

Rural Scotland Key Facts 2011

People and Communities
Services and Lifestyle
Economy and Enterprise



A National Statistics Publication for Scotland



The Scottish
Government

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Introduction

Rural Scotland Key Facts compares and contrasts circumstances in accessible and remote rural areas to the rest of Scotland. The Scottish Government acknowledges that key areas of policy such as the economy, 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 key facts related to the main policy areas, to inform mainstreaming of rural policies. Improving the evidence base will assist us in understanding the issues affecting rural Scotland.

Rural Scotland Key Facts is a compendium publication and presents a collation of statistics from a range of surveys and administrative databases. A full list of these can be found in the Sources section on page 59. This booklet presents a snapshot of the latest statistics available at the time of publication.

The publication contains results from several statistical surveys, which are based on samples of households or the population. As such, small differences in results between years or between the geographic areas may not be statistically significant.

Use made of the statistics

The publication is widely used to paint a picture of life in rural Scotland and to understand the differences from the rest of Scotland in terms of issues such as demographics, lifestyle, services and the economy.

The statistics presented in Rural Scotland Key Facts are used within the Scottish Government for policy development and monitoring and in the production of Ministerial briefing and speeches.

In addition to use made in the Scottish Government, the statistics are also used by local government, voluntary organisations, other public bodies and academic institutions to monitor targets, allocate funds and resources and for research purposes.

More information can be found in the paper 'The Use Made of Rural Scotland Key Facts' published on our website:

<http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/Publications>

Introduction

Summary of the key messages

Rural Scotland is Important

Rural Scotland accounts for 94% of the land mass of Scotland and nearly a fifth of the population are resident there. Over recent years, the population of rural Scotland has continued to grow at a faster rate than the rest of Scotland, especially in accessible rural areas, mainly due to inward migration.

Rural Scotland is a 'Very Good' Place to Live

A higher proportion of residents of rural Scotland, compared to the rest of Scotland, rate their neighbourhood as a 'very good' place to live. Fewer residents experience neighbourhood problems (e.g. litter, graffiti) and more residents enjoy the pleasant environment and sense of community of their local area. In addition, more people volunteer in the community. Crime is less prevalent than in the rest of Scotland and more people feel 'very safe' when home alone at night.

Rural Scotland Faces Some Challenges

Employment in remote rural areas in particular is heavily reliant on the agriculture sector and constitutes more small and medium sized businesses than in the rest of Scotland. Twenty-nine per cent of small and medium sized businesses in remote rural areas of Scotland has had at least one application for finance (overdraft, credit card, loan or mortgage) rejected in the last three years.

In terms of travel and access to services, more people in rural areas are out with a reasonable drive time to key services (e.g. shops and cash machines) compared to the rest of Scotland and fewer people are in close proximity to public transport facilities. This is compounded by fuel costs, with over half of the residents of rural Scotland in 2009-10 reporting to spend over £100 a month on fuel for cars, compared to 38% in the rest of Scotland.

The rates of emergency admissions to hospital are lower in rural Scotland, however, this may be due to an increased difficulty in accessing hospitals. A lower proportion of people living in rural Scotland, compared to the rest of Scotland, state that the nearest hospital outpatients department is either very or fairly convenient.

Introduction

The proportion of households in rural Scotland which are classed as extreme fuel poor (households which spend more than 20% of its income on household fuel) is more than double the proportion in the rest of Scotland.

Rural Scotland – A Complex Picture

With regards to the economy and jobs, more residents of rural Scotland are in work, with employment rates higher and unemployment rates lower than in the rest of Scotland. Residence based estimates of pay indicate that rates are highest for accessible rural areas. However, over half of workers living in accessible rural areas commute to a non-rural area to work and similarly, over a quarter of workers living in remote rural Scotland commute to a work place in a non-rural area.

With respect to housing, the average property is more expensive in rural Scotland. More properties are houses or bungalows and there is a much smaller proportion of flats than in the rest of Scotland. In addition, a higher than normal prevalence of second home ownership, in remote rural areas in particular, also has an affect on residents abilities to access housing.

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 a 30 minute drive time to the nearest settlement with a population of 10,000 or more;

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

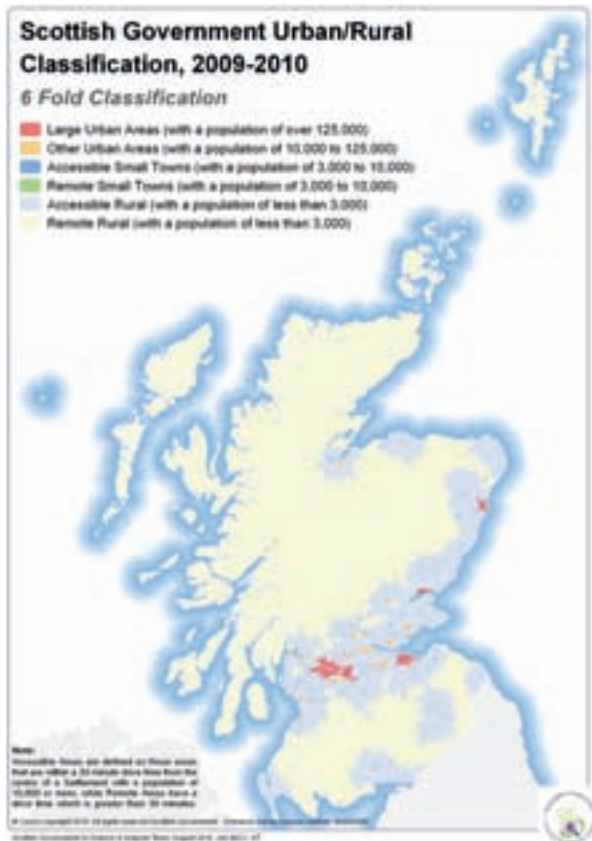
These definitions form part of the **Scottish Government Urban Rural Classification**. The map on page 6 shows the full classification.

A high resolution version of the map can be found here:

<http://www.scotland.gov.uk/Publications/2010/08/2010UR>

This booklet combines the first four categories of the 6 fold classification 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, 2008 & 2009

	2001	2008	2009	% change 2001-2009	% change 2008-2009
Remote Rural	317,813	334,688	335,812	5.7%	0.3%
Accessible Rural	558,907	613,420	620,223	11.0%	1.1%
Rest of Scotland	4,187,480	4,220,392	4,237,965	1.2%	0.4%
Total	5,064,200	5,168,500	5,194,000	2.6%	0.5%

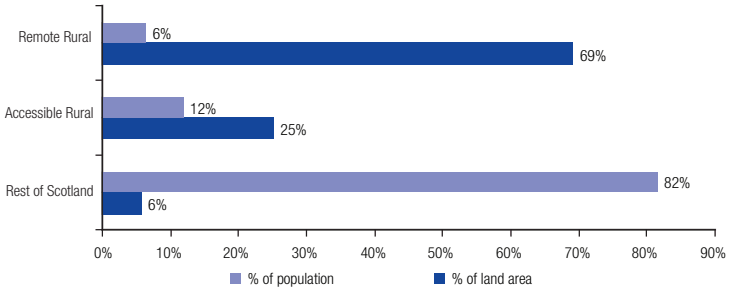
Source: National Records of Scotland, 2009 (2009 mid-year estimates based on data zones)
(All 2001, 2008 and 2009 figures are based on Scottish Government Urban Rural Classification 2009-2010)

Around 5.2 million people live in Scotland, with almost 1 million of them living in rural areas.

Table 1 shows that between 2001 and 2009, the population has increased in all areas of Scotland. The greatest increase in population has been in accessible rural areas, with an 11% increase between 2001 and 2009, compared to an increase of 5.7% in remote rural areas and 1.2% in the rest of Scotland.

The increase in population in rural areas between 2008 and 2009 will be primarily due to the positive net migration rates, as birth and death rates in rural areas are similar (as shown in Table 2).

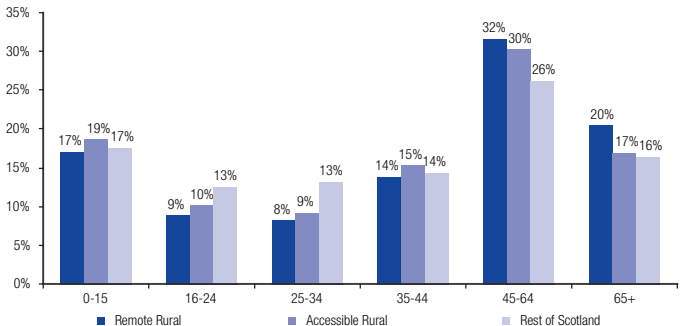
Figure 1: Percentage of Population and Land by Geographic Area, 2009



Source: National Records of Scotland, 2009 (2009 mid-year estimates based on data zones)
(Using the Scottish Government Urban Rural Classification 2009-2010)

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 94% of the land mass in Scotland (69% in remote rural and 25% in accessible rural). This reflects the dispersed nature of the population in rural areas. In contrast the rest of Scotland accounts for 82% of the population of Scotland but only 6% of the land mass.

Figure 2: Age Distribution of Population by Geographic Area, 2009



Source: National Records of Scotland, 2009 (2009 mid-year estimates based on data zones)
(Using the Scottish Government Urban Rural Classification 2009-2010)

The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.

Figure 2 shows that the age distribution of rural areas compared to the rest of Scotland is markedly different for particular groups of the population. Specifically, rural areas have a much lower percentage of the population in the ages 16-34 but a higher proportion of people aged 45 and over. Evidence suggests that factors influencing migration decisions of young people moving out of rural areas could be higher education and employment opportunities, housing and public transport availability.

Table 2: Internal Population Change and Migration by Geographic Area, 2009

	Remote Rural	Accessible Rural	Rest of Scotland
Births (2009)	3,013	6,465	49,568
Births per 1,000 population	9	10	12
Deaths (2009)	3,510	5,655	44,691
Deaths per 1,000 population	10	9	11
Migration (2008-09)			
In-migration	18,292	38,224	106,064
Out-migration	16,729	31,244	92,912
Net Migration	1,563	6,980	13,152
Net Migration as % of population	0.5%	1.1%	0.3%

*Source: National Records of Scotland, 2009
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Table 2 shows that the birth rate (per 1,000 population) exceeded the death rate in accessible rural areas and the rest of Scotland but not in remote rural areas.

The rate of births was higher in rest of Scotland (12 per 1,000 population) than in accessible rural (10) and remote rural (9) areas. The rate of deaths was also higher in rest of Scotland (11 per 1,000 population) than in remote rural (10) and accessible rural (9) areas.

The table also shows positive net migration into all three areas of Scotland over the year 2008-09, i.e. the number of in-migrants was greater than the number of out-migrants. Net migration rates were highest in the accessible rural areas, equivalent to 1.1% of the population.

Table 3: Country of Birth by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Scotland	75%	81%	85%
Rest of UK	22%	15%	8%
Rest of World	3%	4%	7%
Total	100%	100%	100%

*Source: Annual Population Survey, 2010
(Using Scottish Government Urban Rural Classification, 2009-10)*

Table 3 shows the proportions of Scotland's current population that were born in Scotland, in the rest of the United Kingdom and in the rest of the world. The table shows that the areas with the highest proportion of residents who were born in the UK but outside of Scotland are remote rural areas at 22%. The rates for accessible rural areas and the rest of Scotland were 15% and 8% respectively.

The area with the highest proportion of residents that were born outside the UK is the rest of Scotland (7%). Four per cent of residents of accessible rural areas and 3% of residents of remote rural areas were born outside of the UK.

Households

Table 4: Household Type by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Single adult	15%	13%	20%
Small adult	19%	21%	19%
Single parent	3%	4%	5%
Small family	12%	15%	13%
Large family	7%	7%	6%
Large adult	9%	9%	10%
Older smaller	19%	17%	13%
Single pensioner	16%	14%	14%
Total	100%	100%	100%

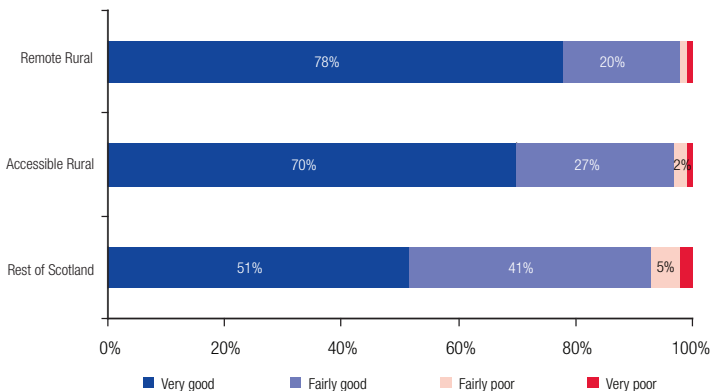
*Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Table 4 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, where one or both adults are of pensionable age.

A description of all household types can be found under Definitions in the Notes section on page 63.

Neighbourhood and Community

Figure 3: Rating of Neighbourhood as a Place to Live by Geographic Area, 2009-10



Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)

Figure 3 shows that across all areas of Scotland, over 90% of residents rate their neighbourhood as a 'very good' or 'fairly good' place to live.

People living in remote rural areas are more likely to describe their neighbourhood as a 'very good' place to live (78%), compared to accessible rural areas (70%) and the rest of Scotland (51%).

Tables 5-8 overleaf provide further detail on neighbourhoods and safety which may explain the results shown above.

In 2007, the Scottish Government introduced a National Indicator to increase the percentage of adults who rate their neighbourhood as a good place to live¹.

¹ <http://www.scotland.gov.uk/About/scotPerforms/indicators/goodNeighbourhoods>

Table 5: Aspects of Neighbourhood Particularly Liked by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Pleasant environment	66%	57%	58%
Safe environment	35%	24%	19%
Good public transport	3%	7%	24%
Good amenities	44%	43%	46%
Sense of community/friendly people	85%	83%	70%
Other	2%	1%	2%
None	2%	4%	5%

Source: Scottish Household Survey, 2009-10

(Using Scottish Government Urban Rural Classification, 2009-2010)

Notes:

1. Respondents can choose more than one option.

Table 5 provides some context as to why residents of rural Scotland may be more likely to rate their neighbourhood as a 'very good' place to live (as shown in Figure 3). A higher percentage of residents of remote and accessible rural Scotland particularly like the safe environment and the friendliness of their community.

However, few people in rural areas state that they enjoy good public transport facilities, compared with the rest of Scotland.

Table 6: Experience of Neighbourhood Problems by Geographic Area, 2009-10
(% saying they have personal experience of problem)

	Remote Rural	Accessible Rural	Rest of Scotland
Vandalism, graffiti or other deliberate damage to property	3%	4%	9%
Groups or individuals intimidating or harassing others	3%	3%	5%
Seeing drug misuse or dealing	2%	3%	6%
Rowdy behaviour e.g. drunkenness, hooliganism or loutish behaviour	5%	6%	13%
Noisy neighbours or regular loud parties	3%	4%	10%
Neighbour disputes	4%	4%	5%
Rubbish or litter lying around	14%	14%	20%
Abandoned or burnt-out vehicles	1%	2%	1%
Animal nuisance such as noise or dog fouling	15%	16%	19%
None	69%	67%	57%

Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)

Notes:

1. Respondents can choose more than one option.

Table 6 shows that in every category, apart from 'abandoned or burnt-out vehicles', a lower percentage of people in remote and accessible rural areas have experienced neighbourhood problems. For example, only 3% and 4% in remote and accessible rural areas, respectively, say they have had a problem with noisy neighbours or loud parties while the figure is 10% in the rest of Scotland. Similarly, 14% of people in both remote and accessible rural areas state that rubbish or litter lying around is a problem, whilst 20% state this is a problem in the rest of Scotland.

Table 7: Perceptions of Safety When at Home Alone at Night by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	91%	86%	79%
Fairly safe	8%	12%	18%
A bit unsafe	1%	1%	2%
Very unsafe	0%	0%	1%
Don't know	0%	1%	0%
Total	100%	100%	100%

*Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Table 7 shows that the majority of people in all areas of Scotland feel either 'very safe' or 'fairly safe' when at home alone at night. However, a higher proportion of people in remote rural (91%) and accessible rural areas (86%) state they feel 'very safe' compared to the rest of Scotland (79%).

Table 8: Crime Victimization and Perception of Change in Crime Rates Over Previous Two Years by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of adults who had been the victims of crime in the last 12 months	8%	12%	18%
Proportion of adults who perceived that:			
Crime rate has increased over last 2 years	21%	20%	27%
Crime rate has stayed the same over last 2 years	73%	70%	58%
Crime rate has decreased over last 2 years	4%	6%	10%
Don't know	2%	3%	5%
Total	100%	100%	100%

Source: Scottish Crime and Justice Survey, 2009-10
(Using Scottish Government Urban Rural Classification 2009-2010)

The crime victimisation rates in Table 8 may provide an explanation as to why residents of rural Scotland are more likely to feel safe alone in their home at night (as shown in Table 7). A smaller proportion of residents of remote (8%) and accessible rural (12%) areas had been victims of crime in the past 12 months compared to the rest of Scotland (18%).

In terms of perception of changes in crime rates, people from all areas of Scotland are more likely to state that they feel crime rates have remained the same over the last two years.

A lower proportion of people in rural Scotland state they feel crime has increased, when compared to the rest of Scotland. However, this is also true of the proportion of people who feel crime has decreased.

In 2007, the Scottish Government introduced National Indicators to reduce overall crime victimisation rates by two percentage points by 2011² and to increase positive public perception of the general crime rate in the local area³, against a 2006 baseline.

² <http://www.scotland.gov.uk/About/scotPerforms/indicators/victimisationRates>

³ <http://www.scotland.gov.uk/About/scotPerforms/indicators/crimeRate>

Table 9: Whether Respondent Gave Their Time to Help as an Organiser/Volunteer in the Past 12 Months by Age and Geographic Area, 2009-10

	Remote Rural			Accessible Rural			Rest of Scotland		
	16-64	65+	Total	16-64	65+	Total	16-64	65+	Total
Yes	50%	41%	47%	39%	30%	37%	28%	24%	27%
No	50%	59%	53%	61%	70%	63%	72%	76%	73%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification 2009-2010)

In rural Scotland, a higher proportion of people give up their time to help as a volunteer or organiser than in the rest of Scotland. A greater proportion of people aged 16-64 gave up time to work as a volunteer/organiser, compared to people aged 65+, in all areas of Scotland. The highest rate of volunteering was observed for people aged 16-64 in remote rural areas (50%).

Physical Environment

Table 10: 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 500-1,000 metres	1%	4%	13%
% population within 1,000-2,000 metres	3%	10%	30%
% population over 2,000 metres	95%	86%	53%

Source: Scottish Pollutant Release Inventory, Scottish Environment Protection Agency (SEPA), (2004 mid-year population estimates based on data zones) (Using Scottish Executive Urban Rural Classification, 2005-2006)

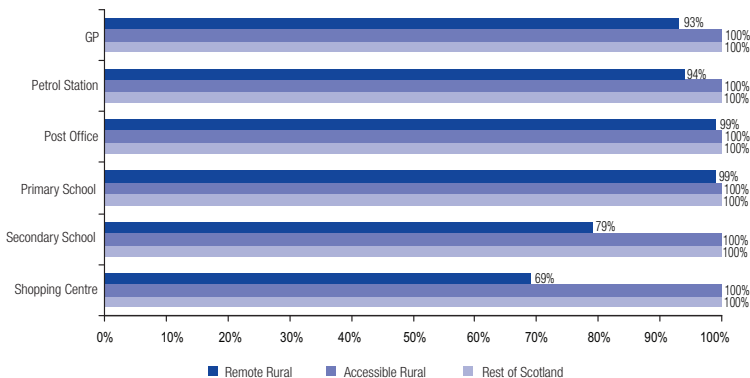
Sites that report to the Scottish Pollutant Release Inventory include Pollution Prevention and Control (PPC) Part A processes; Radioactive Substances Act (RSA) Band A and Band B sites, such as nuclear power stations, hospitals and universities; waste water treatment works; waste management sites and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

Table 10 shows that 47% of people in the rest of Scotland live within 2,000 metres of a site on the SPRI register compared to 15% in accessible rural areas and 4% in remote rural areas.

Services and Lifestyle

Access and Convenience of Services

Figure 4: Percentage of Population Within 15 Minute Drive Time of Service by Geographic Area, 2009

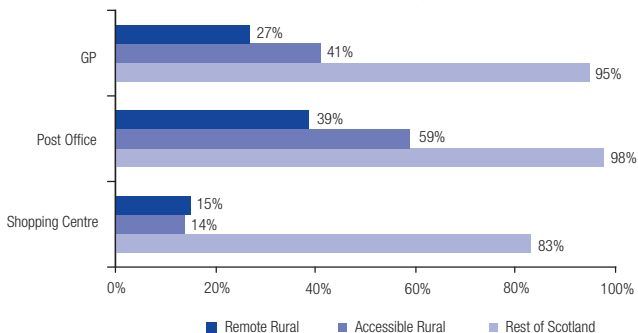


Source: Scottish Index of Multiple Deprivation, 2009
(Using Scottish Executive Urban Rural Classification, 2007-2008)

Figure 4 shows that remote rural areas are the only areas in Scotland which are not within a 15 minute drive time to key services. For example 93% of people in remote rural live within a 15 minute drive time to a GP compared to 100% of the population of accessible rural areas and of the rest of Scotland.

The greatest difference observed is drive time to the nearest shopping centre. Sixty-nine per cent of people in remote rural areas live within a 15 minute drive time to a shopping centre, compared to 100% of people in accessible rural areas and the rest of Scotland.

Figure 5: Percentage of Population Within 15 Minute Drive Time by Public Transport of Service, by Geographic Area, 2009



*Source: Scottish Index of Multiple Deprivation, 2009
(Using Scottish Government Urban Rural Classification 2007-2008)*

Figure 5 shows that the proportion of people within a 15 minute drive time to key services by public transport is much lower in both remote and accessible rural areas compared to the rest of Scotland. The figures are particularly low in rural areas with respect to drive time to the nearest shopping centre.

Figure 6: Percentage of Population Finding Services Very or Fairly Convenient by Geographic Area, 2009-10

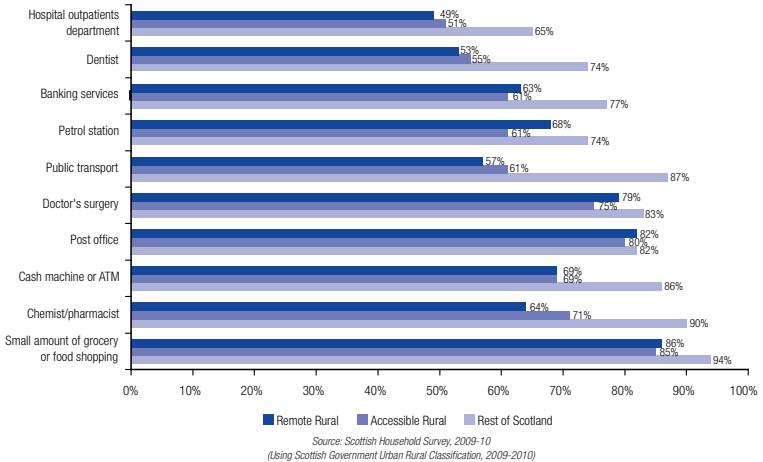
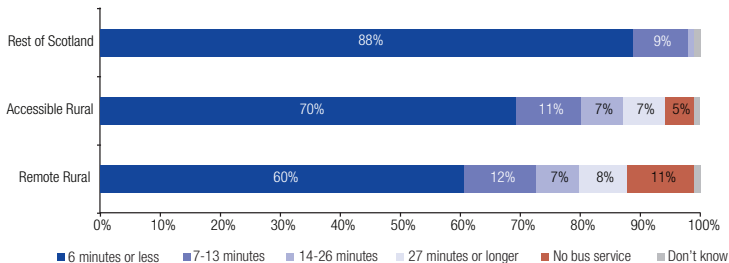


Figure 6 shows that, in general, a lower percentage of people in rural areas find key services convenient, when compared to the rest of Scotland. This is particularly noticeable for key services such as hospitals, dentists, chemists, public transport, banking services and cash machines. For example, 69% of residents of rural areas find the nearest cash machine convenient, compared to 86% of rest of Scotland residents.

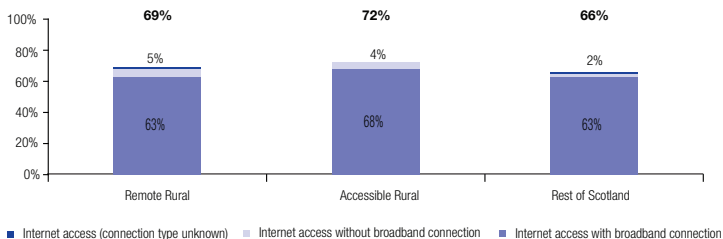
Figure 7: Distance to Nearest Bus Stop by Geographic Area, 2009-10



Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification 2009-2010)

Figure 7 shows that 88% of the population of the rest of Scotland live within 6 minutes of the nearest bus stop, compared to 70% and 60% of the population in accessible and remote rural areas. In addition, 11% of the remote rural and 5% of the accessible rural population do not have access to a bus service, whereas no-one in the rest of Scotland reported that they did not have access to a bus service.

Figure 8: Households with Home Internet Access and Broadband Connection by Geographic Area, 2009-10



Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)

Figure 8 shows that households in rural Scotland are slightly more likely to have home internet access than those in the rest of Scotland. Households in accessible rural areas of Scotland are more likely to have home internet access and more likely to utilise a broadband connection.

Table 11: Households Recycling Items in the Past Month by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Newspapers/magazines/paper/cardboard	83%	90%	83%
Glass bottles and jars	81%	85%	73%
Metal cans	70%	79%	70%
Plastic bottles	65%	79%	72%
One or more of the above	90%	94%	87%

Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)

Table 11 shows households in rural areas (remote 90% and accessible 94%) are more likely to recycle at least one type of recycleable item than those in the rest of Scotland (87%). Recycling rates for all items are highest in accessible rural areas and similar for remote rural areas and the rest of Scotland.

Travel Patterns

Table 12: Cars Normally Available for Private Use by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
None	15%	13%	34%
One	46%	44%	44%
Two or more	39%	43%	22%
Total	100%	100%	100%

Source: Scottish Household Survey, 2009-10

(Using Scottish Government Urban Rural Classification, 2009-2010)

Table 12 shows that households in rural Scotland are more likely to have access to at least one car, than households in the rest of Scotland. This is perhaps a reflection of the longer journey times to key services by public transport as reported in Figure 5 or the lower proportion of people in rural area that find public transport convenient (Figure 6).

Table 13: How Adults Usually Travel to Work/Education by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	13%	6%	14%
Driver	73%	76%	58%
Passenger	5%	4%	7%
Bicycle	1%	2%	3%
Bus (ordinary or works)	3%	6%	13%
Rail	0%	3%	4%
Other	4%	3%	2%
Total	100%	100%	100%

Source: Scottish Household Survey, 2009-10

(Using Scottish Government Urban Rural Classification 2009-2010)

Table 13 shows that people in rural areas are more likely to drive to work/education and less likely to take public transport, compared to the rest of Scotland.

In 2007, the Scottish Government introduced a National Indicator to increase the proportion of journeys to work made by public or active transport, against a 2006 baseline⁴.

⁴ <http://www.scotland.gov.uk/About/scotPerforms/indicators/publicTransport>

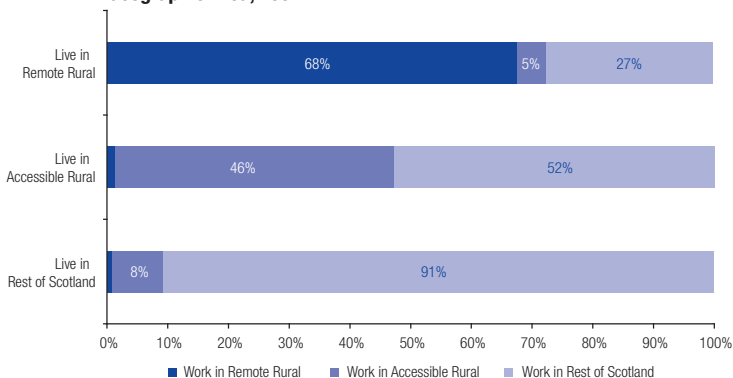
Table 14: How School Children Normally Travel to School by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Walking/Bicycle	28%	29%	57%
Passenger in a car/van	18%	27%	24%
Bus (ordinary, school, works, or private)	49%	41%	18%
Other	5%	3%	2%
Total	100%	100%	100%

*Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Table 14 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 or cycle.

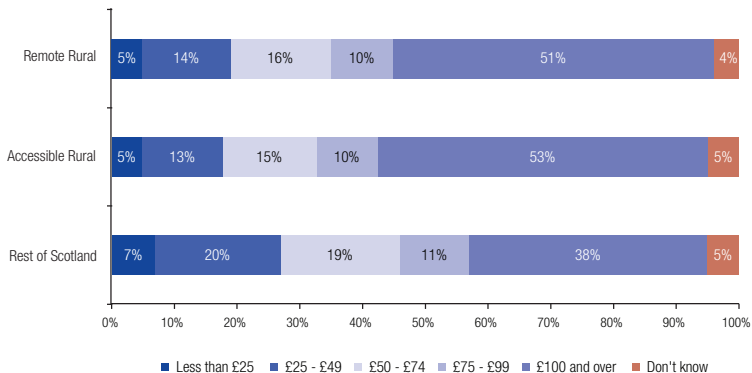
Figure 9: Percentage of Workers Living and Working in Area by Geographic Area, 2001



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

Figure 9 gives an indication of the relationship between where people live compared to where they work. For those living in remote rural areas, 68% also work in remote rural areas. For those living in accessible rural areas, 46% also work in accessible rural areas, and 52% work in the rest of Scotland. Ninety-one per cent of people living in the rest of Scotland also work in the rest of Scotland.

Figure 10: Total Expenditure on Fuel for Cars per Month by Geographic Area, 2009-10



Source: Scottish Household Survey, 2009-10

(Based on households with a car and using Scottish Government Urban Rural Classification, 2009-2010)

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. Over 50% of residents of rural areas report to spend over £100 per month on fuel, compared to 38% in the rest of Scotland. A higher level of expenditure on fuel for cars is likely to be, in part, due to longer driving distances to key services, as shown in Figure 4.

Education

Table 15: Highest Qualifications Held by Working Age Population¹ by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Degree level or equivalent	18%	25%	21%
HNC/HND or equivalent	14%	16%	14%
Higher/A Level or equivalent	28%	26%	26%
Credit Standard Grade or equivalent	21%	17%	17%
General Standard Grade or equivalent	3%	2%	2%
Other	7%	5%	7%
No qualifications	9%	9%	13%
Total	100%	100%	100%

Source: Annual Population Survey in Scotland, 2010
(Using Scottish Government Urban Rural Classification, 2009-2010)

1. The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.

Table 15 shows that levels of school and college education attained are broadly comparable across the three areas of Scotland. However, a higher proportion of residents of accessible rural areas have a degree level qualification or equivalent.

Table 16: Destination of School Leavers from Publicly Funded Secondary Schools by Geographic Area, 2009/2010

	Remote Rural	Accessible Rural	Rest of Scotland
Higher Education	37%	40%	35%
Further Education	19%	25%	28%
Training	2%	4%	5%
Employment	30%	19%	18%
Voluntary Work	1%	0%	0%
Unemployed Seeking Work	9%	10%	12%
Unemployed Not Seeking Work	1%	1%	1%
Unknown	1%	0%	1%

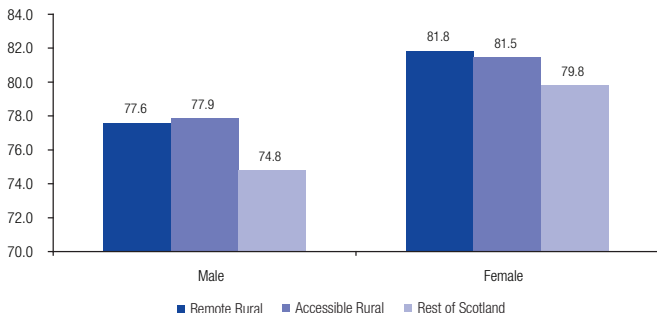
Source: Destination of Leavers from Scottish Schools, 2009/2010

(Based on school leaver's home address and Scottish Government Urban Rural Classification, 2009-2010)

Table 16 shows the proportion of school leavers who proceed to higher education is very similar across all three areas of Scotland. Fewer school leavers in remote rural areas go on to further education or training and a higher proportion gain employment.

Health

Figure 11: Life Expectancy at Birth by Geographic Area, 2007-2009



Source: General Register Office for Scotland
(Using Scottish Government Urban Rural Classification 2009-2010)

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 people born in rural Scotland is higher than in the rest of Scotland.

For males, the life expectancy in remote rural and accessible rural areas is around 78 years, nearly three years more than in rest of Scotland. For females, the life expectancy in rural areas is around 82 years, which is nearly two years more than in the rest of Scotland.

Table 17: Rate of Hospital Admissions (Emergency and Cancer), 2009

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions rate per 100,000 population	9,271	8,595	10,448
Cancer admissions rate per 100,000 population	3,045	2,629	2,776

Source: Information Services Division, NHSScotland
(Using Scottish Government Urban Rural Classification 2009-2010)

Table 17 shows that there was a different pattern observed for hospital rates by geographic areas between emergency and hospital admissions in 2009. The emergency admissions rate is highest in the rest of Scotland, whereas the cancer admissions rate is highest in remote rural areas of Scotland.

Table 18: Whether Respondent Smokes by Geographic Area, 2009-10

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	20%	20%	25%
No	80%	80%	75%
Total	100%	100%	100%

Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)

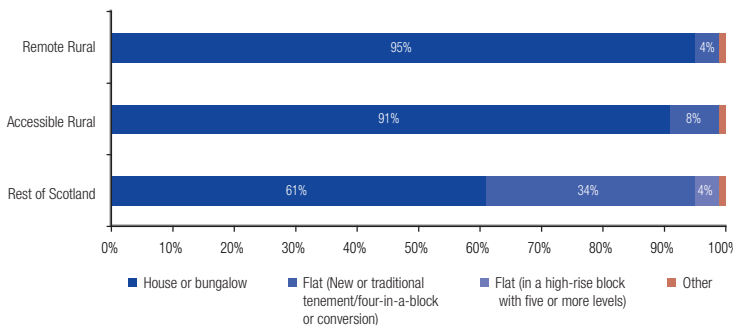
Table 18 shows that a higher percentage of people in the rest of Scotland smoke (25%), compared to people in rural areas (20%).

In 2007, the Scottish Government introduced a National Indicator to reduce the percentage of the adult population who smoke to 22% by 2010⁵.

⁵ <http://www.scotland.gov.uk/About/scotPerforms/indicators/reduceSmoking>

Housing

Figure 12: Property Type by Geographic Area, 2009-10



*Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Figure 12 shows that over 90% of properties in rural Scotland are houses or bungalows, unlike the rest of Scotland where flats account for around a third of the housing stock.

Table 19: House Sales by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Number of Sales	3,774	7,396	47,392
Change from 2009²	15%	12%	8%
Mean Price	£177,236	£209,736	£162,796
Change from 2009²	2%	7%	6%
Median Price	£150,000	£178,500	£129,000
Change from 2009²	-1%	5%	1%

Source: Registers of Scotland, 2010

(Using Scottish Government Urban Rural Classification 2009-2010)

1. House sale figures relate to sales on the open market which excludes transactions such as Right to Buy and block purchases by housing associations.
2. 'Change from 2009' is based on differences between 2010 and revised 2009 figures. 2009 figures were revised to incorporate improvements in methodology.

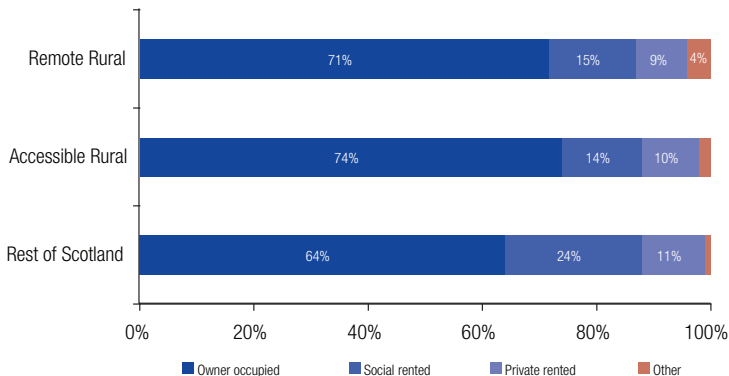
Table 19 shows that the highest average (mean) price, based on actual house sales, was in accessible rural areas, around £32,500 higher than in remote rural areas and approximately £47,000 higher than in the rest of Scotland.

The highest median price (which is not skewed by very low or very high sales prices) was also in accessible rural areas.

In 2010 more house sales took place than in 2009, ranging from 8% more in the rest of Scotland to 15% more in remote rural areas.

Please note the prices do not necessarily compare like with like as prices are not adjusted for property type and size (Figure 12 on the previous page shows differences of property types by geographic area).

Figure 13: Housing Tenure by Geographic Area, 2009-10



*Source: Scottish Household Survey, 2009-10
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Figure 13 shows that compared with the rest of Scotland a higher proportion of people in rural Scotland own their own homes and a smaller proportion rent from Local Authorities/Scottish Homes or housing associations/Co-operatives. The rate of private renting is similar across all three areas.

Table 20: Use of Housing Stock by Geographic Area¹, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
% Vacant dwellings¹	5%	3%	3%
% Second homes^{2,3}	7%	2%	1%
% Dwellings with a single adult discount⁴	29%	29%	40%

Source: *Estimates of households and dwellings in Scotland (National Records of Scotland), 2010 (Using Scottish Government Urban Rural classification 2009-2010)*

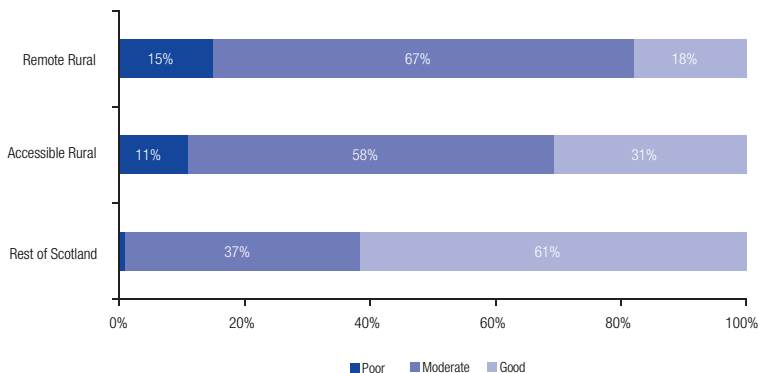
Notes:

1. Vacant dwellings include dwellings which are unoccupied and long-term empty properties.
2. Second homes are dwellings subject to a Council Tax discount of between 10 per cent and 50 per cent due to being second homes (including self-catering holiday accommodation available to let for a total of less than 140 days per year).
3. Data zone figures are not available on second homes for Clackmannanshire, East Renfrewshire and Renfrewshire. These data zones have been removed from calculations of second homes for each urban rural category.
4. Dwellings with a single adult discount include dwellings with a single adult, one adult living with one or more children, or adults who are 'disregarded' for Council Tax purposes.

Table 20 shows the percentage of vacant dwellings, those occupied as second homes and those eligible for Council Tax single adult discount. The largest proportion of second homes is in remote rural areas with 7% of dwellings being used as second homes. The rest of Scotland has the largest proportion (40%) of single adult households with both remote and accessible rural having 29% of dwellings with just one adult resident.

The number of vacant dwellings is slightly higher in remote rural areas (5%) than in accessible rural areas and the rest of Scotland (both 3%).

Figure 14: Energy Efficiency Rating by Geographic Area, 2009

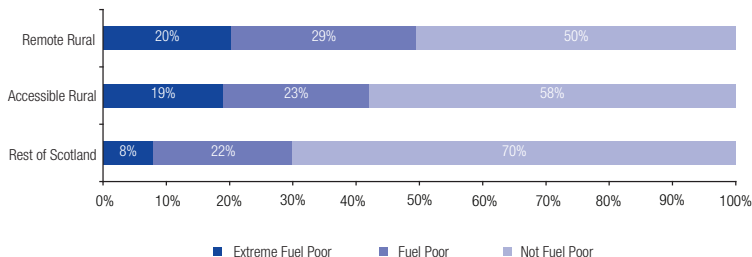


Source: Scottish House Condition Survey, 2009
(Using Scottish Government Urban Rural Classification, 2009-2010)

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 less energy efficient than in the rest of Scotland. In remote rural areas, 18% of households were classified as having a good energy efficiency rating compared to 31% in accessible rural areas and 61% in the rest of Scotland. Dwellings in rural areas are more likely to be less energy efficient with 15% of households being classed as having poor energy efficiency in remote rural areas compared to 11% in accessible rural areas and 1% of households in the rest of Scotland.

Figure 15: Fuel Poverty by Geographic Area, 2009



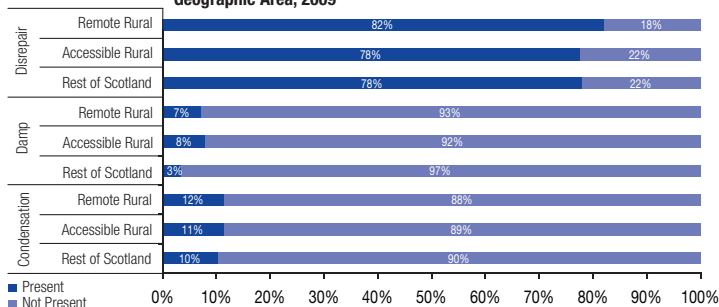
*Source: Scottish House Condition Survey, 2009
(Using Scottish Executive Urban Rural Classification 2009-2010)*

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 household fuel.

Figure 15 shows that the proportion of households in rural Scotland which are classed as extreme fuel poor is more than double that of the proportion in the rest of Scotland.

In addition, in the rest of Scotland 70% of households have been classed as 'not fuel poor' compared to 58% in accessible rural and 50% in remote rural Scotland.

Figure 16: Presence of Condensation, Damp and Disrepair in Homes by Geographic Area, 2009



Source: Scottish House Condition Survey, 2009
(Using Scottish Government Urban Rural Classification 2009-2010)

Figure 16 shows that homes in remote rural areas of Scotland are slightly more likely to be affected by damp or disrepair. Disrepair relates to any level of disrepair present in the property, which can range from a leaking bathroom tap to a missing roof. The rates of homes affected by condensation are similar across all three areas of Scotland.

Table 21: Presence of Loft Insulation in Homes by Geographic Area, 2009

	Remote Rural	Accessible Rural	Rest of Scotland
No Loft Insulation	8%	7%	5%
Less than 100mm	12%	19%	20%
100mm to 200mm	60%	62%	63%
More than 200mm	21%	13%	12%
Total¹	100%	100%	100%

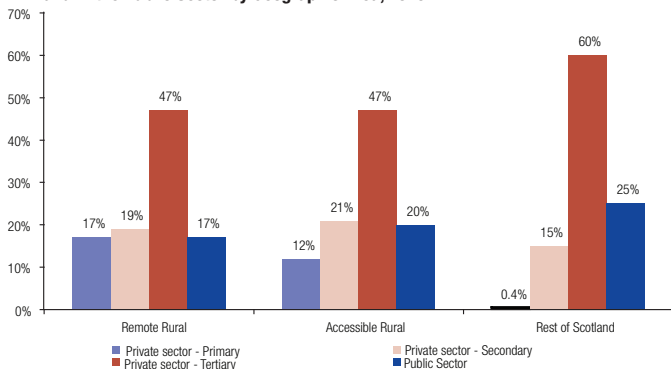
Source: Scottish House Condition Survey, 2009
(Using Scottish Government Urban Rural Classification 2009-2010)

Table 21 illustrates the prevalence and thickness of loft insulation. Houses in remote and accessible rural areas (8% and 7%, respectively) are slightly more likely to have no loft insulation than homes in the rest of Scotland (5%).

Thickness of loft insulation, where present, is variable across all three areas. Homes which have insulation are most likely to have between 100mm and 200mm in all of remote rural areas, accessible rural areas and in the rest of Scotland.

Industry

Figure 17: Employment in Primary, Secondary and Tertiary Sectors and in the Public Sector by Geographic Area, 2010



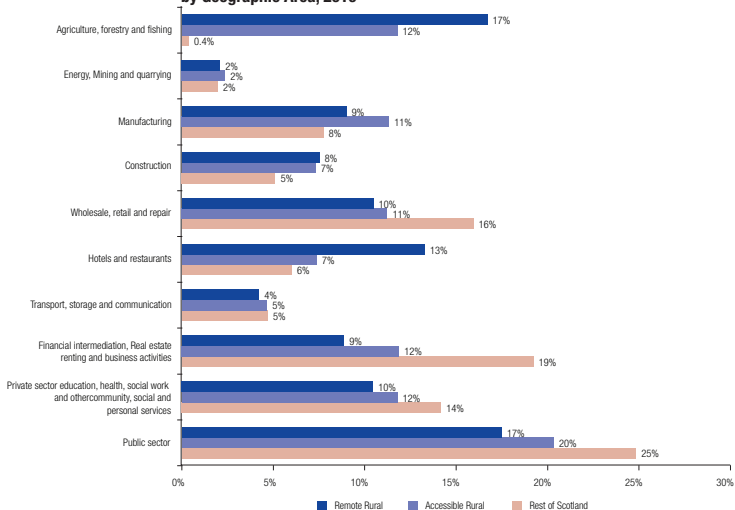
Source: Inter Departmental Business Register, 2010
(Using Scottish Government Urban Rural Classification, 2009-2010)

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 17 shows employment in enterprises in Scotland registered for VAT and/or PAYE. In all areas in Scotland the tertiary sector is the most significant in terms of employment. Primary sector industries employ more people in remote rural (17%) and accessible rural (12%) areas, than in the rest of Scotland (0.4%).

The public sector accounts for 17% of employment in rural areas, 20% in accessible rural areas and 25% in the rest of Scotland.

Figure 18: Employment by Industry Size and in the Public Sector by Geographic Area, 2010



Source: Inter Departmental Business Register, 2010
(Using Scottish Government Urban Rural Classification 2009-2010)

Figure 18 shows the distribution of employment across sectors within each of the geographical areas, with workers in the public sector shown as a single category.

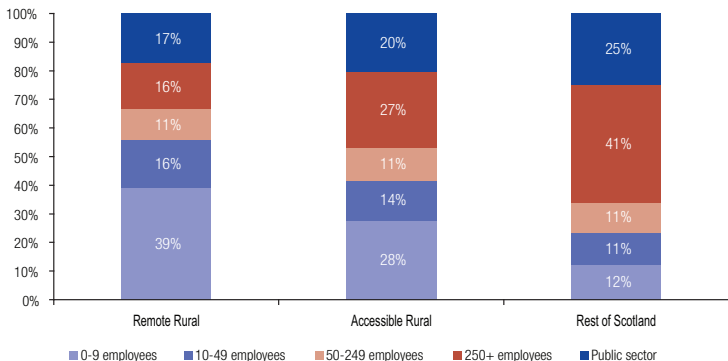
In remote rural areas ‘Agriculture, forestry and fishing’ is the largest source of private sector jobs (17%) followed by ‘Hotels and restaurants’ (13%).

In accessible rural areas, the sectors ‘Agriculture, forestry and fishing’, ‘Financial intermediation, Real estate, renting and business activities’ and ‘Private sector education, health and social work’ are the most significant sources of private sector jobs.

Agriculture, forestry and fishing is a sector that shows the greatest difference across Scotland, accounting for 17% of workers in remote rural areas compared to 12% in accessible rural areas and less than 1% in the rest of Scotland. Conversely, Financial intermediation accounts for more than double the proportion of jobs in the rest of Scotland (19%) than in remote rural areas (9%).

Business

Figure 19: Employment by Size of Firm and Geographic Area, 2010

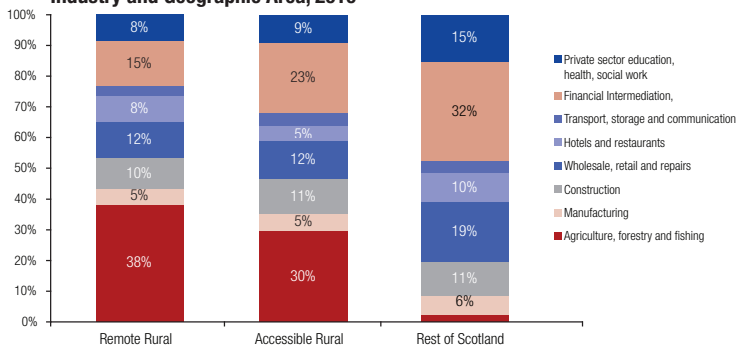


Source: Inter Departmental Business Register, 2010
(Using Scottish Government Urban Rural Classification 2009-2010)

Figure 19 shows that Small and Medium Enterprises (0-249 employees) account for two-thirds of employment in remote rural areas compared to around half in accessible rural areas and a third in the rest of Scotland. Micro businesses (0-9 employees) are particularly prevalent in remote rural areas.

Large businesses (250+ employees) account for 41% of those employed in the rest of Scotland, 27% in accessible rural areas and 16% in remote rural areas.

Figure 20: Number of Small and Medium Sized Enterprises (SMEs) by Industry and Geographic Area, 2010



Source: Inter Departmental Business Register, 2010
(Using Scottish Government Urban Rural Classification 2009-2010)

The industry sectors "Energy, mining and quarrying" and "Public sector" each account for less than 0.5% of the number of SMEs and have been excluded from the analysis.

Figure 20 shows which industries Small and Medium Sized Enterprises operate in across all three geographic areas. Thirty-eight per cent of SMEs in remote rural areas are in the Agriculture, Forestry and Fishing industry, compared to 30% in accessible rural areas and 2% in the rest of Scotland. The Financial Intermediation sector represents around a third of SMEs in the rest of Scotland compared to 23% in accessible rural SMEs and 15% of remote rural based SMEs.

The total number of SMEs (registered for VAT and/or PAYE) operating in remote rural areas, accessible rural areas and the rest of Scotland in 2010 are 20,100, 29,000 and 101,400 respectively.

Table 22: Population (16 to 74) in Employment by Socio-Economic Classification, 2001

	Remote Rural	Accessible Rural	Rest of Scotland
Higher managerial and professional occupations	8%	11%	11%
Lower managerial and professional occupations	22%	26%	27%
Intermediate occupations	9%	12%	15%
Small employers or own account workers	21%	14%	7%
Lower supervisory and technical occupations	11%	10%	11%
Semi-routine occupations	16%	15%	17%
Routine occupations	13%	11%	13%
Total	100%	100%	100%

Source: General Register for Scotland, 2001 Census

The same proportion of people living in accessible rural areas and in the rest of Scotland are employed in higher managerial and professional positions. Eight per cent of employees in remote rural areas work in such occupations.

A greater proportion of workers in remote rural areas are small employers or own account workers (21%) than in accessible rural areas (14%) or the rest of Scotland (7%).

Table 23: Business Openings and Closures by Geographic Area, 2009

	Remote Rural	Accessible Rural	Rest of Scotland
Total businesses	13,815	22,620	112,190
Business openings	1,050	1,945	11,695
Business opening rate	8%	9%	10%
Business closures	1,160	2,095	11,750
Business closure rate	8%	9%	10%
Total businesses per 10,000 adults	496	448	321
Business openings per 10,000 adults	38	39	33

*Source: Inter Departmental Business Register (ONS), 2011
(Using Scottish Government Urban Rural Classification 2009-2010)*

Table 23 shows the number of business openings and closures as measured by the number registering for either VAT or PAYE. It therefore excludes businesses with no employees and a turnover below the VAT threshold (£68,000 as at 1st April 2009).

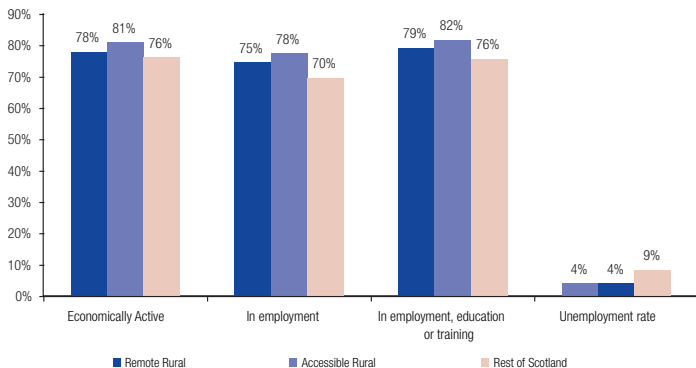
The business openings and closures rates are the same in each area, indicating that the resulting stock of active businesses remained the same over the year. The highest rates of churn were observed in the rest of Scotland (10%) and the lowest in remote rural Scotland (8%).

In 2007, the Scottish Government introduced a National Indicator to increase the business start-up rate, against a 2006 baseline⁶.

⁶ <http://www.scotland.gov.uk/About/scotPerforms/indicators/startUp>

Economic Activity

Figure 21: Economic Activity by Geographic Area, 2010



Source: Annual Population Survey in Scotland, 2010

(Using the Scottish Government Urban Rural Classification 2009-2010)

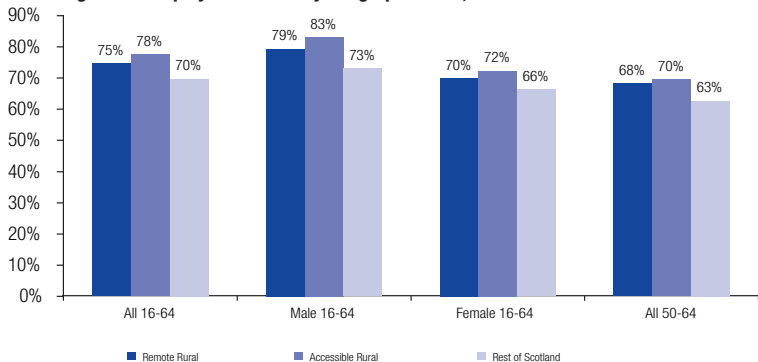
The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.

Figure 21 shows that all indicators of economic activity are highest in rural Scotland. The economic activity rate (people employed or looking for work), employment rate (the number of people employed as a percentage of the total population of working age) and the rate of working age population is either employed, in education or training are all higher in rural areas than in the rest of Scotland.

Similarly, unemployment rates (that is the number of people unemployed as a percentage of all those who are economically active, of all ages) are lower in rural Scotland than in the rest of Scotland.

The total number of people employed in remote rural areas, accessible rural areas and the rest of Scotland are 157,000, 341,300 and 1,970,200 respectively.

Figure 22: Employment Rates by Geographic Area, 2010



Source: Annual Population Survey in Scotland, 2010

(Using the Scottish Government Urban Rural Classification 2009-2010)

The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.

Figure 22 shows that the employment rates are higher for all sub-groups in rural areas compared to the rest of Scotland. The difference in employment rates between rural areas and the rest of Scotland are more marked for males aged 16-64, with a difference of 10% between the employment rate of working aged males in accessible rural areas (83%) and the rest of Scotland (73%).

Table 24: Patterns of Work by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of Employed Males who are:			
Self-employed	29%	21%	12%
Working part-time in main job	15%	11%	12%
With a second job	7%	3%	3%
Homeworkers*	29%	20%	10%
Percentage of Employed Females who are:			
Self-employed	15%	12%	6%
Working part-time in main job	52%	47%	42%
With a second job	10%	5%	4%
Homeworkers*	16%	13%	6%
Percentage of All employed who are:			
Self-employed	22%	17%	9%
Working part-time in main job	32%	28%	27%
With a second job	9%	4%	4%
Homeworkers*	23%	17%	8%

Source: Annual Population Survey in Scotland, 2010

Note: Includes workers of all ages, not just working age

* Homeworkers are people who work mainly in their own home, or in different places using home as a base, in their main job. Excludes people on government employment and training schemes.

(Using Scottish Government Urban Rural Classification 2009-2010)

Table 24 shows that self-employment is around twice as common in rural Scotland as in the rest of Scotland. In all geographic areas men are more likely than women to be self employed. Of employed males in remote rural areas, nearly a third are self-employed.

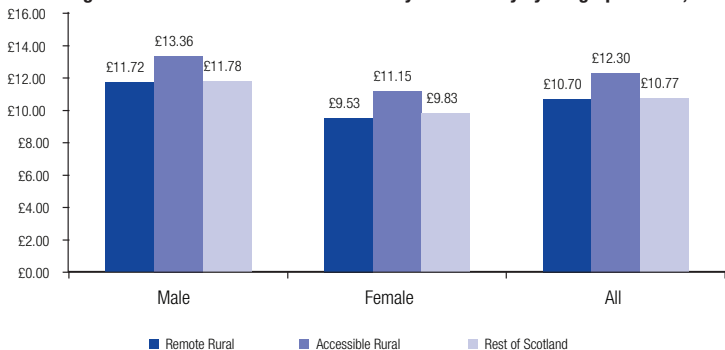
Women are more likely than men to work part time in all geographic areas. Whilst percentages of men working part-time are similar across Scotland, there are variations for women with 52% of female workers in remote rural areas working part-time in their main job, compared to 42% in the rest of Scotland.

The percentage of all employed people in remote rural areas who have a second job (9%) is higher than in accessible rural areas or in the rest of Scotland (both 4%).

A greater percentage of those employed in rural areas (particularly remote rural) are “homeworkers”, i.e. they work mainly in their own home or use home as a base.

Earnings

Figure 23: Residence Based Median Hourly Rates of Pay by Geographic Area, 2010



Source: Annual Survey of Hours and Earnings, 2010
(Using the Scottish Government Urban Rural Classification 2009-2010)

Figure 23 shows the median hourly wage rate for all male and female employees residing in each of the geographical areas. The chart shows that median hourly rates are highest in accessible rural areas and that male wage rates are higher than female rates irrespective of geography.

Table 25: Residence-Based Gross Annual Pay for Full-time Employees¹ by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Male	£26,636	£29,321	£26,807
Female	£20,391	£25,332	£21,396
All	£24,681	£28,168	£24,633

Source: Annual Survey of Hours and Earnings, 2010
(Using Scottish Government Urban Rural Classification 2009-2010)

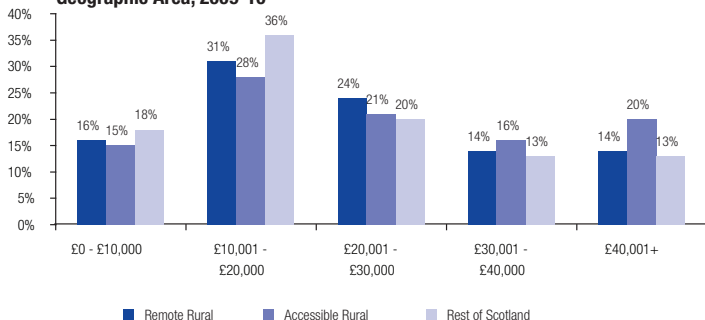
Notes:

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

Table 25 shows that the median gross annual pay (i.e. before taxation and other deductions) for all full-time employees is highest for people living in accessible rural areas. The difference in salaries in the rest of Scotland and remote rural areas is greatest for female workers, whereas pay for male employees in these two areas are very similar.

Income

Figure 24: Annual Net Income of Highest Income Householder by Geographic Area, 2009-10



Source: Scottish Household Survey 2009-10
(Using the Scottish Government Urban Rural Classification 2009-2010)

Figure 24 presents net household income figures (for the highest income householder) by geographic area. The income figures include income from employment, benefits and other sources (after taxation and other deductions).

Most households fall into the £10,001-£20,000 category. 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.

There is also a marked difference between the proportion of households in the £40,001 and over category in accessible rural areas (20%), compared to remote rural areas (14%) and the rest of Scotland (13%).

Table 26: Income and Employment Deprivation by Geographic Area¹

	Remote Rural	Accessible Rural	Rest of Scotland
Number income deprived	37,405	59,500	710,065
Number employment deprived	17,040	31,595	374,595
Percentage of the population that are income deprived	11%	10%	17%
Percentage of the working age² population that are employment deprived	9%	8%	14%

Source: *Scottish Index of Multiple Deprivation Version 2, 2009 annual updates.*

(Using 2009 mid-year population estimates (NRS) and Scottish Government Urban Rural Classification 2009-2010)

Notes:

1. The data is sourced from the annual update to the Income and Employment domains, published in October 2010. The associated SIMD reference year is "2009+1". Most of the benefit data used in the annual update is as at 2008 and 2009.
2. In accordance with ONS guidelines, working age has been defined as all people aged 16-64.
3. These figures are not directly comparable with the SIMD 2006 due to a change and improvement to methodology.

Income deprivation comprises six indicators including being in receipt of Income Support, Job Seekers Allowance and Working and Child Tax Credits.

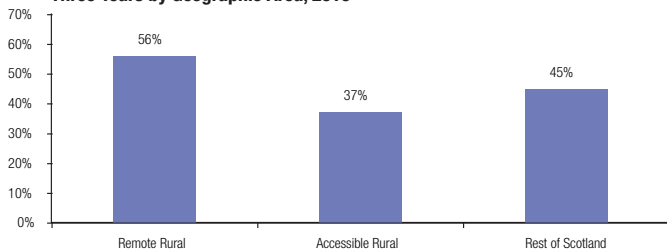
Employment deprivation comprises four indicators that identify those people that want to work, but due to unemployment, ill health or disability are excluded from the labour market. The indicators used are Unemployment Claimant Count, Incapacity Benefits, Disablement Allowance and Compulsory New Deal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

Table 26 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.

Access to Finance for Small and Medium Sized Enterprises (SMEs)

Figure 25: Percentage of SMEs that Applied for Finance During Previous Three Years by Geographic Area, 2010



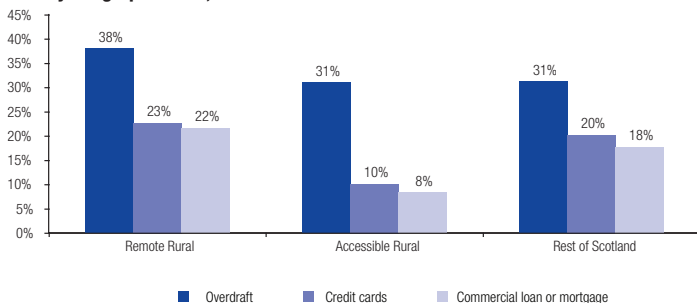
Source: SME Access to Finance 2010

(Using Scottish Government Urban Rural Classification 2009-2010)

SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Figure 25 shows that the percentage of SMEs who applied for finance is highest in remote rural areas (56%) and lowest for businesses located in accessible rural areas (37%).

Figure 26: Forms of Finance Applied for by SMEs During Previous Three Years by Geographic Area, 2010



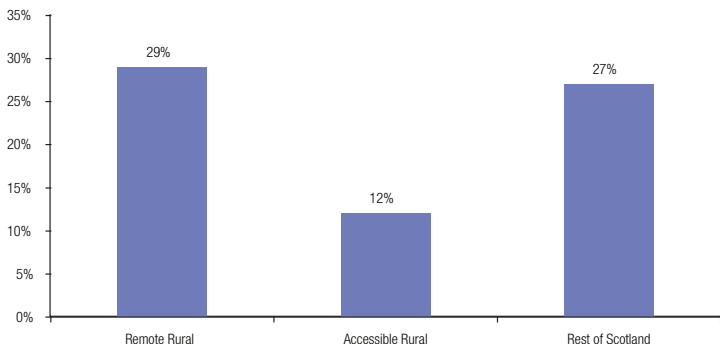
Source: SME Access to Finance 2010

(Using Scottish Government Urban Rural Classification 2009-2010)

SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Figure 26 shows that, during the three years to 2010, overdrafts were the most common form of finance applied for irrespective of geographic location, compared to application rates for credit cards or commercial loans/mortgages.

Figure 27: Percentage of SME Applications for Finance Rejected During Previous Three Years by Geographic Area, 2010



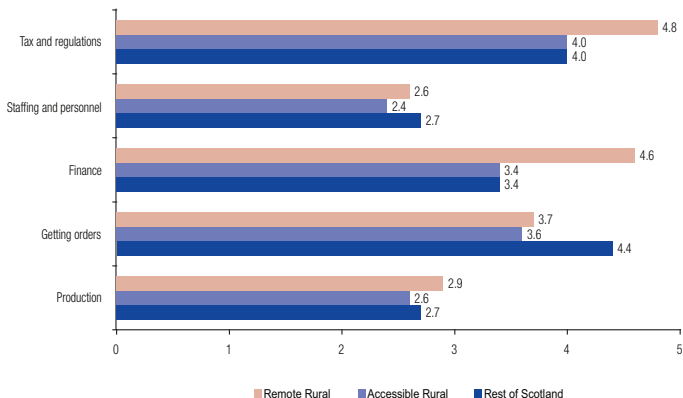
Source: SME Access to Finance 2010

(Using Scottish Government Urban Rural Classification 2009-2010)

SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Figure 27 shows that rejection rates for applications for finance were particularly high for SMEs located in remote rural areas and in the rest of Scotland, at 29% and 27% respectively. This compares to a rejection rate of 12% for SMEs in accessible areas.

Figure 28: SME Perceptions of Obstacles to Success by Geographical Area, 2010

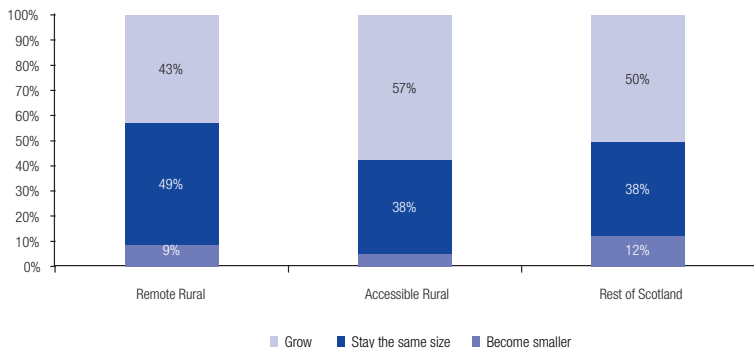


Source: SME Access to Finance 2010
(Using Scottish Government Urban Rural Classification 2009-2010)
SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Respondents to the SME Access to Finance Survey 2010 were asked to rate how much they perceived certain factors as being barriers to success on a scale of 0 to 5, with 5 being the highest.

Across all SMEs staffing and production were rated similarly (between 2.4 and 2.9 out of 5) irrespective of geographic location. For SMEs located in the rest of Scotland, the greatest perceived obstacle to success was getting orders, whereas for SMEs in rural Scotland the greatest perceived barriers are tax and regulations.

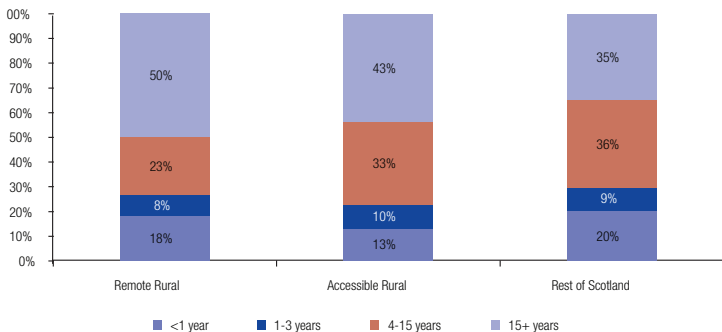
Figure 29: Growth Ambitions of SMEs Over Next Three Years by Geographic Area, 2010



Source: SME Access to Finance 2010
(Using Scottish Government Urban Rural Classification 2009-2010)
SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Figure 29 shows that a higher percentage of SMEs in remote rural areas (49%) seek to keep their business the same size over the next three years, than in accessible rural areas and in the rest of Scotland (both 38%). A greater proportion of SMEs in accessible rural areas aim to grow their business in the next three years, than businesses located in any other geographic area.

Figure 30: SMEs by Age of Business and Geographic Area, 2010



Source: SME Access to Finance 2010

(Using Scottish Government Urban Rural Classification 2009-2010)

SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Figure 30 shows that SMEs in rural Scotland appear to be longer established businesses than SMEs located elsewhere. Fifty per cent of SMEs in remote rural areas are over 15 years old compared to 43% in accessible rural areas and 35% in the rest of Scotland.

Notes

Background

This is the eighth edition of *Rural Scotland Key Facts* – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2011 version updates statistics from the seventh edition where new statistics have become available. Previous editions can be found on the Agriculture, Fisheries and Rural Statistics publications website at: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/Publications>

For some of the statistics included in the publication, reference is made to targets set by the Scottish Government; more details can be found on the Scotland Performs website at <http://www.scotland.gov.uk/scotlandperforms>

Most figures in this booklet have been rounded to zero decimal places. Please note not all table columns will sum to 100% due to rounding.

This is a National Statistics publication

National Statistics are certified as meeting the high professional standards within the UK Statistics Authority's Code of Practice for Official Statistics:

<http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>.

The UK Statistics Authority assessment report on Rural Scotland Key Facts was published in July 2011 and can be found here:

<http://www.statisticsauthority.gov.uk/assessment/assessment/assessment-reports/assessment-report-130---statistics-published-in-rural-scotland-key-facts.pdf>

In addition, some of the data published in Rural Scotland Key Facts have been designated as National Statistics in their own right. These have been marked 'Data are National Statistics' in the Sources section.

Some of the data published in this booklet are Official Statistics and, as such, will still conform to the Code of Practice for Official Statistics although this has not been independently tested. These have been marked 'Data are Official Statistics' in the Sources section.

One data source is not a National Statistics or an Official Statistics source but is deemed to be a good source by Scottish Government statisticians. This has been identified in the Sources section.

Complaints and suggestions

If you are not satisfied with our service, please contact:

Chief Statistician
Scottish Government
Room 4N.05
St Andrew's House
Edinburgh EH1 3DG
Tel: (0131) 244 0442
E-mail: statistics.enquiries@scotland.gsi.gov.uk

Sources

The **Annual Population Survey**, includes the boost to the Labour Force Survey sample in Scotland resulting in a sample of approximately 23,000 households. The Annual Population Survey follows on from the Annual Scottish Labour Force Survey.

In accordance with ONS practice, the traditional working age definition for labour market statistics (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women. This effects most economic activity measures apart from unemployment rates. More information on the effect of the change can be found here:

<http://www.scotland.gov.uk/Topics/Statistics/Browse/Labour-Market/scotstat/Pension-Age-March-2010>. Further information on the Annual Population Survey is available from <http://www.scotland.gov.uk/Topics/Statistics/Browse/Labour-Market/Publications>. Data are National Statistics.

Information relating to the **Annual Survey of Hours and Earnings** (ASHE) is available from www.ons.gov.uk/ons/taxonomy/index.html?nscl=earnings. ASHE is a UK wide survey that was developed to replace the New Earnings Survey in 2004. Data are National Statistics.

The **Destination of Leavers from Scottish Schools 2009-10** uses figures collated from a number of sources, such as the Pupil Census and Skills Development Scotland. Further information can be found at: <http://www.scotland.gov.uk/Topics/Statistics/Browse/School-Education/PubDestinationLeavers>. Data are National Statistics.

The ***Estimates of Households and Dwellings*** publication by the National Records of Scotland provides figures on the use of housing stock in Scotland. It sources the information from local authority records and council tax systems. More information can be found here: <http://www.gro-scotland.gov.uk/statistics/theme/households/estimates/index.html>. Data are National Statistics.

For tables/figures referencing the National Records of Scotland (***NRS***), formerly the General Register Office for Scotland (GROS), figures are derived from a number of sources including the Census, Registered Births and Deaths and Mid-Year Population Estimates. Further information is available at <http://www.gro-scotland.gov.uk/statistics/index.html>. Data are National Statistics.

Hospital admissions data is sourced from ***Information Services Division (ISD), NHS Scotland***. More information can be found on the ISD Scotland website at <http://www.isdscotland.org/isd/1.html>. Data are Official Statistics.

The ***Inter Departmental Business Register***, is maintained by the Office for National Statistics (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 (£68,000 at April 2009). Further tables from the Inter Departmental Business Register can be found here: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Business/Corporate>. Data are National Statistics.

Information on the number and value of house sales in Scotland is obtained from ***Registers of Scotland***. Further statistics on house sales and house prices can be obtained from their website at <http://www.ros.gov.uk>. Data are Official Statistics.

Information on crime rates have been sourced from the ***Scottish Crime and Justice Survey***. The survey is a large-scale continuous survey measuring people's experience and perceptions of crime. It conducts 16,000 face-to-face interviews with adults every year. Further results from the Scottish Crime and Justice Survey can be found here: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Crime-Justice/Publications/publications>. Data are National Statistics.

For tables/charts sourced from the **Scottish Household Survey**, the unweighted base numbers for households population are 2,568 for remote rural, 3,348 for accessible rural, and 22,472 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 Annual Report: Results from 2009/2010 Scottish Household Survey**, published on 17th August 2011. 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 on the Scottish Household Survey is available at <http://www.scotland.gov.uk/Topics/Statistics/16002>. Data are National Statistics.

Details on the **Scottish House Condition Survey** are available at the survey's website here: <http://www.scotland.gov.uk/Topics/Statistics/SHCS>. Data are National Statistics.

The **Scottish Index of Multiple Deprivation (SIMD)** provides a wealth of information to help improve the understanding about the outcomes and circumstances of people living in the most deprived areas in Scotland. Information on drive times to services and the number of people income and employment deprived from the SIMD is presented in this publication. Information on income deprived and employment deprived people is based on people in receipt of certain disability and unemployment benefits. More information can be found here: <http://www.scotland.gov.uk/Topics/Statistics/SIMD>. Data are National Statistics.

Percentage of the population living in proximity to SPRI sites comes from the **Scottish Environment Protection Agency (SEPA)** and uses NRS mid-year population estimates. Data are Official Statistics.

The first **SME Access to Finance** survey was conducted in 2009, to assess credit conditions for firms during the economic crisis. Further information on this survey can be found here: <http://www.scotland.gov.uk/Topics/Economy/access-finance>. SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Scottish Household Survey, Scottish House Condition Survey, Destination of Leavers from Scottish Schools, Annual Population Survey, Annual Survey of Hours and Earnings, Scottish Crime and Justice Survey and SME Access to Finance figures are all based on surveys which sample a proportion of residents of Scotland. Figures quoted are best estimates of the true value, based on the survey results which have been weighted to represent the population. However, small differences in estimates, between geographic areas and years, are not necessarily always statistically significant.

Related publications by Rural and Environment Science and Analytical Services

- Agriculture Facts and Figures 2011
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/PubFactsFigures>
- Food and Drink in Scotland: Key Facts 2010
<http://www.scotland.gov.uk/Publications/2010/11/18094010/0>
- Key Environment Statistics 2010
<http://www.scotland.gov.uk/Publications/2010/09/08094058/0>
- Scottish Environment Statistics Online
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Environment/seso>
- Economic Report on Scottish Agriculture 2011
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/PubEconomicReport>

Glossary of Acronyms

- APS** – Annual Population Survey
- ASHE** – Annual Survey of Hours and Earnings
- GP** – General Practitioner
- GROS** – General Register Office for Scotland
- HNC** – Higher National Certificate
- HND** – Higher National Diploma
- IDBR** – Inter Departmental Business Register
- LFS** – Labour Force Survey
- NRS** – National Records of Scotland
- ONS** – Office for National Statistics
- PAYE** – Pay As You Earn
- SCJS** – Scottish Crime and Justice Survey
- SHS** – Scottish Household Survey
- SHCS** – Scottish House Condition Survey
- SIMD** – Scottish Index of Multiple Deprivation
- SME** – Small and Medium sized Enterprise (between 0 and 249 employees)
- SNS** – Scottish Neighbourhood Statistics
- SPRI** – Scottish Pollutant Release Inventory
- VAT** – Value Added Tax

Definitions

Household Types

- A **single adult** household contains one adult of working age and no children.
- A **small adult** household contains two adults of working age and no children.
- A **single parent** household contains one adult of any age and one or more children.
- A **small family** household contains two adults of any age and one or two children.
- A **large family** household contains two adults of any age and three or more children, or three or more adults of any age and one or more children.
- A **large adult** household contains three or more adults and no children.
- An **older smaller** household contains one adult of working age and one of pensionable age and no children, or two adults of pensionable age and no children.
- A **single pensioner** household contains one adult of pensionable age and no children. Pensionable age is 60 for women and 65 for men.

Scottish Government Urban Rural Classification

The Scottish Government Urban Rural Classification is based on settlement size as defined by the National Records of Scotland (NRS) and accessibility based on drive time analysis to differentiate between accessible and remote areas in Scotland. The classification is updated every two years although the definition of urban and rural areas remains unchanged. Settlements of less than 3,000 population are defined as rural, settlements of between 3,000 and 10,000 population are small towns and the remainder are classified as urban (10,000+ population). Small towns and urban areas are described as 'Rest of Scotland' in this publication.

The latest version of the classification is the Scottish Government Urban Rural Classification 2009-2010 (<http://www.scotland.gov.uk/Publications/2010/08/2010UR>). The Scottish Government Urban Rural Classification 2009-2010 updates the Scottish Government Urban Rural Classification 2007-2008 with the latest available population settlement and drive time estimates.

Where possible, it is appropriate to use the classification that relates to the year it is being applied to. Details of all previous classifications can be found at the Scottish Government Urban Rural Classification website: www.scotland.gov.uk/urbanrural.

The majority of data used in this bulletin have been assigned an Scottish Government Urban Rural Classification based on unit postcodes. For emergency and cancer hospital admission and SPRI site data, data zones have been classified into the Scottish Government Urban Rural Classification using 'best fit' methods. Further information on this is available from the urban rural publication link above.

Alternative urban rural classifications are used in the other regions of the UK. In England and Wales the Rural Definition is mainly used and defines rural areas based on settlements on less than 10,000 people (<http://archive.defra.gov.uk/evidence/statistics/rural/rural-definition.htm>). The NISRA Urban Rural Definition is the most widely used classification and is based on population size, population density and service provision (<http://www.nisra.gov.uk/geography/default.asp10.htm>).

The Scottish Government uses the Scottish Government Urban Rural Classification as it is very flexible, i.e. not only can it be used to show the degree of rurality of an area, it can also be used distinguish between accessible and remote areas, irrespective of rurality. The classification also has the flexibility to be compressed to either a two fold (urban, rural) or three fold classification (remote rural, accessible rural, rest of Scotland), depending on user needs.

In Rural Scotland Key Facts we have chosen to use the three fold classification as the purpose of the booklet is to contrast rural Scotland to the rest of Scotland to highlight key differences and similarities between the areas. The three fold classification also allows us to identify differences between remote rural and accessible rural areas, i.e. areas which are within and out with reasonable drive times of larger settlements and key services.

The Scottish Government Urban Rural Classification is also easy to understand and apply both within and out with the Scottish Government. In addition, the nature of rurality is different in each region of the United Kingdom and it is therefore preferable to use a classification best suited to each region's needs. For example, the current England and Wales rural population threshold of 10,000 people would not be appropriate for use in the Scottish context.

Edited by Elisabeth Boyling

Rural and Environment Science and Analytical Services Division

Scottish Government

Q Spur

Saughton House

Edinburgh EH11 3XD

Tel: 0300 244 9695

Email: RuralStatistics@scotland.gsi.gov.uk

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

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

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Further information is available from:
Rural and Environmental Research and
Analysis Directorate
Scottish Government
Q Spur
Saughton House
Broomhouse Drive
Edinburgh
EH11 3XD

Telephone enquiries
0300 244 9695

Email enquiries
RuralStatistics@scotland.gsi.gov.uk