



Rural Scotland Key Facts 2008

People and Communities
Services and Lifestyle
Economy and Enterprise



A National Statistics Publication for Scotland



The Scottish
Government

Contents

Introduction	3
Definition of Rural Scotland	3
Map of Rural Scotland	4
People and Communities	5
Demographics	5
Households	10
Neighbourhood and Community	13
Physical Environment	16
Services and Lifestyle	17
Access and Convenience of Services	17
Travel Patterns	21
Education	25
Health	27
Housing	29
Economy and Enterprise	34
Industry Size	34
Economic Activity	36
Earnings	39
Income	40
Size of Business	42
Obstacles to Success of Business	45
Notes	47

Introduction

Rural Scotland differs from the rest of Scotland but there are also differences within rural Scotland, for example between accessible and remote areas. The Scottish Government acknowledges that issues such as transport, education and health can have a particular impact on rural communities and seeks to reflect this in mainstream policy development. The purpose of this booklet is to summarise the key facts related to rural Scotland in order to provide a picture of the lives of its people. Improving the evidence base on rural Scotland will assist us in understanding the issues affecting rural Scotland.

Definition of Rural Scotland

Rural Scotland is defined as **settlements with a population of less than 3,000**.

By analysing drive times to larger settlements we can divide rural Scotland into:

Accessible rural: those with a less than 30 minute drive time to the nearest settlement with a population of 10,000 or more;

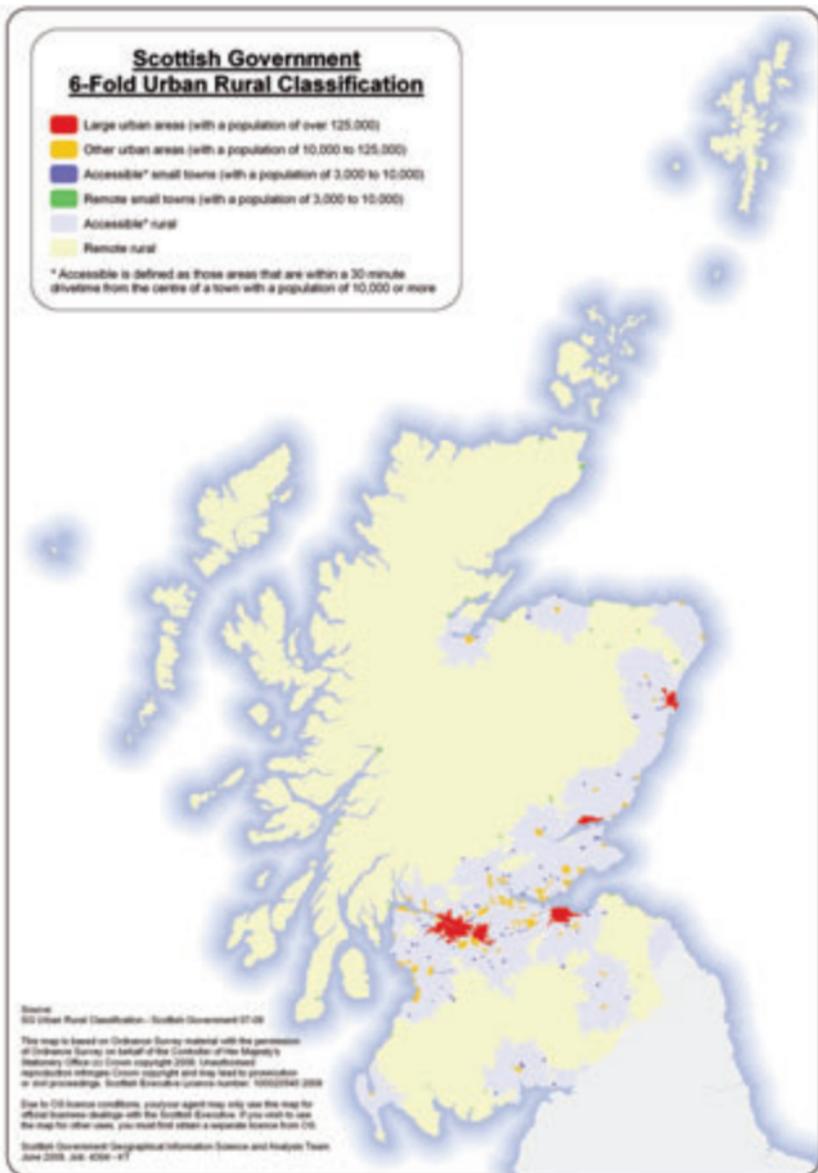
Remote rural: those with a greater than 30 minute drive time to the nearest settlement with a population of 10,000 or more.

These definitions form part of the **Scottish Government's urban rural classification**.

The map opposite shows the full classification. Accessible rural areas are shown in a light blue colour and remote rural areas are shown in a light yellow colour.

In order to highlight differences between rural Scotland and the rest of Scotland, this booklet combines the first four categories into the **Rest of Scotland** figures. The rest of Scotland therefore includes large urban areas, other urban areas, accessible small towns and remote small towns.

Map of Rural Scotland



People and Communities

Demographics

Table 1: Population by Geographic Area, 2001, 2006

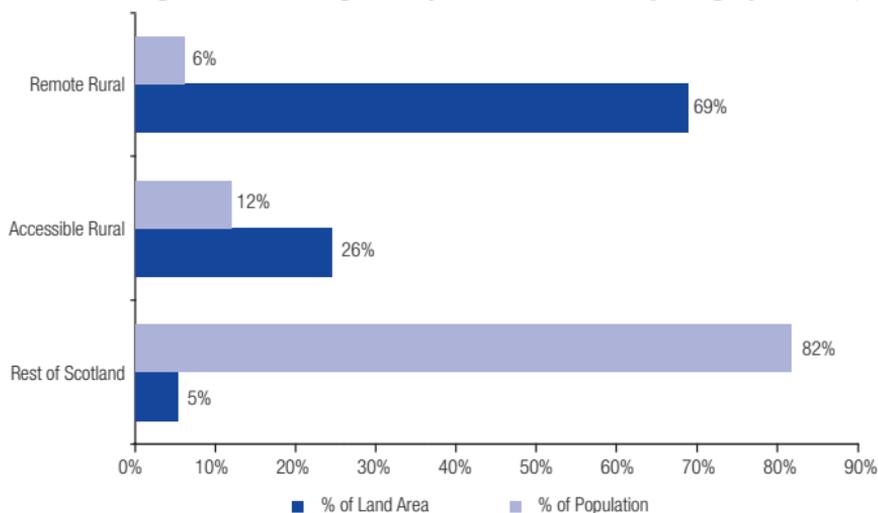
	2001	2006	% change 2001-2006
Remote Rural	315,026	327,474	4.0%
Accessible Rural	581,755	618,619	6.3%
Rest of Scotland	4,167,419	4,170,807	0.1%
Total	5,064,200	5,116,900	1.0%

*Source: General Register Office for Scotland, 2007 (mid-year estimates based on data zones)
(Both 2001 and 2006 figures are based on Scottish Executive Urban Rural Classification, 2005-2006)*

Just over 5 million people live in Scotland, with almost 1 million of them living in rural areas.

Table 1 shows that between 2001 and 2006, the population in all areas of Scotland has increased. The greatest increase in population has been in accessible rural areas, with a 6.3% increase between 2001 and 2006, compared to an increase of 4.0% in remote rural areas and 0.1% in the rest of Scotland.

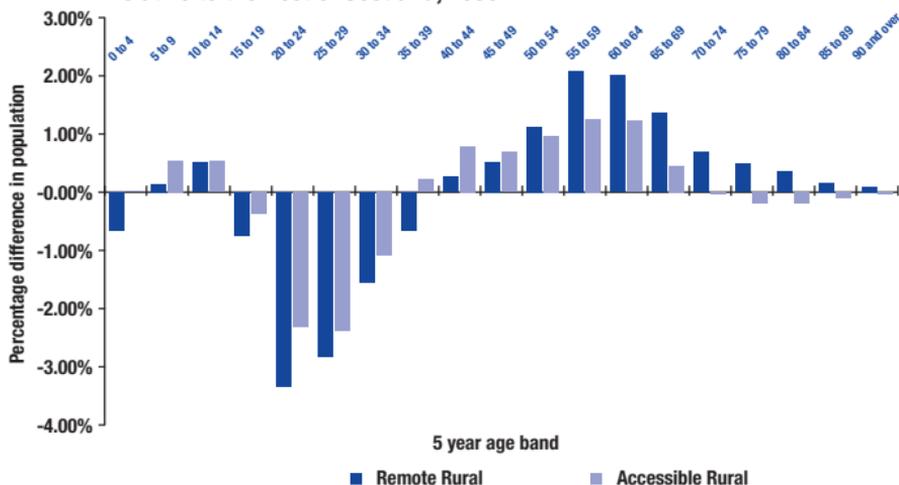
Figure 1: Percentage of Population and Land by Geographic Area, 2006



*Source: General Register Office for Scotland, 2007 (2006 mid-year estimates based on data zones)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

The total land mass of Scotland is approximately 7.8 million hectares. Figure 1 shows that although rural Scotland accounts for 18% of the total population in Scotland (6% in remote rural and 12% in accessible rural), it accounts for 95% of the land mass in Scotland (69% in remote rural and 26% in accessible rural). In contrast the rest of Scotland accounts for 82% of the population of Scotland but only 5% of the land mass.

Figure 2: Differences in Age Distribution of Population of Rural Areas, Relative to the Rest of Scotland, 2006



Source: General Register Office for Scotland, 2007 (2006 mid-year estimates on data zones)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 2: Age Distribution of Population in Rest of Scotland, 2006

Age Group	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49
Rest of Scotland	5%	5%	6%	7%	7%	7%	6%	8%	8%	7%
Age Group	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90 and over	Total
Rest of Scotland	6%	6%	5%	5%	4%	3%	2%	1%	1%	100%

Source: General Register Office for Scotland, 2007 (2006 mid-year estimates based on data zones)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 2 shows that relative to the rest of Scotland (as displayed in Table 2), the population of rural areas has a different age distribution. Specifically, rural areas have a lower percentage of the population in the age bands 15-34 but a higher population in the age bands 40-69.

Table 3: Internal Population Change and Net-Migration by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Births	2,910	6,265	45,294
Births as % of population	0.9%	1.0%	1.1%
Deaths	3,560	5,858	45,347
Deaths as % of population	1.1%	0.9%	1.1%
Net-migration	1,991	6,200	12,978
Net-migration as % of population	0.6%	1.0%	0.3%

*Source: General Register Office for Scotland, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

Table 3 shows that there were more births than deaths in accessible rural areas and more deaths than births in remote rural. However, as percentages of the relevant populations, the number of births and deaths were roughly equal in all areas of Scotland.

Net-migration refers to the number of in-migrants minus out-migrants. Table 3 shows that, in all three areas of Scotland, the number of in-migrants has been greater than the number of out-migrants, resulting in positive net-migration. Proportionately net-migration is greatest in the accessible rural areas.

Table 3 also shows that net-migration accounts for 0.6% of the population in remote rural areas, 1% of the accessible rural population, and 0.3% of the population for the rest of Scotland.

Table 4: Country of Birth by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Scotland	77%	80%	86%
Rest of UK	20%	17%	8%
Rest of World	3%	3%	6%

Source: Annual Population Survey in Scotland, 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 4 shows the composition of Scotland's current population that were born in Scotland, in the rest of the United Kingdom and in the rest of the world. A relatively high proportion of the people in rural areas were born in the rest of the UK, although a lower percentage were born outside the UK.

Households

Table 5: Household Size by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
One	26%	23%	34%
Two	44%	40%	35%
Three	13%	16%	15%
Four	11%	15%	11%
Five or more	5%	6%	5%
Total	100%	100%	100%

Source: Scottish Household Survey, 2007

(Based on Scottish Government Urban Rural Classification, 2007)

Table 5 shows that, relative to the rest of Scotland, there are considerably fewer single person households in rural Scotland. There are also higher percentages of households in rural areas with a household size of 2 people.

Table 6: Household Type by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Single adult	10%	10%	18%
Two adults of non-pensionable age	19%	19%	17%
Single parent	4%	4%	6%
Small family	11%	16%	13%
Large family	7%	8%	6%
Three or more adults	9%	11%	9%
Older smaller	23%	18%	15%
Single pensioner	17%	13%	16%
Total	100%	100%	100%

Source: *Scottish Household Survey, 2007*

(Based on *Scottish Government Urban Rural Classification, 2007-2008*)

Table 6 shows that, relative to the rest of Scotland, remote and accessible rural Scotland have lower percentages of single adult households. Rural Scotland also has a higher percentage of 'older smaller' households, that is, with one or both adults of pensionable age.

Table 7: Children Living in Workless Households by Geographic Area, 2007

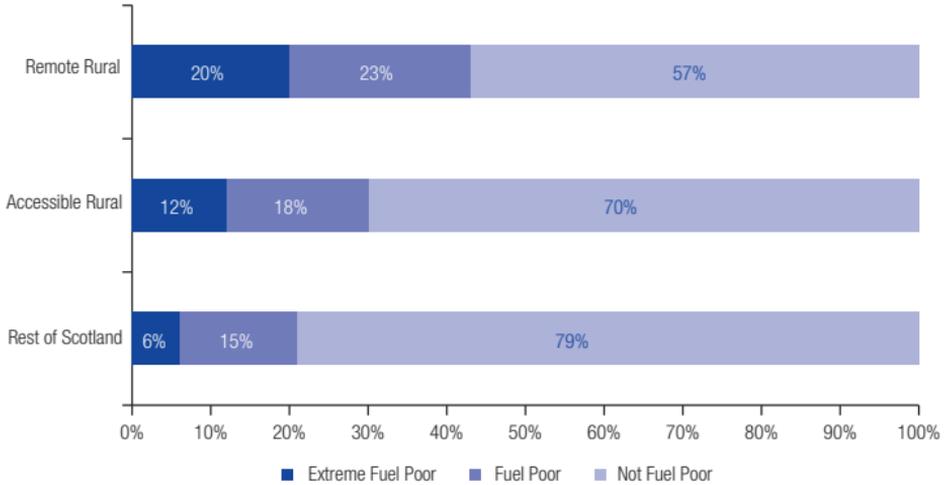
	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of children	5%	7%	17%

Source: *Annual Population Survey, 2007*

(Based on *Scottish Government Urban Rural Classification, 2007-2008*)

The proportion of dependent children aged under 19 years who were living in households where no one was in work was estimated to be 5% in remote rural Scotland in 2007. This is just under a third of the proportion in the rest of Scotland.

Figure 3: Fuel Poverty by Geographic Area, 2005/2006



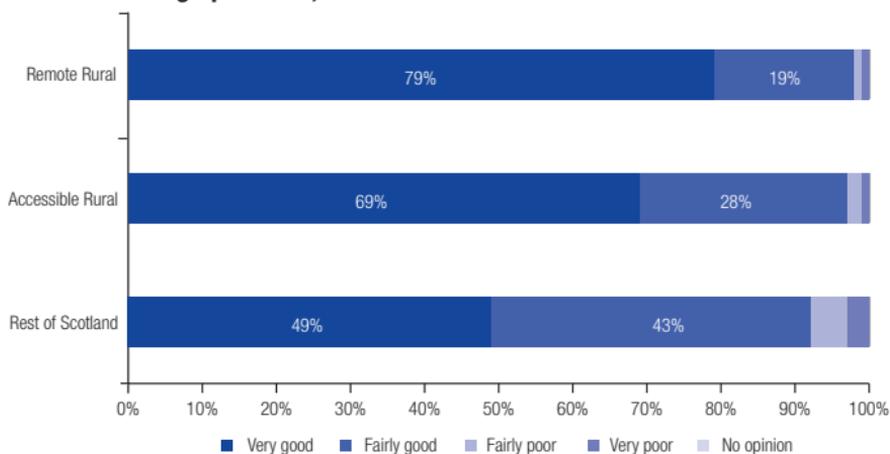
*Source: Scottish House Condition Survey, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

A household is defined as being in fuel poverty if it would be required to spend more than 10% of its income (including Housing Benefit or Income Support for Mortgage Interest) on all household fuel use. 'Extreme fuel poverty' is defined as a household having to spend more than 20% of its income on fuel.

Figure 3 shows that households in rural areas are much more likely to be at risk of being classed as being fuel poor or extreme fuel poor than in the rest of Scotland. In the rest of Scotland 79% of households have been classed as 'not fuel poor' compared to 70% in accessible rural and 57% in remote rural Scotland.

Neighbourhood and Community

Figure 4: Rating of Neighbourhood as a Place to Live by Geographic Area, 2007



Source: Scottish Household Survey, 2007
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 4 shows that relative to the rest of Scotland, a higher percentage of people in rural Scotland rate their neighbourhood as very good or fairly good. This is especially apparent in remote rural areas, where 79% of people rate their neighbourhood as a very good place to live, compared to 69% in accessible rural areas and 49% in the rest of Scotland. Nonetheless, in rural areas and in the rest of Scotland, over 90% rate their neighbourhood as a very good or a fairly good place to live.

Table 8: Experience of Neighbourhood Problems by Geographic Area, 2007
 (% saying they have personal experience of problem)

	Remote Rural	Accessible Rural	Rest of Scotland
Noisy neighbours or regular loud parties	3%	5%	9%
Vandalism, graffiti or other deliberate damage to property	4%	6%	13%
Rubbish or litter lying around	11%	16%	23%
Neighbour disputes	3%	4%	5%
Groups or individuals intimidating or harassing others	2%	2%	6%
Drug misuse or dealing	2%	2%	6%
Rowdy behaviour	5%	7%	16%
Abandoned or burnt out vehicles	2%	4%	2%
None of these	80%	73%	59%

Source: Scottish Household Survey, 2007

Columns add to more than 100% since multiple responses were allowed

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 8 displays that in every category of neighbourhood problems, apart from 'abandoned or burnt out vehicles', a lower percentage of people in remote and accessible rural areas have experienced such problems. For example, only 3% and 5% respectively in remote and accessible rural areas say they have had a problem with noisy neighbours or loud parties while the figure is 9% in the rest of Scotland. Similarly, 11% and 16% respectively in remote rural and accessible rural areas, state that rubbish or litter lying around is a problem whilst 23% state this is a problem in the rest of Scotland.

Table 9: Perceptions of Safety when at Home Alone at Night by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	87%	80%	71%
Fairly safe	11%	18%	25%
A bit unsafe	1%	2%	3%
Not safe at all	0%	0%	1%
Don't know	0%	1%	1%
Total	100%	100%	100%

Source: Scottish Household Survey, 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 9 shows that, relative to the rest of Scotland, people in rural Scotland perceive where they live to be safer when at home alone at night. For example, 87% in remote rural and 80% in accessible rural feel very safe while at home compared to 71% in the rest of Scotland. Having said this, over 95% of people in all 3 areas of Scotland feel either 'very' or 'fairly' safe when are home alone at night.

Table 10: Whether Gave Up Time to Help as an Organiser/Volunteer in the Past 12 Months by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	45%	39%	28%
No	55%	61%	72%
Total	100%	100%	100%

Source: Scottish Household Survey, 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

In rural Scotland, more people give up their time to help as a volunteer or organiser than in the rest of Scotland. 45% of people in remote rural areas and 39% in accessible rural areas have given up time in the past 12 months to help as an organiser/volunteer, compared to 28% in the rest of Scotland.

Physical Environment

Table 11: Percentage of Population Living in Proximity to Derelict Sites by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Proximity of Derelict Land:			
% population within 500 metres	8%	14%	31%

Source: Scottish Vacant and Derelict Land Survey, 2007 (2006 mid-year population estimates based on data zones)

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 11 shows that a higher percentage of people in the rest of Scotland live within 500 metres of land classified as being derelict relative to people in rural Scotland. Derelict land (and buildings) is that which has been so damaged by development or use that it is incapable of being developed for beneficial use without rehabilitation, and which is not being used for either the purpose for which it is held, or for a use acceptable in a local plan.

Table 12: Percentage of Population Living in Proximity to Sites on the Scottish Pollutant Release Inventory (SPRI) by Geographic Area, 2005

	Remote Rural	Accessible Rural	Rest of Scotland
Proximity to SPRI sites:			
% population within 0-500 metres	0%	1%	4%
% population within 500-1000 metres	1%	4%	13%
% population within 1000-2000 metres	3%	10%	30%
% population over 2000 metres	95%	86%	53%

Source: Scottish Neighbourhood Statistics, 2008 (2004 mid-year population estimates based on data zones)

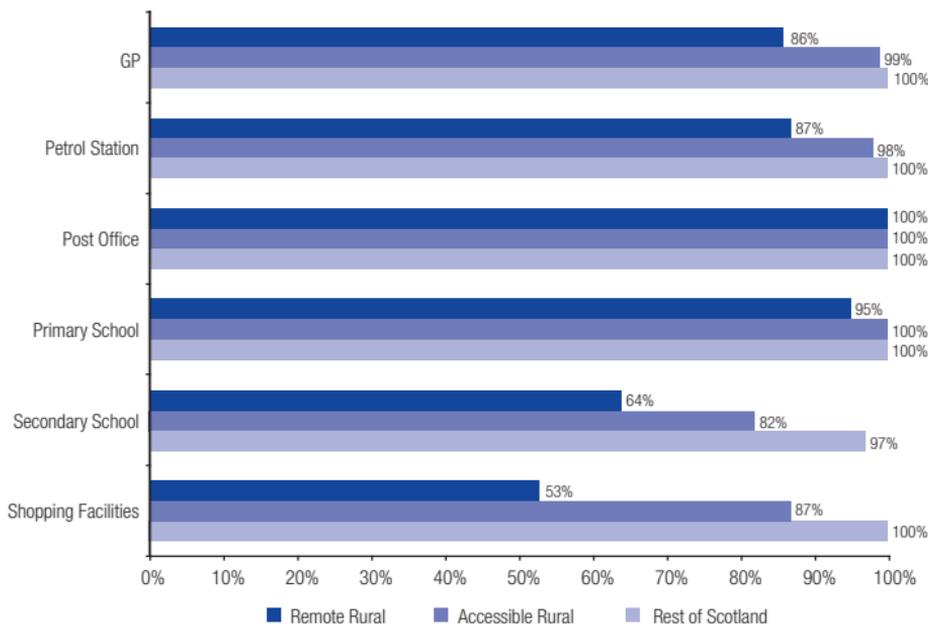
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Sites that report to the Scottish Pollutant Release Inventory include Pollution Prevention and Control (PPC) Part A processes; Radioactive Substances Act (RSA) Band A and Band B sites, such as nuclear power stations, hospitals and universities; waste water treatment works; waste management sites and caged marine fish farms.

Table 12 shows that 47% of people in the rest of Scotland live within 2000 metres of a site on the SPRI register compared to 15% in accessible rural areas and 4% in remote rural areas.

Access and Convenience of Services

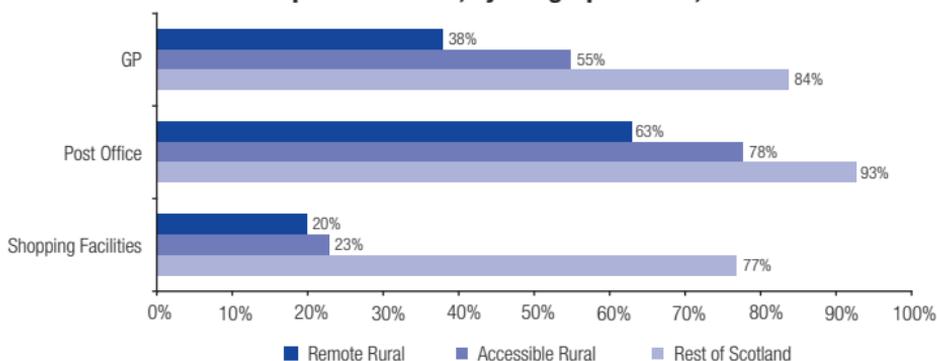
Figure 5: Percentage Within 15 Minute Drive Time of Service by Geographic Area, 2006



Source: Scottish Index of Multiple Deprivation, 2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 5 shows that, in general, people in rural areas are less likely to live within a 15 minute drive to key services, than are those in the rest of Scotland. This is particularly true for people in remote rural areas, of whom only 53% live within a 15 minute drive of shopping facilities, compared to 87% in accessible rural areas and only 86% live within a 15 minute drive of a GP, compared to 99% in accessible rural areas. The only service for which everyone had a drive of less than 15 minutes, regardless of area, is the Post Office.

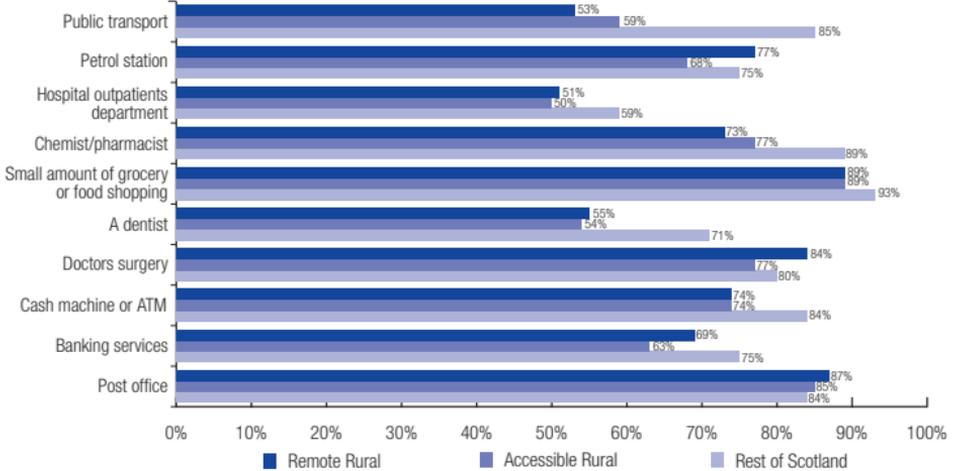
Figure 6: Percentage Within 15 Minute Drive Time by Public Transport of Service, by Geographic Area, 2006



*Source: Scottish Index of Multiple Deprivation, 2006
(Based on Scottish Executive Urban Rural Classification 2005-2006)*

Figure 6 shows that a lower percentage of people living in rural areas than those in the rest of Scotland are within a 15 minute drive by public transport of key services. For those in remote rural areas the percentage is particularly low, with only 38% within 15 minutes of a GP by public transport and 20% of shopping facilities. In all the geographic areas, some places are not within 15 minutes by public transport of the key services listed.

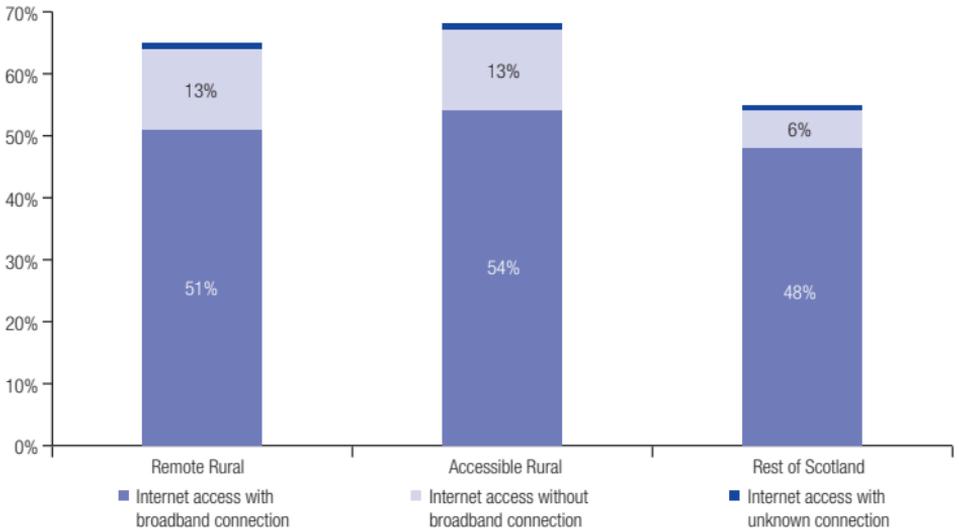
Figure 7: Percentage Finding Services Very or Fairly Convenient by Geographic Area, 2007



Source: Scottish Household Survey, 2007
 (Based on Scottish Government Urban Rural Classification, 2007)

Figure 7 shows that, in general, a lower percentage of people in rural areas find that services are convenient. This is particularly so for accessible rural areas. However, there are services such as the Post Office, the doctor's surgery and petrol stations, which those in remote rural areas find more convenient than do those living in accessible rural or the rest of Scotland.

Figure 8: Households with Home Internet Access and Broadband Connection by Geographic Area, 2007



Source: Scottish Household Survey, 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 8 shows that households in rural Scotland are more likely to have home internet access than those in the rest of Scotland. However, those who do have internet access in rural areas are less likely to have a broadband connection than in the rest of Scotland.

Table 13: Households Recycling Items in the Past Month by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Glass bottles and jars	77%	80%	65%
Plastic bottles	47%	65%	58%
Metal cans	56%	69%	58%
Newspaper/magazine/paper/cardboard	78%	89%	81%
One or more of these items	86%	93%	83%
None of these	14%	7%	17%

Source: Scottish Household Survey, 2007

Columns add to more than 100% since multiple responses were allowed
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 13 shows households in accessible rural areas, are more likely to recycle than those in remote rural areas and those in the rest of Scotland. Households in remote rural areas are less likely to recycle plastic or newspaper/magazine/paper/cardboard but are more likely to recycle glass bottles than households in the rest of Scotland.

Travel Patterns

Table 14: Cars Normally Available for Private Use by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
None	13%	12%	34%
One	49%	43%	45%
Two	33%	36%	18%
Three or more	6%	8%	3%
Total	100%	100%	100%

Source: Scottish Household Survey 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 14 shows that in rural areas a higher proportion of households have access to one or more cars than do those in the rest of Scotland.

Table 15: How Adults Usually Travel to Work/Education by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	13%	4%	15%
Driver car/van	65%	75%	56%
Passenger car/van	6%	6%	6%
Bicycle	2%	2%	1%
Bus (ordinary, school or works)	8%	8%	15%
Rail	3%	2%	4%
Other	4%	3%	2%
Total	100%	100%	100%

Source: Scottish Household Survey 2007

(Adults in work or education, excluding those who work from home)

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 15 shows that people in rural areas are more likely to drive to work/education than are people in the rest of Scotland. The table also shows that people in the rest of Scotland are more likely to walk or take public transport to work/education than are those in rural areas.

Table 16: How School Children Normally Travel to School by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	31%	33%	58%
Driver/passenger car/van	18%	27%	21%
Bicycle	1%	0%	1%
Bus (ordinary or school)	50%	36%	17%
Rail	0%	0%	1%
Other	1%	4%	2%
Total	100%	100%	100%

Source: Scottish Household Survey, 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 16 shows that children in rural areas are more likely to travel to school by bus than by any other mode of transport, whereas children in the rest of Scotland are more likely to walk.

Figure 9: Percentage of Workers Living and Working in Area by Geographic Area, 2001



Source: General Register Office for Scotland, 2001 Census
 (Based on Scottish Executive Urban Rural Classification, 2003-2004)

Figure 9 gives an indication of the relationship between where people live and where they work. For those living in remote rural areas, the majority also work in remote rural areas (68%). For those living in accessible rural areas, 46% work in accessible rural areas, but 52% commute to work in the rest of Scotland. Of those living in the rest of Scotland, 9% work in rural areas. The number of people from rural areas who work in the rest of Scotland is just over 190,000 compared to approximately 160,000 who live in the rest of Scotland and work in rural areas.

Figure 10: Total Expenditure on Fuel for Cars per Month by Geographic Area, 2005/2006



Source: Scottish Household Survey, 2005/2006
 (This question was not included in the Scottish Household Survey, 2007)
 (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 10 shows that residents in rural Scotland are more likely than those in the rest of Scotland to spend over £100 per month on fuel for their cars. This is particularly true in accessible rural Scotland with 36% of respondents indicating that they spend over £100 per month on fuel. 30% of respondents in remote rural Scotland spend over £100 a month, with only 23% of respondents in the rest of Scotland indicating that they spent over £100 per month.

Education

Table 17: Highest Qualifications Held by Working Age Population by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Degree level or equivalent (Above SVQ* Level 4)	18%	23%	20%
HNC/HND or equivalent (SVQ* Level 4)	15%	14%	13%
Higher/A Level or equivalent (SVQ* Level 3)	26%	27%	27%
Credit Standard Grade or equivalent (SVQ* Level 2)	20%	18%	17%
General Standard Grade or equivalent (SVQ* Level 1)	3%	2%	2%
Other	7%	5%	6%
No qualifications	11%	10%	14%
All	100%	100%	100%

Source: Annual Population Survey in Scotland, 2007

*Scottish Vocational Qualification

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 17 shows that a lower percentage of the working age population in rural areas hold no qualifications compared to the rest of Scotland.

Table 18: Average Tariff Score and Percentage Registered for Free School Meals of S4 Pupils by Geographic Area, 2006/2007

	Remote Rural	Accessible Rural	Rest of Scotland
Average tariff score	191	183	168
Percentage registered for free school meals	7%	7%	15%
Number of pupils	4,235	7,653	49,405

Note: Not all pupils could be assigned an urban/rural classification due to lack of address details. This table includes 61,293 out of a total of 61,697 pupils.

Source: Scottish Government, SQA Attainment and School Leaver qualifications in Scotland, 2006/2007
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 18 shows that pupils in S4 at schools in rural areas achieve higher average tariff scores than do equivalent pupils in the rest of Scotland. Table 18 also shows that the percentage of S4 pupils registered for free school meals is lower in the rural areas.

Table 19: Destination of School Leavers from Public Funded Secondary Schools by Geographic Area, 2006/2007

	Remote Rural	Accessible Rural	Rest of Scotland
Higher Education	34%	35%	28%
Further Education	17%	22%	24%
Training	2%	3%	6%
Employment	37%	30%	27%
Unemployed and actively seeking employment or training	6%	9%	11%
Unemployed and not actively seeking employment or training	2%	1%	1%
Not Known	1%	1%	1%
Total	100%	100%	100%

Source: Scottish Government, Destination of Leavers from Scottish Schools, 2006/2007

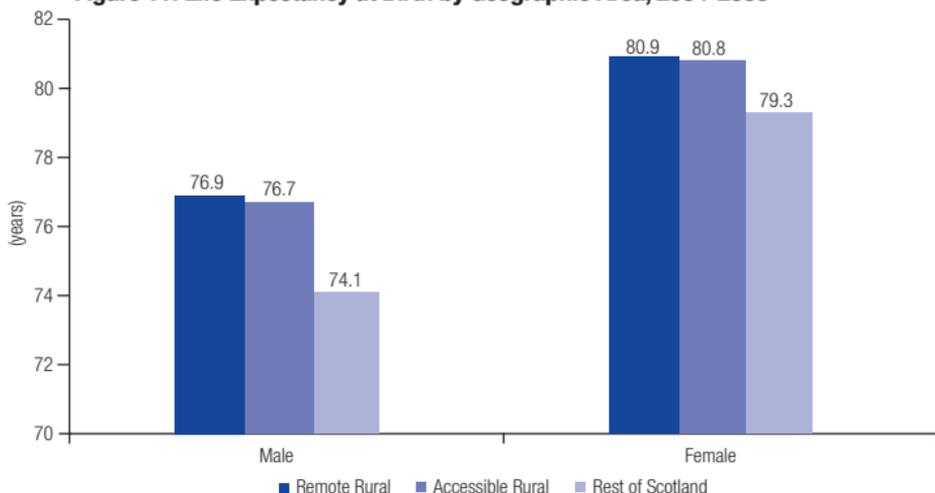
Based on the postcode of the student's school

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 19 shows that in rural areas higher percentages of school leavers go into full-time higher education. Remote rural areas have the highest percentage of school leavers going into employment.

Health

Figure 11: Life Expectancy at Birth by Geographic Area, 2004-2006



Source: General Register Office for Scotland, 2008
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 11 shows that in all areas of Scotland, the life expectancy of females is higher than that of males. It can also be seen that the life expectancy of males and females is higher in rural areas than in the rest of Scotland.

For males, the life expectancy in remote rural and accessible rural areas is just under 77 years, over 2 and a half years more than in rest of Scotland. For females, the life expectancy in rural areas is just under 81 years, 1 and a half years more than in the rest of Scotland.

Table 20: Rate of Hospital Admissions (Emergency and Cancer) (2006) and % of Population Prescribed Drugs for Anxiety, Depressions or Psychosis (2004)

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions rate per 100,000 population (2006)	8,588	8,191	10,040
Cancer admissions rate per 100,000 population (2006)	2,722	2,536	2,684
% of population prescribed drugs for anxiety, depression or psychosis (2004)	7%	7%	8%

Source: *Scottish Neighbourhood Statistics, 2008 (based on data zones)*
(Based on Scottish Executive Urban Rural Classification, 2005-2006 and the Scottish Executive Urban Rural Classification 2003-2004 for the respective years)

Table 20 shows that in the rest of Scotland the rate of emergency admissions is higher than in either remote rural or accessible rural areas.

The rates for cancer admissions are very similar in all three areas.

The proportions prescribed drugs for anxiety, depressions or psychosis are similar across geographic areas.

Table 21: Whether Respondent Smokes by Geographic Area, 2007

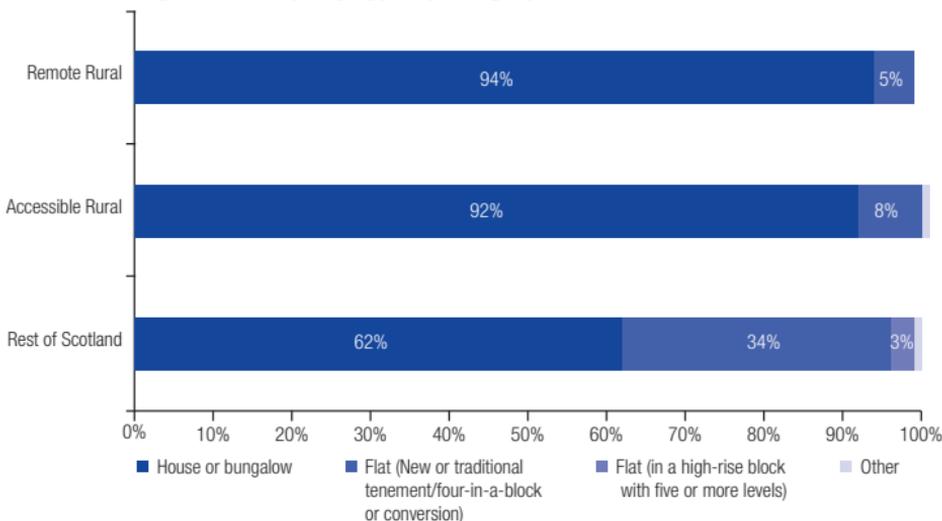
	Remote Rural	Accessible Rural	Rest of Scotland
Yes	16%	20%	26%
No	84%	80%	74%
Total	100%	100%	100%

Source: *Scottish Household Survey, 2007*
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 21 shows that a higher percentage of people in the rest of Scotland smoke, compared to people in rural areas. Overall, remote rural areas have the lowest proportion of people who smoke.

Housing

Figure 12: Property Type by Geographic Area, 2007



Source: Scottish Household Survey, 2007
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 12 shows that the properties in rural Scotland tend to be a house or a bungalow unlike the rest of Scotland where flats are more common.

Table 22: House Sales (Average Prices and Total Number) by Geographic Area, 2007

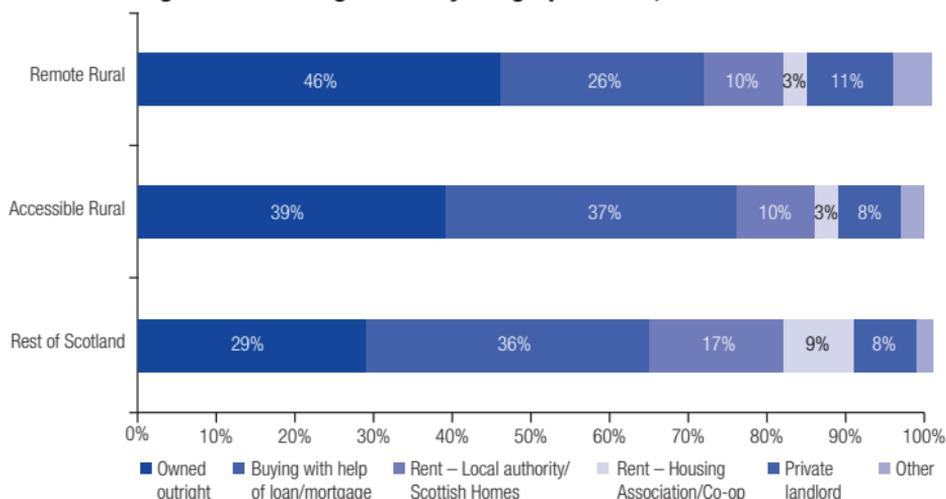
	Remote Rural	Accessible Rural	Rest of Scotland
Total number of house sales	8,283	18,518	144,283
Average Price	£175,720	£189,131	£144,805
Median Price	£137,000	£155,950	£113,113

*Source: Scottish Neighbourhood Statistics 2008 (based on data zones)
(Based on Scottish Government Urban Rural Classification, 2007-2008)*

Table 22 shows total house sales by geographic area and the average and median house prices for those sales. The vast majority of house sales are in rest of Scotland, but average house prices are lowest in this area. The highest average price is in accessible rural areas, over £13,000 higher than in remote rural areas and over £44,000 higher than in rest of Scotland.

It is important to note that these prices are based only on prices for properties sold and not values of all properties in the area. The prices will also depend on property type and size (see Figure 12 on previous page for an indication of property types by geographic area) which is not adjusted for.

Figure 13: Housing Tenure by Geographic Area, 2007



Source: Scottish Household Survey, 2007

*These figures have been revised since the publication of the report on the 2007 SHS
(Based on Scottish Government Urban Rural Classification, 2007-2008)*

Figure 13 shows that in rural Scotland more people own their homes, either outright or with the help of a loan/mortgage, than in the rest of Scotland. Renting housing from Local Authorities/Scottish Homes or housing associations/Co-operatives is less common in rural Scotland relative to the rest of Scotland.

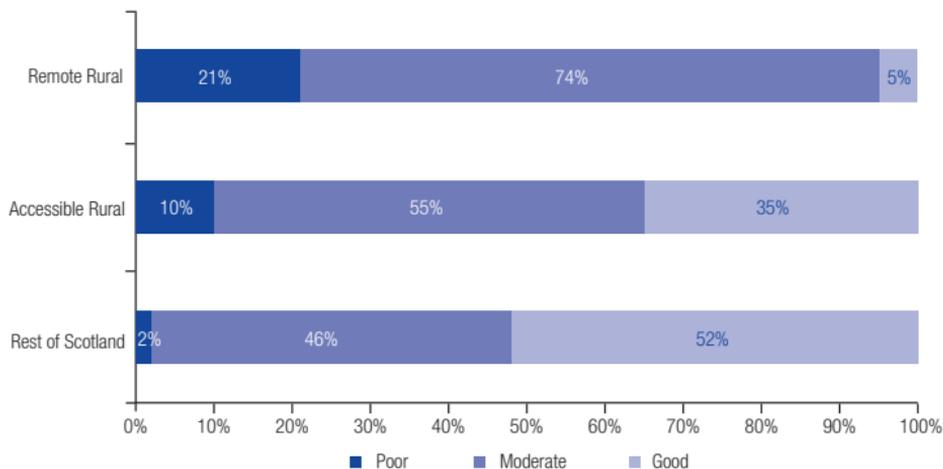
Table 23: Use of Housing Stock by Geographic Area, 2001

	Occupied Household Space	Unoccupied Household Space	Unoccupied space Second Residence/Holiday Accommodation	Unoccupied space Vacant Household Space
Remote Rural	84%	16%	11%	5%
Accessible Rural	94%	6%	2%	4%
Rest of Scotland	96%	4%	0%	4%

Source: General Register Office for Scotland, Census 2001
(Based on Scottish Executive Urban Rural Classification, 2003-2004)

Table 23 shows the percentage of the housing stock that is occupied and unoccupied by geographic area. Remote rural areas have the lowest percentage of occupied household space with 84% occupied. Of the 16% of space/properties in remote rural areas that are unoccupied, 11% is unoccupied as a result of second residence/holiday accommodation and 5% is vacant. There are much lower percentages of unoccupied household space in accessible rural areas and the rest of Scotland, but that which is unoccupied tends to be vacant.

Figure 14: Energy Efficiency Rating by Geographic Area, 2005/2006



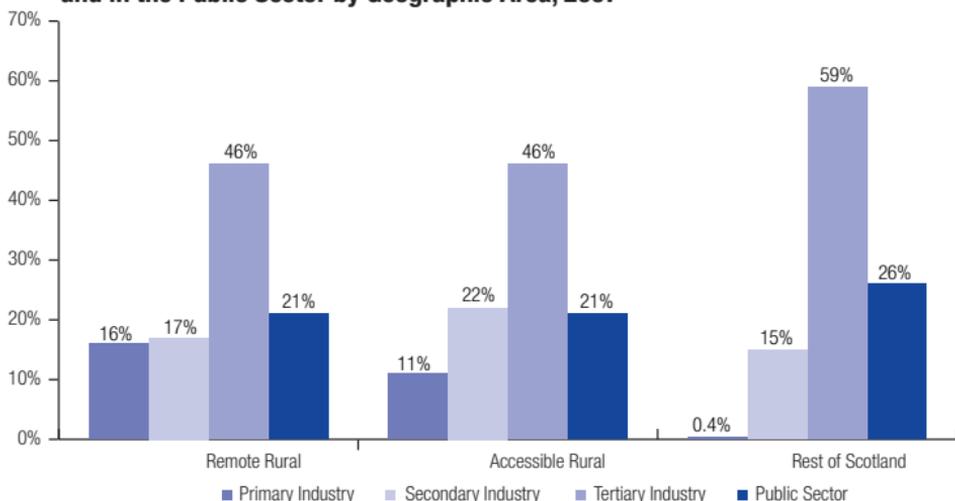
Source: Scottish House Condition Survey, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Energy efficiency of dwellings can be measured using the National Home Energy Rating (NHER). This procedure is based on a model (produced by the National Energy Services) of the theoretical costs of maintaining a standard heating regime for a standard level of occupancy derived from knowledge of the appliances, fuel sources, insulation, size and dwelling type of the premises. The model contains a factor for local climate variations to take into account differences across the UK.

Figure 14 shows that housing stock in rural Scotland is generally much less energy efficient than those in the rest of Scotland. In remote rural areas, 5% of households were classified as having a good energy efficiency rating compared to 52% in the rest of Scotland. Dwellings in remote rural areas are more likely to have poor energy efficiency with 21% of households being classed as having poor energy efficiency in remote rural areas compared to 2% of households in the rest of Scotland.

Industry Size

Figure 15: Employment in Primary, Secondary and Tertiary Sectors and in the Public Sector by Geographic Area, 2007



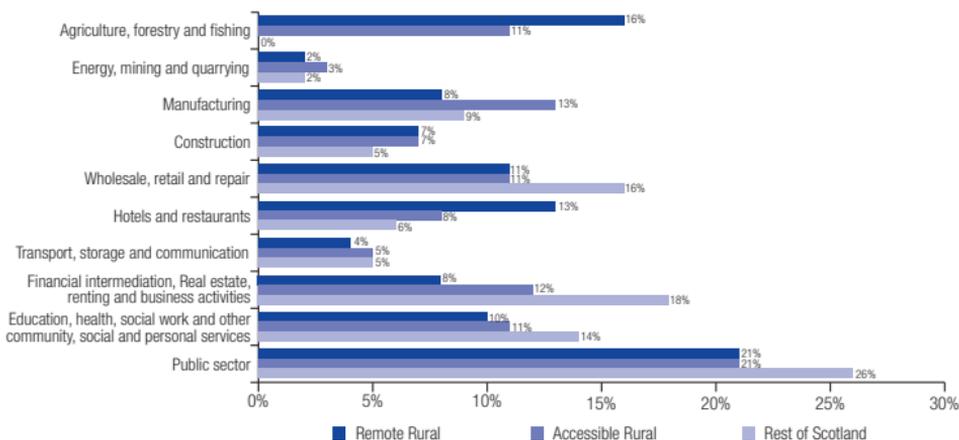
Source: Scottish Government, ONS (IDBR), 2007
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Primary sector industries are defined as agriculture, forestry and fishing. Secondary industries include energy, mining and quarrying, manufacturing and construction. Tertiary sector industries are made up of wholesale, retail and repair, hotels and restaurants, transport, financial services and education and health.

Figure 15 shows employment in registered enterprises* in Scotland. In all areas in Scotland the tertiary sector is the most significant in terms of employment. The smallest sector in all areas is primary industry although it is more important in remote rural areas. The public sector accounts for a fifth of employment in rural areas and a quarter of employment in the rest of Scotland.

* A registered enterprise is registered for VAT and/or PAYE.

Figure 16: Industry Size by Geographic Area, 2007



Source: Scottish Government, ONS (IDBR), 2007 (based on employment)
 (Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 16 shows the distribution of employment across sectors, with workers in the public sector shown as a single category. Roughly two thirds of these public sector workers are employed in ‘Education, health, social work and other community, social and personal services’.

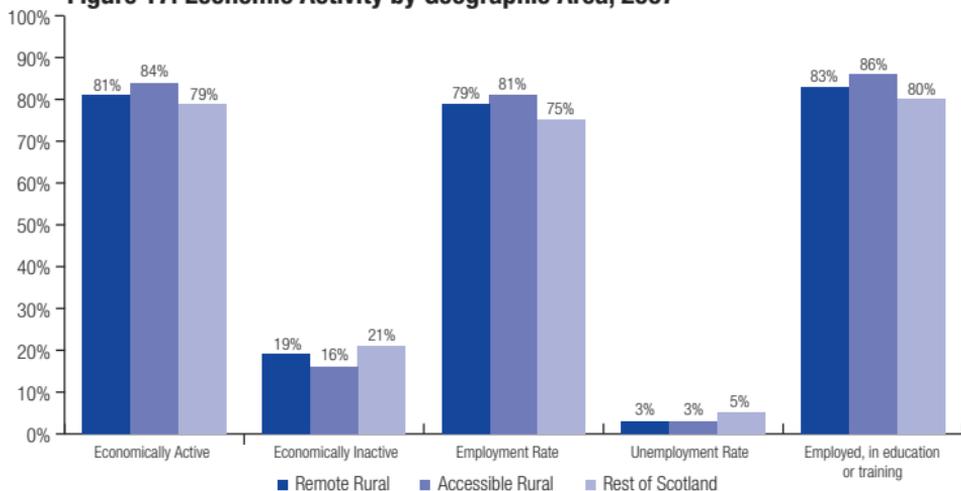
In the private sector, in remote rural areas ‘Agriculture, forestry and fishing’ is the biggest employer followed by ‘Hotels and restaurants’.

In accessible rural areas, ‘Manufacturing’ and ‘Financial intermediation, Real estate, renting and business activities’ are the two most significant sectors.

Agriculture, forestry and fishing is a sector that shows great difference across Scotland accounting for 16% of workers in remote rural areas compared to less than 1% in the rest of Scotland.

Economic Activity

Figure 17: Economic Activity by Geographic Area, 2007



Source: Annual Population Survey, 2007

Note: The above figures are based on the working age population except for the Unemployment rate which is based on the Economically Active population aged 16 and over. (Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 17 shows that a higher proportion of people in rural areas are economically active (i.e. employed or looking for work) than in the rest of Scotland. Correspondingly, inactivity rates (those neither employed nor unemployed) are lower in rural Scotland than in the rest of Scotland. The main reasons for being economically inactive are long-term sickness or disability, being a student and looking after family. A higher percentage of the working age population is either employed, in education or training in rural areas than in the rest of Scotland.

The employment rate (the number of people employed as a percentage of the total population of working age) is again higher in rural Scotland than in the rest of Scotland.

The unemployment rate (the number of people unemployed as a percentage of the number economically active) is lowest in rural areas.

Table 24: Employment Rates by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Working age employment rates for:			
Male	82%	85%	78%
Female	75%	77%	72%
Aged over 50	75%	78%	70%
Aged over 50 and Male	77%	78%	70%
Aged over 50 and Female	71%	77%	69%

Source: Annual Population Survey, 2007

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 24 shows that the employment rates are much higher for all sub-groups in the table in rural areas (particularly accessible rural areas) compared to rest of Scotland. This difference is particularly visible for those aged over 50. Of men aged over 50 to retirement age, a higher percentage of those in rural areas are employed compared to those in rest of Scotland. 77% of females aged over 50 to retirement age in accessible rural areas are employed compared to 71% in remote rural and 69% in rest of Scotland.

Table 25: Patterns of Work by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of employed males who are:			
Self-employed	25%	23%	12%
Working part-time	8%	9%	9%
With a second job	6%	3%	3%
Homeworkers*	24%	22%	9%
Percentage of employed females who are:			
Self-employed	14%	10%	5%
Working part-time	49%	43%	38%
With a second job	11%	5%	4%
Homeworkers*	14%	11%	5%
Percentage of all employed who are:			
Self-employed	20%	17%	9%
Working part-time	26%	24%	23%
With a second job	8%	4%	3%
Homeworkers*	20%	17%	7%

Source: Annual Population Survey in Scotland, 2007

Note: Excludes people on government employment and training schemes.

*Homeworkers includes those who work mainly in their own home as well as those who work in different places using home as a base.

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 25 shows that self-employment is twice as common in rural Scotland as in the rest of Scotland. Of employed males in remote rural areas, 25% are self-employed.

Whilst percentages of men working part-time are similar across Scotland, women are much more likely to work part-time, particularly in remote rural areas where almost half the female workers work part-time.

The percentage of employed people in remote rural areas who have a second job (8%) is twice the percentage in accessible rural or the rest of Scotland (4% and 3% respectively).

A greater percentage of those employed in rural areas (particularly remote rural) are homeworkers (i.e. work mainly in their own home as well as those who work in different places using home as a base). Almost a quarter of males employed in remote rural areas are homeworkers.

Earnings

Table 26: Gross Annual Pay for Full-time Employees by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Annual pay (median gross)	£23,248	£25,371	£22,659

Source: Annual Survey of Hours and Earnings

a Employees on adult rates who have been in the same job for more than a year.

b Residence based estimates.

(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 26 shows that the median gross annual pay (i.e. before taxation and other deductions) for full-time employees is highest in accessible rural areas and lowest in the rest of Scotland.

Income

Figure 18: Annual Net Income of Highest Income Householder and Partner by Geographic Area, 2007



Source: Scottish Household Survey, 2007
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 18 presents net household income figures (for head of household and partner) by geographic area. The income figures include income from employment, benefits and other sources (after taxation and other deductions).

Relative to the rest of Scotland, there is a higher percentage of households in rural areas with a net annual household income of over £20,000, especially in accessible rural areas.

Table 27: Income and Employment Deprivation by Geographic Area, 2005

	Remote Rural	Accessible Rural	Rest of Scotland
Number of income deprived	29,976	49,571	628,181
Number of employment deprived	17,191	31,579	361,137
Percentage of total population that are income deprived	9%	8%	15%
Percentage of working age population that are employment deprived	9%	8%	12%

*Source: Scottish Index of Multiple Deprivation, 2006 (based on data zones)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

Income deprivation is comprised of eight indicators including Income Support, Working Families Tax Credit, Job Seekers Allowance and Disability Tax Credits.

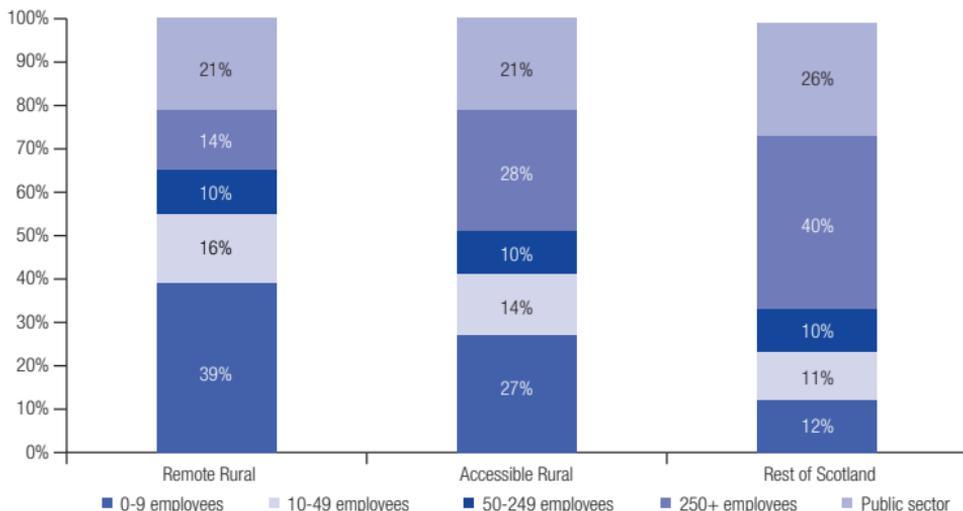
Employment deprivation is comprised of four indicators that identify those people that want to work, but due to unemployment, ill health or disability are excluded from the labour market. The indicators used are Unemployment Claimant Count, Incapacity Benefits, Disablement Allowance and Compulsory New Deal Participants.

Table 27 shows that the percentage of the total population that is income deprived is lower in rural areas than the rest of Scotland, and is lowest overall in accessible rural areas.

The percentage of the working age population that are employment deprived is also lower in rural areas than in the rest of Scotland.

Size of Business

Figure 19: Employment by size of firm and geographic area, 2007



Source: Scottish Government, ONS (IDBR), 2007
 (Based on Scottish Government Urban Rural Classification, 2007-2008)

Figure 19 shows that micro and other small businesses account for over half of those employed in remote rural areas and 41% in accessible rural areas. Micro businesses (0-9 employees) are particularly significant in remote rural areas employing a third of all those employed in rural areas.

Large businesses account for 40% of those employed in the rest of Scotland but only 14% in remote rural areas.

Table 28: Recruitment of New Employees in the Past 12 Months by Geographic Area, 2006

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	44%	35%	49%
No	56%	65%	51%

Source: Annual Small Business Survey, 2006

Note: The figures presented here are restricted to businesses with more than zero employees (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 28 suggests that a higher percentage of SMEs* in rest of Scotland recruited new employees in the past 12 months than businesses in the rural areas.

*Small and medium-sized enterprises (0-249 employees)

Table 29: Growth Patterns of Scottish Businesses by Geographic Area, 2006

	Remote Rural	Accessible Rural	Rest of Scotland
Downsized in the last 12 months	9%	11%	16%
Remained the same in the last 12 months	73%	72%	65%
Grown in the last 12 months	17%	17%	18%
Don't know	1%	0%	1%

Source: Annual Small Business Survey, 2006

Note: The figures presented here are restricted to businesses with more than zero employees (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 29 suggests that SMEs* are just as likely to experience new growth across Scotland. However, SMEs in rural areas are more likely to experience no growth than businesses in the rest of Scotland.

Table 30: Characteristics of businesses by Geographic Area, 2006

	Remote Rural	Accessible Rural	Rest of Scotland
Family-owned business	86%	84%	70%
Not a family-owned business	14%	17%	30%
Working from home (main premise when business first started up)			
Yes	37%	38%	21%
No	62%	57%	76%
Uncertain/not involved in start-up	1%	5%	3%

Source: Annual Small Business Survey, 2006

Note: The figures presented here are restricted to businesses with more than zero employees (Based on Scottish Executive Urban Rural Classification, 2005-2006)

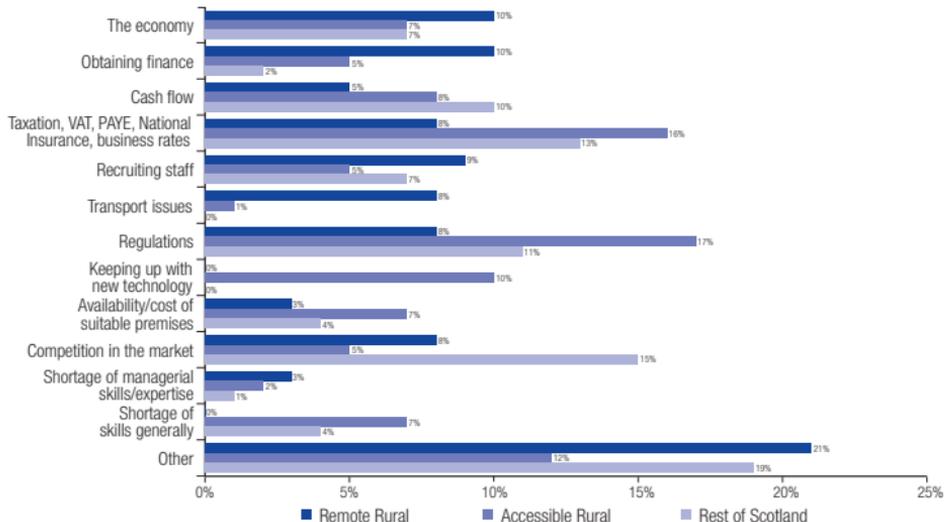
Table 30 shows that SMEs* are more likely to be family-owned in rural areas.

SMEs in rural areas are also more likely to have first started up using the home as the main premise.

* Small and medium-sized enterprises (0-249 employees)

Obstacles to Success of Business

Figure 20: Greatest Obstacle to Success of Business by Geographic Area, 2006



Source: Annual Small Business Survey, 2006
 Note: The figures presented here are restricted to businesses with more than zero employees
 (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 20 shows that in remote rural areas, the greatest obstacles to success of a SME business were perceived to be the economy and obtaining finance. In accessible rural areas, the greatest obstacles to success were perceived to be Regulations and Taxation, VAT, PAYE, National Insurance, business rates. In the rest of Scotland the greatest perceived obstacle was competition in the market.

Transport issues are a much greater obstacle in remote rural areas compared to accessible rural and the rest of Scotland. Keeping up with new technologies is perceived to be a much greater obstacle in accessible rural areas relative to remote rural and rest of Scotland. Competition in the market is viewed as a much greater obstacle relative to rural areas.

Note: The following were removed from the above chart for clarity:

	Remote Rural	Accessible Rural	Rest of Scotland
No obstacles	4%	2%	4%
No opinion	3%	3%	2%
Unwilling to answer	0%	1%	0%

Table 31: Difficulty in Obtaining Finance from First Source, 2006

	Remote Rural	Accessible Rural	Rest of Scotland
Yes, was unable to obtain any finance	11%	17%	10%
Yes, obtained some but not all	6%	3%	4%
Obtained all finance but with some problems	19%	3%	6%
No, had no difficulties in obtaining finance	64%	77%	77%
Don't know	1%	0%	3%

Source: Annual Small Business Survey, 2006

Note: The figures presented here are restricted to businesses with more than zero employees (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 31 shows that a higher percentage of SMEs in remote rural areas, relative to other areas, had difficulties in obtaining finance from the first source that they tried. However, accessible rural areas were more likely to be unable to obtain any finance from their first source.

Notes

Background

This is the fifth edition of 'Rural Scotland Key Facts' – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2008 version updates statistics from the fourth edition where new statistics have become available. Some new items have also been introduced.

For hard copies of this publication or for further information on any of the tables/figures presented, please contact the Analytical Services Division of the Scottish Government Rural and Environment Research and Analysis Directorate. Telephone 0131 244 6143.

This is a National Statistics publication.

It has been produced to high professional standards set out in the National Statistics Code of Practice and Release Practice Protocol. www.statistics.gov.uk/about_ns/cop/default.asp.

Details of pre-release access is provided on the Scottish Government Statistics website at: <http://www.scotland.gov.uk/topics/statistics/search/forthcoming>.

Complaints and suggestions

If you are not satisfied with our service, please write to:

Mr Rob Wishart
Chief Statistician
Scottish Government
St Andrew's House
Edinburgh EH1 3DG
Tel: (0131) 244 0302

Email: rob.wishart@scotland.gsi.gov.uk

Sources

For tables/charts referencing the *General Register Office for Scotland*, figures are derived from a number of sources including the Census and Registered Births and Deaths. Further information is available at <http://www.gro-scotland.gov.uk/statistics/index.html>.

For tables/charts sourced from the **Scottish Household Survey**, the unweighted base numbers for households population are 1,337 for remote rural, 1,622 for accessible rural, and 10,455 for the rest of Scotland. There are occasional variations in base sizes for individual tables/figures. Further detail on the base numbers is available in 'Scotland's People: Results from 2007 Scottish Household Survey'. The sample sizes are smallest for remote rural areas so there are larger confidence intervals associated with the statistics for this area than for the rest of Scotland figures. Further information is available at <http://www.scotland.gov.uk/Topics/Statistics/16002>.

For tables/charts sourced from the **Scottish House Condition Survey**, the unweighted base sample numbers for dwellings are 310 for remote rural, 407 for accessible rural, and 2,430 for the rest of Scotland. Further details available in 'Scottish House Condition Survey: Key Findings for 2005/6' at <http://www.scotland.gov.uk/Publications/2007/12/07131524/0>. The Scottish House Condition Survey is not a National Statistics source.

Statistics sourced from **Scottish Neighbourhood Statistics** (including the Scottish Index of Multiple Deprivation) are based on data zones – the small area statistical geography in Scotland. Further information on Scottish Neighbourhood Statistics is available from www.sns.gov.uk. More information regarding the SPRI can be found at <http://www.sepa.org.uk/spri/index.htm>. The SPRI and hospital admissions come from sources that are not National Statistics.

Statistics sourced from the **Scottish Vacant and Derelict Land Survey** are based on the 2007 survey that included 3,830 sites. Further information is available from <http://cci.scot.nhs.uk/Publications/2008/01/24150145/0>.

The **SQA Attainment and School Leaver Qualifications in Scotland 2006/07** is based on figures drawn together from the various sources including the pupil census and are the best that the schools are able to provide at that time. Further information is available from <http://openscotland.gov.uk/Publications/2008/03/14134538/0>.

The **Destination of Leavers from Scottish Schools 2006/07** uses figures but together by a number of sources such as the Pupil Census and Careers Scotland. Further information can be found at <http://www.scotland.gov.uk/Publications/2007/12/07093501/0>.

For charts sourced from the **Inter Departmental Business Register**, this register is maintained by ONS and is a database of all registered enterprises operating in the UK, i.e. enterprises that are registered for VAT and/or PAYE. It covers 99% of economic activity in the UK. Those excluded are small sole traders or partnerships with no employees and an annual turnover of less than the VAT threshold (£61,000 at March 2007). Figures from IDBR relate to 2007. The analysis used to produce the charts in this edition extends to include the public sector, to incorporate a more accurate classification of firms and to correct a previous error in methodology.

The **Annual Small Business Survey** is a survey of small and medium-sized enterprises (0 to 249 employees). A total of 9,905 small and medium-sized Enterprises were interviewed, of which 1,014 were located in Scotland. The figures represented here are restricted to businesses with more than zero employees. Further information is available from <http://www.scotland.gov.uk/Publications/2008/05/22155951/0>. Figures from the Annual Survey of Small Business relate to 2006. The Annual Small Business Survey is not a National Statistics source.

For statistics sourced from the **Annual Population Survey in Scotland**, this data includes the boost to the Labour Force Survey sample in Scotland resulting in a sample of approximately 23,000 households. The Annual Population Survey data follows on from the Annual Scottish Labour Force Survey data. Further information is available from <http://www.scotland.gov.uk/Publications/2008/06/25095306/0>. Figures from this survey relate to 2007.

Information relating to the **Annual Survey of Hours and Earnings** (ASHE) is available from <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=13101&Pos=2&ColRank=1&Rank=160>. ASHE is a UK wide survey that was developed to replace the New Earnings Survey in 2004. Figures from this survey relate to 2007.

Scottish Government Urban Rural Classification

Further information on The Scottish Executive Urban Rural Classification 2007-2008 is available on the Scottish Government website:

<http://www.scotland.gov.uk/Publications/2008/07/29152642>.

The Scottish Government Urban Rural Classification 2007-2008 updates the Scottish Executive Urban Rural Classification 2005-2006 with the latest available population settlement and drive time estimates. The classification is updated every two years although the definitions of urban and rural areas underlying the classification are unchanged. Two main criteria have been used to produce the Scottish Government urban rural classification: settlement size as defined by the General Register Office for Scotland (GROS) and accessibility based on drive time analysis to differentiate between accessible and remote areas in Scotland. The changes between the 2005-2006 and the 2007-2008 classifications stem from settlements whose population fluctuates around the 10,000 and 3,000 marks as these are the population thresholds used to distinguish between urban and rural areas. Further information on this is available from the above publication.

Where possible, it is appropriate to use the classification that relates to the year it is being applied to. Further information on the Scottish Executive urban rural classification 2003-2004 and 2005-2006 is available on the Scottish Government website:

<http://www.scotland.gov.uk/Publications/2004/06/19498/38784> and

<http://www.scotland.gov.uk/Publications/2006/07/31114822/0> respectively.

With the exception of data sourced from Scottish Neighbourhood Statistics, all data used have been assigned an Scottish Government urban rural classification based on unit post codes. For statistics based on Scottish Neighbourhood Statistics, data zones are classified into the Scottish Government urban rural classification using 'best fit' methods. Further information on this is available from the publication on 2007-2008 urban rural classification.

Edited by Elspeth MacKay and Paul Teasdale.

Comments on the format and contents of this booklet would be most welcome.

Please contact:

Rural and Environment Research and Analysis Directorate

Scottish Government

1-A

Edinburgh EH14 1TY

Tel: 0131 244 6143

Fax: 0131 244 6140

Email: Elspeth.MacKay@scotland.gsi.gov.uk

We welcome any comments or suggestions that would help us to improve our standards of service.

© Crown copyright 2008

This document is also available on the Scottish Government website:
www.scotland.gov.uk

RR Donnelley B56771 08/08

Further copies are available from
Blackwell's Bookshop
53 South Bridge
Edinburgh
EH1 1YS

Telephone orders and enquiries
0131 622 8283 or 0131 622 8258

Fax orders
0131 557 8149

Email orders
business.edinburgh@blackwell.co.uk

ISBN 978-0-7559-5817-7

