



Department
for Environment
Food & Rural Affairs

Statistical Digest of Rural England

February 2020 Edition





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PB14609

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Contents

Sections of the Digest are updated throughout the year. In this edition the following section(s) have been updated:

- Earnings

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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.

Sections of the Digest are updated throughout the year. In this edition the following section(s) have been updated:

- Earnings

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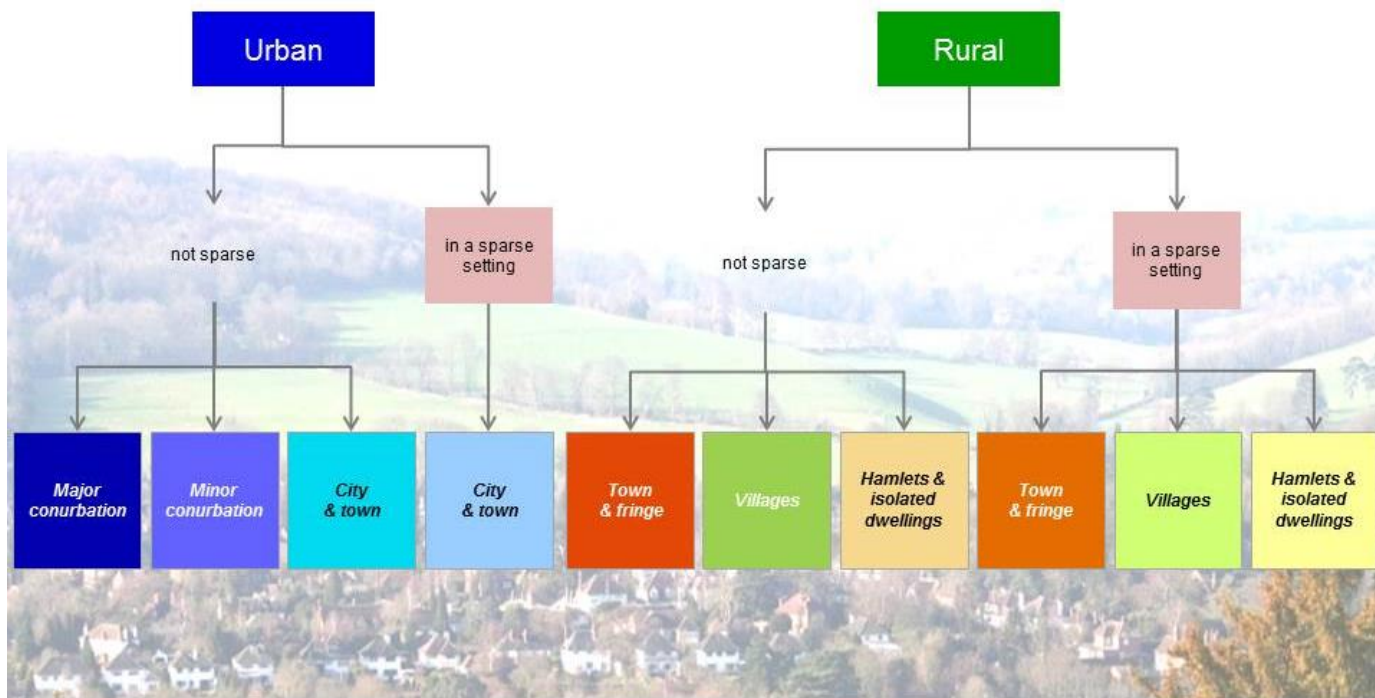
There is a special Census 2011 version of the Digest which looks at the data from the 2011 census and where possible makes comparisons to the 2001 census results.

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.

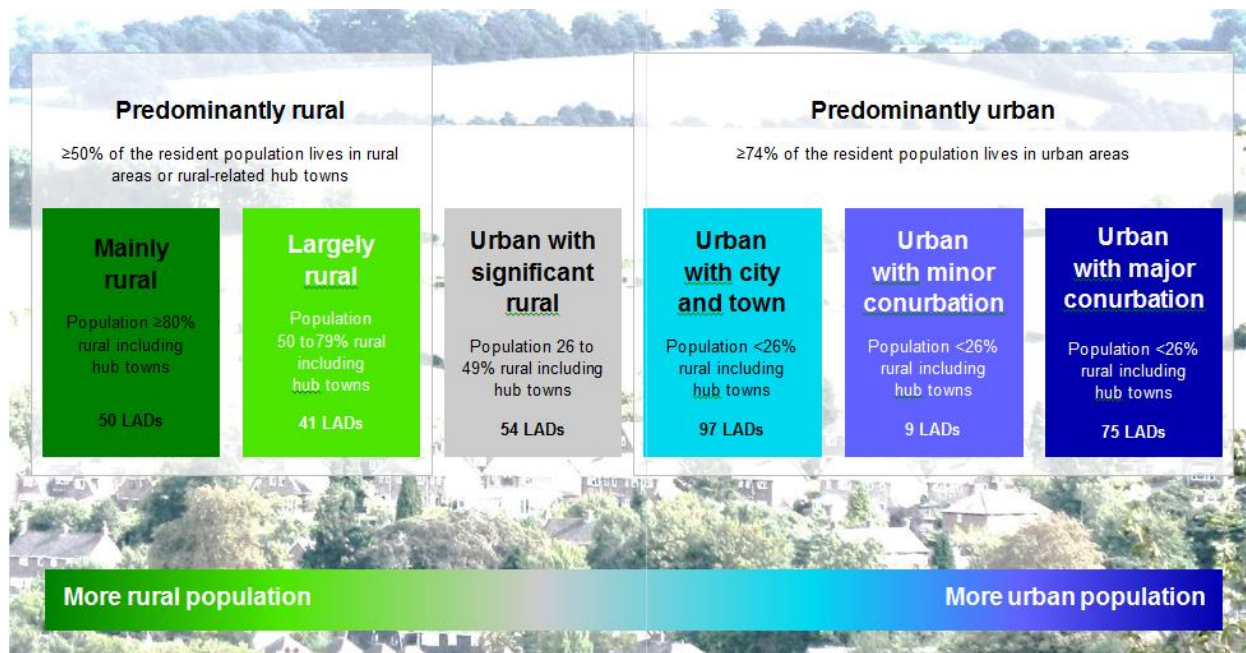
A map is shown overleaf.

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'.

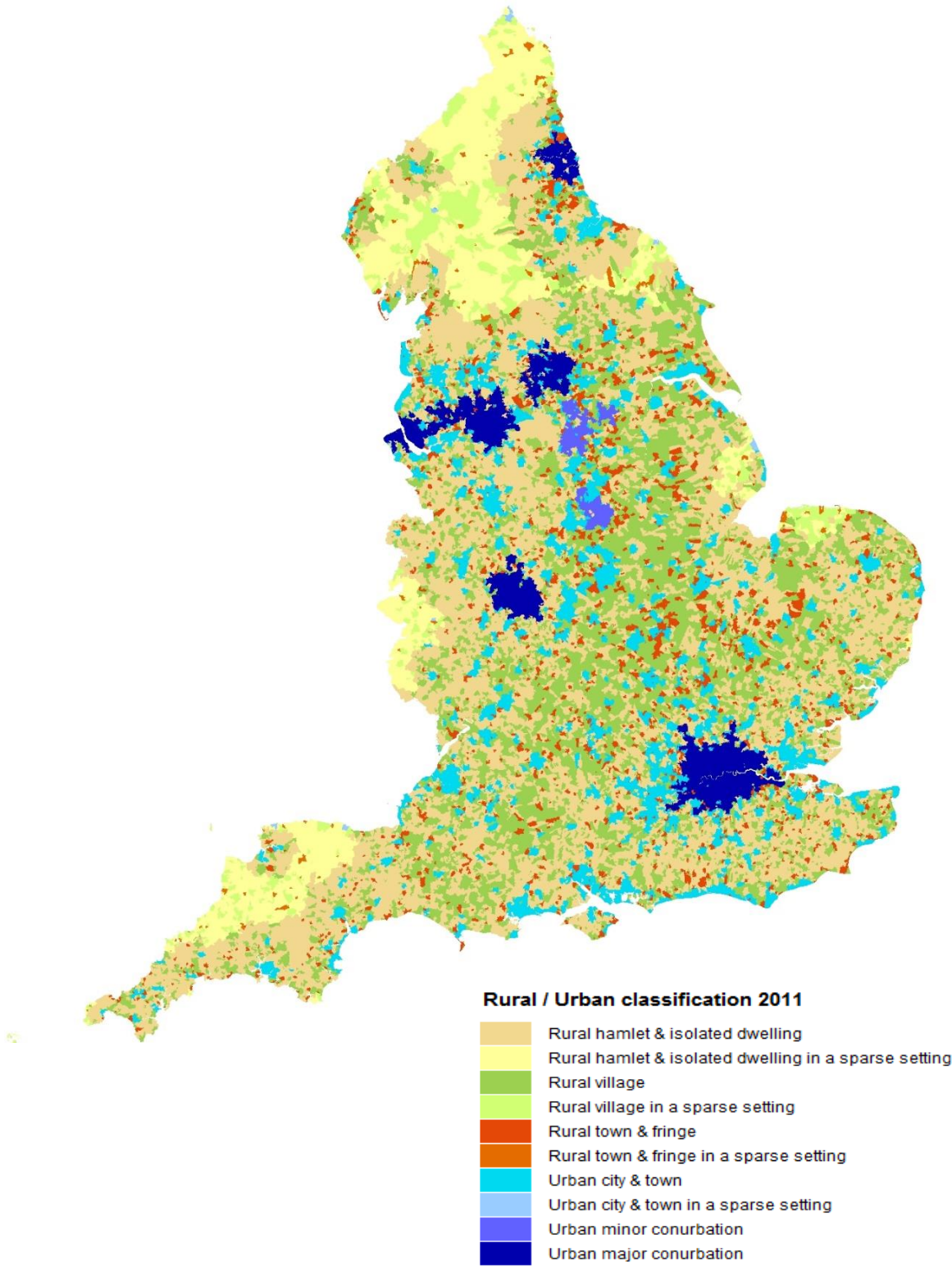
The table below shows the 2001-based Local Authority Classification and its categories on the left, and the 2011-based Local Authority Classification 2011 on the right to show how the categories align for comparison of figures.

| 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 | |
| England | England | England | England |

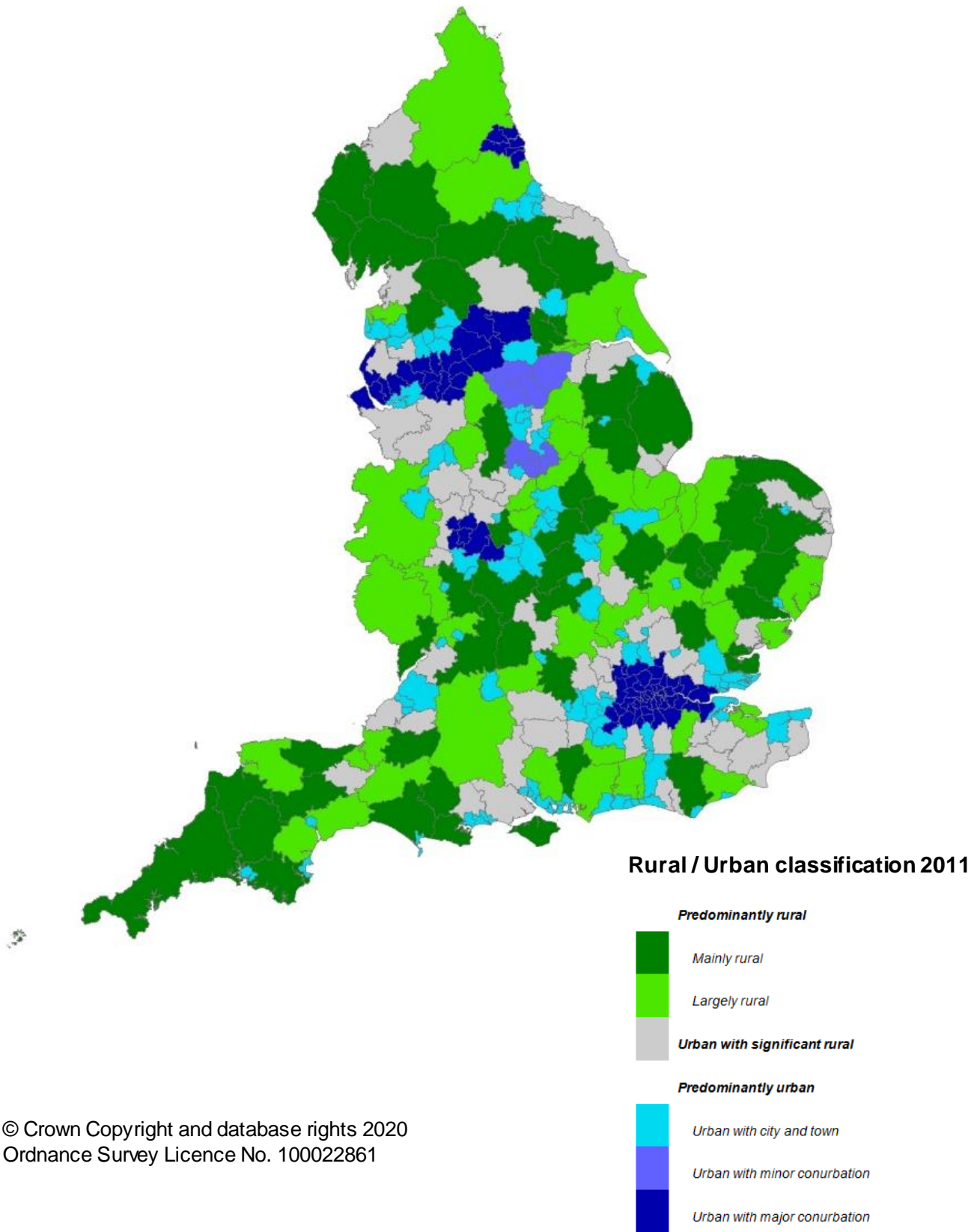
More information on the classifications can be found at:

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

2011 Rural-Urban Classification for Census Output Areas in England



2011 Rural-Urban Classification for Local Authorities in England



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Rural population and migration

Mid-year population 2018

- In 2018 the mid-year population estimate (based on Lower Super Output Areas, LSOAs) for England was 56.0 million, of which 9.5 million (17.0 per cent) lived in rural areas and 46.4 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 1
- In comparing population estimates at LSOA level there was an increase in the rural population from 9.1 million in 2011 (LSOA-based) to 9.5 million in 2018 (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 2018.

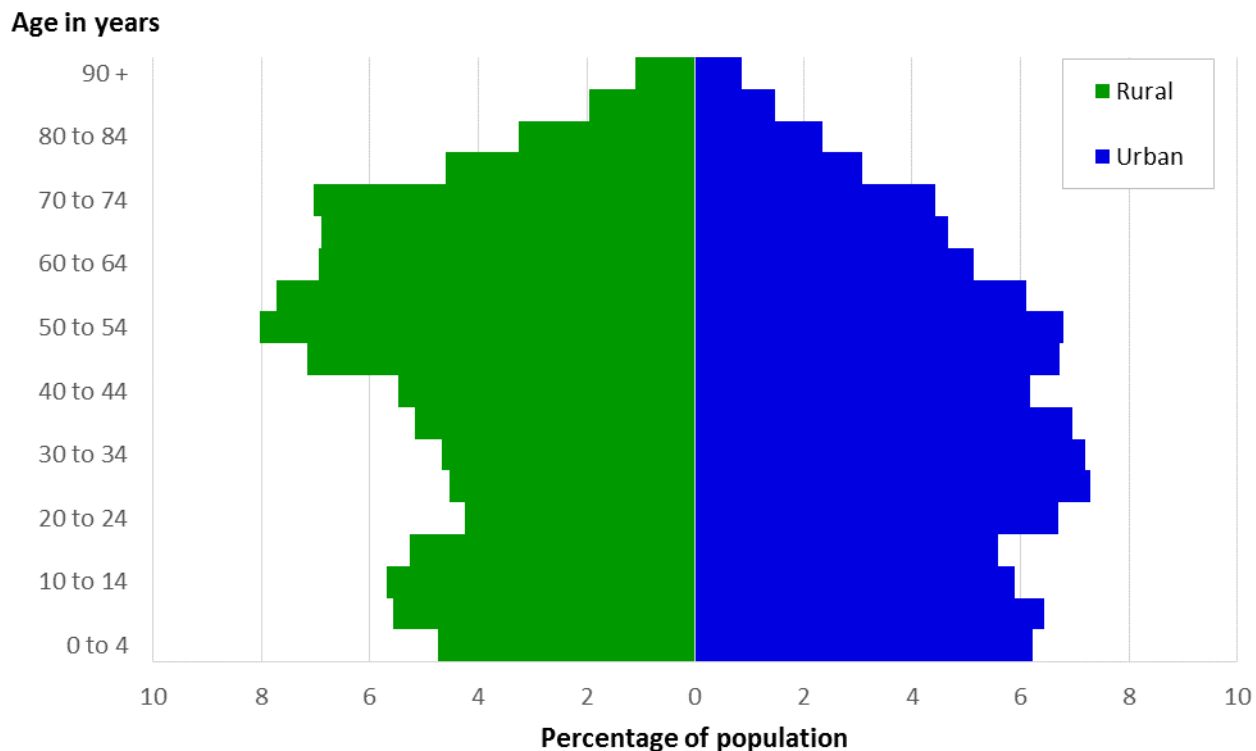
2018 Mid-year population estimates

| | Population | Proportion (%) |
|-----------------------------|-------------------|----------------|
| Rural | 9,529,700 | 17.0 |
| Rural town and fringe | 5,158,400 | 9.2 |
| - those in a sparse setting | 196,200 | 0.4 |
| Rural village and hamlet | 4,371,300 | 7.8 |
| - those in a sparse setting | 302,200 | 0.5 |
| Urban | 46,447,500 | 83.0 |
| Urban major conurbation | 20,078,100 | 35.9 |
| Urban minor conurbation | 2,008,300 | 3.6 |
| Urban city and town | 24,361,100 | 43.5 |
| - those in a sparse setting | 91,200 | 0.2 |
| England | 55,977,200 | 100.0 |

- 9.5 million people, or 17.0 per cent of the population, lived in rural areas in 2018.
- Around 498,400 people, or 0.9 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, 2018



- The population in rural areas has a higher proportion of older people compared with urban areas.
- In 2018, the peak age group in rural areas is 50 to 54 with 8.0 per cent of the rural population, while the peak age group in urban areas is 25 to 29 with 7.3 per cent of the urban population.

Age bands as a percentage of total 2018 mid-year population

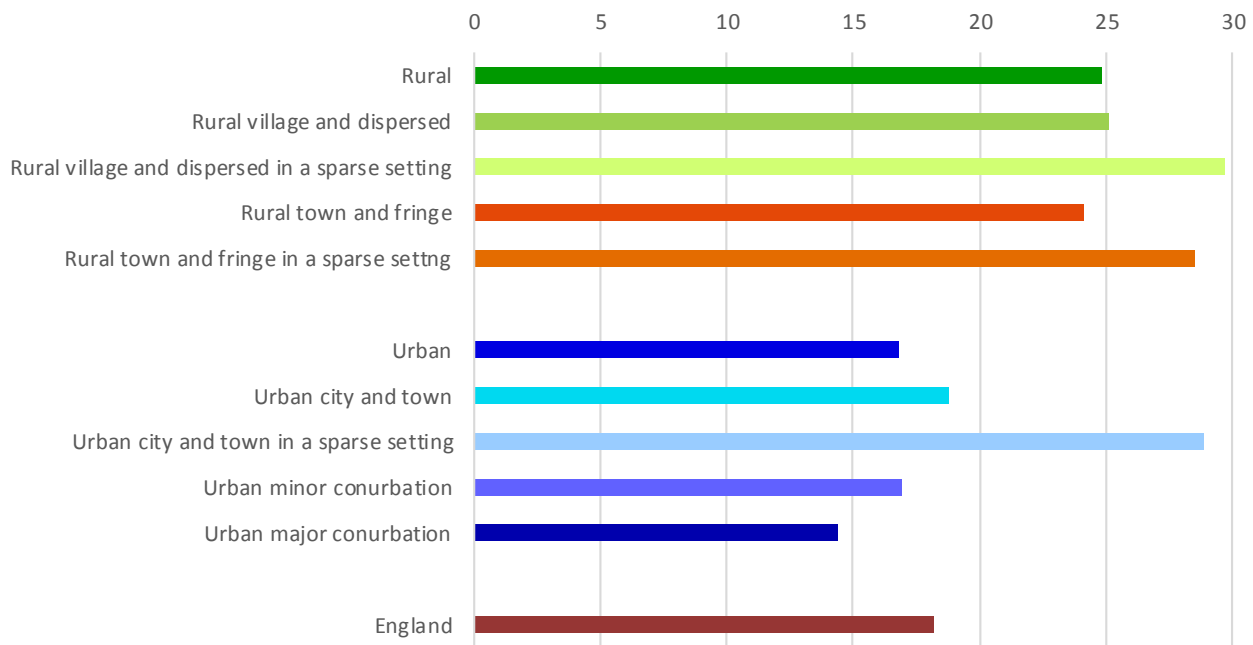
| | 0-4 | 5-9 | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85-90 | 90+ |
|-----------------------------|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| Rural | 4.7 | 5.6 | 5.7 | 5.3 | 4.3 | 4.5 | 4.7 | 5.2 | 5.5 | 7.2 | 8.0 | 7.7 | 6.9 | 6.9 | 7.0 | 4.6 | 3.3 | 1.9 | 1.1 |
| Rural town and fringe | 5.2 | 5.8 | 5.7 | 5.2 | 4.3 | 4.9 | 5.1 | 5.5 | 5.6 | 7.1 | 7.7 | 7.2 | 6.5 | 6.5 | 6.7 | 4.5 | 3.3 | 2.0 | 1.1 |
| - those in a sparse setting | 4.5 | 5.0 | 5.0 | 4.6 | 4.4 | 4.9 | 4.9 | 5.0 | 4.8 | 6.3 | 7.3 | 7.5 | 7.1 | 7.3 | 7.6 | 5.3 | 4.0 | 2.8 | 1.6 |
| Rural village and dispersed | 4.3 | 5.3 | 5.7 | 5.4 | 4.2 | 4.1 | 4.2 | 4.8 | 5.4 | 7.3 | 8.5 | 8.3 | 7.4 | 7.2 | 7.2 | 4.6 | 3.2 | 1.9 | 1.0 |
| - those in a sparse setting | 3.7 | 4.6 | 5.0 | 4.7 | 3.5 | 3.8 | 3.8 | 4.2 | 4.5 | 6.7 | 8.3 | 8.9 | 8.6 | 8.7 | 8.5 | 5.4 | 3.7 | 2.2 | 1.2 |
| Urban | 6.2 | 6.4 | 5.9 | 5.6 | 6.7 | 7.3 | 7.2 | 6.9 | 6.2 | 6.7 | 6.8 | 6.1 | 5.1 | 4.7 | 4.4 | 3.1 | 2.4 | 1.5 | 0.8 |
| Urban major conurbation | 6.7 | 6.7 | 6.0 | 5.6 | 6.7 | 8.0 | 8.1 | 7.6 | 6.5 | 6.7 | 6.5 | 5.8 | 4.7 | 4.1 | 3.7 | 2.6 | 2.0 | 1.2 | 0.7 |
| Urban minor conurbation | 5.8 | 6.1 | 5.7 | 6.0 | 8.6 | 7.8 | 6.7 | 6.2 | 5.6 | 6.6 | 6.7 | 6.1 | 5.2 | 4.7 | 4.5 | 3.1 | 2.4 | 1.4 | 0.8 |
| Urban city and town | 5.9 | 6.3 | 5.8 | 5.6 | 6.5 | 6.7 | 6.5 | 6.4 | 5.9 | 6.8 | 7.0 | 6.4 | 5.4 | 5.1 | 5.0 | 3.4 | 2.6 | 1.7 | 1.0 |
| - those in a sparse setting | 4.4 | 5.2 | 4.8 | 4.6 | 4.5 | 5.2 | 5.0 | 5.0 | 4.7 | 6.0 | 7.2 | 7.5 | 7.2 | 7.7 | 7.8 | 5.3 | 4.0 | 2.5 | 1.6 |
| England | 6.0 | 6.3 | 5.8 | 5.5 | 6.3 | 6.8 | 6.8 | 6.6 | 6.1 | 6.8 | 7.0 | 6.4 | 5.4 | 5.0 | 4.9 | 3.3 | 2.5 | 1.5 | 0.9 |

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

The estimated resident population of an area includes all those people who usually live there, regardless of nationality. Arriving international migrants are included in the 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 2018, Office for National Statistics. © Crown Copyright 2019. These data use RUC2011.

Percentage of population aged 65 and over by rural-urban classification (LSOA) in England, 2018



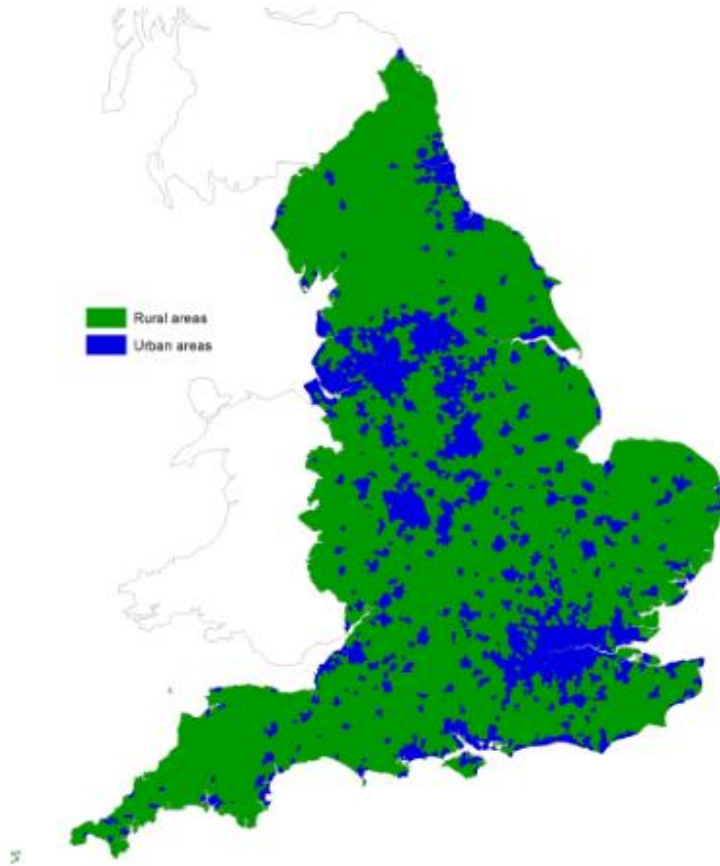
- The rural population has a higher proportion of those aged 65 and over, at 24.8 per cent, compared with the urban population where 16.8 per cent are 65 and over.
- The population of areas *in a sparse setting* have the highest proportion of those aged 65 and over, in particular *rural village and dispersed in a sparse setting* with 29.7 per cent of the population aged 65 and over.

Population aged 65 and over as a percentage of total 2018 mid-year population

| | Population | Population aged 65 and over | Proportion (%) |
|-----------------------------|-------------------|-----------------------------|----------------|
| Rural | 9,529,700 | 2,366,400 | 24.8 |
| Rural town and fringe | 5,158,400 | 1,198,100 | 24.1 |
| - those in a sparse setting | 196,200 | 56,000 | 28.5 |
| Rural village and hamlet | 4,371,300 | 1,022,600 | 25.1 |
| - those in a sparse setting | 302,200 | 89,800 | 29.7 |
| Urban | 46,447,500 | 7,812,800 | 16.8 |
| Urban major conurbation | 20,078,100 | 2,888,800 | 14.4 |
| Urban minor conurbation | 2,008,300 | 340,000 | 16.9 |
| Urban city and town | 24,361,100 | 4,557,700 | 18.8 |
| - those in a sparse setting | 91,200 | 26,300 | 28.9 |
| England | 55,977,200 | 10,179,300 | 18.2 |

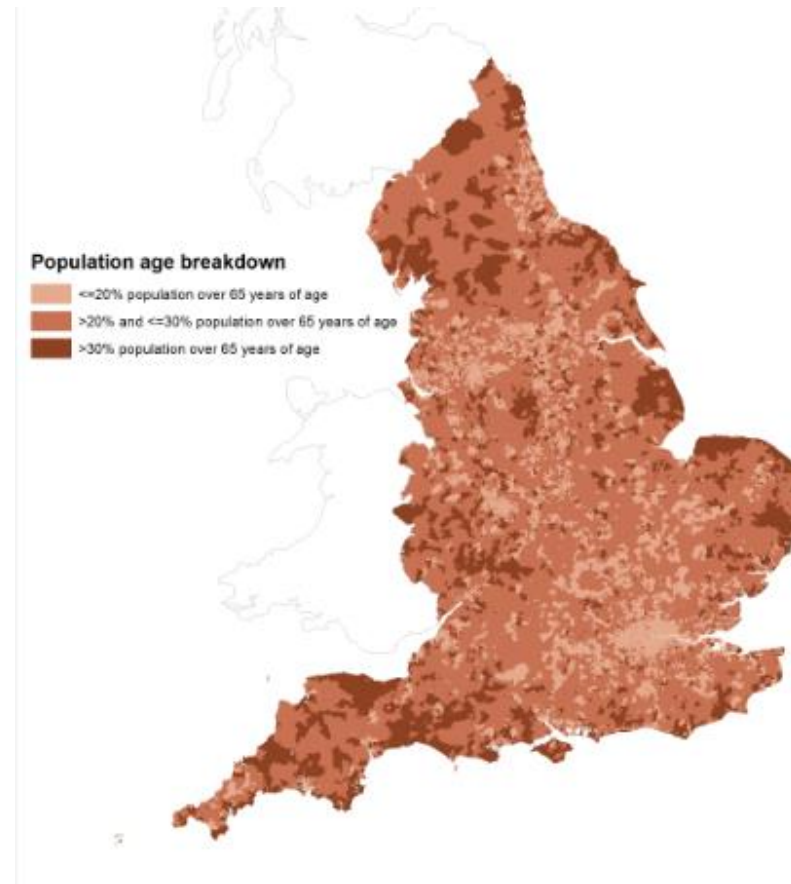
Maps showing the geographic relationship between the rural and urban populations at lower super output area level (LSOA) and areas where the percentage of population of over 65 year olds are most concentrated

Lower super output area classification of England (2011)



Source: ONS, Defra RUC2011
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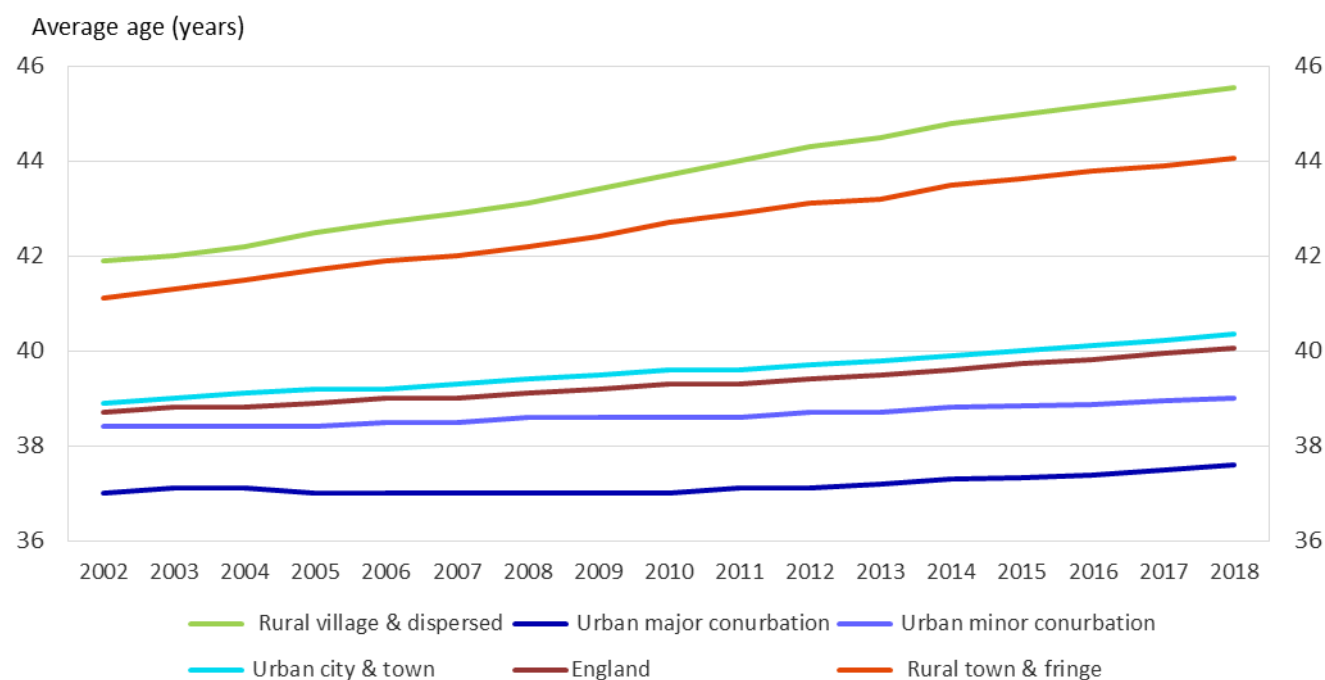
Percentage of population over the age of 65 years (2018)



Source: ONS, Defra Mid-year population estimates for 2018 at LSOA level

Average age of the population

Average age in rural and urban areas in England, 2002 to 2018



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

- In 2018, the average age of the population in rural village and dispersed areas was 45.5 years and in rural town and fringe areas it was 44.0 years, compared with the average for England of 40.1 years.
- The average age was lowest in urban major conurbations at 37.6 years.
- The average age in rural areas combined was 44.7 years in 2018, 5.6 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 1.4 year between 2002 and 2018, but in rural town and fringe areas it increased by 2.9 years and in rural village and dispersed areas by 3.6 years.

Average age of the population in rural and urban areas in England, 2002 to 2018

| | Age in years | | | | | | | | | | | | | | | | |
|---------------------------|--------------|------|------|------|------|------|------|------|------|------|------|------|------|-------------------|-------------------|------|------|
| | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 ¹ | 2016 ¹ | 2017 | 2018 |
| 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 | 44.6 | 44.7 |
| 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 | 43.6 | 43.8 | 43.9 | 44.0 |
| - those in a sparse | 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 | 46.3 | 46.5 |
| 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 | 45.0 | 45.2 | 45.4 | 45.5 |
| - those in a sparse | 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 | 48.0 | 48.2 |
| 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 | 39.0 | 39.1 |
| Urban major | 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 | 37.5 | 37.6 |
| Urban minor | 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 | 38.9 | 39.0 |
| 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 | 40.2 | 40.3 |
| - those in a sparse | 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 | 46.4 | 46.6 |
| 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 | 39.9 | 40.1 |

¹ In previous Digest editions the 'sparse setting' values were omitted from the overall totals for 'rural town & fringe' and 'rural village & dispersed'. The above table includes the corrected values which are very slightly higher than the original estimates.

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 2018 see the earlier section.

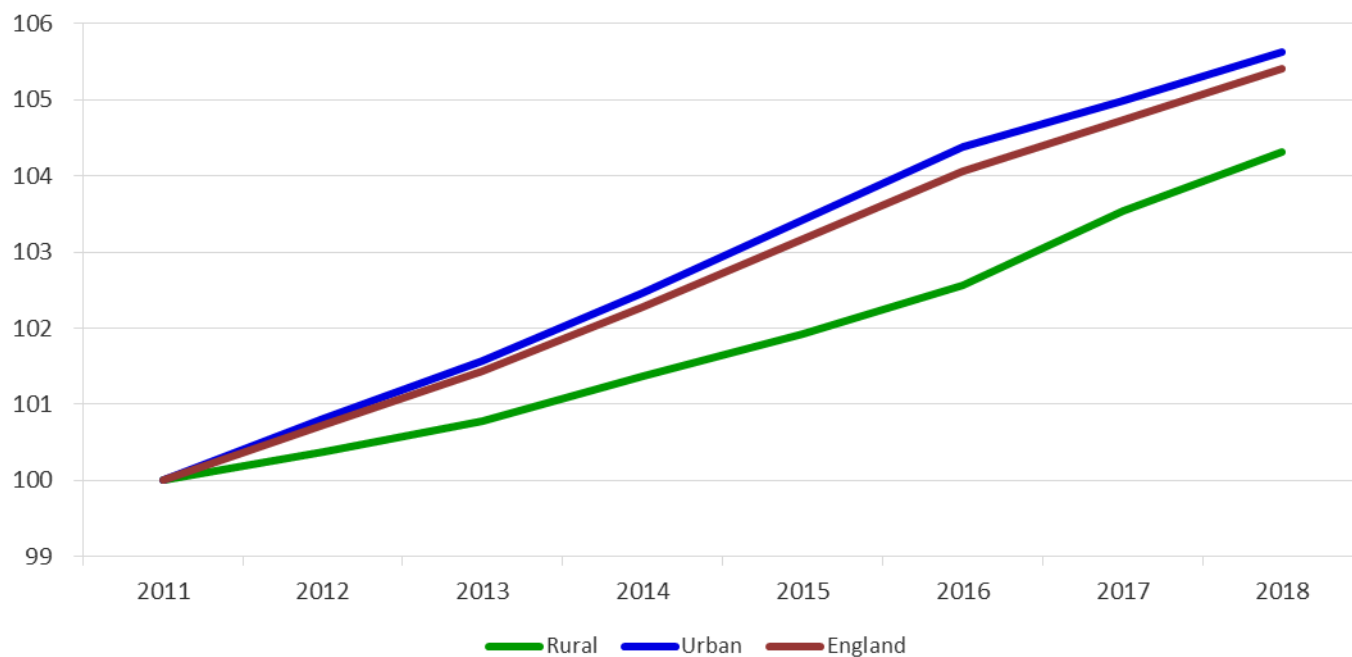
Source: Office for National Statistics and Defra analysis of Lower Super Output Area Mid-Year Population Estimates.

www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates

Population change

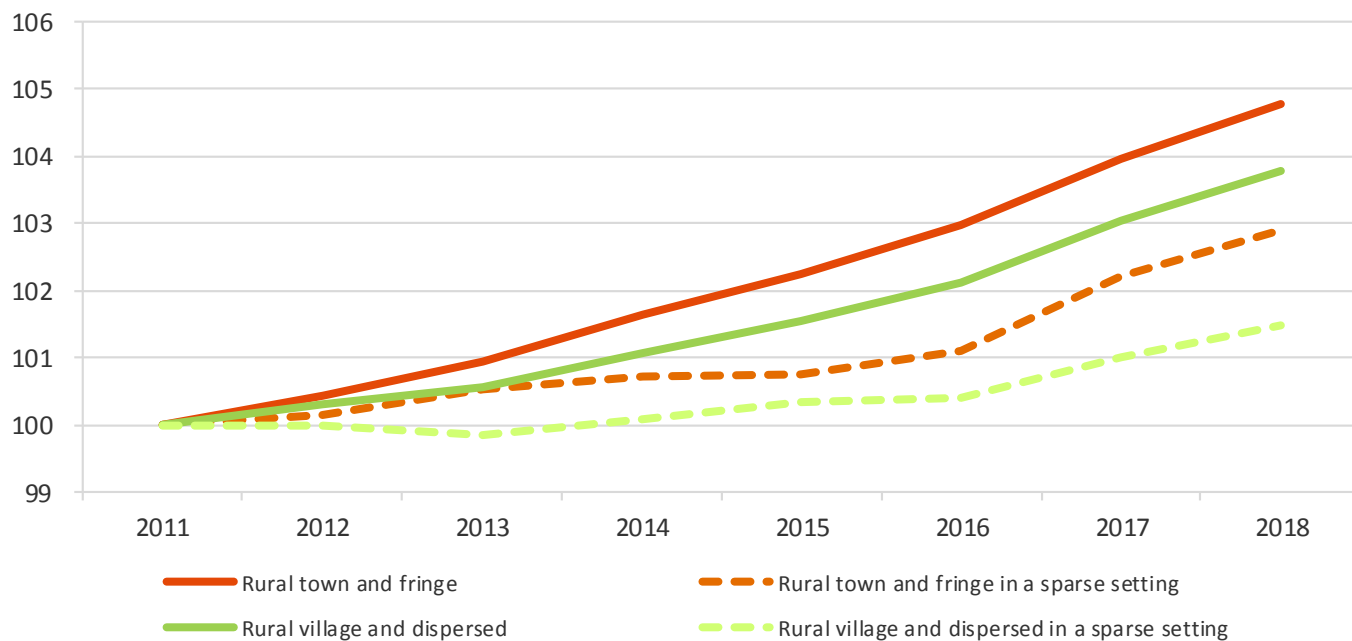
Index of population change, 2011 to 2018

2011 = 100



Index of population change in rural areas, 2011 to 2018

2011 = 100



- Both rural and urban areas have seen an increase in overall population between 2011 and 2018. Rural has increased by 4.3 per cent and urban by 5.6 per cent.
- Within rural areas, the greatest rate of population increase was in *rural town and fringe areas* (4.8 per cent).
- *Rural villages and hamlets in sparse settings* showed the smallest rate of population increase within rural areas (1.5 per cent).

Index of population change, 2011 to 2018

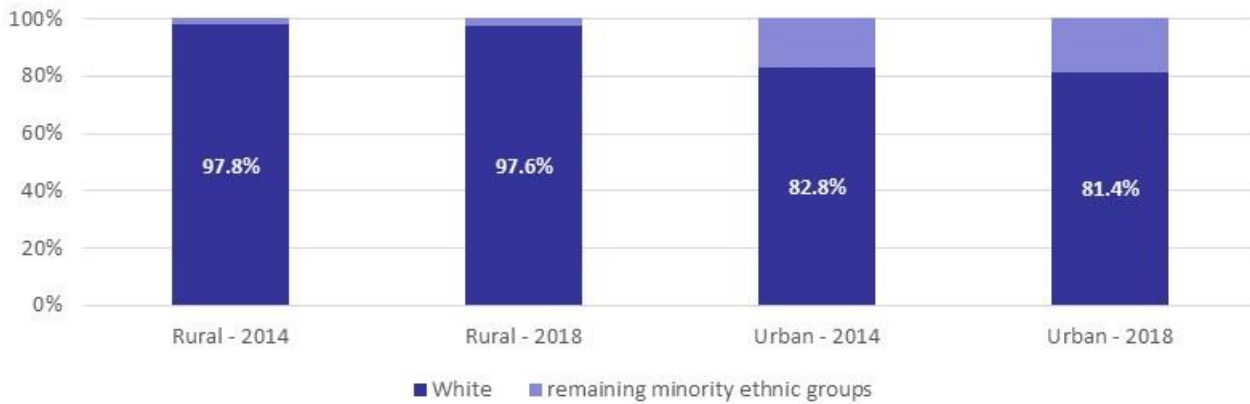
2011 = 100

| | 2011 | | 2012 | | 2013 | | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | |
|-----------------------------|------------|-------|------------|-------|------------|-------|------------|-------|------------|-------|------------|-------|------------|-------|------------|-------|
| | Population | Index | Population | Index | 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 | 5,118,100 | 104.0 | 5,158,400 | 104.8 |
| -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 | 194,900 | 102.2 | 196,200 | 102.9 |
| 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 | 4,340,000 | 103.0 | 4,371,300 | 103.8 |
| - 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 | 300,800 | 101.0 | 302,200 | 101.5 |
| 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 | 19,937,000 | 105.5 | 20,078,100 | 106.3 |
| 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 | 1,995,200 | 104.4 | 2,008,300 | 105.1 |
| 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 | 24,229,100 | 104.6 | 24,361,100 | 105.1 |
| - 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 | 91,100 | 100.6 | 91,200 | 100.6 |
| Rural | 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 | 9,458,100 | 103.5 | 9,529,700 | 104.3 |
| Urban | 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 | 46,161,300 | 105.0 | 46,447,500 | 105.6 |
| England | 53,107,200 | 100.0 | 53,493,700 | 100.7 | 53,865,800 | 101.4 | 54,316,600 | 102.3 | 54,786,300 | 103.2 | 55,268,100 | 104.1 | 55,619,400 | 104.7 | 55,977,200 | 105.4 |

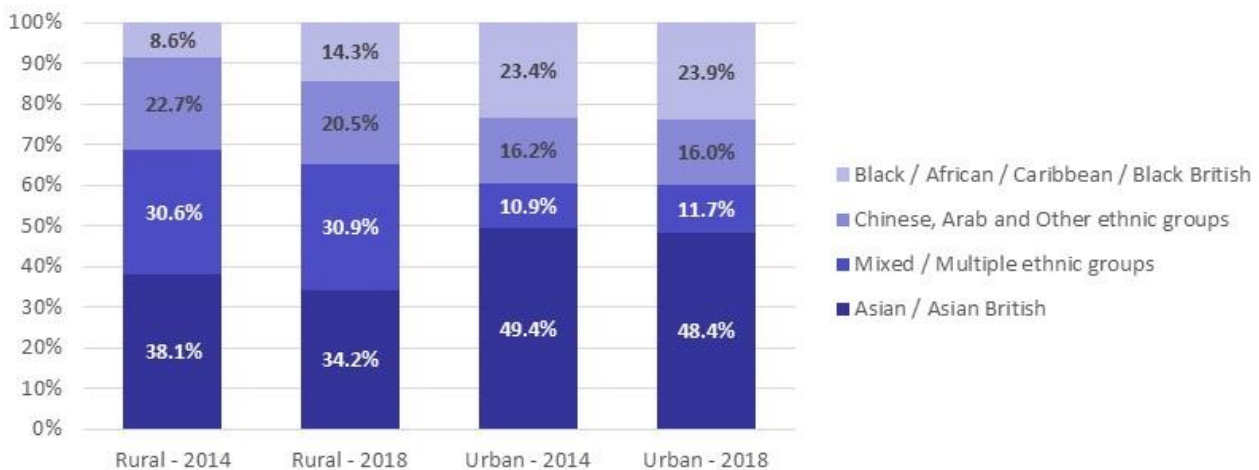
Ethnicity

- Overall, *white* is the majority ethnic group in both rural and urban areas, however urban areas are more ethnically diverse than rural areas.
- In 2018, the *white ethnic* group accounted for 97.6 per cent of the rural population, compared with 81.4 per cent in urban areas.
- The proportion of *minority ethnic* groups has risen slightly over the last 5 years in both rural and urban areas, rising by 0.3 and 1.4 percentage points respectively since 2014.
- Diversity of *minority ethnic* groups differs between rural and urban areas. The *Asian ethnic* group is the second largest group in both rural and urban areas, however in rural areas proportionally more of the *minority ethnic* group population are of *mixed race* and *Chinese, Arab and other* origin than in the *minority ethnic* group population in urban areas, while urban areas have a proportionally greater *black, African, Caribbean or black British* population in the *minority ethnic* group population.

Ethnic groups as a percentage of population in rural and urban areas, England, 2014 and 2018



Detail for all minority ethnic group population in rural and urban areas, England, 2014 & 2018



Ethnic groups in England, numbers and percentage of population in rural and urban areas, 2014 and 2018

| | Rural | | | | Urban | | | |
|---|-----------|------|-----------|------|------------|------|------------|------|
| | 2014 | | 2018 | | 2014 | | 2018 | |
| | Pop. | % | Pop. | % | Pop. | % | Pop. | % |
| White | 9,270,700 | 97.8 | 9,496,500 | 97.6 | 36,497,800 | 82.8 | 37,034,600 | 81.4 |
| Remaining minority ethnic groups, of which: | 206,100 | 2.2 | 238,300 | 2.4 | 7,595,700 | 17.2 | 8,470,900 | 18.6 |
| Asian / Asian British | 78,600 | 38.1 | 81,600 | 34.2 | 3,755,900 | 49.4 | 4,096,600 | 48.4 |
| Mixed / Multiple ethnic groups | 63,000 | 30.6 | 73,600 | 30.9 | 829,600 | 10.9 | 991,400 | 11.7 |
| Chinese, Arab and Other ethnic groups | 46,700 | 22.7 | 48,900 | 20.5 | 1,233,300 | 16.2 | 1,355,100 | 16.0 |
| Black / African Caribbean / Black British | 17,800 | 8.6 | 34,200 | 14.3 | 1,776,900 | 23.4 | 2,027,900 | 23.9 |
| Total population | 9,476,800 | | 9,734,900 | | 44,093,400 | | 45,505,600 | |

- Ethnic diversity decreases the more sparsely populated the area is. In 2018 *minority ethnic* groups accounted for 1.2 per cent of those in rural areas in a sparse setting and 0.5 per cent of those in urban sparse areas.

Percentage of population by ethnicity and detailed settlement type, England, 2018

| | White | Asian | Mixed / Multiple | Chinese, Arab & Other | Black |
|-----------------------------|--------------|-------------|------------------|-----------------------|-------------|
| Rural | 97.6% | 0.8% | 0.8% | 0.5% | 0.4% |
| - those in a sparse setting | 98.8% | .. | .. | .. | .. |
| Rural town and fringe | 97.1% | 1.0% | 0.9% | 0.6% | 0.5% |
| Rural village and hamlet | 97.9% | 0.7% | 0.7% | 0.5% | 0.3% |
| Urban | 81.4% | 9.0% | 2.2% | 3.0% | 4.5% |
| - those in a sparse setting | 99.5% | .. | .. | .. | .. |
| Urban major conurbation | 70.7% | 13.8% | 3.0% | 4.7% | 7.7% |
| Urban minor conurbation | 87.2% | 4.6% | 2.4% | 2.5% | 3.4% |
| Urban city and town | 89.8% | 5.4% | 1.5% | 1.5% | 1.8% |
| England | 84.2% | 7.6% | 1.9% | 2.5% | 3.7% |

.. Data suppressed as proportions too low to be reliable for individual ethnic groups

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

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.

- In 2018, 11.7 million people lived in a *predominantly rural* area, 20.8 per cent of the England population.
- 52 per cent of the population in *predominantly rural* areas are over the age of 44, which is the same as in 2017.
- In comparison, 40 per cent of the population in *predominantly urban* areas are over the age of 44, which is the same as in 2017 as well.
- The population in *predominantly rural* areas has increased by 5.1 per cent between 2011 and 2018, compared with 5.4 per cent for England as a whole and 5.7 per cent in *predominantly urban* areas.
- However, it is longer-term comparisons that highlight significant shifts in the age structure. Comparisons have been made between 2001 and 2015 to show this.
- *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.

Local Authority index of population change, 2011 to 2018 (Population in '000s)

(2011 = 100)

| | 2011 | | 2012 | | 2013 | | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | |
|------------------------------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|
| | Pop. | Index | Pop. | Index | Pop. | Index | Pop. | Index | Pop. | Index | Pop. | Index | Pop. | Index | Pop. | Index |
| Mainly Rural | 4,738 | 100 | 4,762 | 100.5 | 4,785 | 101.0 | 4,817 | 101.7 | 4,847 | 102.3 | 4,879 | 103.0 | 4,933 | 104.1 | 4,972 | 105.0 |
| Largely Rural | 6,352 | 100 | 6,385 | 100.5 | 6,420 | 101.1 | 6,468 | 101.8 | 6,513 | 102.5 | 6,566 | 103.4 | 6,631 | 104.4 | 6,680 | 105.2 |
| Urban with Significant Rural | 6,911 | 100 | 6,949 | 100.5 | 6,988 | 101.1 | 7,034 | 101.8 | 7,079 | 102.4 | 7,127 | 103.1 | 7,176 | 103.8 | 7,223 | 104.5 |
| Urban with City and Town | 14,090 | 100 | 14,198 | 100.8 | 14,298 | 101.5 | 14,420 | 102.3 | 14,543 | 103.2 | 14,669 | 104.1 | 14,734 | 104.6 | 14,805 | 105.1 |
| Urban with Minor Conurbation | 2,106 | 100 | 2,121 | 100.7 | 2,132 | 101.2 | 2,146 | 101.9 | 2,160 | 102.6 | 2,179 | 103.5 | 2,194 | 104.2 | 2,207 | 104.8 |
| Urban with Major Conurbation | 18,911 | 100 | 19,080 | 100.9 | 19,242 | 101.8 | 19,433 | 102.8 | 19,644 | 103.9 | 19,847 | 104.9 | 19,951 | 105.5 | 20,090 | 106.2 |
| | | | | | | | | | | | | | | | | |
| Predominantly Rural | 11,089 | 100 | 11,146 | 100.5 | 11,205 | 101.0 | 11,284 | 101.8 | 11,360 | 102.4 | 11,446 | 103.2 | 11,565 | 104.3 | 11,652 | 105.1 |
| Predominantly Urban | 35,107 | 100 | 35,399 | 100.8 | 35,672 | 101.6 | 35,998 | 102.5 | 36,347 | 103.5 | 36,695 | 104.5 | 36,879 | 105.0 | 37,102 | 105.7 |
| England | 53,107 | 100 | 53,494 | 100.7 | 53,866 | 101.4 | 54,317 | 102.3 | 54,786 | 103.2 | 55,268 | 104.1 | 55,619 | 104.7 | 55,977 | 105.4 |

Age bands as a percentage of total 2018 mid-year Local Authority 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+ |
|------------------------------|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| Mainly Rural | 4.9 | 5.6 | 5.5 | 5.2 | 4.5 | 5.0 | 5.1 | 5.3 | 5.4 | 7.0 | 7.8 | 7.4 | 6.7 | 6.7 | 6.8 | 4.5 | 3.3 | 2.0 | 1.2 |
| Largely Rural | 5.2 | 5.8 | 5.7 | 5.2 | 4.8 | 5.3 | 5.5 | 5.7 | 5.7 | 7.0 | 7.6 | 7.2 | 6.4 | 6.3 | 6.3 | 4.2 | 3.1 | 1.9 | 1.1 |
| Urban with Significant Rural | 5.5 | 6.1 | 5.8 | 5.4 | 5.2 | 5.6 | 5.7 | 6.0 | 5.9 | 7.1 | 7.6 | 6.9 | 6.0 | 5.7 | 5.8 | 3.9 | 2.9 | 1.8 | 1.1 |
| Urban with City and Town | 6.0 | 6.4 | 5.8 | 5.7 | 7.2 | 7.1 | 6.7 | 6.6 | 6.0 | 6.7 | 6.8 | 6.2 | 5.3 | 4.8 | 4.7 | 3.2 | 2.4 | 1.5 | 0.9 |
| Urban with Minor Conurbation | 5.7 | 6.0 | 5.7 | 5.9 | 8.1 | 7.6 | 6.5 | 6.1 | 5.5 | 6.6 | 6.8 | 6.3 | 5.4 | 4.9 | 4.8 | 3.2 | 2.5 | 1.5 | 0.8 |
| Urban with Major Conurbation | 6.7 | 6.7 | 6.0 | 5.6 | 6.7 | 7.9 | 8.1 | 7.6 | 6.5 | 6.7 | 6.5 | 5.8 | 4.8 | 4.1 | 3.7 | 2.6 | 2.0 | 1.2 | 0.7 |
| | | | | | | | | | | | | | | | | | | | |
| Predominantly Rural | 5.1 | 5.7 | 5.6 | 5.2 | 4.7 | 5.2 | 5.3 | 5.5 | 5.6 | 7.0 | 7.7 | 7.3 | 6.5 | 6.5 | 6.5 | 4.3 | 3.2 | 2.0 | 1.1 |
| Predominantly Urban | 6.4 | 6.5 | 5.9 | 5.7 | 7.0 | 7.6 | 7.4 | 7.1 | 6.2 | 6.7 | 6.7 | 6.0 | 5.0 | 4.5 | 4.2 | 2.9 | 2.2 | 1.4 | 0.8 |
| England | 6.0 | 6.3 | 5.8 | 5.5 | 6.3 | 6.8 | 6.8 | 6.6 | 6.1 | 6.8 | 7.0 | 6.4 | 5.4 | 5.0 | 4.9 | 3.3 | 2.5 | 1.5 | 0.9 |

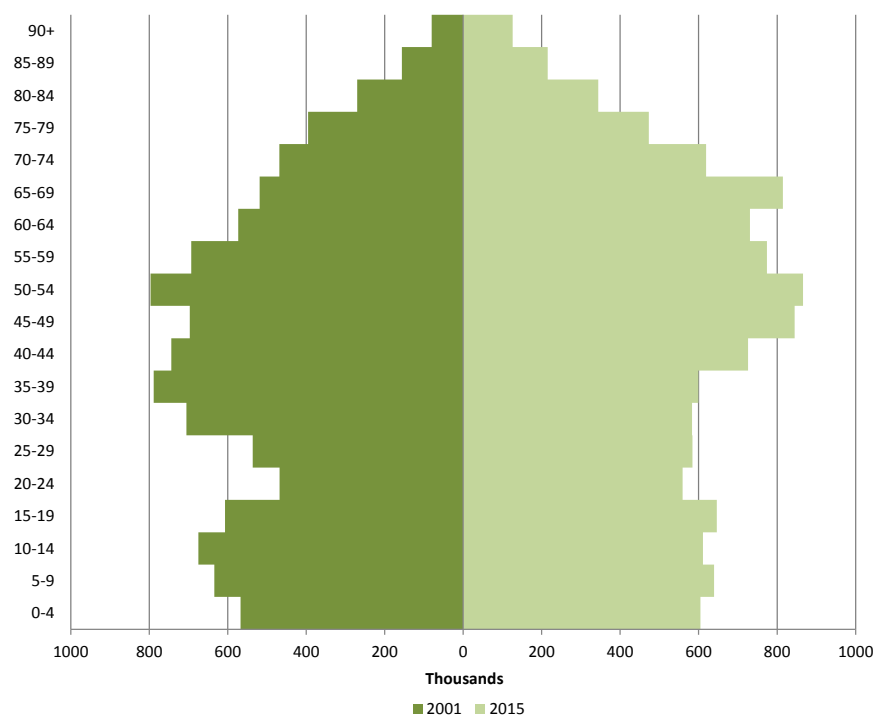
Source: Defra analysis of ONS data – Local Authority Population Estimates for England

www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

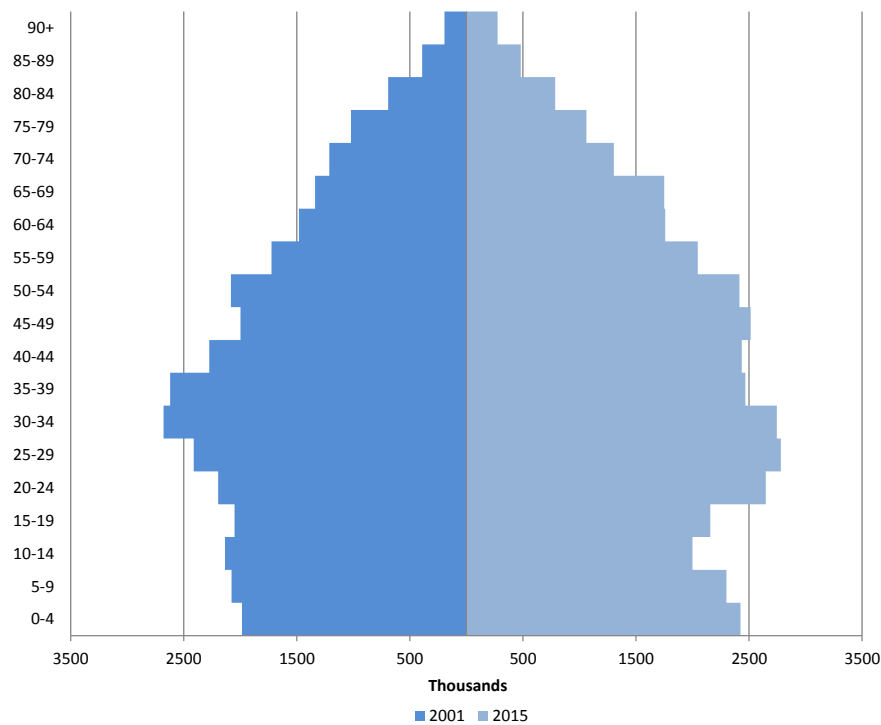
The charts below show longer-term changes in the populations for *predominantly rural* and *predominantly urban* areas, by age band, comparing 2001 and 2015 (not 2017 as above).

*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015¹, England
(scales in the charts differ and so are not directly comparable)*

Predominantly rural areas



Predominantly urban areas



¹ The 2011 rural urban classification has been applied to both years to enable comparison

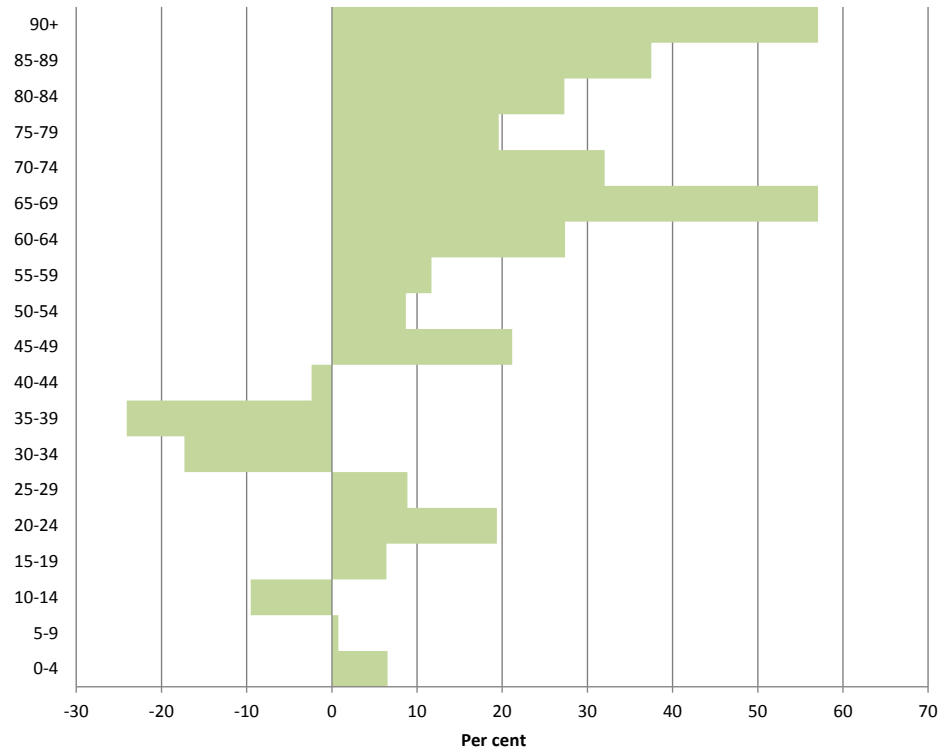
*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015², England
(combined chart showing rural and urban at the same scale)*



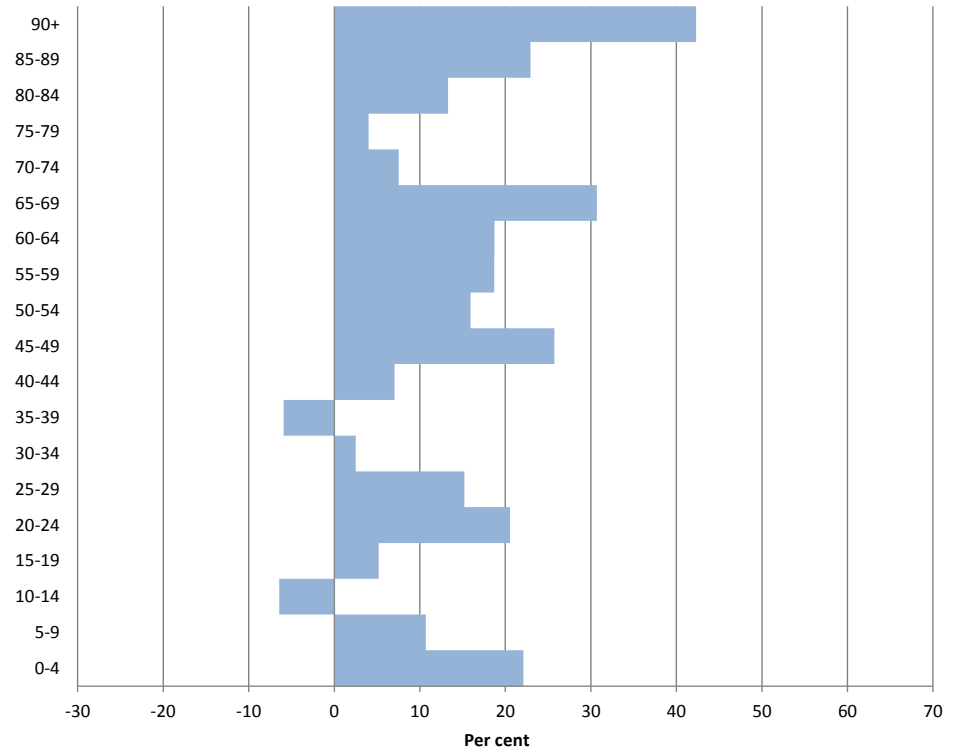
² The 2011 rural urban classification has been applied to both years to enable comparison

Percentage change in population in predominantly rural and predominantly urban areas by age bands, between 2001 and 2015³, England

Predominantly rural areas



Predominantly urban areas



³ 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 | 2001 | 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 | 2001 | 371 | 408 | 426 | 387 | 322 | 371 | 466 | 508 | 469 | 433 | 485 | 415 | 341 | 303 | 272 | 228 | 157 | 90 | 46 | 6,500 |
| Predominantly rural | 2001 | 567 | 634 | 675 | 607 | 468 | 537 | 705 | 789 | 744 | 697 | 797 | 693 | 574 | 519 | 469 | 395 | 270 | 156 | 80 | 10,378 |
| England | 2001 | 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 | 2015 | 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 | 2015 | 405 | 418 | 390 | 410 | 386 | 393 | 398 | 405 | 475 | 531 | 531 | 458 | 415 | 453 | 346 | 269 | 198 | 124 | 73 | 7,079 |
| Predominantly rural | 2015 | 604 | 639 | 611 | 646 | 559 | 584 | 583 | 599 | 726 | 845 | 866 | 774 | 731 | 815 | 619 | 473 | 344 | 215 | 126 | 11,360 |
| England | 2015 | 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 | change 2001-2015 | 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 | change 2001-2015 | 35 | 9 | -36 | 23 | 63 | 23 | -68 | -103 | 6 | 98 | 45 | 42 | 75 | 150 | 74 | 41 | 42 | 34 | 27 | 579 |
| Predominantly rural | change 2001-2015 | 37 | 5 | -64 | 39 | 91 | 48 | -122 | -190 | -18 | 148 | 69 | 81 | 157 | 296 | 150 | 77 | 74 | 59 | 46 | 982 |
| England | change 2001-2015 | 511 | 237 | -238 | 168 | 606 | 438 | -123 | -448 | 149 | 760 | 446 | 446 | 509 | 857 | 316 | 160 | 207 | 182 | 154 | 5,337 |
| Predominantly urban | % change 2001-2015 | 22 | 11 | -6 | 5 | 21 | 15 | 3 | -6 | 7 | 26 | 16 | 19 | 19 | 31 | 8 | 4 | 13 | 23 | 42 | 12 |
| Urban with significant rural | % change 2001-2015 | 9 | 2 | -8 | 6 | 20 | 6 | -14 | -20 | 1 | 23 | 9 | 10 | 22 | 49 | 27 | 18 | 27 | 37 | 57 | 9 |
| Predominantly rural | % change 2001-2015 | 7 | 1 | -10 | 6 | 19 | 9 | -17 | -24 | -2 | 21 | 9 | 12 | 27 | 57 | 32 | 20 | 27 | 38 | 57 | 9 |
| England | % change 2001-2015 | 17 | 8 | -7 | 6 | 20 | 13 | -3 | -11 | 4 | 24 | 13 | 16 | 21 | 40 | 16 | 10 | 19 | 29 | 48 | 11 |

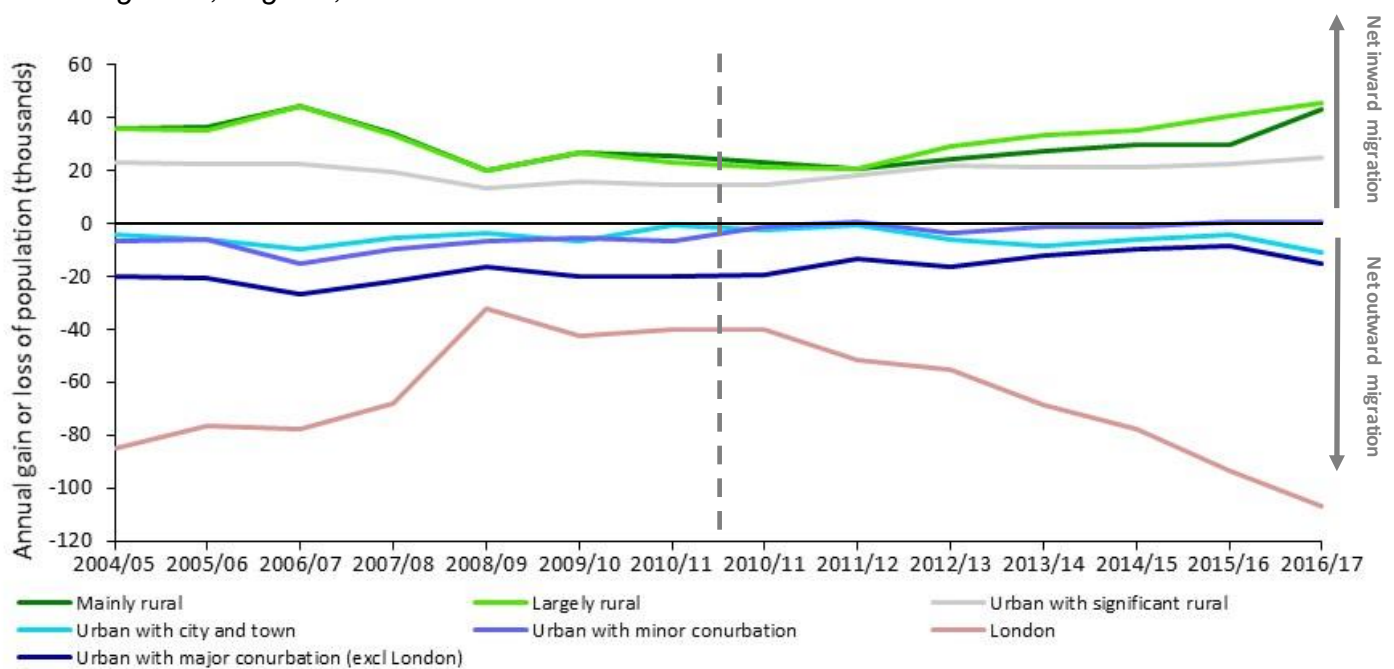
Source: Office for National Statistics and Defra analysis, mid-year population estimates 2001 to 2015 for local authorities, by sex and age, with components of change (published 2016) www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland (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 2016/17



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.

- 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 88,400 people in 2016/17. Within that *largely rural* areas saw net internal migration inwards of 45,300 people and *mainly rural* areas saw net internal migration inwards of 43,100 (which would include migration between these two categories).
- In contrast, in total for *predominantly urban* areas there was net internal migration outwards of 132,100. This included net internal migration outwards from London of 106,600 (including to other *predominantly urban* areas).

Migration arising from internal migration (within the UK), 2004/05 to 2016/17, 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 | 15/16 | 16/17 |
|--|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| 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 | 29.5 | 43.1 |
| 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 | 40.9 | 45.3 |
| 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 | 22.4 | 25.2 |
| 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 | -4.2 | -10.8 |
| 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 | 0.7 | 0.5 |
| 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 | -8.3 | -15.1 |
| 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 | -93.3 | -106.6 |
| Predominantly rural | 71.7 | 71.6 | 88.7 | 67.0 | 40.2 | 53.4 | 48.3 | 44.1 | 41.0 | 53.8 | 60.6 | 64.9 | 70.5 | 88.4 |
| Predominantly urban | -116.0 | -109.7 | -128.5 | -104.3 | -58.8 | -74.6 | -67.8 | -63.5 | -64.8 | -81.2 | -90.9 | -94.3 | -105.1 | -132.1 |

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 2016/17.

Internal (within UK) migration between different classes of authority, 2016/17

| Outward | Inward | | | | | thousands |
|------------------------------|---------------------|------------------------------|---------------------|----------------|----------------|---------------|
| | Predominantly rural | Urban with significant rural | Predominantly urban | Rest of the UK | Total outwards | Net migration |
| Predominantly rural | | 74.8 | 278.1 | 27.2 | 380.0 | 88.4 |
| Urban with significant rural | 93.0 | | 192.7 | 17.0 | 302.7 | 25.2 |
| Predominantly urban | 352.5 | 239.6 | | 73.9 | 666.0 | -132.1 |
| Rest of the UK | 22.9 | 13.5 | 63.2 | | 99.7 | 18.4 |
| Total inwards | 468.5 | 327.9 | 534.0 | 118.1 | 1448.5 | 0.0 |

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, 2016/17

| | thousands | | thousands |
|--|-------------|--|---------------|
| Urban with significant rural | 18.2 | Predominantly rural | -74.5 |
| Predominantly urban | 74.5 | Urban with significant rural | -46.9 |
| Rest of the UK | -4.2 | Rest of the UK | -10.7 |
| Net migration for predominantly rural areas | 88.4 | Net migration for predominantly urban areas | -132.7 |

- In 2016/17 *predominantly rural* areas saw net migration from *predominantly urban* areas of 74,500 people (352,500 inwards less 278,100 outwards), and from *urban with significant rural* areas of 18,200 people (93,000 inwards less 74,800 outwards). There was a net outward migration from *predominantly rural* areas to the rest of the UK of 4,200 people (22,900 inwards less 27,200 outwards).
- Net inward migration to *predominantly rural* areas in 2016/17 increased the *predominantly rural* population by 0.8 per cent, compared with a 0.4 per cent increase in 2010/11.
- Net outward migration from *predominantly urban* areas in 2016/17 reduced the *predominantly urban* population by 0.4 per cent, compared with a 0.2 per cent reduction in 2010/11.

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).

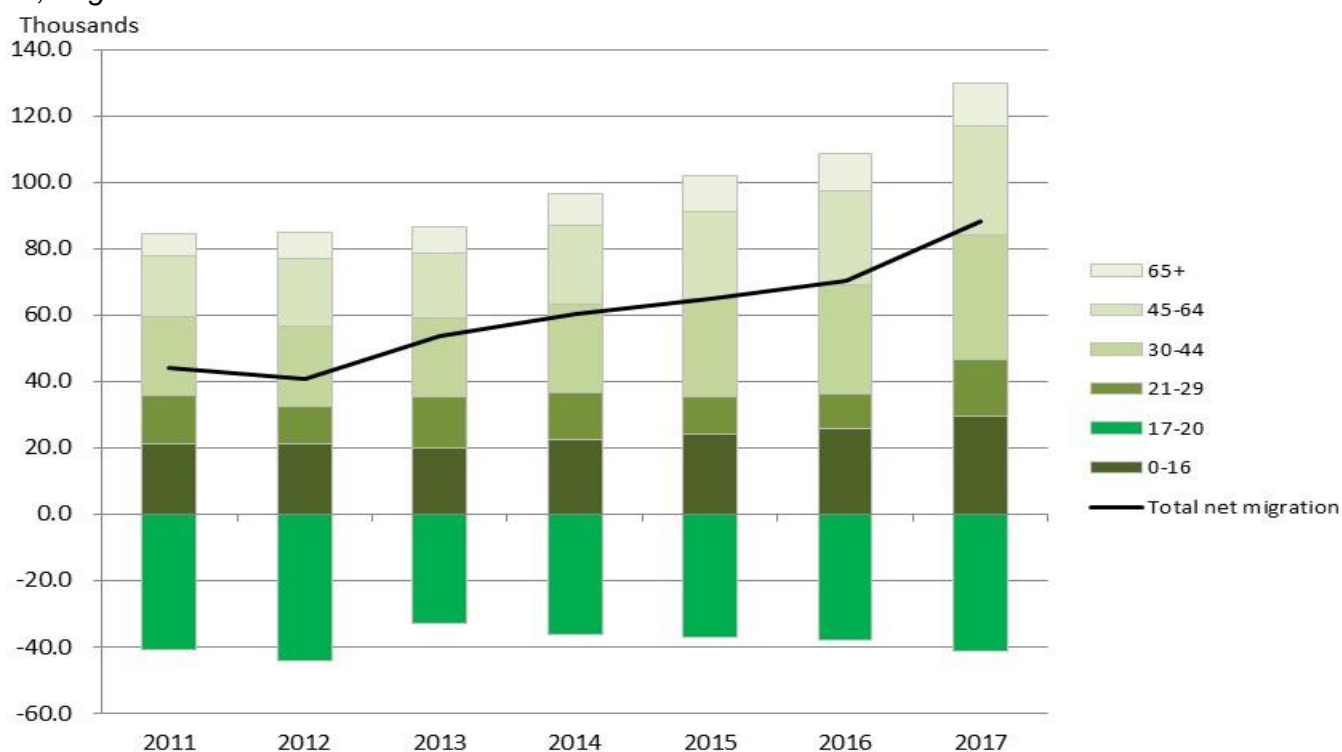
Source: Defra analysis of ONS data - Annual internal Migration within the United Kingdom to June 2017.

www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/internalmigrationbyoriginanddestinationlocalauthoritiessexandsingleyearofagedetailedestimatesdataset

Internal migration by age

- For some years there has been net internal migration (within the UK) inwards to *predominantly rural* areas. This has been the case across all age bands except for 17 to 20 year olds. In 2016/17 within overall net internal migration inwards to predominantly rural areas of 88,400, there was net internal migration outwards of 17 to 20 years olds of 41,400.
- 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 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.

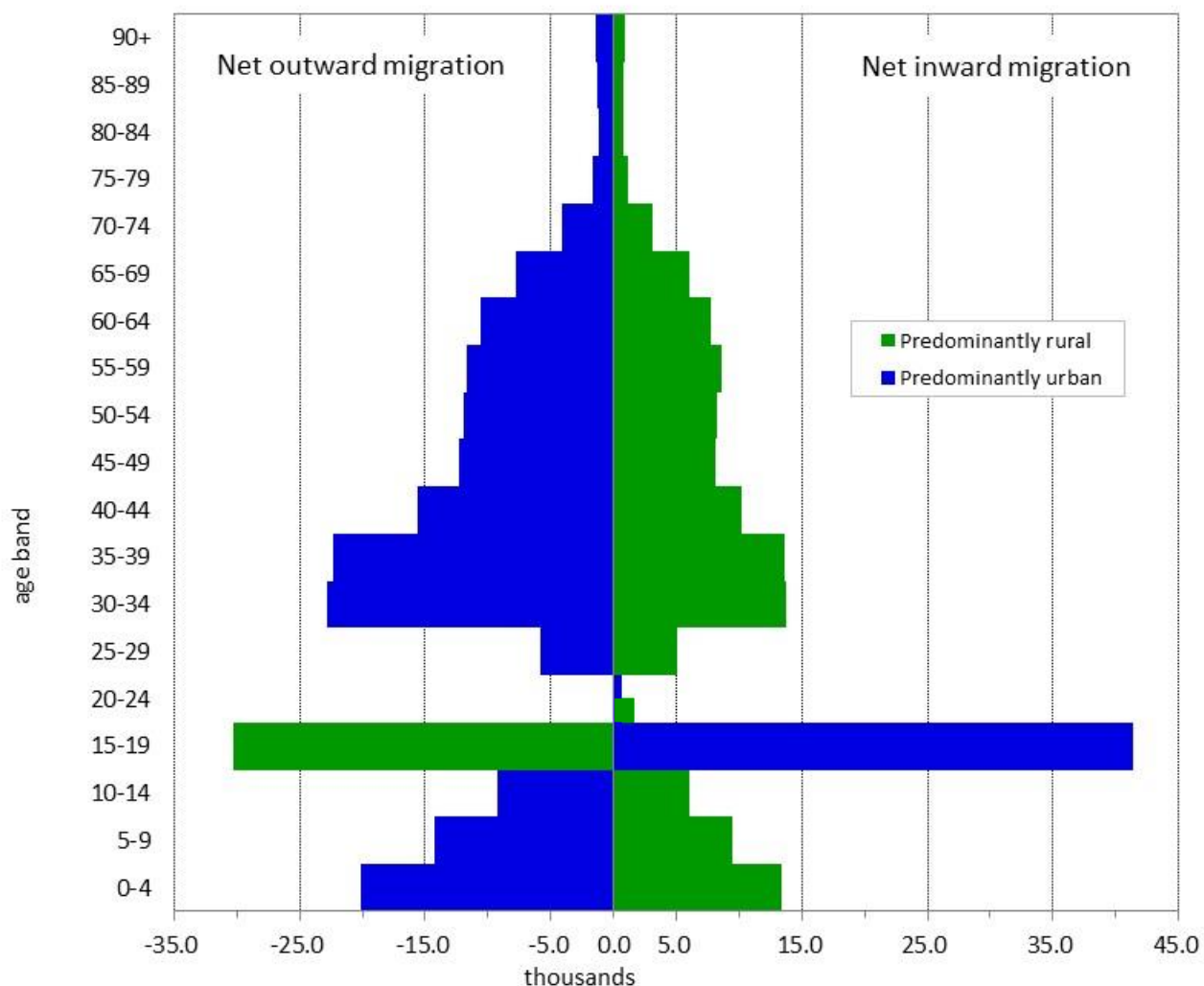
Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2017, England



Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2017, England

| | thousands | | | | | | |
|-------------|-----------|-------|-------|-------|-------|------|---------------------|
| | 0-16 | 17-20 | 21-29 | 30-44 | 45-64 | 65+ | Total net migration |
| 2011 | 21.1 | -40.7 | 14.9 | 23.7 | 18.3 | 6.8 | 44.1 |
| 2012 | 21.3 | -44.1 | 11.0 | 24.3 | 20.3 | 8.1 | 41.0 |
| 2013 | 19.9 | -32.7 | 15.6 | 23.8 | 19.6 | 7.7 | 53.8 |
| 2014 | 22.7 | -36.1 | 14.1 | 26.7 | 23.6 | 9.7 | 60.6 |
| 2015 | 24.3 | -37.1 | 11.0 | 29.6 | 26.3 | 10.8 | 64.9 |
| 2016 | 26.0 | -38.1 | 10.4 | 32.5 | 28.5 | 11.0 | 70.5 |
| 2017 | 29.6 | -41.4 | 17.0 | 37.7 | 32.7 | 12.7 | 88.4 |

Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2017, England



Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2017, 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 | 13.3 | 9.4 | 6.1 | -30.3 | 1.6 | 5.1 | 13.8 | 13.7 | 10.2 | 8.2 | |
| Predominantly urban | -20.2 | -14.3 | -9.2 | 41.4 | 0.7 | -5.8 | -22.8 | -22.3 | -15.7 | -12.3 | |
| | 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 | 8.3 | 8.6 | 7.7 | 6.1 | 3.1 | 1.1 | 0.7 | 0.8 | 0.9 | 88.4 | |
| Predominantly urban | -11.9 | -11.7 | -10.6 | -7.8 | -4.1 | -1.6 | -1.1 | -1.3 | -1.4 | -132.1 | |

- Breaking the migration patterns down to equal 5-year age bands, in 2016/17 there was net outward migration for 15 to 19 year olds from *predominantly rural* areas of 30,300 which would include, as above, students moving elsewhere for higher education. For the 20 to 24 year old age bracket the pattern of movement has switched from net outward migration to net inward migration of 1,600 to *predominantly rural* areas. There was net inward migration for 25 to 29 year olds of around 5,100.
- The largest net inward migration to *predominantly rural* areas for adults occurred for 30-34 year olds (13,800 people), 35 to 39 year olds (13,700 people) and 40 to 44 year olds (10,200 people). Net inward migration for 45 to 49 year olds to 65 to 69 year olds, was between 6,100 and 8,600 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.

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).

Source: Defra analysis of ONS data - Annual internal Migration within the United Kingdom to June 2016.

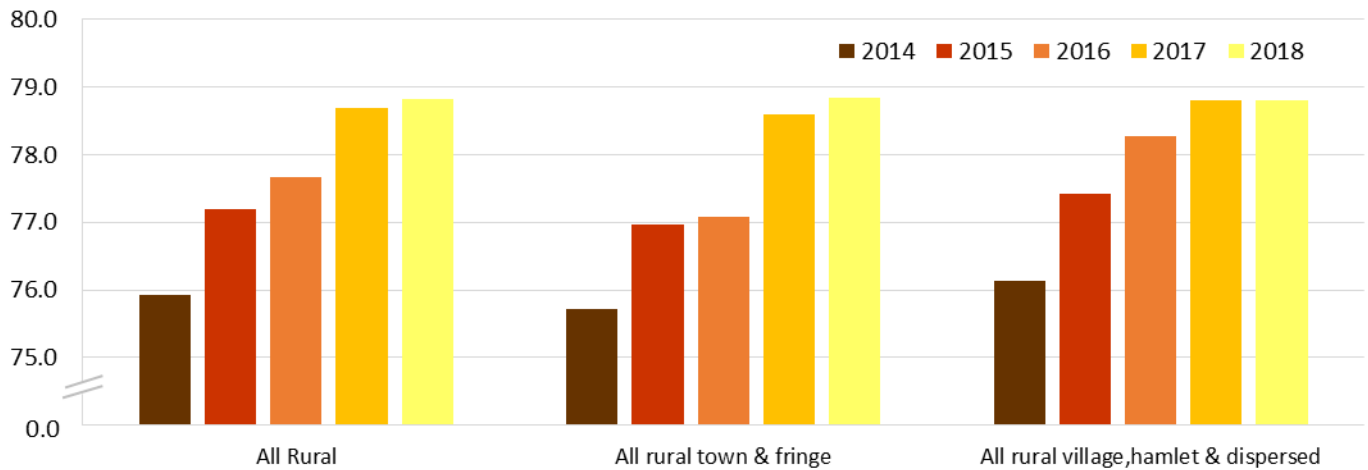
www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/internalmigrationbyoriginanddestinationlocalauthoritiessexandsingleyearofagedetailedestimatesdataset

Rural economy

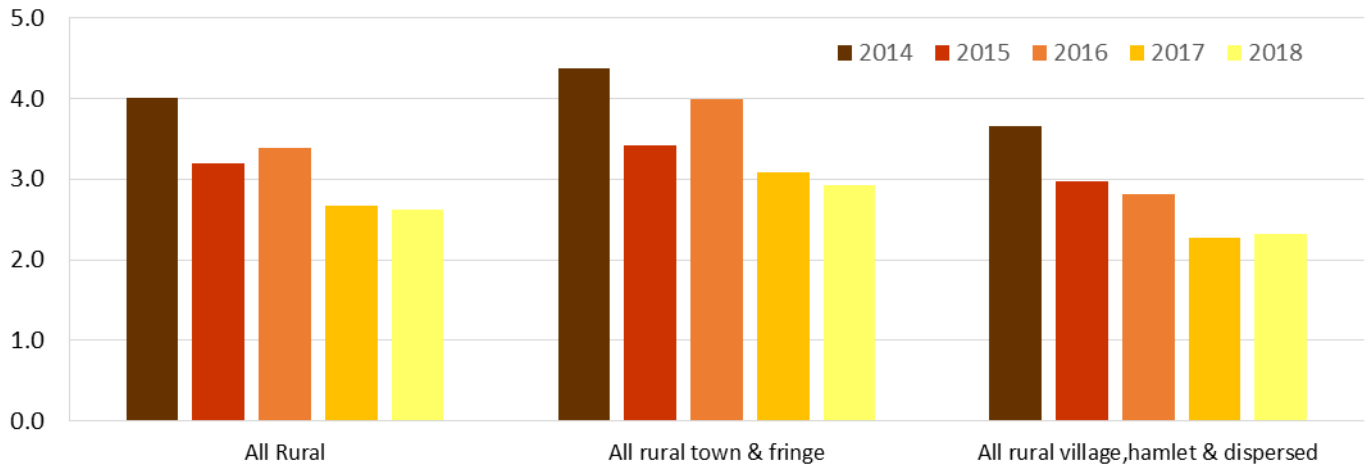
Employment and earnings

- **Employment:** The percentage of working age people in employment (*employment rate*) in 2018 was **75 per cent in urban settlements** and **79 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 2018 was **4.5 per cent in urban settlements** and **2.6 per cent in rural settlements**.
- **Economic inactivity:** The percentage of working age people who are not available for work or not seeking work (*economic inactivity rate*) in 2018 was **22 per cent in urban settlements** and **19 per cent in rural settlements**.

Employment as a percentage of working age population (age 16 to 64 years), in rural areas of England, 2014 to 2018

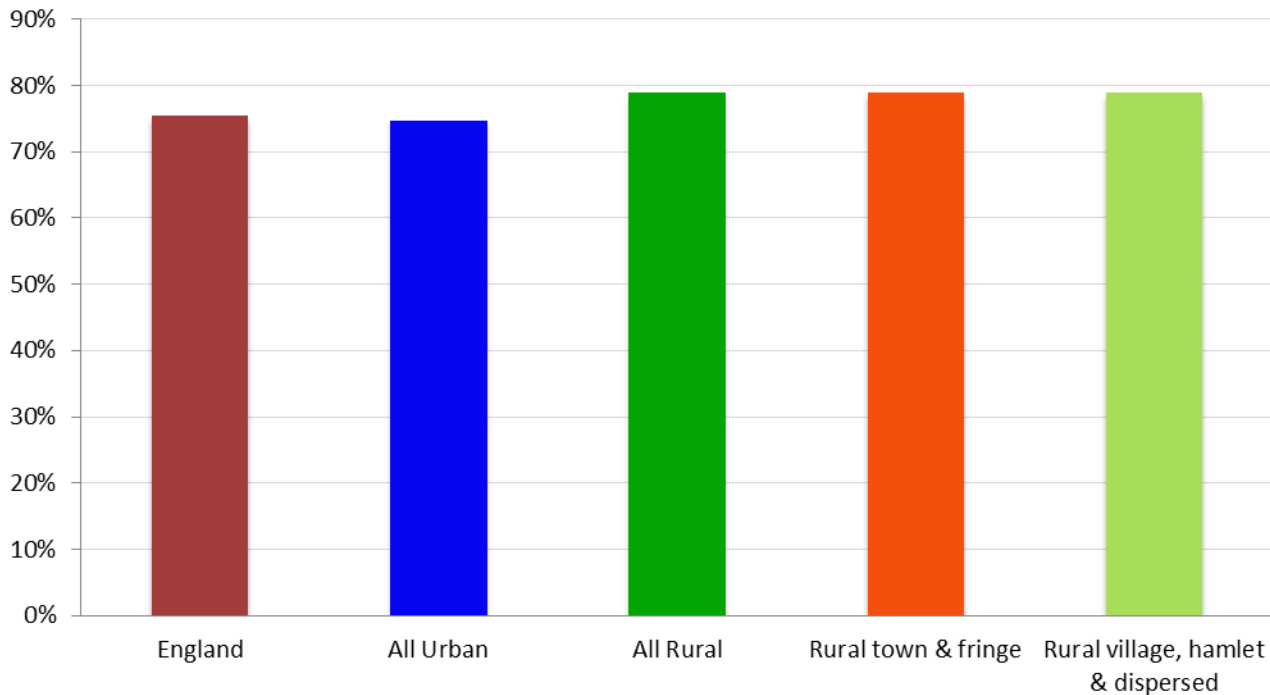


Unemployment as a percentage of economically active age 16 and over (age 16+), in rural areas of England, 2014 to 2018



Employment rate

Employment as a percentage of working age population (age 16 to 64 years), by rural-urban classification in England, 2018



- The employment rate in 2018 was higher in all types of rural areas compared with urban areas. The employment rate was the same for all types of rural areas at 78.8 per cent.
- For England overall there was a steady fall in the employment rate from 2008 to 2011, but there has been an upturn in the rate from 2012 and the level in 2018 was 75.4 per cent.
- The latest England employment rate for **April to June 2019** was 76.4 per cent, unchanged from **January to March 2019** and up 0.5 percentage points on a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.

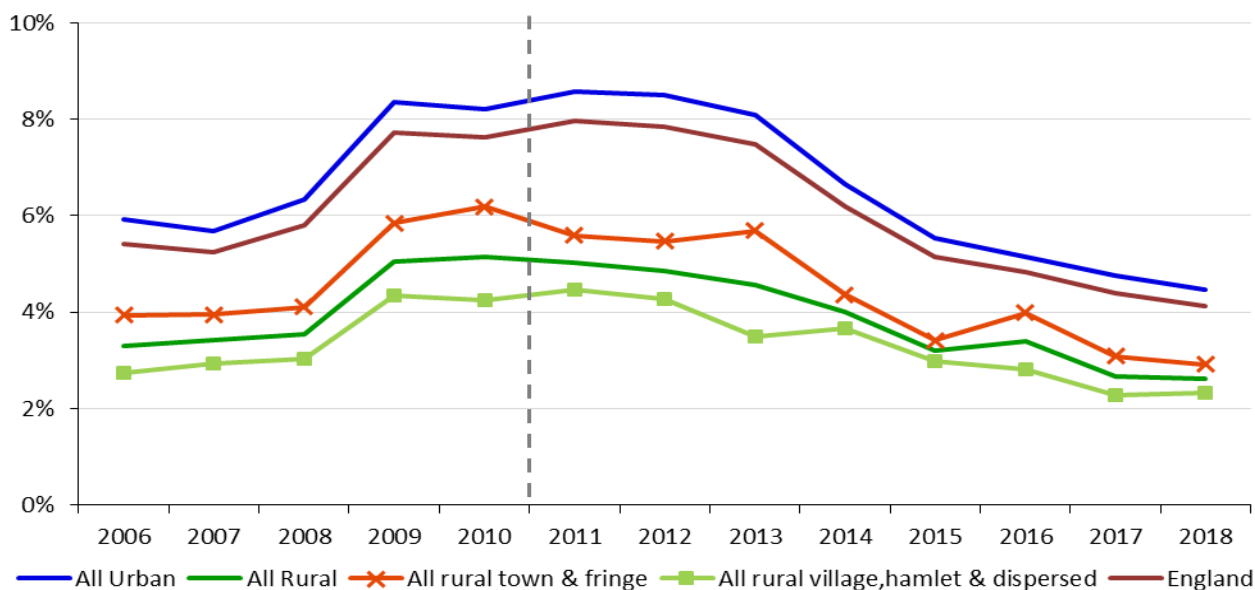
Percentage of working age population (age 16 to 64 years) who are employed, by rural-urban classification in England, 2008 to 2018

| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| All Urban | 71.4 | 69.8 | 69.4 | 69.3 | 69.9 | 70.6 | 71.9 | 73.2 | 73.6 | 74.4 | 74.7 |
| All Rural | 76.3 | 75.2 | 74.8 | 74.5 | 75.1 | 75.8 | 75.9 | 77.2 | 77.7 | 78.7 | 78.8 |
| those in a sparse setting | 76.1 | 74.4 | 73.7 | 72.2 | 74.1 | 75.4 | 73.0 | 76.5 | 77.4 | 78.2 | 75.8 |
| All rural town & fringe | 76.0 | 75.2 | 74.0 | 74.2 | 75.0 | 75.4 | 75.7 | 77.0 | 77.1 | 78.6 | 78.8 |
| All rural village & hamlets | 76.5 | 75.2 | 75.6 | 74.7 | 75.3 | 76.2 | 76.1 | 77.4 | 78.3 | 78.8 | 78.8 |
| England | 72.3 | 70.8 | 70.4 | 70.2 | 70.8 | 71.5 | 72.5 | 73.8 | 74.2 | 75.1 | 75.4 |

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 2018



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

- In 2018 the unemployment rate overall in rural areas was 2.6 per cent.
- The unemployment rate in rural areas returned to a downward trend in 2017, following the increase in 2016. However, even with the increase in rate in 2016 the unemployment rate in rural areas has been consistently lower than that in urban areas.
- 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 **April to June 2019** was 3.9 per cent, up 0.1 percentage points on **January to March 2019** and down 0.1 percentage points on a year earlier¹. The most recent figure available for rural unemployment is 2.4 per cent for **January to March 2019**. 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, 2008 to 2018

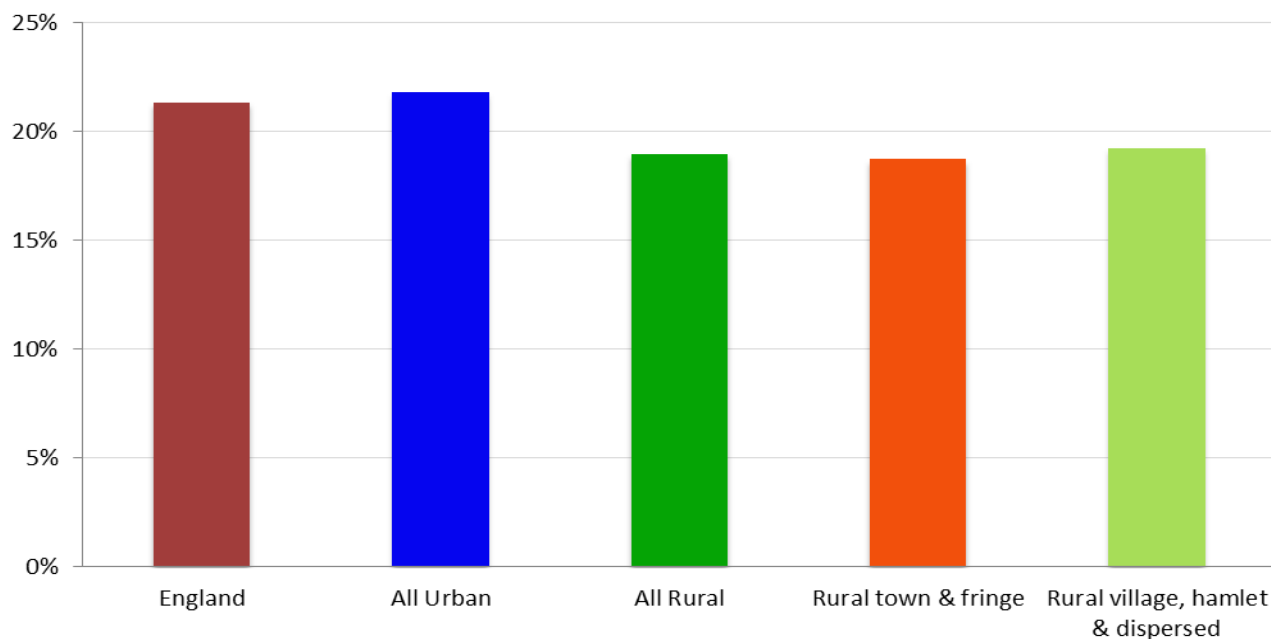
| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| All Urban | 6.3 | 8.4 | 8.2 | 8.6 | 8.5 | 8.1 | 6.7 | 5.5 | 5.1 | 4.8 | 4.5 |
| All Rural | 3.5 | 5.1 | 5.1 | 5.0 | 4.9 | 4.6 | 4.0 | 3.2 | 3.4 | 2.7 | 2.6 |
| those in a sparse setting | 3.2 | 4.8 | 5.1 | 5.4 | 3.6 | 4.0 | 3.6 | 3.7 | 3.5 | 2.5 | 1.4 |
| All rural town & fringe | 4.1 | 5.8 | 6.2 | 5.6 | 5.5 | 5.7 | 4.4 | 3.4 | 4.0 | 3.1 | 2.9 |
| All rural village & hamlets | 3.0 | 4.3 | 4.3 | 4.5 | 4.3 | 3.5 | 3.7 | 3.0 | 2.8 | 2.3 | 2.3 |
| England | 5.8 | 7.7 | 7.6 | 8.0 | 7.9 | 7.5 | 6.2 | 5.1 | 4.8 | 4.4 | 4.1 |

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, 2018



- 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 2018, the percentage of economic inactivity was higher in urban areas than rural areas (21.8 per cent of the working age population in urban areas compared to 19.0 per cent in rural areas).
- Within rural areas, the percentage of economic inactivity was highest in *rural in a sparse setting* (23.0 per cent of the working age population).
- Economic inactivity as a percentage of working age population has shown an overall decline since 2011 in both rural and urban areas.
- The latest England inactivity rate for **April to June 2019** was 20.4 per cent, down 0.1 percentage points on **January to March 2019** and down 0.5 percentage points on a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.

Percentage of working age population (age 16 to 64 years) who are economically inactive, by rural-urban classification in England, 2008 to 2018

| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| All Urban | 23.7 | 23.7 | 24.3 | 24.0 | 23.5 | 23.0 | 22.9 | 22.4 | 22.4 | 21.8 | 21.8 |
| All Rural | 20.8 | 20.7 | 21.0 | 21.4 | 20.9 | 20.5 | 20.8 | 20.2 | 19.5 | 19.1 | 19.0 |
| those in a sparse setting | 21.3 | 21.6 | 22.1 | 23.4 | 23.0 | 21.4 | 24.2 | 20.6 | 19.6 | 19.5 | 23.0 |
| All rural town & fringe | 20.7 | 20.1 | 21.0 | 21.3 | 20.6 | 20.0 | 20.7 | 20.2 | 19.6 | 18.9 | 18.7 |
| All village & hamlets | 21.0 | 21.3 | 20.9 | 21.6 | 21.2 | 20.9 | 20.8 | 20.1 | 19.3 | 19.2 | 19.2 |
| England | 23.2 | 23.2 | 23.6 | 23.6 | 23.1 | 22.6 | 22.6 | 22.1 | 21.9 | 21.4 | 21.3 |

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

Notes:

1) ONS Labour Market Statistics for August 2019, see table 23(1), page 39 of the PDF document:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/august2019>

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

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

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

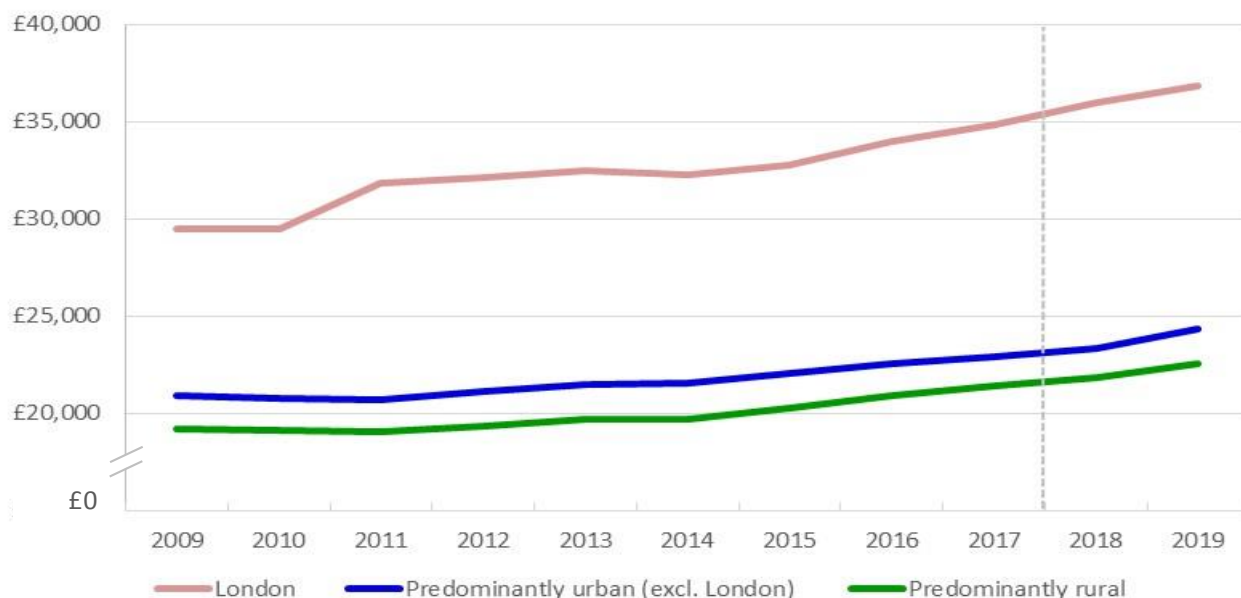
Source: Office for National Statistics, Annual Business Inquiry via abi2@ons.gov.uk

Earnings

- **Average annual employee earnings** (based on the median value, or middle of the earnings distribution) give an indication of living standards people are able to enjoy through their disposable income (see Expenditure).
- As people do not necessarily work in the same settlement as they live, workplace and residence based average earnings may differ.
- For example, **average residence based earnings are lower than workplace based earnings in major urban areas**, whilst **average residence based earnings in rural areas are higher than workplace earnings** because people living in rural areas may work in urban areas in higher paid jobs.
- Average workplace based earnings are lowest in *mainly rural* areas along with *urban with minor conurbation* areas and highest in the *London* area.
- All areas have seen an increase in workplace-based median earnings in 2019, with a 4.2 per cent increase in predominantly urban areas (excluding London) and a 3.4 per cent increase in predominantly rural areas in comparison with 2018. These compare with a change in the Consumer Price Index including housing costs (a measure of inflation) of 1.8 per cent in the year ending March 2019.

In April 2019 there were some changes to Local Authorities boundaries where some Local Authority Districts merged to form single Unitary Authorities. This reduces the number of Local Authorities Districts and Unitary Authorities in England from 326 to 317. The impact of these changes on rural urban comparisons is that some Local Authority Districts originally categorised as Urban with city and town or Urban with significant rural now form part of Unitary Authorities categorised as Largely rural. This change has been applied to figures from 2018 onwards.

Workplace based median gross annual earnings (current prices), 2009 to 2019



Note: Data to 2017 uses the Rural Urban Classification (RUC) based on 327 Local Authority Districts (LAD's) and Unitary Authorities (UA's). From 2018 the RUC is based on revised boundaries as at April 2019, reducing the number of LAD's and UA's from 326 to 317.

- In 2019, median workplace-based earnings in *predominantly urban areas (excluding London)* were £24,300 while *predominantly rural areas* were lower at £22,500.
- Between 2009 and 2019 median workplace based earnings increased for all settlement types. Excluding London, the rate of increase was greatest for workplaces in *mainly rural areas*, increasing by 18.8 per cent, followed by *largely rural areas* (16.8 per cent).
- The rate of increase was lowest in *urban with minor conurbation areas* where median earnings increased by 12.4 per cent in the same period.
- For England, the rate of increase between 2009 and 2019 was 16.0 per cent.
- Over the same time period (2009 to 2019) the Consumer Price Index (including housing costs) has increased by 20 per cent.

Workplace based median gross annual earnings (current prices), (£), 2010 to 2019¹

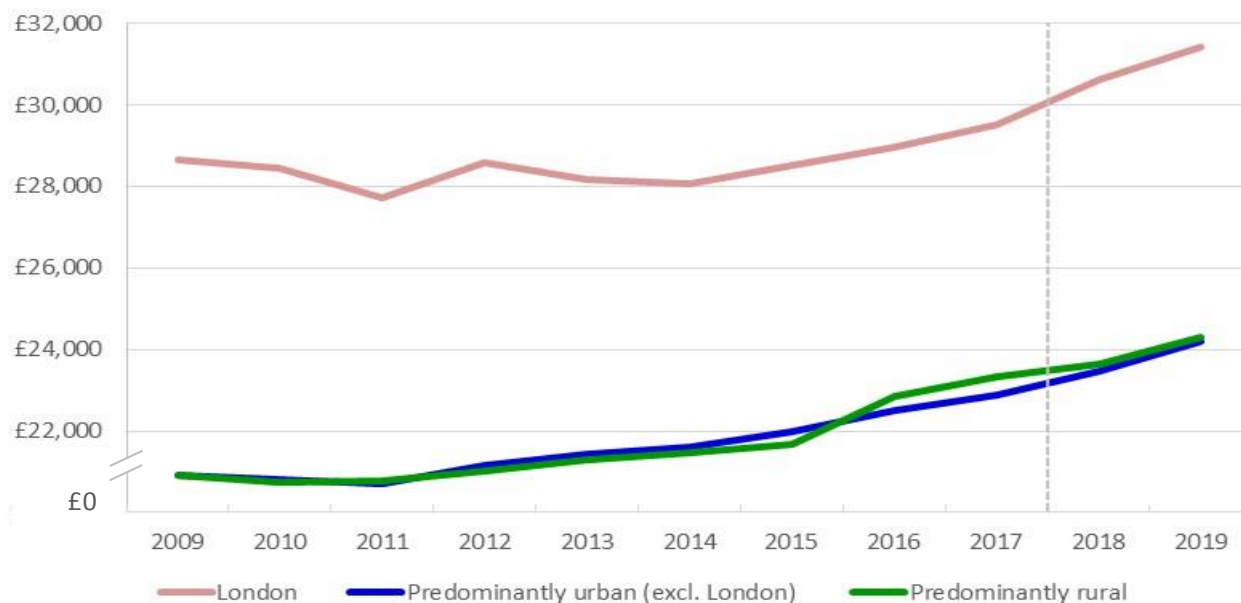
| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| London | 29,500 | 31,800 | 32,100 | 32,500 | 32,300 | 32,800 | 34,000 | 34,800 | 36,000 | 36,800 |
| Urban with Major Conurbation | 20,500 | 20,500 | 20,900 | 21,200 | 21,300 | 21,700 | 22,400 | 22,800 | 23,100 | 24,100 |
| Urban with Minor Conurbation | 19,400 | 19,500 | 20,300 | 20,200 | 20,300 | 20,800 | 21,100 | 21,300 | 21,700 | 22,400 |
| Urban with City and Town | 21,000 | 21,100 | 21,400 | 21,900 | 21,900 | 22,400 | 22,900 | 23,200 | 23,700 | 24,700 |
| Urban with significant rural | 20,800 | 20,600 | 21,000 | 21,100 | 21,400 | 21,500 | 22,300 | 21,800 | 23,300 | 24,400 |
| Largely Rural | 19,300 | 19,200 | 19,600 | 19,900 | 19,900 | 20,400 | 21,000 | 21,400 | 21,700 | 22,500 |
| Mainly Rural | 18,900 | 18,900 | 19,000 | 19,400 | 19,500 | 20,000 | 20,700 | 21,300 | 22,000 | 22,700 |
| Predominantly urban (excl. London) | 20,700 | 20,700 | 21,100 | 21,500 | 21,600 | 22,000 | 22,600 | 22,900 | 23,300 | 24,300 |
| Predominantly rural | 19,100 | 19,100 | 19,300 | 19,700 | 19,700 | 20,300 | 20,900 | 21,400 | 21,800 | 22,500 |
| England* | 21,600 | 21,500 | 21,800 | 22,200 | 22,300 | 22,700 | 23,300 | 23,800 | 24,300 | 25,100 |

* 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:

www.nomisweb.co.uk/articles/1066.aspx Results for England come from the original ONS publication (table 7.7a):

www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofworkbylocalauthorityshetable7

Residence-based median gross annual earnings (current prices), 2009 to 2019



Note: Data to 2017 uses the Rural Urban Classification (RUC) based on 327 Local Authority Districts (LAD's) and Unitary Authorities (UA's). From 2018 the RUC is based on revised boundaries as at April 2019, reducing the number of LAD's and UA's from 326 to 317.

- In 2019, median residence-based earnings in *predominantly urban areas (excluding London)* were £24,200 while *predominantly rural areas* were higher at £24,300.
- Between 2009 and 2019 median residence based earnings increased for all settlement types. The rate of increase was greatest for residence-based earnings in *mainly rural areas*, increasing by 17.3 per cent, followed by *urban with city and town* (16.5 per cent).
- Excluding London, the rate of increase was lowest in *urban with minor conurbation* where median earnings increased by 12.3 per cent in the same period.
- For England, the rate of increase between 2009 and 2019 was 15.9 per cent.
- Over the same time period (2009 to 2019) the Consumer Price Index (including housing costs) has increased by 20 per cent.

Residence based median gross annual earnings (current prices), (£), 2010 to 2019¹

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| London | 28,500 | 27,700 | 28,600 | 28,200 | 28,100 | 28,500 | 29,000 | 29,500 | 30,600 | 31,400 |
| Urban with Major Conurbation | 20,600 | 20,400 | 20,800 | 21,200 | 21,300 | 21,800 | 22,400 | 22,600 | 23,100 | 23,900 |
| Urban with Minor Conurbation | 19,600 | 19,600 | 20,100 | 20,100 | 20,100 | 20,200 | 20,800 | 21,300 | 21,800 | 22,400 |
| Urban with City and Town | 21,200 | 21,100 | 21,600 | 21,800 | 22,100 | 22,400 | 22,800 | 23,300 | 24,000 | 24,700 |
| Urban with significant rural | 22,400 | 22,500 | 22,400 | 22,800 | 23,100 | 23,200 | 23,700 | 24,200 | 24,800 | 26,000 |
| Largely Rural | 20,900 | 21,000 | 21,300 | 21,600 | 21,900 | 21,700 | 22,900 | 23,500 | 23,500 | 24,500 |
| Mainly Rural | 20,500 | 20,500 | 20,600 | 20,800 | 20,800 | 21,700 | 22,700 | 23,100 | 23,800 | 24,000 |
| Predominantly urban (excl. London) | 20,800 | 20,700 | 21,200 | 21,400 | 21,600 | 22,000 | 22,500 | 22,900 | 23,500 | 24,200 |
| Predominantly rural | 20,700 | 20,800 | 21,000 | 21,300 | 21,500 | 21,700 | 22,800 | 23,300 | 23,700 | 24,300 |
| England* | 21,600 | 21,500 | 21,800 | 22,200 | 22,400 | 22,700 | 23,300 | 23,800 | 24,300 | 25,100 |

* 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: Results for England come from the original ONS publication (table 8.7a):

www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthoritysheta8

Notes:

¹ Full time-series from 2009 are available on the 'Rural economy – statistical indicators' page:
www.gov.uk/government/collections/rural-economy-statistical-indicators

2018 figures are revised, 2019 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:
www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2019/relateddata

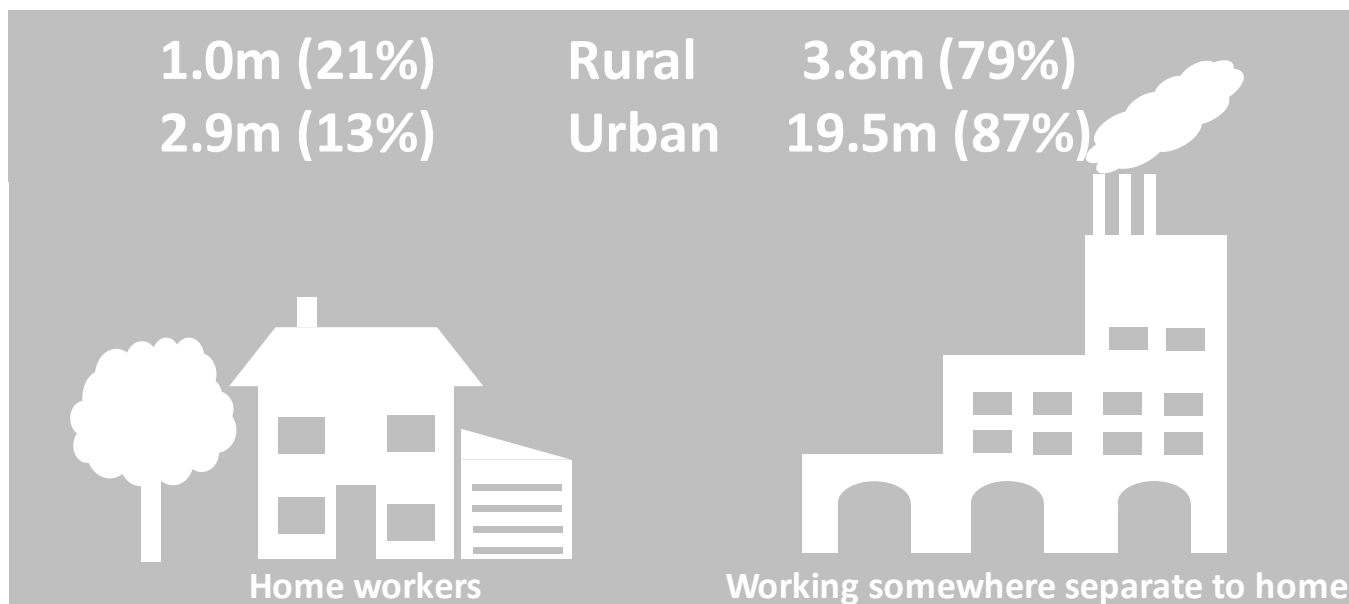
Figures in the tables have been rounded to the nearest £100. Figures are on a current prices basis and have not been adjusted for inflation. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis:
www.nomisweb.co.uk/articles/1066.aspx

Consumer Price Index: www.ons.gov.uk/economy/inflationandpriceindices/timeseries/d7bt/mm23

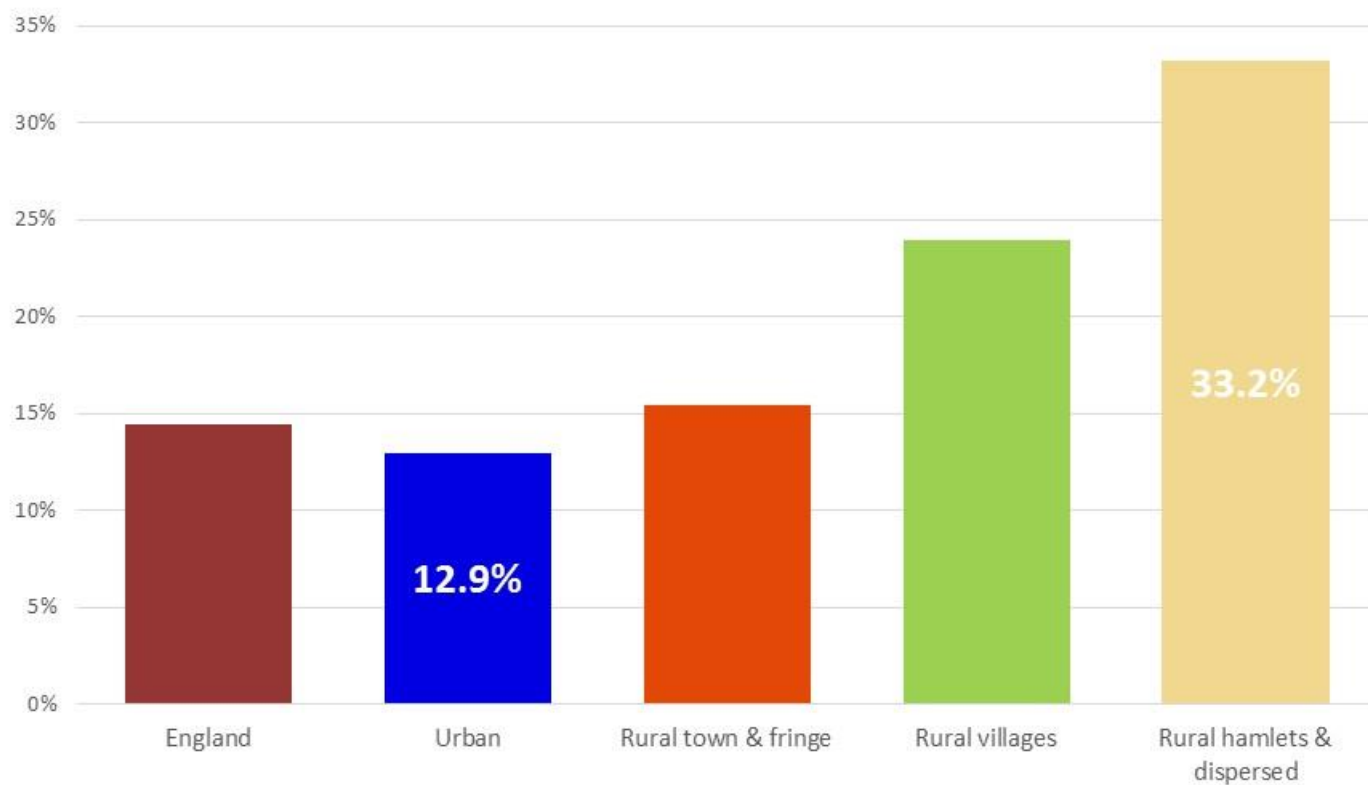
Home working

- Of the 27.1¹ million people in work in England in 2018, 3.9 million were home workers² (those who usually spend at least half of their work time using their home, either within their grounds or in different places or using it as a base). They account for 14 per cent of those in work¹.
- The highest rate of home workers was found in rural hamlets and dispersed areas, at 33 per cent, compared with 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 wage³, however this will vary across rural areas.

The 27.1¹ million workers in England in 2018 were made up of:



Home workers as a percentage of all those employed (age 16 and over), by rural-urban classification in England, 2018



- The highest rate of home workers was found in rural hamlets and dispersed areas, at 33 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 2018

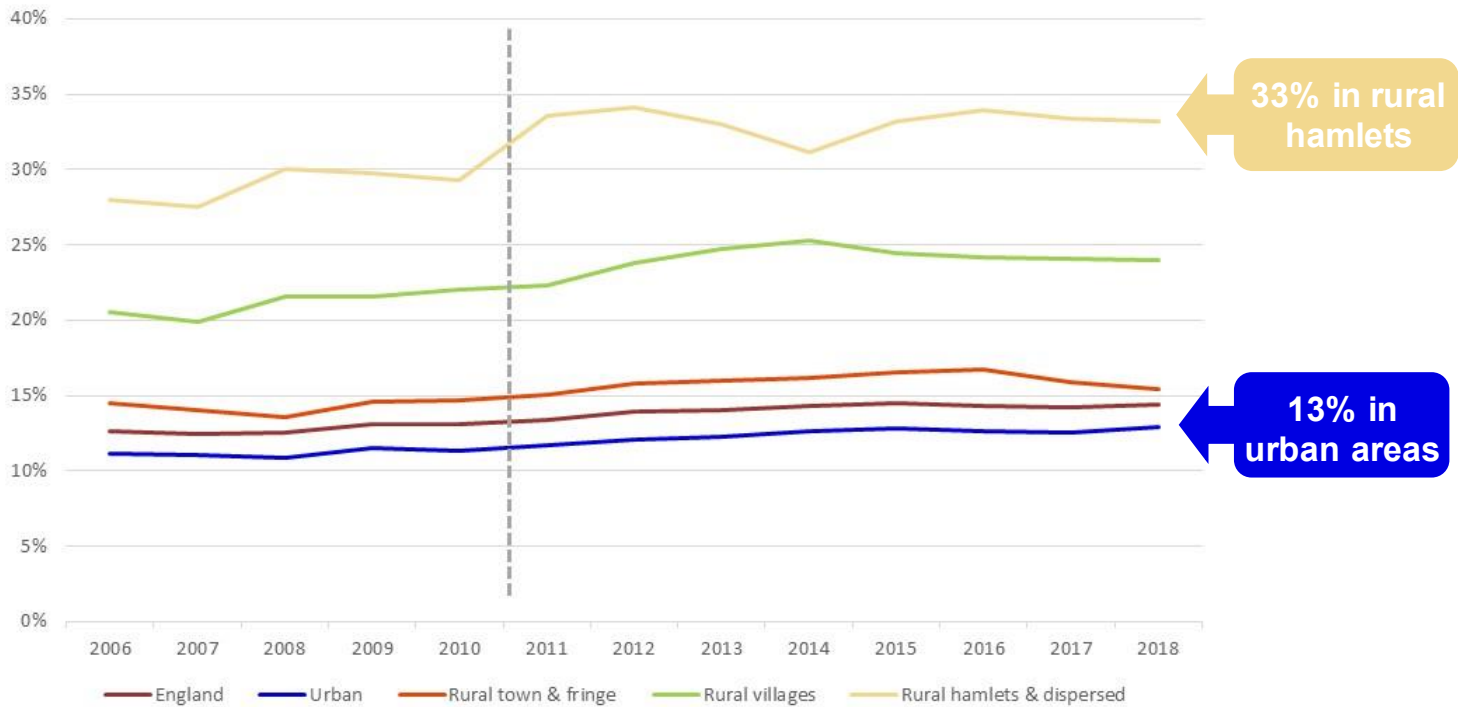
| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---------------------------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | per cent | | | | | | | | | | | | |
| Urban | 11.1 | 11.1 | 10.9 | 11.5 | 11.4 | 11.7 | 12.1 | 12.2 | 12.6 | 12.8 | 12.6 | 12.5 | 12.9 |
| Rural | 18.8 | 18.3 | 19.2 | 19.6 | 19.9 | 20.8 | 21.8 | 22.0 | 21.9 | 22.2 | 22.4 | 21.8 | 21.5 |
| 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 | 15.8 | 15.5 |
| Rural villages | 20.6 | 19.9 | 21.6 | 21.5 | 22.0 | 22.3 | 23.8 | 24.7 | 25.2 | 24.4 | 24.2 | 24.0 | 24.0 |
| 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 | 33.3 | 33.2 |
| England | 12.6 | 12.5 | 12.5 | 13.1 | 13.1 | 13.3 | 13.9 | 14.0 | 14.3 | 14.5 | 14.3 | 14.2 | 14.4 |
| | thousands | | | | | | | | | | | | |
| Urban | 2,163 | 2,170 | 2,139 | 2,229 | 2,198 | 2,322 | 2,443 | 2,507 | 2,660 | 2,766 | 2,756 | 2,779 | 2,888 |
| Rural | 895 | 873 | 929 | 944 | 966 | 920 | 986 | 1,002 | 998 | 1,033 | 1,051 | 1,045 | 1,031 |
| Rural town & fringe | 328 | 321 | 306 | 332 | 326 | 330 | 352 | 354 | 360 | 380 | 385 | 370 | 370 |
| Rural villages | 368 | 355 | 389 | 382 | 404 | 311 | 342 | 363 | 364 | 355 | 366 | 368 | 360 |
| Rural hamlets & dispersed | 200 | 198 | 235 | 230 | 236 | 279 | 291 | 285 | 275 | 298 | 300 | 308 | 302 |
| England | 3,057 | 3,044 | 3,069 | 3,173 | 3,163 | 3,242 | 3,428 | 3,510 | 3,658 | 3,799 | 3,807 | 3,823 | 3,919 |

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 2018)

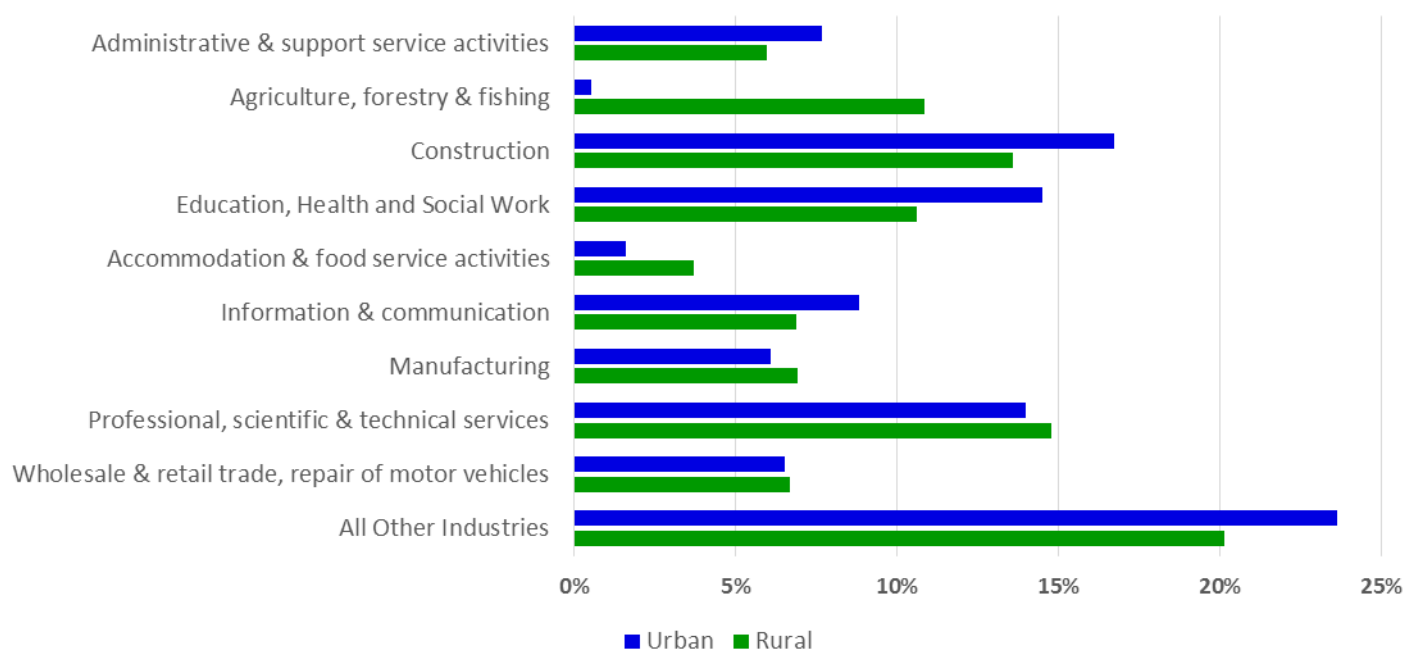
2018 homeworking rate:



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 2018 there were 1,031,000 home workers in rural areas, accounting for 21 per cent of all workers living in rural areas. There were 2,888,000 home workers in urban areas, accounting for 13 per cent of all workings living in urban areas.
- Between 2006 and 2018 the rate of home working increased across all areas. The highest increase was in *rural hamlets and dispersed* areas at 5.2 per cent and the lowest increase was in *rural town and fringe* at 1.0 per cent. However, it should be known 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, 2018



- The greatest difference in industry split home worker proportions occurs in “Agriculture, forestry & fishing”, where there is a 10.3 per cent difference in favour of rural areas, and “Education, Health and Social Work”, where there is a 3.9 per cent difference in favour of urban areas.
- The largest contributor to home workers in urban areas is “Construction” at 16.7 per cent and in rural areas is “Professional, scientific & technical services” at 14.8 per cent.

Percentage and numbers of home workers by industry and rural-urban classification, in England, 2018

| | Rural | | Urban | |
|--|---------------------------------|---------------|---------------------------------|---------------|
| | No. of home workers (thousands) | % | No. of home workers (thousands) | % |
| Administrative & support service activities | 61 | 5.9% | 221 | 7.7% |
| Agriculture, forestry & fishing | 111 | 10.8% | 15 | 0.5% |
| Construction | 140 | 13.6% | 482 | 16.7% |
| Education, Health and Social Work | 109 | 10.6% | 417 | 14.5% |
| Accommodation & food service activities | 38 | 3.7% | 46 | 1.6% |
| Information & communication | 71 | 6.9% | 254 | 8.8% |
| Manufacturing | 71 | 6.9% | 175 | 6.1% |
| Professional, scientific & technical services | 152 | 14.8% | 402 | 14.0% |
| Wholesale & retail trade, repair of motor vehicles | 69 | 6.7% | 188 | 6.5% |
| All Other Industries | 207 | 20.1% | 680 | 23.6% |
| Total | 1,030 | 100.0% | 2,879 | 100.0% |

Notes:

- 1) This figure is for all those who reported their working status. It differs slightly from the total number employed as some respondents have not reported their home working status.
- 2) Home workers are defined as those who usually spend at least half of their work time using their home, either within their grounds or in different places or using it as a base. Home workers will include both those who are employees of organisations and those who are self-employed. The category for home workers includes the following; those who work within their home; those who work in the same grounds or buildings of their home; and those who work in different places but use their home as a base.
- 3) <http://www.ons.gov.uk/ons/rel/lmac/characteristics-of-home-workers/2014/rpt-home-workers.html>
- 4) The levels and rates are based on people age 16 and over who are in employment.
- 5) The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied. Although a key difference between the 2001 and 2011 version of the classification is that a distinction between major conurbations, lesser conurbations and other urban areas has been introduced, the urban categories are comparable in concept. Similarly the rural 2001 and 2011 categories are comparable in concept. However, the classification of a settlement may have changed between 2001 and 2011 owing to changes in population and settlement pattern.

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

Productivity measured by Gross Value Added (GVA)

Productivity measures are often used to indicate how well a country can use its human and physical resources to generate economic growth. Strong economic growth will generally mean an improvement in living standards. However, productivity alone does not tell us everything about the economic wellbeing of different areas. The potential of any given place depends on the mix of industries, the infrastructure and the size of settlements there. Based on these circumstances, even an area with low productivity might be performing as well as it can.

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

In previous years the ONS have produced two separate measures of GVA, one based on income and one based on production. These two measures have been weighted and combined to produce a new *balanced* measure of GVA⁴.

In April 2019 there were some changes to Local Authorities boundaries where some Local Authority Districts merged to form single Unitary Authorities. This reduces the number of Local Authority Districts and Unitary Authorities in England from 326 to 317. The impact of these changes on rural urban comparisons is that some Local Authority Districts originally categorised as Urban with city and town or Urban with significant rural now form part of Unitary Authorities categorised as Largely rural. This change has been backdated across the full time-series.

- In 2018, GVA from *Predominantly Rural* areas contributed 15.9 per cent of England's GVA, and was worth an estimated £261 billion. This compares with 45.6 per cent from *Predominantly Urban areas (excluding London)* (£749 billion), 27.4 per cent from *London* (£450 billion) and 11.2 per cent from *Urban with Significant Rural areas* (£184 billion).
- The proportional contribution from *Predominantly Rural areas* to England's GVA has declined slightly between 2001 and 2018 (from 17.3 per cent to 15.9 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 shown a much smaller decline between 2001 and 2018 (from 22.7 per cent to 21.8 per cent).
- In 2018, the GVA per workforce job in *Predominantly Rural areas* was £43,900 and in *Predominantly Urban areas (excluding London)* it was £49,400 (provisional estimates).
- In 2018, the productivity of *Predominantly Rural areas* was around 82 per cent of that for England as whole (provisional estimate). This had fallen from 90 per cent in 2001 but it is affected by the increase in *London's* contribution to England's overall productivity.

⁴ For further information see the ONS website:

www.consultations.ons.gov.uk/national-accounts/consultation-on-balanced-estimates-of-regional-gva/

Contribution to England's Gross Value Added (GVA)

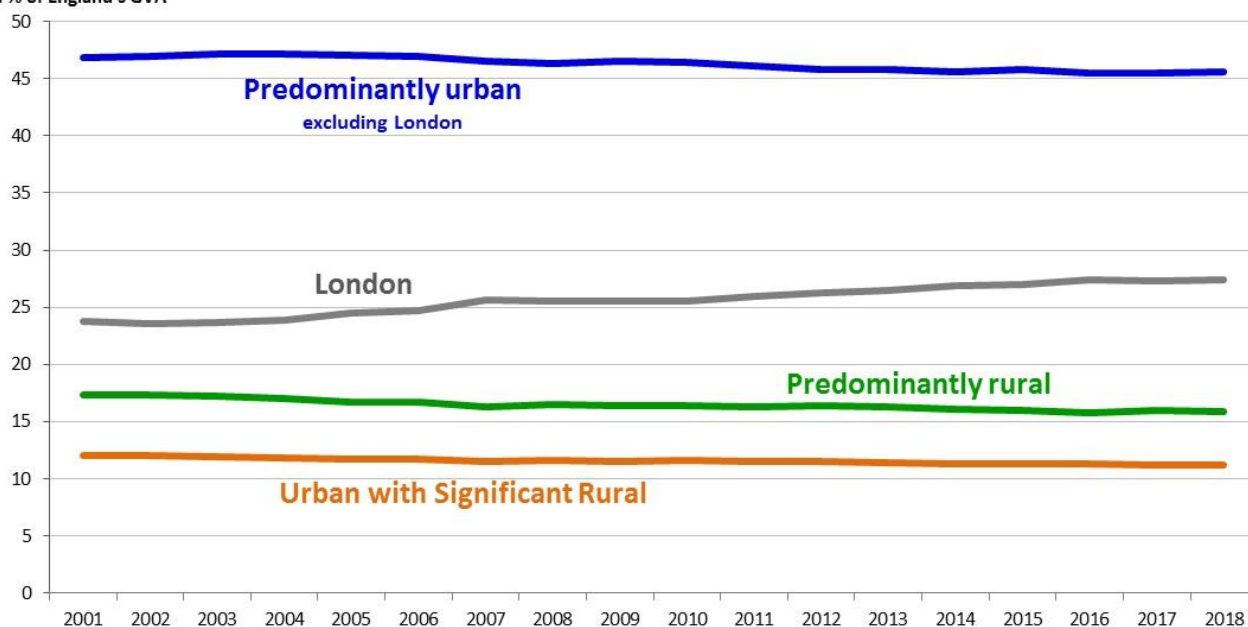
Contribution to England's Gross Value Added (GVA), by 2011-based local authority rural-urban classification in England (data broadly at county level apportioned at local district level), 2018 (provisional)

| 2011 Local Authority Classification | GVA (£m) | share | Broader classification | GVA (£m) | share |
|-------------------------------------|------------------|---------------|----------------------------------|------------------|---------------|
| London | 450,300 | 27.4% | London | 450,300 | 27.4% |
| Urban with Major Conurbation | 282,100 | 17.2% | Predominantly Urban excl. London | 748,800 | 45.6% |
| Urban with Minor Conurbation | 45,800 | 2.8% | | | |
| Urban with City and Town | 421,000 | 25.6% | | | |
| Urban with Significant Rural | 183,500 | 11.2% | Urban with Significant Rural | 183,500 | 11.2% |
| Largely Rural | 159,900 | 9.7% | Predominantly Rural | 260,600 | 15.9% |
| Mainly Rural | 100,700 | 6.1% | | | |
| England | 1,643,300 | 100.0% | England | 1,643,300 | 100.0% |

- *Predominantly Urban areas (excluding London)* make the largest contribution to England's GVA, estimated at £749 billion (45.6 per cent), followed by *London's* £450 billion (27.4 per cent). *Predominantly Rural* areas contributed an estimated £261 billion (15.9 per cent) in 2018.
- 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 (based on 2017 data), and 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 2018 (provisional)

as a % of England's GVA



Gross Value Added (GVA) by Local Authority Classification as a proportion of England GVA 2001 to 2018 (provisional)

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 (prov.) |
|--------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|
| Predominantly urban excluding London | 46.9 | 47.0 | 47.1 | 47.2 | 47.0 | 46.9 | 46.5 | 46.3 | 46.6 | 46.4 | 46.2 | 45.8 | 45.8 | 45.6 | 45.8 | 45.5 | 45.4 | 45.6 |
| London | 23.8 | 23.6 | 23.7 | 23.9 | 24.5 | 24.7 | 25.6 | 25.5 | 25.5 | 25.6 | 26.0 | 26.3 | 26.5 | 26.9 | 27.0 | 27.4 | 27.3 | 27.4 |
| Urban with significant rural | 12.1 | 12.1 | 12.0 | 11.9 | 11.8 | 11.7 | 11.5 | 11.6 | 11.5 | 11.6 | 11.5 | 11.5 | 11.5 | 11.3 | 11.3 | 11.3 | 11.2 | 11.2 |
| Predominantly rural | 17.3 | 17.3 | 17.2 | 17.0 | 16.7 | 16.7 | 16.3 | 16.5 | 16.4 | 16.4 | 16.3 | 16.4 | 16.3 | 16.1 | 16.0 | 15.8 | 16.0 | 15.9 |
| England | 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 | 100.0 | 100.0 | 100.0 |

Source: Defra analysis. Office for National Statistics, Gross Value Added at NUTS3 and LAD level.

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.

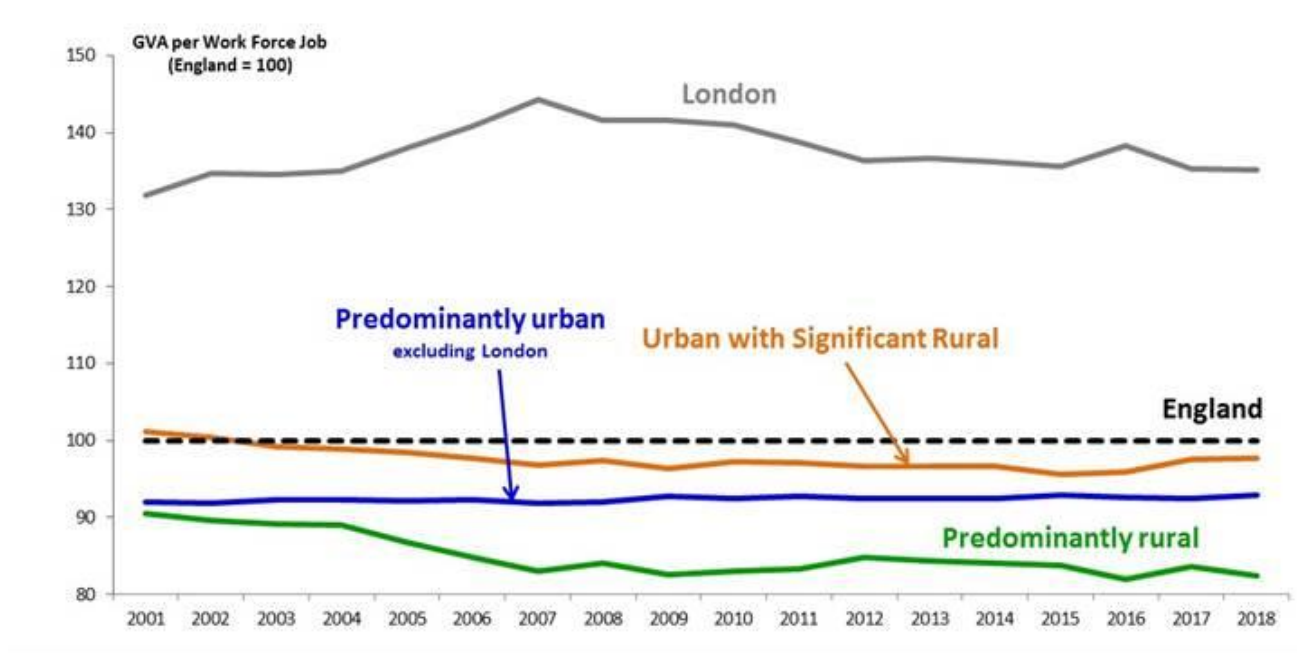
www.ons.gov.uk/economy/grossvalueaddedgva/datasets/nominalregionalgrossvalueaddedbalancedperheadandincomecomponents

www.ons.gov.uk/economy/grossvalueaddedgva/datasets/regionalgrossvalueaddedbalancedlocalauthoritiesbynuts1region

Balanced GVA uses the income approach and the production approach for estimating GVA. It takes the strengths from both approaches to produce a new balanced measure of regional GVA. This gives users a single measure of economic activity within a region.

Gross Value Added (GVA) per Workforce Job

GVA per workforce job (£), by Local Authority Classification compared with England as a whole, 2001 to 2018 (provisional)



Gross Value Added (GVA) per workforce job (WFJ) (£ and as percentage of England level), by Local Authority Classification in England, 2018 (provisional)

| | £ | As percentage of England level |
|------------------------------------|---------------|--------------------------------|
| London | 72,000 | 135 |
| Urban with major conurbation | 48,700 | 92 |
| Urban with minor conurbation | 42,200 | 79 |
| Urban with city and town | 50,900 | 96 |
| Urban with significant rural | 52,000 | 98 |
| Largely rural | 44,500 | 84 |
| Mainly rural | 42,900 | 81 |
| Predominantly Urban (excl. London) | 49,400 | 93 |
| Predominantly Rural | 43,900 | 82 |
| England | 53,200 | 100 |

- The nominal GVA per workforce job is highest in London at around £72,000 per workforce job in 2018 (provisional estimate). After London, Urban with Significant Rural areas had the highest values per workforce job (around £52,000).
- For 2018, the GVA per workforce job in Predominantly Urban areas (excluding London) areas was £49,400 and in Predominantly Rural areas it was £43,900.

Gross Value Added (GVA) per workforce job (WFJ) as a percentage of the level for England by Local Authority Classification, 2001 to 2018 (provisional)

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 (prov.) |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--------------|
| London | 132 | 135 | 134 | 135 | 138 | 141 | 144 | 142 | 142 | 141 | 139 | 136 | 137 | 136 | 136 | 138 | 135 | 135 |
| Predominantly urban excluding London | 92 | 92 | 92 | 92 | 92 | 92 | 92 | 92 | 93 | 93 | 93 | 93 | 93 | 92 | 93 | 93 | 92 | 93 |
| Urban with significant rural | 101 | 100 | 99 | 99 | 98 | 98 | 97 | 97 | 96 | 97 | 97 | 97 | 97 | 97 | 96 | 96 | 98 | 98 |
| Predominantly rural | 90 | 90 | 89 | 89 | 87 | 85 | 83 | 84 | 83 | 83 | 83 | 85 | 84 | 84 | 84 | 82 | 84 | 82 |
| England | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

- In 2018 the productivity of Predominantly Rural areas was around 82 per cent of that for England as a whole (provisional estimate). This had fallen from 90 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.

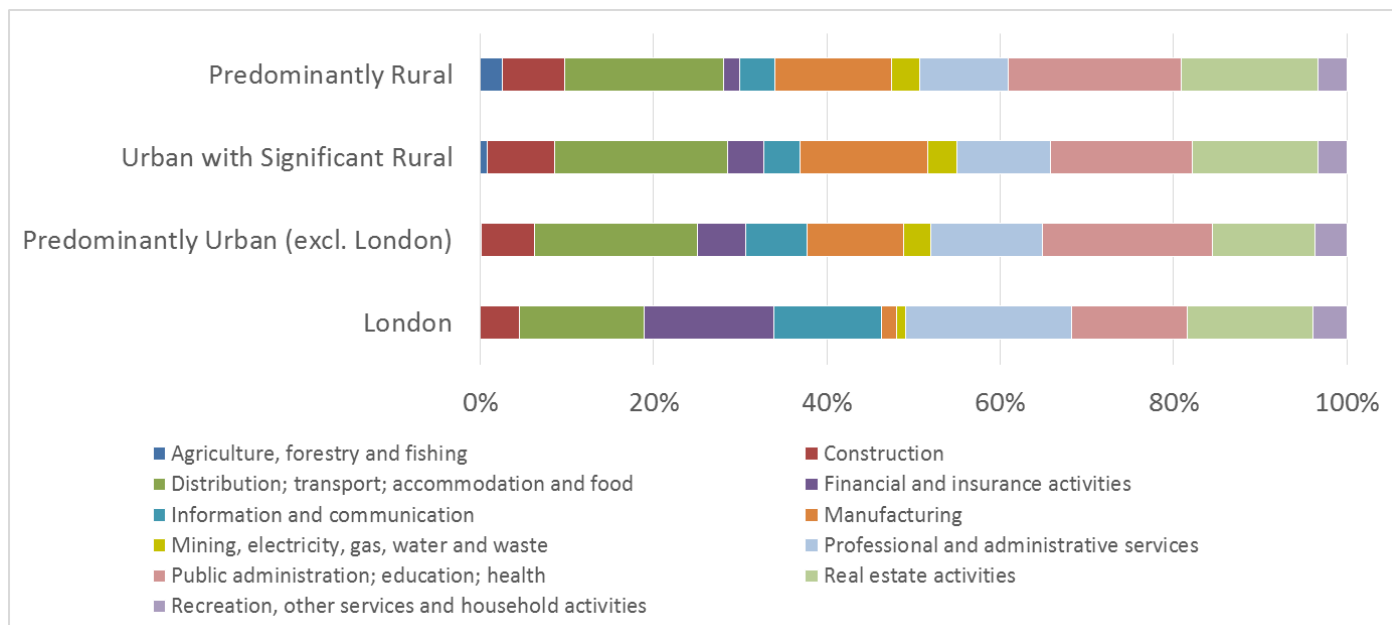
It is important to note that there is currently no official way of deflating nominal GVA figures to reflect underlying differences in price levels between places. This means that figures may exaggerate the variation in real GVA per job between different areas because we would expect prices (property 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.

The analysis uses the 2011 Local Authority Rural Urban Classification for all years to allow comparison.

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

Productivity by Industry

Percentage breakdown of Gross Value Added (GVA) by industry, and by Local Authority Classification in England, 2018 (provisional)



- The industrial breakdown is broadly similar across *Predominantly Rural* areas and *Predominantly Urban areas (excluding London)* with the combined sectors of ‘Distribution, transport, accommodation and food’ and ‘Public administration, education, and health’ each contributing about a fifth of GVA in each area type.
- The sectors where differences in contributions are the greatest are ‘Financial and insurance activities’ (2 per cent in *Predominantly Rural*, 6 per cent in *Predominantly Urban areas (excluding London)*, and 15 per cent in *London*) and ‘Information and communication’ (4 per cent in *Predominantly Rural*, 7 per cent in *Predominantly Urban areas (excluding London)*, and 12 per cent in *London*). Whilst these types of specialised businesses do exist in *Predominantly Rural* areas, they are more prevalent in cities and larger towns.
- ‘Agriculture, forestry and fishing’ contributed 3 per cent or £6.2 billion to *Predominantly Rural* GVA. See below for further detail on the contribution this sector makes to *Predominantly Rural* areas.
- The industry breakdown is based on the lowest level of geography available which is broadly at county level.
- **The totals for GVA for predominantly rural and predominantly urban areas are different from the headline figures for GVA earlier in this section. This is because the industrial breakdown has to be calculated using a coarser rural-urban classification which will tend to increase the areas classed as predominantly urban. For the total GVA of each type of area the headline figures should be used.**

Gross Value Added (GVA) by industry: percentage breakdown by Local Authority Classification, 2018 (provisional)

| | 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 | 6,200 | 3 | 2,400 | 1 | 1,200 | 0.2 | 100 | 0.01 | 9,800 | 0.6 |
| Mining, electricity, gas, water and waste | 7,800 | 3 | 9,500 | 3 | 21,300 | 3 | 4,500 | 1 | 43,100 | 3 |
| Construction | 17,000 | 7 | 21,700 | 8 | 41,300 | 6 | 20,500 | 5 | 100,600 | 6 |
| Distribution; transport; accommodation and food | 43,400 | 18 | 55,900 | 20 | 127,400 | 19 | 64,800 | 14 | 291,500 | 18 |
| Financial and insurance activities | 4,500 | 2 | 11,500 | 4 | 37,300 | 6 | 67,400 | 15 | 120,700 | 7 |
| Information and communication | 9,500 | 4 | 11,600 | 4 | 47,700 | 7 | 55,500 | 12 | 124,300 | 8 |
| Manufacturing | 32,000 | 13 | 41,400 | 15 | 75,800 | 11 | 8,300 | 2 | 157,400 | 10 |
| Professional and administrative services | 24,200 | 10 | 30,100 | 11 | 86,800 | 13 | 86,400 | 19 | 227,400 | 14 |
| Public administration; education; health | 47,100 | 20 | 45,800 | 16 | 132,800 | 20 | 60,100 | 13 | 285,900 | 17 |
| Real estate activities | 37,500 | 16 | 40,500 | 14 | 80,100 | 12 | 65,300 | 15 | 223,400 | 14 |
| Recreation, other services and household activities | 7,900 | 3 | 9,300 | 3 | 24,700 | 4 | 17,400 | 4 | 59,300 | 4 |
| Total GVA for industrial breakdown <i>(based on a coarser rural urban classification than the headline measures. These totals should not be regarded as representing the GVA for the different types of area)</i> | 237,100 | 100 | 279,700 | 100 | 676,200 | 100 | 450,300 | 100 | 1,643,300 | 100 |
| Total GVA (headline measures using the most detailed rural urban classification applicable) | 260,600 | | 183,500 | | 748,800 | | 450,300 | | 1,643,300 | |

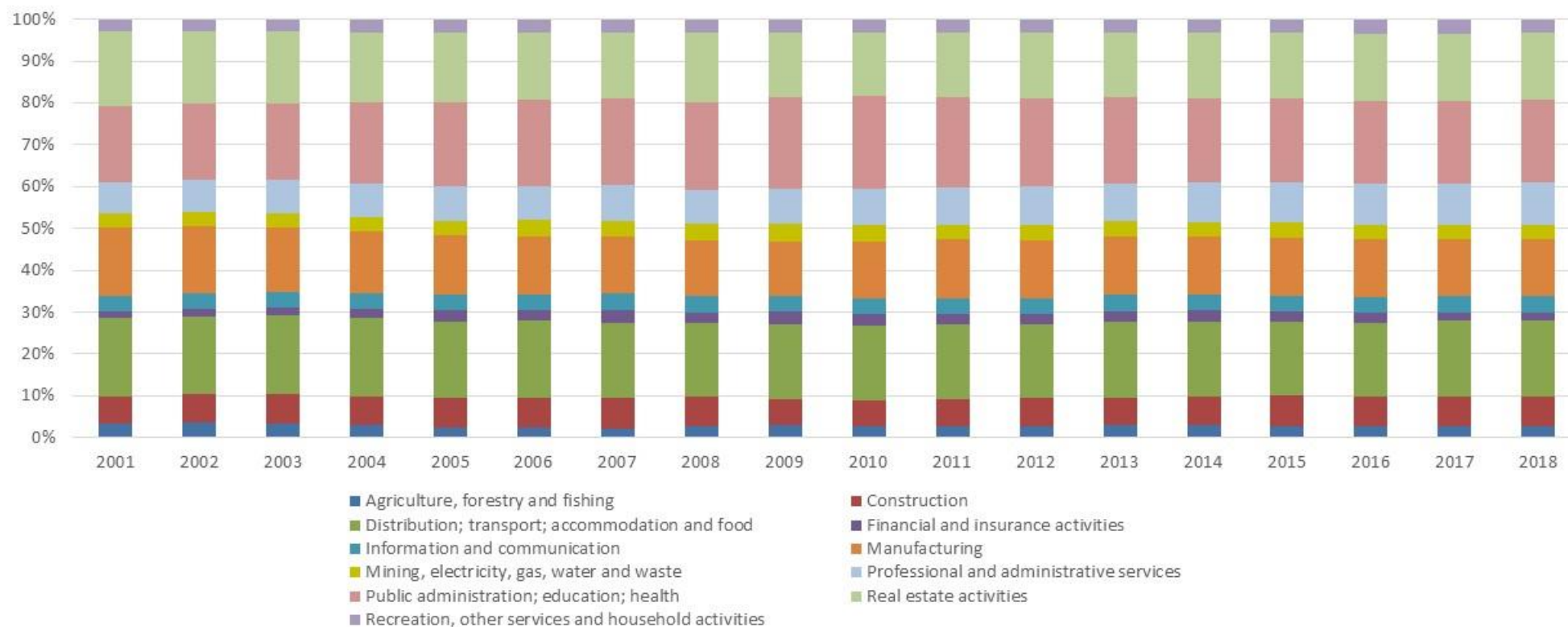
Notes: Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the country. However there are some gaps in the coverage of the Annual Business Survey; agriculture for example is only partially covered and self-employment is not included in the data.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

The 2011 rural urban classification for local authorities has been applied

Source: Defra analysis. Office for National Statistics, Gross Value Added (Balanced) at NUTS3 by SIC07 industry at current basic prices

- In 2018 'Agriculture, forestry and fishing' contributed 3 per cent or £6.2 billion to GVA in *Predominantly Rural* areas. The 'Agriculture, forestry and fishing' sector has previously been reported as contributing 2 per cent. This does not represent a genuine growth in these sectors, rather a change in methodology¹ has resulted in a reallocation of GVA. The reallocation means that 'Agriculture, forestry and fishing' sectors account for around 3 per cent of the GVA in *Predominantly rural* areas since 2001 instead of the 2 per cent previously reported.
- The following chart and table show that sectoral contributions to GVA in *Predominantly rural* areas have changed very little since 2001.
- Tables for *Urban with significant rural*, *Predominantly urban (excluding London)* and *London* can be found on our 'Rural productivity and Gross Value Added (GVA) statistics' web page.

Industry sector contribution to Gross Value Added (GVA) in Predominantly Rural areas only, 2001 to 2018



Industry sector contribution to Gross Value Added (GVA) in Predominantly Rural areas only, 2001 to 2018

percentages

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Agriculture, forestry and fishing | 3.2 | 3.6 | 3.3 | 3.1 | 2.3 | 2.3 | 2.2 | 2.7 | 2.9 | 2.6 | 2.8 | 2.9 | 2.9 | 2.9 | 2.7 | 2.6 | 2.8 | 2.6 |
| Mining, electricity, gas, water and waste | 3.4 | 3.3 | 3.3 | 3.3 | 3.4 | 3.8 | 3.8 | 3.9 | 4.3 | 3.8 | 3.6 | 3.8 | 3.8 | 3.5 | 3.6 | 3.5 | 3.3 | 3.3 |
| Construction | 6.6 | 6.9 | 7.0 | 6.9 | 7.2 | 7.2 | 7.3 | 7.1 | 6.4 | 6.3 | 6.4 | 6.6 | 6.7 | 7.0 | 7.3 | 7.0 | 7.1 | 7.2 |
| Distribution; transport; accommodation and food | 18.8 | 18.6 | 18.8 | 18.7 | 18.3 | 18.4 | 18.1 | 17.6 | 17.6 | 17.9 | 17.9 | 17.6 | 17.9 | 17.8 | 17.8 | 17.8 | 17.9 | 18.3 |
| Financial and insurance activities | 1.7 | 1.7 | 1.8 | 2.2 | 2.6 | 2.6 | 3.0 | 2.6 | 3.1 | 2.6 | 2.5 | 2.4 | 2.7 | 2.7 | 2.3 | 2.4 | 2.1 | 1.9 |
| Information and communication | 3.7 | 3.7 | 3.8 | 3.7 | 3.8 | 3.8 | 4.1 | 3.8 | 3.8 | 3.8 | 3.8 | 3.9 | 3.8 | 3.8 | 3.6 | 3.8 | 3.8 | 4.0 |
| Manufacturing | 16.3 | 16.0 | 15.5 | 14.8 | 14.3 | 13.9 | 13.5 | 13.3 | 13.0 | 13.7 | 14.0 | 13.9 | 13.9 | 13.9 | 14.0 | 13.7 | 13.7 | 13.5 |
| Professional and administrative services | 7.4 | 7.8 | 7.9 | 8.1 | 8.1 | 8.2 | 8.4 | 8.3 | 8.4 | 8.8 | 8.8 | 9.0 | 9.1 | 9.5 | 9.7 | 9.8 | 9.9 | 10.2 |
| Public administration; education; health | 18.1 | 18.1 | 18.4 | 19.3 | 20.0 | 20.4 | 20.7 | 20.8 | 22.0 | 22.1 | 21.6 | 21.0 | 20.7 | 20.1 | 20.0 | 19.7 | 19.7 | 19.9 |
| Real estate activities | 17.8 | 17.3 | 17.0 | 16.8 | 16.6 | 16.2 | 15.9 | 16.9 | 15.3 | 15.0 | 15.5 | 15.8 | 15.2 | 15.5 | 15.7 | 16.3 | 16.1 | 15.8 |
| Recreation, other services and household activities | 2.9 | 3.0 | 3.0 | 3.2 | 3.3 | 3.2 | 3.1 | 3.1 | 3.3 | 3.3 | 3.2 | 3.2 | 3.3 | 3.3 | 3.3 | 3.4 | 3.5 | 3.3 |
| Total – all industries | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes: ¹The Office for National Statistics (ONS) has reviewed the methodology used to produce detailed industry-level GVA at NUTS3 level and revised their method to use industry-based administrative data which is almost 100% representative to allocate GVA down to the NUTS3 level. In addition, the UK-level figures have been revised upwards across all years, by an average of 9%, due to changes introduced in the National Accounts Blue Book 2019; this will affect all lower-level regions, proportionate to their share of the UK total.

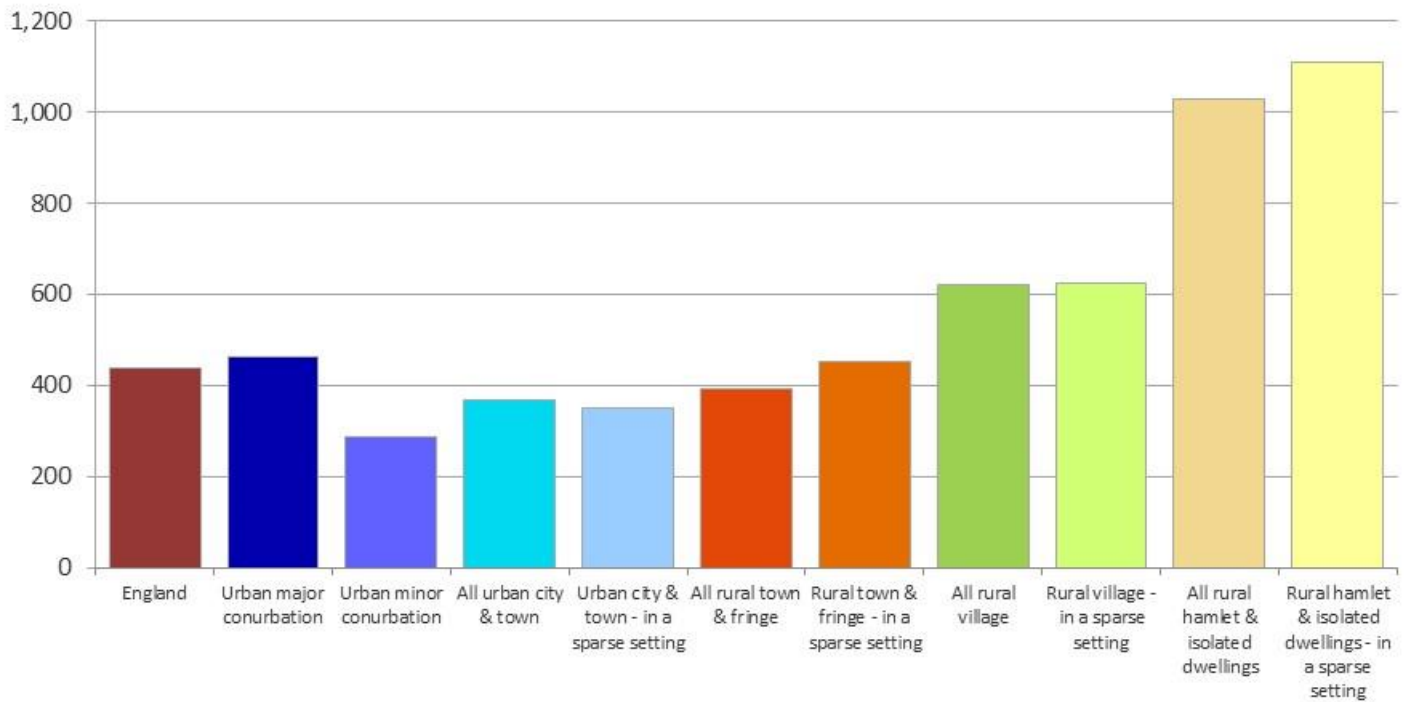
Businesses

- In 2017/18 there were 545,000 businesses registered in rural areas, accounting for 24 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.6 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 2017 there were 46 registered business start-ups per 10,000 population in *predominantly rural* areas compared with 55 per 10,000 population in *predominantly urban* areas (*excluding London*).

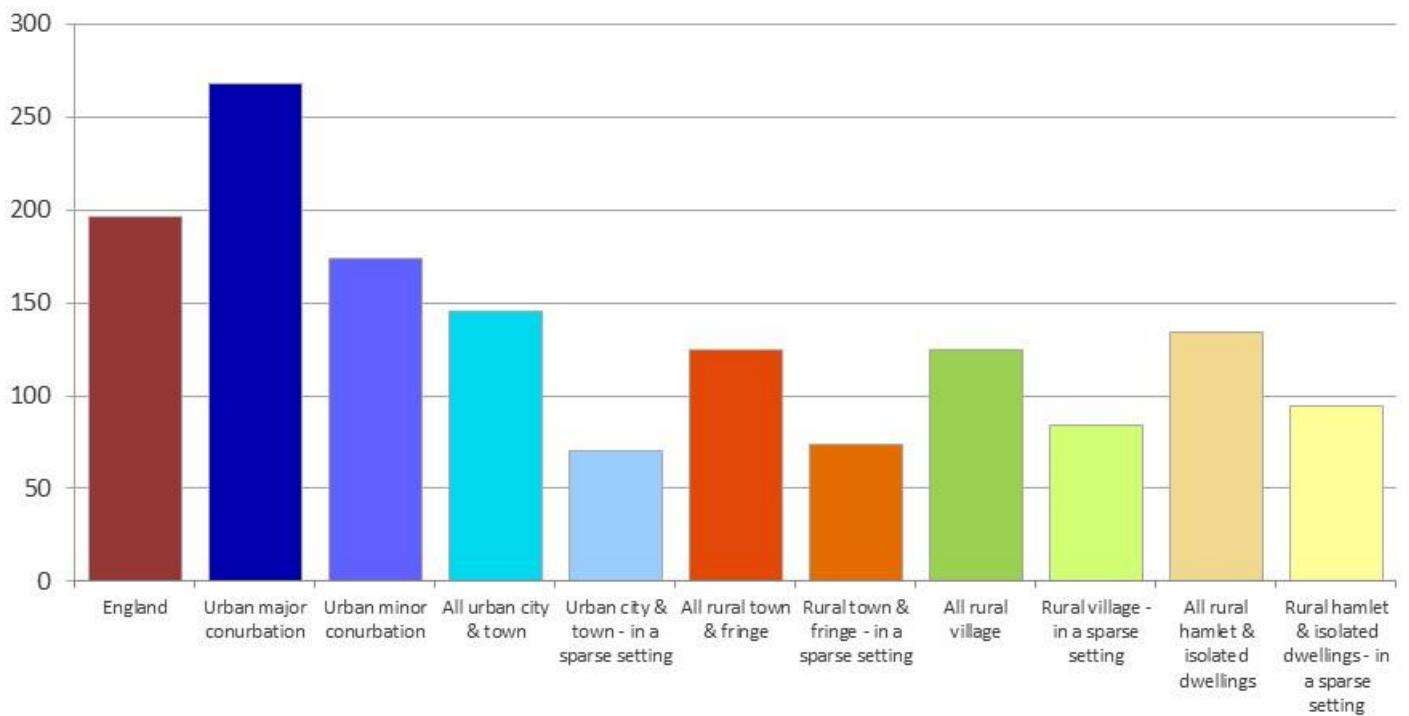
Business composition

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’, ‘Employment 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, 2017/18



Average turnover per person employed, by rural-urban classification, in England, 2017/18



- In 2017/18 there were 545,000 businesses registered in rural areas, accounting for 24 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.6 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.
- 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, 2017/18

| | 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 | 1,773,105 | 76.5 | 23,195 | 86.6 | 4,797,108 | 406 | 2,705 | 207 |
| <i>those in a sparse setting</i> | 3,120 | 0.1 | 23 | 0.1 | 1,603 | 351 | 514 | 70 |
| All Rural | 544,955 | 23.5 | 3,582 | 13.4 | 458,673 | 583 | 842 | 128 |
| <i>those in a sparse setting</i> | 33,485 | 1.4 | 179 | 0.7 | 14,977 | 696 | 447 | 84 |
| Urban major conurbation | 871,565 | 37.6 | 11,422 | 42.7 | 3,058,099 | 464 | 3,509 | 268 |
| Urban minor conurbation | 54,615 | 2.4 | 871 | 3.3 | 151,190 | 287 | 2,768 | 174 |
| All urban city & town | 846,925 | 36.5 | 10,902 | 40.7 | 1,587,820 | 369 | 1,875 | 146 |
| <i>those in a sparse setting</i> | 3,120 | 0.1 | 23 | 0.1 | 1,603 | 351 | 514 | 70 |
| All rural town & fringe | 182,660 | 7.9 | 1,240 | 4.6 | 154,928 | 392 | 848 | 125 |
| <i>those in a sparse setting</i> | 8,405 | 0.4 | 70 | 0.3 | 5,158 | 451 | 614 | 74 |
| All rural village | 181,640 | 7.8 | 1,102 | 4.1 | 137,343 | 620 | 756 | 125 |
| <i>those in a sparse setting</i> | 9,855 | 0.4 | 47 | 0.2 | 3,928 | 625 | 399 | 84 |
| All rural hamlet & isolated dwellings | 180,650 | 7.8 | 1,240 | 4.6 | 166,403 | 1,029 | 921 | 134 |
| <i>those in a sparse setting</i> | 15,225 | 0.7 | 62 | 0.2 | 5,892 | 1,108 | 387 | 95 |
| England | 2,318,060 | 100.0 | 26,776 | 100.0 | 5,255,781 | 437 | 2,267 | 196 |

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.

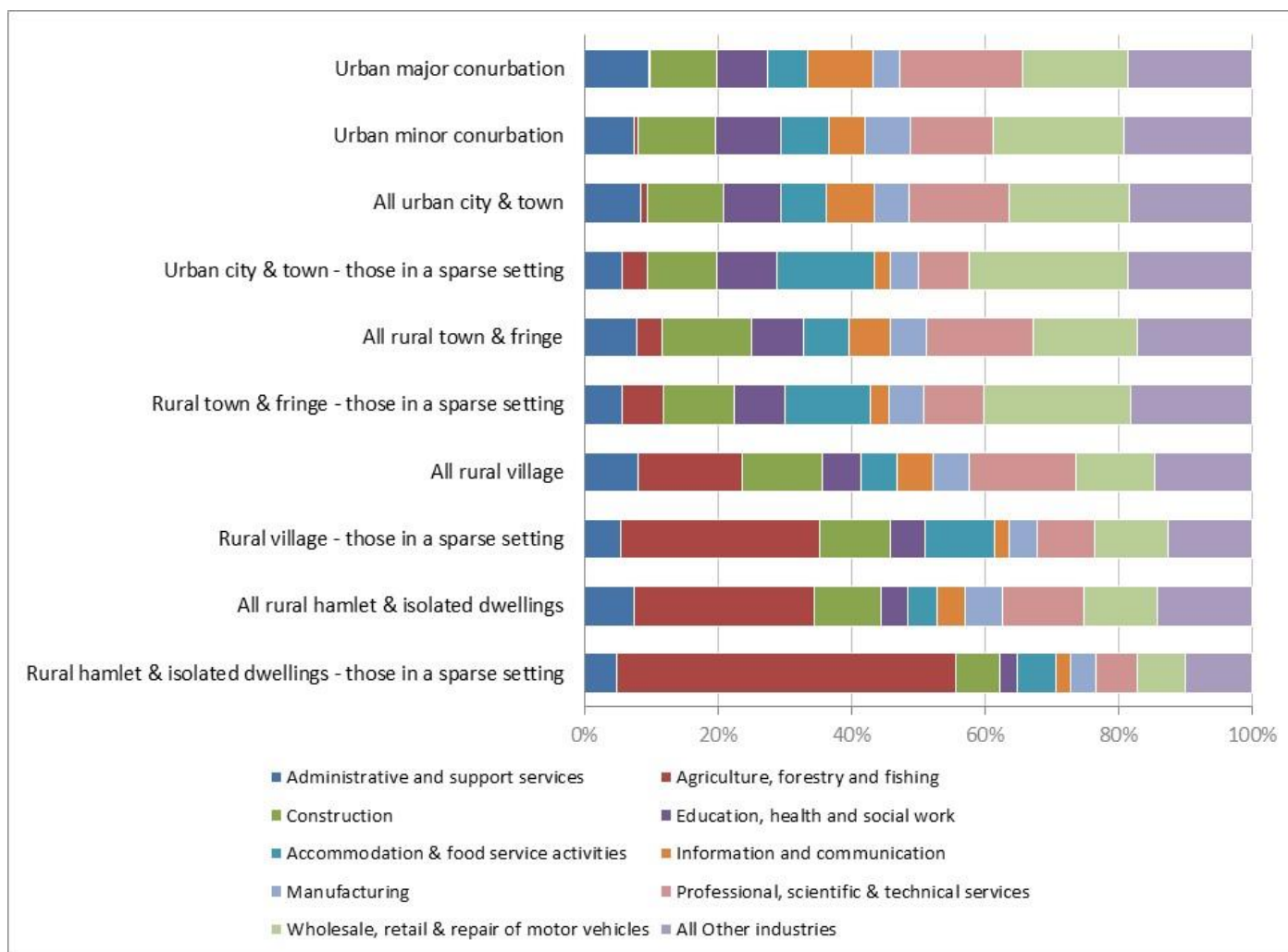
Further information: www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr

Source: ONS, Inter Departmental Business Register (IDBR), 2017/18

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, 2017/18



- In 2017/18 'Agriculture, forestry & fishing' accounts for 15.2 per cent of the local units of registered businesses in rural areas overall (32.2 per cent in *rural areas in a sparse setting*). They are dominant sectors in rural hamlets and rural villages. In *rural hamlets & isolated dwellings in a sparse setting*, just over half the registered businesses are in these industries. In England overall the 'Agriculture, forestry & fishing' sector accounts for 3.8 per cent of the local units of registered businesses.
- Other dominant sectors in rural areas are: 'Professional, scientific & technical services' (14.8 per cent of businesses), 'Wholesale & retail trade, repair of motor vehicles' (13.0 per cent) and 'Construction' (11.9 per cent).

Numbers of local units of registered businesses by industry and rural-urban classification, in England, 2017/18

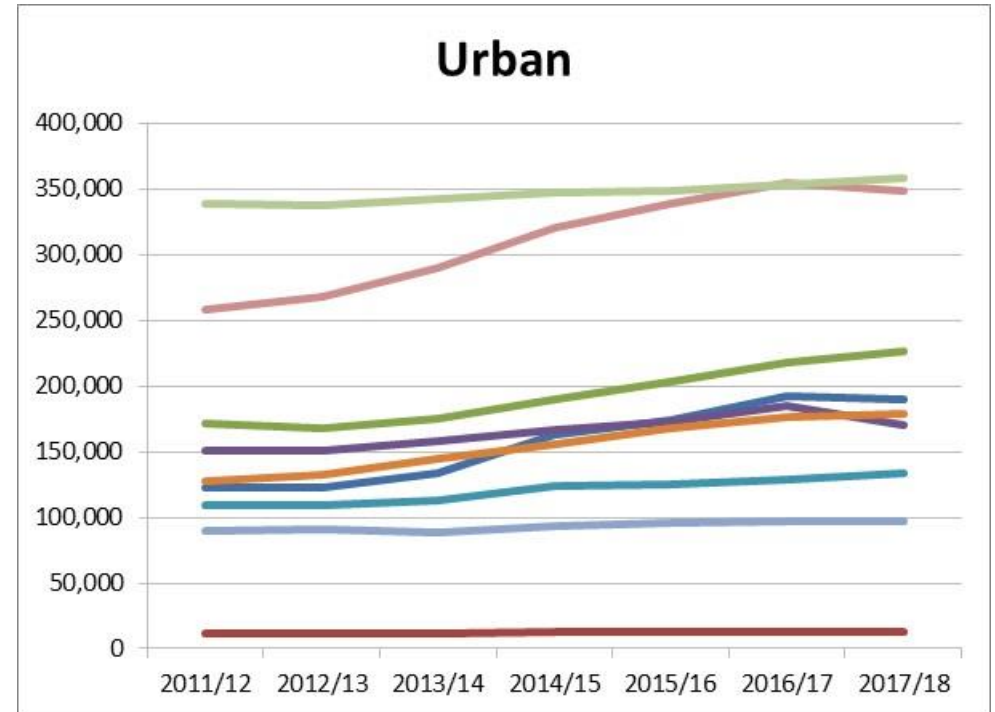
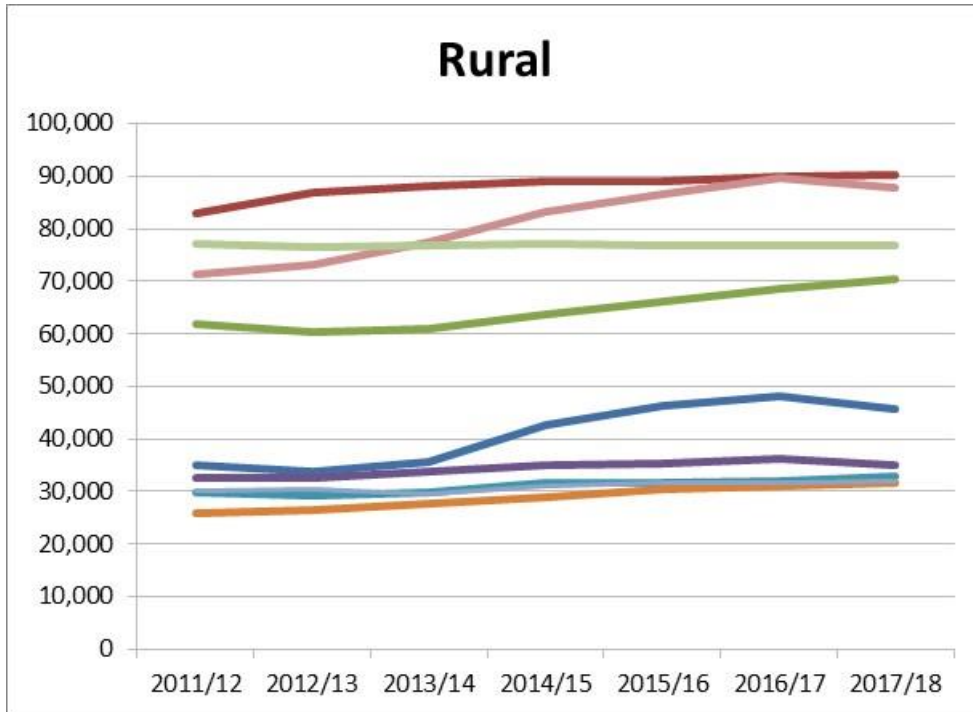
| | All Urban | Urban - those in a sparse setting | All Rural | Rural - those in a sparse setting | Urban major conurbation | Urban minor conurbation | All urban city & town | Urban city & town - those in a sparse setting | All rural town & fringe | Rural town & fringe - those in a sparse setting | All 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 | 189,230 | 235 | 45,805 | 1,935 | 97,115 | 5,040 | 87,070 | 235 | 15,985 | 580 | 15,615 | 590 | 14,210 | 765 | 235,035 |
| Agriculture, forestry and fishing | 13,005 | 155 | 90,335 | 12,015 | 2,285 | 365 | 10,360 | 155 | 8,130 | 660 | 30,295 | 3,195 | 51,915 | 8,165 | 103,345 |
| Arts, entertainment and recreation | 57,635 | 145 | 15,830 | 1,000 | 29,960 | 1,665 | 26,010 | 145 | 5,075 | 295 | 5,280 | 315 | 5,475 | 390 | 73,465 |
| Construction | 226,485 | 430 | 70,295 | 3,310 | 100,505 | 7,900 | 118,085 | 430 | 27,385 | 1,105 | 23,345 | 1,135 | 19,565 | 1,065 | 296,785 |
| Education, health and social work | 170,750 | 375 | 35,095 | 1,795 | 75,450 | 6,545 | 88,755 | 375 | 16,105 | 805 | 11,300 | 555 | 7,690 | 435 | 205,845 |
| Finance | 57,815 | 85 | 9,005 | 345 | 29,330 | 1,765 | 26,720 | 85 | 3,860 | 195 | 2,575 | 60 | 2,570 | 90 | 66,815 |
| Accommodation & food service activities | 133,565 | 600 | 32,850 | 3,355 | 60,320 | 4,830 | 68,415 | 600 | 14,050 | 1,340 | 10,525 | 1,110 | 8,280 | 905 | 166,415 |
| Information and communication | 178,410 | 95 | 31,555 | 880 | 98,980 | 3,670 | 75,765 | 95 | 12,920 | 285 | 10,510 | 230 | 8,125 | 360 | 209,965 |
| Manufacturing | 97,320 | 180 | 31,935 | 1,625 | 39,185 | 4,565 | 53,565 | 180 | 10,915 | 550 | 10,265 | 465 | 10,755 | 615 | 129,255 |
| Mining/quarrying and utilities | 8,505 | 35 | 4,060 | 260 | 3,955 | 325 | 4,225 | 35 | 890 | 40 | 1,425 | 60 | 1,745 | 165 | 12,565 |
| Professional, scientific & technical services | 348,120 | 310 | 87,640 | 2,845 | 184,920 | 8,400 | 154,800 | 310 | 33,010 | 950 | 31,025 | 910 | 23,605 | 990 | 435,760 |
| Public admin and defence; other services | 94,880 | 250 | 23,290 | 1,345 | 41,345 | 3,525 | 50,005 | 250 | 10,730 | 645 | 6,895 | 350 | 5,660 | 350 | 118,170 |
| Real estate activities | 78,300 | 120 | 19,085 | 885 | 41,830 | 2,210 | 34,265 | 120 | 6,470 | 350 | 6,225 | 230 | 6,390 | 305 | 97,385 |
| Transport and storage | 92,035 | 135 | 19,430 | 1,015 | 40,070 | 3,425 | 48,535 | 135 | 8,250 | 375 | 5,840 | 325 | 5,340 | 315 | 111,465 |
| Wholesale, retail & repair of motor vehicles | 358,105 | 990 | 76,835 | 4,660 | 159,810 | 13,250 | 185,045 | 990 | 32,520 | 2,315 | 23,025 | 1,195 | 21,290 | 1,150 | 434,940 |
| Total | 2,104,155 | 4,135 | 593,045 | 37,275 | 1,005,050 | 67,490 | 1,031,615 | 4,135 | 206,290 | 10,490 | 194,145 | 10,725 | 192,610 | 16,065 | 2,697,200 |

Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2017/18

| | 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 | 9.0 | 5.7 | 7.7 | 5.2 | 9.7 | 7.5 | 8.4 | 5.7 | 7.7 | 5.5 | 8.0 | 5.5 | 7.4 | 4.8 | 8.7 |
| Agriculture, forestry and fishing | 0.6 | 3.8 | 15.2 | 32.2 | 0.2 | 0.5 | 1.0 | 3.8 | 3.9 | 6.3 | 15.6 | 29.8 | 27.0 | 50.8 | 3.8 |
| Arts, entertainment and recreation | 2.7 | 3.5 | 2.7 | 2.7 | 3.0 | 2.5 | 2.5 | 3.5 | 2.5 | 2.8 | 2.7 | 2.9 | 2.8 | 2.4 | 2.7 |
| Construction | 10.8 | 10.4 | 11.9 | 8.9 | 10.0 | 11.7 | 11.4 | 10.4 | 13.3 | 10.6 | 12.0 | 10.6 | 10.2 | 6.6 | 11.0 |
| Education, health and social work | 8.1 | 9.0 | 5.9 | 4.8 | 7.5 | 9.7 | 8.6 | 9.0 | 7.8 | 7.7 | 5.8 | 5.2 | 4.0 | 2.7 | 7.6 |
| Finance | 2.7 | 2.1 | 1.5 | 0.9 | 2.9 | 2.6 | 2.6 | 2.1 | 1.9 | 1.9 | 1.3 | 0.5 | 1.3 | 0.6 | 2.5 |
| Accommodation & food service activities | 6.3 | 14.5 | 5.5 | 9.0 | 6.0 | 7.2 | 6.6 | 14.5 | 6.8 | 12.8 | 5.4 | 10.4 | 4.3 | 5.6 | 6.2 |
| Information and communication | 8.5 | 2.3 | 5.3 | 2.4 | 9.8 | 5.4 | 7.3 | 2.3 | 6.3 | 2.7 | 5.4 | 2.2 | 4.2 | 2.3 | 7.8 |
| Manufacturing | 4.6 | 4.3 | 5.4 | 4.4 | 3.9 | 6.8 | 5.2 | 4.3 | 5.3 | 5.2 | 5.3 | 4.3 | 5.6 | 3.8 | 4.8 |
| Mining/quarrying and utilities | 0.4 | 0.9 | 0.7 | 0.7 | 0.4 | 0.5 | 0.4 | 0.9 | 0.4 | 0.4 | 0.7 | 0.6 | 0.9 | 1.0 | 0.5 |
| Professional, scientific & technical services | 16.5 | 7.5 | 14.8 | 7.6 | 18.4 | 12.4 | 15.0 | 7.5 | 16.0 | 9.0 | 16.0 | 8.5 | 12.3 | 6.2 | 16.2 |
| Public admin and defence; other services | 4.5 | 6.0 | 3.9 | 3.6 | 4.1 | 5.2 | 4.8 | 6.0 | 5.2 | 6.1 | 3.6 | 3.3 | 2.9 | 2.2 | 4.4 |
| Real estate activities | 3.7 | 2.9 | 3.2 | 2.4 | 4.2 | 3.3 | 3.3 | 2.9 | 3.1 | 3.4 | 3.2 | 2.2 | 3.3 | 1.9 | 3.6 |
| Transport and storage | 4.4 | 3.2 | 3.3 | 2.7 | 4.0 | 5.1 | 4.7 | 3.2 | 4.0 | 3.6 | 3.0 | 3.0 | 2.8 | 1.9 | 4.1 |
| Wholesale, retail & repair of motor vehicles | 17.0 | 23.9 | 13.0 | 12.5 | 15.9 | 19.6 | 17.9 | 23.9 | 15.8 | 22.1 | 11.9 | 11.1 | 11.1 | 7.2 | 16.1 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2017/18, 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

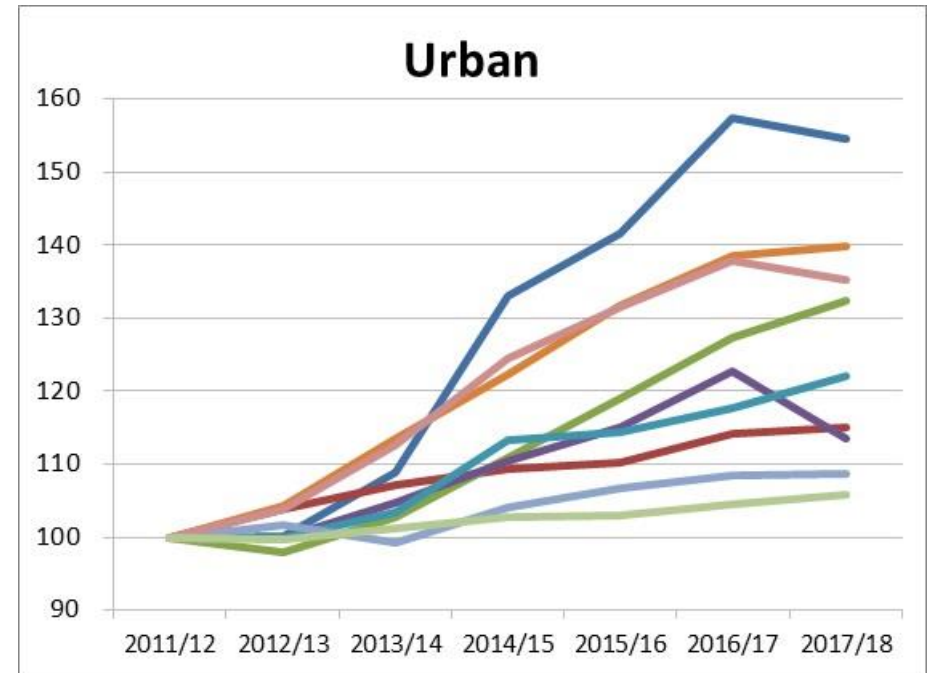
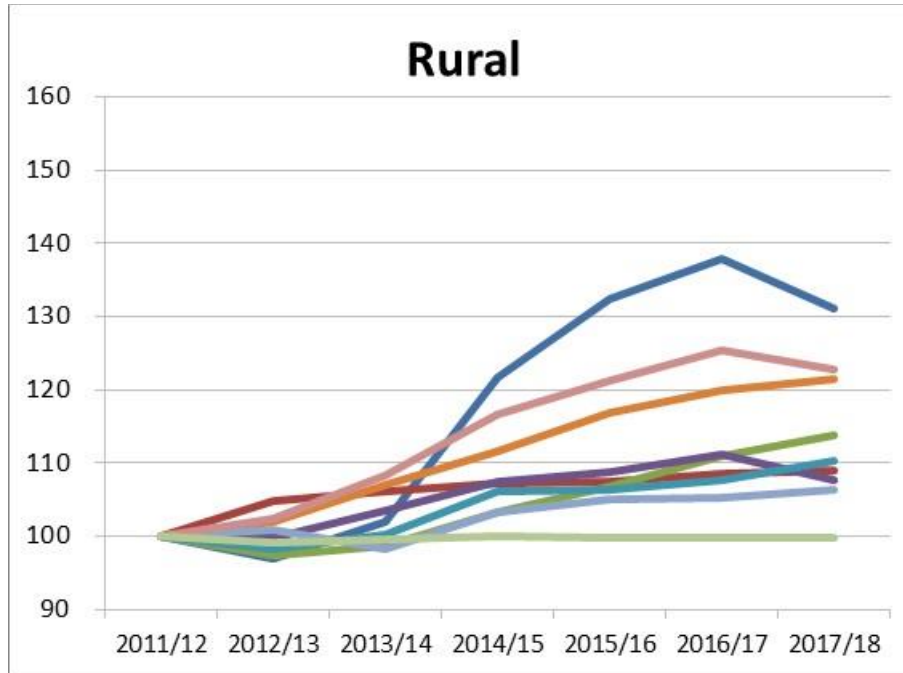
- Agriculture, forestry and fishing
- Education, health and social work
- Information and communication
- Professional, scientific & technical services

Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2017/18, in England

| | Rural | | | | | | |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
| Administrative and support services | 34,915 | 33,860 | 35,595 | 42,495 | 46,270 | 48,180 | 45,805 |
| Agriculture, forestry and fishing | 82,900 | 87,010 | 87,970 | 89,000 | 89,115 | 89,930 | 90,335 |
| Construction | 61,740 | 60,180 | 60,930 | 63,830 | 65,990 | 68,530 | 70,295 |
| Education, health and social work | 32,555 | 32,460 | 33,675 | 34,965 | 35,440 | 36,225 | 35,095 |
| Accommodation & food service activities | 29,785 | 29,285 | 29,870 | 31,630 | 31,690 | 32,050 | 32,850 |
| Information and communication | 25,965 | 26,460 | 27,795 | 28,970 | 30,335 | 31,125 | 31,555 |
| Manufacturing | 30,010 | 30,290 | 29,515 | 31,010 | 31,505 | 31,615 | 31,935 |
| Professional, scientific & technical services | 71,380 | 73,200 | 77,390 | 83,285 | 86,630 | 89,570 | 87,640 |
| Wholesale, retail & repair of motor vehicles | 77,030 | 76,430 | 76,670 | 77,105 | 76,900 | 76,890 | 76,835 |
| All other industries | 80,010 | 80,055 | 81,915 | 86,550 | 88,615 | 89,955 | 90,690 |
| Total | 526,295 | 529,225 | 541,330 | 568,835 | 582,495 | 594,065 | 593,045 |

| | Urban | | | | | | |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
| Administrative and support services | 122,420 | 122,475 | 133,385 | 162,875 | 173,335 | 192,615 | 189,230 |
| Agriculture, forestry and fishing | 11,315 | 11,750 | 12,110 | 12,380 | 12,465 | 12,920 | 13,005 |
| Construction | 170,970 | 167,585 | 175,485 | 189,450 | 203,370 | 217,565 | 226,485 |
| Education, health and social work | 150,500 | 150,240 | 157,660 | 166,335 | 173,045 | 184,765 | 170,750 |
| Accommodation & food service activities | 109,400 | 109,380 | 113,130 | 124,000 | 125,195 | 128,620 | 133,565 |
| Information and communication | 127,540 | 132,940 | 144,645 | 156,005 | 167,890 | 176,530 | 178,410 |
| Manufacturing | 89,510 | 90,955 | 88,890 | 93,155 | 95,465 | 97,015 | 97,320 |
| Professional, scientific & technical services | 257,505 | 267,570 | 290,005 | 320,300 | 338,675 | 354,920 | 348,120 |
| Wholesale, retail & repair of motor vehicles | 338,370 | 337,190 | 342,140 | 347,405 | 348,445 | 353,610 | 358,105 |
| All other industries | 312,670 | 313,420 | 323,600 | 349,030 | 364,095 | 383,715 | 389,170 |
| Total | 1,690,200 | 1,703,505 | 1,781,045 | 1,920,940 | 2,001,970 | 2,102,275 | 2,104,155 |

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 2017/18, in England.



- 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

- Various sectors saw a fall in local unit numbers between 2016/17 and 2017/18, in both rural and urban areas. In rural areas the fall has been greatest for the 'Administrative and support' sectors where local unit numbers have fallen by 7 per cent (compared with a fall of 3 per cent in urban areas). In urban areas the fall has been greatest in the 'Education, health and social work' sector where local unit numbers have fallen by 9 per cent (compared with fall of 3 per cent in rural areas). The 'Professional, scientific & technical services' sector has seen a fall in local unit numbers of 3 per cent in both rural and urban areas.

Index of change in numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2017/18, in England

2011/12 = 100

| | Rural | | | | | | |
|---|--------------|------------|------------|------------|------------|------------|------------|
| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
| Administrative and support services | 100 | 97 | 102 | 122 | 133 | 138 | 131 |
| Agriculture, forestry and fishing | 100 | 105 | 106 | 107 | 107 | 108 | 109 |
| Construction | 100 | 97 | 99 | 103 | 107 | 111 | 114 |
| Education, health and social work | 100 | 100 | 103 | 107 | 109 | 111 | 108 |
| Accommodation & food service activities | 100 | 98 | 100 | 106 | 106 | 108 | 110 |
| Information and communication | 100 | 102 | 107 | 112 | 117 | 120 | 122 |
| Manufacturing | 100 | 101 | 98 | 103 | 105 | 105 | 106 |
| Professional, scientific & technical services | 100 | 103 | 108 | 117 | 121 | 125 | 123 |
| Wholesale, retail & repair of motor vehicles | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| All other industries | 100 | 100 | 102 | 108 | 111 | 112 | 113 |
| Total | 100 | 101 | 103 | 108 | 111 | 113 | 113 |

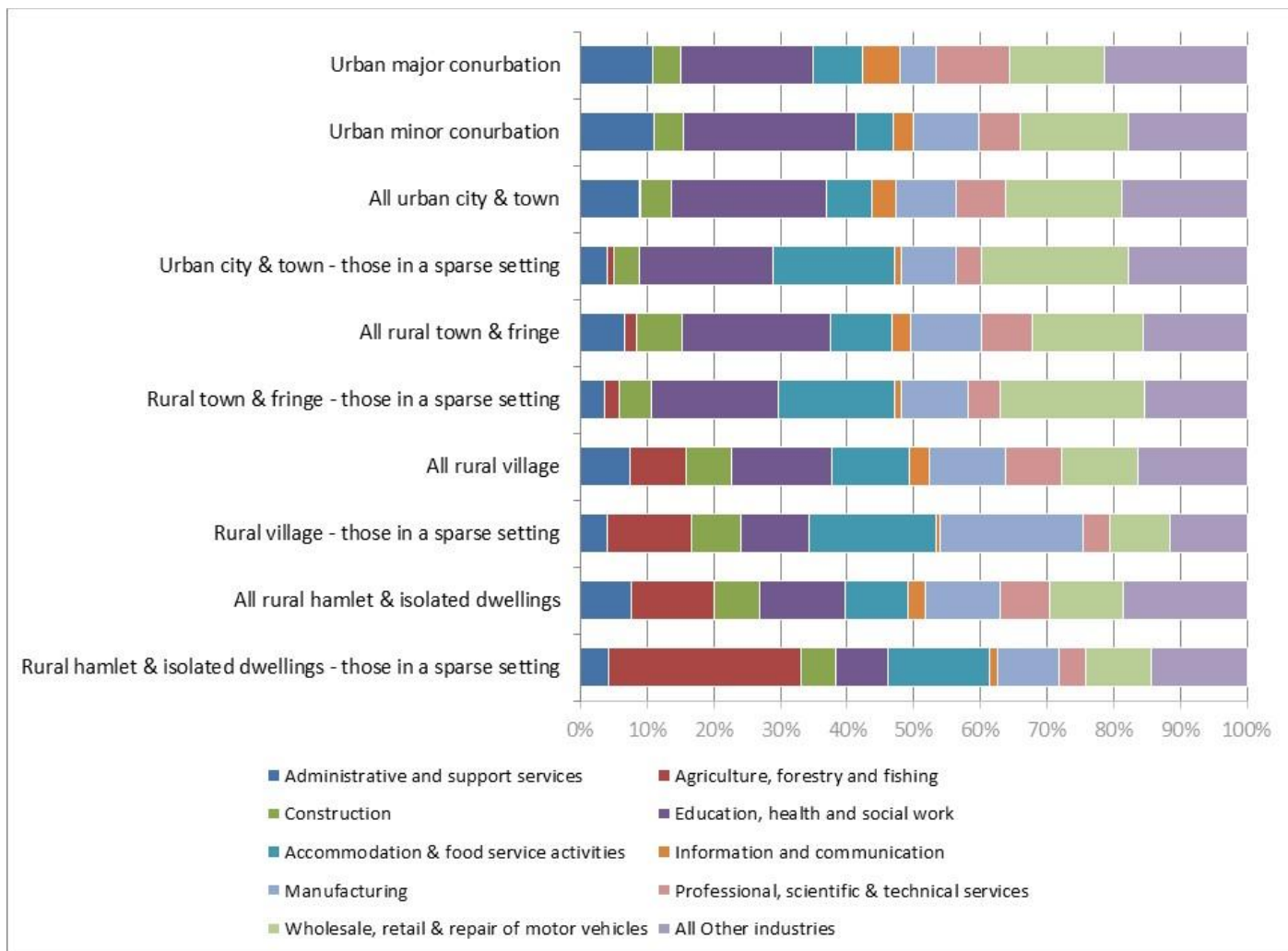
| | Urban | | | | | | |
|---|--------------|------------|------------|------------|------------|------------|------------|
| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
| Administrative and support services | 100 | 100 | 109 | 133 | 142 | 157 | 155 |
| Agriculture, forestry and fishing | 100 | 104 | 107 | 109 | 110 | 114 | 115 |
| Construction | 100 | 98 | 103 | 111 | 119 | 127 | 132 |
| Education, health and social work | 100 | 100 | 105 | 111 | 115 | 123 | 113 |
| Accommodation & food service activities | 100 | 100 | 103 | 113 | 114 | 118 | 122 |
| Information and communication | 100 | 104 | 113 | 122 | 132 | 138 | 140 |
| Manufacturing | 100 | 102 | 99 | 104 | 107 | 108 | 109 |
| Professional, scientific & technical services | 100 | 104 | 113 | 124 | 132 | 138 | 135 |
| Wholesale, retail & repair of motor vehicles | 100 | 100 | 101 | 103 | 103 | 105 | 106 |
| All other industries | 100 | 100 | 103 | 112 | 116 | 123 | 124 |
| Total | 100 | 101 | 105 | 114 | 118 | 124 | 124 |

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, 2017/18



- The three sectors with the highest percentages of employment in rural areas are 'Education, health & social work', 'Wholesale, retail & repair of motor vehicles' and 'Manufacturing' (16.8 per cent, 13.2 per cent and 11.1 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 303,000 in rural areas compared with 46,000 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, 2017/18

| | 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 | 2,168,815 | 1,540 | 287,610 | 8,595 | 1,088,695 | 96,495 | 983,625 | 1,540 | 91,945 | 2,870 | 91,290 | 2,720 | 104,380 | 3,005 | 2,456,425 |
| Agriculture, forestry and fishing | 46,240 | 365 | 303,155 | 30,885 | 8,370 | 1,155 | 36,715 | 365 | 26,830 | 1,750 | 106,500 | 8,470 | 169,825 | 20,660 | 349,395 |
| Arts, entertainment and recreation | 550,070 | 1,035 | 121,700 | 7,425 | 259,455 | 21,220 | 269,400 | 1,035 | 34,665 | 2,640 | 38,135 | 2,105 | 48,905 | 2,680 | 671,770 |
| Construction | 958,410 | 1,500 | 275,090 | 12,280 | 416,710 | 38,770 | 502,930 | 1,500 | 95,550 | 3,810 | 85,735 | 4,835 | 93,800 | 3,635 | 1,233,500 |
| Education, health and social work | 4,848,340 | 7,790 | 677,850 | 27,490 | 1,998,995 | 226,740 | 2,622,605 | 7,790 | 315,870 | 14,920 | 186,735 | 6,930 | 175,245 | 5,640 | 5,526,190 |
| Finance | 832,750 | 445 | 42,385 | 1,010 | 509,000 | 19,050 | 304,695 | 445 | 15,850 | 770 | 10,370 | 115 | 16,165 | 125 | 875,135 |
| Accommodation & food service activities | 1,548,840 | 7,045 | 405,700 | 37,235 | 733,175 | 49,900 | 765,765 | 7,045 | 129,565 | 13,720 | 145,420 | 12,655 | 130,715 | 10,860 | 1,954,540 |
| Information and communication | 1,009,530 | 375 | 111,110 | 2,060 | 571,130 | 25,660 | 412,745 | 375 | 39,135 | 785 | 38,155 | 440 | 33,815 | 835 | 1,120,640 |
| Manufacturing | 1,653,280 | 3,215 | 445,045 | 28,885 | 544,280 | 87,215 | 1,021,785 | 3,215 | 149,365 | 7,900 | 140,630 | 14,415 | 155,050 | 6,570 | 2,098,325 |
| Mining/quarrying and utilities | 183,545 | 370 | 53,680 | 2,370 | 69,720 | 9,850 | 103,975 | 370 | 13,460 | 380 | 18,620 | 350 | 21,595 | 1,640 | 237,225 |
| Professional, scientific & technical services | 2,015,385 | 1,475 | 314,510 | 9,260 | 1,121,040 | 55,110 | 839,230 | 1,475 | 107,385 | 3,775 | 106,310 | 2,650 | 100,815 | 2,835 | 2,329,895 |
| Public admin and defence; other services | 1,417,570 | 2,990 | 167,270 | 8,495 | 648,755 | 56,340 | 712,475 | 2,990 | 66,020 | 3,360 | 50,030 | 2,395 | 51,220 | 2,740 | 1,584,845 |
| Real estate activities | 409,755 | 545 | 64,890 | 3,425 | 223,085 | 10,975 | 175,700 | 545 | 23,855 | 1,630 | 19,305 | 720 | 21,730 | 1,075 | 474,645 |
| Transport and storage | 1,025,450 | 1,450 | 226,770 | 7,295 | 443,990 | 39,615 | 541,845 | 1,450 | 65,460 | 3,285 | 66,455 | 2,000 | 94,855 | 2,010 | 1,252,225 |
| Wholesale, retail & repair of motor vehicles | 3,515,275 | 8,560 | 530,345 | 30,225 | 1,420,000 | 141,285 | 1,953,995 | 8,560 | 235,155 | 17,150 | 143,235 | 6,045 | 151,960 | 7,030 | 4,045,625 |
| Total | 22,183,265 | 38,710 | 4,027,115 | 216,935 | 10,056,395 | 879,380 | 11,247,490 | 38,710 | 1,410,110 | 78,760 | 1,246,925 | 66,835 | 1,370,080 | 71,340 | 26,210,380 |

Percentage of people employed in local units of registered businesses by industry and rural-urban classification, in England, 2017/18

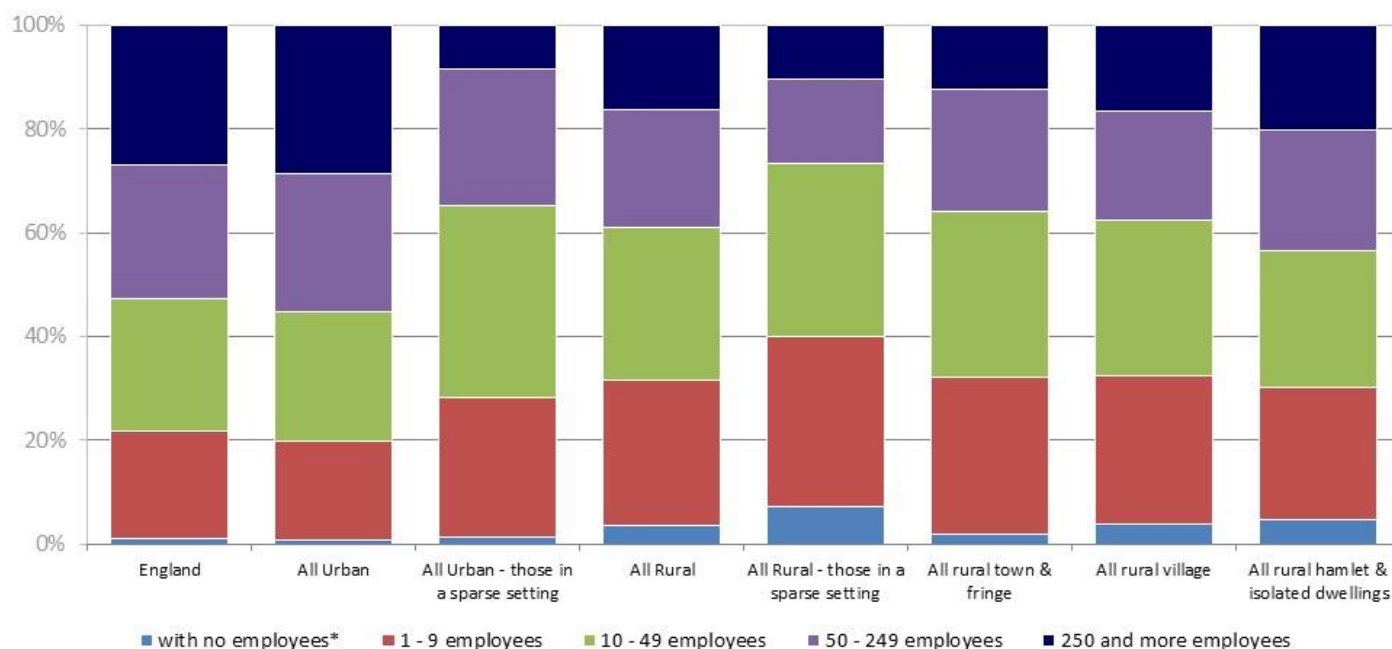
| | All Urban | Urban - those in a sparse setting | All Rural | Rural - those in a sparse setting | Urban major conurbation | Urban minor conurbation | All urban city & town | Urban city & town - those in a sparse setting | All rural town & fringe | Rural town & fringe - those in a sparse setting | All 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 | 9.8 | 4.0 | 7.1 | 4.0 | 10.8 | 11.0 | 8.7 | 4.0 | 6.5 | 3.6 | 7.3 | 4.1 | 7.6 | 4.2 | 9.4 |
| Agriculture, forestry and fishing | 0.2 | 0.9 | 7.5 | 14.2 | 0.1 | 0.1 | 0.3 | 0.9 | 1.9 | 2.2 | 8.5 | 12.7 | 12.4 | 29.0 | 1.3 |
| Arts, entertainment and recreation | 2.5 | 2.7 | 3.0 | 3.4 | 2.6 | 2.4 | 2.4 | 2.7 | 2.5 | 3.4 | 3.1 | 3.1 | 3.6 | 3.8 | 2.6 |
| Construction | 4.3 | 3.9 | 6.8 | 5.7 | 4.1 | 4.4 | 4.5 | 3.9 | 6.8 | 4.8 | 6.9 | 7.2 | 6.8 | 5.1 | 4.7 |
| Education, health and social work | 21.9 | 20.1 | 16.8 | 12.7 | 19.9 | 25.8 | 23.3 | 20.1 | 22.4 | 18.9 | 15.0 | 10.4 | 12.8 | 7.9 | 21.1 |
| Finance | 3.8 | 1.1 | 1.1 | 0.5 | 5.1 | 2.2 | 2.7 | 1.1 | 1.1 | 1.0 | 0.8 | 0.2 | 1.2 | 0.2 | 3.3 |
| Accommodation & food service activities | 7.0 | 18.2 | 10.1 | 17.2 | 7.3 | 5.7 | 6.8 | 18.2 | 9.2 | 17.4 | 11.7 | 18.9 | 9.5 | 15.2 | 7.5 |
| Information and communication | 4.6 | 1.0 | 2.8 | 0.9 | 5.7 | 2.9 | 3.7 | 1.0 | 2.8 | 1.0 | 3.1 | 0.7 | 2.5 | 1.2 | 4.3 |
| Manufacturing | 7.5 | 8.3 | 11.1 | 13.3 | 5.4 | 9.9 | 9.1 | 8.3 | 10.6 | 10.0 | 11.3 | 21.6 | 11.3 | 9.2 | 8.0 |
| Mining/quarrying and utilities | 0.8 | 1.0 | 1.3 | 1.1 | 0.7 | 1.1 | 0.9 | 1.0 | 1.0 | 0.5 | 1.5 | 0.5 | 1.6 | 2.3 | 0.9 |
| Professional, scientific & technical services | 9.1 | 3.8 | 7.8 | 4.3 | 11.1 | 6.3 | 7.5 | 3.8 | 7.6 | 4.8 | 8.5 | 4.0 | 7.4 | 4.0 | 8.9 |
| Public admin and defence; other services | 6.4 | 7.7 | 4.2 | 3.9 | 6.5 | 6.4 | 6.3 | 7.7 | 4.7 | 4.3 | 4.0 | 3.6 | 3.7 | 3.8 | 6.0 |
| Real estate activities | 1.8 | 1.4 | 1.6 | 1.6 | 2.2 | 1.2 | 1.6 | 1.4 | 1.7 | 2.1 | 1.5 | 1.1 | 1.6 | 1.5 | 1.8 |
| Transport and storage | 4.6 | 3.7 | 5.6 | 3.4 | 4.4 | 4.5 | 4.8 | 3.7 | 4.6 | 4.2 | 5.3 | 3.0 | 6.9 | 2.8 | 4.8 |
| Wholesale, retail & repair of motor vehicles | 15.8 | 22.1 | 13.2 | 13.9 | 14.1 | 16.1 | 17.4 | 22.1 | 16.7 | 21.8 | 11.5 | 9.0 | 11.1 | 9.9 | 15.4 |
| 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, 2017/18



* '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 28.8 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 16.4 per cent.
- In regard to smaller businesses, in urban areas 19.2 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 28.1 per cent.
- When looking at numbers of local units of registered businesses the category with the greatest proportion of total businesses is those with up to 9 employees, with 76.7 per cent of businesses in this size band in urban areas and 70.4 per cent in rural areas.
- In urban areas 7.3 per cent of businesses have no employees (e.g. sole traders and partnerships), compared with 17.8 per cent in rural areas.

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, 2017/18

| | 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 | 174,540 | 0.8 | 4,250,995 | 19.2 | 5,483,050 | 24.7 | 5,892,520 | 26.6 | 6,382,160 | 28.8 | 22,183,265 | 100.0 |
| <i>those in a sparse setting</i> | 565 | 1.5 | 10,410 | 26.9 | 14,260 | 36.8 | 10,165 | 26.3 | 3,310 | 8.6 | 38,710 | 100.0 |
| All Rural | 144,020 | 3.6 | 1,130,665 | 28.1 | 1,182,105 | 29.4 | 910,810 | 22.6 | 659,520 | 16.4 | 4,027,115 | 100.0 |
| <i>those in a sparse setting</i> | 15,835 | 7.3 | 71,045 | 32.7 | 72,405 | 33.4 | 34,830 | 16.1 | 22,825 | 10.5 | 216,935 | 100.0 |
| Urban major conurbation | 76,835 | 0.8 | 1,972,155 | 19.6 | 2,341,490 | 23.3 | 2,560,860 | 25.5 | 3,105,055 | 30.9 | 10,056,395 | 100.0 |
| Urban minor conurbation | 5,740 | 0.7 | 140,355 | 16.0 | 215,565 | 24.5 | 232,860 | 26.5 | 284,860 | 32.4 | 879,380 | 100.0 |
| All urban city & town | 91,965 | 0.8 | 2,138,485 | 19.0 | 2,925,990 | 26.0 | 3,098,800 | 27.6 | 2,992,245 | 26.6 | 11,247,490 | 100.0 |
| <i>those in a sparse setting</i> | 565 | 1.5 | 10,410 | 26.9 | 14,260 | 36.8 | 10,165 | 26.3 | 3,310 | 8.6 | 38,710 | 100.0 |
| All rural town & fringe | 29,355 | 2.1 | 425,915 | 30.2 | 449,470 | 31.9 | 331,575 | 23.5 | 173,795 | 12.3 | 1,410,110 | 100.0 |
| <i>those in a sparse setting</i> | 1,770 | 2.2 | 25,335 | 32.2 | 31,315 | 39.8 | 16,035 | 20.4 | 4,305 | 5.5 | 78,760 | 100.0 |
| All rural village | 48,655 | 3.9 | 357,030 | 28.6 | 370,705 | 29.7 | 262,310 | 21.0 | 208,225 | 16.7 | 1,246,925 | 100.0 |
| <i>those in a sparse setting</i> | 4,410 | 6.6 | 20,140 | 30.1 | 20,875 | 31.2 | 8,485 | 12.7 | 12,925 | 19.3 | 66,835 | 100.0 |
| All rural hamlet & isolated dwellings | 66,005 | 4.8 | 347,715 | 25.4 | 361,935 | 26.4 | 316,925 | 23.1 | 277,500 | 20.3 | 1,370,080 | 100.0 |
| <i>those in a sparse setting</i> | 9,655 | 13.5 | 25,570 | 35.8 | 20,210 | 28.3 | 10,310 | 14.5 | 5,595 | 7.8 | 71,340 | 100.0 |
| England | 318,555 | 1.2 | 5,381,660 | 20.5 | 6,665,155 | 25.4 | 6,803,330 | 26.0 | 7,041,680 | 26.9 | 26,210,380 | 100.0 |

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

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) 2017/18.

Number and percentage of local units of registered businesses by size of the registered business overall and rural-urban classification, in England, 2017/18

| | 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 | 152,755 | 7.3 | 1,614,070 | 76.7 | 267,915 | 12.7 | 60,120 | 2.9 | 9,300 | 0.4 | 2,104,155 | 100.0 |
| <i>those in a sparse setting</i> | 425 | 10.3 | 2,905 | 70.3 | 705 | 17.0 | 100 | 2.4 | 5 | 0.1 | 4,135 | 100.0 |
| All Rural | 105,685 | 17.8 | 417,660 | 70.4 | 58,960 | 9.9 | 9,555 | 1.6 | 1,185 | 0.2 | 593,045 | 100.0 |
| <i>those in a sparse setting</i> | 10,820 | 29.0 | 22,320 | 59.9 | 3,710 | 10.0 | 395 | 1.1 | 30 | 0.1 | 37,275 | 100.0 |
| Urban major conurbation | 68,185 | 6.8 | 791,095 | 78.7 | 115,350 | 11.5 | 26,065 | 2.6 | 4,360 | 0.4 | 1,005,050 | 100.0 |
| Urban minor conurbation | 5,170 | 7.7 | 49,325 | 73.1 | 10,280 | 15.2 | 2,365 | 3.5 | 355 | 0.5 | 67,490 | 100.0 |
| All urban city & town | 79,410 | 7.7 | 773,650 | 75.0 | 142,285 | 13.8 | 31,690 | 3.1 | 4,585 | 0.4 | 1,031,615 | 100.0 |
| <i>those in a sparse setting</i> | 425 | 10.3 | 2,905 | 70.3 | 705 | 17.0 | 100 | 2.4 | 5 | 0.1 | 4,135 | 100.0 |
| All rural town & fringe | 23,455 | 11.4 | 156,510 | 75.9 | 22,440 | 10.9 | 3,555 | 1.7 | 330 | 0.2 | 206,290 | 100.0 |
| <i>those in a sparse setting</i> | 1,330 | 12.7 | 7,360 | 70.2 | 1,605 | 15.3 | 180 | 1.7 | 10 | 0.1 | 10,490 | 100.0 |
| All rural village | 35,660 | 18.4 | 136,865 | 70.5 | 18,535 | 9.5 | 2,720 | 1.4 | 360 | 0.2 | 194,145 | 100.0 |
| <i>those in a sparse setting</i> | 3,035 | 28.3 | 6,500 | 60.6 | 1,085 | 10.1 | 95 | 0.9 | 10 | 0.1 | 10,725 | 100.0 |
| All rural hamlet & isolated dwellings | 46,565 | 24.2 | 124,285 | 64.5 | 17,985 | 9.3 | 3,280 | 1.7 | 495 | 0.3 | 192,610 | 100.0 |
| <i>those in a sparse setting</i> | 6,455 | 40.2 | 8,460 | 52.7 | 1,020 | 6.3 | 120 | 0.7 | 10 | 0.1 | 16,065 | 100.0 |
| England | 258,440 | 9.6 | 2,031,730 | 75.3 | 326,875 | 12.1 | 69,675 | 2.6 | 10,485 | 0.4 | 2,697,200 | 100.0 |

* '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).

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) 2017/18.

Small and medium businesses

- Small and Medium Enterprises (SMEs) are businesses employing fewer than 250 people.
- In England, there are 2.3 million SMEs registered for PAYE and/or VAT, providing employment for 12.2 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

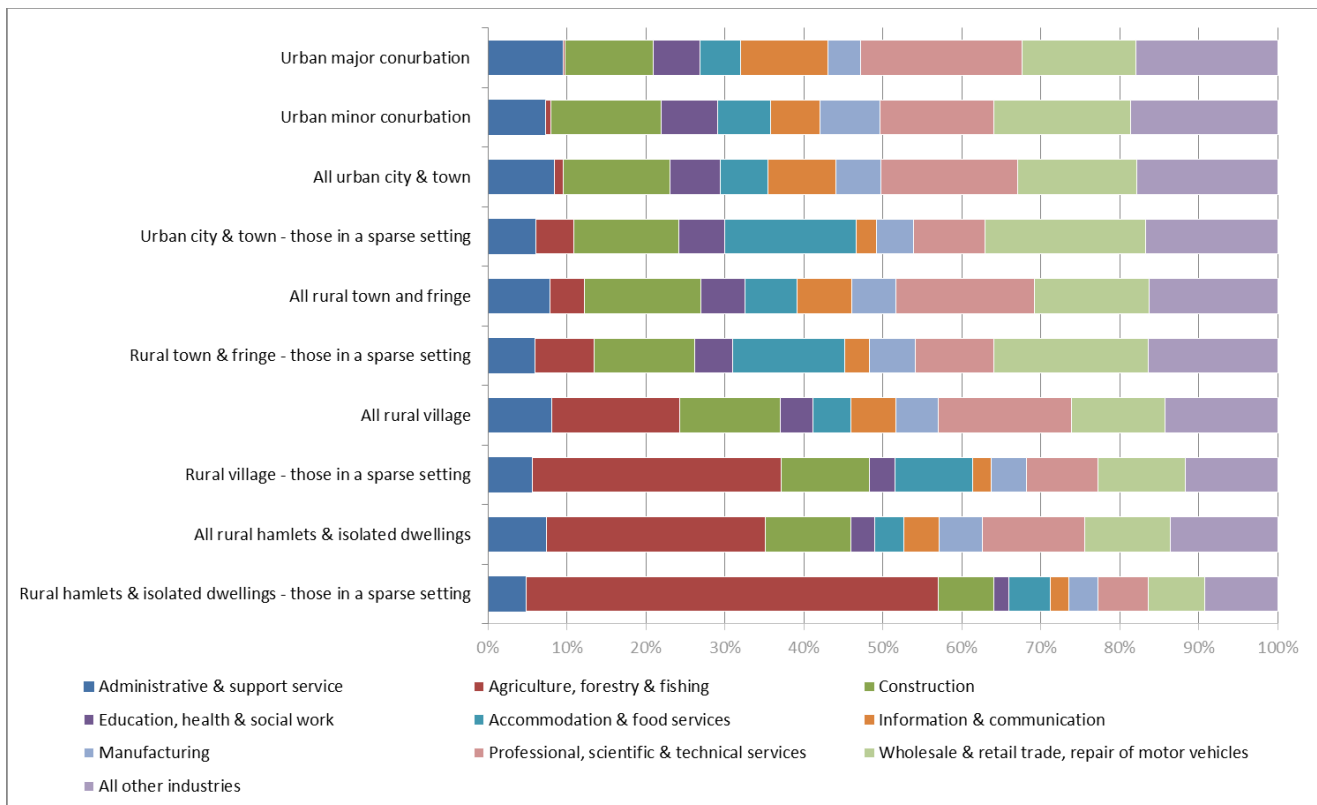
- Enterprises are considered rural registered businesses if their single site of operation or their head-quarters, as registered for PAYE (Pay-As-You-Earn tax) and/or VAT (Value Added Tax) purposes, are located in a rural area. Enterprises where the head-quarters are in an urban area are regarded as urban registered businesses, even if some business units are in rural areas.
- In 2017/18, there was 544,000 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.
- In 2017/18, 2.6 million people were employed in registered rural SMEs, representing 71 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, 2017/18

| | Number of registered SMEs ¹ | Employment by registered SMEs ¹ | Employment by SMEs as a percentage of all employment by registered enterprises | Average turnover per person employed £000s |
|--------------------------------------|--|--|--|--|
| All urban | 1,765,260 | 9,600,020 | 41.4 | 214 |
| those in a sparse setting | 3,115 | 19,840 | 86.5 | 69 |
| All rural | 543,815 | 2,559,830 | 71.5 | 113 |
| those in a sparse setting | 33,455 | 154,220 | 86.4 | 85 |
| Urban major conurbation | 867,870 | 4,439,295 | 38.9 | 315 |
| Urban minor conurbation | 54,330 | 334,600 | 38.4 | 108 |
| Urban city and town | 839,950 | 4,806,280 | 44.2 | 129 |
| those in a sparse setting | 3,115 | 19,840 | 86.5 | 69 |
| Rural town and fringe | 173,915 | 823,995 | 70.4 | 104 |
| those in a sparse setting | 8,390 | 52,360 | 75.1 | 77 |
| Rural village | 171,440 | 768,045 | 72.8 | 118 |
| those in a sparse setting | 9,845 | 43,775 | 93.9 | 83 |
| Rural hamlets and isolated dwellings | 165,005 | 813,565 | 69.1 | 122 |
| those in a sparse setting | 15,220 | 58,090 | 93.4 | 94 |
| England | 2,309,075 | 12,159,850 | 45.4 | 193 |

- 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 (71 per cent) than in urban areas (41 per cent).
- Average turnover per person employed is lower in rural registered SMEs (£113,000) than in urban registered SMEs (£214,000), which is dominated by those in urban major conurbations (£315,000). The average for registered SMEs in settlements in a sparse setting are somewhat lower and in particular is £77,000 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, 2017/18



- SMEs in *Agriculture, forestry and fishing* sectors account for 16.0 per cent of rural registered SMEs rising to 34.9 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* (12.5 per cent), and *Construction* (12.8 per cent).

Number of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2017/18

| | Rural | | Urban | |
|---|--|--|--|--|
| | Number of registered SMEs ¹ | Employment by registered SMEs ¹ | Number of registered SMEs ¹ | Employment by registered SMEs ¹ |
| Administrative & support service activities | 42,510 | 188,580 | 157,175 | 874,580 |
| Agriculture, forestry & fishing | 87,020 | 272,155 | 12,540 | 42,035 |
| Arts, entertainment & recreation | 13,995 | 83,765 | 43,105 | 247,640 |
| Construction | 69,510 | 243,230 | 218,430 | 729,785 |
| Education, Human health & social work | 23,215 | 287,880 | 109,245 | 1,440,785 |
| Financial & insurance activities | 8,065 | 18,540 | 43,905 | 204,540 |
| Accommodation & food service activities | 27,235 | 281,570 | 98,885 | 848,945 |
| Information & communication | 31,130 | 89,090 | 171,005 | 573,965 |
| Manufacturing | 29,835 | 248,975 | 88,310 | 934,465 |
| Mining & quarrying & utilities | 2,700 | 18,720 | 6,365 | 47,680 |
| Professional, scientific & technical services | 85,665 | 232,940 | 332,490 | 1,196,160 |
| Public administration & defence, compulsory social services | 4,380 | 9,820 | 2,040 | 26,810 |
| Real estate activities | 18,040 | 53,545 | 67,590 | 264,715 |
| Transport & storage | 16,745 | 101,270 | 80,165 | 331,690 |
| Wholesale & retail trade, repair of motor vehicles | 67,800 | 362,160 | 260,445 | 1,466,800 |
| Other service activities ² | 15,970 | 67,590 | 73,575 | 369,420 |
| Total | 543,815 | 2,559,830 | 1,765,260 | 9,600,020 |

¹ Small and medium enterprises (employing fewer than 250 people)

² including activities of households as employers

Percentage of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2017/18

| | Rural | | Urban | |
|---|--|--|--|--|
| | Percentage of registered SMEs ¹ | Percentage of employment by registered SMEs ¹ | Percentage of registered SMEs ¹ | Percentage of employment by registered SMEs ¹ |
| Administrative & support service activities | 7.8 | 7.4 | 8.9 | 9.1 |
| Agriculture, forestry & fishing | 16.0 | 10.6 | 0.7 | 0.4 |
| Arts, entertainment & recreation | 2.6 | 3.3 | 2.4 | 2.6 |
| Construction | 12.8 | 9.5 | 12.4 | 7.6 |
| Education, Human health & social work | 4.3 | 11.2 | 6.2 | 15.0 |
| Financial & insurance activities | 1.5 | 0.7 | 2.5 | 2.1 |
| Accommodation & food service activities | 5.0 | 11.0 | 5.6 | 8.8 |
| Information & communication | 5.7 | 3.5 | 9.7 | 6.0 |
| Manufacturing | 5.5 | 9.7 | 5.0 | 9.7 |
| Mining & quarrying & utilities | 0.5 | 0.7 | 0.4 | 0.5 |
| Professional, scientific & technical services | 15.8 | 9.1 | 18.8 | 12.5 |
| Public administration & defence, compulsory social services | 0.8 | 0.4 | 0.1 | 0.3 |
| Real estate activities | 3.3 | 2.1 | 3.8 | 2.8 |
| Transport & storage | 3.1 | 4.0 | 4.5 | 3.5 |
| Wholesale & retail trade, repair of motor vehicles | 12.5 | 14.1 | 14.8 | 15.3 |
| Other service activities ² | 2.9 | 2.6 | 4.2 | 3.8 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

¹ Small and medium enterprises (employing fewer than 250 people)

² including activities of households as employers

Number of registered small and medium enterprises with percentage by size and rural-urban classification, in England, 2017/18

| | with no employees | | 1 - 9 employees | | 10 - 49 employees | | 50 - 249 employees | | Total | |
|--|-------------------|-------------|------------------|-------------|-------------------|------------|--------------------|------------|------------------|--------------|
| | Number | % | Number | % | Number | % | Number | % | Number | % |
| All urban | 152,195 | 8.6 | 1,431,125 | 81.1 | 152,385 | 8.6 | 29,585 | 1.7 | 1,765,285 | 100.0 |
| those in a sparse setting | 420 | 13.4 | 2,285 | 73.4 | 365 | 11.7 | 45 | 1.5 | 3,115 | 100.0 |
| All rural | 104,065 | 19.1 | 392,865 | 72.2 | 40,730 | 7.5 | 6,155 | 1.1 | 543,815 | 100.0 |
| those in a sparse setting | 10,620 | 31.8 | 20,060 | 60.0 | 2,475 | 7.4 | 295 | 0.9 | 33,455 | 100.0 |
| Urban major conurbation | 68,005 | 7.8 | 716,790 | 82.6 | 69,555 | 8.0 | 13,535 | 1.6 | 867,885 | 100.0 |
| Urban minor conurbation | 5,125 | 9.4 | 42,585 | 78.4 | 5,545 | 10.2 | 1,075 | 2.0 | 54,330 | 100.0 |
| Urban city and town | 78,645 | 9.4 | 669,465 | 79.7 | 76,920 | 9.2 | 14,925 | 1.8 | 839,955 | 100.0 |
| Urban city and town in a sparse setting | 420 | 13.4 | 2,285 | 73.4 | 365 | 11.7 | 45 | 1.5 | 3,115 | 100.0 |
| Rural town and fringe | 22,000 | 12.6 | 136,495 | 78.5 | 13,435 | 7.7 | 1,990 | 1.1 | 173,915 | 100.0 |
| Rural town and fringe in a sparse setting | 1,320 | 15.7 | 5,950 | 70.9 | 995 | 11.9 | 120 | 1.5 | 8,390 | 100.0 |
| Rural village | 32,210 | 18.8 | 125,250 | 73.1 | 12,205 | 7.1 | 1,770 | 1.0 | 171,440 | 100.0 |
| Rural village in a sparse setting | 2,980 | 30.3 | 6,065 | 61.6 | 730 | 7.4 | 75 | 0.7 | 9,845 | 100.0 |
| Rural hamlets and isolated dwellings | 39,235 | 23.8 | 111,055 | 67.3 | 12,615 | 7.6 | 2,100 | 1.3 | 165,005 | 100.0 |
| Rural hamlets and isolated dwellings in a sparse setting | 6,320 | 41.5 | 8,045 | 52.9 | 750 | 4.9 | 100 | 0.7 | 15,220 | 100.0 |
| England | 256,260 | 11.1 | 1,823,990 | 79.0 | 193,115 | 8.4 | 35,740 | 1.5 | 2,309,100 | 100.0 |

- 19.1 per cent of rural registered SMEs have no employees, compared with 8.6 per cent of urban registered SMEs. The majority of rural registered SMEs (72.2 per cent), have 1 to 9 employees, though this is lower than for urban registered SMEs (81.1 per cent).
- 31.8 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 |
| Total | 9,048 | 76.3 | 2,308 | 19.5 | 433 | 3.7 | 68 | 0.6 | 11,857 | 100.0 |

- 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 |
| Total | 3,180 | 26.8 | 2,226 | 18.8 | 3,759 | 31.7 | 2,692 | 22.7 | 11,857 | 100.0 |

- 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 |
| Total | 7,290 | 61.5 | 3,130 | 26.4 | 1,437 | 12.1 | 11,857 | 100.0 |

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 |
| Total | 9,165 | 77.3 | 1,997 | 16.8 | 695 | 5.9 | 11,857 | 100.0 |

- 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 businesses 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 |
| Total | 1,691 | 14.3 | 2,190 | 18.5 | 2,834 | 23.9 | 5,106 | 43.1 | 37 | 0.3 | 11,858 | 100.0 |

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 |
| Total | 10,221 | 86.2 | 1,586 | 13.4 | 50 | 0.4 | 11,857 | 100.0 |

- 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 |
| Total | Number | 8,190 | 3,667 | 11,857 |

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

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

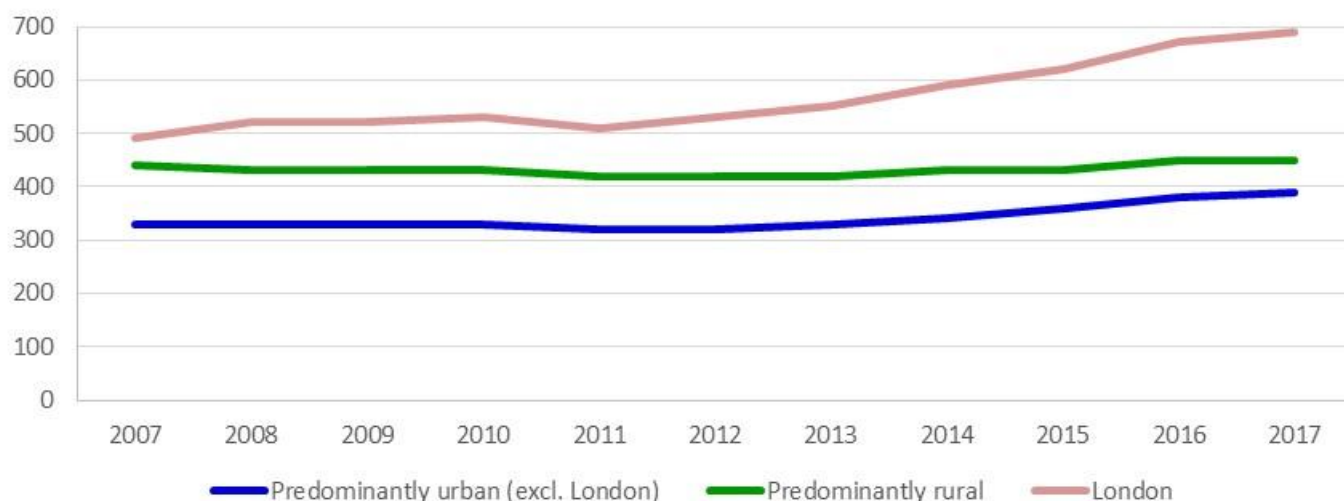
Small Business Survey reports: www.gov.uk/government/collections/small-business-survey-reports

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/ruralenterpriseuk/](http://research.ncl.ac.uk/ruralenterpriseuk/)

Business count

Registered businesses per 10,000 population by Local Authority Classification, in England, 2007 to 2017



- The number of registered businesses per head of population is higher in *predominantly rural* areas (450 per 10,000 population in 2017) than in *predominantly urban* areas (excluding London) (390 per 10,000 population).
- Between 2016 and 2017 the number of businesses per head of population increased in *predominantly urban* areas (excluding London) while in *predominantly rural* areas the number remained the same. The rate of increase longer term (since 2011) has been higher for *predominantly urban* areas (excluding London).

Registered businesses per 10,000 population by Local Authority Classification, in England, 2007 to 2017

| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| London | 490 | 520 | 520 | 530 | 510 | 530 | 550 | 590 | 620 | 670 | 690 |
| Urban with Major Conurbation | 310 | 320 | 320 | 320 | 310 | 310 | 320 | 340 | 350 | 380 | 400 |
| Urban with Minor Conurbation | 290 | 290 | 280 | 280 | 270 | 270 | 280 | 290 | 300 | 320 | 330 |
| Urban with City and Town | 350 | 350 | 350 | 340 | 340 | 340 | 350 | 360 | 370 | 390 | 400 |
| Urban with Significant Rural | 430 | 430 | 430 | 430 | 420 | 420 | 430 | 440 | 450 | 470 | 480 |
| Largely Rural | 410 | 410 | 410 | 410 | 400 | 400 | 400 | 410 | 420 | 440 | 440 |
| Mainly Rural | 480 | 460 | 460 | 450 | 450 | 440 | 440 | 450 | 460 | 460 | 460 |
| Predominantly urban (excluding London) | 330 | 330 | 330 | 330 | 320 | 320 | 330 | 340 | 360 | 380 | 390 |
| Predominantly rural | 440 | 430 | 430 | 430 | 420 | 420 | 420 | 430 | 430 | 450 | 450 |
| England | 390 | 390 | 390 | 390 | 380 | 390 | 400 | 410 | 430 | 450 | 460 |

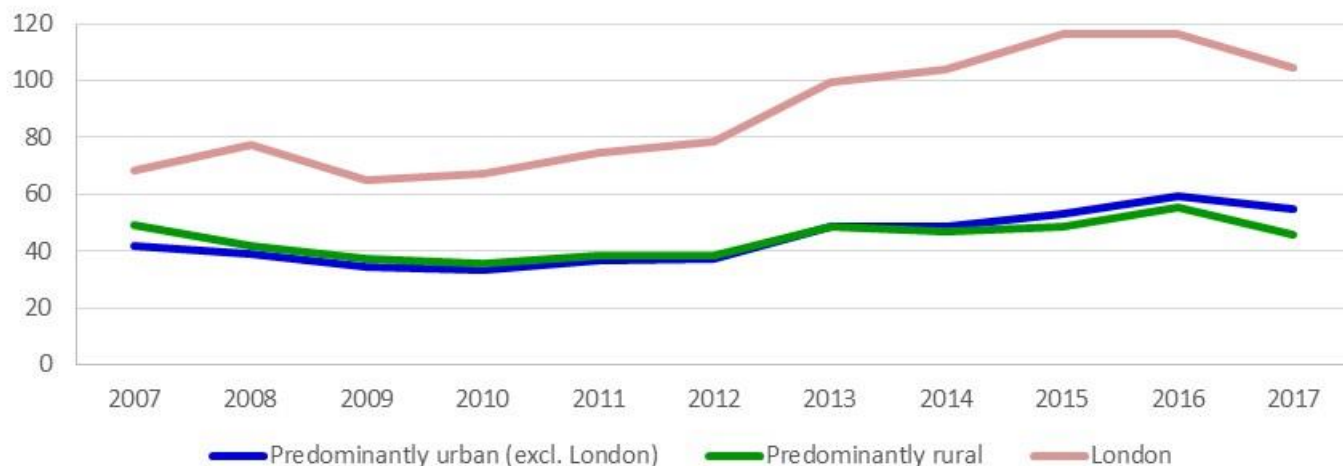
Note: The data come from Business Demography, which includes businesses that are PAYE registered but not VAT registered. Registered businesses are based on the location of the registered head office, if in multiple locations.

Source: ONS - VAT Registrations and De-Registrations, ONS - Business Demography 2017: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

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

Business start-ups

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2007 to 2017



- During the last decade the numbers of registered business start-ups were initially higher (in relative terms) in *predominantly rural* areas than in *predominantly urban* areas (excluding London). However in recent years, the numbers of start-ups in *predominantly urban* areas (excluding London) have over taken those in *predominantly rural* areas.
- In 2017 there were 55 registered business start-ups per 10,000 population in *predominantly urban* areas (excluding London) compared with 46 per 10,000 population in *predominantly rural* areas. These numbers are down on 2016 start-ups, the first fall in business start-ups since 2010 for both area types.

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2007 to 2017

| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| London | 69 | 78 | 65 | 67 | 75 | 78 | 99 | 104 | 116 | 116 | 105 |
| Urban with Major Conurbation | 41 | 38 | 35 | 33 | 36 | 37 | 50 | 49 | 55 | 62 | 60 |
| Urban with Minor Conurbation | 36 | 31 | 28 | 26 | 28 | 29 | 38 | 41 | 45 | 46 | 40 |
| Urban with City and Town | 43 | 41 | 35 | 35 | 38 | 39 | 50 | 50 | 54 | 59 | 53 |
| Urban with Significant Rural | 50 | 47 | 41 | 40 | 43 | 44 | 54 | 54 | 57 | 60 | 57 |
| Largely Rural | 46 | 41 | 36 | 35 | 38 | 38 | 48 | 46 | 48 | 61 | 46 |
| Mainly Rural | 52 | 43 | 39 | 36 | 40 | 40 | 50 | 48 | 49 | 48 | 45 |
| Predominantly urban (excluding London) | 42 | 39 | 34 | 33 | 37 | 37 | 49 | 49 | 53 | 59 | 55 |
| Predominantly rural | 49 | 42 | 37 | 35 | 39 | 39 | 49 | 47 | 49 | 56 | 46 |
| England | 48 | 46 | 40 | 40 | 44 | 45 | 57 | 58 | 63 | 68 | 61 |

Note: The 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 2017: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

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

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

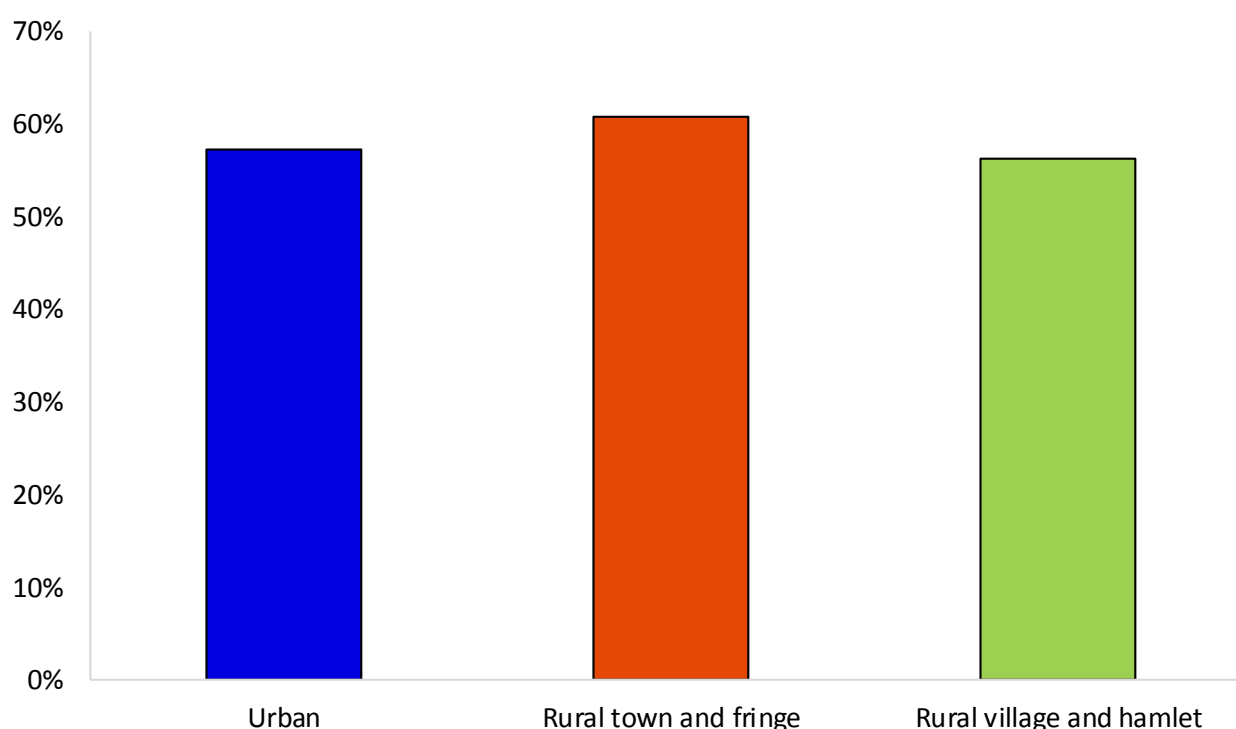
[//randd.defra.gov.uk/Default.aspx?Module=More&Location=None&ProjectID=18782](http://randd.defra.gov.uk/Default.aspx?Module=More&Location=None&ProjectID=18782)

Innovation and investment

Businesses engaged in innovation

- Broader innovation activities were undertaken by 58 per cent of rural businesses and 57 per cent of urban businesses surveyed between 2012 and 2014.
- This suggests that being situated in a rural or urban settlement had little effect on the innovation practices of businesses surveyed.
- There is a higher proportion of businesses involved in broader innovation located in areas of *rural town and fringe* than in areas of *rural village and hamlet*.

Percentage of businesses in England engaged in broader innovation-related activities, 2012 to 2014



Business involvement with broader-innovation-related activities, 2012 to 2014

| | Broader innovators | Not broader innovators |
|--------------------------|--------------------|------------------------|
| Urban | 57% | 43% |
| Rural town and fringe | 61% | 39% |
| Rural village and hamlet | 56% | 44% |
| Rural total | 58% | 42% |
| England total | 57% | 43% |

Notes:

Data source: BEIS UK Innovation Survey 2015 covering innovation activity during 2012 to 2014.

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 BEIS). 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).

BEIS sampling methodology is described in their report and accompanying statistics:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/506953/bis-16-134-uk-innovation-survey-2015.pdf. 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*. Furthermore, percentage totals for England may not match those published by BEIS 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

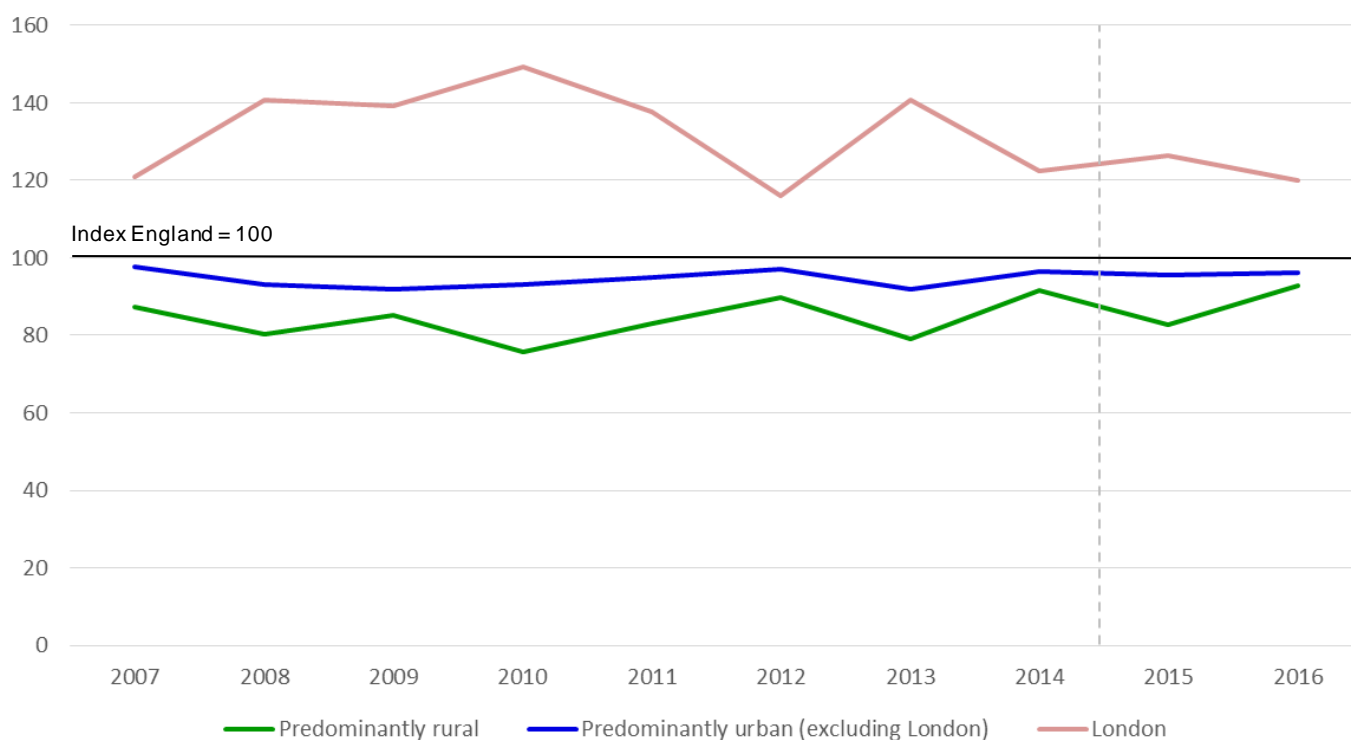
A business engaged in any of the activities 1 to 4 is described as a 'broader innovator'.

Data from the 2015 UK Innovation Survey may not be directly comparable with data from previous surveys due to changes in survey mode, methodology, sampling approach, questionnaire design and response rate. The rural-urban analyses presented here were performed by applying RUC11 to the data, RUC01 had been used previously for the 2011 UK Innovation Survey. 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 2016 was highest in London.
- In 2016 capital investment per employee in *Predominantly rural areas* was around 93 per cent of the level for England as a whole. This compares with 96 per cent in *Predominantly urban areas (excluding London)*.
- Capital investment in absolute terms is only available at current prices so caution should be used when comparing over time. Comparisons below are presented as an index in relation to the level for England as whole.

Capital investment per employee as a percentage of the level for England, by local authority classification in England, 2007 to 2016



Dashed line: From 2015 employee numbers include estimates from businesses that are solely PAYE based with employment counts less than 20. These businesses were excluded from estimates of employee numbers in earlier years. This has had minimum impact on the data presented.

- Overall capital investment per employee in *predominantly rural areas* has been consistently lower than in other areas.
- In 2016, investment per head in London was around £6,500, compared with £5,300 in *predominantly urban areas excluding London*, and £5,100 in *predominantly rural areas*.

Investment per employee as a percentage of the level for England, 2007 to 2016

| 2011 Rural-Urban Classification | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Mainly Rural | 86 | 80 | 84 | 75 | 83 | 96 | 76 | 93 | 81 | 98 |
| Largely Rural | 89 | 81 | 86 | 76 | 83 | 85 | 81 | 90 | 84 | 89 |
| Urban with Significant Rural | 97 | 97 | 98 | 90 | 88 | 101 | 98 | 91 | 101 | 93 |
| Urban with City and Town | 109 | 95 | 102 | 102 | 105 | 106 | 105 | 101 | 106 | 112 |
| Urban with Minor Conurbation | 76 | 84 | 67 | 69 | 65 | 57 | 67 | 66 | 62 | 67 |
| Urban with Major Conurbation | 86 | 92 | 82 | 86 | 86 | 92 | 79 | 96 | 88 | 79 |
| London | 121 | 141 | 139 | 149 | 138 | 116 | 141 | 122 | 127 | 120 |
| Predominantly Rural | 87 | 80 | 85 | 76 | 83 | 90 | 79 | 92 | 83 | 93 |
| Predominantly Urban (excluding London) | 98 | 93 | 92 | 93 | 95 | 97 | 92 | 97 | 95 | 96 |
| Predominantly Urban (including London) | 104 | 106 | 104 | 108 | 107 | 102 | 106 | 104 | 104 | 103 |
| England | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Dashed line: From 2015 employee numbers include estimates from businesses that are solely PAYE based with employment counts less than 20. These businesses were excluded from estimates of employee numbers in earlier years. This has had minimum impact on the data presented.

Capital investment at current prices (£ thousands) per employee, 2007 to 2016

| 2011 Rural-Urban Classification | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Mainly Rural | 3.0 | 3.0 | 2.7 | 2.3 | 3.2 | 3.8 | 3.0 | 4.5 | 4.2 | 5.3 |
| Largely Rural | 3.1 | 3.0 | 2.7 | 2.3 | 3.1 | 3.3 | 3.3 | 4.4 | 4.3 | 4.9 |
| Urban with Significant Rural | 3.4 | 3.6 | 3.1 | 2.7 | 3.3 | 4.0 | 3.8 | 4.4 | 5.2 | 5.1 |
| Urban with City and Town | 3.8 | 3.6 | 3.3 | 3.1 | 4.0 | 4.1 | 4.1 | 4.9 | 5.4 | 6.1 |
| Urban with Minor Conurbation | 2.7 | 3.1 | 2.1 | 2.1 | 2.5 | 2.2 | 2.5 | 3.2 | 3.2 | 3.7 |
| Urban with Major Conurbation | 3.0 | 3.5 | 2.6 | 2.6 | 3.3 | 3.6 | 3.1 | 4.7 | 4.5 | 4.3 |
| London | 4.3 | 5.3 | 4.5 | 4.5 | 5.2 | 4.5 | 5.5 | 6.0 | 6.5 | 6.5 |
| Predominantly Rural | 3.1 | 3.0 | 2.7 | 2.3 | 3.2 | 3.5 | 3.1 | 4.5 | 4.2 | 5.1 |
| Predominantly Urban (excluding London) | 3.4 | 3.5 | 2.9 | 2.8 | 3.6 | 3.8 | 3.6 | 4.7 | 4.9 | 5.3 |
| Predominantly Urban (including London) | 3.6 | 4.0 | 3.3 | 3.3 | 4.0 | 4.0 | 4.1 | 5.1 | 5.3 | 5.6 |
| England | 3.5 | 3.8 | 3.2 | 3.0 | 3.8 | 3.9 | 3.9 | 4.9 | 5.2 | 5.5 |

Dashed line: From 2015 employee numbers include estimates from businesses that are solely PAYE based with employment counts less than 20. These businesses were excluded from estimates of employee numbers in earlier years. This has had minimum impact on the data presented.

Notes

- Total net capital investment is calculated as total proceeds from disposals subtracted from the total cost of acquisitions. The data is at current prices so it has already taken account of inflation.
- Caution should be taken when interpreting this measure as capital investment is difficult to attribute at local authority level. The estimates are produced by taking data at a higher geographical level and apportioning it at local authority level based on employment levels. As ONS are not wholly confident that there is a sufficient correlation between investment and employment, they do not release the data as a National Statistic below National level.
- London has been separated out to allow a fair comparison of major urban against all other area classifications.

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

Rural accessibility

Transport and travel

- In 2017/18 people living in the most rural areas travelled almost twice as far per year than those in the most urban areas.
- In 2017/18 in the most rural areas 86 per cent of travel was made using a car (as a driver or passenger) compared with 67 per cent in the most urban areas.
- In 2017/18 10 per cent of households in rural areas had no access to a car or van compared with 27 per cent in urban areas.

Travel behaviour

Average number of trips and total distance travelled per person per year, time spent travelling and average trip length in 2017/18, by settlement type, in England

| | Trips per person 2017/18 | Distance travelled (miles) per person 2017/18 | Travelling time (hours) per person 2017/18 | Trip length (miles) 2017/18 |
|---|-----------------------------|--|---|--------------------------------|
| Urban Conurbation | 899 | 5,113 | 371 | 5.7 |
| Urban City and Town | 1,020 | 6,743 | 369 | 6.6 |
| Rural Town and Fringe | 1,073 | 9,022 | 411 | 8.4 |
| Rural Village, Hamlet and Isolated Dwelling | 1,053 | 9,665 | 414 | 9.2 |
| England | 980 | 6,555 | 377 | 6.7 |

Source: DfT National Travel Survey [Table NTS9903](#), [Table NTS9904](#), [Table NTS9913](#), [Table NTS9910](#)

- The average number of trips and travelling time per person in rural areas are only 10 per cent higher than the national averages. However the average total distances travelled are much higher for people living in *rural town and fringe areas* (38 per cent higher) and in *rural villages, hamlets and isolated dwellings* (47 per cent higher).

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two 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).

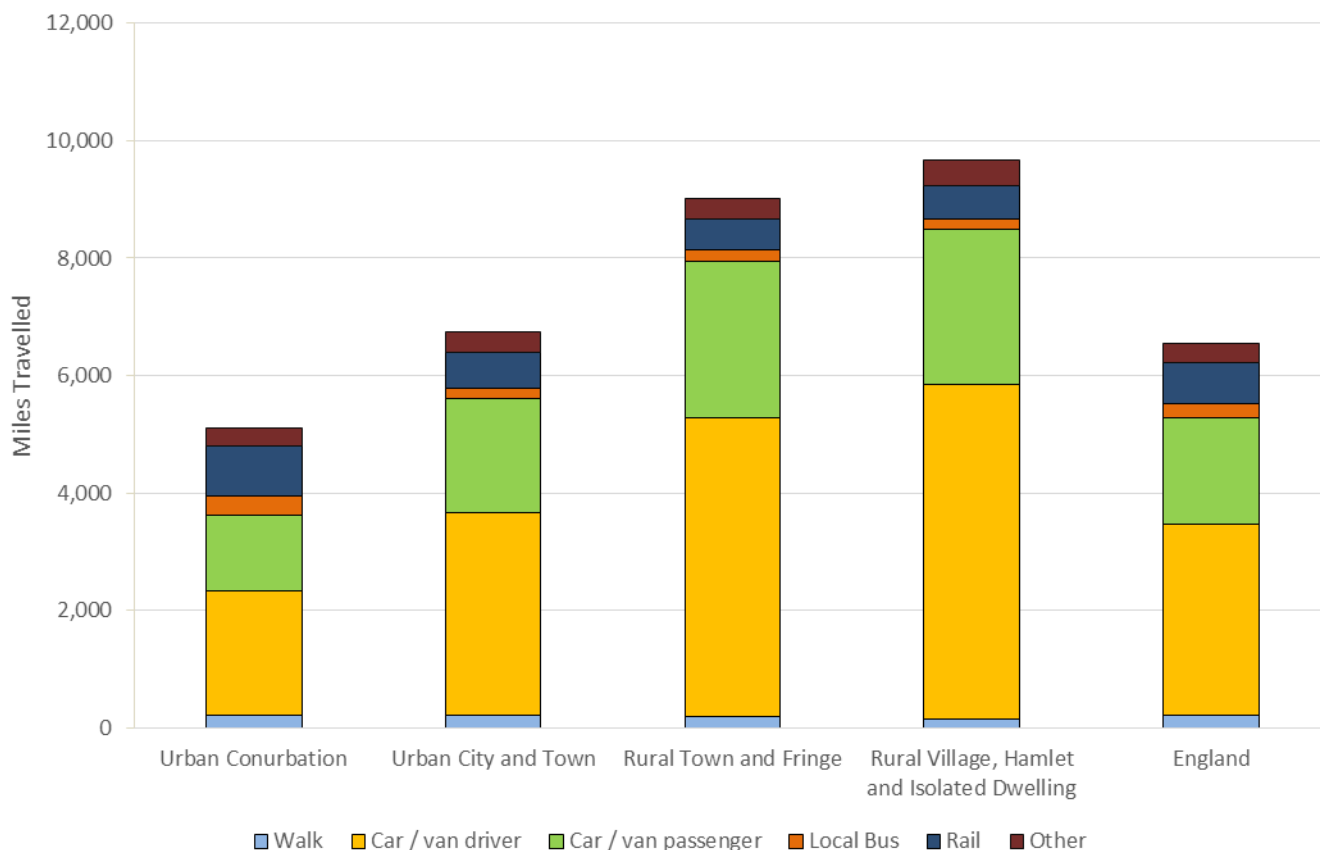
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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

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

Distance travelled

Average total distance travelled, per person per year, by mode and settlement type, in England, 2017/18



- In 2017/18 people living in *rural villages, hamlets and isolated dwellings* travelled 9,965 miles on average compared with 5,113 in *urban conurbation* and 6,555 in England as a whole.
- When travel as both a car driver and passenger are taken together, 86 per cent of the distance travelled by people living in *rural villages, hamlets and isolated dwellings* was made by car compared with 67 per cent in *urban conurbations* and 77 per cent in England as a whole.

Average total distance travelled, per person per year, by mode and settlement type, in England, 2017/18

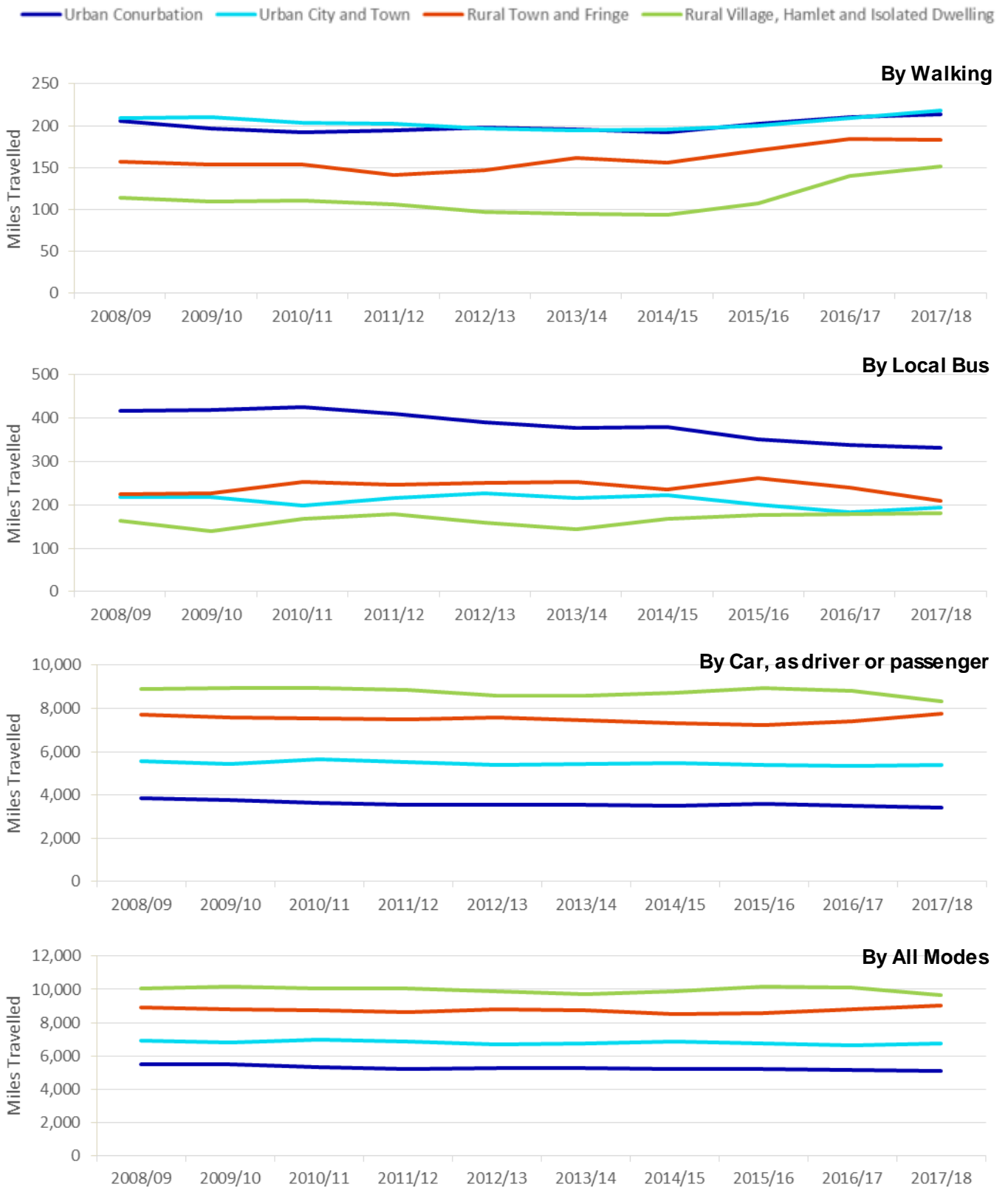
Miles per person per year

| | Walk | Car/van driver | Car / van passenger | Local bus | Rail | Other | All modes |
|---|------|----------------|---------------------|-----------|------|-------|-----------|
| Urban Conurbation | 213 | 2,125 | 1,277 | 331 | 849 | 317 | 5,113 |
| Urban City and Town | 218 | 3,438 | 1,942 | 193 | 608 | 344 | 6,743 |
| Rural Town and Fringe | 184 | 5,101 | 2,658 | 210 | 516 | 354 | 9,022 |
| Rural Village, Hamlet and Isolated Dwelling | 151 | 5,704 | 2,642 | 180 | 559 | 430 | 9,665 |
| England | 208 | 3,265 | 1,806 | 246 | 689 | 342 | 6,555 |

Source: DfT National Travel Survey [Table NTS9904](#)

Average total distance travelled, per person per year, by mode of transport and settlement type, in England, 2008/09 to 2017/18

Note: The scales (y-axis) in charts below differ and this should be considered when making comparisons



- The miles travelled by walking has increased more in *rural* areas than in *urban* areas over the period 2008/09 to 2017/18, in particular, average distance travelled by those from *rural villages, hamlets and isolated dwellings* has increased by 31 miles (27%).
- The miles travelled by local bus has decreased by 87 miles per person per year *urban conurbations* over the period 2008/09 to 2017/18.
- The distance travelled by car has remained stable over the period 2008/09 to 2017/18 across all settlement types.

Average total distance travelled, per person per year, by mode and settlement type, in England, 2008/09 to 2017/18
Miles per person per year

| | 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Walk | | | | | | | | | | |
| Urban Conurbation | 206 | 196 | 192 | 194 | 198 | 195 | 192 | 202 | 210 | 213 |
| Urban City and Town | 210 | 211 | 203 | 202 | 197 | 194 | 195 | 200 | 209 | 218 |
| Rural Town and Fringe | 158 | 154 | 153 | 142 | 146 | 161 | 156 | 171 | 184 | 184 |
| Rural Village, Hamlet and Isolated Dwelling | 114 | 109 | 111 | 106 | 97 | 95 | 94 | 107 | 141 | 151 |
| Car | | | | | | | | | | |
| Urban Conurbation | 3,832 | 3,755 | 3,629 | 3,544 | 3,533 | 3,531 | 3,522 | 3,582 | 3,507 | 3,402 |
| Urban City and Town | 5,551 | 5,452 | 5,636 | 5,537 | 5,392 | 5,441 | 5,477 | 5,399 | 5,351 | 5,380 |
| Rural Town and Fringe | 7,711 | 7,597 | 7,539 | 7,482 | 7,599 | 7,455 | 7,316 | 7,225 | 7,395 | 7,759 |
| Rural Village, Hamlet and Isolated Dwelling | 8,899 | 8,961 | 8,927 | 8,844 | 8,599 | 8,612 | 8,738 | 8,925 | 8,827 | 8,345 |
| Local Bus | | | | | | | | | | |
| Urban Conurbation | 418 | 418 | 426 | 411 | 391 | 378 | 379 | 350 | 338 | 331 |
| Urban City and Town | 219 | 219 | 198 | 215 | 226 | 216 | 223 | 201 | 183 | 193 |
| Rural Town and Fringe | 223 | 227 | 254 | 245 | 250 | 253 | 235 | 262 | 240 | 210 |
| Rural Village, Hamlet and Isolated Dwelling | 164 | 140 | 168 | 178 | 159 | 143 | 168 | 177 | 179 | 180 |
| All Modes | | | | | | | | | | |
| Urban Conurbation | 5,486 | 5,462 | 5,316 | 5,220 | 5,274 | 5,244 | 5,194 | 5,219 | 5,175 | 5,113 |
| Urban City and Town | 6,905 | 6,776 | 6,956 | 6,870 | 6,707 | 6,744 | 6,840 | 6,745 | 6,639 | 6,743 |
| Rural Town and Fringe | 8,890 | 8,791 | 8,721 | 8,634 | 8,820 | 8,718 | 8,527 | 8,589 | 8,787 | 9,022 |
| Rural Village, Hamlet and Isolated Dwelling | 10,084 | 10,152 | 10,057 | 10,029 | 9,866 | 9,732 | 9,861 | 10,159 | 10,122 | 9,665 |

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

Distance by mode is based on stage distance.

Local Bus includes London buses. Rail includes London Underground. Other includes: bicycle, motorcycle, private hire bus, other modes of private transport, non-local bus, taxi / minicab and other modes of public transport (air, ferries, light rail).

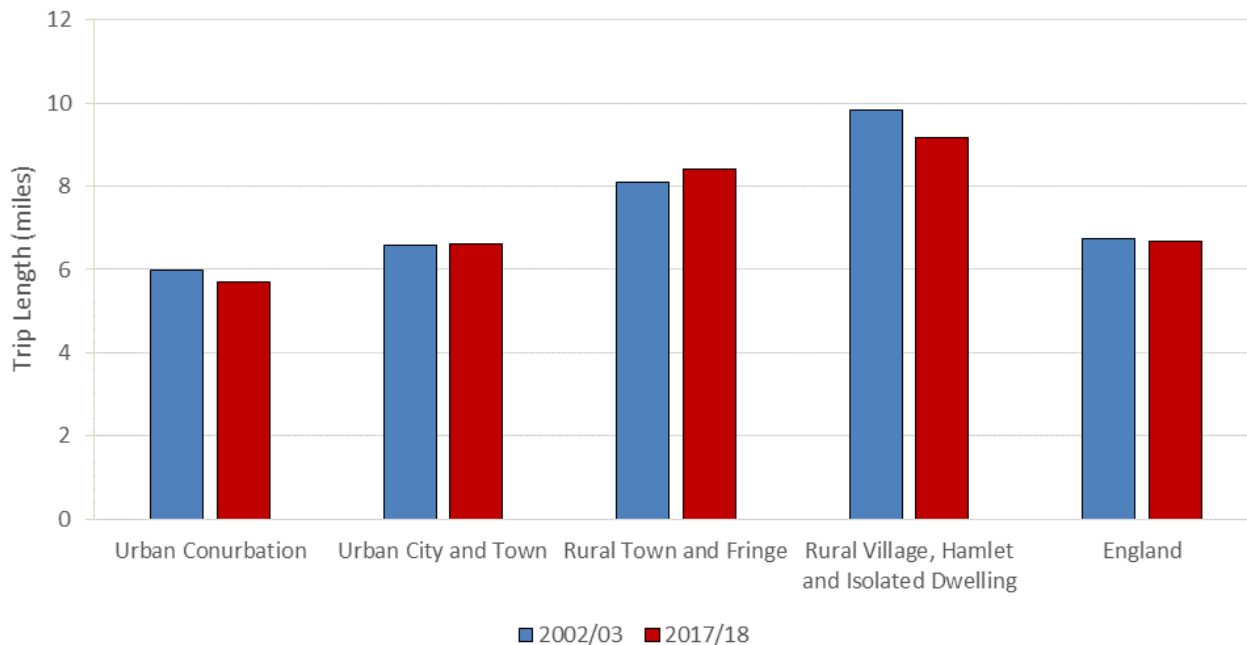
These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - <https://www.gov.uk/government/statistics/national-travel-survey-2018> - National Travel Survey: 2018 Tables, [TableNTS9904](#).

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.gov.uk

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

Average trip length (miles), by settlement type, in England, 2002/03 and 2017/18



- There has been a small decrease in the average trip length for both *urban conurbation* (5 per cent decrease from 6.0 to 5.7 miles) and *rural village, hamlet and isolated dwelling* (3 per cent decrease from 9.8 to 9.2 miles) between 2002/03 and 2017/18.
- There has been a small increase in the average trip length for *rural town and fringe* (4 per cent increase from 8.1 to 8.4 miles) between 2002/03 and 2017/18.
- The average trip length for *urban city and town* was 6.6 miles in both 2002/03 and 2017/18.

Average trip length (miles), by settlement type, in England, 2002/03 and 2017/18

| | Average trip length (miles) | |
|---|-----------------------------|---------|
| | 2002/03 | 2017/18 |
| Urban Conurbation | 6.0 | 5.7 |
| Urban City and Town | 6.6 | 6.6 |
| Rural Town and Fringe | 8.1 | 8.4 |
| Rural Village, Hamlet and Isolated Dwelling | 9.8 | 9.2 |
| England | 6.8 | 6.7 |

Source: DfT National Travel Survey [Table NTS9910](#)

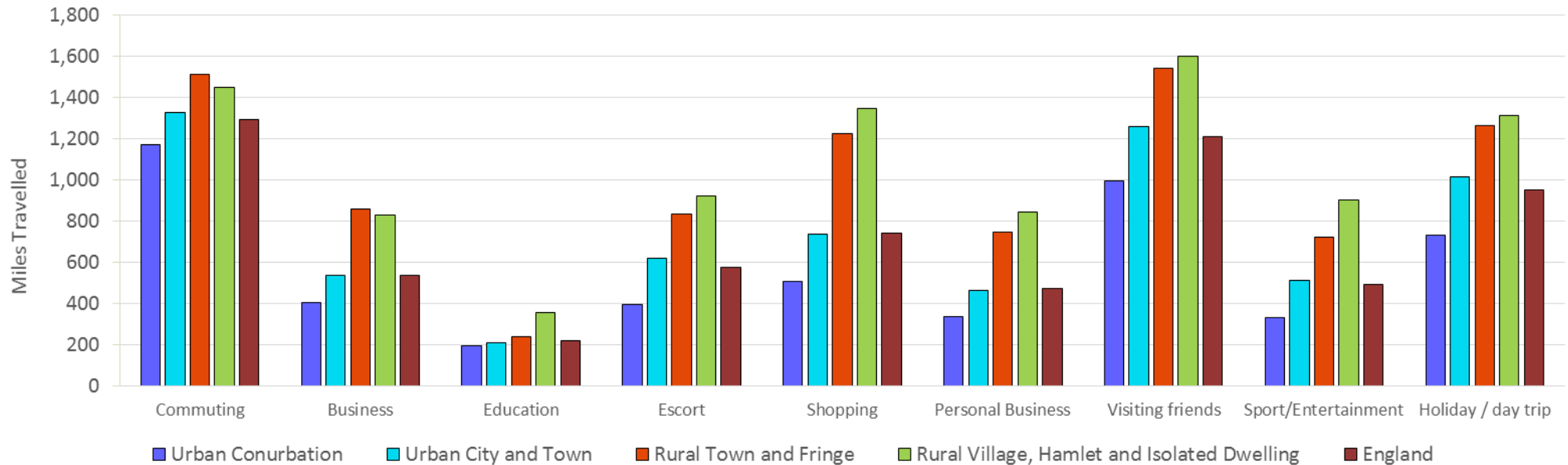
Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years. For a full time series from 2002/03 to 2017/18 please see the original DfT dataset <https://www.gov.uk/government/statistics/national-travel-survey-2018> - National Travel Survey: 2018 Tables, [Table NTS9910](#)

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.gov.uk

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

Average number of miles travelled, per person per year, by purpose and settlement type, in England, 2017/18



- In 2017/18 those living in rural areas travelled more miles for all purposes than those in urban areas.
- In almost all categories those living in *rural villages, hamlets and isolated dwellings* travelled farther than those living in other settlement types. The only journey purposes where this was not the case were 'commuting' and 'business' (for which those in *rural town and fringe* travelled farthest).
- For all purposes, those living in *urban conurbations* travelled the fewest miles compared with those living in other settlement types. The only journey purpose where this difference was quite small was 'education', where the distance travelled was very similar in *urban conurbations, urban city and town* and *rural town and fringe*.
- For the purposes of 'business', 'escort', 'shopping', 'personal business', 'sport/entertainment' and 'other' those living in *rural villages, hamlets and isolated dwellings* travelled more than twice the distance each year when compared to those living in *urban conurbations*.

Distance travelled per person per year (miles), by purpose and settlement type, in England, 2017/18

| | Commuting | Business | Education | Escort | Shopping | Personal business | Visiting friends | Sport/ Entertainment | Holiday/ Day trip | Other | Total |
|---|-----------|----------|-----------|--------|----------|-------------------|------------------|----------------------|-------------------|-------|-------|
| Urban Conurbation | 1,170 | 405 | 193 | 395 | 508 | 336 | 997 | 334 | 734 | 41 | 5,113 |
| Urban City and Town | 1,327 | 537 | 211 | 620 | 735 | 466 | 1,260 | 513 | 1,014 | 60 | 6,743 |
| Rural Town and Fringe | 1,514 | 859 | 237 | 835 | 1,224 | 745 | 1,545 | 722 | 1,266 | 74 | 9,022 |
| Rural Village, Hamlet and Isolated Dwelling | 1,451 | 830 | 358 | 922 | 1,349 | 845 | 1,601 | 904 | 1,313 | 92 | 9,665 |
| England | 1,293 | 538 | 219 | 577 | 741 | 472 | 1,211 | 495 | 953 | 57 | 6,555 |

Source: DfT National Travel Survey [Table NTS9907](#)

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

The 'escort' category contains both escorting to education institutions and other escorting.

The 'visiting friends' category contains both visiting friends at a private home and visiting friends elsewhere.

These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity -

<https://www.gov.uk/government/statistics/national-travel-survey-2018> - National Travel Survey: 2018 Tables, [Table NTS9907](#)

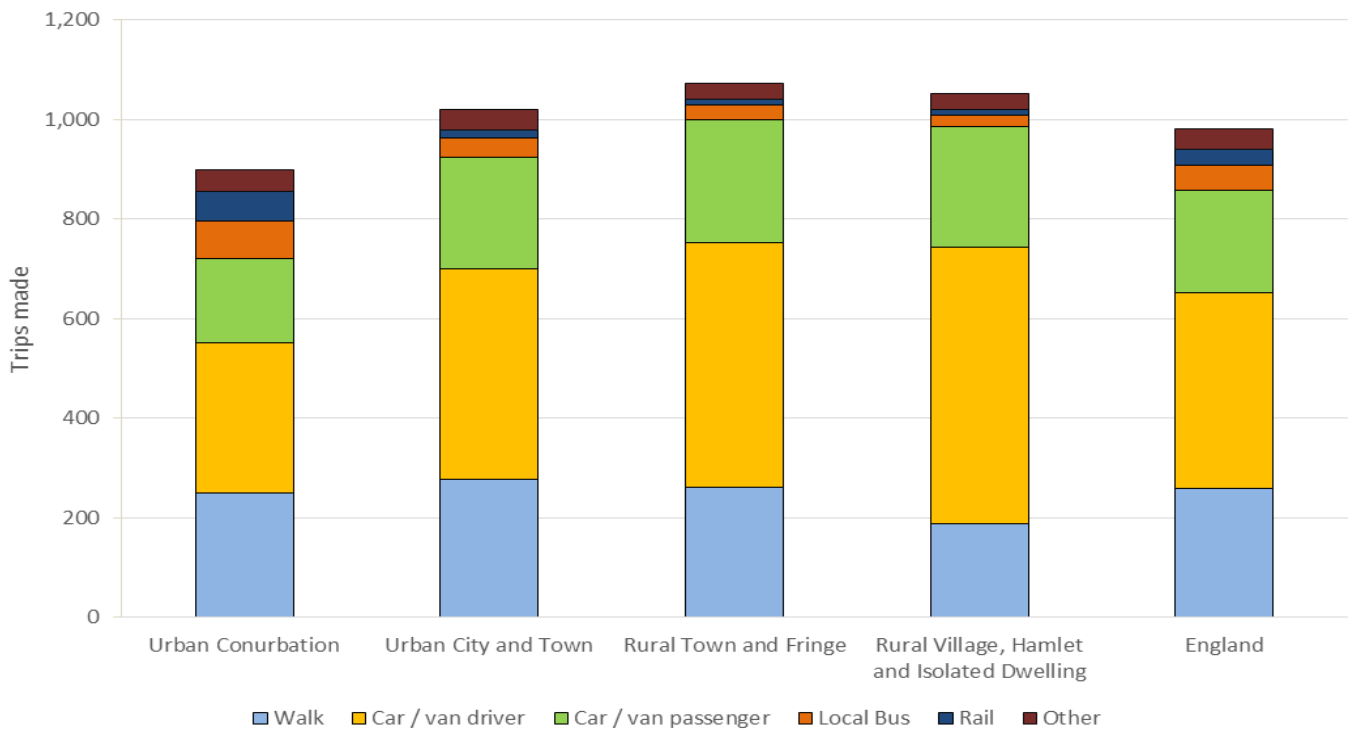
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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

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

Trips made

Average number of trips made, per person per year, by mode and settlement type, in England, 2017/18



- Those living in *rural town and fringe* make on average 54 more trips per year compared with those in *urban city and town* and 174 more trips compared to those living in *urban conurbations*.
- People living in *rural villages, hamlets and isolated dwellings* are less likely to use walking as their mode of transport, making 18 per cent of trips this way compared with 26 per cent for England as a whole.
- When combining journeys made as a car or van driver and those made as a passenger these make up 76 per cent of trips for those in *rural villages, hamlets and isolated dwellings* compared with 61 per cent for England as a whole.

Average number of trips per person per year, by mode and settlement type, in England, 2017/18

| | Trips per person per year | | | | | | All modes |
|---|---------------------------|----------------|---------------------|-----------|------|-------|-----------|
| | Walk | Car/van driver | Car / van passenger | Local bus | Rail | Other | |
| Urban Conurbation | 251 | 301 | 168 | 77 | 59 | 43 | 899 |
| Urban City and Town | 278 | 422 | 224 | 39 | 16 | 41 | 1,020 |
| Rural Town and Fringe | 262 | 492 | 246 | 29 | 11 | 33 | 1,073 |
| Rural Village, Hamlet and Isolated Dwelling | 189 | 555 | 241 | 23 | 12 | 33 | 1,053 |
| England | 259 | 393 | 206 | 51 | 32 | 40 | 980 |

Source: DfT National Travel Survey [Table NTS9903](#)

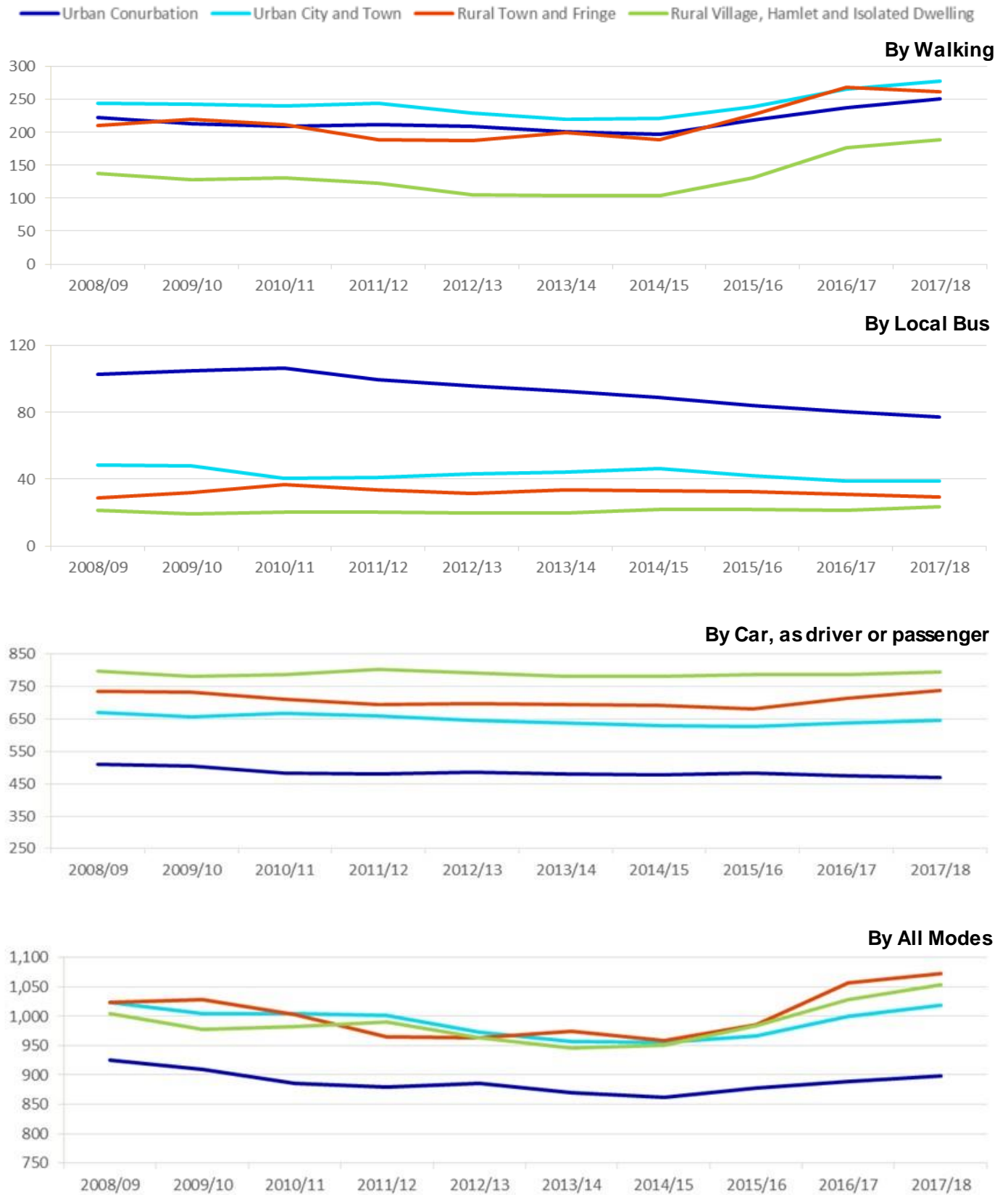
Proportion of average trips per person per year, by mode and settlement type, in England, 2017/18

| | <i>Percentage</i> | | | | | | |
|---|-------------------|----------------|---------------------|-----------|------|-------|-----------|
| | Walk | Car/van driver | Car / van passenger | Local bus | Rail | Other | All modes |
| Urban Conurbation | 28 | 33 | 19 | 9 | 7 | 5 | 100 |
| Urban City and Town | 27 | 41 | 22 | 4 | 2 | 4 | 100 |
| Rural Town and Fringe | 24 | 46 | 23 | 3 | 1 | 3 | 100 |
| Rural Village, Hamlet and Isolated Dwelling | 18 | 53 | 23 | 2 | 1 | 3 | 100 |
| England | 26 | 40 | 21 | 5 | 3 | 4 | 100 |

Source: DfT National Travel Survey [Table NTS9903](#)

Average number of trips made, per person per year, by mode and settlement type, in England, 2008/09 to 2017/18

Note: The scales (y-axis) in charts below differ and this should be considered when making comparisons



- The number of trips made by walking is lowest for *rural villages, hamlets and isolated dwellings*. Since 2014/15 the number of trips made by walking has increased for every settlement type.
- For the whole time period of 2008/09 to 2017/18, *rural areas* have made half as many trips per person by local bus as *urban conurbations*.
- On average the more urban a settlement, the fewer the number of trips made by car per person.
- Since 2014/15, the total number of trips made per person by has increased for all settlement types.

Average number of trips made, per person per year, by mode and settlement type, in England, 2008/09 to 2017/18

| | Number of trips per person per year | | | | | | | | | |
|---|-------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
| Walk | | | | | | | | | | |
| Urban Conurbation | 223 | 213 | 209 | 212 | 210 | 201 | 197 | 218 | 238 | 251 |
| Urban City and Town | 244 | 243 | 240 | 244 | 230 | 220 | 222 | 239 | 267 | 278 |
| Rural Town and Fringe | 210 | 220 | 213 | 189 | 187 | 200 | 189 | 227 | 269 | 262 |
| Rural Village, Hamlet and Isolated Dwelling | 137 | 129 | 131 | 123 | 105 | 105 | 104 | 132 | 178 | 189 |
| Local Bus | | | | | | | | | | |
| Urban Conurbation | 103 | 105 | 107 | 100 | 96 | 93 | 89 | 84 | 81 | 77 |
| Urban City and Town | 49 | 48 | 41 | 41 | 43 | 44 | 46 | 42 | 39 | 39 |
| Rural Town and Fringe | 29 | 32 | 37 | 33 | 32 | 34 | 33 | 33 | 31 | 29 |
| Rural Village, Hamlet and Isolated Dwelling | 21 | 19 | 20 | 20 | 20 | 19 | 22 | 22 | 21 | 23 |
| Car | | | | | | | | | | |
| Urban Conurbation | 510 | 504 | 482 | 480 | 487 | 479 | 479 | 483 | 474 | 469 |
| Urban City and Town | 670 | 657 | 668 | 659 | 646 | 639 | 630 | 628 | 638 | 645 |
| Rural Town and Fringe | 737 | 734 | 710 | 696 | 699 | 695 | 692 | 680 | 714 | 738 |
| Rural Village, Hamlet and Isolated Dwelling | 797 | 782 | 788 | 804 | 793 | 781 | 782 | 786 | 786 | 797 |
| All Modes | | | | | | | | | | |
| Urban Conurbation | 925 | 910 | 886 | 880 | 885 | 870 | 862 | 878 | 890 | 899 |
| Urban City and Town | 1,023 | 1,005 | 1,004 | 1,002 | 974 | 957 | 955 | 966 | 1,000 | 1,020 |
| Rural Town and Fringe | 1,023 | 1,029 | 1,003 | 965 | 963 | 974 | 958 | 985 | 1,057 | 1,073 |
| Rural Village, Hamlet and Isolated Dwelling | 1,004 | 977 | 982 | 990 | 963 | 946 | 950 | 984 | 1,028 | 1,053 |

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

Local bus includes London buses.

Rail includes surface rail and London Underground.

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

These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - <https://www.gov.uk/government/statistics/national-travel-survey-2018> - National Travel Survey: 2018 Tables, [Table NTS9903](#)

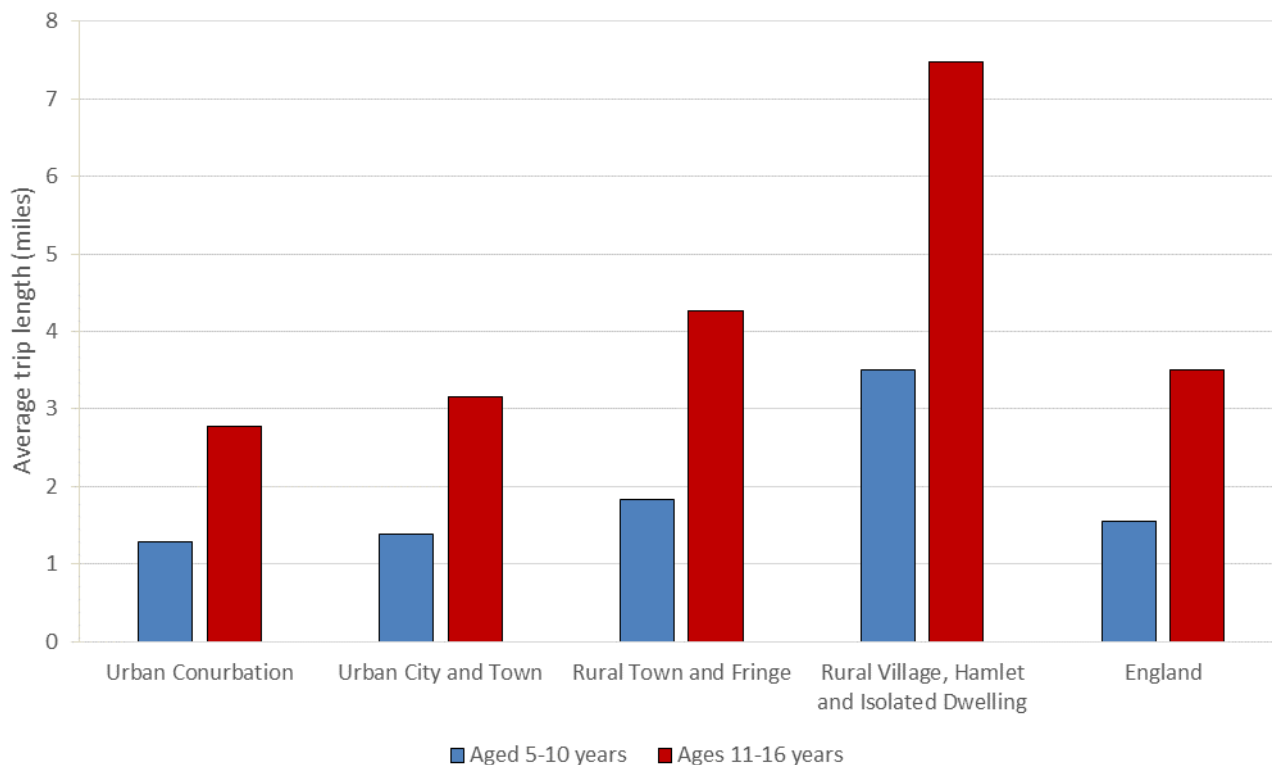
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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

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

Journey to School

Average journey length to school by settlement type and age group, in England, 2017/18



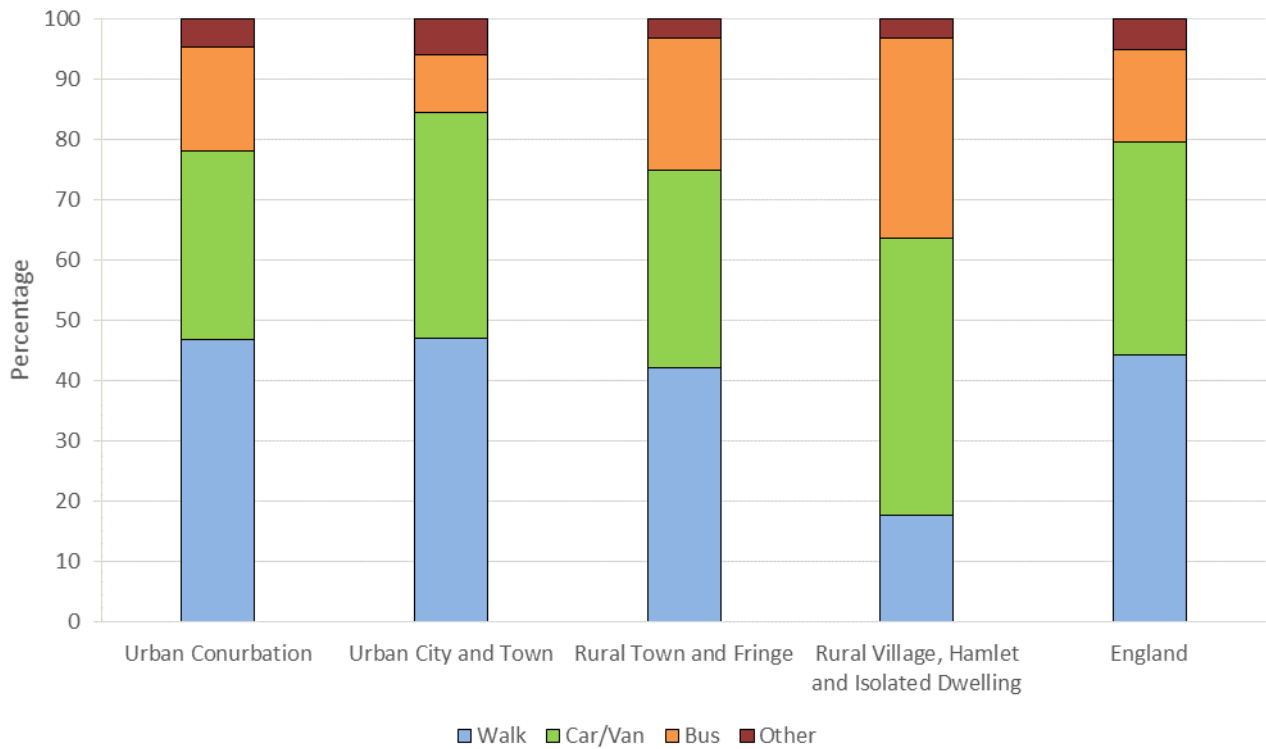
- The average journey length to school is longer for those living in rural areas than urban ones. Those with the longest journey are 11-16 year olds living in *rural villages, hamlets and isolated dwellings* who travel 7.5 miles on average, this compares with a journey of 2.8 miles in an *urban conurbation* for the same age group. This means 11-16 year olds in *rural villages, hamlets and isolated dwellings* are travelling almost 3 times as far as those in *urban conurbations* to get to school.

Average journey length (miles) to school by age group and settlement type, in England, 2017/18

| | Average journey length (miles) | |
|---|--------------------------------|------------------|
| | Aged 5-10 years | Aged 11-16 years |
| Urban Conurbation | 1.3 | 2.8 |
| Urban City and Town | 1.4 | 3.2 |
| Rural Town and Fringe | 1.8 | 4.3 |
| Rural Village, Hamlet and Isolated Dwelling | 3.5 | 7.5 |
| England | 1.5 | 3.5 |

Source: DfT National Travel Survey [Table NTS9908](#)

Mode of transport used for journey to school by settlement type, in England, 2017/18



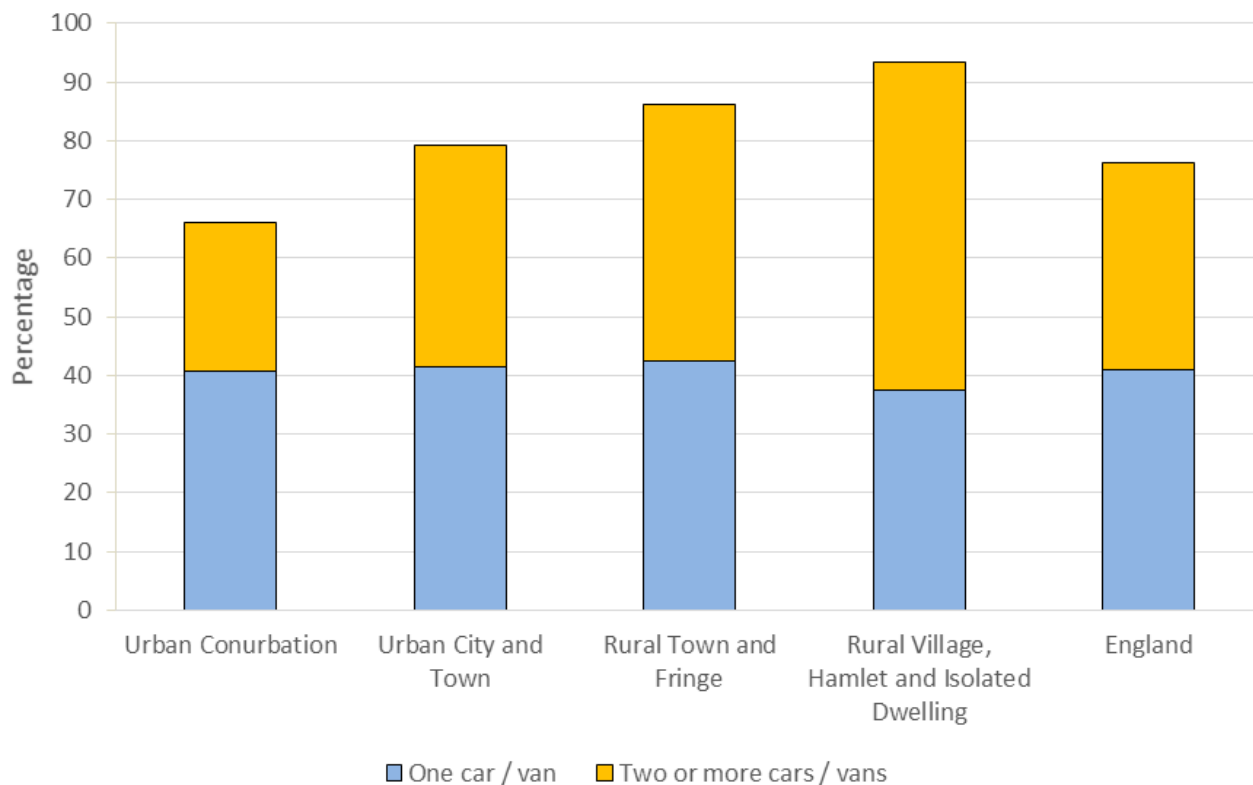
- Children are less likely to walk to school if they live in *rural villages, hamlets and isolated dwellings*. Only 18 per cent of children living in these settlement types walk to school, compared with 42 per cent of those living in *rural town and fringe*, 47 per cent of those living in *urban city and town* and 47 per cent of those living in *urban conurbations*.
- In comparison, 46 per cent of children living in *rural villages, hamlets and isolated dwelling* make their journey to school by car or van compared with 33 per cent in *rural town and fringe*, 37 per cent in *urban city and town* and 31 per cent in *urban conurbations*.

Mode of transport used for journey to school by settlement type, in England, 2017/18

| | Percentage | | | | All Modes |
|---|------------|-----------|-----|-------|-----------|
| | Walk | Car / van | Bus | Other | |
| Urban Conurbation | 47 | 31 | 17 | 5 | 100 |
| Urban City and Town | 47 | 37 | 10 | 6 | 100 |
| Rural Town and Fringe | 42 | 33 | 22 | 3 | 100 |
| Rural Village, Hamlet and Isolated Dwelling | 18 | 46 | 33 | 3 | 100 |
| England | 44 | 35 | 15 | 5 | 100 |

Car Availability

Household car availability by settlement type, in England, 2017/18



- In 2017/18 the percentage of households with no access to a car or van was lower in rural areas than in urban areas. Only 7 per cent of households in *rural villages, hamlets or isolated dwellings* do not own a car compared with 34 per cent in *urban conurbations*.
- 56 per cent of households in *rural villages, hamlets or isolated dwellings* own two or more cars/vans compared with 25 per cent of those in *urban conurbations*.

Household car availability by settlement type, in England, 2017/18

| | Percentage | | | |
|---|--------------|---------------|-------------------------|------------|
| | No car / van | One car / van | Two or more cars / vans | |
| Urban Conurbation | 34 | 41 | 25 | 100 |
| Urban City and Town | 21 | 41 | 38 | 100 |
| Rural Town and Fringe | 14 | 42 | 44 | 100 |
| Rural Village, Hamlet and Isolated Dwelling | 7 | 37 | 56 | 100 |
| England | 24 | 41 | 35 | 100 |

Source: DfT National Travel Survey [Table NTS9902](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years. Includes trips under 50 miles only. Bus includes public and private buses (including school buses). Other includes bicycle, rail, other private and public transport. These data are available broken down into more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - <https://www.gov.uk/government/statistics/national-travel-survey-2018> - National Travel Survey: 2018 Tables, [Table NTS9908](#)

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.gov.uk

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

Household Car Availability, by settlement type, in England, 2008/09 to 2017/18

| | Percentage | | | | | | | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
| No Car/Van | | | | | | | | | | |
| Urban Conurbation | 34 | 34 | 35 | 36 | 35 | 34 | 33 | 33 | 33 | 34 |
| Urban City and Town | 23 | 23 | 21 | 21 | 22 | 22 | 23 | 22 | 21 | 21 |
| Rural Town and Fringe | 13 | 14 | 15 | 14 | 14 | 15 | 14 | 14 | 14 | 14 |
| Rural Village, Hamlet and Isolated Dwelling | 7 | 6 | 5 | 6 | 7 | 6 | 6 | 6 | 6 | 7 |
| One Car/Van | | | | | | | | | | |
| Urban Conurbation | 42 | 43 | 42 | 41 | 41 | 42 | 42 | 42 | 42 | 41 |
| Urban City and Town | 44 | 44 | 45 | 47 | 47 | 45 | 44 | 44 | 43 | 41 |
| Rural Town and Fringe | 43 | 41 | 41 | 44 | 44 | 44 | 44 | 43 | 42 | 42 |
| Rural Village, Hamlet and Isolated Dwelling | 38 | 35 | 36 | 38 | 38 | 35 | 35 | 35 | 36 | 37 |
| Two or More Cars/Vans | | | | | | | | | | |
| Urban Conurbation | 24 | 24 | 23 | 23 | 25 | 25 | 25 | 25 | 25 | 25 |
| Urban City and Town | 33 | 34 | 34 | 32 | 32 | 33 | 33 | 34 | 36 | 38 |
| Rural Town and Fringe | 45 | 45 | 44 | 43 | 41 | 41 | 42 | 43 | 45 | 44 |
| Rural Village, Hamlet and Isolated Dwelling | 55 | 59 | 59 | 56 | 55 | 59 | 59 | 59 | 57 | 56 |
| All | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

- For all years between 2008/09 and 2017/18, the proportion of households in *urban conurbations* with no car/van is 4 times greater than the proportion of households from *rural villages, hamlets or isolated dwellings*.
- In the last 10 years, there has been little change in the % of houses with a car available for any settlement type.

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

For a full time series from 2002/03 to 2017/18 please see the original DfT dataset - <https://www.gov.uk/government/statistics/national-travel-survey-2018> - National Travel Survey: 2018 Tables, [Table NTS9902](#)

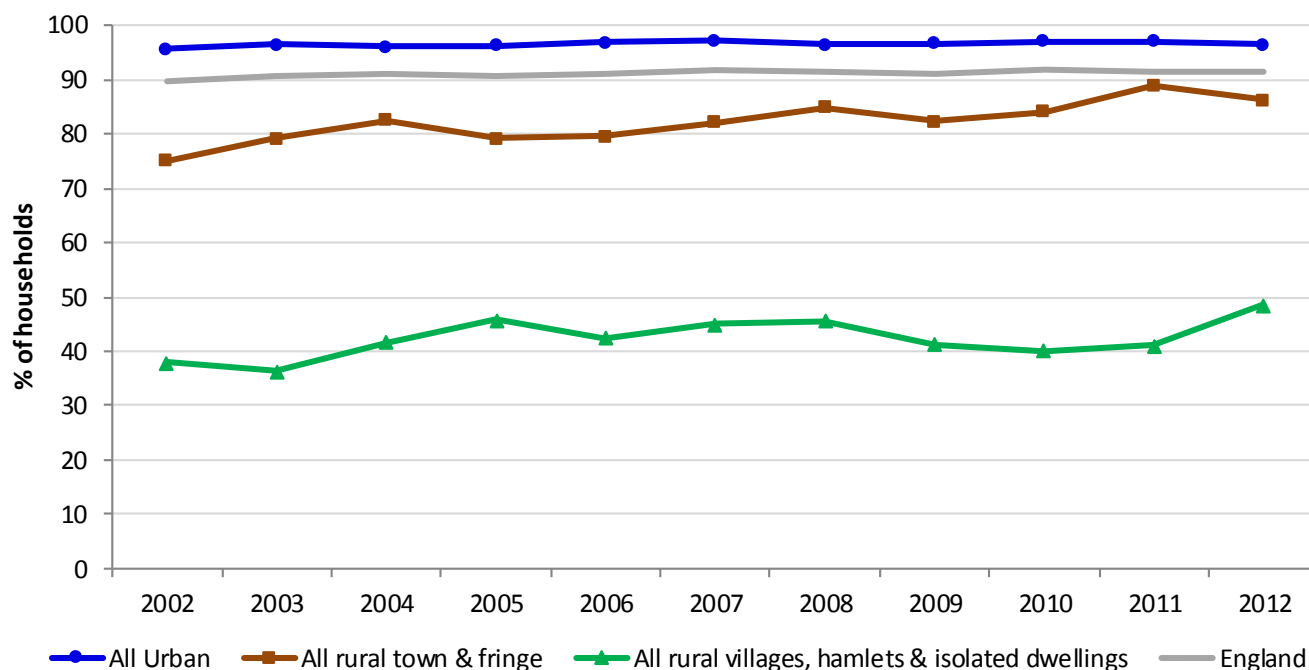
Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gov.uk

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

Bus Availability

This section presents the latest data available from the Department of Transport and will be updated once more current data becomes available.

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



Bus availability is expressed as the percentage of households where nearest bus stop is within 13 minutes' walk and has a service at least once an hour.

- Between 2002 and 2012 bus availability in *rural villages, hamlets & isolated dwellings* increased from 38 per cent to 49 per cent, with a sharp increase of 8 percentage points between 2011 and 2012. Although bus availability in *rural town & fringe* increased from 75 to 86 per cent between 2002 and 2012, there was a decrease of 3 percentage points between 2011 and 2012.
- Since 2002 bus availability in urban areas has remained at a stable level of 96 – 97 per cent of households.

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

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

Notes:

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

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

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

Accessibility to services

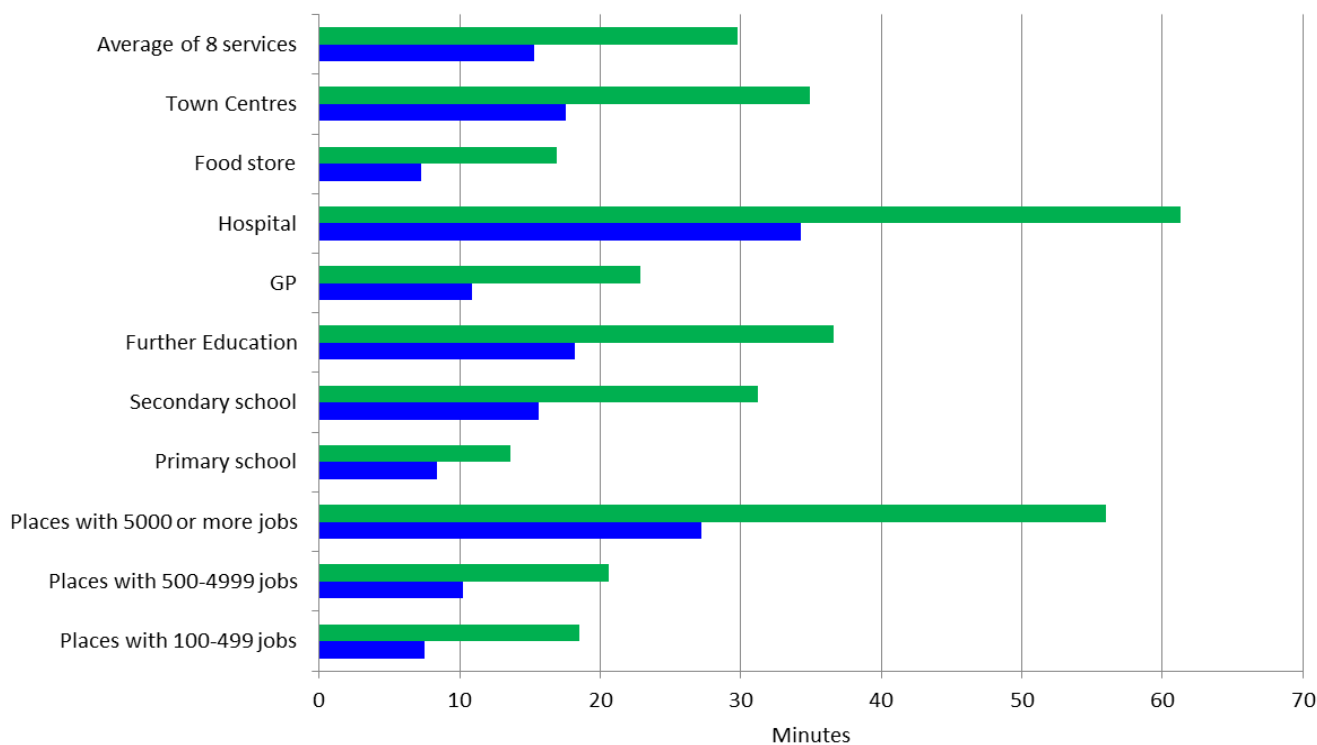
- Monitoring accessibility is important because it can help identify who has access to, and therefore benefits from, services and who might be disadvantaged. Ways of measuring accessibility include assessing the time taken to travel to particular service locations and the number of services reachable within specified travel times.
- 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 were 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, when walking and using public transport.
 - **For travel by public transport or walking in 2017:**
 - the average minimum travel time to a hospital was a little over one hour in *rural* areas, compared with a little over half an hour in *urban* areas.
 - fewer than half the users living in *rural* areas have access to places with 5,000 or more jobs within 45 minutes, compared with 90 per cent of users living in *urban* areas.
 - 43 per cent of users living in *rural* areas do not have access to their nearest hospital within an hours travel, compared with 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 9 available within a 60 minute journey time.
 - the services with the lowest average number of service locations available to people living in *rural* areas within a 60 minute journey time were hospitals (with around one) and places with 5,000 or more jobs available (with around two).
 - **For travel by car in 2017:**
 - for people living in *rural hamlets and isolated dwellings in a sparse setting*, average minimum journey times to centres of employment with 5,000 or more jobs was 47 minutes and it took on average 34 minutes to travel to the nearest hospital.
 - some users in *rural* areas do not have access to centres of employment with over 5,000 jobs or hospitals within an hour's travel by car.
 - people living in *rural* areas had on average two General Practices available within a 15 minute journey compared with eight General Practices available for people living in *urban* areas.

Average minimum travel times

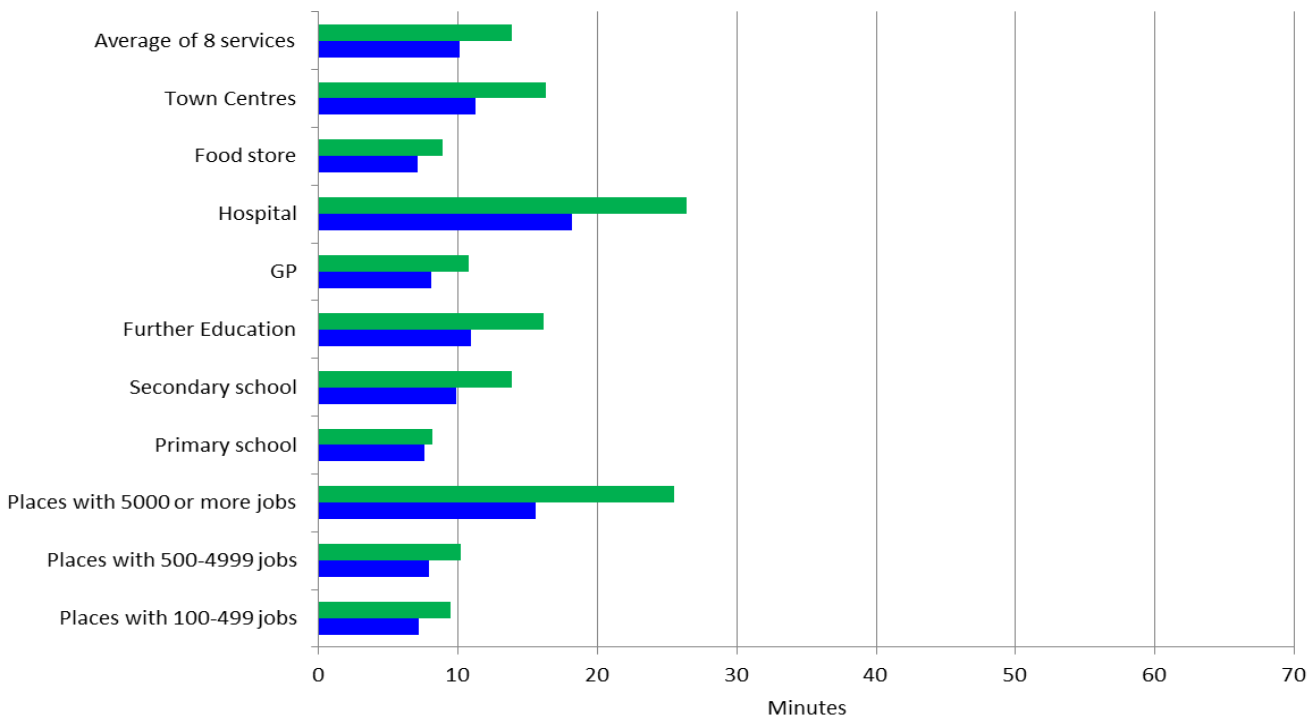
- For travel by public transport and walking, cycling and by car, the **average minimum travel times** to reach the nearest key services were longer for people living in *rural* areas for all services, compared with people living in *urban* areas.
- **For travel by public transport or walking:** In *rural* areas the services with the lowest level of accessibility were hospitals and centres of employment with 5,000 or more jobs. The average minimum travel time to a hospital was a little over one hour in *rural* areas, compared with a little over half an hour in *urban* areas. The average travel time to places with 5,000 or more jobs was 56 minutes in *rural* areas compared with 27 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 eight services was 37 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 5,000 or more jobs was around 47 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, by Lower Super Output Area rural urban classification, in England, 2017

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 LSOA rural urban classification 2011, England, 2017

Minutes

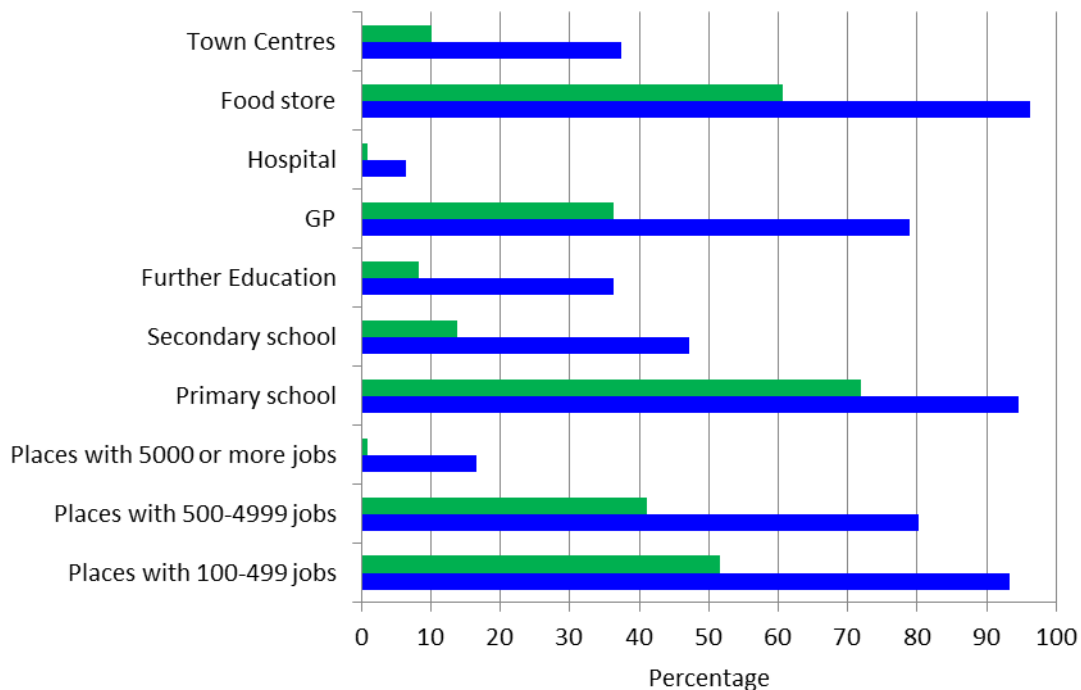
| | | Key services | | | | | | | | | | |
|----------------------------|--|-----------------------------|-------------------------------|-------------------------|----------------|------------------|-------------------|------|----------|------------|--------------|-----------------------|
| Mode | Rural urban classification | Centre of employment | | | | | | | | | | |
| | | Places with 100 to 499 jobs | Places with 500 to 4,999 jobs | Places with 5,000+ jobs | Primary school | Secondary school | Further Education | GP | Hospital | Food store | Town Centres | Average of 8 services |
| Public transport / walking | Rural town & fringe | 10.7 | 13.9 | 45.3 | 9.9 | 22.9 | 28.1 | 14.5 | 52.3 | 8.9 | 26.6 | 22.1 |
| | Rural town & fringe in a sparse setting | 14.3 | 11.6 | 81.9 | 10.2 | 21.3 | 28.9 | 13.4 | 58.3 | 6.9 | 24.0 | 21.8 |
| | Rural village | 22.3 | 23.6 | 59.9 | 13.9 | 35.7 | 40.3 | 27.7 | 66.3 | 21.3 | 39.0 | 33.5 |
| | Rural village in a sparse setting | 32.8 | 34.3 | 97.5 | 16.7 | 48.0 | 57.6 | 35.9 | 81.0 | 28.1 | 53.7 | 44.4 |
| | Rural hamlets & isolated dwellings | 29.9 | 31.0 | 67.6 | 21.5 | 43.3 | 49.2 | 34.8 | 73.3 | 28.8 | 47.0 | 41.1 |
| | Rural hamlets & isolated dwellings in a sparse setting | 52.2 | 56.0 | 105.3 | 33.3 | 67.6 | 78.3 | 57.0 | 93.2 | 49.2 | 73.2 | 63.5 |
| | All Urban | 7.5 | 10.2 | 27.2 | 8.4 | 15.6 | 18.2 | 10.8 | 34.2 | 7.2 | 17.6 | 15.3 |
| | All Rural | 18.5 | 20.6 | 56.0 | 13.6 | 31.2 | 36.6 | 22.9 | 61.3 | 16.9 | 34.9 | 29.8 |
| Cycle | Rural town & fringe | 10.1 | 12.7 | 54.6 | 8.8 | 21.4 | 28.2 | 13.4 | 56.6 | 8.9 | 29.6 | 22.5 |
| | Rural town & fringe in a sparse setting | 13.6 | 11.7 | 110.0 | 8.7 | 23.7 | 36.8 | 12.6 | 82.3 | 7.4 | 32.8 | 27.0 |
| | Rural village | 17.2 | 18.8 | 58.8 | 11.4 | 28.9 | 34.2 | 22.3 | 60.8 | 17.7 | 34.7 | 28.6 |
| | Rural village in a sparse setting | 24.7 | 27.1 | 112.6 | 13.5 | 41.0 | 52.9 | 28.7 | 84.0 | 22.4 | 50.1 | 40.0 |
| | Rural hamlets & isolated dwellings | 18.6 | 19.7 | 59.8 | 13.9 | 28.6 | 34.3 | 22.4 | 60.7 | 18.4 | 33.5 | 28.9 |
| | Rural hamlets & isolated dwellings in a sparse setting | 28.4 | 33.0 | 110.8 | 18.5 | 44.7 | 60.5 | 33.3 | 86.8 | 27.4 | 54.6 | 44.8 |
| | All Urban | 7.9 | 9.1 | 25.1 | 8.3 | 11.8 | 13.9 | 9.4 | 28.4 | 7.8 | 14.2 | 12.8 |
| | All Rural | 14.3 | 16.2 | 59.6 | 10.7 | 25.6 | 32.1 | 18.1 | 60.0 | 13.6 | 32.6 | 26.1 |
| Car | Rural town & fringe | 8.0 | 9.0 | 23.7 | 7.7 | 12.6 | 14.9 | 9.2 | 25.6 | 7.3 | 15.5 | 12.7 |
| | Rural town & fringe in a sparse setting | 9.4 | 8.3 | 44.1 | 7.8 | 12.6 | 16.7 | 8.9 | 29.8 | 6.7 | 14.7 | 13.2 |
| | Rural village | 10.3 | 11.0 | 24.8 | 8.2 | 14.8 | 16.7 | 12.1 | 26.4 | 10.1 | 16.8 | 14.5 |
| | Rural village in a sparse setting | 14.2 | 13.6 | 47.9 | 9.7 | 19.1 | 22.9 | 13.6 | 32.7 | 11.6 | 21.8 | 18.1 |
| | Rural hamlets & isolated dwellings | 11.0 | 11.5 | 25.5 | 9.2 | 14.9 | 16.9 | 12.2 | 26.7 | 10.6 | 16.7 | 14.8 |
| | Rural hamlets & isolated dwellings in a sparse setting | 15.1 | 15.9 | 46.8 | 10.9 | 19.7 | 25.0 | 15.8 | 33.6 | 13.6 | 22.7 | 19.7 |
| | All Urban | 7.2 | 7.9 | 15.6 | 7.6 | 9.8 | 10.9 | 8.1 | 18.2 | 7.1 | 11.2 | 10.1 |
| | All Rural | 9.4 | 10.2 | 25.5 | 8.2 | 13.8 | 16.1 | 10.8 | 26.4 | 8.8 | 16.3 | 13.8 |

Access to key services

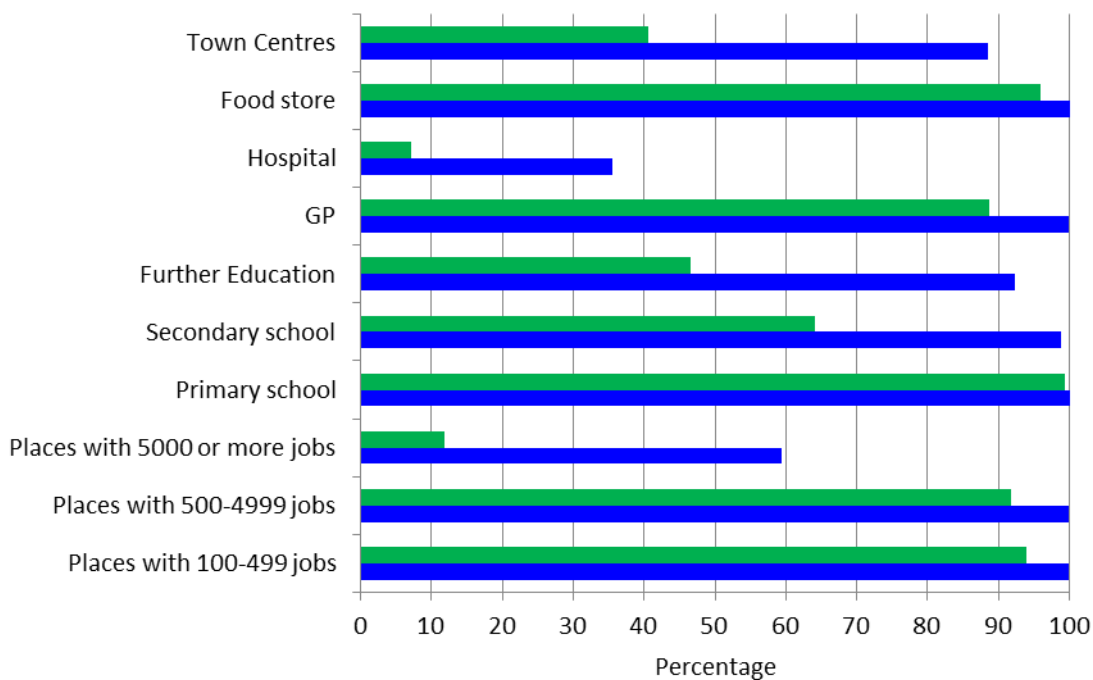
- **For travel by public transport or walking:** Fewer than half the users living in *rural* areas have access to places with 5,000 or more jobs within 45 minutes, compared with around 90 per cent of users living in *urban* areas. 43 per cent of users living in *rural* areas do not have access to their nearest hospital within an hour's travel, compared with 6 per cent in *urban* areas.
- **For travel by car:** All service users living in *rural* areas had access to places with 100 to 499 jobs and 500 to 4,999 jobs, town centres, food stores, General Practices, and key places of education within 60 minutes by car. However small proportions of users in *rural* areas do not have access to places with over 5,000 jobs or hospitals within 60 minutes by car.

Percentage of service users with access to key services within selected journey times by mode of travel, by Lower Super Output Area rural urban classification, in England, 2017

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, by LSOA rural urban classification 2011, England, 2017
Percentage

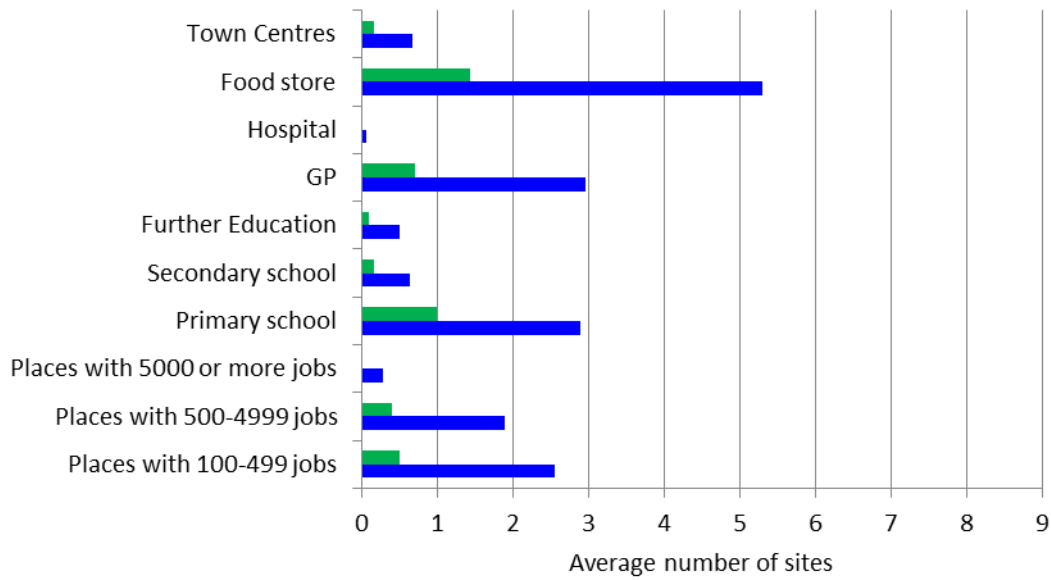
| Rural urban classification | Mode | Journey time (within 15, 30, 45 or 60 minutes) | Key services | | | | | | | | | |
|----------------------------|-------|--|--------------------------|---------------------------|------------------------|----------------|------------------|-------------------|-------|----------|------------|--------------|
| | | | Centre of employment | | | Primary school | Secondary school | Further Education | GP | Hospital | Food store | Town Centres |
| | | | Places with 100-499 jobs | Places with 500-4999 jobs | Places with 5000+ jobs | | | | | | | |
| Public Transport / Walking | Urban | 15 minutes | 93.2 | 80.2 | 16.5 | 94.5 | 47.3 | 36.4 | 78.9 | 6.3 | 96.3 | 37.5 |
| | | 30 minutes | 99.9 | 99.8 | 67.2 | 100.0 | 98.2 | 92.3 | 99.5 | 44.2 | 99.6 | 94.6 |
| | | 45 minutes | 100.0 | 100.0 | 90.3 | 100.0 | 100.0 | 99.2 | 99.6 | 79.2 | 99.6 | 99.5 |
| | | 60 minutes | 100.0 | 100.0 | 96.9 | 100.0 | 100.0 | 99.9 | 99.6 | 93.5 | 99.6 | 99.6 |
| | Rural | 15 minutes | 51.5 | 41.0 | 0.9 | 71.9 | 13.9 | 8.4 | 36.4 | 0.8 | 60.6 | 10.1 |
| | | 30 minutes | 85.4 | 83.8 | 15.3 | 94.2 | 62.2 | 48.1 | 80.9 | 9.8 | 88.3 | 52.9 |
| | | 45 minutes | 93.6 | 93.2 | 45.8 | 97.6 | 87.0 | 79.2 | 91.6 | 31.8 | 93.9 | 82.8 |
| | | 60 minutes | 96.2 | 96.0 | 66.6 | 99.0 | 92.7 | 89.5 | 94.5 | 57.3 | 96.0 | 90.4 |
| Cycle | Urban | 15 minutes | 99.3 | 96.7 | 36.8 | 99.8 | 85.4 | 71.8 | 95.7 | 19.7 | 99.6 | 65.4 |
| | | 30 minutes | 99.9 | 100.0 | 79.0 | 100.0 | 99.8 | 97.2 | 99.5 | 68.4 | 100.0 | 97.4 |
| | | 45 minutes | 100.0 | 100.0 | 88.8 | 100.0 | 100.0 | 99.2 | 99.6 | 86.2 | 100.0 | 99.2 |
| | | 60 minutes | 100.0 | 100.0 | 93.0 | 100.0 | 100.0 | 99.6 | 99.6 | 92.7 | 100.0 | 99.6 |
| | Rural | 15 minutes | 63.5 | 52.5 | 1.7 | 86.4 | 23.6 | 15.0 | 44.7 | 1.2 | 66.5 | 12.1 |
| | | 30 minutes | 94.2 | 91.4 | 17.9 | 99.6 | 68.9 | 53.2 | 87.4 | 11.8 | 94.8 | 47.3 |
| | | 45 minutes | 99.2 | 98.8 | 40.3 | 99.9 | 92.8 | 81.7 | 98.3 | 33.3 | 99.4 | 80.3 |
| | | 60 minutes | 99.8 | 99.8 | 58.6 | 100.0 | 98.7 | 93.9 | 99.5 | 55.4 | 99.9 | 94.5 |
| Car | Urban | 15 minutes | 99.9 | 99.9 | 59.4 | 100.0 | 98.9 | 92.2 | 99.9 | 35.5 | 100.0 | 88.5 |
| | | 30 minutes | 100.0 | 100.0 | 95.3 | 100.0 | 100.0 | 99.8 | 100.0 | 94.8 | 100.0 | 100.0 |
| | | 45 minutes | 100.0 | 100.0 | 98.7 | 100.0 | 100.0 | 100.0 | 100.0 | 99.5 | 100.0 | 100.0 |
| | | 60 minutes | 100.0 | 100.0 | 99.6 | 100.0 | 100.0 | 100.0 | 100.0 | 99.8 | 100.0 | 100.0 |
| | Rural | 15 minutes | 93.9 | 91.7 | 11.8 | 99.4 | 64.1 | 46.6 | 88.7 | 7.2 | 96.0 | 40.5 |
| | | 30 minutes | 99.9 | 100.0 | 73.2 | 100.0 | 99.7 | 98.4 | 100.0 | 70.8 | 100.0 | 98.8 |
| | | 45 minutes | 100.0 | 100.0 | 94.2 | 100.0 | 100.0 | 99.9 | 100.0 | 96.9 | 100.0 | 99.9 |
| | | 60 minutes | 100.0 | 100.0 | 99.3 | 100.0 | 100.0 | 100.0 | 100.0 | 99.4 | 100.0 | 100.0 |

Average number of key services available

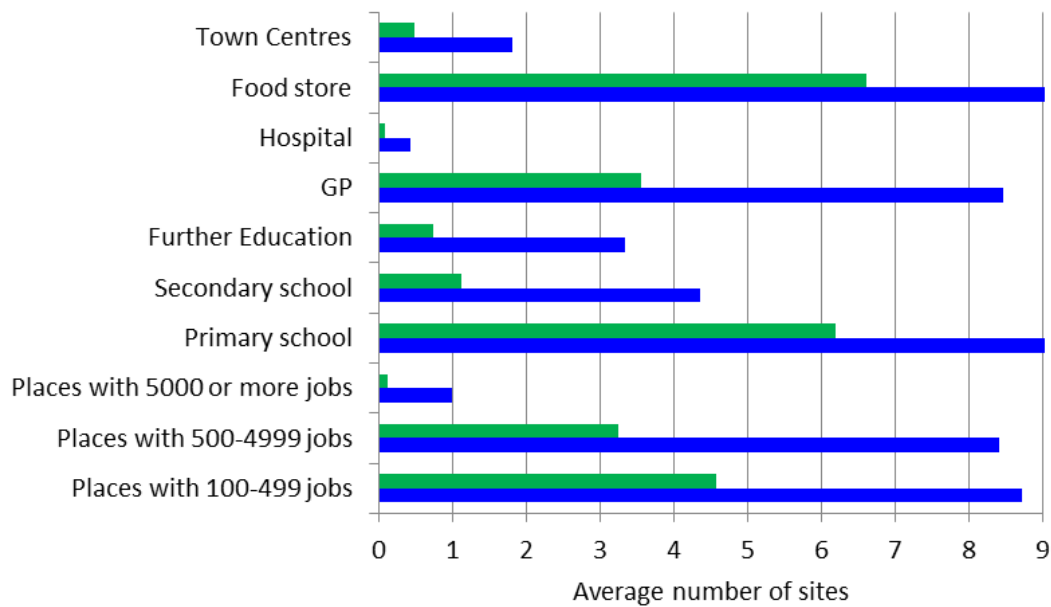
- **For travel by public transport or walking:** The average number of key service locations accessible to people living in *rural* areas was highest for places with 100-499 jobs, places with 500-4999 jobs, primary schools and food stores, with around 9 available within a 60 minute journey time. The services with the lowest average number of service locations available were hospitals and centres of employment with 5,000 or more jobs, with none available for either service within a 30 minute journey time, and one hospital and two places with 5,000 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 when travelling by public transport or walking, or cycling.
- **For travel by car:** Similar availability of services can be observed for travel by car. For people living in *rural* areas the number of General Practices 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 2.4. For people living in *urban* areas, the number of General Practices available within a 15 minute journey time by public transport or walking was two and this increased to around eight General Practices when travelling by car.

Average number of sites available within selected journey times, by mode of travel, by Lower Super Output Area rural urban classification 2011, England, 2017

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, by LSOA rural urban classification 2011, England, 2017

Number

| Rural urban classification | Mode | Journey time (within 15, 30, 45 or 60 minutes) | Key services | | | | | | | | | |
|----------------------------|-------|--|----------------------------|------------------------------|-------------------------|----------------|------------------|-------------------|----|----------|------------|--------------|
| | | | Centre of employment | | | Primary school | Secondary school | Further Education | GP | Hospital | Food store | Town Centres |
| | | | Places with 100 - 499 jobs | Places with 500 - 4,999 jobs | Places with 5,000+ jobs | | | | | | | |
| Public Transport / Walking | Urban | 15 minutes | 4 | 2 | 0 | 3 | 1 | 0 | 2 | 0 | 5 | 0 |
| | | 30 minutes | 9 | 9 | 2 | 10 | 5 | 4 | 8 | 1 | 10 | 3 |
| | | 45 minutes | 10 | 10 | 5 | 10 | 8 | 7 | 10 | 2 | 10 | 6 |
| | | 60 minutes | 10 | 10 | 7 | 10 | 10 | 9 | 10 | 3 | 10 | 8 |
| | Rural | 15 minutes | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| | | 30 minutes | 4 | 3 | 0 | 5 | 1 | 1 | 3 | 0 | 6 | 1 |
| | | 45 minutes | 7 | 7 | 1 | 8 | 3 | 2 | 6 | 0 | 9 | 2 |
| | | 60 minutes | 9 | 9 | 2 | 9 | 6 | 5 | 8 | 1 | 9 | 4 |
| Cycle | Urban | 15 minutes | 8 | 6 | 1 | 7 | 2 | 2 | 5 | 0 | 8 | 1 |
| | | 30 minutes | 10 | 9 | 3 | 10 | 7 | 6 | 9 | 1 | 10 | 4 |
| | | 45 minutes | 10 | 10 | 5 | 10 | 9 | 8 | 9 | 2 | 10 | 6 |
| | | 60 minutes | 10 | 10 | 7 | 10 | 9 | 9 | 10 | 3 | 10 | 7 |
| | Rural | 15 minutes | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 0 |
| | | 30 minutes | 5 | 4 | 0 | 6 | 1 | 1 | 3 | 0 | 6 | 1 |
| | | 45 minutes | 8 | 8 | 1 | 9 | 4 | 3 | 6 | 0 | 9 | 2 |
| | | 60 minutes | 9 | 9 | 2 | 10 | 6 | 5 | 8 | 1 | 10 | 3 |
| Car | Urban | 15 minutes | 10 | 9 | 1 | 10 | 4 | 3 | 8 | 0 | 10 | 2 |
| | | 30 minutes | 10 | 10 | 7 | 10 | 10 | 9 | 10 | 2 | 10 | 8 |
| | | 45 minutes | 10 | 10 | 9 | 10 | 10 | 10 | 10 | 6 | 10 | 10 |
| | | 60 minutes | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 9 | 10 | 10 |
| | Rural | 15 minutes | 5 | 4 | 0 | 6 | 1 | 1 | 2 | 0 | 6 | 0 |
| | | 30 minutes | 10 | 10 | 3 | 10 | 8 | 7 | 9 | 1 | 10 | 5 |
| | | 45 minutes | 10 | 10 | 7 | 10 | 10 | 9 | 10 | 4 | 10 | 9 |
| | | 60 minutes | 10 | 10 | 9 | 10 | 10 | 10 | 10 | 7 | 10 | 10 |

Notes: Technical information on Journey Time Statistics can be found at <https://www.gov.uk/government/publications/journey-time-statistics-guidance>
Source: *DfT Journey Time Statistics*: www.gov.uk/government/collections/journey-time-statistics#data-tables (files JTS0102, JTS0202, JTS0302)

Overall measure of accessibility of services

This measure of accessibility of services is determined by looking at average minimum travel times to key services, when travelling by either public transport and walking, or by car.

To get an assessment of service accessibility the average minimum travel time to the following nine types of service have been used:

- medium and large centres of employment (locations where over 500 people are employed across the businesses and services there, such that a range of jobs are likely to be available)
- primary school
- secondary school
- further education
- doctors' surgery
- hospital
- food store
- town centre
- post office

For each area an overall accessibility index has been calculated by indexing and weighting the minimum travel times to key services. Travel times were indexed in terms of relative travel times and weighted in an attempt to take account of the frequency of use of each service. This means that infrequently used but important services (e.g. hospital) if distant do not disproportionately affect the overall index for an area (see notes for more details).

Accessibility to services (derived from minimum travel times) has been presented on maps based on this overall index for travelling by public transport and walking, and for travelling by car. Rural areas are shown in green and urban areas are shown in blue, the darker the area, the poorer the accessibility of services.

- When using public transport and walking rural areas generally have poorer accessibility to services based on minimum travel times than urban areas.
- Unsurprisingly, travelling by car generally reduces travel times to key services, but overall differences in relative travel times are similar to those experienced when using public transport and walking, and rural areas still tend to have poorer accessibility (in terms of minimum travel times), compared with urban areas.

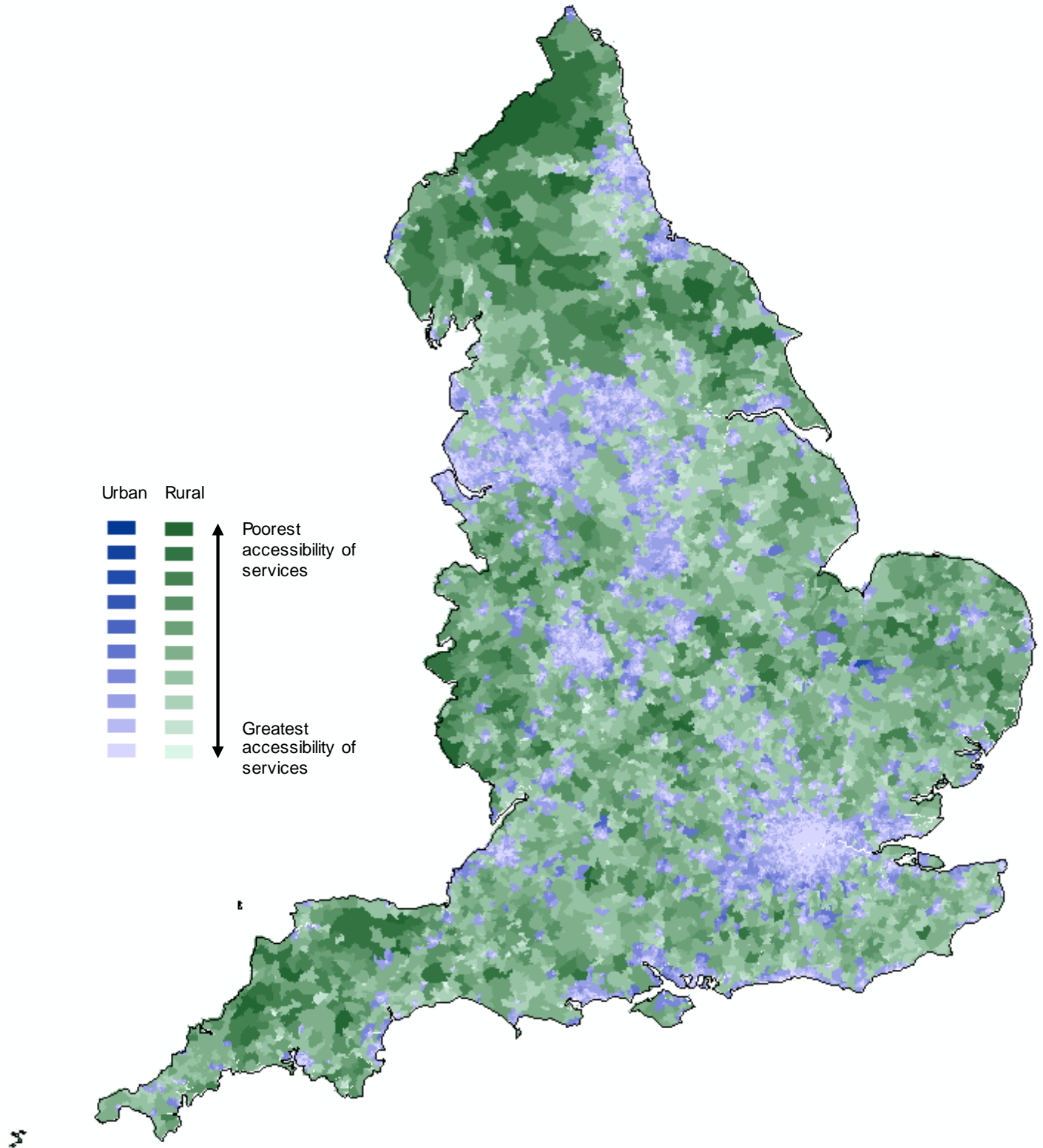
Public Transport and Walking

- When using public transport and walking rural areas generally have poorer accessibility to services based on minimum travel times than urban areas.

- Rural areas tend to have poorer accessibility to services based on minimum travel times than urban areas when using public transport or walking.
- 50 per cent of the rural population are living in areas that have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times, compared with 2 per cent of the urban population).
- 0.2 per cent of the rural population are living in areas that have the greatest accessibility to services (highest 10 per cent decile) based on minimum travel times, compared with 13 per cent of the urban population.
- As might be expected, sparsely populated areas tend to have poorer accessibility of services based on minimum travel times when using public transport or walking:
 - 11 per cent of the population living in urban city and town areas in a sparse setting have the poorest accessibility to services (lowest 10 per cent decile) services based on minimum travel times, compared with 3 per cent of the population living in urban city and town areas not in a sparse setting.
 - 29 per cent of the population living in rural town and fringe areas in a sparse setting have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 23 per cent of the population living in rural town and fringe areas not in a sparse setting.
 - 95 per cent of the population living in rural village and dispersed areas in a sparse setting have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 80 per cent of the population living in rural village and dispersed areas not in a sparse setting.

Accessibility of services based on minimum travel times using public transport and walking

Accessibility of services based on minimum travel times using public transport and walking, by rural-urban classification (Lower Super Output Areas¹), in England (2016)



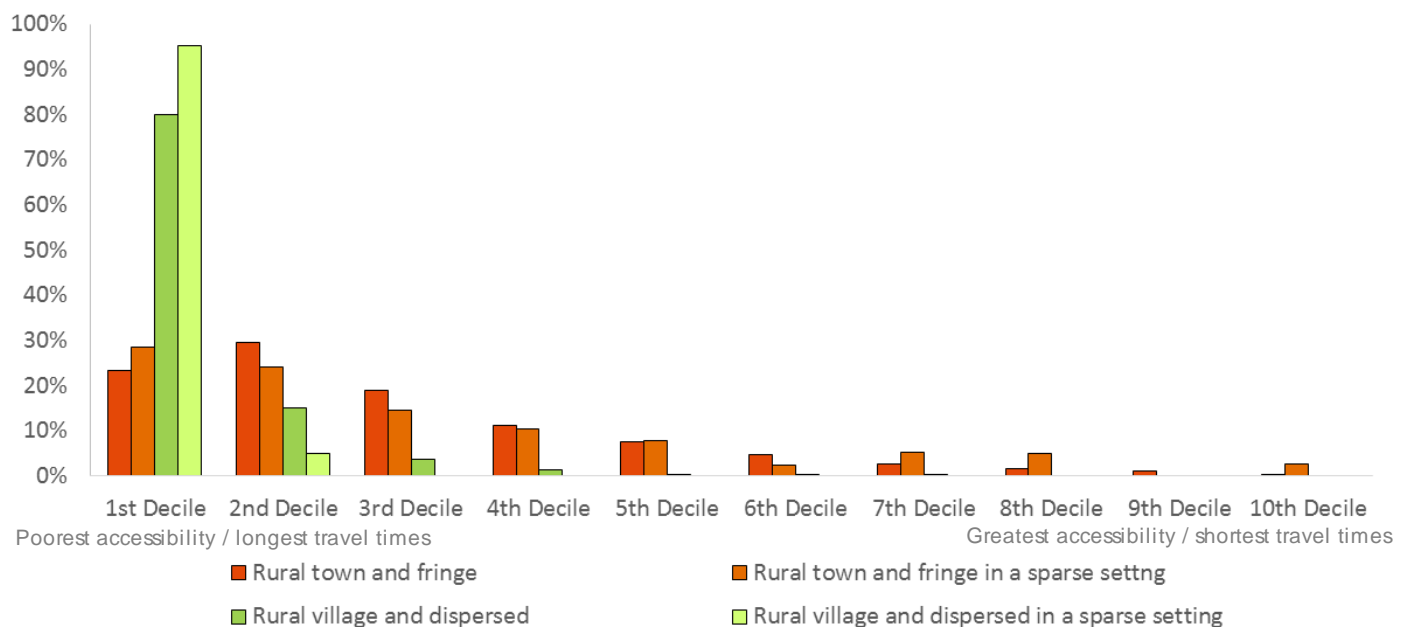
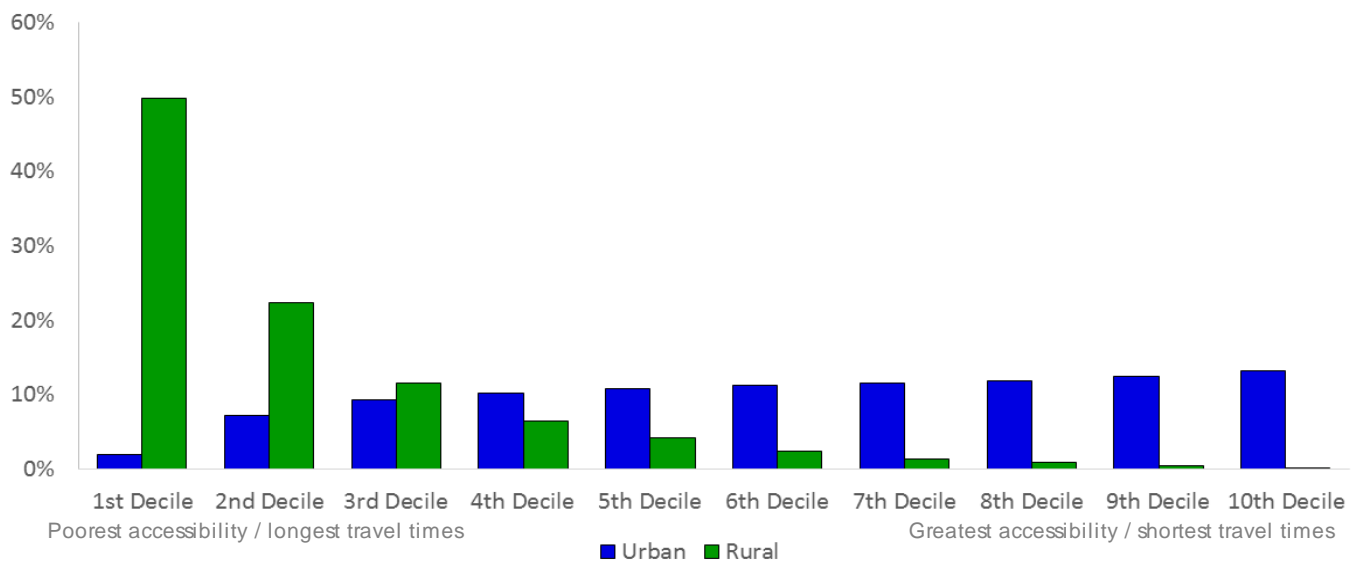
Source: Department for Transport (DfT)² and Defra analysis

Proportion of the population within each decile for accessibility of services based on minimum travel times by public transport and walking, by rural-urban classification, England, 2016

| Decile | Poorest accessibility of services | | | | | Greatest accessibility of services | | | | |
|---|-----------------------------------|-----|-----|-----|-----|------------------------------------|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Urban major conurbation | <1% | 2% | 5% | 7% | 10% | 11% | 13% | 14% | 17% | 22% |
| Urban minor conurbation | <1% | 7% | 10% | 13% | 13% | 15% | 14% | 10% | 9% | 9% |
| Urban city and town | 3% | 12% | 13% | 13% | 12% | 11% | 11% | 10% | 9% | 7% |
| Urban city and town in a sparse setting | 11% | 16% | 13% | 7% | 4% | 8% | 3% | 7% | 3% | 27% |
| Rural town and fringe | 23% | 29% | 19% | 11% | 8% | 5% | 2% | 2% | 1% | <1% |
| Rural town and fringe in a sparse setting | 29% | 24% | 15% | 10% | 8% | 2% | 5% | 5% | <1% | 2% |
| Rural village and dispersed | 80% | 15% | 4% | 1% | <1% | <1% | <1% | <1% | <1% | <1% |
| Rural village and dispersed in a sparse setting | 95% | 5% | <1% | <1% | <1% | <1% | <1% | <1% | <1% | <1% |
| Urban | 2% | 7% | 9% | 10% | 11% | 11% | 12% | 12% | 12% | 13% |
| Rural | 50% | 22% | 12% | 6% | 4% | 2% | 1% | 1% | 1% | <1% |

Source: Department for Transport (DfT)² and Defra analysis, ONS mid-year population estimates 2016³

Proportion of population within each decile of accessibility of services based on minimum travel times by public transport and walking, by rural-urban classification and detailed rural classification, England, 2016



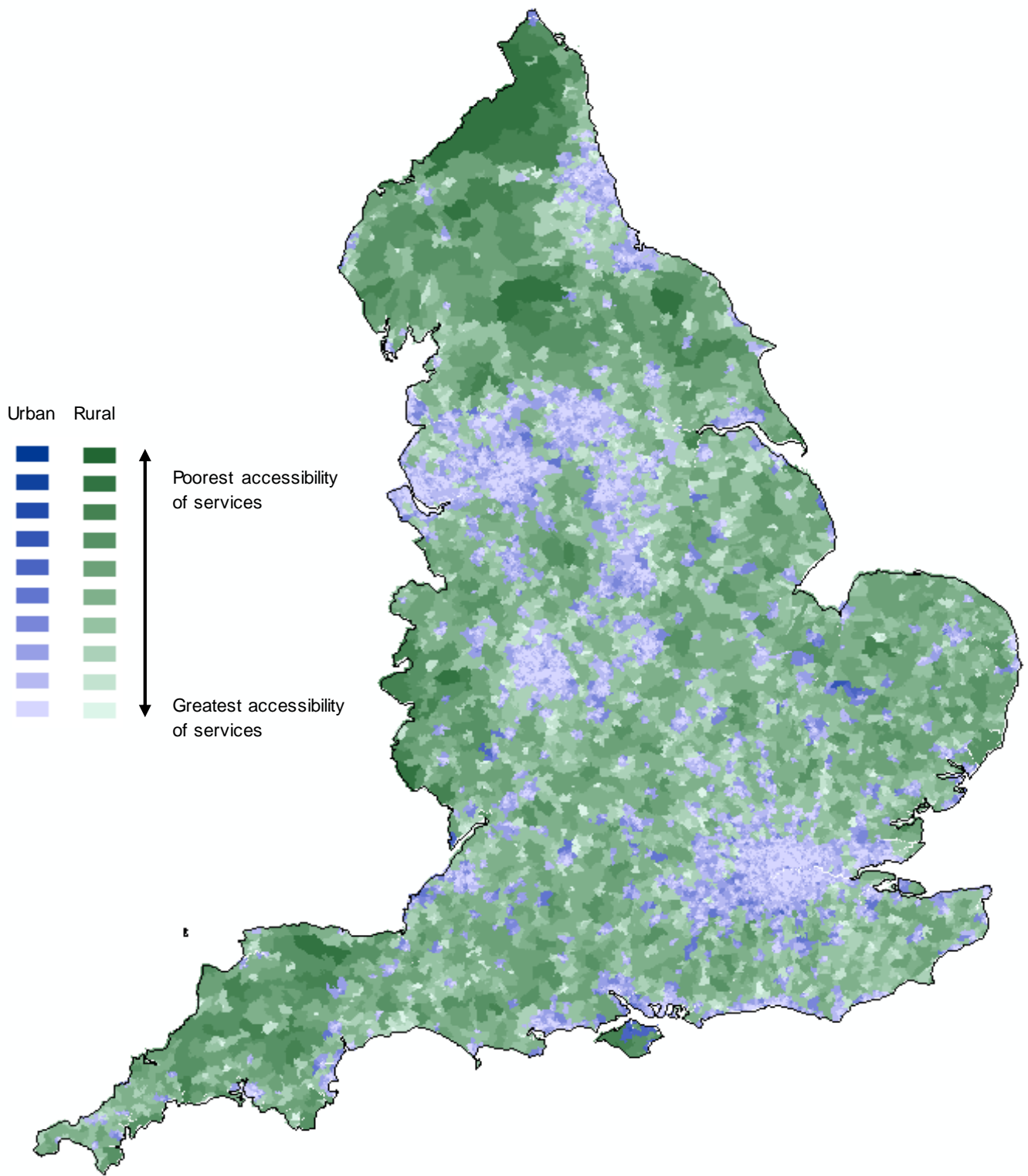
Car

- Unsurprisingly travelling by car generally reduces travel times to key services compared with public transport and walking, but overall relative differences in travel times are similar to those experienced when using public transport and walking, and rural areas still tend to have poorer accessibility (in terms of minimum travel times), compared with urban areas.

- Rural areas tend to have poorer accessibility to services based on minimum travel times than urban ones based on minimum travel times when using a car:
 - 50 per cent of the rural population are living in areas that have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 2 per cent of the urban population.
 - 1 per cent of the rural population are living in areas that have the greatest accessibility to services (highest 10 per cent decile) based on minimum travel times compared with 13 per cent of the urban population.
- As might be expected, sparsely populated areas tend to have poorer accessibility of services based on minimum travel times when using a car:
 - 20 per cent of the population living in *urban city and town areas in a sparse setting* have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 3 per cent of the population living in *urban city and town areas not in a sparse setting*.
 - 29 per cent of the population living in *rural town and fringe areas in a sparse setting* have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 24 per cent of the population living in *rural town and fringe areas not in a sparse setting*.
 - 94 per cent of the population living in *rural village and dispersed areas in a sparse setting* have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 79 per cent of the population living in *rural village and dispersed areas not in a sparse setting*.

Accessibility of services based on minimum travel times using a car

Accessibility of services based on minimum travel times using a car, by rural-urban classification (Lower Super Output Areas¹), in England (2016)



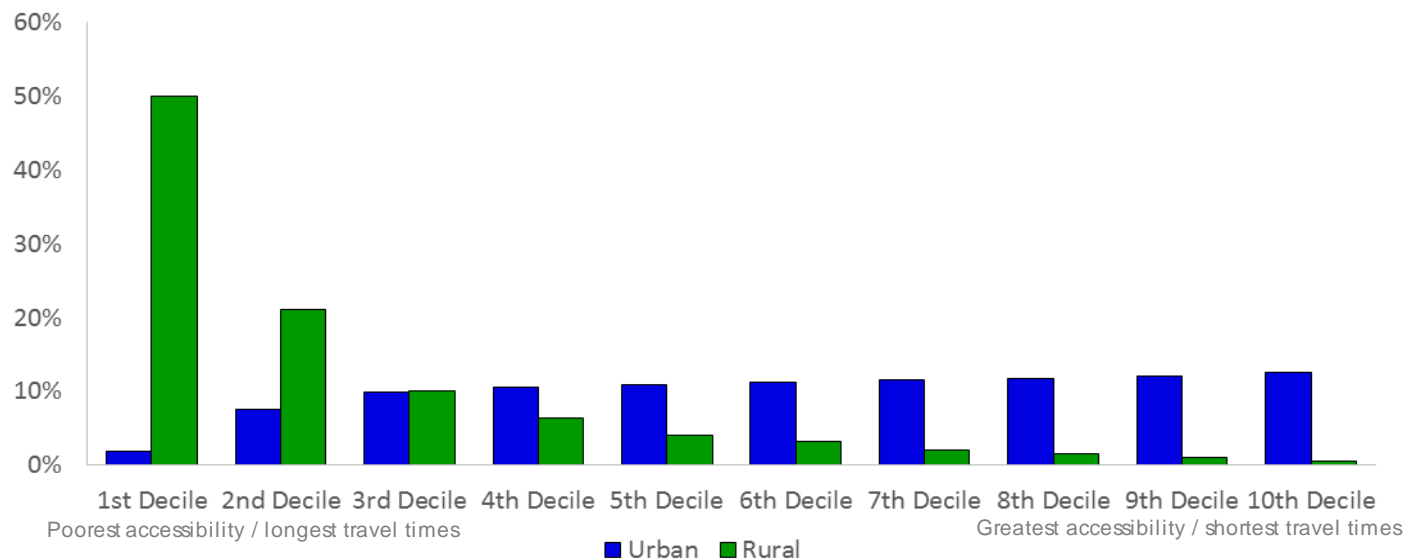
Source: Department for Transport (DfT)² and Defra analysis

Proportion of the population within each decile of accessibility of services based on minimum travel times by car, by rural-urban classification, England, 2016

| Decile | Poorest accessibility of services | | | | | Greatest accessibility of services | | | | |
|---|-----------------------------------|-----|-----|-----|-----|------------------------------------|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Urban major conurbation | <1% | 4% | 6% | 8% | 9% | 11% | 13% | 14% | 16% | 18% |
| Urban minor conurbation | 1% | 6% | 10% | 12% | 15% | 12% | 12% | 13% | 10% | 10% |
| Urban city and town | 3% | 11% | 13% | 12% | 12% | 11% | 11% | 10% | 9% | 8% |
| Urban city and town in a sparse setting | 20% | 24% | 2% | 2% | 7% | 6% | 2% | 9% | 6% | 24% |
| Rural town and fringe | 24% | 27% | 16% | 11% | 7% | 6% | 4% | 3% | 2% | 1% |
| Rural town and fringe in a sparse setting | 29% | 13% | 10% | 14% | 8% | 7% | 4% | 8% | 5% | 3% |
| Rural village and dispersed | 79% | 16% | 3% | 1% | <1% | <1% | <1% | <1% | <1% | <1% |
| Rural village and dispersed in a sparse setting | 94% | 5% | 1% | <1% | <1% | <1% | <1% | <1% | <1% | <1% |
| Urban | 2% | 8% | 10% | 11% | 11% | 11% | 12% | 12% | 12% | 13% |
| Rural | 50% | 21% | 10% | 6% | 4% | 3% | 2% | 2% | 1% | 1% |

Source: Department for Transport (DfT),² and Defra analysis, ONS mid-year population estimates 2016³

Proportion of population within each decile of accessibility of services based on minimum travel times by car, by rural-urban classification and detailed rural classification, England, 2016



Notes:

The table below shows the weightings used for the nine services and the reasons these were chosen. Assumptions have had to be made that will not hold true for every individual. These weightings are simply an attempt at ensuring that services that are typically visited very infrequently although an important service (such as a hospital) do not have undue influence over the final measure if the travel times are much greater than for other services.

| Service | Weighting | Reason |
|------------------------------------|-----------|--|
| Medium and Large Employment Centre | 0.22 | Under the assumption of 240 working days per year, one journey per day |
| Primary School | 0.18 | Under the assumption of 190 school days per year, one journey per day |
| Secondary School | 0.18 | Under the assumption of 190 school days per year, one journey per day |
| Further Education | 0.18 | Under the assumption of 190 school days per year, one journey per day |
| Doctors' Surgery | 0.01 | Under the assumption of 6 visits per year ⁴ |
| Hospital | 0.002 | Under the assumption of 2.4 visits per year ⁵ |
| Food Store | 0.10 | Under the assumption of a weekly visit |
| Post Office | 0.10 | Under the assumption of a weekly visit |
| Town Centre | 0.05 | Under the assumption of bi-weekly visits |

In most cases the weightings are broadly of the same magnitude and hence their use does not result in significant adjustments. Where possible the weightings have been determined using statistical evidence but are otherwise based on best judgements, for example an average person will travel more frequently to their place of work or school than they would to some other services.

The weighted minimum travel times were indexed and then summed to give a single value which was then indexed again. This indexing process was used to ensure that infrequently used services did not disproportionately influence overall accessibility if travel times are large.

As an index, an actual travel time has not been determined, the index is a relative measure.

Footnotes:

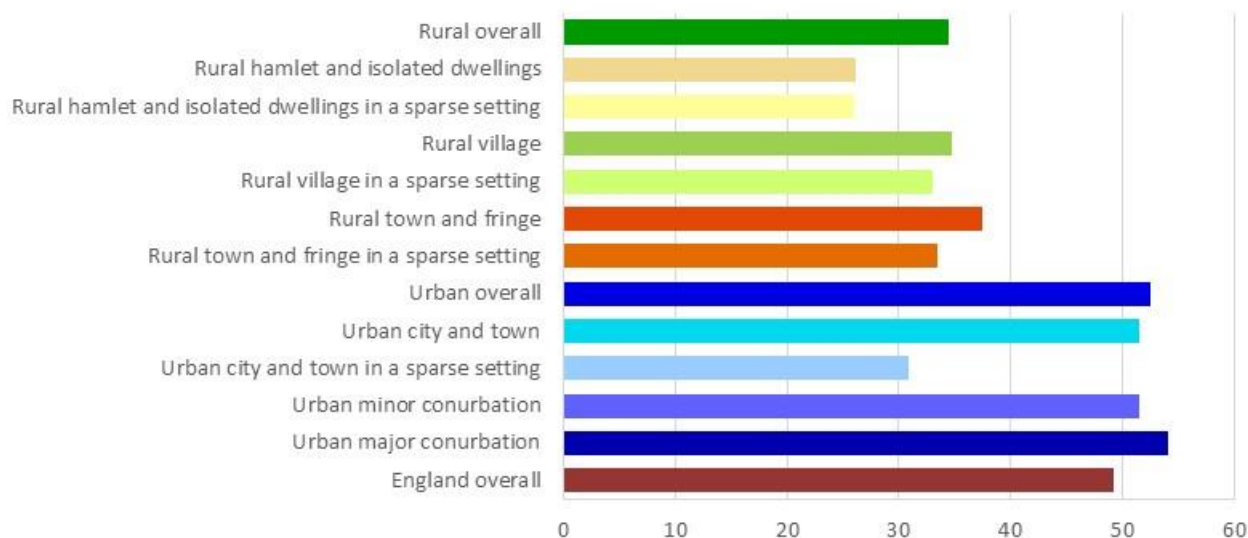
1. A Lower Super Output Area (LSOA) is a geographic area built up from groups of census output areas. LSOAs were developed (along with Middle Super Output Areas) to help improve the reporting of small area statistics, allowing for greater precision than reporting at Local Authority level. Each Local Authority will be built up of many LSOAs, therefore just because one LSOA scores poorly on accessibility of services it does not mean that this is an issue for the whole Local Authority.
2. <https://www.gov.uk/government/statistics/journey-time-statistics-2016>
<https://www.gov.uk/government/publications/journey-time-statistics-guidance>
3. <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates>
4. <https://www.bma.org.uk/-/media/files/pdfs/news%20views%20analysis/press%20briefings/general-practice.pdf>
5. <http://www.nhsconfed.org/resources/key-statistics-on-the-nhs>

Broadband

- Availability of broadband is important for a wide range of activities. It can be used to access central services, for social activities, for businesses to operate and hence for economic development.
- Overall, average broadband speeds in rural areas tend to be slower than those in urban areas. In 2018 the average speed in rural areas was 34 Mbit/s compared with 53 Mbit/s in urban areas. This is because:
 - There is less superfast broadband in rural areas; and
 - Rural premises are typically further away from cabinets, with long copper line connections, leading to slower performance.However, there are pockets of excellent broadband availability in rural areas following targeted investment via the Rural Community Broadband Fund and other community led schemes.
- For illustration, for a household with the average broadband speed in rural areas of 34 Mbit/s downloading a film (via On Demand) would take around 3 minutes and 30 seconds, while for a household with the average broadband speed in urban areas of 53 Mbit/s it would take around 2 minutes and 15 seconds (assuming a size of 858MB for a typical film). For a household with a download speed of 10Mbit/s (the minimum speed to be considered a decent broadband service) the download time jumps to 12 minutes.
- In 2018, 7 per cent of premises in rural areas were not able to access a decent broadband service (delivering a download speed of at least 10Mbit/s and upload speed of at least 1 Mbit/s). This compares with just 1 per cent of premises in urban areas.
- Superfast broadband (defined as delivering a download speed of at least 30Mbit/s) is available for 83 per cent of premises in rural areas, compared with 98 per cent in urban areas.
- The following analysis uses data from Ofcom's Connect Nations report. It should be noted that the definition of 'rural' differs between the two publications. Within this Digest the Official Statistics classification is used which defines areas as rural if they are outside settlements below 10,000 resident population and open countryside. The Connected Nations report uses the Locale classification (a third party data source based on analysis of 2011 census output areas) which defines rural areas as those settlements with a population under 2,000. Further information can be found here: www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/connected-nations-2018

Broadband speed

Average download speed (in Mbit/s) where broadband and speed information are available, by rural urban classification in England, 2018

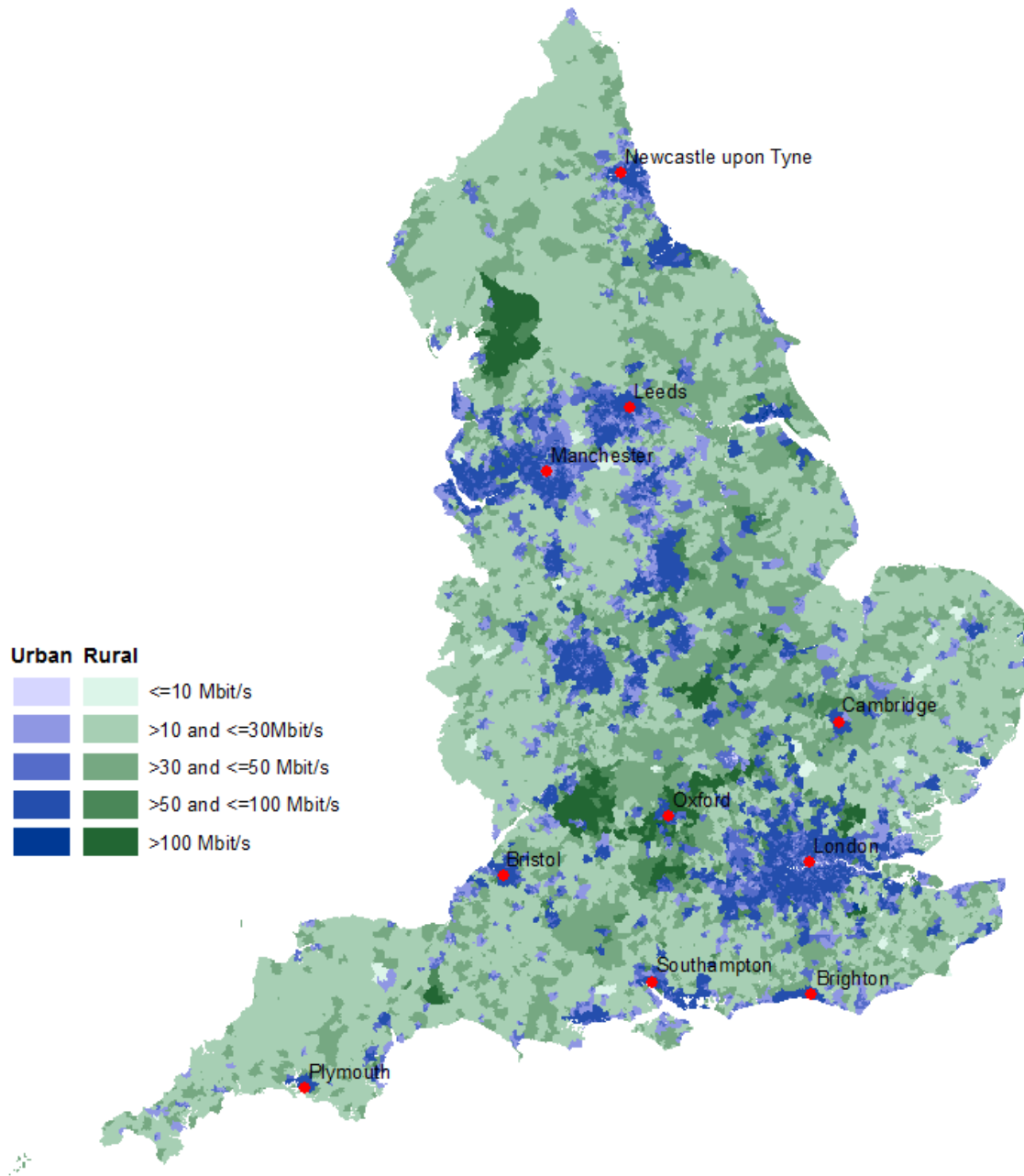


- Where broadband and speed information are available, average broadband speeds in rural areas tend to be slower than those in urban areas. In 2018 the average broadband speed in *rural hamlets & isolated dwellings in a sparse setting* was 26 Mbit/s compared with 54 Mbit/s in *major urban conurbations*.
- Speeds vary because it is harder for network operators to recoup the fixed costs necessary for upgrading exchanges and cabinets in rural areas, where there are lower population densities, and therefore fewer end subscribers.

Average download speed (in Mbit/s) where broadband and speed information are available, by rural urban classification in England, 2018

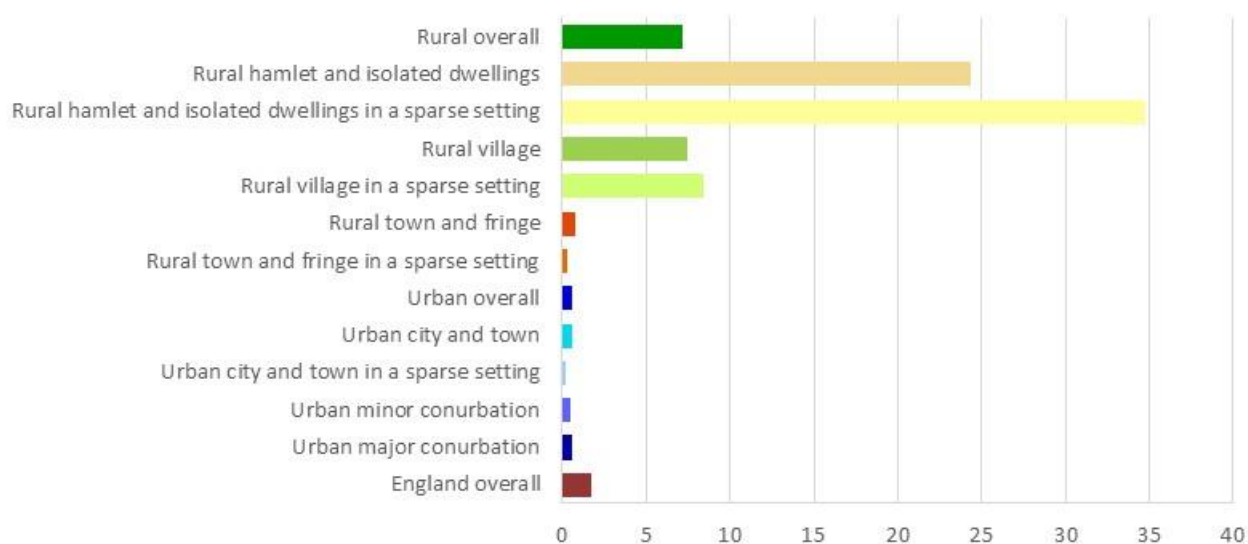
| | Mbit/s |
|---|--------|
| Rural overall | 34 |
| Rural hamlet and isolated dwellings | 26 |
| Rural hamlet and isolated dwellings in a sparse setting | 26 |
| Rural village | 35 |
| Rural village in a sparse setting | 33 |
| Rural town and fringe | 37 |
| Rural town and fringe in a sparse setting | 33 |
| Urban overall | 53 |
| Urban city and town | 52 |
| Urban city and town in a sparse setting | 31 |
| Urban minor conurbation | 51 |
| Urban major conurbation | 54 |
| England overall | 49 |

Average download speed (in Mbit/s) where broadband and speed information are available, by Lower Super Output Area and rural urban classification in England, 2018



Broadband coverage

Percentage of premises not able to access a decent fixed broadband service¹, by rural urban classification in England, 2018



¹ Defined as delivering a download speed of at least 10 Mbit/s and upload speed of at least 1 Mbit/s.

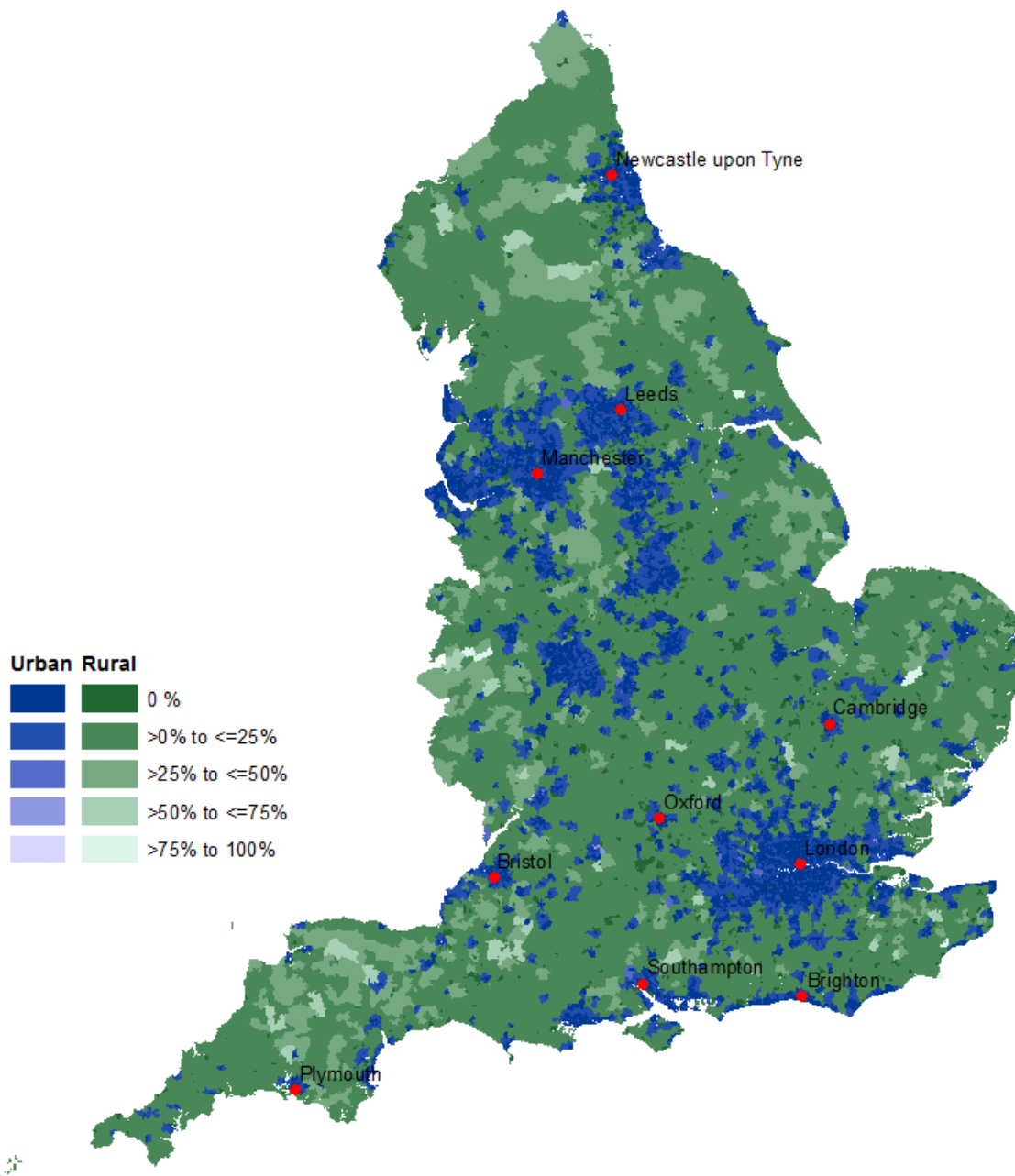
- In 2018, 7 per cent of premises in rural areas were not able to access a decent broadband service. This compares with just 1 per cent of premises in urban areas.
- However, this provision worsens the more rural an area is so in *Rural hamlet and isolated dwellings in a sparse setting* the percentage of premises unable to access a decent broadband service rises to 35 per cent.

Percentage of premises not able to access a decent fixed broadband service¹, by rural urban classification in England, 2018

| | % |
|---|----|
| Rural overall | 7 |
| Rural hamlet and isolated dwellings | 24 |
| Rural hamlet and isolated dwellings in a sparse setting | 35 |
| Rural village | 7 |
| Rural village in a sparse setting | 8 |
| Rural town and fringe | 1 |
| Rural town and fringe in a sparse setting | 0 |
| Urban overall | 1 |
| Urban city and town | 1 |
| Urban city and town in a sparse setting | 0 |
| Urban minor conurbation | 0 |
| Urban major conurbation | 1 |
| England overall | 2 |

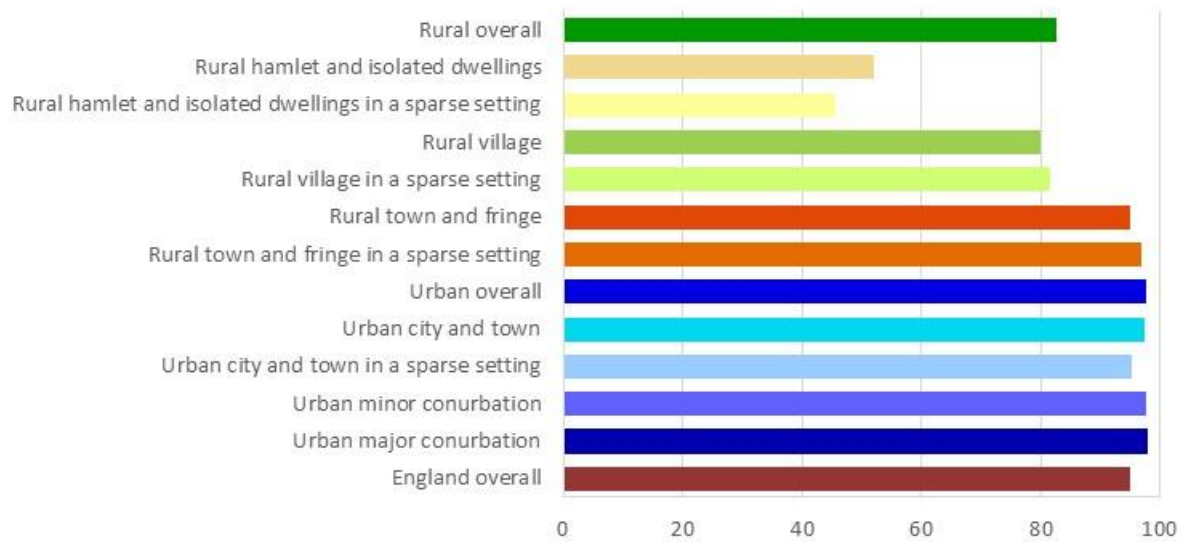
¹ Defined as delivering a download speed of at least 10 Mbit/s and upload speed of at least 1 Mbit/s.

Percentage of premises not able to access a decent fixed broadband service¹, by Lower Super Output Area and rural urban classification in England, 2018



¹ Defined as delivering a download speed of at least 10 Mbit/s and an upload speed of at least 1 Mbit/s.

Percentage of premises that have access to Superfast broadband coverage¹, by rural urban classification in England, 2018



¹ Defined as delivering a download speed of at least 30 Mbit/s.

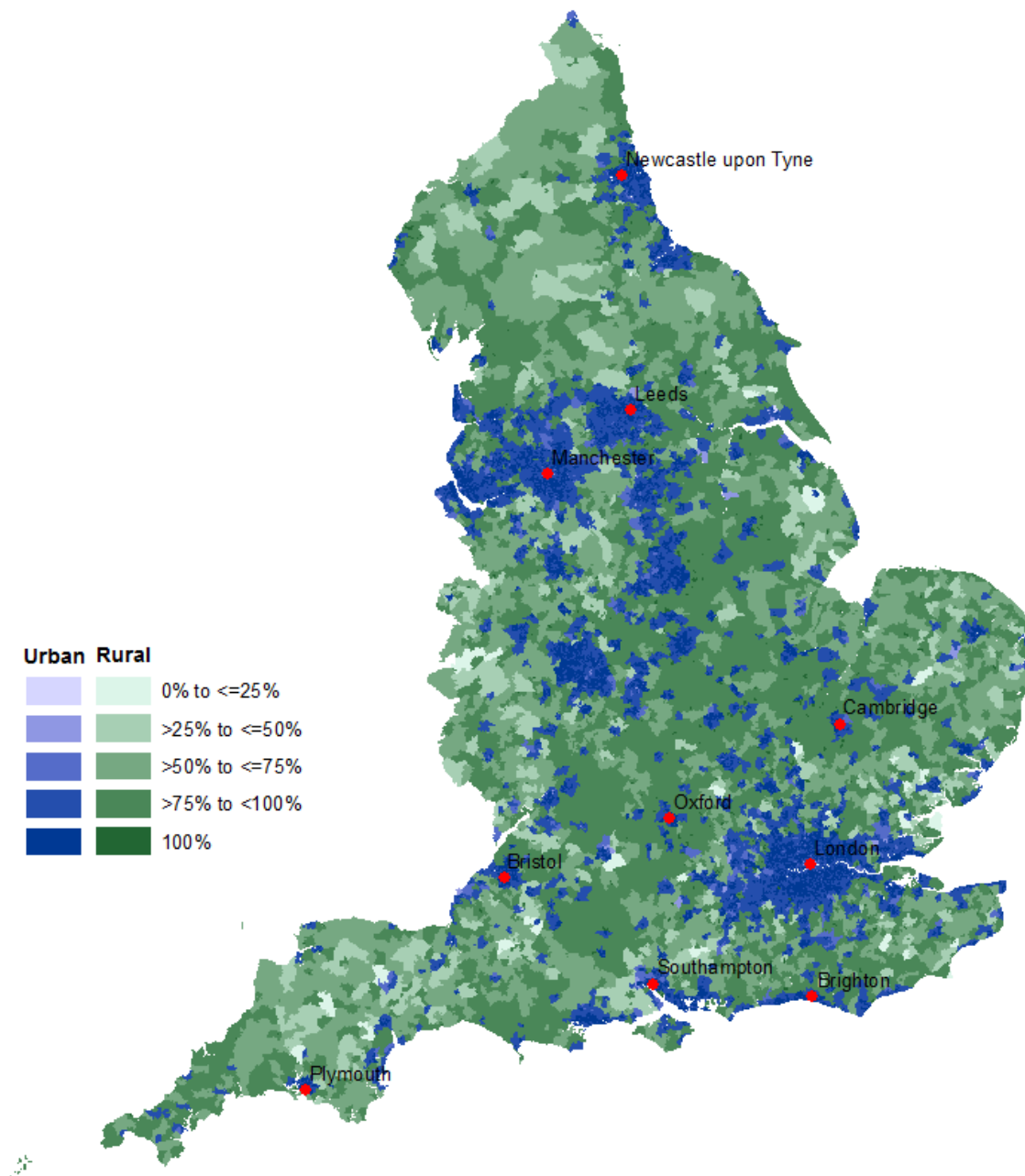
- In 2018, 83 per cent of premises in rural areas have access to Superfast broadband coverage, compared with 98 per cent of premises in urban areas.
- Availability differs significantly within rural areas ranging from just 46 per cent of premises having availability in *Rural hamlet and isolated dwellings in a sparse setting* increasing to 97 per cent of premises in *Rural town and fringe in a sparse setting*.

Percentage of premises that have access to Superfast broadband coverage¹, by rural urban classification in England, 2018

| | % |
|---|----|
| Rural overall | 83 |
| Rural hamlet and isolated dwellings | 52 |
| Rural hamlet and isolated dwellings in a sparse setting | 46 |
| Rural village | 80 |
| Rural village in a sparse setting | 82 |
| Rural town and fringe | 95 |
| Rural town and fringe in a sparse setting | 97 |
| Urban overall | 98 |
| Urban city and town | 97 |
| Urban city and town in a sparse setting | 95 |
| Urban minor conurbation | 98 |
| Urban major conurbation | 98 |
| England overall | 95 |

¹ Defined as delivering a download speed of at least 30 Mbit/s.

Percentage of premises that have access to Superfast broadband coverage¹, by Lower Super Output Area and rural urban classification in England, 2018



¹ Defined as delivering a download speed of at least 30 Mbit/s.

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 2018 area classifications are based on the latest RUC11, and as such, are not directly comparable with previous RUC01 based analysis.

Source: OFCOM, www.ofcom.org.uk

Ofcom Connected Nations Report, 2018 ([infrastructure-2018](#)).

Department for Culture, Media and Sport publish quarterly Broadband Performance Indicators, which are available online:

www.gov.uk/government/collections/broadband-performance-indicators

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

Tourism

Gross Value Added (GVA) from Tourism

Tourism makes an important contribution to the rural economy. In 2017 GVA from tourism in *Predominantly Rural* areas was worth an estimated £13.3 billion, contributing 5 per cent of total GVA in *Predominantly Rural* areas.

Gross Value Added from Tourism, by Local Authority Classification in England, 2017

| | GVA from Tourism (£m) | Total GVA (£m) | Tourism GVA as a % of total GVA for classification |
|------------------------------------|-----------------------|------------------|--|
| London | 29,760 | 431,160 | 7% |
| Urban with major conurbation | 14,530 | 266,730 | 5% |
| Urban with minor conurbation | 2,170 | 43,530 | 5% |
| Urban with city and town | 27,350 | 394,200 | 7% |
| Urban with significant rural | 9,720 | 180,830 | 5% |
| Largely rural | 6,830 | 143,050 | 5% |
| Mainly rural | 6,430 | 103,200 | 6% |
| Predominantly Urban (excl. London) | 44,050 | 704,460 | 6% |
| Predominantly Rural | 13,270 | 246,240 | 5% |
| England | 96,800 | 1,562,690 | 6% |

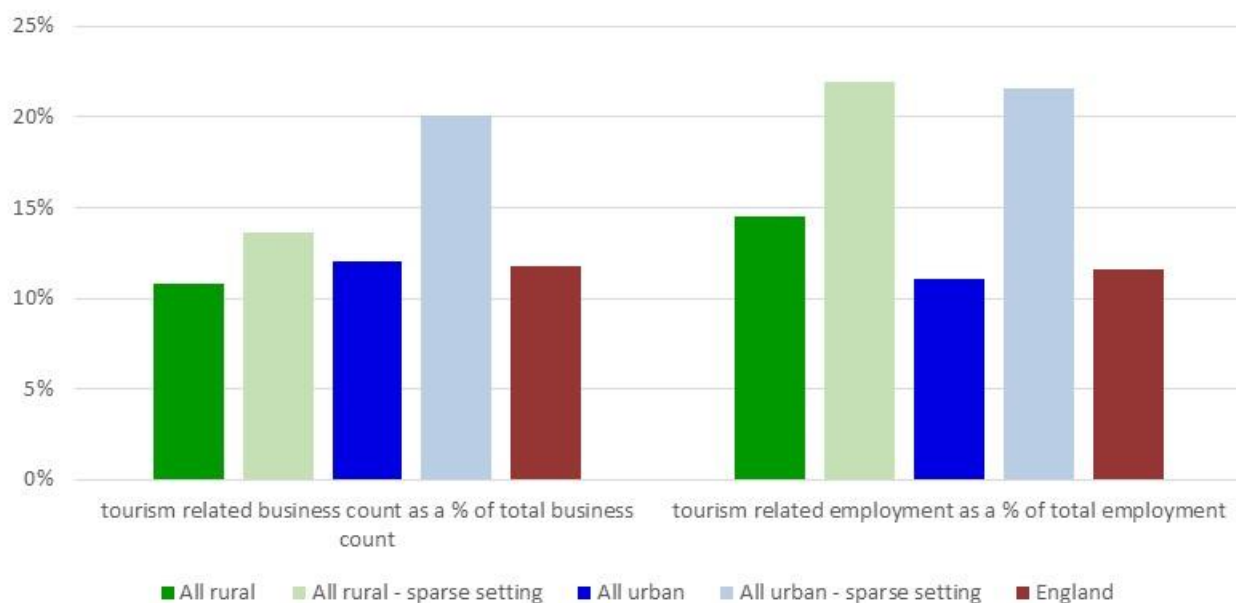
Source: Bespoke data request from Office for National Statistics, Annual Business Survey, specified Standard Industry Codes (SICs) relevant to the tourism industry, by Local Authority.

Tourism: business counts and employment

In 2017/18 there were 63,800 tourist related businesses registered in rural areas, accounting for 11 per cent of all registered businesses in rural areas. In urban areas there were 254,000 tourist related businesses accounting for 12 per cent of all businesses in urban areas.

Total employment in tourism related registered businesses is 0.6 million in rural areas, and 2.4 million in urban areas. When considered as a proportion of total employment the number is higher in rural areas with 14 per cent of total employment occurring in tourism related industries in rural areas, compared with 11 per cent in urban areas. The proportion is greater in settlements in sparse settings where employment from tourism related registered businesses is 22 per cent of total employment for both rural and urban areas.

Tourism related business counts and employment as a proportion of total business counts and employment, by rural-urban classification, England, 2017/18



Numbers of local units of registered businesses and employment numbers for tourism related businesses, by rural-urban classification, 2017/18

| | Count of businesses | Total employment (000s) | Tourism related business count as a % of total business count | Tourism related employment as a % of total employment |
|-----------------------------|---------------------|-------------------------|---|---|
| Rural | 63,799 | 583 | 11% | 14% |
| Rural town & fringe | 21,881 | 159 | 11% | 12% |
| - those in a sparse setting | 1,894 | 18 | 18% | 22% |
| Rural village & hamlet | 36,852 | 377 | 10% | 15% |
| - those in a sparse setting | 3,172 | 30 | 12% | 22% |
| Urban | 254,044 | 2,448 | 12% | 11% |
| Urban major conurbation | 125,259 | 1,199 | 12% | 12% |
| Urban minor conurbation | 8,279 | 77 | 12% | 9% |
| Urban city and town | 119,675 | 1,163 | 12% | 10% |
| - those in a sparse setting | 831 | 8 | 20% | 22% |
| England | 317,843 | 3,031,715 | 12% | 12% |

Notes: Tourism related businesses do not have their own separate category of Standard Industrial Classification (SIC), instead the analysis in this section uses those business types that are linked to the tourism industry. These businesses fall within a number of the broad industry classifications; 'Distribution, transport, accommodation and food', 'Professional and administrative services', 'Real estate activities' and 'Recreation, other services and household activities'.

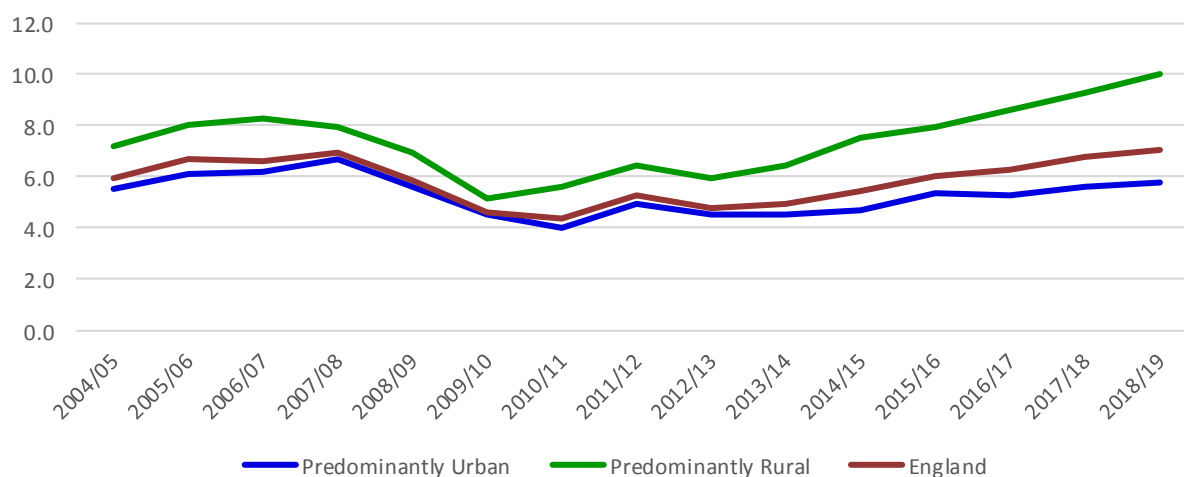
Source: ONS, Inter Departmental Business Register (IDBR), 2017/18

Rural living Housing

- In order to compare levels of house building, comparisons are made based on the number of households in the area. More new dwellings are started and completed per household in predominantly rural areas than in predominantly urban areas.
- Between 2017/18 and 2018/19 the number of dwelling completions per 1,000 households increased in both *predominantly rural* and *predominantly urban* areas.
- House prices are less affordable in *predominantly rural areas* than in *predominantly urban areas (excluding London)*. In 2018, the average lower quartile house price was 8.8 times the average lower quartile earnings in *predominantly rural areas*. This compares with 7.5 times in *predominantly urban areas (excluding London)*, 15.0 times in London and 9.1 times in England as a whole.
- There are proportionally fewer homeless people and people in temporary accommodation in rural areas than in urban areas.

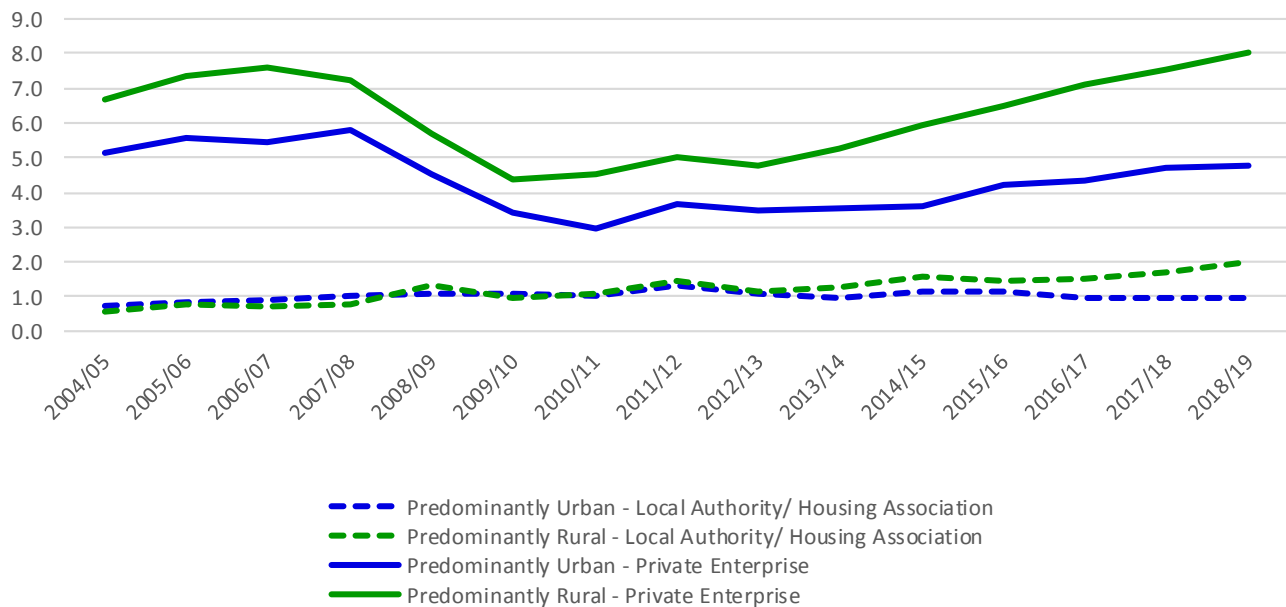
Housing completions

Permanent dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2018/19



- In 2018/19 there were 10.0 dwelling completions per 1,000 households in *predominantly rural areas*, this compares with 5.8 completions per 1,000 households in *predominantly urban areas*.
- The number of dwelling 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* now surpassing levels observed prior to 2007/08.

Permanent private enterprise and Local Authority / Housing Association dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2018/19



- In 2018/19, 8.0 dwellings were completed by private enterprise per 1,000 households in *predominantly rural areas*, compared with 4.8 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 building, but figures for 2017/18 in *predominantly rural areas* show a return to the levels prior to the downturn.
- There has been a steady increase in dwelling completions by Local Authorities / Housing Associations in *predominantly rural areas* and in 2018/19 there were 2.0 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

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, www.gov.uk/government/statistical-data-sets/live-tables-on-house-building

Permanent dwellings started, by tenure and Local Authority Classification, in England, 2010/11 to 2018/19

| | | 2010-11 | | 2011-12 | | 2012-13 | | 2013-14 | | 2014-15 | | 2015-16 | | 2016-17 | | 2017-18 | | 2018-19 | | |
|--|------------------------------|---------------|----------------------------|----------------|----------------------------|----------------|---------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|--|
| | | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | |
| Private Enterprise | Urban with major conurbation | 20,240 | 2.6 | 25,250 | 3.3 | 24,350 | 3.1 | 29,750 | 3.8 | 31,880 | 4.0 | 32,050 | 4.0 | 35,640 | 4.3 | 36,240 | 4.4 | 33,970 | 4.0 | |
| | Urban with minor conurbation | 3,150 | 3.6 | 2,670 | 3.0 | 2,610 | 2.9 | 3,560 | 4.0 | 3,610 | 4.0 | 3,580 | 3.9 | 4,490 | 4.9 | 3,910 | 4.2 | 4,190 | 4.5 | |
| | Urban with city and town | 18,290 | 3.1 | 23,250 | 4.0 | 21,620 | 3.6 | 27,300 | 4.6 | 29,710 | 4.9 | 29,060 | 4.8 | 32,070 | 5.2 | 29,100 | 4.7 | 32,990 | 5.3 | |
| | Urban with significant rural | 9,290 | 3.2 | 11,720 | 4.0 | 10,260 | 3.5 | 14,640 | 5.0 | 16,300 | 5.5 | 18,310 | 6.1 | 21,890 | 7.2 | 20,510 | 6.7 | 19,760 | 6.4 | |
| | Largely rural | 10,360 | 3.9 | 12,190 | 4.5 | 12,900 | 4.8 | 16,720 | 6.1 | 18,020 | 6.5 | 20,070 | 7.2 | 21,380 | 7.6 | 22,280 | 7.9 | 22,970 | 8.0 | |
| | Mainly rural | 10,920 | 5.5 | 10,730 | 5.3 | 9,690 | 4.8 | 14,750 | 7.2 | 14,060 | 6.8 | 14,460 | 6.9 | 17,520 | 8.3 | 17,700 | 8.4 | 18,500 | 8.7 | |
| | | | | | | | | | | | | | | | | | | | | |
| | Predominantly urban | 41,680 | 2.9 | 51,170 | 3.5 | 48,580 | 3.3 | 60,610 | 4.1 | 65,200 | 4.4 | 64,690 | 4.3 | 72,200 | 4.7 | 69,250 | 4.5 | 71,150 | 4.6 | |
| | Predominantly rural | 21,280 | 4.5 | 22,920 | 4.9 | 22,590 | 4.8 | 31,470 | 6.6 | 32,080 | 6.6 | 34,530 | 7.1 | 38,900 | 7.9 | 39,980 | 8.1 | 41,470 | 8.3 | |
| | England | 72,250 | 3.3 | 85,810 | 3.9 | 81,430 | 3.7 | 106,720 | 4.7 | 113,580 | 5.0 | 117,530 | 5.1 | 132,990 | 5.7 | 129,740 | 5.5 | 132,380 | 5.6 | |
| Local Authority/Housing Association | Urban with major conurbation | 10,250 | 1.3 | 9,540 | 1.2 | 8,240 | 1.1 | 11,080 | 1.4 | 9,950 | 1.2 | 7,910 | 1.0 | 6,660 | 0.8 | 6,630 | 0.8 | 6,570 | 0.8 | |
| | Urban with minor conurbation | 490 | 0.6 | 240 | 0.3 | 270 | 0.3 | 340 | 0.4 | 260 | 0.3 | 430 | 0.5 | 310 | 0.3 | 200 | 0.2 | 150 | 0.2 | |
| | Urban with city and town | 4,870 | 0.8 | 4,780 | 0.8 | 5,880 | 1.0 | 6,180 | 1.0 | 7,180 | 1.2 | 6,330 | 1.0 | 6,940 | 1.1 | 5,670 | 0.9 | 7,100 | 1.1 | |
| | Urban with significant rural | 2,310 | 0.8 | 2,800 | 1.0 | 2,120 | 0.7 | 2,990 | 1.0 | 3,840 | 1.3 | 4,390 | 1.5 | 4,820 | 1.6 | 3,500 | 1.1 | 4,190 | 1.4 | |
| | Largely rural | 3,200 | 1.2 | 3,190 | 1.2 | 2,860 | 1.1 | 4,600 | 1.7 | 4,860 | 1.8 | 4,140 | 1.5 | 5,010 | 1.8 | 4,540 | 1.6 | 5,450 | 1.9 | |
| | Mainly rural | 2,750 | 1.4 | 2,550 | 1.3 | 2,140 | 1.1 | 2,770 | 1.4 | 2,710 | 1.3 | 3,040 | 1.5 | 3,610 | 1.7 | 3,400 | 1.6 | 4,220 | 2.0 | |
| | | | | | | | | | | | | | | | | | | | | |
| | Predominantly urban | 15,610 | 1.1 | 14,560 | 1.0 | 14,390 | 1.0 | 17,600 | 1.2 | 17,390 | 1.2 | 14,670 | 1.0 | 13,910 | 0.9 | 12,500 | 0.8 | 13,820 | 0.9 | |
| | Predominantly rural | 5,950 | 1.3 | 5,740 | 1.2 | 5,000 | 1.1 | 7,370 | 1.5 | 7,570 | 1.6 | 7,180 | 1.5 | 8,620 | 1.8 | 7,940 | 1.6 | 9,670 | 1.9 | |
| | England | 23,870 | 1.1 | 23,100 | 1.0 | 21,510 | 1.0 | 27,960 | 1.2 | 28,800 | 1.3 | 26,240 | 1.1 | 27,350 | 1.2 | 23,940 | 1.0 | 27,680 | 1.2 | |
| All | Urban with major conurbation | 30,600 | 4.0 | 34,790 | 4.5 | 32,530 | 4.2 | 40,730 | 5.2 | 41,750 | 5.2 | 39,980 | 4.9 | 42,240 | 5.1 | 42,860 | 5.2 | 40,470 | 4.8 | |
| | Urban with minor conurbation | 3,610 | 4.1 | 2,910 | 3.3 | 2,880 | 3.2 | 3,900 | 4.3 | 3,850 | 4.2 | 4,020 | 4.4 | 4,790 | 5.2 | 4,090 | 4.4 | 4,360 | 4.7 | |
| | Urban with city and town | 23,520 | 4.0 | 28,030 | 4.8 | 27,540 | 4.6 | 33,550 | 5.6 | 36,930 | 6.1 | 35,390 | 5.8 | 38,980 | 6.3 | 34,770 | 5.6 | 40,120 | 6.4 | |
| | Urban with significant rural | 11,600 | 4.0 | 14,540 | 5.0 | 12,360 | 4.2 | 17,630 | 6.0 | 20,110 | 6.8 | 22,660 | 7.5 | 26,660 | 8.8 | 23,940 | 7.8 | 23,920 | 7.8 | |
| | Largely rural | 13,530 | 5.1 | 15,380 | 5.7 | 15,780 | 5.8 | 21,340 | 7.8 | 22,840 | 8.3 | 24,150 | 8.7 | 26,320 | 9.4 | 26,880 | 9.5 | 28,370 | 9.9 | |
| | Mainly rural | 13,600 | 6.8 | 13,220 | 6.6 | 11,850 | 5.8 | 17,500 | 8.5 | 16,750 | 8.1 | 17,490 | 8.4 | 21,080 | 10.0 | 21,080 | 10.0 | 22,640 | 10.6 | |
| | | | | | | | | | | | | | | | | | | | | |
| | Predominantly urban | 57,730 | 4.0 | 65,730 | 4.5 | 62,950 | 4.3 | 78,180 | 5.3 | 82,530 | 5.5 | 79,390 | 5.3 | 86,010 | 5.6 | 81,720 | 5.3 | 84,950 | 5.4 | |
| | Predominantly rural | 27,130 | 5.8 | 28,600 | 6.1 | 27,630 | 5.8 | 38,840 | 8.1 | 39,590 | 8.2 | 41,640 | 8.6 | 47,400 | 9.7 | 47,960 | 9.7 | 51,010 | 10.2 | |
| | England | 96,460 | 4.4 | 108,870 | 4.9 | 102,940 | 4.6 | 134,650 | 6.0 | 142,230 | 6.3 | 143,690 | 6.3 | 160,070 | 6.9 | 153,620 | 6.5 | 159,880 | 6.7 | |

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

¹Households

Permanent dwellings completed, by tenure and Local Authority Classification, in England, 2010/11 to 2018/19

| | | 2010-11 | | 2011-12 | | 2012-13 | | 2013-14 | | 2014-15 | | 2015-16 | | 2016-17 | | 2017-18 | | 2018-19 | | |
|--|------------------------------|---------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|----------------|----------------------------|--|
| | | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | |
| Private Enterprise | Urban with major conurbation | 19,870 | 2.6 | 24,380 | 3.2 | 25,050 | 3.2 | 25,750 | 3.3 | 25,350 | 3.2 | 31,480 | 3.9 | 33,810 | 4.1 | 36,050 | 4.3 | 36,760 | 4.4 | |
| | Urban with minor conurbation | 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 | 4,240 | 4.6 | 4,520 | 4.8 | |
| | Urban with city and town | 19,060 | 3.3 | 24,920 | 4.2 | 22,680 | 3.8 | 23,760 | 4.0 | 25,390 | 4.2 | 28,500 | 4.7 | 28,920 | 4.7 | 32,290 | 5.2 | 33,480 | 5.3 | |
| | Urban with significant rural | 9,860 | 3.4 | 12,010 | 4.1 | 11,140 | 3.8 | 11,610 | 3.9 | 13,500 | 4.5 | 16,380 | 5.5 | 18,710 | 6.2 | 20,260 | 6.6 | 22,190 | 7.2 | |
| | Largely rural | 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 | 20,400 | 7.2 | 22,060 | 7.7 | |
| | Mainly rural | 10,080 | 5.0 | 11,050 | 5.5 | 10,300 | 5.1 | 11,080 | 5.4 | 12,530 | 6.1 | 13,660 | 6.6 | 15,200 | 7.2 | 16,970 | 8.0 | 18,080 | 8.5 | |
| | | | | | | | | | | | | | | | | | | | | |
| | Predominantly urban | 42,460 | 3.0 | 52,690 | 3.6 | 50,480 | 3.5 | 52,750 | 3.6 | 54,080 | 3.6 | 63,540 | 4.2 | 66,780 | 4.4 | 72,580 | 4.7 | 74,760 | 4.8 | |
| | Predominantly rural | 21,180 | 4.5 | 23,500 | 5.0 | 22,780 | 4.8 | 25,100 | 5.2 | 28,690 | 5.9 | 31,510 | 6.5 | 34,820 | 7.1 | 37,370 | 7.5 | 40,140 | 8.0 | |
| | England | 73,500 | 3.4 | 88,200 | 4.0 | 84,400 | 3.8 | 89,460 | 4.0 | 96,270 | 4.2 | 111,430 | 4.8 | 120,310 | 5.2 | 130,210 | 5.5 | 137,090 | 5.8 | |
| Local Authority/Housing Association | Urban with major conurbation | 8,570 | 1.1 | 11,820 | 1.5 | 9,590 | 1.2 | 8,400 | 1.1 | 9,970 | 1.2 | 10,140 | 1.3 | 7,920 | 1.0 | 8,250 | 1.0 | 7,550 | 0.9 | |
| | Urban with minor conurbation | 340 | 0.4 | 370 | 0.4 | 320 | 0.4 | 190 | 0.2 | 340 | 0.4 | 380 | 0.4 | 380 | 0.4 | 380 | 0.4 | 250 | 0.3 | |
| | Urban with city and town | 5,660 | 1.0 | 6,880 | 1.2 | 5,590 | 0.9 | 5,760 | 1.0 | 6,540 | 1.1 | 6,800 | 1.1 | 6,320 | 1.0 | 6,400 | 1.0 | 7,550 | 1.2 | |
| | Urban with significant rural | 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 | 5,500 | 1.8 | 4,960 | 1.6 | |
| | Largely rural | 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 | 5,010 | 1.8 | 5,680 | 2.0 | |
| | Mainly rural | 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 | 3,500 | 1.7 | 4,300 | 2.0 | |
| | | | | | | | | | | | | | | | | | | | | |
| | Predominantly urban | 14,570 | 1.0 | 19,070 | 1.3 | 15,500 | 1.1 | 14,350 | 1.0 | 16,850 | 1.1 | 17,320 | 1.1 | 14,620 | 1.0 | 15,030 | 1.0 | 15,350 | 1.0 | |
| | Predominantly rural | 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 | 8,510 | 1.7 | 9,980 | 2.0 | |
| | England | 22,090 | 1.0 | 29,070 | 1.3 | 23,540 | 1.1 | 22,750 | 1.0 | 28,340 | 1.2 | 28,450 | 1.2 | 26,920 | 1.2 | 29,040 | 1.2 | 30,290 | 1.3 | |
| All | Urban with major conurbation | 28,910 | 3.8 | 36,170 | 4.7 | 34,580 | 4.4 | 34,140 | 4.3 | 35,260 | 4.4 | 41,580 | 5.1 | 41,660 | 5.1 | 44,230 | 5.3 | 44,310 | 5.3 | |
| | Urban with minor conurbation | 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 | 4,630 | 5.0 | 4,780 | 5.1 | |
| | Urban with city and town | 24,940 | 4.3 | 31,800 | 5.4 | 28,220 | 4.8 | 29,510 | 4.9 | 31,940 | 5.3 | 35,260 | 5.8 | 35,270 | 5.7 | 38,630 | 6.2 | 41,050 | 6.5 | |
| | Urban with significant rural | 12,120 | 4.2 | 15,220 | 5.2 | 13,660 | 4.7 | 13,950 | 4.7 | 17,320 | 5.8 | 20,500 | 6.8 | 23,520 | 7.8 | 25,750 | 8.4 | 27,150 | 8.8 | |
| | Largely rural | 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 | 25,470 | 9.0 | 27,790 | 9.7 | |
| | Mainly rural | 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 | 20,400 | 9.6 | 22,330 | 10.5 | |
| | | | | | | | | | | | | | | | | | | | | |
| | Predominantly urban | 57,700 | 4.0 | 71,710 | 4.9 | 65,860 | 4.5 | 67,080 | 4.5 | 70,870 | 4.7 | 80,760 | 5.3 | 81,350 | 5.3 | 87,490 | 5.7 | 90,140 | 5.8 | |
| | Predominantly rural | 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 | 45,870 | 9.3 | 50,120 | 10.0 | |
| | England | 96,100 | 4.4 | 117,240 | 5.3 | 107,800 | 4.8 | 112,100 | 5.0 | 124,550 | 5.5 | 139,800 | 6.1 | 147,070 | 6.3 | 159,110 | 6.8 | 167,410 | 7.1 | |

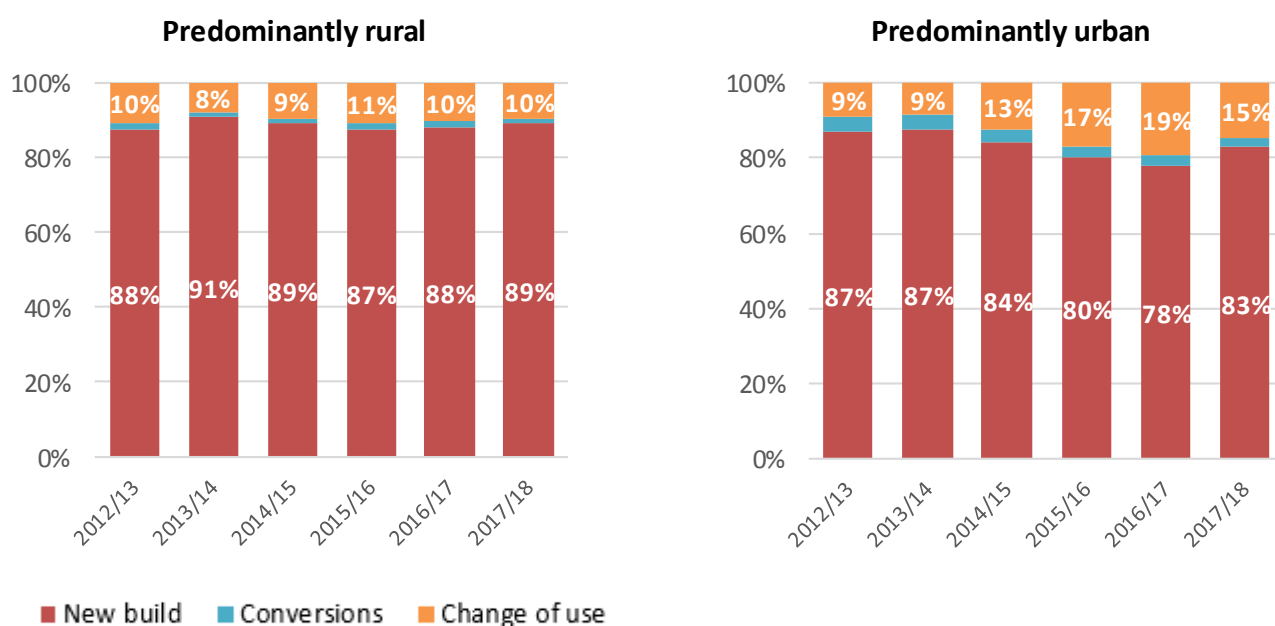
The full time series from 2004/05 is available as an Open Document format workbook on the [Rural housing statistics web page](#)

¹ Households

Net additions to housing stock

- In order to compare the number of new dwellings, comparisons are made based on household numbers.
- For 2017/18, in *predominantly rural areas* there were 59,080 net new dwellings arising from new build, conversions or change of use, which is 11.8 per 1,000 households. While in *predominantly urban areas* there were 135,310 net new dwellings, which is 8.7 per 1,000 households.
- New-build dwelling completions accounted for 89 per cent of such net additions to the housing stock in *predominantly rural areas* in 2017/18, compared with 83 per cent in *predominantly urban areas*.
- A further 10 per cent of such net additions came from change of use of buildings in *predominantly rural areas*, compared with 15 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 2017/18 there were 10.6 new-build dwelling completions per 1,000 households in *predominantly rural areas*, compared with 7.2 in *predominantly urban areas*.
- In 2017/18, the net number of dwellings arising from change of use in *predominantly rural areas* was 1.1 per 1,000 households and in *predominantly urban areas* it was 1.3 per 1,000 households.

Proportion of net additions arising from new build, conversions and change of use between 2012/13 and 2017/18 for *predominantly rural* and *predominantly urban* areas.



New build completions

New build dwelling completions, by Local Authority Classification, in England, 2012/13 to 2017/18

| RUCLAD 2011 | 2012/13 | | 2013/14 | | 2014/15 | | 2015/16 | | 2016/17 | | 2017/18 | |
|------------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|
| | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ |
| Urban with Major Conurbation | 40,750 | 5.2 | 42,460 | 5.4 | 47,820 | 6.0 | 51,090 | 6.3 | 59,960 | 7.3 | 58,520 | 7.0 |
| Urban with Minor Conurbation | 3,060 | 3.4 | 4,030 | 4.5 | 4,740 | 5.2 | 4,870 | 5.3 | 5,660 | 6.1 | 6,300 | 6.7 |
| Urban with City and Town | 30,570 | 5.2 | 33,840 | 5.7 | 39,870 | 6.6 | 42,370 | 7.0 | 43,460 | 7.1 | 47,140 | 7.5 |
| Urban with Significant Rural | 15,010 | 5.1 | 16,820 | 5.7 | 21,160 | 7.1 | 23,650 | 7.9 | 26,770 | 8.8 | 30,520 | 9.9 |
| Largely Rural | 16,180 | 6.0 | 19,260 | 7.0 | 23,610 | 8.6 | 24,190 | 8.7 | 26,900 | 9.6 | 29,280 | 10.2 |
| Mainly Rural | 13,150 | 6.5 | 14,070 | 6.9 | 18,060 | 8.7 | 17,910 | 8.6 | 20,830 | 9.9 | 23,530 | 11.0 |
| Predominantly Urban | 74,380 | 5.1 | 80,330 | 5.4 | 92,430 | 6.2 | 98,330 | 6.5 | 109,080 | 7.1 | 111,970 | 7.2 |
| Predominantly Rural | 29,330 | 6.2 | 33,330 | 7.0 | 41,670 | 8.6 | 42,100 | 8.6 | 47,720 | 9.7 | 52,810 | 10.6 |
| England | 118,720 | 5.3 | 130,480 | 5.8 | 155,260 | 6.8 | 164,080 | 7.1 | 183,570 | 7.9 | 195,290 | 8.2 |

Net conversions

Net dwellings from conversions, by Local Authority Classification, in England, 2012/13 to 2017/18

| RUCLAD 2011 | 2012/13 | | 2013/14 | | 2014/15 | | 2015/16 | | 2016/17 | | 2017/18 | |
|------------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|
| | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ |
| Urban with Major Conurbation | 2,150 | 0.3 | 2,350 | 0.3 | 2,270 | 0.3 | 2,060 | 0.3 | 2,650 | 0.3 | 2,020 | 0.2 |
| Urban with Minor Conurbation | 100 | 0.1 | 280 | 0.3 | 470 | 0.5 | 180 | 0.2 | 210 | 0.2 | 350 | 0.4 |
| Urban with City and Town | 930 | 0.2 | 900 | 0.2 | 910 | 0.2 | 1,200 | 0.2 | 1,340 | 0.2 | 1,130 | 0.2 |
| Urban with Significant Rural | 290 | 0.1 | 480 | 0.2 | 520 | 0.2 | 590 | 0.2 | 620 | 0.2 | 420 | 0.1 |
| Largely Rural | 330 | 0.1 | 340 | 0.1 | 340 | 0.1 | 260 | 0.1 | 430 | 0.2 | 300 | 0.1 |
| Mainly Rural | 340 | 0.2 | 180 | 0.1 | 370 | 0.2 | 560 | 0.3 | 430 | 0.2 | 330 | 0.2 |
| Predominantly Urban | 3,180 | 0.2 | 3,530 | 0.2 | 3,650 | 0.2 | 3,440 | 0.2 | 4,200 | 0.3 | 3,490 | 0.2 |
| Predominantly Rural | 670 | 0.1 | 520 | 0.1 | 710 | 0.1 | 820 | 0.2 | 860 | 0.2 | 630 | 0.1 |
| England | 4,140 | 0.2 | 4,530 | 0.2 | 4,880 | 0.2 | 4,850 | 0.2 | 5,680 | 0.2 | 4,550 | 0.2 |

Net change of use

Net dwellings from change of use, by Local Authority Classification, in England, 2012/13 to 2017/18

| RUCLAD 2011 | 2012/13 | | 2013/14 | | 2014/15 | | 2015/16 | | 2016/17 | | 2017/18 | |
|------------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|
| | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ |
| Urban with Major Conurbation | 3,810 | 0.5 | 3,850 | 0.5 | 6,170 | 0.8 | 10,850 | 1.3 | 14,230 | 1.7 | 10,750 | 1.3 |
| Urban with Minor Conurbation | 960 | 1.1 | 530 | 0.6 | 640 | 0.7 | 1,350 | 1.5 | 1,970 | 2.1 | 1,230 | 1.3 |
| Urban with City and Town | 2,940 | 0.5 | 3,630 | 0.6 | 6,950 | 1.2 | 8,990 | 1.5 | 10,750 | 1.7 | 7,870 | 1.3 |
| Urban with Significant Rural | 1,790 | 0.6 | 1,910 | 0.6 | 2,610 | 0.9 | 4,330 | 1.4 | 4,750 | 1.6 | 4,240 | 1.4 |
| Largely Rural | 1,830 | 0.7 | 1,340 | 0.5 | 2,390 | 0.9 | 2,560 | 0.9 | 2,960 | 1.1 | 2,570 | 0.9 |
| Mainly Rural | 1,680 | 0.8 | 1,460 | 0.7 | 1,970 | 1.0 | 2,680 | 1.3 | 2,530 | 1.2 | 3,070 | 1.4 |
| Predominantly Urban | 7,710 | 0.5 | 8,010 | 0.5 | 13,760 | 0.9 | 21,190 | 1.4 | 26,950 | 1.8 | 19,850 | 1.3 |
| Predominantly Rural | 3,510 | 0.7 | 2,800 | 0.6 | 4,360 | 0.9 | 5,240 | 1.1 | 5,490 | 1.1 | 5,640 | 1.1 |
| England | 13,010 | 0.6 | 12,720 | 0.6 | 20,730 | 0.9 | 30,760 | 1.3 | 37,190 | 1.6 | 29,720 | 1.3 |

¹ Households

Overall net new dwellings

Overall net new dwellings, by Local Authority Classification, in England, 2012/13 to 2017/18

| RUCLAD 2011 | 2012/13 | | 2013/14 | | 2014/15 | | 2015/16 | | 2016/17 | | 2017/18 | |
|------------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|
| | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ | Number | per 1,000 HHs ¹ |
| Urban with Major Conurbation | 46,710 | 6.0 | 48,660 | 6.2 | 56,260 | 7.0 | 64,000 | 7.9 | 76,840 | 9.4 | 71,290 | 8.5 |
| Urban with Minor Conurbation | 4,120 | 4.6 | 4,840 | 5.4 | 5,850 | 6.4 | 6,400 | 7.0 | 7,840 | 8.5 | 7,880 | 8.4 |
| Urban with City and Town | 34,440 | 5.8 | 38,370 | 6.4 | 47,730 | 7.9 | 52,560 | 8.6 | 55,550 | 9.0 | 56,140 | 9.0 |
| Urban with Significant Rural | 17,090 | 5.8 | 19,210 | 6.5 | 24,290 | 8.2 | 28,570 | 9.5 | 32,140 | 10.6 | 35,180 | 11.4 |
| Largely Rural | 18,340 | 6.8 | 20,940 | 7.7 | 26,340 | 9.5 | 27,010 | 9.7 | 30,290 | 10.8 | 32,150 | 11.2 |
| Mainly Rural | 15,170 | 7.5 | 15,710 | 7.7 | 20,400 | 9.9 | 21,150 | 10.2 | 23,790 | 11.3 | 26,930 | 12.6 |
| Predominantly Urban | 85,270 | 5.8 | 91,870 | 6.2 | 109,840 | 7.4 | 122,960 | 8.1 | 140,220 | 9.2 | 135,310 | 8.7 |
| Predominantly Rural | 33,510 | 7.1 | 36,650 | 7.7 | 46,740 | 9.7 | 48,160 | 9.9 | 54,080 | 11.0 | 59,080 | 11.8 |
| England | 135,870 | 6.1 | 147,730 | 6.6 | 180,870 | 8.0 | 199,690 | 8.7 | 226,440 | 9.7 | 229,560 | 9.7 |

¹ Households

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

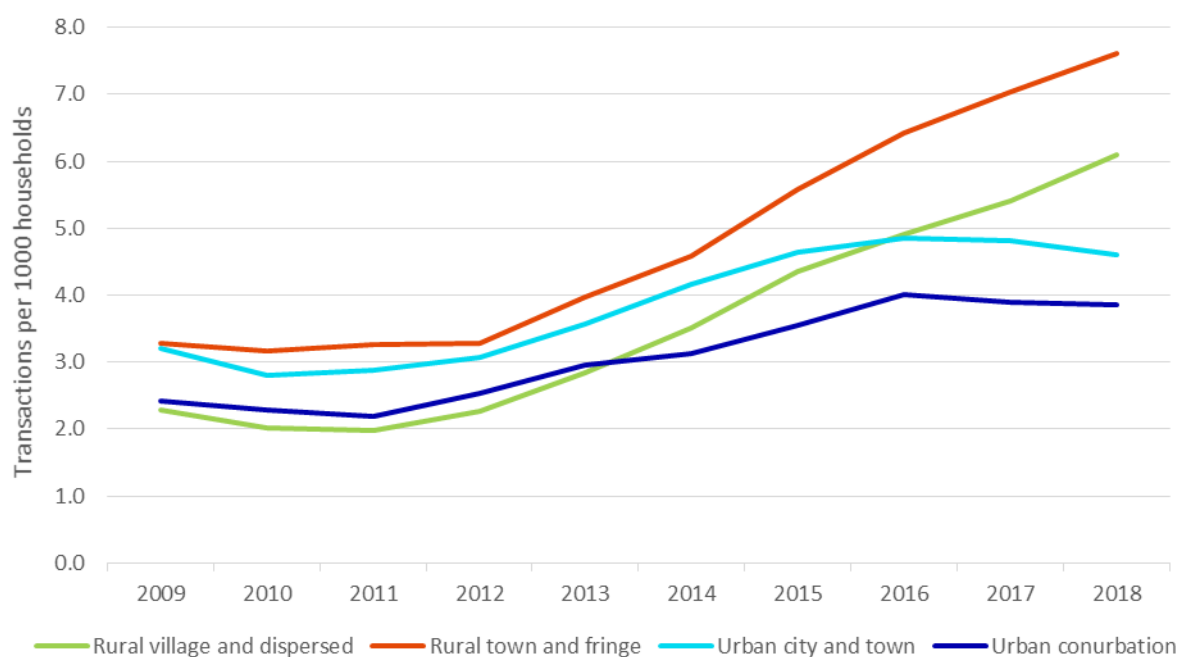
Source: Table 123 of the Live tables on dwelling stock series (Department for Communities and Local Government) www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants

Residential housing transactions

New-build residential housing transactions can be used to assess house building and the type of housing being built in rural and urban areas. After every house sale, the transaction must be registered with HM Land Registry (LR), along with an array of characteristics about the house. Looking at transactions of new-build housing provides further insight on housing development in rural areas, and complements our analysis on housing completions.

This analysis investigates the number of new-build transactions, the proportion of new-build transactions by housing type and compares this with the 2011 census profile of housing type; and looks at the change in the number of transactions by housing type over time. The underlying data are available for Middle Super Output Areas (MSOA) which range in population from 5,000 to 7,200 people and are classified using the rural urban classification.

Total number of residential transactions of new-builds, per 1,000 households, by Middle Super Output Area rural-urban classification, in England, 2009 – 2018

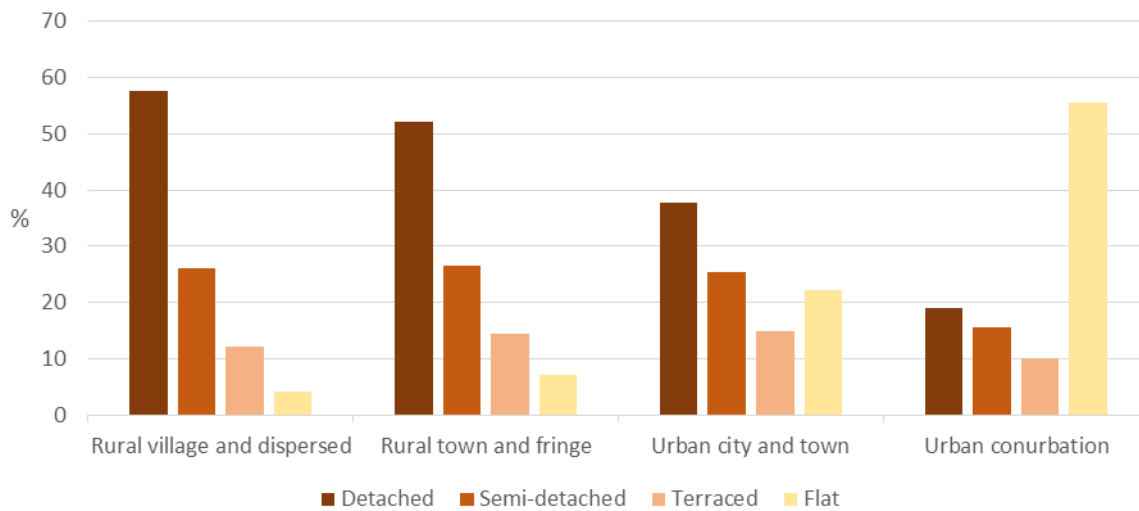


- In 2018, there were 7.6 new-build residential transactions per 1,000 households in *rural town and fringe*, compared with 3.9 in *urban conurbation*.
- The number of new-build residential transactions per 1,000 households has increased in all areas between 2009 and 2018.
- Since 2014, the number of new-build residential transactions has increased more in rural areas than in urban areas each year.

Total number and number per 1,000 households of new-build residential housing transactions, by Middle Super Output Area Classification, in England, 2009 - 2018

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Number of Transactions | | | | | | | | | | |
| Rural Village and Dispersed | 4,030 | 3,550 | 3,480 | 3,970 | 4,970 | 6,160 | 7,660 | 8,630 | 9,510 | 10,700 |
| Rural Town and Fringe | 6,490 | 6,270 | 6,430 | 6,500 | 7,860 | 9,070 | 11,020 | 12,690 | 13,900 | 15,030 |
| Urban City and Town | 31,300 | 27,320 | 28,010 | 29,990 | 34,820 | 40,570 | 45,240 | 47,250 | 47,020 | 44,860 |
| Urban Conurbation | 20,700 | 19,620 | 18,770 | 21,710 | 25,350 | 26,930 | 30,520 | 34,380 | 33,470 | 33,190 |
| Number of Transactions per 1000 Households | | | | | | | | | | |
| Rural Village and Dispersed | 2.3 | 2.0 | 2.0 | 2.3 | 2.8 | 3.5 | 4.4 | 4.9 | 5.4 | 6.1 |
| Rural Town and Fringe | 3.3 | 3.2 | 3.3 | 3.3 | 4.0 | 4.6 | 5.6 | 6.4 | 7.0 | 7.6 |
| Urban City and Town | 3.2 | 2.8 | 2.9 | 3.1 | 3.6 | 4.2 | 4.2 | 4.8 | 4.8 | 4.6 |
| Urban Conurbation | 2.4 | 2.3 | 2.2 | 2.5 | 3.0 | 3.1 | 3.1 | 4.0 | 3.9 | 3.9 |

Percentage of new-build residential housing transactions, by housing type, by Middle Super Output Area rural-urban classification, in England, 2018

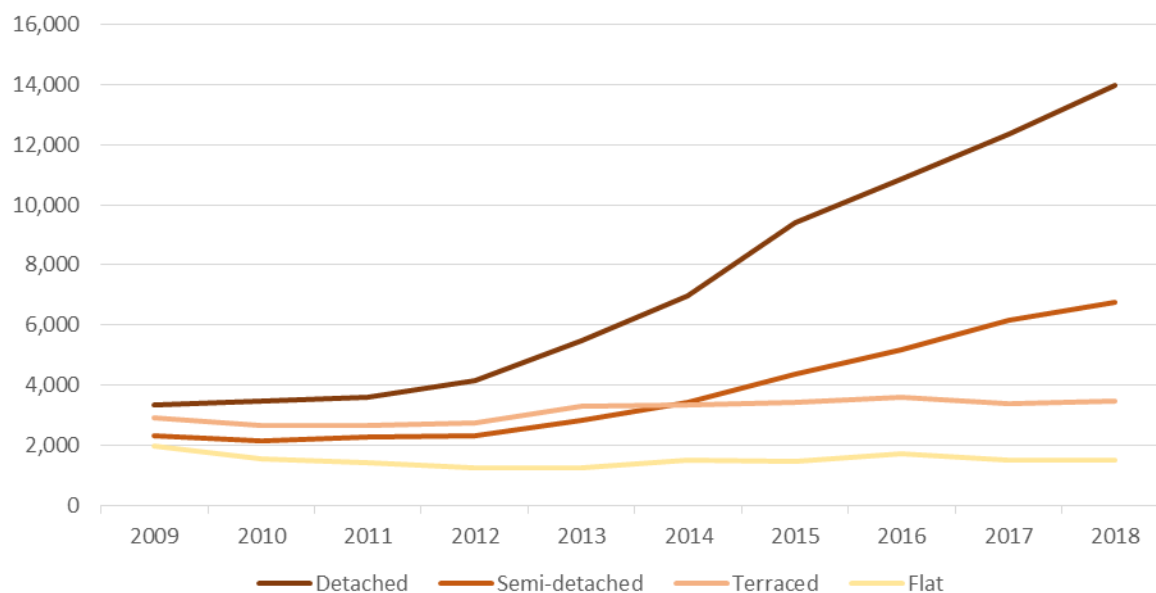


- The majority of new-build residential transactions were *detached* properties in both *rural village and dispersed* and *rural town and fringe*, with 58 per cent and 52 per cent respectively.
- *Flats* made up the smallest proportion of new-build housing transactions in rural areas, where as *flats* made up the majority, 56 per cent, in urban conurbations.

Number and percentage of new-build residential housing transactions by housing type, by Middle Super Output Area Classification, in England, 2018

| | Detached | | Semi-Detached | | Terraced | | Flat | | All Housing | |
|-----------------------------|----------|------|---------------|------|----------|------|--------|------|-------------|-----|
| | Number | % | Number | % | Number | % | Number | % | Number | % |
| Rural Village and Dispersed | 6,160 | 57.6 | 2,790 | 26.1 | 1,310 | 12.2 | 440 | 4.1 | 10,700 | 100 |
| Rural Town and Fringe | 7,820 | 52.0 | 3,980 | 26.5 | 2,150 | 14.3 | 1,080 | 7.2 | 15,030 | 100 |
| Urban City and Town | 16,900 | 37.7 | 11,340 | 25.3 | 6,700 | 14.9 | 9,910 | 22.1 | 44,860 | 100 |
| Urban Conurbation | 6,270 | 18.9 | 5,190 | 15.6 | 3,310 | 10.0 | 18,420 | 55.5 | 33,190 | 100 |

Total number of new build residential transactions in rural areas (based on Middle Super Output Area rural-urban classification), by housing type, in England, 2009 – 2018

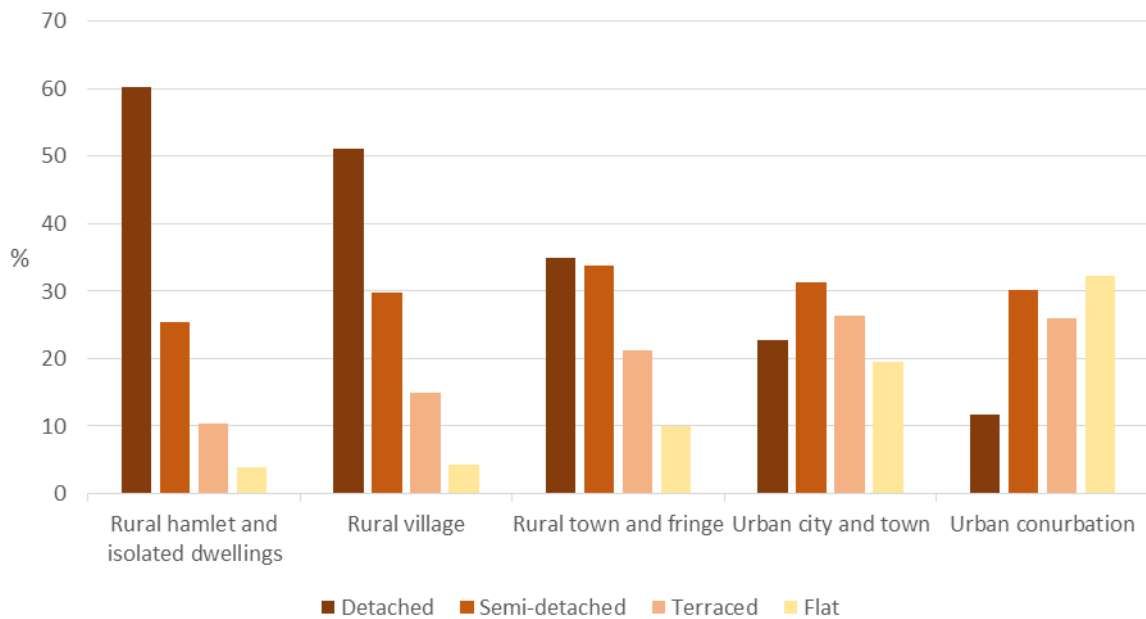


- The number of new-build residential transactions in rural areas increased most for *detached* properties, where in 2018 the 14,000 transactions were 4 times greater than in 2009.
- The number of new-build residential transactions in rural areas for *terraced* housing and *flats* have remained relatively unchanged between 2009 and 2018.

Number of new-build residential housing transactions in rural areas (based on Middle Super Output Area rural-urban classification) by housing type, in England, 2009 – 2018

| Year | Type of Housing | | | | All |
|------|-----------------|-----------------|----------|-------|--------|
| | Detached | Semi - Detached | Terraced | Flat | |
| 2009 | 3,350 | 2,300 | 2,900 | 1,970 | 10,520 |
| 2010 | 3,450 | 2,160 | 2,670 | 1,540 | 9,820 |
| 2011 | 3,580 | 2,280 | 2,640 | 1,410 | 9,910 |
| 2012 | 4,170 | 2,300 | 2,750 | 1,250 | 10,470 |
| 2013 | 5,460 | 2,830 | 3,290 | 1,260 | 12,830 |
| 2014 | 6,970 | 3,410 | 3,340 | 1,500 | 15,230 |
| 2015 | 9,400 | 4,380 | 3,440 | 1,460 | 18,680 |
| 2016 | 10,850 | 5,160 | 3,600 | 1,700 | 21,310 |
| 2017 | 12,360 | 6,140 | 3,400 | 1,510 | 23,410 |
| 2018 | 13,980 | 6,770 | 3,460 | 1,520 | 25,720 |

Percentage of residential properties, by building type, by Census Output Area rural-urban classification, in England, at 2011 Census



- The 2011 census provides the most detailed geographical description of housing type in England. This makes it a useful comparison with the recent profile of housing type of new-build properties.
- In 2011, the majority of houses in both *rural villages* and *rural hamlets and isolated dwellings* were *detached* properties.
- The proportion of housing which are *flats* or *terraced* generally decreases as the settlement becomes more rural. In particular, only 4 per cent of housing were *flats* in both *rural villages* and *rural hamlets and isolated dwellings*.
- In rural areas, the 2011 census profile reflects the same pattern as 2018 new-build residential transaction figures.
- However, in *urban conurbation* 56 per cent of 2018 new-build residential transactions were for *flats*, compared with *flats* making up only 32 per cent of housing in 2011.

Number and percentage of residential properties by housing type, by Census Output Area rural-urban classification, in England, Census 2011

| | Detached | | Semi-Detached | | Terraced | | Flat | | Total | |
|-------------------------------------|---------------------|------|---------------------|------|---------------------|------|---------------------|------|---------------------|-----|
| | Number ¹ | % | Number ¹ | % | Number ¹ | % | Number ¹ | % | Number ¹ | % |
| Rural Hamlet and Isolated Dwellings | 443,900 | 60.2 | 187,400 | 25.4 | 76,600 | 10.4 | 29,400 | 4.0 | 737,300 | 100 |
| Rural Village | 649,800 | 51.1 | 378,600 | 29.8 | 189,400 | 14.9 | 54,600 | 4.3 | 1,272,400 | 100 |
| Rural Town and Fringe | 732,200 | 35.0 | 705,000 | 33.7 | 445,800 | 21.3 | 208,100 | 10.0 | 2,091,100 | 100 |
| Urban City and Town | 2,280,900 | 22.7 | 3,157,600 | 31.4 | 2,652,600 | 26.4 | 1,965,200 | 19.5 | 10,056,300 | 100 |
| Urban Conurbation | 1,021,800 | 11.6 | 2,647,800 | 30.1 | 2,278,500 | 25.9 | 2,838,700 | 32.3 | 8,786,700 | 100 |

¹ figure rounded to the nearest 100

Sources:

Data sourced from ONS 2019 release on *Leasehold and freehold residential property transactions in England and Wales: 2018*, where both [freehold dataset](#) and [leasehold dataset](#) have been combined for this analysis.

Additional information and analysis can be found with the ONS' accompanying [publication](#)

The analysis on 2011 Census is drawn from the *2011 Census results for Rural England* [publication](#)

Notes:

The Middle layer Super Output Area (MSOA) Rural-Urban Classification (RUC), while a small area geography is an aggregation of smaller rural-urban geographies into a single rural-urban figure. As such, some generalisation occurs in these statistics.

These statistics aggregate multiple MSOA classifications together, producing a reduced number of classifications for comparison.

Large numbers rounded to nearest 10, unless otherwise stated.

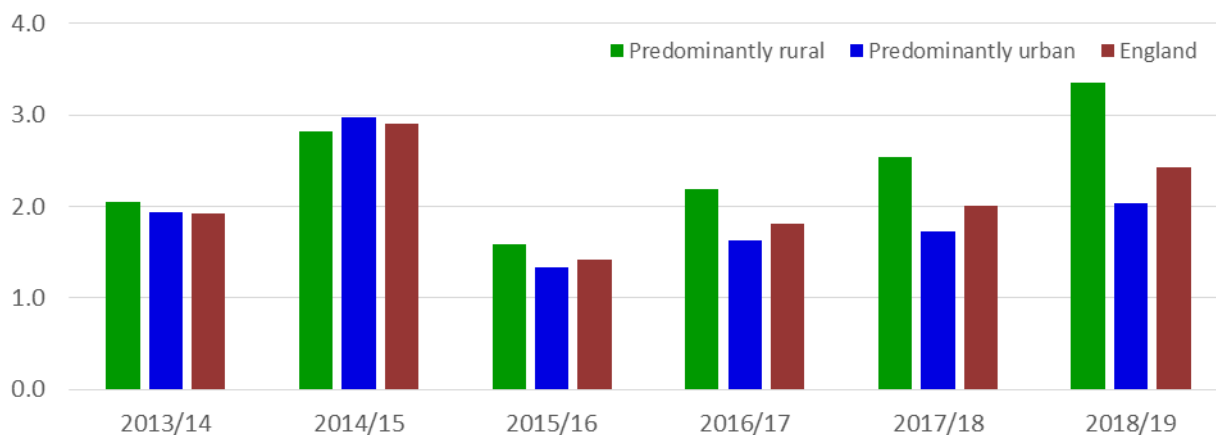
The 2008/09 housing market related recession helps explain the very low number of transactions, and subsequent rise in number of transactions, for the 10 year time series'.

Additions to affordable housing stock

In this section, affordable housing refers to housing units provided to specified eligible households whose needs are not met by the market¹. This definition is in line with the National Planning Policy Framework, published 27 March 2012². Affordable housing can be affordable rented housing (where rent is <80% of market rate), London affordable rented housing (rent is set by GLA), social rented housing (where rents are determined by national rent regime or an equivalent rental agreement) and intermediate housing (includes intermediate rent, affordable home ownership and shared ownership).

Data used in this section are at Local Authority level. Caution should be used when considering these results as the data do not distinguish where within an authority the affordable housing has been provided such that affordable housing could be within the urban areas of predominantly rural Local Authorities and vice versa. It should be also noted that rural areas are less densely populated than urban areas, and therefore when calculating rates of affordable housing provision per household these rates are likely to be higher in rural areas.

Additions to affordable housing stock per 1,000 households, by Local Authority Classification, in England, 2013/14 to 2018/19



- In 2018/19 there were 3.4 additions to affordable housing stock per 1,000 households in predominantly rural areas, compared with 2.0 additions per 1,000 households in predominantly urban areas.
- The total number of additions to affordable housing stock were 16,770 in predominantly rural areas and 31,710 in predominantly urban areas.

Additions to affordable housing stock, by Local Authority Classification, in England, 2013/14 to 2018/19

| | 2013/14 | | 2014/15 | | 2015/16 | | 2016/17 | | 2017/18 | | 2018/19 | |
|------------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|---------|----------------------------|
| | Number | Per 1,000 HHs ¹ | Number | Per 1,000 HHs ¹ | Number | Per 1,000 HHs ¹ | Number | Per 1,000 HHs ¹ | Number | Per 1,000 HHs ¹ | Number | Per 1,000 HHs ¹ |
| Urban with Major Conurbation | 17,090 | 2.2 | 27,300 | 3.4 | 10,980 | 1.4 | 13,490 | 1.6 | 14,840 | 1.8 | 16,280 | 1.9 |
| Urban with Minor Conurbation | 1,120 | 1.2 | 1,630 | 1.8 | 1,180 | 1.3 | 1,070 | 1.2 | 1,080 | 1.2 | 1,020 | 1.1 |
| Urban with City and Town | 10,310 | 1.7 | 15,470 | 2.6 | 8,050 | 1.3 | 10,230 | 1.7 | 10,750 | 1.7 | 14,410 | 2.3 |
| Urban with Significant Rural | 4,740 | 1.6 | 7,940 | 2.7 | 4,680 | 1.6 | 6,470 | 2.1 | 7,910 | 2.6 | 9,000 | 2.9 |
| Largely Rural | 5,400 | 2.0 | 7,650 | 2.8 | 4,230 | 1.5 | 5,700 | 2.0 | 6,570 | 2.3 | 9,240 | 3.2 |
| Mainly Rural | 4,420 | 2.2 | 5,950 | 2.9 | 3,460 | 1.7 | 5,020 | 2.4 | 5,980 | 2.8 | 7,530 | 3.5 |
| Predominantly urban | 28,520 | 1.9 | 44,400 | 3.0 | 20,210 | 1.3 | 24,790 | 1.6 | 26,670 | 1.7 | 31,710 | 2.0 |
| Predominantly rural | 9,820 | 2.1 | 13,600 | 2.8 | 7,690 | 1.6 | 10,710 | 2.2 | 12,550 | 2.5 | 16,770 | 3.4 |
| England | 43,080 | 1.9 | 65,930 | 2.9 | 32,580 | 1.4 | 41,980 | 1.8 | 47,120 | 2.0 | 57,490 | 2.4 |

¹ Households

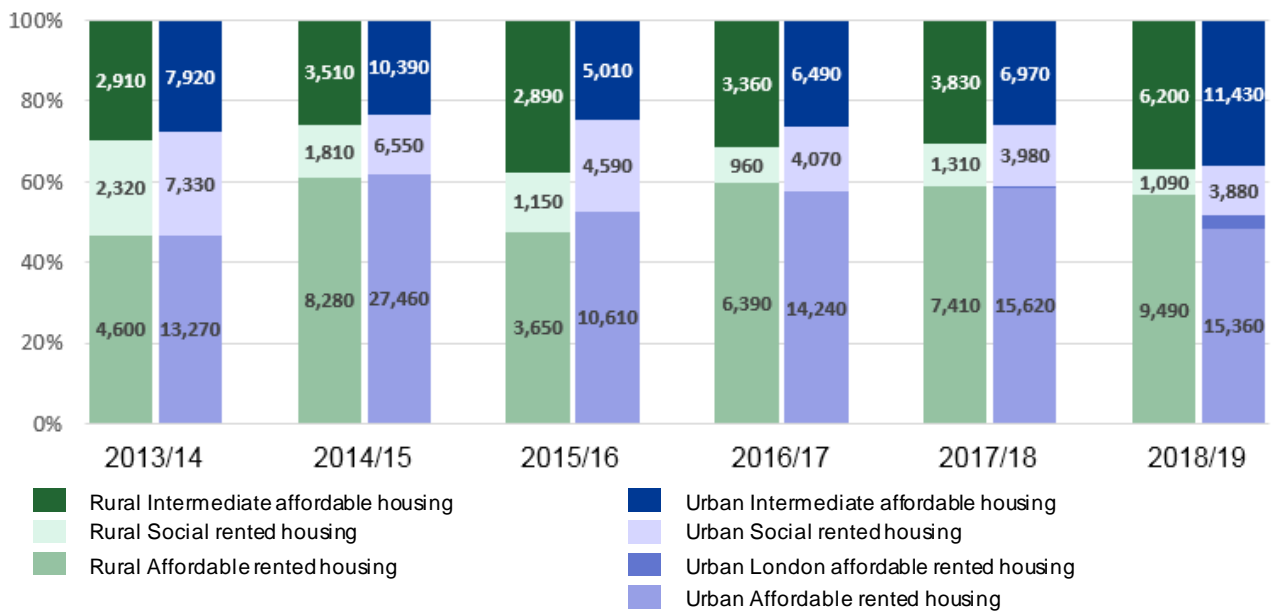
Notes:

¹ Can include traveller pitches, and bed spaces when describing a shared dwelling such as a hostel.

² www.gov.uk/government/publications/national-planning-policy-framework-2

Source: Ministry of Housing, Communities & Local Government, live tables on affordable housing supply, Table 1008C, <https://www.gov.uk/government/statistical-data-sets/live-tables-on-affordable-housing-supply>

Proportion of additions to affordable housing stock by type of affordable housing, by Local Authority Classification, in England, 2013/14 to 2018/19



- *Affordable rented housing* is the largest share of affordable housing in both rural and urban areas across all years. In 2018/19, the *affordable rented housing* share is 57 per cent and 48 per cent respectively.
- *Intermediate affordable housing* provides a larger share of the affordable housing in rural areas than urban areas, in all years 2013/14 to 2018/19.

Additions to affordable housing stock by type of affordable housing, by Local Authority Classification, in England, 2013/14 to 2018/19

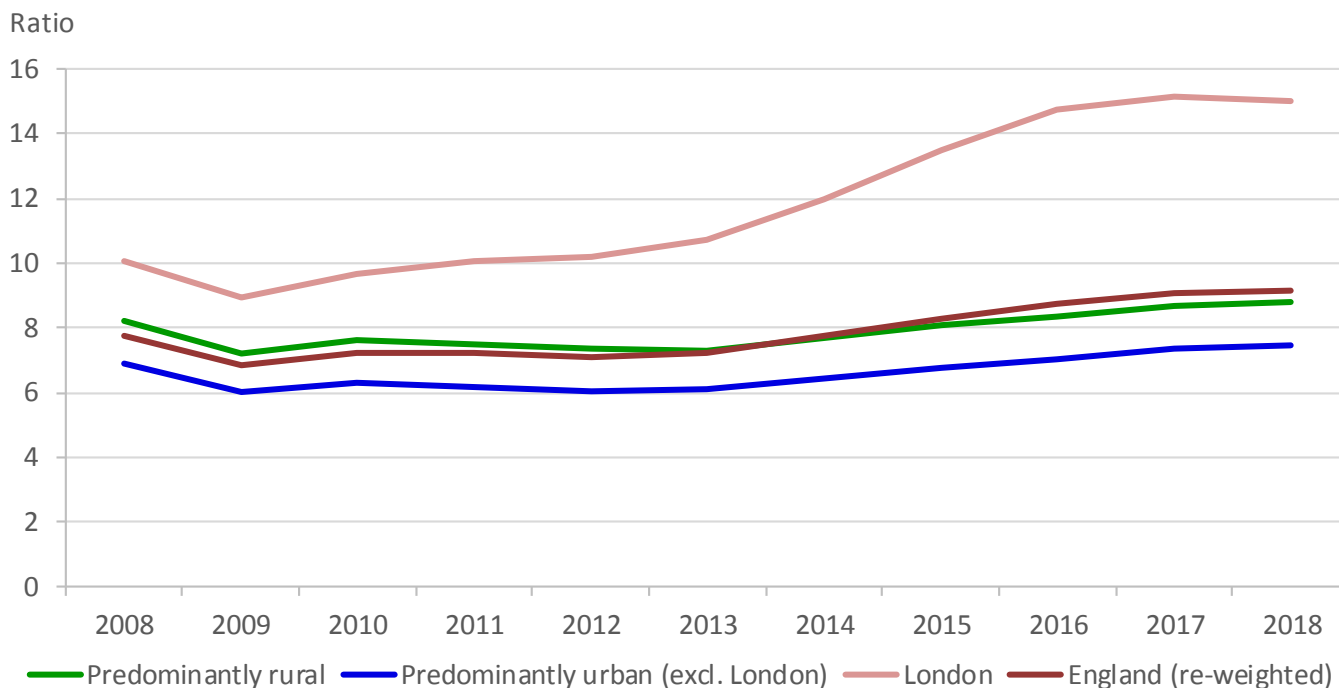
| | 2013/14 | | 2014/15 | | 2015/16 | | 2016/17 | | 2017/18 | | 2018/19 | |
|----------------------------------|---------|-----|---------|-----|---------|-----|---------|-----|---------|-----|---------|-----|
| | Number | % | Number | % | Number | % | Number | % | Number | % | Number | % |
| Rural | 9,820 | 100 | 13,600 | 100 | 7,690 | 100 | 10,710 | 100 | 12,550 | 100 | 16,770 | 100 |
| Affordable Rented Housing | 4,600 | 47 | 8,280 | 61 | 3,650 | 47 | 6,390 | 60 | 7,410 | 59 | 9,490 | 57 |
| Social Rented Housing | 2,320 | 24 | 1,810 | 13 | 1,150 | 15 | 960 | 9 | 1,310 | 10 | 1,090 | 6 |
| Intermediate Affordable Housing | 2,910 | 30 | 3,510 | 26 | 2,890 | 38 | 3,360 | 31 | 3,830 | 30 | 6,200 | 37 |
| Urban | 28,520 | 100 | 44,400 | 100 | 20,210 | 100 | 24,790 | 100 | 26,670 | 100 | 31,680 | 100 |
| Affordable Rented Housing | 13,270 | 47 | 27,460 | 62 | 10,610 | 53 | 14,240 | 57 | 15,620 | 59 | 15,360 | 48 |
| London Affordable Rented Housing | - | - | - | - | - | - | - | - | 100 | 0.4 | 1,000 | 3 |
| Social Rented Housing | 7,330 | 26 | 6,550 | 15 | 4,590 | 23 | 4,070 | 16 | 3,980 | 15 | 3,880 | 12 |
| Intermediate Affordable Housing | 7,920 | 28 | 10,390 | 23 | 5,010 | 25 | 6,490 | 26 | 6,970 | 26 | 11,430 | 36 |

Notes: Descriptions on the different types of affordable housing can be found in [MHCLG's Housing Statistics Glossary](#)
Source: Ministry of Housing, Communities & Local Government, live tables on affordable housing supply, Affordable Housing Supply Open Data, <https://www.gov.uk/government/statistical-data-sets/live-tables-on-affordable-housing-supply>

Housing and accommodation affordability

Housing affordability

House prices as a multiple of earnings: ratio of lower quartile house prices to lower quartile earnings (residence-based), by Local Authority Classification, in England, 2008 to 2018



- 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 2018, in *predominantly rural areas* the average lower quartile house price was 8.8 times the average lower quartile earnings, compared with 7.5 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.

House prices as a multiple of earnings: ratio of lower quartile house prices to lower quartile residence-based earnings, by Local Authority Classification, in England, 2008 to 2018

| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------------------------|------|------|------|------|------|------|------|------|------|------|------|
| London | 10.1 | 8.9 | 9.6 | 10.1 | 10.2 | 10.7 | 12.0 | 13.5 | 14.7 | 15.1 | 15.0 |
| Urban with major conurbation | 6.4 | 5.6 | 5.8 | 5.6 | 5.5 | 5.5 | 5.8 | 6.0 | 6.2 | 6.4 | 6.6 |
| Urban with minor conurbation | 5.7 | 5.0 | 5.2 | 4.9 | 4.8 | 4.9 | 5.2 | 5.3 | 5.4 | 5.5 | 5.5 |
| Urban with city and town | 7.4 | 6.5 | 6.9 | 6.7 | 6.7 | 6.7 | 7.1 | 7.6 | 8.0 | 8.3 | 8.4 |
| Urban with significant rural | 8.0 | 7.1 | 7.5 | 7.5 | 7.3 | 7.5 | 7.8 | 8.2 | 8.7 | 9.0 | 9.2 |
| Largely rural | 7.9 | 6.9 | 7.3 | 7.2 | 7.0 | 7.0 | 7.3 | 7.8 | 8.0 | 8.3 | 8.5 |
| Mainly rural | 8.7 | 7.6 | 8.1 | 8.0 | 7.8 | 7.7 | 8.2 | 8.4 | 8.7 | 9.1 | 9.1 |
| Predominantly urban (excl. London) | 6.9 | 6.0 | 6.3 | 6.2 | 6.1 | 6.1 | 6.4 | 6.8 | 7.0 | 7.4 | 7.5 |
| Predominantly rural | 8.2 | 7.2 | 7.7 | 7.5 | 7.4 | 7.3 | 7.7 | 8.1 | 8.3 | 8.6 | 8.8 |
| England (re-weighted) | 7.8 | 6.8 | 7.3 | 7.2 | 7.1 | 7.2 | 7.7 | 8.3 | 8.7 | 9.1 | 9.1 |

- 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)*. Since 2015 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 count projections published by the ONS 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

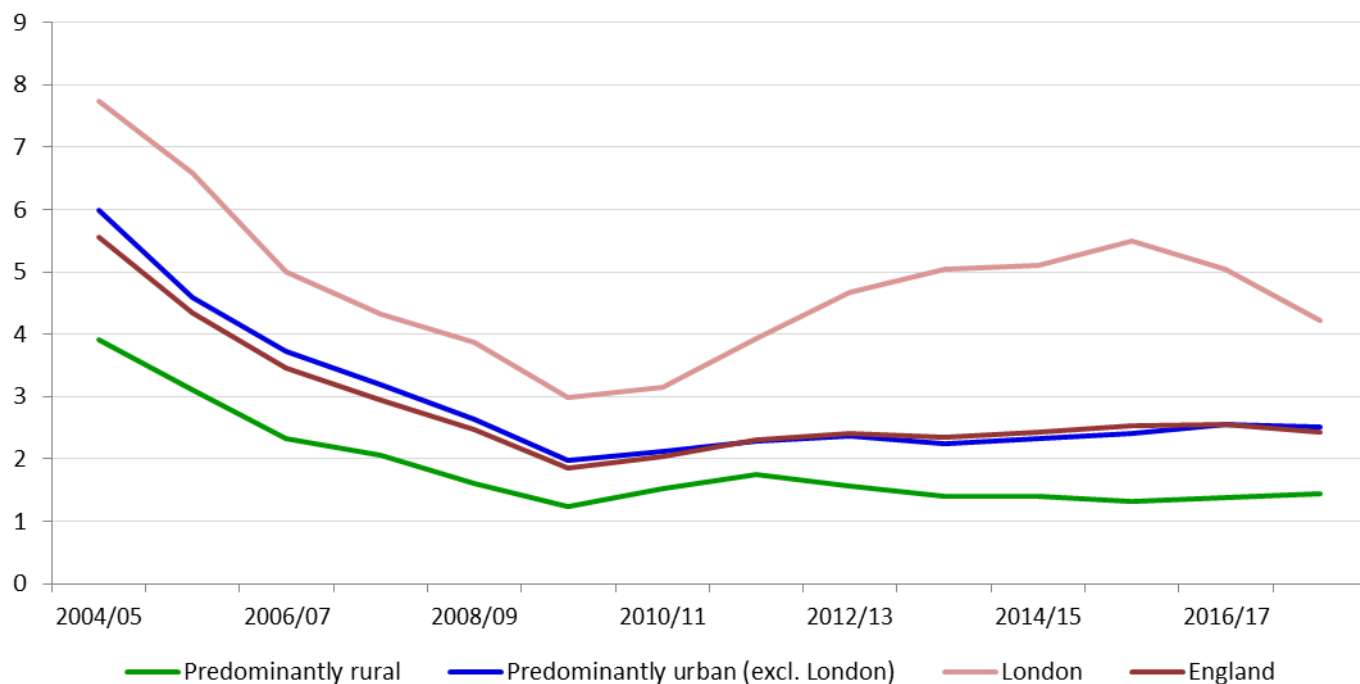
www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoresidencebasedearningslowerquartileandmedian

Rents

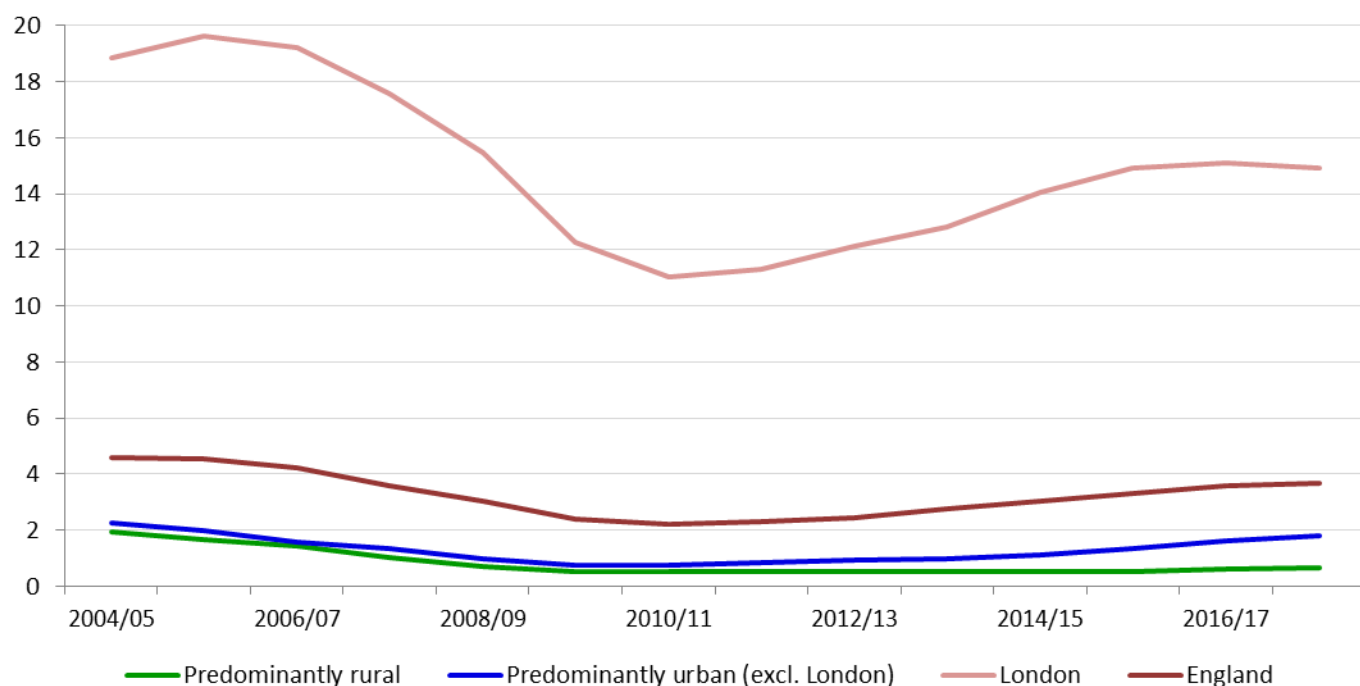
There are currently no figures for comparing rents between rural and urban areas. Previous analysis on rents with private rental providers was providing a very limited and partial perspective and has been removed until such time as it is possible to produce more comprehensive analysis of rents.

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 2017/18



Households in temporary accommodation per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2017/18



- In 2017/18 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 1.8 in *predominantly urban areas (excluding London)* and 0.7 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 small 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, 2010/11 to 2017/18

| | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| London | 3.1 | 3.9 | 4.7 | 5.0 | 5.1 | 5.5 | 5.0 | 4.2 |
| Urban with major conurbation | 2.5 | 2.6 | 2.7 | 2.4 | 2.4 | 2.6 | 2.7 | 2.7 |
| Urban with minor conurbation | 2.3 | 2.7 | 2.3 | 1.8 | 1.5 | 1.6 | 1.7 | 1.9 |
| Urban with city and town | 1.8 | 2.0 | 2.1 | 2.2 | 2.4 | 2.4 | 2.6 | 2.5 |
| Urban with significant rural | 1.2 | 1.5 | 1.3 | 1.2 | 1.3 | 1.5 | 1.5 | 1.5 |
| Largely Rural | 1.5 | 1.8 | 1.6 | 1.5 | 1.5 | 1.3 | 1.4 | 1.4 |
| Mainly Rural | 1.5 | 1.7 | 1.5 | 1.3 | 1.3 | 1.3 | 1.3 | 1.5 |
| Predominantly urban (excl London) | 2.1 | 2.3 | 2.4 | 2.2 | 2.3 | 2.4 | 2.5 | 2.5 |
| Predominantly rural | 1.5 | 1.7 | 1.6 | 1.4 | 1.4 | 1.3 | 1.4 | 1.4 |
| England | 2.0 | 2.3 | 2.4 | 2.3 | 2.4 | 2.5 | 2.6 | 2.4 |

Households in temporary accommodation per 1,000 Households, by Local Authority Classification, in England, 2010/11 to 2017/18

| | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| London | 11.1 | 11.3 | 12.2 | 12.8 | 14.0 | 14.9 | 15.1 | 14.9 |
| Urban with major conurbation | 0.5 | 0.6 | 0.7 | 0.7 | 0.8 | 1.0 | 1.3 | 1.5 |
| Urban with minor conurbation | 0.4 | 0.4 | 0.4 | 0.3 | 0.4 | 0.3 | 0.5 | 0.6 |
| Urban with city and town | 1.0 | 1.1 | 1.2 | 1.3 | 1.5 | 1.8 | 2.0 | 2.2 |
| Urban with significant rural | 0.6 | 0.6 | 0.7 | 0.7 | 0.8 | 0.9 | 1.0 | 1.0 |
| Largely Rural | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.6 | 0.6 |
| Mainly Rural | 0.7 | 0.7 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.7 |
| Predominantly urban (excl London) | 0.7 | 0.9 | 0.9 | 1.0 | 1.1 | 1.3 | 1.6 | 1.8 |
| Predominantly rural | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.6 | 0.7 |
| England | 2.2 | 2.3 | 2.4 | 2.8 | 3.1 | 3.3 | 3.6 | 3.7 |

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

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.

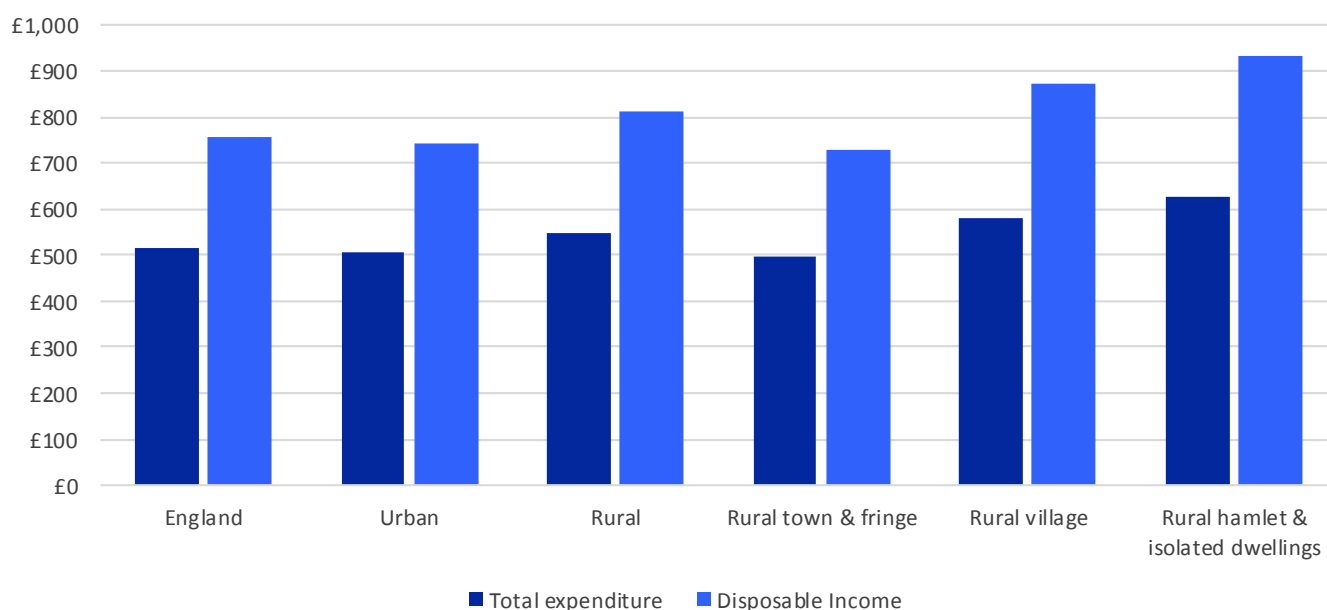
Source: Department for Communities and Local Government, Live tables on homelessness: table 784 Local authorities' action under the homelessness provisions of the Housing Acts: www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness

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.
- As of March 2018, households in *rural hamlets & isolated dwellings* had both the highest disposable incomes, and the highest levels of expenditure. Households in *rural town & fringe* areas had the lowest levels of both expenditure and disposable income.
- The measure of average weekly household expenditure excludes mortgage payments. Please see the notes at the end of the section for further detail on this.

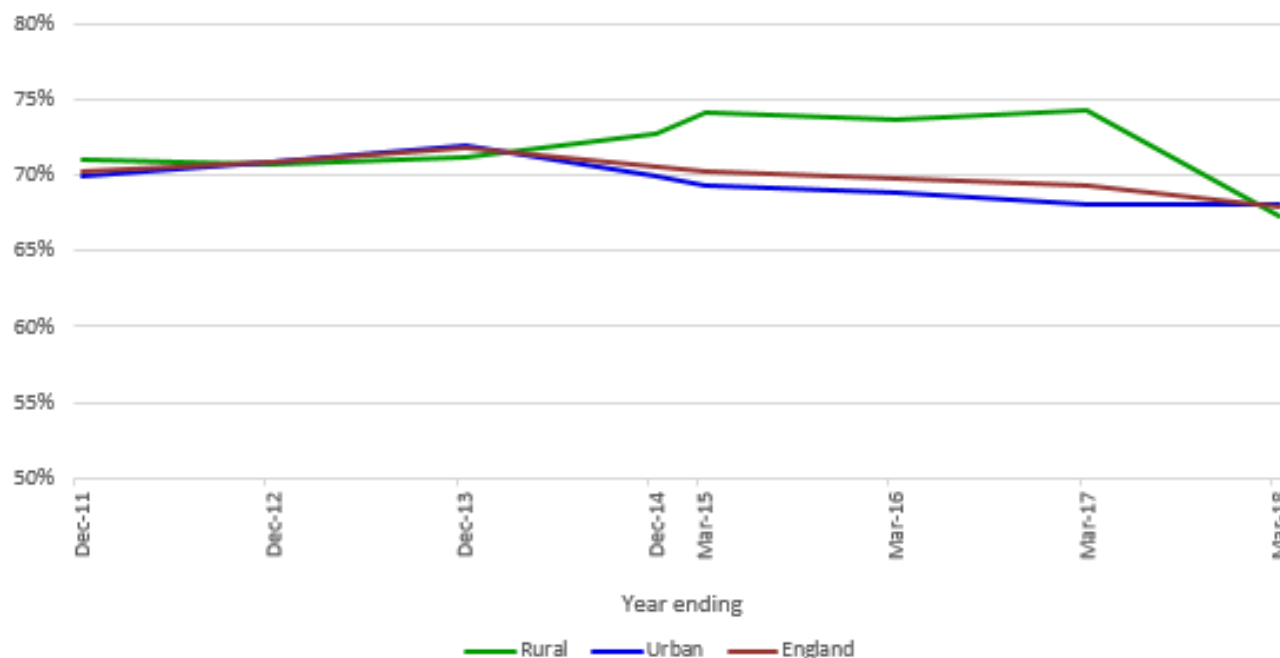
Nominal expenditure and disposable income

Average weekly household expenditure (excluding mortgage payments) and disposable income, rural-urban classification, England, year ending March 2018



- Households in *rural hamlets and isolated dwellings* have the highest disposable incomes at £930 on average, which is around £189 more than the *urban* average. However, they also have the highest weekly household expenditure at £625 on average, £121 higher than *urban* households (household expenditure excludes mortgage payments).
- In the year ending March 2018, average household expenditure as a proportion of disposable income ranges from the lowest at 67 per cent in *rural villages* to the highest at 68 per cent in *rural town and fringe* and *urban* areas (household expenditure excludes mortgage payments).

Average weekly expenditure (excluding mortgage payments) as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2011 to March 2018



Note: The reporting period for weekly expenditure and income changed at the end of 2014 and moved from calendar year (ending December) to financial year (end March). All other variables stayed the same.

- As of December 2011, average weekly expenditure (excludes mortgage payments) as a percentage of average weekly disposable income was highest in *rural villages and rural hamlet and isolated dwellings* at 71 per cent. It was lowest in *urban* areas at 70 per cent.
- Since December 2011 there has been some fluctuation in the relationship between average income and average expenditure in both rural and urban areas. However, in March 2018 average weekly expenditure (excludes mortgage payments) as a percentage of average weekly disposable income was lowest in *rural* areas and highest in *urban* areas.
- Historically, between the year-ending December 2014 and March 2017, the average weekly expenditure (excludes mortgage payments) as a percentage of average weekly disposable income has been consistently higher in *rural* areas than *urban* areas.
- From year-ending March 2017 to year-ending March 2018, there was a large decrease in expenditure as a percentage of disposable income for rural areas. The largest change of weekly expenditure on a commodity or service was for transport costs, in particular due to lower spend on vehicle purchases.

Average weekly expenditure (excluding mortgage payments) as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2011 to March 2018

| | Dec-11 | Dec-12 | Dec-13 | Dec-14 | Mar-15 | Mar-16 | Mar-17 | Mar-18 |
|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Rural | 71.1 | 70.8 | 71.2 | 72.8 | 74.2 | 73.8 | 74.3 | 67.3 |
| Rural town & fringe | 70.3 | 68.7 | 68.7 | 73.4 | 73.7 | 73.8 | 74.8 | 68.1 |
| Rural villages | 71.0 | 73.0 | 68.3 | 72.3 | 75.4 | 74.0 | 73.8 | 66.6 |
| Rural hamlet & isolated dwellings | 71.0 | 68.4 | 74.7 | 72.3 | 71.7 | 72.8 | 73.8 | 67.2 |
| Urban | 69.9 | 71.0 | 72.0 | 69.9 | 69.3 | 68.9 | 68.2 | 68.1 |
| England | 70.2 | 70.9 | 71.9 | 70.5 | 70.3 | 69.9 | 69.3 | 67.9 |

Expenditure on commodity or service groups

Average weekly household expenditure (excluding mortgage payments), as a percentage of disposable income, rural-urban classification, England, year ending March 2018

| Commodity or Service | England | | Urban | | Rural | | Rural town & fringe | | Rural village | | Rural hamlet & isolated dwellings | |
|---|------------------|----------------|------------------|----------------|------------------|----------------|---------------------|----------------|------------------|----------------|-----------------------------------|------------------|
| | (£) ¹ | % ² | (£) ¹ | % ² | (£) ¹ | % ² | (£) ¹ | % ² | (£) ¹ | % ² | (£) ¹ | % ² |
| Housing, water & fuels (excl.mortgages) | 79.50 | 10.5 | 82.20 | 11.1 | 68.90 | 8.5 | 67.60 | 9.3 | 67.90 | 7.8 | 76.30 | 8.2 |
| Transport costs | 83.40 | 11.0 | 78.60 | 10.6 | 101.90 | 12.5 | 86.00 | 11.8 | 108.30 | 12.4 | 139.20 | 15.0 |
| Recreation | 76.80 | 10.2 | 73.80 | 10.0 | 88.10 | 10.8 | 80.00 | 11.0 | 91.10 | 10.4 | 107.80 | 11.6 |
| Food & non-alcoholic beverage | 61.80 | 8.2 | 61.10 | 8.2 | 64.30 | 7.9 | 60.10 | 8.3 | 66.90 | 7.7 | 70.90 | 7.6 |
| Restaurants and hotels | 51.90 | 6.9 | 51.80 | 7.0 | 52.60 | 6.5 | 49.60 | 6.8 | 55.90 | 6.4 | 53.60 | 5.8 |
| Miscellaneous goods and services | 45.20 | 6.0 | 44.80 | 6.0 | 46.70 | 5.7 | 42.10 | 5.8 | 50.50 | 5.8 | 51.50 | 5.5 |
| Furnishings & household equipment | 42.30 | 5.6 | 40.40 | 5.5 | 49.80 | 6.1 | 48.80 | 6.7 | 52.80 | 6.1 | 44.40 | 4.8 |
| Clothing and footwear | 24.90 | 3.3 | 25.50 | 3.4 | 22.80 | 2.8 | 18.90 | 2.6 | 27.10 | 3.1 | 23.60 | 2.5 |
| Communication | 17.90 | 2.4 | 17.80 | 2.4 | 18.30 | 2.3 | 17.20 | 2.4 | 19.10 | 2.2 | 19.50 | 2.1 |
| Alcoholic beverages and tobacco | 12.40 | 1.6 | 11.70 | 1.6 | 15.00 | 1.8 | 13.90 | 1.9 | 15.40 | 1.8 | 17.70 | 1.9 |
| Education ^a | 10.00 | 1.3 | 10.20 | 1.4 | 9.10 | 1.1 | 5.30 | 0.7 | 12.30 | 1.4 | ^a 12.70 | ^a 1.4 |
| Health expenditure | 7.30 | 1.0 | 6.70 | 0.9 | 9.50 | 1.2 | 6.40 | 0.9 | 13.50 | 1.5 | 8.20 | 0.9 |
| Total expenditure, and expenditure as a % of disposable income | 513.40 | 67.9 | 504.60 | 68.1 | 547.00 | 67.3 | 495.90 | 68.1 | 580.80 | 66.6 | 625.40 | 67.2 |

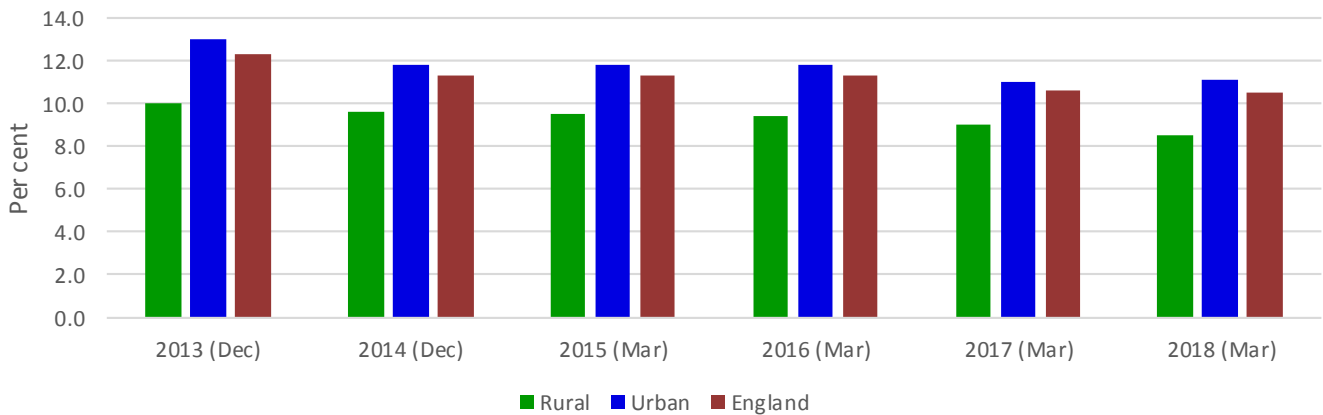
¹ Expenditure as a value (£)

² Expenditure as a percentage of disposable income

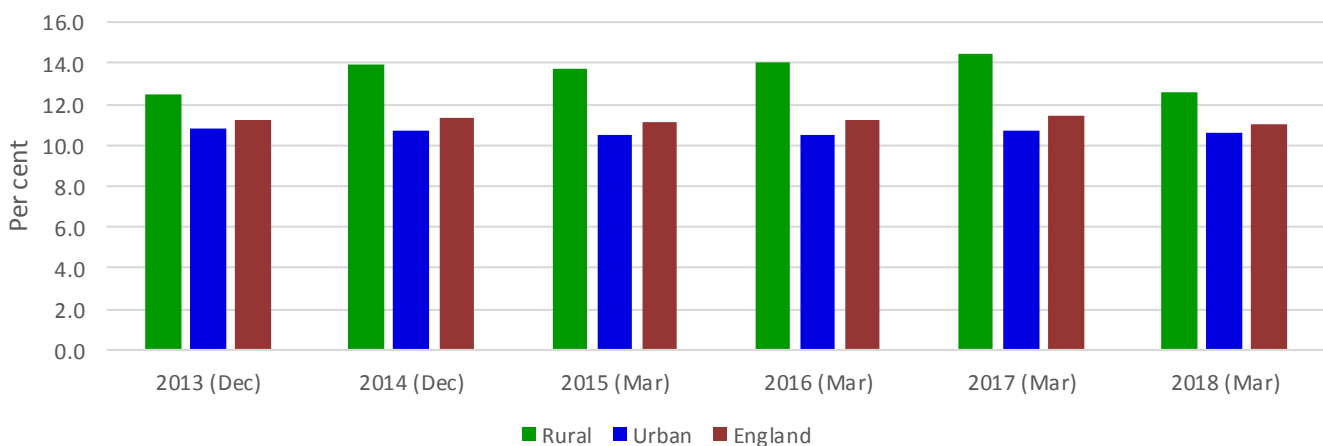
^a The level of spending on education by households in rural hamlet & isolated dwellings should be used with caution, as they are based on a sample of less than 20 households.

- 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 the year ending March 2018, average weekly transport costs for those in *rural hamlets and isolated dwellings* were around £139 which accounted for 15.0 per cent of their weekly disposable income, which was £61 higher than for *urban* areas.
- Total expenditure as a percentage of disposable income is highest in *rural town & fringe* and *urban* areas at 68 per cent.
- The amount spent on commodities and services (such as food and recreation) 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.

Average weekly housing, water & fuels expenditure (excluding mortgage payments) as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2013 to March 2018



Average weekly expenditure on transport costs as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2013 to March 2018



- Average weekly expenditure on housing, (excludes mortgage payments), and transport represent the two biggest expenditure items for *urban* and *rural* areas respectively.
- Average weekly expenditure on housing (excludes mortgage payments), water and fuels (as a percentage of average weekly disposable income) has declined in *rural* areas between 2017 and 2018, while *urban* areas have remained fairly static. The same is true for transport costs.

Notes:

1. Average weekly expenditure does not include mortgage payments. Data come from the ONS Living Costs and Food Survey which uses the Classification Of Individual Consumption by Purpose (COICOP) system to classify expenditure items. COICOP is an internationally agreed system of classification for reporting consumption expenditure within National Accounts and is used by other household budget surveys across the European Union. COICOP classified housing costs do not include what is considered to be non-consumption expenditure, for example: mortgage interest payments, mortgage capital repayments, mortgage protection premiums, council tax and domestic rates.

2. 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.

3. 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.

Source: Office for National Statistics, Living Costs and Food Survey:

www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/incomeandwealth/methodologies/livingcostsandfoodsurvey)

Deprivation

Index of multiple deprivation

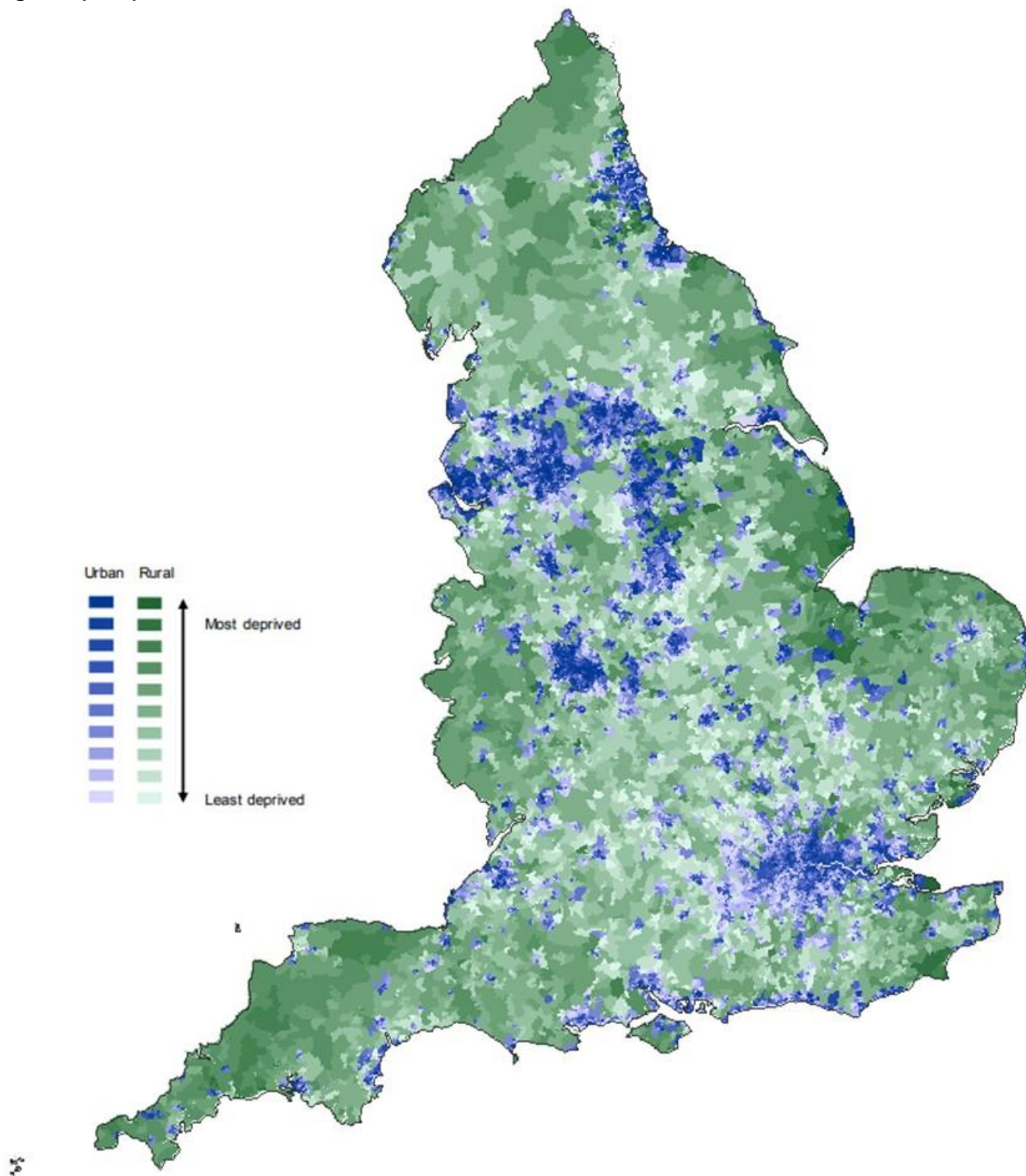
- The Index of Multiple Deprivation¹ is compiled by the Ministry of Housing, Communities and Local Government (MHCLG).
- It is an overall measure of deprivation that is based on seven domains of deprivation:
 - Income deprivation (including income deprivation affecting children and older people)
 - Employment deprivation
 - Education, skills and training deprivation
 - Health deprivation and disability
 - Crime
 - Barriers to housing and services
 - Living environment deprivation
- MHCLG state that “It is important to note that these statistics are a measure of relative deprivation, not affluence, and to recognise that not every person in a highly deprived area will themselves be deprived. Likewise, there will be some deprived people living in the least deprived areas”.
- This could be particularly the case in rural areas where the underlying area used to determine the index will be much more geographically spread out than in urban areas. This means that that small areas of deprivation are less likely to be identifiable amid a relatively affluent area. In urban areas deprivation is more likely to be concentrated in an area and hence more easily reflected in the index.

- Overall rural areas tend to be less deprived than urban ones.
 - 12 per cent of people living in urban areas are in areas that are within the most deprived 10 per cent of the Index of Multiple Deprivation, compared with just 1 per cent of people living in rural areas.
 - The proportion of the urban population in the most deprived 40 per cent of areas is higher than the proportion of the rural population.
- There is variation within rural areas however:
 - Whilst 18 per cent of people living in *rural town and fringe* areas are in the least deprived 10 per cent, just 4 per cent of those living in *rural village and dispersed* areas are and this falls to less than 1 per cent for *rural village and dispersed areas in a sparse setting*.
 - However, at this level, the data available are less likely to identify deprivation amid an area that is relatively less deprived overall.

¹ The Index of Multiple Deprivation was last produced in 2015 see www.gov.uk/government/collections/english-indices-of-deprivation.

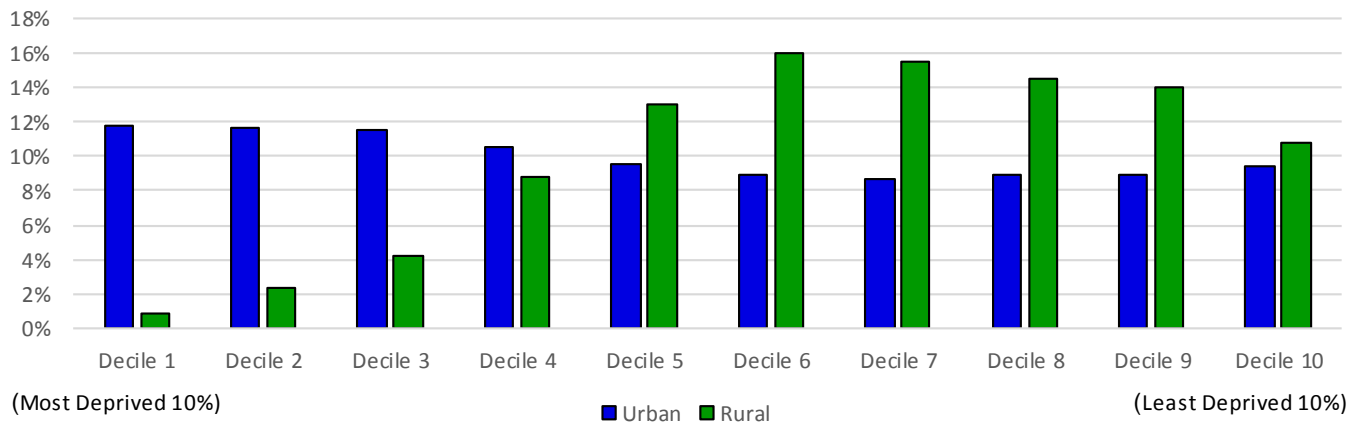
Deprivation by Lower Super Output Area (LSOA) ²

Index of Multiple Deprivation (IMD) deciles, by Lower Super Output Area² and rural-urban classification, in England (2019)



Source: MHCLG and Defra analysis

Proportion of the population within each decile of the Index of Multiple Deprivation, by rural-urban classification, England, 2019



Proportion of the population within each decile of the Index of Multiple Deprivation, by rural-urban classification, England, 2019

| Decile | Most Deprived | | | | | | | Least Deprived | | |
|---|---------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Urban major conurbation | 14% | 15% | 14% | 11% | 10% | 8% | 8% | 8% | 7% | 5% |
| Urban minor conurbation | 20% | 14% | 11% | 9% | 9% | 9% | 8% | 7% | 7% | 6% |
| Urban city and town | 9% | 9% | 10% | 10% | 9% | 9% | 10% | 10% | 11% | 13% |
| Urban city and town in a sparse setting | 13% | 11% | 14% | 17% | 16% | 7% | 7% | 8% | 8% | <1% |
| Rural town and fringe | 2% | 4% | 5% | 7% | 10% | 12% | 12% | 13% | 18% | 18% |
| Rural town and fringe in a sparse setting | 1% | 2% | 12% | 17% | 20% | 18% | 11% | 9% | 9% | 1% |
| Rural village and dispersed | <1% | 1% | 3% | 9% | 16% | 21% | 20% | 17% | 10% | 4% |
| Rural village and dispersed in a | <1% | 1% | 13% | 33% | 25% | 14% | 10% | 5% | 1% | <1% |
| Urban | 12% | 12% | 12% | 11% | 10% | 9% | 9% | 9% | 9% | 9% |
| Rural | 1% | 2% | 4% | 9% | 13% | 16% | 15% | 14% | 14% | 11% |

Notes:

¹ Analysis is based on the Index of Multiple Deprivation 2019, which is based on the English indices of deprivation 2019. www.gov.uk/government/collections/english-indices-of-deprivation. The indices are derived for Lower Super Output Areas.

² A Lower Super Output Area (LSOA) is a geographic area built up from groups of census output areas. LSOAs were developed (along with Middle Super Output Areas) to help improve the reporting of small area statistics, allowing for greater precision than reporting at Local Authority level.

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 2017/18, 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 | 17 | 18 | 23 |
| | Working-age people | 13 | 16 | 15 | 21 |
| | Children | 19 | 24 | 23 | 31 |
| | Pensioners | 17 | 14 | 19 | 18 |
| Absolute | Households | 12 | 14 | 14 | 19 |
| | Working-age people | 11 | 14 | 13 | 18 |
| | Children | 13 | 19 | 17 | 27 |
| | Pensioners | 14 | 11 | 14 | 13 |

Relative low income in 2017/18

- The percentage of **households** in rural areas in relative low income was 15 per cent before housing costs and 17 per cent after housing costs. In comparison, the percentage of households in urban areas in relative low income was 18 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 13 per cent before housing costs and 16 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 15 per cent before housing costs and 21 per cent after housing costs.
- The percentage of **children** in rural areas in relative low income was 19 per cent before housing costs, and 24 per cent after housing costs. In comparison, the percentage of children in urban areas in relative low income was 23 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 14 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in relative low income was 19 per cent before housing costs and 18 per cent after housing costs.

Absolute low income in 2017/18

- The percentage of **households** in rural areas in absolute low income was 12 per cent before housing costs and 14 per cent after housing costs. The percentage of households in urban areas in absolute low income was 14 per cent before housing costs and 19 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 14 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 13 per cent before housing costs and 18 per cent after housing costs.
- The percentage of **children** in rural areas in absolute low income was 13 per cent before housing costs and 19 per cent after housing costs. In comparison, the percentage of children in urban areas in absolute low income was 17 per cent before housing costs and 27 per cent after housing costs.
- The percentage of **pensioners** in rural areas in absolute low income was 14 per cent before housing costs and 11 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 2016/17, 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 | 16 | 17 | 18 | 24 |
| | Working-age people | 12 | 16 | 15 | 23 |
| | Children | 14 | 19 | 21 | 34 |
| | Pensioners | 16 | 14 | 18 | 16 |
| Absolute | Households | 13 | 15 | 15 | 22 |
| | Working-age people | 10 | 14 | 13 | 20 |
| | Children | 11 | 16 | 17 | 29 |
| | Pensioners | 14 | 11 | 15 | 14 |

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 2016/17 and 2017/18, 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 (—). Multiple arrows (↑↑, ↓↓) indicate a change of ±3.0 percentage points or more.

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 2016/17 and 2017/18

In rural areas:

- The percentage of children in relative low income, before or after housing costs, has seen a strong increase.
- The percentage of people in relative low income, before housing costs, increased slightly for pensioners and working age people, but remained stable after housing costs.
- For working-age people and children, the percentage in absolute low income before housing costs increased, and for children the percentage increased strongly, after housing costs.

In urban areas:

- The percentages of households, working-age people and children in relative low income after housing costs has decreased.
- The percentages in absolute low income after housing costs decreased for households, working age, children and pensioners.
- While the percentage of pensioners in relative low income, both before and after housing costs, increased, the percentage in absolute low income decreased.

Technical note

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

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

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

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**². DWP also report on measures of 'low income and material deprivation' and 'persistent poverty'.

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

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

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 ± 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

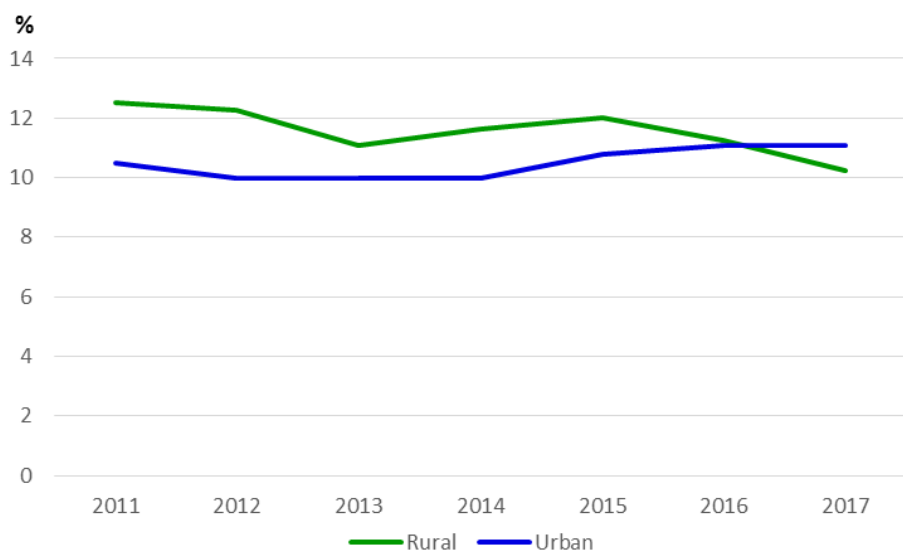
Fuel poverty or being fuel poor is where a household is living on a low income in a home that cannot be kept warm at reasonable cost without bringing their residual income below the poverty threshold.

- There were 2.5 million fuel poor households in England in 2017. Historically fuel poverty was proportionately more prevalent in rural areas. This trend reversed in 2017 with urban areas now having a greater proportion of fuel poor households.
- In 2017, 11 per cent of households in urban areas (2 million) were fuel poor. In rural areas 10 per cent of households (434,000) were fuel poor – this has decreased between 2011 and 2017.
- Homes in rural areas are typically less energy efficient and can be more reliant on potentially more expensive heating fuels.

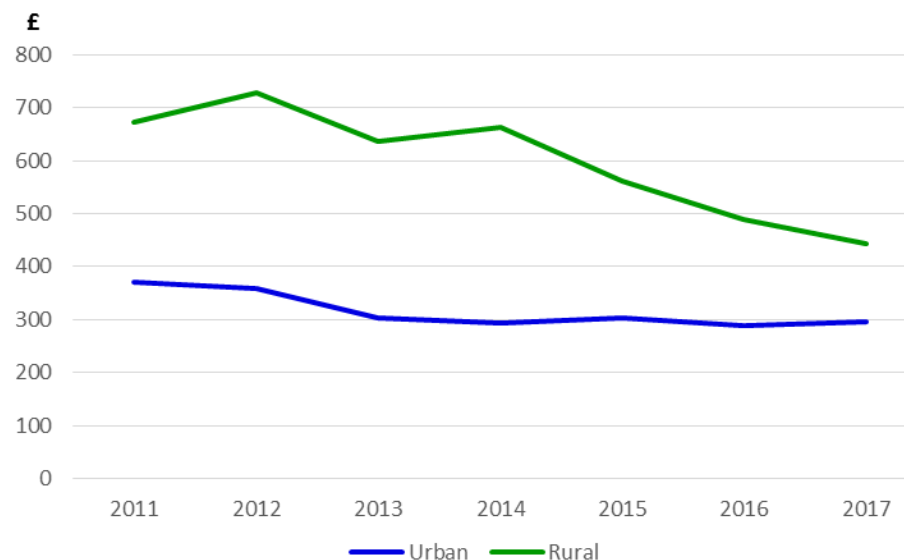
The fuel poverty gap is the additional income which would be needed to bring a household to the point of not being fuel poor.

- Overall the average fuel poverty gap for households that were fuel poor in 2017 was £321. However the average fuel poverty gap for fuel poor households in rural villages, hamlets and isolated dwellings was £571.
- The average fuel poverty gap for both rural and urban households decreased between 2011 and 2017.
- The Fuel Poverty Energy Efficiency Rating (FPEER) is a measure of the energy efficiency of a property. Rural households with the poorest FPEER rating of F or G had an average fuel poverty gap of £1,482 compared with an average fuel poverty gap of £895 for urban households of the same energy rating.

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 | | 2015 | | 2016 | | 2017 | |
|--|------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|
| | % | £ | % | £ | % | £ | % | £ | % | £ | % | £ | % | £ |
| Rural | 13 | 673 | 12 | 728 | 11 | 637 | 12 | 662 | 12 | 561 | 11 | 489 | 10 | 442 |
| Rural town and fringe | 11 | 406 | 10 | 446 | 8 | 346 | 9 | 378 | 11 | 371 | 10 | 333 | 10 | 308 |
| Rural villages, hamlets and isolated dwellings | 14 | 889 | 14 | 943 | 14 | 820 | 14 | 838 | 14 | 726 | 13 | 625 | 11 | 571 |
| Urban | 11 | 371 | 10 | 359 | 10 | 304 | 10 | 294 | 11 | 303 | 11 | 289 | 11 | 296 |
| England | 11 | 438 | 10 | 443 | 10 | 374 | 11 | 371 | 11 | 353 | 11 | 326 | 11 | 321 |

% - 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

Fuel poverty by settlement and fuel poverty energy efficiency rating (FPEER) band 2017

| Rurality | FPEER band | Proportion of households within group (%) | | Number of households (000's) | | Total number of households (000's) | Proportion of fuel poor households (%) | Aggregate fuel poverty gap (£m) | Average fuel poverty gap (£) |
|----------------|------------|---|-------------|------------------------------|--------------|------------------------------------|--|---------------------------------|------------------------------|
| | | Not fuel poor | Fuel poor | Not fuel poor | Fuel poor | | | | |
| Urban | A/B/C | 96.6 | 3.4 | 6,079 | 215 | 6,294 | 8.5 | 35 | 162 |
| | D | 87.8 | 12.2 | 8,879 | 1,234 | 10,113 | 48.7 | 249 | 202 |
| | E | 75.9 | 24.1 | 1,593 | 507 | 2,100 | 20.0 | 209 | 413 |
| | F/G | 68.0 | 32.0 | 301 | 142 | 443 | 5.6 | 127 | 895 |
| | All | 88.9 | 11.1 | 16,853 | 2,098 | 18,951 | 83.0 | 620 | 296 |
| Rural | A/B/C | * | * | 923 | * | 960 | * | * | * |
| | D | 90.5 | 9.5 | 1,724 | 182 | 1,907 | 7.1 | 44 | 242 |
| | E | 81.9 | 18.1 | 714 | 158 | 872 | 6.2 | 61 | 386 |
| | F/G | 89.0 | 11.0 | 452 | 56 | 508 | 2.2 | 83 | 1,482 |
| | All | 89.8 | 10.2 | 3,812 | 434 | 4,247 | 17.1 | 192 | 442 |
| All households | All | 89.1 | 10.9 | 20,665 | 2,532 | 23,197 | 100.0 | 812 | 321 |

* numbers suppressed

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, which are household income, household energy requirements and fuel prices

Fuel Poverty Energy Efficiency Rating (FPEER) is a measure of the energy efficiency of a property based on the Standard Assessment Procedure (SAP) but accounts for policies that directly affect the cost of energy. The FPEER methodology generates a rating between 1 and 100, which is then translated into an energy efficiency Band from G (lowest) to A (highest).

Source: BEIS fuel poverty statistics www.gov.uk/government/collections/fuel-poverty-statistics

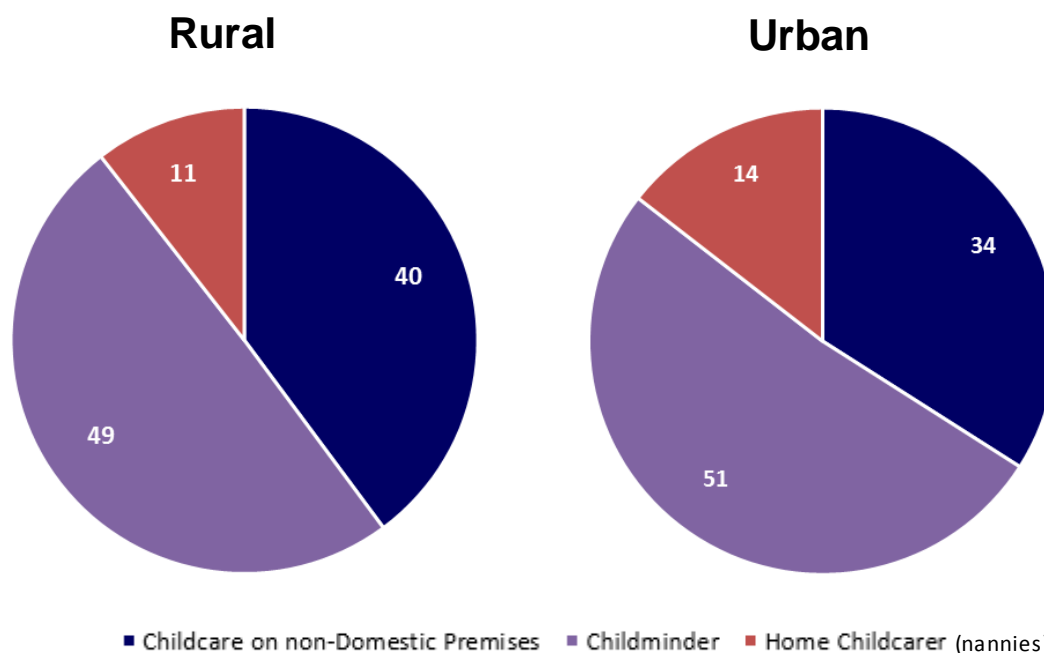
Education and skills

Childcare provision

- The type of childcare provider is proportionally similar in both Rural and Urban areas, with approximately 50 per cent of providers being Childminders in both settings.
- The total number of childcare providers has fallen year-on-year since 2015, especially in Rural areas, where there has been a 18 per cent decline since 2015, compared with 12 per cent in Urban areas.
- Ofsted notes that despite the fall in the number of providers, the number of places has remained stable due to the increase in childcare places offered by non-domestic childcare providers.
- The overall quality of childcare providers has improved in both Rural and Urban areas since 2016. The proportion of providers judged to be Good or Outstanding has increased by 9 per cent in Rural areas and by 10 per cent in Urban areas.

Childcare provider types

Proportion of childcare providers *, by type of provider and by rural urban classification, March 2019, England



- The dominant childcare provider type is Childminding, which comprises approximately 50 per cent of the providers in both Rural and Urban areas.
- In Rural areas Childcare on non-domestic premises is slightly more prevalent than in Urban areas, 6 percentage points higher as a proportion of providers. While, Home Childcare (nannies) is slightly more prevalent in Urban areas, 3 percentage points higher as a proportion of providers.

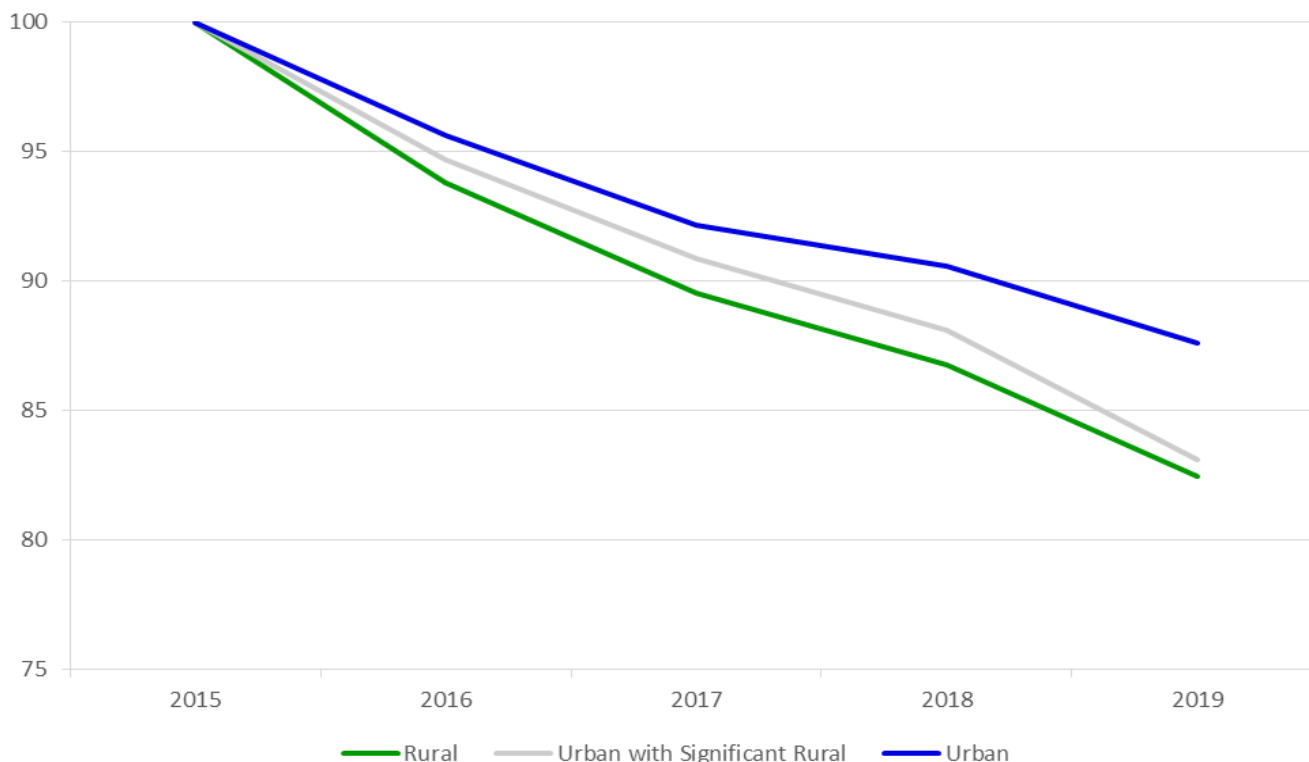
*Domestic Childcare not included as it is less than 1 per cent of total proportion of providers.

Number and percentage of Childcare Providers, by type of provider and by Parliamentary Constituency rural urban classification, March 2019, England

| | Number and percentage of childcare providers | | | | Total Providers |
|---------------------|--|------------------------------------|--------------|--------------------------|-----------------|
| | Childcare on Domestic Premises | Childcare on non-Domestic Premises | Childminders | Home Childcare (nannies) | |
| Predominantly Rural | 59 | 5,893 | 7,335 | 1,560 | 14,847 |
| Predominantly Urban | 136 | 17,931 | 27,110 | 7,626 | 52,803 |
| England | 225 | 27,270 | 38,913 | 9,991 | 76,399 |
| Predominantly Rural | 0.4 | 39.7 | 49.4 | 10.5 | 100 |
| Predominantly Urban | 0.3 | 34.0 | 51.3 | 14.4 | 100 |
| England | 0.3 | 35.7 | 50.9 | 13.1 | 100 |

Number of childcare providers

Index of total number of childcare providers (2015 = 100), by Parliamentary Constituency rural urban classification, March 2015 to March 2019, England



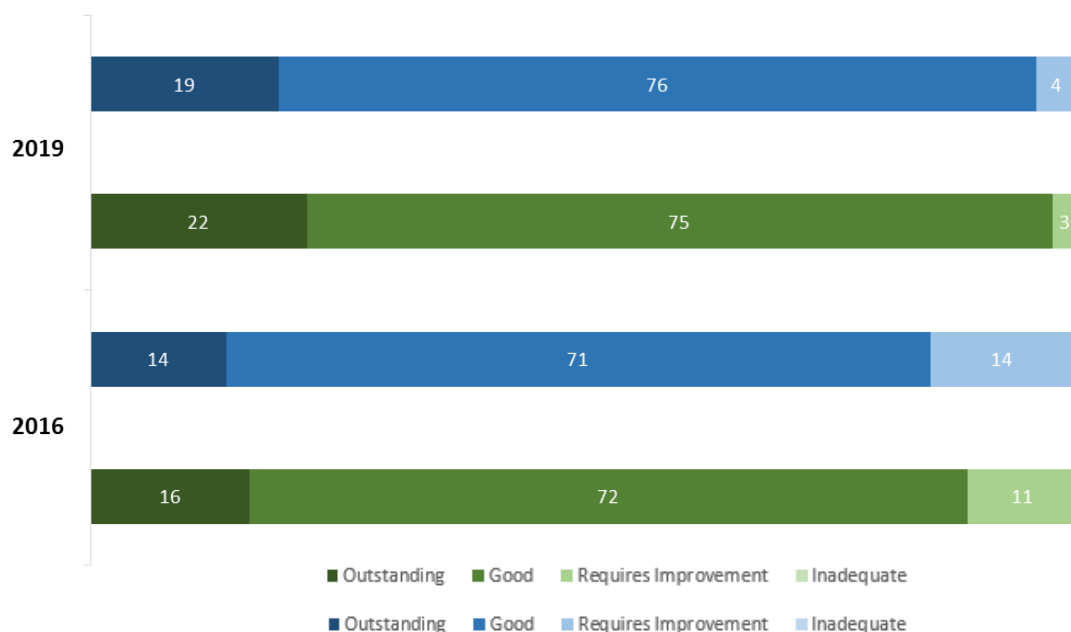
- The number of childcare providers has declined every year since 2015, across all three Parliamentary Constituency rural-urban classifications.
- A greater decline in the proportion of childcare providers has occurred in Rural areas, compared with Urban and Urban with Significant Rural areas.
- Ofsted notes that despite the fall in the number of providers, the number of places has remained stable due to the increase in childcare places offered by non-domestic childcare providers.

Number of Childcare Providers and Index of change in Childcare Providers (2015 = 100), by rural urban classification, March 2015 to March 2019, England

| | No. and Index of Childcare Providers | | | | |
|------------------------------|---|---------------|---------------|---------------|---------------|
| | 2015 | 2016 | 2017 | 2018 | 2019 |
| Predominantly Rural | 18,011 | 16,898 | 16,131 | 15,631 | 14,847 |
| Urban with Significant Rural | 10,529 | 9,969 | 9,566 | 9,279 | 8,749 |
| Predominantly Urban | 60,275 | 57,650 | 55,553 | 54,595 | 52,803 |
| England | 88,815 | 84,517 | 81,250 | 79,505 | 76,399 |
| Predominantly Rural | 100.0 | 93.8 | 89.6 | 86.8 | 82.4 |
| Urban with Significant Rural | 100.0 | 94.7 | 90.9 | 88.1 | 83.1 |
| Predominantly Urban | 100.0 | 95.6 | 92.2 | 90.6 | 87.6 |
| England | 100.0 | 95.2 | 91.5 | 89.5 | 86.0 |

Quality of childcare providers

Early Year Registered child carer inspection outcomes as percentage of providers, by Parliamentary Constituency rural urban classification, March 2016 and March 2019, England



- The Early Year Register (EYR) is compulsory for providers who care for children up to the age of 5 years. Active EYR providers are inspected on a 4 year cycle and are given an Overall Effectiveness grade, in line with Ofsted's Common Inspection Framework (CIF), which measures the overall quality of childcare provision.
- Between 2016 and 2019 the percentage of EYR childcare providers judged to be Good or Outstanding increased in both Rural and Urban areas, by 9 and 10 percentage points respectively.
- The proportion of providers judged to be Good or Outstanding was higher in Rural areas compared with Urban areas in both 2016 and 2019, although the difference decreased in 2019. In 2019, the proportions were 97 per cent and 95 per cent respectively.

Number and percentage of Early Year Registered child carers most recent inspection outcome, by rural urban classification, March 2016 and March 2019, England

| | Predominantly Rural | | | | Predominantly Urban | | | |
|----------------------------------|---------------------|-----|------------|-----|---------------------|-----|------------|-----|
| | March 2016 | | March 2019 | | March 2016 | | March 2019 | |
| | Total | % | Total | % | Total | % | Total | % |
| Inspections with known outcome | 12,091 | 100 | 10,482 | 100 | 37,648 | 100 | 33,967 | 100 |
| Outstanding | 1,929 | 16 | 2,277 | 22 | 5,133 | 14 | 6,438 | 19 |
| Good | 8,720 | 72 | 7,847 | 75 | 26,608 | 71 | 25,823 | 76 |
| Requires improvement | 1,338 | 11 | 267 | 3 | 5,446 | 14 | 1,349 | 4 |
| Inadequate | 104 | 1 | 91 | 1 | 461 | 1 | 357 | 1 |
| Inspections with unknown outcome | 2,217 | - | 2,139 | - | 8,365 | - | 7,517 | - |

Notes:

A rural urban classification has been applied using the parliamentary constituency of each childcare provider, since this was the lowest level of geography published that covered all providers. There are 533 parliamentary constituencies in England.

The total childcare provider data, used for the index, is drawn together from three Ofsted registers: Early Years Register (EYR), Compulsory Childcare Register (CCR) and Voluntary Childcare Register (VCR). The individual register data is found in the Ofsted *providers level data* sourced below.

| Type of provider | Description |
|------------------------------------|---|
| Childcare on non-domestic premises | Nurseries, pre-schools, holiday clubs and other group-based settings, usually registered on the Early Years Register (EYR) because they look after children aged 0 to 5. |
| Childminders | People who look after one or more children they are not related to for payment or reward. The care takes place in a home that is not the child's own. The majority register on the EYR because they look after children aged 0 to 5, but those who look after 5 to 7 year olds need to register on the Childcare Register (CR). |
| Childcare on domestic premises | Where four or more people look after children together in a home that is not the child's. The majority are registered on the EYR and some are registered on the CR, depending on the age of the children they look after. |
| Home childcare workers (nannies) | Individuals who care for children aged 0 to 18 wholly or mainly in the child's own home. They are not required to register with Ofsted. Though they may choose to do so on the Voluntary Childcare Register (VCR). |

For more information see *Main findings and methodology and quality report*
<https://www.gov.uk/government/statistics/childcare-providers-and-inspections-as-at-31-march-2019>

Source: Ofsted *providers level data as at 31 March 2019*
<https://www.gov.uk/government/statistics/childcare-providers-and-inspections-as-at-31-march-2019>

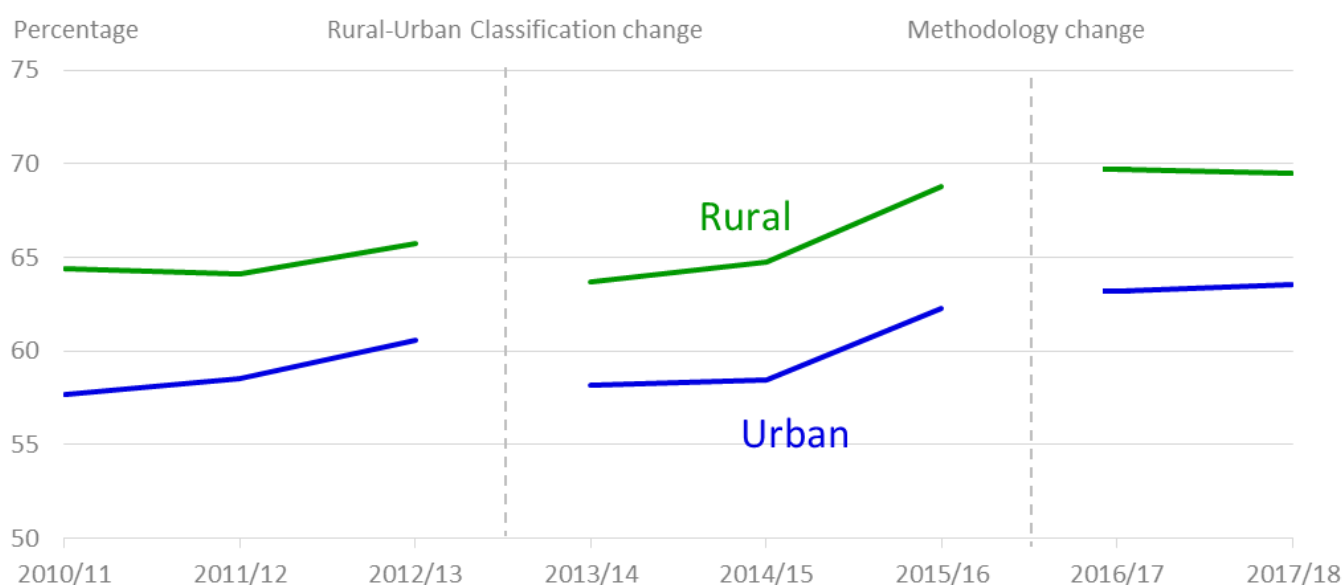
Secondary education

- In the 2017/18 academic year, 69.5 per cent of pupils living in rural areas left school with English and Maths GCSEs at A* to C grade or equivalent. This was higher than for urban areas (63.5 per cent) and England overall (64.5 per cent).
- In 2017/18 the proportion of pupils attending schools in rural areas who left school with English and Maths GCSEs at grades A* to C or equivalent was also higher than in urban areas.
- For a given level of deprivation, the attainment levels of pupils living in rural areas were lower than for pupils living in urban areas with a similar level of deprivation.
- There is a wide variation in the English and Maths GCSE attainment results for Local Authority District (LAD) areas.

Pupils leaving school with English and Maths at A* to C grades at GCSE level, based on residency of pupils

Achievement of English and Maths GCSEs at grades A* to C or equivalent in England, based on pupil residence

The 2001 Rural-Urban Classification for Local Authorities has been applied to all data up to 2012/13, from 2013/14 the 2011 Rural-Urban Classification has been applied which prevents comparison with previous years (see notes). Methodology change: Introduction of a new 9-point scale for GCSE classification, where a 4 or above is equivalent to the old A* to C measure (see notes).



Percentage of pupils leaving school with English and Maths GCSEs at grades A* to C or equivalent, based on residency of pupils in England

| | 2010//11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Rural areas | 64.4 | 64.1 | 65.7 | 63.7 | 64.7 | 68.8 | 69.7 | 69.5 |
| Rural hamlet & isolated dwellings | 68.2 | 67.6 | 69 | 67.1 | 68.2 | 72.6 | 72.8 | 72.9 |
| Rural village | 66.5 | 65.8 | 67.3 | 65.8 | 67.3 | 70.7 | 72.4 | 71.4 |
| Rural town & fringe | 61.7 | 61.8 | 63.6 | 61.5 | 62.2 | 66.5 | 67.2 | 67.4 |
| Urban areas | 57.7 | 58.5 | 60.6 | 58.2 | 58.4 | 62.3 | 63.2 | 63.5 |
| City and town | | | | 57.3 | 58.1 | 61.8 | 62.7 | 63.2 |
| Minor conurbation | | | | 54.3 | 54.9 | 59.8 | 59.6 | 60.1 |
| Major conurbation | | | | 59.7 | 59.2 | 63.1 | 64.1 | 64.3 |
| England | 59.0 | 59.5 | 61.6 | 59.1 | 59.5 | 63.4 | 64.3 | 64.5 |

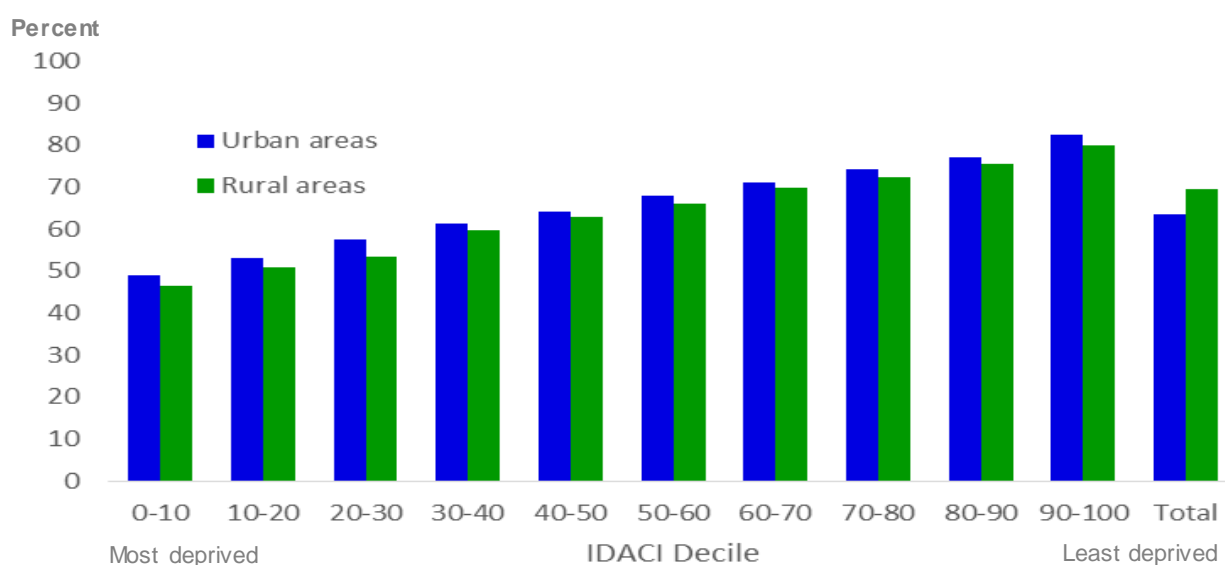
The first vertical line indicates the introduction of the 2011 Rural-Urban Classification from 2013/14 that prevents comparison with previous years (see notes). The second vertical line indicates the introduction of the new 9-point scale for GCSE classification where a 4 or above is equivalent to the old A* to C measure (see notes).

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

Achievement of English and Maths GCSEs at a 9 to 4 pass (equivalent to A* to C) in England, based on IDACI decile and residency of pupil (2017/18)

| IDACI Decile | Most deprived | | | | | | Least deprived | | | | |
|-------------------------------|---------------|-------------|-------------|-------------|-------------|-------------|----------------|-------------|-------------|-------------|--|
| | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 | 70-80 | 80-90 | 90-100 | |
| England | 49.1 | 53.1 | 57.1 | 61.1 | 64.1 | 67.6 | 70.8 | 73.7 | 76.7 | 81.9 | |
| Urban areas | 49.1 | 53.2 | 57.4 | 61.2 | 64.3 | 68 | 71.2 | 74.4 | 77.2 | 82.4 | |
| Rural areas | 46.6 | 50.8 | 53.4 | 59.6 | 62.8 | 66.1 | 69.9 | 72.3 | 75.5 | 80.1 | |
| Number of eligible pupils in: | | | | | | | | | | | |
| Urban areas | 61,318 | 57,497 | 53,152 | 46,360 | 42,675 | 37,028 | 34,732 | 32,425 | 32,847 | 34,736 | |
| Rural areas | 1,122 | 1,778 | 3,505 | 5,799 | 7,764 | 11,289 | 13,497 | 14,915 | 14,904 | 11,754 | |

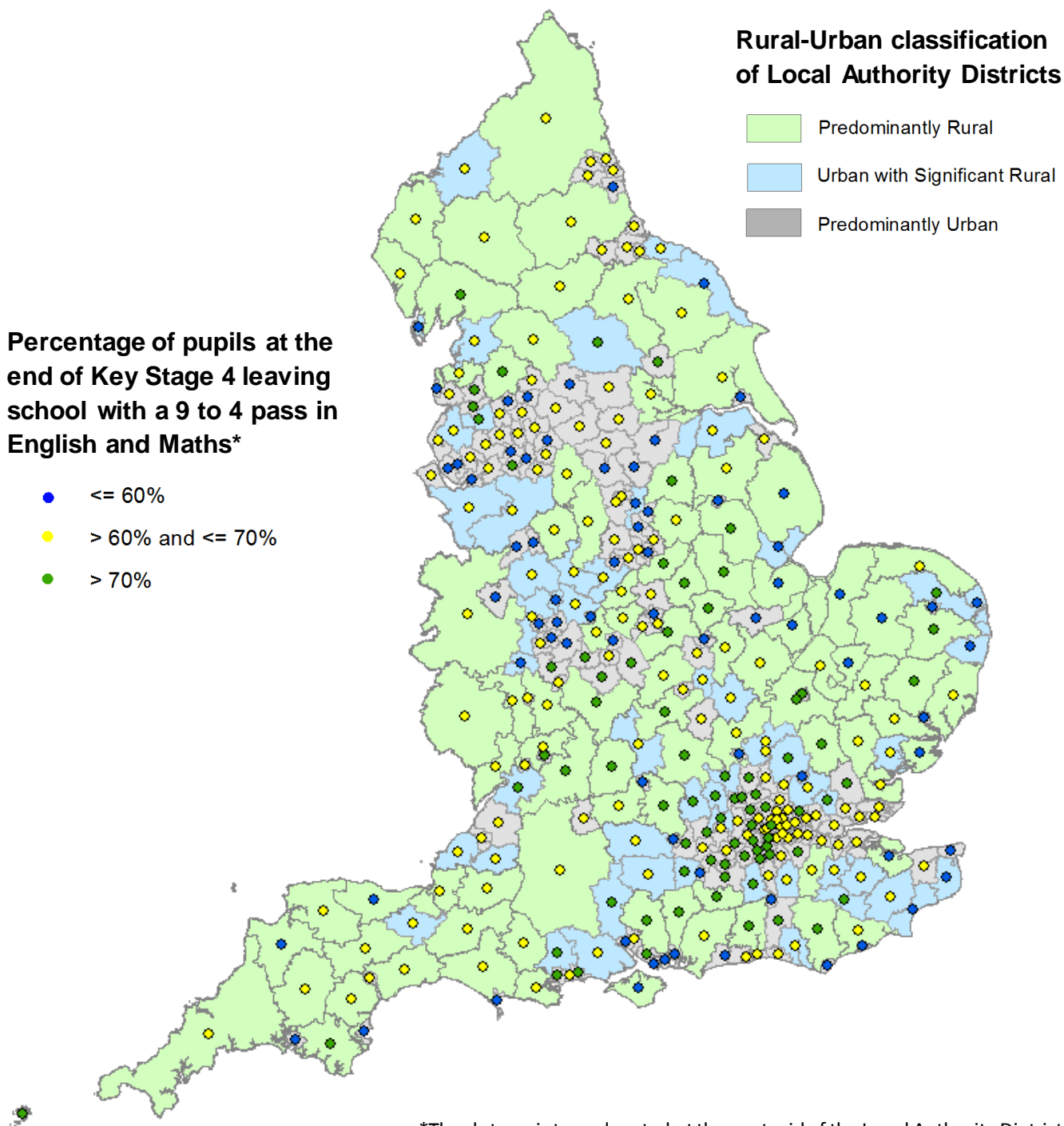
Achievement of English and Maths GCSEs at a 9 to 4 pass in England, based on Income Deprivation Affecting Children Indices (IDACI) decile and residency of pupil (2017/18)



- The introduction of a new secondary school accountability system in 2016 has changed how GCSE performance is measured. A 9 to 1 point measure was introduced to replace the A* to G system, where a 9 to 4 score is equivalent to the previous A* to C measure. Data from 2016/17 presents the new 9 to 4 measure, whereas data prior to 2016/17 presents the previous A* to C measure.
- The proportion of pupils achieving English and Maths A* to C grades or equivalent in their GCSEs at the end of Key Stage 4 (end of secondary-level education), based on residency of pupil:
 - increased between 2010/11 and 2017/18 for both rural and urban areas
 - was 6.0 percentage points higher in rural than urban areas in 2017/18
 - was lower for all rural areas for each level of deprivation (IDACI decile group) compared with urban areas
- When the data are considered at an aggregated rural level then the rural English and Maths attainment results are on average better than the urban ones.
- However, results by the level of deprivation in the area where the pupil lives (using the Income Deprivation Affecting Children Index (IDACI) adds context to the results by taking into account the circumstances of children outside the influence of the school. When comparing results using deprivation level (IDACI decile bands), rural areas had lower achievement levels in English and Maths for all levels of deprivation compared with urban areas.
- The differing outcome at the aggregated rural level (rural areas seeing higher levels of attainment) and individual deprivation levels is explained by the different proportions of deprivation within rural and urban areas overall. In rural areas in 2017/18, 23 per cent of pupils were in areas with the highest levels of deprivation (decile bands 0 to 50) compared with 60 per cent of pupils in urban areas. Those pupils in these more deprived areas generally had lower achievement levels compared with those in less deprived areas (decile bands 50 to 100) where there are proportionately more pupils in rural areas. 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 English and Maths at 9 to 4 pass at GCSE level, by Local Authority District areas based on residency of pupils

Local Authority English and Maths 9 to 4 pass attainment levels based on location of pupil, by settlement type, in England (2017/18)



Achievement of English and Maths GCSEs at a 9 to 4 pass (equivalent to A to C) in England, in local authority district areas with the highest and lowest attainment levels and residency of pupil (2017/18)*

| Ranking | LAD Code | LAD Name | LAD Rural Urban Classification (3 way class) | Number of eligible pupils | % achieving English and Maths A*-C grades |
|---------|-----------|---------------------------|--|---------------------------|---|
| 1 | E06000053 | Isles of Scilly UA | Predominantly Rural | 15 | 93.3 |
| 2 | E07000005 | Chiltern | Urban with Significant Rural | 979 | 85.0 |
| 3 | E07000176 | Rushcliffe | Predominantly Rural | 1,017 | 83.8 |
| 4 | E07000240 | St Albans | Predominantly Urban | 1,470 | 83.0 |
| 5 | E07000242 | East Hertfordshire | Urban with Significant Rural | 1,516 | 79.3 |
| 6 | E06000041 | Wokingham UA | Predominantly Urban | 1,668 | 79.0 |
| 7 | E07000207 | Elmbridge | Predominantly Urban | 980 | 78.6 |
| 8 | E07000208 | Epsom and Ewell | Predominantly Urban | 797 | 78.4 |
| 9 | E09000027 | Richmond upon Thames | Predominantly Urban | 1,257 | 78.1 |
| 10 | E07000216 | Waverley | Predominantly Rural | 933 | 77.8 |
| 11 | E07000116 | Tunbridge Wells | Urban with Significant Rural | 1,155 | 77.6 |
| 12 | E07000124 | Ribble Valley | Predominantly Rural | 576 | 77.3 |
| 13 | E06000017 | Rutland UA | Predominantly Rural | 279 | 77.1 |
| 14 | E07000006 | South Bucks | Urban with Significant Rural | 625 | 77.1 |
| 15 | E06000040 | Windsor and Maidenhead UA | Predominantly Urban | 1,354 | 77.0 |
| 312 | E07000088 | Gosport | Predominantly Urban | 769 | 54.4 |
| 313 | E07000136 | Boston | Urban with Significant Rural | 666 | 53.9 |
| 314 | E07000117 | Burnley | Predominantly Urban | 950 | 53.8 |
| 315 | E08000028 | Sandwell | Predominantly Urban | 3,752 | 53.5 |
| 316 | E06000021 | Stoke-on-Trent UA | Predominantly Urban | 2,430 | 53.3 |
| 317 | E07000114 | Thanet | Predominantly Urban | 1,392 | 53.2 |
| 318 | E07000150 | Corby | Predominantly Urban | 772 | 52.8 |
| 319 | E08000011 | Knowsley | Predominantly Urban | 1,547 | 52.7 |
| 320 | E07000145 | Great Yarmouth | Urban with Significant Rural | 915 | 52.7 |
| 321 | E07000010 | Fenland | Predominantly Rural | 912 | 52.1 |
| 322 | E07000192 | Cannock Chase | Urban with Significant Rural | 956 | 51.2 |
| 323 | E07000046 | Torridge | Predominantly Rural | 585 | 50.8 |
| 324 | E06000009 | Blackpool UA | Predominantly Urban | 1,326 | 50.0 |
| 325 | E07000138 | Lincoln | Predominantly Urban | 819 | 48.2 |
| 326 | E07000076 | Tendring | Predominantly Rural | 1,325 | 47.2 |

Local Authority Districts ranked from 1 to 326, showing the 15 with the highest (white) and lowest (green) attainment levels.

Achievement of English and Maths GCSEs at a 9 to 4 pass (equivalent to A to C) in England, based on region and residency of pupil (2017/18)*

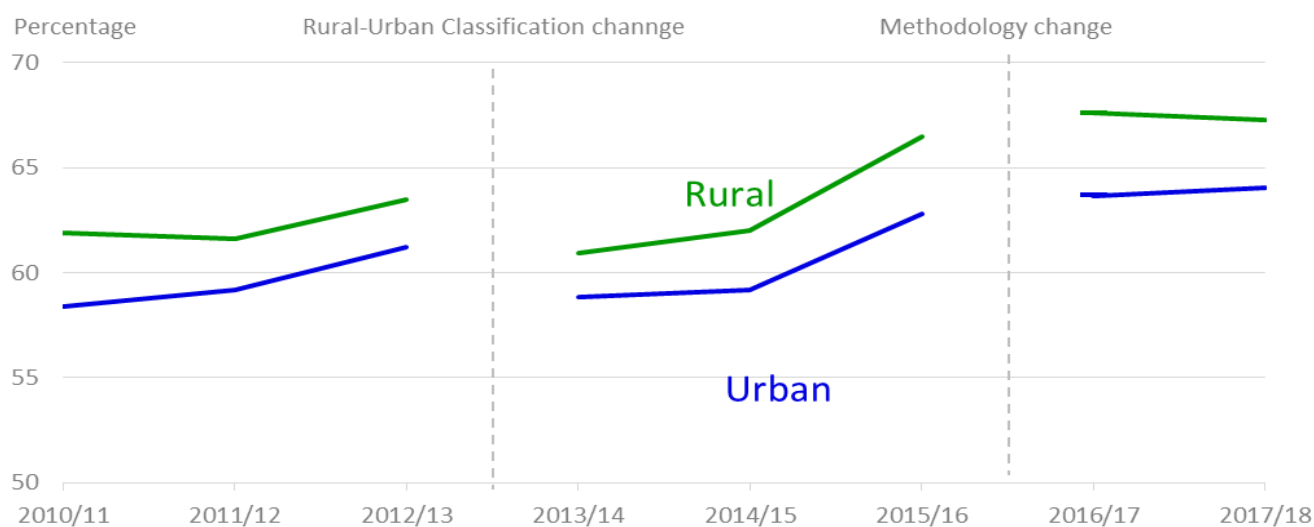
| Region | Number of eligible pupils | % achieving English and Maths 9-4 pass |
|--------------------------|---------------------------|--|
| London | 76,517 | 68.4 |
| South East | 82,408 | 66.6 |
| East | 58,653 | 65.2 |
| South West | 49,149 | 65.0 |
| East Midlands | 45,419 | 63.3 |
| North West | 71,020 | 62.9 |
| Yorkshire and the Humber | 52,738 | 62.7 |
| North East | 24,681 | 62.5 |
| West Midlands | 58,512 | 60.9 |

- There is a wide variation in the English and Maths GCSE A* to C grades or equivalent attainment results at Local Authority District (LAD) area level. The proportion of pupils achieving these results in their English and Maths GCSEs at the end of Key Stage 4 (excluding Isles of Scilly UA, with very low pupil numbers) was highest in Chiltern at 85.0 per cent (an urban with significant rural local authority district) and lowest in Tendring at 47.2 per cent (a predominantly rural local authority district).
- The lowest ranked region was the West Midlands with 60.9 per cent of pupils achieving a 9 to 4 pass in English and Maths, with London as the highest ranked region (68.4 per cent of pupils).
- Coastal Local Authority District areas also show a pattern of lower attainment levels. The following predominantly rural LAD areas all had English and Maths GCSE attainment levels below or equal to 60% (annotated as blue dots on the map): East Lindsey, King's Lynn and West Norfolk, Isle of Wight, South Holland, Swale, Tendring, Torrington, and West Somerset.

Pupils leaving school with English and Maths A* to C grades or equivalent at GCSE level, based on school location

Achievement of English and Maths GCSEs at grades A* to C or equivalent in England, based on school location

The 2001 Rural-Urban Classification for Local Authorities has been applied to all data up to 2012/13, from 2013/14 the 2011 Rural-Urban Classification has been applied which prevents comparison with previous years (see notes). Methodology change: Introduction of a new 9-point scale for GCSE classification in 2016/17, where a 4 or above is equivalent to the old A* to C measure (see notes).



Percentage of pupils leaving school with English and Maths GCSEs at grades A* to C or equivalent, based on location of schools in England

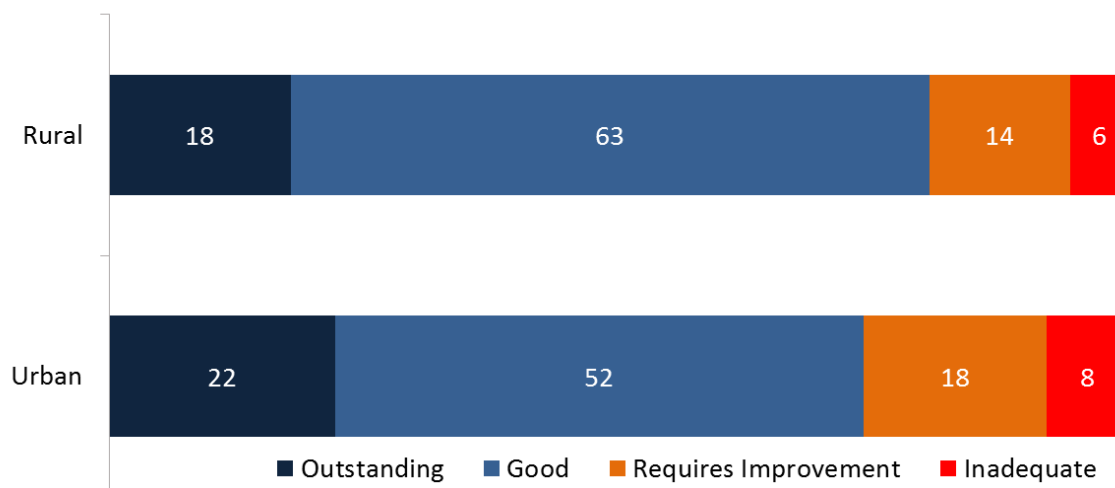
| | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Rural areas | 61.9 | 61.6 | 63.5 | 60.9 | 62.0 | 66.5 | 67.6 | 67.3 |
| Rural hamlet & isolated dwellings | 60.9 | 60.5 | 61.4 | 60.3 | 61.8 | 65.5 | 66.8 | 65.0 |
| Rural village | 62.8 | 61.6 | 63.9 | 61.6 | 62.8 | 67.9 | 67.1 | 68.3 |
| Rural town & fringe | 61.8 | 61.8 | 63.9 | 60.9 | 61.9 | 66.4 | 67.8 | 67.4 |
| Urban areas | 58.4 | 59.2 | 61.2 | 58.8 | 59.2 | 62.8 | 63.7 | 64.0 |
| City and town | | | | 58.5 | 59.4 | 62.9 | 63.7 | 64.2 |
| Minor conurbation | | | | 54.6 | 55.0 | 59.7 | 60.0 | 60.4 |
| Major conurbation | | | | 59.8 | 59.3 | 63.0 | 64.0 | 64.2 |
| England | 58.9 | 59.5 | 61.5 | 59.1 | 59.5 | 63.3 | 64.2 | 64.4 |

The first vertical line indicates the introduction of the 2011 Rural-Urban Classification from 2013/14 that prevents comparison with previous years (see notes). The second vertical line indicates the introduction of the new 9-point scale for GCSE classification where a 4 or above is equivalent to the old A* to C measure (see notes).

- The proportion of pupils achieving English and Maths A* to C grades or equivalent in their GCSEs at the end of Key Stage 4 (end of secondary level education) based on school location:
 - was 3.2 percentage points higher in rural than urban areas in 2017/18.
- The percentage of pupils achieving English and Maths GCSEs at grades A* to C or equivalent was higher for pupils who went to school in rural areas than for those who went to school in urban areas each year between 2010/11 and 2017/18.
- There will be differences between pupil 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 March 2019, based on rural urban classification of school location, England



Percentage of secondary schools with most recent school inspection outcome, as at March 2019, 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 | 63 | 14 | 6 | 100 | 484 | 8 |
| Rural hamlet & isolated dwellings | 17 | 63 | 17 | 2 | 100 | 52 | 3 |
| Rural village | 19 | 61 | 14 | 6 | 100 | 669 | 2 |
| Rural town & fringe | 18 | 63 | 13 | 6 | 100 | 363 | 3 |
| Urban areas | 22 | 52 | 18 | 8 | 100 | 2,824 | 73 |
| City and town | 19 | 55 | 19 | 8 | 100 | 1,558 | 26 |
| Minor conurbation | 17 | 51 | 19 | 14 | 100 | 108 | 3 |
| Major conurbation | 27 | 48 | 17 | 8 | 100 | 1,158 | 44 |
| England | 22 | 54 | 17 | 8 | 100 | 3,308 | 81 |

- As at 31 March 2019, 18 per cent of secondary schools in rural areas had received 'Outstanding' as the most recent inspection outcome, compared with 22 per cent of secondary schools in urban areas.
- A further 63 per cent of secondary schools in rural areas had received a 'Good' inspection outcome.
- Overall 81 per cent of secondary schools in rural areas had received 'Outstanding' or 'Good' inspection outcomes, compared with 74 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. IDACI 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.

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)

The Department for Education hosts the independent Wolf Report (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).

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) 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).

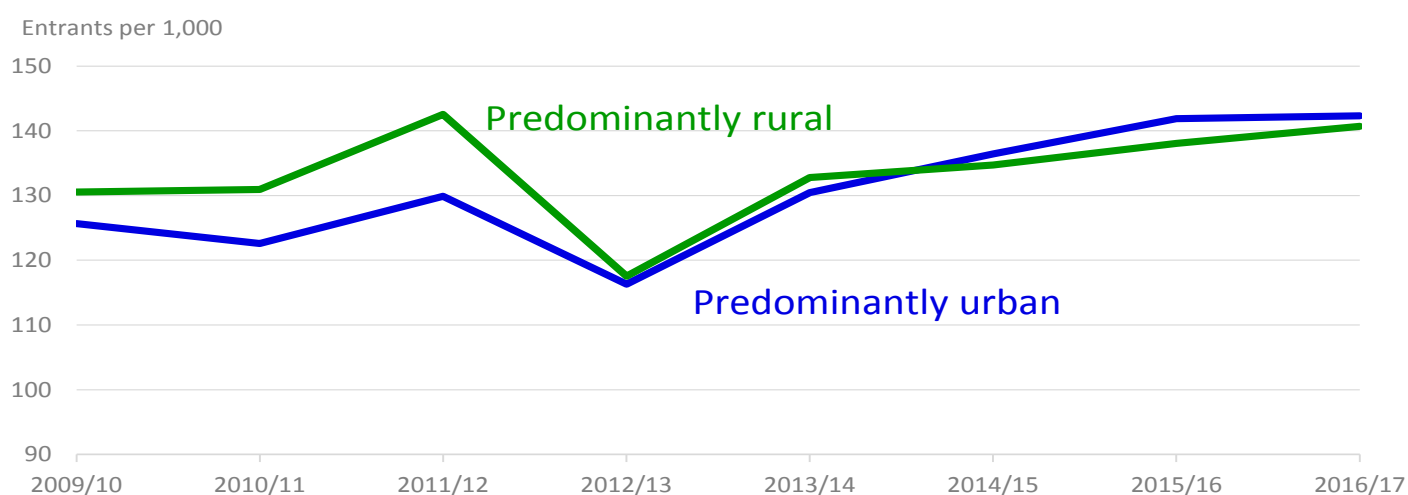
Ofsted Schools Management Information: www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes and Defra analysis. For one secondary school, which had not been inspected, it was not possible to match its location and apply a rural urban classification. 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 2016/17 was slightly lower in *Predominantly rural* areas than in *Predominantly urban* areas (141 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 (4 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



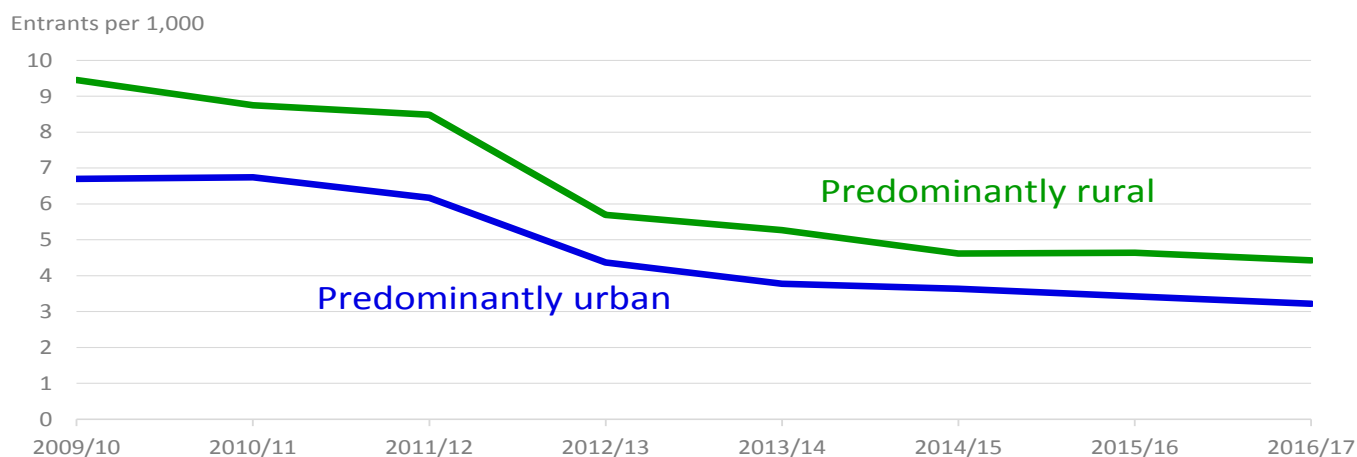
- There has been an increase in the rate of enrolment for full-time courses at higher education institutions in England since 2012/13. This followed a decrease in the previous year that coincided with changes to tuition fee arrangements.
- The rate of entry to higher education by 18 to 20 year olds has 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 | 2016/17 |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| Predominantly rural | 131 | 131 | 143 | 118 | 133 | 135 | 138 | 141 |
| Urban with significant rural | 143 | 142 | 152 | 129 | 142 | 145 | 149 | 151 |
| Predominantly urban | 126 | 123 | 130 | 116 | 130 | 136 | 142 | 142 |
| England | 130 | 128 | 137 | 119 | 133 | 138 | 143 | 144 |

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 2016/17 the entry rates for those living in *Predominantly rural* areas prior to commencing higher education were 4 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 | 2016/17 |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| Predominantly rural | 9 | 9 | 8 | 6 | 5 | 5 | 5 | 4 |
| Urban with significant rural | 8 | 8 | 7 | 5 | 5 | 5 | 5 | 5 |
| Predominantly urban | 7 | 7 | 6 | 4 | 4 | 4 | 3 | 3 |
| England | 7 | 7 | 7 | 5 | 4 | 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 for counties.

Source: Department for Education.

Skills

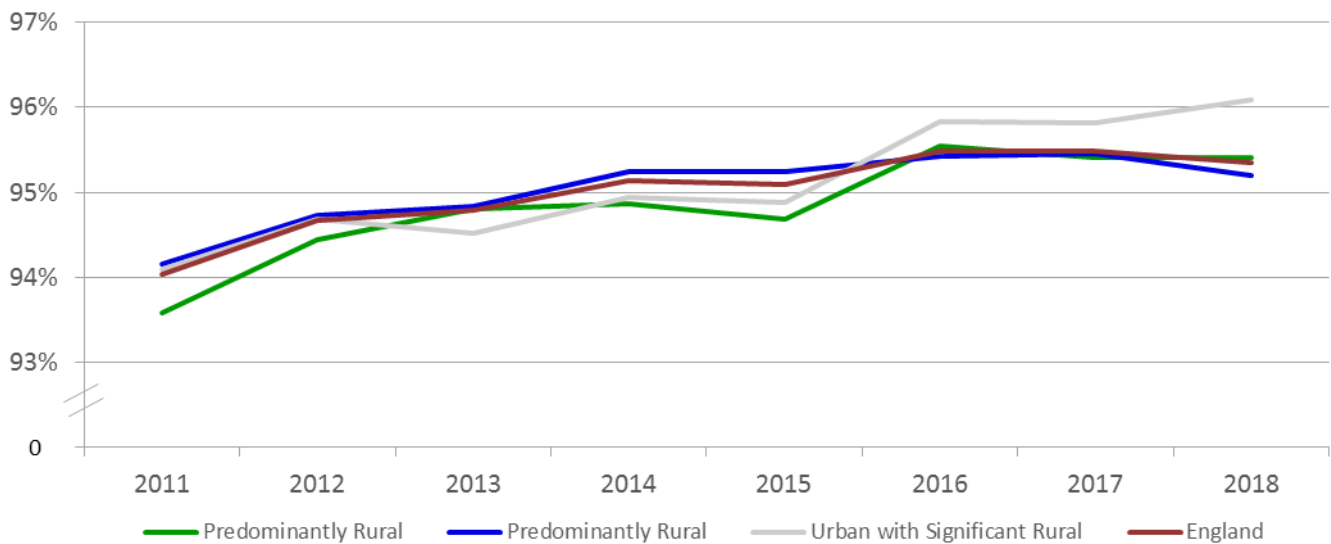
The skills detailed in this section are National Vocational Qualification (NVQ) Level 2 and above – which is equivalent to 5 General Certificates of Secondary Education (GCSE) at Grade A-C, NVQ4 and above – which measures qualifications at Higher National Certificate (HNC), Higher National Diploma (HND)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

Many people who live in rural areas will travel to urban areas for work and the skills that these people have are most likely to be utilised in their place of work rather than in the rural areas where they live.

Workplace based skills

- When 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 similar for those working in *predominantly rural areas* and in *predominantly urban areas*, but the proportion for *predominantly rural areas* was higher in 2 of the last 3 years. In 2018 the proportions of working age population with at least one qualification was 95.4 per cent and 95.2 per cent for *predominantly rural areas* and *predominantly urban areas* respectively.
- In 2018, the proportion of working age population with NVQ Level 2 or above working in *predominantly rural areas* was 78.0 per cent which was lower than *predominantly urban areas* at 79.6 per cent.
- In 2018, the proportion of working age population with NVQ Level 4 or above working in *predominantly rural areas* was 37.2 per cent, which was lower than the 46.7 per cent of people working in *predominantly urban areas*.
- In 2018, 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 12.0 per cent compared with 13.2 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 2018



- The proportion of people with at least one qualification has increased in all areas since 2011
- Up to 2015 the proportion of people with at least one qualification was generally higher for those working in *predominantly urban areas* except for 2013 when both *predominantly urban* and *predominantly rural* had the same proportion.
- Since 2015, the proportion of people with at least one qualification is similar for both those working in *predominantly urban* and *predominantly rural areas*.

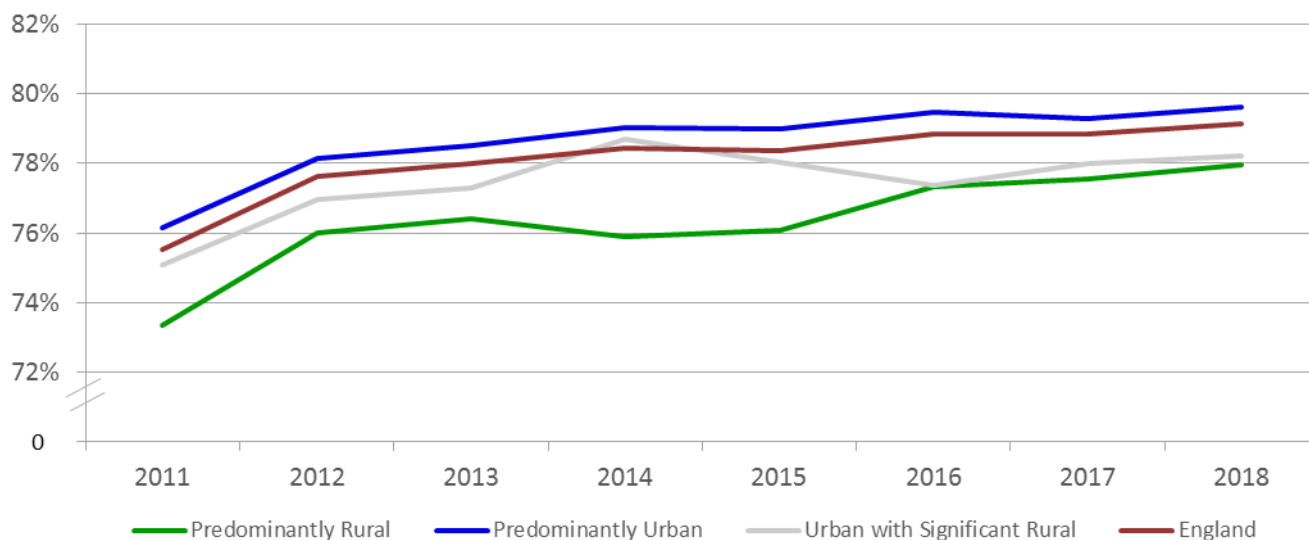
Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2011 to 2018

percentage

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------------------|------|------|------|------|------|------|------|------|
| Mainly Rural | 93.3 | 94.3 | 95.2 | 94.9 | 94.8 | 95.5 | 95.6 | 95.8 |
| Largely Rural | 93.8 | 94.5 | 94.5 | 94.8 | 94.6 | 95.6 | 95.2 | 95.1 |
| Urban with Significant Rural | 94.1 | 94.7 | 94.5 | 94.9 | 94.9 | 95.8 | 95.8 | 96.1 |
| Urban with City and Town | 94.1 | 94.8 | 95.0 | 95.6 | 95.7 | 95.5 | 95.8 | 95.1 |
| Urban with Minor Conurbation | 94.5 | 95.1 | 94.7 | 94.3 | 94.8 | 95.4 | 95.5 | 95.8 |
| Urban with Major Conurbation | 94.2 | 94.6 | 94.8 | 95.1 | 95.0 | 95.4 | 95.2 | 95.2 |
| Predominantly rural | 93.6 | 94.4 | 94.8 | 94.9 | 94.7 | 95.5 | 95.4 | 95.4 |
| Predominantly urban | 94.2 | 94.7 | 94.8 | 95.2 | 95.2 | 95.4 | 95.5 | 95.2 |
| England | 94.0 | 94.7 | 94.8 | 95.1 | 95.1 | 95.5 | 95.5 | 95.3 |

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 2018



- A higher proportion of people working in *predominantly urban areas* have NVQ Level 2 or above, than people working in *predominantly rural areas*.
- In 2018 in *predominantly rural areas* the proportion was 78.0 per cent, compared with 79.6 per cent in *predominantly urban areas*.

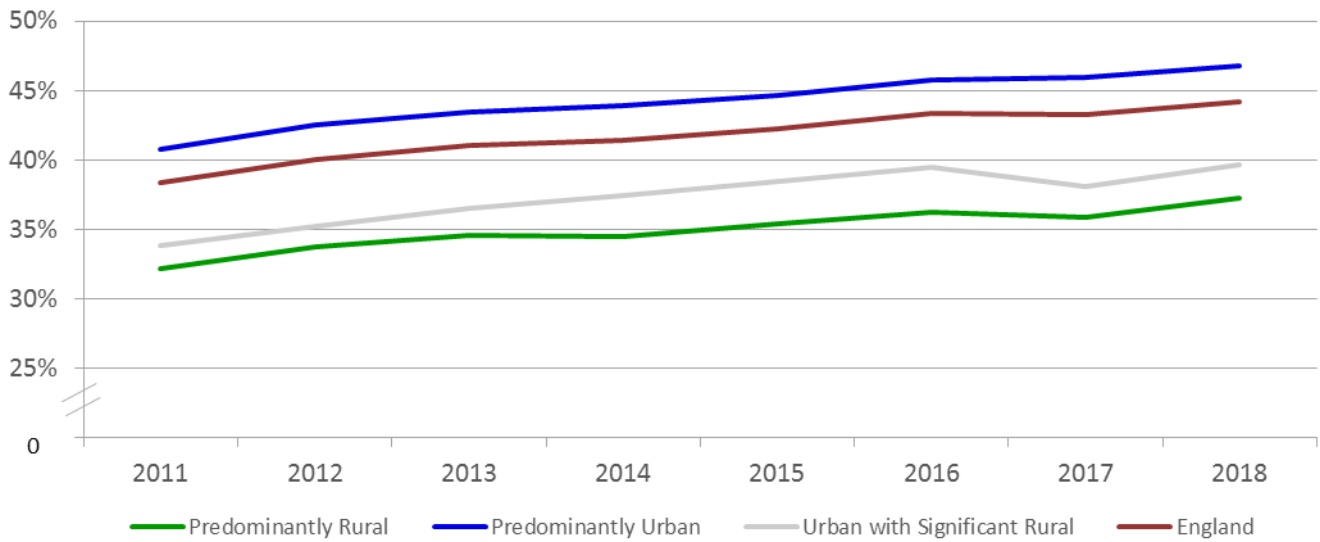
Proportion of working age population with NVQ level 2 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2011 to 2018

percentage

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------------------|------|------|------|------|------|------|------|------|
| Mainly Rural | 72.7 | 75.7 | 77.5 | 76.1 | 75.9 | 77.7 | 77.4 | 78.0 |
| Largely Rural | 73.9 | 76.2 | 75.5 | 75.8 | 76.2 | 77.1 | 77.6 | 78.0 |
| Urban with Significant Rural | 75.1 | 77.0 | 77.3 | 78.7 | 78.0 | 77.4 | 78.0 | 78.2 |
| Urban with City and Town | 75.7 | 77.5 | 78.2 | 78.5 | 78.6 | 78.8 | 79.0 | 78.9 |
| Urban with Minor Conurbation | 74.8 | 76.3 | 76.9 | 77.1 | 76.2 | 79.4 | 77.4 | 79.1 |
| Urban with Major Conurbation | 76.7 | 78.8 | 79.0 | 79.7 | 79.5 | 80.0 | 79.7 | 80.2 |
| Predominantly rural | 73.3 | 76.0 | 76.4 | 75.9 | 76.1 | 77.3 | 77.5 | 78.0 |
| Predominantly urban | 76.2 | 78.1 | 78.5 | 79.0 | 79.0 | 79.5 | 79.3 | 79.6 |
| England | 75.5 | 77.6 | 78.0 | 78.4 | 78.4 | 78.8 | 78.8 | 79.2 |

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 2018



- 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 2018 in *predominantly urban areas* the proportion with NVQ Level 4 or equivalent was 46.7 per cent compared with 37.2 per cent in *predominantly rural areas*.

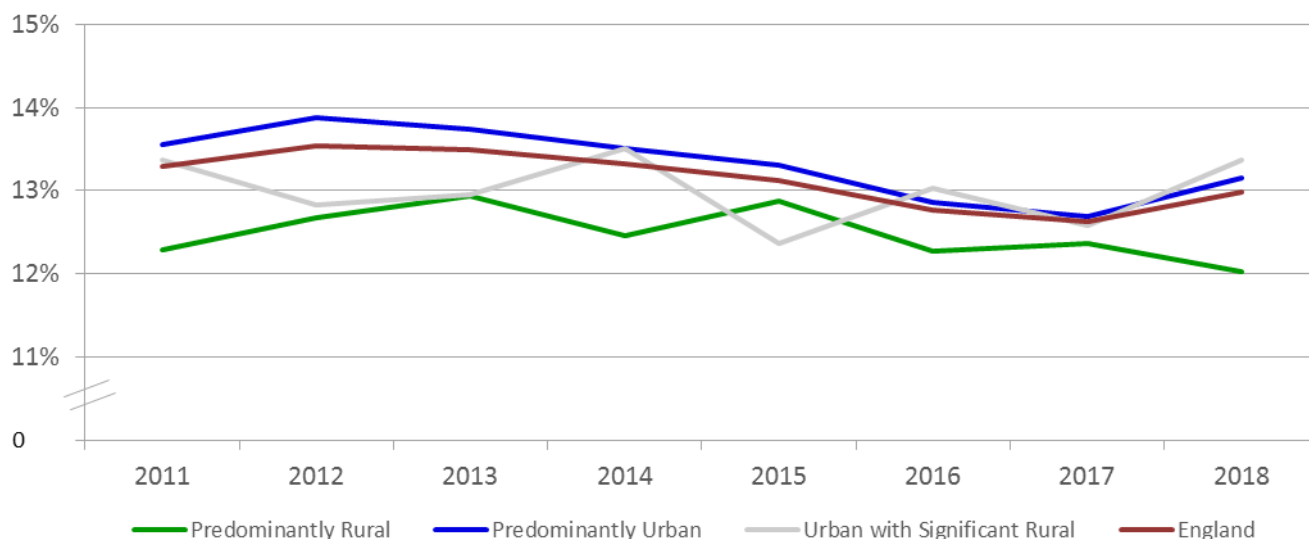
Proportion of working age population with at least NVQ level 4 (or equivalent) (workplace based), by Local Authority Classification in England, 2011 to 2018

percentage

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------------------|------|------|------|------|------|------|------|------|
| Mainly Rural | 32.1 | 34.5 | 35.6 | 35.0 | 35.1 | 36.3 | 33.7 | 36.3 |
| Largely Rural | 32.2 | 33.0 | 33.7 | 34.1 | 35.6 | 36.2 | 37.4 | 37.9 |
| Urban with Significant Rural | 33.8 | 35.2 | 36.5 | 37.4 | 38.5 | 39.4 | 38.1 | 39.7 |
| Urban with City and Town | 36.7 | 38.6 | 39.0 | 39.8 | 40.2 | 41.2 | 41.7 | 41.9 |
| Urban with Minor Conurbation | 33.8 | 36.2 | 36.4 | 35.6 | 36.6 | 37.2 | 38.4 | 39.8 |
| Urban with Major Conurbation | 44.6 | 46.1 | 47.5 | 47.7 | 48.7 | 49.9 | 49.8 | 50.9 |
| Predominantly rural | 32.1 | 33.7 | 34.5 | 34.5 | 35.4 | 36.2 | 35.8 | 37.2 |
| Predominantly urban | 40.7 | 42.5 | 43.4 | 43.9 | 44.7 | 45.8 | 45.9 | 46.7 |
| England | 38.3 | 40.0 | 41.0 | 41.4 | 42.3 | 43.3 | 43.3 | 44.2 |

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 2018



- A higher percentage of people working in urban areas received on the job training than people working in rural areas
- In 2018 in *predominantly urban areas* the percentage receiving on the job training was 13.2 per cent compared with 12.0 per cent in *predominantly rural areas*.
- A general fall in the proportions of workers receiving on the job training, seen in all settlement types, was reversed in 2018 in *predominantly urban* and *urban with significant rural areas*, but the proportion in *predominantly rural areas* fell further.

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 2018

percentage

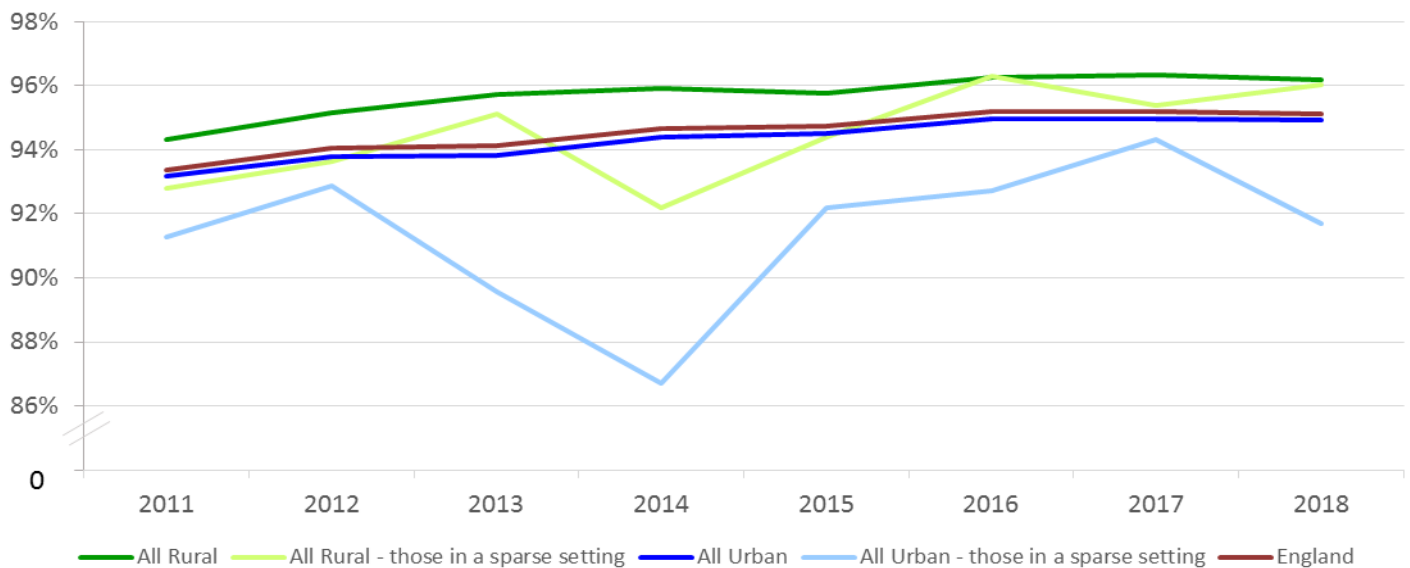
| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------------------|------|------|------|------|------|------|------|------|
| Mainly Rural | 11.9 | 12.6 | 13.3 | 12.4 | 12.0 | 12.3 | 12.5 | 11.9 |
| Largely Rural | 12.6 | 12.7 | 12.7 | 12.5 | 13.6 | 12.3 | 12.3 | 12.1 |
| Urban with Significant Rural | 13.4 | 12.8 | 13.0 | 13.5 | 12.4 | 13.0 | 12.6 | 13.4 |
| Urban with City and Town | 14.3 | 15.0 | 14.3 | 14.0 | 14.0 | 13.8 | 13.6 | 13.6 |
| Urban with Minor Conurbation | 15.1 | 15.0 | 15.5 | 13.7 | 16.1 | 14.4 | 15.8 | 16.9 |
| Urban with Major Conurbation | 12.8 | 12.9 | 13.1 | 13.1 | 12.5 | 12.0 | 11.8 | 12.5 |
| Predominantly rural | 12.3 | 12.7 | 12.9 | 12.5 | 12.9 | 12.3 | 12.4 | 12.0 |
| Predominantly urban | 13.5 | 13.9 | 13.7 | 13.5 | 13.3 | 12.9 | 12.7 | 13.2 |
| England | 13.3 | 13.5 | 13.5 | 13.3 | 13.1 | 12.8 | 12.6 | 13.0 |

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

Residence based skills

- When comparing rural and urban areas overall, the proportion of working age population with at least one qualification has been consistently highest in rural areas for the last eight years. In 2018, 96.2 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 *rural areas* than for those living in the *urban areas*. This is the same for those with NVQ4 and above up to 2017, when the *proportion for urban areas* rose above that for *rural areas*.

Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2018



- The proportion of the resident working age population that have at least one qualification was higher in *rural areas* than in *urban areas*, 96.2 per cent and 94.9 per cent respectively.
- Across all *rural* settlement types (excluding *those in a sparse setting*), the proportion of individuals resident with at least one qualification was consistently higher than the proportion for England. This differs for *rural areas in a sparse setting*, as they show more fluctuations and regularly fall below the England average.
- The proportion of working age population with at least one qualification has risen in all settlement types since 2011.

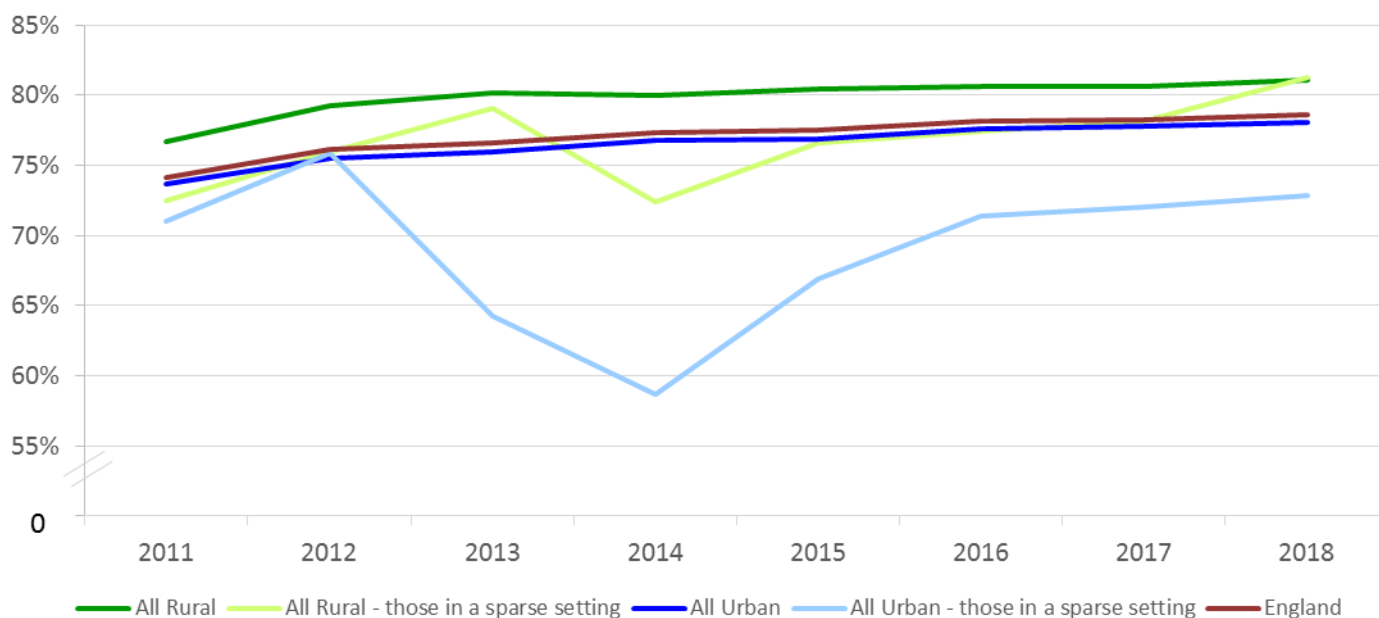
Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2018

percentage

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---------------------------|------|------|------|------|------|------|------|------|
| All rural | 94.3 | 95.2 | 95.7 | 95.9 | 95.8 | 96.2 | 96.3 | 96.2 |
| those in a sparse setting | 92.8 | 93.6 | 95.1 | 92.2 | 94.4 | 96.3 | 95.4 | 96.0 |
| All urban | 93.2 | 93.8 | 93.8 | 94.4 | 94.5 | 95.0 | 95.0 | 94.9 |
| those in a sparse setting | 91.3 | 92.9 | 89.6 | 86.7 | 92.2 | 92.7 | 94.3 | 91.7 |
| All rural town & fringe | 94.5 | 95.3 | 95.6 | 96.1 | 95.8 | 96.3 | 96.3 | 95.7 |
| those in a sparse setting | 92.1 | 92.6 | 94.0 | 91.9 | 93.3 | 95.6 | 96.2 | 95.3 |
| All rural village | 94.2 | 95.3 | 96.1 | 96.1 | 96.2 | 96.4 | 96.4 | 96.9 |
| those in a sparse setting | 95.3 | 95.8 | 95.5 | 91.9 | 95.3 | 96.8 | 95.4 | 97.1 |
| All rural hamlet | 94.5 | 95.0 | 95.8 | 96.1 | 95.4 | 95.8 | 96.4 | 96.6 |
| those in a sparse setting | 91.1 | 92.6 | 96.0 | 92.7 | 95.1 | 96.7 | 94.5 | 95.9 |
| England | 93.4 | 94.0 | 94.1 | 94.7 | 94.7 | 95.2 | 95.2 | 95.1 |

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 2018



- 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 2018. Those living in settlement in a sparse setting show a much greater level of fluctuation over the time period.
- In 2018, the proportion of working age people with qualifications at NVQ Level 2 or above was 81.1 per cent for people living in *rural areas* and 78.1 per cent for people living in *urban areas*.

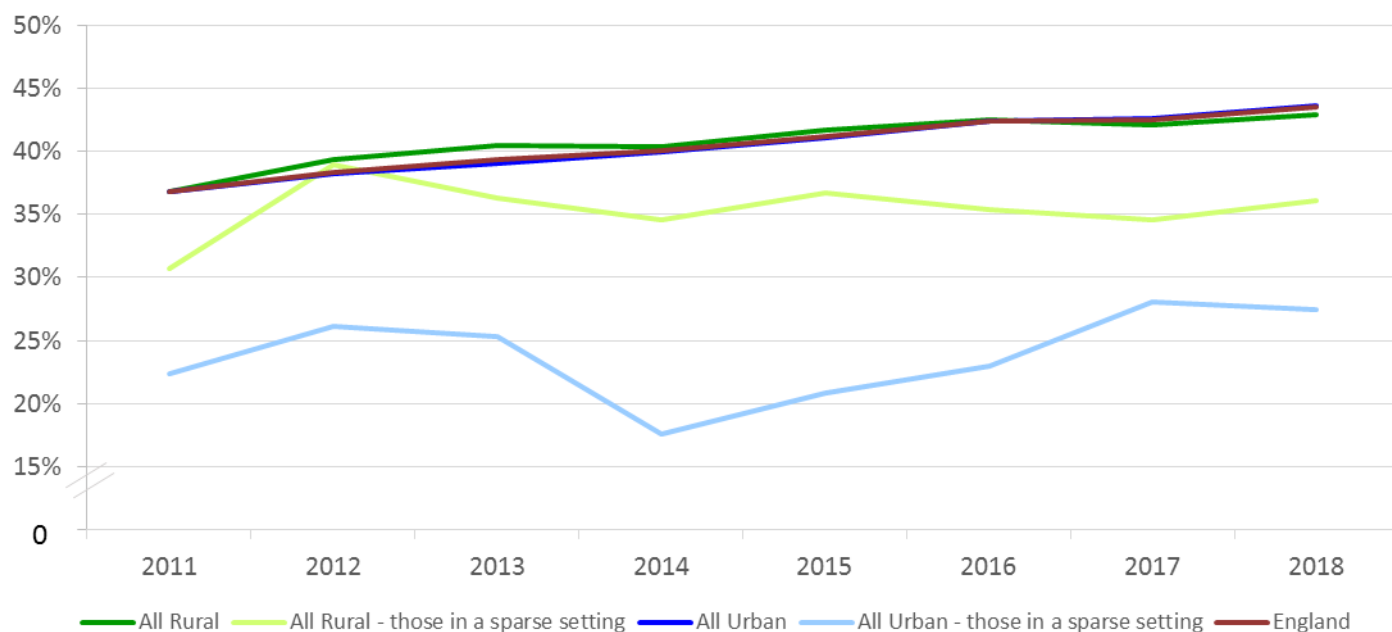
Proportion of working age population with NVQ2 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2018

percentage

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---------------------------|------|------|------|------|------|------|------|------|
| All rural | 76.7 | 79.3 | 80.2 | 80.0 | 80.5 | 80.7 | 80.7 | 81.1 |
| those in a sparse setting | 72.5 | 75.9 | 79.1 | 72.4 | 76.6 | 77.4 | 78.1 | 81.3 |
| All urban | 73.6 | 75.5 | 75.9 | 76.8 | 76.9 | 77.7 | 77.8 | 78.1 |
| those in a sparse setting | 71.0 | 75.9 | 64.3 | 58.6 | 66.9 | 71.4 | 72.0 | 72.8 |
| All rural town & fringe | 75.8 | 78.6 | 79.4 | 79.3 | 79.8 | 79.7 | 79.5 | 79.1 |
| those in a sparse setting | 71.7 | 72.6 | 80.4 | 71.1 | 72.8 | 73.8 | 77.0 | 80.9 |
| All rural village | 77.4 | 80.0 | 80.5 | 81.3 | 81.4 | 82.1 | 82.3 | 82.8 |
| those in a sparse setting | 79.2 | 78.5 | 78.3 | 71.4 | 78.8 | 80.3 | 80.8 | 81.4 |
| All rural hamlet | 79.2 | 80.9 | 82.2 | 81.8 | 82.0 | 82.0 | 82.0 | 83.7 |
| those in a sparse setting | 66.5 | 77.1 | 78.2 | 74.6 | 80.1 | 79.4 | 76.7 | 81.8 |
| England | 74.2 | 76.2 | 76.7 | 77.3 | 77.5 | 78.2 | 78.2 | 78.6 |

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 2018



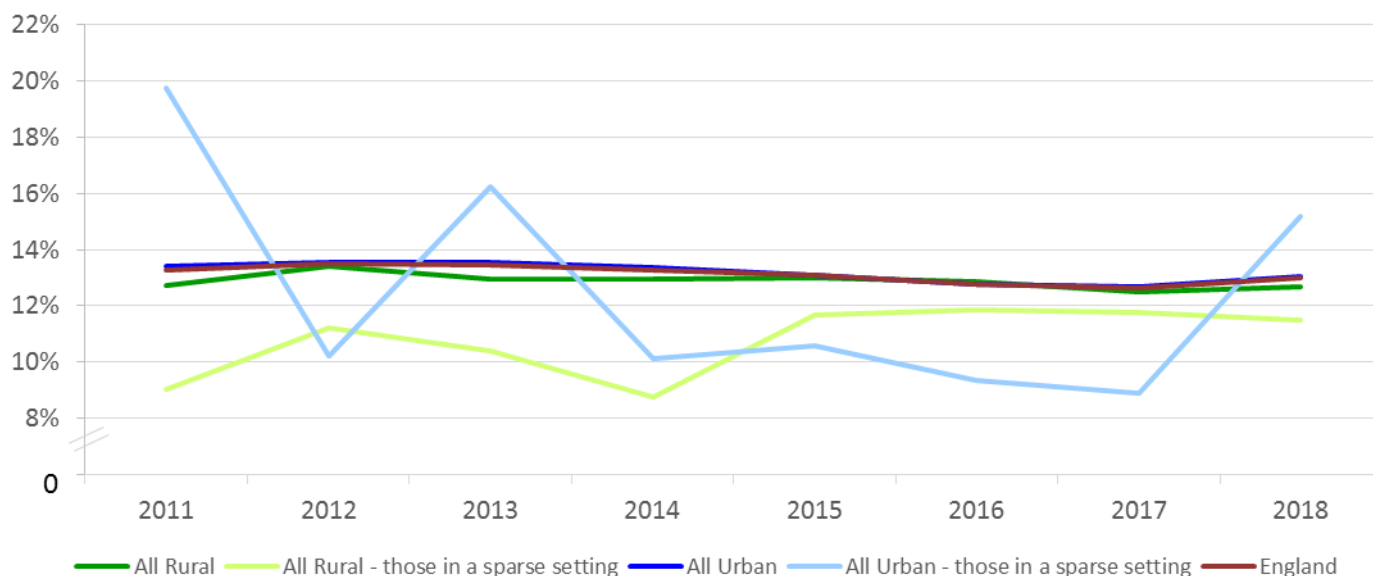
- The proportion of the resident working age population with qualifications at NVQ Level 4 (or equivalent) and above follows a general increase in both *rural* and *urban areas*.
- In 2018, 42.9 per cent of working age people living in *rural areas* had NVQ4 equivalent or above.

Proportion of working age population with NVQ level 4 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2018

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---------------------------|------|------|------|------|------|------|------|------|
| All rural | 36.8 | 39.3 | 40.4 | 40.4 | 41.6 | 42.5 | 42.1 | 42.9 |
| those in a sparse setting | 30.7 | 38.9 | 36.3 | 34.6 | 36.7 | 35.4 | 34.5 | 36.1 |
| All urban | 22.4 | 26.2 | 25.3 | 17.6 | 20.9 | 23.0 | 28.1 | 27.5 |
| those in a sparse setting | 22.4 | 26.2 | 25.3 | 17.6 | 20.9 | 23.0 | 28.1 | 27.5 |
| All rural town & fringe | 33.6 | 35.9 | 37.8 | 38.4 | 39.0 | 40.1 | 39.2 | 39.6 |
| those in a sparse setting | 31.1 | 37.3 | 34.5 | 33.7 | 32.3 | 29.4 | 27.4 | 31.5 |
| All rural village | 40.3 | 42.5 | 42.1 | 42.8 | 44.2 | 45.3 | 46.3 | 47.2 |
| those in a sparse setting | 33.1 | 38.8 | 36.0 | 30.7 | 36.0 | 37.6 | 41.8 | 38.7 |
| All rural hamlet | 41.8 | 43.7 | 46.4 | 43.3 | 46.2 | 46.7 | 44.8 | 46.8 |
| those in a sparse setting | 28.0 | 40.8 | 38.9 | 39.0 | 43.2 | 41.2 | 35.1 | 38.9 |
| England | 36.8 | 38.4 | 39.3 | 40.0 | 41.2 | 42.4 | 42.5 | 43.5 |

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 2018



- 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 2018

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---------------------------|------|------|------|------|------|------|------|------|
| All rural | 12.7 | 13.4 | 13.0 | 13.0 | 13.0 | 12.9 | 12.5 | 12.7 |
| those in a sparse setting | 9.0 | 11.2 | 10.4 | 8.8 | 11.7 | 11.9 | 11.8 | 11.5 |
| All urban | 13.4 | 13.5 | 13.6 | 13.3 | 13.1 | 12.8 | 12.7 | 13.1 |
| those in a sparse setting | 19.7 | 10.2 | 16.2 | 10.1 | 10.6 | 9.4 | 8.9 | 15.2 |
| All rural town & fringe | 13.7 | 14.3 | 13.1 | 13.6 | 13.1 | 13.0 | 13.0 | 13.2 |
| those in a sparse setting | 10.6 | 10.4 | 12.2 | 10.8 | 13.4 | 10.6 | 13.7 | 14.4 |
| All rural village | 12.5 | 12.7 | 13.1 | 13.6 | 13.5 | 12.7 | 12.7 | 11.8 |
| those in a sparse setting | 9.5 | 9.7 | 9.9 | 6.5 | 11.9 | 15.9 | 11.2 | 8.1 |
| All rural hamlet | 11.3 | 12.8 | 13.1 | 11.3 | 12.3 | 13.3 | 10.8 | 13.0 |
| those in a sparse setting | 6.9 | 13.8 | 8.8 | 8.6 | 9.1 | 9.6 | 10.3 | 11.4 |
| England | 13.3 | 13.5 | 13.5 | 13.3 | 13.1 | 12.8 | 12.6 | 13.0 |

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.

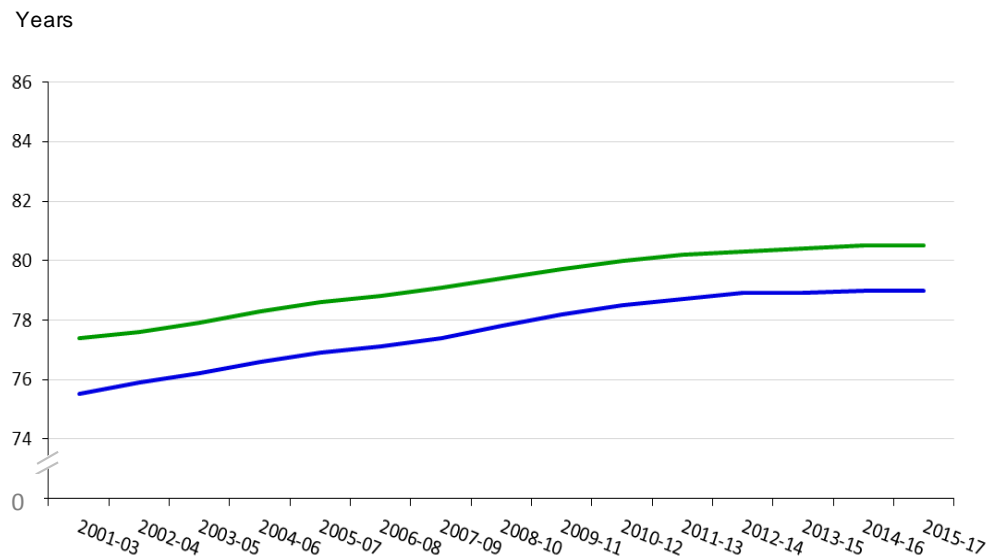
Source: ONS, Annual Population Survey

Health and Wellbeing

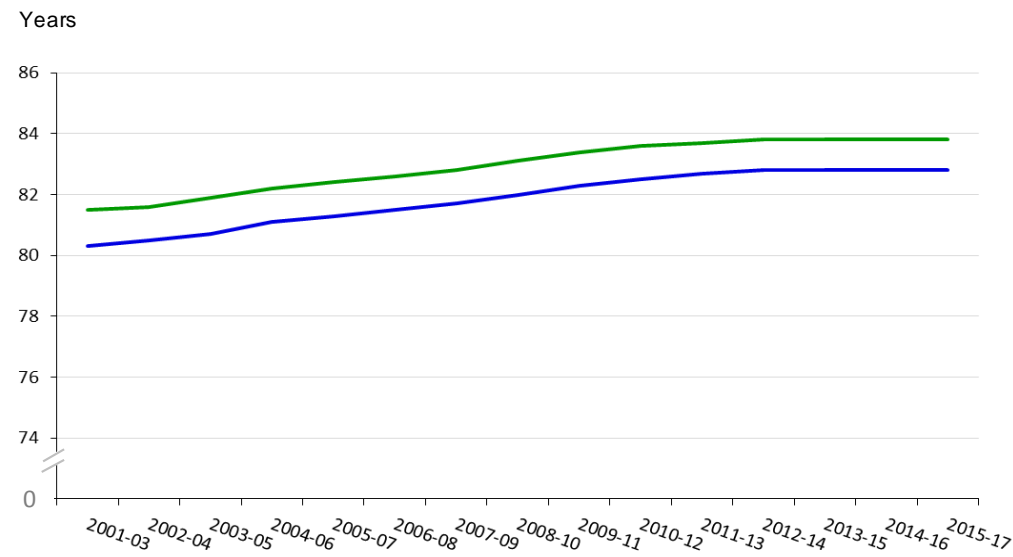
- **Average life expectancy was highest in *Mainly Rural areas*:** On average, people born in *Mainly Rural* areas in 2015-17 are expected to live two years longer than people born in *Urban with Minor Conurbation* areas.
- The average life expectancy in 2015-17 was 79.5 years for men and 83.1 years 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 2015-2017, the highest rate of PYLL was in *Urban with Minor Conurbation* areas at 476 years of life lost per 10,000 population. The lowest rate of PYLL was in *Mainly Rural* areas, at 369 years of life lost per 10,000 population.
- **Infant mortality is lower in *rural areas* than in *urban areas*:** In 2018, the infant mortality rate in *rural areas* was 3.0 deaths per 1,000 live births, compared with 4.1 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 2015-17, with levels remaining largely the same in 2015-17 as they were in 2014-16.
- In 2015-17 the average England life expectancy for men was 79.5 years and 83.1 years for women. This means that a newborn boy born in England can on average, expect to live to 79.5 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 80.7 years and female life expectancy at 84.1 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 | 2014-16 | 2015-17 |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 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 | 80.7 | 80.7 |
| 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 | 80.3 | 80.3 |
| 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 | 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 | 79.0 | 79.1 |
| 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 | 78.5 | 78.6 |
| 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 | 80.2 | 80.3 |
| 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 | 80.5 | 80.5 |
| 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 | 79.0 | 79.0 |
| England | 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 | 79.4 | 79.5 |

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 | 2014-16 | 2015-17 |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 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 | 84.1 | 84.1 |
| 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 | 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 | 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 | 82.8 | 82.9 |
| 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 | 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 | 83.6 | 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 | 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 | 82.8 | 82.8 |
| England | 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 | 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

Potential years of life lost (PYLL)

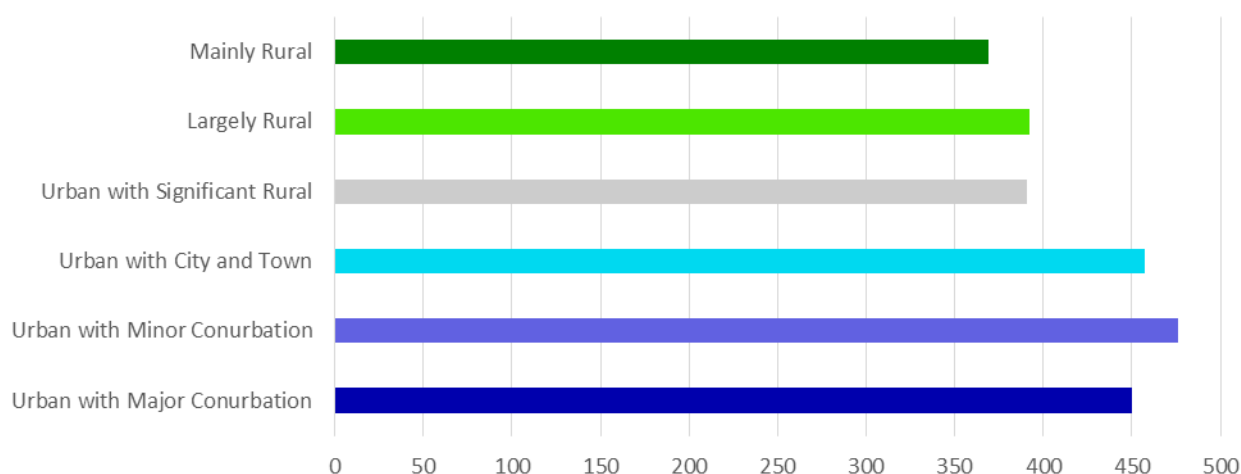
Potential Years of Life Lost (PYLL) is the difference between the actual age of death due to a particular condition or disease and the expected age of death if that person had not suffered from that disease. This indicator measures the PYLL for all causes of death.

- The highest rate of PYLL was in Urban with Minor Conurbation areas at 476 years of life lost per 10,000 population.
- The lowest rate of PYLL was in Mainly Rural areas, at 369 years of life lost per 10,000 population.

Years of life lost per 10,000 population for all causes, by Local Authority classification, England, 2015-17

| | All Causes |
|------------------------------|------------|
| Mainly Rural | 369 |
| Largely Rural | 392 |
| Urban with Significant Rural | 391 |
| Urban with City and Town | 457 |
| Urban with Minor Conurbation | 476 |
| Urban with Major Conurbation | 450 |
| Predominantly urban | 454 |
| Predominantly rural | 382 |
| England | 431 |

Years of life lost due to mortality from all causes, England, 2015-17



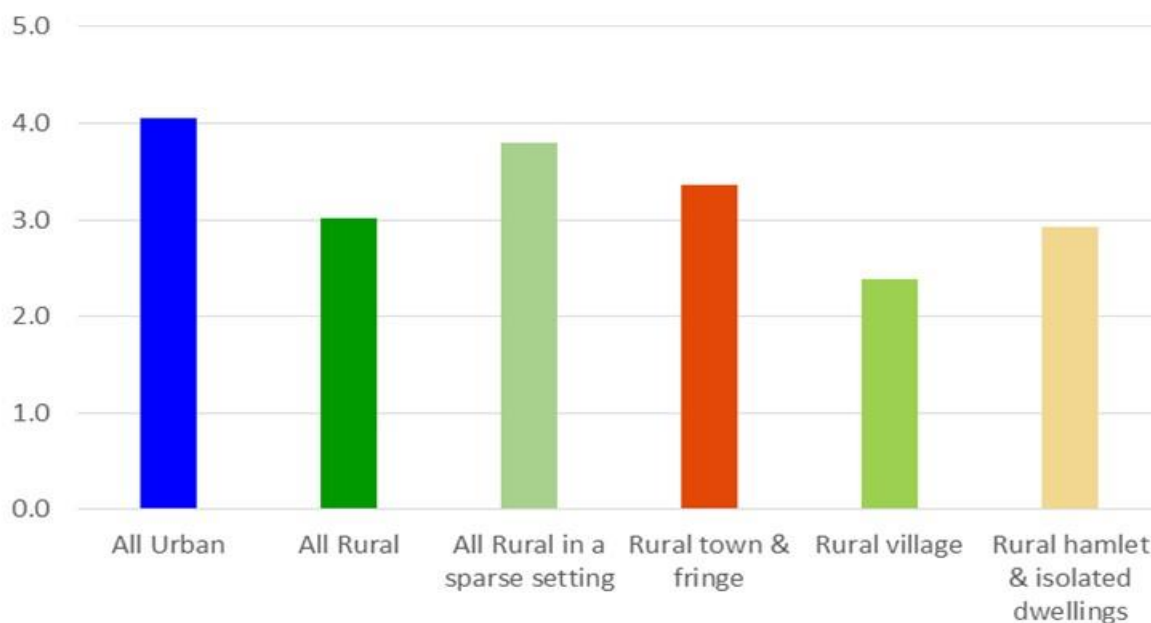
Notes: PYLL measures the average number of years a person would have lived had they not died prematurely (age 1 to 74), per 10,000 population. Data are based on the original underlying cause of death measured by directly age-standardised rates. Data for 2015-2017 are pooled and weighted by the 2016 NOMIS 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, 2018

Deaths per 1,000 live births



Infant deaths (aged under 1 year) per 1,000 live births, by settlement type in England, 2012 - 2018

| | 2012 | 2015 | 2018 |
|-----------------------------------|------------|------------|------------|
| Urban | 4.2 | 4.0 | 4.1 |
| Rural | 3.6 | 3.1 | 3.0 |
| in a sparse setting | 3.5 | 2.6 | 3.8 |
| Rural town & fringe | 3.9 | 3.2 | 3.4 |
| Rural village | 3.2 | 3.1 | 2.4 |
| Rural hamlet & isolated dwellings | 3.1 | 2.8 | 2.9 |
| England | 4.1 | 3.9 | 3.9 |

- The Infant Mortality Rate (IMR) is the number of infant (under one year old) deaths per 1,000 live births.
- In 2018, the IMR was lower in *rural areas* at 3.0 deaths per 1,000 live births than the England average of 3.9 per 1,000 live births. The IMR for *urban areas* was 4.1 deaths per 1,000 live births.
- Rural areas in a sparse setting have an IMR of 3.8 deaths per 1,000 live births, which is 0.8 deaths per 1,000 live births higher than the overall rural IMR.
- Over the last 10 years the IMR has decreased by 0.8 deaths per 1,000 live births for rural areas and by 0.9 deaths per 1,000 live births for urban areas.

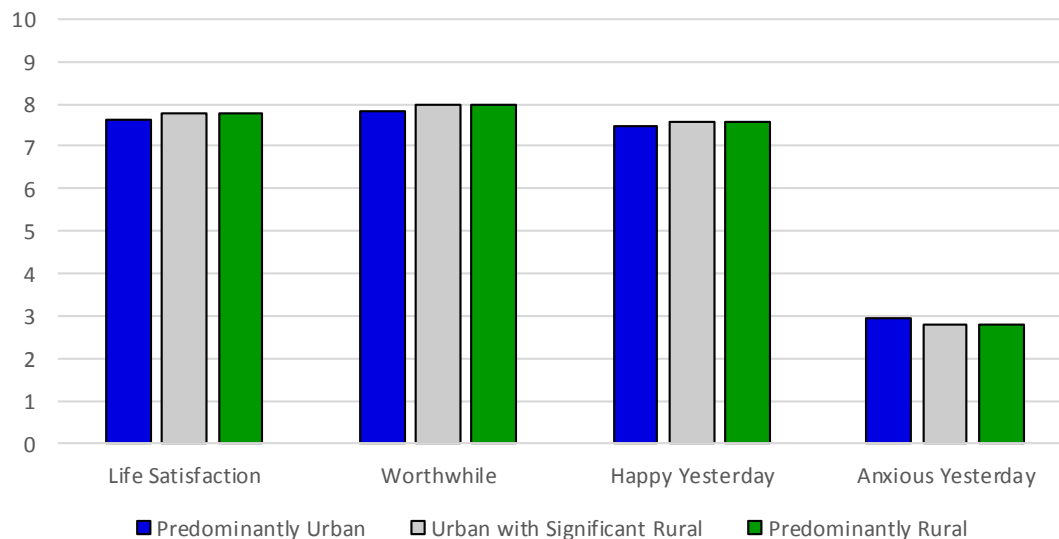
Notes: Infants are defined as less than one year old. There are many factors that can influence the IMR, including birth weight, mothers' age, and socio-economic status.

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

Wellbeing

- In 2017/18 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, 2017/18



Average ratings (out of ten) on four measures of wellbeing, by local authority rural-urban classification in England, 2017/18

| | 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 | 7.57 | 7.79 | 7.46 | 2.99 |
| Urban with Minor Conurbation | 7.52 | 7.79 | 7.34 | 3.10 |
| Urban with City and Town | 7.70 | 7.88 | 7.52 | 2.90 |
| Urban with Significant Rural | 7.79 | 7.97 | 7.57 | 2.79 |
| Largely Rural | 7.79 | 7.99 | 7.57 | 2.86 |
| Mainly Rural | 7.82 | 7.98 | 7.64 | 2.70 |
| Predominantly Urban | 7.62 | 7.83 | 7.48 | 2.96 |
| Predominantly Rural | 7.80 | 7.98 | 7.60 | 2.79 |
| England | 7.68 | 7.88 | 7.52 | 2.90 |

- 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 7.80 compared with an average rating of 7.62 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 7.83 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 7.60 compared with an average rating of 7.48 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 2.79 compared with an average rating of 2.96 given by those living in *predominantly urban* areas.

Average ratings (out of ten) on the question “Overall, how satisfied are you with your life nowadays?”, by local authority rural-urban classification in England, 2011/12-2017/18

| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|-------------------------------------|---------|---------|---------|---------|---------|---------|---------|
| Urban with Major Conurbation | 7.26 | 7.32 | 7.38 | 7.48 | 7.53 | 7.56 | 7.57 |
| Urban with Minor Conurbation | 7.36 | 7.44 | 7.44 | 7.49 | 7.62 | 7.63 | 7.52 |
| Urban with City and Town | 7.40 | 7.44 | 7.47 | 7.59 | 7.64 | 7.67 | 7.70 |
| Urban with Significant Rural | 7.52 | 7.53 | 7.62 | 7.71 | 7.71 | 7.77 | 7.79 |
| Largely Rural | 7.55 | 7.57 | 7.61 | 7.76 | 7.79 | 7.79 | 7.79 |
| Mainly Rural | 7.62 | 7.61 | 7.72 | 7.82 | 7.82 | 7.86 | 7.82 |
| Predominantly Urban | 7.32 | 7.38 | 7.42 | 7.53 | 7.58 | 7.61 | 7.62 |
| Predominantly Rural | 7.58 | 7.58 | 7.66 | 7.78 | 7.80 | 7.82 | 7.80 |
| England | 7.40 | 7.44 | 7.50 | 7.60 | 7.64 | 7.67 | 7.68 |

Average ratings (out of ten) on the question “Overall, to what extent do you feel the things you do in your life are worthwhile?”, by local authority rural-urban classification in England, 2011/12-2017/18

| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|-------------------------------------|---------|---------|---------|---------|---------|---------|---------|
| Urban with Major Conurbation | 7.55 | 7.60 | 7.65 | 7.73 | 7.74 | 7.78 | 7.79 |
| Urban with Minor Conurbation | 7.66 | 7.69 | 7.69 | 7.79 | 7.84 | 7.83 | 7.79 |
| Urban with City and Town | 7.65 | 7.66 | 7.70 | 7.79 | 7.81 | 7.84 | 7.88 |
| Urban with Significant Rural | 7.77 | 7.79 | 7.84 | 7.91 | 7.90 | 7.95 | 7.97 |
| Largely Rural | 7.79 | 7.82 | 7.82 | 7.92 | 7.96 | 7.96 | 7.99 |
| Mainly Rural | 7.84 | 7.81 | 7.92 | 7.99 | 7.98 | 7.99 | 7.98 |
| Predominantly Urban | 7.60 | 7.63 | 7.67 | 7.76 | 7.78 | 7.81 | 7.83 |
| Predominantly Rural | 7.81 | 7.81 | 7.86 | 7.95 | 7.97 | 7.98 | 7.98 |
| England | 7.66 | 7.69 | 7.73 | 7.82 | 7.83 | 7.86 | 7.88 |

Average ratings (out of ten) on the question “Overall, how happy did you feel yesterday?”, by local authority rural-urban classification in England, 2011/12-2017/18

| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|
| Urban with Major Conurbation | 7.17 | 7.21 | 7.31 | 7.35 | 7.38 | 7.42 | 7.46 |
| Urban with Minor Conurbation | 7.26 | 7.31 | 7.29 | 7.40 | 7.55 | 7.38 | 7.34 |
| Urban with City and Town | 7.26 | 7.26 | 7.36 | 7.44 | 7.47 | 7.51 | 7.52 |
| Urban with Significant Rural | 7.40 | 7.37 | 7.46 | 7.54 | 7.50 | 7.56 | 7.57 |
| Largely Rural | 7.42 | 7.40 | 7.45 | 7.58 | 7.60 | 7.64 | 7.57 |
| Mainly Rural | 7.47 | 7.40 | 7.58 | 7.65 | 7.63 | 7.67 | 7.64 |
| Predominantly Urban | 7.21 | 7.24 | 7.33 | 7.39 | 7.42 | 7.45 | 7.48 |
| Predominantly Rural | 7.44 | 7.40 | 7.50 | 7.61 | 7.61 | 7.65 | 7.60 |
| England | 7.29 | 7.29 | 7.38 | 7.46 | 7.47 | 7.51 | 7.52 |

Average ratings (out of ten) on the question “Overall, how anxious did you feel yesterday?”, by local authority rural-urban classification in England, 2011/12-2017/18

| | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|
| Urban with Major Conurbation | 3.29 | 3.15 | 3.03 | 2.98 | 2.98 | 3.04 | 2.99 |
| Urban with Minor Conurbation | 3.18 | 3.03 | 3.00 | 2.97 | 2.84 | 2.99 | 3.10 |
| Urban with City and Town | 3.12 | 3.03 | 2.93 | 2.82 | 2.87 | 2.90 | 2.90 |
| Urban with Significant Rural | 3.03 | 2.95 | 2.86 | 2.79 | 2.79 | 2.84 | 2.79 |
| Largely Rural | 2.98 | 2.93 | 2.81 | 2.74 | 2.77 | 2.78 | 2.86 |
| Mainly Rural | 2.96 | 2.91 | 2.73 | 2.69 | 2.71 | 2.68 | 2.70 |
| Predominantly Urban | 3.21 | 3.09 | 2.99 | 2.92 | 2.93 | 2.98 | 2.96 |
| Predominantly Rural | 2.97 | 2.92 | 2.77 | 2.72 | 2.74 | 2.73 | 2.79 |
| England | 3.14 | 3.04 | 2.93 | 2.86 | 2.87 | 2.91 | 2.90 |

- There has been a slight upward trend in the ratings for ‘life satisfaction’, ‘life worthwhile’ and ‘happiness yesterday’ and a slight downward trend in ratings of ‘anxiousness yesterday’ across all rural-urban classifications between 2011/12 and 2017/18. This suggests that reported wellbeing has improved slightly over this time period.
- Those living in *predominantly rural* areas consistently show slightly higher ratings of reported wellbeing than those living in *predominantly urban* areas over this time period.

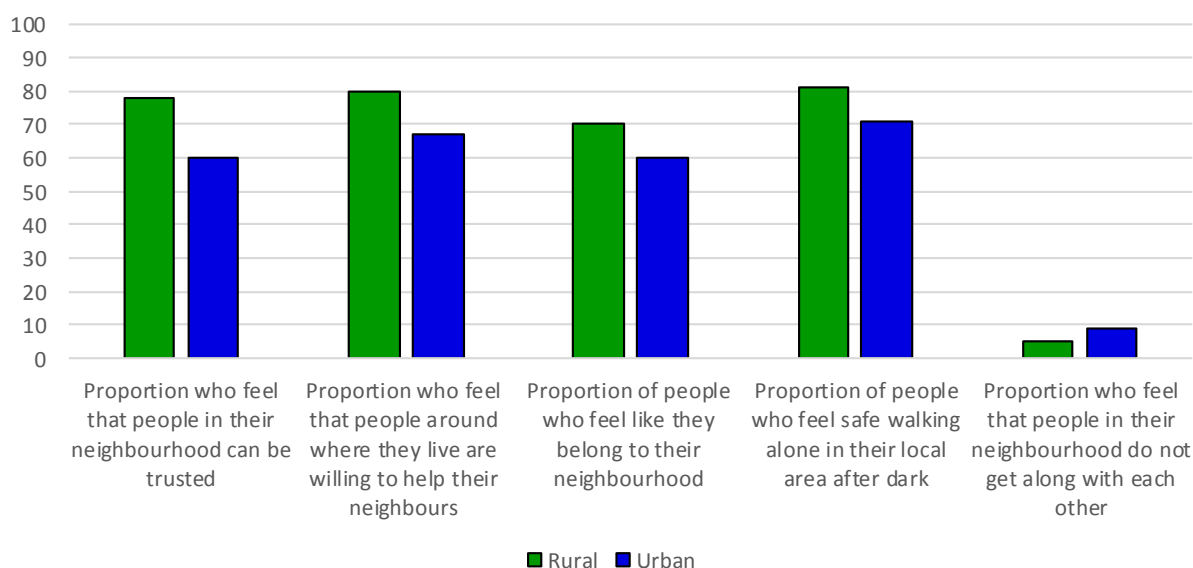
Notes:

These data were originally collected as part of the Annual Population Survey (APS). The data presented here are reflective of the position for March 2017-March 2018.

Source: ONS 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 |
|----------------|---|---|---|---|---|
| Rural | 78% | 80% | 70% | 81% | 5% |
| Urban | 60% | 67% | 60% | 71% | 9% |
| England | 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. These data were released by the ONS in May 2016 and are currently the most up-to-date data published for these measures.

Source: ONS

www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/5measuresofsocialcapitalbyregionandurbanandrural

Crime

- Average crime rates are lower in rural areas than urban areas.
- In 2018/19, the rate of violence against the person was 20.2 per 1,000 population in *predominantly rural* areas compared with 29.5 per 1,000 population in *predominantly urban* areas.
- The rate of sexual offences in *predominantly rural* areas was 2.2 per 1,000 population in 2018/19, compared with 2.8 per 1,000 population in *predominantly urban* areas.
- The rate of recorded crime was also lower in rural areas than urban areas for crimes such as robbery, domestic burglary and vehicle offences (theft of, theft from or vehicle interference). For example, there were 4.3 vehicle offences per 1,000 population in *predominantly rural* areas and 9.5 per 1,000 population in *predominantly urban* areas in 2018/19.

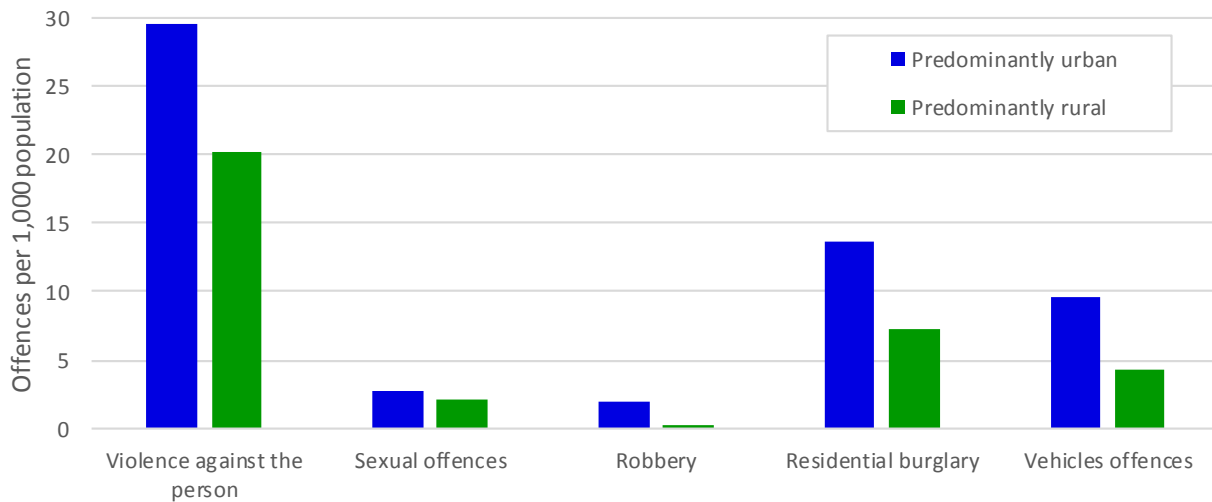
The way crimes are recorded by the police and the likelihood of victims reporting crimes may change over time. Figures on recorded crime may not be a reliable measure of year on year trends.

This analysis compares the rural and urban crime numbers as rates per head of population for only the latest year available. However, the relative differences between crime rates in rural and urban areas have been broadly consistent in previous years.

Further information can be found in the ONS publication 'Crime in England and Wales: year ending March 2019':

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingmarch2019>

Police recorded crime rates per 1,000 population, by offence type and Community Safety Partnership area, in England, 2018/19



- In 2018/19, the lowest and highest crime rates by offence type were as follows:
- **Violence against the person:** the rate of violence against a person was lowest in *mainly rural* areas, where there were 17.7 recorded acts of violent crime per 1,000 population, and highest in *urban areas with major conurbation*, at 29.6 recorded acts of violent crime per 1,000 population. This category includes two new items for 2018/19, alongside the existing ones of *homicide*, *violence with injury* and *violence without injury*. The two new items are *death or serious injury caused by illegal driving* and *stalking and harassment*.
- **Sexual offences:** the rate of sexual offences was lowest in *mainly rural* areas, where there were 2.1 recorded acts of sexual crime per 1,000 population, and highest in *urban with city and town* areas, at 2.9 recorded acts of sexual crime per 1,000 population.
- **Robbery offences:** the lowest rate of robbery offences was recorded in *mainly rural* areas at 0.3 offences per 1,000 population, compared with the highest rate of 2.8 which was recorded in *urban areas with major conurbations*.
- **Residential burglary offences:** the lowest rate of domestic burglary offences was recorded in *mainly rural* areas at 5.9 offences per 1,000 population, compared with the highest rate of 16.2 which was recorded in *urban areas with major conurbations*.
- **Vehicle offences:** the rate was lowest in *mainly rural* areas, where there were 3.6 vehicle offences per 1,000 people compared with 11.5 offences recorded in *urban areas with major conurbations*.

Police recorded crime rates per 1,000 population, by offence type and Community Safety Partnership area, in England, 2018/19

| | Violence against the person | Sexual offences | Robbery | Domestic burglary | Vehicles offences |
|------------------------------|------------------------------------|------------------------|----------------|--------------------------|--------------------------|
| Urban with major conurbation | 29.6 | 2.7 | 2.8 | 16.2 | 11.5 |
| Urban with minor conurbation | 29.3 | 2.7 | 1.1 | 14.5 | 8.3 |
| Urban with city and town | 29.4 | 2.9 | 1.0 | 10.3 | 7.1 |
| Urban with significant rural | 24.0 | 2.3 | 0.6 | 8.3 | 5.1 |
| Largely rural | 21.5 | 2.2 | 0.4 | 8.0 | 4.7 |
| Mainly rural | 17.7 | 2.1 | 0.3 | 5.9 | 3.6 |
| | | | | | |
| Predominantly urban | 29.5 | 2.8 | 2.0 | 13.7 | 9.5 |
| Predominantly rural | 20.2 | 2.2 | 0.3 | 7.3 | 4.3 |
| England | 26.8 | 2.6 | 1.5 | 11.7 | 7.9 |

Source: ONS, *Recorded crime data at Community Safety Partnership and local authority level*:

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/recordedcrimedatatacommunitysafetypartnershiplocalauthoritylevel>

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 the year ending March 2016 that around 45 per cent of CSEW comparable crime was reported to the police, although this proportion varied considerably for individual offence types. See:

www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/methodologies/crimeinenglandandwalesqmi/pdf

(Section 4, page 5) for more information.

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