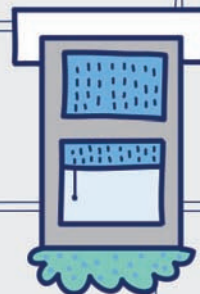




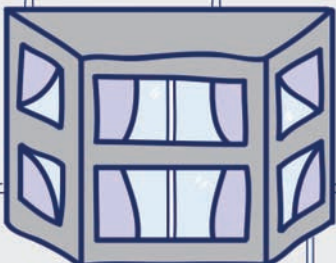
SCOTTISH Household Survey



Since 1999, this important study has provided essential information to the Scottish Government and local councils; which they use to shape services. The survey collects information on homes, neighbourhoods, transport patterns and views on local public services, as well as evidence on the physical condition of Scotland's homes.



It is a unique chance for people in Scotland to share their views and experiences; and to shape each area and Scotland as a whole.



The survey reveals changes in Scottish society over time. This comic covers a number of topics from the survey, with a focus on the 20% most and least deprived areas in the country.



'Deprived' does not only mean 'low income'. It can also mean that people have fewer resources or opportunities - in health or education for example. Throughout Scotland, there are aspects of life that are consistently unequal between the 20% most and least deprived areas.



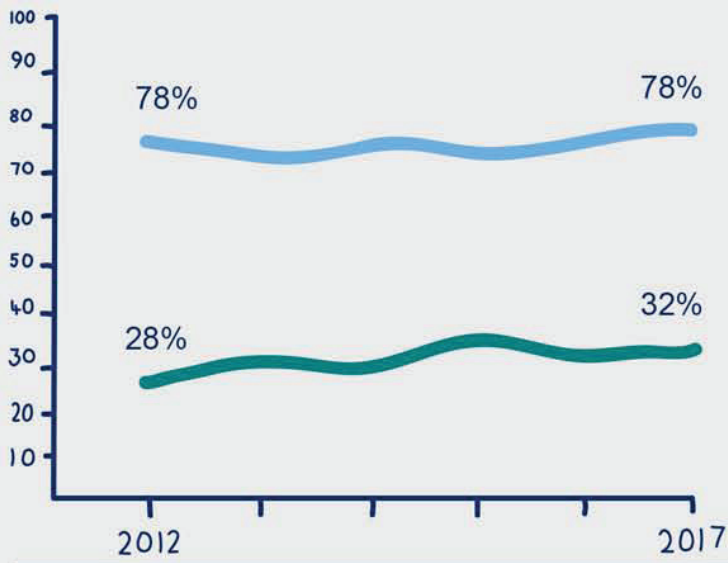
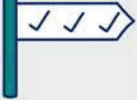
20% least deprived



20% most deprived



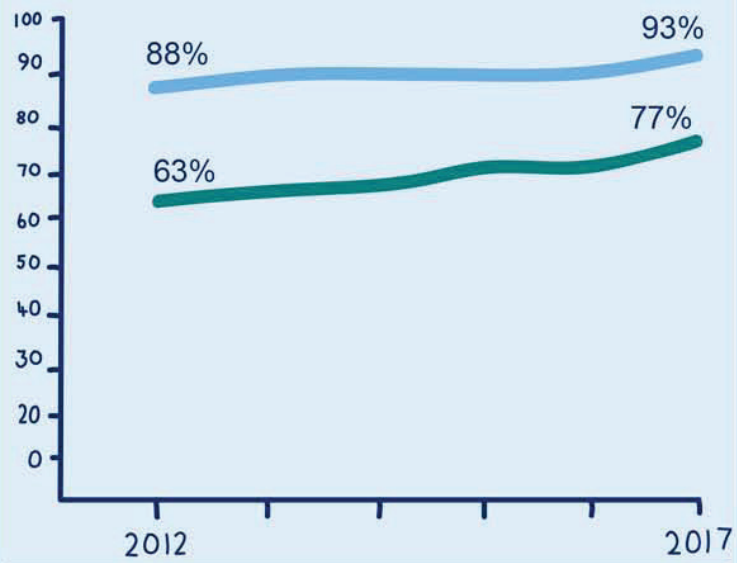
Rating of neighbourhood as a very good place to live (%)



There is a large gap in the proportion of people who think their neighbourhood is a very good place to live.



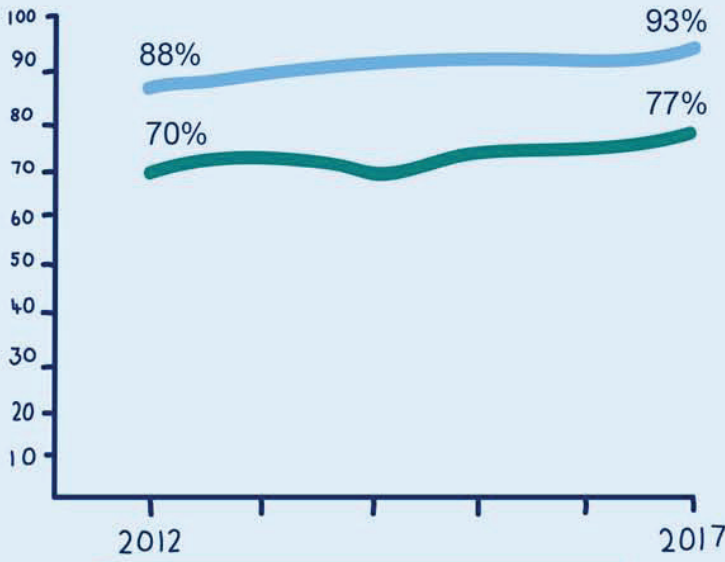
Households with home internet access (%)



There is a gap in the proportion of people with home internet access. However, this gap has lessened over time.



Attendance at cultural events (%)



Adults in more deprived areas are less likely to attend cultural events.



Households who manage well financially by year (%)



Households in more deprived areas are less likely to say they are managing well financially.



With British Heart Foundation research finding physical inactivity causes over 2500 deaths per year, and costs the NHS millions, it's no surprise that the Scottish Government has made increasing physical activity a priority.

Because of the rise of recreational walking, the number of people taking part in exercise has gone up, from 73% in 2007, to 81% in 2017.

| Year | Percentage |
|------|------------|
| 2007 | 73% |
| 2017 | 81% |

71% Most Deprived

90% Least Deprived

However, participation in physical activity and sport, including walking, is still lower for people who live in the most deprived areas of Scotland.

More adults in deprived areas live further away from green or blue spaces, such as parks, beaches and riversides. People's use of their nearest green or blue space varies depending on how far away it is.

Live more than a 10 minute walk

| Area Type | Percentage of Adults |
|----------------------|----------------------|
| Least Deprived Areas | 12% |
| Most Deprived Areas | 18% |

from nearest green or blue space

To encourage physical activity, the Scottish Government funds Paths for All, a charity that champions everyday walking.

There are also walking groups in rural and urban areas (including dementia friendly groups), as well as the Step Count Challenge.

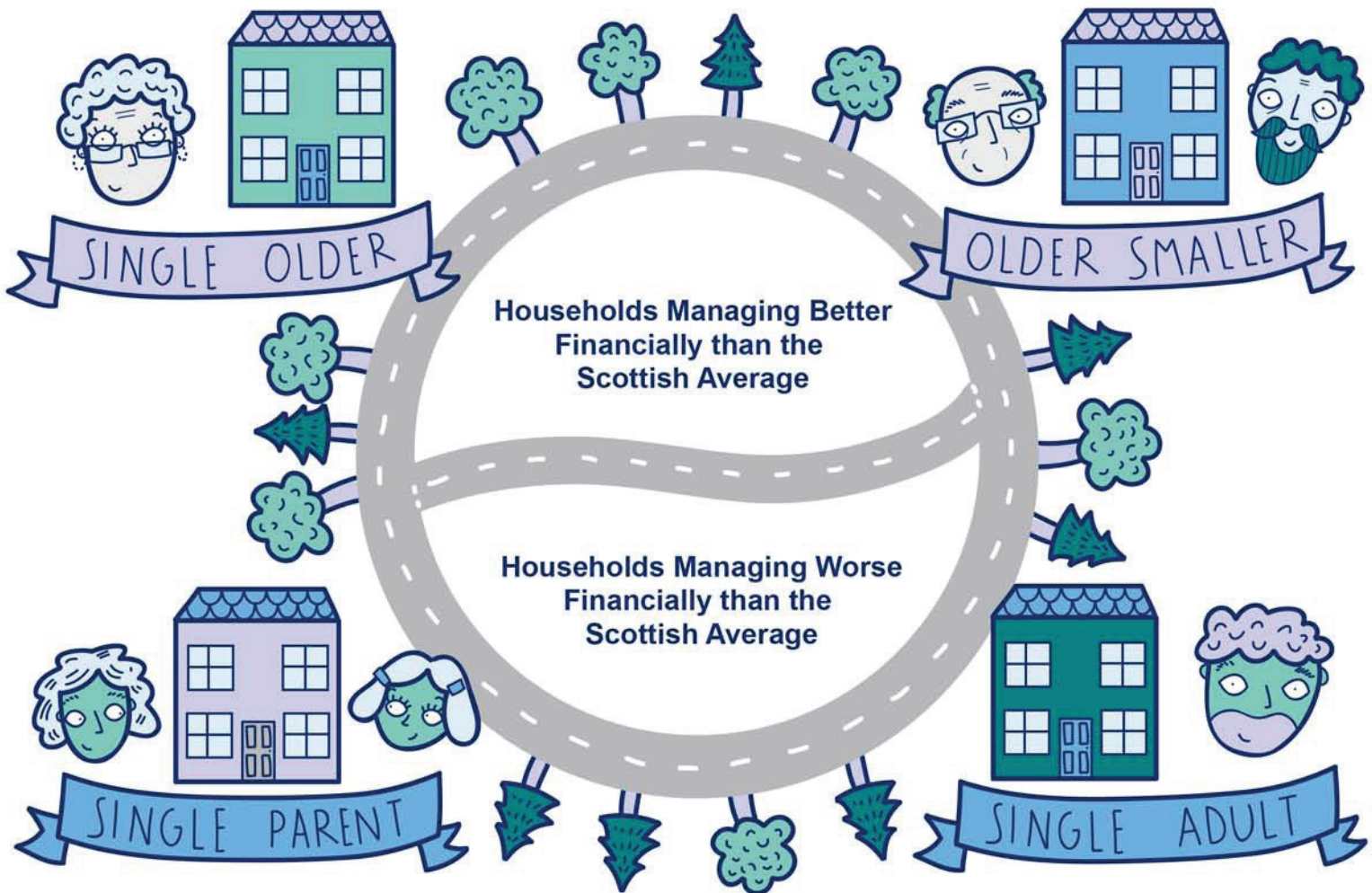
Daily Mile for Schools gets children exercising outdoors every school day for 15 minutes.



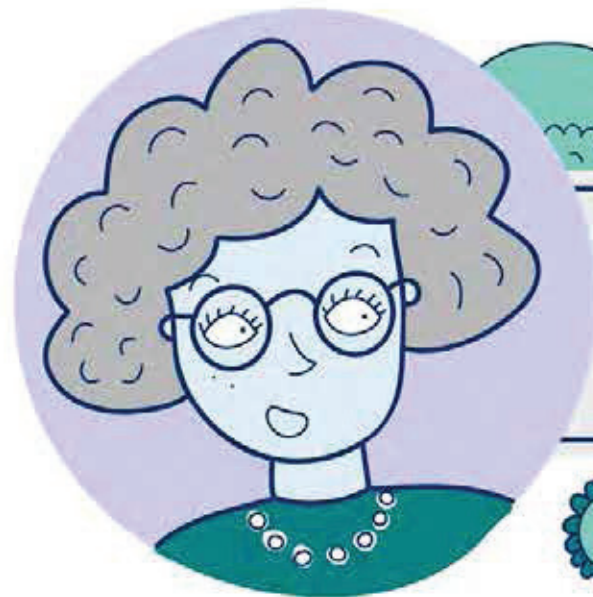
HOW SCOTTISH HOUSEHOLDS MANAGE FINANCIALLY



Different Scottish household types manage differently financially:



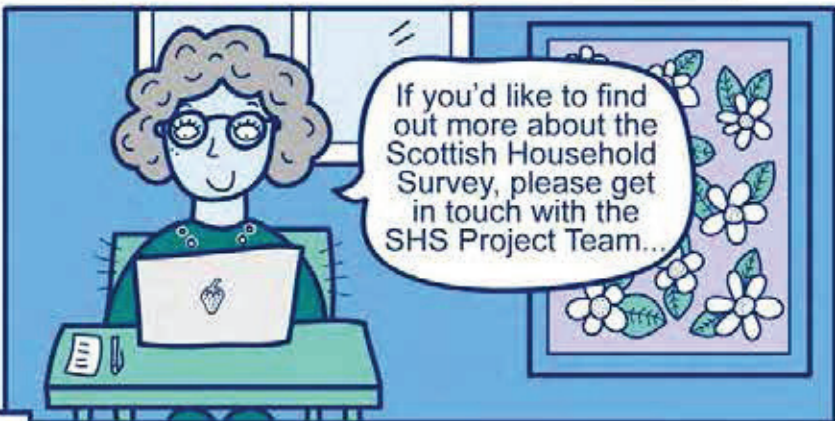
To improve financial stability, the Scottish Government has introduced the Fairer Scotland Duty. The Fairer Scotland Action Plan sets out 50 actions the government will take, including the introduction of the National Poverty and Inequality Commission and the Child Poverty Act.



The Scottish Household Survey shows that different communities have different issues that affect them. It is really important for the Scottish Government to be aware of these differences to understand and support everyone who lives in Scotland in an appropriate way.



The Scottish Government acknowledges and thanks the many thousands of people across Scotland who gave their time to take part in the Scottish Household Survey since 1999.



If you'd like to find out more about the Scottish Household Survey, please get in touch with the SHS Project Team...

Special thanks also go to Ipsos MORI and their interviewers and surveyors.



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