

# The Rural Services Network is advocating for rural communities where:

Urban Councils  
receive

**40% more**

in Government Funded  
Spending Power

Council Tax is:

**20%**

Higher per head

Rural  
Homelessness:

 **73%**

Since 2018

**20%**

Of rural areas are 5G  
not-spots

Bus services  
have declined by:

**28%**

Since 2011

**66%**

Of rural youth are  
considering leaving

Housing waiting  
list are growing:

**10x**

faster than in urban  
areas



Metric	Rural	Urban
Amount paid on average by residents in Council Tax due to disparities in Government Grant received (2024/25)	£683	£570
Average house price to income ratio (2024)	8.4x	7.6x
Housing waiting list growth (2019-2022)	+31%	+3%
Homelessness increase since 2018 (2025)	+73%	Less severe
Fuel poverty rate (2022)	15.9%	13.4%
Percentage of households not connected to gas network (2025)	25%	13.9%
Full-fibre broadband access (Dec 2024)	52%	71%
5G not-spots in deprived areas (2025)	46%	2.7%
Youth (18-24) considering leaving within 12 months (2024)	66%	Not measured
Bus service decline since 2011	28%	Less severe
Average weekly transport costs (2022)	£94	£70
Distance travelled per person annually (2021)	6,449 miles	3,661 miles
Percentage with access to Further Education within 30mins (2019)	47.8%	91.9%
Percentage of working age population with level 4-6 qualifications (2021)	42.4%	52.9%
Average domestic electricity consumption (2022)	3,584kwh	3,112kwh
Hospital admissions for self-harm per 100,000 aged 15-19 (2022/23)	572.2	421.1
Alcohol-specific admissions per 100,000 under 18s (2020/21-22/23)	34.7	23.3
Projected percentage of population aged 85+ by 2040	5.4%	3.3%
Percentage of population aged 65+ (2025)	25%	17%
NHS dentist practices per 100,000 population	16% LESS	Baseline

These rural statistics reveal the underlying inequalities and service delivery challenges that define the rural experience across the UK

