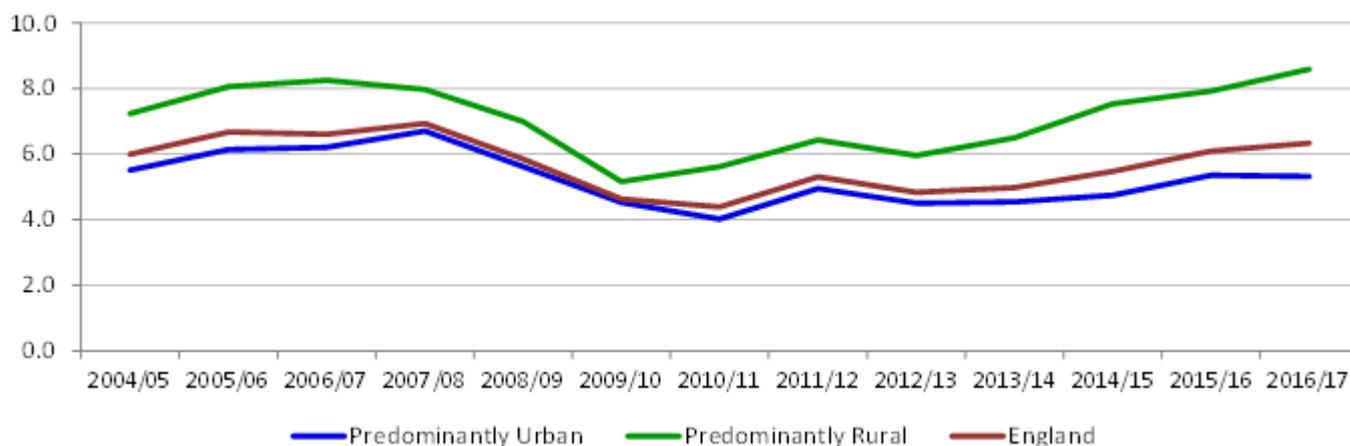
# Rural living

## Housing

- In order to compare levels of house building, comparisons are made based on household numbers. More house-builds are started and completed per household in *predominantly rural* areas than in *predominantly urban* areas.
- Between 2015/16 and 2016/17 the number of house-builds being started and completed per household increased in *predominantly rural* areas, whilst there was a small decrease in *predominantly urban* areas.
- House prices are less affordable in *predominantly rural areas* than in *predominantly urban areas (excluding London)*. In 2016, the average lower quartile house price was 8.3 times the average lower quartile earnings in *predominantly rural areas*. This compares with 7.0 times in *predominantly urban areas (excluding London)*, 14.7 times in London and 8.6 times in England as a whole.
- There are proportionally fewer homeless people and people in temporary accommodation in rural areas than in urban areas.

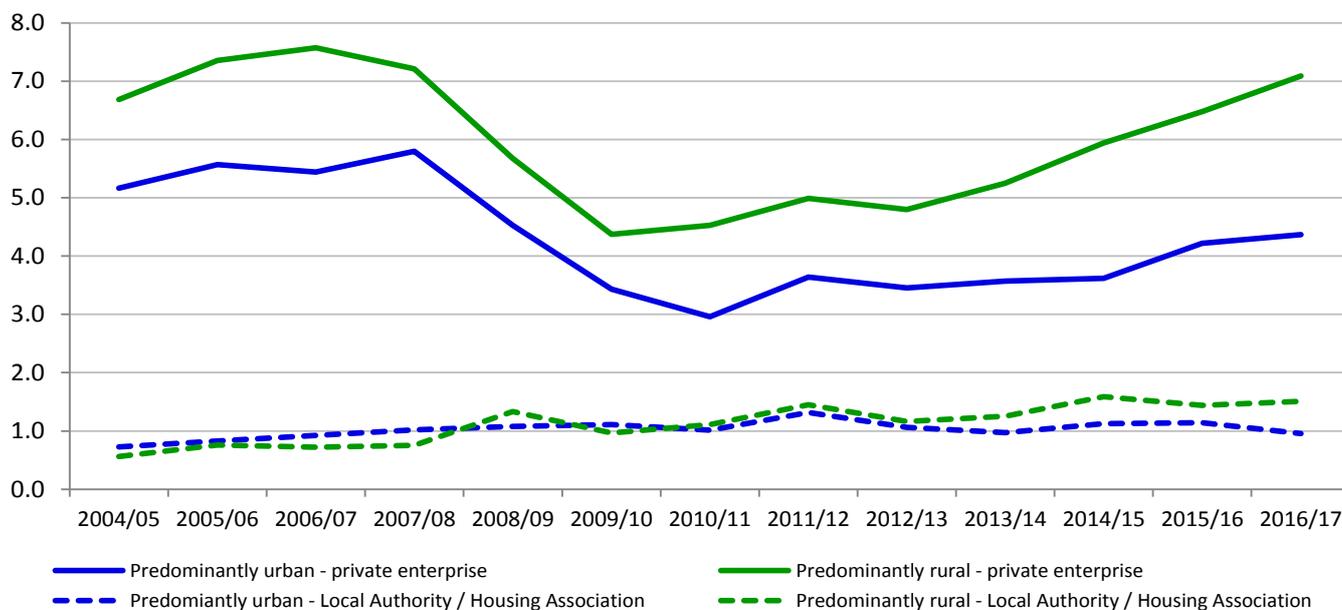
## House building

Permanent dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2016/17



- In 2016/17 there were 8.6 house building completions per 1,000 households in *predominantly rural areas*, this compares with 5.3 completions per 1,000 households in *predominantly urban areas*.
- House building completions were stable until 2007/08, when there was a sharp downturn. This is likely to reflect the economic downturn and later recession. After 2009/10 completions began to recover with numbers in *predominantly rural areas* back to the levels observed up to 2007/08.

**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 2016/17**



- In 2016/17, 7.1 house-builds by private enterprise were completed per 1,000 households in *predominantly rural areas*, compared with 4.4 per 1,000 households in *predominantly urban areas*.
- The private sector was affected more immediately by the economic downturn of 2008, with a sharp downturn in house-builds, but the level in 2016/17 shows an increase to the levels in *predominantly rural areas* prior to that downturn.
- There has been a steady increase in house-build completions by Local Authorities / Housing Associations in *predominantly rural areas* and in 2016/17 there were 1.5 completions per 1,000 households, compared with 1.0 per 1,000 households in *predominantly urban areas*.

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: [www.gov.uk/house-building-data-notes-and-definitions-includes-p2-full-guidance-notes-and-returns-form](http://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 54 in 2004/05 to 37 in 2010/11. The total England figures shown in the tables do not include estimates for missing data. From 2011/12 estimates are included for missing values. 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, [www.gov.uk/government/statistical-data-sets/live-tables-on-house-building](http://www.gov.uk/government/statistical-data-sets/live-tables-on-house-building)

Permanent dwellings started, by tenure and Local Authority Classification, in England, 2009/10 to 2016/17

		2009-10		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17	
		Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs
<b>Private Enterprise</b>	Urban with major conurbation	16,360	2.2	20,240	2.6	25,250	3.3	24,350	3.1	29,750	3.8	31,820	4.0	31,760	3.9	36,250	4.4
	Urban with minor conurbation	2,090	2.4	3,150	3.6	2,670	3.0	2,610	2.9	3,560	4.0	3,600	4.0	3,570	3.9	4,420	4.8
	Urban with city and town	17,070	3.0	18,290	3.1	23,250	4.0	21,620	3.6	27,300	4.6	29,670	4.9	28,970	4.8	32,270	5.2
	Urban with significant rural	8,720	3.0	9,290	3.2	11,720	4.0	10,260	3.5	14,640	5.0	16,280	5.5	18,220	6.1	22,200	7.3
	Largely rural	8,380	3.2	10,360	3.9	12,190	4.5	12,900	4.8	16,720	6.1	17,950	6.5	20,040	7.2	21,730	7.7
	Mainly rural	8,860	4.5	10,920	5.5	10,730	5.3	9,690	4.8	14,750	7.2	14,060	6.8	14,470	6.9	17,920	8.5
	Predominantly urban	35,520	2.5	41,680	2.9	51,170	3.5	48,580	3.3	60,610	4.1	65,090	4.4	64,300	4.3	72,940	4.8
	Predominantly rural	17,240	3.7	21,280	4.5	22,920	4.9	22,590	4.8	31,470	6.6	32,010	6.6	34,510	7.1	39,650	8.1
<b>England</b>	<b>61,480</b>	<b>2.8</b>	<b>72,250</b>	<b>3.3</b>	<b>85,810</b>	<b>3.9</b>	<b>81,430</b>	<b>3.7</b>	<b>106,720</b>	<b>4.7</b>	<b>113,380</b>	<b>5.0</b>	<b>117,030</b>	<b>5.1</b>	<b>134,790</b>	<b>5.8</b>	
<b>Local Authority/Housing Association</b>	Urban with major conurbation	6,760	0.9	10,250	1.3	9,540	1.2	8,240	1.1	11,080	1.4	9,940	1.2	7,500	0.9	6,450	0.8
	Urban with minor conurbation	200	0.2	490	0.6	240	0.3	270	0.3	340	0.4	270	0.3	420	0.5	280	0.3
	Urban with city and town	5,300	0.9	4,870	0.8	4,780	0.8	5,880	1.0	6,180	1.0	7,180	1.2	6,000	1.0	6,490	1.1
	Urban with significant rural	2,250	0.8	2,310	0.8	2,800	1.0	2,120	0.7	2,990	1.0	3,840	1.3	4,200	1.4	4,350	1.4
	Largely rural	1,850	0.7	3,200	1.2	3,190	1.2	2,860	1.1	4,600	1.7	4,860	1.8	3,930	1.4	4,530	1.6
	Mainly rural	2,130	1.1	2,750	1.4	2,550	1.3	2,140	1.1	2,770	1.4	2,690	1.3	2,940	1.4	3,210	1.5
	Predominantly urban	12,260	0.9	15,610	1.1	14,560	1.0	14,390	1.0	17,600	1.2	17,390	1.2	13,920	0.9	13,220	0.9
	Predominantly rural	3,980	0.9	5,950	1.3	5,740	1.2	5,000	1.1	7,370	1.5	7,550	1.6	6,870	1.4	7,740	1.6
<b>England</b>	<b>18,490</b>	<b>0.9</b>	<b>23,870</b>	<b>1.1</b>	<b>23,100</b>	<b>1.0</b>	<b>21,510</b>	<b>1.0</b>	<b>27,960</b>	<b>1.2</b>	<b>28,780</b>	<b>1.3</b>	<b>24,990</b>	<b>1.1</b>	<b>25,310</b>	<b>1.1</b>	
<b>All</b>	Urban with major conurbation	23,380	3.1	30,600	4.0	34,790	4.5	32,530	4.2	40,730	5.2	41,680	5.2	39,230	4.8	42,640	5.2
	Urban with minor conurbation	2,290	2.6	3,610	4.1	2,910	3.3	2,880	3.2	3,900	4.3	3,850	4.2	4,000	4.4	4,710	5.1
	Urban with city and town	22,090	3.8	23,520	4.0	28,030	4.8	27,540	4.6	33,550	5.6	36,890	6.1	34,920	5.7	38,740	6.3
	Urban with significant rural	10,950	3.8	11,600	4.0	14,540	5.0	12,360	4.2	17,630	6.0	20,070	6.7	22,390	7.5	26,460	8.7
	Largely rural	9,480	3.6	13,530	5.1	15,380	5.7	15,780	5.8	21,340	7.8	22,750	8.2	23,900	8.6	26,230	9.3
	Mainly rural	10,950	5.5	13,600	6.8	13,220	6.6	11,850	5.8	17,500	8.5	16,730	8.1	17,410	8.4	21,140	10.1
	Predominantly urban	47,760	3.4	57,730	4.0	65,730	4.5	62,950	4.3	78,180	5.3	82,420	5.5	78,150	5.2	86,090	5.6
	Predominantly rural	20,430	4.4	27,130	5.8	28,600	6.1	27,630	5.8	38,840	8.1	39,480	8.2	41,310	8.5	47,370	9.6
<b>England</b>	<b>79,140</b>	<b>3.6</b>	<b>96,460</b>	<b>4.4</b>	<b>108,870</b>	<b>4.9</b>	<b>102,940</b>	<b>4.6</b>	<b>134,650</b>	<b>6.0</b>	<b>141,970</b>	<b>6.2</b>	<b>141,850</b>	<b>6.2</b>	<b>159,920</b>	<b>6.9</b>	

The full time series from 2004/05 is available as an Open Document format workbook on the [Rural housing statistics web page](#)

<sup>1</sup>Households



Permanent dwellings completed, by tenure and Local Authority Classification, in England, 2009/10 to 2016/17

		2009-10		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17	
		Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs
<b>Private Enterprise</b>	Urban with major conurbation	23,210	3.1	19,870	2.6	24,380	3.2	25,050	3.2	25,750	3.3	25,350	3.2	31,450	3.9	33,800	4.1
	Urban with minor conurbation	3,430	3.9	3,530	4.0	3,390	3.8	2,750	3.1	3,240	3.6	3,340	3.7	3,560	3.9	4,050	4.4
	Urban with city and town	22,170	3.8	19,060	3.3	24,920	4.2	22,680	3.8	23,760	4.0	25,390	4.2	28,730	4.7	28,960	4.7
	Urban with significant rural	9,530	3.3	9,860	3.4	12,010	4.1	11,140	3.8	11,610	3.9	13,500	4.5	16,390	5.5	18,710	6.2
	Largely rural	10,000	3.8	11,100	4.2	12,450	4.6	12,480	4.6	14,020	5.1	16,160	5.9	17,850	6.4	19,620	7.0
	Mainly rural	10,300	5.2	10,080	5.0	11,050	5.5	10,300	5.1	11,080	5.4	12,530	6.1	13,670	6.6	15,200	7.2
	Predominantly urban	48,810	3.4	42,460	3.0	52,690	3.6	50,480	3.5	52,750	3.6	54,080	3.6	63,740	4.2	66,810	4.4
	Predominantly rural	20,300	4.4	21,180	4.5	23,500	5.0	22,780	4.8	25,100	5.2	28,690	5.9	31,520	6.5	34,820	7.1
<b>England</b>	<b>78,640</b>	<b>3.6</b>	<b>73,500</b>	<b>3.4</b>	<b>88,200</b>	<b>4.0</b>	<b>84,400</b>	<b>3.8</b>	<b>89,460</b>	<b>4.0</b>	<b>96,270</b>	<b>4.2</b>	<b>111,650</b>	<b>4.9</b>	<b>120,340</b>	<b>5.2</b>	
<b>Local Authority/Housing Association</b>	Urban with major conurbation	8,130	1.1	8,570	1.1	11,820	1.5	9,590	1.2	8,400	1.1	9,970	1.2	10,140	1.3	7,910	1.0
	Urban with minor conurbation	160	0.2	340	0.4	370	0.4	320	0.4	190	0.2	340	0.4	380	0.4	380	0.4
	Urban with city and town	7,470	1.3	5,660	1.0	6,880	1.2	5,590	0.9	5,760	1.0	6,540	1.1	6,750	1.1	6,320	1.0
	Urban with significant rural	2,660	0.9	2,330	0.8	3,170	1.1	2,530	0.9	2,420	0.8	3,830	1.3	4,130	1.4	4,890	1.6
	Largely rural	1,980	0.7	2,860	1.1	3,750	1.4	3,160	1.2	3,760	1.4	4,980	1.8	4,320	1.6	4,310	1.5
	Mainly rural	2,510	1.3	2,330	1.2	3,080	1.5	2,350	1.2	2,220	1.1	2,680	1.3	2,680	1.3	3,100	1.5
	Predominantly urban	15,760	1.1	14,570	1.0	19,070	1.3	15,500	1.1	14,350	1.0	16,850	1.1	17,270	1.1	14,610	1.0
	Predominantly rural	4,490	1.0	5,190	1.1	6,830	1.5	5,510	1.2	5,980	1.3	7,660	1.6	7,000	1.4	7,410	1.5
<b>England</b>	<b>22,910</b>	<b>1.1</b>	<b>22,090</b>	<b>1.0</b>	<b>29,070</b>	<b>1.3</b>	<b>23,540</b>	<b>1.1</b>	<b>22,750</b>	<b>1.0</b>	<b>28,340</b>	<b>1.2</b>	<b>28,400</b>	<b>1.2</b>	<b>26,910</b>	<b>1.2</b>	
<b>All</b>	Urban with major conurbation	31,240	4.1	28,910	3.8	36,170	4.7	34,580	4.4	34,140	4.3	35,260	4.4	41,540	5.1	41,630	5.1
	Urban with minor conurbation	3,580	4.1	3,850	4.4	3,740	4.2	3,060	3.4	3,430	3.8	3,670	4.0	3,920	4.3	4,420	4.8
	Urban with city and town	29,590	5.1	24,940	4.3	31,800	5.4	28,220	4.8	29,510	4.9	31,940	5.3	35,430	5.8	35,310	5.7
	Urban with significant rural	12,210	4.3	12,120	4.2	15,220	5.2	13,660	4.7	13,950	4.7	17,320	5.8	20,520	6.8	23,540	7.8
	Largely rural	11,150	4.2	13,930	5.2	16,180	6.0	15,680	5.8	17,810	6.5	21,150	7.7	22,170	8.0	23,900	8.5
	Mainly rural	12,830	6.4	12,350	6.2	14,130	7.0	12,600	6.2	13,260	6.5	15,210	7.4	16,370	7.9	18,300	8.7
	Predominantly urban	64,410	4.5	57,700	4.0	71,710	4.9	65,860	4.5	67,080	4.5	70,870	4.7	80,890	5.4	81,360	5.3
	Predominantly rural	23,980	5.2	26,280	5.6	30,310	6.4	28,280	6.0	31,070	6.5	36,360	7.5	38,540	7.9	42,200	8.6
<b>England</b>	<b>100,600</b>	<b>4.6</b>	<b>96,100</b>	<b>4.4</b>	<b>117,240</b>	<b>5.3</b>	<b>107,800</b>	<b>4.8</b>	<b>112,100</b>	<b>5.0</b>	<b>124,550</b>	<b>5.5</b>	<b>139,950</b>	<b>6.1</b>	<b>147,100</b>	<b>6.3</b>	

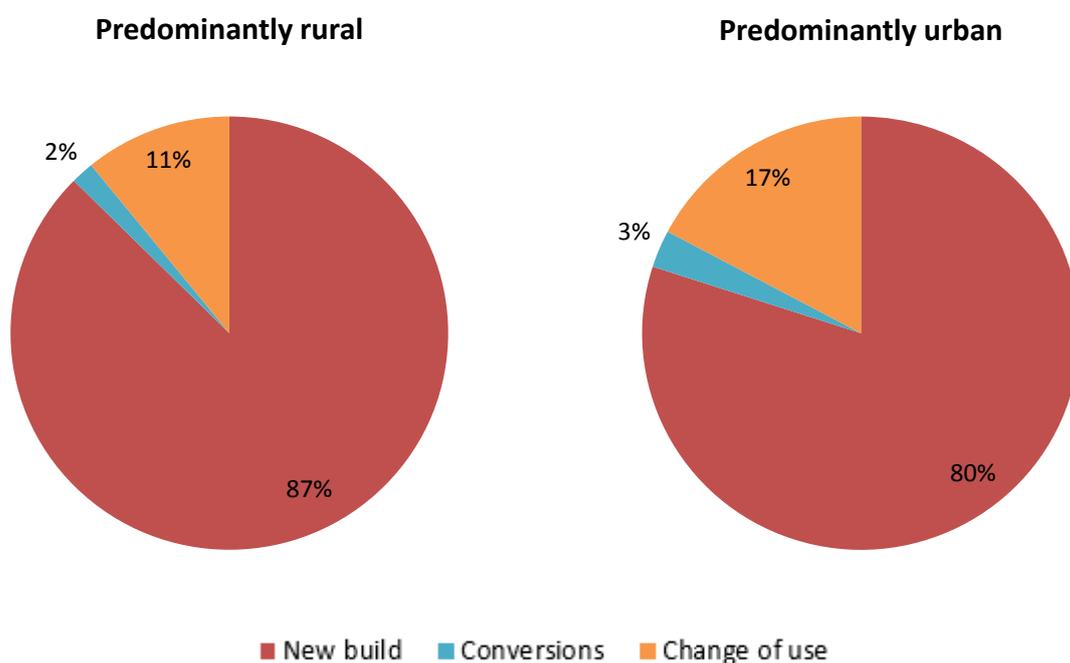
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<sup>1</sup>Households

## Net additions to housing stock

- In order to compare the number of new dwellings, comparisons are made based on household numbers. In 2015/16 there were 48,160 net new dwellings arising from new build, conversions or change of use in predominantly rural areas, 9.9 per 1,000 households, and 122,960 net new dwellings in predominantly urban areas, 8.1 per 1,000 households.
- New-build dwelling completions accounted for 87 per cent of such net additions to the housing stock in *predominantly rural areas* in 2015/16, compared with 80 per cent in *predominantly urban areas*.
- A further 11 per cent of such net additions came from change of use of buildings in *predominantly rural areas*, compared with 17 per cent of such net additions in *predominantly urban areas*.
- A further 11 per cent of such net additions came from change of use of buildings in *predominantly rural areas*, compared with 17 per cent of such net additions in *predominantly urban areas*.
- New-build dwelling completions per households in *predominantly rural areas* are higher than in *predominantly urban areas*. In 2015-16 there were 8.6 new-build dwelling completions per 1,000 households in *predominantly rural areas*, compared with 6.5 in *predominantly urban areas*.
- There has been an increase in the net number of dwellings arising from change of use in both *predominantly rural* and *predominantly urban areas* between 2012/13 and 2015/16. However at 1.4 per 1,000 households, the number is now higher in *predominantly urban areas* than in *predominantly rural areas* at 1.1, when previously the number had been higher in *predominantly rural areas*.

**Proportion of net additions arising from new build, conversions and change of use in 2015/16 for *predominantly rural* and *predominantly urban* areas.**



## New build completions

*New build completions, by Local Authority Classification, in England, 2012/13 to 2015/16*

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16	
	Number	per 1,000 HHs <sup>1</sup>	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs
Urban with Major Conurbation	40,750	5.2	42,460	5.4	47,820	6.0	51,090	6.3
Urban with Minor Conurbation	3,060	3.4	4,030	4.5	4,740	5.2	4,870	5.3
Urban with City and Town	30,570	5.2	33,840	5.7	39,870	6.6	42,370	7.0
Urban with Significant Rural	15,010	5.1	16,820	5.7	21,160	7.1	23,650	7.9
Largely Rural	16,180	6.0	19,260	7.0	23,610	8.6	24,190	8.7
Mainly Rural	13,150	6.5	14,070	6.9	18,060	8.7	17,910	8.6
Predominantly Urban	74,380	5.1	80,330	5.4	92,430	6.2	98,330	6.5
Predominantly Rural	29,330	6.2	33,330	7.0	41,670	8.6	42,100	8.6
<b>England</b>	<b>118,720</b>	<b>5.3</b>	<b>130,480</b>	<b>5.8</b>	<b>155,260</b>	<b>6.8</b>	<b>164,080</b>	<b>7.1</b>

## Net conversions

*Net conversions, by Local Authority Classification, in England, 2012/13 to 2015/16*

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16	
	Number	per 1,000 HHs <sup>1</sup>	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs
Urban with Major Conurbation	2,150	0.3	2,350	0.3	2,270	0.3	2,060	0.3
Urban with Minor Conurbation	100	0.1	280	0.3	470	0.5	180	0.2
Urban with City and Town	930	0.2	900	0.2	910	0.2	1,200	0.2
Urban with Significant Rural	290	0.1	480	0.2	520	0.2	590	0.2
Largely Rural	330	0.1	340	0.1	340	0.1	260	0.1
Mainly Rural	340	0.2	180	0.1	370	0.2	560	0.3
Predominantly Urban	3,180	0.2	3,530	0.2	3,650	0.2	3,440	0.2
Predominantly Rural	670	0.1	520	0.1	710	0.1	820	0.2
<b>England</b>	<b>4,140</b>	<b>0.2</b>	<b>4,530</b>	<b>0.2</b>	<b>4,880</b>	<b>0.2</b>	<b>4,850</b>	<b>0.2</b>

## Net change of use

*Net change of use, by Local Authority Classification, in England, 2012/13 to 2015/16*

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16	
	Number	per 1,000 HHs <sup>1</sup>	Number	per 1,000 HHs	Number	per 1,000 HHs	Number	per 1,000 HHs
Urban with Major Conurbation	3,810	0.5	3,850	0.5	6,170	0.8	10,850	1.3
Urban with Minor Conurbation	960	1.1	530	0.6	640	0.7	1,350	1.5
Urban with City and Town	2,940	0.5	3,630	0.6	6,950	1.2	8,990	1.5
Urban with Significant Rural	1,790	0.6	1,910	0.6	2,610	0.9	4,330	1.4
Largely Rural	1,830	0.7	1,340	0.5	2,390	0.9	2,560	0.9
Mainly Rural	1,680	0.8	1,460	0.7	1,970	1.0	2,680	1.3
Predominantly Urban	7,710	0.5	8,010	0.5	13,760	0.9	21,190	1.4
Predominantly Rural	3,510	0.7	2,800	0.6	4,360	0.9	5,240	1.1
<b>England</b>	<b>13,010</b>	<b>0.6</b>	<b>12,720</b>	<b>0.6</b>	<b>20,730</b>	<b>0.9</b>	<b>30,760</b>	<b>1.3</b>

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
- other net gains and losses

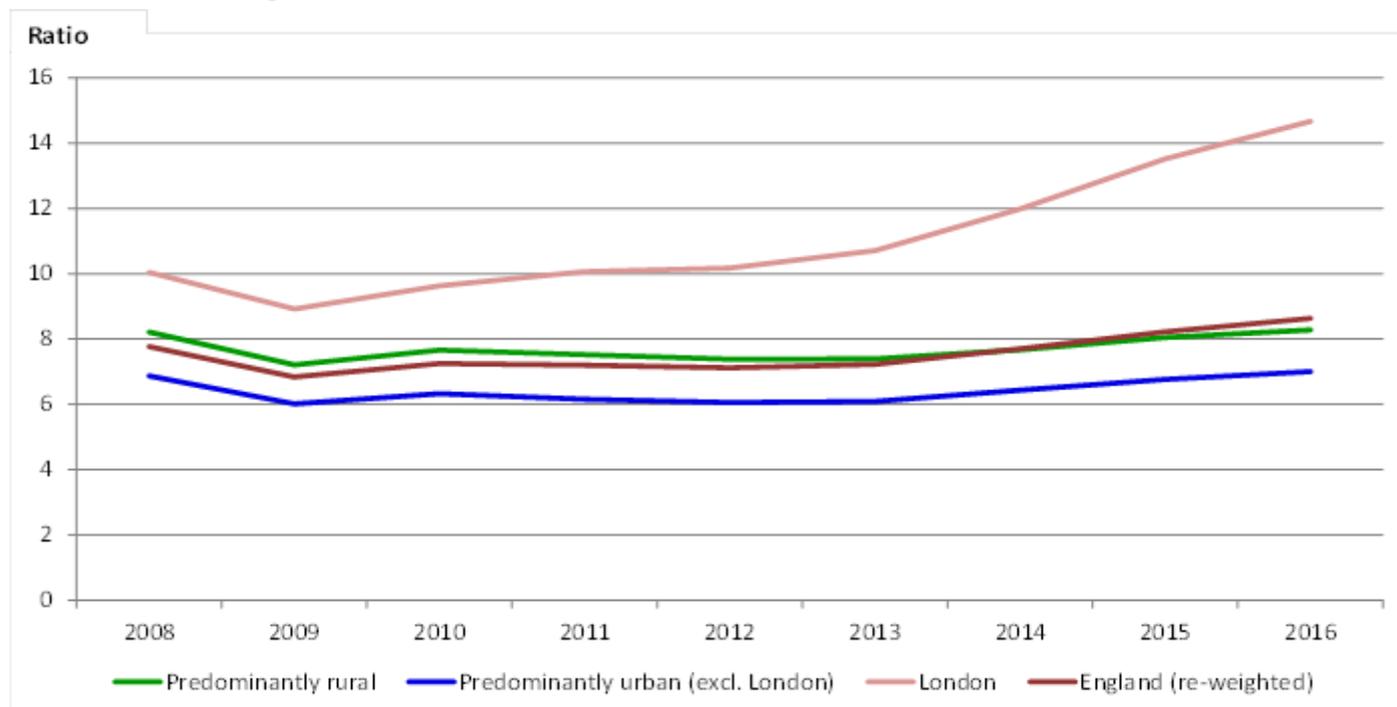
Source: Table 123 of the Live tables on dwellings stock series (Department for Communities and Local Government)

<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 (residence-based), by Local Authority Classification, in England, 2008 to 2016



The ratio between the lowest quartile (25 per cent) house prices and the lowest quartile earnings gives an indication of whether someone in the lower earnings band could afford to buy a house. In 2016, in *predominantly rural areas* the average lower quartile house price was 8.3 times the average lower quartile earnings, compared with 7.0 times in *predominantly urban areas (excluding London)*. This does not take account of a household with 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 residence-based earnings, by Local Authority Classification, in England, 2008 to 2016

	2008	2009	2010	2011	2012	2013	2014	2015	2016
London	10.0	8.9	9.6	10.1	10.2	10.7	12.0	13.5	14.7
Urban with major conurbation	6.4	5.6	5.8	5.6	5.5	5.5	5.8	6.0	6.1
Urban with minor conurbation	5.7	5.0	5.2	4.9	4.8	4.9	5.2	5.3	5.3
Urban with city and town	7.4	6.5	6.9	6.7	6.7	6.7	7.1	7.6	7.9
Urban with significant rural	8.0	7.1	7.5	7.5	7.3	7.4	7.8	8.2	8.7
Largely rural	7.9	6.9	7.3	7.2	7.0	7.0	7.3	7.8	8.0
Mainly rural	8.7	7.6	8.1	8.0	7.8	7.9	8.1	8.4	8.7
Predominantly urban (excl. London)	6.9	6.0	6.3	6.2	6.1	6.1	6.4	6.8	7.0
Predominantly rural	8.2	7.2	7.7	7.5	7.4	7.4	7.7	8.0	8.3
England (re-weighted)	7.8	6.8	7.2	7.2	7.1	7.2	7.7	8.2	8.6

- The ratio of lower quartile house prices to earnings is a useful indication of housing affordability.
- Housing in *predominantly rural areas* is, on average, less affordable than in *predominantly urban areas (excluding London)*, although this gap appears to be closing very slightly. In recent years housing in *predominantly rural areas* has become more affordable than the re-weighted England average.
- The fall in the ratio between house prices and earnings between 2008 and 2009 is almost certainly due to the negative impact of the recession on house prices. Earnings did not decrease at the same rate as house prices did, therefore the ratio is seen to drop.

Notes:

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

The ratio is calculated for each Local Authority in England. Residence based earnings data are used so that both the average house price and average earnings data used in the ratio calculation refer to the same Local Authority. The resulting ratio is weighted by Local Authority household counts taken from the relevant Census to allow comparison of Local Authorities according to their 'Rural Urban' classification.. It should be noted that the England figure included in the table and graph is also weighted for the purpose of this analysis and will not match the original England data published by the ONS.

Data are reported from 2008 onwards as earlier years are incomplete due to structural changes to Local Authority arrangements which mean direct comparisons are not possible.

The earnings data are from the Annual Survey of Hours and Earnings which provides a snapshot of earnings at April in each year. Earnings relate to gross full-time individual earnings on a place of residence basis. The house price statistics come from the House Price Statistics for Small Areas, which report the median and lower quartile price paid for residential property and refer to a 12 month period with April in the middle (year ending September).

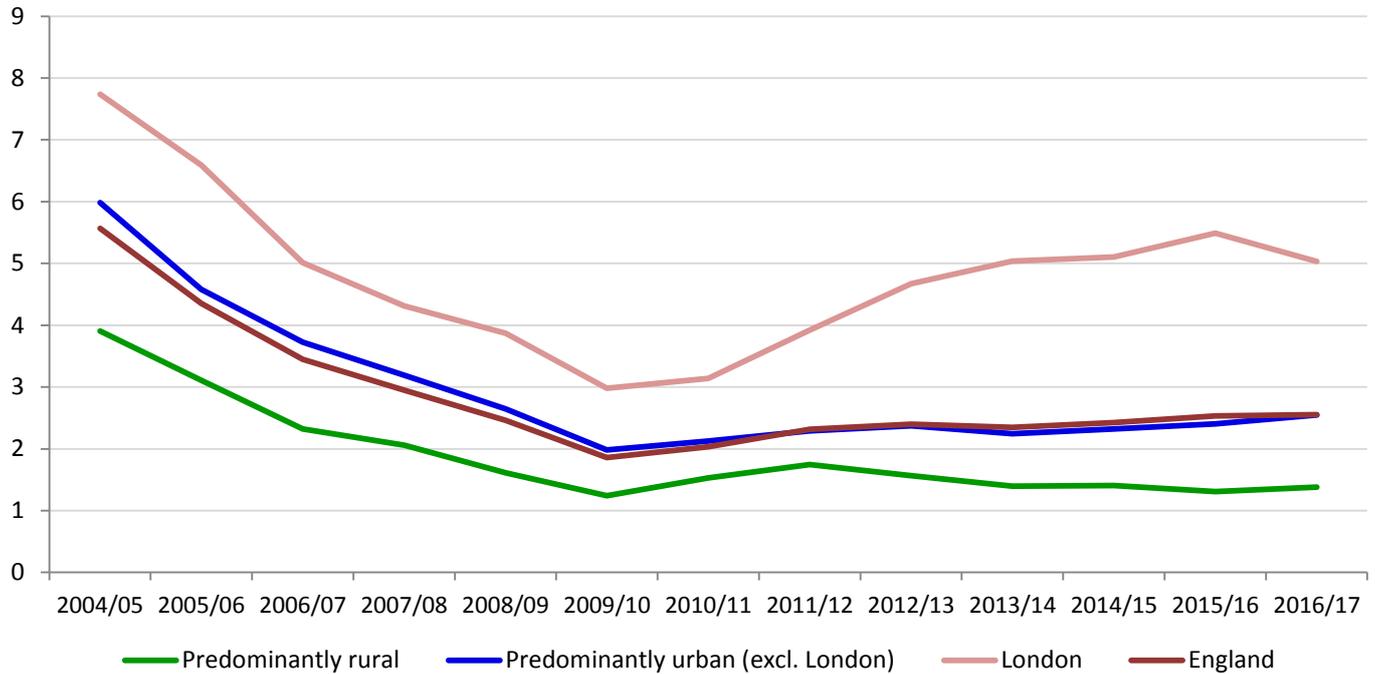
Source: ONS, Ratio of lower quartile house price to lower quartile gross annual (where available) residence-based earnings by local authority district, England and Wales, 1997 to 2016, Table 6c  
[www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoresidencebasedearningslowerquartileandmedian](http://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoresidencebasedearningslowerquartileandmedian)

## Rents

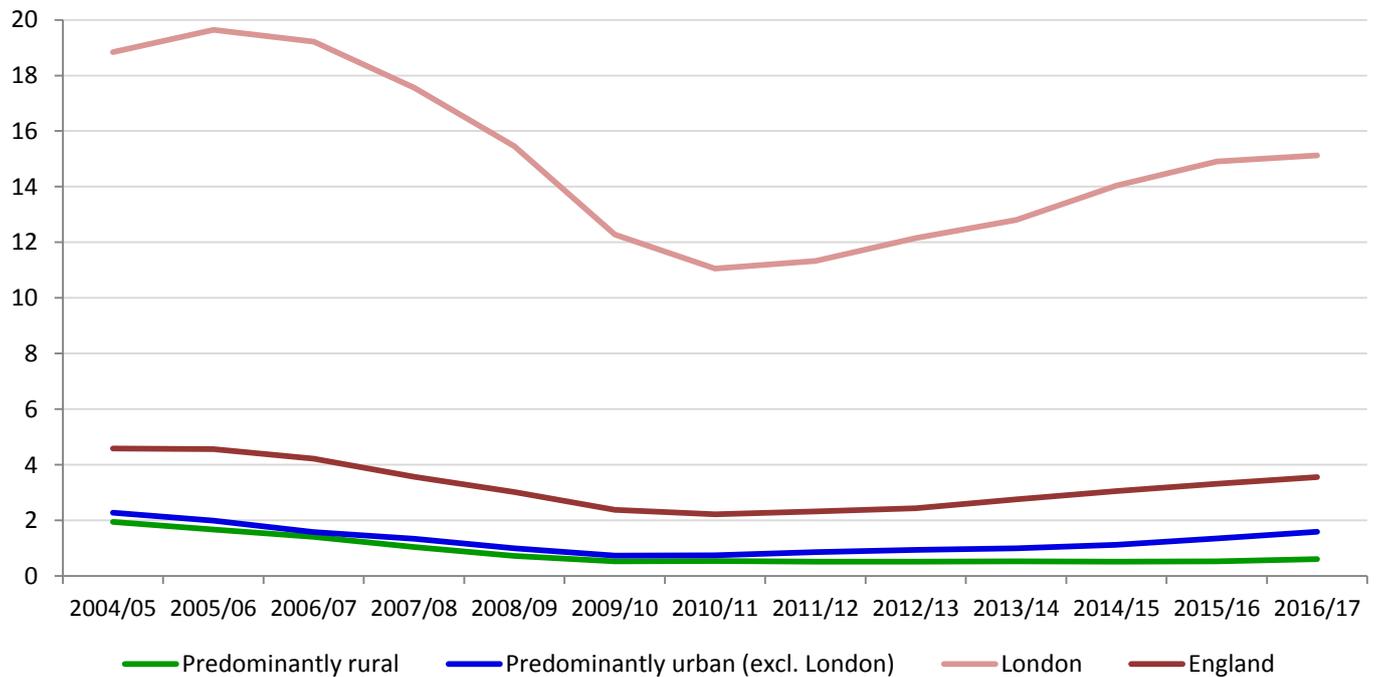
There are currently no figures for comparing rents between rural and urban areas. Previous analysis on rents with private rental providers was providing a very limited and partial perspective and has been removed until such time as it is possible to produce more comprehensive analysis of rents.

# Homelessness and temporary accommodation

People accepted as being homeless and in priority need per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2016/17



Households in temporary accommodation per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2016/17



- In 2016/17 the proportion of people who were homeless and in priority need of assistance in securing permanent settled accommodation was 2.5 per 1,000 households in *predominantly urban areas (excluding London)* and 1.4 in *predominantly rural areas*.
- The number of households in temporary accommodation, per 1,000 households, was 1.6 in *predominantly urban areas (excluding London)* and 0.6 in *predominantly rural areas*.
- The number of homeless and in priority need of assistance has remained broadly the same in *predominantly rural areas* since 2013-14, whilst there has been a gradual increase in *predominantly urban areas (excluding London)* over the same time period.

*People accepted as being homeless and in priority need per 1,000 households, by Local Authority Classification, in England, 2009/10 to 2016/17*

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
London	3.0	3.1	3.9	4.7	5.0	5.1	5.5	5.0
Urban with major conurbation	2.4	2.5	2.6	2.7	2.4	2.4	2.6	2.7
Urban with minor conurbation	2.2	2.3	2.7	2.3	1.8	1.5	1.6	1.7
Urban with city and town	1.7	1.8	2.0	2.1	2.2	2.4	2.4	2.6
Urban with significant rural	1.1	1.2	1.5	1.3	1.2	1.3	1.5	1.5
Largely Rural	1.3	1.5	1.8	1.6	1.5	1.5	1.3	1.4
Mainly Rural	1.2	1.5	1.7	1.5	1.3	1.3	1.3	1.3
Predominantly urban (excl London)	2.0	2.1	2.3	2.4	2.2	2.3	2.4	2.5
Predominantly rural	1.2	1.5	1.7	1.6	1.4	1.4	1.3	1.4
<b>England</b>	<b>1.9</b>	<b>2.0</b>	<b>2.3</b>	<b>2.4</b>	<b>2.3</b>	<b>2.4</b>	<b>2.5</b>	<b>2.6</b>

*Households in temporary accommodation per 1,000 Households, by Local Authority Classification, in England, 2009/10 to 2016/17*

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
London	12.3	11.1	11.3	12.2	12.8	14.0	14.9	15.1
Urban with major conurbation	0.5	0.5	0.6	0.7	0.7	0.8	1.0	1.3
Urban with minor conurbation	0.5	0.4	0.4	0.4	0.3	0.4	0.3	0.5
Urban with city and town	1.0	1.0	1.1	1.2	1.3	1.5	1.8	2.0
Urban with significant rural	0.6	0.6	0.6	0.7	0.7	0.8	0.9	1.0
Largely Rural	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.6
Mainly Rural	0.6	0.7	0.7	0.6	0.6	0.6	0.6	0.6
Predominantly urban (excl London)	0.7	0.7	0.9	0.9	1.0	1.1	1.3	1.6
Predominantly rural	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6
<b>England</b>	<b>2.4</b>	<b>2.2</b>	<b>2.3</b>	<b>2.4</b>	<b>2.8</b>	<b>3.1</b>	<b>3.3</b>	<b>3.6</b>

The full time series from 2004/05 are available as an Open Document format workbook on the [Rural housing statistics web page](#)

Further information: [www.gov.uk/homelessness-data-notes-and-definitions](http://www.gov.uk/homelessness-data-notes-and-definitions)

The figures exclude a significant number of Local Authorities who did not supply the data. The number of missing Local Authorities varies from 0 in 2009/10, 2010/11 and 2011/12 to 35 in 2014/15. The England totals 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: [www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness](http://www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness)

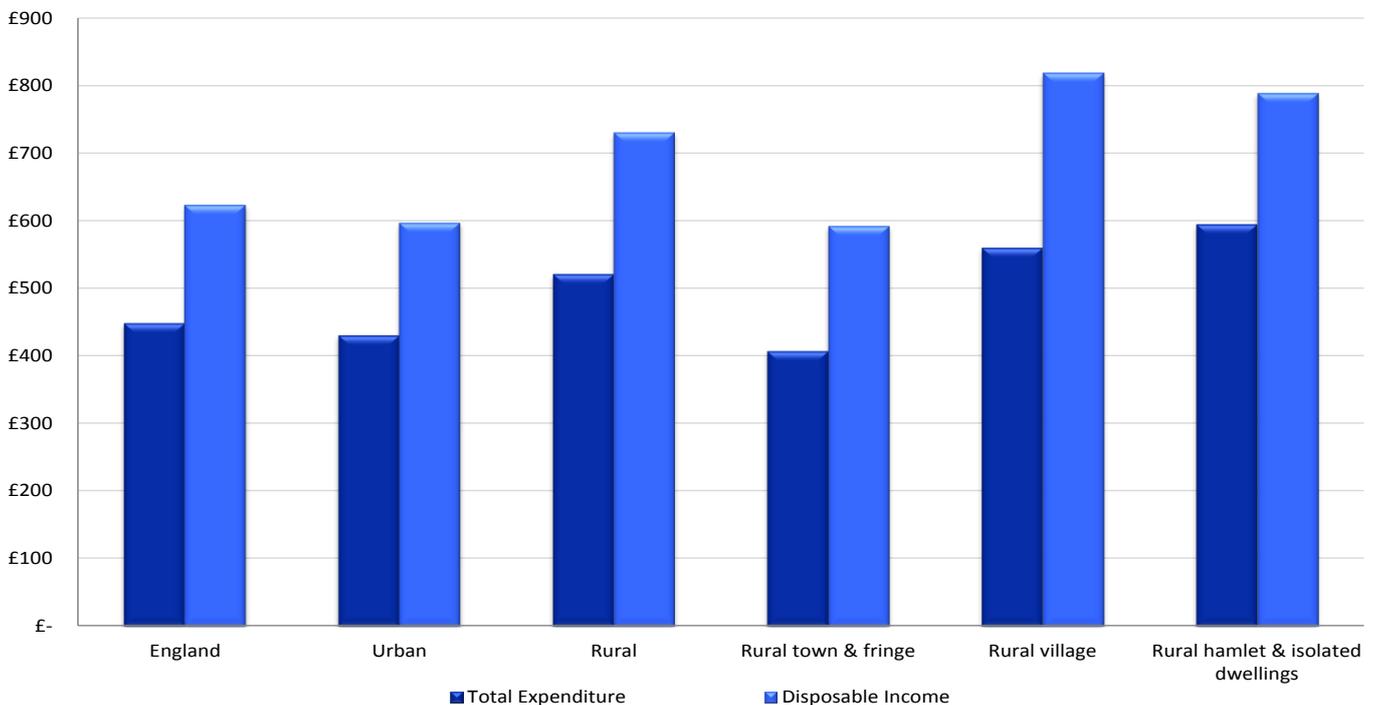


# Household expenditure

- 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.

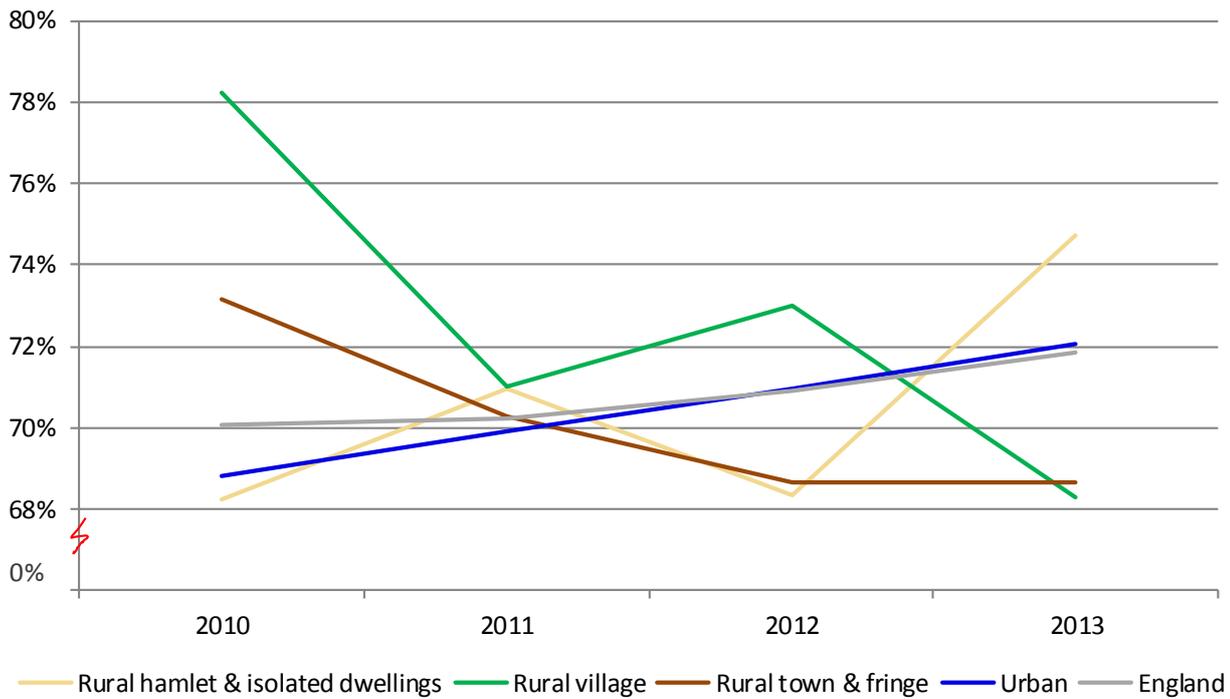
## Nominal expenditure and disposable income

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	
	(£) <sup>1</sup>	% <sup>2</sup>	(£) <sup>1</sup>	% <sup>2</sup>	(£) <sup>1</sup>	% <sup>2</sup>	(£) <sup>1</sup>	% <sup>2</sup>	(£) <sup>1</sup>	% <sup>2</sup>	(£) <sup>1</sup>	% <sup>2</sup>
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 <sup>a</sup>	8.10	1.3	8.20	1.4	7.70	1.1	5.30	0.9	11.70	1.4	<sup>a</sup> 4.40	<sup>a</sup> 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	<b>447.60</b>	<b>71.9</b>	<b>429.70</b>	<b>72.0</b>	<b>519.8</b>	<b>71.2</b>	<b>406.3</b>	<b>68.7</b>	<b>558.70</b>	<b>68.3</b>	<b>593.5</b>	<b>75.3</b>

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](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

- 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 that is low relative to other households, as determined by whether the income is below 60 per cent of median income (the income earned by the household in the middle of the distribution in a given year). This can be determined before or after housing costs.
- Individuals are said to be in **absolute low income** if they live in a household with an income that is below a level that was the relative low income threshold in 2010/11 adjusted for inflation. This can be determined before or after housing costs.
- 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 2014/15, 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	15	16	17	23
	Working-age people	11	14	15	22
	Children	14	22	20	31
	Pensioners	17	13	16	14
Absolute	Households	14	15	16	22
	Working-age people	11	13	14	22
	Children	14	20	18	30
	Pensioners	15	13	14	13

### Relative low income in 2014/15

- The percentage of **households** in rural areas in relative low income was 15 per cent before housing costs and 16 per cent after housing costs. In comparison, the percentage of households in urban areas in relative low income was 17 per cent before housing costs and 23 per cent after housing costs.
- The percentage of **working-age people** in rural areas in relative low income was 11 per cent before housing costs and 14 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 22 per cent after housing costs.
- The percentage of **children** in rural areas in relative low income was 14 per cent before housing costs, and 22 per cent after housing costs. In comparison, the percentage of children in urban areas in relative low income was 20 per cent before housing costs and 31 per cent after housing costs.
- The percentage of **pensioners** in rural areas in relative low income was 17 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 16 per cent before housing costs and 14 per cent after housing costs.

### Absolute low income in 2014/15

- The percentage of **households** in rural areas in absolute low income was 14 per cent before housing costs and 15 per cent after housing costs. The percentage of households in urban areas in absolute 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 absolute low income was 11 per cent before housing costs and 13 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 14 per cent before housing costs and 22 per cent after housing costs.
- The percentage of **children** in rural areas in absolute low income was 14 per cent before housing costs and 20 per cent after housing costs. In comparison, the percentage of children in urban areas in absolute low income was 18 per cent before housing costs and 30 per cent after housing costs.
- The percentage of **pensioners** in rural areas in absolute 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 absolute low income was 14 per cent before housing costs and 13 per cent after housing costs.

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

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 2012/13 and 2014/15, 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.

## Changes between 2012/13 and 2014/15

In rural areas:

- The percentage of children in relative and absolute low income increased.
- The percentage of households in relative low income increased.
- For households, working age people and pensioners, the percentage in absolute low income after housing costs had fallen.

In urban areas:

- The percentages of households, children and pensioners in relative low income increased
- The percentages in absolute low income had fallen for all groups.

### 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**<sup>1</sup> 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 costs**<sup>1</sup> 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.

Both before and after housing costs measures can be used to examine relative and absolute low income for **households**.

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.

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.

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.

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

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

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



**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 HBAI statistics can be found at: <https://www.gov.uk/government/collections/households-below-average-income-hbai-2>

**(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, here in 2010/11 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.

**(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) Rounding**

In the tables, figures are rounded to the nearest 1.0 per cent whereas the dashboard shows change based on a  $\pm 1.0$  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

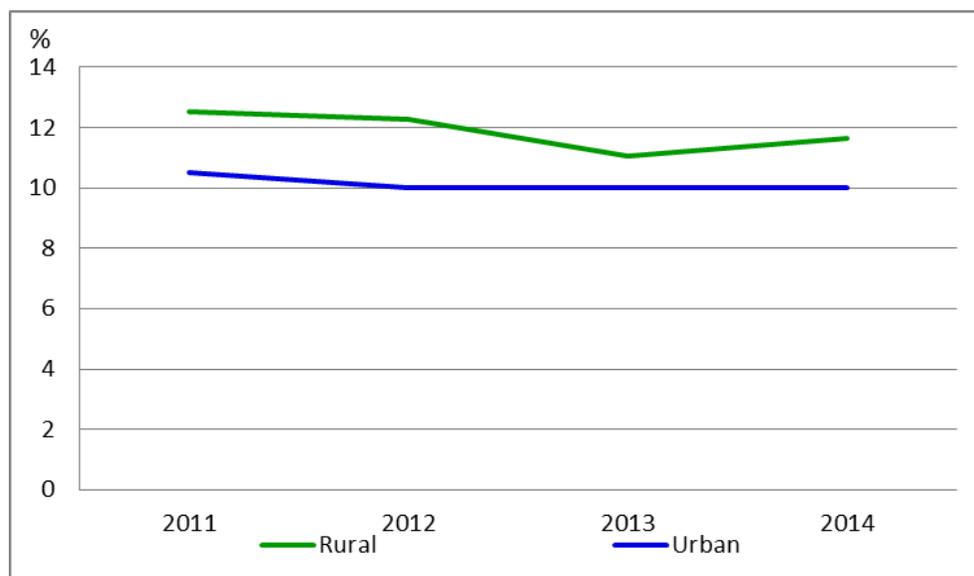
Fuel poverty or being fuel poor is where a household is living on a low income in a home that cannot be kept warm at reasonable cost without bringing their residual income below the poverty threshold.

- There were 2.38 million fuel poor households in England in 2014. Fuel poverty is proportionately more prevalent in rural areas.
- In 2014 10 per cent of households in urban areas (1.9 million) were fuel poor. The proportion in rural towns was lower with 9 per cent of households (190,000) being fuel poor. However a higher proportion, 14 per cent of households (300,000), in rural villages, hamlets and isolated dwellings were fuel poor – this has changed little between 2011 and 2014.
- Homes in rural areas are typically less energy efficient and can be more reliant on potentially more expensive heating fuels.

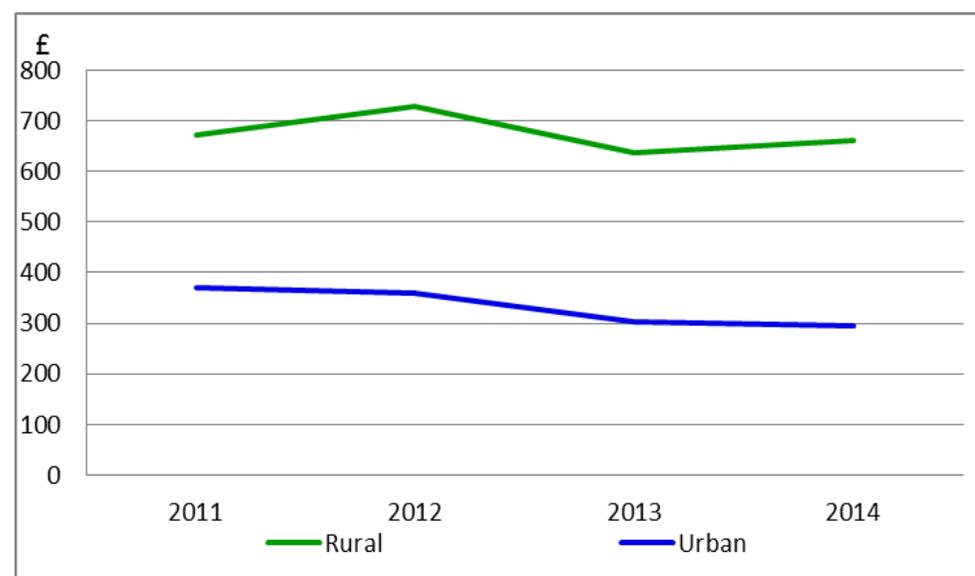
The fuel poverty gap is the additional income which would be needed to bring a household to the point of not being fuel poor.

- Overall the average fuel poverty gap for households that were fuel poor in 2014 was £371. However the average fuel poverty gap for fuel poor households in rural villages, hamlets and isolated dwellings was £838.
- The average fuel poverty gap for both rural and urban households decreased between 2011 and 2014. The average fuel poverty gap decreased by 1.6 per cent in rural households and 21 per cent in urban households.

Proportion of fuel poor households, by settlement type



Average fuel poverty gap (£), by settlement type



Fuel poverty by settlement type in England

	2011		2012		2013		2014	
	%	£	%	£	%	£	%	£
<b>Rural</b>	13	673	12	728	11	637	12	662
Rural town and fringe	11	406	10	446	8	346	9	378
Rural villages, hamlets and isolated dwellings	14	889	14	943	14	820	14	838
<b>Urban</b>	11	371	10	359	10	304	10	294
<b>England</b>	11	438	10	443	10	374	11	371

% - Proportion of fuel poor households    £ - Average fuel poverty gap

This table is summarising more detailed information available at: [www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/597886/Fuel\\_poverty\\_by\\_rurality.ods](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/597886/Fuel_poverty_by_rurality.ods)

Technical note:

A household is said to be in fuel poverty if they have required fuel costs that are above average (the national median level), and were they to spend that amount, they would be left with a residual income below the official poverty line.

This low income high cost indicator consists of two parts; firstly the number of households that have low incomes and high fuel costs; and secondly the depth of fuel poverty amongst these households. The depth of fuel poverty is measured by the 'fuel poverty gap' which is the difference (in pounds) between the required energy costs for each fuel poor household and the nearest fuel poverty threshold.

There are three key elements in determining whether a household is fuel poor:

- Household Income
- Household Energy Requirements
- Fuel Prices

Source: BEIS fuel poverty statistics [www.gov.uk/government/collections/fuel-poverty-statistics](https://www.gov.uk/government/collections/fuel-poverty-statistics)

# Education and skills

## Childcare provision

- Early Year Register (EYR) childminders and childcare providers provide childcare up to the age of 5 years (they may also provide childcare to older children).
- In August 2016 there were just over 8,000 EYR childcare settings in rural areas – 4,700 EYR childminders and over 3,300 EYR childcare providers - together offering over 152,000 child care places. Childcare places are not the maximum number of children that could be enrolled at a setting, but the maximum number of children that can be cared for at any one time.
- Between March and August 2016 there had been a 7 per cent fall in the combined number of EYR childminders and childcare providers in rural areas, compared with a 2 per cent fall in urban areas.
- In August 2016 15 per cent of EYR childminders and 18 per cent of EYR childcare providers in rural areas (17 per cent overall) had received an ‘outstanding’ rating in their most recent inspection. A further 77 per cent of both EYR childminders and childcare providers had received a ‘good’ rating.
- Overall between March and August 2016 the percentage of EYR childminders and childcare providers in rural areas that had received a ‘good’ or ‘outstanding’ rating in their most recent inspection increased from 88 per cent to 93 per cent. For urban areas there had been an increase from 86 per cent to 91 per cent.

## Childminders, childcare providers and childcare places

Percentage of Early Year Registered childcare settings and childcare places, with most recent inspection outcome by rural urban classification, August 2016, England



Number and percentage of Early Year Registered childcare settings and most recent inspection outcome by rural urban classification, March and August 2016, England

	Number of childcare settings						Percentage of childcare settings					
	Childminders		Childcare providers		Total settings		Childminders		Childcare providers		Total settings	
	March	August	March	August	March	August	March	August	March	August	March	August
<b>Rural</b>												
<b>All Early Year Registered</b>	4,910	4,708	3,782	3,342	8,692	8,050						
Inspection outcome known	3,983	3,810	3,290	2,857	7,273	6,667	100	100	100	100	100	100
<i>Outstanding</i>	584	580	600	525	1,184	1,105	15	15	18	18	16	17
<i>Good</i>	2,834	2,919	2,404	2,205	5,238	5,124	71	77	73	77	72	77
<i>Requires improvement</i>	538	283	243	107	781	390	14	7	7	4	11	6
<i>Inadequate</i>	27	28	43	20	70	48	1	1	1	1	1	1
Inspection outcome not available	927	898	492	485	1,419	1,383						
<b>Urban</b>												
<b>All Early Year Registered</b>	39,323	37,852	21,083	21,339	60,406	59,191						
Inspection outcome known	31,433	30,572	17,740	18,041	49,173	48,613	100	100	100	100	100	100
<i>Outstanding</i>	4,049	3,916	2,996	3,096	7,045	7,012	13	13	17	17	14	14
<i>Good</i>	22,005	23,087	13,013	13,967	35,018	37,054	70	76	73	77	71	76
<i>Requires improvement</i>	5,074	3,252	1,496	795	6,570	4,047	16	11	8	4	13	8
<i>Inadequate</i>	305	317	235	183	540	500	1	1	1	1	1	1
Inspection outcome not available	7,890	7,280	3,343	3,298	11,233	10,578						
<b>England</b>												
<b>All Early Year Registered</b>	44,234	42,563	24,882	24,691	69,116	67,254						
Inspection outcome known	35,416	34,382	21,045	20,908	56,461	55,290	100	100	100	100	100	100
<i>Outstanding</i>	4,633	4,496	3,600	3,625	8,233	8,121	13	13	17	17	15	15
<i>Good</i>	24,839	26,006	15,426	16,177	40,265	42,183	70	76	73	77	71	76
<i>Requires improvement</i>	5,612	3,535	1,741	903	7,353	4,438	16	10	8	4	13	8
<i>Inadequate</i>	332	345	278	203	610	548	1	1	1	1	1	1
Inspection outcome not available	8,818	8,181	3,837	3,783	12,655	11,964						

Number and percentage of Early Year Registered childcare places and most recent inspection outcome by rural urban classification, March and August 2016, England

	Number of childcare places						Percentage of childcare places					
	Childminder places		Childcare provider places		Total child places		Childminder places		Childcare provider places		Total child places	
	March	August	March	August	March	August	March	August	March	August	March	August
<b>Rural</b>												
<b>All Early Year Registered</b>	29,408	28,801	127,022	123,753	156,430	152,555						
Inspection outcome known	24,412	23,914	110,809	107,615	135,221	131,529	100	100	100	100	100	100
<i>Outstanding</i>	4,025	4,113	23,130	22,208	27,155	26,321	16	17	21	21	20	20
<i>Good</i>	17,003	17,855	79,306	81,426	96,310	99,281	70	75	72	76	71	75
<i>Requires improvement</i>	3,209	1,778	7,074	3,206	10,283	4,984	13	7	6	3	8	4
<i>Inadequate</i>	175	168	1,298	775	1,473	943	1	1	1	1	1	1
Inspection outcome not available	4,996	4,887	16,213	16,139	21,209	21,026						
<b>Urban</b>												
<b>All Early Year Registered</b>	231,003	228,645	897,844	900,164	1,128,847	1,128,809						
Inspection outcome known	189,297	189,467	770,222	778,040	959,518	967,507	100	100	100	100	100	100
<i>Outstanding</i>	26,307	26,438	147,673	151,627	173,980	178,065	14	14	19	19	18	18
<i>Good</i>	131,345	141,512	554,305	588,003	685,650	729,515	69	75	72	76	71	75
<i>Requires improvement</i>	29,862	19,569	58,686	31,046	88,548	50,616	16	10	8	4	9	5
<i>Inadequate</i>	1,783	1,947	9,557	7,364	11,340	9,311	1	1	1	1	1	1
Inspection outcome not available	41,707	39,178	127,622	122,124	169,329	161,302						
<b>England</b>												
<b>All Early Year Registered</b>	260,417	257,464	1,025,382	1,024,140	1,285,800	1,281,604						
Inspection outcome known	213,709	213,381	881,431	885,877	1,095,140	1,099,258	100	100	100	100	100	100
<i>Outstanding</i>	30,332	30,551	170,910	173,956	201,242	204,507	14	14	19	20	18	19
<i>Good</i>	148,348	159,367	633,835	669,491	782,183	828,858	69	75	72	76	71	75
<i>Requires improvement</i>	33,071	21,347	65,830	34,292	98,901	55,640	15	10	7	4	9	5
<i>Inadequate</i>	1,958	2,115	10,856	8,139	12,814	10,254	1	1	1	1	1	1
Inspection outcome not available	46,708	44,083	143,951	138,262	190,659	182,346						

Notes: A rural urban classification has been applied using the postcode district of each setting as the full postcode has been redacted in published data for a large number of childminders and childcare providers. A rural urban classification for postcode districts has been devised especially to analyse these data. The postcode district is the first part of a postcode. There are 2,320 postcode districts in England covering 2.1 million postcodes. Analysis at postcode district level is likely to under-estimate the number of settings in rural areas and over estimate the number in urban areas compared with the outcome had it been possible to use a classification based on the full postcode.

The totals for England may not correspond with the sum of rural and urban settings as the totals for England include a small number of settings for which it was not possible to match postcode districts to determine a rural urban classification. Totals for England correspond with published Ofsted totals. Excluded from the rural or urban totals as a result are for March 1 childminder (6 childcare places) and 17 childcare providers (517 childcare places) and for August 3 childminders (18 childcare places) and 10 childcare providers (222 childcare places).

In August 2016 there were an additional 2,123 childminders and 1,481 childcare providers in rural areas not on the EYR but on other childcare registers (not shown).

Includes Ofsted estimates where the number of childcare places is not reported. The number of childcare places reported by some childminders may be a default standard of 6 places.

For more information see [www.gov.uk/government/publications/childcare-providers-and-inspections-as-at-31-august-2016/childcare-providers-and-inspections-key-findings-as-at-31-august-2016](http://www.gov.uk/government/publications/childcare-providers-and-inspections-as-at-31-august-2016/childcare-providers-and-inspections-key-findings-as-at-31-august-2016)

Source: Ofsted Freedom of Information early years dataset and Defra analysis

[www.gov.uk/government/statistical-data-sets/foi-early-years-dataset-as-at-31-march-2016](http://www.gov.uk/government/statistical-data-sets/foi-early-years-dataset-as-at-31-march-2016)

[www.gov.uk/government/publications/foi-early-years-dataset-as-at-31-august-2016](http://www.gov.uk/government/publications/foi-early-years-dataset-as-at-31-august-2016)



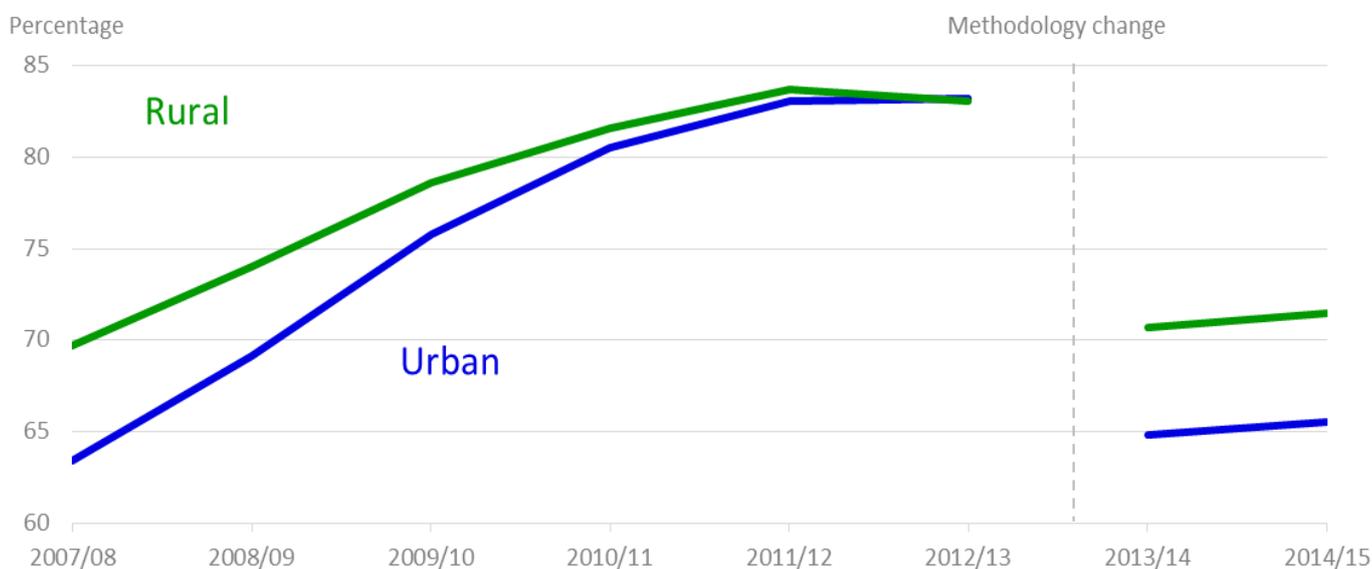
## Secondary education

- In the 2014/15 academic year, 71.5% 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 (65.5%) and England overall (66.5%).
- In 2014/15 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.
- The results using the Income Deprivation Affecting Children Index (IDACI) show that for pupils in rural areas the attainment levels were lower for all decile bands compared with pupils in urban areas. (See notes for information on IDACI).
- There is a wide variation in the GCSE attainment results at Local Authority District (LAD) level.
- Comparisons cannot be made between pre-2013/14 data and later years (see notes).

### 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	2014/15
Rural areas	69.7	74.0	78.6	81.6	83.7	83.1	70.7	71.5
Rural hamlet & isolated dwellings	74.2	77.2	81.0	83.2	85.4	84.7	74.5	75.0
Rural village	71.6	75.4	79.3	82.1	84.2	83.2	72.7	73.9
Rural town & fringe	67.1	72.0	77.4	80.7	82.8	82.6	68.4	69.1
Urban areas	63.4	69.1	75.8	80.5	83.1	83.2	64.8	65.5
City and town							63.8	64.4
Minor conurbation							59.7	60.7
Major conurbation							66.7	67.3
<b>England</b>	<b>64.6</b>	<b>70.0</b>	<b>76.3</b>	<b>80.7</b>	<b>83.2</b>	<b>83.2</b>	<b>65.8</b>	<b>66.5</b>

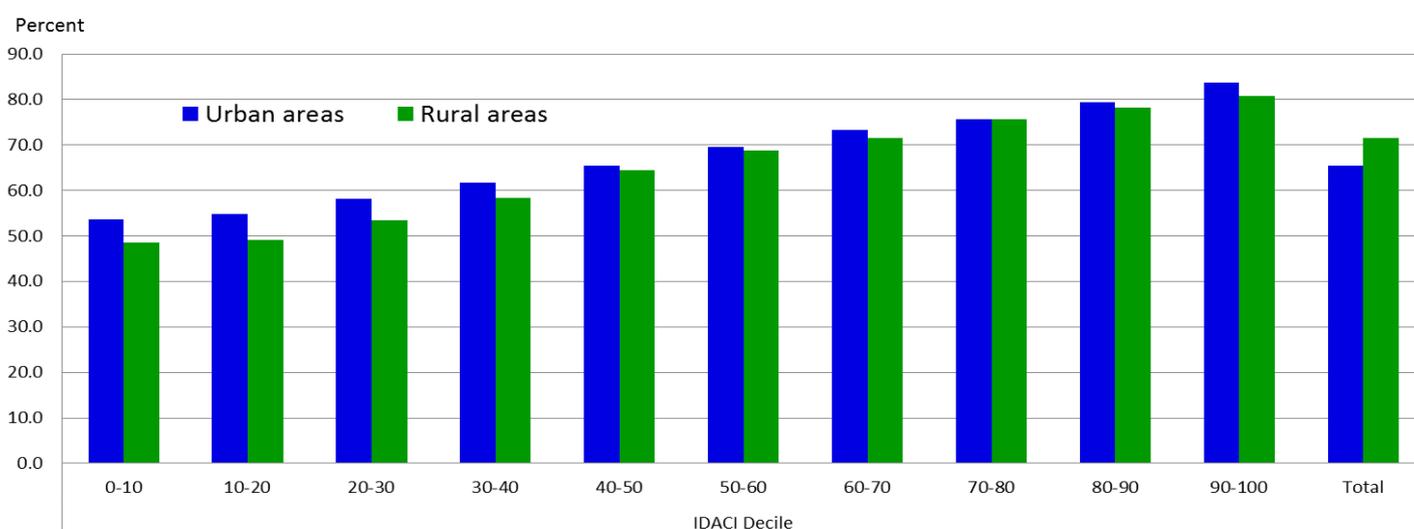
The vertical line indicates the introduction of the 2011 Rural-Urban Classification of Output Areas and other methodological changes that prevent comparison with previous years (see notes).

**Pupils leaving school with five or more A\* to C grades at GCSE level, based on Income Deprivation Affecting Children Indices (IDACI) decile and residency of pupils**

Achievement of five or more GCSEs at grades A\* to C in England, based on IDACI decile and residency of pupil (2014/15)

	IDACI Decile										Total
	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100	
England	53.7	54.6	57.9	61.3	65.2	69.3	72.7	75.7	79.0	83.0	66.5
Urban areas	53.7	54.8	58.2	61.7	65.4	69.6	73.2	75.7	79.3	83.7	65.5
Rural areas	48.6	49.2	53.5	58.4	64.4	68.7	71.6	75.6	78.3	80.8	71.5
Number of eligible pupils in:											
Urban areas	66,011	59,293	53,164	48,278	43,972	38,050	36,382	35,438	36,173	38,057	454,818
Rural areas	393	1,486	3,427	5,782	9,227	13,872	16,021	16,836	16,128	11,372	94,544

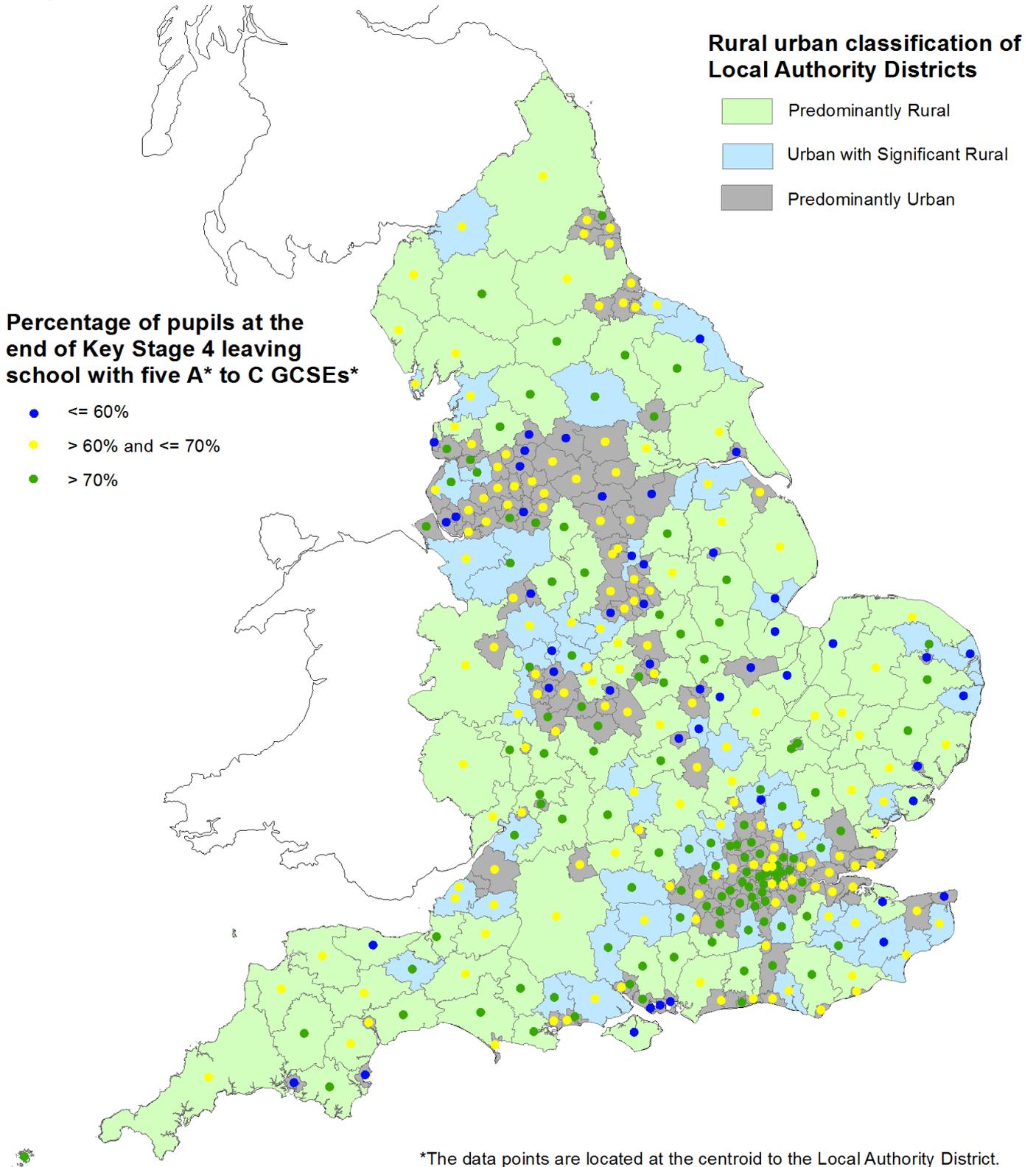
**Achievement of five or more GCSEs at grades A\* to C in England, based on IDACI decile and residency of pupil (2014/15)**



- The proportion of pupils achieving five or more A\* to C grades in their GCSEs at the end of Key Stage 4, based on residency of pupil:
  - increased between 2013/14 and 2014/15 for both rural and urban areas
  - was 6.0 percentage points higher in rural than urban areas in 2014/15
  - was lower for all rural areas for each IDACI decile group, compared with urban areas
- The question is, are the results for pupils in rural areas better or worse than those in urban areas. This is a complex question to which there is not a straightforward answer. When the data are considered at an aggregated rural level then the rural attainment results are on average better than the urban ones.
- However, we can also observe these results by the level of deprivation in the area where the pupil lives (using the Income Deprivation Affecting Children Index (IDACI)). The IDACI decile comparison adds context to the results by taking into account the circumstances of children attending the school that are beyond the school's control. When comparing results using IDACI decile bands, rural areas had lower achievement levels for all decile bands compared with urban areas.
- This differing outcome at the aggregated rural level and individual IDACI decile level may be explained by the different proportions of deprivation within rural and urban areas overall. In rural areas, 21% of pupils were in the decile bands 0 to 50 (those with the highest deprivation), compared with 60% of pupils in urban areas. Those pupils in these lower decile bands (0 to 50) generally had lower achievement levels compared with those in the decile bands above 50 (50 to 100). This factor results in a higher attainment average overall for rural pupils and the converse for urban pupils.
- It is also useful to consider geographical differences by comparing the results at Local Authority District level and region.

# Pupils leaving school with five or more A\* to C grades at GCSE level, by Local Authority District based on residency of pupils

Local Authority GCSE attainment levels based on location of pupil, by settlement type, in England (2014/15)



*Achievement of five or more GCSEs at grades A\* to C in England, based on local authority district (top 15 and lowest 15) and residency of pupil (2014/15)*

Ranking	LAD Code	LAD Name	LAD Rural Urban Classification (3 way class)	Number of eligible pupils	Percent achieving 5+ A*-C grades
1	E09000001	City of London	Predominantly Urban	19	84.2
2	E06000053	Isles of Scilly UA	Predominantly Rural	19	84.2
3	E07000240	St Albans	Predominantly Urban	1,553	82.4
4	E07000005	Chiltern	Urban with Significant Rural	1,103	82.4
5	E07000176	Rushcliffe	Predominantly Rural	1,101	81.0
6	E07000124	Ribble Valley	Predominantly Rural	651	80.3
7	E07000006	South Bucks	Urban with Significant Rural	655	79.5
8	E07000208	Epsom and Ewell	Predominantly Urban	862	79.5
9	E09000021	Kingston upon Thames	Predominantly Urban	1,438	79.3
10	E06000041	Wokingham UA	Predominantly Urban	1,657	79.2
11	E07000094	Winchester	Predominantly Rural	1,080	78.7
12	E07000133	Melton	Predominantly Rural	520	78.5
13	E07000242	East Hertfordshire	Urban with Significant Rural	1,556	78.5
14	E09000027	Richmond upon Thames	Predominantly Urban	1,229	78.4
15	E07000234	Bromsgrove	Predominantly Urban	959	78.3
312	E07000010	Fenland	Predominantly Rural	1,035	56.0
313	E07000138	Lincoln	Predominantly Urban	871	55.7
314	E06000031	Peterborough UA	Predominantly Urban	2,161	55.7
315	E06000015	Derby UA	Predominantly Urban	2,786	55.6
316	E06000046	Isle of Wight UA	Predominantly Rural	1,372	55.5
317	E08000011	Knowsley	Predominantly Urban	1,845	55.4
318	E07000174	Mansfield	Predominantly Urban	1,067	55.3
319	E07000148	Norwich	Predominantly Urban	1,065	54.8
320	E07000191	West Somerset	Predominantly Rural	342	54.1
321	E07000202	Ipswich	Predominantly Urban	1,368	54.0
322	E06000009	Blackpool UA	Predominantly Urban	1,512	53.5
323	E07000206	Waveney	Urban with Significant Rural	1,143	53.5
324	E07000114	Thanet	Predominantly Urban	1,504	52.7
325	E06000018	Nottingham UA	Predominantly Urban	2,857	49.6
326	E07000136	Boston	Urban with Significant Rural	732	48.4

Local Authority Districts ranked from 1 to 326, showing the top 15 (white) and lowest 15 LADs (green).

*Achievement of five or more GCSEs at grades A\* to C in England, based on region and residency of pupil (2014/15)*

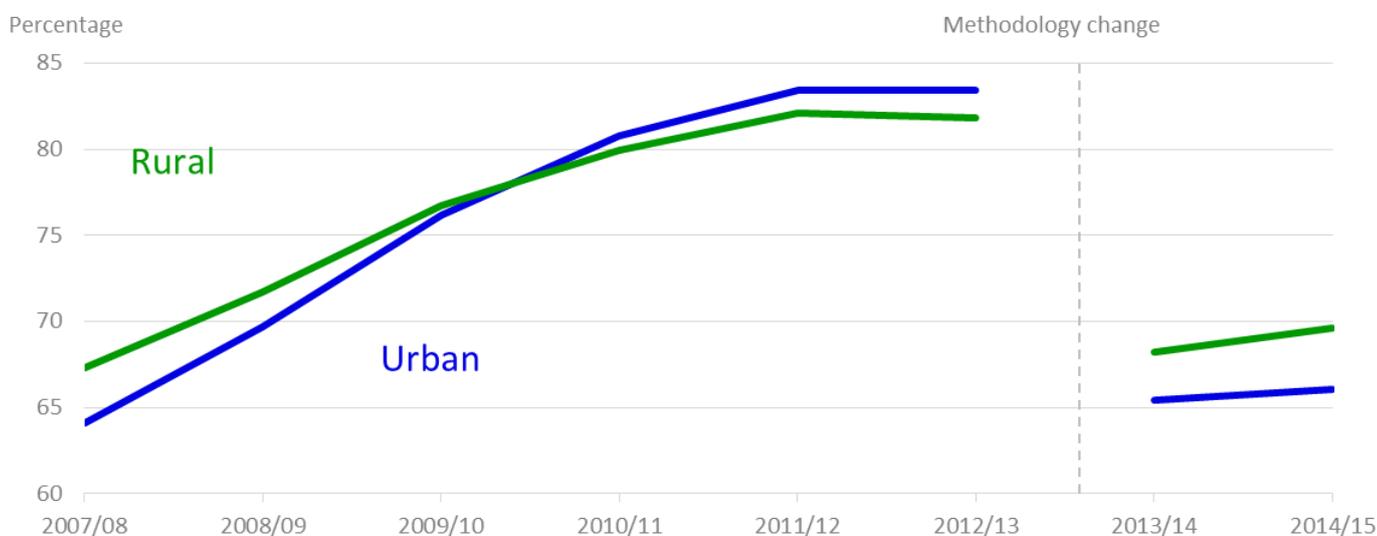
<b>Region</b>	<b>Number of eligible pupils</b>	<b>5+ A*-C grades</b>
East Midlands	48,903	63.0
Yorkshire and the Humber	56,428	64.0
West Midlands	61,219	64.4
North East	26,977	65.1
North West	75,928	66.0
East	62,266	66.6
South West	53,681	66.9
South East	87,790	67.9
London	76,170	71.5

- There is a wide variation in the GCSE attainment results at Local Authority District (LAD) level. The proportion of pupils achieving five or more A\* to C grades in their GCSEs at the end of Key Stage 4 was highest in City of London (84.2%) and lowest in Boston (48.4%).
- The lowest ranked region was East Midlands with 63% of pupils achieving 5 or more A\* to C grades, with London as the highest ranked (71.5% of pupils).
- Coastal Local Authority Districts also show a pattern of lower attainment levels. The following predominantly rural LADs all had GCSE attainment levels below or equal to 60% (annotated as blue dots on the map): Swale, South Holland, Tendring, King's Lynn and West Norfolk, Isle of Wight, and West Somerset.

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

### 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).



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

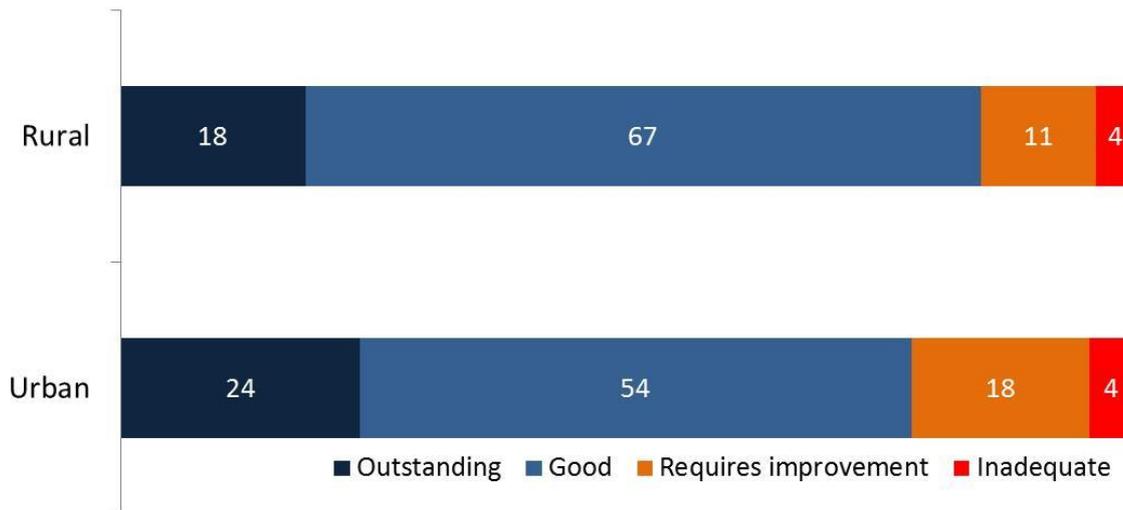
	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Rural areas	67.3	71.7	76.7	79.9	82.1	81.8	68.2	69.6
Rural hamlet & isolated dwellings	64.9	70.1	75.1	78.0	79.6	79.1	66.6	68.8
Rural village	67.3	71.4	76.3	79.2	82.0	80.9	68.4	70.1
Rural town & fringe	67.7	72.0	77.1	80.4	82.5	82.5	68.4	69.6
Urban areas	64.1	69.7	76.2	80.8	83.4	83.4	65.4	66.0
City and town							64.9	65.5
Minor conurbation							60.1	60.8
Major conurbation							66.8	67.3
<b>England</b>	<b>64.5</b>	<b>70.0</b>	<b>76.3</b>	<b>80.7</b>	<b>83.2</b>	<b>83.1</b>	<b>65.8</b>	<b>66.5</b>

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).

- The proportion of pupils achieving five or more A\* to C grades in their GCSEs at the end of Key Stage 4 based on school location:
  - was 3.6 percentage points higher in rural than urban areas in 2014/15, based on school location
- The percentage of pupils achieving five GCSEs at grades A\* to C in 2013/14 and 2014/15 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.

## School inspection outcomes, based on school location

Percentage of secondary schools with most recent school inspection outcome, as at 31 October 2016, based on rural urban classification of school location, England



Percentage of secondary schools with most recent school inspection outcome, as at 31 October 2016, based on rural urban classification of school location, England

	Percentage of schools				Number of schools		
	Outstanding	Good	Requires improvement	Inadequate	Total inspected	Inspected	Not yet inspected
Rural areas	18	67	11	4	100	456	34
Rural hamlet & isolated dwellings	16	74	9	0	100	43	5
Rural village	15	74	11	0	100	65	6
Rural town & fringe	19	64	12	5	100	348	23
Urban areas	24	54	18	4	100	2,644	252
City and town	21	57	19	4	100	1,475	127
Minor conurbation	18	46	31	6	100	90	18
Major conurbation	28	52	15	5	100	1,079	107
<b>England</b>	<b>23</b>	<b>56</b>	<b>17</b>	<b>4</b>	<b>100</b>	<b>3,100</b>	<b>286</b>

- At as 31 October 2016, 18 per cent of secondary schools in rural areas had received 'Outstanding' as the most recent inspection outcome, compared with 24 per cent of secondary schools in urban areas.
- A further 67 per cent of secondary schools in rural areas had received a 'Good' inspection outcome.



- Overall 85 per cent of secondary schools in rural areas had received ‘Outstanding’ or ‘Good’ inspection outcomes, compared with 78 per cent of secondary schools in urban areas.

## 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.

The Income Deprivation Affecting Children Index (IDAC) is a subset of the Income of Multiple Deprivation, with the Index showing the proportion of children in each Lower-layer Super Output Area that live in families that are income deprived. IDAC bands are based on 2010 IDACI scores. Information on the latest IDACI can be found at [www.gov.uk/government/statistics/english-indices-of-deprivation-2015](http://www.gov.uk/government/statistics/english-indices-of-deprivation-2015).

Methodological changes mean that from 2013/14 onwards data aren't comparable with previous years. This is due to incorporation of the recommendations of Professor Wolf's independent review of vocational education and new early entry rules. For a summary of these changes, see [Quality and methodology information: SFR41/2014](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/366555/SFR41_2014_QualityandMethodology.pdf), ([www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/366555/SFR41\\_2014\\_QualityandMethodology.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/366555/SFR41_2014_QualityandMethodology.pdf))

The Department for Education hosts the independent Wolf Report ([www.gov.uk/government/publications/review-of-vocational-education-the-wolf-report](http://www.gov.uk/government/publications/review-of-vocational-education-the-wolf-report)) and the final progress report ([www.gov.uk/government/publications/wolf-recommendations-progress-report](http://www.gov.uk/government/publications/wolf-recommendations-progress-report)).

**Source:** Department for Education *Pupil residency and school location tables: SFR 01/2016*, part of *Revised GCSE and equivalent results in England: 2014 to 2015* ([www.gov.uk/government/statistics/revised-gcse-and-equivalent-results-in-england-2014-to-2015](http://www.gov.uk/government/statistics/revised-gcse-and-equivalent-results-in-england-2014-to-2015)) and table *SFR01/2016: GCSE and equivalent results in England 2014/15 (Revised)* ([www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/493479/SFR01\\_2016\\_Pupil\\_Residency\\_and\\_School\\_Location\\_Tables.xls](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/493479/SFR01_2016_Pupil_Residency_and_School_Location_Tables.xls)).

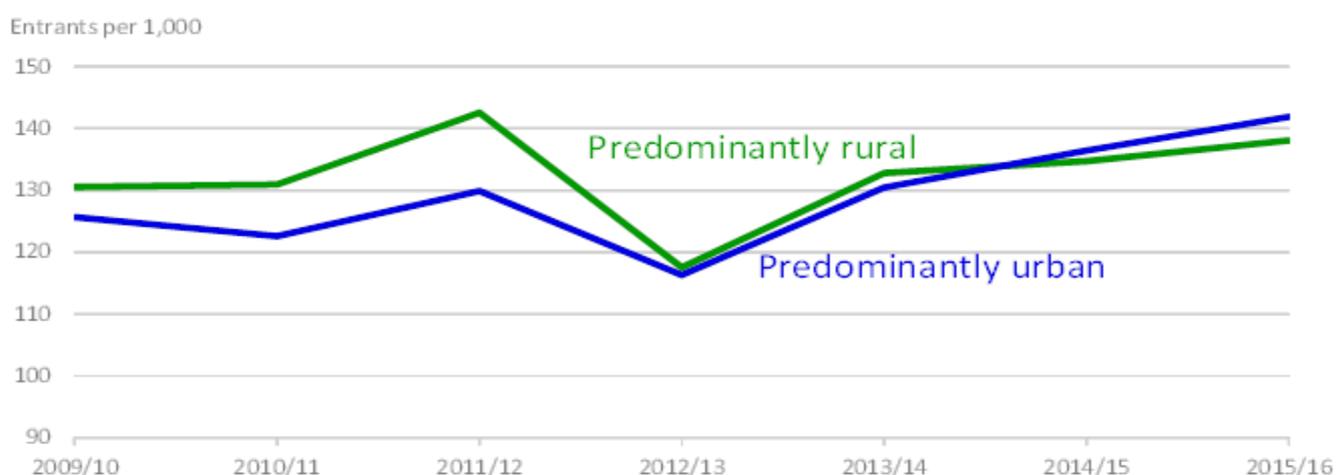
Ofsted Schools Management Information: [www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes](http://www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes) and Defra analysis. For one secondary school, which had not been inspected, it was not possible to match its location and apply a rural urban classification. It has not been included in the table.

## Higher education

- The rate of full-time entry to higher education institutions by 18 to 20 year olds in 2015/16 was slightly lower in *Predominantly rural* areas than in *Predominantly urban* areas (138 compared with 142 entrants per 1,000 18 to 20 year olds respectively).
- For part-time entry the ratio was higher in *Predominantly rural* areas (5 per 1,000) than in *Predominantly urban* areas (3 per 1,000).
- Rates of entry to part-time higher education have been falling since around 2009/10.
- The rates for entrants to higher education institutions are based on where the students are living prior to commencing higher education and 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



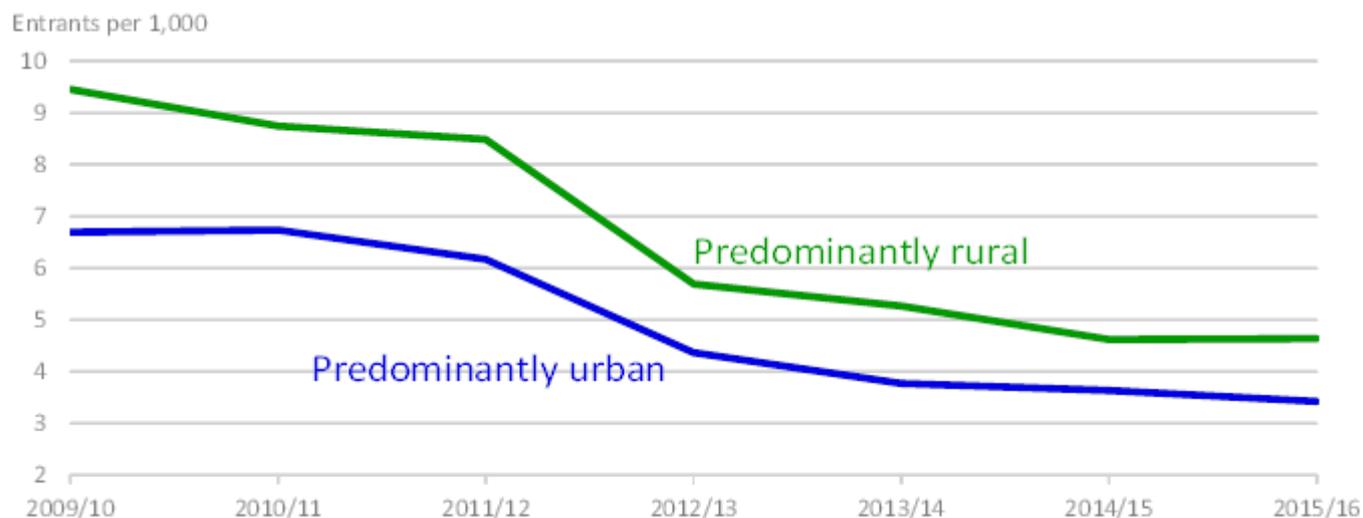
- There has been an increase in the rate of enrolment for full-time courses at higher education institutions in England between 2012/13 and 2015/16. This followed a decrease in the previous year that coincided with changes to tuition fee arrangements.
- The rate of entry to higher education by 18 to 20 year olds has tended to be higher for those living in *Predominantly rural* areas than *Predominantly urban* areas, but the rate for *Predominantly urban* areas rose above *Predominantly rural* areas in 2014/15.

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

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Predominantly rural	131	131	143	118	133	135	138
Urban with significant rural	143	142	152	129	142	145	149
Predominantly urban	126	123	130	116	130	136	142
<b>England</b>	130	128	137	119	133	138	143

## Part-time entrants to higher education

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



- 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 2015/16 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 3 entrants per 1,000 population for those living in *Predominantly urban* areas.
- *Predominantly rural* areas have had a consistently higher rate of part time enrolment to higher education 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

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Predominantly rural	9	9	8	6	5	5	5
Urban with significant rural	8	8	7	5	5	5	5
Predominantly urban	7	7	6	4	4	4	3
<b>England</b>	7	7	7	5	4	4	4

#### Notes

Rates are presented as the number of people per 1,000 aged 18 to 20, using mid-year population estimates as the baseline. Data on entrants to higher education 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.

**Source:** Department for Education.

## Skills

The skills detailed in this section 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.

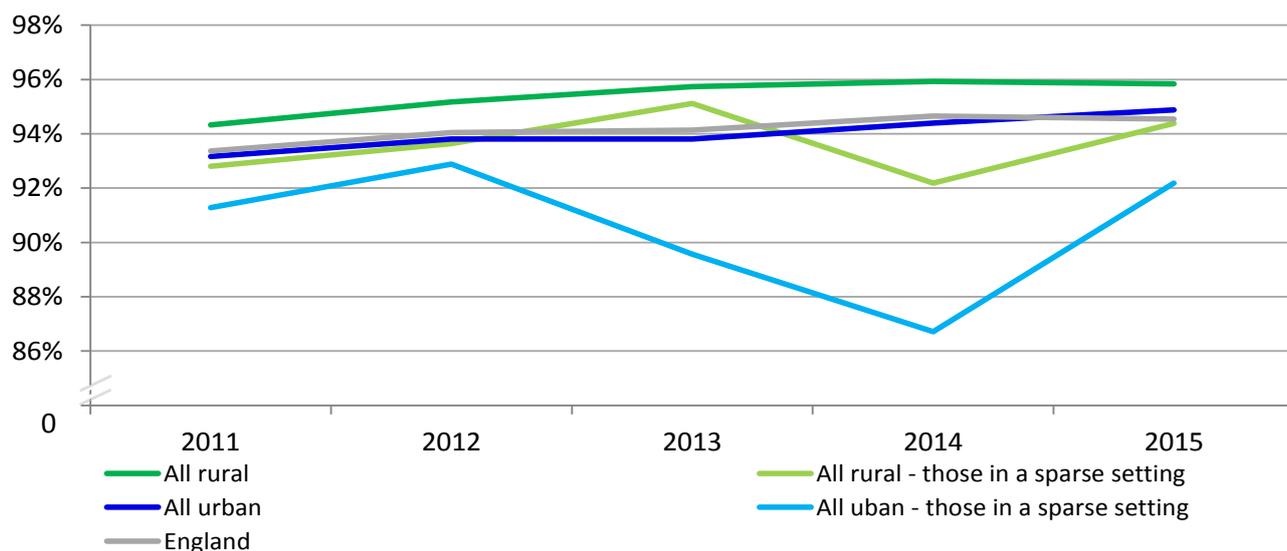
### Residence based skills

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 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.

- When comparing rural and urban areas the proportion of working age population with at least one qualification has been consistently highest for the total rural category for the last five years. In 2015, 95.8 per cent of working age people living in *all rural areas* had at least one qualification compared to 94.9 per cent in *all urban areas*.
- The proportion of working age population with NVQ2 or above was consistently higher for people living in the *all rural* category than for those living in the *all urban* category. This is the same for those with NVQ4 and above however the proportions were more tightly grouped.

**Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2015**



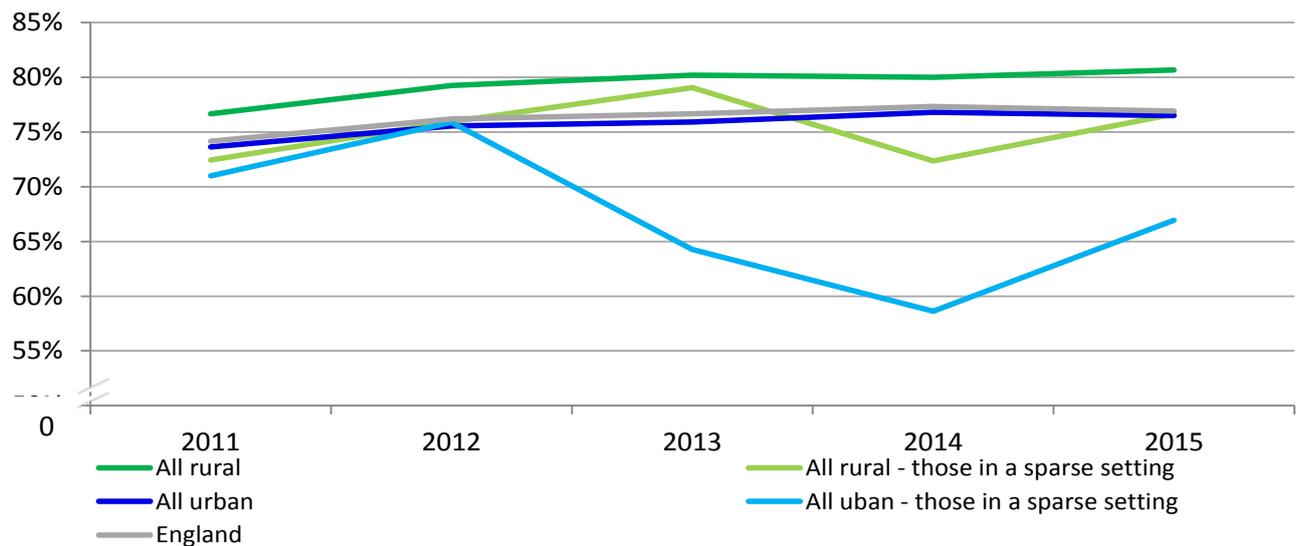
- The proportion of working age population that have at least one qualification was higher in *rural areas* than in *urban areas*, 95.8 per cent and 94.9 per cent respectively.
- For the total rural classification the proportion was higher than the average England proportion of 94.5 per cent, however this differs when you look at the total for rural areas in a sparse setting which shows more fluctuation and falls below the England average in all years except 2013.
- The proportion of working age population with at least one qualification has risen in all areas since 2011.

*Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2015*

	2011	2012	2013	2014	2015
All rural	94.3	95.2	95.7	95.9	95.8
those in a sparse setting	92.8	93.6	95.1	92.2	94.4
All urban	93.2	93.8	93.8	94.4	94.9
those in a sparse setting	91.3	92.9	89.6	86.7	92.2
All rural town & fringe	94.5	95.3	95.6	96.1	95.8
those in a sparse setting	92.1	92.6	94.0	91.9	93.3
All rural village	94.2	95.3	96.1	96.1	96.2
those in a sparse setting	95.3	95.8	95.5	91.9	95.3
All rural hamlet	94.5	95.0	95.8	96.1	95.4
those in a sparse setting	91.1	92.6	96.0	92.7	95.1
England	93.4	94.0	94.1	94.7	94.5

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

**Proportion of working age population with NVQ2 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015**



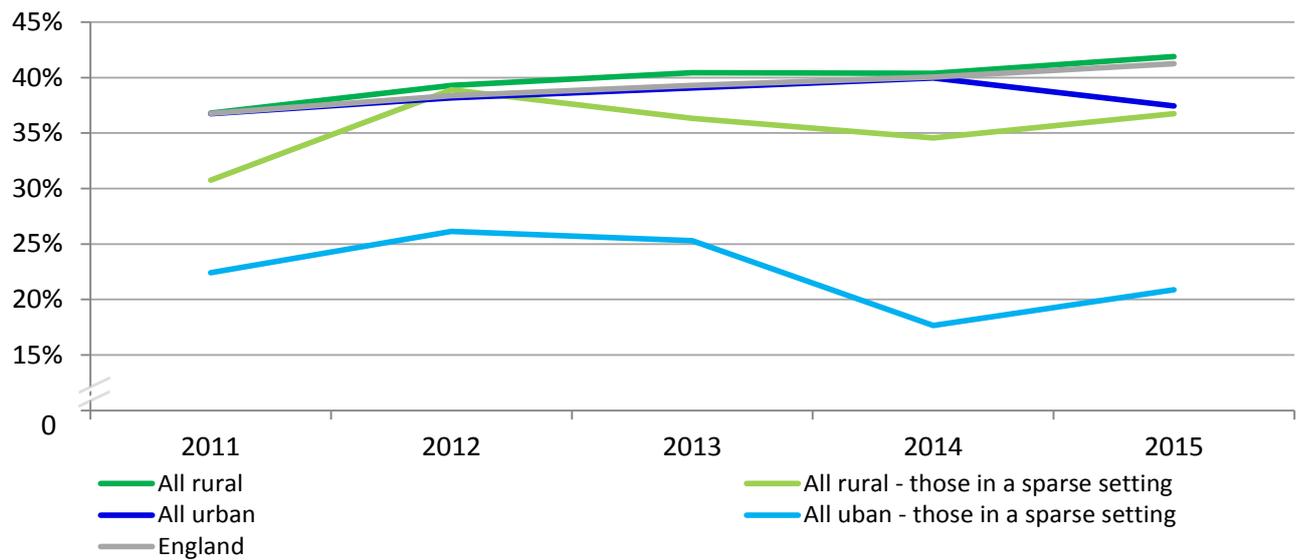
- The proportion of working age population with qualifications at NVQ Level 2 (or equivalent) and above has been consistently highest for people living in *rural areas* between 2011 and 2015. Those living in sparse settlement types show a much greater level of fluctuation over the time period.
- In 2015, the proportion of working age people with qualifications at NVQ Level 2 or above was 80.7 per cent for people living in *rural areas* and 76.5 per cent for people living in *urban areas*.

*Proportion of working age population with NVQ2 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015*

	2011	2012	2013	2014	2015
All rural	76.7	79.3	80.2	80.0	80.7
those in a sparse setting	72.5	75.9	79.1	72.4	76.6
All urban	73.6	75.5	75.9	76.8	76.5
those in a sparse setting	71.0	75.9	64.3	58.6	66.9
All rural town & fringe	75.8	78.6	79.4	79.3	79.8
those in a sparse setting	71.7	72.6	80.4	71.1	72.8
All rural village	77.4	80.0	80.5	81.3	81.4
those in a sparse setting	79.2	78.5	78.3	71.4	78.8
All rural hamlet	79.2	80.9	82.2	81.8	82.0
those in a sparse setting	66.5	77.1	78.2	74.6	80.1
England	74.2	76.2	76.7	77.3	76.9

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

**Proportion of working age population with NVQ4 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015**



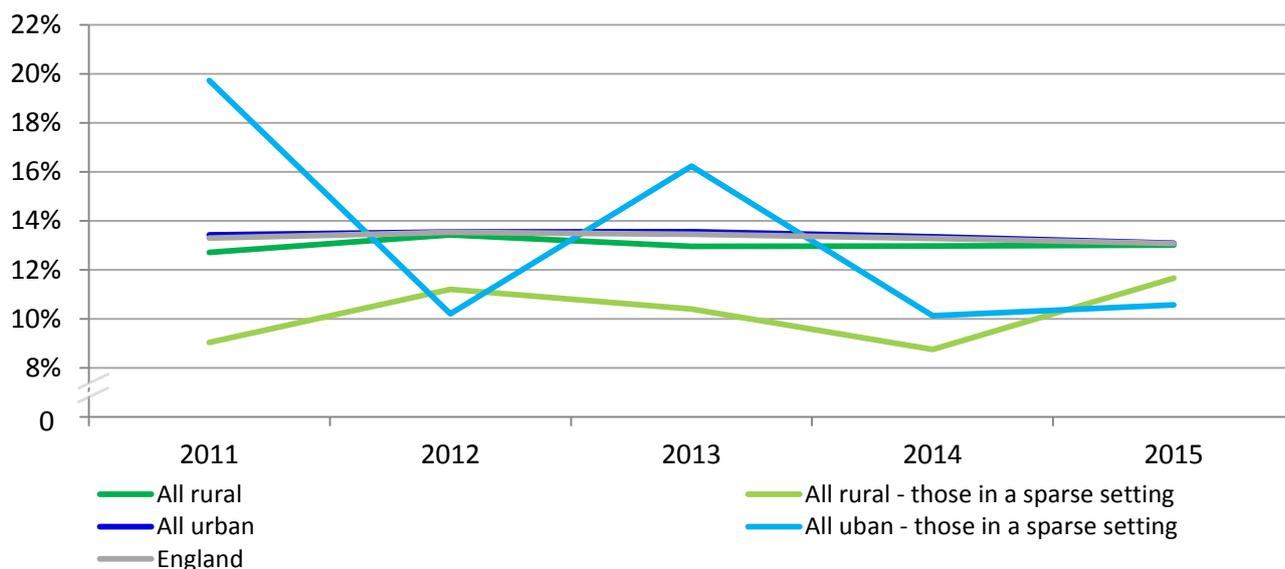
- The proportion of working age population with qualifications at NVQ Level 4 (or equivalent) and above is broadly similar in all areas until 2015 when urban areas shows a decline in comparison to rural areas and the England average.
- In 2015, 41.9 per cent of working age people living in rural areas had NVQ4 equivalent or above.

*Proportion of working age population with NVQ level 4 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015*

	2011	2012	2013	2014	2015
All rural	36.8	39.3	40.4	40.4	41.9
those in a sparse setting	30.7	38.9	36.3	34.6	36.7
All urban	36.8	38.2	39.1	40.0	37.4
those in a sparse setting	22.4	26.2	25.3	17.6	20.9
All rural town & fringe	33.6	35.9	37.8	38.4	39.0
those in a sparse setting	31.1	37.3	34.5	33.7	32.3
All rural village	40.3	42.5	42.1	42.8	44.2
those in a sparse setting	33.1	38.8	36.0	30.7	36.0
All rural hamlet	41.8	43.7	46.4	43.3	46.2
those in a sparse setting	28.0	40.8	38.9	39.0	43.2
England	36.8	38.4	39.3	40.0	41.3

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 (residence based), by local authority classification in England, 2011 to 2015**



- 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 is broadly the same for people living in *rural areas* and those living in *urban areas*.

*Proportion of employees and self-employed that received on the job training in last 4 week, (residence based), by local authority classification in England, 2011 to 2015*

	percentage				
	2011	2012	2013	2014	2015
All rural	12.7	13.4	13.0	13.0	13.0
those in a sparse setting	9.0	11.2	10.4	8.8	11.7
All urban	13.4	13.5	13.6	13.3	13.1
those in a sparse setting	19.7	10.2	16.2	10.1	10.6
All rural town & fringe	13.7	14.3	13.1	13.6	13.1
those in a sparse setting	10.6	10.4	12.2	10.8	13.4
All rural village	12.5	12.7	13.1	13.6	13.5
those in a sparse setting	9.5	9.7	9.9	6.5	11.9
All rural hamlet	11.3	12.8	13.1	11.3	12.3
those in a sparse setting	6.9	13.8	8.8	8.6	9.1
England	13.3	13.5	13.5	13.3	13.1

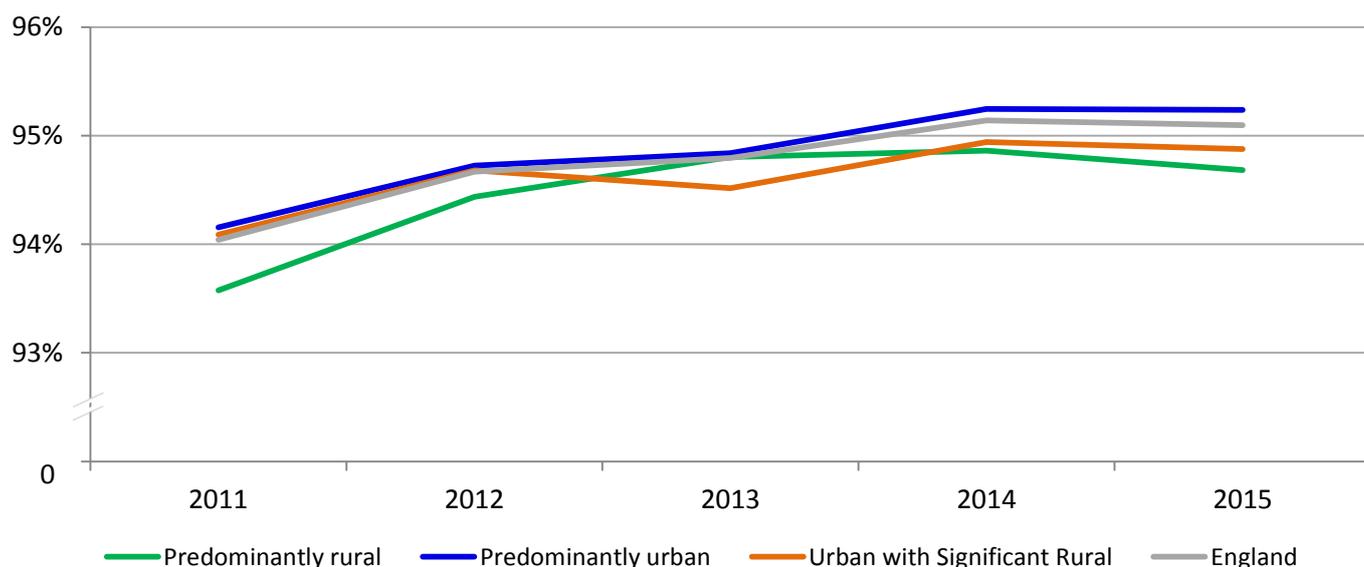
Note: The population comprises those who responded yes and no to the question 'have you received on the job training in the last 4 weeks' and also those who responded that the question was not applicable.  
 Source: ONS, Annual Population Survey



## 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 lower for those working in *predominantly rural areas* than those working in *predominantly urban areas*, 94.7 per cent and 95.2 per cent respectively.
- In 2015, the proportion of working age population with NVQ Level 2 or above working in *predominantly rural areas* was 76.1 per cent which was lower than *predominantly urban areas* at 79.0 per cent.
- In 2015, the proportion of working age population with NVQ Level 4 or above working in *predominantly rural areas* was 35.4 per cent, which was lower than the 44.7 per cent of people working in *predominantly urban areas*
- In 2015, 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 12.9 per cent compared to 13.3 per cent in *predominantly urban areas*.

**Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2011 to 2015**



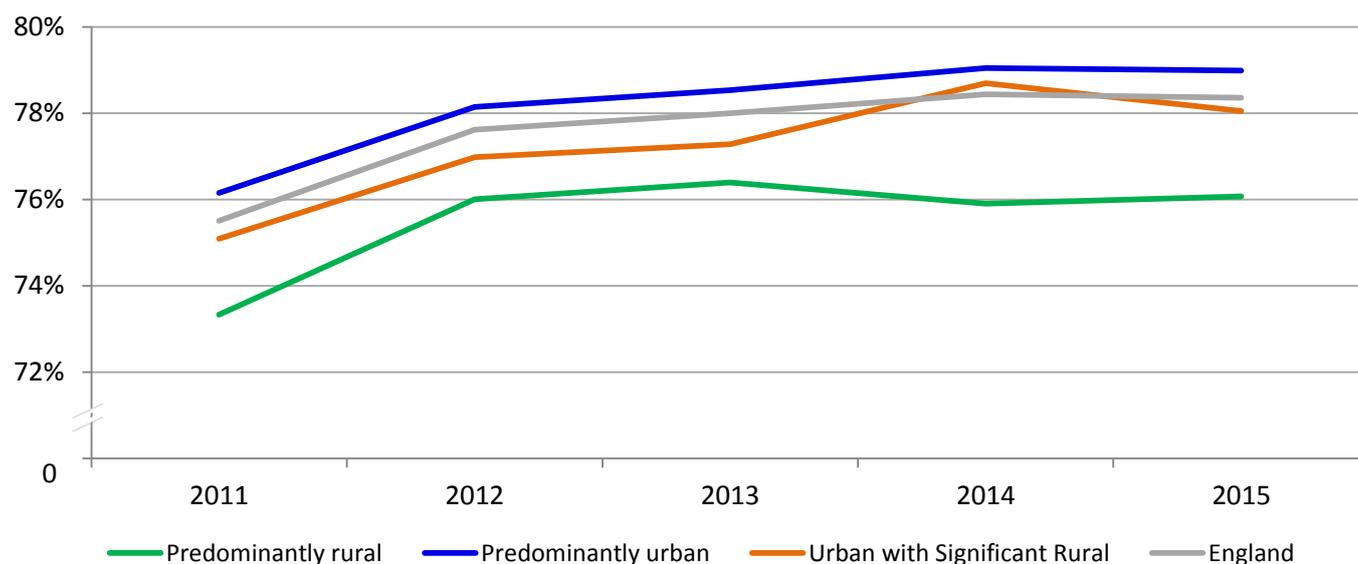
- The proportion of people with at least one qualification has increased in all areas since 2011
- The proportion of people with at least one qualification is generally higher in *predominantly urban areas* except for 2013 when both *predominantly urban* and *predominantly rural* had the same proportion.

*Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2011 to 2015*

	2011	2012	2013	2014	2015
					<i>percentage</i>
Mainly Rural	93.3	94.3	95.2	94.9	94.8
Largely Rural	93.8	94.5	94.5	94.8	94.6
Urban with Significant Rural	94.1	94.7	94.5	94.9	94.9
Urban with City and Town	94.1	94.8	95.0	95.6	95.7
Urban with Minor Conurbation	94.5	95.1	94.7	94.3	94.8
Urban with Major Conurbation	94.2	94.6	94.8	95.1	95.0
Predominantly rural	93.6	94.4	94.8	94.9	94.7
Predominantly urban	94.2	94.7	94.8	95.2	95.2
England	94.0	94.7	94.8	95.1	95.1

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, 2011 to 2015**



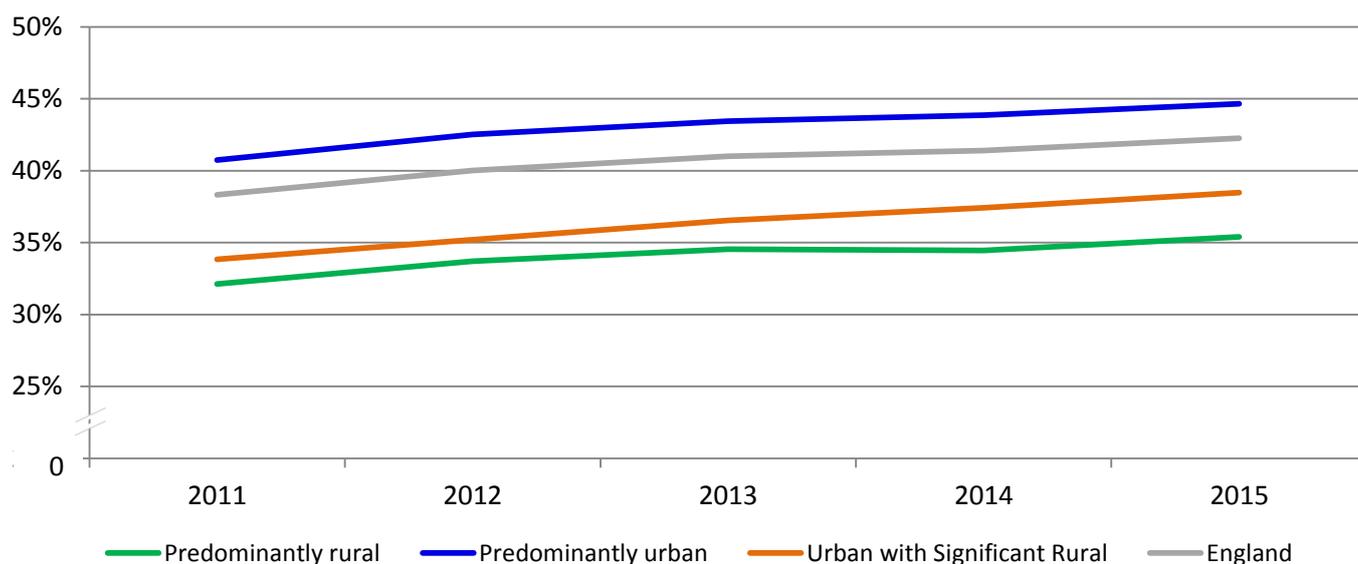
- A higher proportion of people working in *predominantly urban areas* have NVQ Level 2 or above, than people working in *predominantly rural areas*.
- In 2015 in *predominantly rural areas* the proportion was 76.1 per cent, compared with 79.0 per cent in *predominantly urban areas*.

*Proportion of working age population with NVQ level 2 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2011 to 2015*

	<i>percentage</i>				
	2011	2012	2013	2014	2015
Mainly Rural	72.7	75.7	77.5	76.1	75.9
Largely Rural	73.9	76.2	75.5	75.8	76.2
Urban with Significant Rural	75.1	77.0	77.3	78.7	78.0
Urban with City and Town	75.7	77.5	78.2	78.5	78.6
Urban with Minor Conurbation	74.8	76.3	76.9	77.1	76.2
Urban with Major Conurbation	76.7	78.8	79.0	79.7	79.5
Predominantly rural	73.3	76.0	76.4	75.9	76.1
Predominantly urban	76.2	78.1	78.5	79.0	79.0
England	75.5	77.6	78.0	78.4	78.4

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, 2011 to 2015**



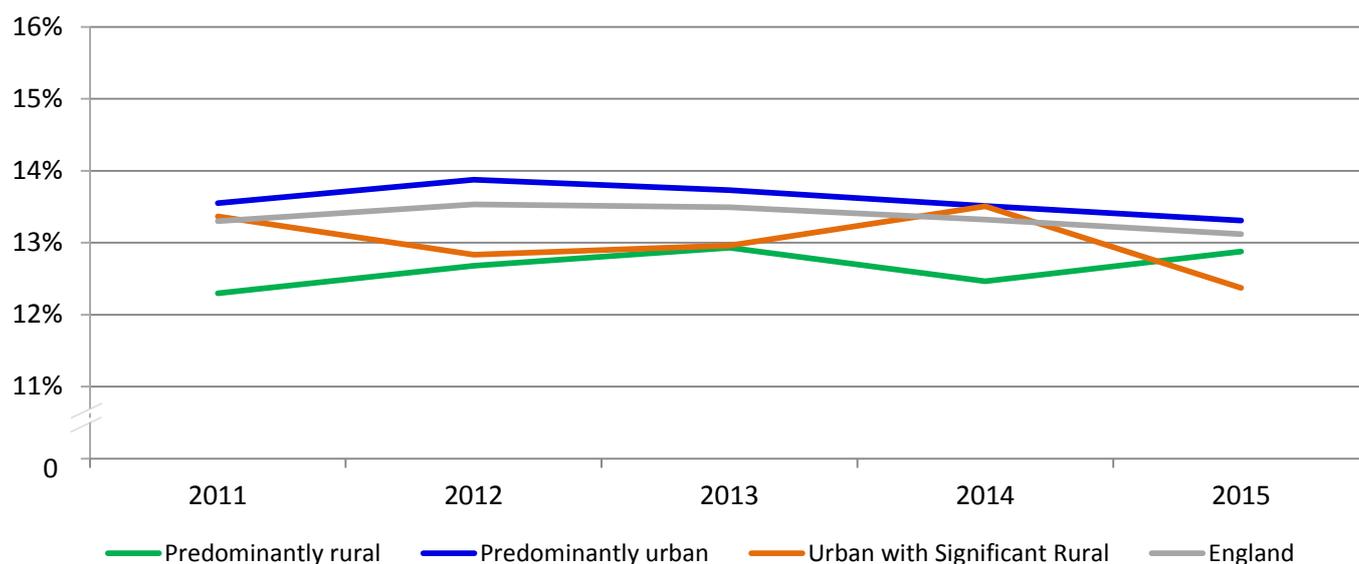
- The proportion of working age population with NVQ Level 4 or equivalent is much higher for people working in *predominantly urban areas*, than those working in rural areas.
- In *predominantly urban areas* the proportion with NVQ Level 4 or equivalent was 44.7 per cent compared with 35.4 per cent in *predominantly rural areas*.

*Proportion of working age population with at least NVQ level 4 (or equivalent) (workplace based), by Local Authority Classification in England, 2011 to 2015*

	<i>percentage</i>				
	2011	2012	2013	2014	2015
Mainly Rural	32.1	34.5	35.6	35.0	35.1
Largely Rural	32.2	33.0	33.7	34.1	35.6
Urban with Significant Rural	33.8	35.2	36.5	37.4	38.5
Urban with City and Town	36.7	38.6	39.0	39.8	40.2
Urban with Minor Conurbation	33.8	36.2	36.4	35.6	36.6
Urban with Major Conurbation	44.6	46.1	47.5	47.7	48.7
Predominantly rural	32.1	33.7	34.5	34.5	35.4
Predominantly urban	40.7	42.5	43.4	43.9	44.7
England	38.3	40.0	41.0	41.4	42.3

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, 2011 to 2015**



- A higher percentage of people working in urban areas received on the job training than people working in rural areas
- In *predominantly urban areas* the percentage receiving on the job training was 13.3 per cent compared with 12.9 per cent in *predominantly rural areas*.

*Proportion of employees, self-employed and trainees receiving on the job training in last 4 weeks (workplace based), by Local Authority Classification in England, 2011 to 2015*

	2011	2012	2013	2014	2015
					<i>percentage</i>
Mainly Rural	11.9	12.6	13.3	12.4	12.0
Largely Rural	12.6	12.7	12.7	12.5	13.6
Urban with Significant Rural	13.4	12.8	13.0	13.5	12.4
Urban with City and Town	14.3	15.0	14.3	14.0	14.0
Urban with Minor Conurbation	15.1	15.0	15.5	13.7	16.1
Urban with Major Conurbation	12.8	12.9	13.1	13.1	12.5
Predominantly rural	12.3	12.7	12.9	12.5	12.9
Predominantly urban	13.5	13.9	13.7	13.5	13.3
England	13.3	13.5	13.5	13.3	13.1

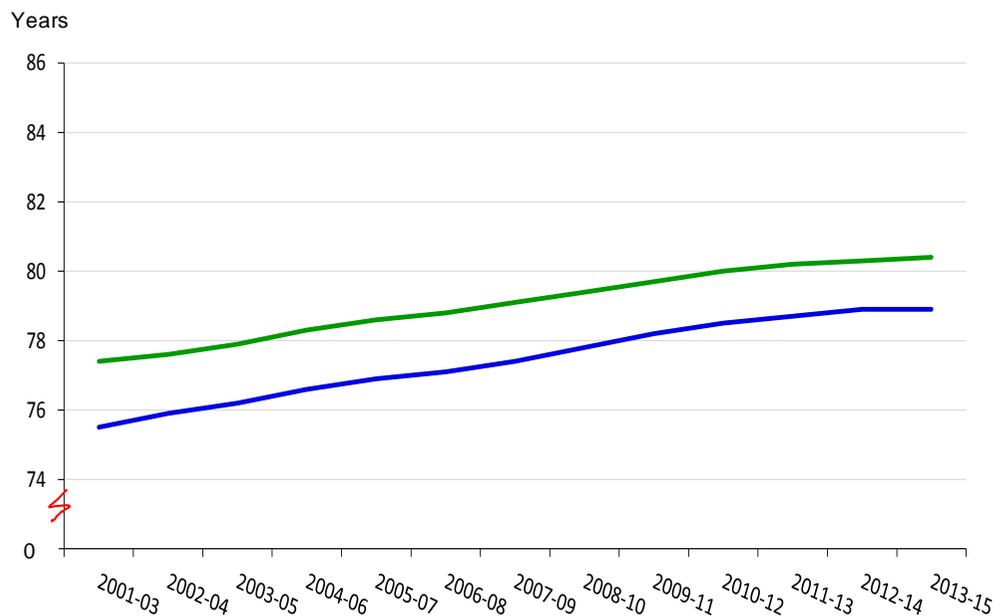
Source: ONS, Annual Population Survey/Labour Force Survey.

# Health and Wellbeing

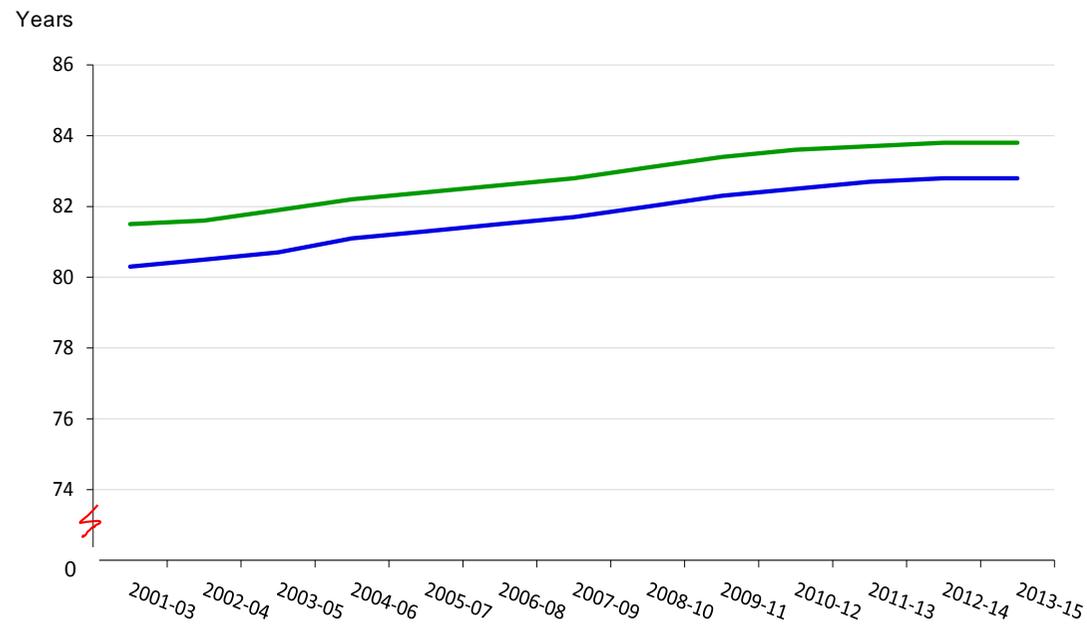
- **Average life expectancy was highest in *Mainly Rural areas*:** On average, people born in *Mainly Rural* areas in 2013-15 are on average expected to live two years longer than people born in *Urban with Minor Conurbation* areas.
- The average life expectancy in 2013-15 was 79.4 years for men and 83.1 years for women in England.
- **Potential years of life lost (PYLL) from all causes of death was lower in predominantly rural areas than predominantly urban areas.** For the period 2012-2014, the highest rate of PYLL was in *Urban with Major Conurbation* areas at 475 years of life lost per 10,000 population. The lowest rate of PYLL was in *Mainly Rural* areas, at 372 years of life lost per 10,000 population.
- **Infant mortality is lower in *rural areas* than in *urban areas*:** In 2015, the infant mortality rate in *rural areas* was 3.1 deaths per 1,000 live births, compared with 4.0 deaths per 1,000 live births in *urban areas*.

## Life expectancy

Male life expectancy at birth, by Local Authority Classification, in England



Female life expectancy at birth, by Local Authority Classification, in England



- Life expectancy has increased in *Predominantly Urban* and *Predominantly Rural* areas since 2001-03 to 2012-14, with levels remaining largely the same in 2013-15 as they were in 2012-14.
- In 2013-15 the average England life expectancy for men was 79.4 years and 83.1 years for women. This means that a newborn boy born in England can on average, expect to live to 79.4 years of age, if mortality rates stay the same throughout his lifetime. Likewise, for a newborn girl, they can on average expect to live to 83.1 years of age.
- Life expectancy was higher for people born in *Predominantly Rural* areas compared with *Predominantly Urban* areas. Highest life expectancy was in *Mainly Rural* areas, with male life expectancy at 80.6 years and female life expectancy at 84.0 years.
- Life expectancy was lowest for both males and females in *Urban with Minor Conurbations*.

*Male life expectancy at birth in years, by Local Authority Classification, in England*

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14	2013-15
Mainly Rural	77.6	77.9	78.2	78.5	78.8	79.0	79.3	79.7	80.0	80.2	80.3	80.5	80.6
Largely Rural	77.1	77.4	77.7	78.1	78.5	78.7	79.0	79.2	79.6	79.8	80.0	80.2	80.2
Urban with City and Town	76.0	76.3	76.6	77.0	77.2	77.5	77.7	78.0	78.4	78.7	78.9	79.0	79.0
Urban with Major Conurbation	75.2	75.6	75.9	76.3	76.7	76.9	77.3	77.6	78.1	78.4	78.7	78.9	78.9
Urban with Minor Conurbation	75.3	75.5	75.9	76.3	76.5	76.8	77.1	77.5	77.9	78.2	78.4	78.4	78.3
Urban with Significant Rural	77.1	77.4	77.7	78.1	78.4	78.7	78.9	79.2	79.6	79.9	80.0	80.1	80.2
Predominantly Rural	77.4	77.6	77.9	78.3	78.6	78.8	79.1	79.4	79.7	80.0	80.2	80.3	80.4
Predominantly Urban	75.5	75.9	76.2	76.6	76.9	77.1	77.4	77.8	78.2	78.5	78.7	78.9	78.9
<b>England</b>	76.1	76.4	76.8	77.1	77.4	77.7	78.0	78.3	78.7	79.0	79.2	79.3	79.4

*Female life expectancy at birth in years, by Local Authority Classification, in England*

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14	2013-15
Mainly Rural	81.7	81.8	82.1	82.5	82.7	82.8	83.0	83.3	83.7	83.8	83.9	84.0	84.0
Largely Rural	81.4	81.5	81.7	82.0	82.2	82.4	82.6	82.9	83.2	83.4	83.5	83.6	83.6
Urban with City and Town	80.6	80.7	80.9	81.3	81.5	81.6	81.9	82.1	82.4	82.6	82.7	82.8	82.8
Urban with Major Conurbation	80.2	80.4	80.6	81.0	81.2	81.4	81.7	81.9	82.3	82.5	82.7	82.8	82.8
Urban with Minor Conurbation	79.9	80.0	80.3	80.7	80.9	81.0	81.1	81.5	81.9	82.1	82.2	82.1	82.1
Urban with Significant Rural	81.4	81.5	81.8	82.1	82.3	82.5	82.7	82.9	83.2	83.4	83.6	83.7	83.6
Predominantly Rural	81.5	81.6	81.9	82.2	82.4	82.6	82.8	83.1	83.4	83.6	83.7	83.8	83.8
Predominantly Urban	80.3	80.5	80.7	81.1	81.3	81.5	81.7	82.0	82.3	82.5	82.7	82.8	82.8
<b>England</b>	80.7	80.9	81.1	81.5	81.7	81.8	82.1	82.3	82.7	82.8	83.0	83.1	83.1

Notes: Weighted average is calculated using NOMIS mid year population estimates by Local Authority and using RUCLAD 2011.

Office for National Statistics (ONS) Life expectancy tables:

[www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/lifeexpectancyatbirthandage65bylocalareasuk](http://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/lifeexpectancyatbirthandage65bylocalareasuk)



## Potential years of life lost (PYLL)

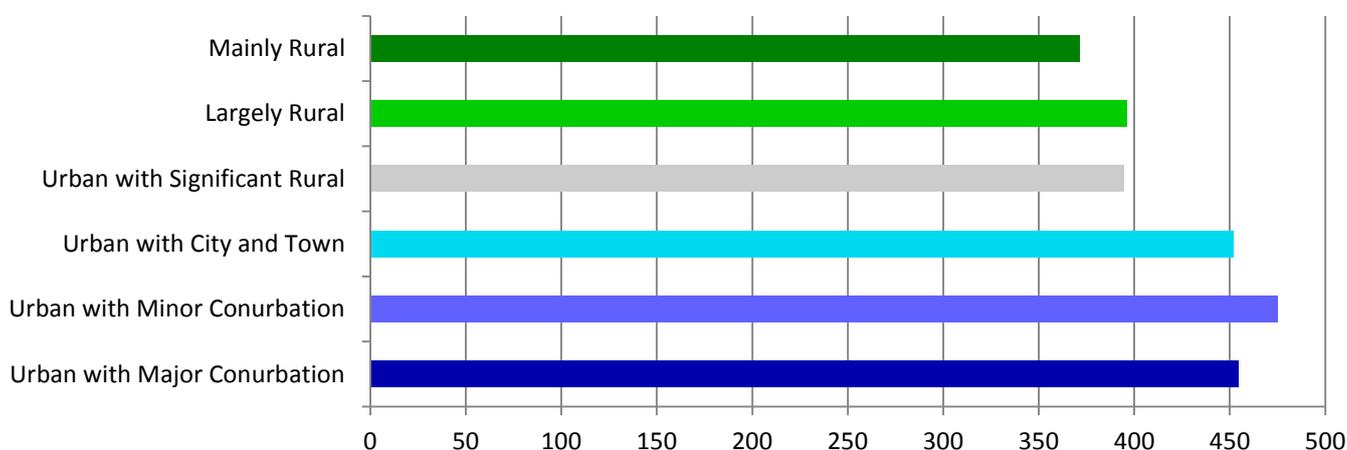
Potential Years of Life Lost (PYLL) is the difference between the actual age of death due to a particular condition or disease and the expected age of death if that person had not suffered from that disease. This indicator measures the PYLL for all causes of death.

- The highest rate of PYLL was in *Urban with Minor Conurbation* areas at 475 years of life lost per 10,000 population.
- The lowest rate of PYLL was in *Mainly Rural* areas, at 372 years of life lost per 10,000 population.

Years of life lost per 10,000 population for all causes, by Local Authority classification, England, 2012-14

	All Causes
Mainly Rural	372
Largely Rural	396
Urban with Significant Rural	394
Urban with City and Town	452
Urban with Minor Conurbation	475
Urban with Major Conurbation	454
Predominantly urban	455
Predominantly rural	386
<b>England</b>	<b>432</b>

Years of life lost due to mortality from all causes, England, 2012-14



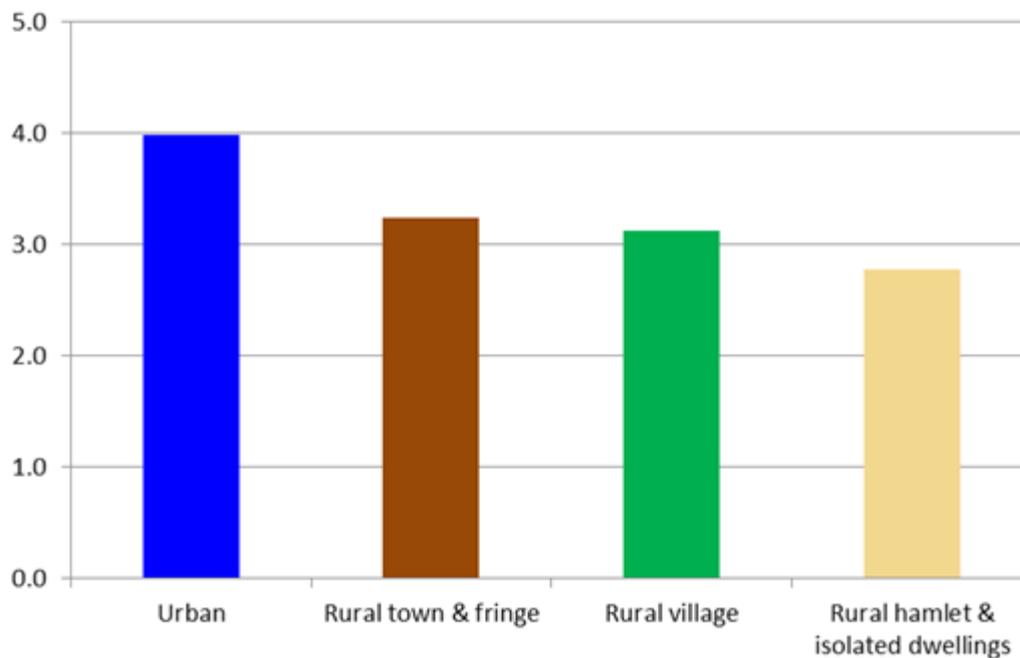
Notes: PYLL measures the average number of years a person would have lived had they not died prematurely (age 1 to 74), per 10,000 population. Data are based on the original underlying cause of death measured by directly age-standardised rates. Data for 2012-2014 are pooled and weighted by the 2013 NOMIS population estimates of local authorities.

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

## Infant mortality rate

### Infant mortality rate, by settlement type in England, 2015

Deaths per 1,000 live births



### Infant deaths (aged under 1 year) per 1,000 live births, by settlement type in England, 2015

	2015
Urban	4.0
Rural	3.1
Rural town & fringe	3.2
Rural village	3.1
Rural hamlet & isolated dwellings	2.8
<b>England</b>	<b>3.9</b>

- The Infant Mortality Rate (IMR) is the number of infant (under one year old) deaths per 1,000 live births.
- In 2015, the IMR was lower in *rural areas* at 3.1 deaths per 1,000 live births than the England average of 3.9 per 1,000 live births. The IMR for *urban areas* was 4.0 deaths per 1,000 live births.
- The IMR for *rural areas* has decreased by 0.7 deaths per 1,000 live births between 2003 and 2015. Over the same period, the IMR for *urban areas* has decreased by 1.6 deaths per 1,000 live births.

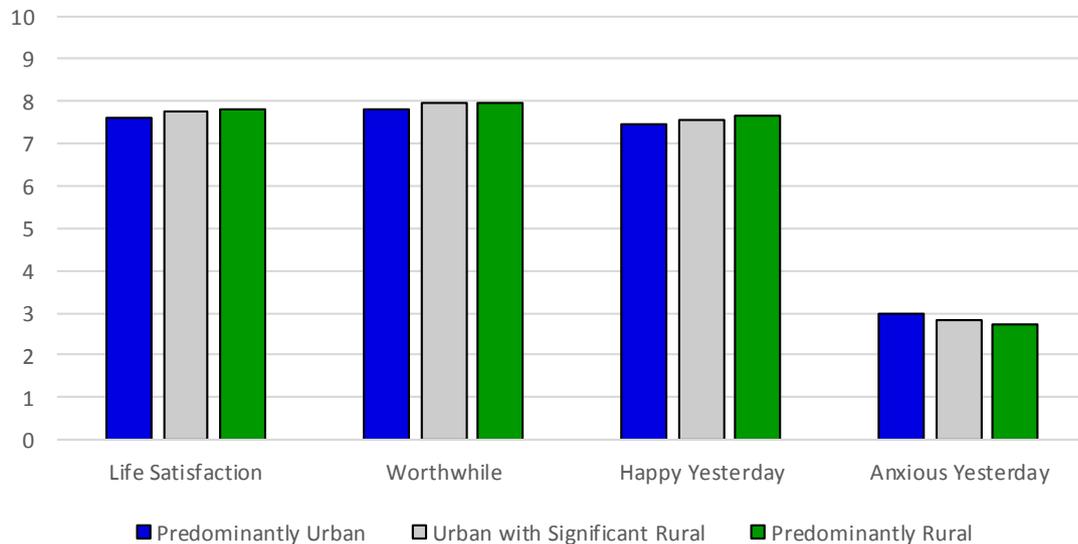
Notes: Infants are defined as less than one year old. There are many factors that can influence the IMR, including birth weight, mothers' age, and socio-economic status.

Source: ONS, [Mortality@ons.gsi.gov.uk](mailto:Mortality@ons.gsi.gov.uk)

## Wellbeing

- In 2016/17 on average people living in *predominantly rural* areas rated their wellbeing as slightly higher than those in *predominantly urban* areas. Individuals were asked questions on life satisfaction, how happy and how anxious they were yesterday and how worthwhile the things they do are. The difference in ratings is small but consistent across these four measures of wellbeing. (In respect of being anxious, a lower score indicates a more positive response.)

**Average ratings (out of ten) on four measures of wellbeing, by rural and urban areas in England, 2016/17**



*Average ratings (out of ten) on four measures of wellbeing, by local authority rural-urban classification in England, 2016/17*

	Overall how satisfied are you with your life nowadays?	Overall, to what extent do you feel the things you do in your life are worthwhile?	Overall, how happy did you feel yesterday?	Overall, how anxious did you feel yesterday?
Urban with Major Conurbation	7.56	7.78	7.42	3.04
Urban with Minor Conurbation	7.63	7.83	7.38	2.99
Urban with City and Town	7.67	7.84	7.51	2.90
Urban with Significant Rural	7.77	7.95	7.56	2.84
Largely Rural	7.79	7.96	7.64	2.78
Mainly Rural	7.86	7.99	7.67	2.68
Predominantly Urban	7.61	7.81	7.45	2.98
Predominantly Rural	7.82	7.98	7.65	2.73
England	7.67	7.86	7.51	2.91

- When asked ‘Overall, how satisfied are you with your life nowadays?’ on a scale from 0 to 10, where 0 is ‘not at all satisfied’ and 10 is ‘completely satisfied’ those living in *predominantly rural* areas gave an average rating of 7.82 compared with an average rating of 7.61 given by those living in *predominantly urban* areas.
- When asked ‘Overall, to what extent do you feel the things you do in your life are worthwhile?’ on a scale from 0 to 10, where 0 is ‘not at all worthwhile’ and 10 is ‘completely worthwhile’ those living in *predominantly rural* areas gave an average rating of 7.98 compared with an average rating of 7.81 given by those living in *predominantly urban* areas.
- When asked ‘Overall, how happy did you feel yesterday?’ on a scale from 0 to 10, where 0 is ‘not at all happy’ and 10 is ‘completely happy’ those living in *predominantly rural* areas gave an average rating of 7.65 compared with an average rating of 7.45 given by those living in *predominantly urban* areas.
- When asked ‘Overall, how anxious did you feel yesterday?’ on a scale from 0 to 10, where 0 is ‘not at all anxious’ and 10 is ‘completely anxious’ those living in *predominantly rural* areas gave an average rating of 2.73 compared with an average rating of 2.98 given by those living in *predominantly urban* areas.
- The differences shown, though slight, are consistent with earlier ONS analysis for 2011/12<sup>1</sup> and 2012/13<sup>2</sup> which showed that on average those living in rural areas gave slightly higher ratings for their wellbeing than those living in urban areas, even after other factors were taken into account, though the differences were very small.

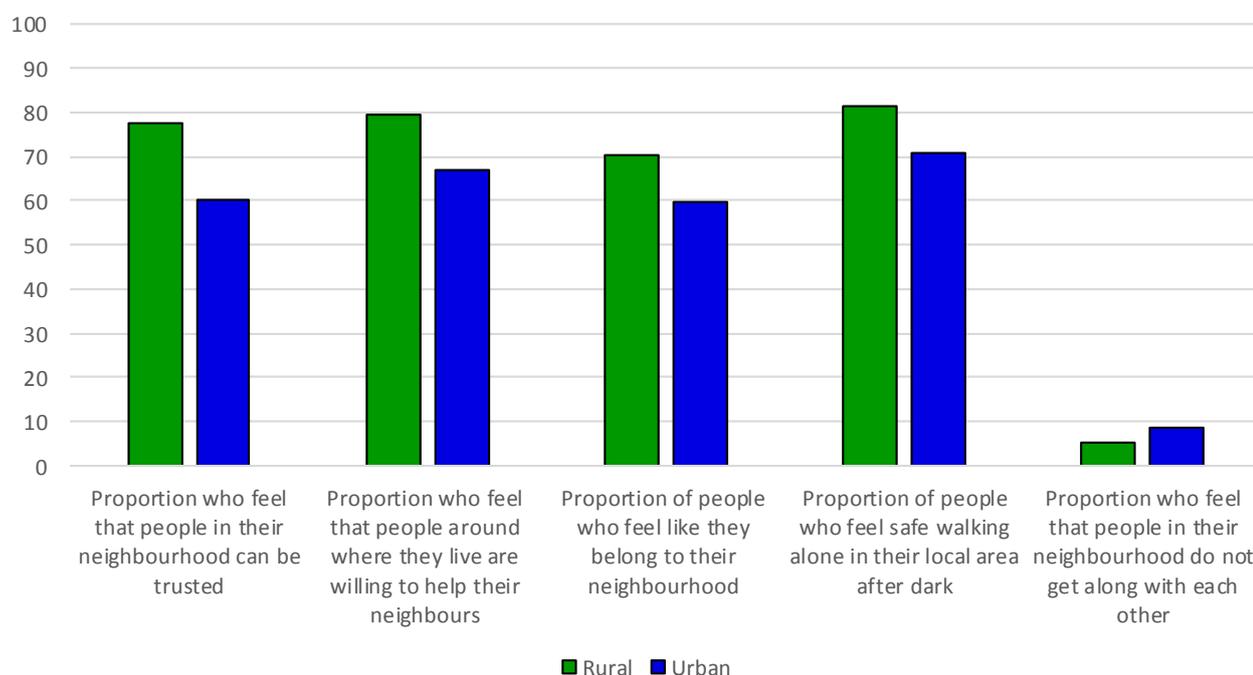
**Notes:**

These data were originally collected as part of the Annual Population Survey (APS). The data presented here are reflective of the position for July 2016-June 2017.

**Source:** ONS [www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing](http://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing)

- In 2011/12 a higher proportion of people living in rural areas reported a sense of belonging and safety in their local neighbourhood compared with those living in urban areas across several measures of 'neighbourliness', such as trust in those in their neighbourhood, helpfulness of those in the neighbourhood, a sense of belonging to the neighbourhood and feeling safe walking alone after dark. When asked whether they felt that people in the neighbourhood did not get along with one another, those living in urban areas were more likely to feel this way than those living in rural ones.

**Percentage of people who agreed with each statement, by rural and urban areas in England, 2011/12**



*Percentage of people who agreed with each statement, by rural-urban classification in England, 2011/12*

	Proportion who feel that people in their neighbourhood can be trusted	Proportion who feel that people around where they live are willing to help their neighbours	Proportion of people who feel like they belong to their neighbourhood	Proportion of people who feel safe walking alone in their local area after dark	Proportion who feel that people in their neighbourhood do not get along with each other
<b>Rural</b>	78%	80%	70%	81%	5%
<b>Urban</b>	60%	67%	60%	71%	9%
<b>England</b>	64%	69%	62%	73%	8%

- When asked whether they felt that people in their neighbourhood could be trusted 78% of people living in rural areas agreed or strongly agreed with this statement, compared with 60% living in urban areas.
- When asked whether they felt that the people around where they lived were willing to help their neighbours 80% of people living in rural areas agreed or strongly agreed with this statement, compared with 67% living in urban areas.

- When asked whether they felt like they belonged to their neighbourhood 70% of people living in rural areas agreed or strongly agreed with this statement, compared with 60% living in urban areas.
- When asked whether they felt safe walking alone in their local area after dark 81% of people living in rural areas felt safe or fairly safe, compared with 71% living in urban areas.
- When asked whether they felt that the people in their neighbourhood did not get along with each other 5% of people living in rural areas agreed or strongly agreed with this statement, compared with 9% in urban areas.

**Notes:**

These data were originally collected as part of the Longitudinal Household Survey (UKHLS) which is an annual survey that captures information about 40,000 households

1) [//webarhive.nationalarchives.gov.uk/20160105231902f\\_/http://www.ons.gov.uk/ons/rel/wellbeing/measuring-national-well-being/what-matters-most-to-personal-well-being-in-the-uk-/art-what-matters-most-to-personal-well-being-in-the-uk-.html](http://www.ons.gov.uk/ons/rel/wellbeing/measuring-national-well-being/what-matters-most-to-personal-well-being-in-the-uk-/art-what-matters-most-to-personal-well-being-in-the-uk-.html)

2) [//webarhive.nationalarchives.gov.uk/20160106035539/http://www.ons.gov.uk/ons/rel/regional-trends/regional-economic-analysis/exploring-personal-well-being-and-place-in-the-uk/art-exploring-personal-well-being-and-place.html](http://www.ons.gov.uk/ons/rel/regional-trends/regional-economic-analysis/exploring-personal-well-being-and-place-in-the-uk/art-exploring-personal-well-being-and-place.html)

**Source:** ONS

[www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/5measuresofsocialcapitalbyregionandurbanandrural](http://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/5measuresofsocialcapitalbyregionandurbanandrural)

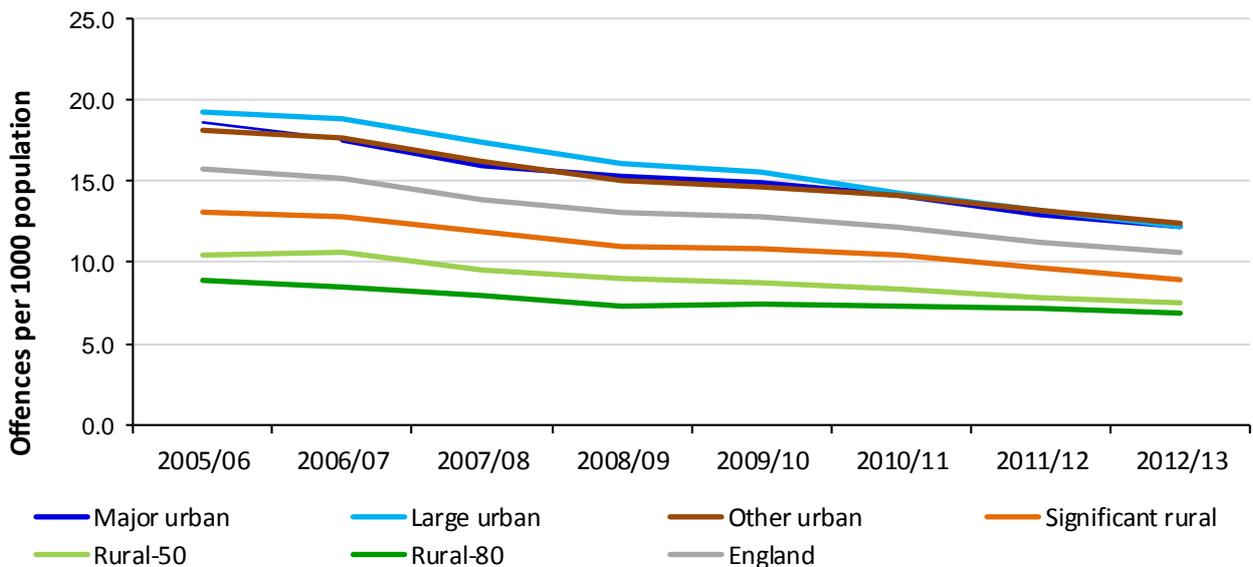
# Crime

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



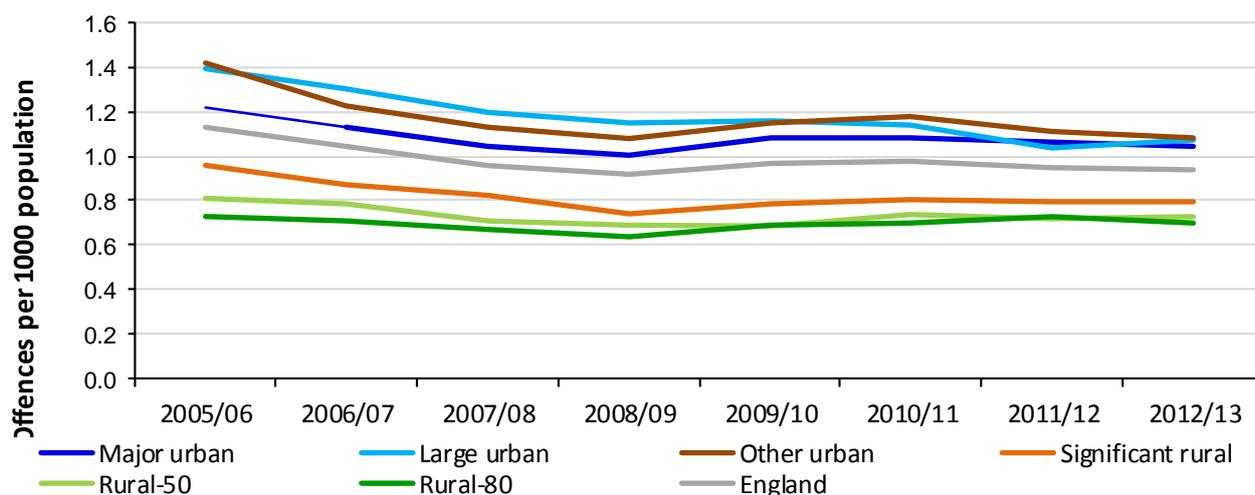
- Since 2005/06 the rate of violence against the person offences has been much higher in *predominantly urban areas* than *predominantly rural areas*. For all rural classifications, the rate of violent offences has been lower than the average England rate.
- In 12 months ending in March 2013, the rate 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*.

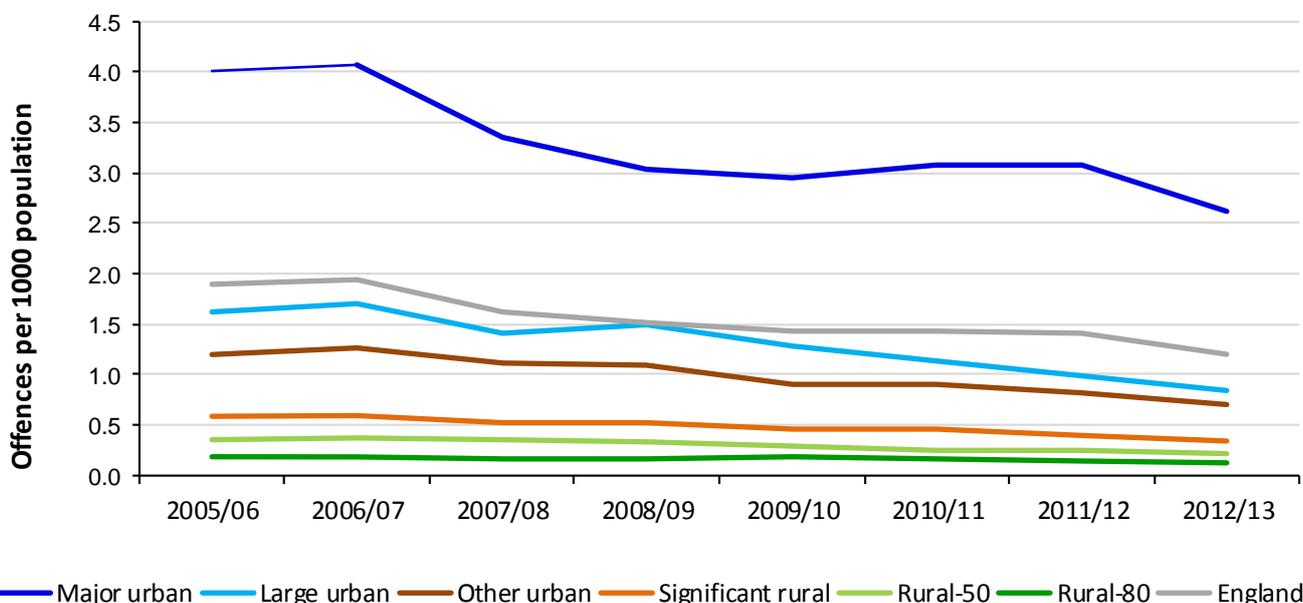


Police recorded sexual offences per 1,000 population, by Local Authority Classification, in England, 2005/06 to 2012/13

	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
<b>England</b>	<b>1.1</b>	<b>1.0</b>	<b>1.0</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>	<b>0.9</b>	<b>0.9</b>

## Robbery offences

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



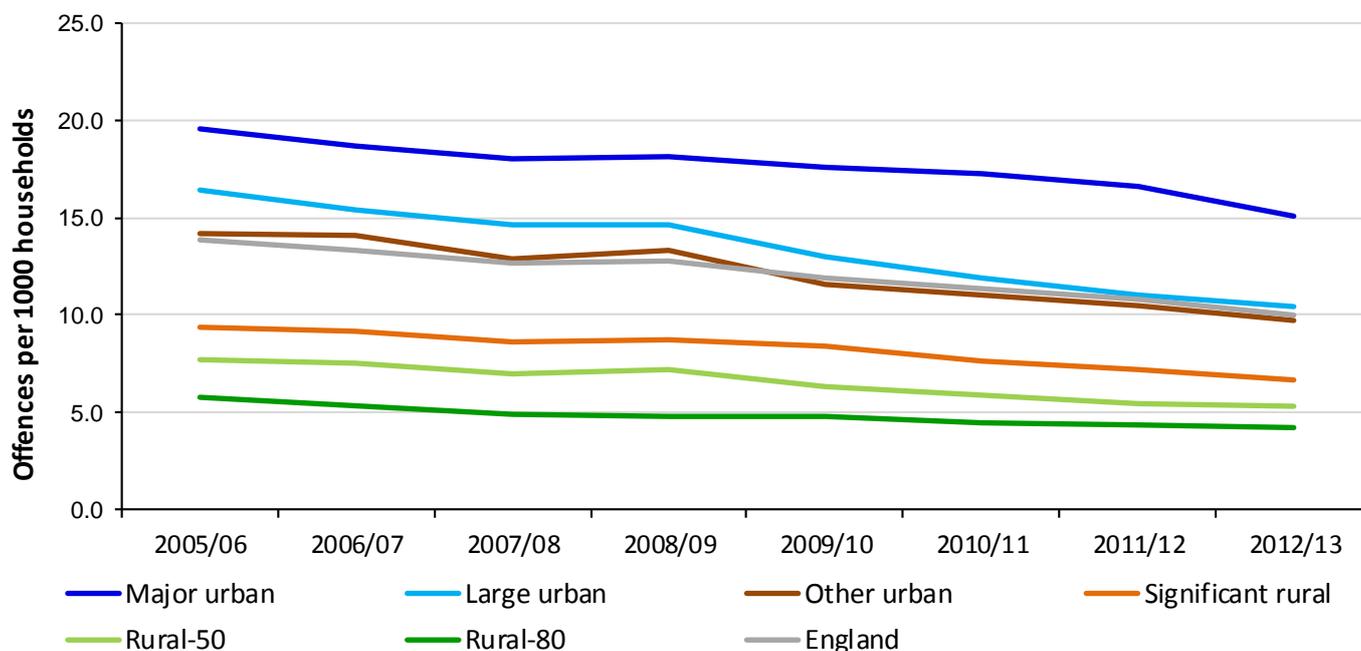
- Robbery offences occurred at a substantially higher rate in *major urban areas* than any other type of settlement in England.
- The rate of recorded robbery offences in 2012/13 in *major urban areas* was 2.6 per 1,000 population, 0.5 lower than in 2011/12.
- The rate in *predominantly urban areas* 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
<b>England</b>	<b>1.9</b>	<b>1.9</b>	<b>1.6</b>	<b>1.5</b>	<b>1.4</b>	<b>1.4</b>	<b>1.4</b>	<b>1.2</b>

## Domestic burglary offences

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



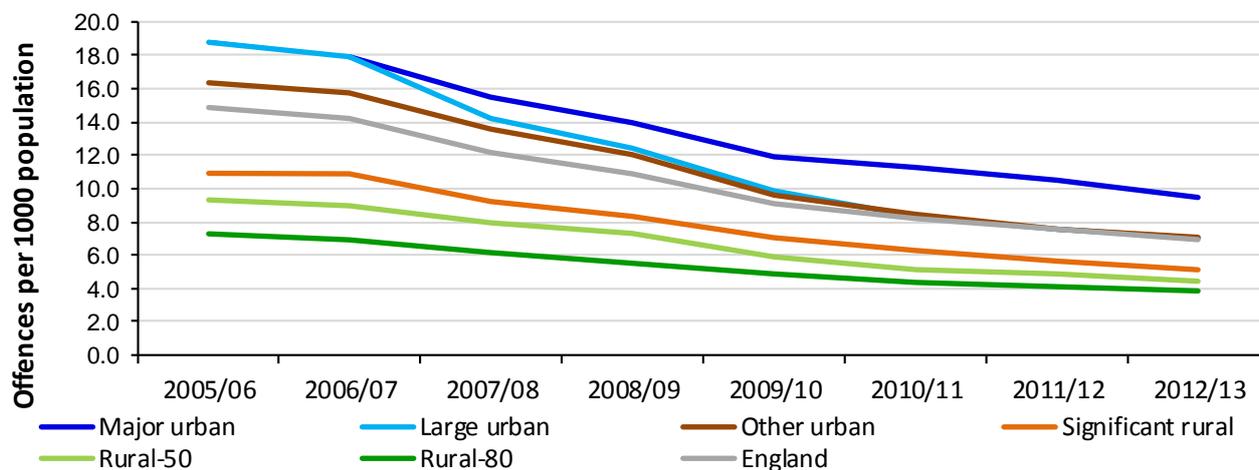
- Since 2005/06 the rate of domestic burglary offences has been higher in *predominantly urban areas* than *predominantly rural areas*;
- In 2012/13 the rate of domestic burglary in *major urban areas* was more than three times the rate recorded in *Rural-80 areas*.

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
<b>England</b>	<b>13.9</b>	<b>13.3</b>	<b>12.6</b>	<b>12.7</b>	<b>11.9</b>	<b>11.3</b>	<b>10.8</b>	<b>10.0</b>

## 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
<b>England</b>	<b>14.9</b>	<b>14.2</b>	<b>12.2</b>	<b>10.9</b>	<b>9.0</b>	<b>8.2</b>	<b>7.6</b>	<b>6.9</b>

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.