



From mountain to sea

What's Happening in....

# Household Income in Aberdeenshire

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A publication by the Planning Information and Delivery Team



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## Introduction

This bulletin gives information about gross annual household income in Aberdeenshire. It provides average and lower quartile income for a wide range of towns and villages across the area, shows the change over time, and gives comparisons with Scotland and the UK.

The source of the data in this bulletin is [CACI Paycheck 2023](#)<sup>1</sup>. Throughout the bulletin, the average used is the **median** rather than the mean. The mean can be skewed by a small number of very high or low incomes so the median is generally regarded as a more accurate measure of average income.

For more information on any of the figures published, or for any other statistical enquires please contact Aberdeenshire Council's Planning Information and Delivery Team at [statistics@aberdeenshire.gov.uk](mailto:statistics@aberdeenshire.gov.uk)

More publications giving local information on a range of topics including Population, the Economy and the Housing Market plus profiles of Aberdeenshire and its Areas and Towns are available on our [webpages](#).

## Household Income in Aberdeenshire Towns

Average household income for towns in Aberdeenshire and the percentage change over the last five years is shown in the table below. Over the last five years, average household incomes in Aberdeenshire have increased by 15%, while in Scotland they increased by 25%. All towns in Aberdeenshire have seen growth over the period but this has mostly been below the rate of growth for Scotland as a whole. The impact of the oil industry downturn continues to negatively affect incomes with some towns close to Aberdeen City experiencing growth well below both the Aberdeenshire and Scottish averages, for example Westhill (7%), Blackburn (9%) and Newtonhill (10%). Many of the towns in more peripheral and rural areas saw a higher rate of growth closer to the Scottish average, for example Fraserburgh (22%), Mintlaw (24%) and Gourdon (29%).

Lower quartile incomes are also shown, this means that 25% of households in the town have incomes lower than the figure given. This measure is often used to assess the affordability of housing for households on lower incomes. Lower quartile incomes have risen more slowly than average incomes with a 13% increase across Aberdeenshire from 2018-2023, and this is well below the Scottish average increase of 26%. The geographical pattern is similar to average incomes with the towns in more rural and peripheral areas generally experiencing greater increases than some of those closer to Aberdeen City.

Town	Average Income 2023	Change in Average Income 2018-2023	Lower Quartile Income 2022	Change in LQ Income 2017-2022
Aberchirder	£29,800	18%	£17,000	17%
Aboyne	£44,300	14%	£24,300	11%
Alford	£39,900	18%	£22,500	18%
Auchenblae	£48,100	14%	£27,700	14%
Ballater	£39,200	21%	£22,100	20%

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Town	Average Income 2023	Change in Average Income 2018-2023	Lower Quartile Income 2022	Change in LQ Income 2017-2022
Balmedie	£53,300	13%	£30,900	9%
Banchory	£48,400	11%	£26,900	8%
Banff	£28,400	18%	£16,400	17%
Blackburn	£57,200	9%	£33,700	6%
Boddam	£30,800	17%	£18,000	14%
Crimond	£25,400	30%	£14,400	24%
Cruden Bay	£36,800	9%	£20,600	6%
Cuminestown	£28,900	13%	£16,700	13%
Drumoak	£49,100	14%	£27,800	14%
Ellon	£43,100	13%	£24,300	10%
Fraserburgh	£29,100	22%	£16,500	22%
Gardenstown	£30,500	17%	£17,300	15%
Gourdon	£40,200	29%	£22,900	25%
Hatton of Cruden	£36,400	16%	£20,600	13%
Huntly	£28,500	17%	£16,300	16%
Insch	£40,600	12%	£22,600	11%
Inverallochy/Cairnbulg	£28,500	12%	£16,300	11%
Inverbervie	£41,100	15%	£22,800	15%
Inverurie	£41,400	21%	£23,000	18%
Johnshaven	£37,400	21%	£21,900	22%
Kemnay	£40,600	18%	£22,800	15%
Kingseat	£56,000	14%	£34,000	13%
Kintore	£52,300	13%	£30,200	11%
Laurencekirk	£41,200	22%	£22,900	20%
Longside	£41,100	22%	£22,500	16%
Lumphanan	£44,200	20%	£25,400	16%
Macduff	£29,200	19%	£16,900	18%
Marywell	£44,700	-	£25,800	-
Maud	£37,800	18%	£21,300	16%
Methlick	£47,800	-	£27,300	-
Mintlaw	£32,900	24%	£18,700	22%
New Deer	£30,500	10%	£17,000	8%
New Pitsligo	£29,000	25%	£16,900	25%
Newburgh	£52,700	9%	£31,100	6%
Newmachar	£49,500	14%	£28,200	10%
Newtonhill	£51,600	10%	£30,300	7%
Oldmeldrum	£47,100	13%	£26,700	10%
Peterhead	£30,700	23%	£17,500	22%
Pitmedden	£46,200	17%	£26,300	12%
Portlethen	£48,900	17%	£28,500	13%



Town	Average Income 2023	Change in Average Income 2018-2023	Lower Quartile Income 2022	Change in LQ Income 2017-2022
Portsoy	£30,100	20%	£17,400	19%
Potterton	£48,200	7%	£28,800	2%
Rosehearty	£30,000	15%	£17,500	15%
Rothienorman	£44,500	22%	£24,500	15%
Sandhaven	£27,000	35%	£15,800	31%
St Combs	£28,200	7%	£16,700	7%
St Cyrus	£40,000	22%	£22,700	21%
St Fergus	£45,000	19%	£24,800	14%
Stonehaven	£44,000	14%	£24,800	12%
Strichen	£29,400	15%	£17,100	13%
Stuartfield	£42,000	16%	£23,900	13%
Tarland	£30,600	15%	£17,900	17%
Tarves	£42,300	18%	£23,400	16%
Torphins	£51,300	10%	£30,100	8%
Turriff	£31,600	18%	£18,200	16%
Westhill	£54,900	7%	£32,500	4%
Whitehills	£31,700	13%	£18,200	12%
<b>Aberdeenshire</b>	<b>£41,756</b>	<b>15%</b>	<b>£23,178</b>	<b>13%</b>
<b>Scotland</b>	<b>£35,340</b>	<b>25%</b>	<b>£19,565</b>	<b>26%</b>
<b>UK</b>	<b>£38,984</b>	<b>25%</b>	<b>£21,735</b>	<b>25%</b>

Figure 1 shows towns in order of average annual income from highest to lowest and how they compare with the average for Aberdeenshire (£41,756), Scotland (£35,340) and the UK (£38,984).

Despite the recent slowdown in income growth across Aberdeenshire, it is still the case that many Aberdeenshire towns have incomes significantly higher than the Scottish and UK average with the highest incomes in towns closest to Aberdeen City such as Blackburn (£57,200) and Westhill (£54,900). In the north and north west of Aberdeenshire, incomes are generally below the Scottish and UK average, for example Fraserburgh (£29,100) and Huntly (£28,500).



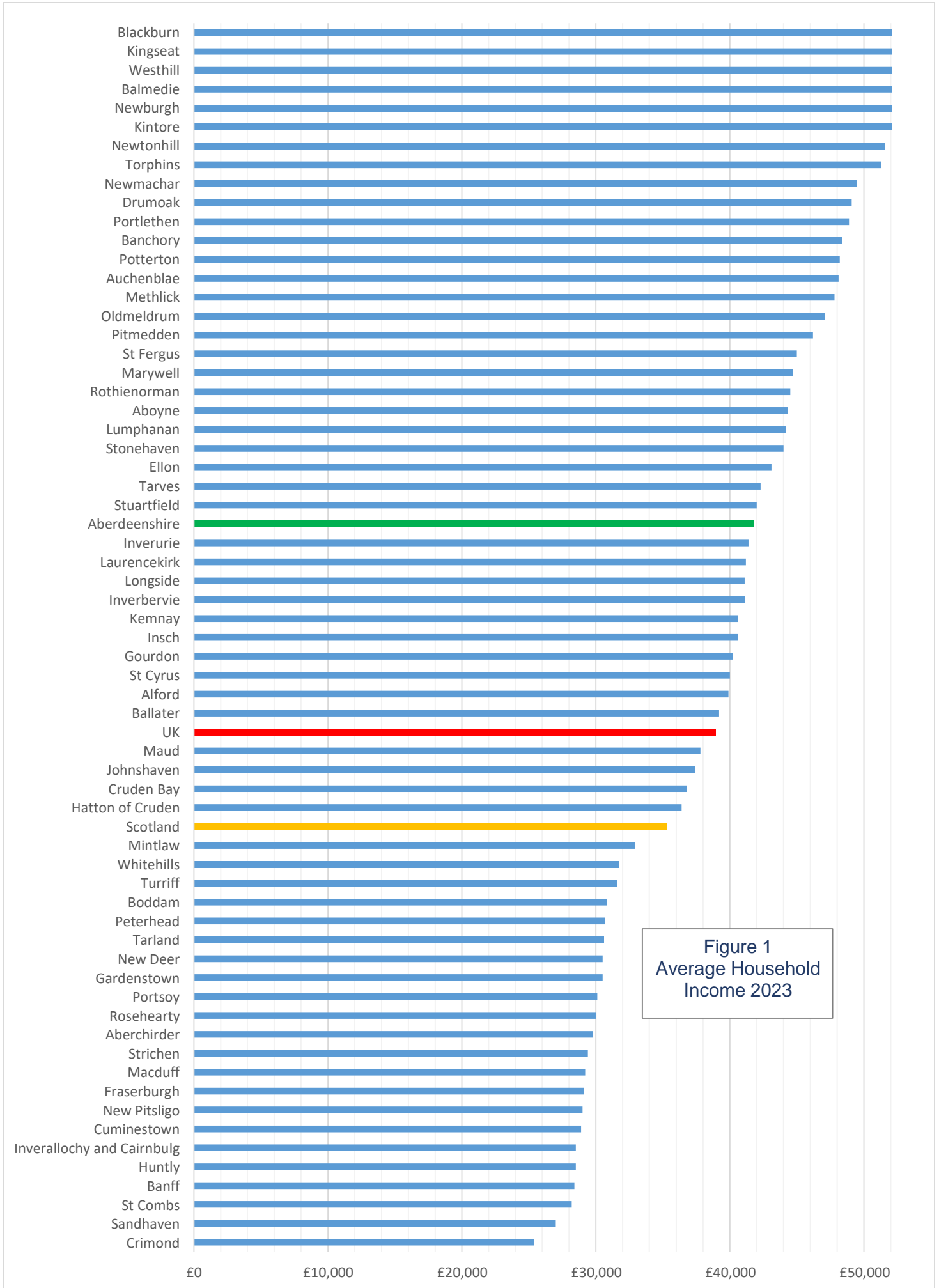
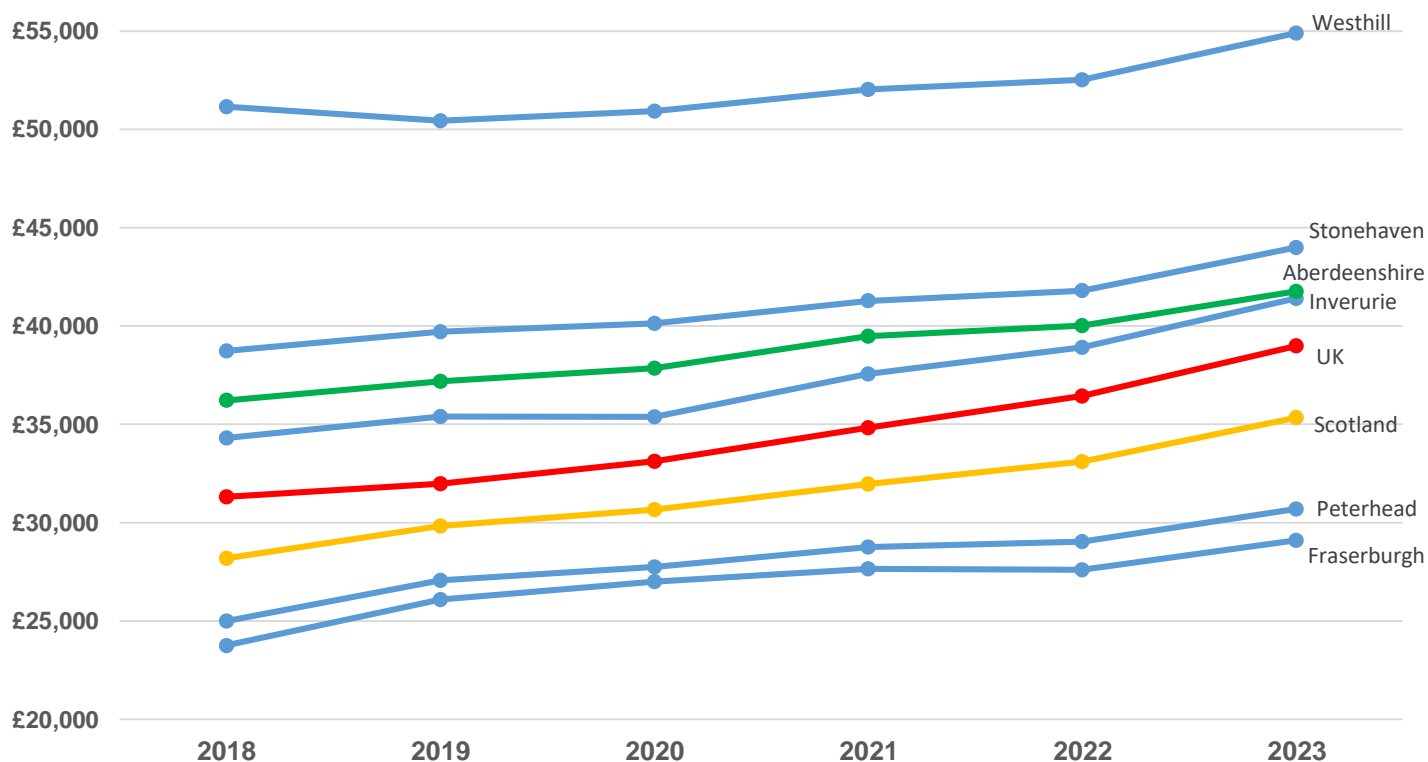


Figure 1  
Average Household  
Income 2023

### Change in Average Income 2018-2023

Figure 2 shows the change in average incomes over the last five years in Aberdeenshire and its largest towns, Scotland, and the UK.

**Figure 2 Change in Average Household Income 2018-2023**



### Map of Aberdeenshire, Areas and Towns

