

# Avoch, Highland

Population 1,052

Avoch in Easter Ross in Highland Region developed as a harbour on the Moray Firth. Traditional industries included the production of sail cloth. Fishing has been and still is an important contributor to the local economy. Being proximate to Inverness Avoch also has many commuters.

This type of small town is a suburban or commuter locality with a prevalence of higher income and private housing. A large proportion of the population are over 45, and many are retired. Many people own their home. There is also a high proportion of people in professional employment and a high proportion of residents are educated to HNC level or above. Many residents own two or more cars.

Avoch is an interdependent to dependent town.

Its most similar towns are [Lochwinnoch](#), [Errol](#), [Rhu](#), and [Symington \(South Ayrshire\)](#).

To gain more insight into Avoch, compare it to any of the other towns included in USP.

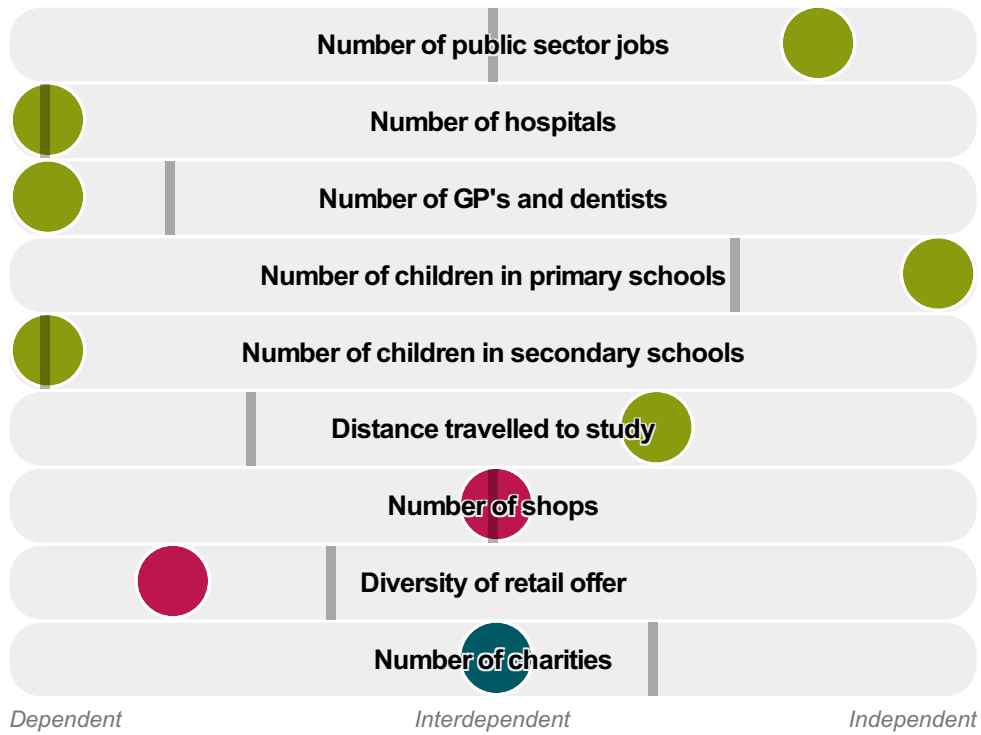
## Inter-relationships

*Dependent*

*Interdependent*

*Independent*





Avoch is an **interdependent to dependent** town.

Combining inter-relationships and typology, Avoch is grouped with 33 other towns. It has similarities to these towns in terms of the number of hospitals, children in secondary schools, shops, and diversity of retail offer. It also has similarities in the distance travelled to work.

It differs in terms of the number of public sector jobs. It also differs in the distance travelled to study. Avoch differs most from its group in the diversity of jobs.

- Employment
- Public
- Commercial
- Social
- ▬ Average for the category

## Change

### Population change 2001 to 2011

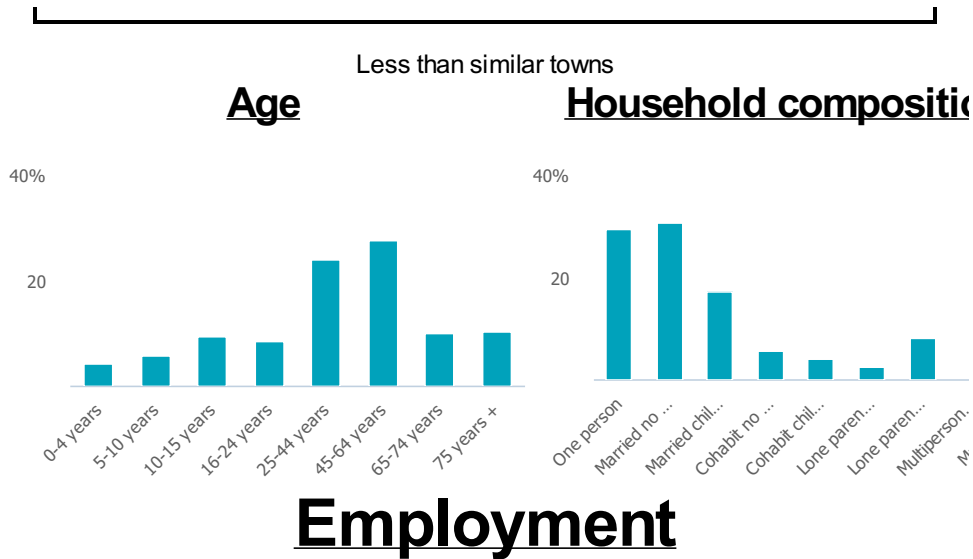
# 47%

More than similar towns per head of population

## Population

### Population 2011

# 1k



### Jobs

141

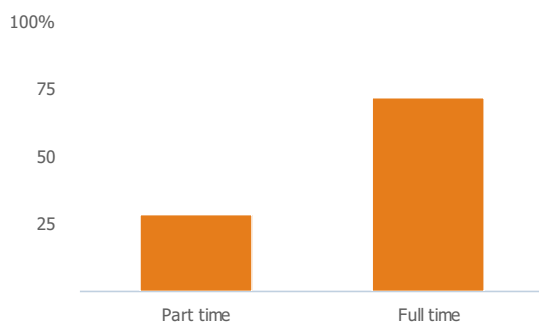
Less than similar towns per head of population

### Jobs change 2009 to 2014

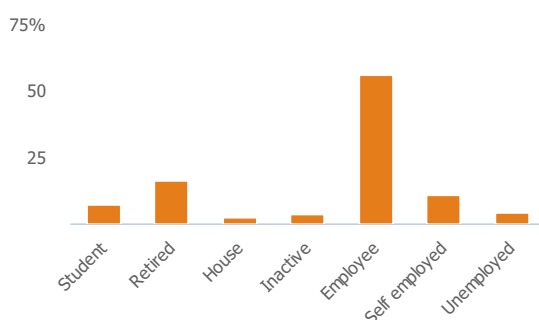
24%

More than similar towns per head of population

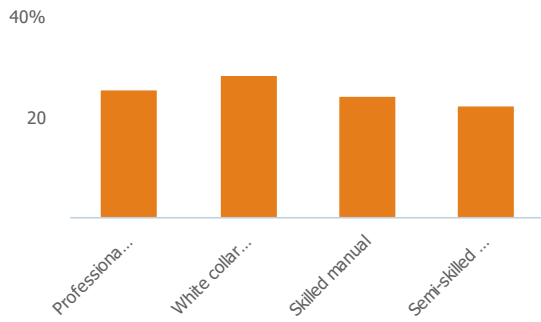
### Employment type(% working full time vs part time aged 16-74)



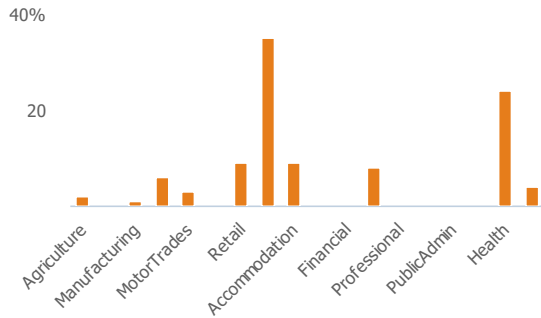
### Occupation (% aged 16-74)



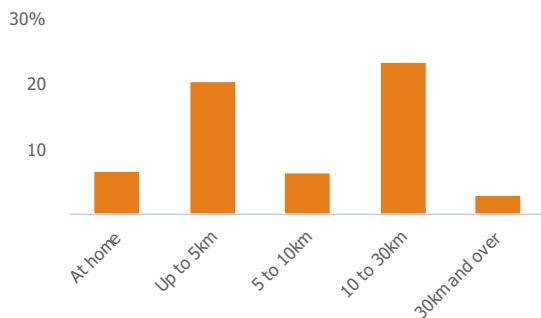
## Social Grade (% households aged 16-64)



## Sector Diversity

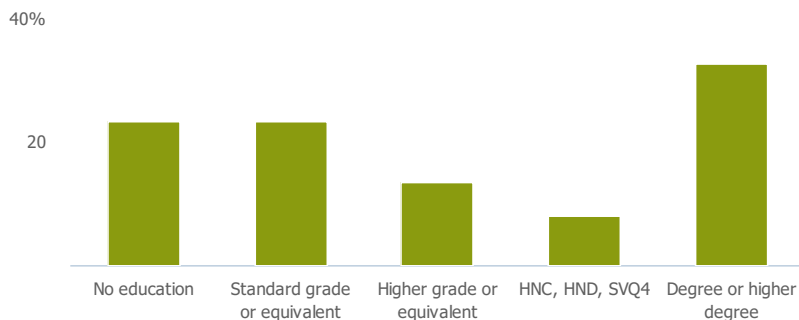


## Distance travelled to work



## Public

## Education (% all people aged 16 and over)



## Children in primary schools

More than similar towns per head of population

# Commuter Flow Map

Coloured and grey lines/pins show the main and smaller commuter flows, respectively, between this town and the other towns in Scotland.

## Commercial

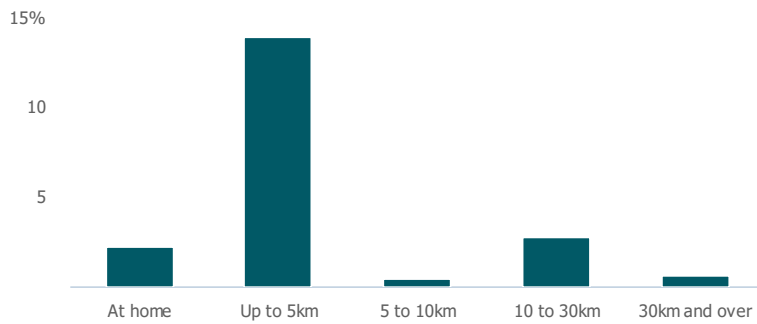
Number of people per shop

150

Less than similar towns per head of population

## Social

Distance travelled to study



### Number of residents per charity

351

More than similar towns per head of population

## Connectivity and environment assets

### Average download speed (MBs)

12

More than similar towns per head of population

## Download

Download all of the Avoch data in PDF format.

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