



In England, 9.3 million people (18% of the population) live in rural areas; 43.7 million (82%) live in urban areas.

This leaflet compares a selection of economic indicators for Jan to Mar, Quarter 1 (Q1), 2015 with:

- last quarter (**below**): Oct to Dec (Q4) 2014
- last year (**overleaf**): Jan to Mar (Q1) 2014

**Rural**      **Urban**

**House prices**      **£280,800**      **£263,200**  
average sale price      ▼ by 1.8%      ▲ by 1.0%

**Percentage unemployed**      **3.6%**      **5.8%**  
aged 16 and over      ▲ from 3.3%      ▼ from 6.0%  
seeking work

**Claimant count**      **0.9%**      **2.2%**  
percentage of working      ▲ from 0.8%      ▼ from 2.3%  
age population

**Redundancies**      **3.7**      **4.3**  
per 1000 workers      ▲ from 3.4      ▼ from 4.4

**Business insolvencies**      **0.6**      **0.8**  
per 1000      ◀ no change      ▶ no change  
businesses

If printed this can be folded along the dotted lines into three to form a leaflet

## House prices

### Average sale price of houses<sup>1</sup>

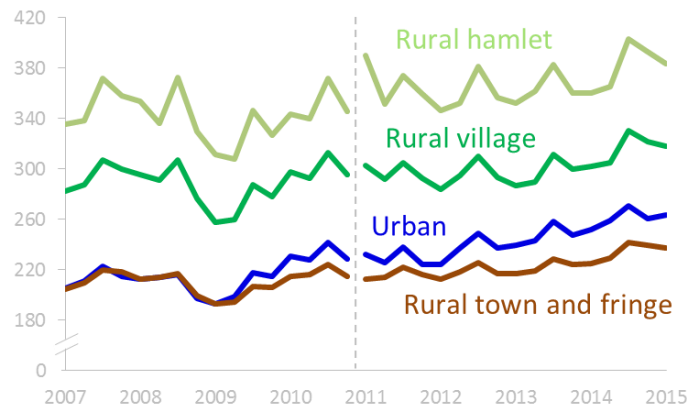
| Category              | Q1 2014         | Q1 2015         | Change <sup>1</sup> |
|-----------------------|-----------------|-----------------|---------------------|
| Rural                 | £266,300        | £280,800        | 5.4% ▲              |
| Rural town and fringe | £224,600        | £237,200        | 5.5% ▲              |
| Rural village         | £302,000        | £318,200        | 5.4% ▲              |
| Rural hamlet          | £360,600        | £383,400        | 6.3% ▲              |
| Urban                 | £251,400        | £263,200        | 4.7% ▲              |
| <b>England</b>        | <b>£254,100</b> | <b>£266,400</b> | <b>4.8% ▲</b>       |

Sources: Land Registry (© Crown copyright 2015, Price Paid Data) and Defra.

[1] Data covers the transactions received at Land Registry; change is calculated using unrounded figures whereas prices are shown rounded to the nearest £100.

- The average house sale price increased by 5.4% in *rural* areas and 4.7% in *urban* areas between Q1 2014 and Q1 2015.

### Average house prices (£ thousands), Q1 2007 to Q1 2015



Source: Land Registry (© Crown copyright 2015, Price Paid Data) and Defra.

Dashed line: 2001 Rural-Urban Classification (RUC) applied up to 2011; 2011 RUC applied from 2011; some areas may have changed category between RUC versions.

- Average prices in *rural hamlets* and *rural villages* have been consistently above the average found in *urban* areas (by 46% and 21% in Q1 2015 respectively).
- Since 2009, average house prices in *rural town and fringe* areas have been lower than the average found in *urban* areas (and were lower by 10% in Q1 2015).

Note: some figures are liable to revision in subsequent quarters and so comparisons with previous bulletins should be treated with caution. This is particularly the case for house prices, for which previous quarters may be revised significantly.

## Economic activity

### Percentage of people economically active and inactive

| Status                  | Rural <sup>1</sup> |         | Urban <sup>1</sup> |         |
|-------------------------|--------------------|---------|--------------------|---------|
|                         | Q1 2014            | Q1 2015 | Q1 2014            | Q1 2015 |
| Employed <sup>2</sup>   | 59.1%              | 58.8%   | 59.5%              | 60.5%   |
| Unemployed <sup>3</sup> | 4.2%               | 3.6%    | 7.4%               | 5.8%    |
| Inactive                | 38.3%              | 39.0%   | 35.8%              | 35.8%   |
| Of which retired        | 26.3%              | 27.3%   | 19.2%              | 19.0%   |

Source: ONS (Labour Force Survey, not seasonally adjusted).

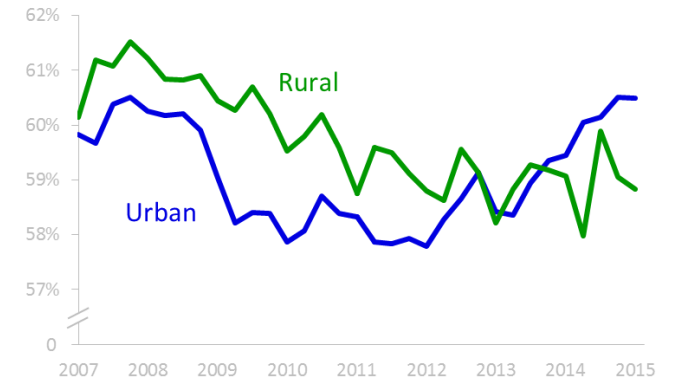
[1] According to the Rural-Urban Classification 2001.

[2] Employment rate is expressed as percentage of people aged 16 and over; it is not comparable with other publications where employment rate is shown as percentage of people aged 16 to 64.

[3] Rate as percentage of people aged 16 and over who are economically active (in or seeking work).

- In Q1 2015 those employed as percentage of people aged 16 and over in *rural* areas was 58.8%, a decrease on Q1 2014, while in *urban* areas it increased to 60.5%.
- Those unemployed as percentage of people aged 16 and over was 3.6% (a decrease of 0.6 percentage points), 2.2 percentage points lower than in *urban* areas.
- The inactivity rate (unemployed or not in employment) in *rural* areas was 39.0% in Q1 2015, an increase on Q1 2014 and 3.2 percentage points higher than *urban* areas.
- Within inactivity, the retirement rate in *rural* areas increased by 1.0 percentage point to 27.3%, whereas in *urban* areas it fell slightly to 19.0%.

### Percentage employed, Q1 2007 to Q1 2015



Source: ONS (Labour Force Survey).

Note that employment rate is expressed as percentage of people aged 16 and over; it is not comparable with other publications where employment rate is shown as percentage of people aged 16 to 64.

Note that data are matched to the Rural-Urban Classification 2001.

## Claimant count

Claimant count as percentage of working age population

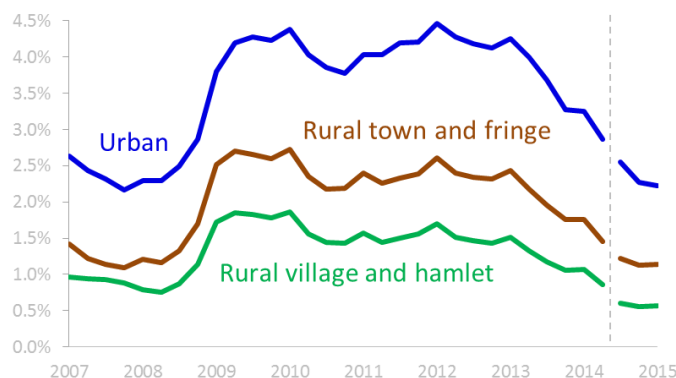
| Category <sup>1</sup>    | Q1 2014        |            | Q1 2015        |            | Per cent point change |
|--------------------------|----------------|------------|----------------|------------|-----------------------|
|                          | Count          | Per cent   | Count          | Per cent   |                       |
| Rural                    | 79,000         | 1.3        | 51,700         | 0.9        | 0.4 ▼                 |
| Rural town and fringe    | 52,200         | 1.7        | 34,600         | 1.1        | 0.6 ▼                 |
| Rural village and hamlet | 26,900         | 0.9        | 17,100         | 0.6        | 0.3 ▼                 |
| Urban                    | 909,600        | 3.3        | 619,700        | 2.2        | 1.1 ▼                 |
| <b>England</b>           | <b>988,600</b> | <b>2.9</b> | <b>671,500</b> | <b>2.0</b> | <b>0.9 ▼</b>          |

Sources: ONS and Defra.

[1] Calculated using the Lower-Layer Super Output Area classification 2011.

- Between Q1 2014 and Q1 2015, the percentage of the working age population claiming unemployment-related benefits decreased by 0.4 percentage points in rural areas and by 1.1 percentage points in urban areas.

Claimant count (people claiming unemployment-related benefits) as percentage of working age population, Q1 2007 to Q1 2015



Sources: ONS and Defra.

Dashed line: 2001 Lower-Layer Super Output Area (LSOA) classification applied up to Q3 2014; 2011 LSOA classification from Q3 2014.

Areas forming settlements with populations of over 10,000 are urban, while the remainder are defined as rural town and fringe; village; or hamlet and isolated dwellings.

For more information about the rural urban classification visit: <https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/series/rural-urban-definition>

Produced by Defra's Rural Statistics Unit: [rural.statistics@defra.gsi.gov.uk](mailto:rural.statistics@defra.gsi.gov.uk) (telephone 0207 238 6739).

Published 11/06/2015. Comments on content and format welcome.

## Redundancies

Count of redundancies and rates<sup>1</sup> per 1000 workers

| Category <sup>2</sup> | Q1 2014        |                   | Q1 2015       |                   |
|-----------------------|----------------|-------------------|---------------|-------------------|
|                       | Count          | Rate <sup>1</sup> | Count         | Rate <sup>1</sup> |
| Rural                 | 16,000         | 4.1               | 15,000        | 3.7               |
| Urban                 | 91,000         | 5.2               | 79,000        | 4.3               |
| <b>England</b>        | <b>107,000</b> | <b>4.3</b>        | <b>93,000</b> | <b>4.2</b>        |

Source: ONS (Labour Force Survey).

[1] Ratio of the number of workers made redundant for the given quarter to the number of employees in the previous quarter multiplied by 1000, based on location of residence rather than workplace

[2] According to the Rural-Urban Classification 2001.

- In Q1 2015 15,000 people living in rural areas were made redundant, 1000 fewer than a year earlier in Q1 2014.
- The redundancy rate in rural areas decreased from 4.1 redundancies per 1000 workers in Q1 2014 to 3.7 in Q1 2015, while the redundancy rate in urban areas decreased from 5.2 to 4.3.

Count of redundancies and rates<sup>1</sup> per 1000 workers, split by sector, Q1 2015

| Sector                                 | Rural <sup>2</sup> |                   | Urban <sup>2</sup> |                   |
|--|--------------------|-------------------|--------------------|-------------------|
|  | Count              | Rate <sup>1</sup> | Count              | Rate <sup>1</sup> |
| Agriculture, fishing, energy and water | -                  | -                 | 2,000              | 7.6               |
| Manufacturing industries               | 3,000              | 6.9               | 15,000             | 7.3               |
| Construction                           | *                  | *                 | 4,000              | 4.4               |
| Distribution, hotels and restaurants   | 2,000              | 2.2               | 20,000             | 5.5               |
| Transport and communication            | 4,000              | 18.9              | 6,000              | 4.8               |
| Finance and business services          | 4,000              | 5.5               | 17,000             | 5.1               |
| Education, health and public admin     | *                  | *                 | 10,000             | 1.8               |
| Other services                         | -                  | -                 | 5,000              | 4.9               |
| <b>All industries</b>                  | <b>15,000</b>      | <b>3.7</b>        | <b>79,000</b>      | <b>4.3</b>        |

Source: ONS (Labour Force Survey).

[1] Ratio of the number of workers made redundant for the given quarter to the number of employees in the previous quarter multiplied by 1000, based on location of residence rather than workplace.

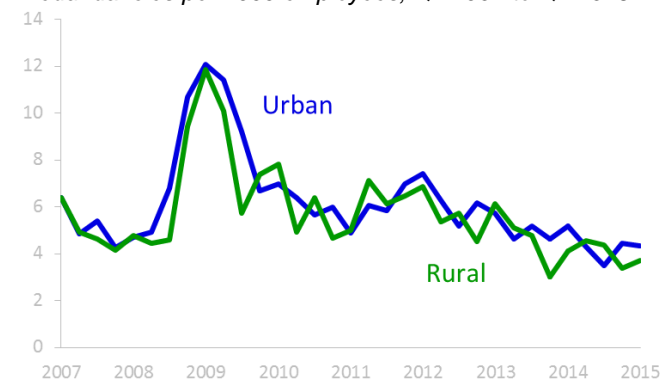
[2] According to the Rural-Urban Classification 2001.

[\*] Data suppressed to prevent disclosure.

[-] Count value less than 1000.

- In Q1 2015, the highest redundancy rate for people living in rural areas was in the transport and communication sector with 18.9 redundancies per 1000 workers, followed by the manufacturing industries sector with a redundancy rate of 6.9.

Redundancies per 1000 employees, Q1 2007 to Q1 2015



Source: ONS (Labour Force Survey).

Note that data are matched to the Rural-Urban Classification 2001.

## Business insolvencies

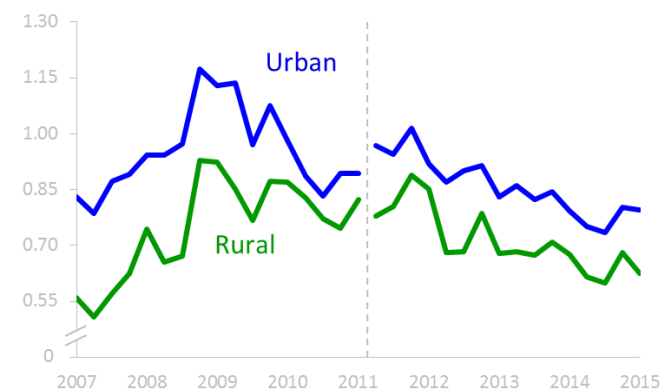
Business insolvencies per 1000 businesses

| Category              | Q1 2014    | Q1 2015    |
|-----------------------|------------|------------|
| Rural                 | 0.7        | 0.6        |
| Rural town and fringe | 0.7        | 0.6        |
| Rural village         | 0.7        | 0.6        |
| Rural hamlet          | 0.6        | 0.7        |
| Urban                 | 0.8        | 0.8        |
| <b>England</b>        | <b>0.8</b> | <b>0.8</b> |

Sources: pH Group and Defra.

- In Q1 2015 the insolvencies rate per 1000 businesses decreased by 0.1 percentage points in rural areas and changed little in urban areas compared with Q1 2014.

Insolvencies per 1000 businesses, Q1 2007 to Q1 2015



Sources: pH Group and Defra.

Dashed line: 2001 Rural-Urban Classification (RUC) applied up to 2011; 2011 RUC applied from 2011; some areas may have changed category between RUC versions.