



Rural Scotland Key Facts 2009

People and Communities
Services and Lifestyle
Economy and Enterprise



A National Statistics Publication for Scotland



The Scottish
Government

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Introduction

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

Definition of Rural Scotland

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

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

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

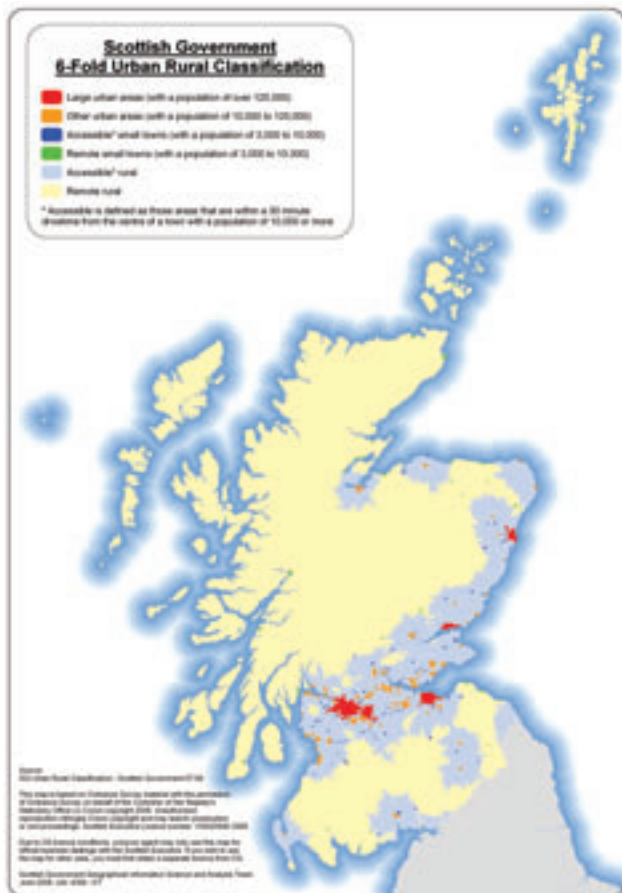
Remote rural: those with a greater than 30 minute drive time to the nearest settlement with a population of 10,000 or more.

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

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

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

Map of Rural Scotland



People and Communities

Demographics

Table 1: Population by Geographic Area, 2001, 2007 & 2008

	2001	2007	2008	% change 2001-2008	% change 2007-2008
Remote Rural	319,043	334,186	336,056	5.3%	0.6%
Accessible Rural	561,234	608,170	617,953	10.1%	1.6%
Rest of Scotland	4,183,923	4,201,844	4,214,491	0.7%	0.3%
Total	5,064,200	5,144,200	5,168,500	2.1%	0.5%

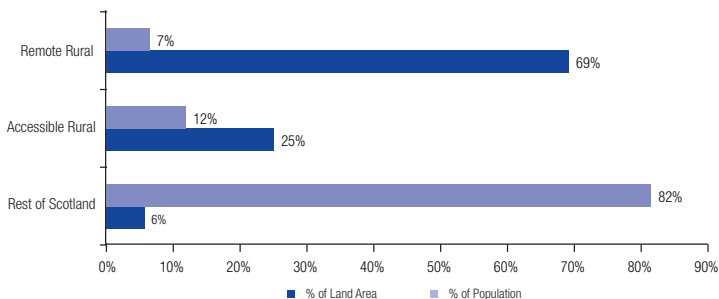
Source: General Register Office for Scotland, 2009 (2008 mid-year estimates based on data zones)
(All 2001, 2007 and 2008 figures are based on Scottish Government Urban Rural Classification, 2007-2008)

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

Table 1 shows that between 2001 and 2007, the population has increased in all areas of Scotland. The greatest increase in population has been in accessible rural areas, with an 8.4% increase between 2001 and 2007, compared to an increase of 4.7% in remote rural areas and 0.4% in the rest of Scotland. The population has increased in all areas over this period.

In all areas females make up a slight majority of the population: 50.6% in remote rural areas, 50.4% in accessible rural areas and 51.7% in the Rest of Scotland.

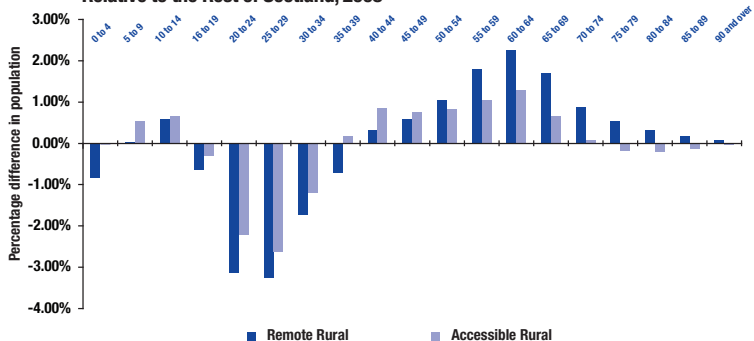
Figure 1: Percentage of Population and Land by Geographic Area, 2007



*Source: General Register Office for Scotland, 2008 (2007 mid-year estimates based on data zones)
(Using the Scottish Government Urban Rural Classification, 2007-2008)*

The total land mass of Scotland is approximately 7.8 million hectares. Figure 1 shows that although rural Scotland accounts for 19% of the total population in Scotland (7% in remote rural and 12% in accessible rural), it accounts for 94% of the land mass in Scotland (69% in remote rural and 25% in accessible rural). In contrast the rest of Scotland accounts for 82% of the population of Scotland but only 6% of the land mass.

Figure 2: Differences in Age Distribution of Population of Rural Areas, Relative to the Rest of Scotland, 2008



Source: General Register Office for Scotland, 2009 (2008 mid-year estimates on data zones)
(Based on Scottish Government Urban Rural Classification, 2007-2008)

Table 2: Age Distribution of Population in Rest of Scotland, 2008

Age Group	0-4	5-9	10-15	16-19	20-24	25-29	30-34	35-39	40-44	45-49
Rest of Scotland	6%	5%	7%	5%	7%	7%	6%	7%	8%	7%
Age Group	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90 and over	Total
Rest of Scotland	7%	6%	6%	5%	4%	3%	2%	1%	1%	100%

Source: General Register Office for Scotland, 2009 (2008 mid-year estimates based on data zones)
(Using the Scottish Government Urban Rural Classification, 2007-2008)

Figure 2 shows that relative to the rest of Scotland (as displayed in Table 2), the population of rural areas have a different age distribution. Specifically, rural areas have a lower percentage of the population in the age bands 16-34 but a higher proportion in the younger bands and in the age bands 40-74.

Table 3: Internal Population Change and Migration by Geographic Area, 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Births (2007)	2,957	6,508	48,316
Births per 1000 population	9	11	11
Deaths (2007)	3,284	4,207	48,495
Deaths per 1000 population	10	7	12
Migration (2007/8)			
Net migration	2,274	10,021	7,681
Net Migration as % of population	0.7%	1.6%	0.2%
Total Immigration	20,661	44,064	109,061

Source: General Register Office for Scotland
(Using Scottish Government Urban Rural Classification, 2007-2008)

Table 3 shows that there were more births than deaths in accessible rural areas and more deaths than births in remote rural. Relative to their populations, the number of births and deaths were roughly equal in all areas of Scotland.

The table also shows positive net migration into all three areas of Scotland over the year 2007/8, i.e. the number of in-migrants was greater than the number of out-migrants. Net migration was greatest in the accessible rural areas, where it was equal to 1.6% of the population.

Table 4: Country of Birth by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Scotland	76%	81%	86%
Rest of UK	21%	15%	8%
Rest of World	3%	4%	6%

*Source: Annual Population Survey in Scotland, 2008
(Using Scottish Government Urban Rural Classification, 2007-2008)*

Table 4 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. Compared with the Rest of Scotland a relatively high proportion of the people in rural areas were born in the rest of the UK, while the proportion born outside the UK is lower than in the rest of Scotland.

Households

Table 5: Household Size by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
One	29%	23%	34%
Two	41%	40%	35%
Three	14%	16%	15%
Four	11%	14%	12%
Five or more	5%	6%	5%
Total	100%	100%	100%

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

Table 5 shows that, relative to the rest of Scotland, there are considerably fewer single person households in rural Scotland, but more two person households.

Table 6: Household Type by Geographic Area, 2008

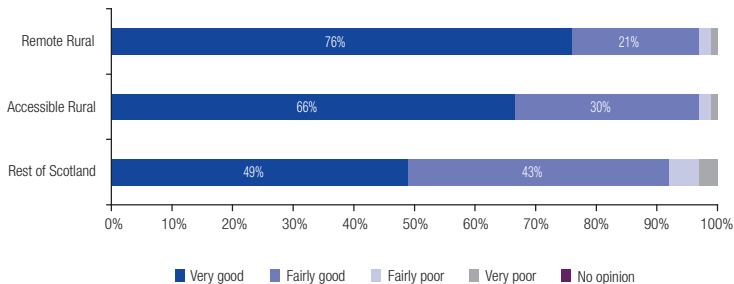
	Remote Rural	Accessible Rural	Rest of Scotland
Single Adult	12%	10%	19%
Two adults below pensionable age	18%	21%	18%
Single parent	3%	4%	5%
Small family	12%	16%	13%
Large family	7%	8%	6%
Three or more adults	10%	12%	10%
Older smaller	21%	17%	14%
Single pensioner	17%	13%	16%
Total	100%	100%	100%

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

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

Neighbourhood and Community

Figure 3: Rating of Neighbourhood as a Place to Live by Geographic Area, 2008



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

Figure 3 shows that relative to the rest of Scotland, a higher percentage of people in rural Scotland rate their neighbourhood as very good or fairly good. This is especially apparent in remote rural areas, where 76% of people rate their neighbourhood as a very good place to live, compared to 66% in accessible rural areas and 49% in the rest of Scotland. Nonetheless, in rural areas and in the rest of Scotland, over 90% rate their neighbourhood as a very good or a fairly good place to live.

Table 7: Experience of Neighbourhood Problems by Geographic Area, 2008
 (% saying they have personal experience of problem)

	Remote Rural	Accessible Rural	Rest of Scotland
Vandalism, graffiti or other deliberate damage to property	4%	6%	13%
Groups or individuals intimidating or harassing others	2%	3%	7%
Seeing drug misuse or dealing	2%	2%	6%
Rowdy behaviour e.g. drunkenness, hooliganism or loutish behaviour	5%	8%	18%
Noisy Neighbours or regular loud parties	3%	5%	10%
Neighbour disputes	3%	4%	6%
Rubbish or litter lying around	13%	17%	24%
Abandoned or burnt out vehicles	3%	3%	2%

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

Table 7 displays that in every category of neighbourhood problems, apart from 'abandoned or burnt out vehicles', a lower percentage of people in remote and accessible rural areas have experienced such problems. For example, only 3% and 5% respectively in remote and accessible rural areas say they have had a problem with noisy neighbours or loud parties while the figure is 10% in the rest of Scotland. Similarly, 13% and 17% respectively in remote rural and accessible rural areas, state that rubbish or litter lying around is a problem whilst 24% state this is a problem in the rest of Scotland.

Table 8: Perceptions of Safety when at Home Alone at Night by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	89%	81%	73%
Fairly safe	9%	16%	23%
A bit unsafe	1%	2%	3%
Very unsafe	0%	0%	1%
Don't know	0%	1%	1%

Source: Scottish Household Survey, 2008

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

Table 8 shows that, relative to the rest of Scotland, people in rural Scotland perceive where they live to be safer when at home alone at night. For example, 89% in remote rural and 81% in accessible rural feel very safe while at home compared to 73% in the rest of Scotland. Having said this, over 95% of people in all 3 areas of Scotland feel either 'very' or 'fairly' safe when are home alone at night.

Table 9: Whether Gave Up Time to Help as an Organiser/Volunteer in the Past 12 Months by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	47%	38%	29%
No	53%	62%	71%
Total	100%	100%	100%

Source: Scottish Household Survey, 2008

(Using Scottish Government Urban Rural Classification, 2007-2008)

In rural Scotland, more people give up their time to help as a volunteer or organiser than in the rest of Scotland. 47% of people in remote rural areas and 38% in accessible rural areas have given up time in the past 12 months to help as an organiser/volunteer, compared to 29% in the rest of Scotland.

Physical Environment

Table 10: Percentage of Population Living in Proximity to Derelict Sites by Geographic Area, 2007

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

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

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

Table 10 shows that a higher percentage of people in the rest of Scotland live within 500 metres of land classified as being derelict relative to people in rural Scotland. Derelict land (and buildings) is that which has been so damaged by development or use that it is incapable of being developed for beneficial use without rehabilitation, and which is not being used for either the purpose for which it is held, or for a use acceptable in a local plan.

Table 11: Percentage of Population Living in Proximity to Sites on the Scottish Pollutant Release Inventory (SPRI) by Geographic Area, 2005

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

Source: Scottish Neighbourhood Statistics, 2008 (2004 mid-year population estimates based on data zones) (Using the Scottish Executive Urban Rural Classification, 2005-2006)

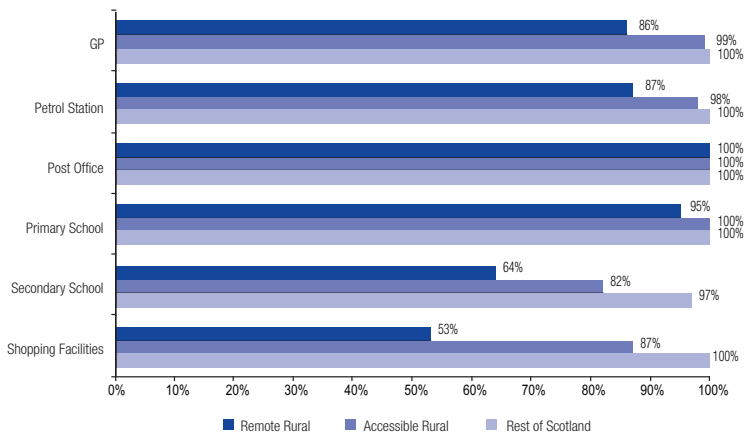
Sites that report to the Scottish Pollutant Release Inventory include Pollution Prevention and Control (PPC) Part A processes; Radioactive Substances Act (RSA) Band A and Band B sites, such as nuclear power stations, hospitals and universities; waste water treatment works; waste management sites and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

Table 11 shows that 47% of people in the rest of Scotland live within 2000 metres of a site on the SPRI register compared to 15% in accessible rural areas and 4% in remote rural areas.

Services and Lifestyle

Access and Convenience of Services

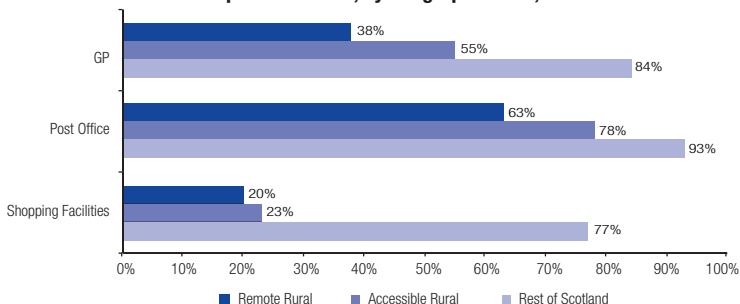
Figure 4: Percentage Within 15 Minute Drive Time of Service by Geographic Area, 2006



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

Figure 4 shows that, in general, people in rural areas are less likely to live within a 15 minute drive to key services, than are those in the rest of Scotland. This is particularly true for people in remote rural areas, of whom only 53% live within a 15 minute drive of shopping facilities, compared to 87% in accessible rural areas and only 86% live within a 15 minute drive of a GP, compared to 99% in accessible rural areas. The only service for which everyone had a drive of less than 15 minutes, regardless of area, was the Post Office.

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



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

Figure 5 shows that a lower percentage of people living in rural areas than those in the rest of Scotland are within a 15 minute drive by public transport of key services. For those in remote rural areas the percentage is particularly low, with only 38% within 15 minutes of a GP by public transport and 20% of shopping facilities. In all the geographic areas, some places are not within 15 minutes by public transport of the key services listed.

Figure 6: Percentage Finding Services Very or Fairly Convenient by Geographic Area, 2008

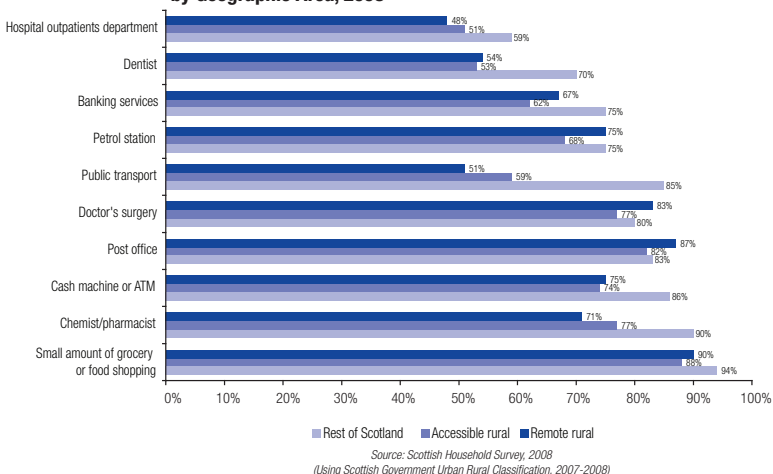
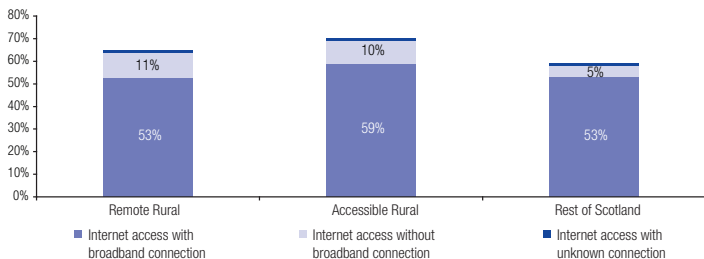


Figure 6 shows that, in general, a lower percentage of people in rural areas find that services are convenient. This is particularly so for accessible rural areas.

However, there are services such as the Post Office and the doctor's surgery which those in remote rural areas find more convenient than do those living in accessible rural or the rest of Scotland.

Figure 7: Households with Home Internet Access and Broadband Connection by Geographic Area, 2008



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

Figure 7 shows that households in rural Scotland are more likely to have home internet access than those in the rest of Scotland. However, those who do have internet access in rural areas are less likely to have a broadband connection than in the rest of Scotland.

Table 12: Households Recycling Items in the Past Month by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Newspapers/magazines/paper/cardboard	79%	89%	81%
Glass bottles and jars	79%	81%	66%
Metal cans	59%	71%	61%
Plastic bottles	49%	68%	61%
One or more of the above	88%	93%	84%

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

Table 12 shows households in accessible rural areas, are more likely to recycle than those in remote rural areas and those in the rest of Scotland. Households in remote rural areas are less likely to recycle plastic or newspaper/magazine/paper/cardboard but are more likely to recycle glass bottles than households in the rest of Scotland.

Travel Patterns

Table 13: Cars Normally Available for Private Use by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
None	14%	12%	34%
One	48%	42%	44%
Two or more	38%	46%	22%
All	100%	100%	100%

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

Table 13 shows that in rural areas a higher proportion of households have access to one or more cars than do those in the rest of Scotland.

Table 14: How Adults Usually Travel to Work/Education by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	14%	7%	13%
Driver	69%	76%	57%
Passenger	7%	7%	6%
Bicycle	0%	2%	3%
Bus (ordinary, school or works)	3%	5%	14%
Rail	1%	2%	5%
Other	6%	2%	3%
Total	100%	100%	100%

Source: *Scottish Household Survey 2008*
 (Using Scottish Government Urban Rural Classification 2007-2008)

Table 14 shows that people in rural areas are more likely to drive to work/education than are people in the rest of Scotland. The table also shows that people in the rest of Scotland are more likely to walk or take public transport to work/education than are those in rural areas.

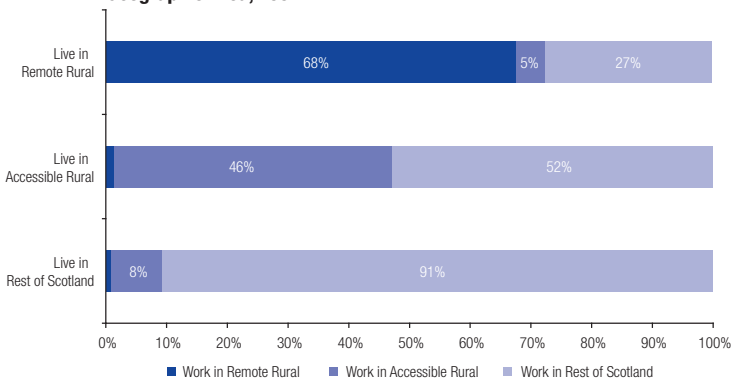
Table 15: How School Children Normally Travel to School by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Walking/Bicycle	28%	29%	57%
Passenger in a car/van	21%	26%	22%
Bus (ordinary, school, works, or private)	50%	41%	18%
Other	2%	4%	2%
All	100%	100%	100%

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

Table 15 shows that children in rural areas are more likely to travel to school by bus than by any other mode of transport, whereas children in the rest of Scotland are more likely to walk.

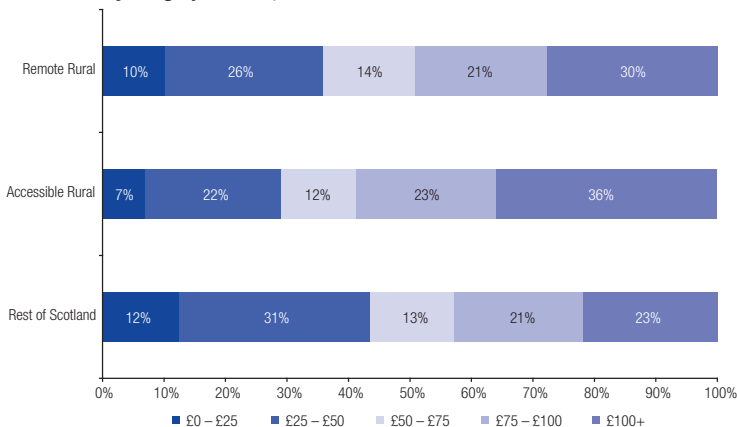
Figure 8: Percentage of Workers Living and Working in Area by Geographic Area, 2001



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

Figure 8 gives an indication of the relationship between where people live and where they work. For those living in remote rural areas, the majority also work in remote rural areas (68%). For those living in accessible rural areas, 46% work in accessible rural areas, but 52% commute to work in the rest of Scotland. Of those living in the rest of Scotland, 9% work in rural areas. The number of people from rural areas who work in the rest of Scotland is just over 190,000 compared to approximately 160,000 who live in the rest of Scotland and work in rural areas.

Figure 9: Total Expenditure on Fuel for Cars per Month by Geographic Area, 2005/2006



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

Figure 9 shows that residents in rural Scotland are more likely than those in the rest of Scotland to spend over £100 per month on fuel for their cars. This is particularly true in accessible rural Scotland with 36% of respondents indicating that they spend over £100 per month on fuel. 30% of respondents in remote rural Scotland spend over £100 a month, with only 23% of respondents in the rest of Scotland indicating that they spent over £100 per month.

Education

Table 16: Highest Qualifications Held by Working Age Population by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Degree level or equivalent	19%	22%	20%
HNC/HND or equivalent	15%	15%	13%
Higher/A Level or equivalent	27%	28%	27%
Credit Standard Grade or equivalent	20%	18%	17%
General Standard Grade or equivalent	3%	2%	2%
Other	6%	5%	7%
No qualifications	10%	9%	13%
All	100%	100%	100%

Source: Annual Population Survey in Scotland, 2008
(Using Scottish Government Urban Rural Classification, 2007-2008)

Table 16 shows that a lower percentage of the working age population in rural areas hold no qualifications compared to the rest of Scotland.

Table 17: Average Tariff Score of S4 Pupils by Geographic Area, 2007/2008

	Remote Rural	Accessible Rural	Rest of Scotland
Average tariff score	192	189	171
Number of pupils	4,357	7,320	48,345

Note: Based on pupil's home address. Not all pupils could be assigned an urban/rural classification due to lack of address details. This table includes 60,022 out of a total of 60,351 pupils.

Source: Scottish Government, SQA Attainment and School Leaver qualifications in Scotland, 2007/2008
(Based on Scottish Executive Urban Rural Classification, 2007-2008)

Table 17 shows that pupils in S4 at schools in rural areas achieve higher average tariff scores than do pupils in the rest of Scotland.

Table 18: Destination of School Leavers from Public Funded Secondary Schools by Geographic Area, 2007/2008

	Remote Rural	Accessible Rural	Rest of Scotland
Higher Education	33%	35%	30%
Further Education	21%	23%	25%
Training	2%	3%	6%
Employment	33%	28%	24%
Voluntary Work	0%	0%	0%
Unemployed and actively seeking employment	8%	9%	12%
Unemployed, not actively seeking employment	2%	1%	2%
Not Known	1%	1%	1%
Total	4,448	7,044	47,299

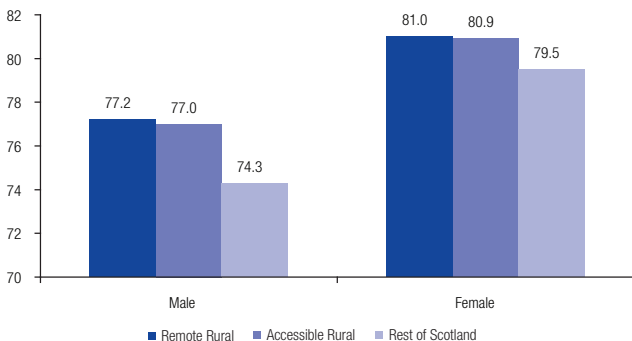
Source: Scottish Government Education Directorate: Destination of Leavers from Scottish Schools, 2007/2008

(Based on school leaver's home address and Scottish Government Urban Rural Classification, 2007-08)

Table 18 shows that in rural areas a third of school leavers go into full-time higher education. Remote rural areas have the highest percentage of school leavers going into employment.

Health

Figure 10: Life Expectancy at Birth by Geographic Area, 2005-2007



Source: General Register Office for Scotland
Using Scottish Government Urban Rural Classification 2007-2008

Figure 10 shows that in all areas of Scotland, the life expectancy of females is higher than that of males. It can also be seen that the life expectancy of males and females is higher in rural areas than in the rest of Scotland.

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

Table 19: Rate of Hospital Admissions (Emergency and Cancer) (2007)

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions rate per 100,000 population	9,200	8,737	10,879
Cancer admissions rate per 100,000 population (2007)	2,759	2,560	2,714

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

Table 19 shows that in the rest of Scotland the rate of emergency admissions is higher than in either remote rural or accessible rural areas.

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

Table 20: Whether Respondent Smokes by Geographic Area, 2008

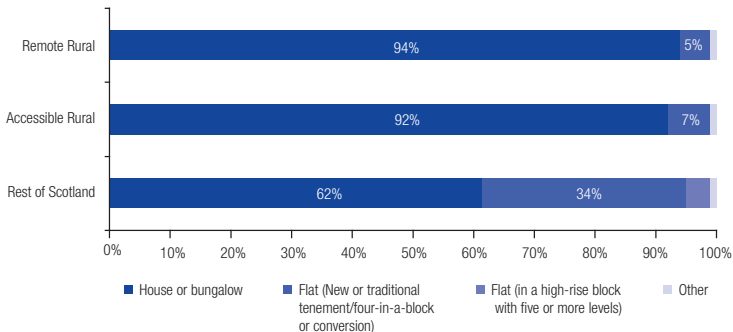
	Remote Rural	Accessible Rural	Rest of Scotland
Yes	19%	22%	26%
No	81%	78%	74%
Total	100%	100%	100%

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

Table 20 shows that a higher percentage of people in the rest of Scotland smoke, compared to people in rural areas. Remote rural areas have the lowest proportion of people who smoke.

Housing

Figure 11: Property Type by Geographic Area, 2008



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

Figure 11 shows that the properties in rural Scotland tend to be a house or a bungalow unlike the rest of Scotland where flats are more common.

Table 21: House Sales (Average Prices and Total Number) by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Number of Sales	4,429	10,053	69,026
Change from 2007	-27%	-30%	-37%
Mean Price	£189,328	£207,105	£157,721
Median Price	£165,000	£183,000	£130,375

Source: Registers of Scotland

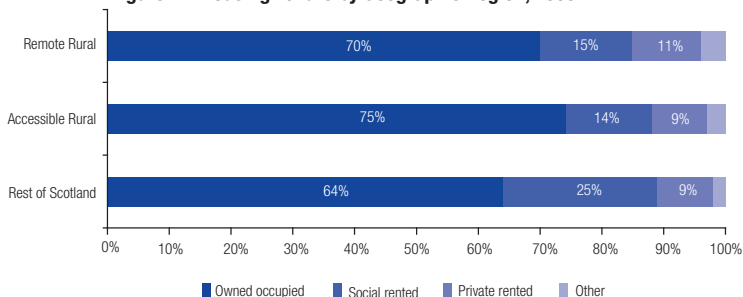
Using Scottish Government Urban Rural Classification 2007-2008

Table 21 shows the number of house sales on the open market, by geographic area (these figures excludes for example right to buy and block purchases by housing associations).

The highest average price was £183,000 in accessible rural areas, £18,000 higher than in remote rural areas and £49,000 higher than in the Rest of Scotland.

The prices do not compare like with like as prices are not adjusted for property type and size (Figure 11 on the previous page shows differences of property types by geographic area). It is also important to note that these prices are based only on prices for properties sold and not values of all properties in the area. In 2008 there was a large reduction in the number of sales. Compared with 2007 the number of transactions fell by 30% in rural Scotland and 37% in the rest of Scotland.

Figure 12: Housing Tenure by Geographic Region, 2008



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

Figure 12 shows that compared with the Rest of Scotland more people in rural Scotland own their homes. Renting housing from Local Authorities/Scottish Homes or housing associations/Co-operatives is less common in rural Scotland relative to the rest of Scotland.

Table 22: Use of Housing Stock by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
% Vacant dwellings¹	4%	3%	3%
% Second homes²	7%	2%	1%
% Dwellings with a single adult discount³	29%	28%	40%

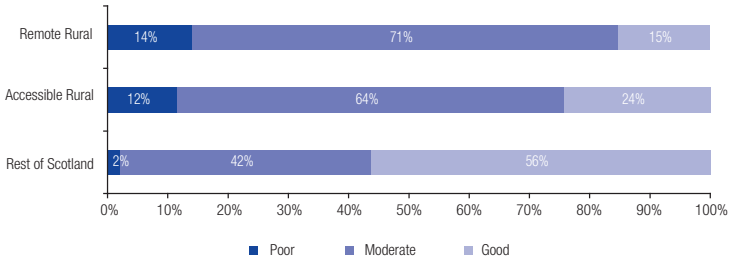
Source: *Estimates of households and dwellings in Scotland, 2008*
(Using Scottish Government Urban Rural Classification 2007-2008)

1. Vacant dwellings include unoccupied dwellings that are exempt from Council Tax
2. Second homes include dwellings subject to second home discount (including holiday homes and self-catering accommodation available to let for less than 140 days per year)
3. Dwellings with a single adult discount include dwellings with a single adult, or 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 and those occupied as second homes or with only one adult. The largest proportion of second homes is in remote rural areas with 7% of dwellings being used as second homes. The rest of Scotland has the largest proportion (40%) of single adult households with both remote and accessible rural having under 30% of dwellings with just one adult resident.

The number of vacant dwellings is similar across all areas. The overall occupancy rate therefore is lowest in remote rural regions at 88% compared to 96% in both accessible rural areas and the rest of Scotland.

Figure 13: Energy Efficiency Rating by Geographic Area, 2007

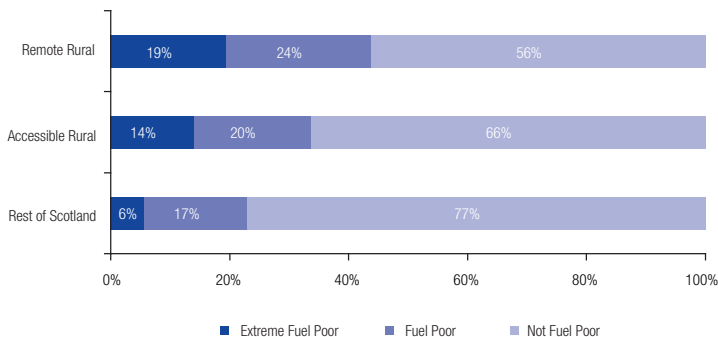


Source: Scottish House Condition Survey, 2007
(Using Scottish Government Urban Rural Classification, 2005-2006)

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

Figure 13 shows that housing stock in rural Scotland is generally much less energy efficient than those in the rest of Scotland. In remote rural areas, 15% of households were classified as having a good energy efficiency rating compared to 56% in the rest of Scotland. Dwellings in remote rural areas are more likely to have poor energy efficiency with 14% of households being classed as having poor energy efficiency in remote rural areas compared to 2% of households in the rest of Scotland.

Figure 14: Fuel Poverty by Geographic Area, 2007



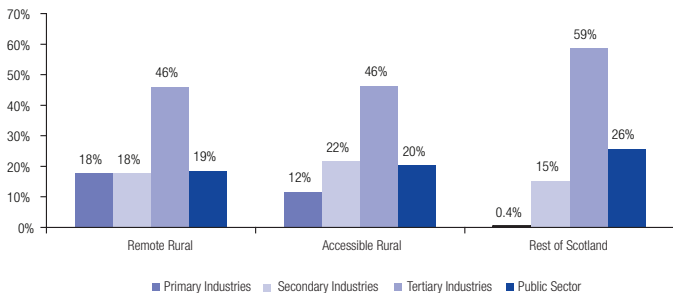
Source: Scottish House Condition Survey, 2007
Using Scottish Executive Urban Rural Classification 2005-2006

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

Figure 14 shows that more households in rural areas are classed as being fuel poor or extreme fuel poor than in the rest of Scotland. In the rest of Scotland 77% of households have been classed as 'not fuel poor' compared to 66% in accessible rural and 56% in remote rural Scotland.

Industry Size

Figure 15: Employment in Primary, Secondary and Tertiary Sectors and in the Public Sector by Geographic Area, 2008



Source: Inter Departmental Business Register 2008
(Using Scottish Government Urban Rural Classification, 2007-2008)

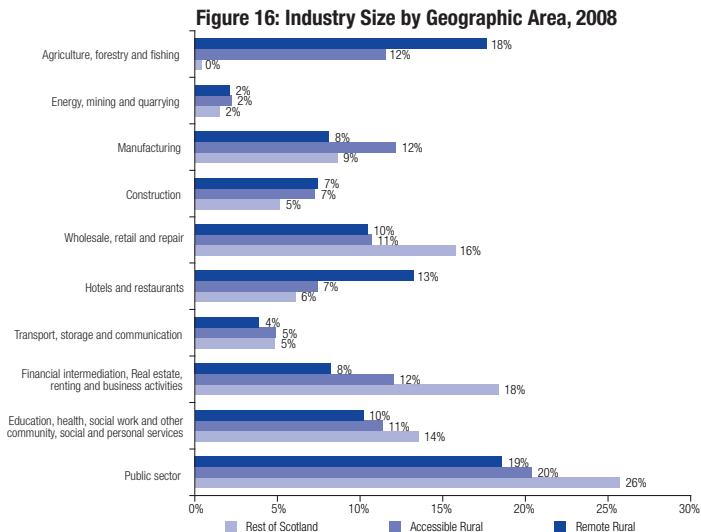
Primary sector industries are defined as agriculture, forestry and fishing. Secondary industries include energy, mining and quarrying, manufacturing and construction. Tertiary sector industries are made up of wholesale, retail and repair, hotels and restaurants, transport, financial services and education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

Figure 15 shows employment in registered enterprises* in Scotland. In all areas in Scotland the tertiary sector is the most significant in terms of employment.

The public sector accounts for a fifth of employment in rural areas and a quarter of employment in the rest of Scotland.

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

Figure 16: Industry Size by Geographic Area, 2008



Source: Inter Departmental Business Register 2008
Using Scottish Government Urban Rural Classification 2007-2008

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

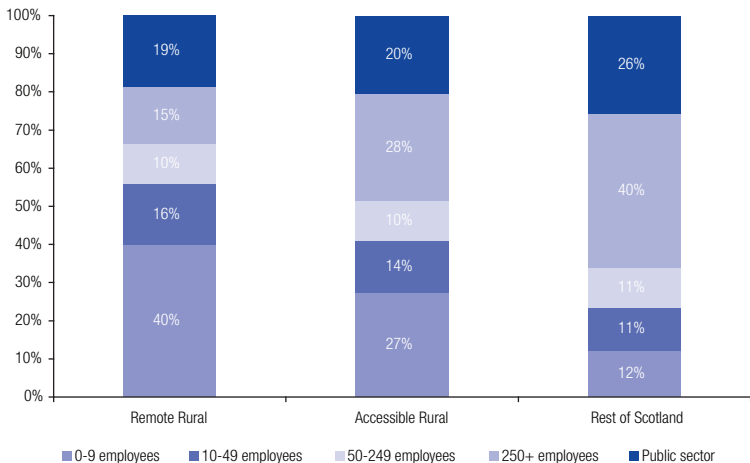
In remote rural areas ‘Agriculture, forestry and fishing’ is the largest source of private sector jobs followed by ‘Hotels and restaurants’.

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

Agriculture, forestry and fishing is a sector that shows the greatest difference across Scotland accounting for 16% of workers in remote rural areas compared to less than 1% in the rest of Scotland. Financial intermediation accounts for 18% of jobs in the rest of Scotland but only 8% in remote rural areas.

Business

Figure 17: Employment by Size of Firm and Geographic Area, 2008



Source: Inter Departmental Business Register 2008
Using Scottish Government Urban Rural Classification 2007-2008

Figure 17 shows that micro and other small businesses account for over half of those employed in remote rural areas and 41% in accessible rural areas. Micro businesses (0-9 employees) are particularly significant in remote rural areas.

Large businesses account for 40% of those employed in the rest of Scotland but only 28% in accessible rural areas and 15% in remote rural areas.

Table 23: Business Births by Geographic Area, 2007

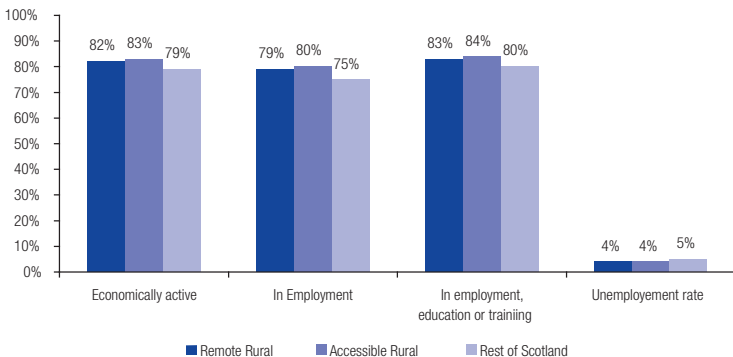
	Remote Rural	Accessible Rural	Rest of Scotland
New Businesses	1,010	1,530	9,445
Business Birth rate	10%	13%	14%
Deaths rate	8%	7%	9%
Active Businesses per 10,000 adults	483	429	314
New Businesses per 10,000 adults	48	55	44

*Source: Inter Departmental Business Register 2008
Using Scottish Government Urban Rural Classification 2007-2008*

Table 23 shows the number of business births and closures as measured by the number registering for either VAT or PAYE. It therefore excludes only business with no employees and a turnover below the VAT threshold. It shows that when compared with the size of the existing stock of businesses the business 'birth rate' in rural areas is relatively low: in other words there is more churn of businesses in the rest of Scotland. However when expressed relative to the size of population the rural areas, and accessible rural areas in particular, have a large number of active businesses and a large number of new businesses.

Economic Activity

Figure 18: Economic Activity by Geographic Area, 2008



Source: Annual Population Survey in Scotland, Jan-Dec 2008
Using the Scottish Government Urban Rural Classification 2007-2008.

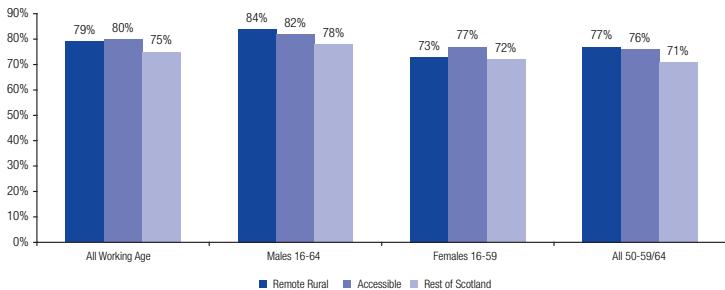
Figure 18 shows that a higher proportion of people in rural areas are economically active (i.e. employed or looking for work) than in the rest of Scotland. Correspondingly, inactivity rates (those neither employed nor unemployed) are lower in rural Scotland than in the rest of Scotland. The main reasons for being economically inactive are long-term sickness or disability, being a student and looking after family.

A higher percentage of the working age population is either employed, in education or training in rural areas than in the rest of Scotland.

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

The unemployment rate (that is the number of people unemployed as a percentage of all those who are economically active, of all ages) is lowest in rural areas.

Figure 19: Employment Rates by Geographic Area, 2008



Source: Annual Population Survey in Scotland, Jan-Dec 2008
Using the Scottish Government Urban Rural Classification 2007-2008

Figure 19 shows that the employment rates are much higher for all sub-groups in rural areas compared to the rest of Scotland. The employment rate for males is highest in remote rural areas while the employment rate for females is highest in accessible rural areas.

Table 24: Patterns of Work by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of employed males who are:			
Self-employed	25%	21%	12%
Working part-time in main job	11%	10%	10%
With a second job	8%	4%	3%
Homeworkers*	24%	19%	9%
Percentage of Employed Females who are:			
Self-employed	15%	11%	5%
Working part-time in main job	49%	43%	40%
With a second job	10%	6%	5%
Homeworkers*	17%	11%	5%
Percentage of All employed who are:			
Self-employed	20%	16%	9%
Working part-time in main job	28%	25%	24%
With a second job	8%	5%	4%
Homeworkers*	21%	15%	7%

Source: Annual Population Survey in Scotland 2008

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

* Homeworkers are people who work mainly in their own home, or in different places using home as a base, in their main job. Excludes people on government employment and training schemes
Using Scottish Government Urban Rural Classification 2007-2008

The Annual Survey of Population in Scotland reports 2,528,000 people working in Scotland in 2008. Of these 7% live in remote rural areas and 13% in accessible rural areas.

Table 24 shows that self-employment is twice as common in rural Scotland as in the rest of Scotland. In all areas men are more likely than women to be self employed. Of employed males in remote rural areas, 25% are self-employed.

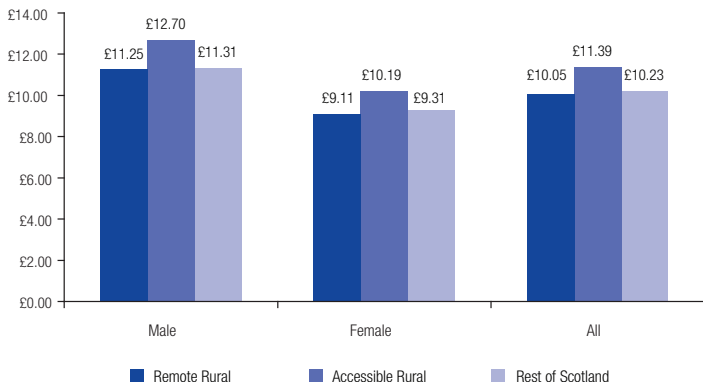
Women are more likely than men to work part time. Whilst percentages of men working part-time are similar across Scotland, there are variations for women with almost half female workers in remote rural areas working part-time in their main job.

The percentage of employed people in remote rural areas who have a second job (8%) is higher than in accessible rural areas or in the rest of Scotland (5% and 4% respectively).

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

Earnings

Figure 20: Median Hourly Rates of Pay by Geographic Area, 2008



Source: Annual Survey of Hours and Earnings

Figure 20 shows the median hourly wage rate for all male and female employees in each of the geographical areas. The median rate is highest for residents of accessible rural areas, with little difference between remote rural and the rest of Scotland. The pattern is the same for males and for females. The ratio between rates paid to men and to women is roughly the same in each type of geographic area.

Table 25: Gross Annual Pay for Full-time Employees by Geographic Area, 2008

	Remote Rural	Accessible Rural	Rest of Scotland
Median Annual pay of Full Time Employees	£24,034	£26,859	£23,714

Source: Annual Survey of Hours and Earnings

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

b Resident Earnings

Table 25 shows that the median gross annual pay (i.e. before taxation and other deductions) for full-time employees is highest in accessible rural areas and lowest in the rest of Scotland.

Income

Figure 21: Annual Net Income of Highest Income Householder by Geographic Area, 2008



Source: Scottish Household Survey 2008
(Using Scottish Government Urban Rural Classification 2007-2008)

Figure 21 presents net household income figures (for the highest income householder) by geographic area. The income figures include income from employment, benefits and other sources (after taxation and other deductions).

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

Table 26: Income and Employment Deprivation by Geographic Area, 2005

	Remote Rural	Accessible Rural	Rest of Scotland
Number Income deprived	29,976	49,571	628,181
Number Employment deprived	17,191	31,579	361,137
Percentage of the population that are			
Income deprived	9%	8%	15%
Employment deprived	9%	8%	12%

Source: Scottish Index of Multiple Deprivation, 2006 (based on data zone)
Using the Scottish Executive Urban Rural Classification, 2005-2006

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

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

Table 26 shows that the percentage of the total population that is income deprived is lower in rural areas than the rest of Scotland, and is lowest overall in accessible rural areas.

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

Table 27: Characteristics of Businesses by Geographic Area, 2006

	Remote Rural	Accessible Rural	Rest of Scotland
Family-owned business			
Yes	86%	84%	70%
No	14%	17%	30%

Source: Annual Small Business Survey, 2006

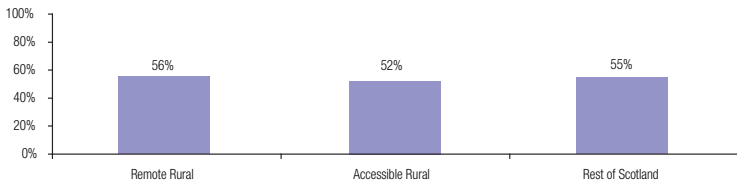
Includes only businesses with one or more employees

Using Scottish Executive Urban Rural Classification, 2005-2006

Table 27 shows that more business in rural locations are family owned than those in the rest of Scotland.

Access to Finance for Small and Medium-sized Enterprises (SMEs)

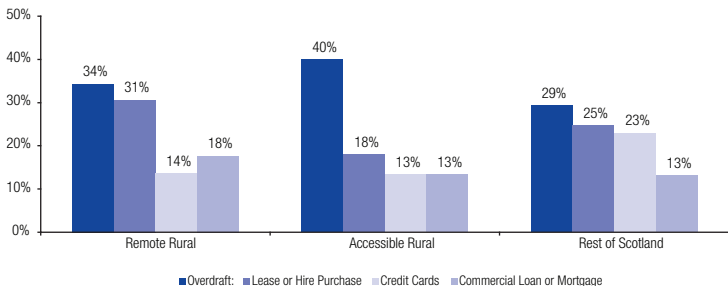
Figure 22: Percentage of Businesses Who Applied for Finance, 2007-2009



Source: SME Access to Finance 2009

Figure 22 shows little difference in the percentage of SMEs who applied for finance in rural areas and the rest of Scotland.

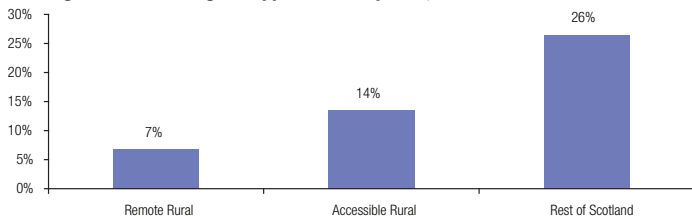
Figure 23: Forms of Finance Applied For 2007-2009



Source: SME Access to Finance 2009

Figure 23 shows that across all areas overdrafts were the most common form of finance applied for however SMEs in accessible rural locations were more likely to apply for overdrafts than elsewhere and less likely to enter leasing or hire purchase agreements to finance their businesses. SMEs in rural areas were less likely than the rest of Scotland to apply for credit cards.

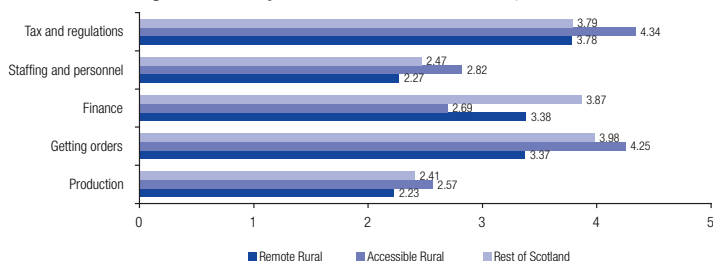
Figure 24: Percentage of Applications Rejected, 2007-2009



Source: SME Access to Finance 2009

Figure 24 shows that SMEs in rural areas were less likely to make applications for finance that were rejected. Remote rural firms were the least likely to have applications rejected with just 7% compared to 26% for firms in the rest of Scotland.

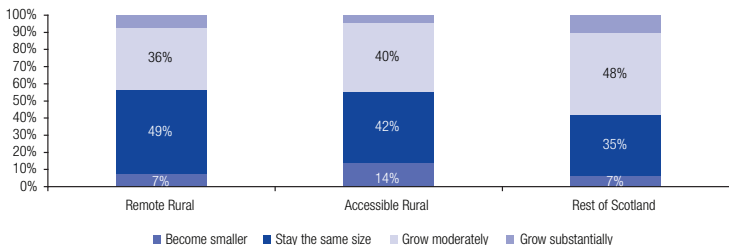
Figure 25: Perceptions of Obstacles to Success, 2009



Source: SME Access to Finance 2009

For most of the variables identified SMEs in accessible rural areas view more as potential barriers to success than firms in other areas. The exception to this being access to finance which firms in remote rural locations and the rest of Scotland view as being greater obstacles. Across all SMEs getting orders and tax and regulations were highlighted as two of the biggest barriers to success for their firm.

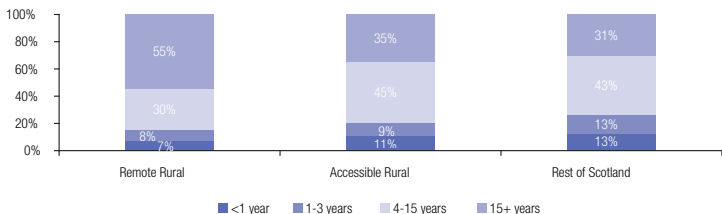
Figure 26 Growth Ambitions Over the Next 3 Years, 2009



Source: SME Access to Finance 2009

Figure 26 shows that SMEs in rural areas are more content with the size of their firm than those in the rest of Scotland. This is shown by the fact that 56% of firms in both remote rural and accessible rural areas said their ambition was to stay the same size or reduce the size of the business compared to 42% in the rest of Scotland. The rest of Scotland also has the largest proportion of firms whose ambition is to grow substantially.

Figure 27 Business Age by Geographic Region, 2009



Source: SME Access to Finance 2009

Figure 27 shows that the majority of remote rural SMEs are over 15 years old and 85% of them are over 4 years old. This contrasts with the rest of Scotland where only 31% of SMEs are over 15 years old and 74% of firms are over 4 years old. This shows that a smaller proportion of rural Scottish SMEs are new or very young businesses than is the case in the rest of Scotland.

Notes

Background

This is the sixth edition of 'Rural Scotland Key Facts' – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2009 version updates statistics from the fifth edition where new statistics have become available. Some new items have also been introduced.

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

This is a National Statistics publication.

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

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

Complaints and suggestions

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

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

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

Sources

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

For tables/charts sourced from the **Scottish Household Survey**, the unweighted base numbers for households population are 2,616 for remote rural, 3,139 for accessible rural, and 21,483 for the rest of Scotland. There are occasional variations in base sizes for individual tables/figures. Further detail on the base numbers is available in 'Scotland's People Annual Report : Results from 2007/2008 Scottish Household Survey'. The sample sizes are smallest for remote rural areas so there are larger confidence intervals associated with the statistics for this area than for the rest of Scotland figures. Further information is available at <http://www.scotland.gov.uk/Topics/Statistics/16002>.

Details from the **Scottish House Condition Survey**, are available in 'Scottish House Condition Survey: Key Findings for 2007' at <http://www.scotland.gov.uk/Publications/2008/11/2609421/0>. The Scottish House Condition Survey is not a National Statistics source.

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

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

The **SQA Attainment and School Leaver Qualifications in Scotland 2007/08** is based on figures drawn together from the various sources including the pupil census and are the best that the schools are able to provide at that time. Further information is available from <http://openscotland.gov.uk/Publications/2009/03/09154229/0>.

The **Destination of Leavers from Scottish Schools 2007/08** uses figures put together from a number of sources such as the Pupil Census and Skills Development Scotland. Further information can be found at <http://www.scotland.gov.uk/Publications/2008/12/08090751/0>.

The **Inter Departmental Business Register**, is maintained by ONS and is a database of all registered enterprises operating in the UK, i.e. enterprises that are registered for VAT and/or PAYE. It covers 99% of economic activity in the UK. Those excluded are small sole traders or partnerships with no employees and an annual turnover of less than the VAT threshold (£67,000 at April 2008). Figures from IDBR relate to 2008.

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

Information relating to the **Annual Survey of Hours and Earnings** (ASHE) is available from <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=13101&Pos=2&ColRank=1&Rank=160>. ASHE is a UK wide survey that was developed to replace the New Earnings Survey in 2004. Figures from this survey relate to April 2008.

Scottish Government Urban Rural Classification

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

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

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

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

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

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

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

Edited by Paul Teasdale, Kathy Johnston and Bruce Golding
Comments on the format and contents of this booklet would be most welcome.

Please contact:

Rural and Environment Research and Analysis Directorate
Scottish Government

1-A

Pentland House
Edinburgh EH14 1TY

Tel: 0131 244 6143

Fax: 0131 244 6140

Email: RuralEconomy@scotland.gsi.gov.uk

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Further information is available from:
Rural and Environmental Research and
Analysis Directorate
Scottish Government
1A
Pentland House
Edinburgh
EH14 1TY

Telephone enquiries
0131 244 6143

Email enquiries
RuralEconomy@scotland.gsi.gov.uk

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