

Buckinghamshire Profile of Rural, Market Town and Urban Areas

Aims

This research aims to:

1. Classify Buckinghamshire into 3 types of area: Rural, Market Town, and Urban.
2. Understand the demographic profile in each of the 3 areas and how it differs from area to area, to help inform policy decisions on the provision of services that may be required in each type of area. A brief commentary of results is given.

Summary

Approximately one-third of the population live in each of the three areas, but urban areas tend to be younger, rural areas have more middle aged people and market towns have more elderly people.

Rural areas are dominated by the 'Wealthy Achievers' ACORN¹ category (70%) with high incomes, good qualifications and good health. They are more likely to live as couples, whose middle age profile may mean that they are more likely to have children that have left home. These areas have very few 'Hard Pressed' or 'Moderate Means' households, much lower proportions of lone parent households, and lower proportions of households with pensioners who live alone.

Market Towns fall somewhere between that of rural areas and urban areas. Nearly half (47%) of households are classified as 'Wealthy Achievers', but there are also average proportions of both 'Moderate Means' and 'Hard Pressed' households. Average incomes are very similar to the Buckinghamshire average and more residents than the Buckinghamshire average are qualified to degree level or equivalent. Given the elderly age profile, it is not surprising that there are higher proportions of people with a long-term limiting illness, and that there are more pensioner households here than in any other category. When only looking at pensioner households, however, the percentage of pensioners who live alone is only the second highest of all groups (it is highest in urban areas).

Urban areas tend to have larger number of single residents, but also have the highest proportion of lone parent families and pensioners living alone. The average urban household is very different from the Buckinghamshire average, mainly comprising of 'Comfortably Off' households (39%) and much larger proportions of 'Hard Pressed' and 'Moderate Means' households (28%), this profile is reflected in their gross incomes which are considerably lower than all other areas. People are not so well qualified where almost 25% don't have a qualification and fewer people in these areas are qualified to degree level or equivalent. Despite the overall younger age profile, urban areas have the highest numbers who report that they are not in good health.

Please note that people from each demographic live in all three of the areas, it is only the proportions of them that differ by location. With the exception of the ACORN and Household Income data (2009), all data comes from the 2001 Census.

¹ ACORN stands for A Classification of Residential Neighbourhoods. It groups people together that have similar demographic and lifestyle characteristics to provide descriptions of the types of people in each group, providing information on their behaviours, interests and service needs.

1. Classifying Rural, Market Town, and Urban Areas

In 2004 Buckinghamshire was classified by Defra (Department for Environment Food and Rural Affairs) into four geographic areas. These were either 'urban' areas, or more rural areas called; 'town and fringe' areas, 'village' areas or 'hamlet and isolated dwellings' areas.

This was a useful classification, but lacked the market town classification of area that is a very dominant feature of Buckinghamshire. The Defra classification was therefore used as the bases for creating a new classification, where areas were classified as:

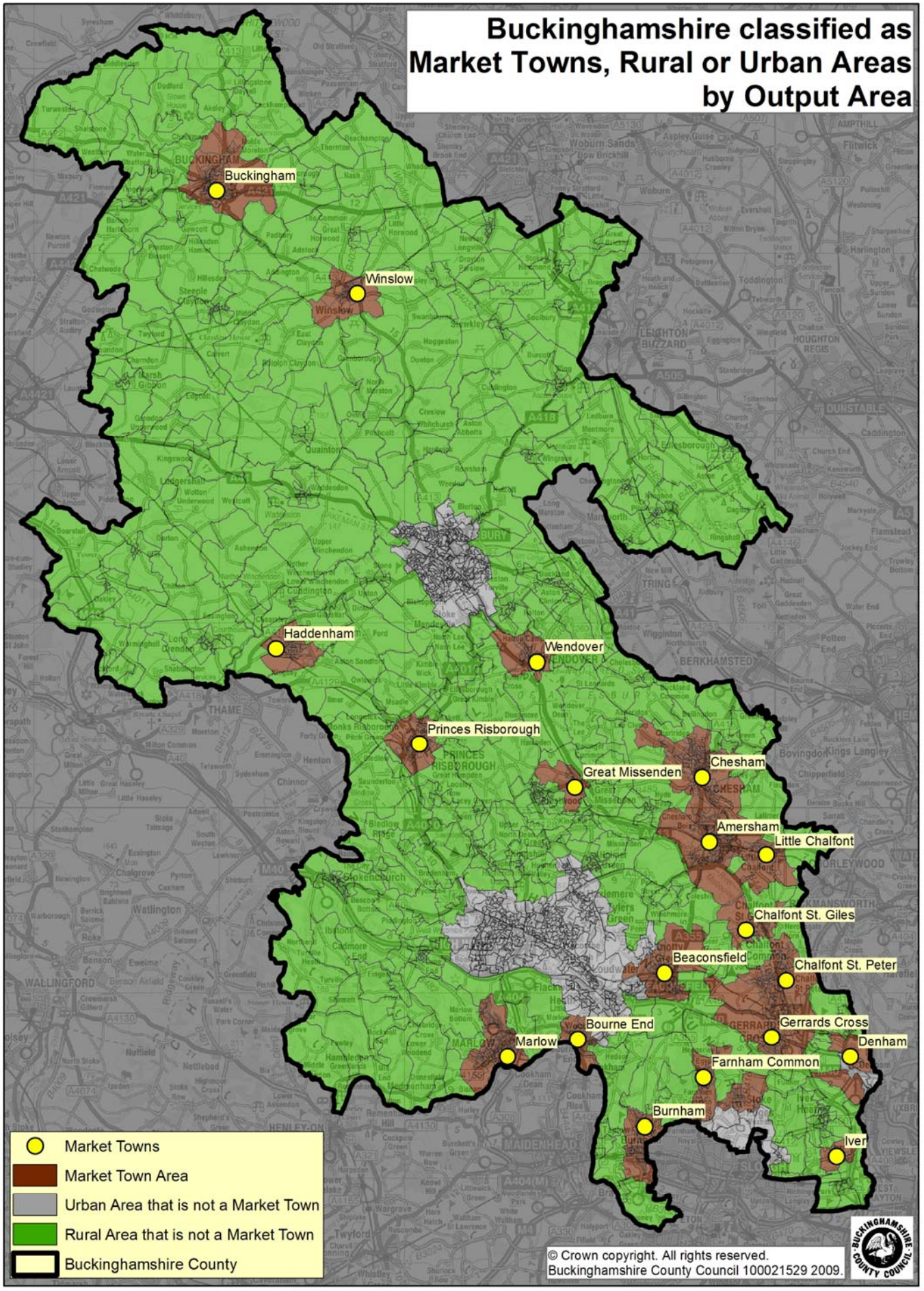
- Rural areas (that were not market towns)
- Market Towns
- Urban areas (that were not market towns)

Some small changes were also made to areas that had been classified by Defra as urban, but appear more rural, these were changed to rural areas. Likewise, areas that had been classified by Defra as rural, but appear more urban, have been changed to urban areas.

The new classification was based on very small census Output Areas (each with a population of approximately 320 people) allowing many of the national datasets to be profiles for each of the three areas. This analysis can be found in section 2 of this document.

A map showing the new geographic classification appears on the following page.

Buckinghamshire classified as Market Towns, Rural or Urban Areas by Output Area



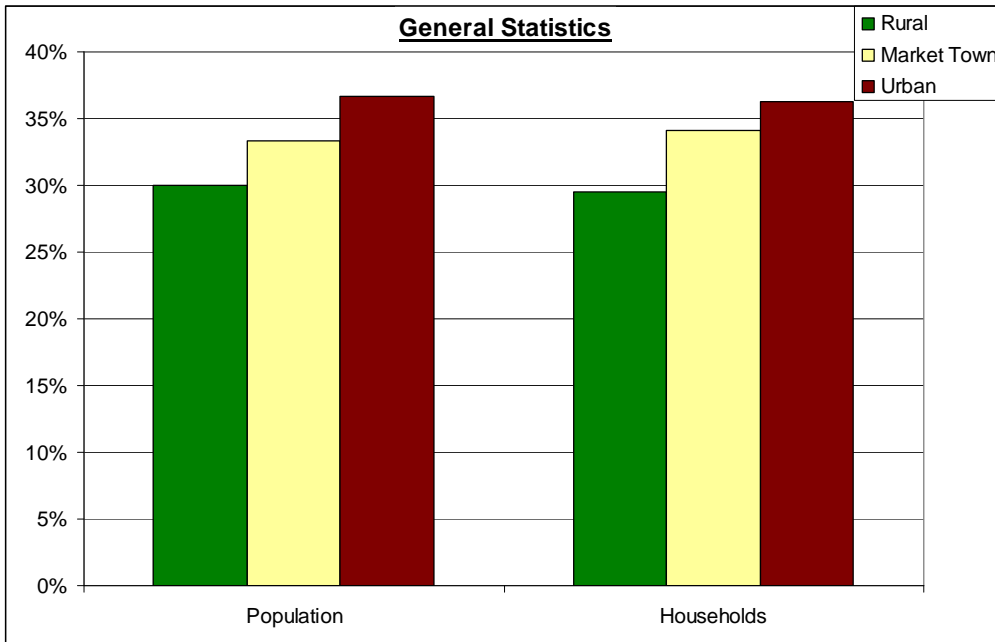
- Market Towns
- Market Town Area
- Urban Area that is not a Market Town
- Rural Area that is not a Market Town
- Buckinghamshire County

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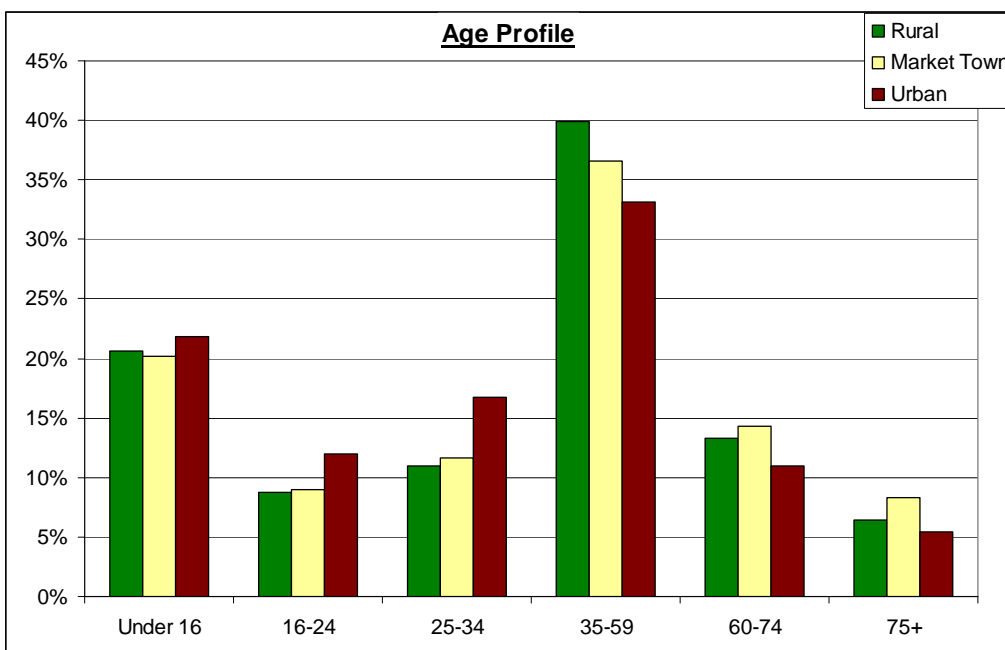
2. Profiling results

Approximately one-third of the population live in each of the Rural, Market Town and Urban areas with a marginally larger proportion in the urban areas.



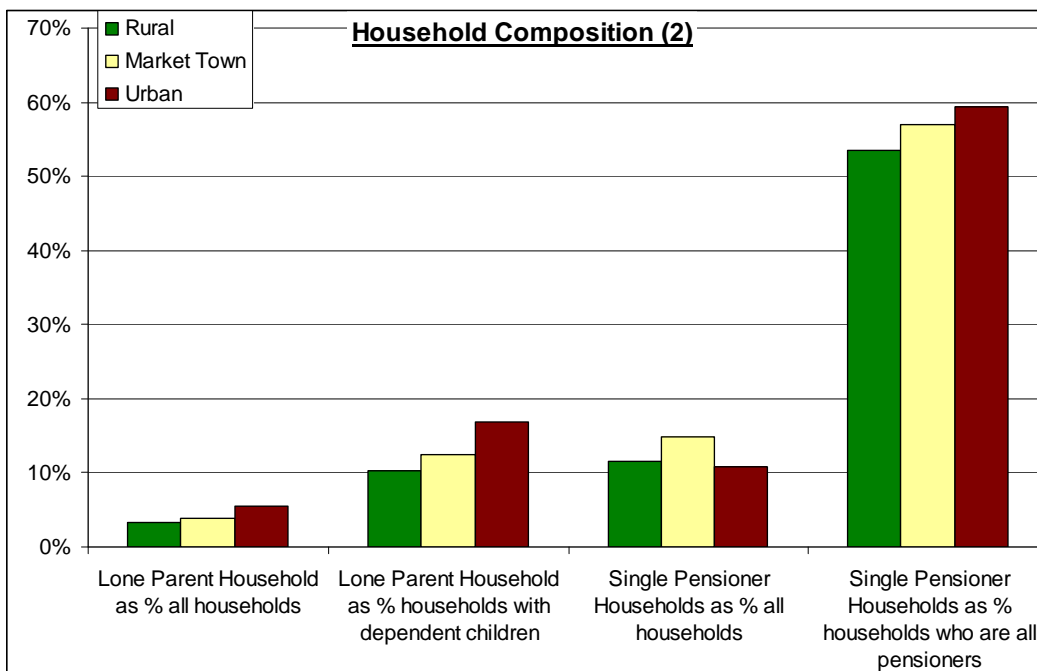
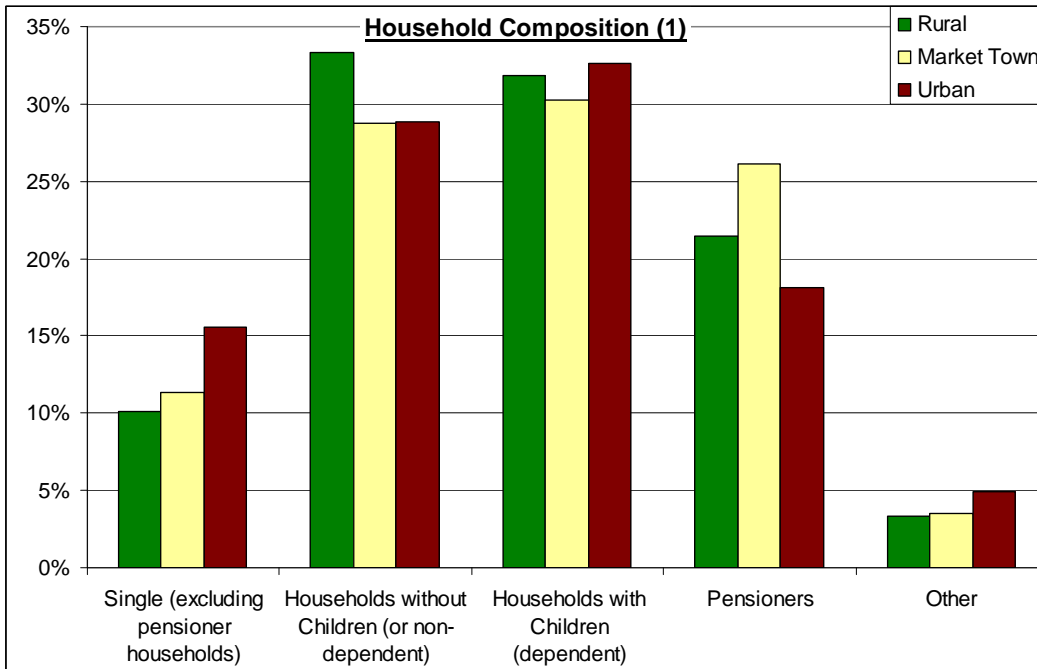
There are very similar proportions of young people under the age of 16 in each of the three areas. The key differences in the age profile of the three areas are that:

- **Rural areas** – have larger proportions of middle aged adults (35 to 59)
- **Market Towns** – have larger proportions of older people (60+)
- **Urban areas** - have larger proportions of younger adults (16 to 34)



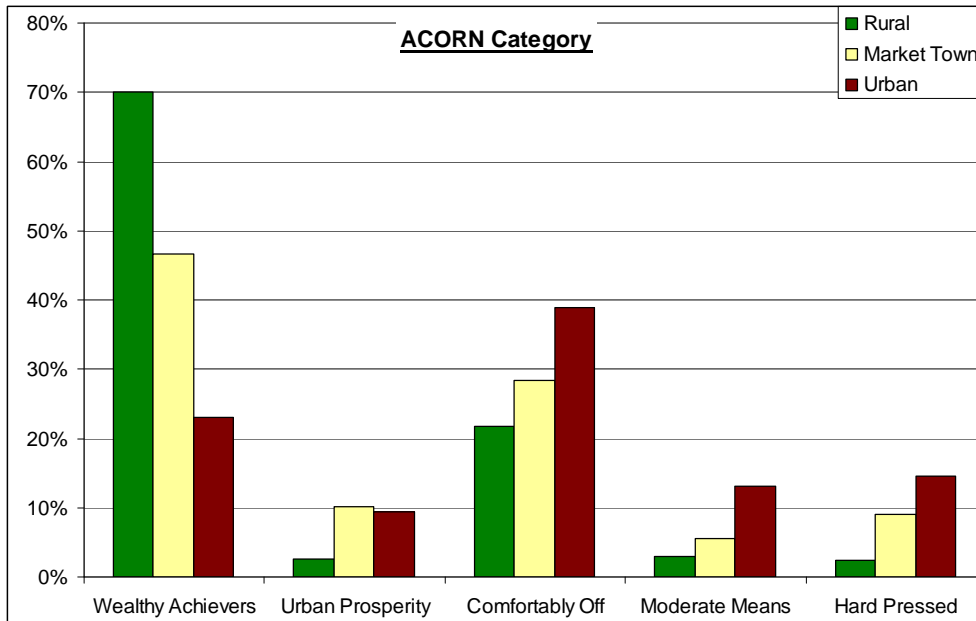
Key differences in the overall household structure in the areas are:

- **Rural** areas have more households without children (or whose children are no longer dependent – this is reflected in their middle age profile)
- **Market Towns** have more pensioner households (reflected in their older age profile)
- **Urban** areas have much larger numbers of single people (reflected in the younger age profile) and other households, but much lower numbers of pensioner households. Urban areas have the highest proportion of lone parents. There are less pensioner households in urban areas, and these households are the most likely to be lone pensioner households.

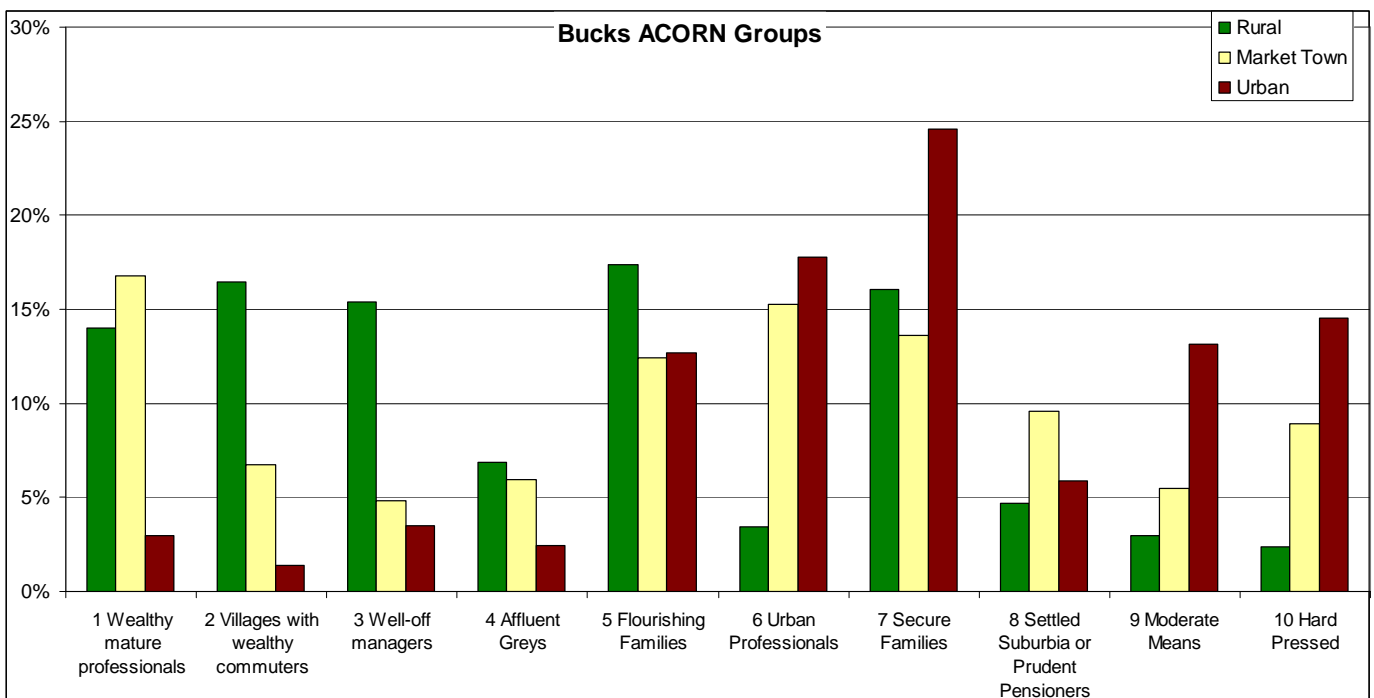


Overall differences in the three areas are:

- **Rural Areas** are dominated by 'Wealthy Achievers' (70%), where the second largest category is the 'Comfortably Off' (22%).
- **Market Towns** are also dominated by 'Wealthy Achievers' (47%), followed by 'Comfortably Off' (28%). There are, however, average proportions (for Buckinghamshire) of 'Hard Pressed' in these areas.
- **Urban Areas** are mainly comprised of 'Comfortably Off' households (39%). 'Wealthy Achievers' are still the second largest group (23%), but over a quarter of households are classified as either 'Hard Pressed' or 'Moderate Means' (28%).



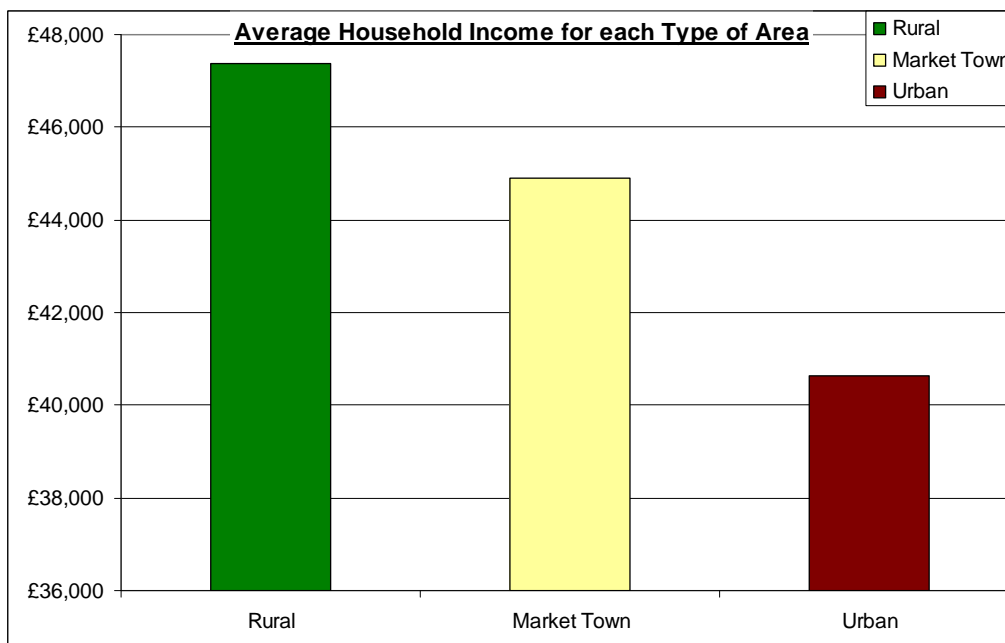
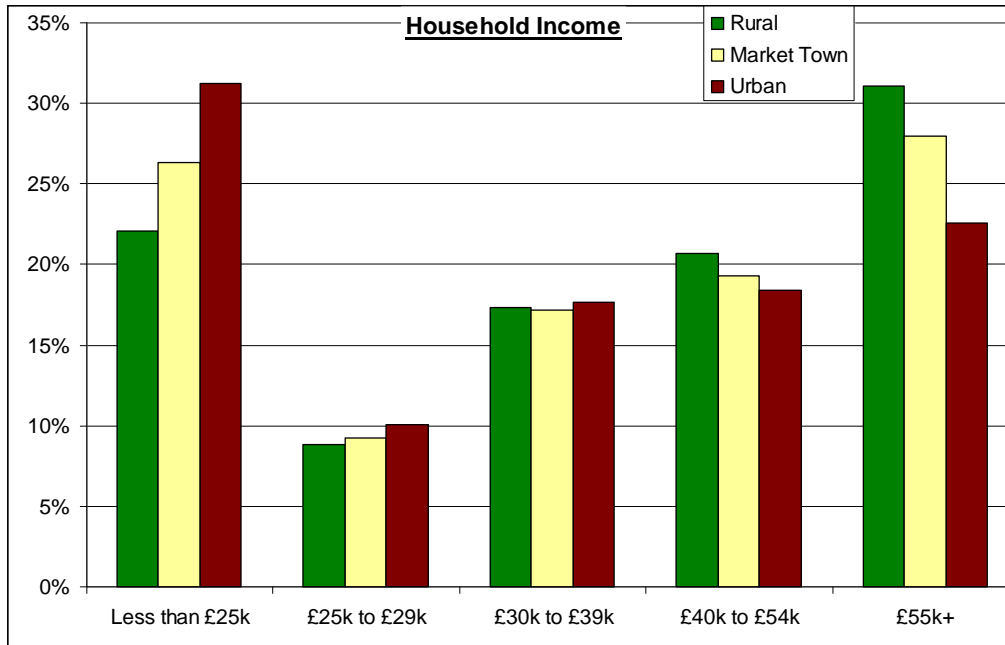
More detailed Bucks ACORN Group profiles appear below – these groups have been specifically developed to understand the different demographic and lifestyle issues for people living in Buckinghamshire communities. Detailed profiles for each of these groups will be available in summer 2009.



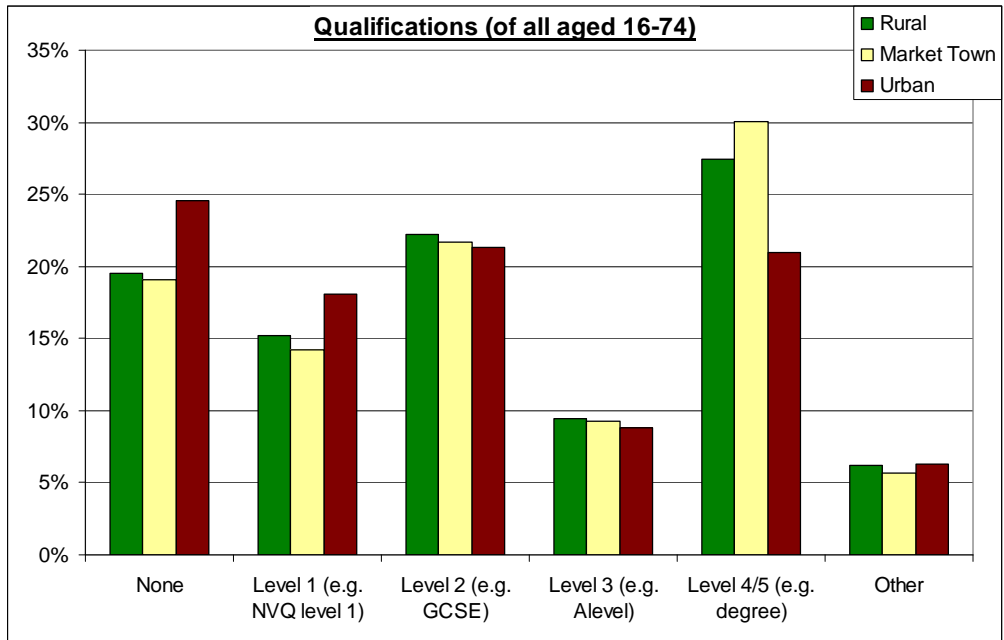
Rural areas have larger proportions of households with higher incomes, which relates to the high number of 'Wealthy Achievers' in the area, and the middle age profile.

Market Towns tend to have a very similar income profile to the Buckinghamshire average, falling between the two extremes of rural and urban areas.

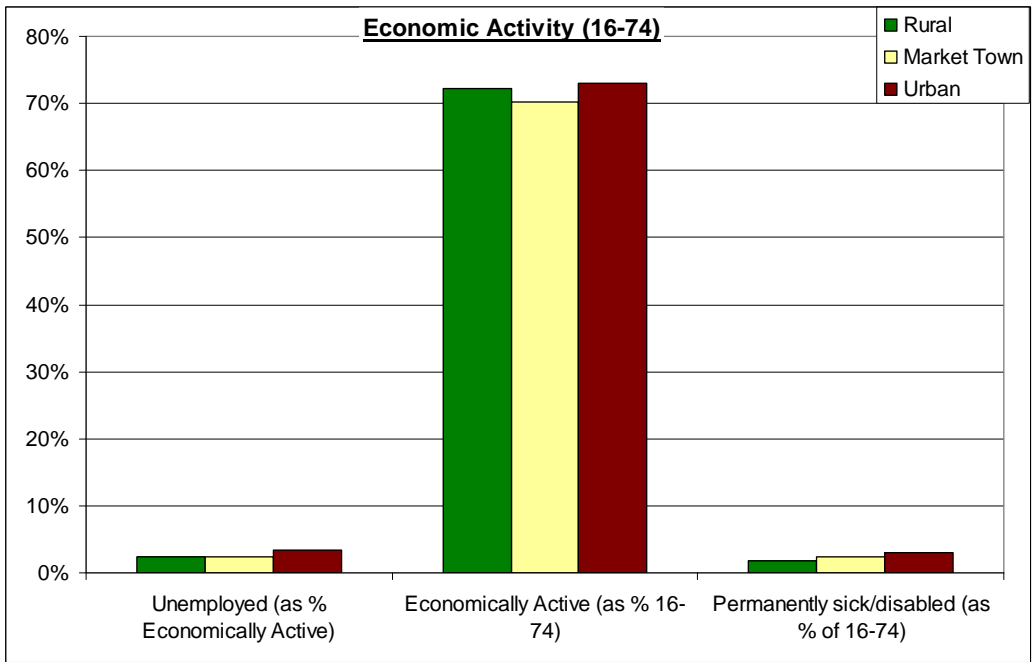
Urban areas tend to have an income profile that is much lower than the other groups, which matches their younger age profile and larger proportions of 'Moderate Means' and 'Hard Pressed' ACORN groups.



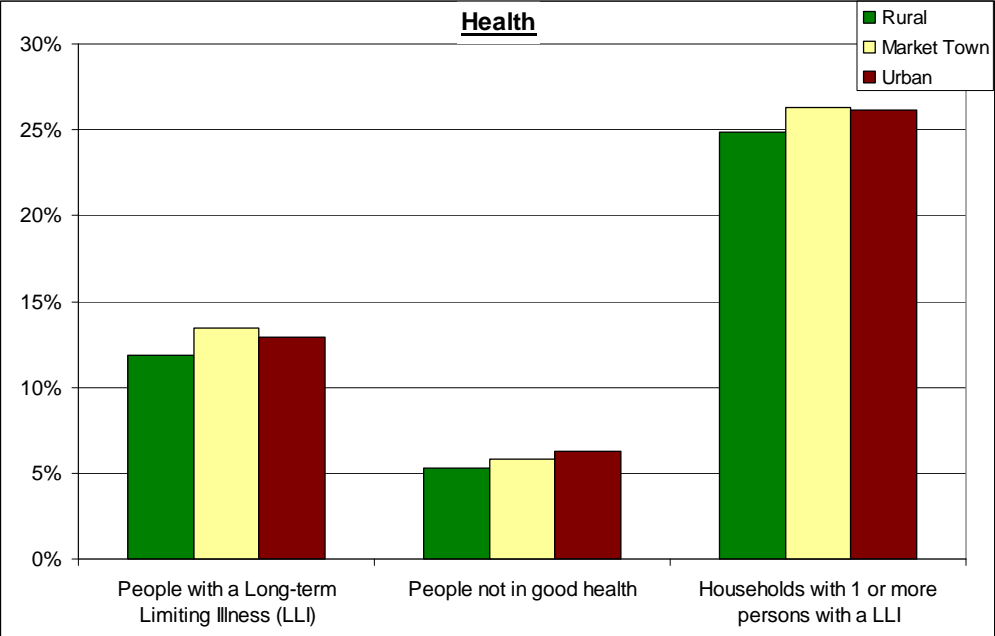
Rural areas and Market Towns have larger proportions of people with qualifications. **Urban areas** have larger proportions that either don't have any qualifications or have lower qualifications (level 1), and less people have a level 4/5 qualification. This matches the income and ACORN profile for urban areas.



Urban areas have slightly higher rates of unemployment and those who are permanently sick / disabled than the other areas.



Residents in **rural areas** are generally in better health than those in all other areas. Those in **Market Towns** have higher proportions of people who have a long-term limiting illness (LLI) that limits their daily activities and households where a resident has a LLI – this may be due to their older population profile. **Urban areas** have the highest proportion who state that they are not in good health, and higher numbers with a LLI – this is unusual because they also have a younger age profile than any other group.



Profile Table (Numbers)

Census data profiles (2001)

Demographic Category	Demographic Indicator	Rural Area that is not a Market Town	Market Town Area	Urban Area that is not a Market Town	Buckinghamshire
General Statistics	Population	143,674	159,834	175,532	479,040
	Households	55,542	64,233	68,257	188,032
Age	Age - under 16	29,621	32,177	38,348	100,146
	Age - 16-24	12,510	14,317	20,957	47,784
	Age - 25-34	15,806	18,609	29,433	63,848
	Age - 35-59	57,401	58,519	58,149	174,069
	Age - 60-74	19,134	22,863	19,172	61,169
	Age - 75+	9,202	13,349	9,473	32,024
Qualifications	Qualifications - ALL people aged 16 to 74	104,797	114,433	127,704	346,934
	No qualifications	20,439	21,803	31,374	73,616
	Level 1	15,912	16,315	23,058	55,285
	Level 2	23,313	24,764	27,223	75,300
	Level 3	9,913	10,595	11,272	31,780
	Level 4/5	28,727	34,421	26,781	89,929
Individuals with an illness	Other qualifications/Level unknown	6,493	6,535	7,996	21,024
	Long term limiting illness - ALL PEOPLE	143,499	160,027	175,500	479,026
	Long-term Limiting Illness	17,055	21,552	22,721	61,328
Health	Without a limiting long-term illness	126,444	138,475	152,779	417,698
	All people - health-related	143,499	160,027	175,500	479,026
Households where one or more person has an illness	People not in good health	7,538	9,253	11,012	27,803
	All households	55,553	64,250	68,283	188,086
	Households with 1 or more persons with a LLI	13,821	16,909	17,874	48,604
Economic Activity	Households without any persons with a LLI	41,732	47,341	50,409	139,482
	All people aged 16 to 74 (from ec activity table)	104,777	114,422	127,691	346,890
	Unemployed	1,773	1,974	3,147	6,894
Household Composition	Economically Active	75,687	80,302	93,165	249,154
	Economically inactive, Permanently sick/disabled (16-74years)	1,924	2,659	3,897	8,480
	All households	55,565	64,295	68,307	188,167
Household Composition	Single Person Household (excluding pensioner households)	5,600	7,273	10,627	23,500
	Households with No Children or Non-Dependent Children	18,518	18,504	19,673	56,695
	Households with Children (dependent)	17,700	19,448	22,290	59,438
	Pensioner Households	11,913	16,815	12,368	41,096
	Other	1,834	2,255	3,349	7,438
	Lone Parent Household (with dependent children)	1,816	2,435	3,770	8,021
	Single Pensioner household	6,382	9,590	7,353	23,325

ACORN and Household Income data profiles (2009)

Demographic Category	Demographic Indicator	Rural Area that is not a Market Town	Market Town Area	Urban Area that is not a Market Town	Buckinghamshire
Household Income*	Less than £25k	13,293	17,815	23,163	54,412
	£25k to £29k	5,312	6,254	7,470	19,089
	£30k to £39k	10,417	11,598	13,114	35,230
	£40k to £54k	12,413	13,072	13,612	39,211
	£55k+	18,658	18,940	16,743	54,511
	All Households	60,099	67,687	74,110	202,475
ACORN Category*	Total Income for type of area (thousands)	2,846,691	3,039,300	3,012,088	8,924,955
	All Households	60,099	67,687	74,110	202,475
	Wealthy Achievers	42,121	31,612	17,049	91,044
	Urban Prosperity	1,507	6,857	6,921	15,356
	Comfortably Off	13,039	19,187	28,823	61,210
	Moderate Means	1,773	3,713	9,724	15,252
	Hard Pressed	1,428	6,056	10,787	18,285
	No Classification	231	262	806	1,328
ACORN Group*	All households	60,099	67,687	74,110	202,475
	A Wealthy Executives	29,288	20,993	7,579	58,009
	B Affluent Greys	4,125	4,027	1,827	9,993
	C Flourishing Families	8,708	6,592	7,643	23,042
	D Prosperous Professionals	646	4,689	1,233	6,628
	E Educated Urbanites	406	1,810	3,921	6,147
	F Aspiring Singles	455	358	1,767	2,581
	G Starting Out	571	3,497	6,269	10,340
	H Secure Families	9,666	9,192	18,215	37,173
	I Settled Suburbia	1,762	2,165	1,498	5,437
	J Prudent Pensioners	1,040	4,333	2,841	8,260
	K Asian Communities			2,025	2,025
	L Post Industrial Families	931	2,030	4,765	7,734
	M Blue Collar Roots	842	1,683	2,934	5,493
	N Struggling Families	1,127	4,416	8,444	13,987
	O Burdened Singles	301	1,329	1,247	2,891
	P High Rise Hardship		311	768	1,079
Q Inner City Adversity			328	328	
U Unclassified	231	262	806	1,328	
Bucks ACORN*	All households	60,099	67,687	74,110	202,475
	1 Wealthy mature professionals	8,400	11,348	2,192	22,000
	2 Villages with wealthy commuters	9,883	4,559	1,051	15,563
	3 Well-off managers	9,255	3,275	2,572	15,115
	4 Affluent Greys	4,125	4,027	1,827	9,993
	5 Flourishing Families	10,458	8,403	9,407	28,373
	6 Urban Professionals	2,078	10,354	13,190	25,696
	7 Secure Families	9,666	9,192	18,215	37,173
	8 Settled Suburbia or Prudent Pensioners	2,802	6,498	4,339	13,697
	9 Moderate Means	1,773	3,713	9,724	15,252
10 Hard Pressed	1,428	6,056	10,787	18,285	
Not Classified	231	262	806	1,328	

Profile Table (%)

Census data profiles (2001)

	Percentages	Rural Area that is not a Market Town	Market Town Area	Urban Area that is not a Market Town	Buckinghamshire
General Statistics	Population	30%	33%	37%	-
	Households	30%	34%	36%	-
Age	Age - under 16	21%	20%	22%	21%
	Age - 16-24	9%	9%	12%	10%
	Age - 25-34	11%	12%	17%	13%
	Age - 35-59	40%	37%	33%	36%
	Age - 60-74	13%	14%	11%	13%
	Age - 75+	6%	8%	5%	7%
	Qualifications	No qualifications (of all people aged 16-74)	20%	19%	25%
Level 1 (of all people aged 16-74)		15%	14%	18%	16%
Level 2 (of all people aged 16-74)		22%	22%	21%	22%
Level 3 (of all people aged 16-74)		9%	9%	9%	9%
Level 4/5 (of all people aged 16-74)		27%	30%	21%	26%
Other qualifications/Level unknown (of all people aged 16-74)		6%	6%	6%	6%
Individuals with an illness	People with a Long-term Limiting Illness	12%	13%	13%	13%
	People without a limiting long-term illness	88%	87%	87%	87%
	People not in good health	5%	6%	6%	6%
Households where one or more person has an illness	Households with 1 or more persons with a LLI	25%	26%	26%	26%
	Households without any persons with a LLI	75%	74%	74%	74%
Economic Activity	Unemployed as % Economically Active Population (16-74years)	2%	2%	3%	3%
	Economically Active (16-74 yrs) as % 16-74 years	72%	70%	73%	72%
	Permanently sick/disabled as % of 16-74years	2%	2%	3%	2%
	Households with No Children or Non-Dependent Children	33%	29%	29%	30%
Household Composition	Households with Children (dependent)	32%	30%	33%	32%
	Pensioner Households	21%	26%	18%	22%
	Other	3%	4%	5%	4%
	Lone Parent Household as % all households	3%	4%	6%	4%
	Lone Parent Household as % households with dependent children	10%	13%	17%	13%
	Single Pensioner Households as % all households	11%	15%	11%	12%
	Single Pensioner Households as % households who are all pensioner	54%	57%	59%	57%

ACORN and Household Income data profiles (2009)

	Percentages	Rural Area that is not a Market Town	Market Town Area	Urban Area that is not a Market Town	Buckinghamshire	
Household Income*	Less than £25k	22%	26%	31%	27%	
	£25k to £29k	9%	9%	10%	9%	
	£30k to £39k	17%	17%	18%	17%	
	£40k to £54k	21%	19%	18%	19%	
	£55k+	31%	28%	23%	27%	
	Average income for type of area	£47,367	£44,902	£40,643	£44,079	
ACORN Category*	Wealthy Achievers	70%	47%	23%	45%	
	Urban Prosperity	3%	10%	9%	8%	
	Comfortably Off	22%	28%	39%	30%	
	Moderate Means	3%	5%	13%	8%	
	Hard Pressed	2%	9%	15%	9%	
	No Classification	0%	0%	1%	1%	
	ACORN Group*	A Wealthy Executives	49%	31%	10%	29%
		B Affluent Greys	7%	6%	2%	5%
		C Flourishing Families	14%	10%	10%	11%
		D Prosperous Professionals	1%	7%	2%	3%
E Educated Urbanites		1%	3%	5%	3%	
F Aspiring Singles		1%	1%	2%	1%	
G Starting Out		1%	5%	8%	5%	
H Secure Families		16%	14%	25%	18%	
I Settled Suburbia		3%	3%	2%	3%	
J Prudent Pensioners		2%	6%	4%	4%	
K Asian Communities		0%	0%	3%	1%	
L Post Industrial Families		2%	3%	6%	4%	
M Blue Collar Roots		1%	2%	4%	3%	
N Struggling Families		2%	7%	11%	7%	
O Burdened Singles		1%	2%	2%	1%	
P High Rise Hardship		0%	0%	1%	1%	
Q Inner City Adversity		0%	0%	0%	0%	
U Unclassified	0%	0%	1%	1%		
Bucks ACORN*	1 Wealthy mature professionals	14%	17%	3%	11%	
	2 Villages with wealthy commuters	16%	7%	1%	8%	
	3 Well-off managers	15%	5%	3%	7%	
	4 Affluent Greys	7%	6%	2%	5%	
	5 Flourishing Families	17%	12%	13%	14%	
	6 Urban Professionals	3%	15%	18%	13%	
	7 Secure Families	16%	14%	25%	18%	
	8 Settled Suburbia or Prudent Pensioners	5%	10%	6%	7%	
	9 Moderate Means	3%	5%	13%	8%	
	10 Hard Pressed	2%	9%	15%	9%	
Not Classified	0%	0%	1%	1%		

* 2009 Household Income and ACORN information. 579 households were not matched to a Rural, Market Town or Urban Area, so area figures are lower 579 households lower than the Buckinghamshire figure and the total income figure is £26,857,000 lower. This is because the postcodes that these households fall within were in Buckinghamshire but not in the ordinance survey list of postcodes for Buckinghamshire.