



Department
for Environment
Food & Rural Affairs

Statistical Digest of Rural England

February 2021 Edition





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Contents

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

- Ethnicity
- Businesses

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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:

- Ethnicity
- Businesses

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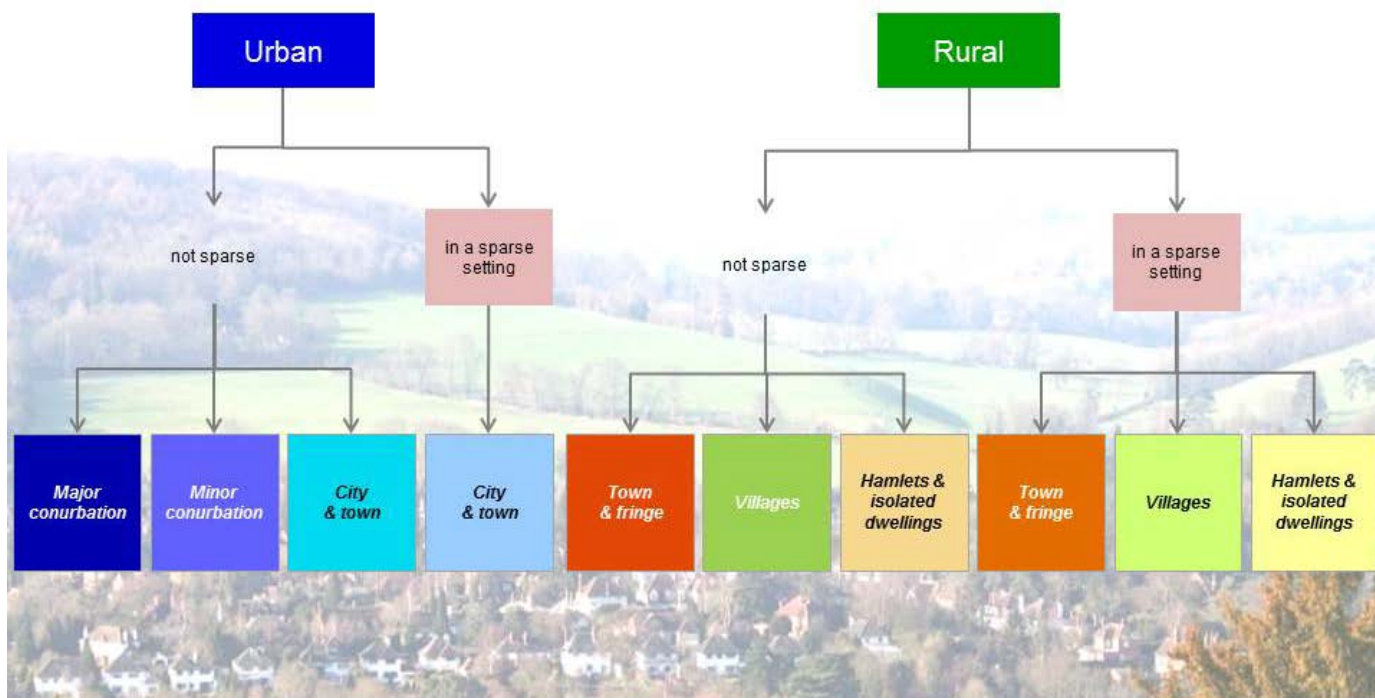
There is a special Census 2011 version of the Digest which looks at the data from the 2011 census and where possible makes comparisons to the 2001 census results.

This can be found at <https://www.gov.uk/government/statistics/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.

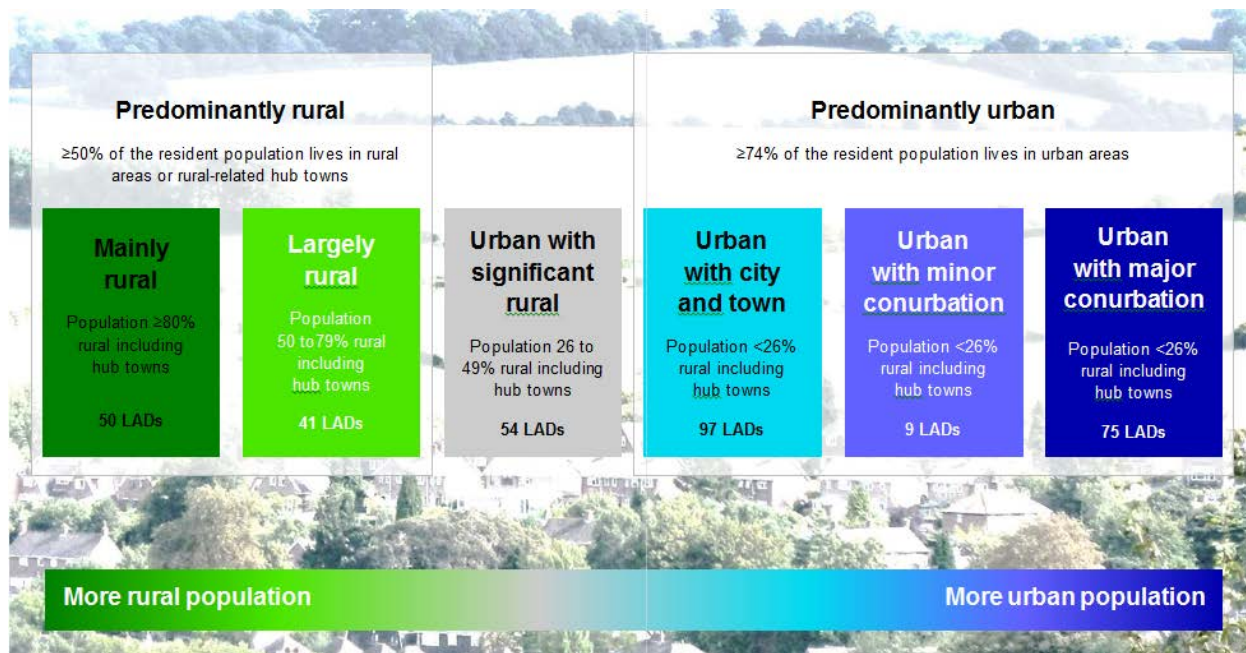
A map is shown overleaf.

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'.

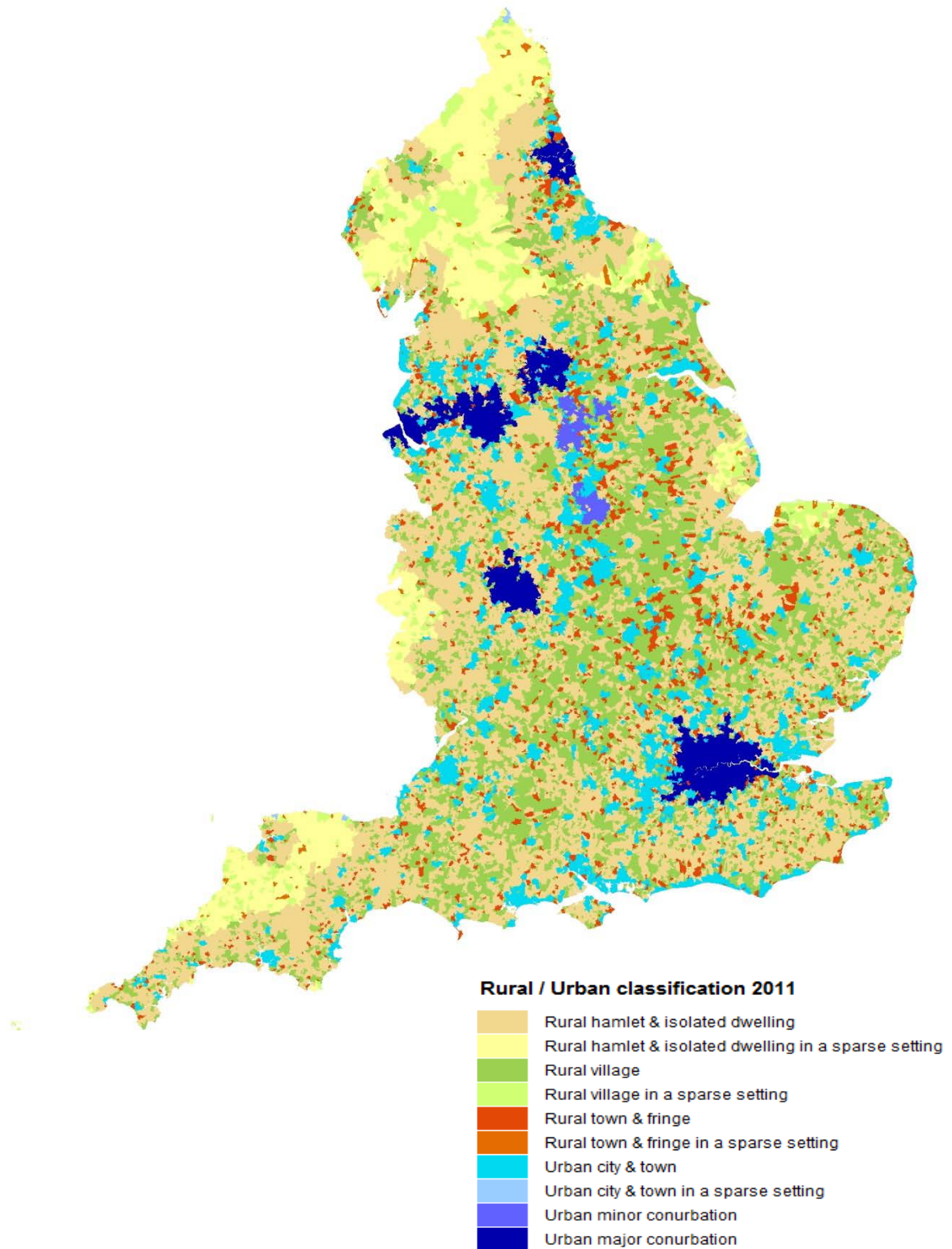
The table below shows the 2001-based Local Authority Classification and its categories on the left, and the 2011-based Local Authority Classification 2011 on the right to show how the categories align for comparison of figures.

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

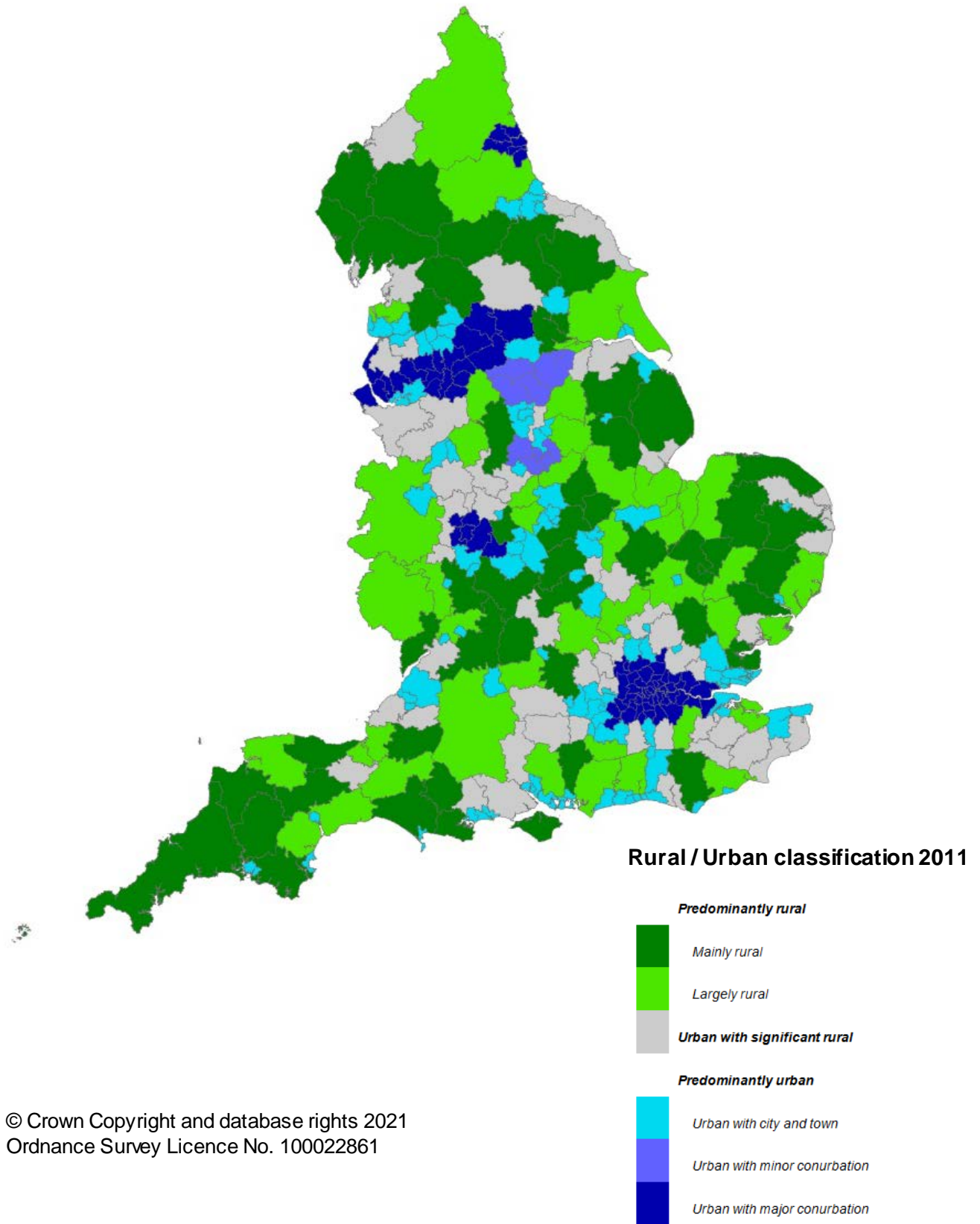
More information on the classifications can be found at:

<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 2019

- In 2019 the mid-year population estimate (based on Lower Super Output Areas, LSOAs) for England was 56.3 million, of which 9.6 million (17.1 per cent) lived in rural areas and 46.7 million (82.9 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 9.6 million in 2019 (LSOA-based), however the proportion of the total population has fallen from 17.2 per cent to 17.1 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 2019.

2019 Mid-year population estimates

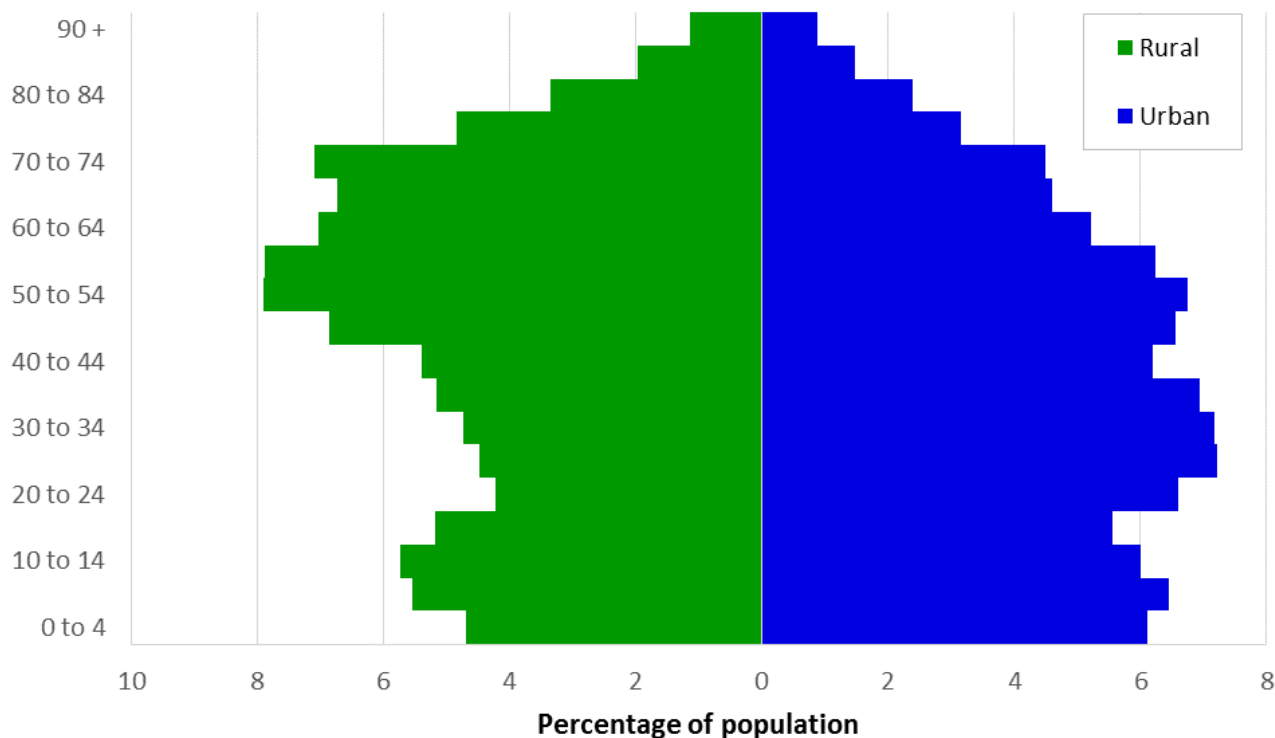
	Population	Proportion (%)
Rural	9,608,200	17.1
Rural town and fringe	5,202,300	9.2
- those in a sparse setting	197,200	0.4
Rural village and hamlet	4,405,900	7.8
- those in a sparse setting	303,400	0.5
Urban	46,678,700	82.9
Urban major conurbation	20,193,000	35.9
Urban minor conurbation	2,018,500	3.6
Urban city and town	24,467,200	43.5
- those in a sparse setting	91,700	0.2
England	56,287,000	100.0

- 9.6 million people, or 17.1 per cent of the population, lived in rural areas in 2019.
- Around 500,600 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, 2019

Age in years



- The population in rural areas has a higher proportion of older people compared with urban areas.
- In 2019, the most prominent age groups in rural areas are 50 to 54 and 55 to 59 with 7.9 per cent of the rural population, while the most prominent age groups in urban areas are 25 to 29 and 30 to 34 with 7.2 per cent of the urban population.

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

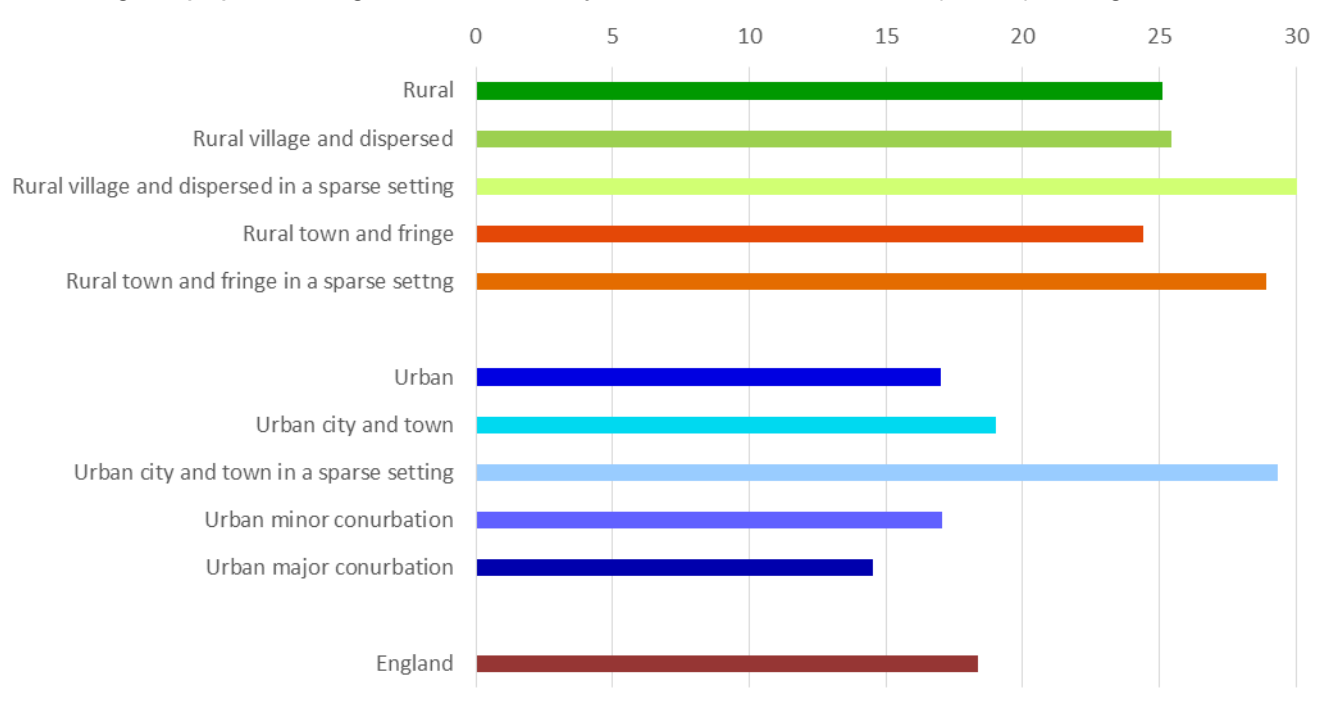
	0 - 4	5 - 9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-90	90+
Rural	4.7	5.6	5.7	5.3	4.3	4.5	4.7	5.2	5.5	7.2	8.0	7.7	6.9	6.9	7.0	4.6	3.3	1.9	1.1
Rural town and fringe	5.2	5.8	5.7	5.2	4.3	4.9	5.1	5.5	5.6	7.1	7.7	7.2	6.5	6.5	6.7	4.5	3.3	2.0	1.1
- those in 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, 2019



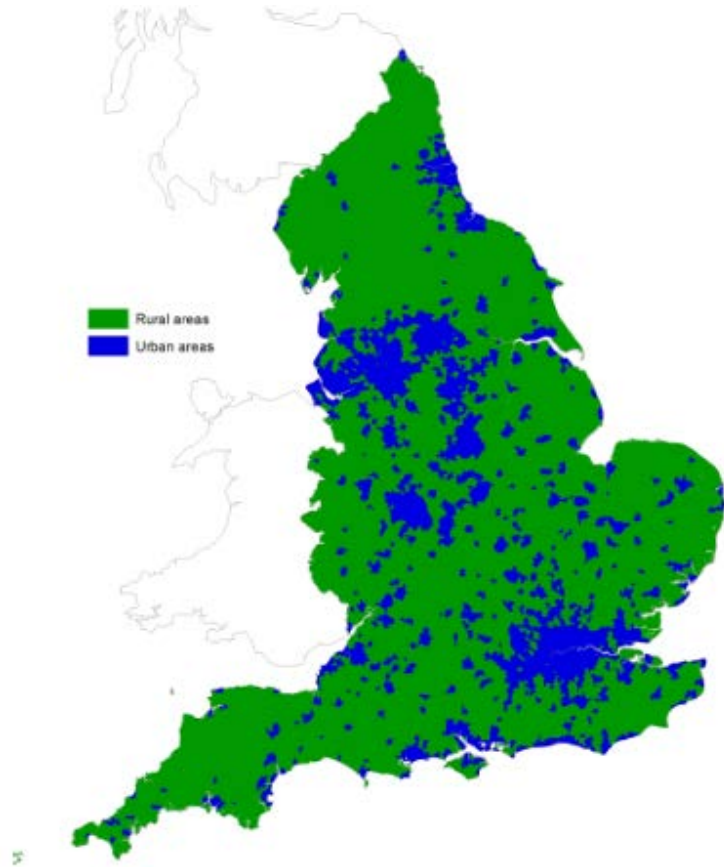
- The rural population has a higher proportion of those aged 65 and over, at 25.1 per cent, compared with the urban population where 17.0 per cent are 65 and over.
- The population of areas in a sparse setting have the highest proportion of those aged 65 and over, in particular settlements that are rural village and dispersed in a sparse setting have 30.2 per cent of the population aged 65 and over.

Population aged 65 and over as a percentage of total 2019 mid-year population

	Population	Population aged 65 and over	Proportion (%)
Rural	9,608,200	2,415,400	25.1
Rural town and fringe	5,005,100	1,221,600	24.4
- those in a sparse setting	197,200	57,000	28.9
Rural village and hamlet	4,102,500	1,045,100	25.5
- those in a sparse setting	303,400	91,600	30.2
Urban	46,678,700	7,938,300	17.0
Urban major conurbation	20,193,000	2,933,400	14.5
Urban minor conurbation	2,018,500	344,600	17.1
Urban city and town	24,375,500	4,633,400	19.0
- those in a sparse setting	91,700	26,900	29.3
England	56,287,000	10,353,700	18.4

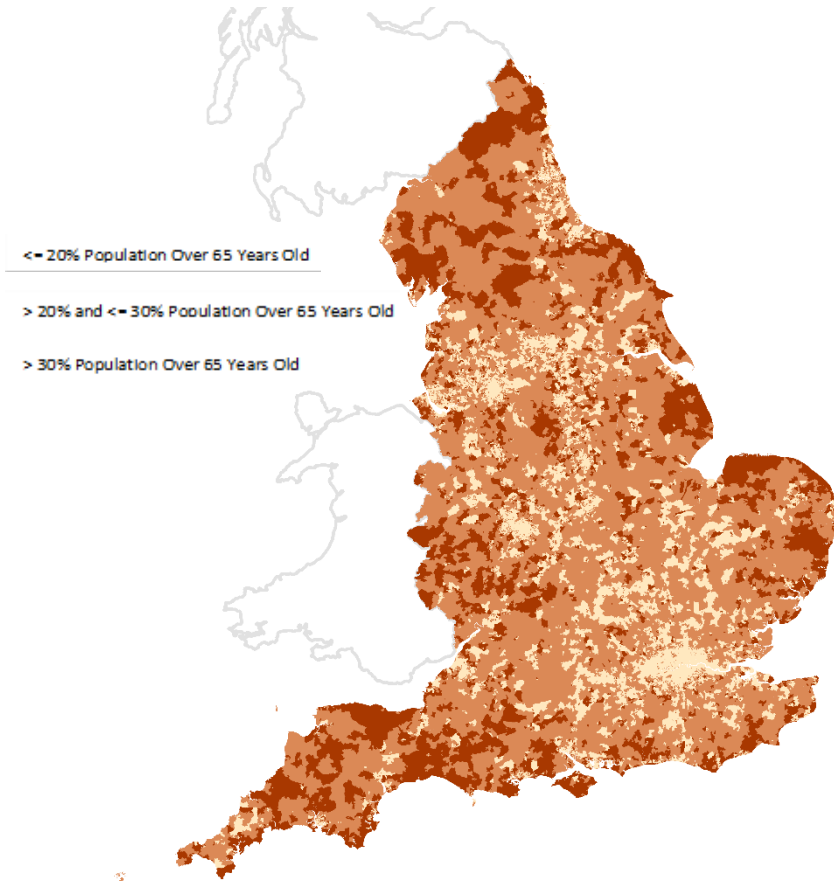
Maps showing the geographic relationship between the rural and urban populations at lower super output area level (LSOA) and areas where the percentage of population of over 65 year olds are most concentrated

Lower super output area classification of England (2011)



Source: ONS, Defra RUC2011
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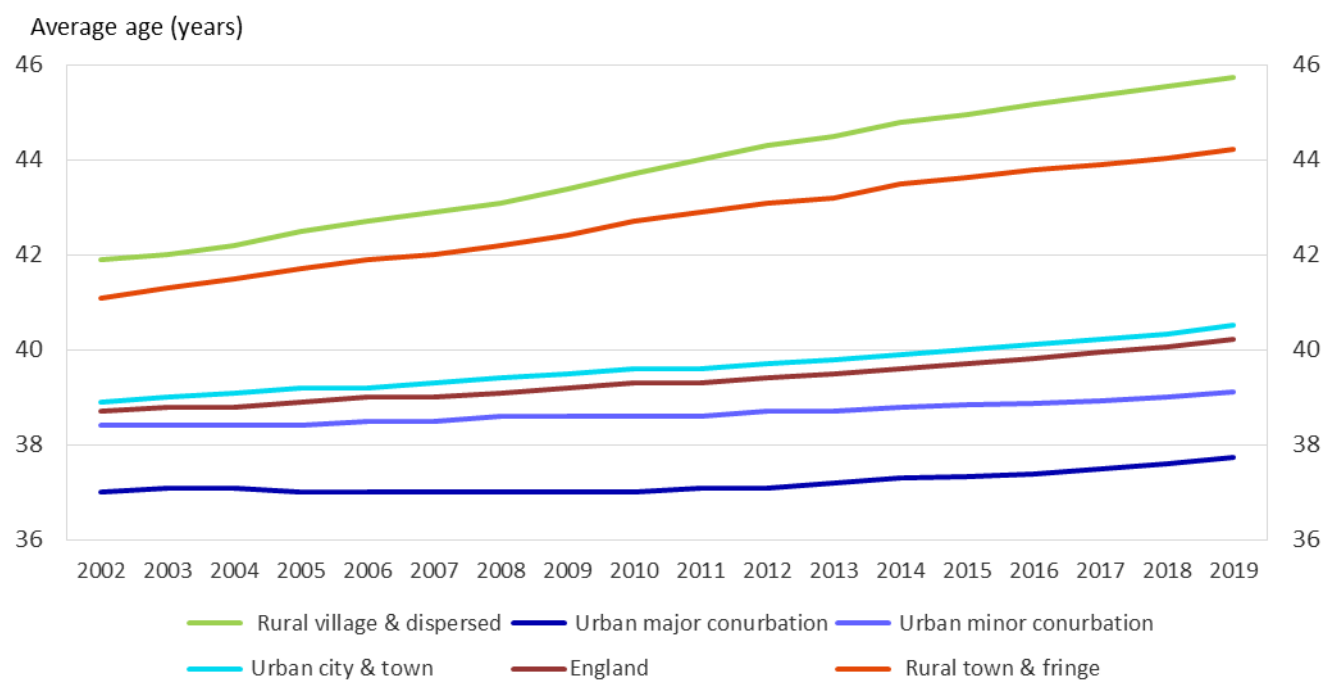
Percentage of population over the age of 65 years (2019)



Source: ONS, Defra Mid-year population estimates for 2019 at LSOA level

Average age of the population

Average age in rural and urban areas in England, 2002 to 2019



- The average age in rural areas is higher and has increased faster than in urban areas.
- In 2019, the average age of the population in rural village and dispersed areas was 45.7 years and in rural town and fringe areas it was 44.2 years, compared with the average for England of 40.2 years.
- The average age was lowest in urban major conurbations at 37.7 years.
- The average age in rural areas was 44.9 years in 2019, 5.7 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 1.5 year between 2002 and 2019, but in rural town and fringe areas it increased by 3.1 years and in rural village and dispersed areas by 3.8 years.

Average age of the population in rural and urban areas in England, 2002 to 2019

	Age in years																	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 ¹	2016 ¹	2017	2018	2019
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	44.9
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	44.2
- 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	46.8
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	45.7
- 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	48.6
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	39.3
Urban major conurbation	37.0	37.1	37.1	37.0	37.0	37.0	37.0	37.0	37.0	37.1	37.1	37.2	37.3	37.3	37.4	37.5	37.6	37.7
Urban minor conurbation	38.4	38.4	38.4	38.4	38.5	38.5	38.6	38.6	38.6	38.6	38.7	38.7	38.8	38.8	38.9	38.9	39.0	39.1
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	40.5
- 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	46.9
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	40.2

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:

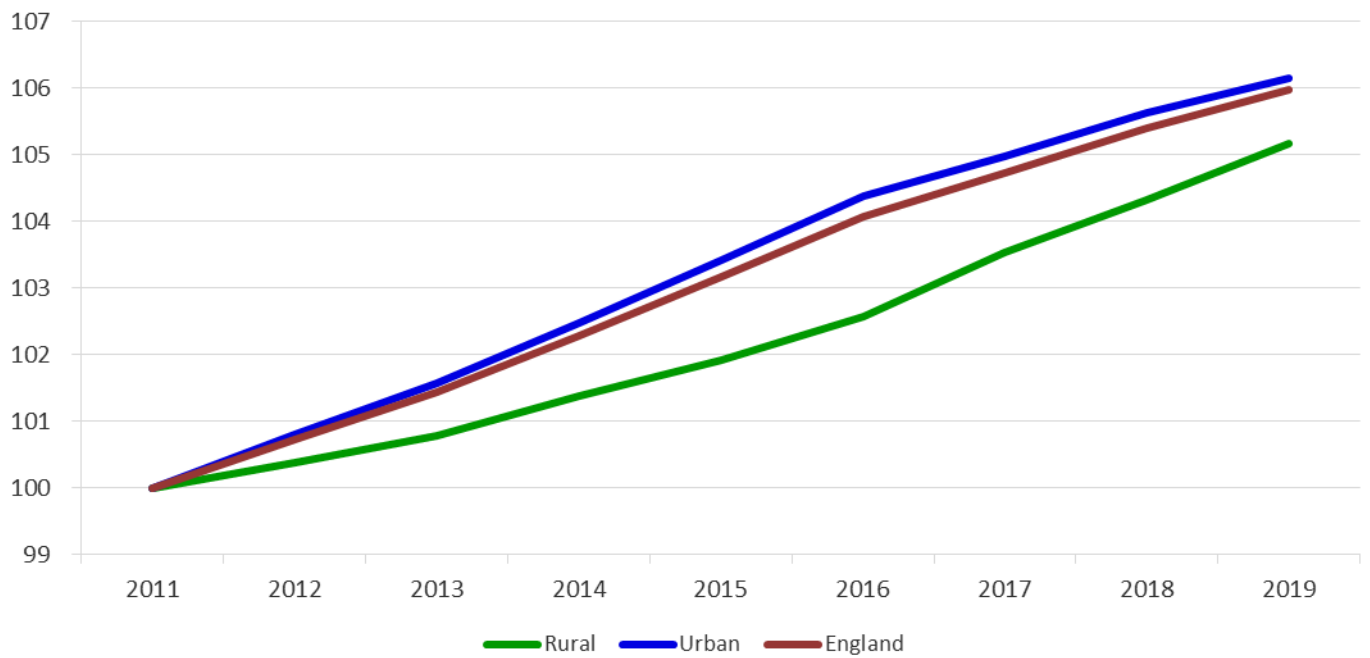
The average age is based on mid-year population estimates by age at the level of Lower Super Output Areas. The 2011 Rural Urban Classification has been applied to all years to allow comparison. Infants less than one year old are classified as 0 years of age. Those aged 90 or over are classified as being 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 2019 see the earlier section.

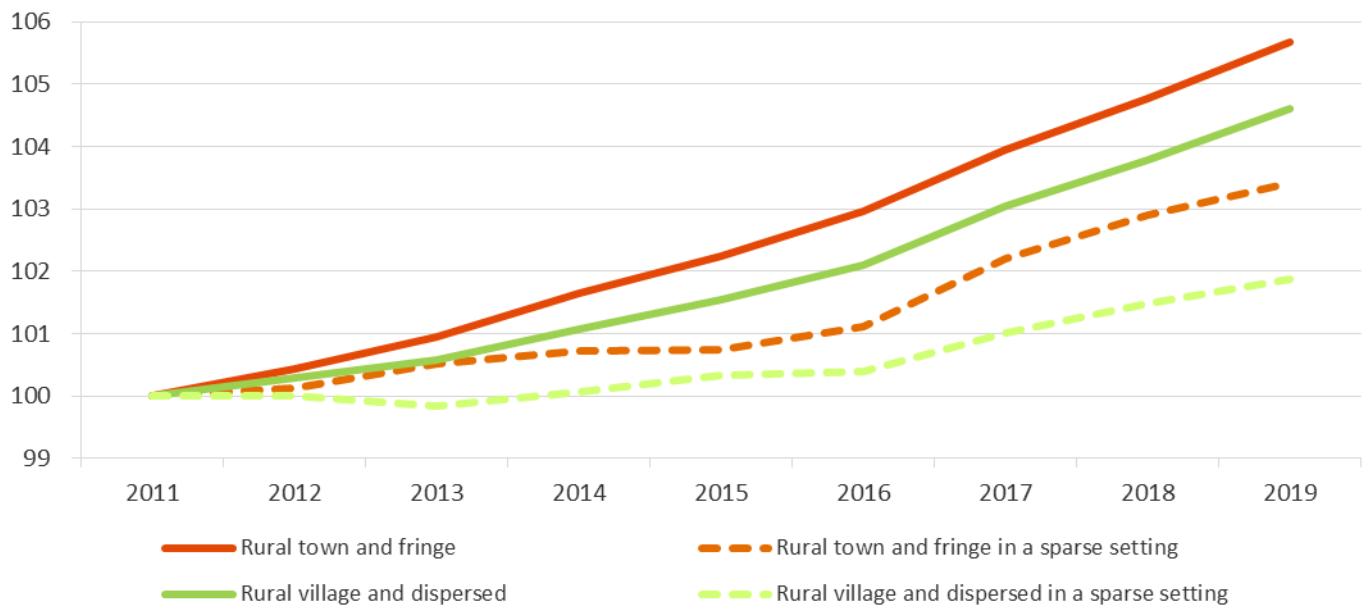
Source: [Office for National Statistics and Defra analysis of Lower Super Output Area Mid-Year Population Estimates](#).

Population change

Index of population change, 2011 to 2019
2011 = 100



Index of population change in rural areas, 2011 to 2019
2011 = 100



- Both rural and urban areas have seen an increase in overall population between 2011 and 2019. Rural has increased by 5.2 per cent and urban by 6.2 per cent.
- Within rural areas, the greatest rate of population increase was in *rural town and fringe areas* (5.7 per cent), within urban areas it was in *urban major conurbation* (6.9 per cent).
- *Rural villages and hamlets in sparse settings* showed the smallest rate of population increase within rural areas (1.9 per cent), in urban areas it was *urban city and town in a sparse setting* (1.2 per cent).

Index of population change, 2011 to 2019

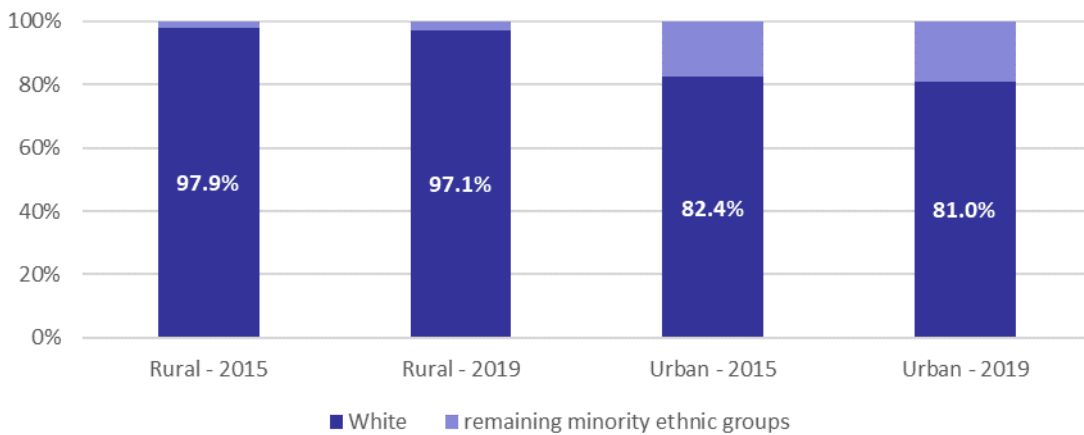
2011 = 100

	2012		2013		2014		2015		2016		2017		2018		2019	
	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index
Rural town and fringe	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	5,202,300	105.7
those in a sparse setting	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	197,200	103.4
Rural village and hamlet	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	4,405,900	104.6
those in a sparse setting	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	303,400	101.9
Urban major conurbation	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	20,193,000	106.9
Urban minor conurbation	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	2,018,500	105.7
Urban city and town	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	24,467,200	105.6
those in a sparse setting	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	91,700	101.2
Rural	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	9,608,200	105.2
Urban	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	46,678,700	106.2
England	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	56,287,000	106.0

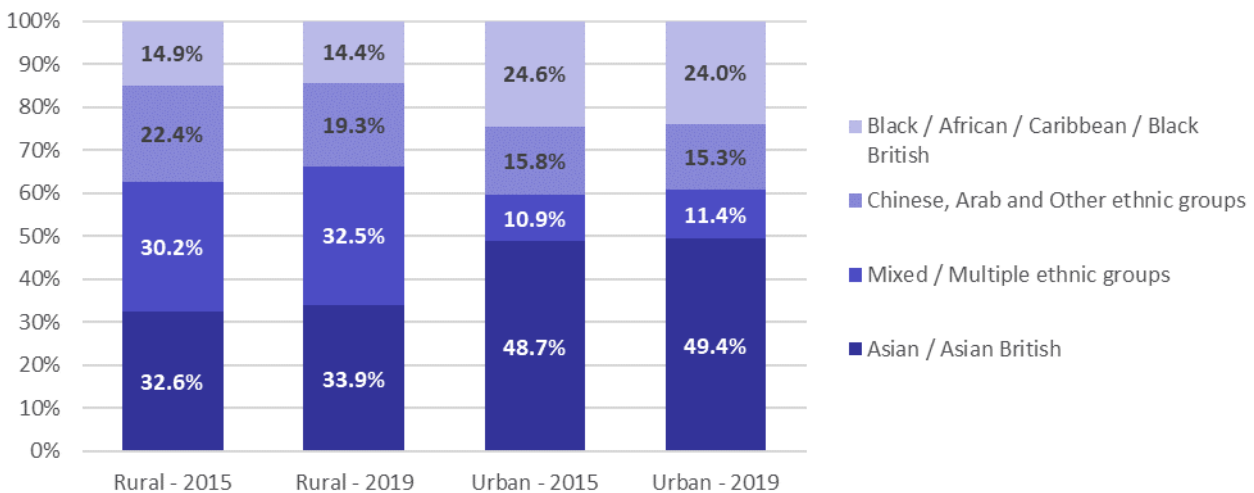
Ethnicity

- Overall, *white* is the majority ethnic group in both rural and urban areas, however urban areas are more ethnically diverse than rural areas.
- In 2019, the *white ethnic* group accounted for 97.1 per cent of the rural population, compared with 81.0 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 0.8 and 1.4 percentage points respectively since 2015.
- 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, 2015 and 2019



Detail for all minority ethnic group population in rural and urban areas, England, 2015 & 2019



Ethnic groups in England, numbers and percentage of population in rural and urban areas, 2015 and 2019

	Rural				Urban			
	2015		2019		2015		2019	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%
White	9,350,700	97.9	9,587,100	97.1	36,660,100	82.4	37,070,300	81.0
Remaining minority ethnic groups, of which:	201,700	2.1	286,500	2.9	7,840,400	17.6	8,669,600	19.0
Asian / Asian British	65,700	32.6	97,000	33.9	3,819,100	48.7	4,283,100	49.4
Mixed / Multiple ethnic groups	60,800	30.2	93,000	32.5	851,100	10.9	984,700	11.4
Chinese, Arab and Other ethnic groups	45,100	22.4	55,300	19.3	1,241,500	15.8	1,324,600	15.3
Black / African Caribbean / Black British	30,100	14.9	41,200	14.4	1,928,800	24.6	2,077,200	24.0
Total population	9,552,400		9,873,600		44,500,500		45,739,900	

- Ethnic diversity decreases the more sparsely populated the area is. In 2019 *minority ethnic* groups accounted for 1.0 per cent of those in rural areas in a sparse setting.

Percentage of population by ethnicity and detailed settlement type, England, 2019

	White	Asian	Mixed / Multiple	Chinese, Arab & Other	Black
Rural	97.1%	1.0%	0.9%	0.6%	0.4%
- those in a sparse setting	99.0%
Rural town and fringe	96.3%	1.3%	1.2%	0.6%	0.7%
Rural village and hamlet	97.7%	0.8%	0.8%	0.5%	0.2%
Urban	81.0%	9.4%	2.2%	2.9%	4.5%
Urban major conurbation	70.3%	14.3%	2.8%	4.7%	7.9%
Urban minor conurbation	87.1%	4.9%	2.2%	2.6%	3.2%
Urban city and town	89.5%	5.7%	1.6%	1.4%	1.9%
England	83.9%	7.9%	1.9%	2.5%	3.8%

.. 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, as defined by April 2020 Local Authority boundaries.

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 2019, 12.1 million people lived in a predominantly rural area, 21.6 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 2018.
- In comparison, 40 per cent of the population in predominantly urban areas are over the age of 44, which is the same as in 2018 as well.
- The population in predominantly rural areas has increased by 5.9 per cent between 2011 and 2019, compared with 6.0 per cent for England as a whole and 6.2 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 2019 (Population in '000s)

(2011 = 100)

	2011		2012		2013		2014		2015		2016		2017		2018		2019	
	Pop.	Index	Pop.	Index	Pop.	Index	Pop.	Index	Pop.	Index	Pop.	Index	Pop.	Index	Pop.	Index	Pop.	Index
Mainly Rural	4,430	100	4,455	100.6	4,479	101.1	4,511	101.8	4,542	102.5	4,574	103.3	4,613	104.1	4,651	105.0	4,692	105.9
Largely Rural	7,038	100	7,075	100.5	7,115	101.1	7,170	101.9	7,223	102.6	7,283	103.5	7,342	104.3	7,394	105.1	7,448	105.8
Urban with Significant Rural	6,597	100	6,636	100.6	6,676	101.2	6,721	101.9	6,765	102.5	6,812	103.3	6,851	103.9	6,896	104.5	6,940	105.2
Urban with City and Town	14,025	100	14,127	100.7	14,221	101.4	14,336	102.2	14,457	103.1	14,585	104.0	14,669	104.6	14,739	105.1	14,786	105.4
Urban with Minor Conurbation	2,106	100	2,121	100.7	2,132	101.2	2,146	101.9	2,161	102.6	2,179	103.5	2,194	104.2	2,207	104.8	2,217	105.3
Urban with Major Conurbation	18,911	100	19,080	100.9	19,242	101.8	19,432	102.8	19,638	103.8	19,835	104.9	19,951	105.5	20,090	106.2	20,204	106.8
Predominantly Rural	11,468	100	11,530	100.5	11,595	101.1	11,681	101.9	11,765	102.6	11,857	103.4	11,955	104.2	12,045	105.0	12,140	105.9
Predominantly Urban	35,042	100	35,328	100.8	35,595	101.6	35,914	102.5	36,256	103.5	36,599	104.4	36,813	105.1	37,036	105.7	37,207	106.2
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	56,287	106.0

Age bands as a percentage of total 2019 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	4.8	5.6	5.6	5.1	4.5	4.9	5.1	5.4	5.4	6.8	7.7	7.6	6.8	6.5	6.9	4.7	3.3	2.0	1.2
Largely Rural	5.1	5.8	5.7	5.2	4.7	5.2	5.5	5.6	5.6	6.7	7.5	7.3	6.5	6.2	6.5	4.5	3.2	2.0	1.2
Urban with Significant Rural	5.4	6.0	5.9	5.4	5.1	5.6	5.7	6.0	5.9	6.9	7.5	7.1	6.0	5.6	5.8	4.1	3.0	1.8	1.1
Urban with City and Town	5.9	6.4	6.0	5.7	7.1	7.0	6.7	6.6	6.0	6.5	6.8	6.3	5.3	4.8	4.7	3.3	2.5	1.5	0.9
Urban with Minor Conurbation	5.6	6.0	5.8	5.9	8.0	7.6	6.6	6.2	5.5	6.4	6.8	6.4	5.4	4.8	4.8	3.4	2.5	1.5	0.8
Urban with Major Conurbation	6.5	6.7	6.1	5.6	6.7	7.8	8.0	7.6	6.6	6.5	6.5	5.9	4.8	4.1	3.8	2.7	2.1	1.3	0.7
Predominantly Rural	5.0	5.7	5.7	5.1	4.6	5.1	5.4	5.5	5.5	6.7	7.6	7.4	6.6	6.3	6.6	4.6	3.3	2.0	1.2
Predominantly Urban	6.2	6.5	6.0	5.6	6.9	7.5	7.4	7.1	6.3	6.5	6.6	6.1	5.1	4.4	4.2	3.0	2.3	1.4	0.8
England	5.9	6.3	6.0	5.5	6.2	6.8	6.8	6.6	6.1	6.6	6.9	6.5	5.5	5.0	4.9	3.4	2.6	1.6	0.9

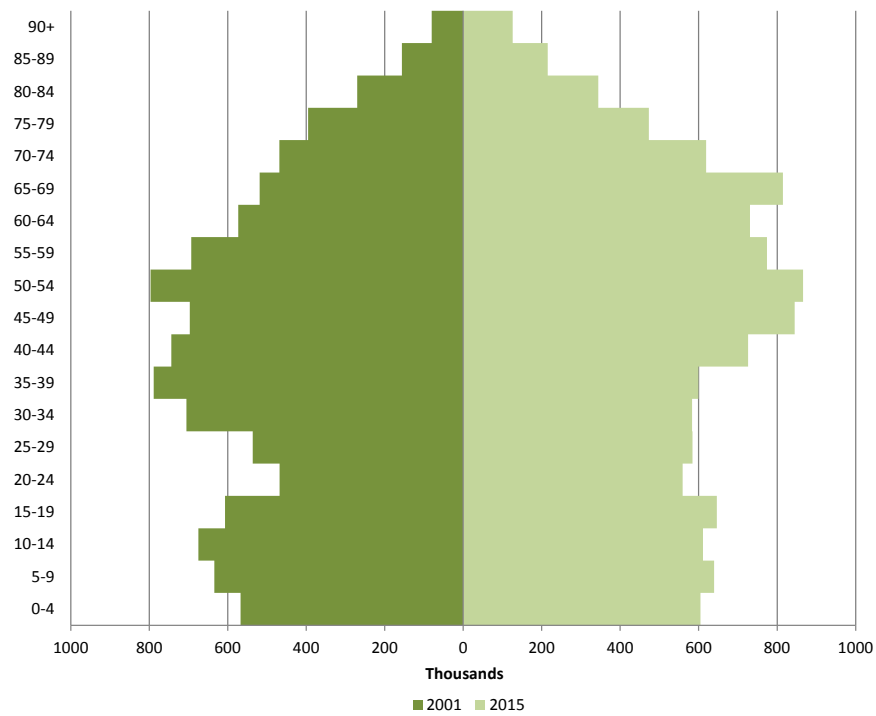
Source: Defra analysis of ONS data – Local Authority Population Estimates for England

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

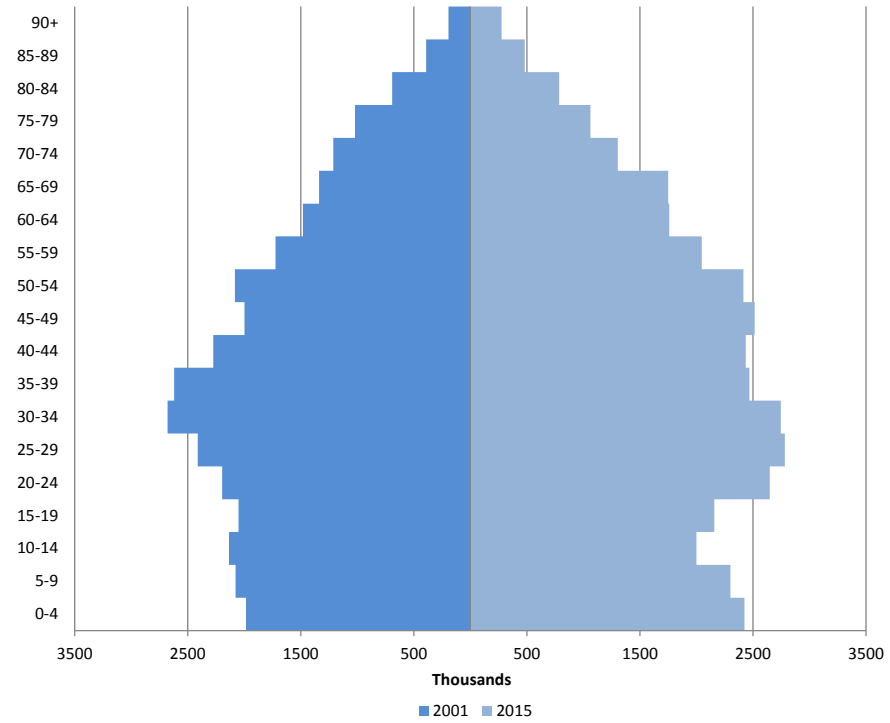
The charts below show longer-term changes in the populations for *predominantly rural* and *predominantly urban* areas, by age band, comparing 2001 and 2015 (not 2019 as above).

*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

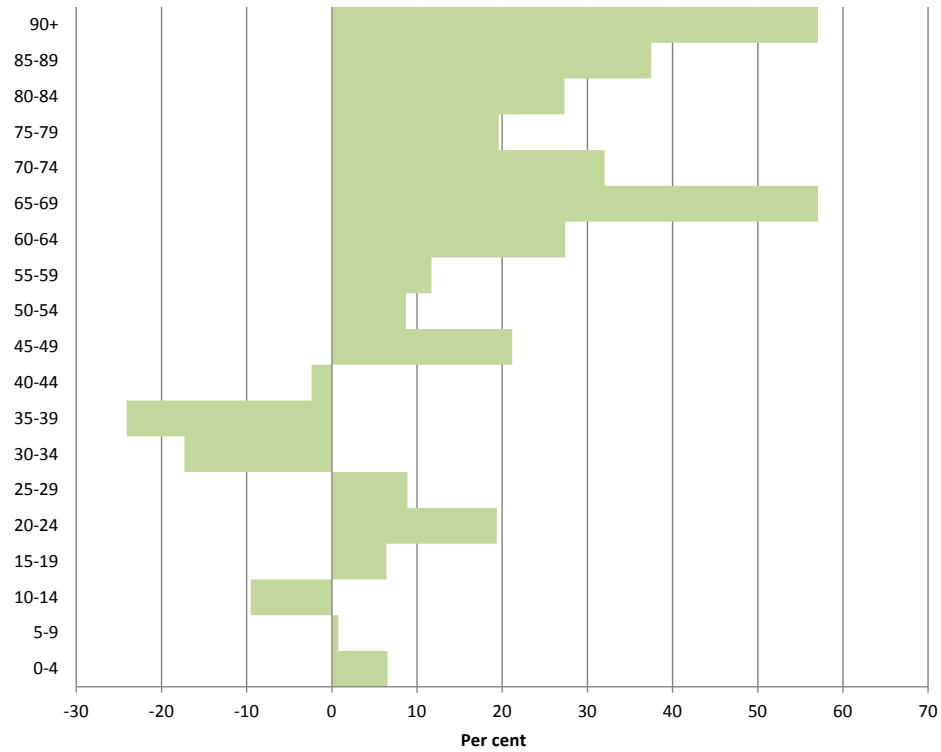
*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015², England
(combined chart showing rural and urban at the same scale)*



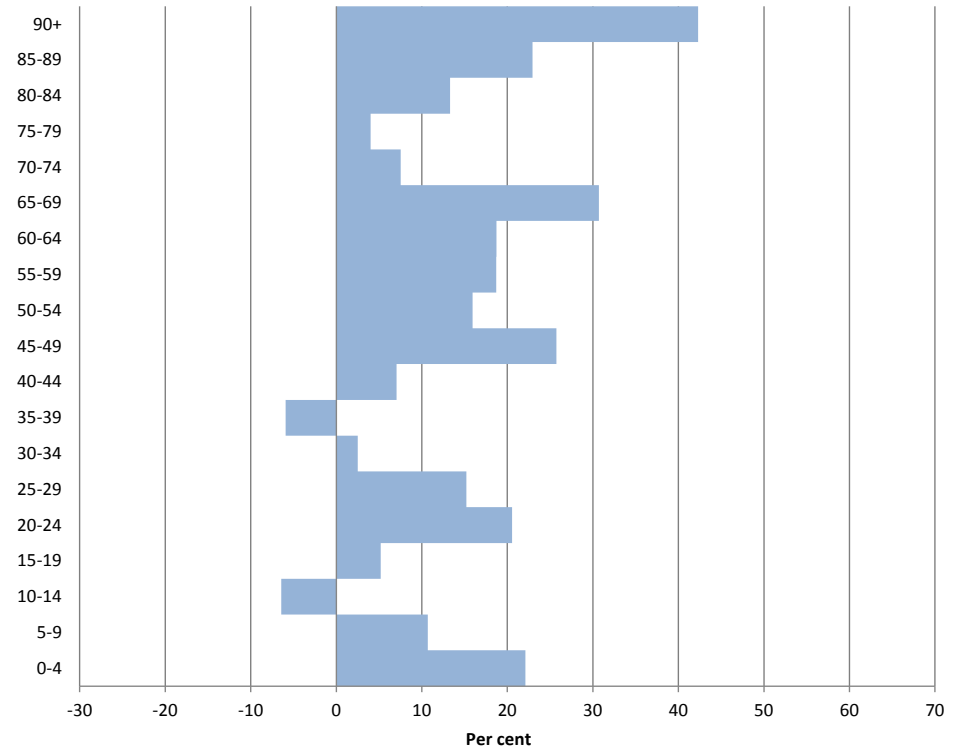
² The 2011 rural urban classification has been applied to both years to enable comparison

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

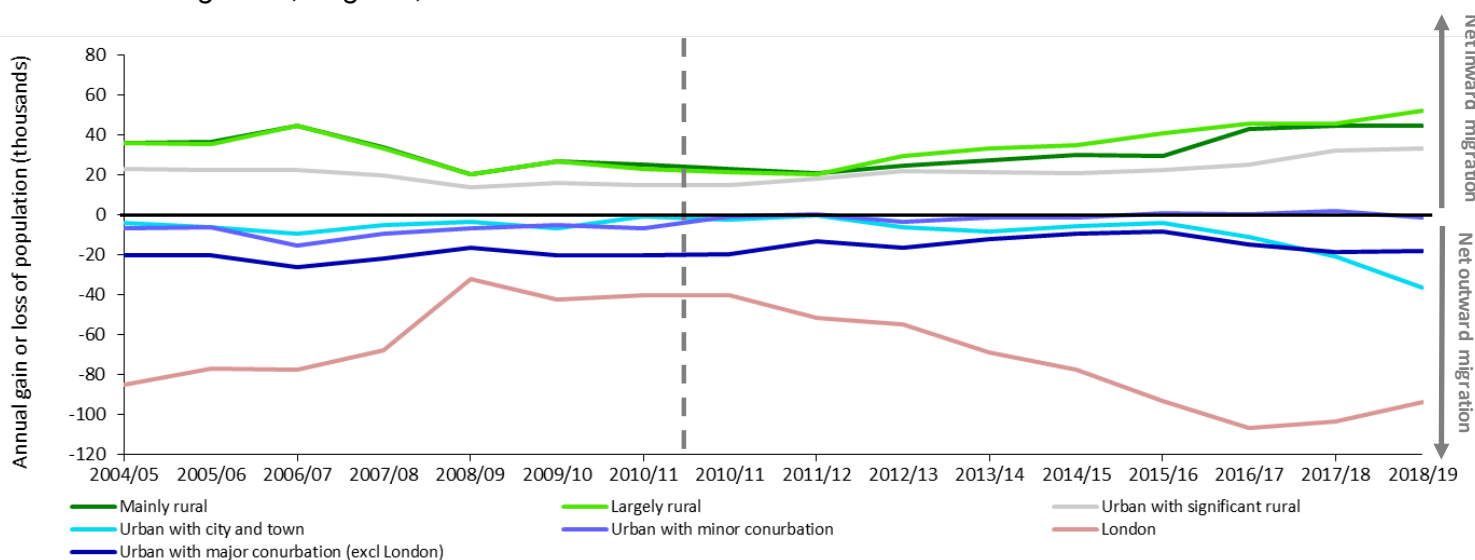
Source: Office for National Statistics and Defra analysis, mid-year population estimates 2001 to 2015 for local authorities, by sex and age, with components of change (published 2016)
www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland
 (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 2018/19



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.
- For 2018/19 in *predominantly rural* areas there was net internal migration inwards of 96,700 people. Within that *largely rural* areas saw net internal migration inwards of 52,300 people and *mainly rural* areas saw net internal migration inwards of 44,400 in 2018/19 (which would include migration between these two categories).
- In contrast, for *predominantly urban* areas there was net internal migration outwards of 149,700. This included net internal migration outwards from London of 93,600 (including to other *predominantly urban* areas).

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	17/18	18/19
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	44.4	44.4
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	45.4	52.3
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	32.0	33.0
Urban with city and town	-4.0	-6.3	-9.5	-5.4	-3.5	-6.5	-0.8	-2.7	-0.5	-6.3	-8.6	-5.9	-4.2	-10.8	-21.0	-36.4
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	2.0	-1.3
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	-18.6	-18.3
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	-103.2	-93.6
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	89.8	96.7
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	-140.9	-149.7

Migration arising from internal migration (within the UK), 2004/05 to 2018/19, England

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 2018/19.

Internal (within UK) migration between different classes of authority, 2018/19

Outward	Inward				Total outwards	Net migration
	Predominantly rural	Urban with significant rural	Predominantly urban	Rest of the UK		
Predominantly rural		72.5	286.4	27.7	386.6	-96.7
Urban with significant rural	89.5		196.4	17.1	303.0	-33.0
Predominantly urban	370.7	249.7		77.7	698.1	149.7
Rest of the UK	23.1	13.7	65.6		102.4	-20.0
Total inwards	483.3	336.0	548.4	122.4		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

	thousands		thousands
Urban with significant rural	17.0	Predominantly rural	-84.3
Predominantly urban	84.3	Urban with significant rural	-53.4
Rest of the UK	-4.6	Rest of the UK	-12.0
Net migration for predominantly rural areas	96.7	Net migration for predominantly urban areas	-149.7

- In 2018/19 *predominantly rural* areas saw net migration from *predominantly urban* areas of 84,300 people (370,700 inwards less 286,400 outwards), and from *urban with significant rural* areas of 17,000 people (89,500 inwards less 72,500 outwards). There was a net outward migration from *predominantly rural* areas to the rest of the UK of 4,600 people (23,100 inwards less 27,700 outwards).
- Net inward migration to *predominantly rural* areas in 2018/19 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 2018/19 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).

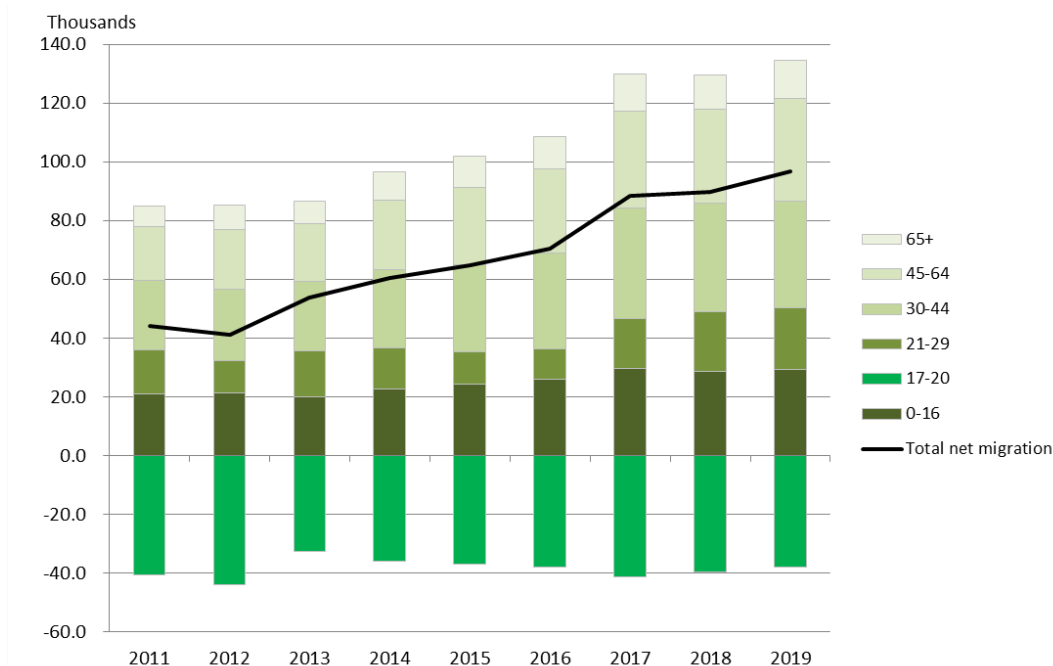
Source: Defra analysis of ONS data - Annual internal Migration within the United Kingdom to June 2019.

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 2018/19 within the overall net internal migration to predominantly rural areas of 96,700, there was net internal migration outwards of 17 to 20 years olds of 38,000.
- 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.

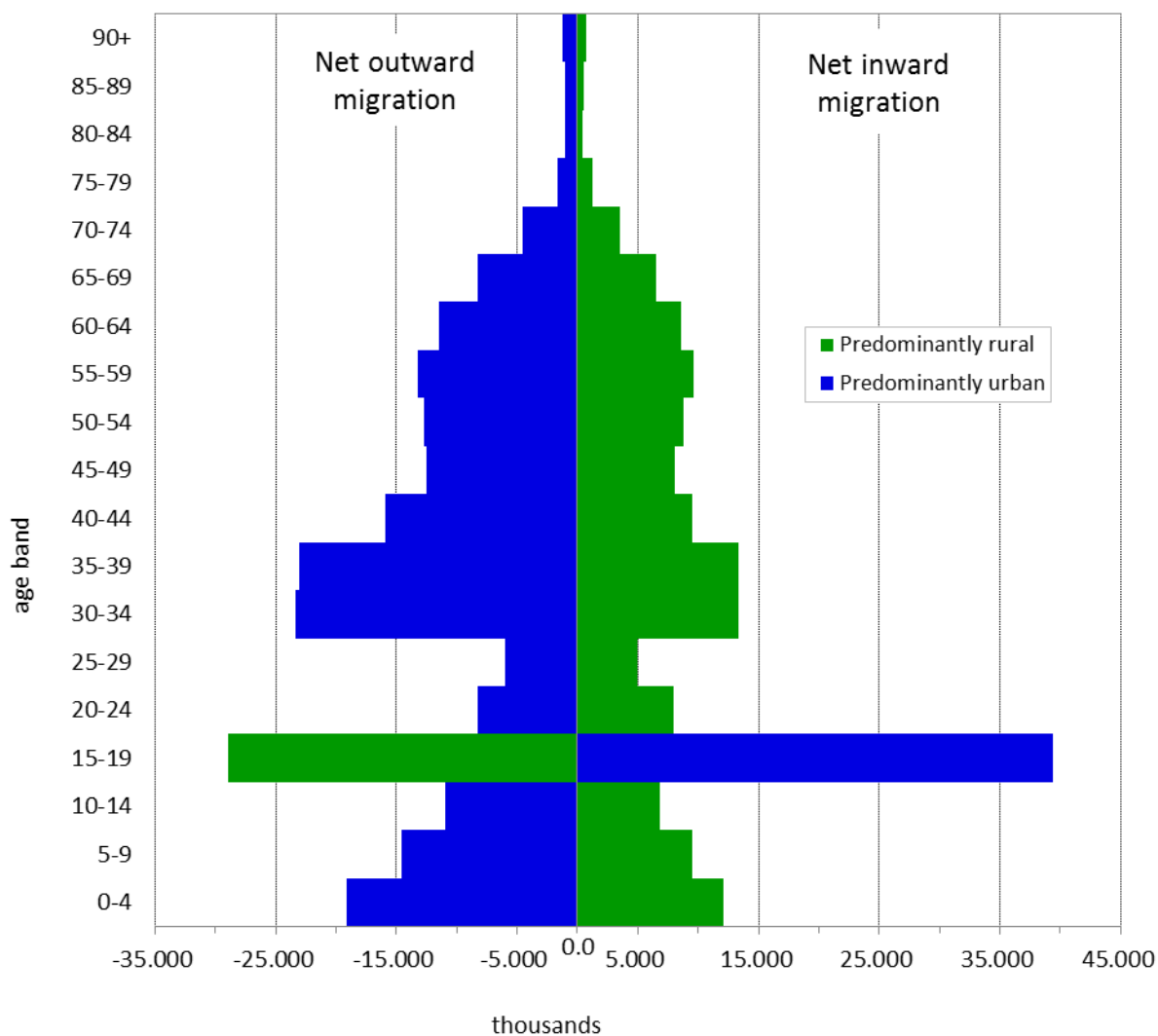
Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2019, England



Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2019, England

	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
2018	28.7	-39.6	20.1	37.0	32.1	11.6	89.8
2019	29.2	-38.0	21.2	36.2	35.1	13.0	96.7

Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2019, England



Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2019, 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	12.1	9.5	6.9	-29.0	7.9	5.0	13.4	13.3	9.5	8.1	
Predominantly urban	-19.1	-14.6	-10.9	39.5	-8.3	-6.0	-23.4	-23.1	-16.0	-12.5	
	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	8.8	9.6	8.5	6.5	3.5	1.2	0.5	0.6	0.7	96.7	
Predominantly urban	-12.8	-13.3	-11.5	-8.3	-4.5	-1.6	-1.0	-1.1	-1.2	-149.7	

- Breaking the migration patterns down to equal 5-year age bands, in 2018/19 there was net outward migration for 15 to 19 year olds from predominantly rural areas of 29,000 which would include, as above, students moving elsewhere for higher education. For the 20 to 24 year old age bracket the pattern of movement reverts to net inward migration of 7,900 to predominantly rural areas. There was net inward migration for 25 to 29 year olds of around 5,000.
- The largest net inward migration to predominantly rural areas for adults occurred for 30-34 year olds (13,400 people) and 35 to 39 year olds (13,300 people). Net inward migration for the age bands from 40 to 44 year olds - 65 to 69 year olds, was between 6,500 and 9,600 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, 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.

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 2019.

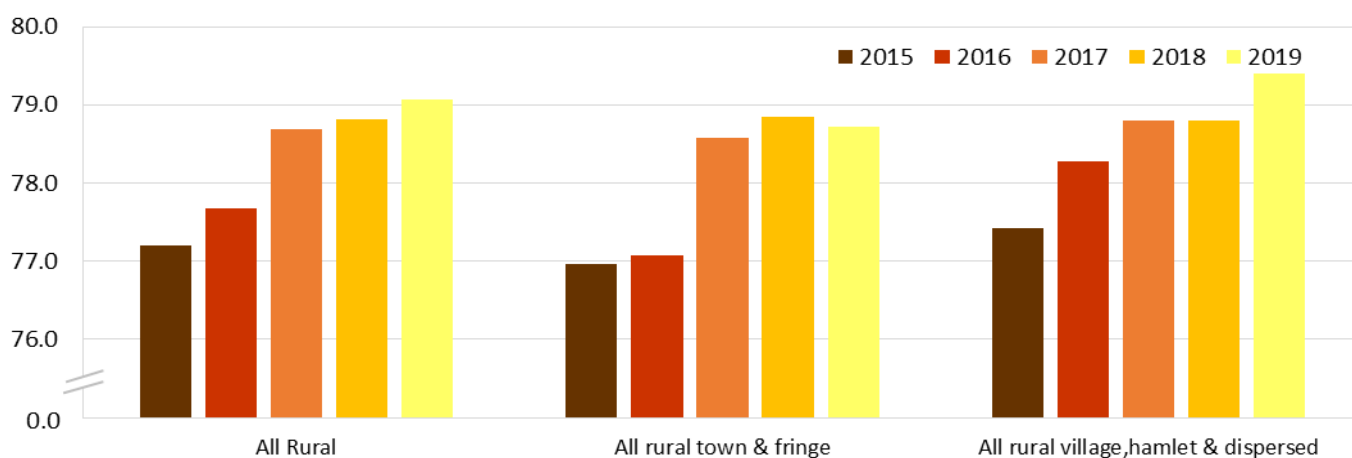
www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/internalmigrationbyoriginanddestinationlocalauthoritiessexandsingleyearofagedetailedestimatesdataset

Rural economy

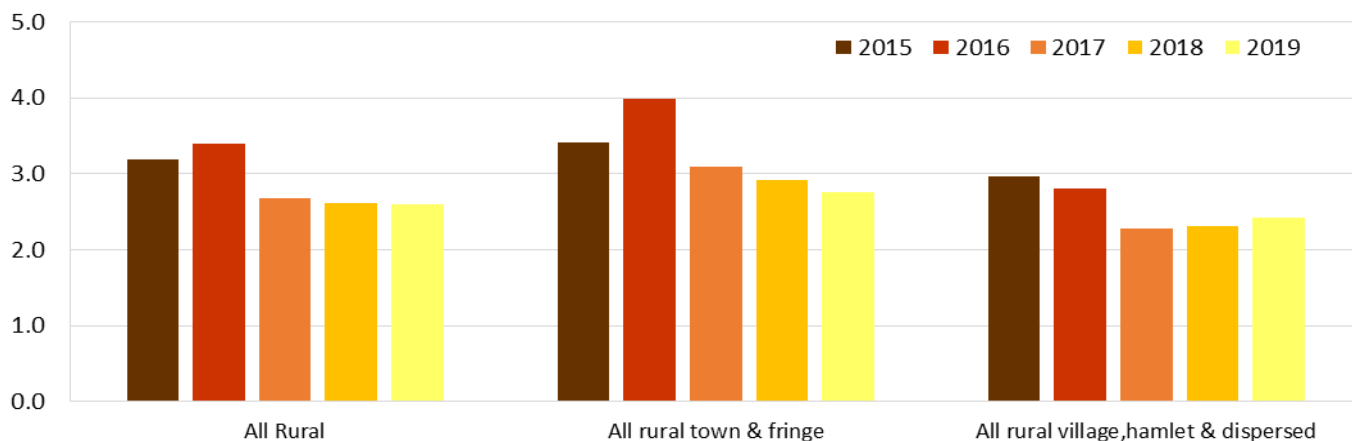
Employment and earnings

- **Employment:** The percentage of working age people in employment (*employment rate*) in 2019 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 2019 was **4.2 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 2019 was **21 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, 2015 to 2019

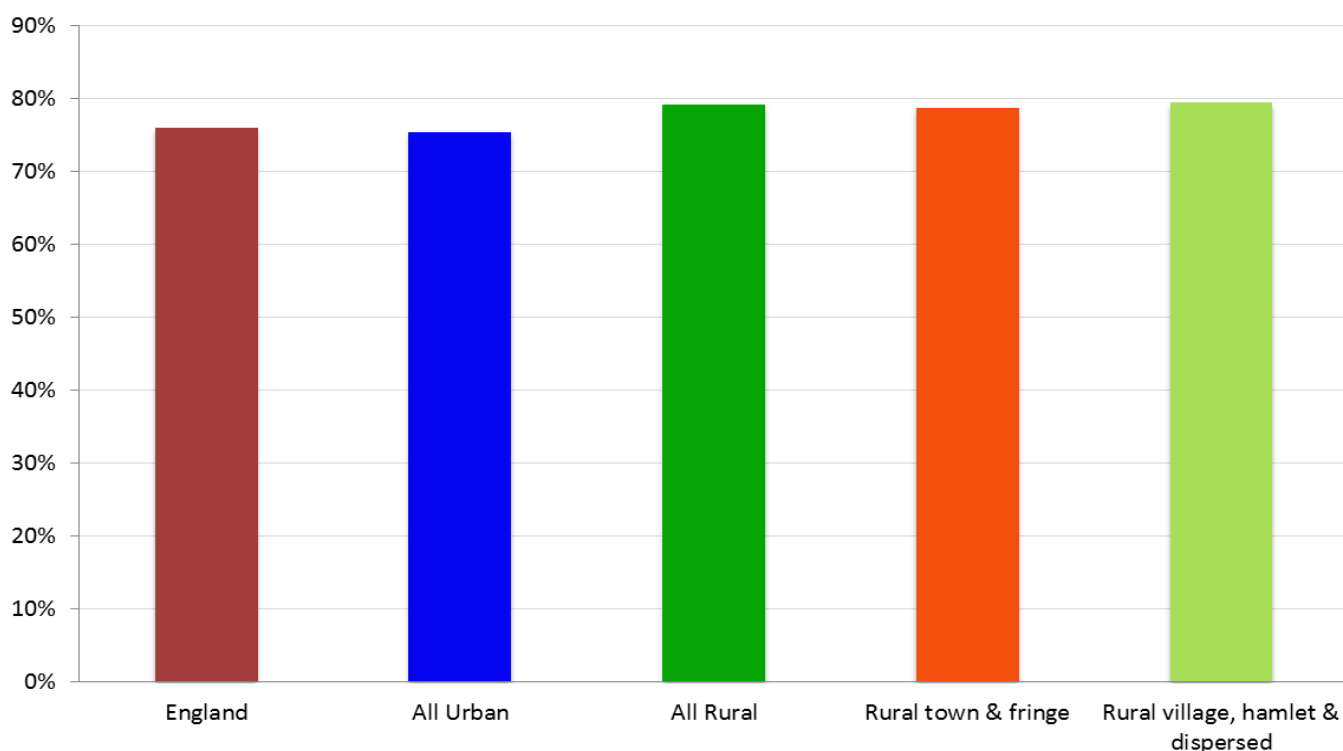


Unemployment as a percentage of economically active age 16 and over (age 16+), in rural areas of England, 2015 to 2019



Employment rate

Employment as a percentage of working age population (age 16 to 64 years), by rural-urban classification in England, 2019



- The employment rate in 2019 was higher in all types of rural areas compared with urban areas with an average employment rate of 79.1 per cent for All Rural areas.
- The overall employment rate for the working age population in England has steadily increased year-on-year since 2011. In 2019 the employment rate for England is 76.0 per cent.
- The latest England employment rate for **May to July 2020** was 77.0 per cent, up 0.2 percentage points from **February to April 2020** and up 0.5 percentage points on a year earlier^{1a}. It is not yet possible to analyse these later figures in terms of settlement type.
- The most recent figure available for rural employment is 78.3 per cent for **April to June 2020**, which covers the initial period of Covid-19 and the national lockdown.^{1b}

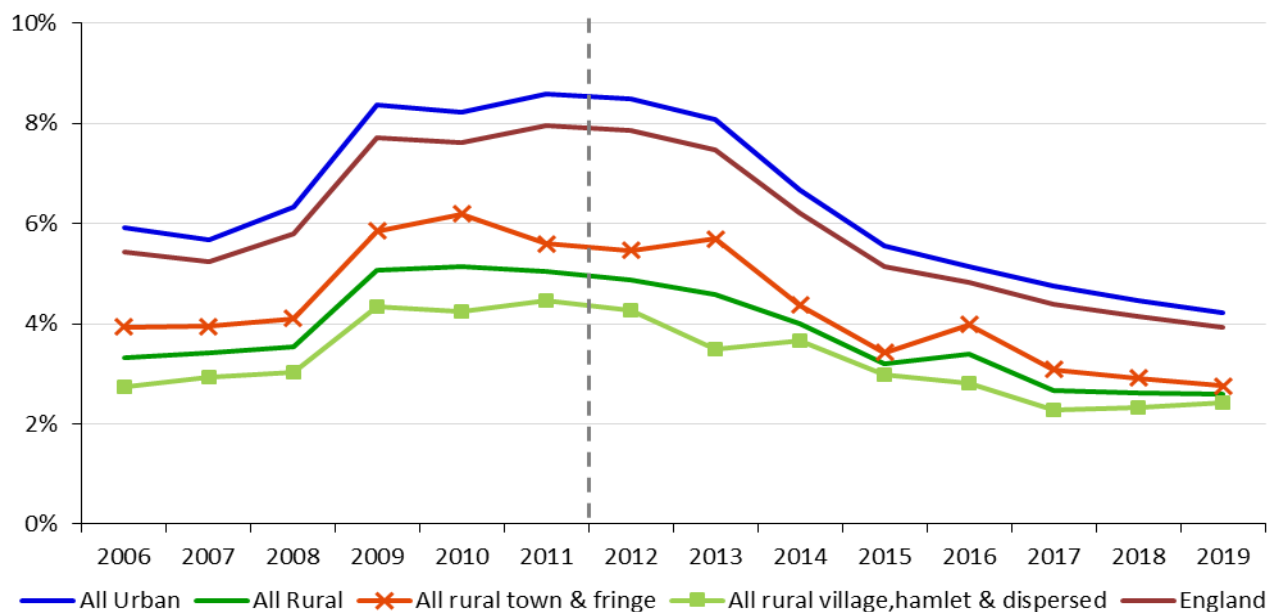
Percentage of working age population (age 16 to 64 years) who are employed, by rural-urban classification in England, 2011 to 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
All Urban	69.3	69.9	70.6	71.9	73.2	73.6	74.4	74.7	75.4
All Rural	74.5	75.1	75.8	75.9	77.2	77.7	78.7	78.8	79.1
those in a sparse setting	72.2	74.1	75.4	73.0	76.5	77.4	78.2	75.8	78.5
All rural town & fringe	74.2	75.0	75.4	75.7	77.0	77.1	78.6	78.8	78.7
All rural village & hamlets	74.7	75.3	76.2	76.1	77.4	78.3	78.8	78.8	79.4
England	70.2	70.8	71.5	72.5	73.8	74.2	75.1	75.4	76.0

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 2019



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

- In 2019 the average unemployment rate in rural areas was 2.6 per cent.
- The unemployment rate in rural areas has almost halved since 2011, when it was 5.0 per cent, although it has plateaued since 2017 at its current level.
- In 2019 the average unemployment rate in urban settlements was 4.2 per cent, which is 1.6 percentage points higher than the average rural unemployment rate.
- The latest England unemployment rate for **May to July 2020** was 4.1 per cent, up 0.2 percentage points on **February to April 2020** and up 0.3 percentage points on a year earlier^{1a}. It is not yet possible to analyse these more recent figures in terms of detailed settlement type.
- The most recent figure available for rural unemployment is 3.3 per cent for **April to June 2020**, which covers the initial period of Covid-19 and the national lockdown.^{1b}

Percentage of economically active age 16 and over (age 16+) who are unemployed, by rural-urban classification in England, 2011 to 2019

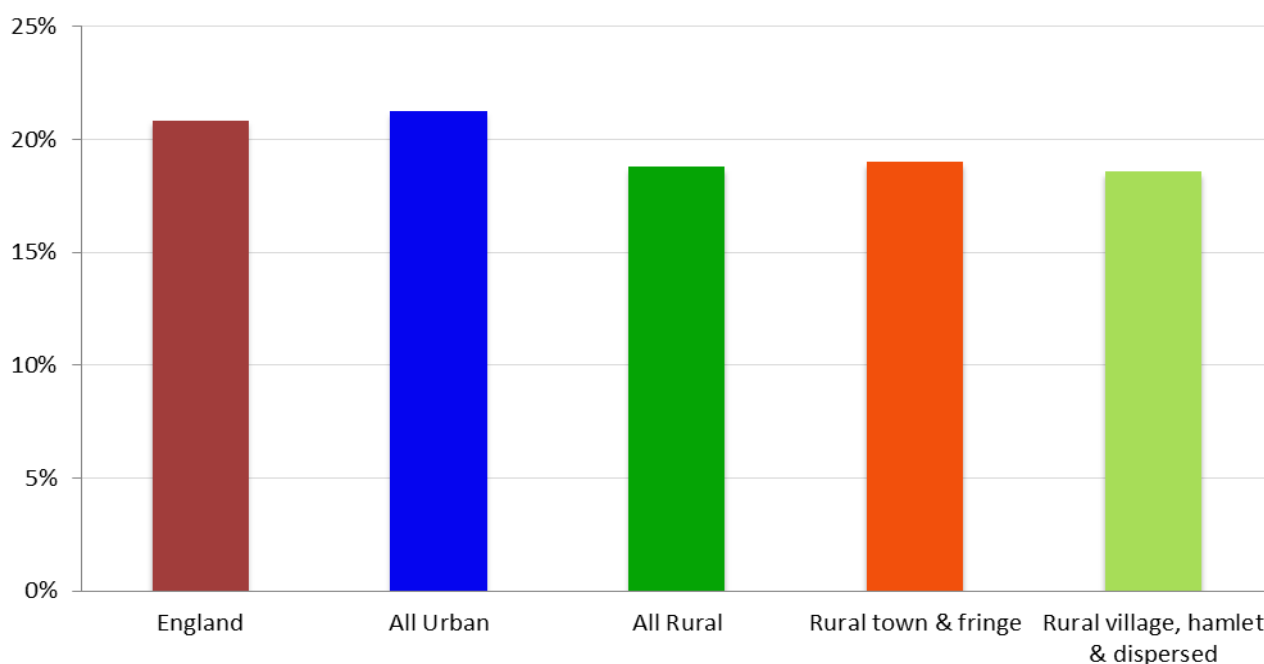
	2011	2012	2013	2014	2015	2016	2017	2018	2019
All Urban	8.6	8.5	8.1	6.7	5.5	5.1	4.8	4.5	4.2
All Rural	5.0	4.9	4.6	4.0	3.2	3.4	2.7	2.6	2.6
those in a sparse setting	5.4	3.6	4.0	3.6	3.7	3.5	2.5	1.4	2.3
All rural town & fringe	5.6	5.5	5.7	4.4	3.4	4.0	3.1	2.9	2.8
All rural village & hamlets	4.5	4.3	3.5	3.7	3.0	2.8	2.3	2.3	2.4
England	8.0	7.9	7.5	6.2	5.1	4.8	4.4	4.1	3.9

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, 2019



- 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 2019, the rate of economic inactivity in urban areas was 2.5 percentage points greater than the rate of economic inactivity in rural areas of 18.8 per cent of working age people. Within rural areas, the percentage of economic inactivity was highest in *rural in a sparse setting* at 19.5 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 **May to July 2020** was 19.6 per cent, down 0.3 percentage points on **February to April 2020** and down 0.8 percentage points on a year earlier^{1a}. It is not yet possible to analyse these later figures in terms of settlement type.
- The most recent figure available for rural economic inactivity is 39.4 per cent for **April to June 2020**, which covers the initial period of Covid-19 and the national lockdown.^{1b}

Percentage of working age population (age 16 to 64 years) who are economically inactive, by rural-urban classification in England, 2011 to 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
All Urban	24.0	23.5	23.0	22.9	22.4	22.4	21.8	21.8	21.2
All Rural	21.4	20.9	20.5	20.8	20.2	19.5	19.1	19.0	18.8
those in a sparse setting	23.4	23.0	21.4	24.2	20.6	19.6	19.5	23.0	19.5
All rural town & fringe	21.3	20.6	20.0	20.7	20.2	19.6	18.9	18.7	19.0
All village & hamlets	21.6	21.2	20.9	20.8	20.1	19.3	19.2	19.2	18.5
England	23.6	23.1	22.6	22.6	22.1	21.9	21.4	21.3	20.8

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

Notes:

1a) ONS Labour Market Statistics September 2020, see table 22 of the dataset:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/summaryoflabourmarketstatistics>

1b) Labour Force Survey, Q2 2020 (April – June 2020)

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%.

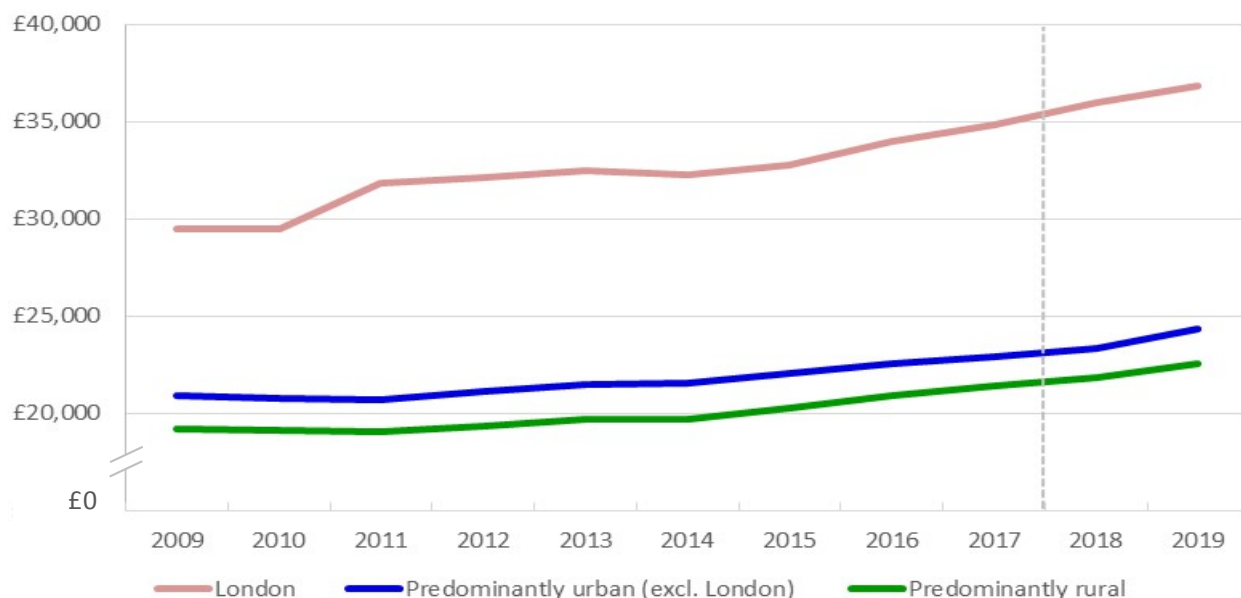
Source: Office for National Statistics, Annual Business Inquiry via abi2@ons.gov.uk

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.

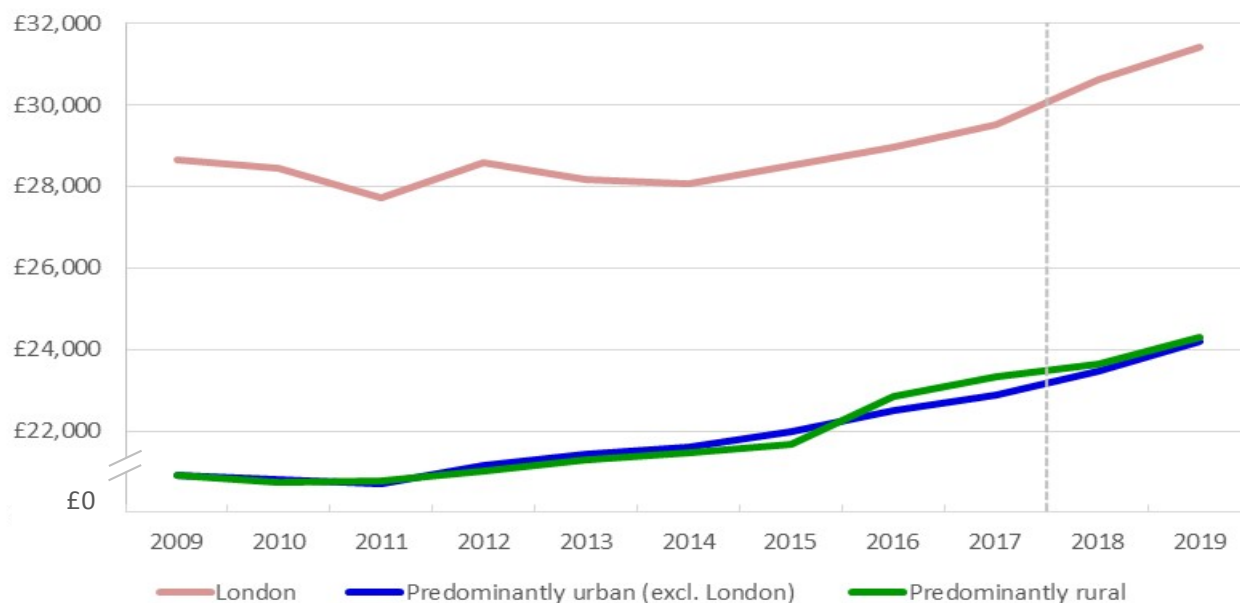
- In 2019, median workplace-based earnings in *predominantly urban areas (excluding London)* were £24,300 while *predominantly rural areas* were lower at £22,500.
- Between 2009 and 2019 median workplace based earnings increased for all settlement types. Excluding London, the rate of increase was greatest 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/placeofresidencebylocalauthorityshetable8

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

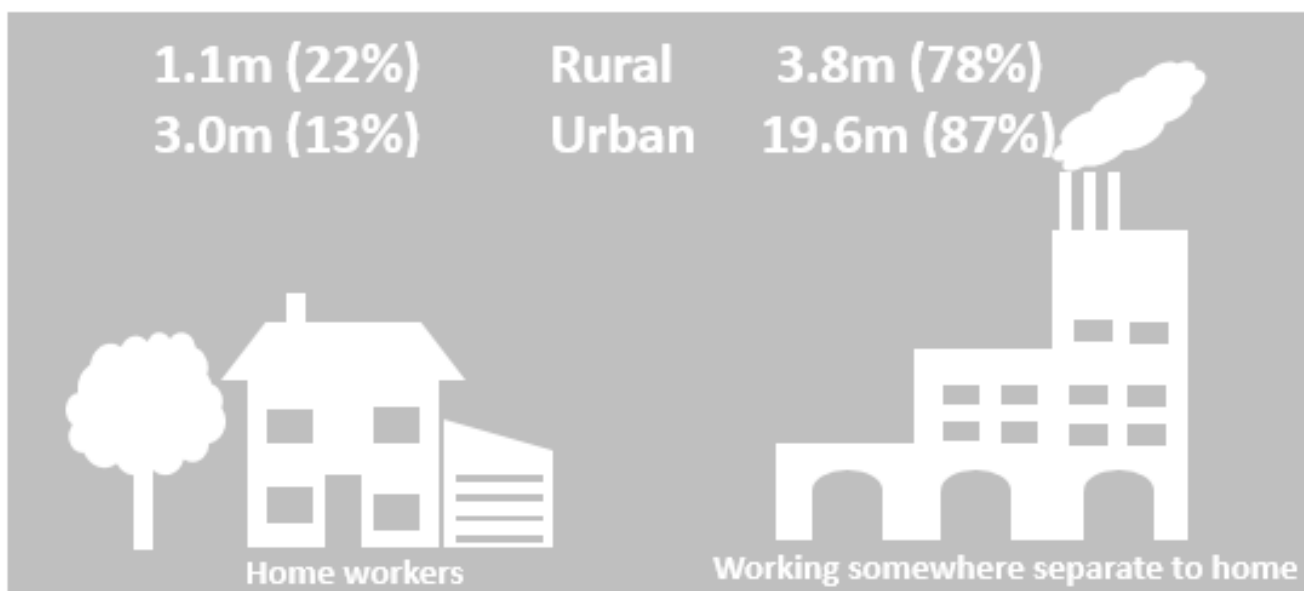
Figures in the tables have been rounded to the nearest £100. Figures are on a current prices basis and have not been adjusted for inflation. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey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

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

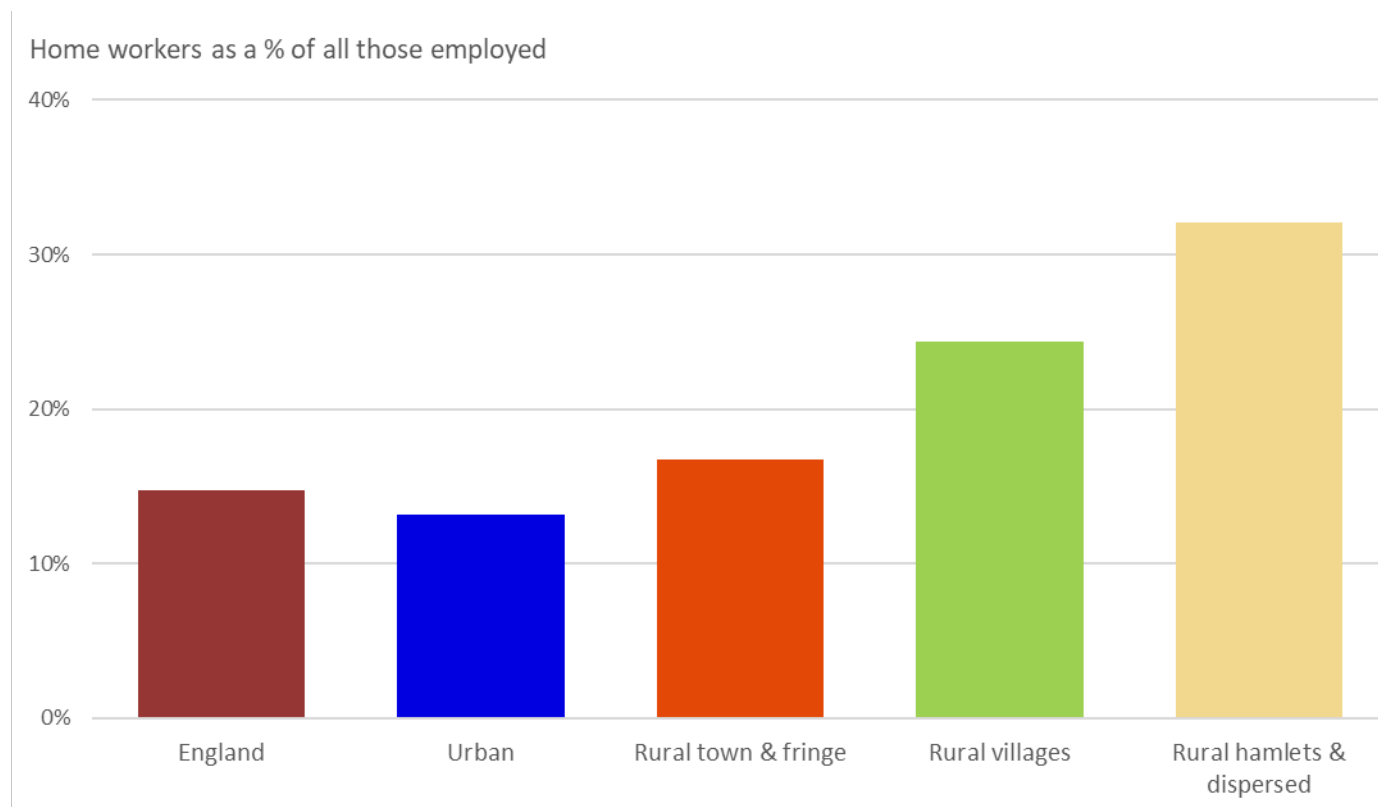
Home working

- Of the 27.5¹ million people in work in England in 2019, 4.1 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 15 per cent of those in work¹.
- The highest rate of home workers was found in rural hamlets and dispersed areas, at 32 per cent, compared with 13 per cent in urban areas. Overall rural areas had a higher rate of home working compared with urban areas (22 per cent).
- 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.
- Work patterns will be of course now fundamentally different as a result of the Covid-19 pandemic, with much, much higher proportions of people working from home.

The 27.5¹ million workers in England in 2019 were made up of:



Home workers as a percentage of all those employed (age 16 and over), by rural-urban classification in England, 2019



- The highest rate of home workers was found in rural hamlets and dispersed areas, at 32 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 of home workers, by rural-urban classification in England, 2006 to 2019*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	13.2
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	22.1
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	16.7
Rural villages	20.6	19.9	21.6	21.5	22.0	22.3	23.8	24.7	25.2	24.4	24.2	24.0	24.0	24.4
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	32.1
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	14.7

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

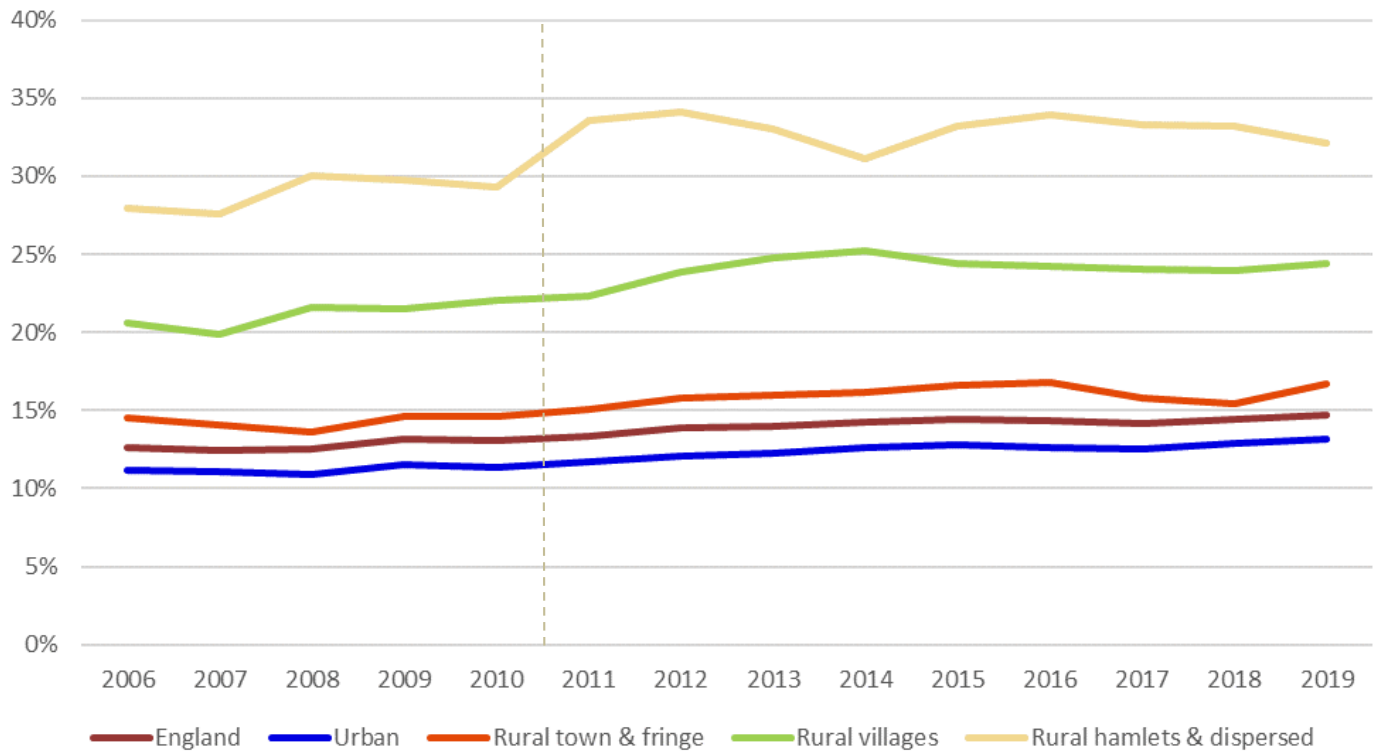
Numbers of home workers (thousands), by rural-urban classification in England, 2006 to 2019

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	2,978
Rural	895	873	929	944	966	920	986	1,002	998	1,033	1,051	1,045	1,031	1,072
Rural town & fringe	328	321	306	332	326	330	352	354	360	380	385	370	370	400
Rural villages	368	355	389	382	404	311	342	363	364	355	366	368	360	371
Rural hamlets & dispersed	200	198	235	230	236	279	291	285	275	298	300	308	302	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	4,051

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

Percentage of home workers from all those employed and age 16 or over, by rural-urban classification, in England (2006 to 2019)

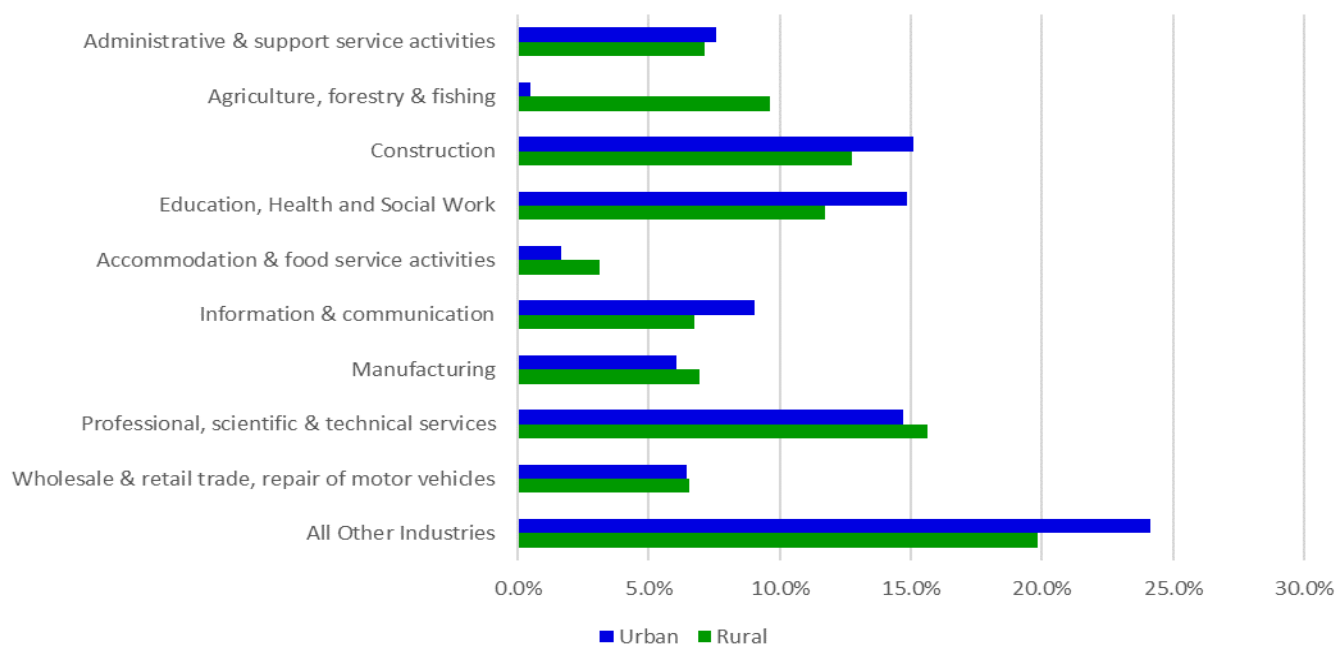
2019 homeworking rate:



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 2019 there were 1,072,000 home workers in rural areas, accounting for 22 per cent of all workers living in rural areas. There were 2,978,000 home workers in urban areas, accounting for 13 per cent of all workings living in urban areas.
- Between 2006 and 2019 the rate of home working increased across all areas. The highest increase was in *rural hamlets and dispersed* areas at 4.1 per cent and the lowest increase was in *urban* areas at 2.0 per cent. However, it should be known that the classification of settlements was updated for 2011 onwards, and some settlements would have changed category.

Percentage of home workers by industry and rural-urban classification, in England, 2019



- The greatest difference in industry split home worker proportions occurs in “Agriculture, forestry & fishing”, where there is a 9.1 per cent difference in favour of rural areas, and “Education, Health and Social Work”, where there is a 3.1 per cent difference in favour of urban areas.
- The largest contributor to home workers in urban areas is “Construction” at 15.1 per cent and in rural areas is “Professional, scientific & technical services” at 15.6 per cent.

Percentage and numbers of home workers by industry and rural-urban classification, in England, 2019

	Rural No. of home workers (thousands)	Rural %	Urban No. of home workers (thousands)	Urban %
Administrative & support service activities	76	7.1%	225	7.6%
Agriculture, forestry & fishing	103	9.6%	15	0.5%
Construction	136	12.7%	448	15.1%
Education, Health and Social Work	125	11.7%	441	14.9%
Accommodation & food service activities	34	3.1%	50	1.7%
Information & communication	72	6.7%	268	9.0%
Manufacturing	74	6.9%	179	6.0%
Professional, scientific & technical services	167	15.6%	436	14.7%
Wholesale & retail trade, repair of motor vehicles	70	6.6%	191	6.4%
All Other Industries	212	19.8%	717	24.1%
Total	1,070	100.0%	2,969	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) Further information can be found in the [ONS document, Characteristics of Home Workers, 2014](#)
- 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/

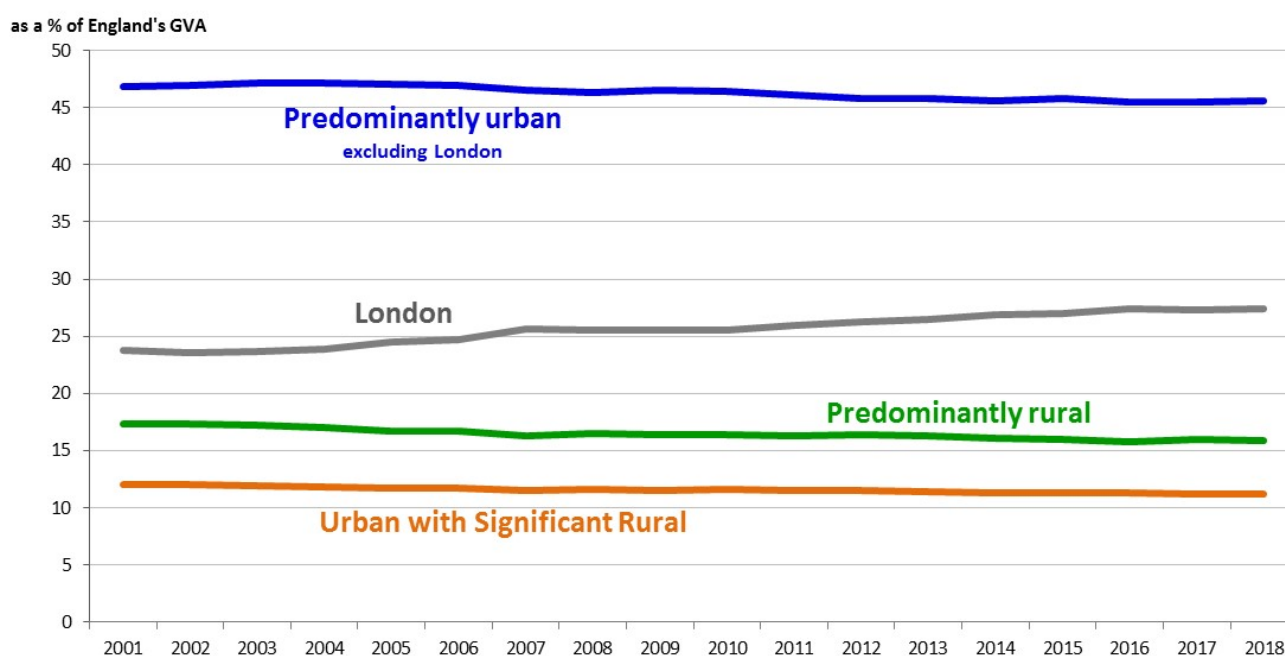
Contribution to England's Gross Value Added (GVA)

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)



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.

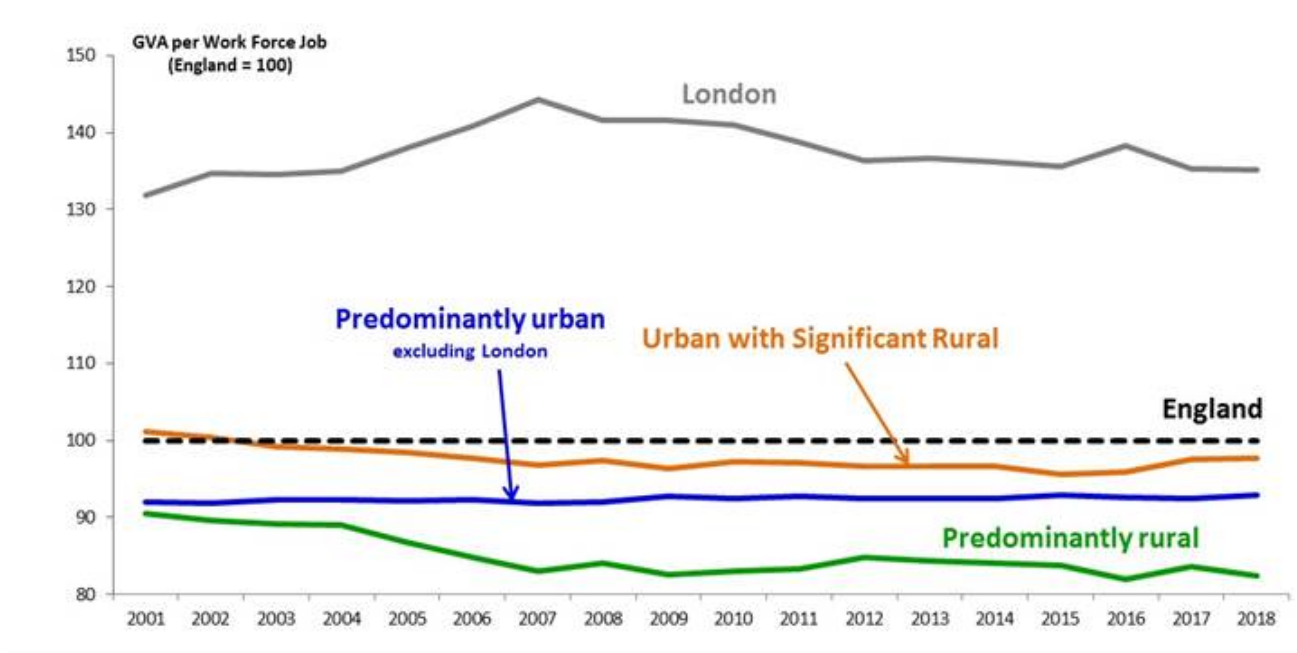
www.ons.gov.uk/economy/grossvalueaddedgva/datasets/nominalregionalgrossvalueaddedbalancedperheadandincomecomponents

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.

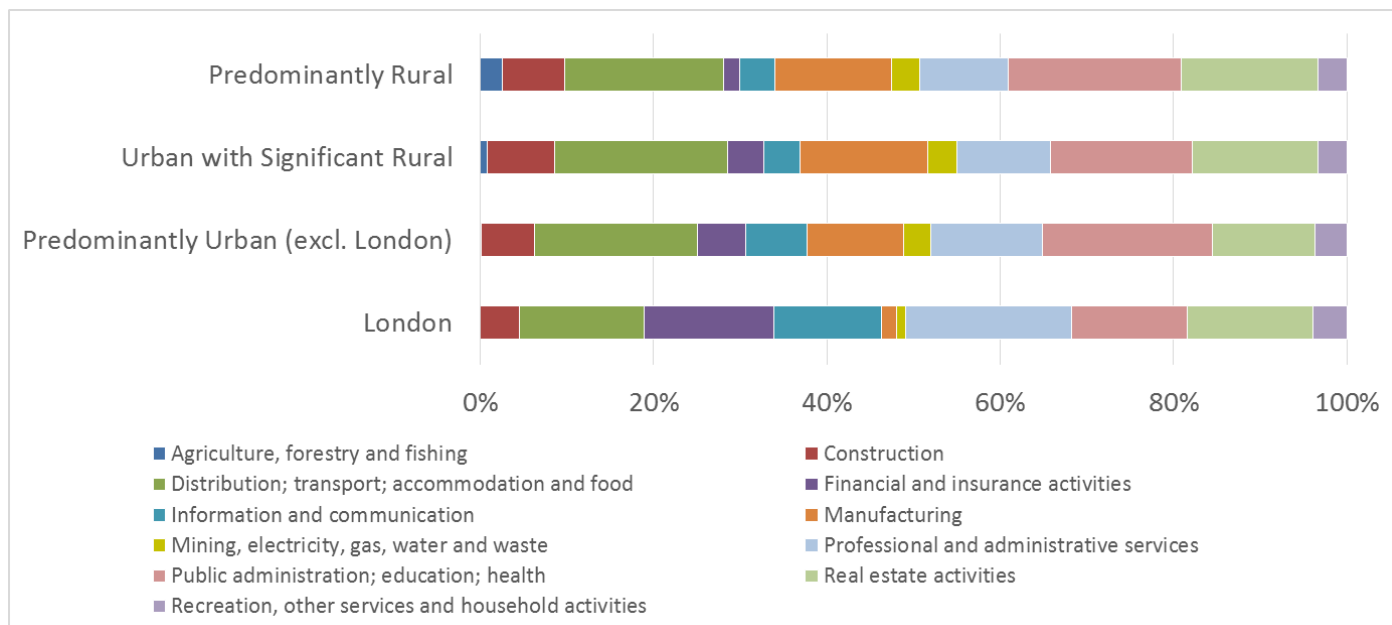
It is important to note that there is currently no official way of deflating nominal GVA figures to reflect underlying differences in price levels between places. This means that figures may exaggerate the variation in real GVA per job between different areas because we would expect prices (property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

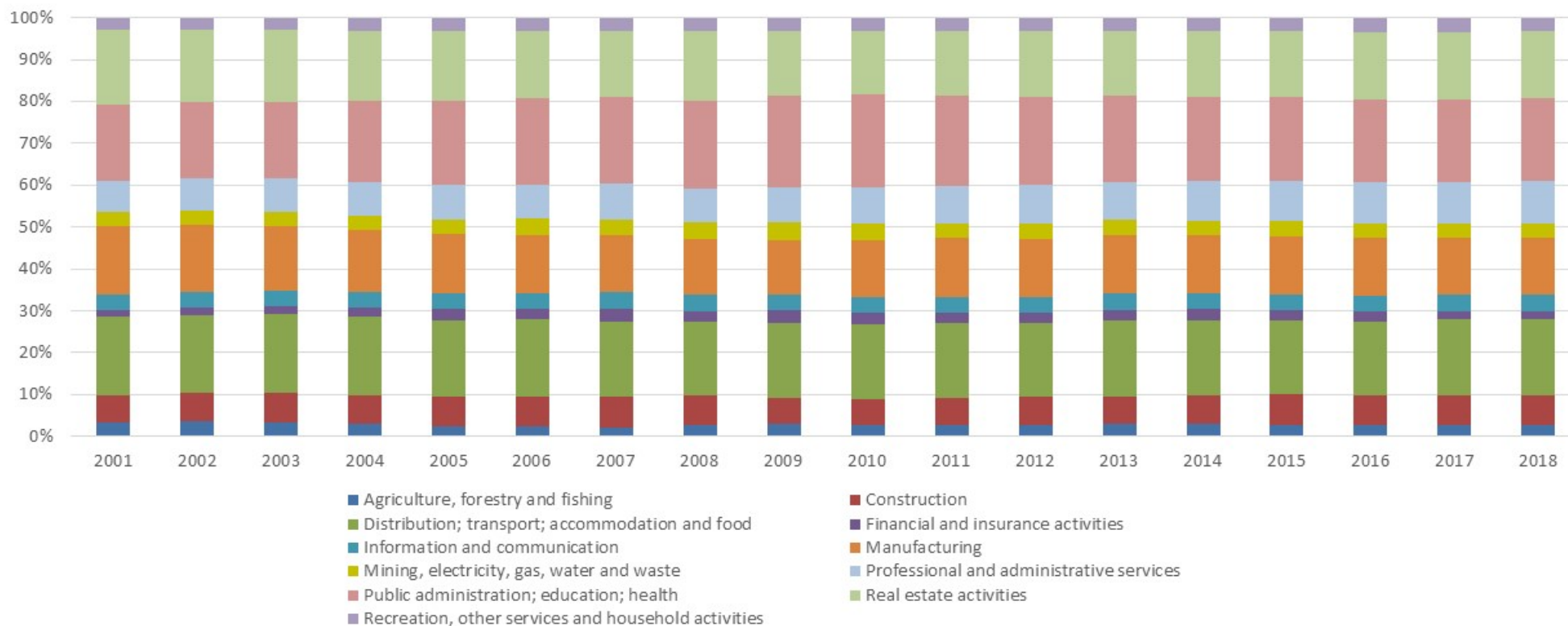
Notes: Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the country. However there are some gaps in the coverage of the Annual Business Survey; agriculture for example is only partially covered and self-employment is not included in the data.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

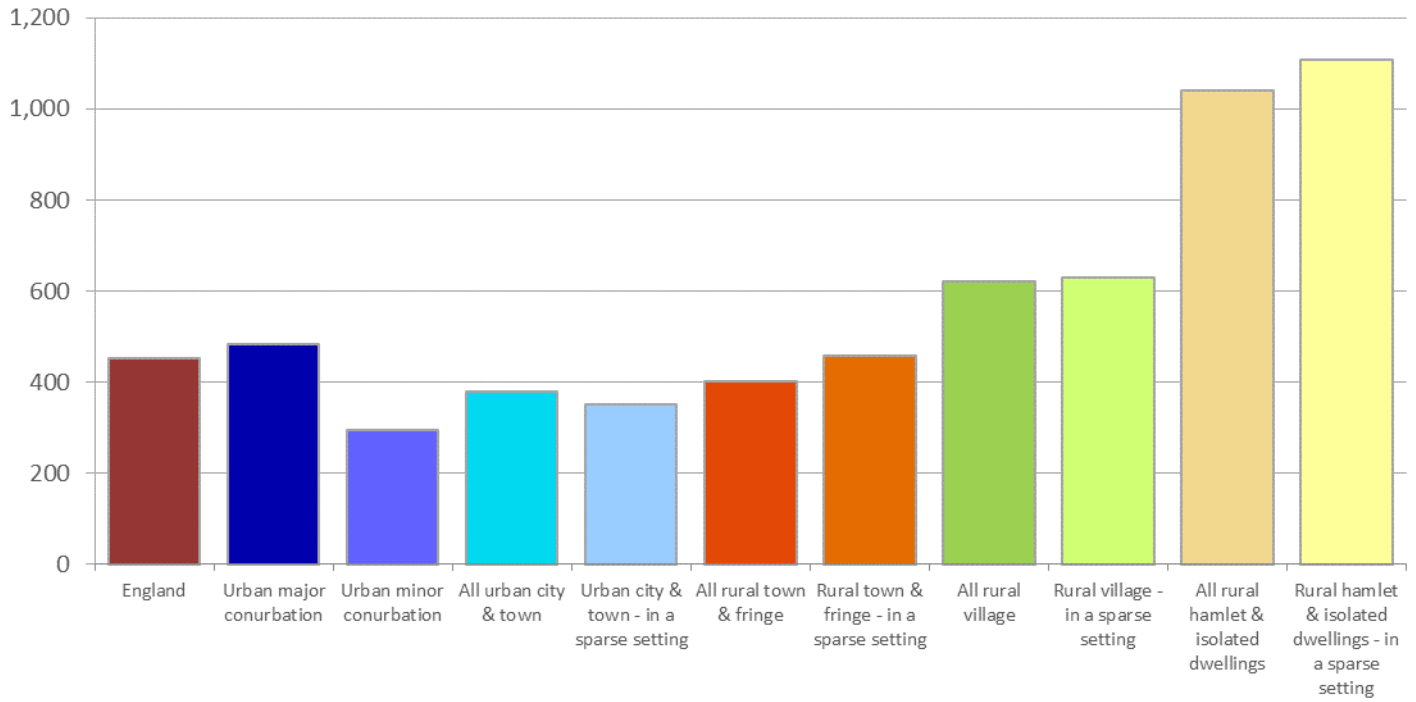
Businesses

- In 2019/20 there were 551,000 businesses registered in rural areas, accounting for 23 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.7 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 2018 there were 54 registered business start-ups per 10,000 population in predominantly urban areas (excluding London) compared with 44 per 10,000 population in predominantly rural areas.

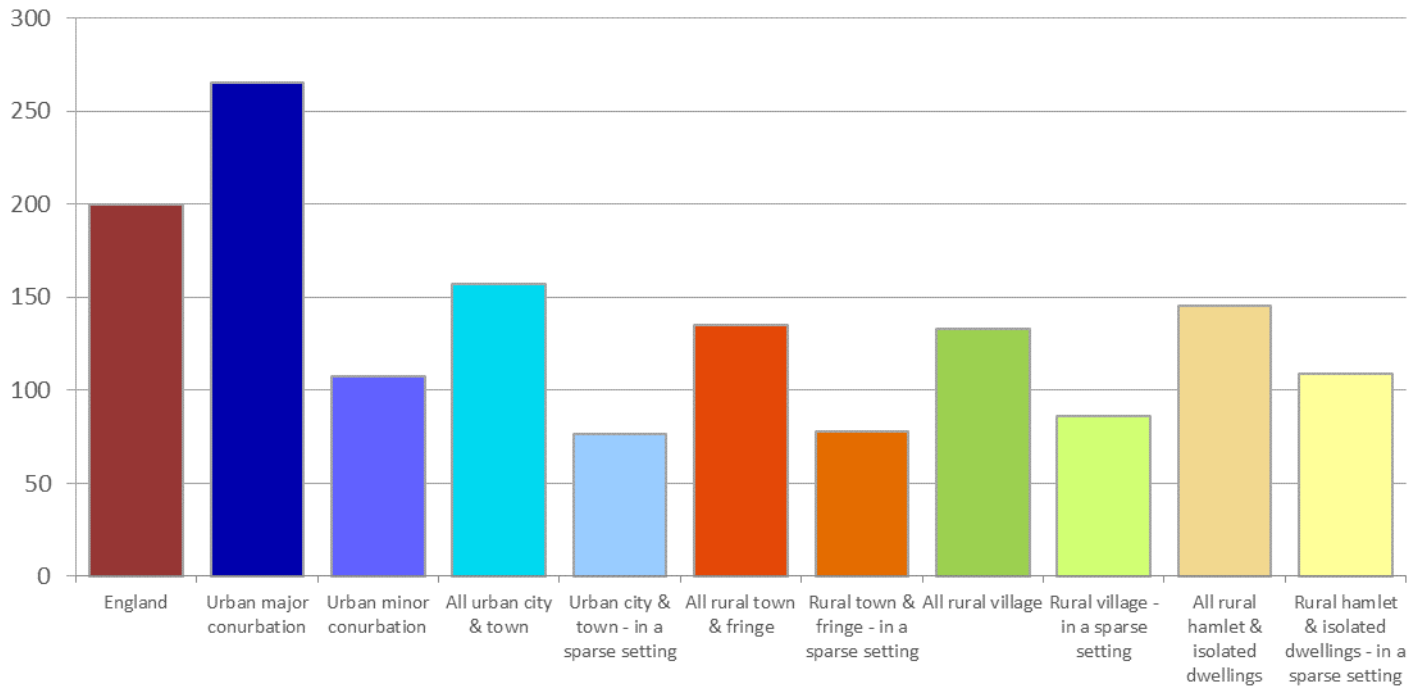
Business composition

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, 2019/20



Average turnover per person employed, by rural-urban classification, in England, 2019/20



- In 2019/20 there were 551,000 businesses registered in rural areas, accounting for 23 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.7 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, 2019/20

	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	1,839,695	76.9	23,607	86.5	4,938,461	421	2,684	209
<i>those in a sparse setting</i>	3,110	0.1	23	0.1	1,759	350	565	77
All Rural	551,275	23.1	3,679	13.5	508,213	590	922	138
<i>those in a sparse setting</i>	33,695	1.4	184	0.7	16,721	700	496	91
Urban major conurbation	909,155	38.0	11,704	42.9	3,108,267	484	3,419	266
Urban minor conurbation	56,210	2.4	818	3.0	87,801	295	1,562	107
All urban city & town	874,335	36.6	11,084	40.6	1,742,393	380	1,993	157
<i>those in a sparse setting</i>	3,110	0.1	23	0.1	1,759	350	565	77
All rural town & fringe	186,645	7.8	1,267	4.6	170,795	401	915	135
<i>those in a sparse setting</i>	8,555	0.4	73	0.3	5,697	459	666	78
All rural village	181,825	7.6	1,122	4.1	149,501	620	822	133
<i>those in a sparse setting</i>	9,925	0.4	48	0.2	4,126	629	416	86
All rural hamlet & isolated dwellings	182,810	7.6	1,290	4.7	187,916	1,041	1,028	146
<i>those in a sparse setting</i>	15,215	0.6	63	0.2	6,898	1,107	453	109
England	2,390,970	100	27,285	100	5,446,673	451	2,278	200

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. As turnover is reported at the enterprise level it is affected by where businesses report their headquarters to be. As such there can be variation from year to year as a result of businesses relocating

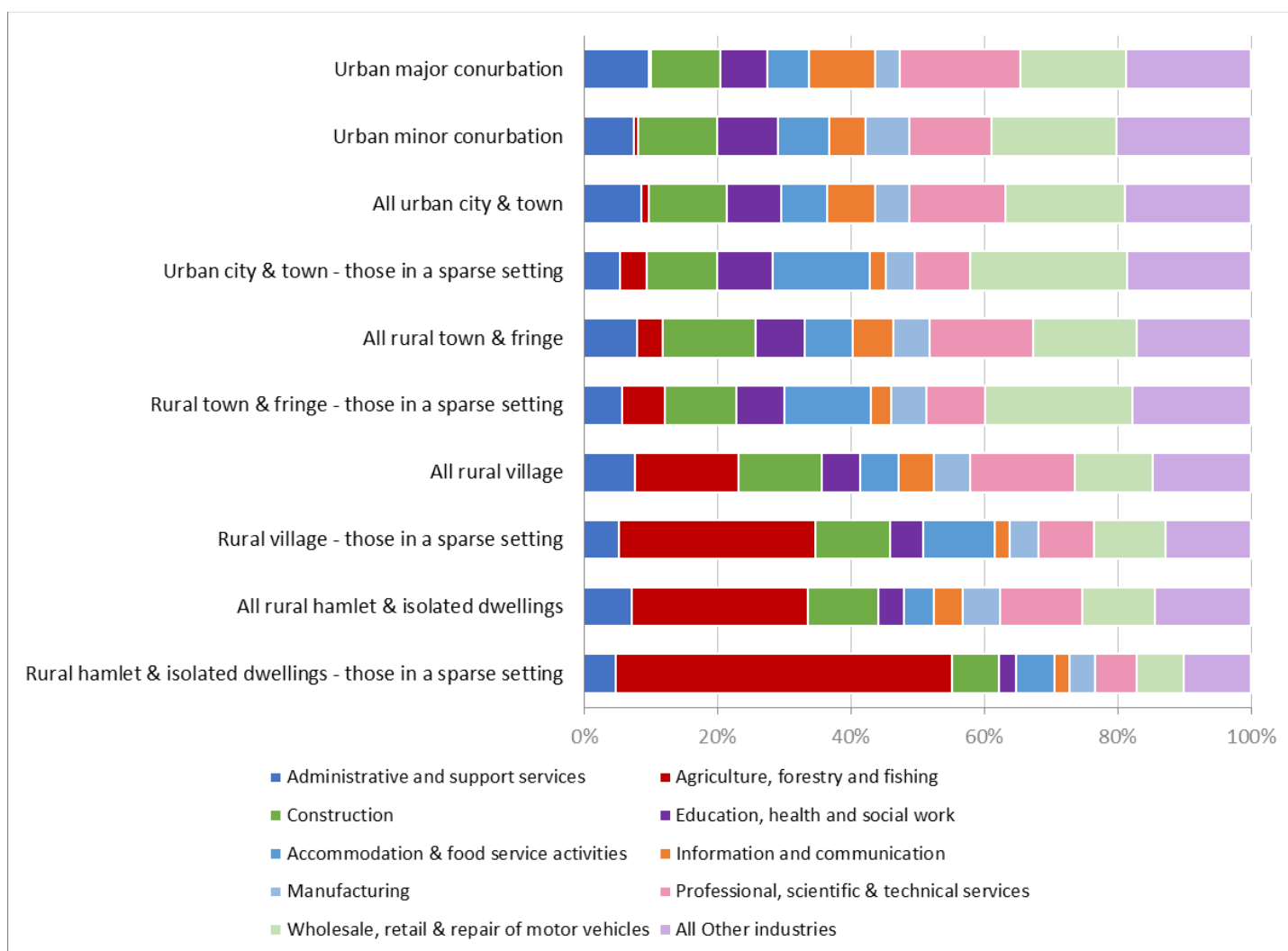
Further information: [see this ONS document about the Inter-Departmental Business Register](#)

Source: ONS, Inter Departmental Business Register (IDBR), 2019/20

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, 2019/20



- In 2019/20 'Agriculture, forestry & fishing' accounts for 15.0 per cent of the local units of registered businesses in rural areas overall (31.9 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 3.7 per cent of the local units of registered businesses.
- Other dominant sectors in rural areas are: 'Professional, scientific & technical services' (14.5 per cent of businesses), 'Wholesale & retail trade, repair of motor vehicles' (12.7 per cent) and 'Construction' (12.4 per cent).

Numbers of local units of registered businesses by industry and rural-urban classification, in England, 2019/20

	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	198,605	225	45,555	1,940	101,615	5,205	91,785	225	16,615	605	14,995	570	13,940	765	244,155
Agriculture, forestry and fishing	13,095	165	89,880	11,965	2,365	380	10,350	165	8,125	685	30,175	3,185	51,575	8,095	102,975
Arts, entertainment and recreation	60,060	140	16,255	1,000	31,145	1,660	27,255	140	5,150	300	5,370	310	5,735	390	76,315
Construction	240,515	435	74,225	3,460	108,265	8,200	124,055	435	29,175	1,135	24,430	1,205	20,620	1,120	314,745
Education, health and social work	166,245	345	34,535	1,725	73,985	6,330	85,930	345	15,760	765	11,055	545	7,720	410	200,780
Finance	59,110	85	9,385	330	30,100	1,825	27,190	85	3,850	175	2,755	65	2,780	95	68,495
Accommodation & food service activities	142,915	600	34,885	3,470	64,865	5,265	72,780	600	15,015	1,375	11,160	1,155	8,710	940	177,795
Information and communication	183,915	100	31,760	935	103,275	3,700	76,945	100	12,920	325	10,435	245	8,405	370	215,675
Manufacturing	97,885	175	32,790	1,635	39,465	4,525	53,890	175	11,285	555	10,500	460	11,005	615	130,675
Mining/quarrying and utilities	8,840	35	4,145	270	4,250	360	4,230	35	910	30	1,465	65	1,765	170	12,985
Professional, scientific & technical services	349,030	345	87,325	2,845	187,170	8,510	153,350	345	32,730	945	30,690	900	23,910	1,000	436,355
Public admin and defence; other services	95,805	255	23,100	1,375	42,200	3,525	50,080	255	10,715	640	6,805	360	5,580	375	118,905
Real estate activities	82,235	125	20,140	910	44,425	2,305	35,505	125	6,740	375	6,560	230	6,835	300	102,375
Transport and storage	103,310	135	20,120	1,015	43,610	4,275	55,425	135	8,795	370	5,920	355	5,405	290	123,435
Wholesale, retail & repair of motor vehicles	367,255	970	76,425	4,625	165,070	12,950	189,240	970	32,400	2,345	22,635	1,160	21,390	1,120	443,685
Total	2,168,820	4,120	600,525	37,495	1,041,800	69,020	1,058,005	4,120	210,190	10,630	194,955	10,815	195,380	16,055	2,769,345

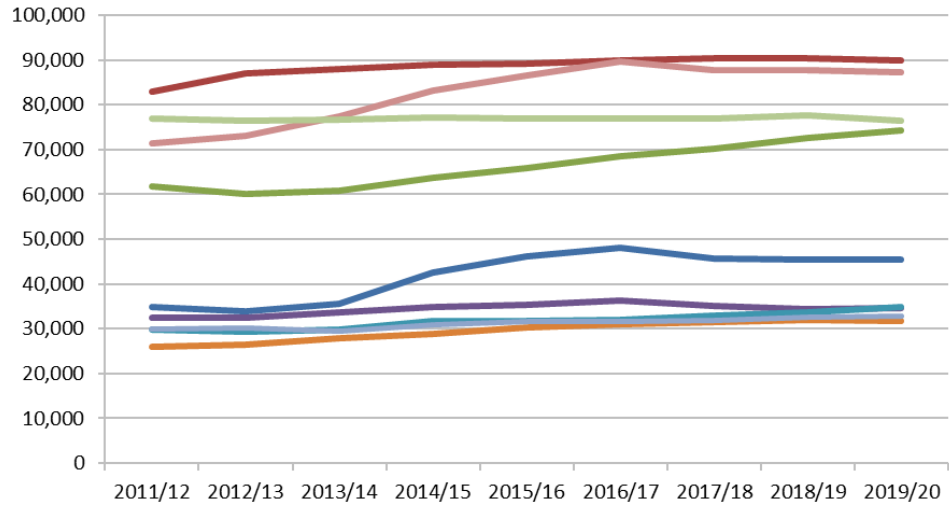
Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2019/20

	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	9.2	5.4	7.6	5.2	9.8	7.5	8.7	5.4	7.9	5.7	7.7	5.3	7.1	4.8	8.8
Agriculture, forestry and fishing	0.6	4.0	15.0	31.9	0.2	0.5	1.0	4.0	3.9	6.5	15.5	29.4	26.4	50.4	3.7
Arts, entertainment and recreation	2.8	3.3	2.7	2.7	3.0	2.4	2.6	3.3	2.4	2.8	2.8	2.9	2.9	2.4	2.8
Construction	11.1	10.6	12.4	9.2	10.4	11.9	11.7	10.6	13.9	10.7	12.5	11.1	10.6	7.0	11.4
Education, health and social work	7.7	8.4	5.8	4.6	7.1	9.2	8.1	8.4	7.5	7.2	5.7	5.0	4.0	2.6	7.3
Finance	2.7	2.0	1.6	0.9	2.9	2.6	2.6	2.0	1.8	1.6	1.4	0.6	1.4	0.6	2.5
Accommodation & food service activities	6.6	14.6	5.8	9.3	6.2	7.6	6.9	14.6	7.1	12.9	5.7	10.7	4.5	5.9	6.4
Information and communication	8.5	2.4	5.3	2.5	9.9	5.4	7.3	2.4	6.1	3.0	5.4	2.3	4.3	2.3	7.8
Manufacturing	4.5	4.3	5.5	4.4	3.8	6.6	5.1	4.3	5.4	5.2	5.4	4.3	5.6	3.8	4.7
Mining/quarrying and utilities	0.4	0.8	0.7	0.7	0.4	0.5	0.4	0.8	0.4	0.3	0.8	0.6	0.9	1.1	0.5
Professional, scientific & technical services	16.1	8.4	14.5	7.6	18.0	12.3	14.5	8.4	15.6	8.9	15.7	8.3	12.2	6.2	15.8
Public admin and defence; other services	4.4	6.1	3.8	3.7	4.1	5.1	4.7	6.1	5.1	6.0	3.5	3.3	2.9	2.3	4.3
Real estate activities	3.8	3.0	3.4	2.4	4.3	3.3	3.4	3.0	3.2	3.5	3.4	2.1	3.5	1.9	3.7
Transport and storage	4.8	3.2	3.4	2.7	4.2	6.2	5.2	3.2	4.2	3.5	3.0	3.3	2.8	1.8	4.5
Wholesale, retail & repair of motor vehicles	16.9	23.5	12.7	12.3	15.8	18.8	17.9	23.5	15.4	22.1	11.6	10.7	10.9	7.0	16.0
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

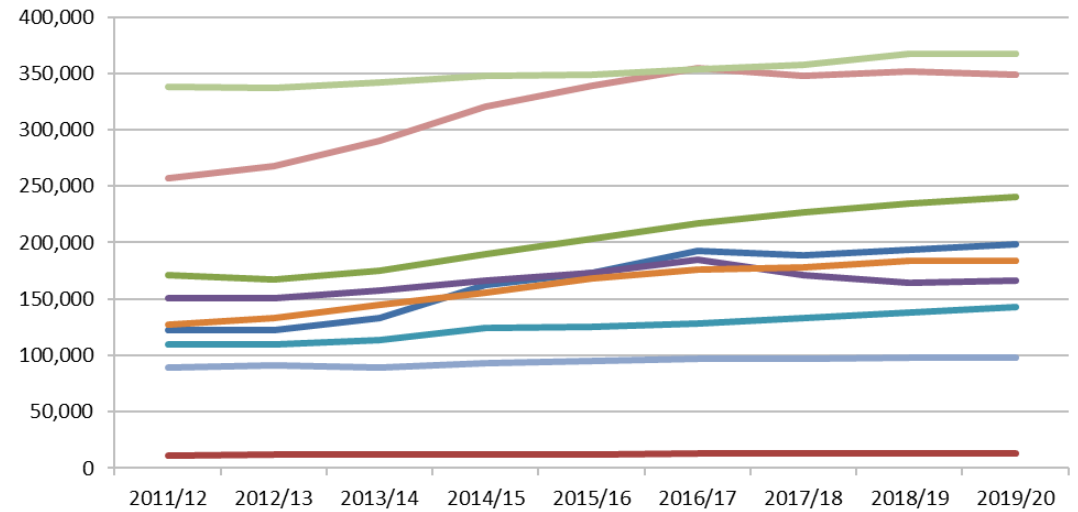
Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2019/20, in England

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

Rural



Urban



- Administrative and support services
- Construction
- Accommodation & food service activities
- Manufacturing
- Wholesale, retail & repair of motor vehicles

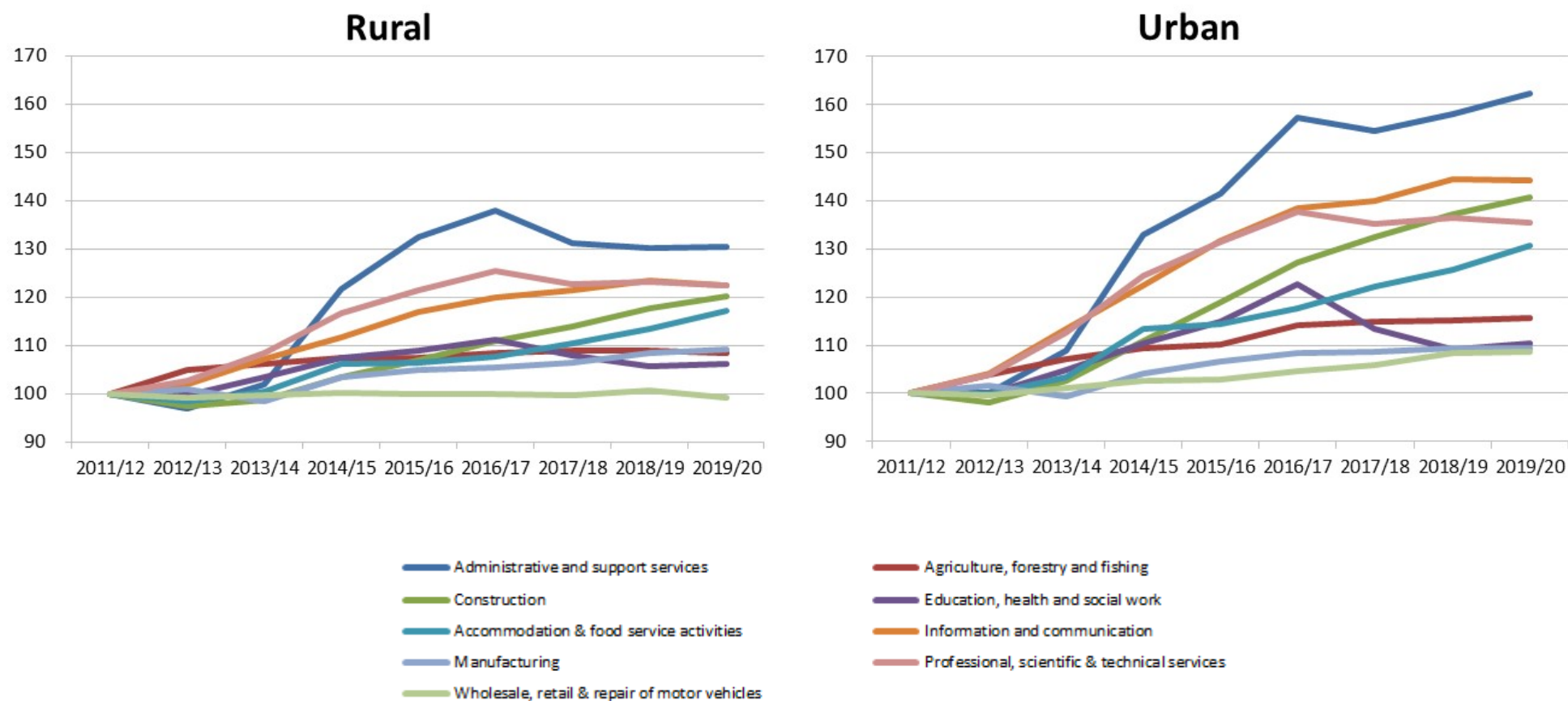
- Agriculture, forestry and fishing
- Education, health and social work
- Information and communication
- Professional, scientific & technical services

Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2019/20, in England

	Rural								
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Administrative and support services	34,915	33,860	35,595	42,495	46,270	48,180	45,805	45,425	45,555
Agriculture, forestry and fishing	82,900	87,010	87,970	89,000	89,115	89,930	90,335	90,300	89,880
Construction	61,740	60,180	60,930	63,830	65,990	68,530	70,295	72,660	74,225
Education, health and social work	32,555	32,460	33,675	34,965	35,440	36,225	35,095	34,420	34,535
Accommodation & food service activities	29,785	29,285	29,870	31,630	31,690	32,050	32,850	33,760	34,885
Information and communication	25,965	26,460	27,795	28,970	30,335	31,125	31,555	32,015	31,760
Manufacturing	30,010	30,290	29,515	31,010	31,505	31,615	31,935	32,515	32,790
Professional, scientific & technical services	71,380	73,200	77,390	83,285	86,630	89,570	87,640	87,840	87,325
Wholesale, retail & repair of motor vehicles	77,030	76,430	76,670	77,105	76,900	76,890	76,835	77,605	76,425
All other industries	80,010	80,055	81,915	86,550	88,615	89,955	90,690	92,070	93,145
Total	526,295	529,225	541,330	568,835	582,495	594,065	593,045	598,610	600,525

	Urban								
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Administrative and support services	122,420	122,475	133,385	162,875	173,335	192,615	189,230	193,415	198,605
Agriculture, forestry and fishing	11,315	11,750	12,110	12,380	12,465	12,920	13,005	13,030	13,095
Construction	170,970	167,585	175,485	189,450	203,370	217,565	226,485	234,500	240,515
Education, health and social work	150,500	150,240	157,660	166,335	173,045	184,765	170,750	164,310	166,245
Accommodation & food service activities	109,400	109,380	113,130	124,000	125,195	128,620	133,565	137,550	142,915
Information and communication	127,540	132,940	144,645	156,005	167,890	176,530	178,410	184,310	183,915
Manufacturing	89,510	90,955	88,890	93,155	95,465	97,015	97,320	97,875	97,885
Professional, scientific & technical services	257,505	267,570	290,005	320,300	338,675	354,920	348,120	351,755	349,030
Wholesale, retail & repair of motor vehicles	338,370	337,190	342,140	347,405	348,445	353,610	358,105	367,040	367,255
All other industries	312,670	313,420	323,600	349,030	364,095	383,715	389,170	396,145	409,360
Total	1,690,200	1,703,505	1,781,045	1,920,940	2,001,970	2,102,275	2,104,155	2,139,930	2,168,820

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 2019/20, in England.



- Various sectors saw a rise in local unit numbers between 2018/19 and 2019/20, in both rural and urban areas. In rural areas the rise has been greatest for the 'Accommodation & food service activities' where local unit numbers have risen by 4 per cent (compared with a rise of 5 per cent in urban areas).

Index of change in numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2019/20, in England

2011/12 = 100

	Rural								
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Administrative and support services	100	97	102	122	133	138	131	130	130
Agriculture, forestry and fishing	100	105	106	107	107	108	109	109	108
Construction	100	97	99	103	107	111	114	118	120
Education, health and social work	100	100	103	107	109	111	108	106	106
Accommodation & food service activities	100	98	100	106	106	108	110	113	117
Information and communication	100	102	107	112	117	120	122	123	122
Manufacturing	100	101	98	103	105	105	106	108	109
Professional, scientific & technical services	100	103	108	117	121	125	123	123	122
Wholesale, retail & repair of motor vehicles	100	99	100	100	100	100	100	101	99
All other industries	100	100	102	108	111	112	113	115	116
Total	100	101	103	108	111	113	113	114	114

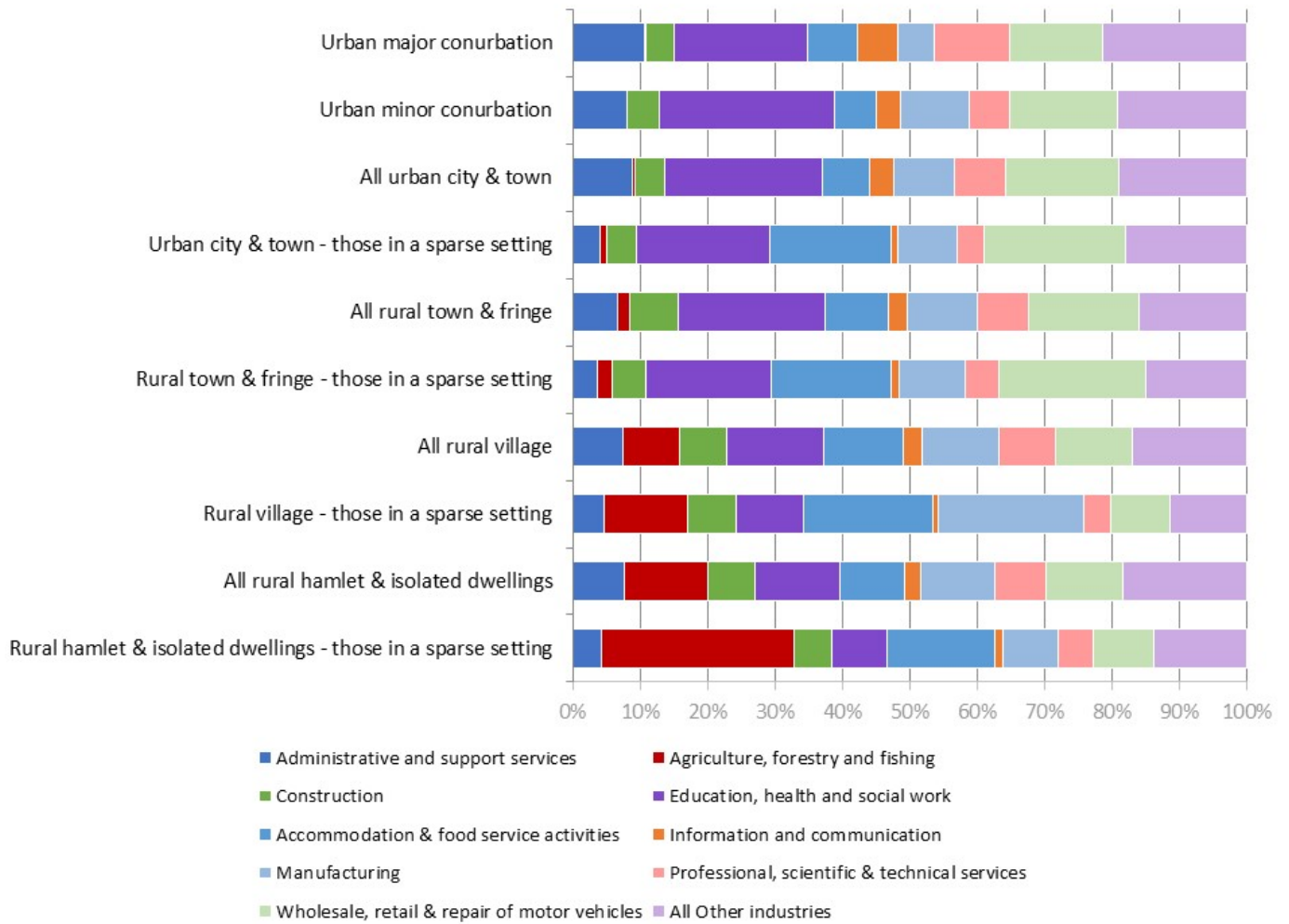
	Urban								
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Administrative and support services	100	100	109	133	142	157	155	158	162
Agriculture, forestry and fishing	100	104	107	109	110	114	115	115	116
Construction	100	98	103	111	119	127	132	137	141
Education, health and social work	100	100	105	111	115	123	113	109	110
Accommodation & food service activities	100	100	103	113	114	118	122	126	131
Information and communication	100	104	113	122	132	138	140	145	144
Manufacturing	100	102	99	104	107	108	109	109	109
Professional, scientific & technical services	100	104	113	124	132	138	135	137	136
Wholesale, retail & repair of motor vehicles	100	100	101	103	103	105	106	108	109
All other industries	100	100	103	112	116	123	124	127	131
Total	100	101	105	114	118	124	124	127	128

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, 2019/20



- 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' (16.3 per cent, 13.2 per cent and 11.0 per cent respectively).
- 'Agriculture, forestry & fishing' is the only sector that is greater in terms of actual employment numbers in rural areas than urban areas, with employment figures of 312,000 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, 2019/20

	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	2,166,750	1,550	294,670	9,015	1,099,040	68,235	999,480	1,550	93,320	2,840	93,120	3,095	108,230	3,085	2,461,420
Agriculture, forestry and fishing	46,395	425	311,815	30,875	8,280	1,215	36,900	425	27,605	1,815	108,400	8,490	175,805	20,570	358,210
Arts, entertainment and recreation	545,560	1,020	125,410	7,475	256,310	20,610	268,635	1,020	32,980	2,450	39,035	2,370	53,395	2,655	670,970
Construction	997,245	1,645	289,240	13,070	437,825	40,530	518,890	1,645	101,530	3,955	88,230	5,045	99,480	4,065	1,286,485
Education, health and social work	4,909,795	7,670	673,200	27,495	2,040,970	223,920	2,644,910	7,670	310,915	14,720	184,265	6,845	178,020	5,925	5,582,995
Finance	842,375	455	45,425	940	518,870	19,840	303,665	455	16,100	690	12,120	135	17,210	115	887,800
Accommodation & food service activities	1,612,755	7,025	419,475	38,840	765,230	54,830	792,695	7,025	135,275	14,055	147,735	13,180	136,465	11,605	2,032,230
Information and communication	1,066,370	360	111,210	2,345	625,145	29,620	411,600	360	40,035	970	37,260	470	33,915	900	1,177,580
Manufacturing	1,655,990	3,415	451,295	28,420	543,160	88,685	1,024,150	3,415	149,245	7,685	144,215	14,835	157,840	5,905	2,107,290
Mining/quarrying and utilities	187,095	405	55,920	2,365	70,500	9,940	106,655	405	13,155	155	20,090	380	22,675	1,830	243,015
Professional, scientific & technical services	2,077,900	1,555	320,620	10,420	1,154,745	51,060	872,095	1,555	107,545	4,015	105,795	2,700	107,275	3,705	2,398,515
Public admin and defence; other services	1,448,595	3,105	171,790	8,145	673,235	61,390	713,970	3,105	66,740	3,300	53,320	2,270	51,730	2,575	1,620,385
Real estate activities	433,750	545	67,655	3,470	241,405	11,310	181,035	545	23,650	1,640	20,890	740	23,115	1,090	501,405
Transport and storage	1,077,805	1,485	238,675	7,255	453,230	43,170	581,410	1,485	75,180	3,650	70,220	1,915	93,270	1,690	1,316,480
Wholesale, retail & repair of motor vehicles	3,470,830	8,140	543,435	29,800	1,417,465	138,145	1,915,220	8,140	235,840	17,190	146,700	6,075	160,895	6,535	4,014,265
Total	22,539,205	38,800	4,119,835	219,930	10,305,410	862,495	11,371,305	38,800	1,429,115	79,130	1,271,400	68,550	1,419,320	72,250	26,659,045

Percentage of people employed in local units of registered businesses by industry and rural-urban classification, in England, 2019/20

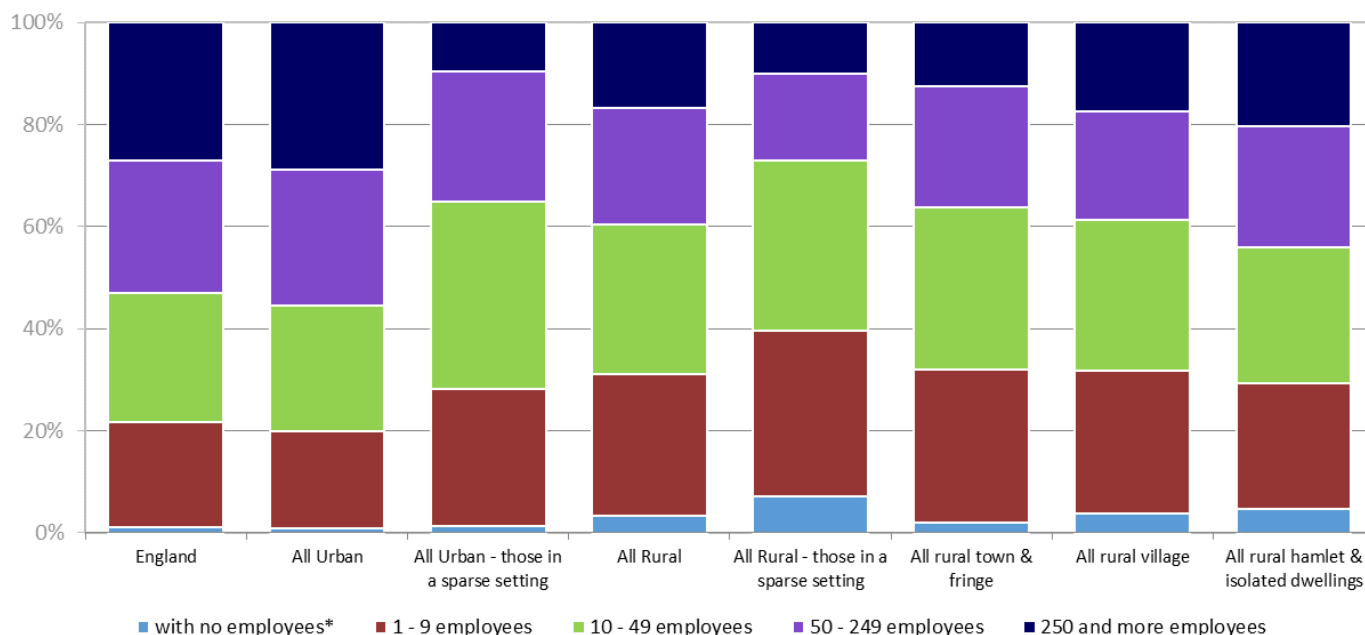
	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	9.6	4.0	7.2	4.1	10.7	7.9	8.8	4.0	6.5	3.6	7.3	4.5	7.6	4.3	9.2
Agriculture, forestry and fishing	0.2	1.1	7.6	14.0	0.1	0.1	0.3	1.1	1.9	2.3	8.5	12.4	12.4	28.5	1.3
Arts, entertainment and recreation	2.4	2.6	3.0	3.4	2.5	2.4	2.4	2.6	2.3	3.1	3.1	3.5	3.8	3.7	2.5
Construction	4.4	4.2	7.0	5.9	4.2	4.7	4.6	4.2	7.1	5.0	6.9	7.4	7.0	5.6	4.8
Education, health and social work	21.8	19.8	16.3	12.5	19.8	26.0	23.3	19.8	21.8	18.6	14.5	10.0	12.5	8.2	20.9
Finance	3.7	1.2	1.1	0.4	5.0	2.3	2.7	1.2	1.1	0.9	1.0	0.2	1.2	0.2	3.3
Accommodation & food service activities	7.2	18.1	10.2	17.7	7.4	6.4	7.0	18.1	9.5	17.8	11.6	19.2	9.6	16.1	7.6
Information and communication	4.7	0.9	2.7	1.1	6.1	3.4	3.6	0.9	2.8	1.2	2.9	0.7	2.4	1.2	4.4
Manufacturing	7.3	8.8	11.0	12.9	5.3	10.3	9.0	8.8	10.4	9.7	11.3	21.6	11.1	8.2	7.9
Mining/quarrying and utilities	0.8	1.0	1.4	1.1	0.7	1.2	0.9	1.0	0.9	0.2	1.6	0.6	1.6	2.5	0.9
Professional, scientific & technical services	9.2	4.0	7.8	4.7	11.2	5.9	7.7	4.0	7.5	5.1	8.3	3.9	7.6	5.1	9.0
Public admin and defence; other services	6.4	8.0	4.2	3.7	6.5	7.1	6.3	8.0	4.7	4.2	4.2	3.3	3.6	3.6	6.1
Real estate activities	1.9	1.4	1.6	1.6	2.3	1.3	1.6	1.4	1.7	2.1	1.6	1.1	1.6	1.5	1.9
Transport and storage	4.8	3.8	5.8	3.3	4.4	5.0	5.1	3.8	5.3	4.6	5.5	2.8	6.6	2.3	4.9
Wholesale, retail & repair of motor vehicles	15.4	21.0	13.2	13.5	13.8	16.0	16.8	21.0	16.5	21.7	11.5	8.9	11.3	9.0	15.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Businesses by size band

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

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

Percentage of people employed within local units by size bands of registered businesses and rural-urban classification, in England, 2019/20



* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 22,580 businesses classed as 'Other' – with no employees and no employment (about 0.8 per cent of the total business count).

- In urban areas 28.9 per cent of people employed in the local units of registered businesses are employed in those businesses with 250 or more employees overall, and in rural areas the proportion is 16.8 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 between 1 and 9 employees overall, whilst in rural areas the proportion is 27.7 per cent.
- When looking at numbers of local units of registered businesses the category with the greatest proportion of total businesses is those with between 1 and 9 employees, with 77.2 per cent of businesses in this size band in urban areas and 71.1 per cent in rural areas.
- In urban areas 7.0 per cent of businesses have no employees (e.g. sole traders and partnerships), compared with 17.0 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, 2019/20

	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	169,875	0.8	4,327,070	19.2	5,554,845	24.6	5,971,555	26.5	6,515,860	28.9	22,539,205	100.0
<i>those in a sparse setting</i>	535	1.4	10,400	26.8	14,225	36.7	9,895	25.5	3,740	9.6	38,800	100.0
All Rural	139,345	3.4	1,140,665	27.7	1,205,055	29.3	944,285	22.9	690,495	16.8	4,119,835	100.0
<i>those in a sparse setting</i>	15,585	7.1	71,545	32.5	73,385	33.4	37,465	17.0	21,955	10.0	219,930	100.0
Urban major conurbation	73,535	0.7	2,017,715	19.6	2,381,340	23.1	2,608,495	25.3	3,224,320	31.3	10,305,410	100.0
Urban minor conurbation	5,595	0.6	142,130	16.5	214,215	24.8	240,145	27.8	260,405	30.2	862,495	100.0
All urban city & town	90,745	0.8	2,167,225	19.1	2,959,290	26.0	3,122,915	27.5	3,031,135	26.7	11,371,305	100.0
<i>those in a sparse setting</i>	535	1.4	10,400	26.8	14,225	36.7	9,895	25.5	3,740	9.6	38,800	100.0
All rural town & fringe	27,645	1.9	430,810	30.1	452,795	31.7	337,955	23.6	179,915	12.6	1,429,115	100.0
<i>those in a sparse setting</i>	1,740	2.2	25,505	32.2	31,710	40.1	16,660	21.1	3,515	4.4	79,130	100.0
All rural village	46,600	3.7	357,970	28.2	375,945	29.6	269,020	21.2	221,865	17.5	1,271,400	100.0
<i>those in a sparse setting</i>	4,240	6.2	20,385	29.7	20,950	30.6	9,445	13.8	13,530	19.7	68,550	100.0
All rural hamlet & isolated dwellings	65,095	4.6	351,885	24.8	376,320	26.5	337,310	23.8	288,715	20.3	1,419,320	100.0
<i>those in a sparse setting</i>	9,600	13.3	25,655	35.5	20,725	28.7	11,360	15.7	4,910	6.8	72,250	100.0
England	309,220	1.2	5,467,735	20.5	6,759,900	25.4	6,915,840	25.9	7,206,350	27.0	26,659,045	100.0

* 'With no employees' comprises mainly sole proprietorships and partnerships. Businesses classed as 'Other' (about 0.8 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) 2019/20.

Number and percentage of local units of registered businesses by size of the registered business overall and rural-urban classification, in England, 2019/20

	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	152,280	7.0	1,675,075	77.2	271,430	12.5	60,710	2.8	9,325	0.4	2,168,820	100.0
<i>those in a sparse setting</i>	400	9.7	2,915	70.8	695	16.9	100	2.4	5	0.1	4,120	100.0
All Rural	102,280	17.0	427,230	71.1	59,895	10.0	9,890	1.6	1,230	0.2	600,525	100.0
<i>those in a sparse setting</i>	10,630	28.4	22,685	60.5	3,740	10.0	410	1.1	25	0.1	37,495	100.0
Urban major conurbation	67,340	6.5	826,145	79.3	117,395	11.3	26,480	2.5	4,445	0.4	1,041,800	100.0
Urban minor conurbation	5,195	7.5	50,780	73.6	10,240	14.8	2,455	3.6	350	0.5	69,020	100.0
All urban city & town	79,750	7.5	798,155	75.4	143,795	13.6	31,775	3.0	4,530	0.4	1,058,005	100.0
<i>those in a sparse setting</i>	400	9.7	2,915	70.8	695	16.9	100	2.4	5	0.1	4,120	100.0
All rural town & fringe	22,250	10.6	161,355	76.8	22,600	10.8	3,635	1.7	345	0.2	210,190	100.0
<i>those in a sparse setting</i>	1,310	12.3	7,510	70.6	1,615	15.2	180	1.7	10	0.1	10,630	100.0
All rural village	34,200	17.5	138,775	71.2	18,810	9.6	2,790	1.4	375	0.2	194,955	100.0
<i>those in a sparse setting</i>	2,940	27.2	6,670	61.7	1,090	10.1	105	1.0	10	0.1	10,815	100.0
All rural hamlet & isolated dwellings	45,830	23.5	127,095	65.1	18,485	9.5	3,460	1.8	510	0.3	195,380	100.0
<i>those in a sparse setting</i>	6,375	39.7	8,510	53.0	1,035	6.4	125	0.8	10	0.1	16,055	100.0
England	254,560	9.2	2,102,305	75.9	331,325	12.0	70,595	2.5	10,555	0.4	2,769,345	100.0

* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 22,600 businesses classed as 'Other' – with no employees and no employment (about 0.8 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) 2019/20.

Small and medium businesses

- Small and Medium Enterprises (SMEs) are businesses employing fewer than 250 people.
- In England, there are 2.4 million SMEs registered for PAYE and/or VAT, providing employment for 12.4 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

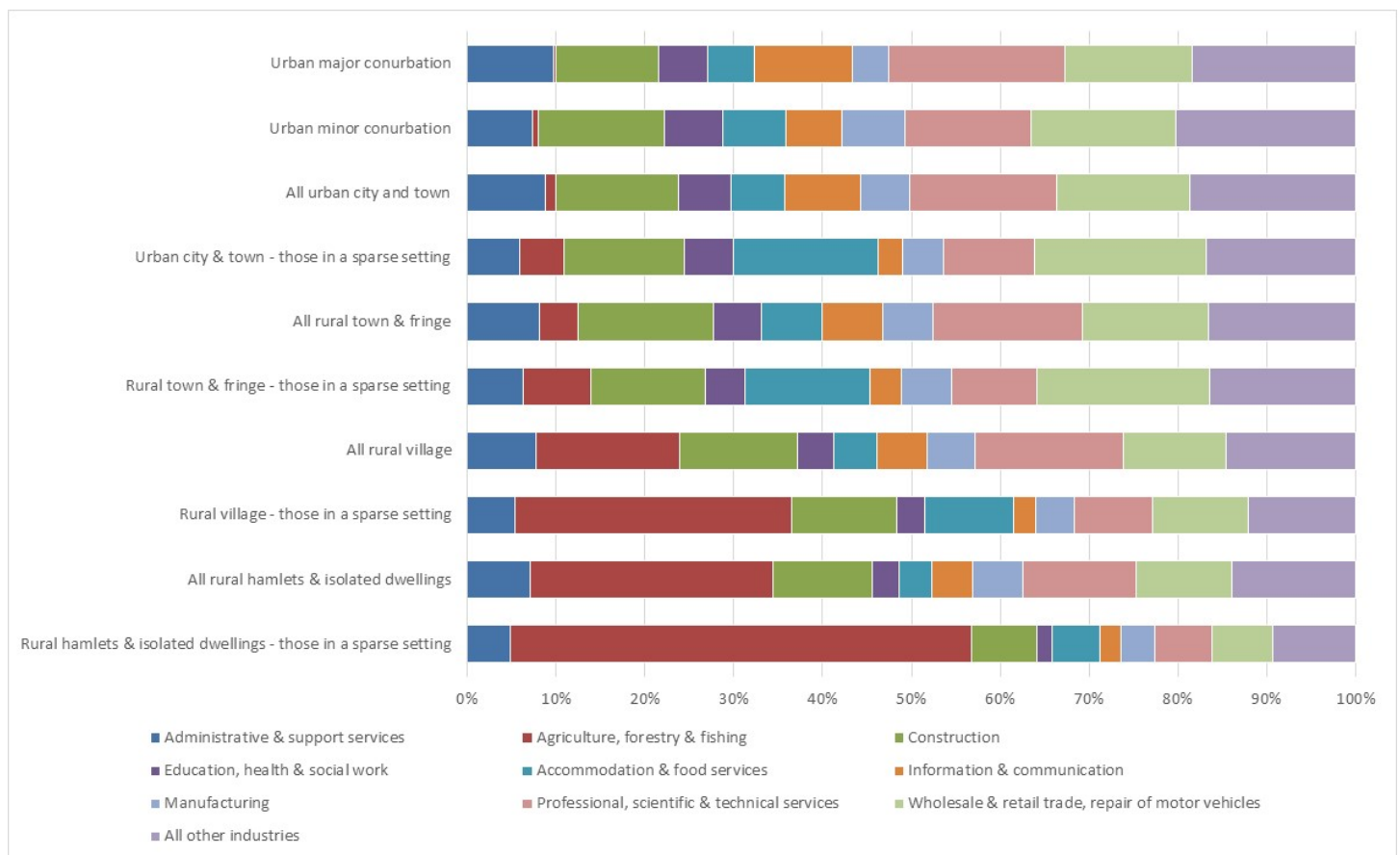
- Enterprises are considered rural registered businesses if their single site of operation or their head-quarters, as registered for PAYE (Pay-As-You-Earn tax) and/or VAT (Value Added Tax) purposes, are located in a rural area. Enterprises where the head-quarters are in an urban area are regarded as urban registered businesses, even if some business units are in rural areas.
- In 2019/20, there was 550,000 registered rural SMEs, representing 99.8 per cent of all registered rural enterprises, and 23 per cent of all registered SMEs in England. In urban areas SMEs represent 99.6 per cent of registered businesses.
- In 2019/20, 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, 2019/20

	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	1,831,445	9,783,735	41.4	208
those in a sparse setting	3,105	19,785	86.1	78
All rural	550,065	2,596,505	70.6	122
those in a sparse setting	33,655	154,530	83.8	87
Urban major conurbation	905,265	4,581,380	39.1	292
Urban minor conurbation	55,905	336,210	41.1	144
Urban city and town	870,280	4,866,145	43.9	133
those in a sparse setting	3,105	19,785	86.1	78
Rural town and fringe	186,265	884,665	69.8	111
those in a sparse setting	8,530	52,540	71.8	77
Rural village	181,465	820,915	73.2	125
those in a sparse setting	9,920	43,890	91.8	87
Rural hamlets and isolated dwellings	182,340	890,930	69.1	131
those in a sparse setting	15,205	58,100	91.6	97
England	2,381,515	12,380,240	45.4	190

- 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 (£122,000) than in urban registered SMEs (£208,000), which is dominated by those in urban major conurbations (£292,000). 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, 2019/20



- SMEs in *Agriculture, forestry and fishing* sectors account for 15.8 per cent of rural registered SMEs rising to 34.6 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* (15.5 per cent), *Wholesale and retail trade, repair of motor vehicles* (12.2 per cent), and *Construction* (13.3 per cent).

Number of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2019/20

	Rural		Urban	
	Number of registered	Employment by registered	Number of registered	Employment by registered
	SMEs ¹	SMEs ¹	SMEs ¹	SMEs ¹
Administrative & support service activities	42,365	188,465	168,005	925,640
Agriculture, forestry & fishing	86,710	273,605	12,645	42,470
Arts, entertainment & recreation	14,515	86,550	46,015	255,480
Construction	73,170	253,320	232,815	761,400
Education, Human health & social work	22,760	281,915	105,360	1,401,765
Financial & insurance activities	8,610	20,445	46,665	217,530
Accommodation & food service activities	28,375	289,635	105,165	873,315
Information & communication	31,240	89,120	176,910	613,115
Manufacturing	30,540	257,555	88,845	932,515
Mining, quarrying & utilities	2,780	19,420	6,630	51,490
Professional, scientific & technical services	85,250	235,565	332,655	1,221,285
Public administration & defence, compulsory social services	4,550	9,750	2,145	25,480
Real estate activities	19,135	55,055	71,830	273,495
Transport & storage	17,525	104,270	91,670	357,010
Wholesale & retail trade, repair of motor vehicles	66,920	364,670	269,095	1,463,765
Other service activities, including activities of households as employers ²	15,615	67,155	75,000	367,980
Total	550,065	2,596,505	1,831,445	9,783,735

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 2019/20

	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	7.7	7.3	9.2	9.5
Agriculture, forestry & fishing	15.8	10.5	0.7	0.4
Arts, entertainment & recreation	2.6	3.3	2.5	2.6
Construction	13.3	9.8	12.7	7.8
Education, Human health & social work	4.1	10.9	5.8	14.3
Financial & insurance activities	1.6	0.8	2.5	2.2
Accommodation & food service activities	5.2	11.2	5.7	8.9
Information & communication	5.7	3.4	9.7	6.3
Manufacturing	5.6	9.9	4.9	9.5
Mining, quarrying & utilities	0.5	0.7	0.4	0.5
Professional, scientific & technical services	15.5	9.1	18.2	12.5
Public administration & defence, compulsory social services	0.8	0.4	0.1	0.3
Real estate activities	3.5	2.1	3.9	2.8
Transport & storage	3.2	4.0	5.0	3.6
Wholesale & retail trade, repair of motor vehicles	12.2	14.0	14.7	15.0
Other service activities, including activities of households as employers ²	2.8	2.6	4.1	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, 2019/20

	with no employees		1 - 9 employees		10 - 49 employees		50 - 249 employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
All urban	151,790	8.3	1,495,395	81.7	154,060	8.4	30,220	1.7	1,831,465	100.0
those in a sparse setting	400	12.9	2,300	74.1	355	11.4	50	1.6	3,105	100.0
All rural	100,750	18.3	402,090	73.1	40,885	7.4	6,340	1.2	550,065	100.0
those in a sparse setting	10,455	31.1	20,455	60.8	2,445	7.3	295	0.9	33,655	100.0
Urban major conurbation	67,240	7.4	752,995	83.2	70,970	7.8	14,075	1.6	905,280	100.0
Urban minor conurbation	5,175	9.3	44,125	78.9	5,510	9.9	1,095	2.0	55,905	100.0
Urban city and town	78,975	9.1	695,970	80.3	77,230	8.9	15,005	1.7	867,180	100.0
Urban city and town in a sparse setting	400	12.9	2,300	74.1	355	11.4	50	1.6	3,105	100.0
Rural town and fringe	20,815	11.7	141,595	79.7	13,305	7.5	2,015	1.1	177,735	100.0
Rural town and fringe in a sparse setting	1,300	15.2	6,145	72.0	965	11.3	125	1.5	8,530	100.0
Rural village	30,860	18.0	126,615	73.8	12,230	7.1	1,840	1.1	171,545	100.0
Rural village in a sparse setting	2,890	29.1	6,225	62.8	730	7.4	75	0.7	9,920	100.0
Rural hamlets and isolated dwellings	38,620	23.1	113,420	67.9	12,905	7.7	2,185	1.3	167,135	100.0
Rural hamlets and isolated dwellings in a sparse setting	6,270	41.2	8,090	53.2	750	4.9	95	0.6	15,205	100.0
England	252,540	10.6	1,897,480	79.7	194,950	8.2	36,560	1.5	2,381,530	100.0

- 18.3 per cent of rural registered SMEs have no employees, compared with 8.3 per cent of urban registered SMEs. The majority of rural registered SMEs (73.1 per cent), have 1 to 9 employees, though this is lower than for urban registered SMEs (81.7 per cent).
- 31.1 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

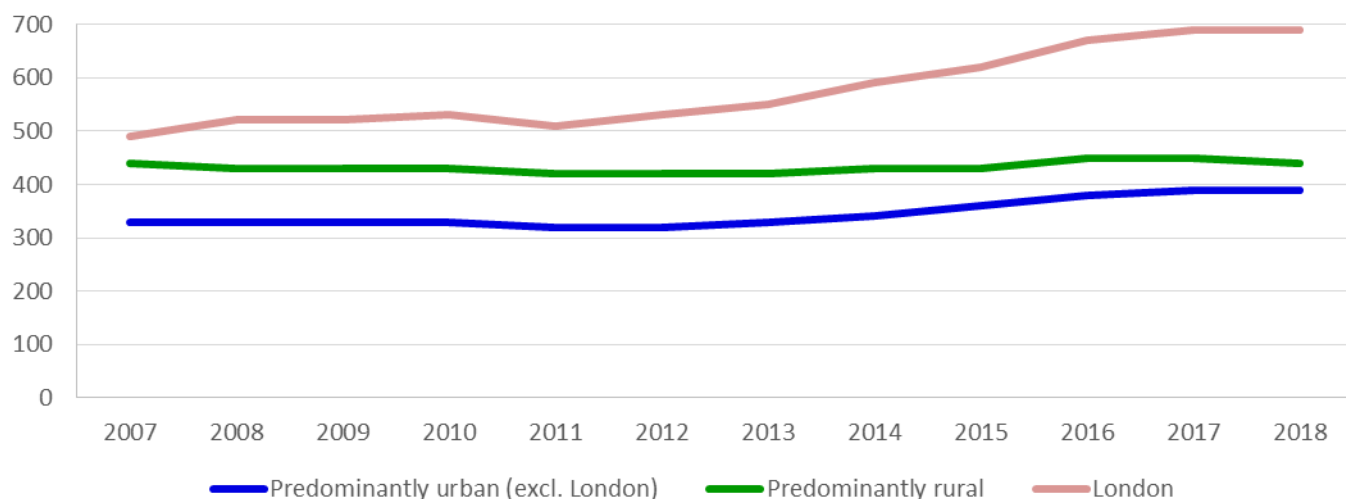
Business Population Estimates: <https://www.gov.uk/government/collections/business-population-estimates>

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

2019 analysis will be published in March.

Registered businesses per 10,000 population by Local Authority Classification, in England, 2007 to 2018



- The number of registered businesses per head of population is higher in *predominantly rural* areas (440 per 10,000 population in 2018) than in *predominantly urban areas (excluding London)* (390 per 10,000 population).
- Between 2017 and 2018 the number of businesses per head of population remained the same in *predominantly urban areas (excluding London)* while in *predominantly rural areas* the number declined. The rate of increase longer term (since 2011) has been higher for *predominantly urban areas (excluding London)*.

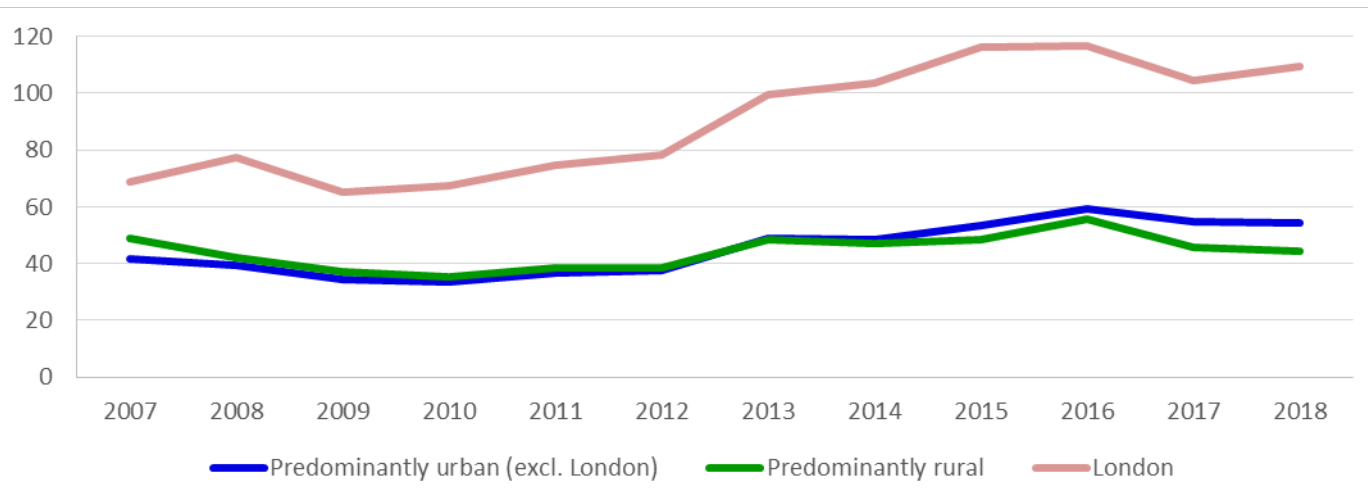
Registered businesses per 10,000 population by Local Authority Classification, in England, 2007 to 2018

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
London	490	520	520	530	510	530	550	590	620	670	690	690
Urban with Major Conurbation	310	320	320	320	310	310	320	340	350	380	400	400
Urban with Minor Conurbation	290	290	280	280	270	270	280	290	300	320	330	320
Urban with City and Town	350	350	350	340	340	340	350	360	370	390	400	400
Urban with Significant Rural	430	430	430	430	420	420	430	440	450	470	480	480
Largely Rural	410	410	410	410	400	400	400	410	420	440	440	430
Mainly Rural	480	460	460	450	450	440	440	450	460	460	460	460
Predominantly urban (excl London)	330	330	330	330	320	320	330	340	360	380	390	390
Predominantly rural	440	430	430	430	420	420	420	430	430	450	450	440
England	390	390	390	390	380	390	400	410	430	450	460	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 2018: 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 2018



- 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 2018 there were 54 registered business start-ups per 10,000 population in *predominantly urban areas (excluding London)* compared with 44 per 10,000 population in *predominantly rural areas*. These numbers are down on 2017 start-ups, business start-ups were rising each year since 2010, however they have fallen year-on-year since 2016.

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2007 to 2018

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
London	69	78	65	67	75	78	99	104	116	116	105	109
Urban with Major Conurbation	41	38	35	33	36	37	50	49	55	62	60	60
Urban with Minor Conurbation	36	31	28	26	28	29	38	41	45	46	40	41
Urban with City and Town	43	41	35	35	38	39	50	50	54	59	53	52
Urban with Significant Rural	50	47	41	40	43	44	54	54	57	60	57	54
Largely Rural	46	41	36	35	38	38	48	46	48	61	46	45
Mainly Rural	52	43	39	36	40	40	50	48	49	48	45	43
Predominantly urban (excl London)	42	39	34	33	37	37	49	49	53	59	55	54
Predominantly rural	49	42	37	35	39	39	49	47	49	56	46	44
England	48	46	40	40	44	45	57	58	63	68	61	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 2018: 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:

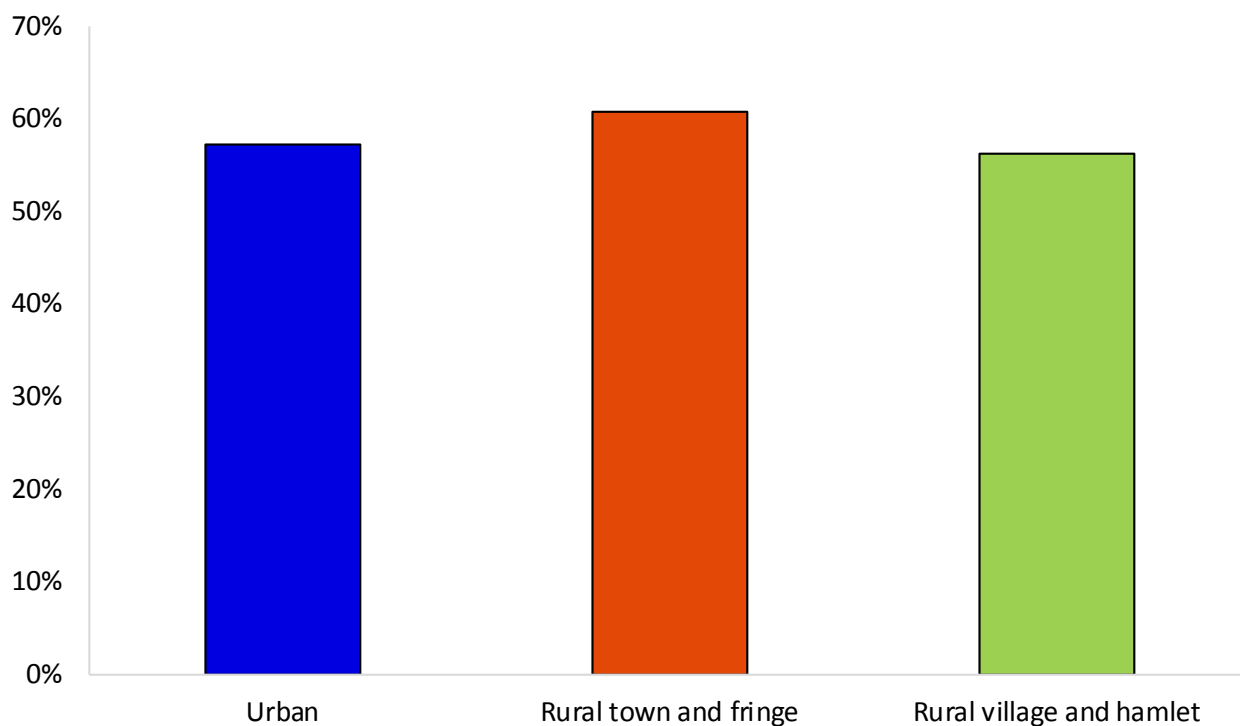
[//randd.defra.gov.uk/Default.aspx?Module=More&Location=None&ProjectID=18782](http://randd.defra.gov.uk/Default.aspx?Module=More&Location=None&ProjectID=18782)

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

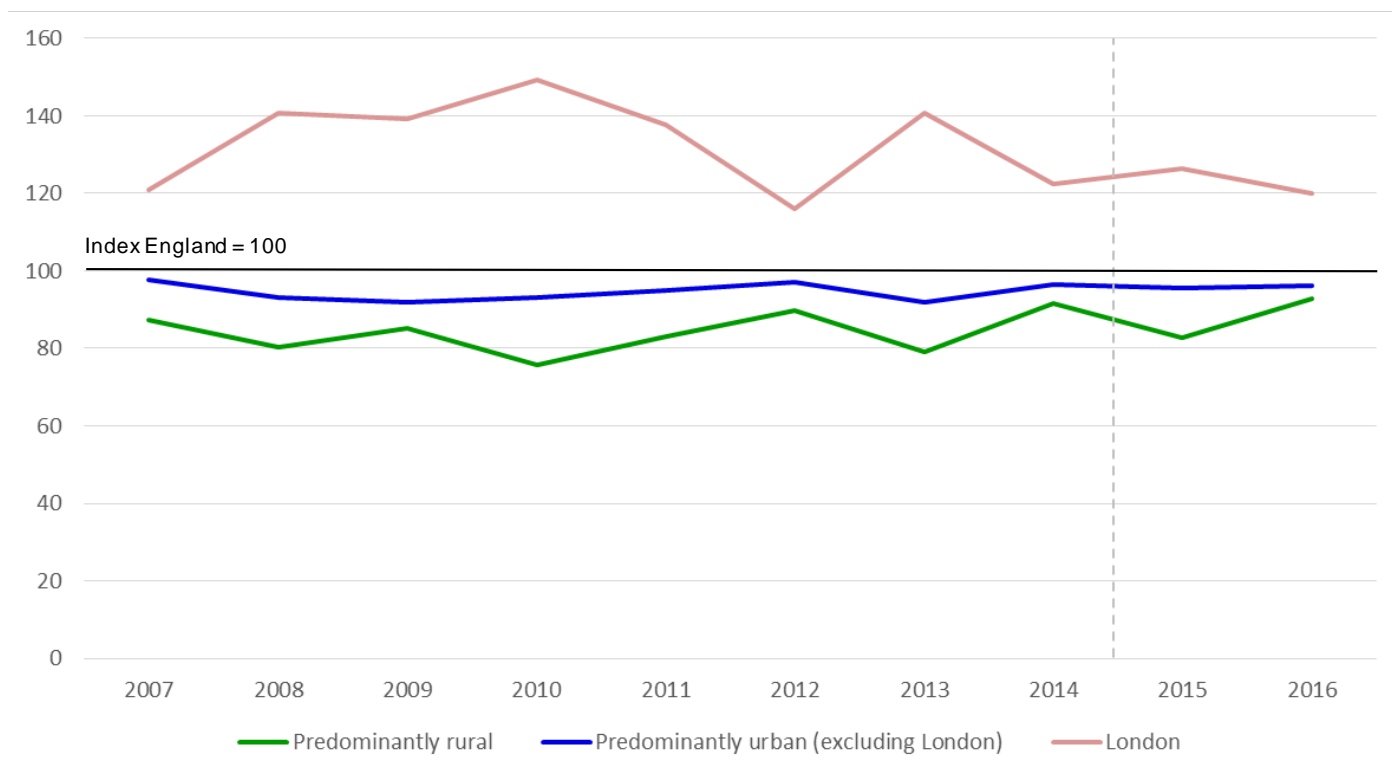
A business engaged in any of the activities 1 to 4 is described as a 'broader innovator'.

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 2018/19 people living in the most rural areas travelled almost twice as far per year than those in the most urban areas.
- In 2018/19 in the most rural areas 87 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 2018/19 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 2018/19, by settlement type, in England

	Trips per person	Distance travelled (miles) per person	Travelling time (hours) per person	Trip length (miles)
Urban Conurbation	894	5,037	366	5.6
Urban City and Town	1,013	6,772	368	6.7
Rural Town and Fringe	1,023	8,596	401	8.4
Rural Village, Hamlet and Isolated Dwelling	1,030	9,756	404	9.5
England	969	6,515	373	6.7

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

- The average number of trips is only 6 per cent higher than the national average in rural areas and travelling time per person is only 8 per cent higher. However the average total distances travelled are much higher for people living in *rural town and fringe areas* (32 per cent higher) and in *rural villages, hamlets and isolated dwellings* (50 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).

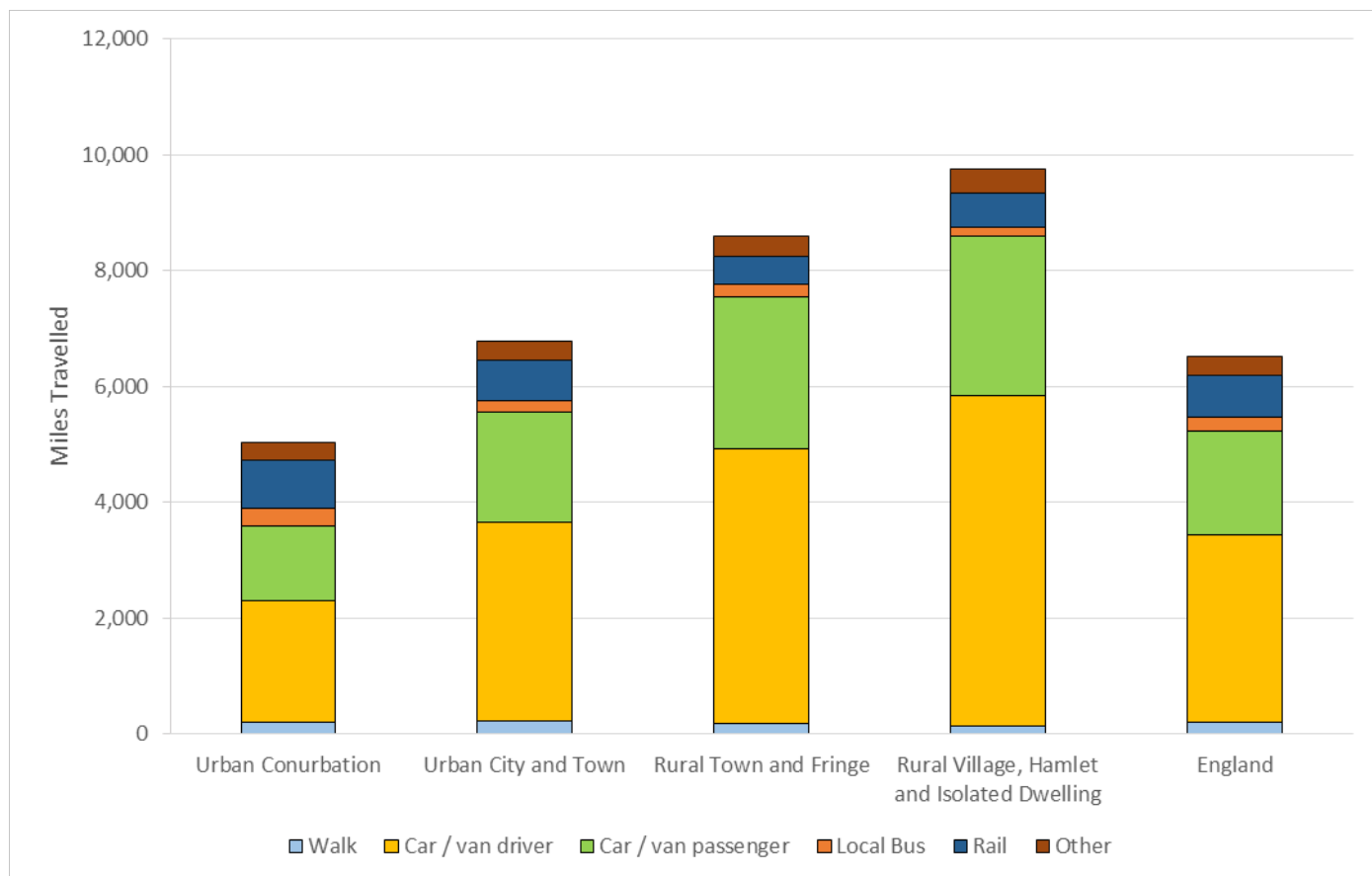
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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, 2018/19



- In 2018/19 people living in *rural villages, hamlets and isolated dwellings* travelled 9,756 miles on average compared with 5,037 in *urban conurbation* and 6,515 in England as a whole.
- When travel as both a car driver and passenger are taken together, 87 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.

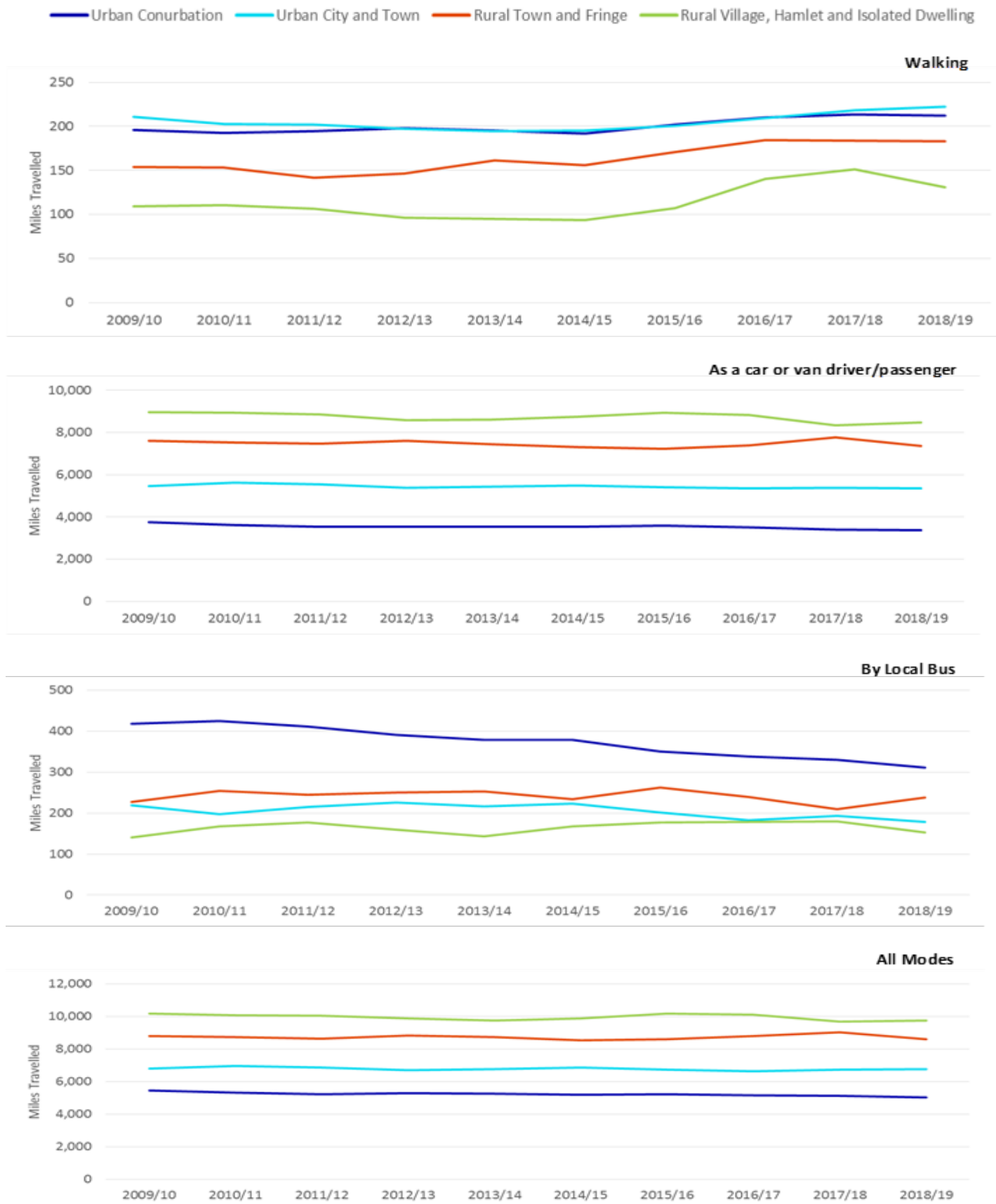
Average total distance travelled, per person per year, by mode and settlement type, in England, 2018/19

	Miles per person per year						
	Walk	Car/van driver	Car / van passenger	Local bus	Rail	Other	All modes
Urban Conurbation	212	2,096	1,277	311	837	303	5,037
Urban City and Town	223	3,434	1,910	178	702	326	6,772
Rural Town and Fringe	183	4,741	2,612	238	477	344	8,596
Rural Village, Hamlet and Isolated Dwelling	131	5,715	2,750	153	599	408	9,756
England	207	3,225	1,798	233	726	326	6,515

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

Average total distance travelled, per person per year, by mode of transport and settlement type, in England, 2009/10 to 2018/19

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



- The miles travelled by walking has increased more in *rural* areas than in *urban* areas over the period 2009/10 to 2018/19. Average distance travelled by those from *rural villages, hamlets and isolated dwellings* has increased by 22 miles (17 per cent) and by those living in *rural town and fringe* by 29 miles (16 per cent).
- The miles travelled by local bus has decreased by 107 miles per person per year *urban conurbations* over the period 2009/10 to 2018/19. Miles travelled by local bus has increased slightly in rural areas over the same time period.
- The distance travelled by car has remained stable over the period 2009/10 to 2018/19 across all settlement types.

Average total distance travelled, per person per year, by mode and settlement type, in England, 2009/10 to 2018/19

Miles per person per year

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Walk										
Urban Conurbation	196	192	194	198	195	192	202	210	213	212
Urban City and Town	211	203	202	197	194	195	200	209	218	223
Rural Town and Fringe	154	153	142	146	161	156	171	184	184	183
Rural Village, Hamlet and Isolated Dwelling	109	111	106	97	95	94	107	141	151	131
Car/van										
Urban Conurbation	3,755	3,629	3,544	3,533	3,531	3,522	3,582	3,507	3,402	3,373
Urban City and Town	5,452	5,636	5,537	5,392	5,441	5,477	5,399	5,351	5,380	5,343
Rural Town and Fringe	7,597	7,539	7,482	7,599	7,455	7,316	7,225	7,395	7,759	7,353
Rural Village, Hamlet and Isolated Dwelling	8,961	8,927	8,844	8,599	8,612	8,738	8,925	8,827	8,345	8,465
Local Bus										
Urban Conurbation	418	426	411	391	378	379	350	338	331	311
Urban City and Town	219	198	215	226	216	223	201	183	193	178
Rural Town and Fringe	227	254	245	250	253	235	262	240	210	238
Rural Village, Hamlet and Isolated Dwelling	140	168	178	159	143	168	177	179	180	153
All Modes										
Urban Conurbation	5,471	5,324	5,228	5,282	5,253	5,202	5,223	5,175	5,113	5,037
Urban City and Town	6,785	6,966	6,880	6,716	6,753	6,849	6,749	6,639	6,743	6,772
Rural Town and Fringe	8,801	8,730	8,642	8,828	8,727	8,536	8,593	8,787	9,022	8,596
Rural Village, Hamlet and Isolated Dwelling	10,157	10,063	10,034	9,871	9,737	9,867	10,162	10,122	9,665	9,756

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).

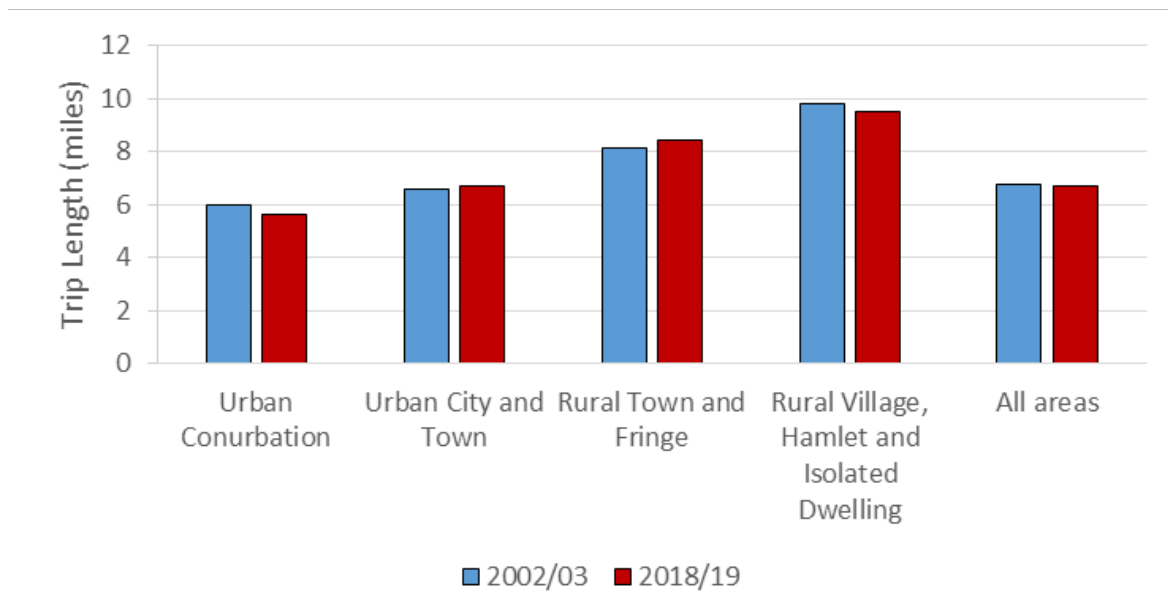
These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - <https://www.gov.uk/government/statistics/national-travel-survey-2019> National Travel Survey: 2019 Tables, [TableNTS9904](#).

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 2018/19



- There has been a small decrease in the average trip length for both *urban conurbation* (6 per cent decrease from 6.0 to 5.6 miles) and *rural village, hamlet and isolated dwelling* (4 per cent decrease from 9.8 to 9.5 miles) between 2002/03 and 2018/19.
- There has been a small increase in the average trip length for *rural town and fringe* (3 per cent increase from 8.1 to 8.4 miles) and *urban city and town* (1 per cent increase from 6.6 to 6.7 miles) between 2002/03 and 2018/19.

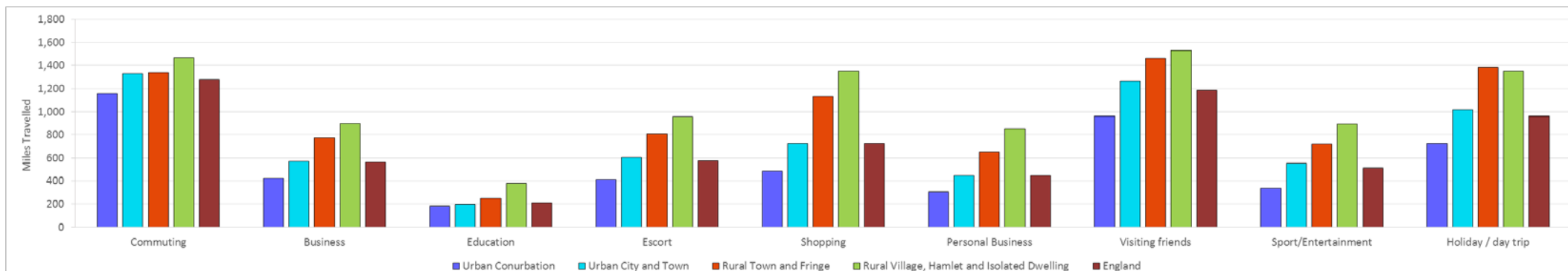
Average trip length (miles), by settlement type, in England, 2002/03 and 2018/19

	Average trip length (miles)	
	2002/03	2018/19
Urban Conurbation	6.0	5.6
Urban City and Town	6.6	6.7
Rural Town and Fringe	8.1	8.4
Rural Village, Hamlet and Isolated Dwelling	9.8	9.5
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 2018/19 please see the original DfT dataset <https://www.gov.uk/government/statistics/national-travel-survey-2019> - National Travel Survey: 2019 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, 2018/19



- In 2018/19 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 in other settlement types. The only journey purpose where this was not the case was 'holiday/day trip' (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* and *urban city and town*.
- For the purposes of 'business', 'education', 'escort', 'shopping', 'personal business' and 'sport/entertainment' 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, 2018/19

	Commuting	Business	Education	Escort	Shopping	Personal business	Visiting friends	Sport/Entertainment	Holiday/Day trip	Other	Total
Urban Conurbation	1,160	425	182	412	484	307	964	338	724	40	5,037
Urban City and Town	1,330	573	196	604	725	449	1,265	552	1,015	64	6,772
Rural Town and Fringe	1,337	773	252	804	1,132	649	1,463	721	1,383	81	8,596
Rural Village, Hamlet and Isolated Dwelling	1,466	897	379	956	1,353	850	1,530	892	1,354	79	9,756
England	1,276	561	211	577	721	446	1,188	513	963	58	6,515

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-2019> - National Travel Survey: 2019 Tables, *Table NTS9907*

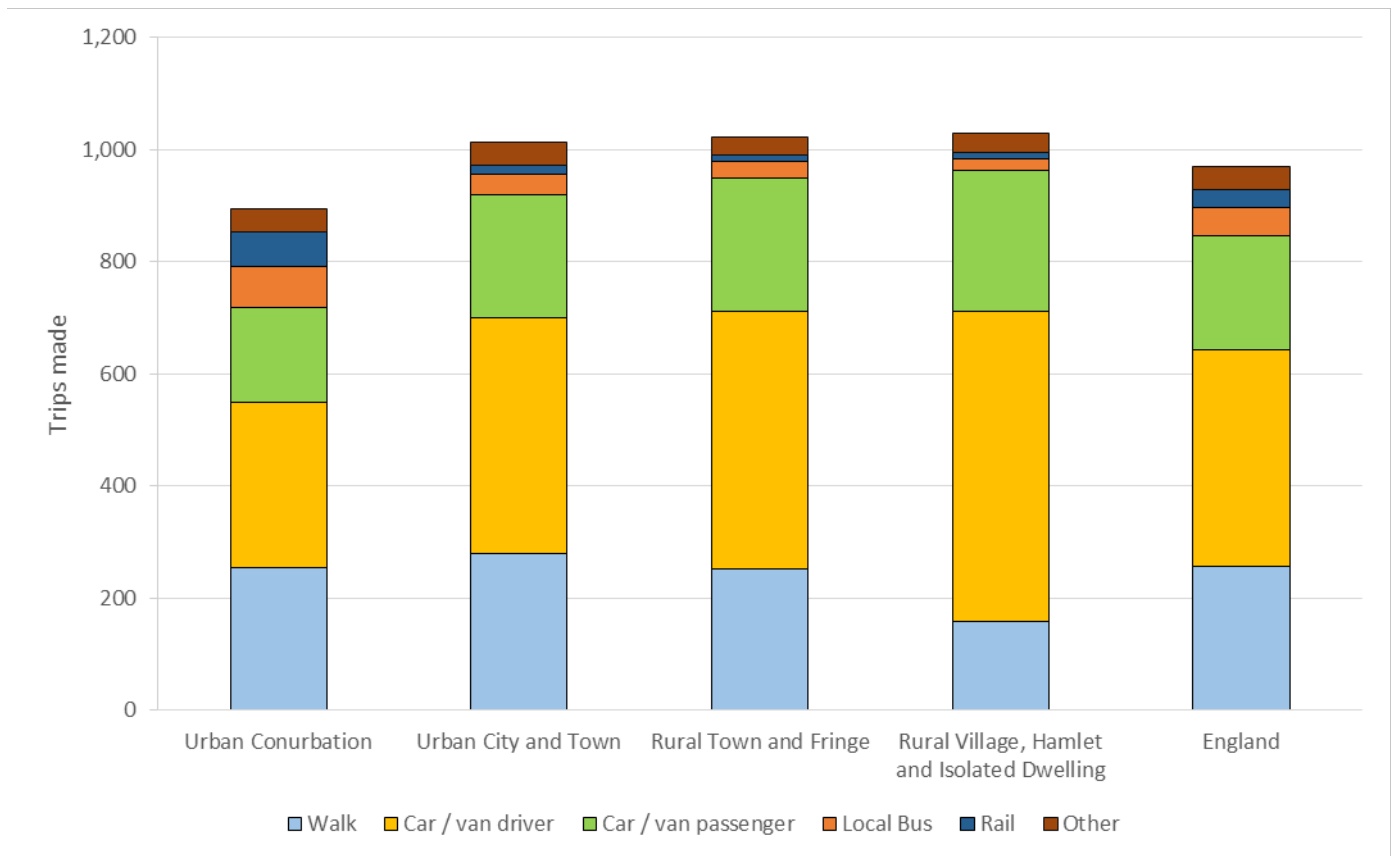
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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, 2018/19



- Those living in *rural town and fringe* make on average 10 more trips per year compared with those in *urban city and town* and 129 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 15 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 78 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, 2018/19

Trips per person per year

	Walk	Car/van driver	Car/van passenger	Local bus	Rail	Other	All modes
Urban Conurbation	254	296	168	75	60	42	894
Urban City and Town	279	421	220	35	18	41	1,013
Rural Town and Fringe	252	460	238	29	12	34	1,023
Rural Village, Hamlet and Isolated Dwelling	158	554	250	21	12	35	1,030
England	256	387	204	49	33	40	969

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

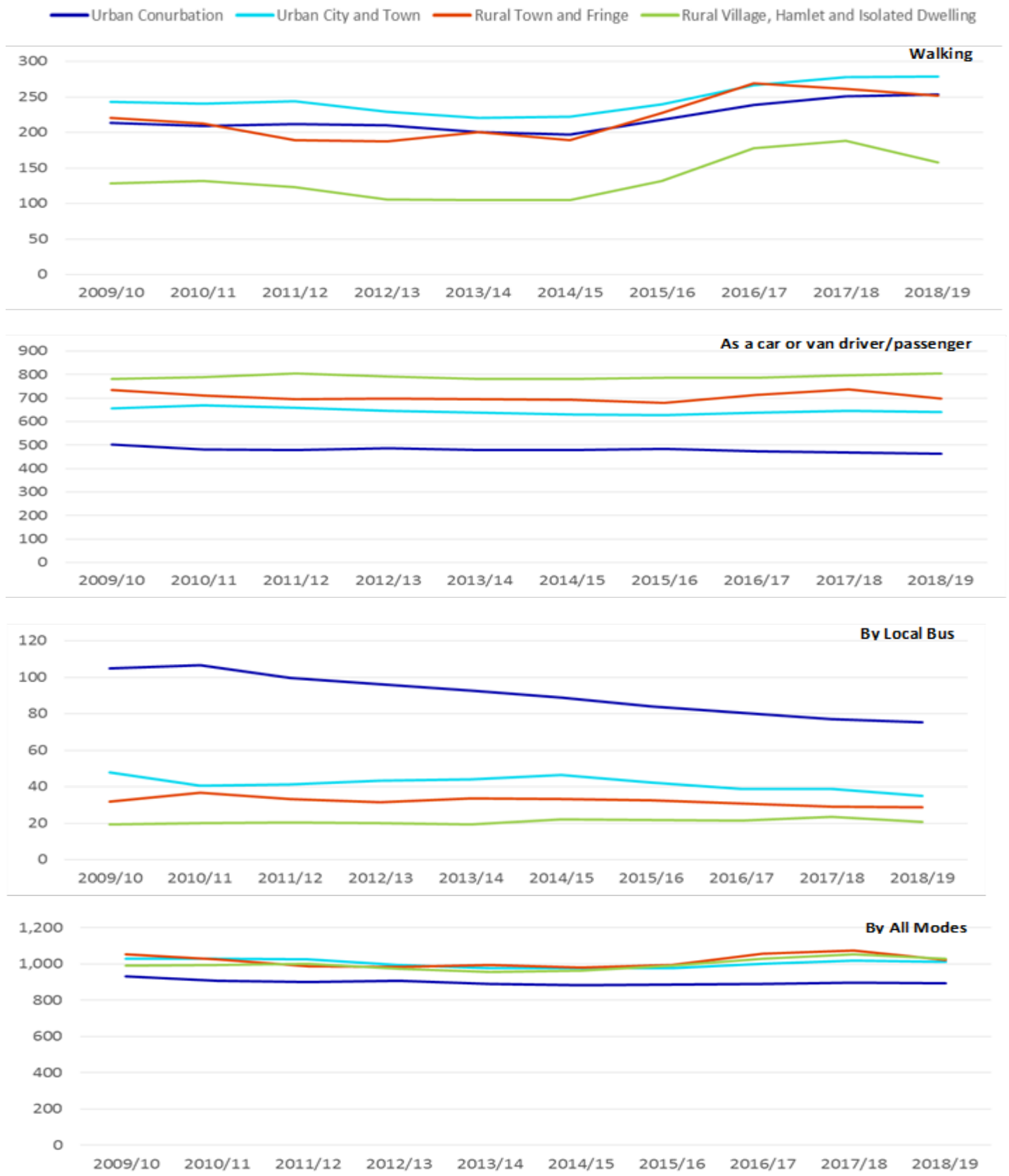
Proportion of average trips per person per year, by mode and settlement type, in England, 2018/19

	Percentage						
	Walk	Car/van driver	Car / van passenger	Local bus	Rail	Other	All modes
Urban Conurbation	28	33	19	8	7	5	100
Urban City and Town	28	42	22	3	2	4	100
Rural Town and Fringe	25	45	23	3	1	3	100
Rural Village, Hamlet and Isolated Dwelling	15	54	24	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, 2009/10 to 2018/19

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*.
- For the time period of 2009/10 to 2018/19, *rural areas* have made fewer than half as many trips per person by local bus as *urban conurbations*.
- The more urban a settlement, the fewer the number of trips made on average by car per person.
- Over the time period people living in *urban conurbations* made fewer trips on average than those living in *urban city and town* or *rural areas*.

Average number of trips made, per person per year, by mode and settlement type, in England, 2009/10 to 2018/19

	Number of trips per person per year									
Walk	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Urban Conurbation	213	209	212	210	201	197	218	238	251	254
Urban City and Town	243	240	244	230	220	222	239	267	278	279
Rural Town and Fringe	220	213	189	187	200	189	227	269	262	252
Rural Village, Hamlet and Isolated Dwelling	129	131	123	105	105	104	132	178	189	158
Car/Van										
Urban Conurbation	504	482	480	487	479	479	483	474	469	463
Urban City and Town	657	668	659	646	639	630	628	638	645	641
Rural Town and Fringe	734	710	696	699	695	692	680	714	738	698
Rural Village, Hamlet and Isolated Dwelling	782	788	804	793	781	782	786	786	797	804
Local Bus										
Urban Conurbation	105	107	100	96	93	89	84	81	77	75
Urban City and Town	48	41	41	43	44	46	42	39	39	35
Rural Town and Fringe	32	37	33	32	34	33	33	31	29	29
Rural Village, Hamlet and Isolated Dwelling	19	20	20	20	19	22	22	21	23	21
All Modes										
Urban Conurbation	932	907	901	906	890	882	888	890	899	894
Urban City and Town	1028	1028	1026	996	978	977	977	1000	1020	1013
Rural Town and Fringe	1054	1027	986	984	996	979	994	1057	1073	1023
Rural Village, Hamlet and Isolated Dwelling	991	996	1002	974	957	962	990	1028	1053	1030

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, 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-2019> - National Travel Survey: 2019

Tables, [Table NTS9903](#)

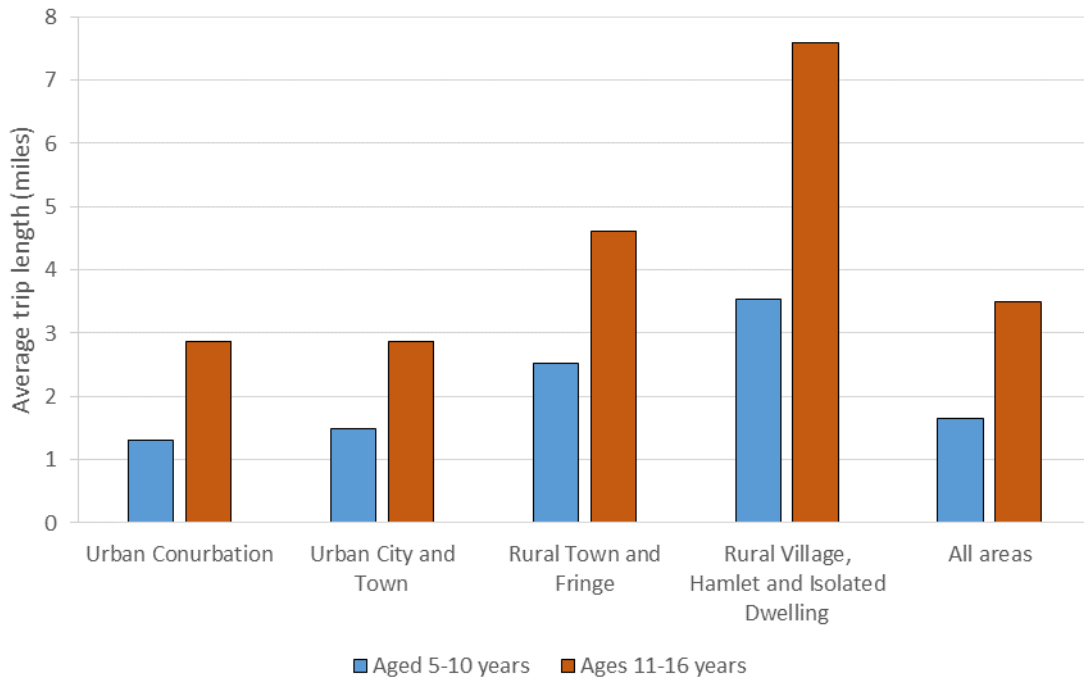
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

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, 2018/19



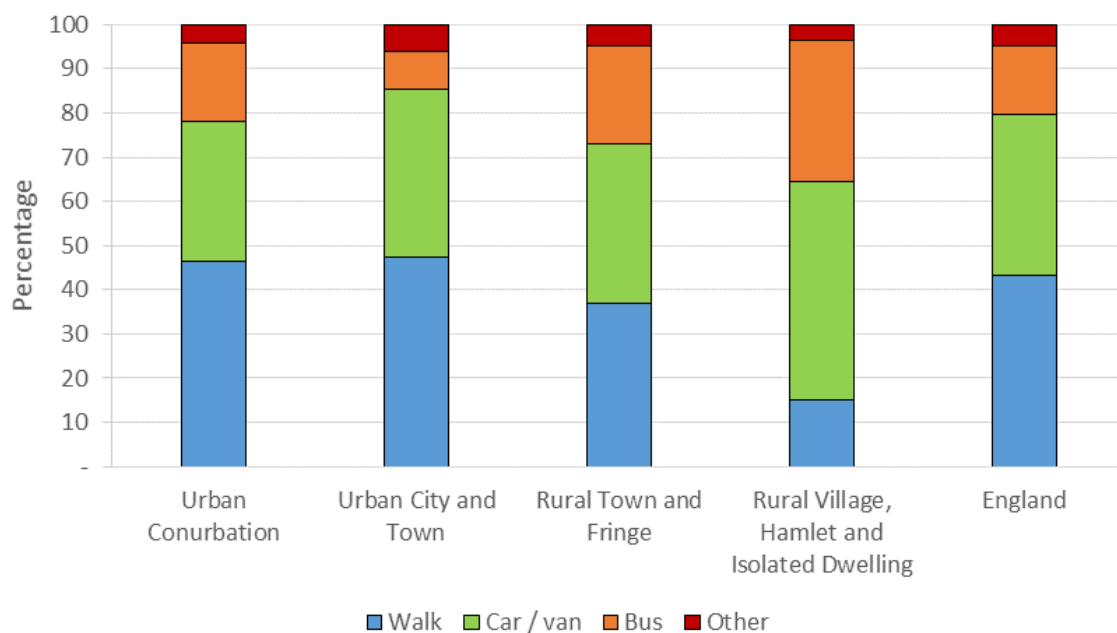
- The average journey length to school is longer for those living in rural areas than urban ones. Those with the longest journey are 11-16 year olds living in *rural villages, hamlets and isolated dwellings* who travel 7.6 miles on average, this compares with a journey of 2.9 miles in an *urban conurbation* for the same age group. This means 11-16 year olds in *rural villages, hamlets and isolated dwellings* are travelling over 2.5 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, 2018/19

	Average journey length (miles)	
	Aged 5-10 years	Aged 11-16 years
Urban Conurbation	1.3	2.9
Urban City and Town	1.5	2.9
Rural Town and Fringe	2.5	4.6
Rural Village, Hamlet and Isolated Dwelling	3.5	7.6
England	1.7	3.5

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

Mode of transport used for journey to school by settlement type, in England, 2018/19



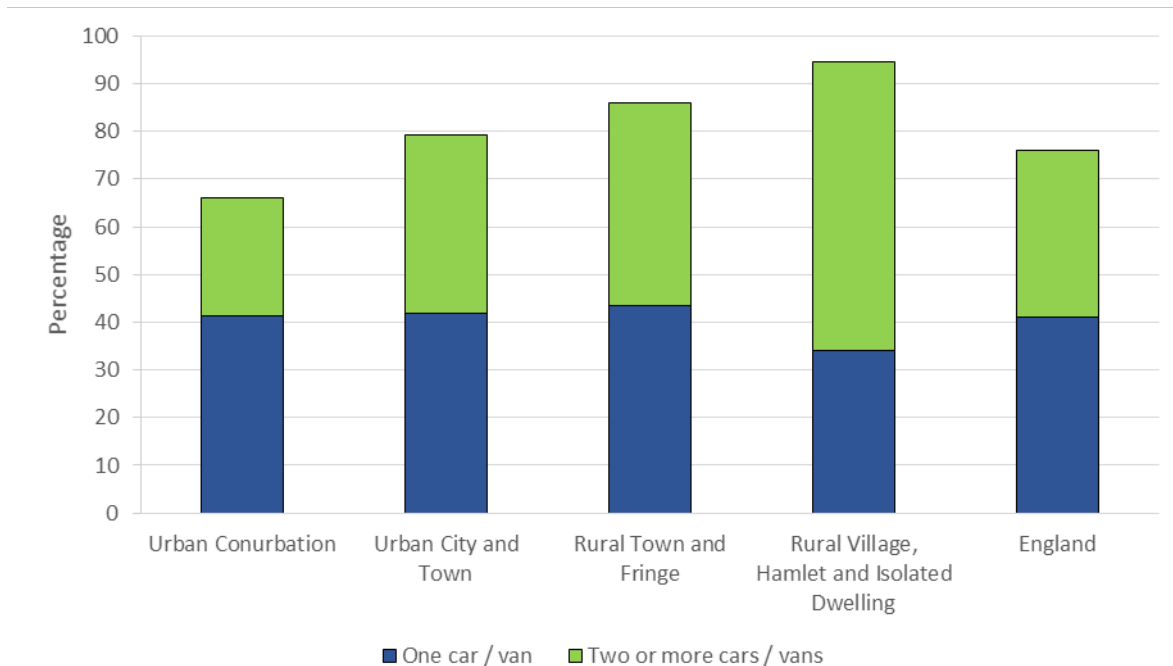
- Children are less likely to walk to school if they live in *rural villages, hamlets and isolated dwellings*. Only 15 per cent of children living in these settlement types walk to school, compared with 37 per cent of those living in *rural town and fringe*, 47 per cent of those living in *urban city and town* and *urban conurbations*.
- In comparison, 49 per cent of children living in *rural villages, hamlets and isolated dwelling* make their journey to school by car or van compared with 36 per cent in *rural town and fringe*, 38 per cent in *urban city and town* and 32 per cent in *urban conurbations*.

Mode of transport used for journey to school by settlement type, in England, 2018/19

	Percentage				All Modes
	Walk	Car/van	Bus	Other	
Urban Conurbation	47	32	18	4	100
Urban City and Town	47	38	9	6	100
Rural Town and Fringe	37	36	22	5	100
Rural Village, Hamlet and Isolated Dwelling	15	49	32	3	100
England	43	36	15	5	100

Car Availability

Household car availability by settlement type, in England, 2018/19



- In 2018/19 the percentage of households with no access to a car or van was lower in rural areas than in urban areas. Only 5 per cent of households in *rural villages, hamlets or isolated dwellings* do not own a car compared with 34 per cent in *urban conurbations*.
- 60 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, 2018/19

	Percentage			
	No car / van	One car / van	Two or more cars / vans	
Urban Conurbation	34	41	25	100
Urban City and Town	21	42	37	100
Rural Town and Fringe	14	43	43	100
Rural Village, Hamlet and Isolated Dwelling	5	34	60	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-2019> National Travel Survey: 2019 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, 2009/10 to 2018/19

Percentage

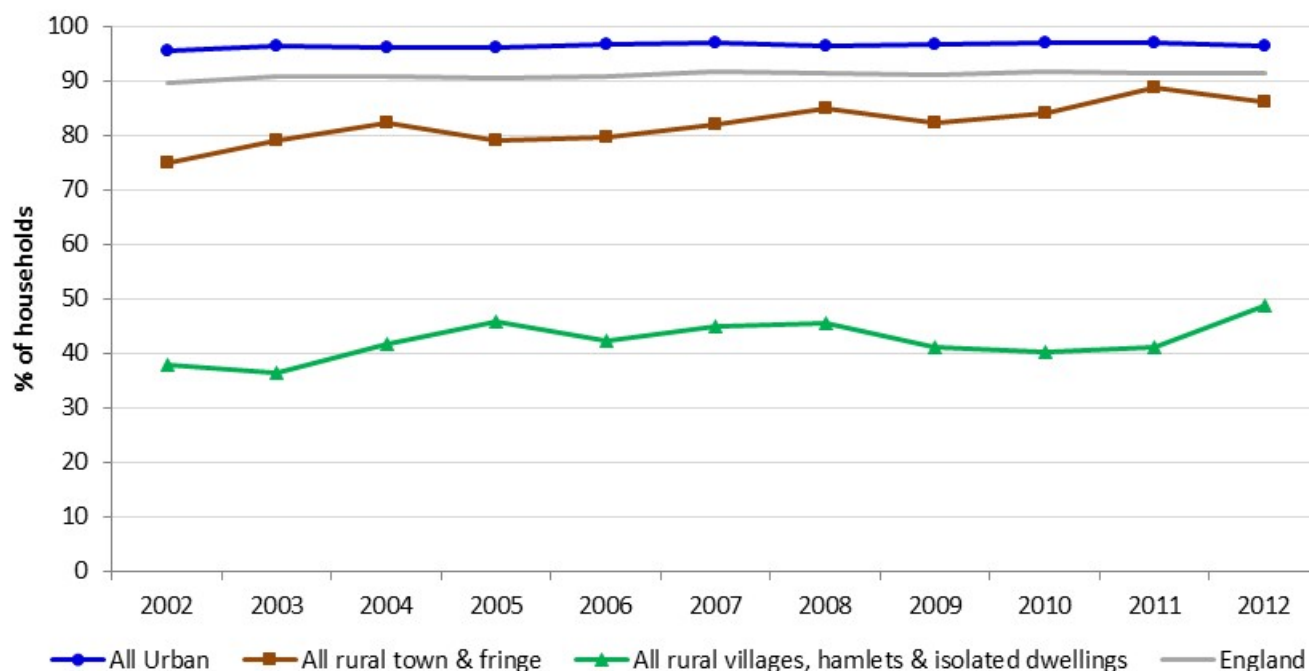
	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
No Car/Van										
Urban Conurbation	34	35	36	35	34	33	33	33	34	34
Urban City and Town	23	21	21	22	22	23	22	21	21	21
Rural Town and Fringe	14	15	14	14	15	14	14	14	14	14
Rural Village, Hamlet and Isolated Dwelling	6	5	6	7	6	6	6	6	7	5
One Car/Van										
Urban Conurbation	43	42	41	41	42	42	42	42	41	41
Urban City and Town	44	45	47	47	45	44	44	43	41	42
Rural Town and Fringe	41	41	44	44	44	44	43	42	42	43
Rural Village, Hamlet and Isolated Dwelling	35	36	38	38	35	35	35	36	37	34
Two or More Cars/Vans										
Urban Conurbation	24	23	23	25	25	25	25	25	25	25
Urban City and Town	34	34	32	32	33	33	34	36	38	37
Rural Town and Fringe	45	44	43	41	41	42	43	45	44	43
Rural Village, Hamlet and Isolated Dwelling	59	59	56	55	59	59	59	57	56	60
All	100	100	100	100	100	100	100	100	100	100

- Between 2009/10 and 2018/19, the proportion of households in *urban conurbations* with no car/van was at least 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 2018/19 please see the original DfT dataset - <https://www.gov.uk/government/statistics/national-travel-survey-2019> - National Travel Survey: 2019 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 – Updated with most recent data currently 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.gov.uk

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

Accessibility to services

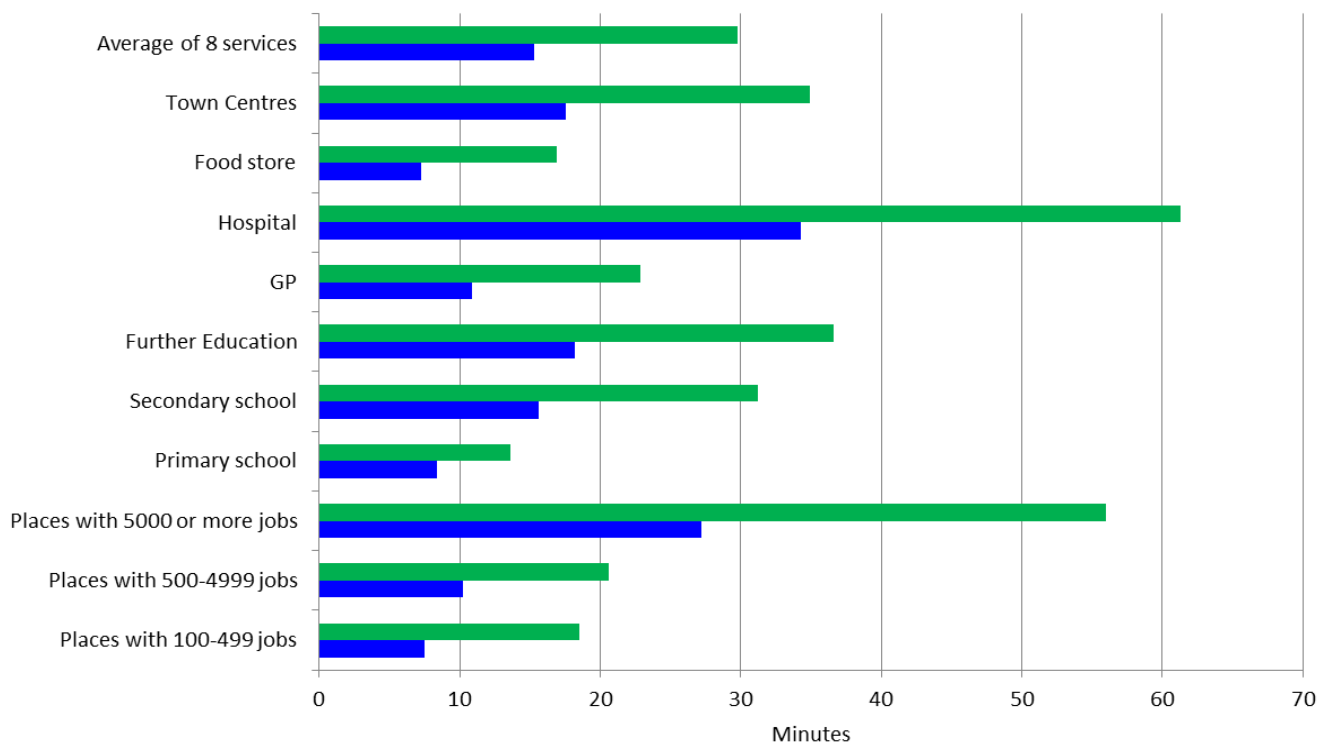
- Monitoring accessibility is important because it can help identify who has access to, and therefore benefits from, services and who might be disadvantaged. Ways of measuring accessibility include assessing the time taken to travel to particular service locations and the number of services reachable 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

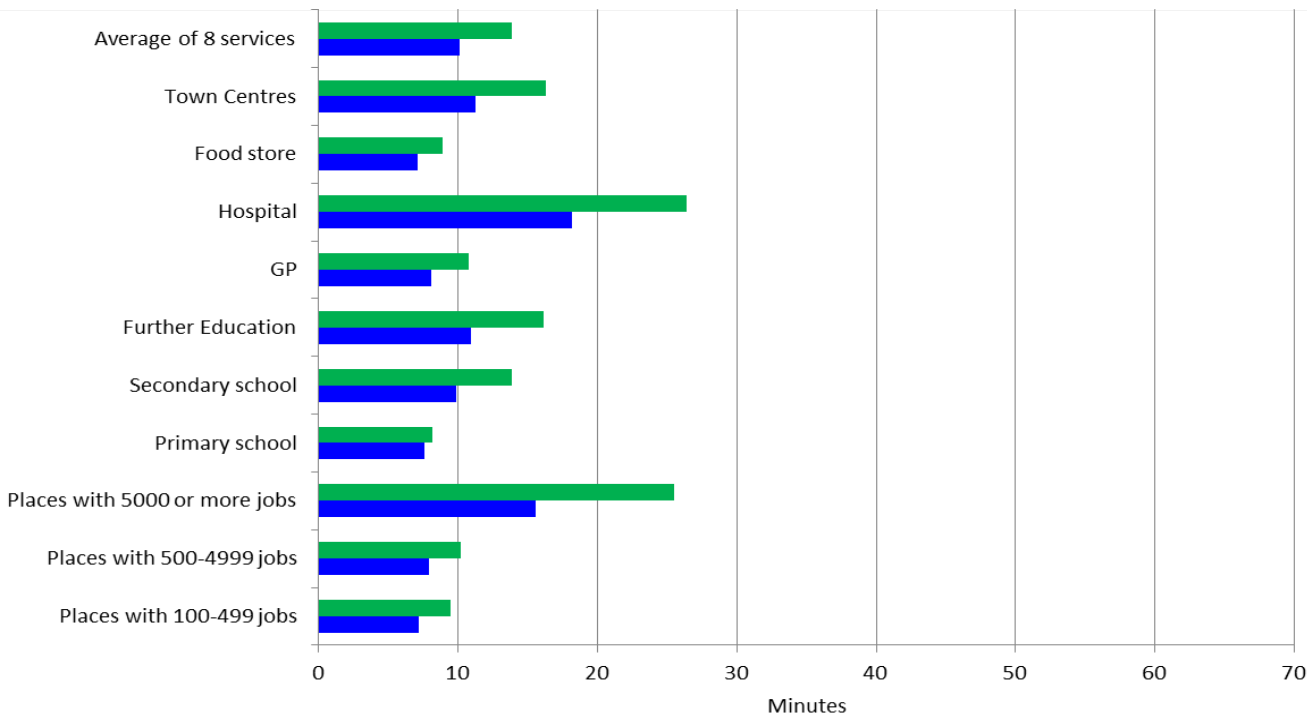
- For travel by public transport and walking, cycling and by car, the **average minimum travel times** to reach the nearest key services were longer for people living in *rural* areas for all services, compared with people living in *urban* areas.
- **For travel by public transport or walking:** In *rural* 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

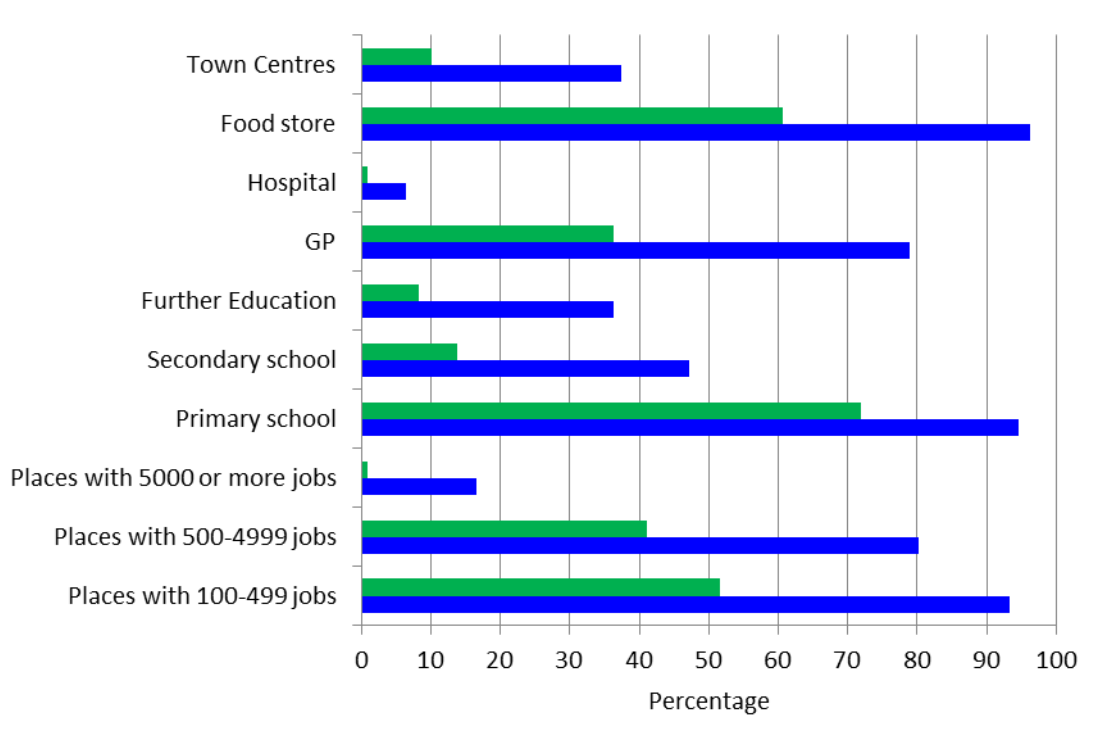
		Key services										
Mode	Rural urban classification	Centre of employment			Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres	Average of 8 services
		Places with 100 to 499 jobs	Places with 500 to 4,999 jobs	Places with 5,000+ jobs								
Public transport / walking	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

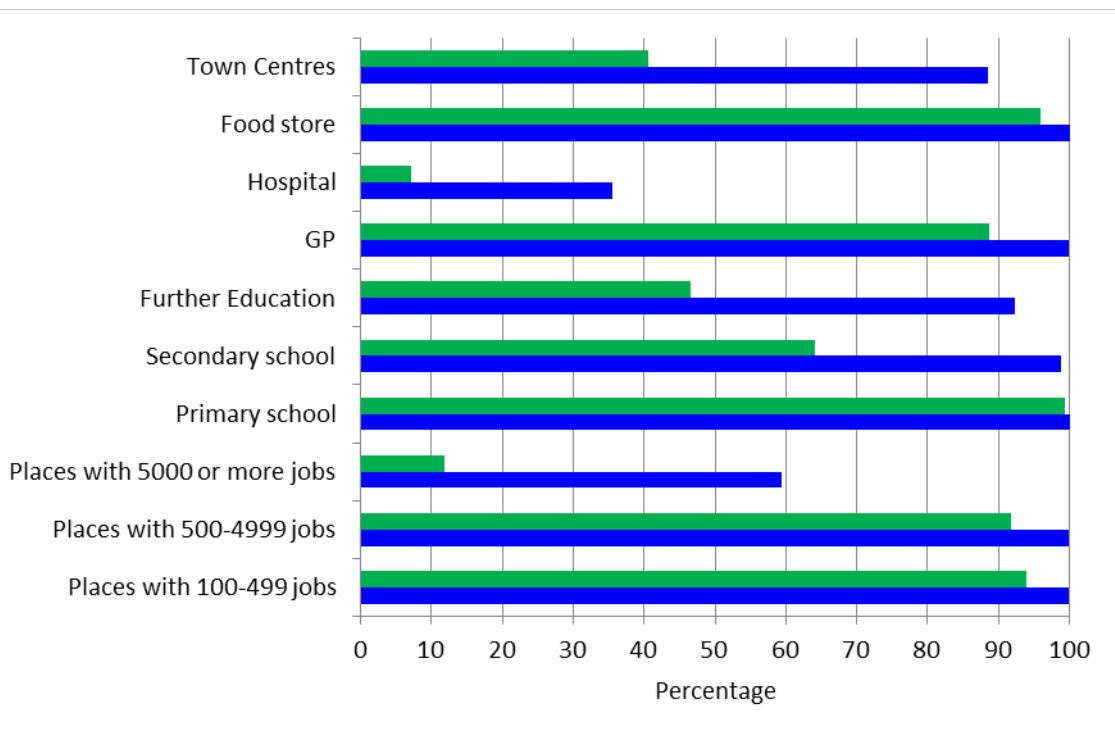
- **For travel by public transport or walking:** Fewer than half the users living in *rural* areas have access to places with 5,000 or more jobs within 45 minutes, compared with around 90 per cent of users living in *urban* areas. 43 per cent of users living in *rural* areas do not have access to their 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

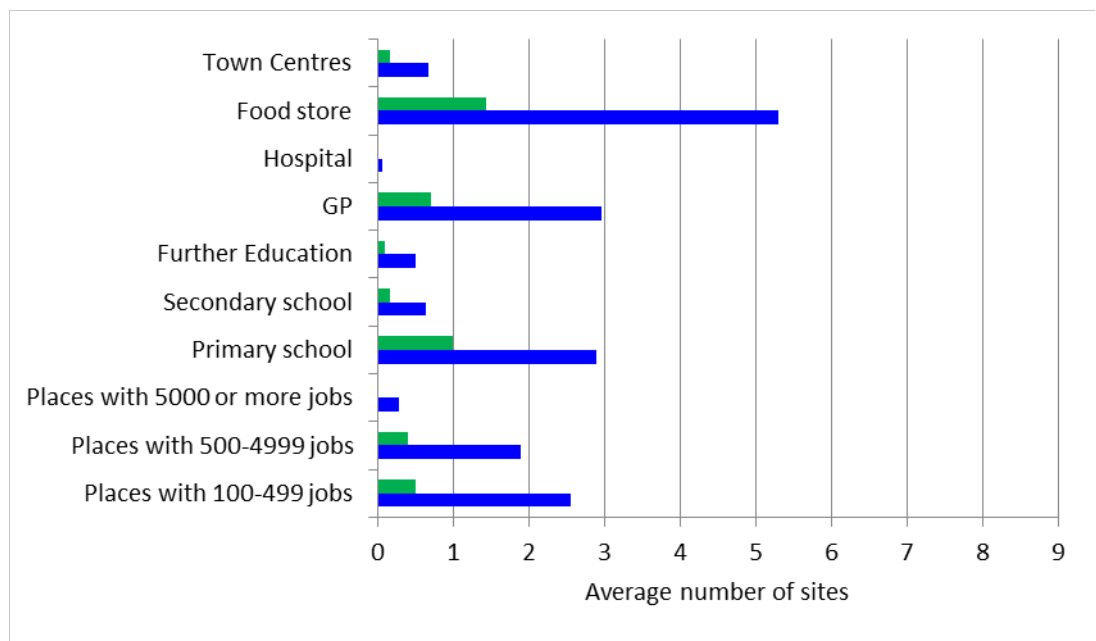
Rural urban classification	Mode	Journey time (within 15, 30, 45 or 60 minutes)	Key services									
			Centre of employment			Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres
			Places with 100-499 jobs	Places with 500-4999 jobs	Places with 5000+ jobs							
Public 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

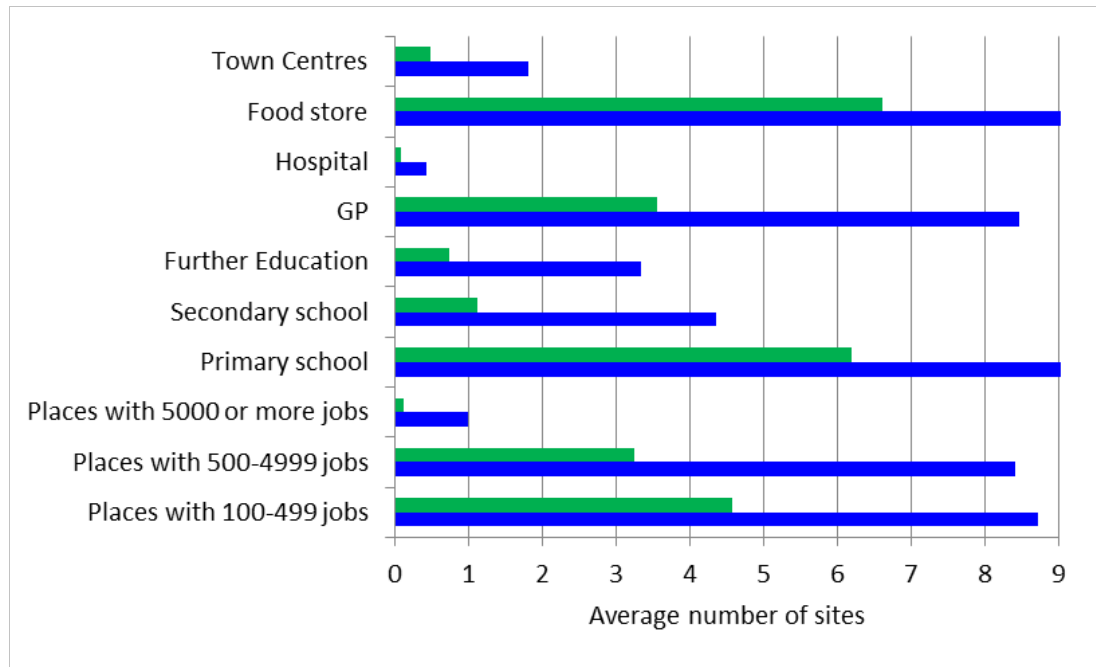
- **For travel by public transport or walking:** The average number of key service locations accessible to people living in *rural* areas was highest for places with 100-499 jobs, places with 500-4999 jobs, primary schools and food stores, with around 9 available within a 60 minute journey time. The 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 journey times, by mode of travel, by LSOA rural urban classification 2011, England, 2017

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 (recent post office data is currently unavailable so these calculations are using 2016 data for post offices rather than 2017)

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.

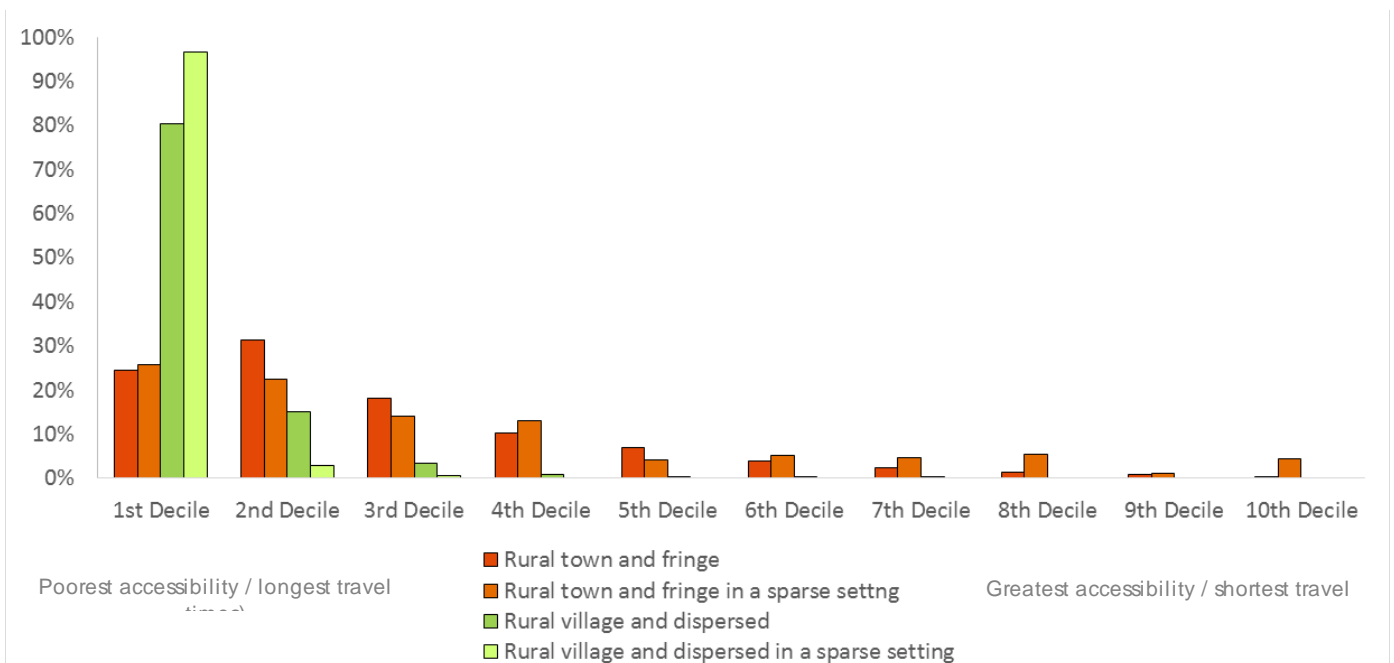
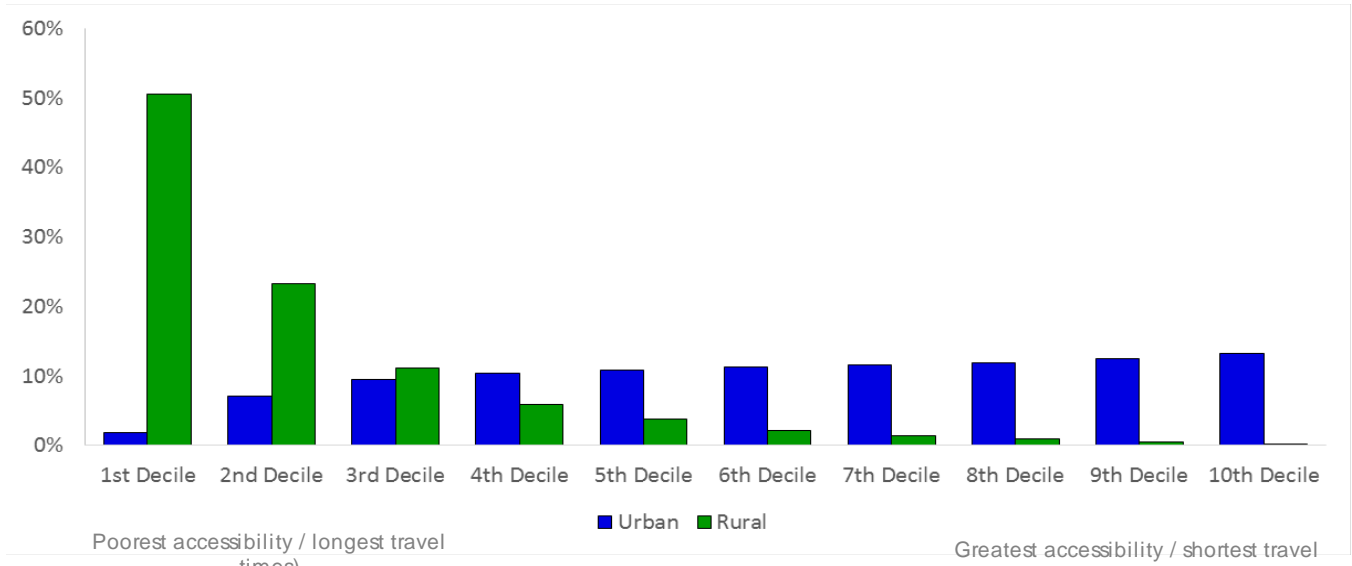
- Rural areas tend to have poorer accessibility to services based on minimum travel times than urban areas when using public transport or walking.
 - 51 per cent of the rural population are living in areas that have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel 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:
 - 9 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*.
 - 26 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*.
 - 96 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*.

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, 2017

Decile	Poorest accessibility of services					Greatest accessibility of services				
	1	2	3	4	5	6	7	8	9	10
Urban major conurbation	<1%	2%	4%	7%	9%	11%	12%	14%	17%	22%
Urban minor conurbation	<1%	6%	13%	14%	13%	12%	14%	11%	9%	8%
Urban city and town	3%	11%	13%	12%	12%	11%	11%	10%	9%	6%
Urban city and town in a sparse setting	9%	7%	10%	6%	4%	6%	16%	5%	7%	28%
Rural town and fringe	24%	31%	18%	10%	7%	4%	2%	1%	1%	<1%
Rural town and fringe in a sparse setting	26%	22%	14%	13%	4%	5%	5%	5%	1%	4%
Rural village and dispersed	80%	15%	3%	1%	<1%	<1%	<1%	<1%	<1%	<1%
Rural village and dispersed in a sparse setting	96%	3%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Urban	2%	7%	9%	10%	11%	11%	12%	12%	12%	13%
Rural	51%	23%	11%	6%	4%	2%	1%	1%	1%	<1%

Source: Department for Transport (DfT)² and Defra analysis, ONS mid-year population estimates 2017³

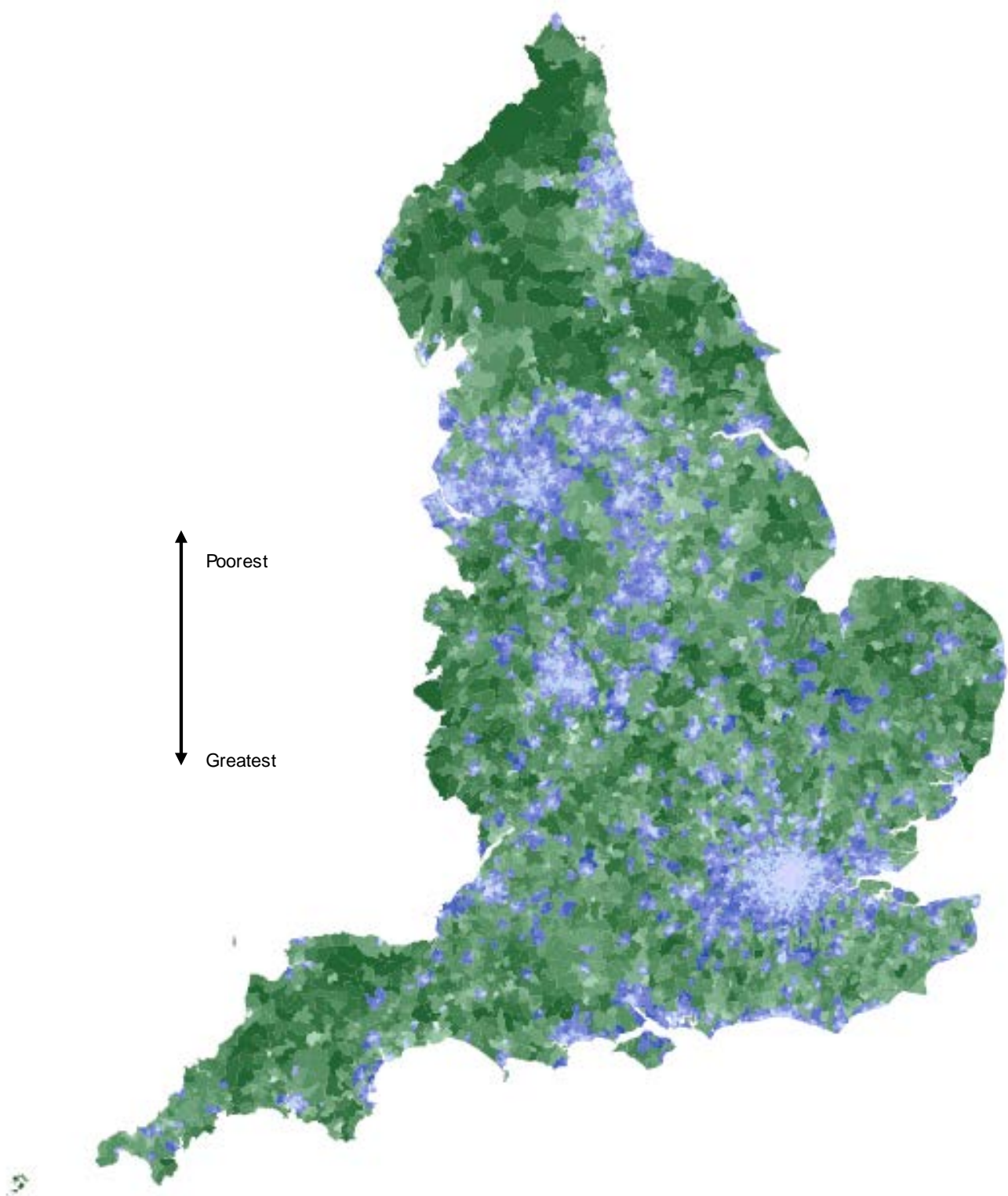
Proportion of population within each decile of accessibility of services based on minimum travel times by public transport and walking, by rural-urban classification and detailed rural classification, England, 2017



As the poorest decile of accessibility of services is predominantly made up of rural LSOAs we were unable to map the data by decile. This is because the map was almost entirely coloured in with the darkest green (denoting poorest accessibility) and therefore showed little information that was not already presented in the graphs above. Because of this we instead mapped the data using Jenks; a method which aims to group data in a way that minimises the variability within each group whilst maximising the variability between groups. **A drawback of this method is that the maps cannot be compared to previous years because the thresholds for the 10 groups will not be the same. However, this method does allow the areas with the poorest accessibility to be differentiated from those which are slightly better, and also shows which areas have similar levels of accessibility of services to each other.**

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 (2017)



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

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.

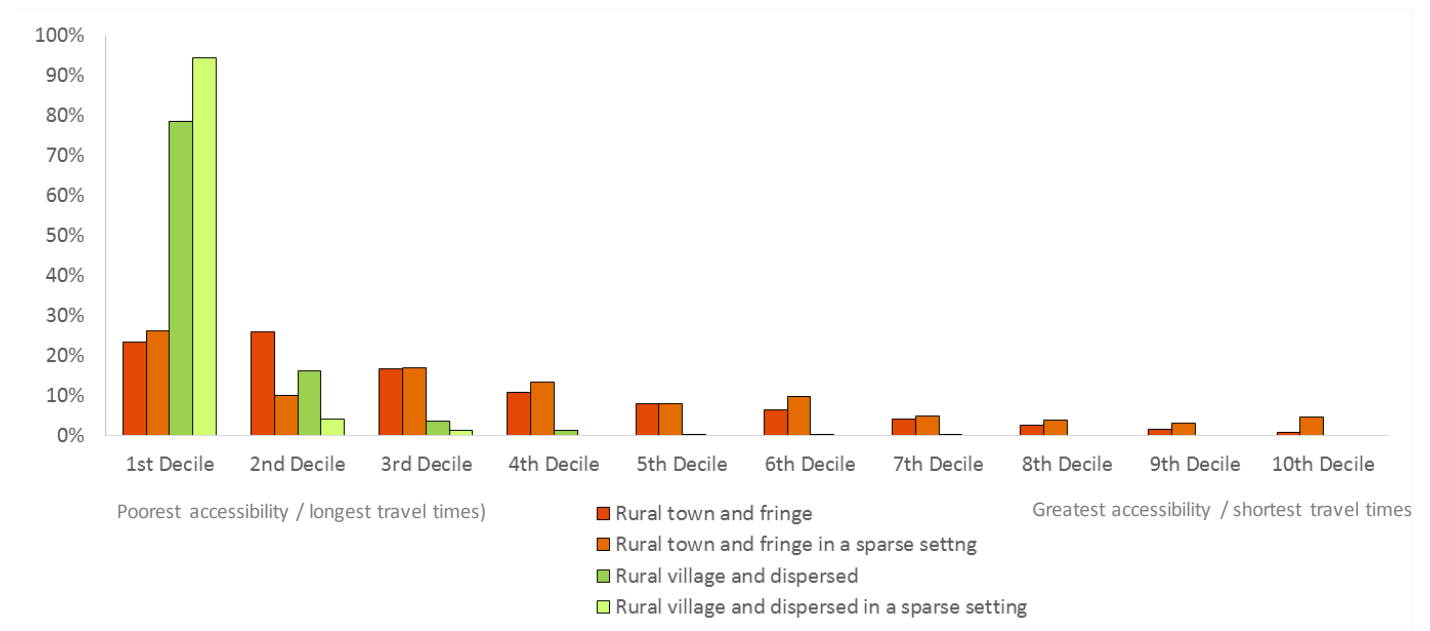
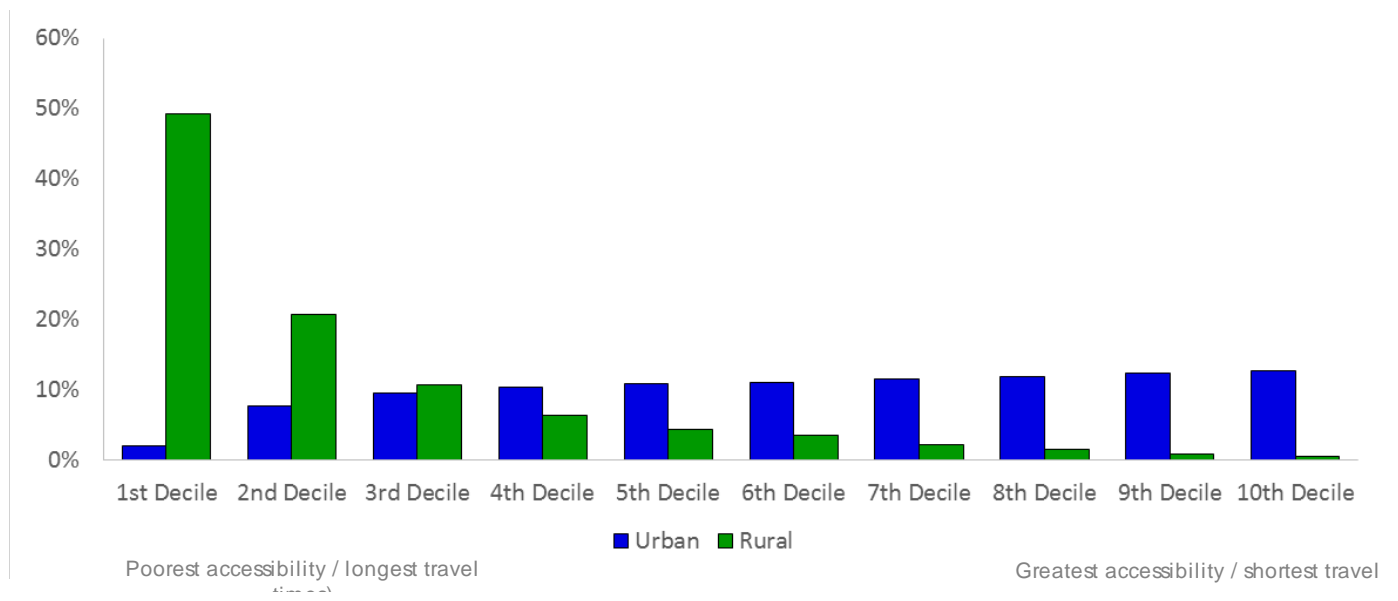
- Rural areas tend to have poorer accessibility to services based on minimum travel times than urban ones based on minimum travel times when using a car:
 - 49 per cent of the rural population are living in areas that have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 2 per cent of the urban population.
 - 0.5 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:
 - 12 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 4 per cent of the population living in *urban city and town areas not in a sparse setting*.
 - 26 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*.
 - 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*.

Proportion of the population within each decile of accessibility of services based on minimum travel times by car, by rural-urban classification, England, 2017

Decile	Poorest accessibility of services					Greatest accessibility of services				
	1	2	3	4	5	6	7	8	9	10
Urban major conurbation	<1%	3%	6%	8%	10%	11%	13%	15%	16%	18%
Urban minor conurbation	1%	6%	10%	12%	12%	12%	13%	12%	12%	11%
Urban city and town	4%	11%	13%	12%	12%	11%	10%	10%	9%	8%
Urban city and town in a sparse setting	12%	18%	<1%	5%	8%	5%	11%	9%	9%	24%
Rural town and fringe	23%	26%	17%	11%	8%	6%	4%	3%	2%	1%
Rural town and fringe in a sparse setting	26%	10%	17%	13%	8%	10%	5%	4%	3%	4%
Rural village and dispersed	79%	16%	4%	1%	<1%	<1%	<1%	<1%	<1%	<1%
Rural village and dispersed in a sparse setting	94%	4%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Urban	2%	8%	10%	10%	11%	11%	12%	12%	12%	13%
Rural	49%	21%	11%	6%	4%	4%	2%	1%	1%	<1%

Source: Department for Transport (DfT),² and Defra analysis, ONS mid-year population estimates 2017³

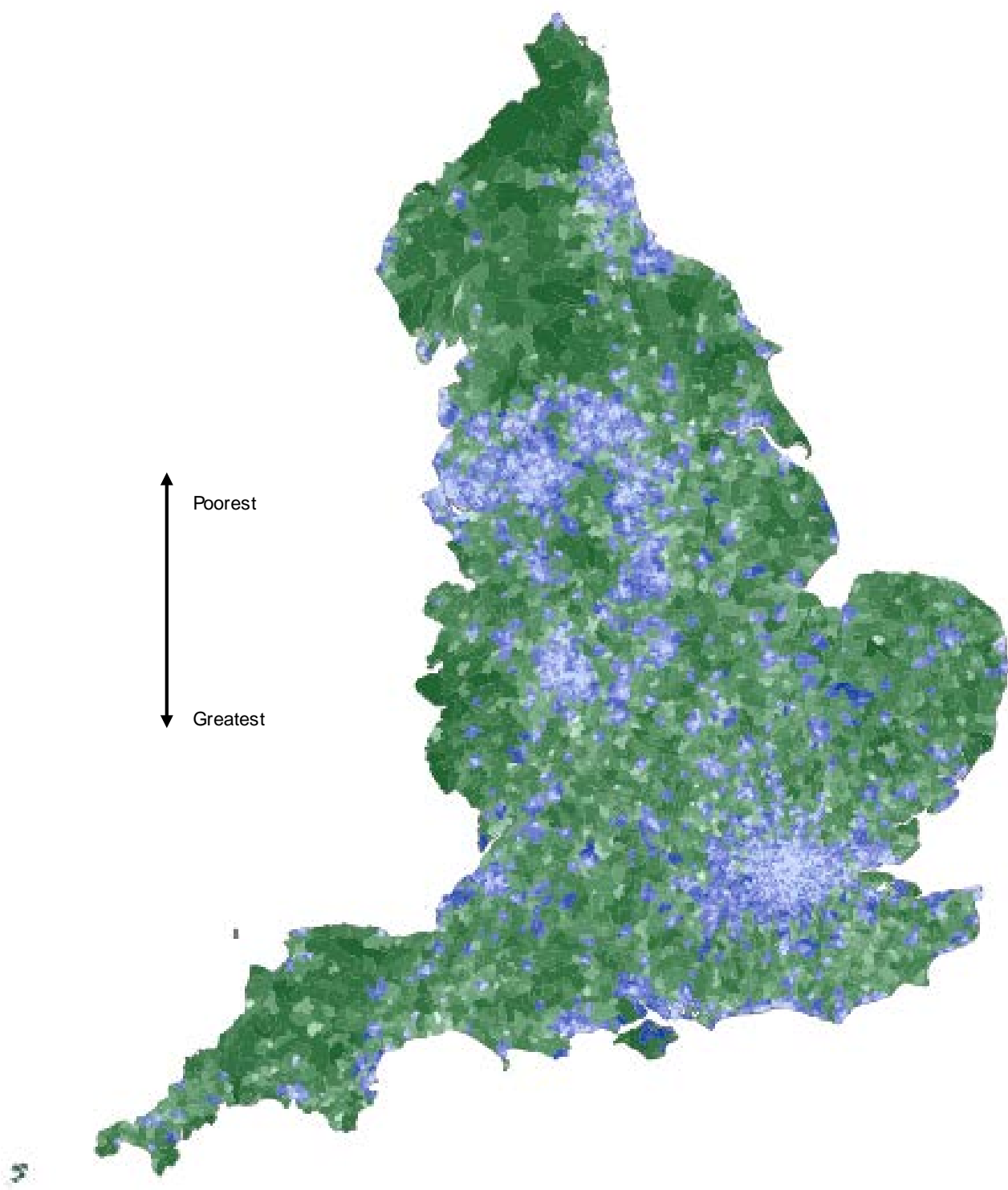
Proportion of population within each decile of accessibility of services based on minimum travel times by car, by rural-urban classification and detailed rural classification, England, 2017



Again, as the poorest decile of accessibility of services is predominantly made up of rural LSOAs we were unable to map the data by decile. This is because the map was almost entirely coloured in with the darkest green (denoting poorest accessibility) and therefore showed little information that was not already presented in the graphs above. Because of this we instead mapped the data using Jenks; a method which aims to group data in a way that minimises the variability within each group whilst maximising the variability between groups. **A drawback of this method is that the maps cannot be compared to previous years because the thresholds for the 10 groups will not be the same. However, this method does allow the areas with the poorest accessibility to be differentiated from those which are slightly better, and also shows which areas have similar levels of accessibility of services to each other.**

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 (2017)



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

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
Town Centre	0.10	Under the assumption of a weekly visit
Post Office	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:

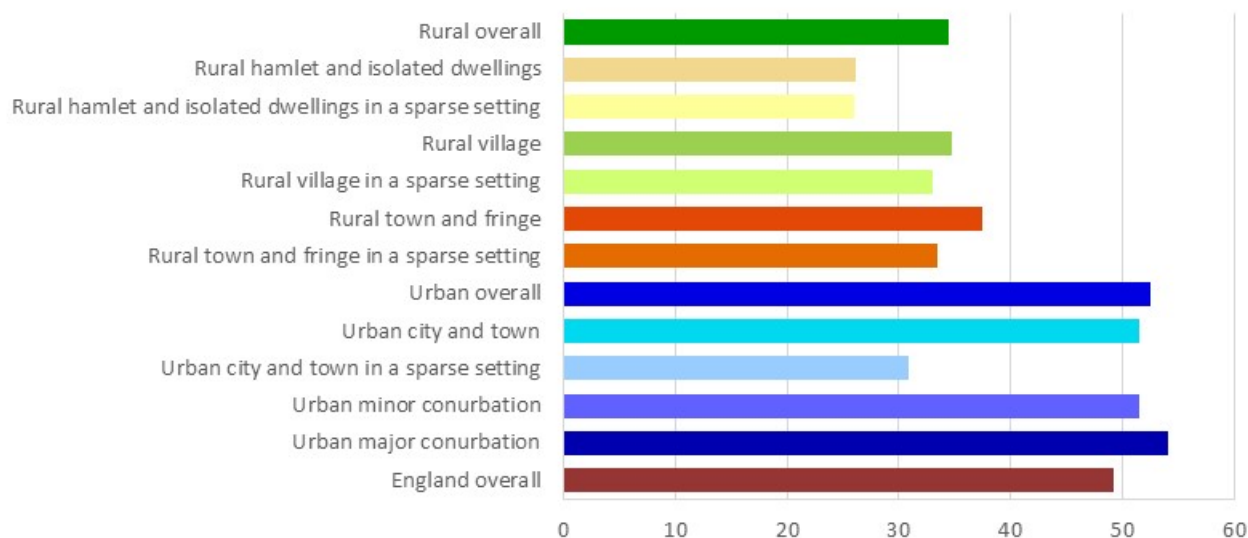
1. A Lower Super Output Area (LSOA) is a geographic area built up from groups of census output areas. LSOAs were developed (along with Middle Super Output Areas) to help improve the reporting of small area statistics, allowing for greater precision than reporting at Local Authority level. Each Local 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-2017>
<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/kev-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

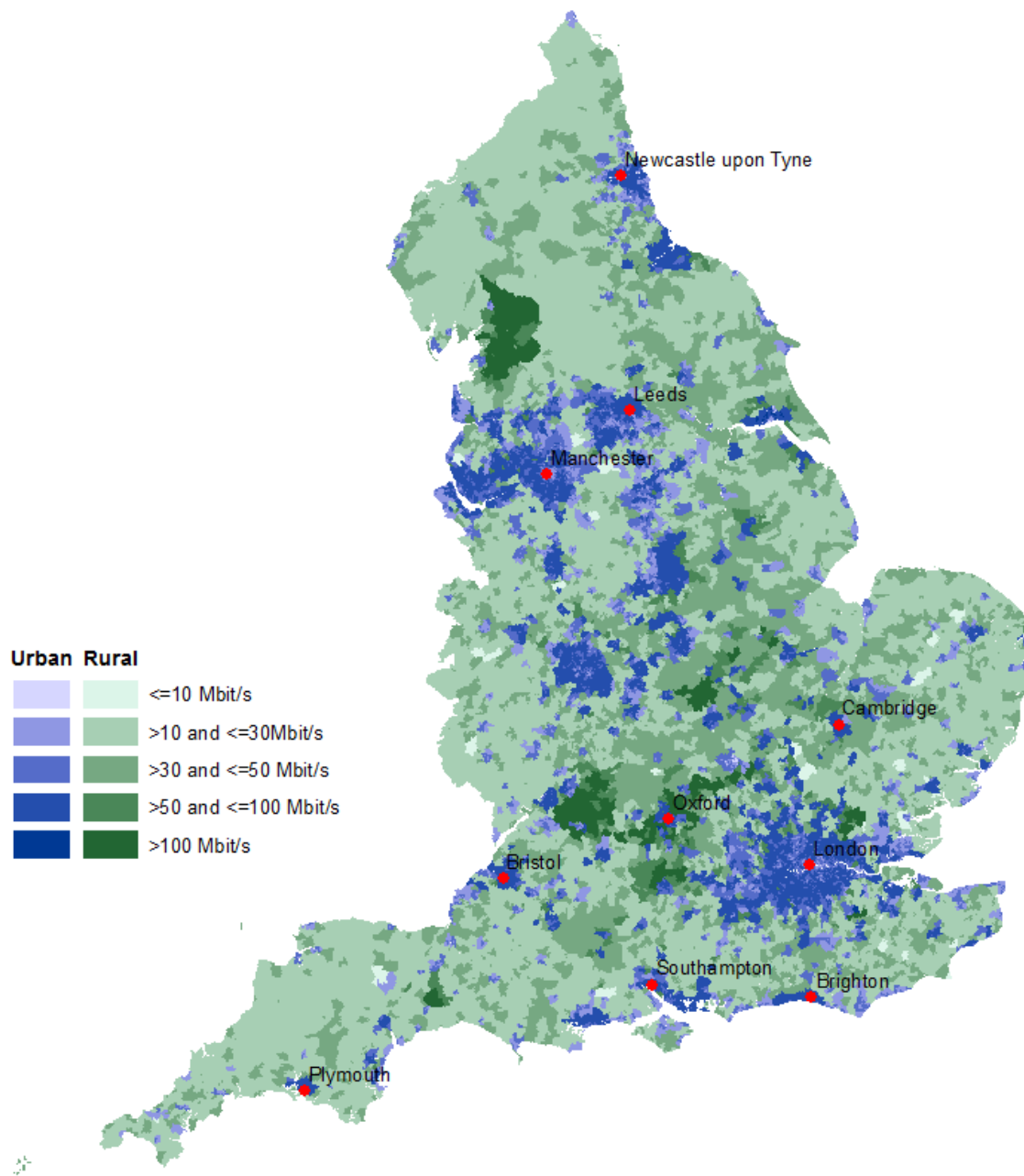


- Where broadband and speed information are available, average broadband speeds in rural areas tend to be slower than those in urban areas. In 2018 the average broadband speed in *rural hamlets & isolated dwellings in a sparse setting* was 26 Mbit/s compared with 54 Mbit/s in *major urban conurbations*.
- 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

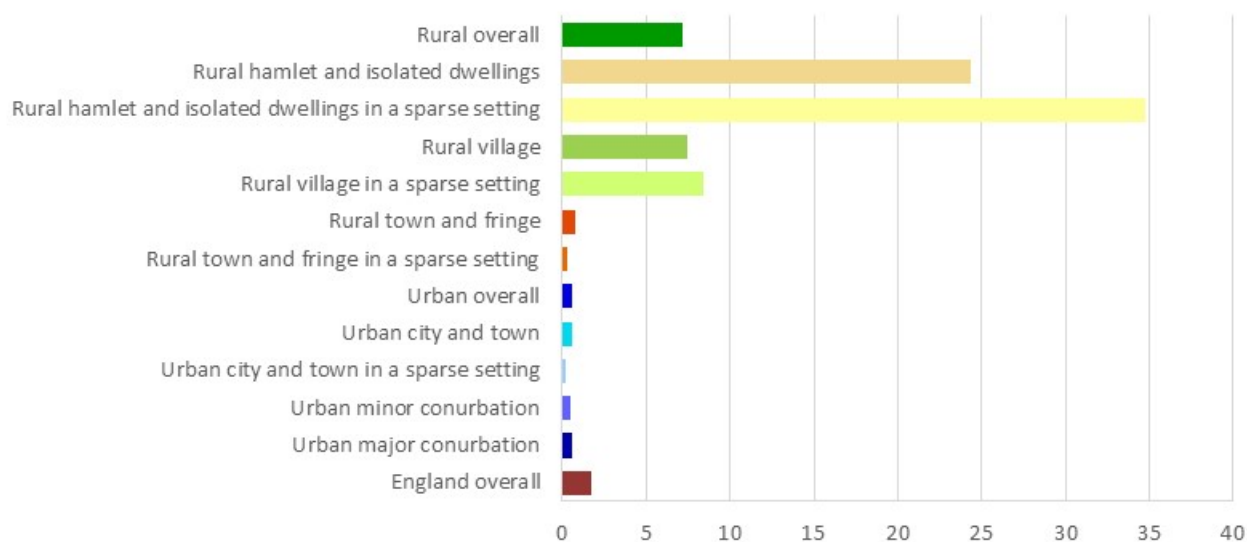
	Mbit/s
Rural overall	34
Rural hamlet and isolated dwellings	26
Rural hamlet and isolated dwellings in a sparse setting	26
Rural village	35
Rural village in a sparse setting	33
Rural town and fringe	37
Rural town and fringe in a sparse setting	33
Urban overall	53
Urban city and town	52
Urban city and 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.

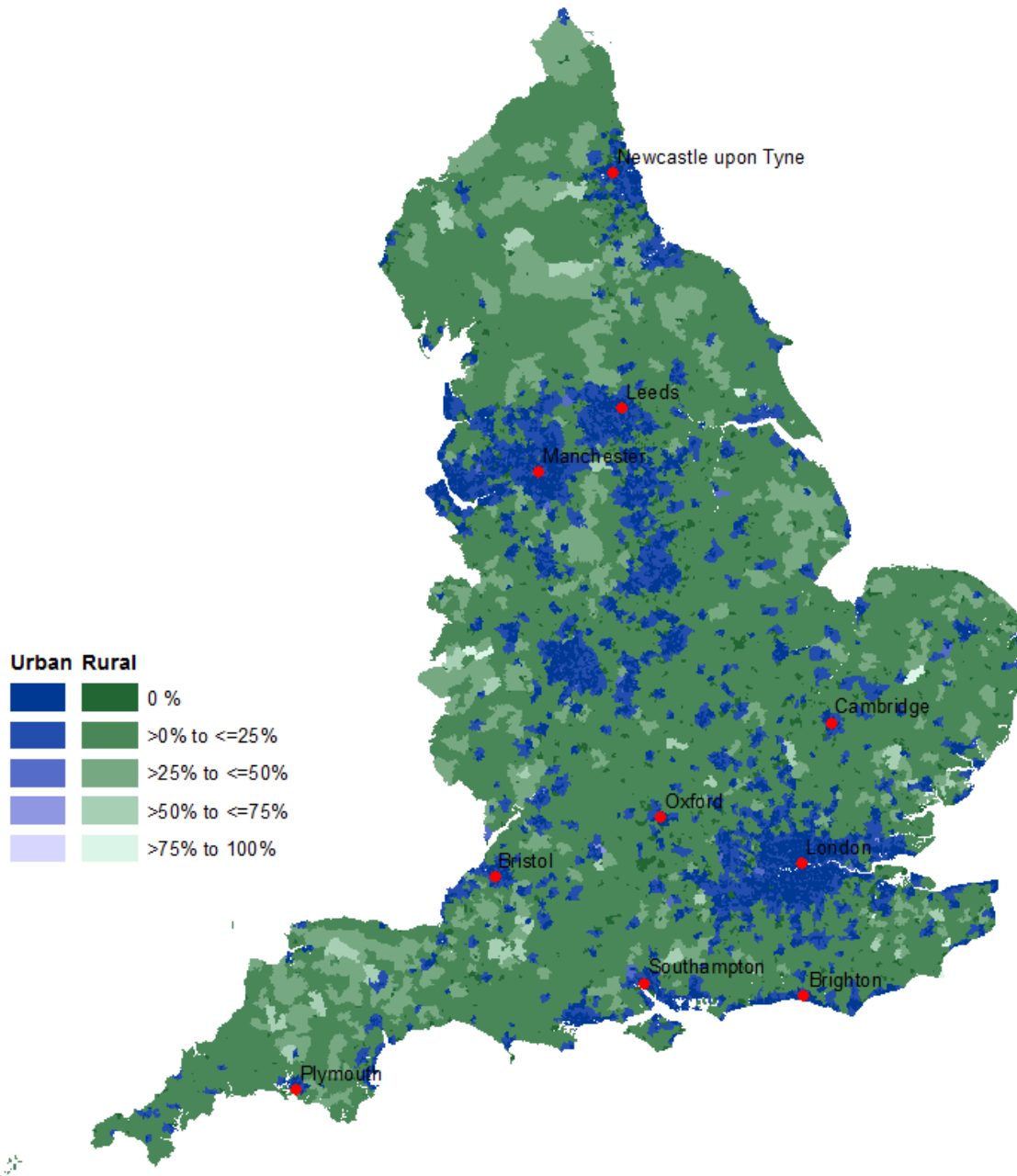
- In 2018, 7 per cent of premises in rural areas were not able to access a decent broadband service. This compares with just 1 per cent of premises in urban areas.
- However, this provision worsens the more rural an area is so in *Rural hamlet and isolated dwellings in a sparse setting* the percentage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

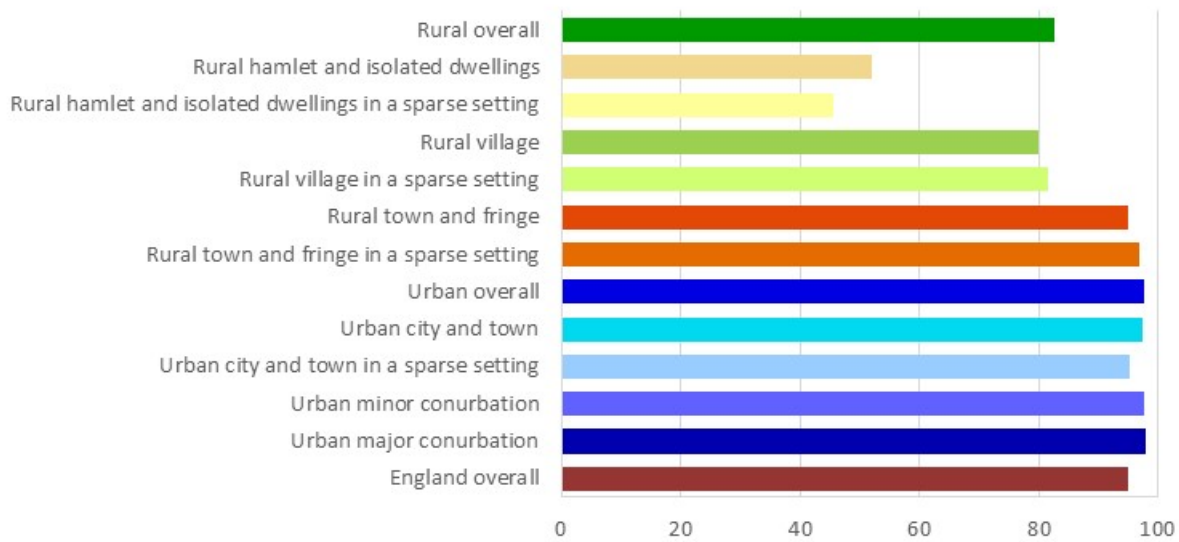
¹ Defined as delivering a download speed of at least 10 Mbit/s and upload speed of at least 1 Mbit/s.

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 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.

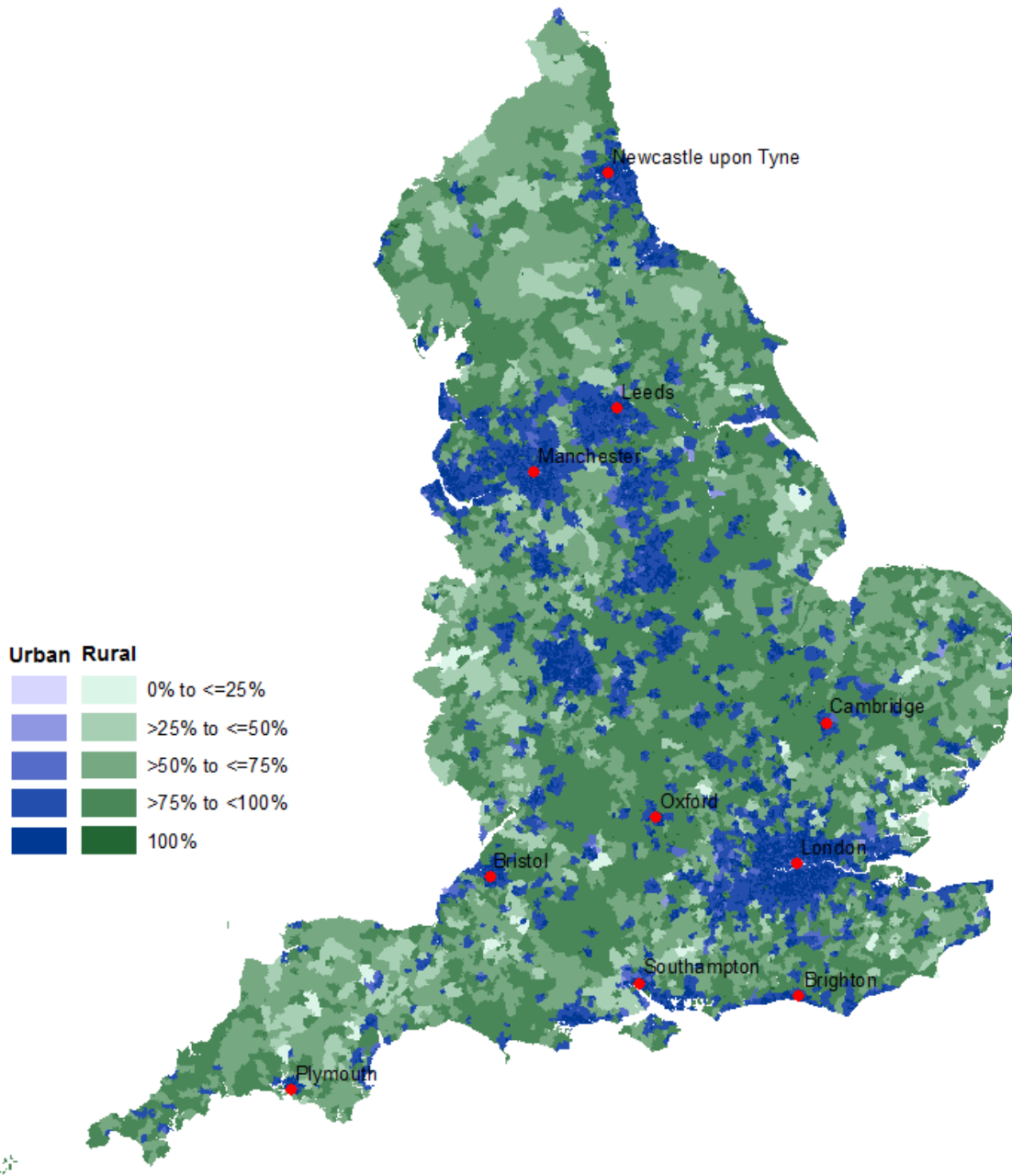
- In 2018, 83 per cent of premises in rural areas have access to Superfast broadband coverage, compared with 98 per cent of premises in urban areas.
- Availability differs significantly within rural areas ranging from just 46 per cent of premises having availability in *Rural hamlet and isolated dwellings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

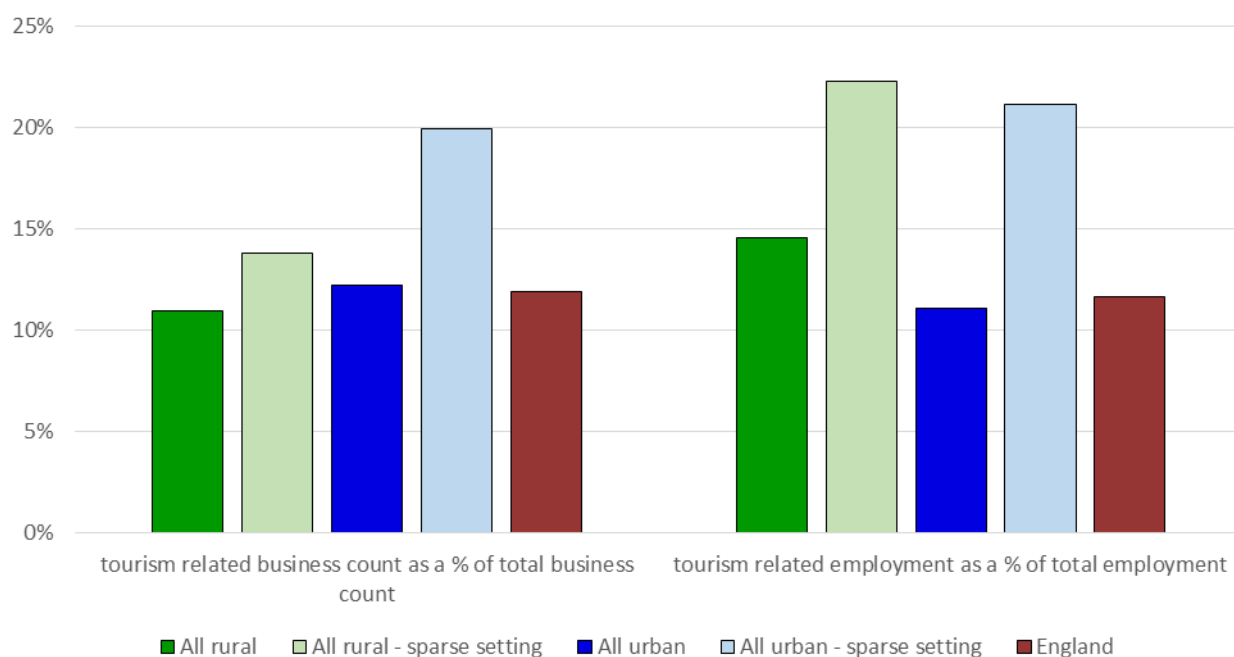
Source: Bespoke data request from Office for National Statistics, Annual Business Survey, specified Standard Industry Codes (SICs) relevant to the tourism industry, by Local Authority.

Tourism: business counts and employment

In 2018/19 there were 65,400 tourist related businesses registered in rural areas, accounting for 11 per cent of all registered businesses in rural areas. In urban areas there were 260,800 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 2.5 million in urban areas. When considered as a proportion of total employment the number is higher in rural areas with 15 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 rural areas and 21 per cent for urban areas.

Tourism related business counts and employment as a proportion of total business counts and employment, by rural-urban classification, England, 2018/19



Numbers of local units of registered businesses and employment numbers for tourism related businesses, by rural-urban classification, 2018/19

	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	65,400	600	11%	15%
Rural town & fringe	22,400	165	11%	12%
- those in a sparse setting	1,900	18	18%	22%
Rural village & hamlet	37,800	386	10%	15%
- those in a sparse setting	3,200	31	12%	22%
Urban	260,800	2,487	12%	11%
Urban major conurbation	129,200	1,211	13%	12%
Urban minor conurbation	8,500	82	12%	10%
Urban city and town	122,300	1,187	12%	11%
- those in a sparse setting	800	8	20%	21%
England	326,200	3,087	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'.

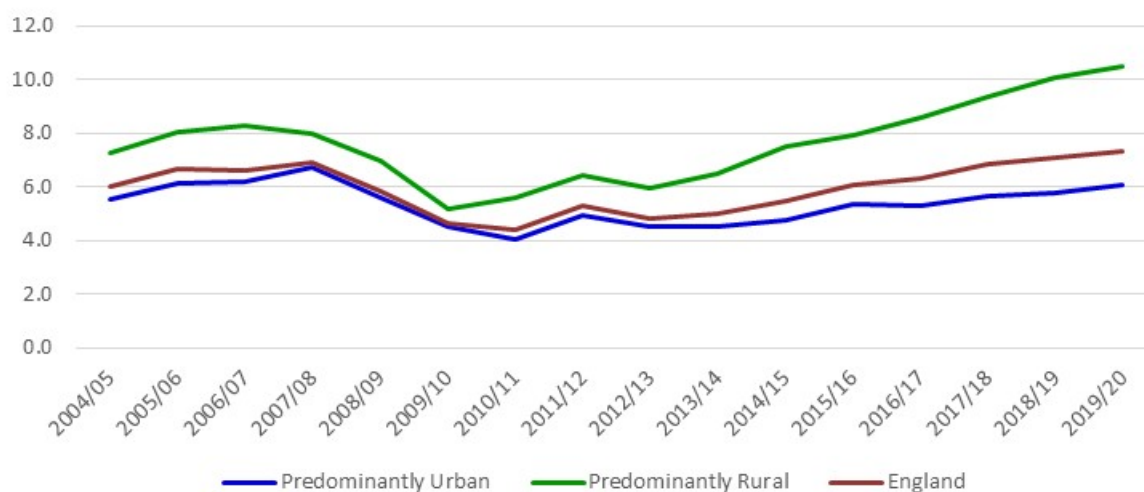
Source: ONS, Inter Departmental Business Register (IDBR), 2018/19

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 1000 households in predominantly rural areas than in predominantly urban areas.
- Between 2018/19 and 2019/20 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 2019/20, the average lower quartile house price was 8.6 times the average lower quartile earnings in predominantly rural areas. This compares with 7.4 times in predominantly urban areas (excluding London), 14.7 times in London and 9.0 times in England as a whole.
- There are proportionally fewer homeless people and people in temporary accommodation in rural areas than in urban areas.

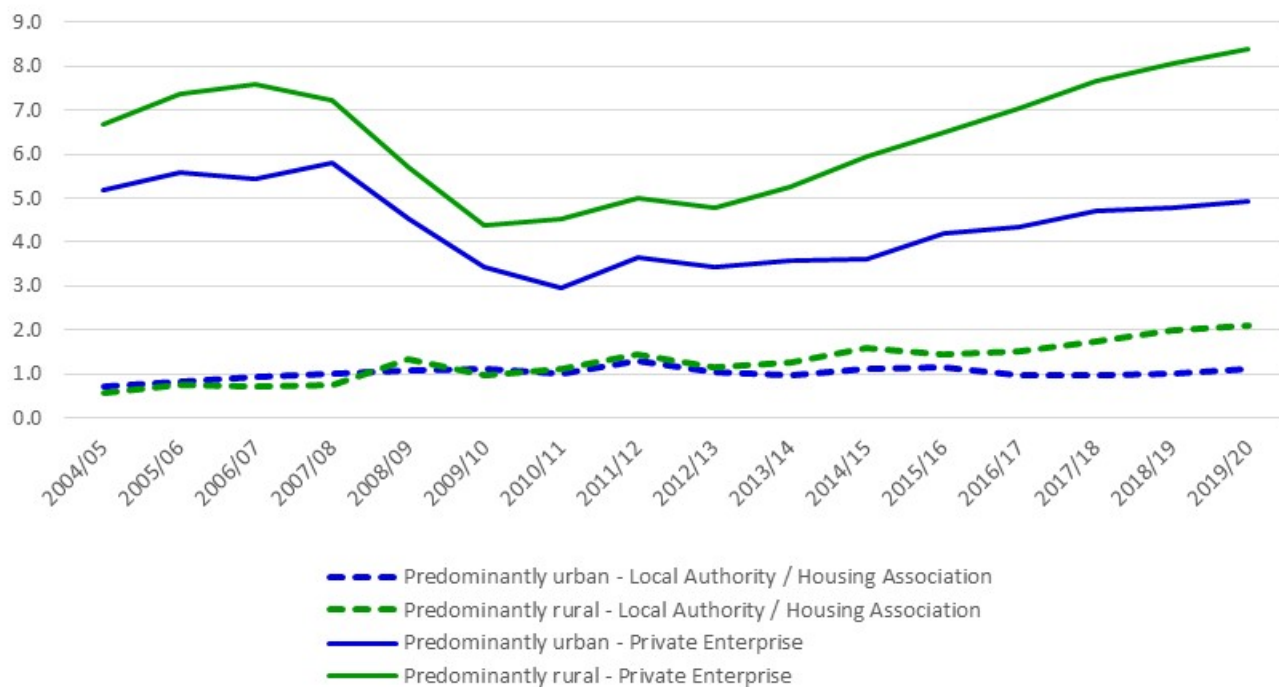
Housing completions

Permanent dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2019/20



- In 2019/20 there were 10.5 dwelling completions per 1,000 households in *predominantly rural areas*, this compares with 6.0 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 2019/20



- In 2019/20, 8.4 dwellings were completed by private enterprise per 1,000 households in *predominantly rural areas*, compared with 4.9 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 2019/20 there were 2.1 completions per 1,000 households, compared with 1.1 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: [document on GOV.UK titled 'House building; new build dwellings data: note and definitions](#). 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](#)

Permanent dwellings started, by tenure and Local Authority Classification, in England, 2015/16 to 2019/20

		2015-16		2016-17		2017-18		2018-19		2019-20	
		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	32,050	4.0	33,960	4.1	37,420	4.5	34,250	4.1	28,680	3.4
	Urban with minor conurbation	3,580	3.9	4,130	4.5	3,890	4.2	4,180	4.5	3,360	3.6
	Urban with city and town	29,100	4.8	31,460	5.1	29,060	4.7	32,570	5.2	27,560	4.4
	Urban with significant rural	18,340	6.1	21,170	7.0	20,540	6.7	19,740	6.4	18,420	6.2
	Largely rural	20,080	7.2	21,210	7.5	22,170	7.8	22,820	8.0	21,960	6.9
	Mainly rural	14,450	6.9	17,310	8.2	18,060	8.5	18,500	8.7	15,500	7.7
	Predominantly urban	64,730	4.3	69,550	4.5	70,370	4.6	71,000	4.5	59,600	3.8
	Predominantly rural	34,530	7.1	38,520	7.8	40,230	8.1	41,320	8.3	37,460	7.2
	England	117,600	5.1	129,240	5.6	131,140	5.6	132,060	5.6	115,480	4.8
	Local Authority / Housing Association	Urban with major conurbation	8,060	1.0	6,860	0.8	8,500	1.0	7,710	0.9	6,360
Urban with minor conurbation		430	0.5	290	0.3	230	0.2	170	0.2	350	0.4
Urban with city and town		6,350	1.0	7,110	1.2	6,490	1.0	7,860	1.3	6,730	1.1
Urban with significant rural		4,410	1.5	4,920	1.6	4,050	1.3	4,760	1.5	4,440	1.5
Largely rural		4,140	1.5	4,860	1.7	5,330	1.9	6,060	2.1	6,470	2.0
Mainly rural		3,060	1.5	3,690	1.8	3,940	1.9	4,690	2.2	3,540	1.8
Predominantly urban		14,840	1.0	14,260	0.9	15,220	1.0	15,740	1.0	13,440	0.9
Predominantly rural		7,200	1.5	8,550	1.7	9,270	1.9	10,750	2.2	10,010	1.9
England		26,450	1.2	27,730	1.2	28,540	1.2	31,250	1.3	27,890	1.2
All		Urban with major conurbation	40,120	5.0	40,790	5.0	45,960	5.5	41,920	5.0	34,910
	Urban with minor conurbation	4,020	4.4	4,410	4.8	4,130	4.4	4,360	4.7	3,710	3.9
	Urban with city and town	35,420	5.8	38,500	6.3	35,490	5.7	40,430	6.4	34,220	5.4
	Urban with significant rural	22,690	7.6	26,020	8.6	24,580	8.0	24,470	7.9	22,790	7.7
	Largely rural	24,140	8.7	26,090	9.3	27,540	9.7	28,840	10.1	28,430	8.9
	Mainly rural	17,510	8.4	20,960	10.0	21,900	10.3	23,120	10.8	18,960	9.4
	Predominantly urban	79,560	5.3	83,700	5.5	85,580	5.5	86,710	5.6	72,840	4.6
	Predominantly rural	41,650	8.6	47,050	9.6	49,440	10.0	51,960	10.4	47,390	9.1
	England	143,900	6.3	156,770	6.7	159,600	6.8	163,140	6.9	143,020	6.0

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, 2015/16 to 2019/20

		2015-16		2016-17		2017-18		2018-19		2019-20	
		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	31,490	3.9	33,580	4.1	36,070	4.3	36,620	4.4	38,770	4.6
	Urban with minor conurbation	3,560	3.9	3,960	4.3	4,330	4.7	4,520	4.8	4,180	4.4
	Urban with city and town	28,520	4.7	29,090	4.7	32,330	5.2	33,260	5.3	34,890	5.5
	Urban with significant rural	16,390	5.5	18,270	6.0	20,560	6.7	22,200	7.2	19,900	6.7
	Largely rural	17,850	6.4	19,260	6.9	20,550	7.2	22,130	7.7	24,790	7.7
	Mainly rural	13,670	6.6	15,370	7.3	17,300	8.2	18,140	8.5	18,870	9.4
	Predominantly urban	63,570	4.2	66,630	4.4	72,730	4.7	74,400	4.8	77,840	4.9
	Predominantly rural	31,520	6.5	34,630	7.1	37,850	7.6	40,270	8.1	43,660	8.4
	England	111,480	4.9	119,530	5.1	131,140	5.6	136,870	5.8	141,400	5.9
	Local Authority / Housing Association	Urban with major conurbation	10,170	1.3	7,920	1.0	8,370	1.0	7,780	0.9	8,920
Urban with minor conurbation		380	0.4	430	0.5	310	0.3	250	0.3	480	0.5
Urban with city and town		6,800	1.1	6,530	1.1	6,340	1.0	7,660	1.2	8,090	1.3
Urban with significant rural		4,130	1.4	4,740	1.6	5,630	1.8	4,960	1.6	5,740	1.9
Largely rural		4,320	1.6	4,350	1.5	4,910	1.7	5,700	2.0	6,520	2.0
Mainly rural		2,690	1.3	3,080	1.5	3,660	1.7	4,300	2.0	4,490	2.2
Predominantly urban		17,350	1.1	14,880	1.0	15,020	1.0	15,690	1.0	17,490	1.1
Predominantly rural		7,010	1.4	7,430	1.5	8,570	1.7	10,000	2.0	11,010	2.1
England		28,490	1.2	27,050	1.2	29,220	1.2	30,650	1.3	34,240	1.4
All		Urban with major conurbation	41,630	5.1	41,420	5.0	44,400	5.3	44,390	5.3	47,590
	Urban with minor conurbation	3,920	4.3	4,390	4.8	4,630	5.0	4,780	5.1	4,670	5.0
	Urban with city and town	35,260	5.8	35,610	5.8	38,570	6.2	40,950	6.5	42,950	6.8
	Urban with significant rural	20,500	6.8	22,990	7.6	26,170	8.6	27,150	8.8	25,620	8.6
	Largely rural	22,170	8.0	23,560	8.4	25,450	9.0	27,890	9.7	31,280	9.8
	Mainly rural	16,370	7.9	18,410	8.8	20,950	9.9	22,380	10.5	23,360	11.6
	Predominantly urban	80,810	5.3	81,420	5.3	87,600	5.7	90,120	5.8	95,210	6.0
	Predominantly rural	38,540	7.9	41,970	8.5	46,400	9.4	50,270	10.1	54,640	10.5
	England	139,850	6.1	146,380	6.3	160,170	6.8	167,540	7.1	175,470	7.3

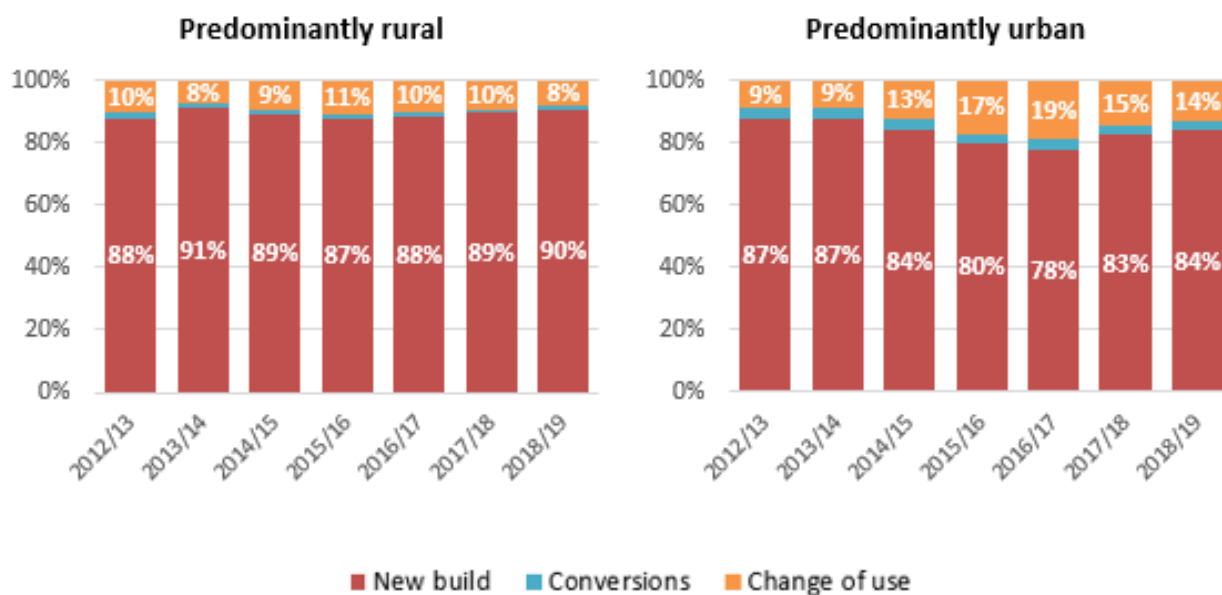
The full time series from 2004/05 is available as an Open Document format workbook on the [Rural housing statistics web page](#)

¹Households

Net additions to housing stock

- In order to compare the number of new dwellings, comparisons are made based on household numbers.
- For 2018/19, in *predominantly rural areas* there were 64,700 net new dwellings arising from new build, conversions or change of use, which is 12.8 per 1,000 households. While in *predominantly urban areas* there were 147,990 net new dwellings, which is 9.4 per 1,000 households.
- New-build dwelling completions accounted for 90 per cent of such net additions to the housing stock in *predominantly rural areas* in 2018/19, compared with 84 per cent in *predominantly urban areas*.
- A further 8 per cent of such net additions came from change of use of buildings in *predominantly rural areas*, compared with 14 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 2018/19 there were 11.6 new-build dwelling completions per 1,000 households in *predominantly rural areas*, compared with 7.9 in *predominantly urban areas*.
- In 2018/19, the net number of dwellings arising from change of use in *predominantly rural areas* was 1.0 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 2018/19 for *predominantly rural* and *predominantly urban* areas.



New build completions

New build dwelling completions, by Local Authority Classification, in England, 2012/13 to 2018/19

RUCLAD 2011	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
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	67,570	7.9
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	6,770	7.2
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	49,870	7.9
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	31,110	10.0
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	32,280	11.2
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	26,260	12.2
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	124,210	7.9
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	58,540	11.6
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	213,860	8.9

¹ Households

Net conversions

Net dwellings from conversions, by Local Authority Classification, in England, 2012/13 to 2018/19

RUCLAD 2011	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
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	2,260	0.3
Urban with Minor Conurbation	100	0.1	280	0.3	470	0.5	180	0.2	210	0.2	350	0.4	240	0.3
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	1,290	0.2
Urban with Significant Rural	290	0.1	480	0.2	520	0.2	590	0.2	620	0.2	420	0.1	480	0.2
Largely Rural	330	0.1	340	0.1	340	0.1	260	0.1	430	0.2	300	0.1	390	0.1
Mainly Rural	340	0.2	180	0.1	370	0.2	560	0.3	430	0.2	330	0.2	560	0.3
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	3,780	0.2
Predominantly Rural	670	0.1	520	0.1	710	0.1	820	0.2	860	0.2	630	0.1	950	0.2
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	5,220	0.2

Net change of use

Net dwellings from change of use, by Local Authority Classification, in England, 2012/13 to 2018/19

RUCLAD 2011	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
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	10,450	1.2
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	680	0.7
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	8,870	1.4
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	4,040	1.3
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	2,450	0.8
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	2,760	1.3
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	20,000	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	5,210	1.0
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	29,260	1.2

¹ Households

Overall net new dwellings

Overall net new dwellings, by Local Authority Classification, in England, 2012/13 to 2018/19

RUCLAD 2011	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
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	80,280	9.4
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	7,690	8.2
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	60,030	9.5
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	35,630	11.5
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	35,120	12.2
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	29,580	13.7
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	147,990	9.4
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	64,700	12.8
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	248,340	10.4

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 (e.g. a house converted to a number of flats), changes of use (e.g. a residential house to an office), demolitions, and other net gains and losses.

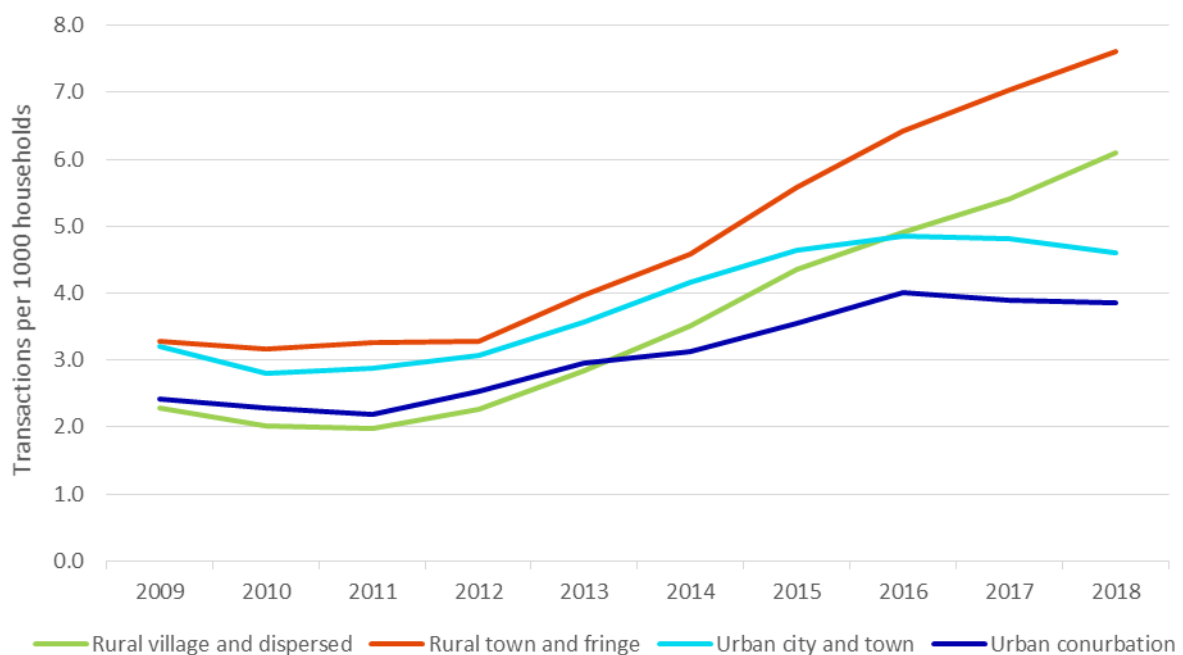
Source: [Table 123 of the Live tables on dwellings stock series \(Department for Communities and Local Government\)](#)

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

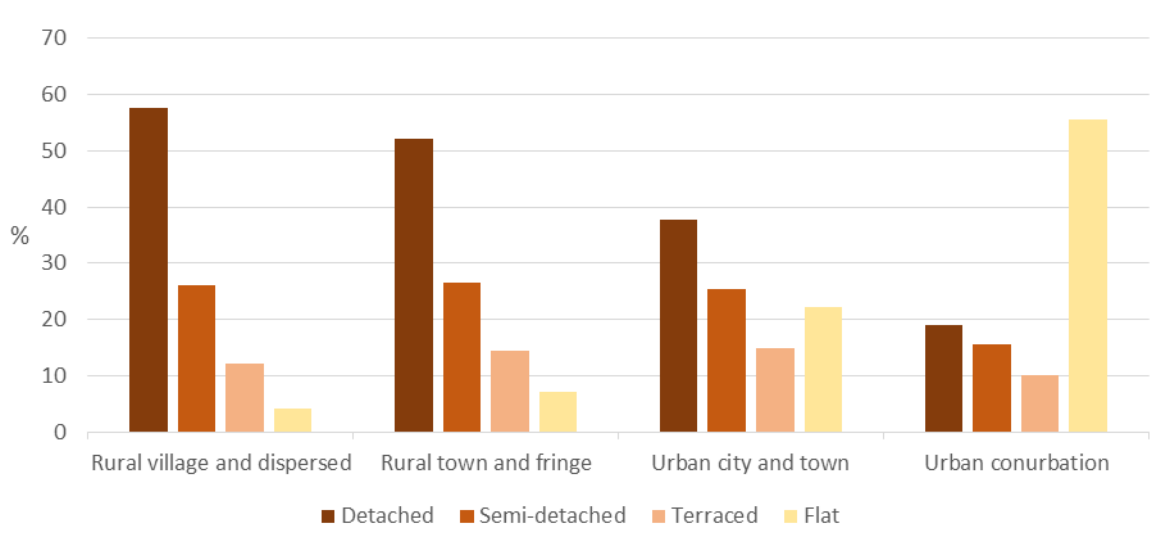


- In 2018, there were 7.6 new-build residential transactions per 1,000 households in *rural town and fringe*, compared with 3.9 in *urban conurbation*.
- The number of new-build residential transactions per 1,000 households has increased in all areas between 2009 and 2018.
- Since 2014, the number of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

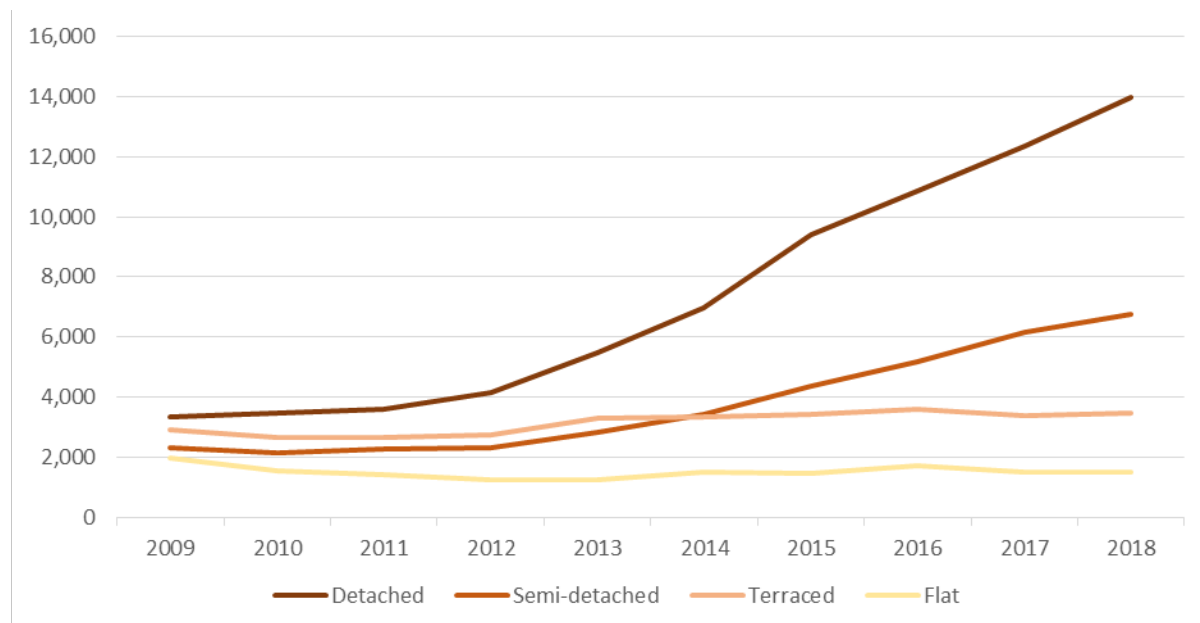


- The majority of new-build residential transactions were *detached* properties in both *rural village and dispersed* and *rural town and fringe*, with 58 per cent and 52 per cent respectively.
- *Flats* made up the smallest proportion of new-build housing transactions in rural areas, where as *flats*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

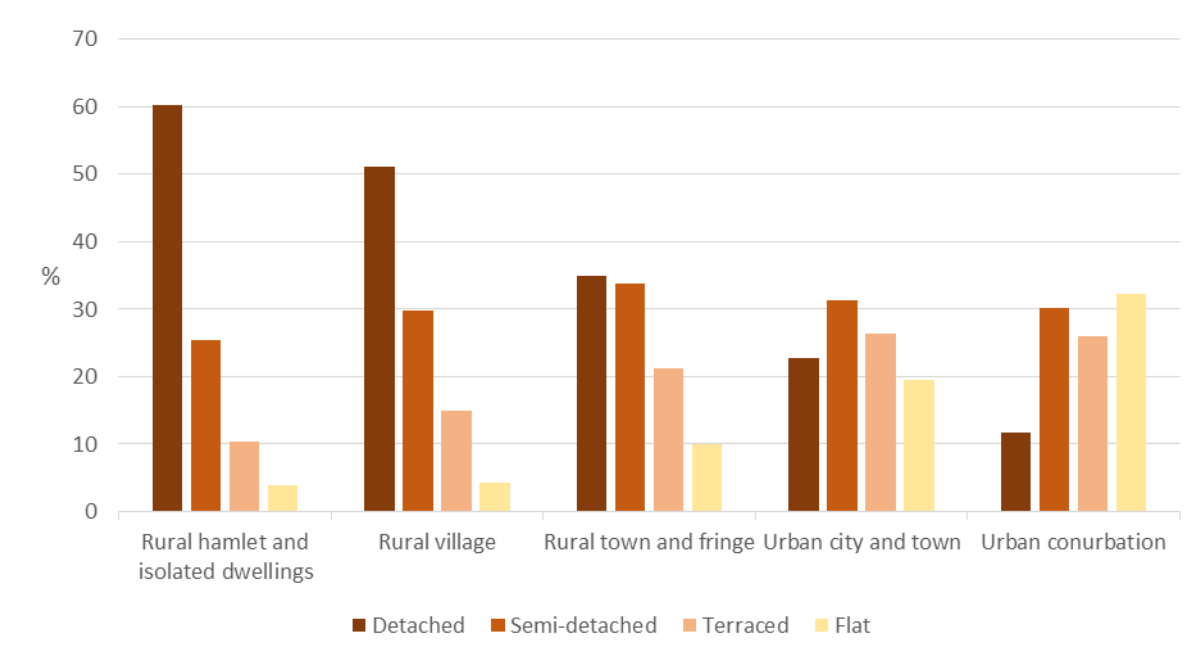


- The number of new-build residential transactions in rural areas increased most for *detached* properties, where in 2018 the 14,000 transactions were 4 times greater than in 2009.
- The number of new-build residential transactions in rural areas for *terraced* housing and *flats* have remained relatively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

Large numbers rounded to nearest 10, unless otherwise stated.

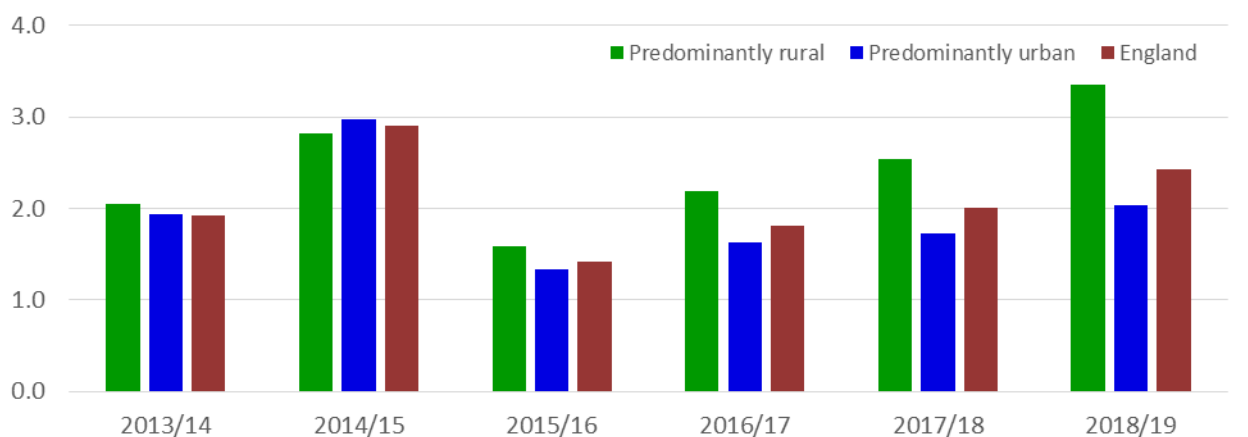
The 2008/09 housing market related recession helps explain the very low number of transactions, and subsequent rise in number of transactions, for the 10 year time series'.

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 2012. 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

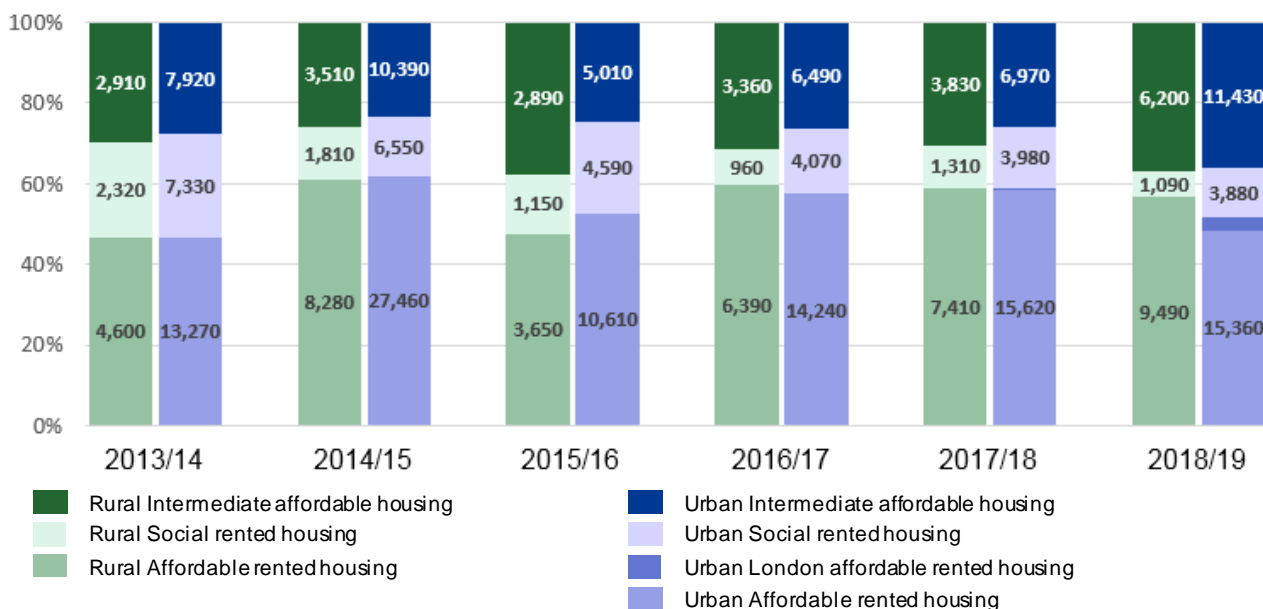
Notes:

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

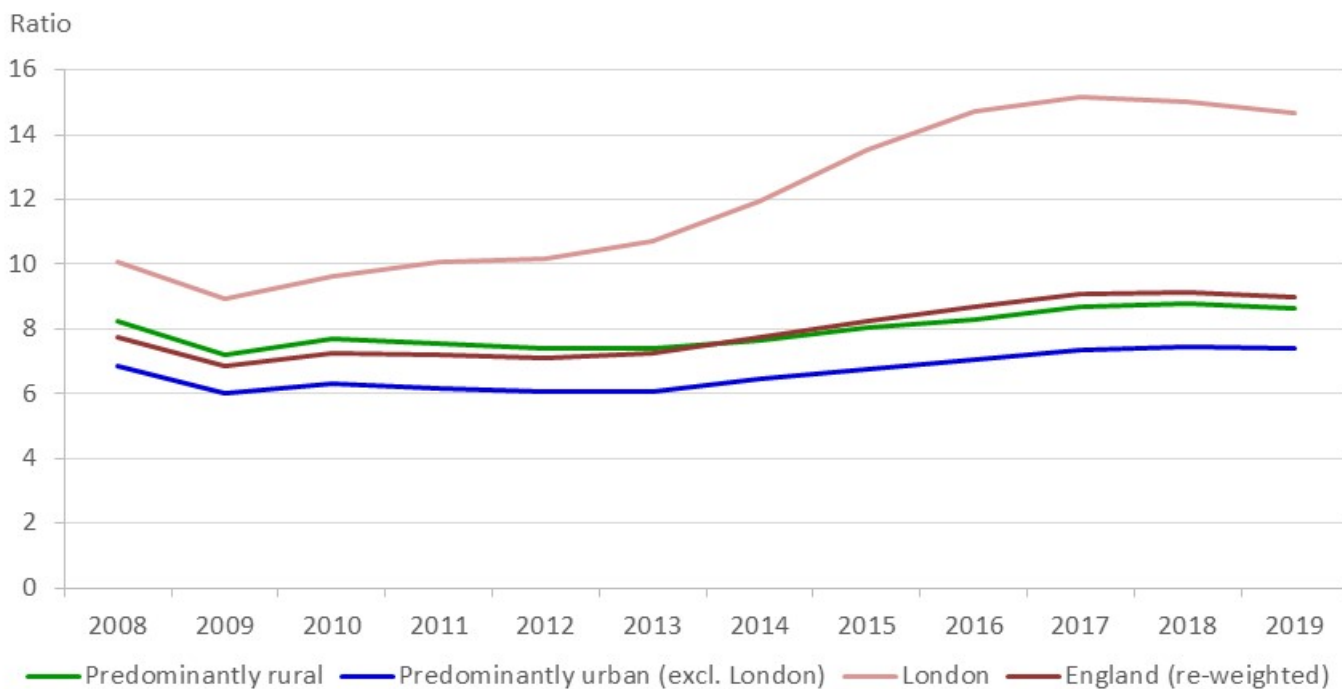
	2013/14		2014/15		2015/16		2016/17		2017/18		2018/19	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Rural	9,820	100	13,600	100	7,690	100	10,710	100	12,550	100	16,770	100
Affordable Rented Housing	4,600	47	8,280	61	3,650	47	6,390	60	7,410	59	9,490	57
Social Rented Housing	2,320	24	1,810	13	1,150	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 a 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 2019



- 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 2019, in *predominantly rural areas* the average lower quartile house price was 8.6 times the average lower quartile earnings, compared with 7.4 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 2019

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
London	10.1	8.9	9.6	10.1	10.2	10.7	12.0	13.5	14.7	15.2	15.0	14.7
Urban with major conurbation	6.4	5.6	5.8	5.6	5.5	5.5	5.8	6.0	6.1	6.5	6.6	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	5.6	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	8.3
Urban with significant rural	7.9	7.1	7.5	7.4	7.3	7.4	7.8	8.2	8.7	9.0	9.2	8.9
Largely rural	8.0	7.0	7.4	7.2	7.2	7.1	7.4	7.9	8.1	8.4	8.6	8.4
Mainly rural	8.5	7.6	8.0	8.0	7.8	7.8	8.1	8.3	8.6	9.0	9.0	9.0
Predominantly urban (excl. London)	6.9	6.0	6.3	6.2	6.1	6.1	6.4	6.8	7.0	7.4	7.4	7.4
Predominantly rural	8.2	7.2	7.7	7.5	7.4	7.4	7.7	8.0	8.3	8.7	8.8	8.6
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	9.0

- 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:

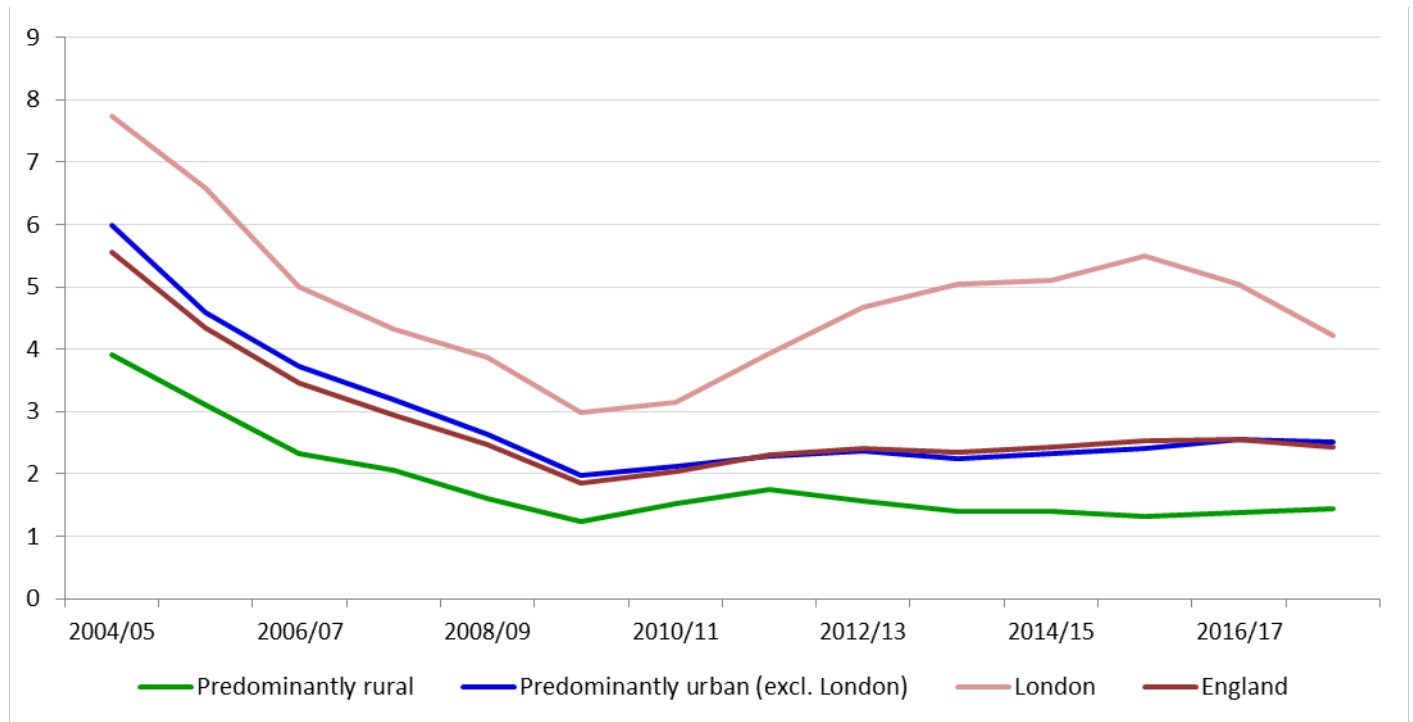
[ONS, Ratio of lower quartile house price to lower quartile gross annual \(where available\) residence-based earnings by local authority district, England and Wales, 1997 to 2019, Table 6c](#)

Rents

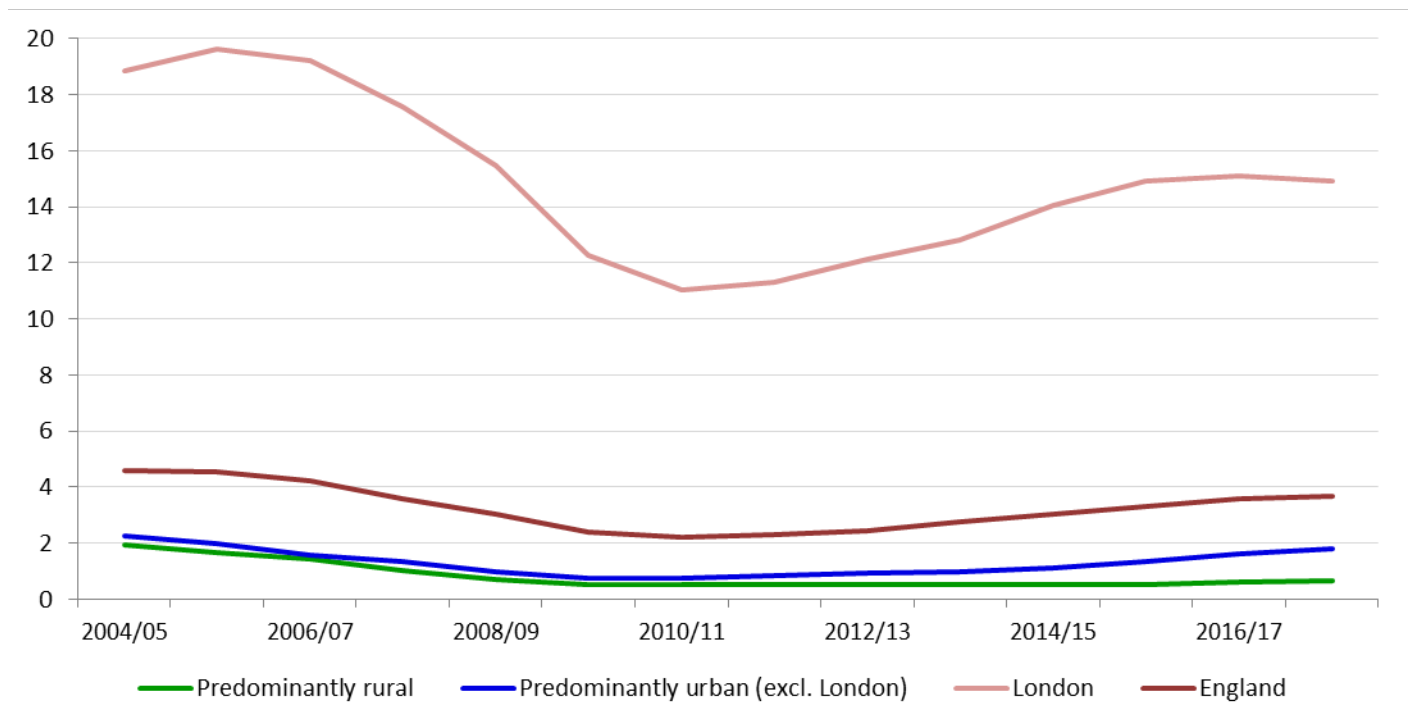
There are currently no figures for comparing rents between rural and urban areas. Previous analysis on rents with private rental providers was providing a very limited and partial perspective and has been removed until such time as it is possible to produce more comprehensive analysis of rents.

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.

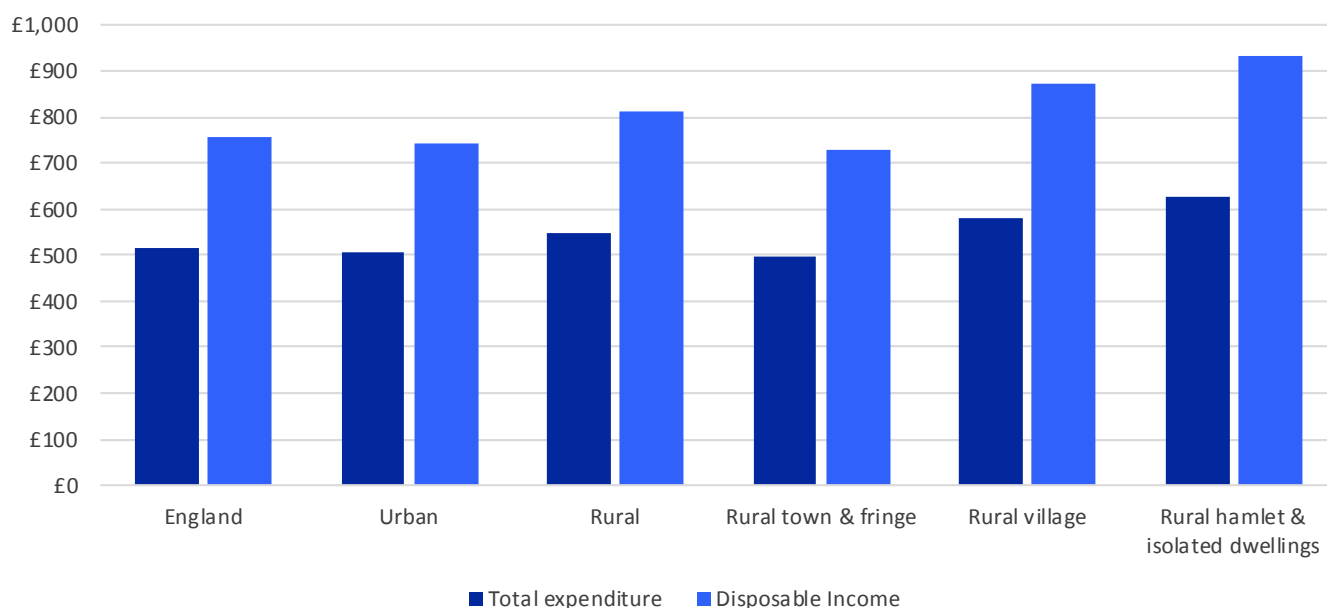
Source: Department for Communities and Local Government, Live tables on homelessness: table 784 Local authorities' action under the homelessness provisions of the Housing Acts: www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness

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.

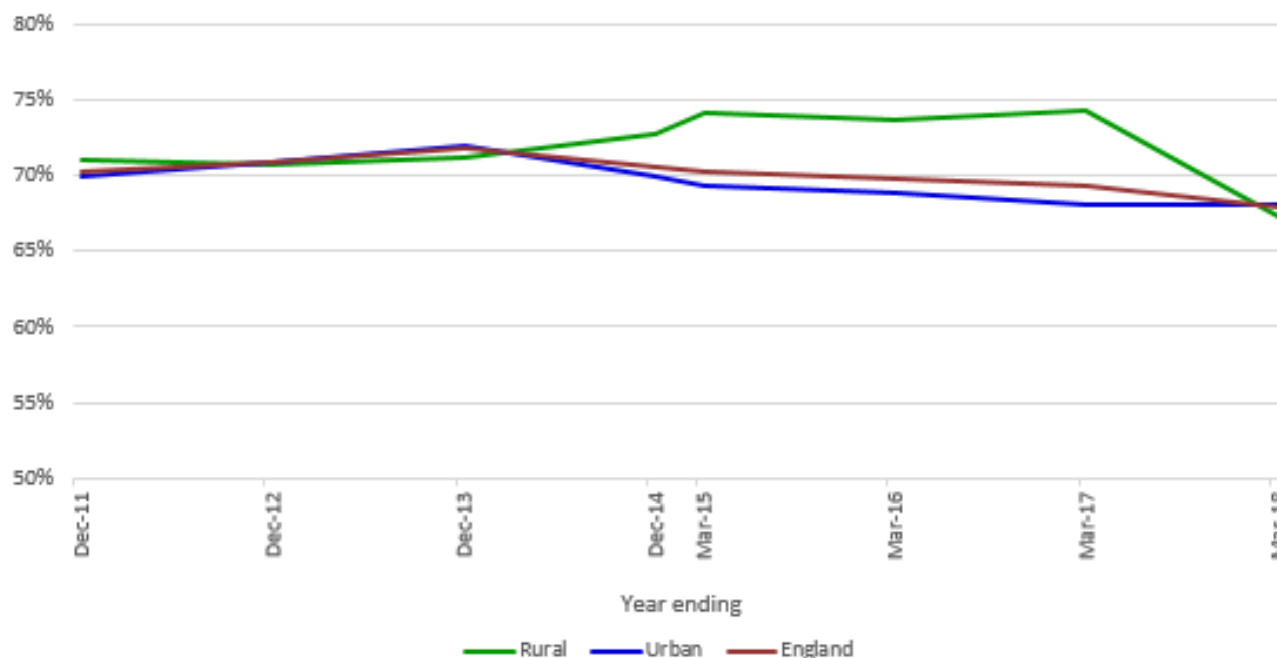
Nominal expenditure and disposable income

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

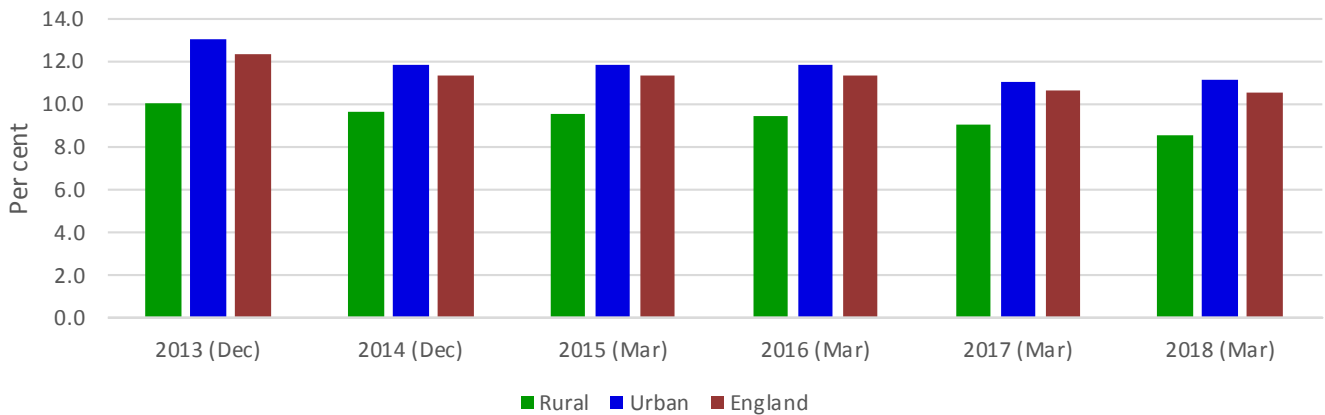
¹ Expenditure as a value (£)

² Expenditure as a percentage of disposable income

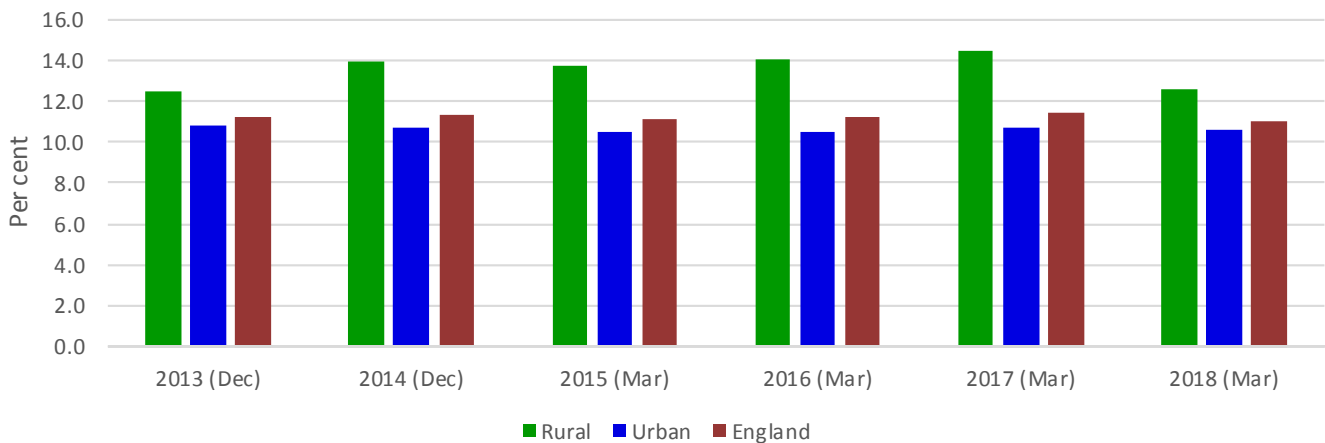
^a The level of spending on education by households in rural hamlet & isolated dwellings should be used with caution, as they are based on a sample of less than 20 households.

- 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

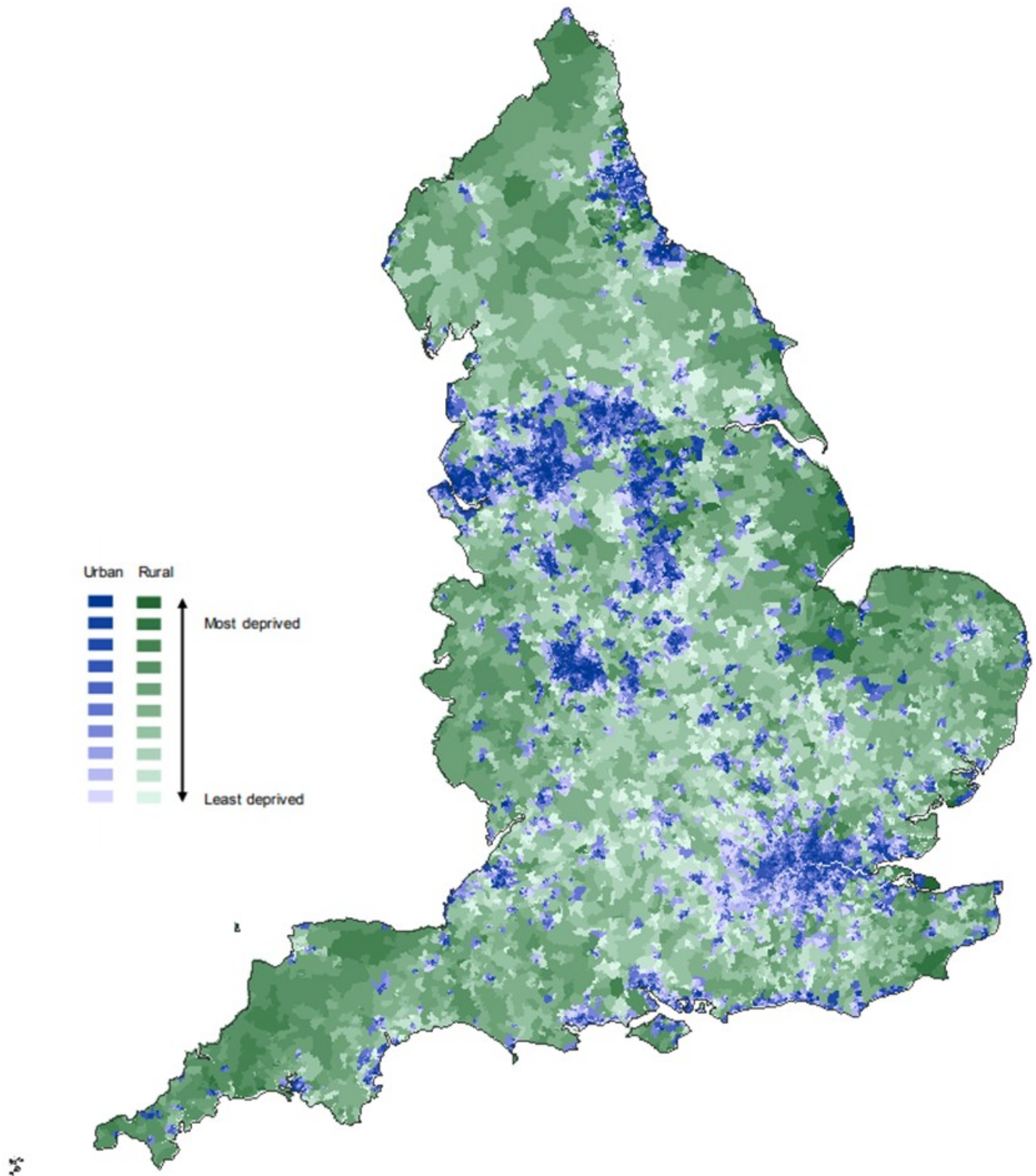
- The Index of Multiple Deprivation¹ is compiled by the Ministry of Housing, Communities and Local Government (MHCLG).
- It is an overall measure of deprivation that is based on seven domains of deprivation:
 - Income deprivation (including income deprivation affecting children and older people)
 - Employment 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.

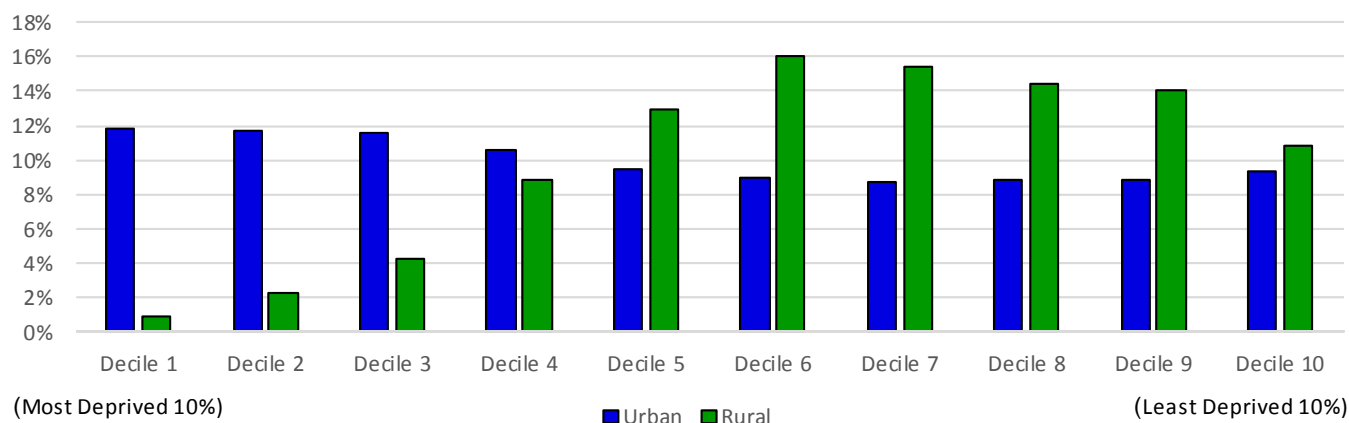
Deprivation by Lower Super Output Area (LSOA) ²

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 2018/19, 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	14	17	17	23
	Working-age people	13	16	15	22
	Children	14	23	21	32
	Pensioners	17	15	18	17
Absolute	Households	13	15	15	21
	Working-age people	12	14	14	20
	Children	13	18	18	29
	Pensioners	15	12	15	14

Relative low income in 2018/19

- The percentage of **households** in rural areas in relative low income was 14 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 17 per cent before housing costs and 23 per cent after housing costs.
- The percentage of **working-age people** in rural areas in relative low income was 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 22 per cent after housing costs.
- The percentage of **children** in rural areas in relative low income was 14 per cent before housing costs, and 23 per cent after housing costs. In comparison, the percentage of children in urban areas in relative low income was 21 per cent before housing costs and 32 per cent after housing costs.
- The percentage of **pensioners** in rural areas in relative low income was 17 per cent before housing costs, and 15 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in relative low income was 18 per cent before housing costs and 17 per cent after housing costs.

Absolute low income in 2018/19

- The percentage of **households** in rural areas in absolute low income was 13 per cent before housing costs and 15 per cent after housing costs. The percentage of households in urban areas in absolute low income was 15 per cent before housing costs and 21 per cent after housing costs.
- The percentage of **working-age people** in rural areas in absolute low income was 12 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 14 per cent before housing costs and 20 per cent after housing costs.
- The percentage of **children** in rural areas in absolute low income was 13 per cent before housing costs and 18 per cent after housing costs. In comparison, the percentage of children in urban areas in absolute low income was 18 per cent before housing costs and 29 per cent after housing costs.
- The percentage of **pensioners** in rural areas in absolute low income was 15 per cent before housing costs and 12 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in absolute low income was 15 per cent before housing costs and 14 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 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

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 2017/18 and 2018/19, 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 2017/18 and 2018/19

In rural areas:

- The percentage of children in relative low income, has seen a strong decrease before housing costs and a smaller decrease after housing costs.
- The percentage of pensioners in relative low income has increased after housing costs.
- The percentage of people in absolute low income has increased before housing costs for households, working-age people and pensioners and after housing costs for households and pensioners.

In urban areas:

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

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: [Households below average income \(HBAI\) statistics document on GOV.UK.](#)

(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, \(section 3\)](#), 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

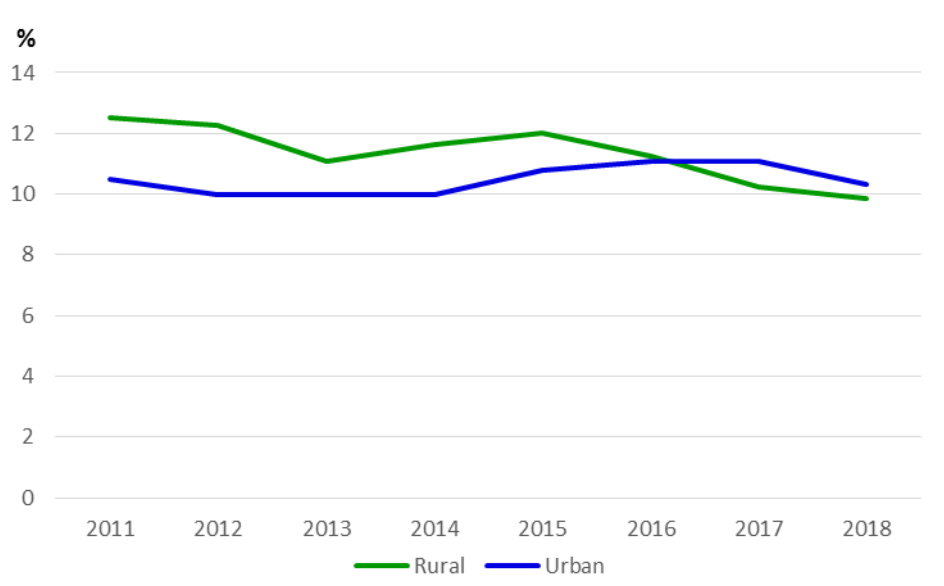
In the tables, figures are rounded to the nearest 1.0 per cent whereas the dashboard shows change based on a ± 1.0 percentage point threshold. Increases or decreases in figures between years as noted in the tables and dashboard may therefore not match and these changes may not represent a clear improvement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

Fuel poverty

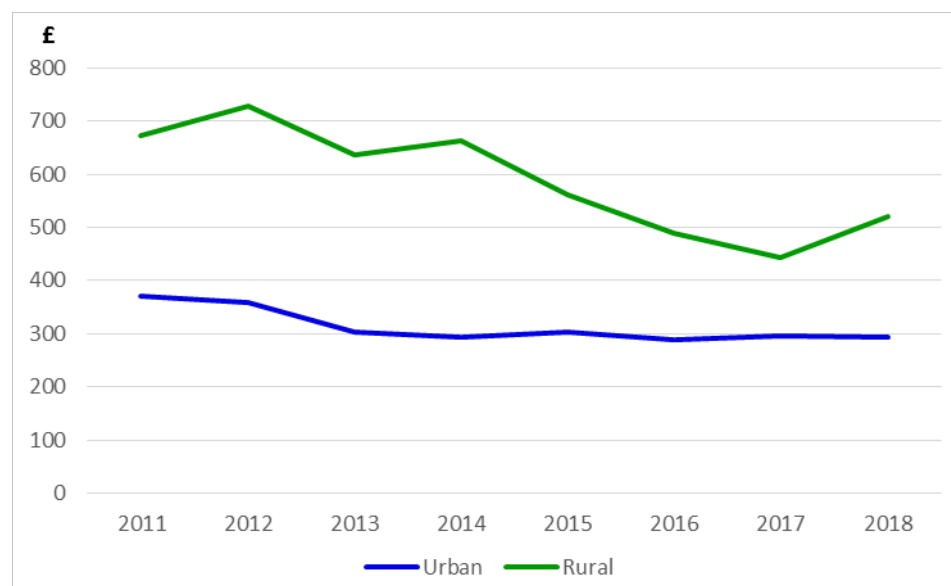
Fuel poverty or being fuel poor is where a household is living on a low income in a home that cannot be kept warm at reasonable cost without bringing their residual income below the poverty threshold.

- There were 2.4 million fuel poor households in England in 2018. Historically fuel poverty was proportionately more prevalent in rural areas. This trend reversed in 2017 with urban areas now having a slightly greater proportion of fuel poor households.
- In 2018, 10.3 per cent of households in urban areas (1.98 million) were fuel poor. In rural areas 9.9 per cent of households (425,000) were fuel poor – this has decreased between 2011 and 2018.
- 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 2018 was £334. However the average fuel poverty gap for fuel poor households in rural villages, hamlets and isolated dwellings was £690.
- 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 village, hamlet and isolated dwelling households with the poorest FPEER rating of F or G had an average fuel poverty gap of £1,663 compared with an average fuel poverty gap of £836 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		2018	
	%	£	%	£	%	£	%	£	%	£	%	£	%	£	%	£
Rural	13	673	12	728	11	637	12	662	12	561	11	489	10	442	10	520
Rural town and fringe	11	406	10	446	8	346	9	378	11	371	10	333	10	308	8	300
Rural villages, hamlets and isolated dwellings	14	889	14	943	14	820	14	838	14	726	13	625	11	571	12	690
Urban	11	371	10	359	10	304	10	294	11	303	11	289	11	296	10	294
England	11	438	10	443	10	374	11	371	11	353	11	326	11	321	10	334

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

Fuel poverty by settlement and fuel poverty energy efficiency rating (FPEER) band, 2018

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	7,027	248	7,275	10.3	42	169
	D	87.6	12.4	8,423	1,196	9,619	49.8	256	214
	E	77.1	22.9	1,390	413	1,803	17.2	184	445
	F/G	71.0	29.0	288	118	406	4.9	98	836
	All	89.7	10.3	17,129	1,975	19,103	82.3	581	294
Rural	A/B/C	*	*	1,167	*	1,216	*	*	*
	D	90.7	9.3	1,695	173	1,868	7.2	38	220
	E	81.6	18.4	635	143	778	6.0	80	559
	F/G	*	*	386	*	447	*	*	*
	All	90.1	9.9	3,882	425	4,308	17.7	221	520
All households	All	89.7	10.3	21,011	2,400	23,411	100.0	802	334

* 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

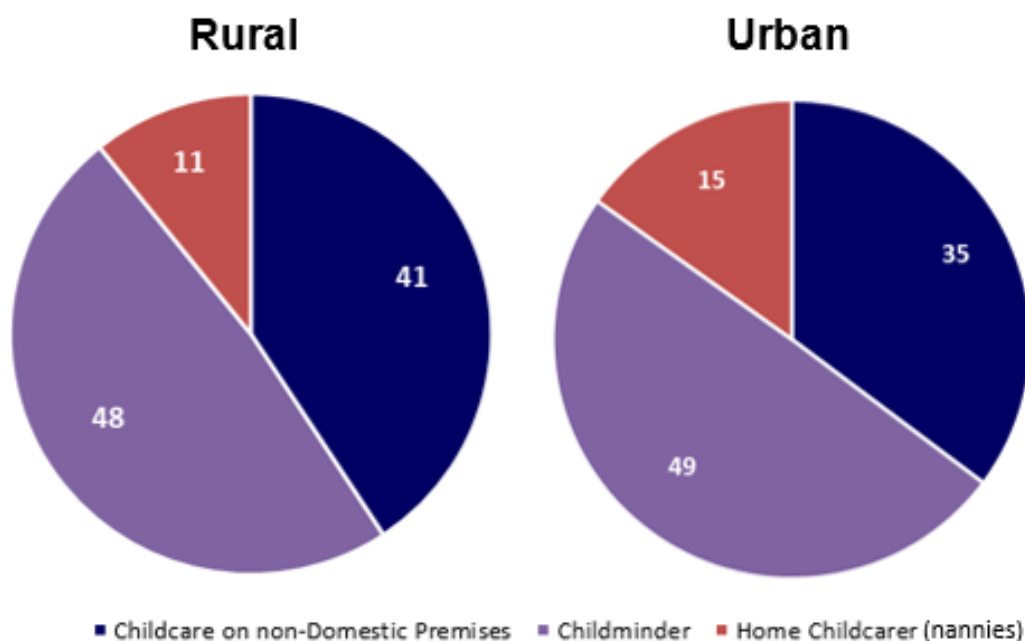
Education and skills

Childcare provision

- The type of childcare provider is proportionally similar in both Rural and Urban areas, with almost half of providers being Childminders in both settings.
- The number of active childcare providers in Rural areas and Urban with Significant Rural areas has decreased by 20 per cent since 2015, while the in Urban areas there has a 13 per cent fall.
- Ofsted notes that despite the fall in the number of providers since 2015, the number of places on the Early Years Register (EYR) has remained broadly stable.
- The overall quality of childcare providers has improved in both Rural and Urban areas since 2015. The proportion of providers judged to be Good or Outstanding has increased by 10 per cent in Rural areas and by 13 per cent in Urban areas.

Childcare provider types

Proportion of childcare providers *, by type of provider and by rural urban classification, March 2020, England



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

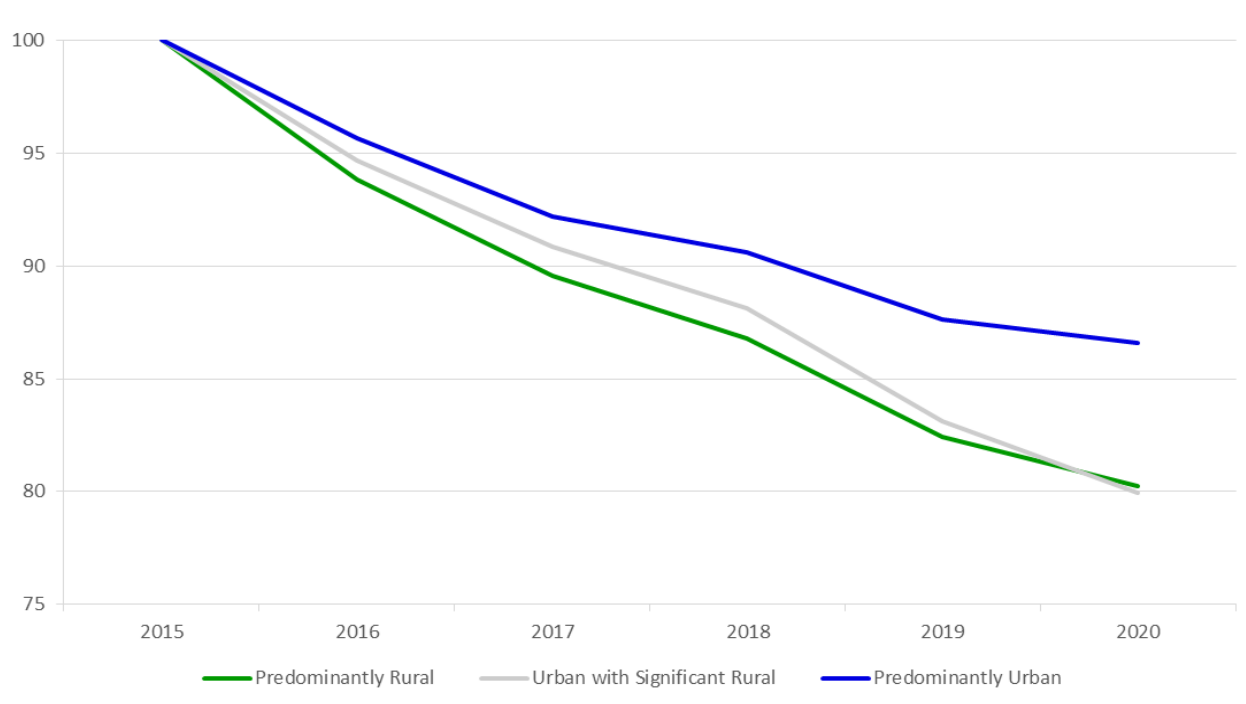
- Childminders make up almost 50 per cent of the childcare providers in both Rural and Urban areas.
- In Rural areas childcare on non-domestic premises makes up 41 per cent of total childcare providers, 6 percentage points higher than in Urban areas.
- Home Childcare (nannies) is slightly more prevalent in Urban areas, 4 percentage points higher as a proportion of providers than Rural areas.

Number and percentage of Childcare Providers, by type of provider and by Parliamentary Constituency rural urban classification, March 2020, England

Number and percentage of childcare providers					
	Childcare on Domestic Premises	Childcare on non-Domestic Premises	Childminders	Home Childcare (nannies)	Total Providers
Predominantly Rural	61	5,863	6,974	1,559	14,457
Predominantly Urban	151	18,337	25,811	7,894	52,193
England	244	27,619	36,972	10,233	75,068
Predominantly Rural	0.4	40.6	48.2	10.8	100
Predominantly Urban	0.3	35.1	49.5	15.1	100
England	0.3	36.8	49.3	13.6	100

Number of childcare providers

Index of total number of childcare providers (2015 = 100), by Parliamentary Constituency rural urban classification, March 2015 to March 2020, England



- The total number of active childcare providers has declined every year since 2015 in predominantly rural, urban with significant rural, and predominantly urban area types.
- The number of active childcare providers in Rural areas and Urban with Significant Rural areas has decreased by 20 per cent since 2015, while the in Urban areas there has a 13 per cent fall.
- Ofsted notes that despite the fall in the number of providers since 2015, the number of places on the Early Years Register (EYR) has remained broadly stable.

Number of Childcare Providers and Index of change in Childcare Providers (2015 = 100), by rural urban classification, March 2015 to March 2020, England

	2015	2016	2017	2018	2019	2020
<i>Total Numbers</i>						
Predominantly Rural	18,011	16,898	16,131	15,631	14,847	14,457
Urban with Significant Rural	10,529	9,969	9,566	9,279	8,749	8,418
Predominantly Urban	60,275	57,650	55,553	54,595	52,803	52,193
England (incl. Providers in Unknown	89,117	84,970	81,396	79,721	76,602	75,068
- Providers in Unknown	302	453	146	216	203	0
<i>Index (2015 = 100)</i>						
Predominantly Rural	100	93.8	89.6	86.8	82.4	80.3
Urban with Significant Rural	100	94.7	90.9	88.1	83.1	80.0
Predominantly Urban	100	95.6	92.2	90.6	87.6	86.6
England	100	95.3	91.3	89.5	86.0	84.2

Quality of childcare providers

Early Year Registered (EYR) child carer inspection outcomes as percentage of total EYR childcare providers, by Parliamentary Constituency rural urban classification, March 2015 and March 2020, 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 2015 and 2020 the percentage of EYR childcare providers judged to be Good or Outstanding in Rural areas increased from 87 per cent to 97 per cent of EYR providers, while in Urban areas it increased from 83 per cent to 96 per cent.
- The proportion of providers judged to be Good or Outstanding was higher in Rural areas compared with Urban areas in both 2015 and 2020, although the difference decreased from 4 percentage points in 2015 to 1 percentage point in 2020.

Number and percentage of Early Year Registered child carers most recent inspection outcome, by rural urban classification, March 2015 and March 2020, England

	Predominantly Rural				Predominantly Urban			
	March 2015		March 2020		March 2015		March 2020	
	Total	%	Total	%	Total	%	Total	%
Inspections with known outcome	13,507	100	9,293	100	41,547	100	29,997	100
Outstanding	2,059	15	1,832	20	5,046	12	5,053	17
Good	9,716	72	7,166	77	29,590	71	23,708	79
Requires improvement	1,585	12	228	2	6,337	15	973	3
Inadequate	147	1	67	1	574	1	263	1
Inspections with unknown outcome	1,859	-	2,828	-	7,364	-	9,775	-

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 childcarers (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 report* at the [Childcare providers and inspections as at 31 March 2020 Official Statistics homepage](#)

Source: Ofsted [Childcare providers level data as at 31 March 2020 \(ODS Format\)](#)

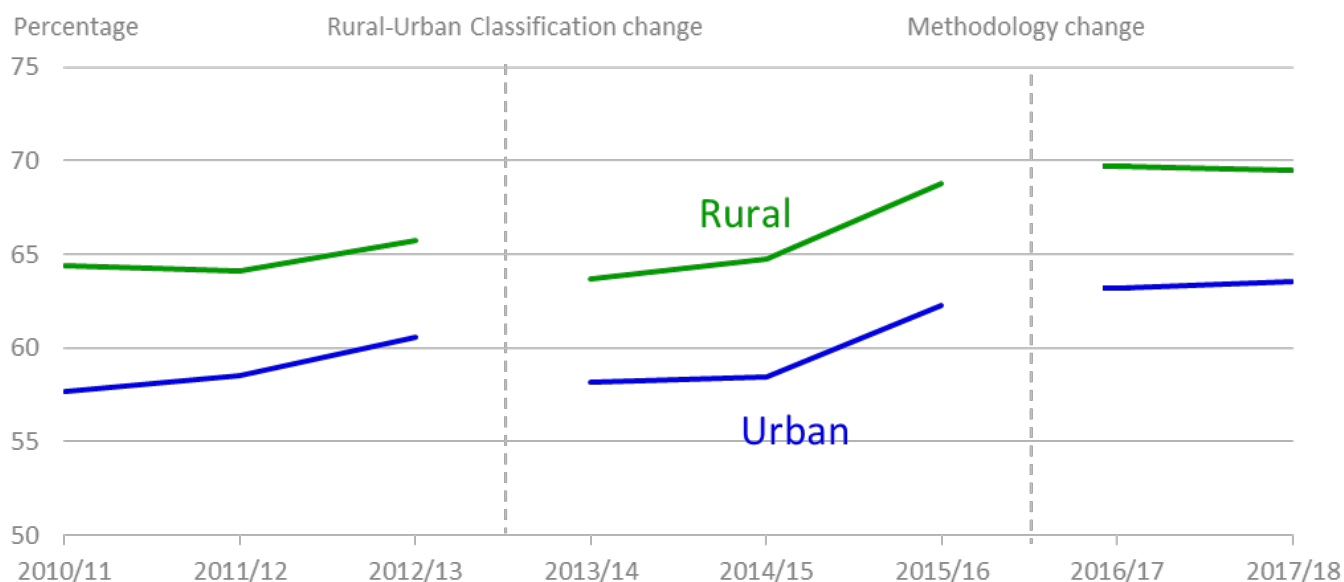
Secondary education

- 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

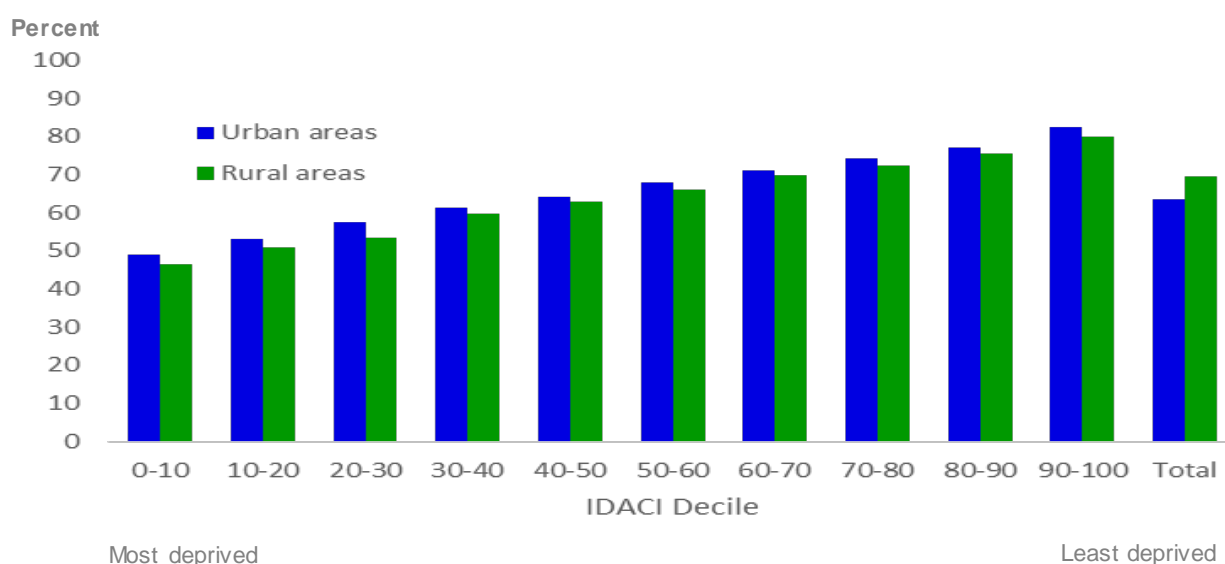
The first vertical line indicates the introduction of the 2011 Rural-Urban Classification from 2013/14 that prevents comparison with previous years (see notes). The second vertical line indicates the introduction of the new 9-point scale for GCSE classification where a 4 or above is equivalent to the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



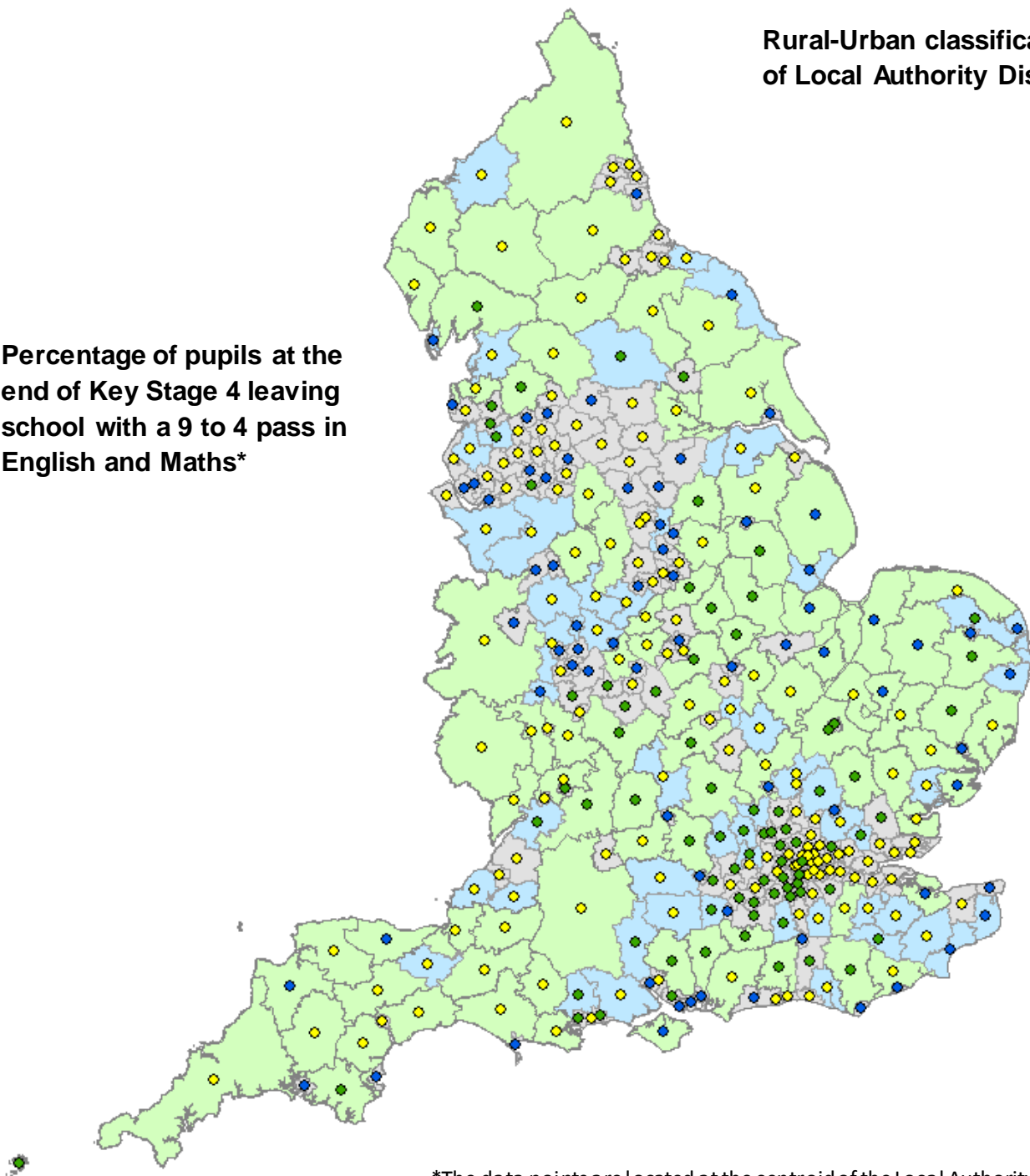
- The introduction of a new secondary school accountability system in 2016 has changed how GCSE performance is measured. A 9 to 1 point measure was introduced to replace the A* to G system, where a 9 to 4 score is equivalent to the previous A* to C measure. Data from 2016/17 presents the new 9 to 4 measure, 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)

Rural-Urban classification
of Local Authority Districts

Percentage of pupils at the
end of Key Stage 4 leaving
school with a 9 to 4 pass in
English and Maths*



*The data points are located at the centroid of the Local Authority District

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)*

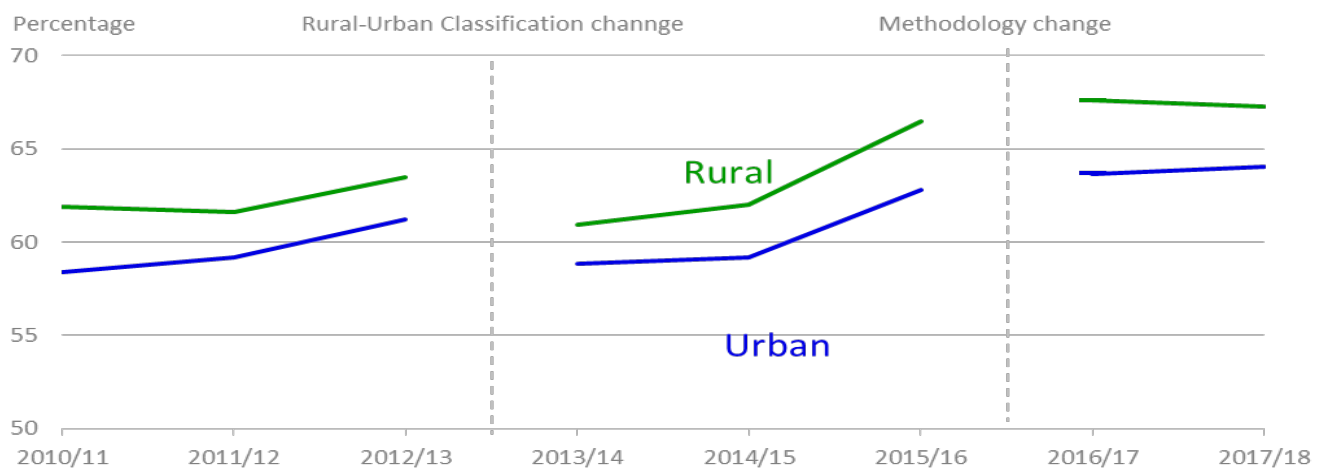
Region	Number of eligible pupils	% achieving English and Maths 9-4 pass
London	76,517	68.4
South East	82,408	66.6
East	58,653	65.2
South West	49,149	65.0
East Midlands	45,419	63.3
North West	71,020	62.9
Yorkshire and the Humber	52,738	62.7
North East	24,681	62.5
West Midlands	58,512	60.9

- 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

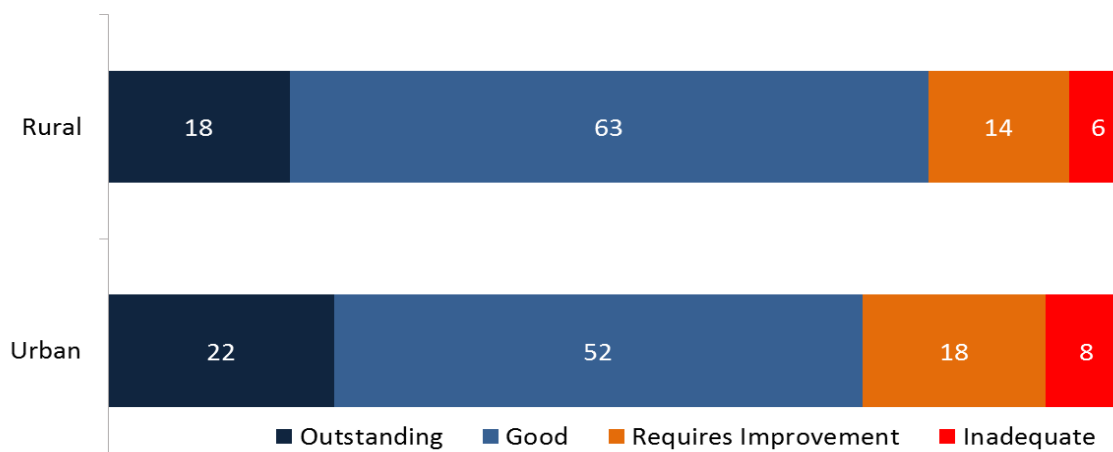
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Rural areas	61.9	61.6	63.5	60.9	62.0	66.5	67.6	67.3
Rural hamlet & isolated dwellings	60.9	60.5	61.4	60.3	61.8	65.5	66.8	65.0
Rural village	62.8	61.6	63.9	61.6	62.8	67.9	67.1	68.3
Rural town & fringe	61.8	61.8	63.9	60.9	61.9	66.4	67.8	67.4
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. IDAC bands are based on 2010 IDACI scores. Information on the latest IDACI can be found at www.gov.uk/government/statistics/english-indices-of-deprivation-2015.

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).

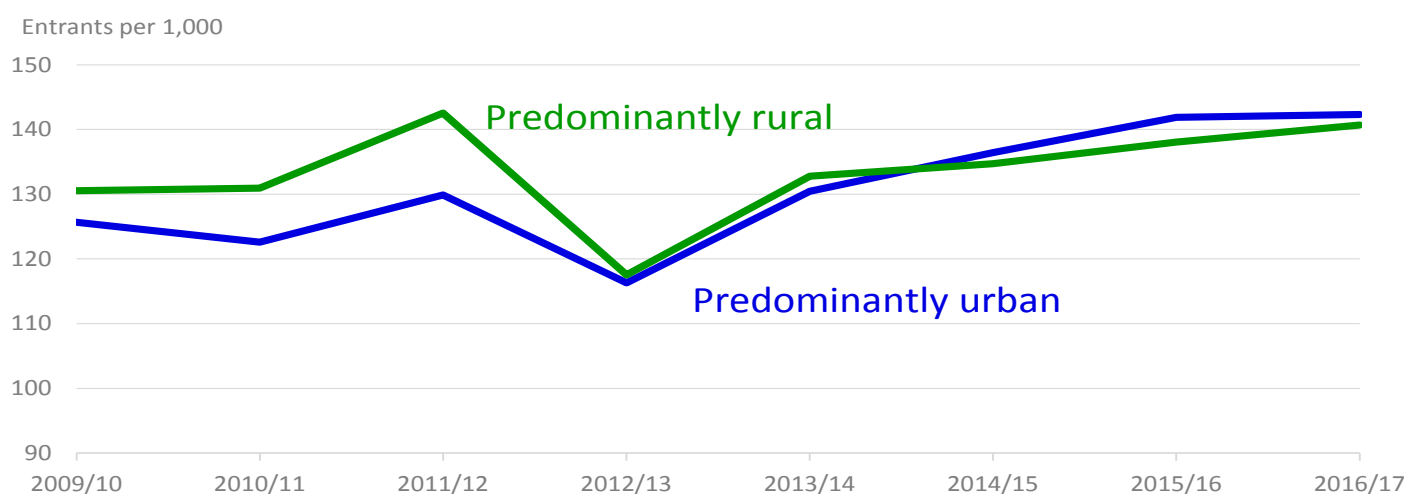
Ofsted Schools Management Information: www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes and Defra analysis. For one secondary school, which had not been inspected, it was not possible to match its location and apply a rural urban classification.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



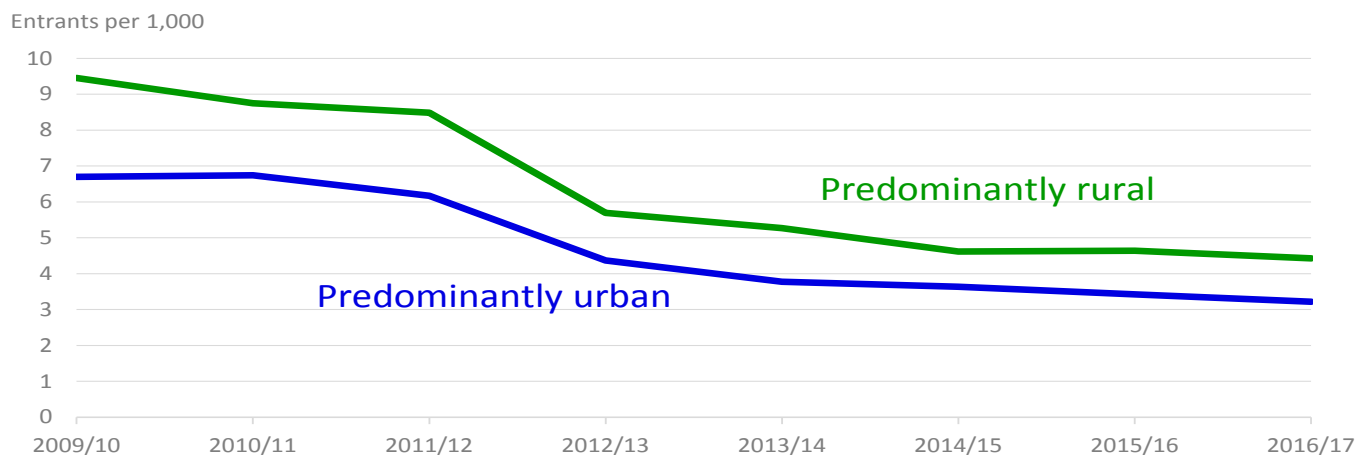
- There has been an increase in the rate of enrolment for full-time courses at higher education institutions in England since 2012/13. This followed a decrease in the previous year that coincided with changes to tuition fee arrangements.
- The rate of entry to higher education by 18 to 20 year olds has 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

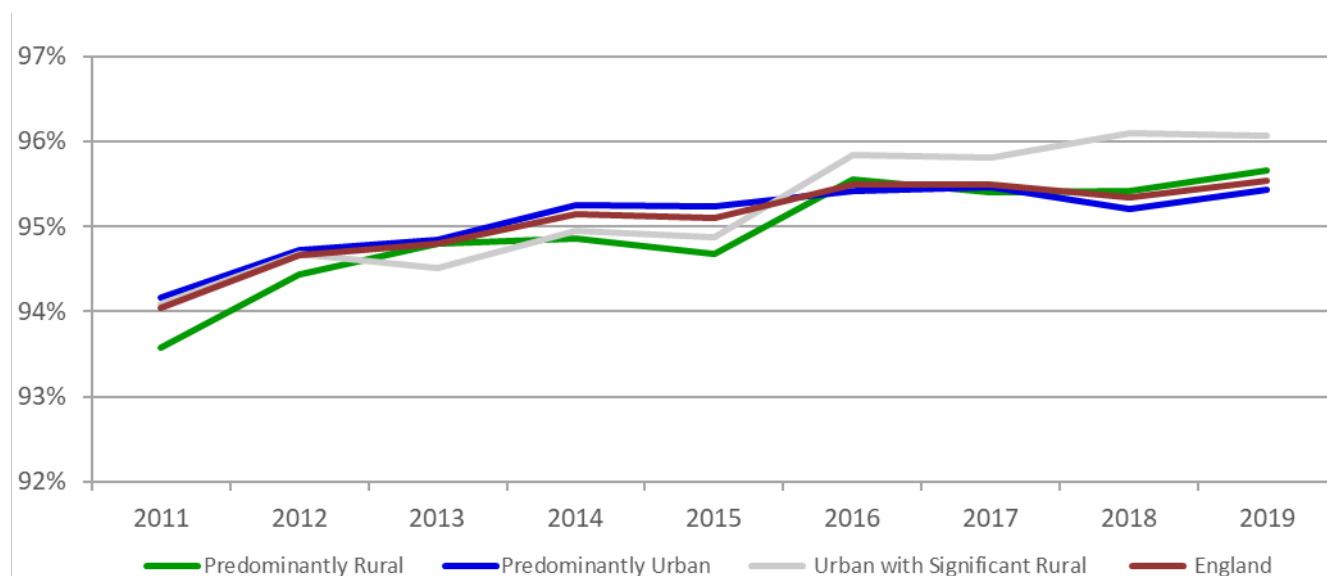
The skills detailed in this section are National Vocational Qualification (NVQ) Level 2 and above – which is equivalent to 5 General Certificates of Secondary Education (GCSE) at Grade A-C, NVQ4 and above – which measures qualifications at Higher National Certificate (HNC), Higher National Diploma (HND) 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 2019 the proportions of working age population with at least one qualification was 95.7 per cent and 95.4 per cent for *predominantly rural areas* and *predominantly urban areas* respectively.
- In 2019, the proportion of working age population with NVQ Level 2 or above working in *predominantly rural areas* was 77.9 per cent which was lower than *predominantly urban areas* at 80.4 per cent.
- In 2019, the proportion of working age population with NVQ Level 4 or above working in *predominantly rural areas* was 37.3 per cent, which was lower than the 47.8 per cent of people working in *predominantly urban areas*.
- In 2019, the proportion of employees, self-employed people and trainees who had received on the job training in the previous 4 weeks working in *predominantly rural areas* was 12.9 per cent compared with 13.5 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 2019



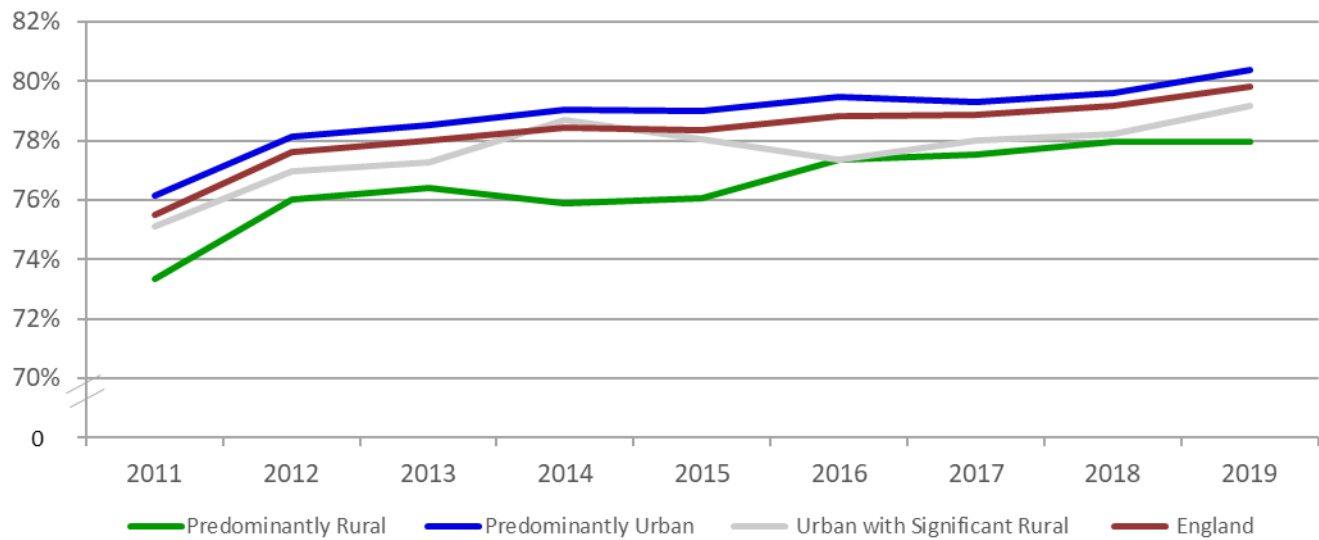
- The proportion of people with at least one qualification has increased in all areas since 2011
- Up to 2015 the proportion of people with at least one qualification was generally higher for those working in *predominantly urban areas* except for 2013 when both *predominantly urban* and *predominantly 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 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Mainly Rural	93.3	94.3	95.2	94.9	94.8	95.5	95.6	95.8	95.8
Largely Rural	93.8	94.5	94.5	94.8	94.6	95.6	95.2	95.1	95.5
Urban with Significant Rural	94.1	94.7	94.5	94.9	94.9	95.8	95.8	96.1	96.1
Urban with City and Town	94.1	94.8	95.0	95.6	95.7	95.5	95.8	95.1	95.6
Urban with Minor Conurbation	94.5	95.1	94.7	94.3	94.8	95.4	95.5	95.8	95.7
Urban with Major Conurbation	94.2	94.6	94.8	95.1	95.0	95.4	95.2	95.2	95.2
Predominantly rural	93.6	94.4	94.8	94.9	94.7	95.5	95.4	95.4	95.7
Predominantly urban	94.2	94.7	94.8	95.2	95.2	95.4	95.5	95.2	95.4
England	94.0	94.7	94.8	95.1	95.1	95.5	95.5	95.3	95.5

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 2019



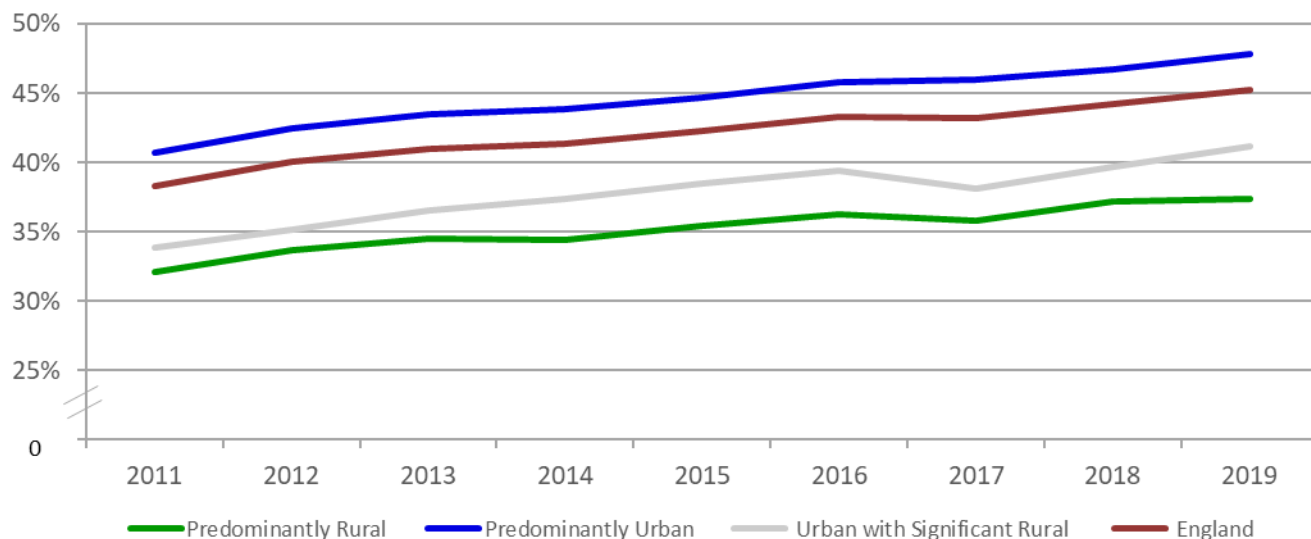
- A higher proportion of people working in *predominantly urban areas* have NVQ Level 2 or above, than people working in *predominantly rural areas*.
- In 2019 in *predominantly rural areas* the proportion was 77.9 per cent, compared with 80.4 per cent in *predominantly urban areas*.

Proportion of working age population with NVQ level 2 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2011 to 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Mainly Rural	72.7	75.7	77.5	76.1	75.9	77.7	77.4	78.0	77.6
Largely Rural	73.9	76.2	75.5	75.8	76.2	77.1	77.6	78.0	78.2
Urban with Significant Rural	75.1	77.0	77.3	78.7	78.0	77.4	78.0	78.2	79.2
Urban with City and Town	75.7	77.5	78.2	78.5	78.6	78.8	79.0	78.9	79.9
Urban with Minor Conurbation	74.8	76.3	76.9	77.1	76.2	79.4	77.4	79.1	80.7
Urban with Major Conurbation	76.7	78.8	79.0	79.7	79.5	80.0	79.7	80.2	80.7
Predominantly rural	73.3	76.0	76.4	75.9	76.1	77.3	77.5	78.0	77.9
Predominantly urban	76.2	78.1	78.5	79.0	79.0	79.5	79.3	79.6	80.4
England	75.5	77.6	78.0	78.4	78.4	78.8	78.8	79.2	79.8

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 2019



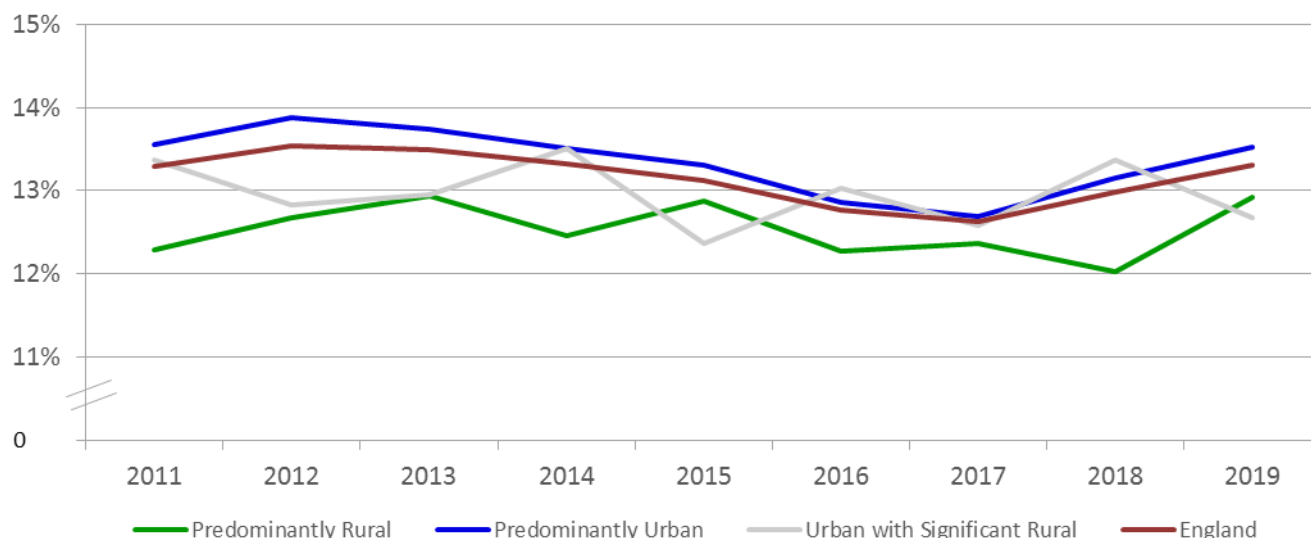
- The proportion of working age population with NVQ Level 4 or equivalent is much higher for people working in *predominantly urban areas*, than those working in rural areas.
- In 2019 in *predominantly urban areas* the proportion with NVQ Level 4 or equivalent was 47.8 per cent compared with 37.3 per 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 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Mainly Rural	32.1	34.5	35.6	35.0	35.1	36.3	33.7	36.3	36.9
Largely Rural	32.2	33.0	33.7	34.1	35.6	36.2	37.4	37.9	37.7
Urban with Significant Rural	33.8	35.2	36.5	37.4	38.5	39.4	38.1	39.7	41.2
Urban with City and Town	36.7	38.6	39.0	39.8	40.2	41.2	41.7	41.9	43.0
Urban with Minor Conurbation	33.8	36.2	36.4	35.6	36.6	37.2	38.4	39.8	42.1
Urban with Major Conurbation	44.6	46.1	47.5	47.7	48.7	49.9	49.8	50.9	51.9
Predominantly rural	32.1	33.7	34.5	34.5	35.4	36.2	35.8	37.2	37.3
Predominantly urban	40.7	42.5	43.4	43.9	44.7	45.8	45.9	46.7	47.8
England	38.3	40.0	41.0	41.4	42.3	43.3	43.3	44.2	45.2

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 2019



- A higher percentage of people working in urban areas received on the job training than people working in rural areas.
- In 2019 in *predominantly urban areas* the percentage receiving on the job training was 13.5 per cent compared with 12.9 per cent in *predominantly rural areas*.

Proportion of employees, self-employed and trainees receiving on the job training in last 4 weeks (workplace based), by Local Authority Classification in England, 2011 to 2019

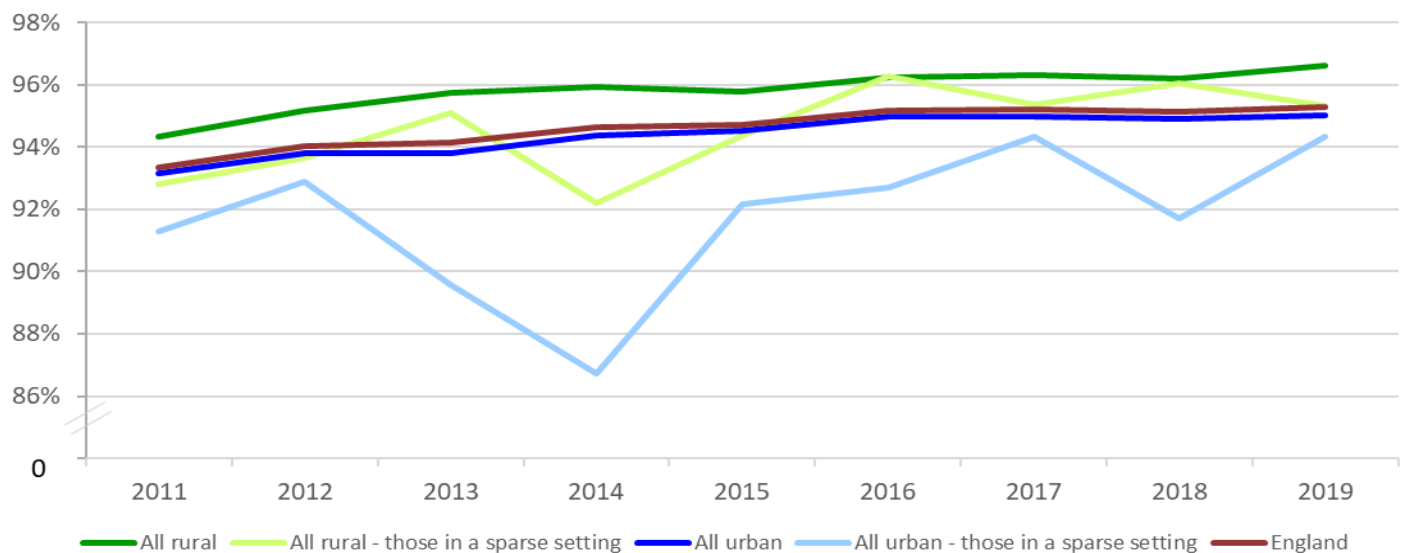
	2011	2012	2013	2014	2015	2016	2017	2018	2019
Mainly Rural	11.9	12.6	13.3	12.4	12.0	12.3	12.5	11.9	12.7
Largely Rural	12.6	12.7	12.7	12.5	13.6	12.3	12.3	12.1	13.1
Urban with Significant Rural	13.4	12.8	13.0	13.5	12.4	13.0	12.6	13.4	12.7
Urban with City and Town	14.3	15.0	14.3	14.0	14.0	13.8	13.6	13.6	14.6
Urban with Minor Conurbation	15.1	15.0	15.5	13.7	16.1	14.4	15.8	16.9	18.0
Urban with Major Conurbation	12.8	12.9	13.1	13.1	12.5	12.0	11.8	12.5	12.3
Predominantly rural	12.3	12.7	12.9	12.5	12.9	12.3	12.4	12.0	12.9
Predominantly urban	13.5	13.9	13.7	13.5	13.3	12.9	12.7	13.2	13.5
England	13.3	13.5	13.5	13.3	13.1	12.8	12.6	13.0	13.3

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 nine years. In 2019, 96.6 per cent of working age people living in *all rural areas* had at least one qualification compared to 95.0 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* for the last nine years.
- The proportion of working age population with NVQ4 was consistently higher for people living in *rural areas* between 2012 and 2016, between 2017 and 2019 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 2019



- In 2019, the proportion of the resident working age population that had at least one qualification was higher in *rural areas* than in *urban areas*, 96.6 per cent and 95.0 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.

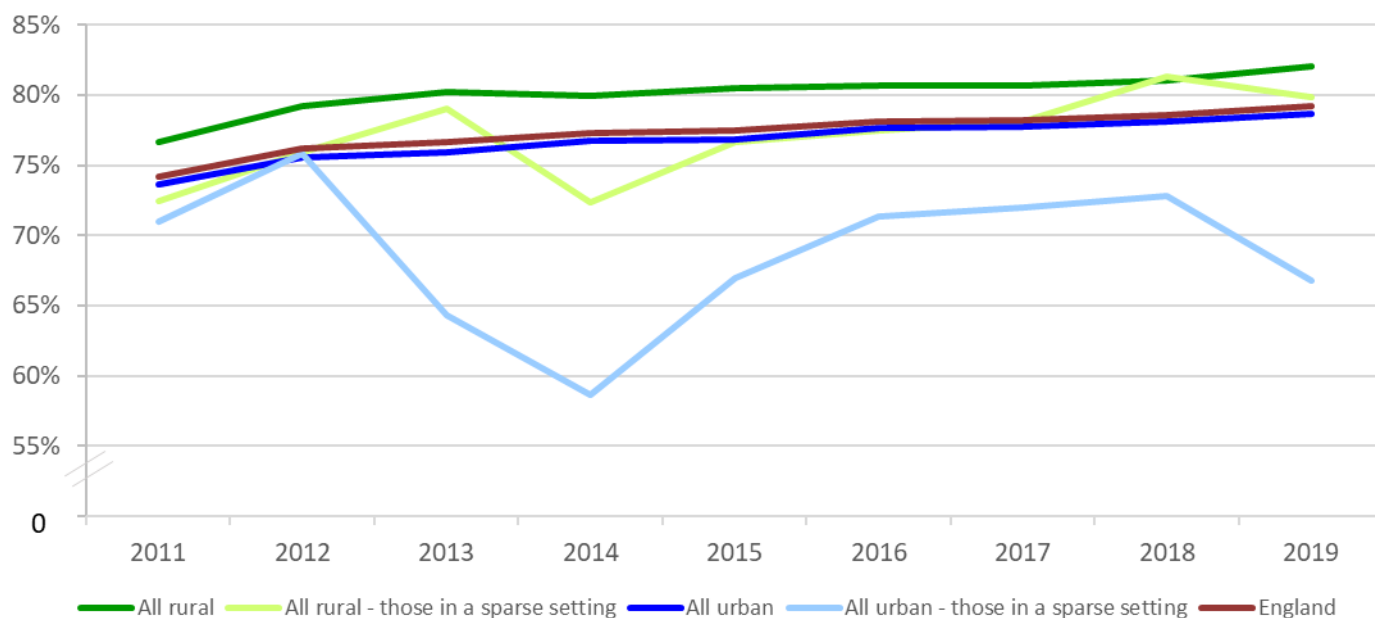
Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2019

percentage

	2011	2012	2013	2014	2015	2016	2017	2018	2019
All rural	94.3	95.2	95.7	95.9	95.8	96.2	96.3	96.2	96.6
those in a sparse setting	92.8	93.6	95.1	92.2	94.4	96.3	95.4	96.0	95.3
All urban	93.2	93.8	93.8	94.4	94.5	95.0	95.0	94.9	95.0
those in a sparse setting	91.3	92.9	89.6	86.7	92.2	92.7	94.3	91.7	94.3
All rural town & fringe	94.5	95.3	95.6	96.1	95.8	96.3	96.3	95.7	96.2
those in a sparse setting	92.1	92.6	94.0	91.9	93.3	95.6	96.2	95.3	95.9
All rural village	94.2	95.3	96.1	96.1	96.2	96.4	96.4	96.9	97.2
those in a sparse setting	95.3	95.8	95.5	91.9	95.3	96.8	95.4	97.1	95.6
All rural hamlet	94.5	95.0	95.8	96.1	95.4	95.8	96.4	96.6	97.2
those in a sparse setting	91.1	92.6	96.0	92.7	95.1	96.7	94.5	95.9	94.3
England	93.4	94.0	94.1	94.7	94.7	95.2	95.2	95.1	95.3

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 2019



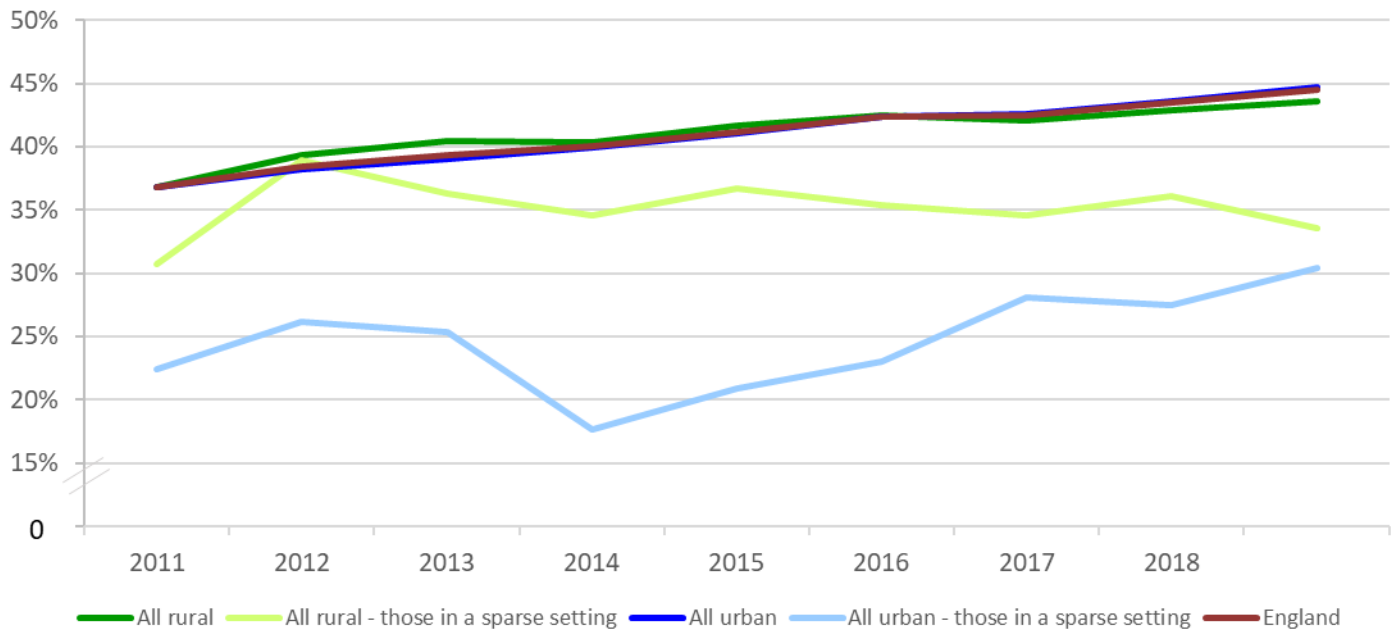
- The proportion of working age population with qualifications at NVQ Level 2 (or equivalent) and above has been consistently highest for people living in *rural areas* between 2011 and 2019. Those living in settlements in a sparse setting show a much greater level of fluctuation over the time period.
- In 2019, the proportion of working age people with qualifications at NVQ Level 2 or above was 82.1 per cent for people living in *rural areas* and 78.7 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 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
All rural	76.7	79.3	80.2	80.0	80.5	80.7	80.7	81.1	82.1
those in a sparse setting	72.5	75.9	79.1	72.4	76.6	77.4	78.1	81.3	79.8
All urban	73.6	75.5	75.9	76.8	76.9	77.7	77.8	78.1	78.7
those in a sparse setting	71.0	75.9	64.3	58.6	66.9	71.4	72.0	72.8	66.8
All rural town & fringe	75.8	78.6	79.4	79.3	79.8	79.7	79.5	79.1	80.8
those in a sparse setting	71.7	72.6	80.4	71.1	72.8	73.8	77.0	80.9	77.6
All rural village	77.4	80.0	80.5	81.3	81.4	82.1	82.3	82.8	83.5
those in a sparse setting	79.2	78.5	78.3	71.4	78.8	80.3	80.8	81.4	79.4
All rural hamlet	79.2	80.9	82.2	81.8	82.0	82.0	82.0	83.7	83.8
those in a sparse setting	66.5	77.1	78.2	74.6	80.1	79.4	76.7	81.8	83.1
England	74.2	76.2	76.7	77.3	77.5	78.2	78.2	78.6	79.3

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 2019



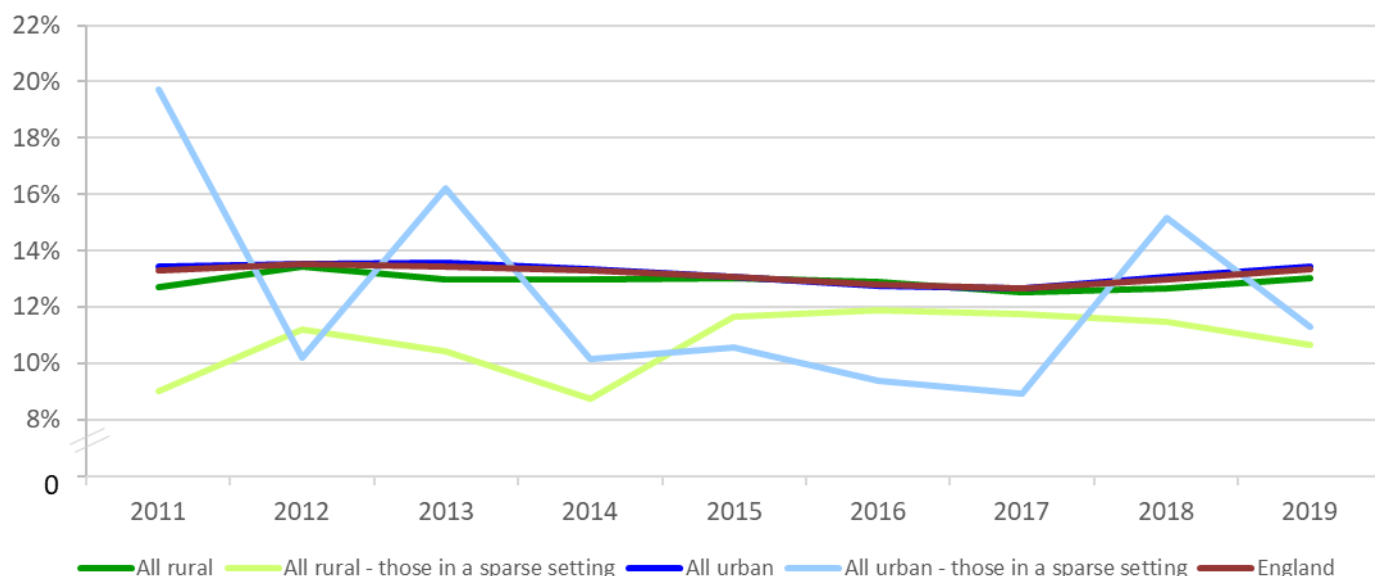
- The proportion of the resident working age population with qualifications at NVQ Level 4 (or equivalent) and above follows a general increase in both *rural* and *urban* areas.
- In 2019, 43.6 per cent of working age people living in *rural* areas had NVQ4 equivalent or above.

Proportion of working age population with NVQ level 4 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2019

	2011	2012	2013	2014	2015	2016	2017	2018	2019
All rural	36.8	39.3	40.4	40.4	41.6	42.5	42.1	42.9	43.6
those in a sparse setting	30.7	38.9	36.3	34.6	36.7	35.4	34.5	36.1	33.6
All urban	36.8	38.2	39.1	40.0	41.1	42.4	42.5	43.6	44.7
those in a sparse setting	22.4	26.2	25.3	17.6	20.9	23.0	28.1	27.5	30.4
All rural town & fringe	33.6	35.9	37.8	38.4	39.0	40.1	39.2	39.6	40.1
those in a sparse setting	31.1	37.3	34.5	33.7	32.3	29.4	27.4	31.5	25.0
All rural village	40.3	42.5	42.1	42.8	44.2	45.3	46.3	47.2	48.0
those in a sparse setting	33.1	38.8	36.0	30.7	36.0	37.6	41.8	38.7	38.2
All rural hamlet	41.8	43.7	46.4	43.3	46.2	46.7	44.8	46.8	48.8
those in a sparse setting	28.0	40.8	38.9	39.0	43.2	41.2	35.1	38.9	39.5
England	36.8	38.4	39.3	40.0	41.2	42.4	42.5	43.5	44.5

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 2019



- 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 2019

	<i>percentage</i>									
	2011	2012	2013	2014	2015	2016	2017	2018	2019	
All rural	12.7	13.4	13.0	13.0	13.0	12.9	12.5	12.7	13.0	
those in a sparse setting	9.0	11.2	10.4	8.8	11.7	11.9	11.8	11.5	10.7	
All urban	13.4	13.5	13.6	13.3	13.1	12.8	12.7	13.1	13.4	
those in a sparse setting	19.7	10.2	16.2	10.1	10.6	9.4	8.9	15.2	11.3	
All rural town & fringe	13.7	14.3	13.1	13.6	13.1	13.0	13.0	13.2	13.2	
those in a sparse setting	10.6	10.4	12.2	10.8	13.4	10.6	13.7	14.4	12.4	
All rural village	12.5	12.7	13.1	13.6	13.5	12.7	12.7	11.8	13.5	
those in a sparse setting	9.5	9.7	9.9	6.5	11.9	15.9	11.2	8.1	11.1	
All rural hamlet	11.3	12.8	13.1	11.3	12.3	13.3	10.8	13.0	12.4	
those in a sparse setting	6.9	13.8	8.8	8.6	9.1	9.6	10.3	11.4	8.1	
England	13.3	13.5	13.5	13.3	13.1	12.8	12.6	13.0	13.4	

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

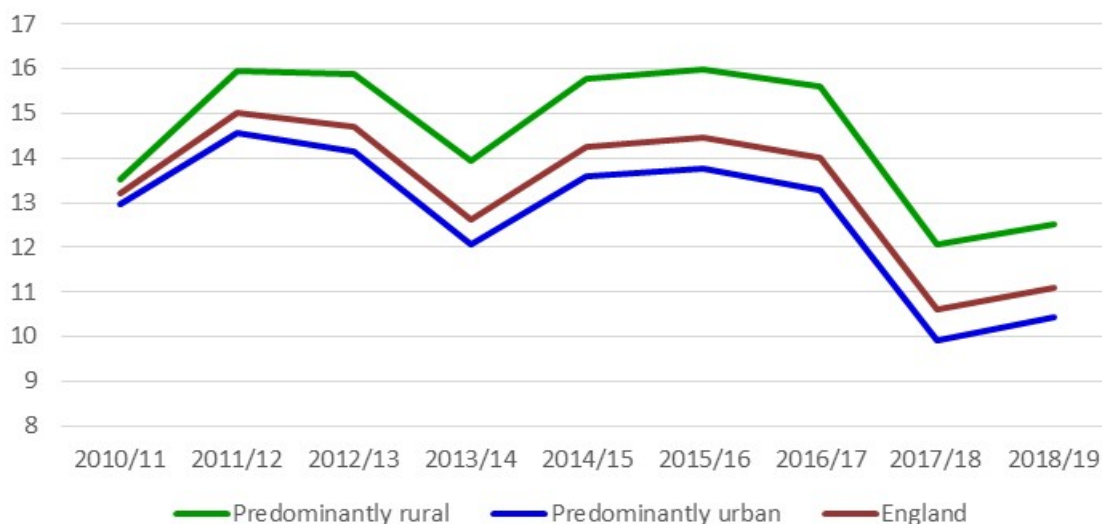
Apprenticeships

Apprentices are aged 16 or over and combine working with studying to gain skills and knowledge in a specific job. They can be new or current employees and must be paid at least the minimum wage.

As of May 2017, reforms were made to how apprenticeship funding works, including the introduction of the apprenticeship levy and apprenticeship service. The profile of apprenticeship starts changed significantly since the introduction of the levy which, along with the introduction of apprenticeship standards (that are replacing frameworks), has impacted on the number and nature of apprenticeship starts and participation.

The apprenticeship levy is a compulsory tax on employers in England to help fund the development and delivery of apprenticeships, with the aim of improving the quality and quantity of those available. For further information on the apprenticeship levy see the [policy paper 'Apprenticeship Levy'](#).

Apprenticeship starts per 1,000 working age population, by Parliamentary Constituency level Classification, in England, 2010/11 to 2018/19



In 2018/19 there were 12.5 apprenticeship starts per 1,000 working age population in predominantly rural areas, compared with 10.4 apprenticeship starts in predominantly urban areas.

These numbers show a small increase on 2017/18 apprenticeship starts.

Numbers of apprenticeship starts have fluctuated over time, however the relationship between rural and urban area types has remained the same with apprenticeship starts per 1,000 working age population consistently higher in rural areas.

Apprenticeship starts per 1,000 working age population, by Parliamentary Constituency level 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
Mainly Rural	13.5	16.3	16.4	14.5	16.7	16.8	16.0	12.7	12.8
Largely Rural	13.6	15.5	15.3	13.3	14.8	15.2	15.1	11.4	12.2
Urban with Significant Rural	14.0	16.1	15.9	13.6	15.7	16.2	15.7	12.3	12.8
Urban with City and Town	13.7	15.7	15.6	13.2	14.7	14.9	14.6	11.0	11.5
Urban with Minor Conurbation	15.4	17.6	16.6	15.0	16.9	17.1	16.0	10.7	11.2
Urban with Major Conurbation	12.1	13.4	12.7	10.9	12.4	12.6	12.0	9.0	9.6
Predominantly rural	13.5	15.9	15.9	13.9	15.8	16.0	15.6	12.1	12.5
Predominantly urban	13.0	14.6	14.1	12.1	13.6	13.8	13.3	9.9	10.4
England	13.2	15.0	14.7	12.6	14.3	14.5	14.0	10.6	11.1

Notes:

Numbers are a count of the number of starts at any point during the period. Learners starting more than one Apprenticeship will appear more than once.

Geography is based upon the home postcode of the learner. Analysis is based on Parliamentary Constituency level data. Working age population are those aged 16 to 64.

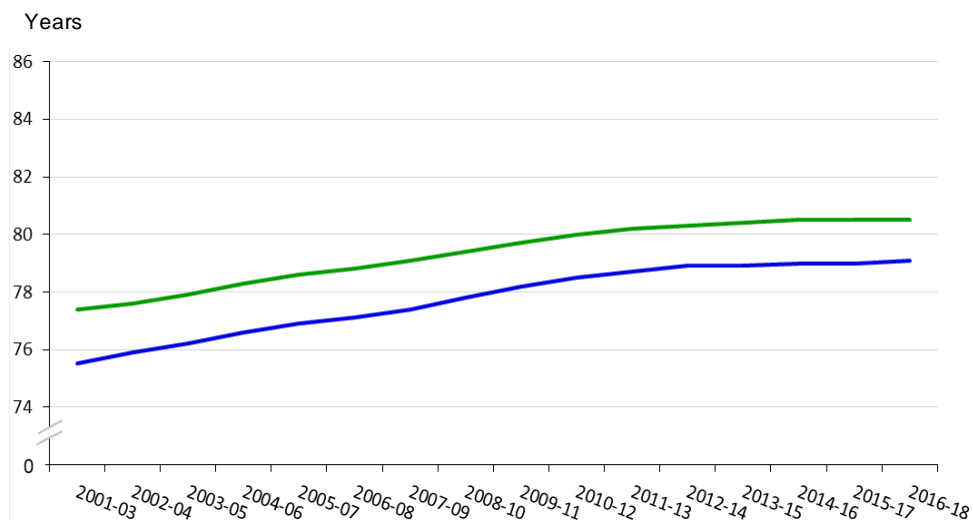
Source: [ONS published data on Apprenticeship starts by Parliamentary Constituency since May 2010](#).

Health and Wellbeing

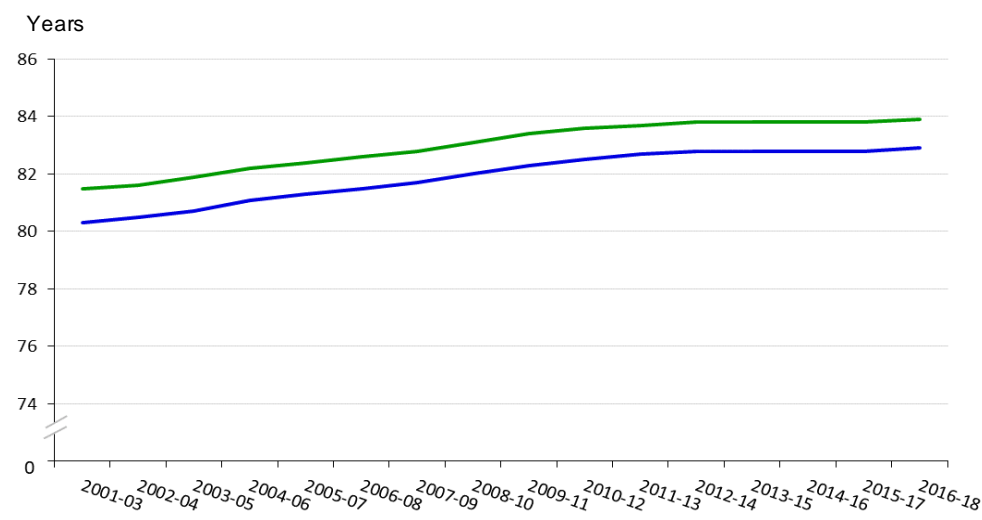
- **Average life expectancy was highest in *Mainly Rural* areas:** On average, people born in *Mainly Rural* areas in 2016-18 are expected to live two years longer than people born in *Urban with Minor Conurbation* areas.
- The average life expectancy in 2016-18 was 79.6 years for men and 83.2 years 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 2016-2018, the highest rate of PYLL was in *Urban with Minor Conurbation* areas at 478 years of life lost per 10,000 population. The lowest rate of PYLL was in *Mainly Rural* areas, at 371 years of life lost per 10,000 population.
- **Infant mortality is lower in *rural areas* than in *urban areas*:** In 2015, the infant mortality rate in *rural areas* was 3.1 deaths per 1,000 live births, compared with 4.0 deaths per 1,000 live births in *urban areas*.

Life expectancy

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



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



Notes: In April 2019, two new unitary authorities were created. Figures based on the new boundaries are presented in the 2016-18 data.

1. Dorset UA comprises part of the former Dorset county (East Dorset, North Dorset, Purbeck, West Dorset, Weymouth and Portland districts)
2. Bournemouth, Christchurch and Poole have been combined into a single UA

- Life expectancy has increased in *Predominantly Urban* and *Predominantly Rural* areas since 2001-03 to 2016-18, with levels remaining largely the same in 2016-18 as they were in 2015-17.
- In 2016-18 the average England life expectancy for men was 79.6 years and 83.2 years for women. This means that a newborn boy born in England can on average, expect to live to 79.6 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 83.2 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	2016-18
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	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	80.4
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	79.1
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	79.2
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	78.7
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	80.2
Predominantly Rural	77.4	77.6	77.9	78.3	78.6	78.8	79.1	79.4	79.7	80.0	80.2	80.3	80.4	80.5	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	79.1
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	79.6

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	2016-18
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	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	83.7
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	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	83.1
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	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	83.7
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	83.9
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	82.9
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	83.2

Notes: Weighted average is calculated using NOMIS mid-year population estimates by Local Authority and using RUCLAD 2011. 2016-18 population data uses the new unitary authority boundaries created in April 2019.

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 478 years of life lost per 10,000 population.

The lowest rate of PYLL was in *Mainly Rural* areas, at 371 years of life lost per 10,000 population.

Years of life lost per 10,000 population for all causes, by Local Authority classification, England, 2016-18

All Causes	
Mainly Rural	371
Largely Rural	395
Urban with Significant Rural	395
Urban with City and Town	459
Urban with Minor Conurbation	478
Urban with Major Conurbation	447
Predominantly urban	454
Predominantly rural	385
England	432

Years of life lost due to mortality from all causes, England, 2016-18



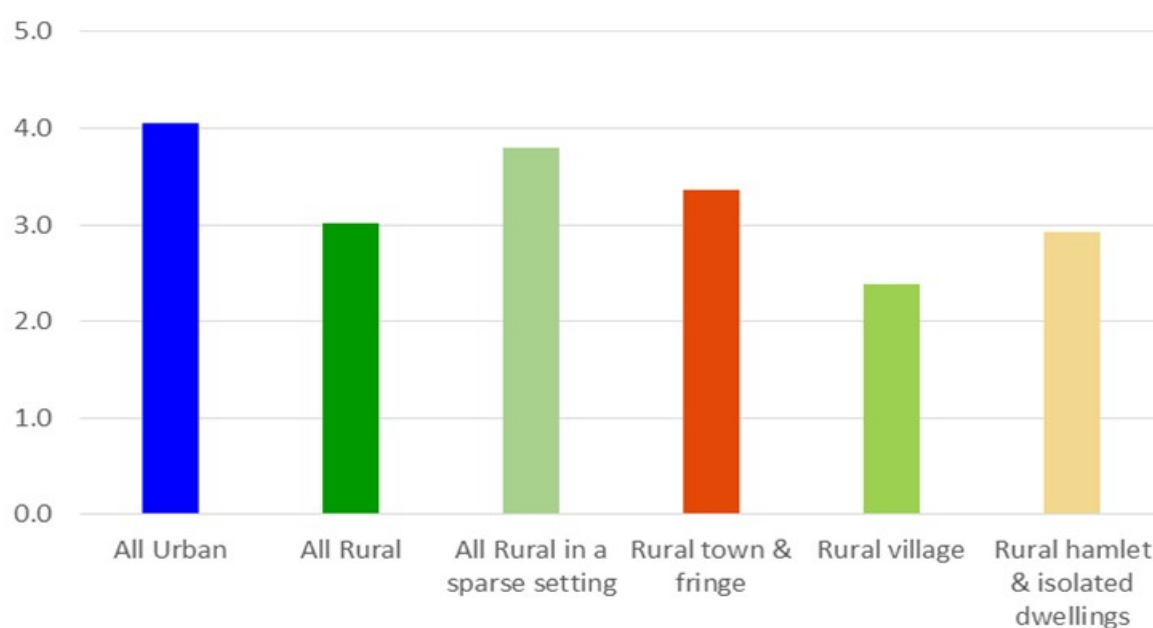
Notes: PYLL measures the average number of years a person would have lived had they not died prematurely (age 1 to 74), per 10,000 population. Data are based on the original underlying cause of death measured by directly age-standardised rates. Data for 2016-2018 are pooled and weighted by the 2017 NOMIS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

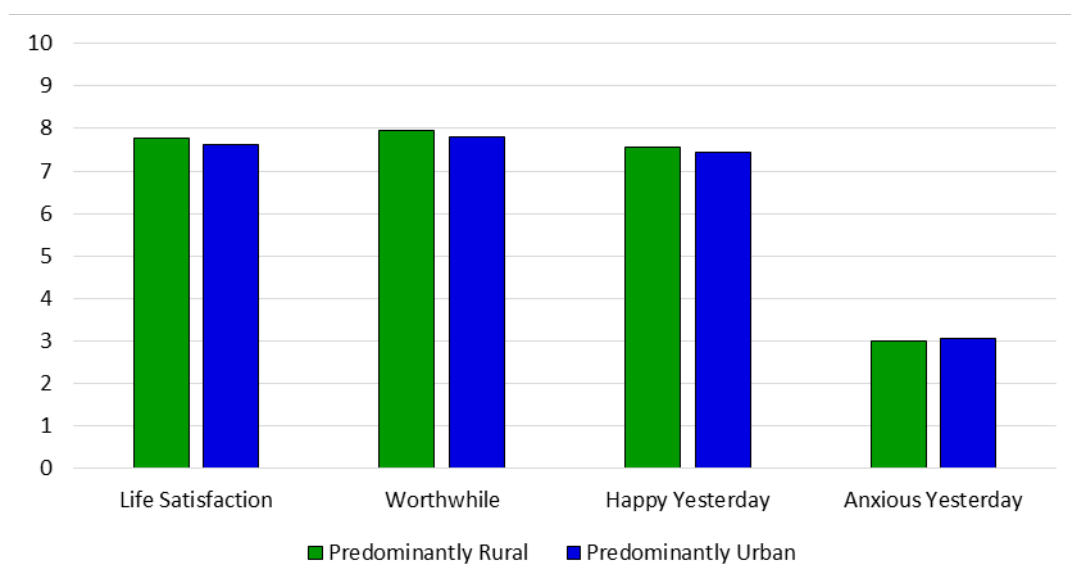
Notes: Infants are defined as less than one year old. There are many factors that can influence the IMR, including birth weight, mothers' age, and socio-economic status.

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

Wellbeing

- In 2019/20 on average people living in *predominantly rural* areas rated their wellbeing as slightly better than those in *predominantly urban* areas, although the difference is small. Individuals were asked questions on life satisfaction, how happy and how anxious they were yesterday and how worthwhile the things they do are (in respect of being anxious, a lower score indicates a more positive response).
- The difference in wellbeing ratings between rural and urban areas is small but consistent across these four measures over time.
- It should be noted that the populations in rural and urban areas differ, particularly in age structure and in terms of others measures such as deprivation. Such differences are likely to affect reported measures of wellbeing, so comparisons should be made with caution.

Average ratings (out of ten) on four measures of wellbeing, by rural and urban areas in England, 2019/20

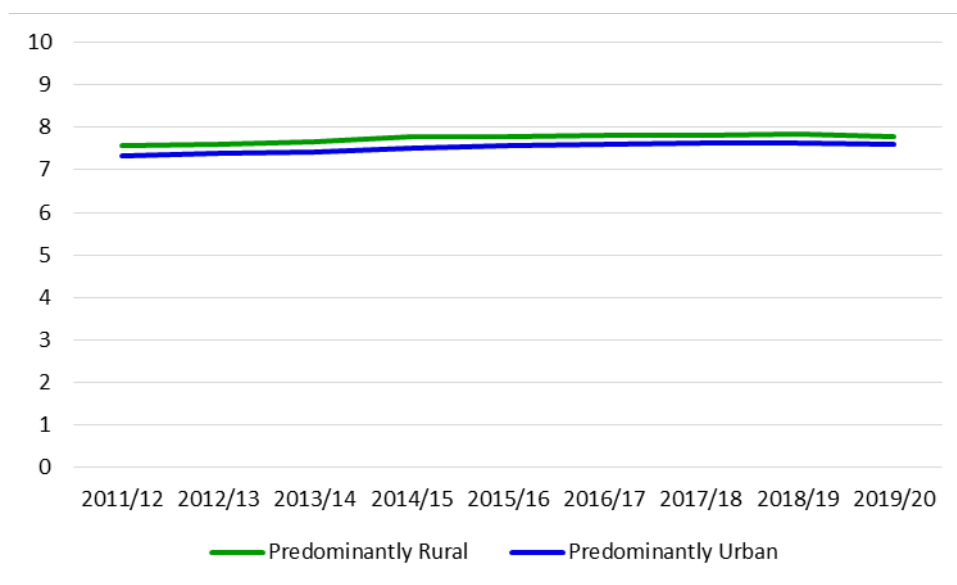


Average ratings (out of ten) on four measures of wellbeing, by local authority rural-urban classification in England, 2019/20

	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	7.6	7.8	7.4	3.1
Urban with Minor Conurbation	7.6	7.9	7.4	3.2
Urban with City and Town	7.7	7.9	7.5	3.0
Urban with Significant Rural	7.7	7.9	7.5	3.0
Largely Rural	7.7	7.9	7.6	3.0
Mainly Rural	7.8	8.0	7.6	3.0
Predominantly Urban	7.6	7.8	7.4	3.1
Predominantly Rural	7.8	8.0	7.6	3.0
England	7.7	7.9	7.5	3.0

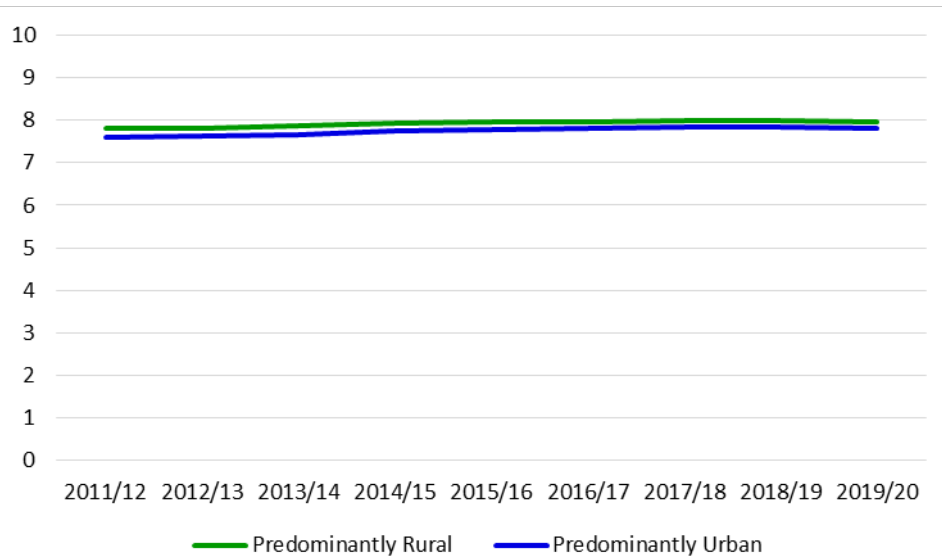
- When asked ‘Overall, how satisfied are you with your life nowadays?’ on a scale from 0 to 10, where 0 is ‘not at all satisfied’ and 10 is ‘completely satisfied’ those living in *predominantly rural* areas gave an average rating of 7.77 compared with an average rating of 7.61 given by those living in *predominantly urban* areas.
- When asked ‘Overall, to what extent do you feel the things you do in your life are worthwhile?’ on a scale from 0 to 10, where 0 is ‘not at all worthwhile’ and 10 is ‘completely worthwhile’ those living in *predominantly rural* areas gave an average rating of 7.96 compared with an average rating of 7.81 given by those living in *predominantly urban* areas.
- When asked ‘Overall, how happy did you feel yesterday?’ on a scale from 0 to 10, where 0 is ‘not at all happy’ and 10 is ‘completely happy’ those living in *predominantly rural* areas gave an average rating of 7.57 compared with an average rating of 7.44 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 3.01 compared with an average rating of 3.07 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, 2011/12-2019/20



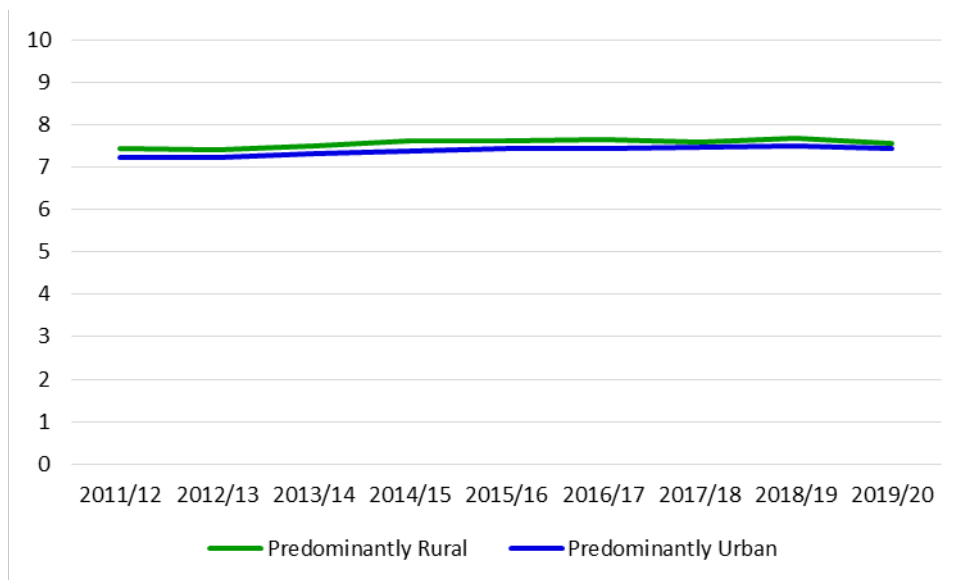
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Predominantly Rural	7.58	7.59	7.66	7.78	7.79	7.82	7.80	7.84	7.77
Predominantly Urban	7.32	7.38	7.42	7.53	7.58	7.61	7.62	7.64	7.61
England	7.40	7.44	7.50	7.60	7.64	7.67	7.68	7.71	7.65

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, 2011/12-2019/20



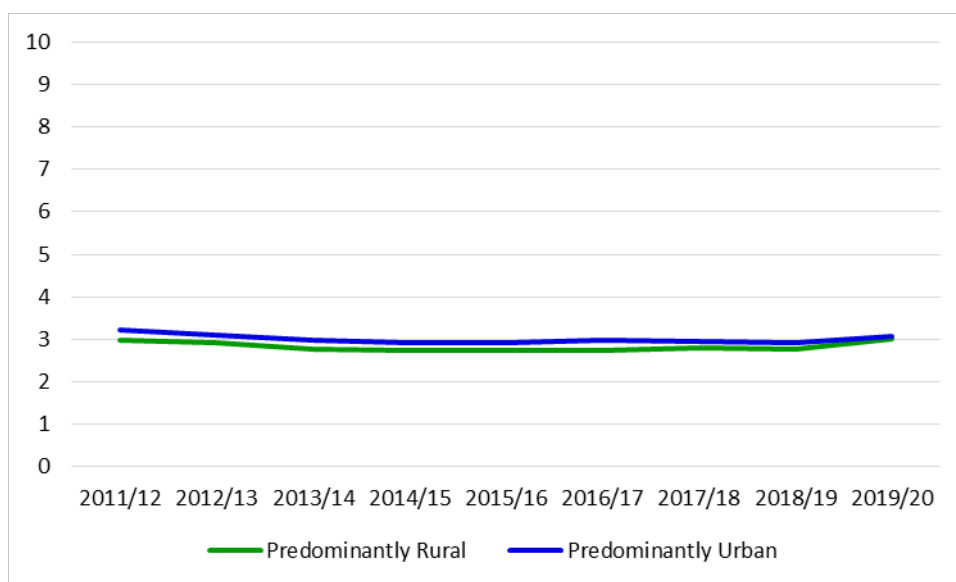
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Predominantly Rural	7.81	7.82	7.86	7.95	7.96	7.97	7.99	7.99	7.96
Predominantly Urban	7.59	7.63	7.67	7.75	7.78	7.81	7.83	7.83	7.81
England	7.66	7.69	7.73	7.82	7.83	7.86	7.88	7.88	7.86

Average ratings (out of ten) on the question “Overall, how happy did you feel yesterday?”, by local authority rural-urban classification in England, 2011/12-2019/20



	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Predominantly Rural	7.44	7.40	7.51	7.61	7.61	7.65	7.60	7.67	7.57
Predominantly Urban	7.21	7.24	7.33	7.39	7.43	7.45	7.48	7.51	7.44
England	7.29	7.29	7.38	7.46	7.47	7.51	7.52	7.56	7.48

Average ratings (out of ten) on the question “Overall, how anxious did you feel yesterday?”, by local authority rural-urban classification in England, 2011/12-2019/20



	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Predominantly Rural	2.97	2.92	2.78	2.72	2.74	2.74	2.78	2.78	3.01
Predominantly Urban	3.21	3.09	2.99	2.92	2.93	2.98	2.96	2.92	3.07
England	3.14	3.04	2.93	2.86	2.87	2.91	2.90	2.87	3.05

- There was a very slight upward trend in the ratings for ‘life satisfaction’, ‘life worthwhile’ and ‘happiness yesterday’ across rural and urban areas between 2011/12 and 2018/19. However in 2019/20 there was a slight decrease in these ratings.
- Ratings of ‘anxiousness yesterday’ fell in both rural and urban areas between 2011/12 and 2014/15 before rising steadily again in rural areas with ratings in 2019/20 being the highest so far in the time period.
- The differences between rural and urban areas are very small, however those living in *predominantly rural* areas consistently show slightly better ratings of reported wellbeing than those living in *predominantly urban* areas over this time period.

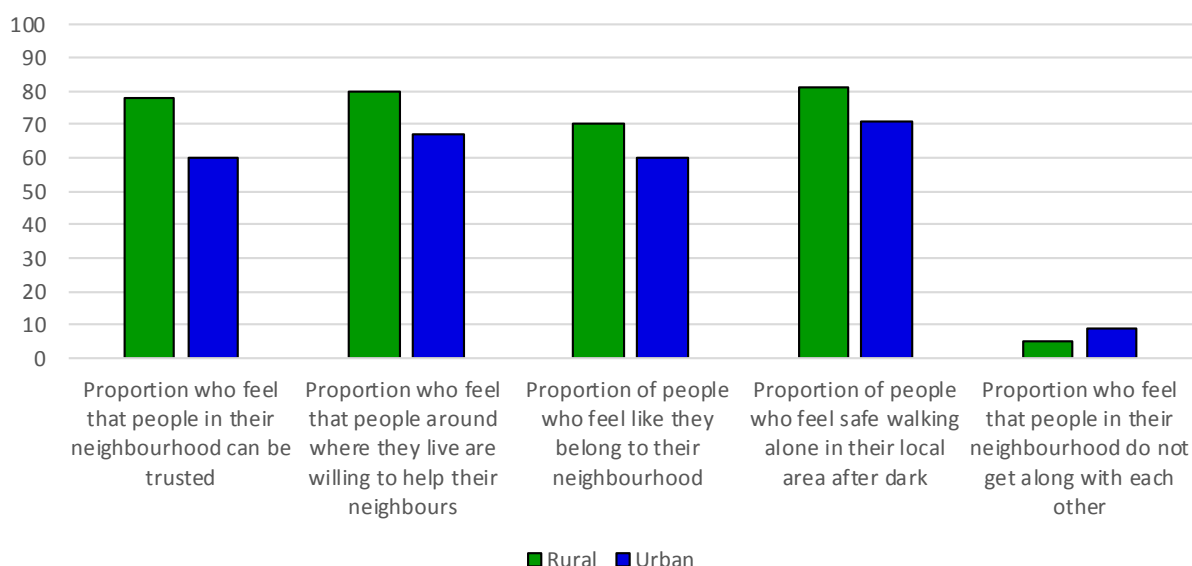
Notes:

These data were originally collected as part of the Annual Population Survey (APS). The data presented here are reflective of the position for March 2019-March 2020.

Source: [ONS Annual personal well-being estimates](#)

- 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 2019/20, the rate of violence against the person was 23.1 per 1,000 population in *predominantly rural* areas compared with 30.4 per 1,000 population in *predominantly urban* areas.
- The rate of sexual offences in *predominantly rural* areas was 2.3 per 1,000 population in 2019/20, compared with 2.7 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 9.1 per 1,000 population in *predominantly urban* areas in 2019/20.

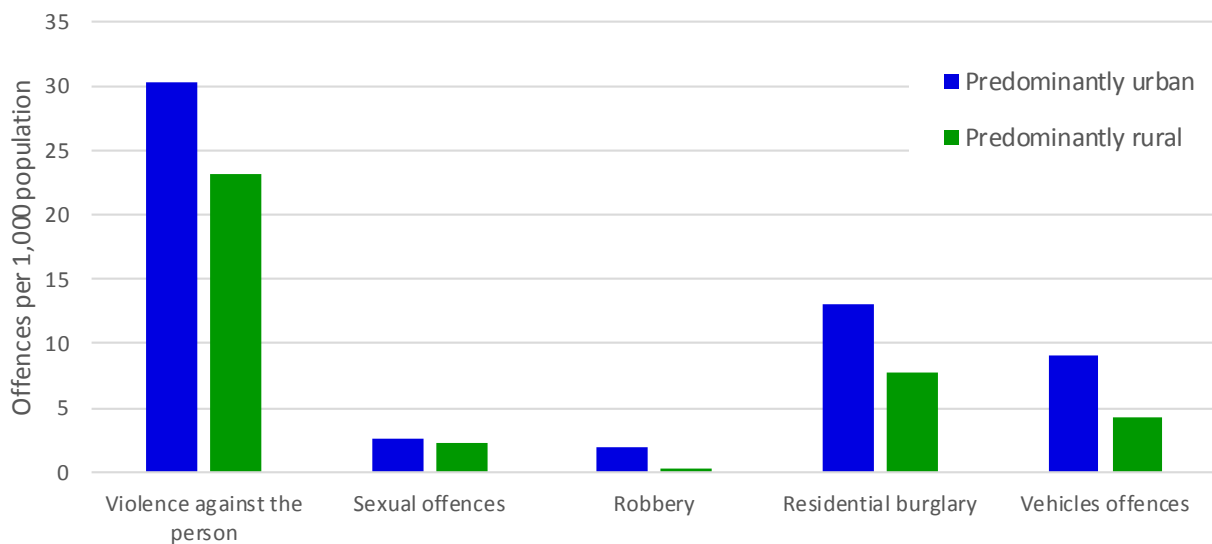
The way crimes are recorded by the police and the likelihood of victims reporting crimes may change over time. Figures on recorded crime may not be a reliable measure of year on year trends.

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 2020':

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingmarch2020>

Police recorded crime rates per 1,000 population, by offence type and Community Safety Partnership area, in England, 2019/20



- In 2019/20, 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 16.8 recorded acts of violent crime per 1,000 population, and highest in *urban city and town*, at 34.7 recorded acts of violent crime per 1,000 population. This category included two new items for 2018/19, alongside the existing ones of *homicide, violence with injury* and *violence without injury*. The two new items were *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 1.8 recorded acts of sexual crime per 1,000 population, and highest in *urban with city and town* areas, at 3.2 recorded acts of sexual crime per 1,000 population.
- **Robbery offences:** the lowest rate of robbery offences was recorded in *mainly rural* areas at 0.2 offences per 1,000 population, compared with the highest rate of 2.7 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 4.7 offences per 1,000 population, compared with the highest rate of 15.7 which was recorded in *urban areas with minor conurbations*.
- **Vehicle offences:** the rate was lowest in *mainly rural* areas, where there were 2.9 vehicle offences per 1,000 people compared with 10.4 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, 2019/20

	Violence against the person	Sexual offences	Robbery	Domestic burglary	Vehicle offences
Urban with major conurbation	26.9	2.3	2.7	14.4	10.4
Urban with minor conurbation	32.7	3.1	1.2	15.7	8.9
Urban with city and town	34.7	3.2	1.1	11.0	7.3
Urban with significant rural	23.9	2.1	0.5	7.7	4.8
Largely rural	27.2	2.6	0.4	9.9	5.2
Mainly rural	16.8	1.8	0.2	4.7	2.9
Predominantly urban	30.4	2.7	2.0	13.1	9.1
Predominantly rural	23.1	2.3	0.3	7.7	4.3
England	28.0	2.5	1.5	11.2	7.5

Source: ONS, *Recorded crime data at Community Safety Partnership*:

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

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.

Commercial Victimisation Survey

- The Commercial Victimisation Survey (CVS) has been commissioned by the Home Office annually since 2012 to record the nature and extent of crime committed against business premises across a number of industry types in England and Wales, including agriculture, forestry and fishing.

Proportion of Agriculture, Forestry and Fishing premises that experienced crime in the last 12 months, by number of employees.

	Agriculture, Forestry and Fishing			All Agriculture, Forestry and Fishing premises
	1–9 employees	10–49 employees	50+ employees	
Burglary with entry	9	25	-	9
Attempted burglary	4	16	-	5
All burglary (inc. attempts)	11	30	-	11
Vandalism	8	21	-	9
Theft of vehicles	1	7	-	1
Theft from vehicles	1	14	-	2
All vehicle-related theft	3	15	-	3
All robbery (inc. attempts)	1	3	-	1
Assaults and threats	2	9	-	2
Thefts by customers	1	6	-	1
Thefts by employees	0	3	-	0
Thefts by others	1	1	-	1
Thefts by unknown persons	6	11	-	6
All theft	7	17	-	8
Fraud by employees	0	1	-	0
Fraud by others	0	3	-	1
Fraud by unknown persons	3	5	-	3
All fraud	4	9	-	4
ALL CVS CRIME	25	51	-	26

- 26 per cent of business premises in the Agriculture, Forestry and Fishing sector experienced crime in 2018, compared with 30 per cent in 2013.
- Medium-sized businesses in this sector experienced a higher crime rate compared with larger and smaller businesses.
- In 2018 premises were most likely to experience burglary (including attempts) with 11 per cent of premises having experienced burglary.
- Although vandalism accounted for a third of incidents, only 9 per cent of premises had experienced this crime type, suggesting a relatively high repeat victimisation rate.

Number of incidents (000s)

	All Agriculture, Forestry and Fishing premises (000s)	Crime type as a percentage of all incidents
All burglary (inc. attempts)	17	22
Vandalism	27	34
All vehicle-related theft	3	4
All robbery (inc. attempts)	2	2
Assaults and threats	5	7
All theft	12	16
All fraud	13	16
ALL CVS CRIME	79	100

- The most common crime type was vandalism accounting for 34 per cent of all incidents, while burglary accounted for 22 per cent (including attempts), and fraud accounted for 16 per cent.

Crime Survey for England & Wales

- The Crime Survey monitors the extent of crime in England and Wales. It is used to evaluate and develop crime reduction policies and provides vital information about the changing levels of crime over the last 30 years.

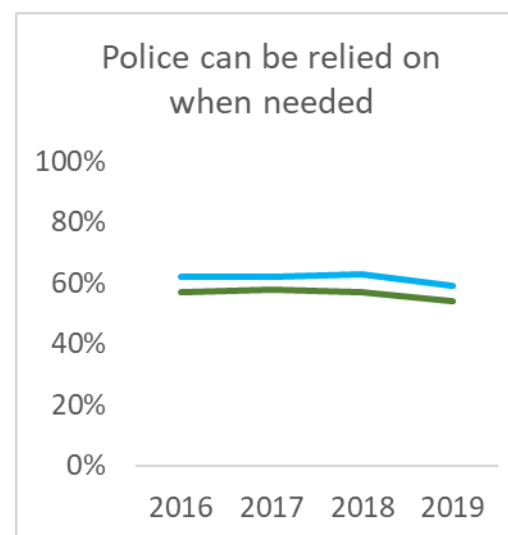
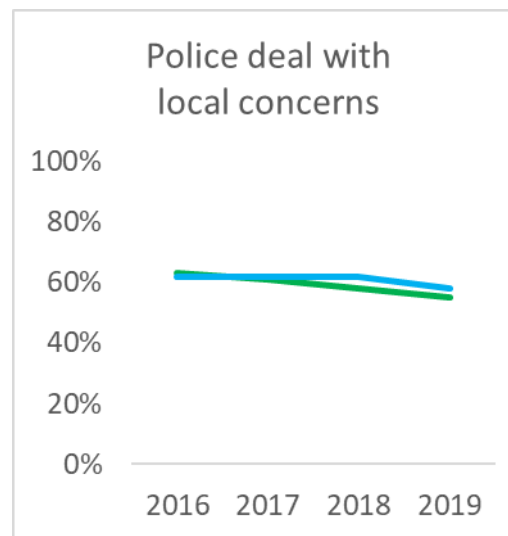
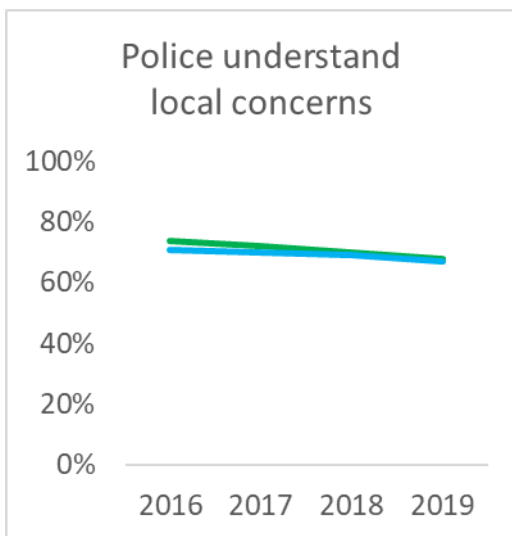
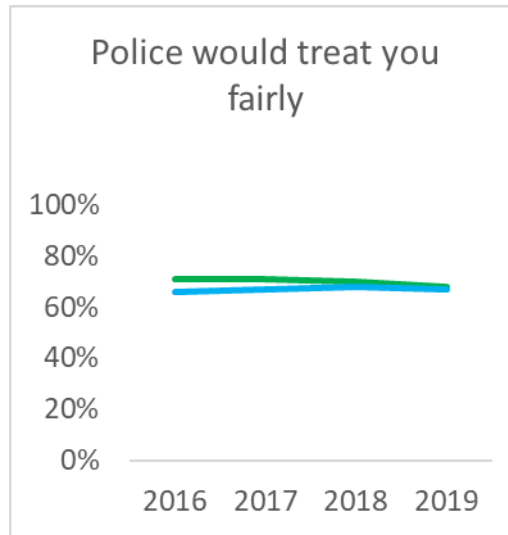
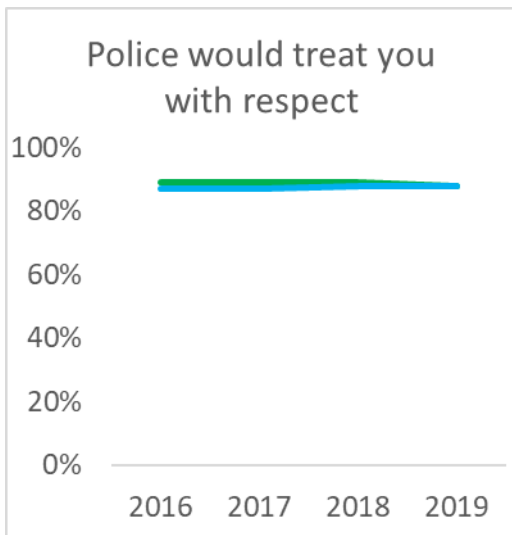
Percentage of people who agree with the listed perceptions of local police, crime levels and worries in both rural and urban areas.

percentages

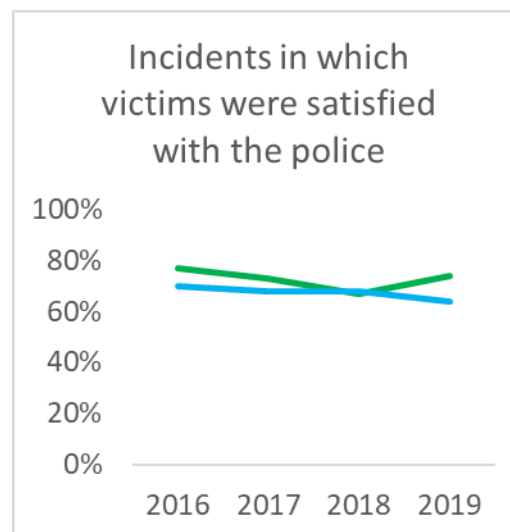
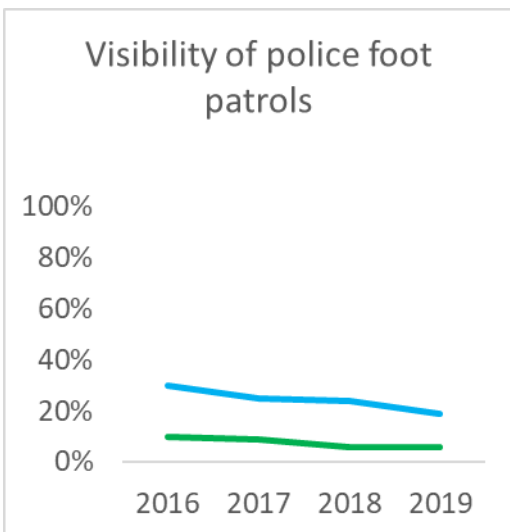
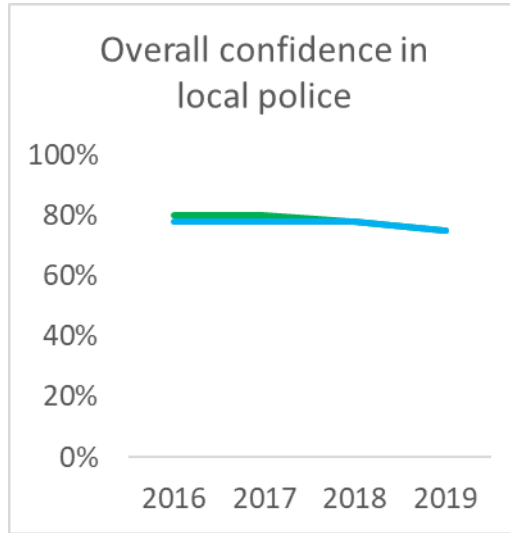
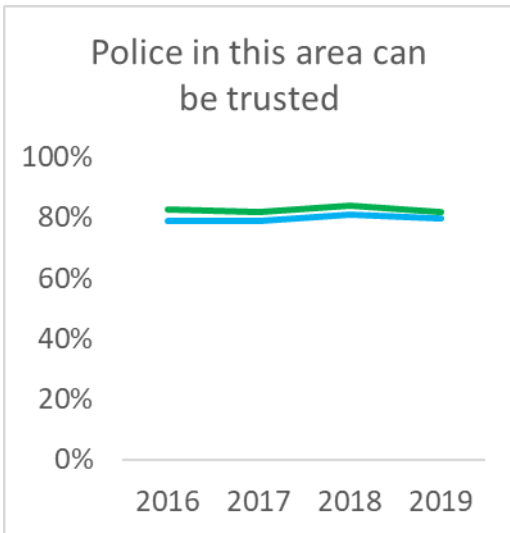
Perception	Rural areas				Urban areas			
	2016	2017	2018	2019	2016	2017	2018	2019
Police are doing a good/excellent job	63	63	62	57	62	62	62	58
Police can be relied on when needed	57	58	57	54	62	62	63	59
Police would treat you with respect	89	89	89	88	87	87	88	88
Police would treat you fairly	71	71	70	68	66	67	68	67
Police understand local concerns	74	72	70	68	71	70	69	67
Police deal with local concerns	63	61	58	55	61	61	60	56
Police in this area can be trusted	83	82	84	82	79	79	81	80
Overall confidence in local police	80	80	78	75	78	78	78	75
Visibility of police foot patrols	10	9	6	6	30	25	24	19
Incidents in which victims were satisfied with the police	77	73	67	74	70	68	68	64
Nationally crime has gone up 'a little' or 'a lot' in the past few years	59	64	71	82	60	63	72	81
Locally crime has gone up 'a little' or 'a lot' in the past few years	24	30	36	41	33	39	45	52
Worry about burglary	6	7	7	7	12	11	11	11
Worry about car crime	4	4	4	4	7	8	7	7
Worry about violent crime	6	7	8	5	13	12	13	11
High level of perceived anti-social behaviour	3	2	3	2	13	11	11	9

Perceptions of the local police

— Rural areas — Urban areas



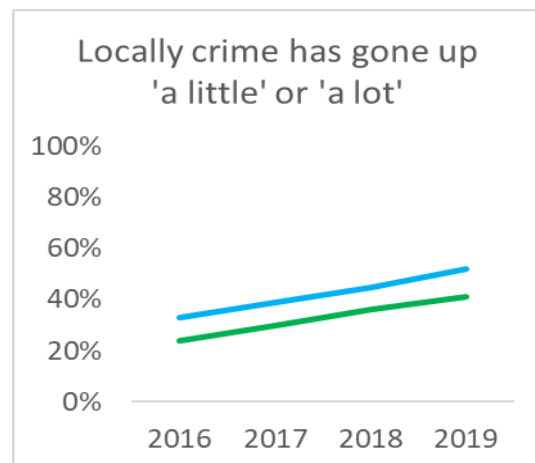
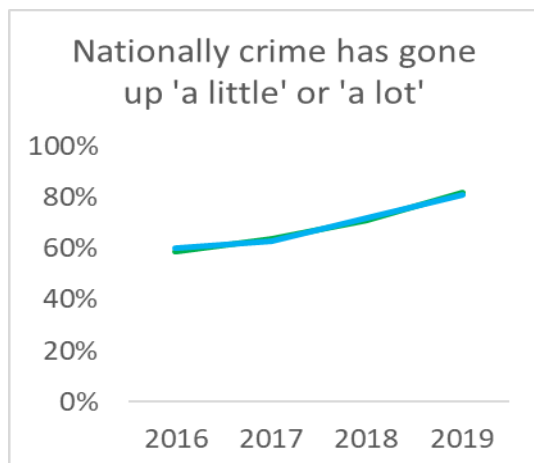
— Rural areas — Urban areas



- There is little difference in people’s perceptions of the local police between rural and urban areas overall.
- Both rural and urban areas have seen a decline in some measures of perception such as police dealing with local concerns.
- Fewer people in rural areas felt there was high visibility of police foot patrols, but a higher proportion of victims were satisfied with the police than in urban areas. However, declines in these measures have been in both rural and urban areas.

Perceptions of crime levels

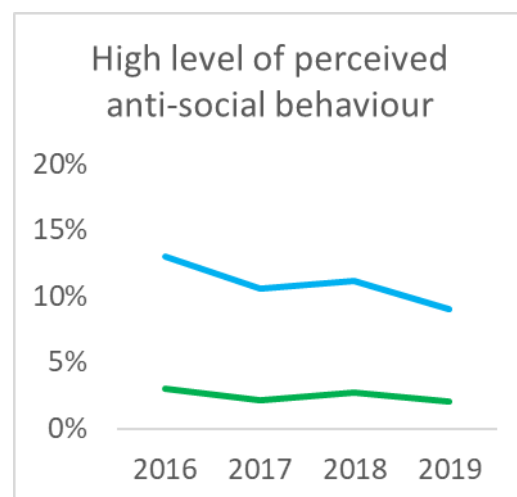
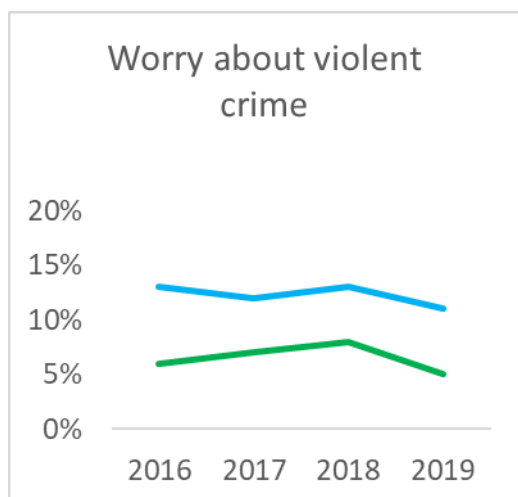
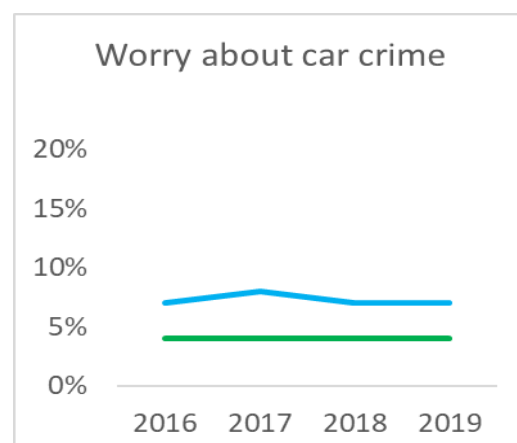
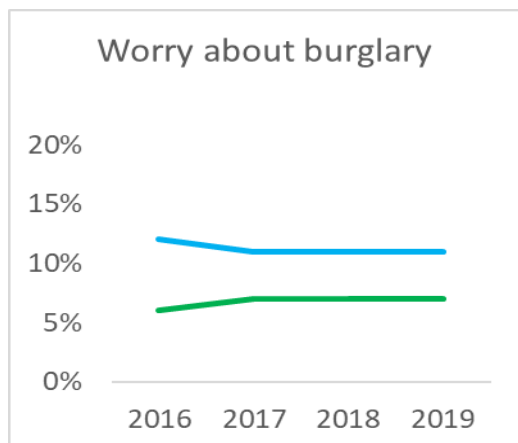
— Rural areas — Urban areas



- There has been an increased perception that nationally and locally crime has gone up. There is no difference between rural and urban areas in the perception about crime nationally. Perceptions about local crime going up are lower, and indeed in rural areas more so than in urban areas.

Perceptions of different crimes

— Rural areas — Urban areas



- The proportions of households worrying about crime and perceiving anti-social behaviour are lower in rural areas than in urban areas and have stayed the same or declined in recent years.

Percentage of people who agree with the listed perceptions in both rural and urban areas in 2019.

Percentages

Perception	Rural areas 2019	Urban areas 2019
Were aware of the 101 non-emergency police number	79	74
Had used the 101 non-emergency police number	13	13
Awareness of Police and Crime Commissioners	66	54
Worry about fraud	17	20
Felt very/fairly safe when walking alone after dark	88	76

- There is little difference in people's awareness of the 101 non-emergency police number between rural and urban areas. However, only 13 per cent of people have used the number in both rural and urban areas overall.
- 88 per cent of rural people said they felt very or fairly safe when walking alone after dark compared with 76 per cent of people in urban areas.