



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 2024](#)¹. 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

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 Settlements

The table below shows the average household income for towns and villages in Aberdeenshire and the percentage change over the last five years. Over this period, average household incomes in Aberdeenshire have increased by 23%, compared to a 32% increase in Scotland. In line with the long-term trend, all settlements in Aberdeenshire experienced growth in household income between 2019 and 2024, although this growth was generally below the rate for Scotland as a whole. The smallest growth over the past five years occurred mostly in rural and peripheral areas, but geographically the pattern was inconsistent. For example, Rosehearty saw a 10% increase, Hatton of Cruden 15%, and New Deer 16%. Conversely, settlements with the largest growth were also mostly in rural areas, but again, there was no strong correlation with location. Notable examples include Ballater (36%), Mintlaw (35%), and Gourdon (33%). For settlements closer to Aberdeen City they overall saw increases of around 20%, a notable exception is Tarves which saw an increase of 32%.

Lower quartile incomes are also shown, indicating that 25% of households in the settlement have incomes below the given figure. This measure is often used to assess housing affordability for lower-income households. From 2019 to 2024, lower quartile incomes in Aberdeenshire have risen by 21%, slightly less than the average income increase, and well below the Scottish average increase of 31%. The geographical pattern of lower quartile incomes is similar to average incomes where the greatest and smallest increases were occurring inconsistently across Aberdeenshire.

Settlement	Average Income 2024	Change in Average Income 2019-2024	Lower Quartile Income 2024	Change in LQ Income 2019-2024
Aberchirder	£32,058	16%	£18,211	16%
Aboyne	£49,681	28%	£27,476	25%
Alford	£44,541	30%	£24,949	31%
Auchenblae	£53,589	21%	£31,148	20%

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Settlement	Average Income 2024	Change in Average Income 2019-2024	Lower Quartile Income 2024	Change in LQ Income 2019-2024
Ballater	£44,509	36%	£25,016	34%
Balmedie	£57,268	18%	£33,099	15%
Banchory	£53,640	23%	£30,217	23%
Banff	£31,104	21%	£17,834	21%
Blackburn	£62,872	20%	£37,263	17%
Boddam	£33,128	17%	£19,255	16%
Crimond	£27,978	30%	£15,818	27%
Cruden Bay	£40,152	16%	£22,411	13%
Cuminestown	£32,784	28%	£19,024	29%
Drumoak	£54,073	28%	£30,519	29%
Ellon	£47,211	21%	£26,553	19%
Fraserburgh	£32,128	23%	£18,033	22%
Gardenstown	£33,242	23%	£18,809	20%
Gourdon	£45,391	33%	£25,599	31%
Hatton of Cruden	£38,991	15%	£21,727	11%
Huntly	£32,072	27%	£18,249	26%
Insch	£46,020	28%	£25,456	27%
Inverallochy/Cairnbulg	£33,657	21%	£19,056	22%
Inverbervie	£43,915	18%	£24,136	12%
Inverurie	£45,371	28%	£25,234	28%
Johnshaven	£42,124	22%	£24,404	21%
Kemnay	£44,186	23%	£24,659	20%
Kingseat	£61,503	28%	£37,185	26%
Kintore	£57,489	24%	£33,314	23%
Laurencekirk	£46,397	31%	£25,786	31%
Longside	£44,165	27%	£24,299	24%
Lumphanan	£50,013	28%	£28,886	25%
Macduff	£32,200	21%	£18,471	21%
Marywell	£48,775	-	£27,638	-
Maud	£41,687	21%	£23,197	19%
Methlick	£52,312	-	£29,914	-
Mintlaw	£37,351	35%	£21,133	32%
New Deer	£33,871	16%	£18,975	14%
New Pitsligo	£31,230	23%	£18,131	23%
Newburgh	£57,745	17%	£34,065	14%
Newmachar	£52,921	19%	£30,239	19%
Newtonhill	£57,254	22%	£33,627	19%
Oldmeldrum	£51,953	21%	£29,808	22%
Peterhead	£33,747	25%	£19,057	23%
Pitmedden	£50,740	25%	£28,783	23%
Portlethen	£53,081	21%	£30,963	19%
Portsoy	£32,975	27%	£18,907	26%
Potterton	£53,165	26%	£31,684	25%
Rosehearty	£32,380	11%	£18,735	11%
Rothienorman	£49,012	28%	£27,897	27%
Sandhaven	£27,040	26%	£15,891	25%
St Combs	£31,301	18%	£18,296	16%

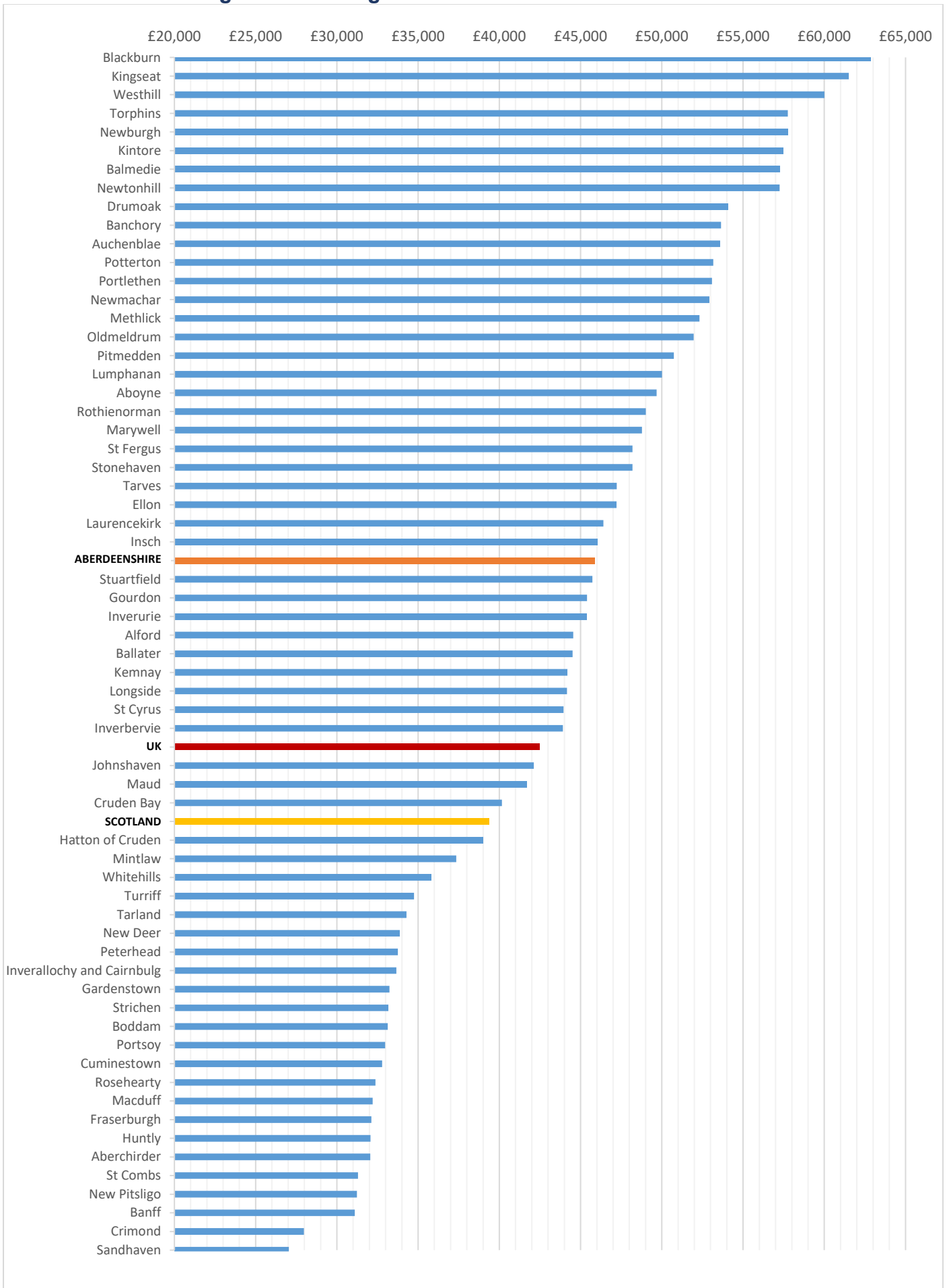
Settlement	Average Income 2024	Change in Average Income 2019-2024	Lower Quartile Income 2024	Change in LQ Income 2019-2024
St Cyrus	£43,953	31%	£24,511	27%
St Fergus	£48,195	22%	£26,349	16%
Stonehaven	£48,189	21%	£27,110	20%
Strichen	£33,170	26%	£19,167	24%
Stuartfield	£45,729	23%	£25,667	20%
Tarland	£34,281	23%	£19,788	23%
Tarves	£47,220	32%	£26,227	33%
Torphins	£57,758	24%	£33,742	22%
Turriff	£34,745	24%	£19,977	22%
Westhill	£60,005	19%	£35,437	16%
Whitehills	£35,788	23%	£20,685	24%
Aberdeenshire	£45,853	23%	£25,340	21%
Scotland	£39,386	32%	£21,721	31%
UK	£42,470	33%	£23,551	32%

Figure 1 shows settlements in order of average annual income from highest to lowest and how they compare with the average for Aberdeenshire (£45,853), Scotland (£39,386) and the UK (£42,470).

Despite the continued slowdown in income growth across Aberdeenshire compared to the rate of growth across Scotland, it is still the case that many households in Aberdeenshire have incomes significantly higher than the Scottish and UK average, with the highest incomes in settlements closest to Aberdeen City such as Blackburn (£62,900) and Westhill (£60,000). In the north and northwest of Aberdeenshire, incomes are generally below the Scottish and UK average, for example Fraserburgh (£32,100) and Huntly (£32,100).

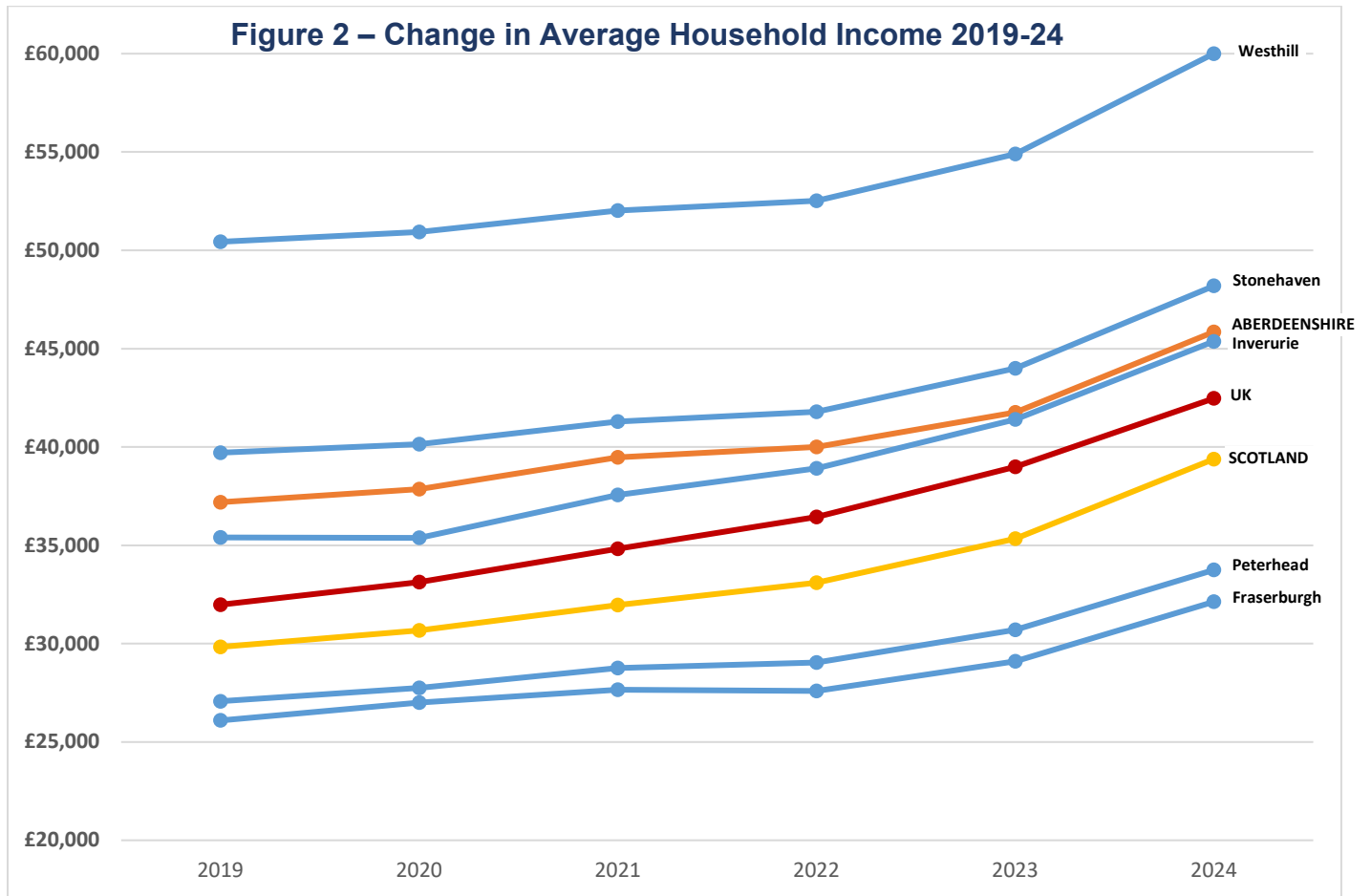


Figure 1 – Average Household Income 2024



Change in Average Income 2019-2024

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



Map of Aberdeenshire, Areas and Towns

