



Rural Scotland Key Facts 2018

People and Communities
Services and Lifestyle
Economy and Enterprise



A National Statistics Publication for Scotland



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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 and 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.

Summary of the key messages

Rural Scotland is Important

Rural Scotland accounts for 98% of the land mass of Scotland and 17% 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 around half of residents reporting to spend over £100 a month in 2017, compared to 38% in the rest of Scotland.

The rates of emergency and cancer 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 remote rural areas which are classed as extreme fuel poor (households which spend more than 20% of its income on household fuel) is around four times the proportion in the rest of Scotland and double the proportion in accessible rural areas.

Rural Scotland – A Complex Picture

With regards to the economy and jobs, more residents of rural Scotland are in work with employment rates higher than in the rest of Scotland. Although unemployment rates are the same across all areas of Scotland at 4%. Residence-based estimates of pay indicate that rates are highest for accessible rural areas. More residents in rural Scotland are self-employed and homeworking is more prevalent.

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 prevalence of second home ownership, in accessible 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.

A user consultation exercise on the Rural Scotland Key Facts was run from 24th of May to 22nd June 2018, the aim of which was to gather information on users' needs and wants from the publication and to seek suggestions for new content.

A summary of the findings can be accessed here: <https://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/PubRural/Consultation2018>

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:

<https://www.gov.scot/Publications/2018/03/6040/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:

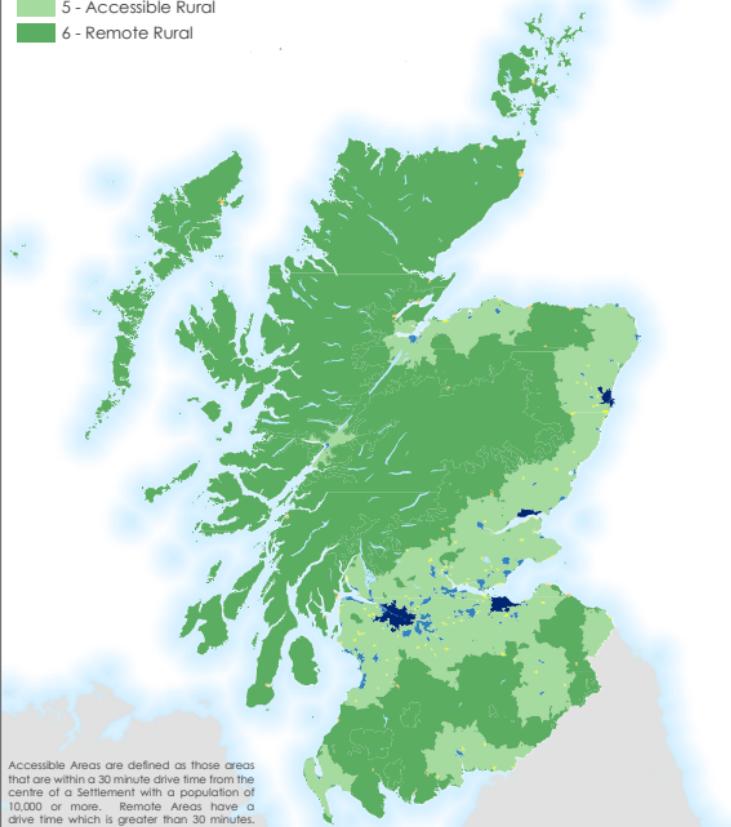
<http://www.gov.scot/urbanrural>

Map of Rural Scotland

Scottish Government Urban Rural Classification 2016

6-fold Classification

- 1 - Large Urban Areas
- 2 - Other Urban Areas
- 3 - Accessible Small Towns
- 4 - Remote Small Towns
- 5 - Accessible Rural
- 6 - Remote Rural



People and Communities

Demographics

Table 1: Population by geographic area, 2011, 2016 & 2017

	2011	2016	2017	% change 2011-2017	% change 2016-2017
Remote Rural	315,945	315,497	316,157	0.1%	0.2%
Accessible Rural	573,407	598,082	603,678	5.3%	0.9%
Rest of Scotland	4,410,548	4,491,121	4,504,965	2.1%	0.3%
Total	5,299,900	5,404,700	5,424,800	2.4%	0.4%

Source: Mid-year population estimates based on data zones, National Records of Scotland (Using Scottish Government Urban Rural Classification 2016)

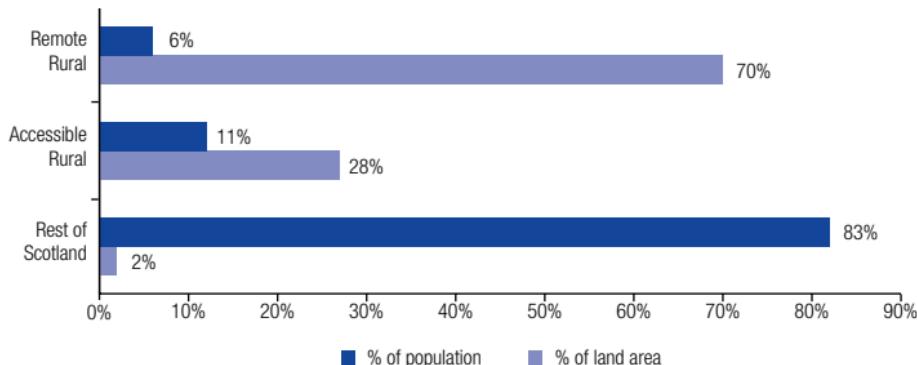
Table 1 shows the population figures from the census in 2011 as well as the two most recently available years. Just over 5.4 million people live in Scotland, with over 900,000 of them living in rural areas.

Table 1 shows that between 2011 and 2017, the population has increased in all areas of Scotland. The greatest increase in population has been in accessible rural areas, with a 5.3% increase between 2011 and 2017, compared to an increase of 2.1% in the rest of Scotland. The population of remote rural areas only increased by 0.1%, which is an increase of only 212 people between 2011 and 2017.

Looking at the population figures for 2016, the remote rural population had actually decreased compared to 2011. The increase in the remote rural population in 2017 compared to 2011 therefore occurred in the last year. The largest increase in percentage terms between 2016 and 2017 was again seen in accessible rural areas, an increase of 0.9% in the population.

The overall increase in population in all areas of Scotland between 2016 and 2017 was primarily due to the positive net migration rates (as shown in [Table 2](#)).

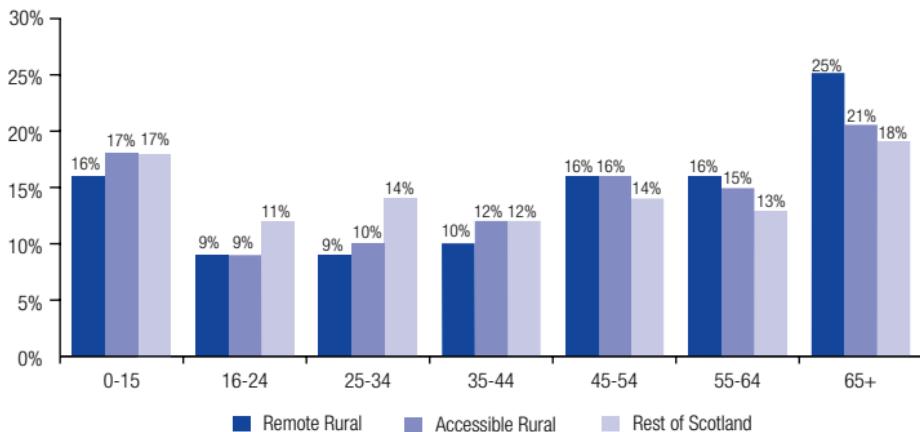
Figure 1: Percentage of population and land by geographic area, 2017



Source: Mid-year population estimates based on data zones, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2016)

The total land mass of Scotland is approximately 7.8 million hectares. Figure 1 shows that although rural Scotland accounts for 17% of the total population in Scotland (6% in remote rural and 11% in accessible rural), it accounts for 98% of the land mass in Scotland (70% in remote rural and 28% in accessible rural). This reflects the dispersed nature of the population in rural areas. In contrast, the rest of Scotland accounts for 83% of the population of Scotland but only 2% of the land mass.

Figure 2: Age distribution of population by geographic area, 2017



Source: Mid-year population estimates based on data zones, National Records of Scotland
(Using the Scottish Government Urban Rural Classification 2016)

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 lower proportion of the population in the age range 16 to 34 but a higher proportion of people aged 45 and over. This is particularly true for the age range of 65 and over in remote rural areas.

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, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Births (2017)	2,384	5,412	45,640
Births per 1,000 population	8	9	10
Deaths (2017)	3,517	5,578	48,151
Deaths per 1,000 population	11	9	11
Migration (2016-17)			
In-migration	17,340	37,461	101,076
Out-migration	15,653	31,709	84,661
Net migration	1,687	5,752	16,415
Net migration as % of population	0.5%	1.0%	0.4%

Source: Migration Statistics, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2016)

Table 2 shows that the birth rate (per 1,000 population) was lower than the death rate in all areas of Scotland in 2017. The birth rate was closest to the death rate (per 1,000 population) in accessible rural areas.

The rate of births was higher in rest of Scotland (10 per 1,000 population) than in accessible rural (nine per 1,000 population) and remote rural (eight per 1,000 population) areas. The rate of deaths was highest in remote rural areas and the rest of Scotland (11 per 1,000 population for each area) than in accessible rural areas (nine per 1,000 population).

Table 2 also shows positive net migration into all three areas of Scotland over the year 2016 17, 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 1.0% of the population. The lowest net migration rate was in the rest of Scotland, equivalent to 0.4% of the population.

Table 3: Country of birth by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Scotland	75%	79%	81%
Rest of UK	21%	17%	9%
Rest of World	4%	5%	10%
European Union	2%	3%	5%
non-European Union	2%	2%	5%
Total	100%	100%	100%

Source: Annual Population Survey, January to December 2017
(Using Scottish Government Urban Rural Classification 2016)

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, which is further split into European Union and non-European Union countries. Table 3 shows that the area with highest proportion of residents who were born in the UK but outside of Scotland is remote rural areas at 21%. The rate for accessible rural areas and the rest of Scotland were 17% and 9% respectively.

The area with the highest proportion of residents that were born outside the UK is the rest of Scotland (10%). In accessible rural areas 5% of residents were born outside of the UK and in remote rural areas it was 4%. In all areas of Scotland there is a roughly equal split of people who were born outside of the UK-born who were born in European Union countries and non-European Union countries.

Households

Table 4: Household type¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Single adult	15%	15%	21%
Small adult	19%	19%	19%
Single parent	4%	4%	5%
Small family	11%	14%	13%
Large family	5%	6%	5%
Large adult	9%	11%	10%
Older smaller	21%	17%	12%
Single pensioner	17%	15%	14%
Total	100%	100%	100%

Source: Scottish Household Survey 2017

(Using Scottish Government Urban Rural Classification 2016)

Notes:

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

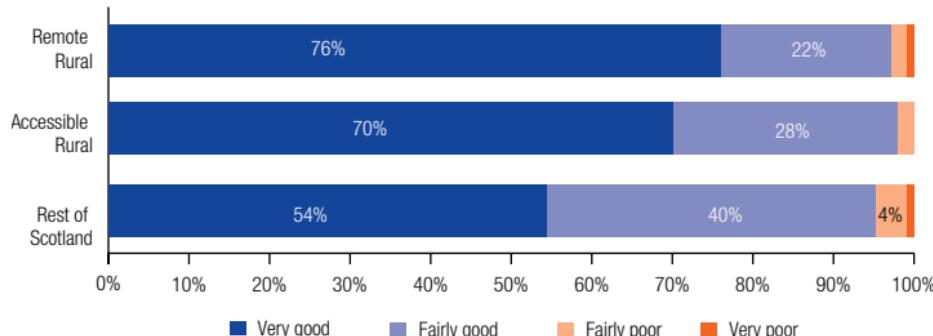
Table 4 shows that, relative to the rest of Scotland, remote and accessible rural Scotland have lower percentages of single adult households.

Accessible rural areas have the highest percentage of both ‘small family’ and ‘large family’ households compared to the rest of Scotland and remote rural areas. A ‘small family’ household contains two adults of any age and one or two children, while a ‘large family’ household contains two adults of any age and three or more children, or three adults of any age and one or more children.

Rural Scotland as a whole, and in particular remote rural areas, has a higher percentage of ‘older smaller’ households, where one or both adults are of pensionable age. In addition, 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, 2017



Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Figure 3 shows that at least 94% of residents in all areas of Scotland rate their neighbourhood as a ‘very good’ or ‘fairly good’ place to live.

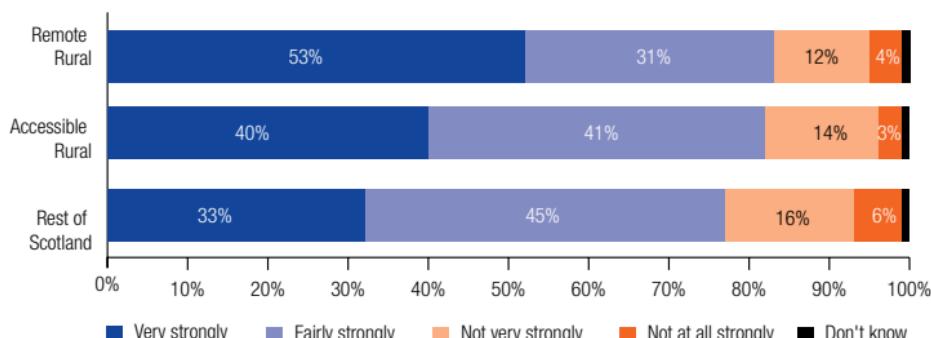
People living in remote rural areas are more likely to describe their neighbourhood as a ‘very good’ place to live (76%), compared to accessible rural areas (70%) and the rest of Scotland (54%).

Figures 4 and 5 and Tables 5 to 8 provide further detail on neighbourhoods and safety which may explain the results shown above.

In 2007, the Scottish Government introduced a National Indicator¹ to increase the percentage of adults who rate their neighbourhood as a good place to live.

¹<http://nationalperformance.gov.scot/>

Figure 4: Percentage of people who feel they belong to their immediate neighbourhood by geographic area, 2017



Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

A higher proportion of people who live in remote rural areas either feel ‘very strongly’ 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 remote rural areas and accessible rural areas that either feel ‘not very strongly’ or ‘not at all strongly’ that they belong to their immediate neighbourhood are similar (16% and 17% respectively). In rest of Scotland the proportion of people that either feel ‘not very strongly’ or ‘not at all strongly’ that they belong to their immediate neighbourhood is higher (22%).

Table 5: Percentage of people who think they can influence decisions affecting their local area by geographic area, 2017

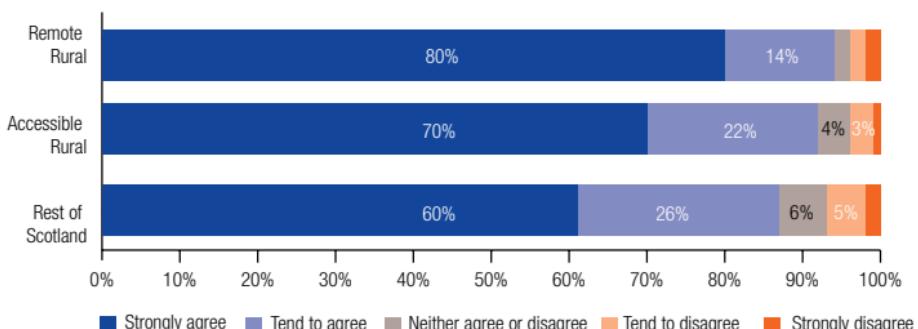
	Remote Rural	Accessible Rural	Rest of Scotland
Agree	24%	26%	22%
Neither agree or disagree	18%	17%	19%
Disagree	50%	51%	51%
No Opinion	8%	6%	8%
Total	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Table 5 shows that the highest proportion of people who think they can influence decisions affecting their local area are in accessible rural areas (26%) followed by remote rural areas (24%). The proportion who think they can influence decisions affecting their local area is lowest in the rest of Scotland at 22%. This does not imply that people living in remote areas do actually have more influence over decisions that affect their local areas but they believe that they do.

In all areas of Scotland half of people do not think they can influence decisions that affect their local area. At between 6% and 8%, the proportion of people with no opinion regarding this question is relatively high as well.

Figure 5: Percentage of people who, if they were alone and needed help, could rely on one of their friends/relatives in their neighbourhood to help them by geographic area, 2017



Source: Scottish Household Survey 2017
 (Using Scottish Government Urban Rural Classification 2016)

In remote rural areas, 80% people ‘strongly agree’ that if they were alone and need help they could rely on one of her friends or relatives in their neighbourhood to help them. This compares to 70% of people in accessible rural areas and 60% in the rest of Scotland. This reinforces what is shown in [Figure 4](#) that a higher proportion of people in rural Scotland feel they belong to their immediate neighbourhood.

When the ‘strongly agree’ and ‘tend to agree’ categories are combined the proportion of people who feel they rely on one of her friends or relatives in their neighbourhood to help them increase to 94% in remote rural areas, 92% in accessible rural areas and 86% in the rest of Scotland.

In the rest of Scotland, 7% of people ‘tend to disagree’ or ‘strongly disagree’ that if they were alone and need help they could rely on one of her friends or relatives in their neighbourhood to help them. This compares to 4% in both remote rural and accessible rural areas.

Table 6: Experience of neighbourhood problems¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Vandalism, graffiti or other deliberate damage to property	2%	3%	7%
Groups or individuals intimidating or harassing others	2%	2%	3%
Seeing drug misuse or dealing	3%	3%	8%
Rowdy behaviour e.g. drunkenness, hooliganism or loutish behaviour	4%	5%	12%
Noisy neighbours or regular loud parties	3%	5%	13%
Neighbour disputes	5%	4%	5%
Rubbish or litter lying around	20%	21%	31%
Abandoned or burnt out vehicles	3%	2%	2%
Animal nuisance such as noise or dog fouling	28%	33%	39%
None	56%	52%	41%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. Respondents can choose more than one option.

Table 6 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 remote rural areas and 5% in accessible rural areas say they have had a problem with noisy neighbours or loud parties while the figure is 13% in the rest of Scotland. Similarly, 20% and 21% of people in remote and accessible rural areas respectively state that rubbish or litter lying around is a problem, whilst 31% state this is a problem in the rest of Scotland.

Animal nuisance, such as noise or dog fouling, is more of a problem in the rest of Scotland with 39% of people have experienced it. In accessible rural areas, 33% have experienced problems with animal nuisance and it is lowest in remote rural areas at 28%.

Over half of people in rural Scotland have experienced none of the neighbourhood problems listed. This compares to 41% in the rest of Scotland.

Table 7: Perceptions of safety when at home alone at night by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	91%	89%	80%
Fairly safe	8%	10%	17%
A bit unsafe	1%	0%	2%
Very unsafe	0%	0%	1%
Don't know	-	0%	0%
Total	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Table 7 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 areas (91%) and accessible rural areas (89%) state they feel 'very safe' compared to the rest of Scotland (80%).

Looking at people who felt 'very unsafe' when at home alone at night, there are 1% of people in the rest of Scotland who feel this way. This compares to less than 0.5% in both remote rural and accessible rural areas.

Table 8: Crime victimisation and perception of change in crimes rates over previous two years by geographic area, 2016-17

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of adults who had been the victims of crime in the last 12 months	4%	8%	15%
Proportion of adults who perceived that:			
Crime rate has increased over last 2 years	16%	15%	19%
Crime rate has stayed the same over last 2 years	75%	75%	63%
Crime rate has decreased over last 2 years	7%	6%	11%
Don't know	2%	5%	6%
Total	100%	100%	100%

Source: Scottish Crime and Justice Survey 2016-17

(Using Scottish Government Urban Rural Classification 2013-2014)

The crime victimisation rates in Table 8 may provide an explanation as to why residents of rural Scotland are more likely to feel safe alone in their home at night (as shown in Table 7). A lower proportion of residents of remote rural (4%) and accessible rural (8%) areas had been victims of crime in the past 12 months than in the rest of Scotland (15%).

In terms of perception of changes in crime rates,

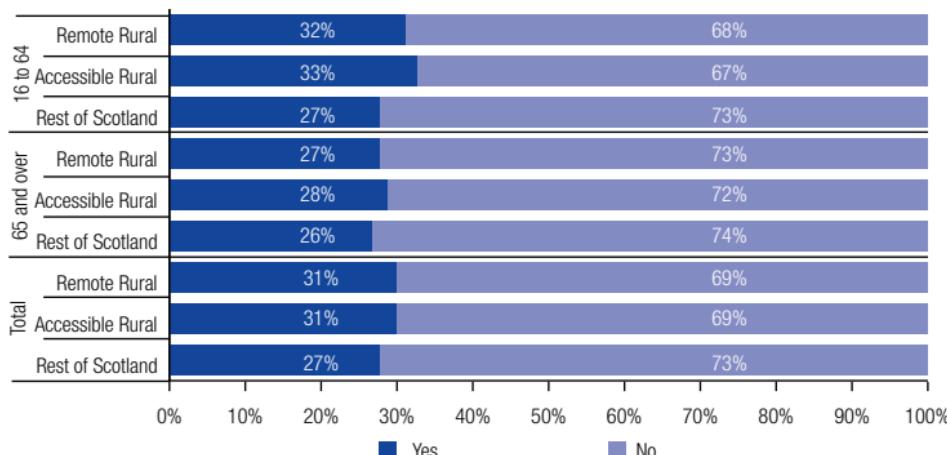
The majority of people across all areas of Scotland state they feel crime rates have remained the same over the last two years. Of those who feel there has been a change in the crime rate over the two previous years, more feel that crime rates have increased as opposed to decreased.

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 Indicators² to reduce overall crime victimisation rates and to increase positive public perception of the general crime rate in the local area.

² <http://nationalperformance.gov.scot/>

Figure 6: Whether respondent gave their time to help as an organiser/volunteer in the past 12 months by age and geographic area, 2017



Source: Scottish Household Survey 2017
 (Using Scottish Government Urban Rural Classification 2016)

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 apparent for people aged 16 to 64, with 32% 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 27% in the rest of Scotland.

The proportion of people who give up their time to help as an organiser or a volunteer, while still higher in rural areas, is broadly similar across Scotland for people aged 65 and over.

Overall a greater proportion of people aged 16 to 64 gave up time to work as an organiser/volunteer, compared to people aged 65 and over, in all areas of Scotland.

Physical Environment

Table 9: Walking distance to nearest greenspace¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
In 5 minutes	76%	74%	63%
6-10 minutes	10%	12%	22%
Within an 11-20 minute walk	5%	5%	10%
Within a 21-30 minute walk	1%	3%	3%
More than a 30 minute walk away	7%	6%	2%

Source: Scottish Household Survey 2017

(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. A greenspace is a public green or open spaces in the local area, for example a park, countryside, wood, play area, canal path, riverside or beach.

Around three quarters of people living in rural Scotland live within five minutes walking distance of a greenspace. This falls to just under 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 proportion across all areas of Scotland is very similar at around 86%.

However, remote rural areas have the highest proportion of people living more than 30 minutes walk from a greenspace (7%), while the rest of Scotland has the lowest proportion (2%).

Table 10: Satisfaction with local greenspaces¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Very satisfied	50%	42%	30%
Fairly satisfied	29%	35%	43%
Neither satisfied nor dissatisfied	7%	9%	11%
Fairly dissatisfied	5%	5%	7%
Very dissatisfied	3%	2%	4%
No opinion	7%	8%	6%
Total	100%	100%	100%

Source: Scottish Household Survey 2017

(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. A greenspace is a public green or open spaces in the local area, for example a park, countryside, wood, play area, canal path, riverside or beach.

In remote rural areas half of people are ‘very satisfied’ with their local greenspace. In total, 79% of people living in remote rural areas are either ‘very satisfied’ or ‘fairly satisfied’ with their local greenspace. This compares to 77% in accessible rural areas and 73% in the rest of Scotland.

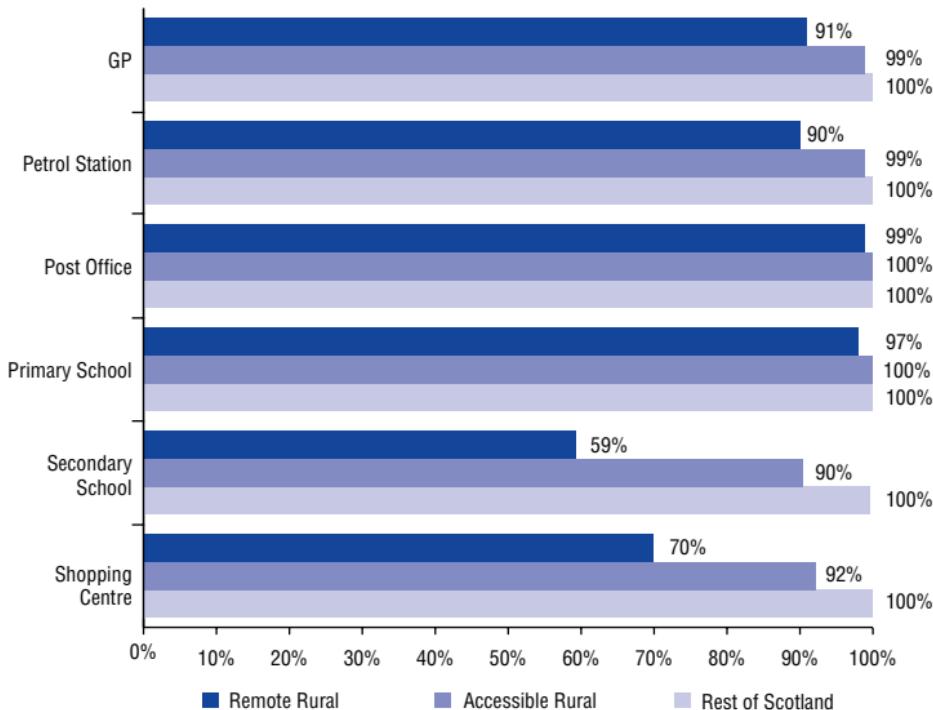
In the rest of Scotland, 4% of people were ‘very dissatisfied’ with the local greenspace. This compares to 3% in remote rural areas and 2% in accessible rural areas.

Tables 9 and 10 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 7: Percentage within 15 minute drive time of service by geographic area, 2016



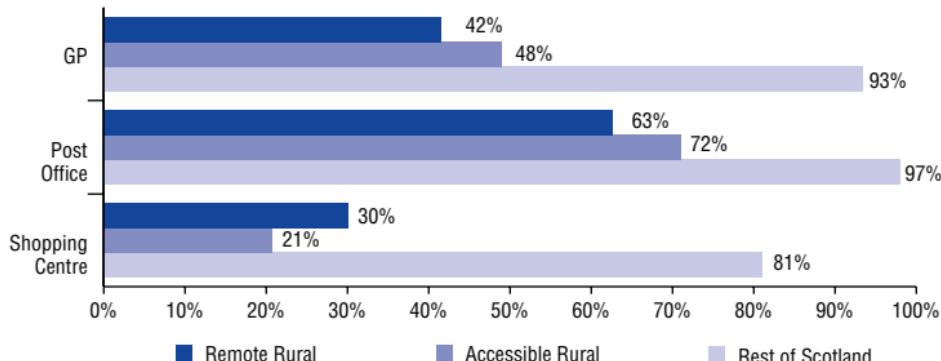
Source: Scottish Index of Multiple Deprivation 2016
(Using Scottish Government Urban Rural Classification 2016)

Figure 7 shows that only rural areas of Scotland are not within a 15 minute drive time to key services. For example 91% 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.

The greatest difference observed in drive time is to the nearest secondary school. In remote rural areas, 59% people live within a 15 minute drive time to a secondary school, compared to 90% of people in accessible rural areas and 100% of people in the rest of Scotland.

There is also a noticeable difference in observed drive time to the nearest shopping centre in rural Scotland compared to the rest of Scotland. While 100% of people in the rest of Scotland live within a 15 minute drive time to a shopping centre, only 70% of people in remote rural areas do. This rises to 92% in accessible rural areas.

Figure 8: Percentage of population within 15 minute drive time by public transport of service, by geographic area, 2016

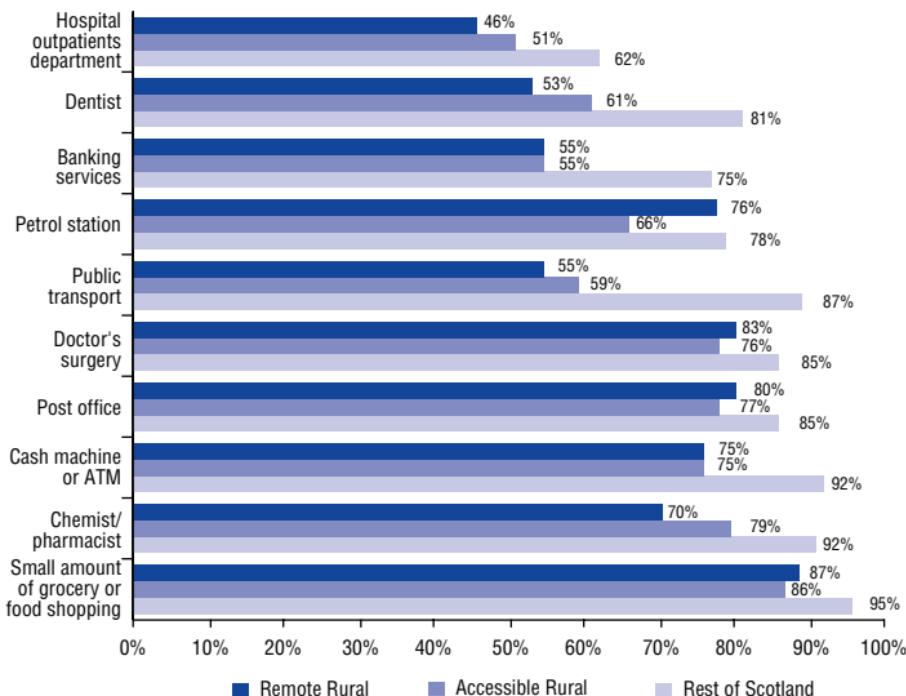


Source: Scottish Index of Multiple Deprivation 2016
(Using Scottish Government Urban Rural Classification 2016)

Figure 8 shows that the proportion of people within a 15 minute drive time to key services by public transport is much lower in both remote rural 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, where only 30% of people in remote rural areas live within a 15 minute drive. The proportion is even lower at 21% in accessible rural areas.

Less than half of people living in rural areas of Scotland live within a 15 minute drive time to a GP by public transport, with only around two thirds of people in rural Scotland within a 15 minute drive time by public transport to a post office.

Figure 9: Percentage finding services very or fairly convenient by geographic area, 2016



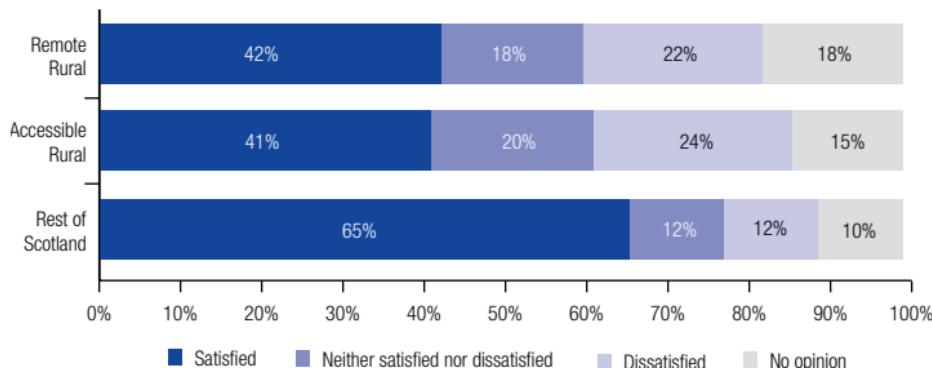
Source: Scottish Household Survey 2016
 (Using Scottish Government Urban Rural Classification 2016)

Figure 9 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, 53% of residents of remote rural areas find the nearest dentist convenient, compared to 81% of rest of Scotland residents.

The greatest differences in the proportion of people finding services ‘very or fairly convenient’ between remote rural and accessible rural areas and the rest of Scotland is for public transport. In remote rural and accessible rural areas respectively 55% and 59% find public transport convenient compared to 87% in the rest of Scotland. This is also reflected in [Figure 10](#), which shows the level of satisfaction with the quality of public transport services.

In all areas of Scotland the key service that is rated by the lowest proportion of people as being convenient is hospital outpatient departments. With only around half of people in rural Scotland rating them as ‘very or fairly convenient’ and 62% in the rest of Scotland.

Figure 10: Satisfaction with the quality of public transport services delivered by geographic area, 2017



Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Figure 10 shows that 22% and 24% respectively of the population in remote and accessible rural areas are 'dissatisfied' 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 65% of the population are 'satisfied' compared to 42% and 41% in remote and accessible rural areas.

Table 11: Households with home internet access by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	86%	85%	85%
No	14%	15%	15%
Don't know	-	-	0%
All	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

From Table 11, it can be seen that the proportion of households with home internet access is very similar across all areas of Scotland. With the proportion of households in remote rural areas being marginally higher at 86% compared to 85% in both accessible rural areas and the rest of Scotland.

Table 12: How households¹ with internet access connect to the internet by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
DSL broadband (via your phone line)	83%	77%	56%
Superfast broadband via cable, optical fibre, Ethernet etc. (e.g. Virgin Media, BT Infinity)	11%	15%	33%
Broadband via satellite, public Wi-Fi	4%	5%	9%
Mobile broadband via mobile phone network (at least 3G or 4G) via a mobile phone or smartphone	4%	7%	14%
Mobile broadband via mobile phone network (at least 3G or 4G) via dongle or card	2%	2%	1%
Dial-up access over a normal telephone line or ISDN	-	0%	0%
Other	1%	2%	1%

Source: Scottish Household Survey 2017
 (Using Scottish Government Urban Rural Classification 2016)

Notes:

1. Households can connect to the internet via multiple ways.

Of those households with home internet access, almost all of them have a broadband connection through either Digital Subscriber Line (DSL) broadband or an Ethernet etc. connection. This is true for all areas of Scotland but there is a much higher proportion of households in the rest of Scotland (33%) that connect to the internet via an Ethernet etc. connection compared to remote rural (11%) and accessible rural (15%) areas.

Connecting to the internet using a mobile broadband via mobile phone network (via a mobile phone or smartphone) is also much more prevalent in the rest of Scotland than in rural areas.

These figures do not reflect the actual availability of broadband across Scotland and in particular in rural Scotland. Through the ‘Reaching 100%’³ (R100) commitment, the Scottish Government wants every home and business in Scotland to have access to superfast broadband by 2021. With superfast broadband meaning speeds greater than 30 Mbps. The report ‘UK home broadband performance, November 2017’⁴ published by Ofcom in May 2018 shows that Scotland currently has the lowest average rural download speed recorded among the four UK nations.

The Scottish Government has a National Indicator⁵ to increase access to superfast broadband.

³ <https://www.gov.scot/Publications/2017/12/2810>

⁴ https://www.ofcom.org.uk/__data/assets/pdf_file/0027/113796/home-broadband-2017.pdf

⁵ <http://nationalperformance.gov.scot/>

Table 13: Methods used to dispose of food waste¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
General waste with other rubbish	63%	49%	47%
Local Authority provided caddy or other receptacle	27%	47%	59%
Home composting e.g. Heap in garden or allotment, green cone	22%	18%	7%

Source: Scottish Household Survey 2017

(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. Respondents can choose more than one option.

Table 13 shows that households in rural areas are more likely to dispose of food by home composting compared to the rest of Scotland, with the highest proportion in remote rural areas.

In contrast, the rest of Scotland shows the highest proportion of households that will dispose of food waste by means of a local authority provided caddy or other receptacle, with over half of households using this disposal method. This compares to around a quarter in remote rural areas.

In remote rural areas the highest proportion of households (63%) dispose of food waste in their general waste with other rubbish, while the proportions in accessible rural areas and the rest of Scotland are similar at just under 50%.

Travel Patterns

Table 14: Cars normally available for private use by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
None	13%	12%	31%
One	43%	42%	43%
Two or more	44%	47%	26%
Total	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Table 14 shows that households in rural Scotland are more likely to have access to at least one car, than households in the rest of Scotland. With the highest proportion of households with access to two or more cars being in accessible rural areas.

That a higher proportion of households in rural areas have access to at least one car is perhaps a reflection of the longer journey times to key services by public transport as reported in [Figure 8](#) or the lower proportion of people in rural areas that are satisfied with the quality of public transport services that are delivered ([Figure 10](#)).

Table 15: How adults usually travel to work/education by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	11%	5%	13%
Driver of a car or van	78%	77%	59%
Passenger in a car or van	2%	4%	6%
Bicycle	1%	1%	3%
Bus (ordinary or works)	5%	6%	11%
Rail	1%	4%	6%
Other	3%	3%	2%
Total	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Table 15 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 Indicator⁶ to increase the proportion of journeys to work made by public or active transport.

⁶ <http://nationalperformance.gov.scot/>

Table 16: How school children normally travel to school by geographic area, 2017

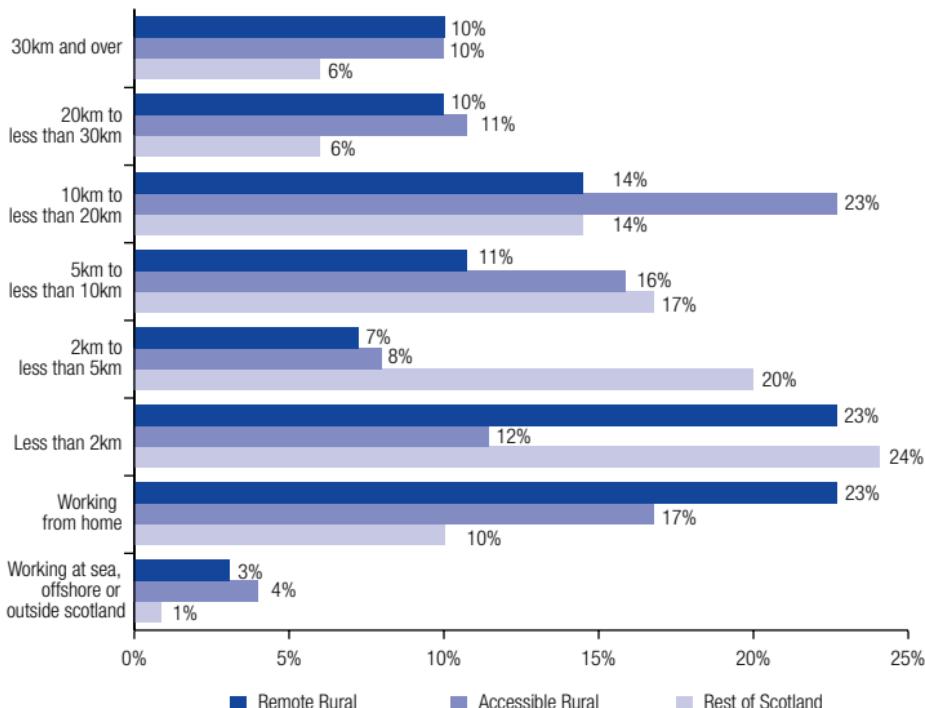
	Remote Rural	Accessible Rural	Rest of Scotland
Walking/bicycle	32%	25%	58%
Passenger in a car/van	25%	33%	25%
Bus (ordinary, school, works, or private)	40%	38%	16%
Other	3%	4%	2%
Total	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

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

Figure 7 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 11: Distance to work¹ for people aged over 16 in employment by geographic area, 2015-2017



Source: Scottish Household Survey 2015, 2016 and 2017
 (Using Scottish Government Urban Rural Classification 2016)

Notes:

1. The distance to work is a calculation of the straight line between the postcode of place of residence and postcode of workplace.

The highest proportion of people living in remote rural areas travel less than 2 km to work (23%). This is also the case in the rest of Scotland where 24% of people travel less 2 km to work (24%). This compares to 11% in accessible rural areas.

In remote rural areas a high proportion of people also work at home (22%). The proportion of people working at home is lower in accessible rural areas (17%) and lower still for people in the rest of Scotland (10%).

In accessible rural areas the highest proportion of people travel between 10 km and 20 km to work (24%). This compares to 14% in both remote rural areas and the rest of Scotland.

Just over a third of people living in accessible rural areas travel between 10 km and 30 km to work. As accessible rural areas are within a drive time of 30 minutes 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 12: Total expenditure on fuel for cars per month by geographic area, 2017



Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Figure 12 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 rural and accessible rural areas that report that they spend over £100 per month of fuel is around half, compared to 38% in the rest of Scotland. A higher level of expenditure on fuel for cars is likely to be, in part, due to longer driving distances to key services, as shown in [Figure 7](#).

Education

Table 17: Highest qualifications held by population aged 16 to 64 by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Degree Level or Equivalent	24%	31%	30%
HNC/HND or equivalent	16%	17%	15%
Higher/A-Level or equivalent	24%	23%	23%
Credit Standard Grade or equivalent	19%	18%	17%
General Standard Grade or equivalent	4%	1%	2%
Other	4%	3%	5%
No Qualifications	8%	7%	9%
Total	100%	100%	100%

Source: Annual Population Survey in Scotland, January to December 2017
(Using Scottish Government Urban Rural Classification 2016)

Table 17 shows that levels of school and college education attained are broadly comparable for accessible rural areas and the rest of Scotland. The highest qualifications held by the population in remote rural areas are slightly different. In particular, there are a lower proportion of residents of remote rural areas that have a degree level qualification or equivalent compared to accessible rural areas and the rest of Scotland.

The proportion of people with a General Standard Grade or equivalent qualification as their highest is slightly higher in remote rural areas (4%) compared to accessible rural areas and the rest of Scotland (1% and 2% respectively).

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 18: Destination of school leavers from publicly funded secondary schools by geographic area, 2016-17

	Remote Rural	Accessible Rural	Rest of Scotland
Positive Destinations	96%	95%	92%
Higher Education	38%	41%	38%
Further Education	19%	21%	24%
Training	1%	1%	2%
Employment	36%	31%	27%
Voluntary Work	0%	1%	1%
Activity Agreement	1%	1%	1%
Other destinations	4%	5%	8%
Unemployed Seeking	2%	3%	5%
Unemployed Not Seeking	2%	2%	2%
Unknown	1%	0%	1%

Source: Destination of Leavers from Scottish Schools 2016-17

(Based on school leaver's home address and Scottish Government Urban Rural Classification 2016)

Table 18 shows the proportion of school leavers who proceed to higher education is very similar across all three areas of Scotland. Although the proportion is slightly higher in accessible rural areas at 41% compared to 38% in both remote rural areas and the rest of Scotland.

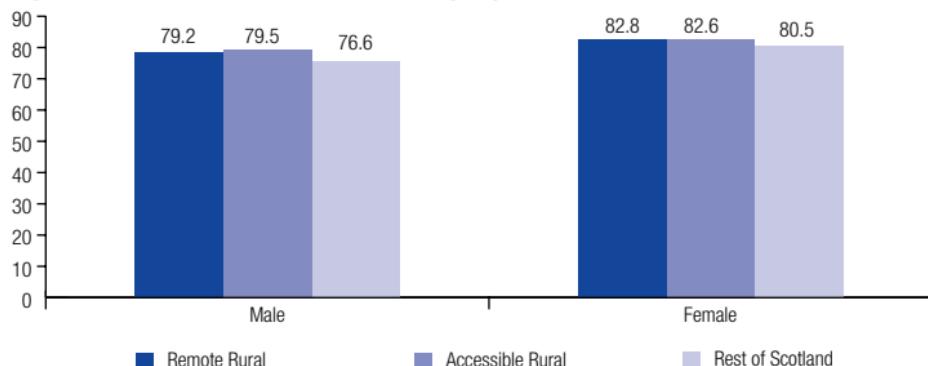
Fewer school leavers in remote rural areas go on to further education compared to school leavers in accessible rural areas and the rest of Scotland.

A higher proportion of school leavers in remote rural areas (36%) go straight into employment compared to accessible rural areas (31%) and the rest of Scotland (27%).

The highest proportion of school leavers that are unemployed and seeking work are in the rest of Scotland (5%). This is marginally higher than the 3% in accessible rural areas and the 2% in remote rural areas. The proportion of school leavers that are unemployed and not seeking work is the same across all areas of Scotland at 2%.

Health

Figure 13: Life expectancy at birth by geographic area, 2014-2016



Source: Life Expectancy Statistics, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2016)

Figure 13 shows that the life expectancy in remote rural and accessible rural areas is around 79 years for males, nearly three years more than in rest of Scotland. For females, the life expectancy in rural areas is almost 83 years, which is slightly more than two years higher 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 (3.9 years). Overall, the life expectancy of people born in rural Scotland is higher than in the rest of Scotland. It is highest for males in remote rural areas but in accessible rural areas for females.

Table 19: Rate of hospital admissions (emergency and cancer) by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions rate per 100,000 population	9,163	9,365	10,921
Cancer admissions rate per 100,000 population	3,424	3,396	3,518

Source: Information Services Division, NHS Scotland
(Using Scottish Government Urban Rural Classification 2016)

Table 19 shows that the highest rates per 100,000 population for both emergency and cancer admissions were in the rest of Scotland in 2017. The lowest rate per 100,000 population for emergency admissions was in remote rural areas but for cancer admissions it was in accessible rural areas. Across all areas of Scotland the emergency admission rate is around three times the cancer admission rate.

Please note that these data are not adjusted to account for the different age profiles (see [Figure 2](#)) which would affect admission rates.

Table 20: Whether respondent smokes by geographic area, 2017

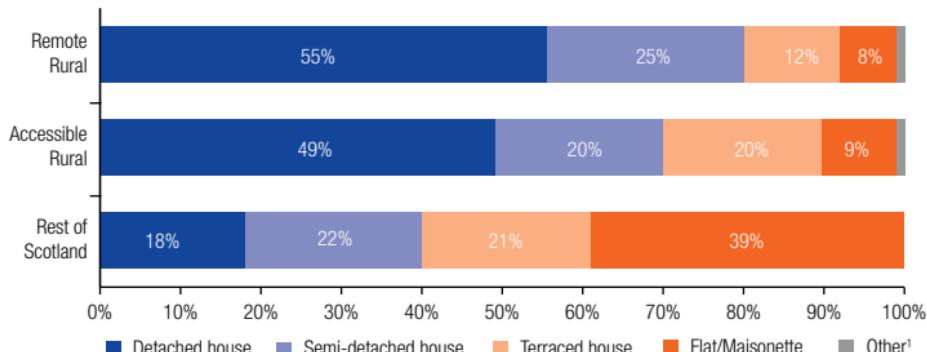
	Remote Rural	Accessible Rural	Rest of Scotland
Yes	18%	14%	18%
No	82%	86%	82%
Total	100%	100%	100%

Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Table 20 shows that the highest proportion of smokers are in remote rural areas and the rest of Scotland smoke, with 18% of people being smokers. The smoking proportion drops to 14% in accessible rural areas. Overall this means that less than one in five people in Scotland are smokers.

Housing

Figure 14: Property type by geographic area, 2017



Source: Scottish Household Survey 2017

(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. Other includes caravans, mobile homes and houseboats as well as other kinds of accommodation.

Figure 14 shows that 92% of properties in remote rural areas 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 terraced houses and a lower prevalence of detached and semi-detached housing.

In contrast, in the rest of Scotland flats account for 39% of the housing stock, with the remaining 61% 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 (18%).

Table 21: House sales¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Number of Sales	4,941	10,449	74,185
Change from 2016	5%	7%	5%
Mean Price	£182,888	£211,288	£174,106
Change from 2016	4%	2%	4%
Median Price	£163,000	£187,000	£146,111
Change from 2016	4%	1%	4%

Source: Registers of Scotland
(Using Scottish Government Urban Rural Classification 2016)

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 98% of sales. The 2% (2,039 records) for which it was not possible to assign an urban rural classification have been excluded from all figures

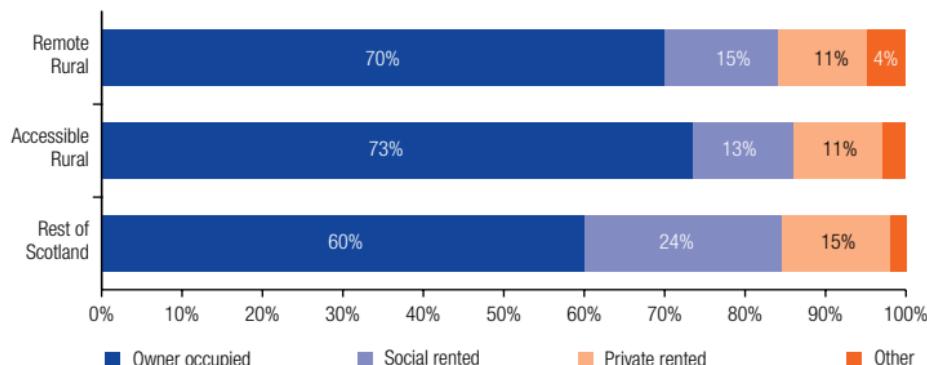
Table 21 shows that the highest mean price in 2017, based on actual house sales, was £211,288 in accessible rural areas, £28,400 higher than in remote rural areas and almost £37,200 higher than in the rest of Scotland. The highest median price was also in accessible rural areas. The difference in the median price between remote and accessible rural areas was less than the mean price but for accessible rural areas and the rest of Scotland this difference was larger. This indicates some higher priced house sales are having a large effect on the mean house price in the rest of Scotland.

Compared to 2016 there was a higher increase in mean house prices in remote rural areas and the rest of Scotland (an increase of 4% for both) than in accessible rural areas (2% increase).

In all areas of Scotland more house sales took place in 2017 than in 2016, with the largest increase taking place in accessible rural areas (7%). This compares to a 5% increase in both remote rural areas and the rest of Scotland.

Please note the prices do not necessarily compare like with like as prices are not adjusted for property type and size ([Figure 14](#) shows the differences in property types by geographic area).

Figure 15: Housing tenure¹ by geographic area, 2017



Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Notes:

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

Figure 15 shows that compared with the rest of Scotland, a higher proportion of households in rural Scotland are owner occupied (70% and 73% respectively in remote rural and accessible rural areas, compared with 60% in the rest of Scotland) and a smaller proportion rent from local authorities or housing associations (15% in remote rural areas and 13% in accessible rural areas, compared with 24% in the rest of Scotland). The rate of private renting is higher in the rest of Scotland at 15% compared to 11% in both remote and accessible rural areas.

Table 22: Use of housing stock by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
% Vacant dwellings¹	3%	5%	3%
% Second homes^{2, 3}	1%	7%	0%
% Dwellings with a single adult discount⁴	29%	30%	39%

Source: Estimates of households and dwellings in Scotland 2017, National Records of Scotland
(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. Vacant dwellings include dwellings which are unoccupied and long term empty properties.
2. Second home figures were not available for Aberdeen City, City of Edinburgh and West Dunbartonshire for 2017. The 2016 totals were used instead.
3. Second homes are dwellings subject to a Council Tax classification as such (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 22 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 accessible rural areas with 7% of dwellings being used as second homes. While in remote rural areas 1% are second homes and in the rest of Scotland it is less than 0.5%.

The rest of Scotland has the largest proportion (39%) of single adult households with remote rural areas having 29% and accessible rural areas having 30% of dwellings with just one adult resident.

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

Table 23: Energy Performance Certificate¹ rating by geographic area, 2016

	Remote Rural	Accessible Rural	Rest of Scotland
BC (69-91)	11%	25%	43%
D (55-68)	33%	36%	45%
E (39-54)	30%	27%	10%
FG (1-38)	25%	12%	2%
Mean SAP 2012 Rating	50	57	66
Median SAP 2012 Rating	53	59	67

Source: Scottish House Condition Survey 2016

(Using Scottish Government Urban Rural Classification 2016)

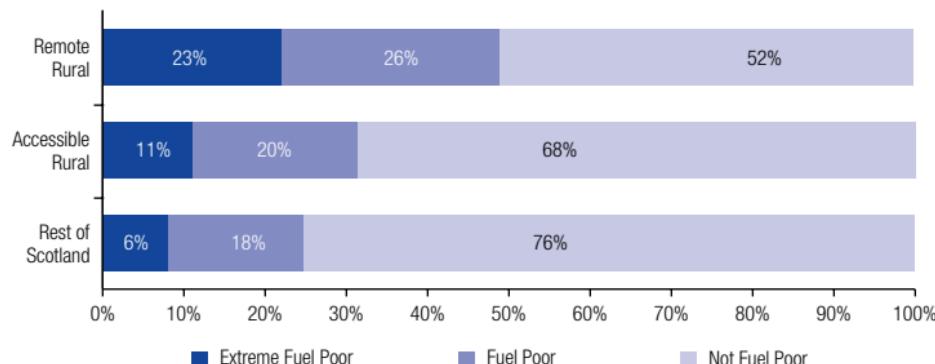
Notes:

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.
2. No A-rated (92-100) dwellings were sampled.

Table 23 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 53 compared to 59 in accessible rural areas and 67 in the rest of Scotland. Despite the difference in the actual median ratings, the housing stock in accessible rural areas and the rest of Scotland would still be given a band D for their Energy Performance Certificate (EPC), while the housing stock in remote rural areas would be in the lower band E.

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 25% and in accessible rural areas it is 12%. This compares to only 2% of the housing stock in the rest of Scotland.

Figure 16: Fuel poverty by geographic area, 2016



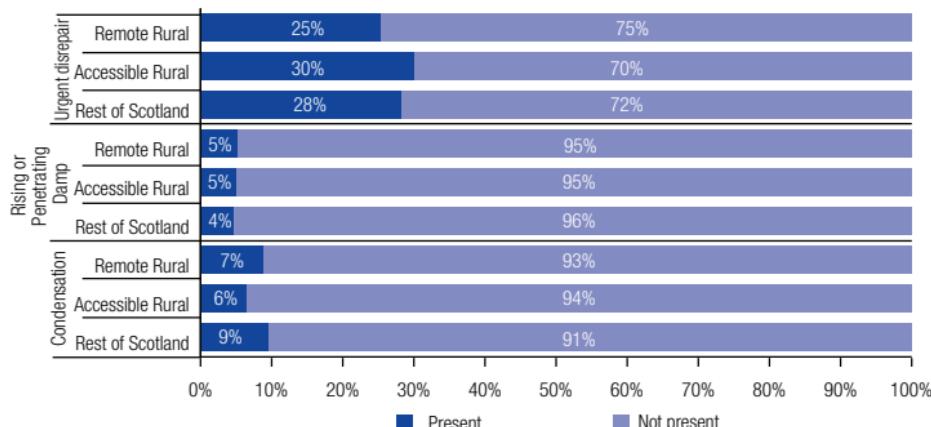
Source: Scottish House Condition Survey 2016
(Using Scottish Government Urban Rural Classification 2016)

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 16 shows that the proportion of households in remote rural areas which are classed as extreme fuel poor is more than double that of the proportion in accessible rural areas (22% compared to 9%). While compared to the rest of Scotland the proportion in remote rural areas is almost four times as high (23% compared to 6%).

Almost half of households in remote rural areas are classed as ‘fuel poor’, while nearly a third of households in accessible rural areas are in fuel poverty. In contrast, in the rest of Scotland, 76% of households have been classed as ‘not fuel poor’.

Figure 17: Presence of condensation, damp and urgent disrepair by geographic area, 2016



Source: Scottish House Condition Survey 2016
 (Using Scottish Government Urban Rural Classification 2016)

Figure 17 shows the level of urgent disrepair is highest amongst homes in accessible rural areas (30%) and lowest in remote rural areas (25%). 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.

Overall the proportion of homes affected by either rising or penetrating damp or condensation are lower than those in urgent disrepair. In both remote and accessible rural areas, 5% of homes are affected by rising or penetrating damp. In the rest of Scotland it is 4% of homes.

The highest proportion of homes affected by condensation are in the rest of Scotland (9%). The proportion of homes are slightly lower in both remote rural and accessible rural areas (respectively 7% and 6%).

Table 24: Presence of loft insulation in homes by geographic area, 2016

	Remote Rural	Accessible Rural	Rest of Scotland
No loft insulation	1%	1%	0%
Less than 100mm	4%	5%	6%
100mm to 199mm	30%	28%	28%
200mm to 199mm	30%	34%	35%
300 or more	34%	32%	29%
Total	100%	100%	100%

Source: Scottish House Condition Survey 2016
(Using Scottish Government Urban Rural Classification 2016)

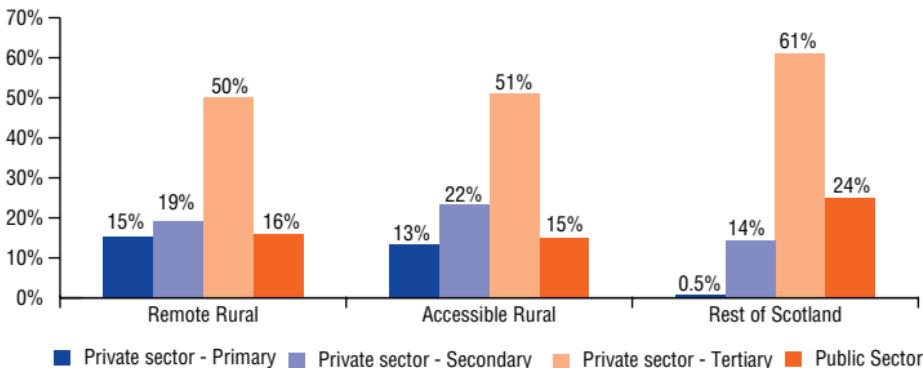
Table 24 illustrates the prevalence and thickness of loft insulation. Only 1% of houses in remote rural and accessible rural areas that have lofts have no loft insulation, while less than 0.5% of homes in the rest of Scotland have no loft insulation.

For all areas of Scotland, approaching one third of properties with lofts have insulation of between 100 mm and 199 mm. Around a third of homes have between 200 mm and 299 mm of loft insulation, while around another third have insulation of 300 mm or more. This shows that now the majority of properties have some loft insulation, the trend is to have a greater thickness of loft insulation.

Economy and Enterprise

Industry

Figure 18: Employment in primary, secondary and tertiary sectors and in the public sector by geographic area, 2017



Source: Inter Departmental Business Register, as at March 2017

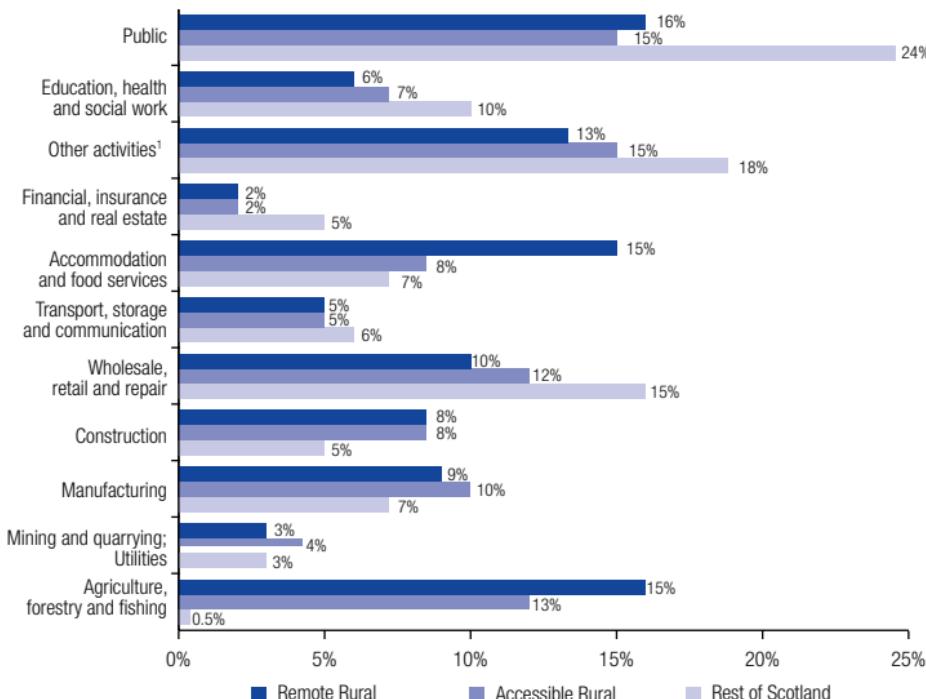
(Using Scottish Government Urban Rural Classification 2016)

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 18 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, with at least half of employment in all areas of Scotland. Primary sector industries employ more people in remote rural areas (15%) and accessible rural areas (13%), than in the rest of Scotland (0.5%).

The Public sector accounts for 16% 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 19: Employment by industry sectors and in the public sector by geographic area, 2017



Source: Inter Departmental Business Register, as at March 2017
 (Using Scottish Government Urban Rural Classification 2016)

Notes:

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

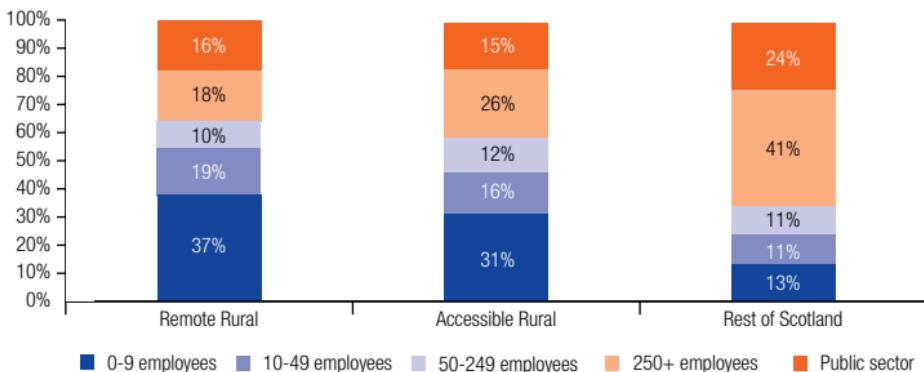
Figure 19 shows the distribution of employment across sectors within each of the geographical areas, with workers in the Public sector shown as a single category. In all areas of Scotland the Public sector is the largest employing sector.

In remote rural areas the ‘Agriculture, forestry and fishing’ and ‘Accommodation and food services’ sectors are the largest source of private sector jobs (15%) followed by and ‘Other activities’ (13%). In accessible rural areas, ‘Other activities’ (15%), ‘Agriculture, forestry and fishing’ (13%), ‘Wholesale, retail and repair’ (12%) and Manufacturing’ (10%) are the largest sources of private sector jobs.

‘Agriculture, forestry and fishing’ is a sector that shows the greatest difference across Scotland, accounting for 15% of workers in remote rural areas compared to 13% in accessible rural areas and 0.5% 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 20: Employment by size of firm and geographic area, 2017



Source: Inter Departmental Business Register, as at March 2017
(Using Scottish Government Urban Rural Classification 2016)

Figure 20 shows that Small and Medium Enterprises (0-249 employees) account for two thirds of businesses in remote rural areas compared to 59% 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 (37% 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, 26% in accessible rural areas and 18% in remote rural areas.

Table 25: Percentage of small and medium enterprises by industry sector and geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Agriculture, forestry and fishing	35%	27%	2%
Mining and quarrying; Utilities	1%	1%	1%
Manufacturing	5%	5%	5%
Construction	10%	11%	11%
Wholesale, retail and repair	10%	10%	15%
Transport, storage and communication	5%	7%	10%
Accommodation and food services	8%	5%	8%
Financial, insurance & real estate	2%	3%	5%
Other activities¹	21%	29%	36%
Education, health & social work	3%	3%	6%
Public	0%	0%	0%
Total	100%	100%	100%

Source: Inter Departmental Business Register, as at March 2017

(Using Scottish Government Urban Rural Classification 2016)

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 25 shows in which industry sectors Small and Medium Enterprises (SMEs) operate, across all three geographic areas. In remote rural areas, 35% of SMEs are in the 'Agriculture, forestry and fishing' sector, compared to 27% in accessible rural areas and 2% in the rest of Scotland. The 'Other activities' sector represent 36% of SMEs in the rest of Scotland compared to 29% of SMEs in accessible rural areas and 21% 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 2017 were 19,470, 28,800 and 126,840 respectively.

Table 26: Population (16 to 74) in employment by socio-economic classification by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Higher managerial and professional occupations	11%	17%	16%
Lower managerial and professional occupations	23%	27%	28%
Intermediate occupations	11%	11%	15%
Small employers and own account workers	18%	14%	8%
Lower supervisory and technical occupations	12%	10%	8%
Semi-routine occupations	14%	13%	15%
Routine occupations	11%	9%	11%
Total	100%	100%	100%

Source: Annual Population Survey in Scotland, January to December 2017
 (using the Scottish Government Urban Rural Classification 2016)

There are a higher proportion of people living in accessible rural areas (17%) and in the rest of Scotland (16%) that are employed in higher managerial and professional positions compared to remote rural areas (11%). There are a similar pattern for those employed in lower managerial and professional occupations but the proportions in all areas of Scotland are all roughly ten percentage points higher than higher managerial and professional positions.

A greater proportion of workers in remote rural areas (18%) are small employers or own account workers than in accessible rural areas (14%) or the rest of Scotland (8%).

Table 27: Business openings and closures by geographic area, 2016

	Remote Rural	Accessible Rural	Rest of Scotland
Total businesses	14,865	26,655	136,915
Business openings	1,300	2,785	18,185
Business opening rate	9%	10%	13%
Business closures	1,270	2,550	17,160
Business closure rate	9%	10%	13%
Total businesses per 10,000 adults	471	446	305
Business openings per 10,000 adults	41	47	40
Net business openings and closures	30	235	1,025
Net business openings and closures as % of total businesses	0.2%	1%	1%

Source: Inter Departmental Business Register (ONS) 2016
(Using Scottish Government Urban Rural Classification 2016)

Table 27 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 (£83,000 as at 1st April 2016).

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%), with the highest in the rest of Scotland (13%). Business closure rates were also lowest in remote rural areas (8%) and highest in the rest of Scotland (13%).

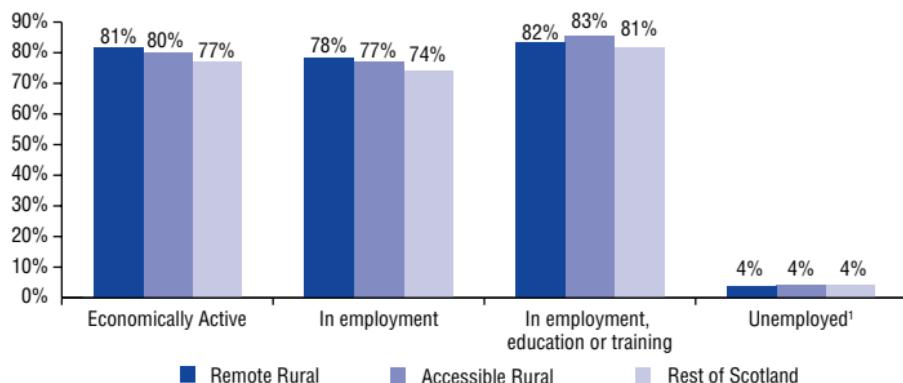
The net business openings and closures as a percentage of total businesses was 1% in both accessible rural areas and the rest of Scotland. It was lower at 0.2% in remote rural areas, a net increase of only 30 businesses.

The Scottish Government has a National Indicator⁷ to increase the number of businesses.

⁷ <http://nationalperformance.gov.scot>

Economic Activity

Figure 21: Economic activity of population aged 16 to 64 by geographic area, 2017



Source: Annual Population Survey in Scotland, January to December 2017
(Using the Scottish Government Urban Rural Classification 2016)

Notes:

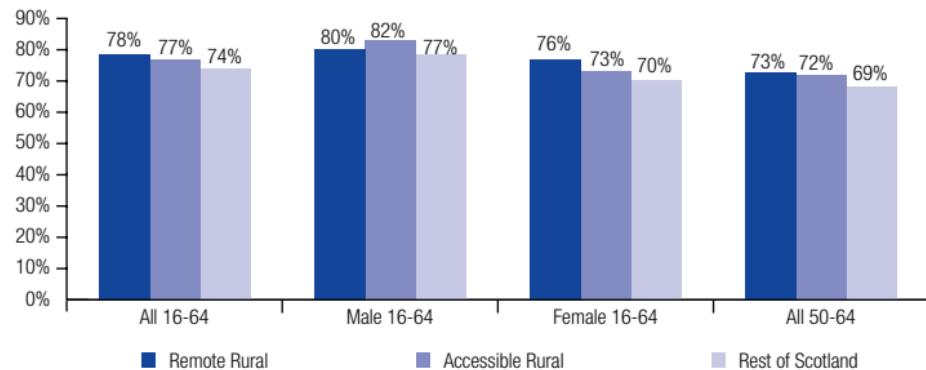
1. The unemployment rate is based on the proportion of the population aged 16 to 64 who are economically active. This differs from the other rates in the figure, which are based on the whole population aged 16 to 64. It also differs from the standard International Labour Organisation definition of unemployment, which is the number of adults (aged 16 and over) expressed as a proportion of adults who are economically active.

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

Unemployment rates are the same across all areas of Scotland at 4%.

The total number of people employed in remote rural areas, accessible rural areas and the rest of Scotland are 146,900, 303,700 and 2,082,800 respectively.

Figure 22: Employment rates by geographic area, 2017



Source: Annual Population Survey in Scotland, January to December 2017
Using the Scottish Government Urban Rural Classification 2016

Figure 22 shows that the employment rates are higher for all sub-groups in rural areas compared to the rest of Scotland. Within rural areas, remote rural areas have the highest employment rates for all sub-groups, apart from males aged 16 to 64 where the employment rate is higher in accessible rural areas.

The highest employment rates in all areas of Scotland are for males aged 16 to 64, with the highest rate being 82% 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 77%.

Table 28: Patterns of work¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of Employed Males who are:			
Self-employed			
Working part time in main job	28%	22%	14%
With a second job	15%	11%	12%
Homeworkers ²	6%	3%	3%
Homeworkers ²	28%	22%	11%
Percentage of Employed Females who are:			
Self-employed			
Working part time in main job	16%	14%	7%
With a second job	46%	45%	42%
Homeworkers ²	6%	6%	4%
Homeworkers ²	19%	14%	7%
Percentage of All employed who are:			
Self-employed			
Working part time in main job	23%	18%	11%
With a second job	29%	27%	27%
Homeworkers ²	6%	4%	3%
Homeworkers ²	24%	18%	9%

Source: Annual Population Survey in Scotland, January to December 2017

(Using Scottish Government Urban Rural Classification 2016)

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 28 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 more likely to be self-employed than women. Of employed males in remote rural areas, 28% are self-employed.

Women are considerably more likely than men to work part time in all areas of Scotland, with over 40% of women who are employed working part time in all areas of Scotland.

The percentage of employed people in remote rural areas who have a second job (6%) is double that of employed people in the rest of Scotland (3%).

In accessible rural areas, double the proportion of employed people are 'homeworkers' compared to the rest of Scotland. The difference is even larger when the rest of Scotland is compared to remote rural areas. A homeworker is someone who works mainly in their own home or uses their home as a base.

Earnings

Figure 23: Residence based median hourly rates of pay¹ by geographic area, 2017



Source: Annual Survey of Hours and Earnings 2017
(Using the Scottish Government Urban Rural Classification 2016)

Notes:

1. Employees on adult rates whose pay for the survey pay-period was not affected by absence.

Figure 23 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 (£2.29 higher per hour in accessible rural areas).

Table 29: Residence based median gross annual pay for full-time employees¹ by geographic area, 2017

	Remote Rural	Accessible Rural	Rest of Scotland
Male	£29,229	£32,923	£30,228
Female	£24,934	£27,503	£25,243
All	£27,188	£30,985	£28,122

Source: Annual Survey of Hours and Earnings 2017
(Using Scottish Government Urban Rural Classification 2016)

Notes:

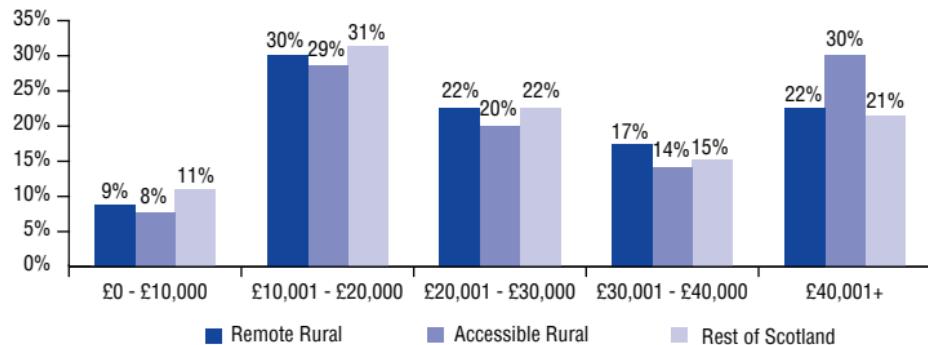
1. Employees on adult rates who have been in the same job for more than a year.

Table 29 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 the rest of Scotland and then finally those residing remote rural areas.

In all areas of Scotland, the median gross annual pay is higher for males than females but the disparity in median pay is also greater for males than for females.

Income

Figure 24: Annual net income of highest income householder by geographic area, 2017



Source: Scottish Household Survey 2017
(Using Scottish Government Urban Rural Classification 2016)

Figure 24 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 in remote rural areas and the rest of Scotland is the £10,001 to £20,000 category, while in accessible rural areas it is the £40,001 and over category.

There is also a marked difference between the proportion of households in the £40,001 and over category in accessible rural areas (30%), compared to remote rural areas and the rest of Scotland (22% and 21% respectively).

Table 30: Income and employment deprivation by geographic area, 2016

	Remote Rural	Accessible Rural	Rest of Scotland
Number income deprived	26,240	44,900	588,780
Number employment deprived	13,305	24,915	331,440
Percentage of the population that are income deprived	8%	8%	13%
Percentage of the working age¹ population that are employment deprived	7%	7%	11%

Source: Scottish Index of Multiple Deprivation 2016

(Using 2014 mid-year population estimates (NRS) and Scottish Government Urban Rural Classification 2016

Notes:

1. For males, working age refers to population aged 16 to 64. For females the working age population is transitioning from 60 to the same age as males. For this indicator the working age of females is taken as at 30 June 2014 as defined by the Pensions Act 2014. Further information on the Pensions Act 2014 can be accessed here: <https://www.gov.uk/government/collections/pensions-bill>

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 30 shows that the percentage of the total population that is income deprived is lower in rural areas than the rest of Scotland.

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 eleventh edition of Rural Scotland Key Facts – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2018 version updates statistics from the tenth edition where new statistics have become available. Previous editions can be found on the Agriculture, Fisheries and Rural Statistics publications website at: <https://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/PubRural>

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 National Performance Framework website at: <http://nationalperformance.gov.scot/>

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 (APS) is the primary source for information on local labour markets. It combines results from the Labour Force Survey (LFS) and the English, Welsh and Scottish Labour Force Survey boosts, resulting in a sample of approximately 17,000 households for Scotland. 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 2016-17 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 2017 (initial destination) and March 2018 (follow-up destination). A pupil is counted as a school leaver if they have a leaver record in SDS's data, a pupil census record for the same academic year, and no pupil census record in the following academic year. The school leaver destinations data is matched to the pupil census for further analysis by pupil characteristic. Further information can be found at: <https://www.gov.scot/Topics/Statistics/Browse/School-Education/Pub-SS-ALM>. 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/households/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 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 (£85,000 as at 1st April 2017). Further tables from the Inter Departmental Business Register can be found here: [http://www.gov.scot/Topics/Statistics/Browse/Business/Corporate](https://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 6,000 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 and figures sourced from the Scottish Household Survey, the unweighted base numbers for households population, rounded to the nearest ten, are 1,100 for remote rural, 1,100 for accessible rural, and 8,480 for the rest of Scotland. There are occasional variations in base sizes for individual tables and figures. Further detail on the base numbers is available in 'Scotland's People Annual Report: Results from 2017 Scottish Household Survey', published on 4th September 2018. 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 2018:

<http://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/PubFactsFigures>

- Economic Report on Scottish Agriculture 2018:

<http://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/PubEconomicReport>

- Estimate of Community Owned Land in Scotland 2017:

<https://www.gov.scot/Topics/Statistics/Browse/Agriculture-Fisheries/Publications/CommunityOwnership>

- Understanding the Scottish Rural Economy:

<https://www.gov.scot/Publications/2018/02/3310>

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 the 'Scottish House Condition Survey 2016 – Key Findings', published on 5th December 2017, and are calculated under the SAP 2012 methodology⁸.

More information about EPCs can be found on the Scottish Government Building Standards website: <https://beta.gov.scot/publications/energy-performance-certificates-introduction/>

⁸ <https://www.bre.co.uk/sap2012/page.jsp?id=2759>

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 2016 (<https://www.gov.scot/Publications/2018/03/6040>). The Scottish Government Urban Rural Classification 2016 updates the Scottish Government Urban Rural Classification 2013-2014 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 2016 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 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/statistics/2011-rural-urban-classification>). 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 outwith 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 outwith 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
DSL	Digital Subscriber Line
EER	Energy Efficiency Rating
EPBD	Energy Performance of Buildings Directive
EPC	Energy Performance Certificate
EU	European Union
GP	General Practitioner
HNC	Higher National Certificate
HND	Higher National Diploma
IDBR	Inter Departmental Business Register
ISD	Information Services Division
ISDN	Integrated Services Digital Network
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
SHCS	Scottish House Condition Survey
SHS	Scottish Household Survey
SIMD	Scottish Index of Multiple Deprivation
SME	Small and Medium sized Enterprise
UK	United Kingdom
VAT	Value Added Tax

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How to access background or source data

The data collected for this statistical publication:

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- may be made available on request, subject to consideration of legal and ethical factors. Please contact RuralStatistics@gov.scot for further information.
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