



Rural Scotland Key Facts 2012

People and Communities
Services and Lifestyle
Economy and Enterprise



A National Statistics Publication for Scotland



The Scottish
Government

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Introduction

Rural Scotland Key Facts compares and contrasts circumstances in accessible and remote rural areas to the rest of Scotland. The Scottish Government acknowledges that key areas of policy such as the economy, transport, education and health can have a particular impact on rural communities, and seeks to reflect this in mainstream policy development.

The purpose of this booklet is to summarise key facts related to the main policy areas, to inform mainstreaming of rural policies. Improving the evidence base will assist us in understanding the issues affecting rural Scotland.

Rural Scotland Key Facts is a compendium publication and presents a collation of statistics from a range of surveys and administrative databases. A full list of these can be found in the Sources section 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 94% of the land mass of Scotland and nearly a fifth of the population are resident there. Over recent years, the population of rural Scotland has continued to grow at a faster rate than the rest of Scotland, especially in accessible rural areas, mainly due to inward migration.

Rural Scotland is a 'Very Good' Place to Live

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

Introduction

Rural Scotland Faces Some Challenges

Employment in remote rural areas in particular is heavily reliant on the agriculture sector and constitutes more small and medium-sized businesses than in the rest of Scotland.

In terms of travel and access to services, more people in rural areas are outwith a reasonable drive time to key services (e.g. shops and cash machines) compared to the rest of Scotland and fewer people are in close proximity to public transport facilities. This is compounded by fuel costs, with 64% of the residents of accessible rural Scotland in 2011 reporting to spend over £100 a month on fuel for cars, compared to 48% in the rest of Scotland.

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

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

Rural Scotland – A Complex Picture

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

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

Introduction

Use made of the statistics

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

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

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

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

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

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 Urban Rural Classification**. The map on page 5 shows the full classification.

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







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

This booklet combines the first four categories of the 6 Fold Classification into the **Rest of Scotland** figures. The rest of Scotland therefore includes large urban areas, other urban areas, accessible small towns and remote small towns.

Map of Rural Scotland

Scottish Government Urban/Rural Classification, 2009-2010

6 Fold Classification

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

Note:

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

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Scottish Government GI Science & Analysis Team, August 2010, Job 4623 - KT



People and Communities

Demographics

Table 1: Population by Geographic Area, 2001, 2009 & 2010

	2001	2009	2010	% change 2001-2010	% change 2009-2010
Remote Rural	317,813	335,812	337,470	6.2%	0.5%
Accessible Rural	558,907	620,223	626,519	12.1%	1.0%
Rest of Scotland	4,187,480	4,237,965	4,258,111	1.7%	0.5%
Total	5,064,200	5,194,000	5,222,100	3.1%	0.5%

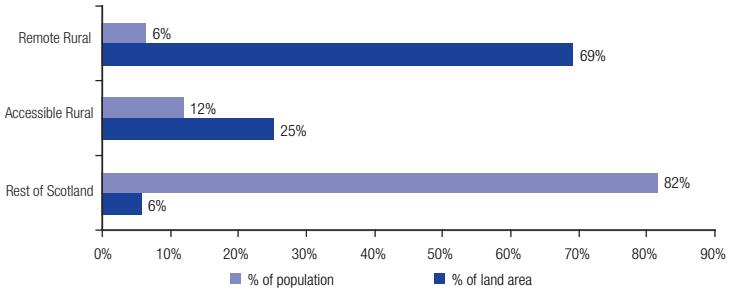
*Source: National Records of Scotland, 2010 (2010 mid-year estimates based on data zones)
All figures are based on the Scottish Government Urban Rural Classification 2009-2010)*

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

Table 1 shows that between 2001 and 2010, the population has increased in all areas of Scotland. The greatest increase in population has been in accessible rural areas, with a 12.1% increase between 2001 and 2010, compared to an increase of 6.2% in remote rural areas and 1.7% in the rest of Scotland.

The increase in population in rural areas between 2009 and 2010 will be primarily due to the positive net migration rates, as birth and death rates in rural areas were broadly similar (as shown in Table 2).

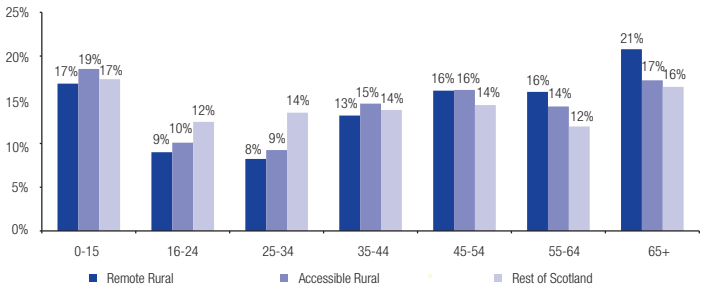
Figure 1: Percentage of Population and Land by Geographic Area, 2010



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

The total land mass of Scotland is approximately 7.8 million hectares. Figure 1 shows that although rural Scotland accounts for 18% of the total population in Scotland (6% in remote rural and 12% in accessible rural), it accounts for 94% of the land mass in Scotland (69% in remote rural and 25% in accessible rural). This reflects the dispersed nature of the population in rural areas. In contrast the rest of Scotland accounts for 82% of the population of Scotland but only 6% of the land mass.

Figure 2: Age Distribution of Population by Geographic Area, 2010



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

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

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

Table 2: Internal Population Change and Migration by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Births (2010)	2,985	6,467	49,339
Births per 1,000 population	9	10	12
Deaths (2010)	3,599	5,658	44,710
Deaths per 1,000 population	11	9	10
Migration (2009-10)			
In-migration	18,652	38,417	108,898
Out-migration	16,532	31,893	92,609
Net Migration	2,120	6,524	16,289
Net Migration as % of population	0.6%	1.0%	0.4%

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

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

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

The table also shows positive net migration into all three areas of Scotland over the year 2009-10, i.e. the number of in-migrants was greater than the number of out-migrants. Net migration rates were highest in the accessible rural areas, equivalent to 1.0% of the population.

Table 3: Country of Birth by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Scotland	74%	81%	84%
Rest of UK	21%	15%	9%
Rest of World	4%	4%	7%
Total	100%	100%	100%

*Source: Annual Population Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-10)*

Table 3 shows the proportions of Scotland's current population that were born in Scotland, in the rest of the United Kingdom and in the rest of the world. The table shows that the 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 15% and 9% respectively.

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

Households

Table 4: Household Type by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Single adult	14%	12%	19%
Small adult	17%	20%	17%
Single parent	4%	4%	5%
Small family	10%	14%	13%
Large family	6%	8%	6%
Large adult	11%	11%	10%
Older smaller	22%	18%	15%
Single pensioner	17%	14%	15%
Total	100%	100%	100%

Source: Scottish Household Survey, 2011

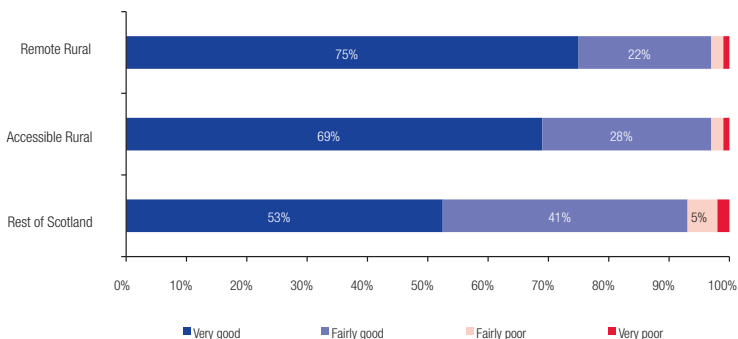
(Using Scottish Government Urban Rural Classification 2009-2010)

A description of all household types can be found under Definitions in the Notes section at the back of this booklet.

Table 4 shows that, relative to the rest of Scotland, remote and accessible rural Scotland have lower percentages of 'single adult' households. Rural Scotland also has a higher percentage of 'older smaller' households, where one or both adults are of pensionable age.

Neighbourhood and Community

Figure 3: Rating of Neighbourhood as a Place to Live by Geographic Area, 2011



Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

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

People living in remote rural areas are more likely to describe their neighbourhood as a 'very good' place to live (75%), compared to accessible rural areas (69%) and the rest of Scotland (53%).

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

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

¹ <http://www.scotland.gov.uk/About/scotPerforms/indicator/neighbourhood>

Table 5: Aspects of Neighbourhood Particularly Liked by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Pleasant environment	68%	62%	59%
Safe environment	38%	31%	21%
Good public transport	2%	9%	26%
Good amenities	46%	41%	45%
Sense of community/friendly people	91%	85%	72%
Other	2%	2%	2%
None	1%	2%	4%

Source: Scottish Household Survey, 2011

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

Notes:

1. Respondents can choose more than one option.

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

Amenities were rated as highly in remote rural as in the rest of Scotland, but few people in rural areas feel that they enjoy good public transport facilities, compared with the rest of Scotland.

Table 6: Experience of Neighbourhood Problems by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Vandalism, graffiti or other deliberate damage to property	2%	3%	8%
Groups or individuals intimidating or harassing others	1%	2%	5%
Seeing drug misuse or dealing	2%	2%	6%
Rowdy behaviour e.g. drunkenness, hooliganism or loutish behaviour	3%	6%	12%
Noisy neighbours or regular loud parties	4%	3%	11%
Neighbour disputes	3%	3%	5%
Rubbish or litter lying around	10%	14%	19%
Abandoned or burnt-out vehicles	1%	1%	1%
Animal nuisance such as noise or dog fouling	18%	19%	25%
None	73%	68%	55%

Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

Notes:

1. Respondents can choose more than one option.

Table 6 shows that in every category, apart from ‘abandoned or burnt-out vehicles’, a lower percentage of people in remote and accessible rural areas have experienced neighbourhood problems. For example, only 4% and 3% respectively in remote and accessible rural areas say they have had a problem with noisy neighbours or loud parties while the figure is 11% in the rest of Scotland. Similarly, 10% and 14% of people in remote and accessible rural areas respectively state that rubbish or litter lying around is a problem, whilst 19% state this is a problem in the rest of Scotland.

Table 7: Perceptions of Safety When at Home Alone at Night by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	92%	87%	79%
Fairly safe	7%	12%	18%
A bit unsafe	1%	1%	3%
Very unsafe	0%	0%	1%
Don't know	0%	0%	0%
Total	100%	100%	100%

Source: Scottish Household Survey, 2011

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

Table 7 shows that the majority of people in all areas of Scotland feel either 'very safe' or 'fairly safe' when at home alone at night. However, a higher proportion of people in remote rural (92%) and accessible rural areas (87%) state they feel 'very safe' compared to the rest of Scotland (79%).

Table 8: Crime Victimization and Perception of Change in Crime Rates Over Previous Two Years by Geographic Area, 2010-11

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of adults who had been the victims of crime in the last 12 months	8%	11%	20%
Proportion of adults who perceived that:			
Crime rate has increased over last 2 years	16%	18%	24%
Crime rate has stayed the same over last 2 years	76%	73%	62%
Crime rate has decreased over last 2 years	6%	6%	10%
Don't know	2%	3%	4%
Total	100%	100%	100%

Source: Scottish Crime and Justice Survey, 2010-11
(Using Scottish Government Urban Rural Classification 2009-2010)

The crime victimisation rates in Table 8 may provide an explanation as to why residents of rural Scotland are more likely to feel safe alone in their home at night (as shown in Table 7). A smaller proportion of residents of remote (8%) and accessible rural (11%) areas had been victims of crime in the past 12 months compared to the rest of Scotland (20%).

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

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

In 2007, the Scottish Government introduced National Indicators to reduce overall crime victimisation rates² and to increase positive public perception of the general crime rate in the local area³.

² <http://www.scotland.gov.uk/About/scotPerforms/indicator/crimevictims>

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

Table 9: Whether Respondent Gave Their Time to Help as an Organiser/Volunteer in the Past 12 Months by Age and Geographic Area, 2011

	Remote Rural			Accessible Rural			Rest of Scotland		
	16-64	65+	Total	16-64	65+	Total	16-64	65+	Total
Yes	49%	28%	43%	36%	27%	34%	30%	24%	29%
No	51%	72%	57%	64%	73%	66%	70%	76%	71%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification 2009-2010)

In rural Scotland, a higher proportion of people give up their time to help as a volunteer or organiser than in the rest of Scotland. This difference is particularly noticeable for people aged 16-64, with 49% of this age group in remote rural areas and 36% in accessible rural areas giving up time to work as a volunteer/organiser, compared to 30% in the rest of Scotland. A greater proportion of people aged 16-64 gave up time to work as a volunteer/organiser, compared to people aged 65+, in all areas of Scotland.

Physical Environment

Table 10: Percentage of Population Living in Proximity to Sites on the Scottish Pollutant Release Inventory (SPRI) by Geographic Area, 2005

	Remote Rural	Accessible Rural	Rest of Scotland
Proximity to SPRI sites:			
% population within 0-500 metres	0%	1%	4%
% population within 500-1,000 metres	1%	4%	13%
% population within 1,000-2,000 metres	3%	10%	30%
% population over 2,000 metres	95%	86%	53%

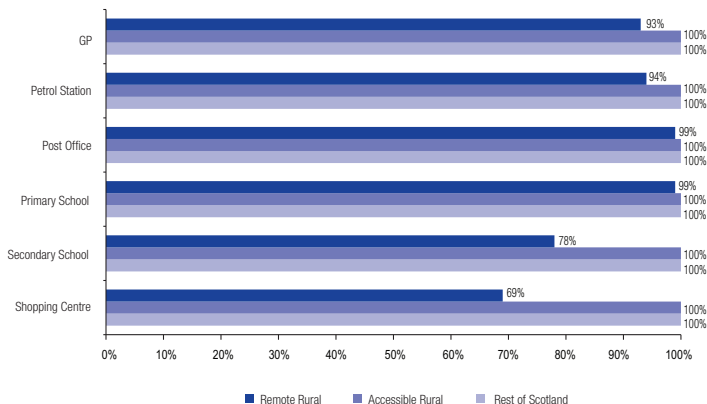
Source: Scottish Pollutant Release Inventory, Scottish Environment Protection Agency (SEPA), (2004 mid-year population estimates based on data zones) (Using Scottish Executive Urban Rural Classification, 2005-2006)

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

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

Access and Convenience of Services

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

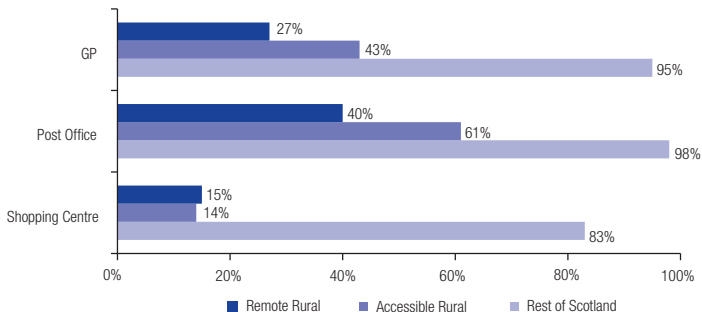


Source: Scottish Index of Multiple Deprivation, 2009
(Using Scottish Executive Urban Rural Classification, 2007-2008)

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

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

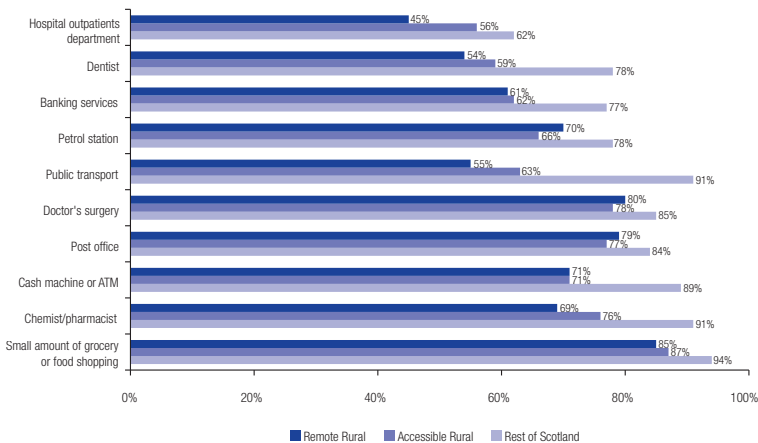
Figure 5: Percentage of Population Within 15 Minute Drive Time by Public Transport of Service, by Geographic Area, 2009



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

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

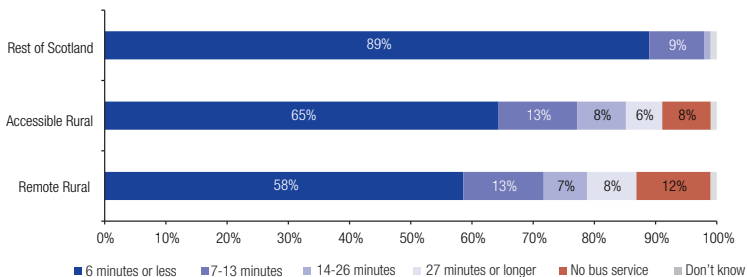
Figure 6: Percentage Finding Services Very of Fairly Convenient by Geographical Area, 2011



Source: Scottish Household Survey, 2011
 (Using Scottish Government Urban Rural Classification, 2009-2010)

Figure 6 shows that, in general, a lower percentage of people in rural areas find key services convenient, when compared to the rest of Scotland. This is particularly noticeable for key services such as hospitals, dentists, chemists, public transport, banking services and cash machines. For example, 54% of residents of remote rural areas find the nearest dentist convenient, compared to 78% of rest of Scotland residents.

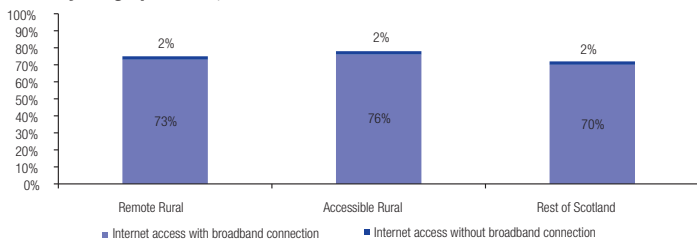
Figure 7: Distance to Nearest Bus Stop by Geographic Area, 2011



Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification 2009-2010)

Figure 7 shows that 89% of the population of the rest of Scotland live within 6 minutes of the nearest bus stop, compared to 65% and 58% of the population in accessible and remote rural areas. In addition, 12% of the remote rural and 8% of the accessible rural population reported that they did not have access to a bus service, whereas no-one in the rest of Scotland reported that they did not have access to a bus service.

Figure 8: Households with Home Internet Access and Broadband Connection by Geographic Area, 2011



Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

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

Table 11: Households Recycling Items in the Past Month by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Newspapers/magazines/paper/cardboard	79%	88%	84%
Glass bottles and jars	81%	86%	77%
Metal cans	73%	82%	74%
Plastic bottles	68%	82%	78%
One or more of the above	88%	92%	88%

Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

Table 11 shows that households in accessible rural areas (92%) are more likely to recycle at least one type of recyclable item than those in remote rural areas and the rest of Scotland (both 88%). Recycling rates for all items are highest in accessible rural areas and higher in the rest of Scotland than in remote rural areas for all items except glass bottles and jars.

Travel Patterns

Table 12: Cars Normally Available for Private Use by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
None	14%	13%	33%
One	49%	43%	44%
Two or more	37%	44%	22%
Total	100%	100%	100%

Source: Scottish Household Survey, 2011

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

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

Table 13: How Adults Usually Travel to Work/Education by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	14%	7%	14%
Driver of a car or van	67%	74%	57%
Passenger in a car or van	8%	5%	8%
Bicycle	2%	1%	2%
Bus (ordinary or works)	4%	6%	13%
Rail	1%	3%	4%
Other	4%	3%	2%
Total	100%	100%	100%

Source: Scottish Household Survey, 2011

(Using Scottish Government Urban Rural Classification 2009-2010)

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

In 2007, the Scottish Government introduced a National Indicator to increase the proportion of journeys to work made by public or active transport⁴.

⁴ <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/transport>

Table 14: How School Children Normally Travel to School by Geographic Area, 2011

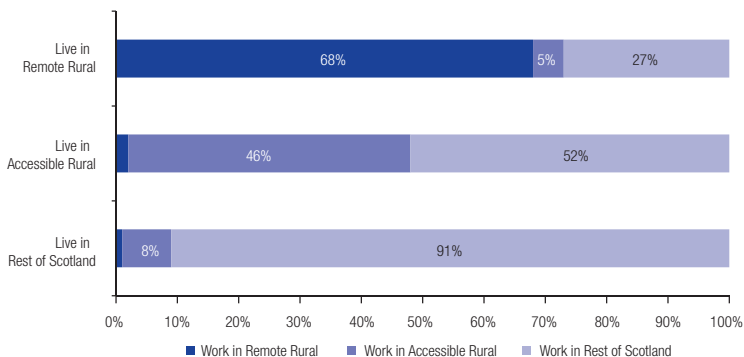
	Remote Rural	Accessible Rural	Rest of Scotland
Walking/Bicycle	19%	27%	58%
Passenger in a car/van	17%	27%	23%
Bus (ordinary, school, works, or private)	56%	42%	16%
Other	8%	4%	2%
Total	100%	100%	100%

Source: Scottish Household Survey, 2011

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

Table 14 shows that children in rural areas are more likely to travel to school by bus than by any other mode of transport, whereas children in the rest of Scotland are more likely to walk or cycle.

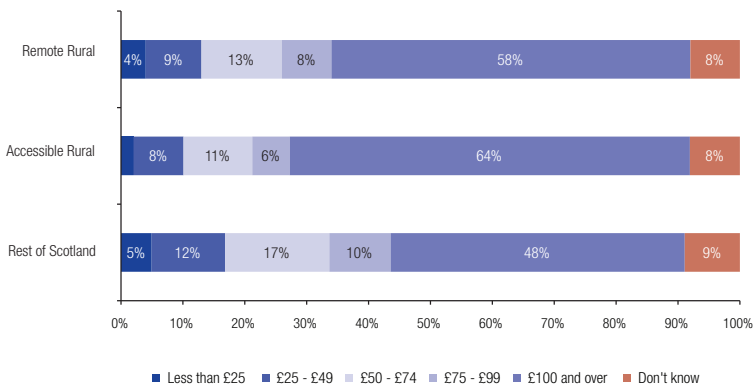
Figure 9: Percentage of Workers Living and Working in Area by Geographic Area, 2001



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

Figure 9 gives an indication of the relationship between where people live compared to where they work as measured by the 2001 population census. For those living in remote rural areas, 68% also work in remote rural areas. For those living in accessible rural areas, 46% also work in accessible rural areas, and 52% work in the rest of Scotland. Ninety-one per cent of people living in the rest of Scotland also work in the rest of Scotland.

Figure 10: Total Expenditure on Fuel for Cars per Month by Geographic Area, 2011



Source: Scottish Household Survey, 2011
 (Based on households with a car and using Scottish Government Urban Rural Classification, 2009-2010)

Figure 10 shows that residents in rural Scotland are more likely than those in the rest of Scotland to spend over £100 per month on fuel for their cars. 58% and 64% of residents of remote and accessible rural areas respectively report that they spend over £100 per month on fuel, compared to 48% in the rest of Scotland. A higher level of expenditure on fuel for cars is likely to be, in part, due to longer driving distances to key services, as shown in Figure 4.

Education

Table 15: Highest Qualifications Held by Working Age Population¹ by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Degree Level or equivalent	21%	25%	23%
HNC/HND or equivalent	14%	15%	14%
Higher/A Level or equivalent	30%	27%	25%
Credit Standard Grade or equivalent	21%	17%	18%
General Standard Grade or equivalent	2%	2%	2%
Other	5%	5%	6%
No Qualifications	8%	8%	12%
Total	100%	100%	100%

Source: Annual Population Survey in Scotland, 2011

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

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

Table 15 shows that levels of school and college education attained are broadly comparable across the three areas of Scotland. However, a slightly higher proportion of residents of accessible rural areas have a degree level qualification or equivalent. 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 16: Destination of School Leavers from Publicly Funded Secondary Schools by Geographic Area, 2010/2011

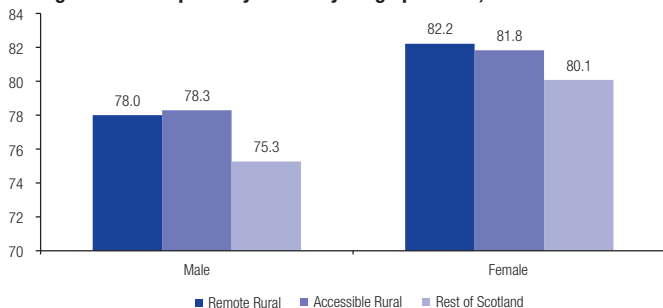
	Remote Rural	Accessible Rural	Rest of Scotland
Higher Education	35%	38%	36%
Further Education	21%	27%	28%
Training	2%	4%	6%
Employment	32%	18%	19%
Voluntary Work	1%	1%	0%
Activity Agreement	1%	0%	1%
Unemployed Seeking	7%	10%	10%
Unemployed Not Seeking	1%	1%	1%
Unknown	1%	0%	0%

*Source: Destination of Leavers from Scottish Schools, 2010/2011
(Based on school leaver's home address and Scottish Government Urban Rural Classification, 2009-2010)*

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

Health

Figure 11: Life Expectancy at Birth by Geographic Area, 2008-2010



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

Figure 11 shows that in all areas of Scotland, the life expectancy of females is higher than that of males. It can also be seen that the life expectancy of people born in rural Scotland is higher than in the rest of Scotland.

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

Table 17: Rate of Hospital Admissions (Emergency and Cancer), 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions rate per 100,000 population	9,142	8,481	10,321
Cancer admissions rate per 100,000 population	2,857	2,453	2,718

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

Table 17 shows that there was a different pattern observed for hospital rates by geographic areas between emergency and cancer admissions in 2010. The emergency admissions rate is highest in the rest of Scotland, whereas the cancer admissions rate is highest in remote rural areas of Scotland.

Table 18: Whether Respondent Smokes by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	19%	18%	24%
No	81%	82%	76%
Total	100%	100%	100%

Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

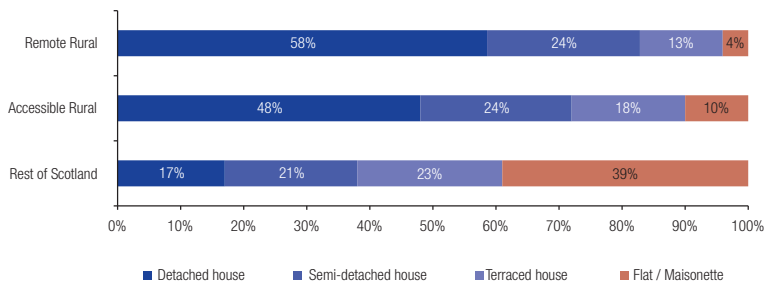
Table 18 shows that a higher percentage of people in the rest of Scotland smoke (24%), compared to people in remote and accessible rural areas (19% and 18%).

In 2007, the Scottish Government introduced a National Indicator to reduce the percentage of the adult population who smoke⁵.

⁵ <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/smoking>

Housing

Figure 12: Property Type by Geographic Area, 2011



Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

Figure 12 shows that over 96% of properties in remote rural Scotland are houses or bungalows, more than half of which are detached. The profile is similar in accessible rural areas, with a slightly higher prevalence of flats and terraced houses, in contrast to the rest of Scotland where flats account for 39% of the housing stock, with the remaining 61% being split relatively evenly between detached, semi-detached and terraced houses.

Table 19: House Sales¹ by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Number of Sales	3,601	7,592	42,428
Change from 2010	-5%	3%	-10%
Mean Price	£170,668	£214,922	£160,594
Change from 2010	-4%	2%	-1%
Median Price	£146,000	£180,000	£129,835
Change from 2010	-3%	1%	1%

Source: Registers of Scotland
(Using Scottish Government Urban Rural Classification 2009-2010)

Notes:

1. House sale figures relate to sales on the open market which excludes transactions such as Right to Buy.

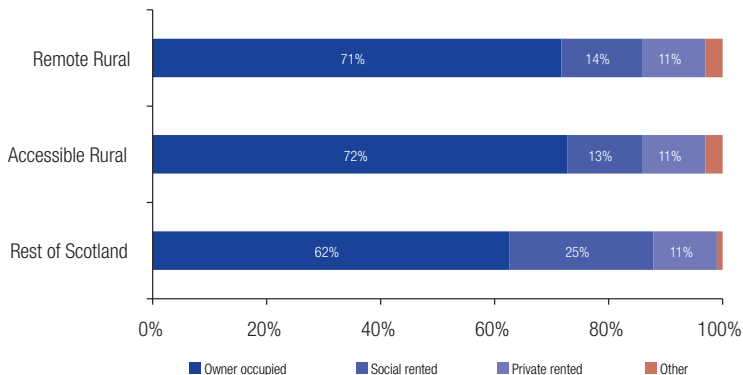
Table 19 shows that the highest average (mean) price, based on actual house sales, was in accessible rural areas, around £44,000 higher than in remote rural areas and approximately £54,000 higher than in the rest of Scotland.

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

In 2011 more house sales took place than in 2010 in accessible rural areas, but in remote rural areas and the rest of Scotland the number of house sales decreased by 5% and 10% respectively between 2010 and 2011.

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

Figure 13: Housing Tenure by Geographic Area, 2011



*Source: Scottish Household Survey, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)*

Figure 13 shows that compared with the rest of Scotland a higher proportion of people in rural Scotland own their own homes (71% and 72% respectively in remote and accessible rural areas, compared with 62% in the rest of Scotland) and a smaller proportion rent from Local Authorities/Scottish Homes or housing associations/Co-operatives (14% and 13% respectively in remote and accessible rural areas, compared with 25% in the rest of Scotland). The rate of private renting is similar across all three areas.

Table 20: Use of Housing Stock by Geographic Area¹, 2011

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

Source: Estimates of households and dwellings in Scotland (NRS), 2011
(Using Scottish Government Urban Rural Classification 2009-2010)

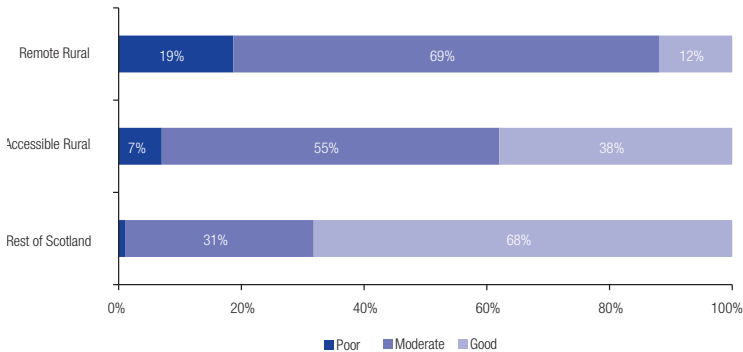
Notes:

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

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

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

Figure 14: Energy Efficiency Rating by Geographic Area, 2010

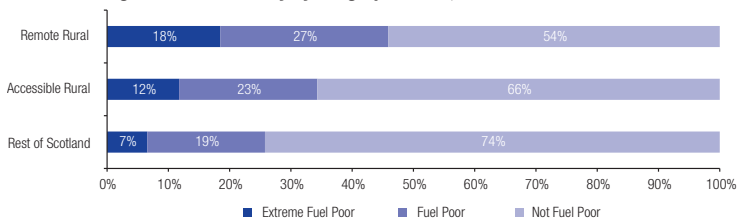


Source: Scottish House Condition Survey, 2010
(Using Scottish Government Urban Rural Classification, 2009-2010)

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

Figure 14 shows that housing stock in rural Scotland is generally less energy efficient than in the rest of Scotland. In remote rural areas, 12% of households were classified as having a good energy efficiency rating compared to 38% in accessible rural areas and 68% in the rest of Scotland. Dwellings in rural areas are more likely to be less energy efficient with 19% of households being classed as having poor energy efficiency in remote rural areas compared to 7% in accessible rural areas and 1% of households in the rest of Scotland.

Figure 15: Fuel Poverty by Geographic Area, 2010



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

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

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

In addition, in the rest of Scotland 74% of households have been classed as 'not fuel poor' compared to 66% in accessible rural and 54% in remote rural Scotland.

Figure 16: Presence of Condensation, Damp and Disrepair by Geographic Area, 2010

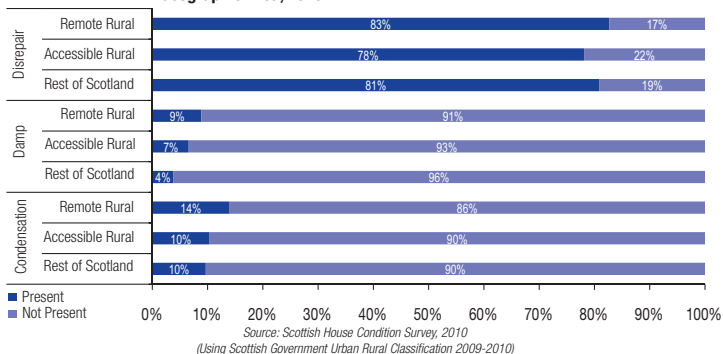


Figure 16 shows that homes in remote rural areas of Scotland are slightly more likely to be affected by damp, disrepair or condensation. Disrepair relates to any level of disrepair present in the property, which can range from a leaking bathroom tap to a missing roof.

Table 21: Presence of Loft Insulation in Homes by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
No loft insulation	3%	5%	2%
Less than 100mm	17%	12%	12%
100mm to 200mm	57%	59%	62%
More than 200mm	23%	24%	23%
Total¹	100%	100%	100%

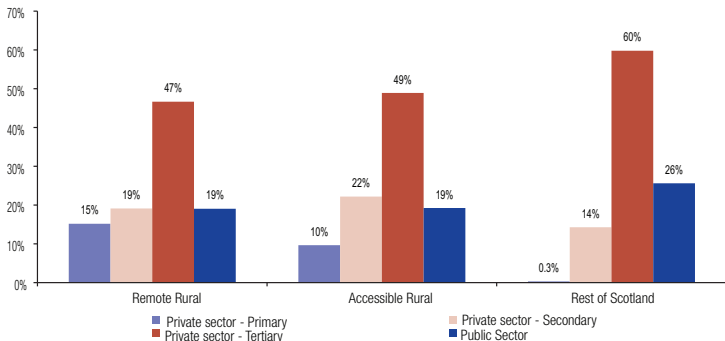
Source: Scottish House Condition Survey, 2010
(Using Scottish Government Urban Rural Classification 2009-2010)

Table 21 illustrates the prevalence and thickness of loft insulation. Houses in remote and accessible rural areas (20% and 17%, respectively) are slightly more likely to have no loft insulation or insulation less than 100mm than homes in the rest of Scotland (14%).

Thickness of loft insulation, where present, is variable across all three areas. Homes which have insulation are most likely to have between 100mm and 200mm in all geographic areas.

Industry

Figure 17: Employment in Primary, Secondary and Tertiary Sectors and in the Public Sector by Geographic Area, 2011



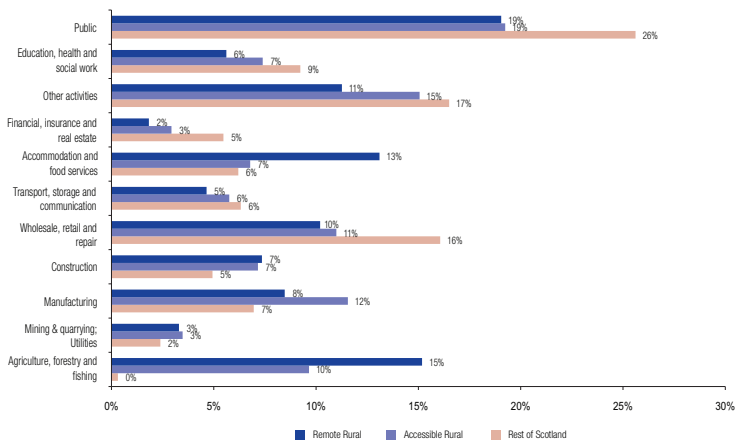
Source: Inter Departmental Business Register, 2011
(Using Scottish Government Urban Rural Classification, 2009-2010)

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.

Figure 17 shows employment in enterprises in Scotland registered for VAT and/or PAYE. In all areas in Scotland the tertiary sector is the most significant in terms of employment. Primary sector industries employ more people in remote rural (15%) and accessible rural (10%) areas, than in the rest of Scotland (0.3%).

The public sector accounts for 19% of employment in remote and accessible rural areas and 26% in the rest of Scotland.

Figure 18: Employment by Industry Sectors and in the Public Sector by Geographical Area, 2011



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

Notes:

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

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

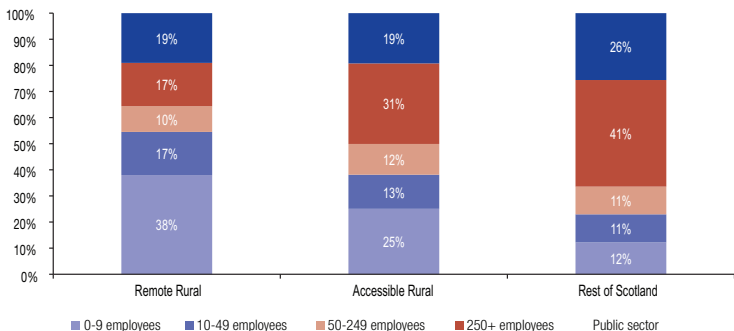
In remote rural areas 'Agriculture, forestry and fishing' is the largest source of private sector jobs (15%) followed by 'Accommodation and food services' (13%).

In accessible rural areas, 'Manufacturing' (12%), 'Wholesale, retail and repair' (11%) and 'Agriculture, forestry and fishing' (10%) are the most significant sources of private sector jobs.

Agriculture, forestry and fishing is a sector that shows the greatest difference across Scotland, accounting for 15% of workers in remote rural areas compared to 10% in accessible rural areas and less than 1% in the rest of Scotland. Conversely, other sectors such as 'Wholesale, retail and repair' and 'Financial & Insurance activities' are more a significant source of jobs in the rest of Scotland than in rural areas.

Business

Figure 19: Employment by Size of Firm and Geographic Area, 2011

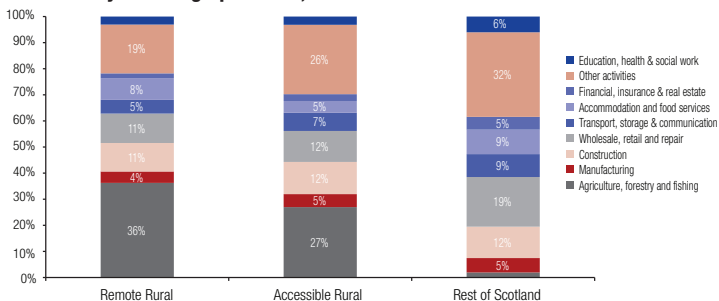


Source: Inter Departmental Business Register, 2011
(Using Scottish Government Urban Rural Classification 2009-2010)

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

Large businesses (250+ employees) account for 41% of those employed in the rest of Scotland, 31% in accessible rural areas and 17% in remote rural areas.

Figure 20: Number of Small and Medium Sized Enterprises (SMEs) by Industry and Geographic Area, 2011



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

Notes:

1. 'Other activities' consists of: 'Professional, scientific and technical activities', 'Administrative & support service activities' and 'Arts, entertainment and recreation; Other service activities'.
2. The industry sectors 'Mining & quarrying; Utilities' and 'Public sector' each account for less than 1% of the number of SMEs and have been excluded from the analysis.

Figure 20 shows in which industries Small and Medium Sized Enterprises operate, across all three geographic areas. Thirty-six per cent of SMEs in remote rural areas are in the Agriculture, Forestry and Fishing industry, compared to 27% in accessible rural areas and 2% in the rest of Scotland. Other activities represent around 32% of SMEs in the rest of Scotland compared to 26% in accessible rural SMEs and 19% of remote rural based SMEs.

The total number of SMEs (registered for VAT and/or PAYE) operating in remote rural areas, accessible rural areas and the rest of Scotland in 2011 are 20,100, 30,400 and 100,400 respectively.

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

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

Source: General Register for Scotland, 2001 Census

The 2001 Census showed that a similar proportion of people living in accessible rural areas and in the rest of Scotland were employed in higher managerial and professional positions. Eight per cent of employees in remote rural areas worked in such occupations.

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

Table 23: Business Openings and Closures by Geographic Area, 2010

	Remote Rural	Accessible Rural	Rest of Scotland
Total businesses	13,700	22,750	112,750
Business openings	1,005	1,995	12,450
Business opening rate	7%	9%	11%
Business closures	1,370	1,370	14,935
Business closure rate	10%	6%	13%
Total businesses per 10,000 adults	488	446	320
Business openings per 10,000 adults	36	39	35

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

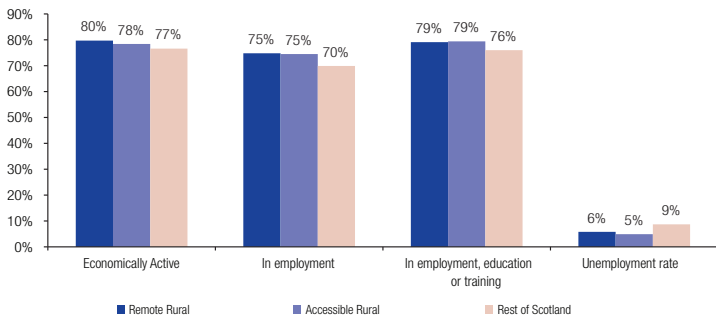
Table 23 shows the number of business openings and closures as measured by the number registering for either VAT or PAYE. It therefore excludes businesses with no employees and a turnover below the VAT threshold (£70,000 as at 1st April 2010).

Remote rural areas and the rest of Scotland showed a declining stock of active business over the last year, with business closure rate (10% and 13% respectively) higher than business opening rates (7% and 11% respectively). In contrast, accessible rural areas showed an increase in the number of active businesses over the year, with a business closing rate of 6% and opening rate of 9%. The Scottish Government has a National Indicator to increase the number of businesses⁶.

⁶ <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/businesses>

Economic Activity

Figure 21: Economic Activity by Geographic Area, 2011



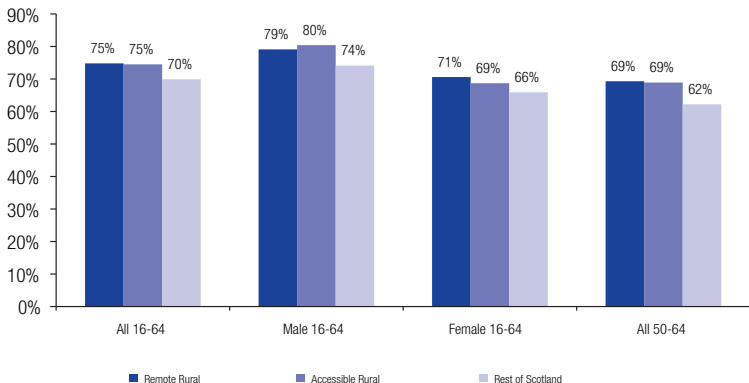
Source: Annual Population Survey in Scotland, 2011
(Using the Scottish Government Urban Rural Classification 2009-2010)
The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.

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

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

The total number of people employed in remote rural areas, accessible rural areas and the rest of Scotland are 154,200, 306,100 and 2,003,500 respectively.

Figure 22: Employment Rates by Geographic Area, 2011



Source: Annual Population Survey in Scotland, 2011
(Using the Scottish Government Urban Rural Classification 2009-2010)
The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.

Figure 22 shows that the employment rates are higher for all sub-groups in rural areas compared to the rest of Scotland. The difference in employment rates between rural areas and the rest of Scotland is similar for males and females aged 16-64, with employment rates around 5% higher in rural areas than in the rest of Scotland.

Table 24: Patterns of Work by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Percentage of Employed Males who are:			
Self-employed	29%	23%	13%
Working part-time in main job	16%	11%	13%
With a second job	7%	4%	3%
Homeworkers*	32%	23%	11%
Percentage of Employed Females who are:			
Self-employed	14%	13%	6%
Working part-time in main job	49%	51%	41%
With a second job	9%	7%	4%
Homeworkers*	16%	15%	6%
Percentage of All employed who are:			
Self-employed	22%	18%	10%
Working part-time in main job	31%	30%	27%
With a second job	8%	6%	3%
Homeworkers*	25%	19%	9%

Source: Annual Population Survey in Scotland, 2011

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

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

(Using Scottish Government Urban Rural Classification 2009-2010)

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

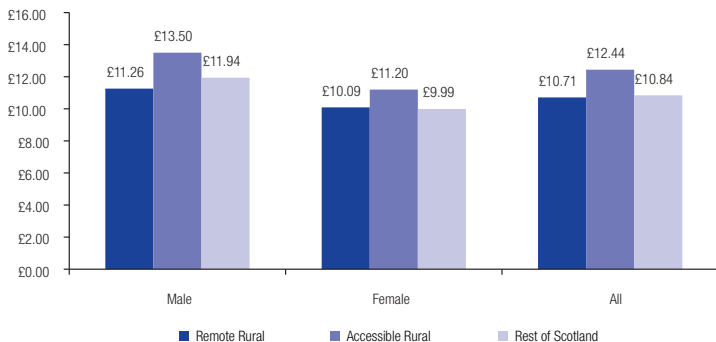
Women are considerably more likely than men to work part-time in all geographic areas.

The percentage of employed people in remote rural areas who have a second job (8%) is higher than in accessible rural areas (6%) or in the rest of Scotland (3%).

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

Earnings

Figure 23: Residence Based Median Hourly Rates of Pay by Geographic Area, 2011



*Source: Annual Survey of Hours and Earnings, 2011
(Using the Scottish Government Urban Rural Classification 2009-2010)*

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

Table 25: Residence-Based Gross Annual Pay for Full-time Employees¹ by Geographic Area, 2011

	Remote Rural	Accessible Rural	Rest of Scotland
Male	£26,720	£30,127	£27,104
Female	£20,279	£25,669	£22,190
All	£24,188	£28,557	£25,087

Source: Annual Survey of Hours and Earnings, 2011
(Using Scottish Government Urban Rural Classification 2009-2010)

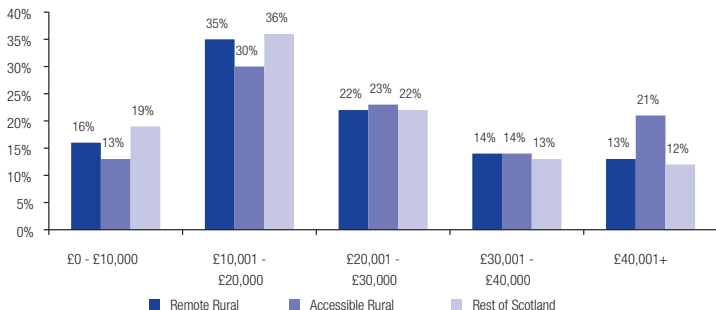
Notes:

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

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

Income

Figure 24: Annual Net Income of Highest Income Householder by Geographic Area, 2011



Source: Scottish Household Survey, 2011
(Using the Scottish Government Urban Rural Classification 2009-2010)

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

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

There is also a marked difference between the proportion of households in the £40,001 and over category in accessible rural areas (21%), compared to remote rural areas (13%) and the rest of Scotland (12%).

Table 26: Income and Employment Deprivation by Geographic Area, 2009¹

	Remote Rural	Accessible Rural	Rest of Scotland
Number income deprived	38,300	62,640	738,230
Number employment deprived	16,630	30,890	373,020
Percentage of the population that are income deprived	11%	10%	17%
Percentage of the working age² population that are employment deprived	8%	8%	14%

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

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

Notes:

1. This reference year refers to the second set of annual updates to the Income and Employment domains, published in October 2011.
2. Working age refers to female population aged 16-59 and male population aged 16-64. This is consistent with that used in the SIMD annual updates.

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

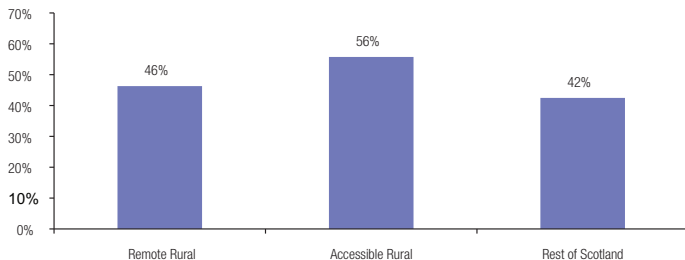
Employment deprivation comprises four indicators that identify those people that want to work, but due to unemployment, ill health or disability are excluded from the labour market. The indicators used are Unemployment Claimant Count, Incapacity Benefits, Disablement Allowance and Compulsory New Deal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

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

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

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

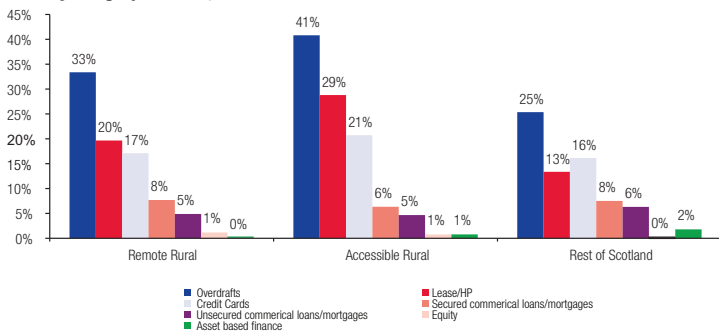
Figure 25: Percentage of SMEs that Applied for Finance During Previous Three Years by Geographic Area, 2012



Source: SME Access to Finance 2012
(Using Scottish Government Urban Rural Classification 2009-2010)
SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.

Figure 25 shows that the percentage of SMEs who applied for finance during the previous three years is highest in accessible rural areas (56%) and lowest for businesses located in the rest of Scotland (42%).

Figure 26: Forms of Finance Applied for by SMEs During Previous Three Years by Geographic Area, 2012



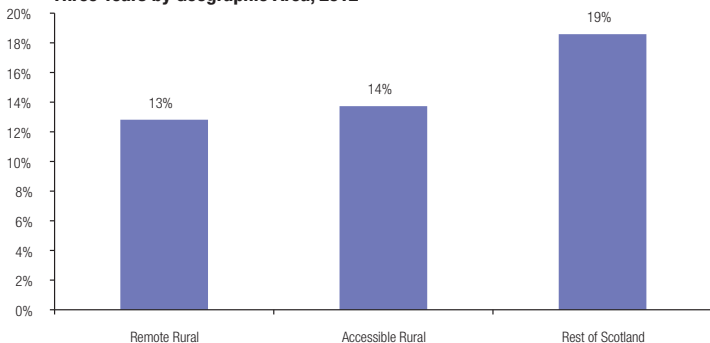
Source: SME Access to Finance 2012

(Using Scottish Government Urban Rural Classification 2009-2010)

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

Figure 26 shows that, during the three years to 2012, overdrafts were the most common form of finance applied for irrespective of geographic location. Lease/Hire-Purchase was the second most common form of finance applied for in rural areas, whereas Credit Card applications were the second most common form of finance applied for in the rest of Scotland.

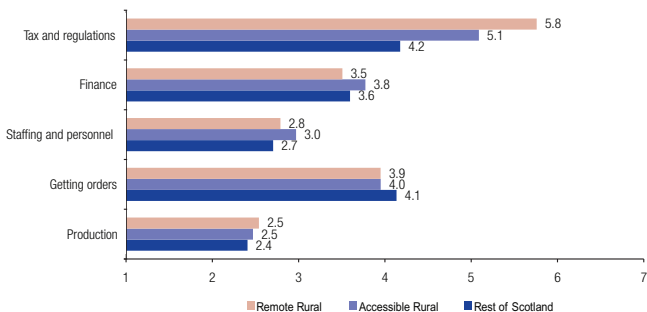
Figure 27: Percentage of SME Applications for Finance Rejected During Previous Three Years by Geographic Area, 2012



*Source: SME Access to Finance 2012
(Using Scottish Government Urban Rural Classification 2009-2010)
SME Access to Finance is a Scottish Government survey, but is not a National Statistics or Official Statistics source.*

Figure 27 shows that rejection rates for applications for finance were particularly high for SMEs located in the rest of Scotland (19%). This compares to a rejection rate of 14% for SMEs in accessible areas and 13% for SMEs in remote rural areas.

Figure 28: SME Perceptions of Obstacles to Success by Geographical Area, 2012



Source: SME Access to Finance 2012

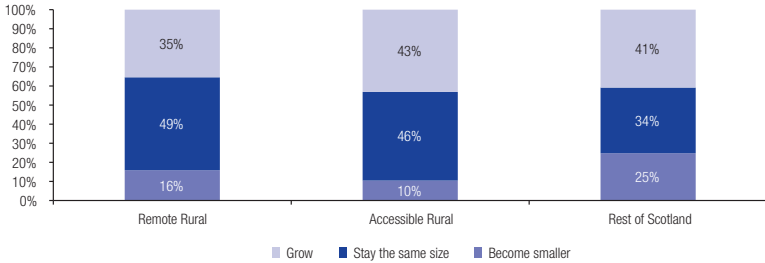
(Using Scottish Government Urban Rural Classification 2009-2010)

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

Respondents to the SME Access to Finance Survey 2012 were asked to rate how much they perceived certain factors as being barriers to success on a scale of 1 to 10, where 1 is “no problem” and 10 is “critical problem”.

Across all SMEs most barriers to success were rated similarly irrespective of geographic location. The greatest perceived obstacles to success in all areas are tax and regulations, with SMEs in rural areas perceiving these to be more significant barriers than in the rest of Scotland.

Figure 29: Growth Ambitions of SMEs Over Next Three Years by Geographic Area, 2012



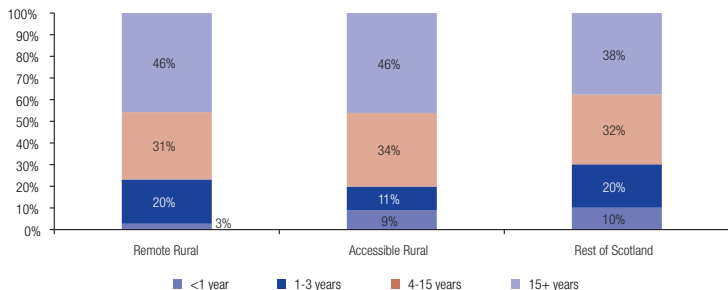
Source: SME Access to Finance 2012

(Using Scottish Government Urban Rural Classification 2009-2010)

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

Figure 29 shows that a higher percentage of SMEs in accessible rural areas (43%) and the rest of Scotland (41%) seek to grow their business over the next three years, than in remote rural areas (35%). However, there is also a greater proportion of SMEs in the rest of Scotland (25%) which aim to reduce the size of their business over the next three years in comparison to SMEs in accessible (10%) and remote (16%) rural areas.

Figure 30: SMEs by Age of Business and Geographic Area, 2012



Source: SME Access to Finance 2012

(Using Scottish Government Urban Rural Classification 2009-2010)

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

Figure 30 shows that SMEs in rural Scotland appear to be longer established businesses than SMEs located elsewhere. Forty-six per cent of SMEs in remote and accessible rural areas are over 15 years old compared to 38% in the rest of Scotland.

Notes

Background

This is the ninth edition of *Rural Scotland Key Facts* – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2012 version updates statistics from the eighth edition where new statistics have become available. Previous editions can be found on the Agriculture, Fisheries and Rural Statistics publications website at: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/Publications>

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

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

This is a National Statistics publication

The United Kingdom Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics: <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed.

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

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

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

Complaints and suggestions

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

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

Sources

The **Annual Population Survey**, includes the boost to the Labour Force Survey sample in Scotland resulting in a sample of approximately 21,500 households. The Annual Population Survey follows on from the Annual Scottish Labour Force Survey.

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

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

Information relating to the **Annual Survey of Hours and Earnings (ASHE)** is available from

<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. Data are National Statistics.

The ***Destination of Leavers from Scottish Schools 2010/11*** uses figures collated from a number of sources, such as the Pupil Census and Skills Development Scotland. Further information can be found at: <http://www.scotland.gov.uk/Topics/Statistics/Browse/School-Education/PubDestinationLeavers>. Data are National Statistics.

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

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

Hospital admissions data is sourced from ***Information Services Division (ISD), NHS Scotland***. More information can be found on the ISD Scotland website at: <http://www.isdscotland.org/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 (£70,000 as at 1st April 2010). Further tables from the Inter Departmental Business Register can be found here: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Business/Corporate>. Data are National Statistics.

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

Information on crime rates have been sourced from the **Scottish Crime and Justice Survey**. The survey is a large-scale continuous survey measuring people's experience and perceptions of crime. It conducts 13,000 face-to-face interviews with adults every year. Further results from the Scottish Crime and Justice Survey can be found here: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Crime-Justice/Publications/publications>. Data are National Statistics.

For tables/charts sourced from the **Scottish Household Survey**, the unweighted base numbers for households population are 1,316 for remote rural, 1,550 for accessible rural, and 11,490 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 2011 Scottish Household Survey**, published on 29th August 2012. The sample sizes are smallest for remote rural areas so there are larger confidence intervals associated with the statistics for this area than for the rest of Scotland figures. Further information on the Scottish Household Survey is available at: <http://www.scotland.gov.uk/Topics/Statistics/16002>. Data are National Statistics.

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

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

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

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

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

Related publications by Rural and Environment Science and Analytical Services

- Agriculture Facts and Figures 2012
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/PubFactsFigures>
- Food and Drink in Scotland: Key Facts 2012
<http://www.scotland.gov.uk/Publications/2012/03/3347>
- Key Environment Statistics 2011
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Environment/Publications>
- Scottish Environment Statistics Online
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Environment/seso>
- Economic Report on Scottish Agriculture 2012
<http://www.scotland.gov.uk/Topics/Statistics/Browse/Agriculture-Fisheries/PubEconomicReport>

Glossary of Acronyms

- APS** – Annual Population Survey
ASHE – Annual Survey of Hours and Earnings
GP – General Practitioner
GROS – General Register Office for Scotland
HNC – Higher National Certificate
HND – Higher National Diploma
IDBR – Inter Departmental Business Register
LFS – Labour Force Survey
NRS – National Records of Scotland
ONS – Office for National Statistics
PAYE – Pay As You Earn

- SCJS** – Scottish Crime and Justice Survey
- SHS** – Scottish Household Survey
- SHCS** – Scottish House Condition Survey
- SIMD** – Scottish Index of Multiple Deprivation
- SME** – Small and Medium-sized Enterprise (between 0 and 249 employees)
- SNS** – Scottish Neighbourhood Statistics
- SPRI** – Scottish Pollutant Release Inventory
- VAT** – Value Added Tax

Definitions

Household Types

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

Scottish Government Urban Rural Classification

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

The latest version of the classification is the Scottish Government Urban Rural Classification 2011-2012 (<http://www.scotland.gov.uk/Topics/Statistics/About/Methodology/UrbanRuralClassification>). The Scottish Government Urban Rural Classification 2011-2012 updates the Scottish Government Urban Rural Classification 2009-2010 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 2009-2010 classification. Details of all previous classifications can be found at the Scottish Government Urban Rural Classification website: www.scotland.gov.uk/urbanrural.

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

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

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

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

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

Edited by Gregor Berry

Rural and Environment Science and Analytical Services Division
Scottish Government
Q Spur
Saughton House
Edinburgh EH11 3XD
Tel: 0300 244 9707

Email: RuralStatistics@scotland.gsi.gov.uk

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

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

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

Telephone enquiries
0300 244 9707

Email enquiries
RuralStatistics@scotland.gsi.gov.uk