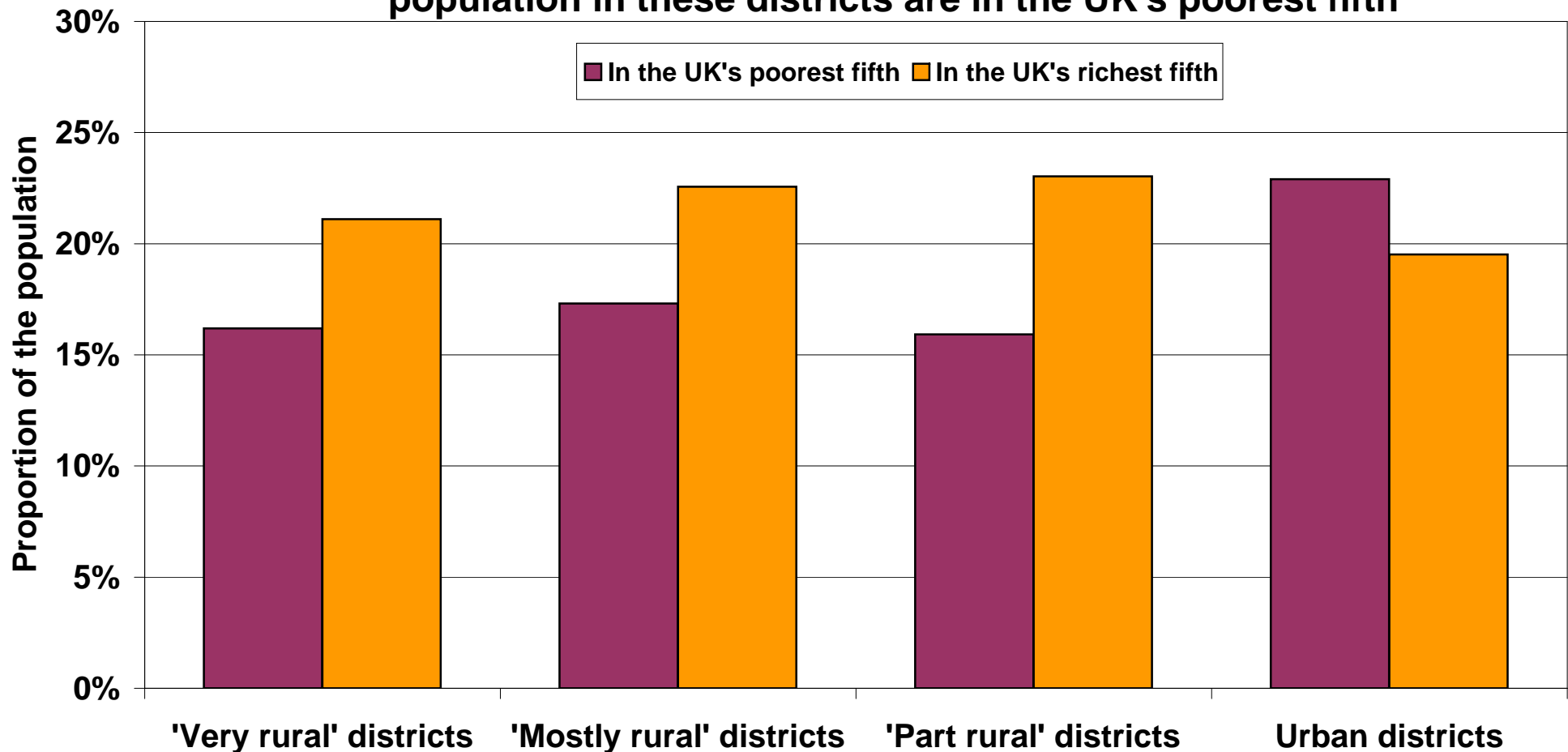


Whilst slightly more than 20% of the population in rural districts in England are in the UK's richest fifth, somewhat less than 20% of the population in these districts are in the UK's poorest fifth



Source: Household Below Average Income, DWP; the data is the average for the years 2006/07 to 2008/09; England; updated Sep 2010