

# Rural Isolation

## People living in rural areas far from urbanisation



Rural Isolation contains people whose pattern of living is distinctively rural. They live not just outside major population centres but also deep in the countryside, in small communities which have been little influenced by the influx of urban commuters. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most residents than material consumption.



### Who We Are

<b>Age</b>	45-54 (17.09%)
<b>Marital Status</b>	Married (62.08%)
<b>Household Composition</b>	Couples, no children (24.44%)
<b>Length of Residency</b>	9+ years (43.26%)
<b>Health</b>	Good diet and health Active lifestyle



### Our Education

<b>Adults</b>	Basic qualifications
<b>Children</b>	Above average, university admissions



### Our Work Lives

<b>Occupations</b>	Skilled trades Agriculture
--------------------	-------------------------------



### Our Finances

<b>Household Income</b>	£13,500 - £24,999
<b>Benefits</b>	Low, state pension
<b>Indebtedness</b>	Low



### Where We Live

<b>Type of Property</b>	Detached house
<b>Council Tax Bands</b>	Bands D-E
<b>Home Ownership</b>	Own home outright
<b>House Value</b>	£155k
<b>Location</b>	Rural



### Our Home Lives

<b>Car ownership</b>	2 or more cars
<b>Travel &amp; holidays</b>	Self catering
<b>Leisure Interests</b>	Gardening Bird-watching
<b>Media</b>	Connected to the Internet Daily Mail



### Weltanschauung "How We View the World"

<b>Our Neighbourhood</b>	Good place to live Neighbours help each other
<b>Charities</b>	Wildlife Religious
<b>Crime</b>	Little crime, good rating of police
<b>Environment</b>	Gave to environmental charity last year
<b>Fear of Redundancy</b>	Not at all concerned

## Education

The educational attainment in areas of Rural Isolation is varied. However, it is most likely that adults will have either left school at 16 with good basic qualifications, or the more gifted will have gone on to obtain a degree. Children of those living in Rural Isolation have successful educations, with some evidence of increasing levels of attainment compared to the population as they get older. Only Symbols of Success have a higher proportion of pupils gaining 5 or more GCSE Grades A to C. Similarly, the rate of university admissions is high, perhaps because many realise that their potential will only be fulfilled if they leave these remote areas firstly to further their education and ultimately to start a career. Virtually no pupils in these areas of Rural Isolation come from homes with refugee status, or where English is not the first language.

## Health

These people tend to eat a good diet, and not to smoke. Alcohol consumption is frequent rather than high volume. A lack of facilities means formal exercise opportunities, such as gym membership, are not available, but the opportunities for a naturally active lifestyle abound. Consequently, most forms of serious disease, with the exception of some cancers, are less prevalent in these areas than in the country as a whole. Mental illness, and social problems such as alcohol and drug abuse, and teenage pregnancies, are also much less of an issue than elsewhere.

## Crime

The isolated nature of these areas makes the inhabitants see them as distinctly good places in which to live. Neighbours may not be on the doorstep, but there is a general willingness to help each other. Fear of crime is generally very low, as the perpetrators are unlikely to live locally and are unlikely to move into such remote places. Only fear of motor crime is anything like the national norm, arising mainly because the car will, on occasion need to be driven to local population centres where crime is more evident. This is borne out by those unfortunate enough to become victims of crime, as most incidents occur well away from home. Given the nature of these incidents it is not surprising that repeat victimisation is rare. Overall this Group are very satisfied with the police.

## Finances

Rural Isolation tends to have low disposable incomes but quite high value, though illiquid, assets. They therefore gain considerable benefit from access to well informed financial advice. A key feature of much rural life is the thin line separating business and private finances and the frequent use of credit that is tied to specific physical assets. Their overall financial situation means that people generally have sufficient incomes, either from employment, or savings and investments, or both, to not require financial assistance from the state. Clearly the elderly will claim the state pension, but most do not require Pension Credits. The relative financial security, plus more traditional values, means these people are amongst the least likely to default on their council tax.

## Environmental Issues

Rural Isolation are amongst the least environmentally friendly, but this is through circumstance rather than choice as they are very environmentally concerned. Their large, isolated houses and the need to drive many miles for work and leisure ensure these people are likely to cause high levels of CO emissions. 2 Some make efforts to minimise this impact by paying more for environmentally friendly goods, or by buying more efficient cars where practicable. Others, however, drive upmarket vehicles, particularly convertibles, estates and 4x4s, with makes such as Jeep, Subaru and Land Rover particularly common.

## Receptive to:

Internet, Telephone advice lines. Broadsheet newspapers, Heavyweight magazines

## Unreceptive to:

Telemarketing, Posters, TV