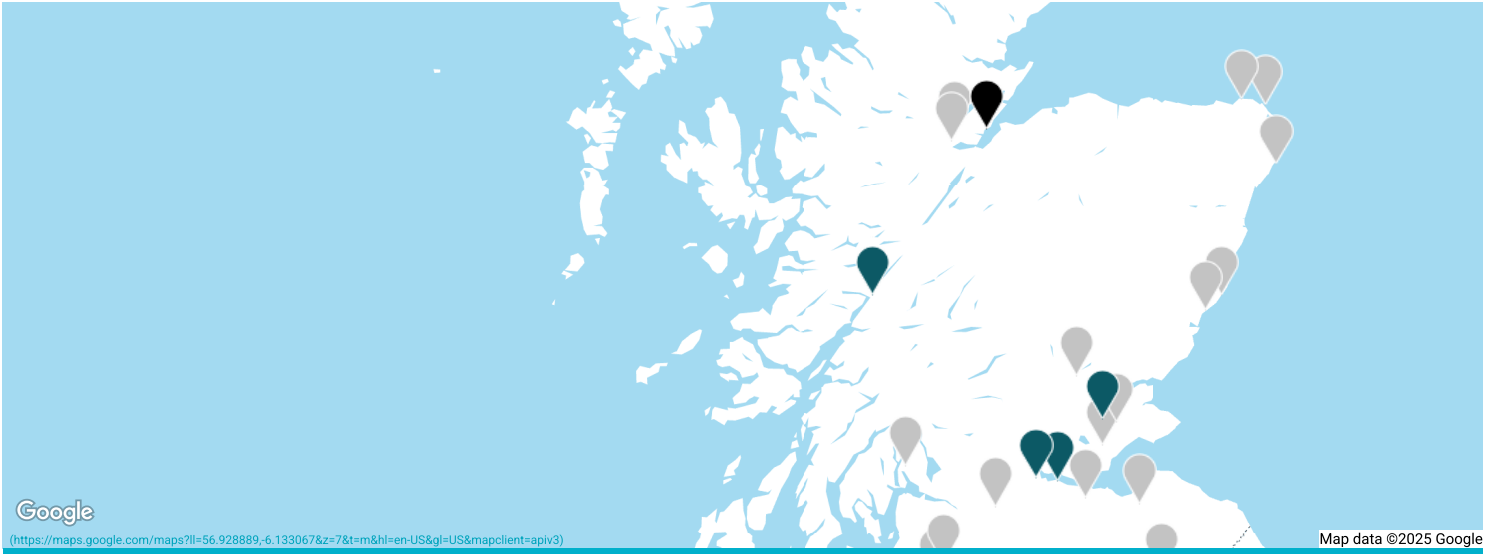




# Avoch

## HIGHLAND

POPULATION **1,073**

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.

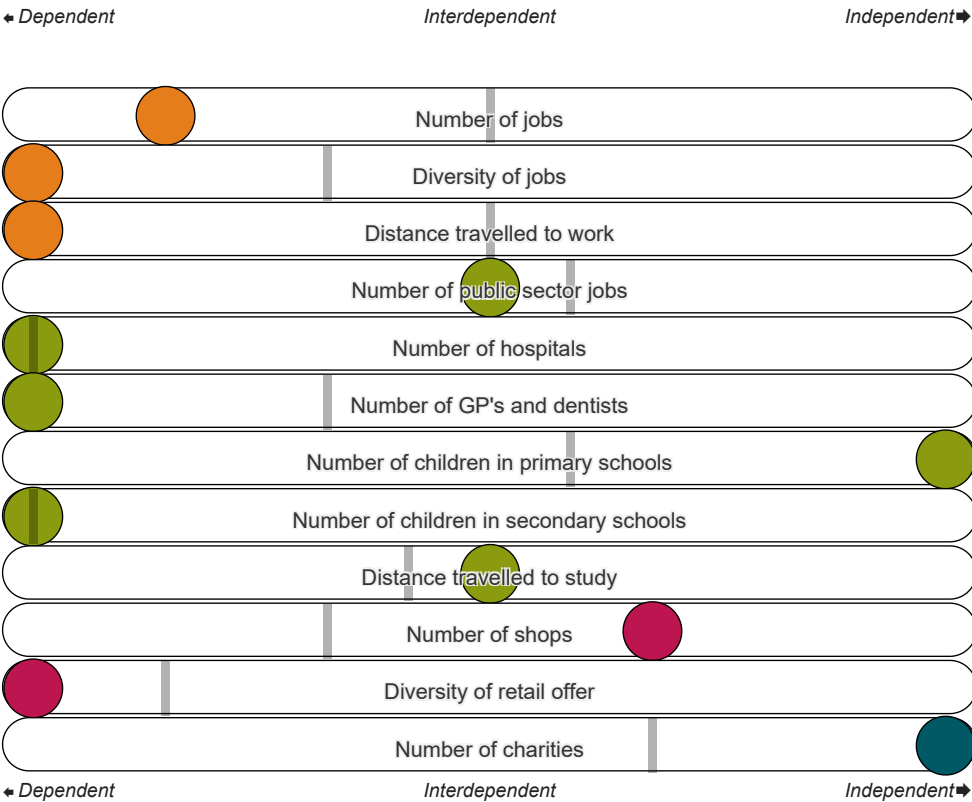
In this type of small town, the population comprises families with a higher proportion of adults in the 25–44 age grouping. Higher rates of full time employment are found.

Avoch is an interdependent to dependent town.

Its most similar towns are [Auchtermuchty](#), [Banavie and Corpach](#), [Bo'ness](#), and [Carronshore](#).

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

# Inter-relationships



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

Combining inter-relationships and typology, Avoch is grouped with 22 other towns. It has similarities to these towns in terms of the number of hospitals, children in secondary schools, public sector jobs, and diversity of retail offer. It also has similarities in the distance travelled to study.

It differs in terms of the number of charities, children in primary schools, jobs, and shops. Avoch differs most from its group in the number of GP's and dentists; and the diversity of jobs, and the distance travelled to work.

- Orange Employment
- Green Public
- Pink Commercial
- Dark Blue Social
- Grey Average for the category

**Population change 2011 to 2022****2%**

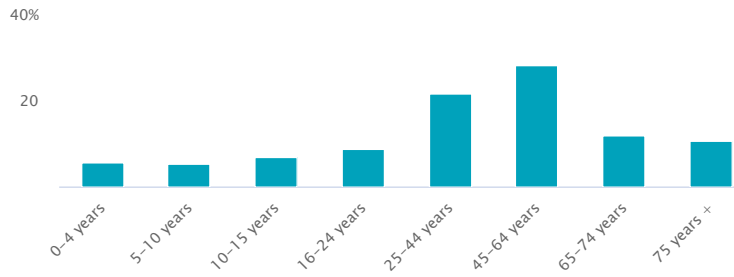
▲ More  
than similar towns per head of population

**Household change 2011 to 2022****9%**

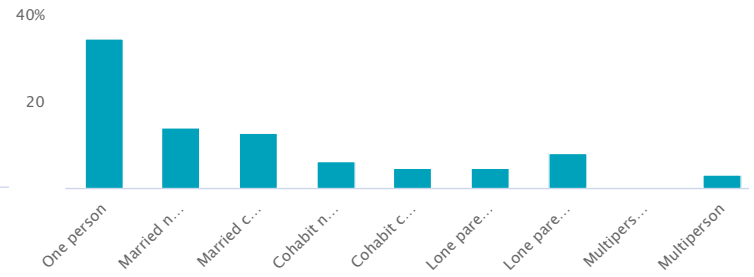
▲ More  
than similar towns per head of population

# Population

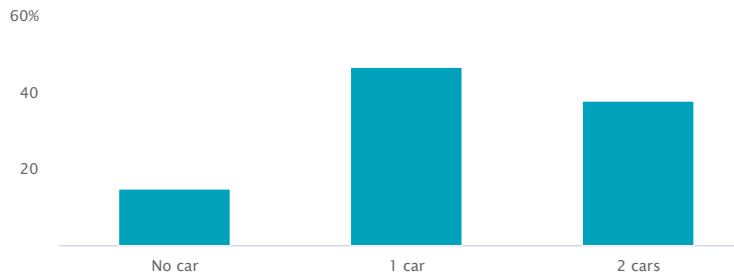
## Age



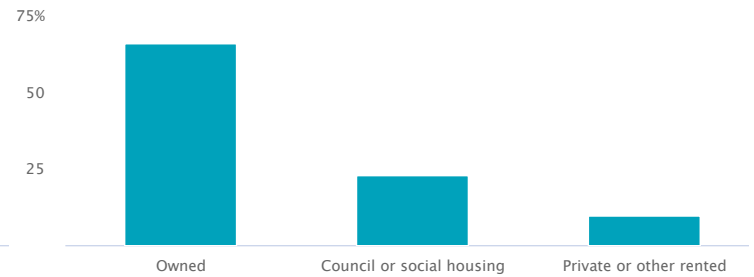
## Household composition



## Car ownership



## Tenure



## Population 2022

1k

▼ Less  
than similar towns

## Households 2022

497

▼ Less  
than similar towns

## Population change 2011 to 2022

2%

▲ More  
than similar towns per head of population

## Household change 2011 to 2022

9%

▲ More  
than similar towns per head of population

## Very bad health

2%

▲ More  
than similar towns per head of population

## No central heating

3%

▲ More  
than similar towns per head of population

## Occupancy rating of bedrooms 1 or less

1%

▲ More  
than similar towns per head of population

## Disabled

4%

▲ More  
than similar towns per head of population



# Employment

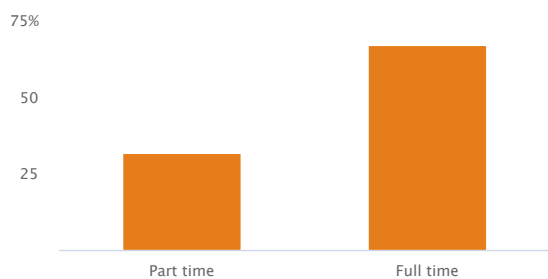
## Jobs

100

▼ Less  
than similar towns per head of population

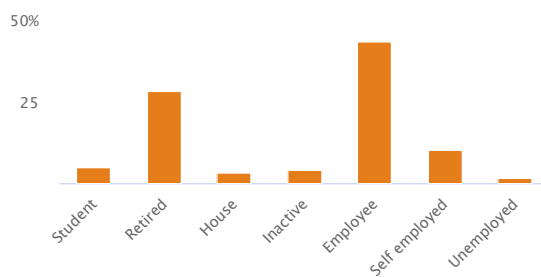
## Employment type

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



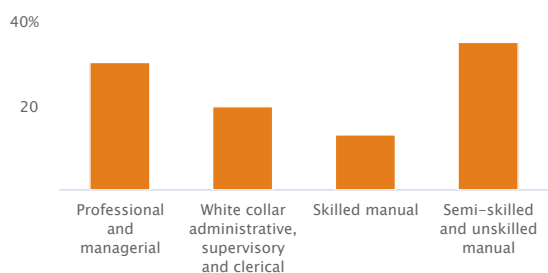
## Occupation

(% aged 16-74)

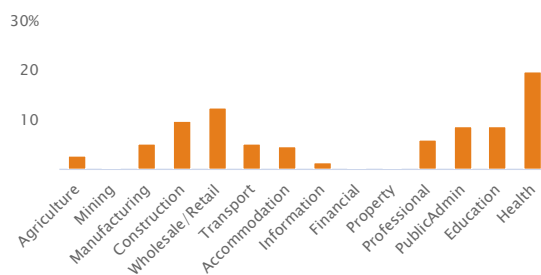


## Social Grade

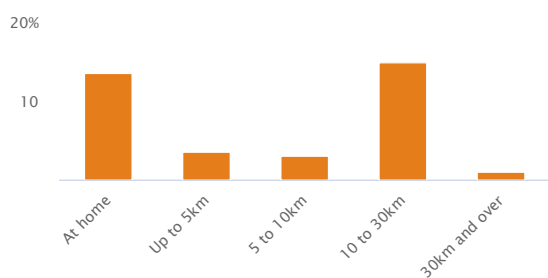
(% households aged 16-64)



## Sector Diversity

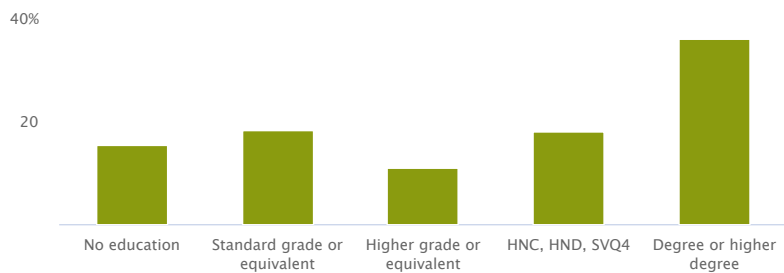


## Distance travelled to work



### Education

(% all people aged 16 and over)



### Children in primary schools

293

▲ More  
than similar towns per head of population

### Children in secondary schools

0

▼ Less  
than similar towns per head of population

### Hospitals

0

▼ Less  
than similar towns per head of population

### GP's and dentists

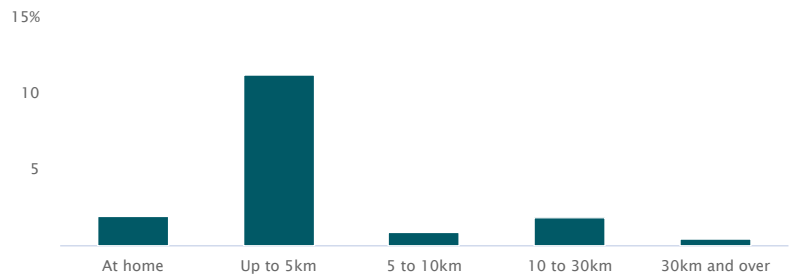
0

▼ Less  
than similar towns per head of population

**Number of people per shop****119**

▲ More  
than similar towns per head of population

Distance travelled to study



Number of residents per charity

179

▲ More  
than similar towns per head of population

# Environment Indicators

Households with D, E, F  
energy performance  
certificate rating

45%

▲ More  
than similar towns per head of population

Households with green  
energy heating system

14%

▲ More  
than similar towns per head of population

Average house price (£)

195k

▲ More  
than similar towns per head of population