



Rural Scotland Key Facts 2015

People and Communities
Services and Lifestyle
Economy and Enterprise



A National Statistics Publication for Scotland



The Scottish
Government
Riaghaltas na h-Alba

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Introduction

Rural Scotland Key Facts compares and contrasts circumstances in remote and accessible 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 at the back of this booklet. 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.

Another source of information on rural Scotland is the 'Review of Equality Evidence in Rural Scotland', recently published by the Scottish Government. The main aim of the review is to provide a profile of equality groups in rural areas, give an overview of the various equality issues and their impact on a range of policy issues in rural Scotland and to highlight key messages from the relevant research in this area. The full report can be accessed here: <http://www.gov.scot/Publications/2015/02/9989>

In addition, the James Hutton Institute has developed a socio-economic performance index. The index combines 20 indicators, in a relatively simple and transparent way to map socio-economic performance across Scotland. The indicators, maps and analysis provide a series of snapshots of different aspects of rural and small town Scotland. The index provides an improved understanding of the main dimensions of geographical variation and can be a useful tool for those responsible for the design and delivery of rural service and development interventions. The index can be accessed here: <http://www.hutton.ac.uk/research/mapping-rural-socio-economic-performance>

Summary of the key messages

Rural Scotland is Important

Rural Scotland accounts for 98% 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, driven by the increase 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 feel they belong to their immediate neighbourhood. 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 Certain Challenges

In terms of travel and access to services, more people in rural areas are outwith a reasonable drive time to key services (e.g. GPs and shops) compared to the rest of Scotland and fewer people are satisfied with the quality of the public transport services delivered. Residents of rural Scotland spend more a month on fuel for cars, with over 60% of residents reporting to spend over £100 a month in 2013, compared to 47% 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.

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 around 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. They also indicate that people who reside in remote rural areas work longer hours than those who reside in the rest of Scotland.

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 effect on residents' abilities to access housing.

Use made of the statistics

This 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.

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', which can be accessed here: <http://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/use>

Definition of Rural Scotland

Rural Scotland is defined as **settlements with a population of less than 3,000**. A settlement is defined to be a group of high density postcodes whose combined population rounds to 500 people or more. They are separated by low density postcodes. A postcode is high density if at least one of the following applies:

- it has more than 2.1 residential addresses per hectare;
- it has more than 0.1 non-residential addresses per hectare; or
- the estimate of the population per hectare exceeds five people.

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 Urban Rural Classification**. The map on page 7 shows the full classification.

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

<http://www.gov.scot/Publications/2014/11/2763/downloads>

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.

The full Scottish Government Urban Rural classification breakdown can be accessed here:

<http://www.gov.scot/urbanrural>

Map of Rural Scotland

Scottish Government Urban/Rural Classification, 2013-2014

6 Fold Classification

- Large Urban Areas (with a population of 125,000 or more)
- Other Urban Areas (with a population of 10,000 to 124,999)
- Accessible Small Towns (with a population of 3,000 to 9,999)
- Remote Small Towns (with a population of 3,000 to 9,999)
- Accessible Rural (with a population of less than 3,000)
- Remote Rural (with a population of less than 3,000)

Note:

Accessible Areas are defined as those areas that are within a 30 minute drive time from the centre of a Settlement with a population of 10,000 or more, while Remote Areas have a drive time which is greater than 30 minutes.

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Scottish Government GI Science & Analysis Team, October 2014, Job 5547aj



People and Communities

Demographics

Table 1: Population by geographic area, 2001, 2011, 2012 & 2013

	2001	2011	2012	2013	% change 2001- 2013	% change 2012- 2013
Remote Rural	305,948	326,841	326,888	326,574	6.7%	-0.1%
Accessible Rural	565,660	642,398	646,995	653,663	15.6%	1.0%
Rest of Scotland	4,192,592	4,330,661	4,339,717	4,347,463	3.7%	0.2%
Total	5,064,200	5,299,900	5,313,600	5,327,700	5.2%	0.3%

Source: Mid-year population estimates based on data zones, National Records of Scotland (Using Scottish Government Urban Rural Classification, 2013-2014)

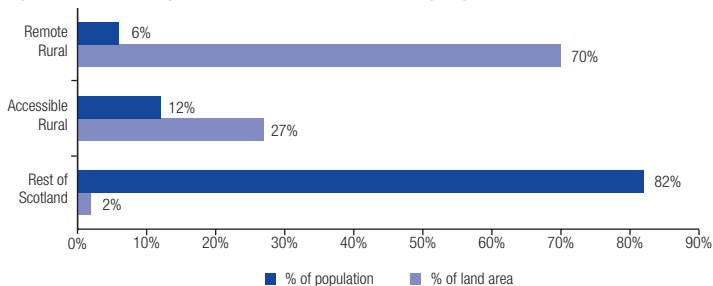
Table 1 shows the population figures from the last two censuses as well as the two most recently available years. Just over 5.3 million people live in Scotland, with almost one million of them living in rural areas.

Table 1 shows that between 2001 and 2013, the population has increased in all areas of Scotland. The greatest increase in population has been in accessible rural areas, with a 15.6% increase between 2001 and 2013, compared to an increase of 6.7% in remote rural areas and 3.7% in the rest of Scotland.

In more recent years the population in remote rural areas has fallen slightly, there was a decrease of 0.1% between 2012 and 2013. In contrast, the population in accessible rural areas increased by 1.0% in the same period.

The overall increase in population in accessible rural areas between 2012 and 2013 was primarily due to the positive net migration rates. While there was a positive net migration rate in remote rural areas, this was more than cancelled out by the higher death rate than birth rate (as shown in [Table 2](#)).

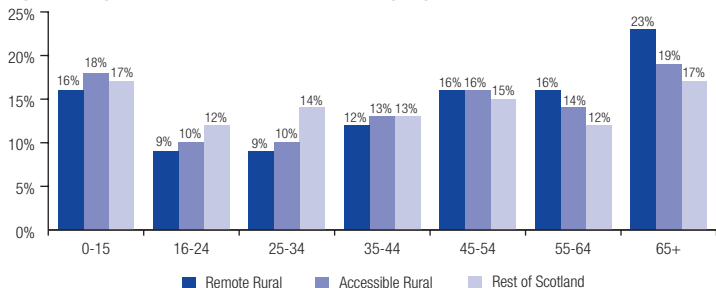
Figure 1: Percentage of population and land by geographic area, 2013



Source: Mid-year population estimates based on data zones, National Records of Scotland (Using Scottish Government Urban Rural Classification 2013-2014)

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 98% of the land mass in Scotland (70% in remote rural and 27% 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 2% of the land mass.

Figure 2: Age distribution of population by geographic area, 2013



Source: Mid-year population estimates based on data zones, National Records of Scotland (Using the Scottish Government Urban Rural Classification 2013-2014)

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 proportion of the population in the age range 16 to 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, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Births (2013)	2,573	6,488	46,953
Births per 1,000 population	8	10	11
Deaths (2013)	3,565	5,837	45,298
Deaths per 1,000 population	11	9	10
Migration (2012-13)			
In-migration	17,384	40,036	98,585
Out-migration	17,017	35,840	93,186
Net Migration	367	4,196	5,399
Net Migration as % of population	0.1%	0.6%	0.1%

Source: Migration Statistics, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2013-2014)

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 (11 per 1,000 population) than in accessible rural (ten per 1,000 population) and remote rural (eight per 1,000 population) areas. The rate of deaths was higher in remote rural (11 per 1,000 population) than in the rest of Scotland (ten per 1,000 population) and accessible rural (nine per 1,000 population) areas.

The table also shows positive net migration into all three areas of Scotland over the year 2012-13, i.e. the number of in-migrants was greater than the number of out-migrants. The net migration rate was highest in accessible rural areas, equivalent to 0.6% of the population.

Table 3: Country of birth by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Scotland	73%	80%	84%
Rest of UK	22%	16%	9%
Rest of World	5%	4%	7%
Total	100%	100%	100%

Source: Annual Population Survey, January to December 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

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 area with highest proportion of residents who were born in the UK but outside of Scotland is remote rural areas at 22%. The rate for accessible rural areas and the rest of Scotland were 16% and 9% respectively.

The area with the highest proportion of residents that were born outside the UK is the rest of Scotland (7%). In remote rural areas 5% of residents were born outside of the UK, in accessible rural areas it was 4%.

Households

Table 4: Household type¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Single adult	13%	13%	20%
Small adult	13%	18%	17%
Single parent	3%	4%	5%
Small family	12%	14%	13%
Large family	6%	7%	5%
Large adult	10%	10%	10%
Older smaller	23%	21%	14%
Single pensioner	20%	14%	16%
Total	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

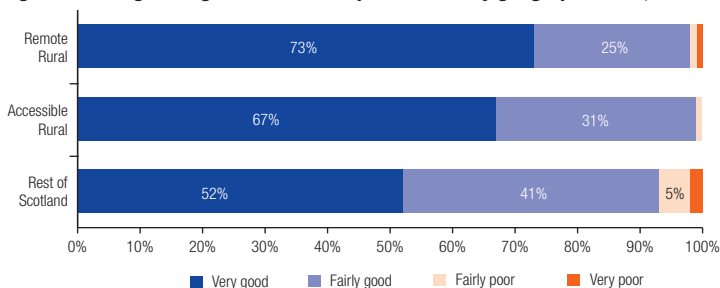
Notes:

1. A description of all household types can be found under [Definitions](#) in the Notes section at the back of this booklet.

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, where one or both adults are of pensionable age, while remote rural areas have a higher proportion of single pensioner households compared to accessible rural areas and the rest of Scotland.

Neighbourhood and Community

Figure 3: Rating of neighbourhood as a place to live by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

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.

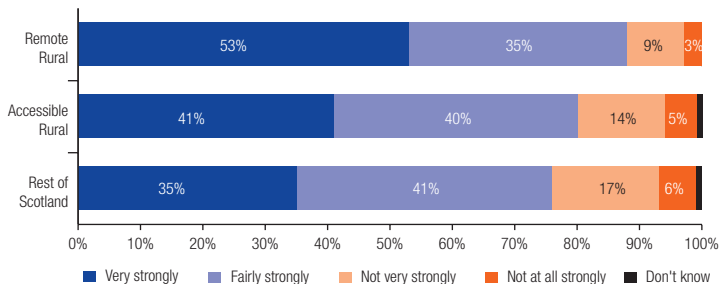
People living in remote rural areas are more likely to describe their neighbourhood as a 'very good' place to live (73%), compared to accessible rural areas (67%) and the rest of Scotland (52%).

Figure 4 and Tables 5 to 7 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.gov.scot/About/Performance/scotPerforms/indicator/neighbourhood>

Figure 4: Percentage of people who feel they belong to their immediate neighbourhood by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

A higher proportion of people who live in remote rural areas either feel very or fairly strongly that they belong to their immediate neighbourhood than either people in accessible rural areas or the rest of Scotland. In remote rural areas over half of people feel very strongly that they belong to their immediate neighbourhood.

The proportion of people living in the rest of Scotland and accessible rural areas that either feel not very, or not at all strongly that they belong to their immediate neighbourhood are similar (23% and 19% respectively). In remote rural areas the proportion of people that either feel not very, or not at all strongly that they belong to their immediate neighbourhood is lower (12%).

Table 5: Experience of neighbourhood problems¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Vandalism, graffiti or other deliberate damage to property	2%	3%	6%
Groups or individuals intimidating or harassing others	1%	1%	4%
Seeing drug misuse or dealing	2%	2%	6%
Rowdy behaviour e.g. drunkenness, hooliganism or loutish behaviour	3%	4%	11%
Noisy neighbours or regular loud parties	3%	3%	12%
Neighbour disputes	3%	3%	6%
Rubbish or litter lying around	18%	15%	22%
Abandoned or burnt out vehicles	1%	1%	1%
Animal nuisance such as noise or dog fouling	26%	29%	32%
None	60%	59%	49%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. Respondents can choose more than one option.

Table 5 shows that, across the range of categories, a lower percentage of people in remote and accessible rural areas have experienced neighbourhood problems. For example, only 3% in both remote and accessible rural areas say they have had a problem with noisy neighbours or loud parties while the figure is 12% in the rest of Scotland. Similarly, 18% and 15% of people in remote and accessible rural areas respectively state that rubbish or litter lying around is a problem, whilst 22% state this is a problem in the rest of Scotland.

Around 60% of people in rural Scotland have experienced none of the neighbourhood problems listed. This compares to 49% in the rest of Scotland.

Table 6: Perceptions of safety when at home alone at night by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	93%	90%	82%
Fairly safe	6%	9%	15%
A bit unsafe	0%	0%	1%
Very unsafe	1%	1%	2%
Don't know	0%	-	0%
Total	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 6 shows that the vast 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 (93%) and accessible rural areas (90%) state they feel 'very safe' compared to the rest of Scotland (82%).

Looking at people who felt 'very unsafe' when at home alone at night, there are 2% of people in the rest of Scotland who feel this way. This compares to 1% in both remote rural and accessible rural areas.

Table 7: Crime victimisation and perception of change in crimes rates over previous two years by geographic area, 2012-13

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of adults who had been the victims of crime in the last 12 months	8%	10%	19%
Proportion of adults who perceived that:			
Crime rate has increased over last 2 years	17%	16%	20%
Crime rate has stayed the same over last 2 years	76%	71%	64%
Crime rate has decreased over last 2 years	4%	8%	11%
Don't know	3%	5%	5%
Total	100%	100%	100%

Source: Scottish Crime and Justice Survey, 2012-13
(Using Scottish Government Urban Rural Classification 2011-2012)

The crime victimisation rates in Table 7 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 6). A smaller proportion of residents of remote (8%) and accessible rural (10%) areas had been victims of crime in the past 12 months than in the rest of Scotland (19%).

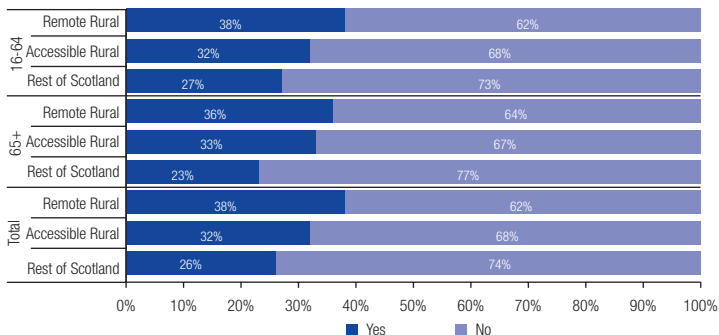
In terms of perception, people from all areas of Scotland are most likely to state that they feel crime rates have remained the same over the last two years. Of those who feel there has been a change, more feel that crime rates have increased as opposed to decreased. A lower proportion of people in rural 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 rates² and to increase positive public perception of the general crime rate in the local area³.

2 <http://www.gov.scot/About/Performance/scotPerforms/indicator/crimevictims>

3 <http://www.gov.scot/About/Performance/scotPerforms/indicator/crimerate>

Figure 5: Whether respondent gave their time to help as an organiser/volunteer in the past 12 months by age and geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

In rural Scotland, a higher proportion of people give up their time to help as an organiser or a volunteer than in the rest of Scotland. This difference is more noticeable for people aged 65 and over, with 36% of this age group in remote rural areas and 33% in accessible rural areas giving up time to work as a volunteer/organiser, compared to 23% in the rest of Scotland. A greater proportion of people aged 16 to 64 gave up time to work as a volunteer/organiser, compared to people aged 65 and over, in remote rural areas and the rest of Scotland. The proportion is almost the same in accessible rural areas.

Physical Environment

Table 8: Walking distance to nearest greenspace¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
In 5 minutes	73%	79%	67%
6-10 minutes	11%	11%	21%
Within an 11-20 minute walk	6%	4%	9%
Within a 21-30 minute walk	2%	2%	2%
More than a 30 minute walk away	8%	4%	2%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. A greenspace is a park, green or other area of grass. It does not include private gardens.

Around three quarters of people living in rural Scotland live within five minutes walking distance of a greenspace. This falls to around two thirds of people in the rest of Scotland. When looking at those people who are within ten minutes walking distance of a greenspace, the highest proportion is in accessible rural areas (90%), followed by the rest of Scotland (88%) and the lowest proportion is in remote rural areas (84%).

However, remote rural areas have the highest proportion of people living more than 30 minutes walk from a greenspace (8%), while the rest of Scotland has the lowest proportion (2%).

Table 9: Satisfaction with local greenspaces¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Very satisfied	52%	45%	33%
Fairly satisfied	32%	35%	42%
Neither satisfied nor dissatisfied	3%	8%	9%
Fairly dissatisfied	4%	5%	6%
Very dissatisfied	1%	3%	4%
No opinion	7%	5%	6%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. A greenspace is a park, green or other area of grass. It does not include private gardens.

In remote rural areas over half of people are very satisfied with their local greenspace. In total, 84% of people living in remote rural areas are either very or fairly satisfied with their local greenspace. This compares to 80% in accessible rural areas and 75% in the rest of Scotland.

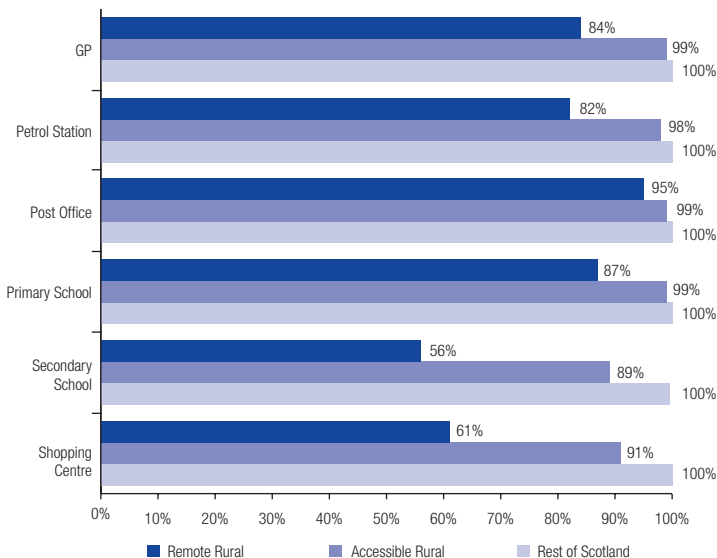
Only 1% of people in remote rural areas are very dissatisfied with their local greenspace. This rises slightly for both accessible rural areas and the rest of Scotland (3% and 4% respectively).

Tables 8 and 9 show that not only are people in rural areas of Scotland likely to live closer to their nearest greenspace (within five minutes walk), but they are also more likely to be satisfied with the quality of their local greenspace compared to the rest of Scotland.

Services and Lifestyle

Access and Convenience of Services

Figure 6: Percentage within 15 minute drive time of service by geographic area, 2012



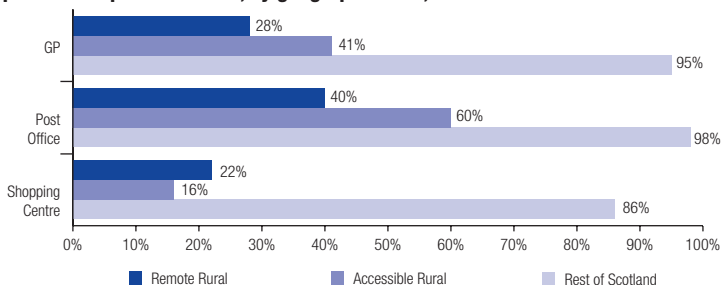
Source: Scottish Index of Multiple Deprivation, 2012
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 6 shows that only rural areas of Scotland are not within a 15 minute drive time to key services. For example 84% of people in remote rural areas and 99% of people in accessible rural areas live within a 15 minute drive time to a GP compared to 100% of the population in the rest of Scotland. It should be noted that due to improvements to the methodology⁴ of calculating drive times in the Scottish Index of Multiple Deprivation (SIMD) 2012, the drive times are not directly comparable to SIMD 2009.

4 <http://www.gov.scot/Topics/Statistics/SIMD/AccessMethodologyPaper>

The greatest difference observed in drive time is to the nearest secondary school. In remote rural areas, 56% people live within a 15 minute drive time to a secondary school, compared to 89% of people in accessible rural areas and 100% of people in the rest of Scotland.

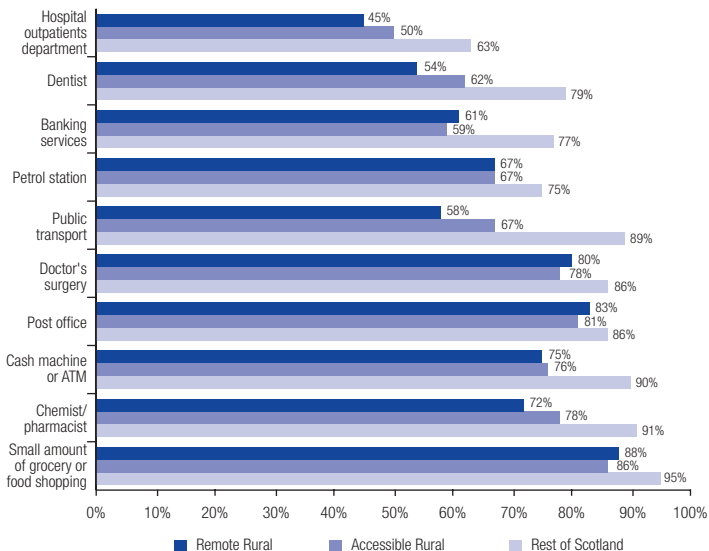
Figure 7: Percentage of population within 15 minute drive time by public transport of service, by geographic area, 2012



Source: Scottish Index of Multiple Deprivation, 2012
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 7 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. Unlike the drive times shown in [Figure 6](#), there have been no methodological changes to the calculation of drive times by public transport.

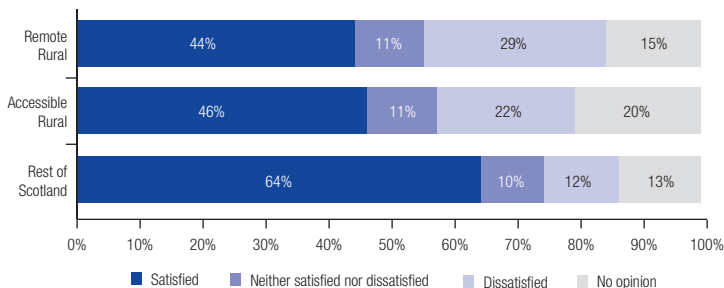
Figure 8: Percentage finding services very or fairly convenient by geographic area, 2012



Source: Scottish Household Survey, 2012
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 8 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, 54% of residents of remote rural areas find the nearest dentist convenient, compared to 79% of rest of Scotland residents.

Figure 9: Satisfaction with the quality of public transport services delivered by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 9 shows that 29% and 22% respectively of the population in remote and accessible rural areas are not satisfied with the quality of public transport service delivered in their area. This compares to only 12% of the population in the rest of Scotland.

The opposite is true for those that are satisfied with quality of public transport service delivered in their area. In the rest of Scotland 64% of the population are satisfied compared to 44% and 46% in remote and accessible rural areas.

Table 10: Households with home internet access by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	85%	82%	77%
No	15%	18%	23%
Don't know	-	-	0%
All	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

From Table 10, it can be seen that the households with the highest proportion of home internet access are in remote rural areas (85%) followed by accessible rural areas (82%). The lowest proportion of households with home internet access are in the rest of Scotland (77%).

Table 11: Households with broadband (households with internet connection only) by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
A broadband connection like BT broadband, Virgin or Sky	97%	97%	95%
A dial-up connection through a phone line	0%	1%	1%
A USB dongle or connection through a mobile phone/smartphone/tablet	3%	2%	4%
Other	0%	-	-
Don't know	1%	1%	1%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Of those households with home internet access, almost all of them have a broadband connection. This is true for all areas of Scotland.

These figures do not show that broadband is not available to a higher proportion of homes in rural areas of Scotland. In addition, the availability of superfast broadband is much lower in rural areas than in the rest of Scotland. Further information can be found in the report 'Availability of communication services in the UK'⁵ published by Ofcom in May 2013.

5 <http://stakeholders.ofcom.org.uk/binaries/research/markets-infrastructure/economic-geography.pdf>

Table 12: Methods used to dispose of food waste¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
General waste with other rubbish	64%	54%	66%
Local Authority provided caddy or other receptacle	24%	43%	37%
Home composting e.g. Heap in garden or allotment, green cone	29%	18%	6%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. Respondents can choose more than one option.

Table 12 shows that households in remote rural areas are more likely to dispose of food waste by home composting (29%) compared to other areas of Scotland. Accessible rural areas show the highest proportion of households that will dispose of food waste by means of a local authority provided caddy or other receptacle. In the rest of Scotland the highest proportion of households dispose of food waste in their general waste with other rubbish (66%), although this is only marginally higher than in remote rural areas (64%).

Travel Patterns

Table 13: Cars normally available for private use by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
None	13%	13%	34%
One	45%	42%	44%
Two or more	42%	45%	22%
Total	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 13 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 7](#) or the lower proportion of people in rural areas that are satisfied with the quality of public transport services that are delivered ([Figure 9](#)).

Table 14: How adults usually travel to work/education by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	10%	5%	14%
Driver of a car or van	77%	77%	57%
Passenger in a car or van	5%	6%	6%
Bicycle	1%	2%	3%
Bus (ordinary or works)	3%	5%	13%
Rail	-	2%	5%
Other	3%	4%	3%
Total	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 14 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 transport⁶.

⁶ <http://www.gov.scot/About/Performance/scotPerforms/indicator/transport>

Table 15: How school children normally travel to school by geographic area, 2013

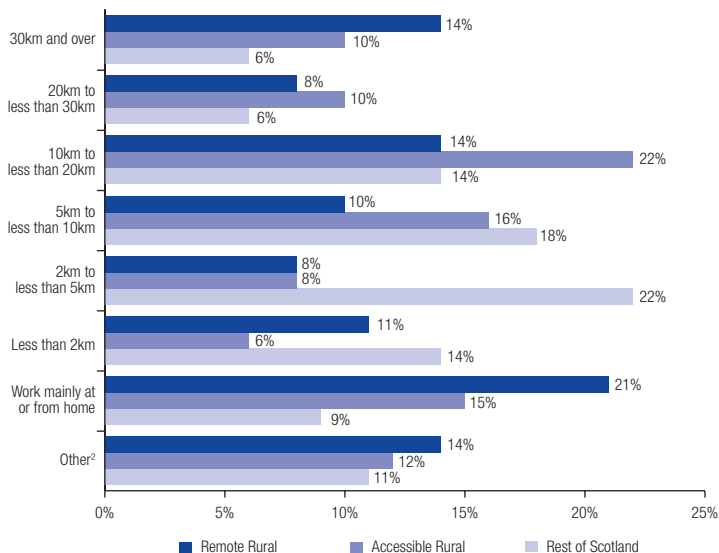
	Remote Rural	Accessible Rural	Rest of Scotland
Walking/bicycle	36%	29%	58%
Passenger in a car/van	23%	30%	23%
Bus (ordinary, school, works, or private)	40%	35%	16%
Other	1%	6%	2%
Total	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 15 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 6 shows that a greater proportion of children living in rural areas are outwith 15 minutes drive to primary schools and in particular, secondary schools. This is likely to have an impact on the lower proportion of children in rural areas that normally either walk or cycle to school.

Figure 10: Distance travelled¹ to work by population (16 to 74) in employment by geographic area, 2011



Source: 2011 Census, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

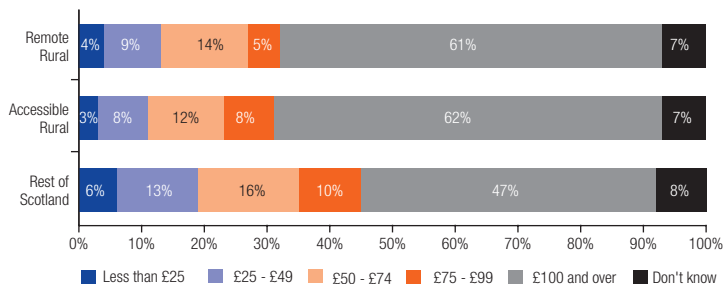
1. The distance travelled, in the week before the census, is a calculation of the straight line between the postcode of place of residence and postcode of workplace.
2. 'Other'² includes no fixed place of work, working on an offshore installation and working outside the UK.

The highest proportion of people living in remote rural areas work at home (21%). This proportion is higher than for people living in accessible rural areas (15%) and more than double the proportion of people living in the rest of Scotland (9%).

In accessible rural areas the highest proportion of people travel between 10 km and 20 km to work (22%), while in the rest of Scotland the highest proportion of people travel between 2 km and 5 km to work (22%).

Almost a third of people living in accessible rural areas travel between 10 km and 30 km to work. As accessible rural areas are within 30 minutes drive time to the nearest settlement with a population of 10,000 or more, this could indicate that people living in accessible rural areas are commuting to urban areas to work.

Figure 11: Total expenditure on fuel for cars per month by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 11 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. The proportion of residents of remote and accessible rural areas that report that they spend over £100 per month of fuel are 61% and 62% respectively, compared to 47% 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 6](#).

Education

Table 16: Highest qualifications held by population aged 16 to 64 by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Degree Level or Equivalent	21%	27%	25%
HNC/HND or equivalent	13%	15%	15%
Higher/A-Level or equivalent	29%	27%	24%
Credit Standard Grade or equivalent	21%	17%	18%
General Standard Grade or equivalent	2%	2%	2%
Other	6%	4%	5%
No Qualifications	8%	8%	11%
Total	100%	100%	100%

Source: Annual Population Survey in Scotland, January to December 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 16 shows that levels of school and college education attained are broadly comparable for accessible rural areas and the rest of Scotland. A slightly lower proportion of residents of remote rural areas have a degree level qualification or equivalent compared to accessible rural areas and the rest of Scotland.

It should be noted that the information in this table may reflect where people choose to live after achieving their qualifications, rather than reflecting attainment by those initially living in rural areas.

Table 17: Destination of school leavers from publicly funded secondary schools by geographic area, 2012-13

	Remote Rural	Accessible Rural	Rest of Scotland
Higher Education	38%	37%	36%
Further Education	22%	28%	28%
Training	2%	4%	5%
Employment	31%	21%	20%
Voluntary Work	1%	1%	1%
Activity Agreement	1%	1%	1%
Unemployed Seeking	5%	8%	7%
Unemployed Not Seeking	1%	1%	1%
Unknown	1%	0%	0%

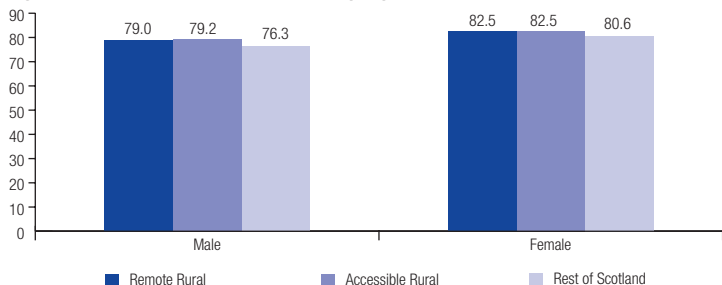
Source: Destination of Leavers from Scottish Schools, 2012-13

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

Table 17 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 compared to school leavers in accessible rural areas and the rest of Scotland. A higher proportion of school leavers in remote rural areas (31%) go straight into employment compared to accessible rural areas (21%) and the rest of Scotland (20%).

Health

Figure 12: Life expectancy at birth by geographic area, 2011-2013



Source: Life Expectancy Statistics, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 12 shows that the life expectancy in remote rural and accessible rural areas is around 79 years for males, nearly three years more than in the 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. It should be noted that there is an overall increasing trend in life expectancy at birth for both males and females in Scotland.

In all areas of Scotland, the life expectancy of females is higher than that of males. The largest difference in life expectancy between males and females is for the rest of Scotland (4.3 years). Overall, the life expectancy of people born in rural Scotland is higher than in the rest of Scotland.

Table 18: Rate of hospital admissions (emergency and cancer) by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions rate per 100,000 population	9,470	8,646	10,665
Cancer admissions rate per 100,000 population	2,800	2,448	2,719

Source: Information Services Division, NHS Scotland
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 18 shows that there was a different pattern observed for hospital rates by geographic areas between emergency and cancer admissions in 2013. The emergency admissions rate is highest in the rest of Scotland, whereas the cancer admissions rate is highest in remote rural areas of Scotland. Please note that these data are not adjusted to account for the different age profiles (see [Figure 2](#)) which would affect admission rates.

Table 19: Whether respondent smokes by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	18%	20%	24%
No	82%	80%	76%
Total	100%	100%	100%

Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

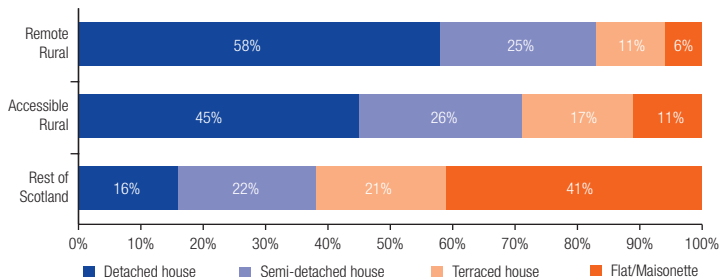
Table 19 shows that a higher percentage of people in the rest of Scotland smoke (24%), compared to people in remote and accessible rural areas (18% and 20%).

In 2007, the Scottish Government introduced a National Indicator to reduce the percentage of the adult population who smoke⁷.

⁷ <http://www.gov.scot/About/Performance/scotPerforms/indicator/smoking>

Housing

Figure 13: Property type by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 13 shows that 94% of properties in remote rural Scotland are houses or bungalows, more than half of which are detached. The profile is similar in accessible rural areas, with a slightly higher prevalence of flats and terraced houses and a lower prevalence of detached housing. In contrast, in the rest of Scotland flats account for 41% of the housing stock, with the remaining 59% being split relatively evenly between detached, semi-detached and terraced houses. In the rest of Scotland the smallest proportion of the housing stock are detached properties (16%).

Table 20: House sales¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Number of Sales	3,662	8,843	58,104
Change from 2012	14%	29%	18%
Mean Price	£171,138	£204,267	£155,546
Change from 2012	1%	4%	2%
Median Price	£147,500	£180,000	£128,500
Change from 2012	3%	6%	3%

Source: Registers of Scotland
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

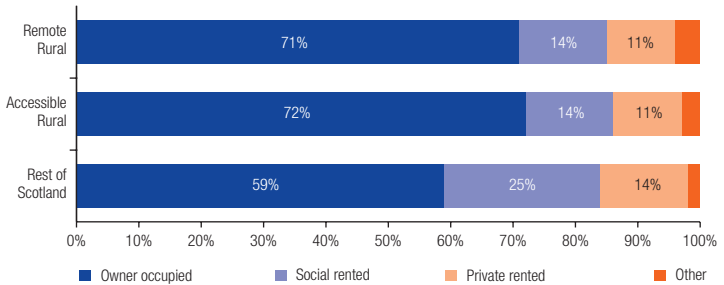
1. These figures cover sales of new build houses and market sales from one person to another for prices between £20,000 and £1,000,000. Other sales have been excluded as these may be non market sales or may have a large impact on the mean sale price. An urban rural classification was assigned to around 96% of sales. The 4% (2,922 records) for which it was not possible to assign an urban rural classification have been excluded from all figures above.

Table 20 shows that the highest average (mean) price, based on actual house sales, was in accessible rural areas, around £33,000 higher than in remote rural areas and nearly £49,000 higher than in the rest of Scotland. The highest median price was also in accessible rural areas.

In 2013 more house sales took place than in 2012 in all areas of Scotland, with the largest increase taking place in accessible rural areas (29%). The smallest increase was seen in remote rural areas (14%).

Please note the prices do not necessarily compare like with like as prices are not adjusted for property type and size (Figure 13 shows the differences in property types by geographic area).

Figure 14: Housing tenure¹ by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. A description of housing tenure can be found under [Definitions](#) in the Notes section at the back of this booklet.

Figure 14 shows that compared with the rest of Scotland a higher proportion of households in rural Scotland are owner occupied (71% and 72% respectively in remote and accessible rural areas, compared with 59% in the rest of Scotland) and a smaller proportion rent from Local Authorities/Scottish Homes or housing associations/Co-operatives (14% in both remote and accessible rural areas, compared with 25% in the rest of Scotland). The rate of private renting is slightly higher in the rest of Scotland at 14% compared to 11% in both remote and accessible rural areas.

Table 21: Use of housing stock by geographic area¹, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
% Vacant dwellings²	5%	3%	3%
% Second homes³	7%	2%	1%
% Dwellings with a single adult discount⁴	29%	29%	40%

Source: Estimates of households and dwellings in Scotland, 2013, National Records of Scotland (Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. Data zone figures are not available on second homes for Clackmannanshire. These data zones have been removed from calculations of second homes for each urban rural category.
2. Vacant dwellings include dwellings which are unoccupied and long term empty properties.
3. Second homes are dwellings subject to a Council Tax discount of between 10% and 50% due to being second homes (including self-catering holiday accommodation available to let for a total of less than 140 days per year).
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 21 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 areas 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%).

Table 22: Energy Performance Certificate¹ rating by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
A (92 plus)	-	-	-
B (81-91)	-	0%	1%
C (69-80)	13%	27%	38%
D (55-68)	41%	40%	46%
E (39-54)	31%	23%	13%
F (21-38)	14%	9%	2%
G (1-20)	1%	1%	0%
Mean Rating	54	59	65
Median Rating	57	61	66

Source: Scottish House Condition Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

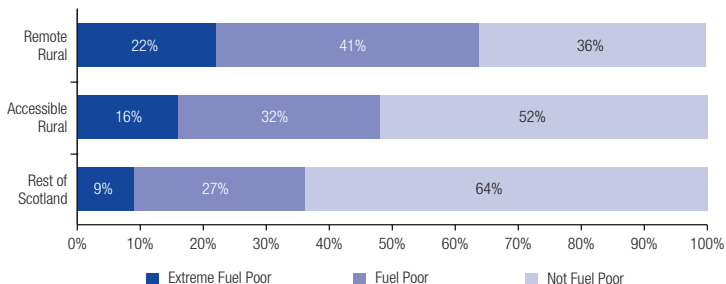
Notes:

1. For Energy Efficiency Ratings (EERs), band A represents high energy efficiency, while band G denotes low energy efficiency. A full description of Energy Performance Certificates (EPC) and EERs can be found under [Definitions](#) in the Notes section at the back of this booklet.

Table 22 shows that the housing stock in rural Scotland is generally less energy efficient than in the rest of Scotland. In remote rural areas, the median energy efficient rating is 57 compared to 61 in accessible rural areas and 66 in the rest of Scotland. Despite the difference in the actual median ratings, the housing stock in all areas would still be given the same band for their Energy Performance Certificate (EPC) – band D.

A higher proportion of the housing stock in rural areas are in the lower bands (F and G) than in the rest of Scotland. In remote rural areas it is 15% and in accessible rural areas it is 10%. This compares to only 2% of the housing stock in the rest of Scotland.

Figure 15: Fuel poverty by geographic area, 2013



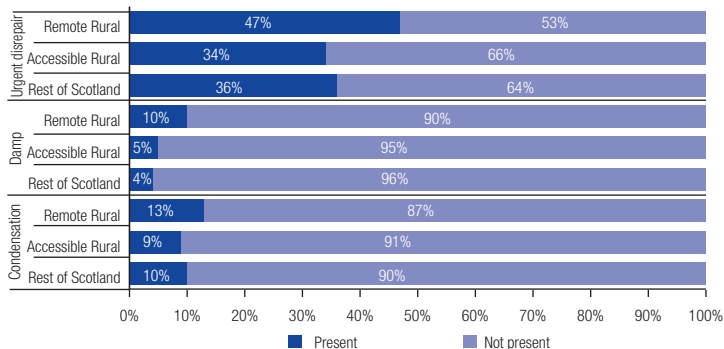
Source: Scottish House Condition Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

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 remote rural Scotland which are classed as extreme 'fuel poor' is more than double that of the proportion in the rest of Scotland (22% compared to 9%).

Almost two thirds of households in remote rural Scotland are classed as 'fuel poor', while nearly half of households in accessible rural Scotland are in fuel poverty. In contrast, in the rest of Scotland 64% of households have been classed as 'not fuel poor'

Figure 16: Presence of condensation, damp and urgent disrepair by geographic area, 2013



Source: Scottish House Condition Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 16 shows that homes in remote rural areas of Scotland are slightly more likely to be affected by damp and condensation. The level of urgent disrepair is highest amongst homes in remote rural areas (47%) and lowest in accessible rural areas (34%). Urgent disrepair relates to levels of disrepair requiring immediate repair to prevent further damage or health and safety risk to occupants. Urgency of disrepair is only assessed for external and common elements.

Table 23: Presence of loft insulation in homes by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
No loft insulation	4%	0%	1%
Less than 100mm	5%	4%	7%
100mm to 200mm	29%	33%	29%
More than 200mm	61%	62%	62%
Total	100%	100%	100%

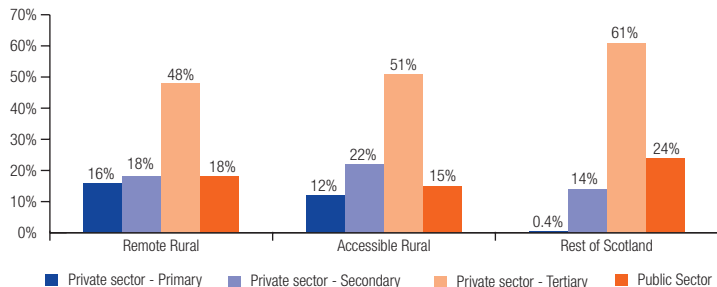
Source: Scottish House Condition Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 23 illustrates the prevalence and thickness of loft insulation. Houses in remote rural areas (4%) are slightly more likely to have no loft insulation than homes in accessible rural areas and the rest of Scotland (0% and 1%, respectively).

Across the whole of Scotland, almost two thirds of properties with lofts have more than 200 mm of loft insulation. This shows that now the majority of properties have some loft insulation, the trend is to have a greater thickness of loft insulation.

Industry

Figure 17: Employment by primary, secondary and tertiary sectors and in the public sector by geographic area, 2014



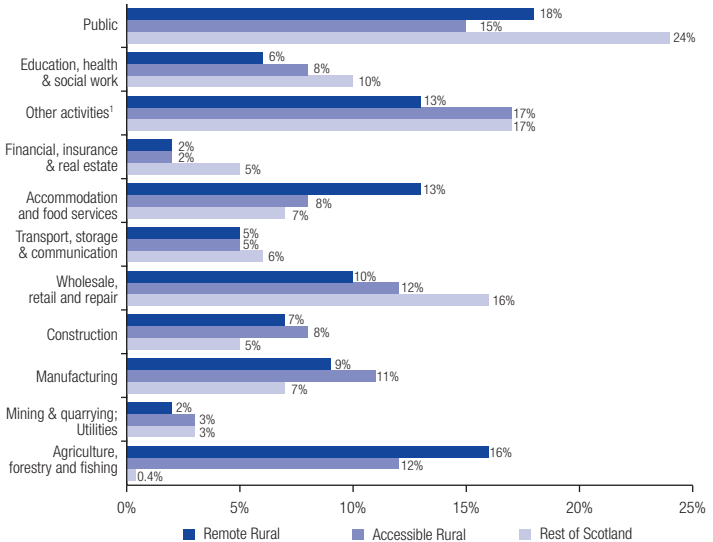
Source: Inter Departmental Business Register, as at March 2014
(Using Scottish Government Urban Rural Classification 2013-2014)

Primary sector industries are defined as agriculture, forestry and fishing. Secondary industries include utilities, mining and quarrying; manufacturing and construction. Tertiary sector industries are made up of wholesale, retail and repair; accommodation and food services; transport, financial services, professional, technical and administrative services; education and health. The Public sector comprises central and local government

Figure 17 shows employment in enterprises in Scotland registered for VAT and/or PAYE. In all areas in Scotland the tertiary sector is the largest in terms of employment. Primary sector industries employ more people in remote rural (16%) and accessible rural (12%) areas, than in the rest of Scotland (0.4%).

The Public sector accounts for 18% of employment in remote rural areas and 15% in accessible rural areas, whereas in the rest of Scotland the Public sector accounts for 24% of employment.

Figure 18: Employment by industry sectors and in the public sector by geographic area, 2014



Source: Inter Departmental Business Register, as at March 2014
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. 'Other activities' consists of: 'Professional, scientific and technical activities', 'Administrative and support service activities' and 'Arts, entertainment and recreation; Other service activities'

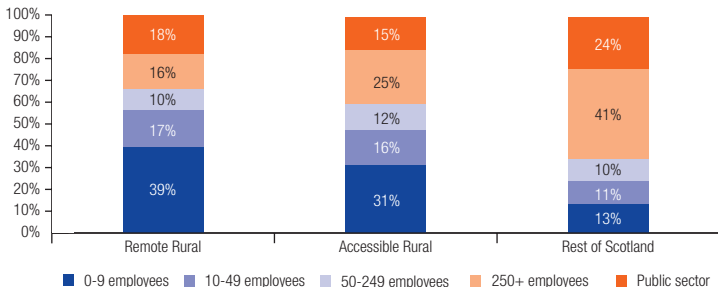
Figure 18 shows the distribution of employment across sectors within each of the geographical areas, with workers in the Public sector shown as a single category.

In remote rural areas 'Agriculture, forestry and fishing' is the largest source of private sector jobs (16%) followed by 'Accommodation and food services' and 'Other activities' (both 13%). In accessible rural areas, 'Other activities' (17%), 'Agriculture, forestry and fishing' (12%), 'Wholesale, retail and repair' (12%) and 'Manufacturing' (11%) are the largest sources of private sector jobs.

'Agriculture, forestry and fishing' is a sector that shows the greatest difference across Scotland, accounting for 16% of workers in remote rural areas compared to 12% in accessible rural areas and 0.4% in the rest of Scotland. Conversely, other sectors such as 'Wholesale, retail and repair' and 'Financial, insurance and real estate' are a larger source of jobs in the rest of Scotland than in rural areas.

Business

Figure 19: Employment by size of firm and in the public sector by geographic area, 2014



Source: Inter Departmental Business Register, as at March 2014
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 19 shows that Small and Medium Enterprises (0-249 employees) account for two thirds of businesses in remote rural areas compared to 60% in accessible rural areas and just over a third in the rest of Scotland. Micro businesses (0-9 employees) are particularly prevalent in remote rural and accessible rural areas (39% and 31% respectively). This compares to only 13% in the rest of Scotland.

Large businesses (250+ employees) account for 41% of those employed in the rest of Scotland, 25% in accessible rural areas and 16% in remote rural areas.

Table 24: Percentage of small and medium enterprises by industry sector and geographic area, 2014

	Remote Rural	Accessible Rural	Rest of Scotland
Agriculture, forestry and fishing	36%	26%	2%
Mining & quarrying; Utilities	1%	1%	1%
Manufacturing	4%	5%	5%
Construction	10%	11%	11%
Wholesale, retail and repair	11%	11%	17%
Transport, storage & communication	5%	7%	9%
Accommodation and food services	8%	5%	9%
Financial, insurance & real estate	2%	3%	5%
Other activities¹	20%	29%	35%
Education, health & social work	3%	3%	6%
Public	0%	0%	0%
Total	100%	100%	100%

Source: Inter Departmental Business Register, as at March 2014
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. 'Other activities' consists of: 'Professional, scientific and technical activities', 'Administrative and support service activities' and 'Arts, entertainment and recreation; Other service activities'

Table 24 shows in which industry sectors Small and Medium Enterprises (SMEs) operate, across all three geographic areas. In remote rural areas, 36% of SMEs are in the 'Agriculture, forestry and fishing' sector, compared to 26% in accessible rural areas and 2% in the rest of Scotland. The 'Other activities' sector represent 35% of SMEs in the rest of Scotland compared to 29% of SMEs in accessible rural areas and 20% of SMEs in remote rural areas.

The total number of SMEs (registered for VAT and/or PAYE) operating in remote rural areas, accessible rural areas and the rest of Scotland as at March 2014 were 19,620, 30,170 and 115,590 respectively.

Table 25: Population (16 to 74) in employment by socio-economic classification by geographic area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Higher managerial and professional occupations	8%	12%	10%
Lower managerial and professional occupations	23%	25%	23%
Intermediate occupations	11%	14%	16%
Small employers and own account workers	17%	13%	7%
Lower supervisory and technical occupations	10%	9%	10%
Semi-routine occupations	18%	15%	19%
Routine occupations	13%	12%	16%
Total	100%	100%	100%

Source: 2011 Census, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2013-2014)

The population in employment by socio-economic classification is broadly the same across the whole of Scotland. However, there are some differences within the individual socio-economic classifications.

There is similar proportion of people living in accessible rural areas and in the rest of Scotland are employed in higher managerial and professional positions (12% and 10% respectively). The proportion is slightly lower at 8% in remote rural areas.

A greater proportion of workers in remote rural areas (17%) are small employers or own account workers than in accessible rural areas (13%) or the rest of Scotland (7%).

Table 26: Business openings and closures by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Total businesses	13,365	30,925	117,940
Business openings	1,240	3,740	16,560
Business opening rate	9%	12%	14%
Business closures	1,010	2,585	11,315
Business closure rate	8%	8%	10%
Total businesses per 10,000 adults	490	578	327
Business openings per 10,000 adults	45	70	46
Net business openings and closures	230	1,155	5,245
Net business openings and closures as % of total businesses	2%	4%	4%

Source: Inter Departmental Business Register (ONS), 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Table 26 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 (£79,000 as at 1st April 2013).

All areas of Scotland showed an increase in the number of active businesses over the last year. The lowest rate of business openings was seen in remote rural areas (9%), followed by accessible rural areas (12%). Business closure rates were lowest in rural areas (8% in both remote and accessible).

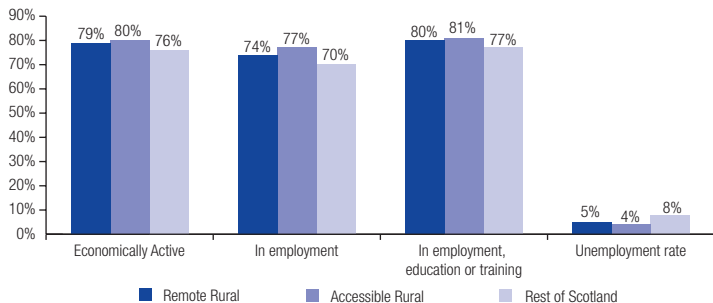
The net business openings and closures as a percentage of total businesses was 4% in both accessible rural areas and the rest of Scotland. It was slight slower at 2% in remote rural areas.

The Scottish Government has a National Indicator to increase the number of businesses⁸.

⁸ <http://www.gov.scot/About/Performance/scotPerforms/indicator/businesses>

Economic Activity

Figure 20: Economic activity of population aged 16 to 64 by geographic area, 2013



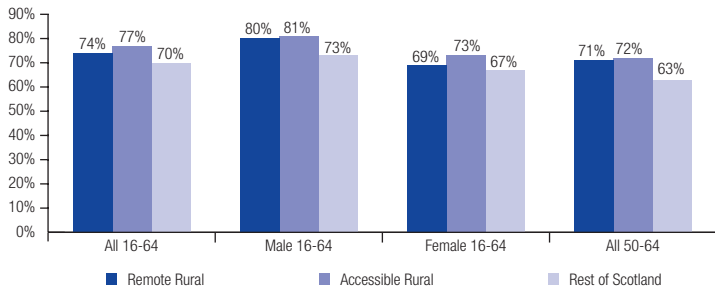
Source: Annual Population Survey in Scotland, January to December 2013
(Using the Scottish Government Urban Rural Classification 2013-2014)

Figure 20 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 that is either employed, in education or training are all higher in rural areas than in the rest of Scotland. Within rural Scotland, all indicators of economic activity are higher in accessible rural areas.

Similarly, unemployment rates (that is the number of people unemployed as a percentage of all those who are economically active, aged 16 to 64) are lower in rural Scotland than in the rest of Scotland. The unemployment rate in accessible rural areas is half the rate for the rest of Scotland.

The total number of people employed in remote rural areas, accessible rural areas and the rest of Scotland are 139,900, 336,600 and 2,004,900 respectively.

Figure 21: Employment rates by geographic area, 2013



Source: Annual Population Survey in Scotland, January to December 2013
Using the Scottish Government Urban Rural Classification 2013-2014

Figure 21 shows that the employment rates are higher for all sub-groups in rural areas compared to the rest of Scotland. Within rural areas, accessible rural areas have the highest employment rates for all sub-groups.

The highest employment rates in all areas of Scotland are for males aged 16 to 64, with the highest rate being 81% in accessible rural areas followed by 80% in remote rural areas. In the rest of Scotland the employment rate for males aged 16 to 64 is 73%. The largest difference in employment rates between rural Scotland and the rest of Scotland is for people aged 50 to 64, with substantially more people in this age group still in employment in rural areas.

Table 27: Patterns of work¹ by geographic area, 2013

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of Employed Males who are:			
Self-employed	29%	21%	13%
Working part time in main job	16%	12%	13%
With a second job	9%	5%	3%
Homeworkers ²	27%	21%	11%
Percentage of Employed Females who are:			
Self-employed	16%	12%	7%
Working part time in main job	50%	46%	41%
With a second job	12%	6%	4%
Homeworkers ²	17%	14%	7%
Percentage of All employed who are:			
Self-employed	23%	17%	10%
Working part time in main job	32%	28%	27%
With a second job	10%	5%	3%
Homeworkers ²	22%	18%	9%

Source: Annual Population Survey in Scotland, January to December 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. Includes all workers aged 16 and over
2. 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

Table 27 shows that self-employment is around twice as common in rural Scotland as in the rest of Scotland. In all areas of Scotland men are nearly twice as likely as women to be self-employed. Of employed males in remote rural areas, 29% are self-employed.

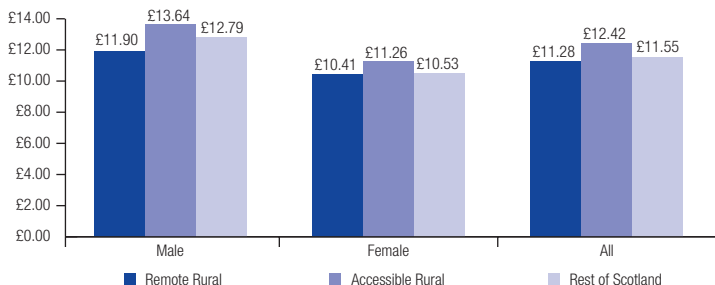
Women are considerably more likely than men to work part time in all areas of Scotland, with half of women in remote rural areas working part time in their main job.

The percentage of employed people in remote rural areas who have a second job (10%) is at least double that of employed people in both accessible rural areas (5%) or in the rest of Scotland (3%).

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

Earnings

Figure 22: Residence based median hourly rates of pay^{1,2} by geographic area, 2014



Source: Annual Survey of Hours and Earnings, 2014
(Using the Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. Employees on adult rates whose pay for the survey pay-period was not affected by absence.
2. An urban rural classification could not be assigned to small number of entries in the Annual Survey of Hours and Earnings database – this only affects around 10 data entries for Scotland.

Figure 22 shows the median hourly wage rate for all male and female employees residing in each of the geographical areas. In all areas of Scotland the median wage for males is higher than that for females. The median wage of those who reside in accessible rural areas is highest for both males and females.

The differences in median hourly rates of pay between the different areas are greater for males than females. The largest difference is between males who reside in accessible rural and remote rural areas (£1.74 higher per hour in accessible rural areas).

Table 28: Residence based median gross annual pay for full-time employees^{1,2} by geographic area, 2014

	Remote Rural	Accessible Rural	Rest of Scotland
Male	£28,859	£30,735	£28,725
Female	£24,593	£26,123	£23,710
All	£27,663	£29,016	£26,660

Source: Annual Survey of Hours and Earnings, 2014
(Using Scottish Government Urban Rural Classification 2013-2014)

Notes:

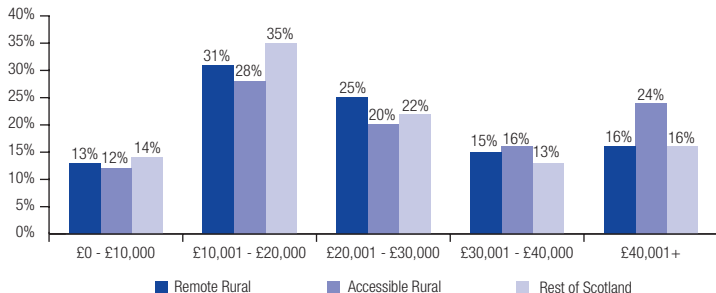
1. Employees on adult rates who have been in the same job for more than a year.
2. An urban rural classification could not be assigned to small number of entries in the Annual Survey of Hours and Earnings database – this only affects around 10 data entries for Scotland.

Table 28 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. This is followed by people living in rural areas and then finally those residing in the rest of Scotland. The disparity in median pay between rural areas and the rest of Scotland is greater for females than for males.

From [Figure 22](#) it can be seen that for both males and females the median hourly rates are lower in remote rural areas than in the rest of Scotland. However, Table 29 shows that the median gross annual pay for both males and females is higher in remote rural areas compared to the rest of Scotland. This indicates that people who reside in remote rural areas are working longer hours than those who reside in the rest of Scotland.

Income

Figure 23: Annual net income of highest income householder by geographic area, 2013



Source: Scottish Household Survey, 2013
(Using Scottish Government Urban Rural Classification 2013-2014)

Figure 23 presents the distribution of 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).

The most common income bracket for a household to fall into is the £10,001 to £20,000 category. The distribution of incomes for the highest income householder is similar in remote rural areas and the rest of Scotland; in contrast, accessible rural areas have fewer households with a net annual income under £20,000.

There is also a marked difference between the proportion of households in the £40,001 and over category in accessible rural areas (24%), compared to remote rural areas and the rest of Scotland (16% in both).

Table 29: Income and employment deprivation by geographic area, 2012

	Remote Rural	Accessible Rural	Rest of Scotland
Number income deprived	29,315	51,820	619,340
Number employment deprived	16,240	31,220	375,785
Percentage of the population that are income deprived	9%	8%	15%
Percentage of the working age¹ population that are employment deprived	9%	8%	14%

Source: Scottish Index of Multiple Deprivation 2012 (Using 2010 mid-year population estimates (NRS) and Scottish Government Urban Rural Classification 2013-2014)

Notes:

1. Working age refers to male population aged 16-64 and female population aged 16-60.

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

Employment deprivation comprises three 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 or Employment and Support Allowance and Severe Disablement Allowance.

Table 29 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, as defined by the Scottish Index of Multiple Deprivation, that are employment deprived is also lower in rural areas than in the rest of Scotland.

Notes

Background

This is the tenth edition of Rural Scotland Key Facts – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2015 version updates statistics from the ninth edition where new statistics have become available. Previous editions can be found on the Agriculture, Fisheries and Rural Statistics publications website at:

<http://www.gov.scot/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.gov.scot/scotlandperforms>

Most figures in this booklet have been rounded to zero decimal places. The percentage figures given in tables and figures have been independently rounded, so they may not always sum to the relevant sub-totals or totals.

The following symbol is used throughout the tables in this publication:

– = nil

Sources

The 'Annual Population Survey', includes the boost to the Labour Force Survey sample in Scotland resulting in a sample of approximately 21,500 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 (16-60 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.gov.scot/Topics/Statistics/Browse/Labour-Market/scotstat/Pension-Age-March-2010>. Further information on the Annual Population Survey is available from <http://www.gov.scot/Topics/Statistics/Browse/Labour-Market/Publications>. Data are National Statistics.

Information relating to the 'Annual Survey of Hours and Earnings' (ASHE) is available from <http://www.ons.gov.uk/ons/rel/ashe/annual-survey-of-hours-and-earnings/index.html>. ASHE is a UK wide survey that was developed to replace the New Earnings Survey in 2004. Data are National Statistics.

Information on the destination of school leavers 2012-13 was provided to the Scottish Government by Skills Development Scotland (SDS). SDS collected information on the destination of each young person they had identified as being a school leaver during September 2013 (initial destination) and March 2014 (follow-up destination). This information was matched to the Pupil Census for further analysis by pupil characteristic. Further information can be found at: <http://www.gov.scot/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.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/housholds/household-estimates>. Data are National Statistics.

For tables and figures referencing the National Records of Scotland (NRS), 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.nrscotland.gov.uk/statistics-and-data>. Data are National Statistics.

Hospital admissions data are sourced from Information Services Division (ISD), NHS Scotland. More information can be found on the ISD Scotland website at <http://www.isdscotland.org/Publications/index.asp>. 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 (£79,000 as at 1st April 2013). Further tables from the Inter Departmental Business Register can be found here: <http://www.gov.scot/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 12,000 face-to-face interviews with adults every year. Further results from the Scottish Crime and Justice Survey can be found here: <http://www.gov.scot/Topics/Statistics/Browse/Crime-Justice/crime-and-justice-survey/publications>. Data are National Statistics.

For tables/charts sourced from the 'Scottish Household Survey', the unweighted base numbers for households population, rounded to the nearest ten, are 1,000 for remote rural, 1,270 for accessible rural, and 8,380 for the rest of Scotland. There are occasional variations in base sizes for individual tables/charts. Further detail on the base numbers is available in 'Scotland's People Annual Report: Results from 2013 Scottish Household Survey', published on 13th August 2014. 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.gov.scot/Topics/Statistics/16002>. Data are National Statistics.

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

Scottish Household Survey, Scottish House Condition Survey, Annual Population Survey, Annual Survey of Hours and Earnings and Scottish Crime and Justice Survey 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 2014
<http://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/PubFactsFigures>
- Food and Drink in Scotland: Key Facts 2012
<http://www.gov.scot/Publications/2012/03/3347>
- Key Environment Statistics 2014
<http://www.gov.scot/Topics/Statistics/Browse/Environment/Publications>
- Scottish Environment Statistics Online
<http://www.gov.scot/seso/>
- Economic Report on Scottish Agriculture 2014
<http://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/PubEconomicReport>
- Review of Equality Evidence in Rural Scotland
<http://www.gov.scot/Publications/2015/02/9989>

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.

Housing Tenure

The 'Scottish Household Survey' collects information on the ways in which households occupy their accommodation and from which organisation or individual their accommodation is rented, where this is the case. These are combined into a housing tenure variable, namely:

- owner occupied, which includes households who own outright and those buying with a mortgage or loan.
- the social rented sector, which includes households renting from a local authority and all households renting from a Housing Association or Co-operative.
- the private rented sector, which includes households renting from an individual private landlord.
- other tenure, which includes any other category of tenure such as living rent free.

Energy Performance Certificates – Energy Efficiency Ratings

Energy Performance Certificates (EPCs) were introduced in January 2009 under the requirements of the EU Energy Performance Building Directive (EPBD). They provide energy and environmental ratings for buildings based on standardized usage. EPCs are required when a property is either sold or rented to a new tenant.

EPCs are generated through the use of a standard calculation methodology, known as Standard Assessment Procedure (SAP). SAP is the UK Government approved way of assessing the energy performance of a building, taking into account the energy needed for space and water heating, ventilation and lighting and, where relevant, energy generated by renewables. Outputs include the Energy Efficiency Rating (EER).

The EER is expressed on a scale of 1 to 100 where a dwelling with a rating of 1 will have very poor energy efficiency and high fuel bills, while 100 represents very high energy efficiency and low fuel bills. Ratings can exceed 100 where the dwelling generates more energy than it uses. Ratings are adjusted for floor area so that they are essentially independent of dwelling size for a given built form.

For EPCs EERs are presented over seven bands, labelled A to G. For EERs, band A represents low energy cost and high energy efficiency, while band G denotes high energy cost and low energy efficiency. The EERs reported in this publication are taken from in the 'Scottish House Condition Survey 2013 – Key Findings', published on 9th December 2014, and are calculated under the SAP 2009 methodology⁹.

More information about EPCs can be found on the Scottish Government Building Standards website: <http://www.gov.scot/Topics/Built-Environment/Building/Building-standards/publications/pubepc>

⁹ http://www.bre.co.uk/filelibrary/SAP/2009/SAP-2009_9-90.pdf

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 plus 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 2013-2014 (<http://www.gov.scot/Publications/2014/11/2763>). The Scottish Government Urban Rural Classification 2013-2014 updates the Scottish Government Urban Rural Classification 2011-2012 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. As a result, most of the tables in this publication are based on the 2013-2014 classification. Details of all previous classifications can be found at the Scottish Government Urban Rural Classification website: <http://www.gov.scot/urbanrural>

The majority of data used in this publication have been assigned a Scottish Government Urban Rural Classification based on unit postcodes. The remaining data have been assigned using data zones, which 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 Urban Classification that is mainly used defines rural areas based on settlements of less than 10,000 people (<https://www.gov.uk/government/collections/rural-urban-definition>). The Northern Ireland Statistics and Research Agency (NISRA) Urban Rural Definition is the most widely used classification in Northern Ireland and is based on population size, population density and service provision (<http://www.nisra.gov.uk/geography/UrbanRural.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 to 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.

Glossary of Abbreviations and Acronyms

APS – Annual Population Survey

ASHE – Annual Survey of Hours and Earnings

EER – Energy Efficiency Rating

EPBD – Energy Performance Building Directive

EPC – Energy Performance Certificate

EU – European Union

GP – General Practitioner

HNC – Higher National Certificate

HND – Higher National Diploma

IDBR – Inter Departmental Business Register

LFS – Labour Force Survey

NHS – National Health Service

NISRA – Northern Ireland Statistics and Research Agency

NRS – National Records of Scotland

ONS – Office for National Statistics

PAYE – Pay As You Earn

SAP – Standard Assessment Procedure

SCJS – Scottish Crime and Justice Survey

SDS – Skills Development Scotland

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)

UK – United Kingdom

VAT – Value Added Tax

A NATIONAL STATISTICS PUBLICATION FOR SCOTLAND

The United Kingdom Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be interpreted to mean that the statistics: meet identified user needs; are produced, managed and disseminated to high standards; and are explained well.

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.

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.

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How to access background or source data

The data collected for this statistical publication:

- are available in more detail through Scottish Neighbourhood Statistics.
- are available via an alternative route.
- may be made available on request, subject to consideration of legal and ethical factors. Please contact RuralStatistics@scotland.gsi.gov.uk for further information.
- cannot be made available by Scottish Government for further analysis as Scottish Government is not the data controller.

Complaints and suggestions

If you are not satisfied with our service or have any comments or suggestions, please write to the Chief Statistician, 3WR, St Andrews House, Edinburgh, EH1 3DG, Telephone: 0131 244 0302, e-mail statistics.enquiries@scotland.gsi.gov.uk.

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ISBN 978-1-78544-146-2

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ISBN: 978-1-78544-146-2

Published by The Scottish Government, March 2015

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA
PPDAS43420 (03/15)