

Rural Scotland Key Facts 2007

People and Communities
Services and Lifestyle
Economy and Enterprise



natural
scotland
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 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.

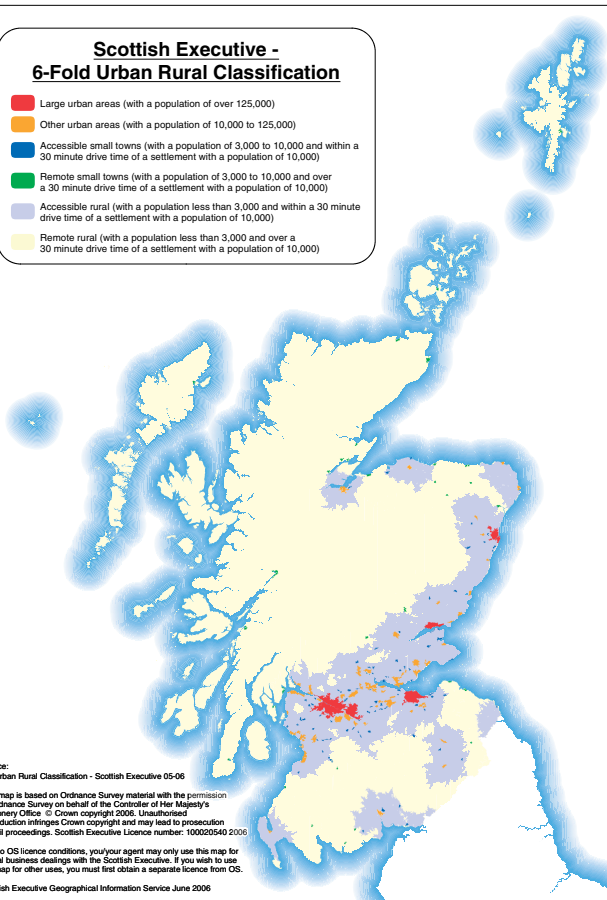
These definitions form part of the **Scottish Executive's urban rural classification**. The map opposite shows the full classification. Accessible rural areas are shown in a light blue colour and remote rural areas are shown in a light yellow colour.

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

Scottish Executive - 6-Fold Urban Rural 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 and within a 30 minute drive time of a settlement with a population of 10,000)
-  Remote small towns (with a population of 3,000 to 10,000 and over a 30 minute drive time of a settlement with a population of 10,000)
-  Accessible rural (with a population less than 3,000 and within a 30 minute drive time of a settlement with a population of 10,000)
-  Remote rural (with a population less than 3,000 and over a 30 minute drive time of a settlement with a population of 10,000)



Source:
SE Urban Rural Classification - Scottish Executive 05-06

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Scottish Executive Geographical Information Service June 2006

People and Communities

Demographics

Table 1: Population by Geographic Area, 2001, 2006

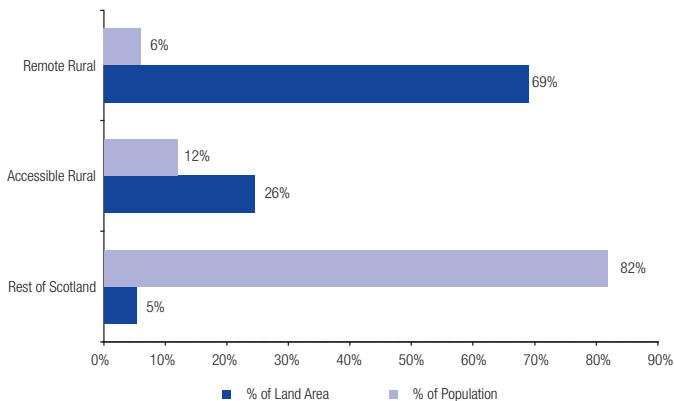
	2001	2006	% change 2001-2006
Remote Rural	315,026	327,474	4.0%
Accessible Rural	581,755	618,619	6.3%
Rest of Scotland	4,167,419	4,170,807	0.1%
Total	5,064,200	5,116,900	1.0%

*Source: General Register Office for Scotland, 2007 (mid-year estimates based on data zones)
(Both 2001 and 2006 figures are based on Scottish Executive Urban Rural Classification, 2005-2006)*

Just over 5 million people live in Scotland, with almost 1 million of them living in rural areas. Table 1 shows that between 2001 and 2006, the population in all areas of Scotland has increased.

The greatest increase in population has been in accessible rural areas, with a 6.3% increase between 2001 and 2006, compared to an increase of 4.0% in remote rural areas. Over this period, the population of the rest of Scotland increased slightly by 0.1%.

Figure 1: Percentage of Population and Land by Geographic Area, 2006



*Source: General Register Office for Scotland, 2007 (2006 mid-year estimates based on data zones)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

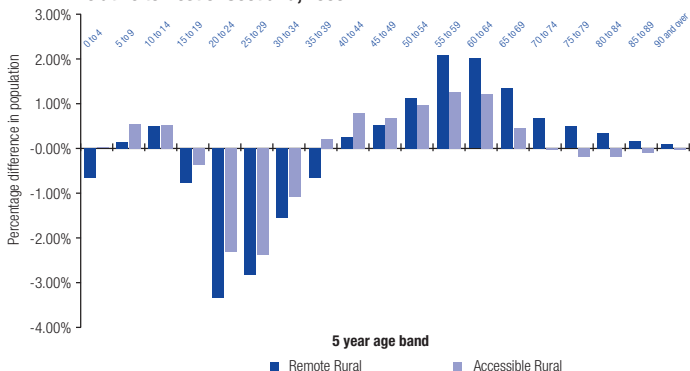
Figure 1 shows that although rural Scotland accounts for 18% of the total population in Scotland (6% in remote rural and 12% in accessible rural), it accounts for 95% of the land mass in Scotland (69% in remote rural and 26% in accessible rural). In contrast the rest of Scotland accounts for 82% of the population of Scotland but only 5% of the land mass. The total land mass of Scotland is approximately 7.8 million hectares.

Table 2: Age Distribution of Population in Rest of Scotland, 2006

Age Group	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49
Rest of Scotland	5%	5%	6%	7%	7%	7%	6%	8%	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	6%	6%	5%	5%	4%	3%	2%	1%	1%	100%

Source: General Register Office for Scotland, 2007 (2006 mid-year estimates based on data zones)
 (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 2: Differences in Age Distribution of Population of Rural Areas, Relative to Rest of Scotland, 2006



Source: General Register Office for Scotland, 2007, (2006 mid-year estimates on data zones)
 (Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 2 shows that relative to the rest of Scotland (as displayed in Table 2), the population of rural areas has a different age distribution. Specifically, rural areas have a lower percentage of population in the age bands 15-34 but a higher population in the age bands 40-69. This suggests that younger people are leaving rural areas for the rest of Scotland and rural areas will experience an increasingly ageing population. This scenario is particularly apparent in remote rural areas.

Table 3: Net-Migration by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Net-Migration	1,991	6,200	12,978
% of Population	0.6%	1.0%	0.3%

Source: General Register Office for Scotland, 2007

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Net-migration refers to the number of in-migrants minus out-migrants. Table 3 shows that in both rest of Scotland and rural areas in Scotland, the number of in-migrants has been greater than the number of out-migrants, resulting in positive net-migration. In 2005/2006, the rest of Scotland experienced an increase in numbers from migration of 12,978, compared to 1,991 in remote rural areas and 6,200 in accessible rural areas.

Table 3 also shows that net-migration accounts for a relatively small percentage of the total population in all areas – 0.6% in remote rural areas, 1% in accessible rural areas, and 0.3% in the rest of Scotland.

Households

Table 4: Household Type by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Single adult	12%	10%	17%
Two adults	18%	20%	17%
Three or more adults	8%	10%	9%
Single parent	3%	5%	6%
Small family	14%	15%	13%
Large family	7%	8%	7%
Two older adults	21%	18%	14%
Single Pensioner	16%	14%	17%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

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

Table 5: Household Size by Geographic Area, 2005/2006

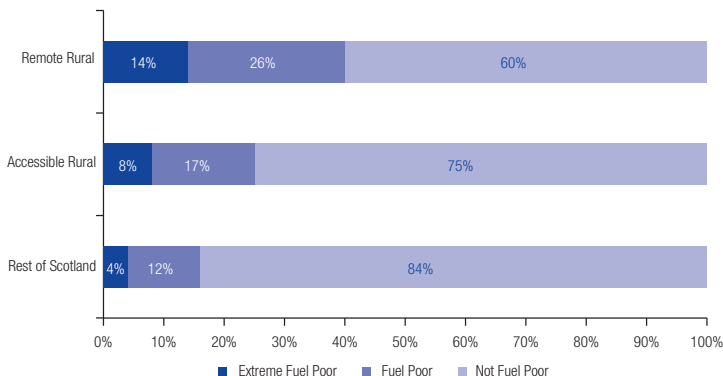
	Remote Rural	Accessible Rural	Rest of Scotland
One	28%	23%	34%
Two	41%	40%	34%
Three	12%	16%	15%
Four	14%	14%	12%
Five or more	6%	6%	5%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 5 shows that, relative to the rest of Scotland, there are higher percentages of households in accessible and remote rural areas with a household size of 2 or more and there are fewer single person households in rural Scotland.

Figure 3: Fuel Poverty by Geographic Area, 2004/2005



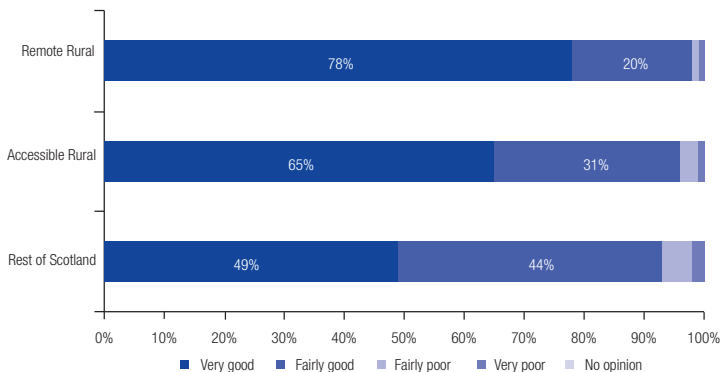
*Source: Scottish House Condition Survey, 2004/2005
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

The term 'fuel poverty' refers to the situation where a household cannot afford to heat their home to an adequate level. In Figure 3 a household is 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 3 shows that people in rural areas are much more likely to be at risk of being classed as being fuel poor or extreme fuel poor than in the rest of Scotland. In the rest of Scotland 84% of people have been classed as 'not fuel poor' compared to 75% in accessible rural and 60% in remote rural Scotland.

Neighbourhood and Community

Figure 4: Rating of Neighbourhood as a Place to Live by Geographic Area, 2005/2006



Source: Scottish Household Survey 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 4 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 78% of people rate their neighbourhood as a very good place to live, compared to 65% in accessible rural areas and 49% in the rest of Scotland. In both rural areas and the rest of Scotland though, over 90% rate their neighbourhood as a very good or a fairly good place to live.

Table 6: Experience of Neighbourhood Problems by Geographic Area, 2005/2006
(% saying they have personal experience of problem)

	Remote Rural	Accessible Rural	Rest of Scotland
Noisy neighbours or loud parties	2%	4%	8%
Vandalism, graffiti or other damage to property	3%	6%	12%
Rubbish or litter lying around	10%	13%	20%
Neighbour disputes	2%	4%	5%
Groups or individuals harassing others	1%	3%	6%
Drug misuse or dealing	1%	2%	6%
Rowdy behaviour	4%	8%	16%
None	84%	76%	63%

Source: Scottish Household Survey, 2005/2006

Columns add to more than 100% since multiple responses were allowed.

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 6 displays that in every category of neighbourhood problems, a lower percentage of people in remote and accessible rural areas have experienced such problems. For example, only 2% and 4% respectively in remote and accessible rural areas say they have had a problem with noisy neighbours or loud parties while the figure is 8% in the rest of Scotland. Similarly, 10% and 13% respectively in remote rural and accessible rural areas, state that rubbish or litter lying around is a problem whilst 20% state this is a problem in the rest of Scotland.

Table 7: Perceptions of Safety when at Home Alone at Night by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Very safe	90%	83%	75%
Fairly safe	9%	16%	22%
A bit unsafe	1%	1%	2%
Not safe at all	0%	0%	1%
Don't know	0%	0%	0%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 7 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, 90% in remote rural and 83% in accessible rural feel very safe while at home compared to 75% in the rest of Scotland.

Table 8: Whether Gave Up Time to Help as an Organiser/Volunteer in the Past 12 Months by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	41%	28%	23%
No	59%	72%	77%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 8 shows that a higher percentage of people in rural Scotland give up their time to help as an organiser or volunteer than the rest of Scotland. 41% of people in remote rural areas and 28% in accessible rural areas have given up time in the past 12 months to help as an organiser/volunteer, compared to 23% in the rest of Scotland.

Physical Environment

Table 9: Percentage of Population Living in Proximity to Derelict Sites (2006) and Sites on the Scottish Pollutant Release Inventory (SPRI) (2005), by Geographic Area

	Remote Rural	Accessible Rural	Rest of Scotland
Proximity of Derelict Land:			
% population within 500 metres	8%	15%	30%
Proximity of 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, 2007

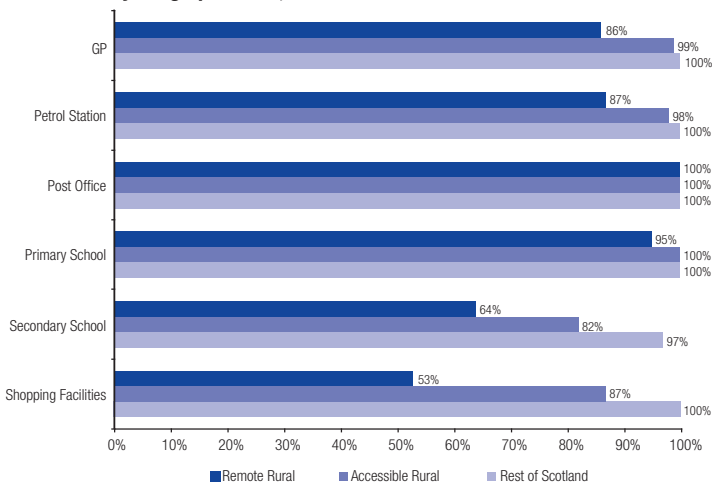
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 9 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 9 also shows that people in the rest of Scotland tend to live closer to sites on the SPRI register, compared to those in rural areas. 47% of those 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.

Access and Convenience of Services

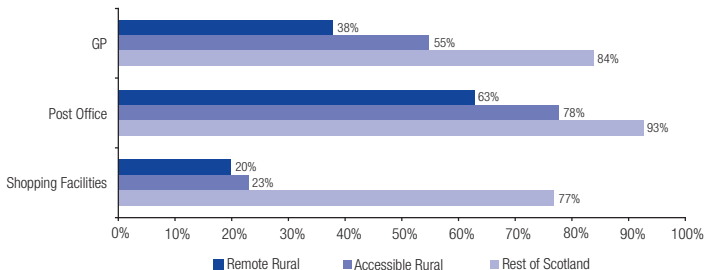
Figure 5: Percentage Within 15 Minute Drive Time of Service by Geographic Area, 2006



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

Figure 5 shows that, in general, those in rural areas are less likely to live within a 15 minute drive to key services, than in the rest of Scotland are. This is particularly true for those in remote rural areas, where 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 of which everyone lives within a 15 minute drive, regardless of area, is the Post Office.

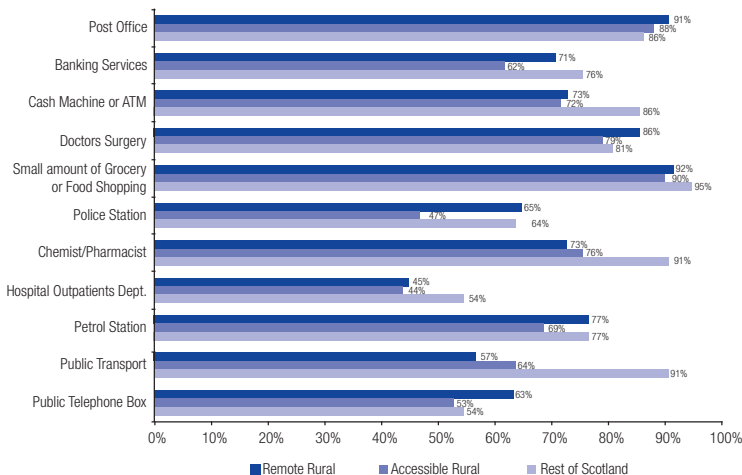
Figure 6: Percentage Within 15 Minute Drive Time by Public Transport of Service by Geographic Area, 2006



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

Figure 6 shows that a lower percentage of those 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 geographic areas, some areas are not within 15 minutes by public transport of the key services listed.

Figure 7: Percentage Finding Services Very or Fairly Convenient by Geographic Area, 2005/2006



Source: Scottish Household Survey 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 7 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 doctors surgery, which those in remote rural areas find more convenient than those in the rest of Scotland.

Table 10: Households with Home Internet Access by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	58%	59%	49%
No	42%	41%	51%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 10 shows that households in rural Scotland are more likely to have home internet access than those in the rest of Scotland.

Table 11: Whether Household has Broadband Connection by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	25%	35%	34%
No	75%	65%	65%
Don't know	0%	0%	1%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 11 shows that households in remote rural areas are less likely to have a broadband connection than in accessible rural areas or the rest of Scotland.

Table 12: Households Recycling Items in the Past Month by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Glass bottles	67%	68%	56%
Plastic	35%	53%	47%
Metal cans	45%	57%	47%
Newspaper/magazine/paper/cardboard	69%	84%	76%
One or more of these items	81%	88%	80%
None of these	19%	12%	20%

Source: Scottish Household Survey, 2005/2006

Columns add to more than 100% since multiple responses were allowed

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

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

Travel Patterns

Table 13: Cars Normally Available for Private Use by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
None	15%	14%	35%
One	51%	46%	44%
Two	28%	33%	18%
Three or more	6%	7%	3%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 13 shows that rural households have greater access to one or more cars than those in the rest of Scotland.

Table 14: How Adults Usually Travel to Work/Education by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Walking	13%	7%	17%
Driver car/van	70%	72%	53%
Passenger car/van	5%	6%	8%
Bicycle	2%	1%	2%
Bus (ordinary, school or works)	6%	9%	14%
Rail	1%	3%	5%
Other	3%	2%	2%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Adults in work or education, excluding those who work from home)

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

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

Table 15: How School Children Normally Travel to School by Geographic Area, 2005/2006

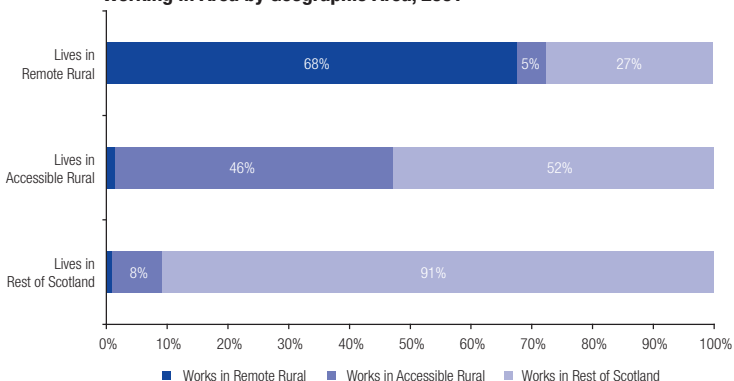
	Remote Rural	Accessible Rural	Rest of Scotland
Walking	27%	30%	58%
Driver car/van	16%	20%	21%
Bicycle	0%	1%	1%
Bus (ordinary, school or works)	54%	46%	18%
Rail	0%	1%	1%
Other	3%	2%	1%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

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

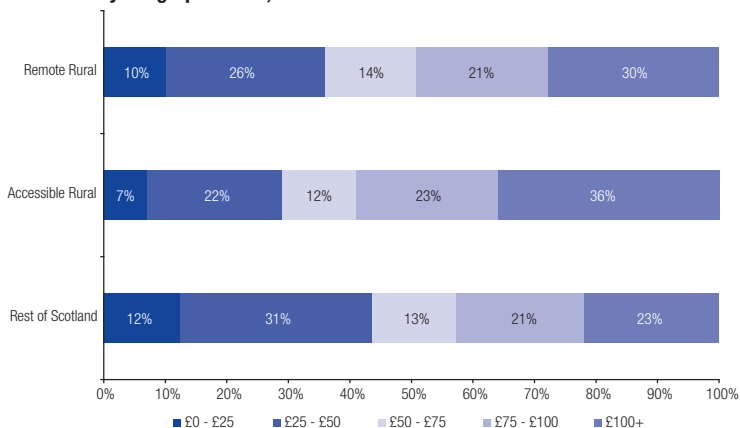
Figure 8: Percentage of Working Population Living and Working in Area by Geographic Area, 2001



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

Figure 8 gives an indication of the relationship between where people live and where they commute to work in. 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. For those living in the rest of Scotland, 91% also work in the rest of Scotland.

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



Source: Scottish Household Survey 2005/2006
 Bars may not add up to 100% due to rounding
 (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.

Childcare and Education

Table 16: Main Service Type Provided by Childcare Centres by Geographic Area, January 2007

	Remote Rural	Accessible Rural	Rest of Scotland
Nursery	66%	55%	55%
Playgroup	21%	22%	11%
Out of school club	8%	17%	19%
Crèche	2%	2%	4%
Children/family centre	1%	0%	4%
Sitter service	0%	0%	0%
Holiday play scheme	0%	1%	2%
No single main service	1%	1%	2%
Unkown	1%	1%	2%
Total	100%	100%	100%

Source: Children, Young People and Social Care Statistics, Scottish Government

Note: The base numbers for childcare centres are 417 for remote rural, 637 for accessible rural and 3,254 for rest of Scotland.

Seven childcare centres were of unknown geographic area, 6 claiming nursery as their main service and 1 claiming sitter service.

An additional 142 registered centres were either closed or not operating at the time of the census.

Where possible, where centres did not provide information on the main service provided, information provided in 2006 has been used.

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 16 shows that nursery is the most common main service provided by a childcare centre in all areas of Scotland. The proportion of childcare centres that identify nursery as their main service is significantly higher in remote rural areas. Following nursery, playgroup is the second most common main service provided by childcare centres in rural areas.

Table 17: Highest Qualifications Held by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
O Grade or equivalent	19%	19%	20%
H Grade/A level or equivalent	24%	21%	22%
HNC/HND or equivalent	11%	11%	10%
Degree, professional qualification or higher	26%	28%	23%
None of these	20%	21%	26%
Total	100%	100%	100%

Source: Scottish Household Survey, 2005/2006

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 17 shows that a higher percentage of adults in rural areas hold further education or professional qualifications than in the rest of Scotland.

Table 18: Destination of School Leavers from Public Funded Secondary Schools by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Higher education	33%	32%	30%
Further education	19%	22%	24%
Training	3%	4%	5%
Employment	34%	27%	26%
Unemployed and actively seeking employment or training	7%	11%	11%
Unemployed and not actively seeking employment or training	3%	2%	2%
Not known	1%	2%	2%
Total	100%	100%	100%

Source: Scottish Executive, Destination of Leavers from Scottish Schools, 2005/2006

Based on the postcode of the student's school

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

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

Table 19: Average Tariff Score of S4 Pupils and Percentage Registered for Free School Meals by Geographic Area, 2005/2006

	Remote Rural	Accessible Rural	Rest of Scotland
Average tariff score	189	186	168
Percentage registered for free school meals	7%	7%	16%
Number of pupils	4,373	7,499	48,673

Note: Not all pupils could be assigned an urban/rural classification due to lack of address details.

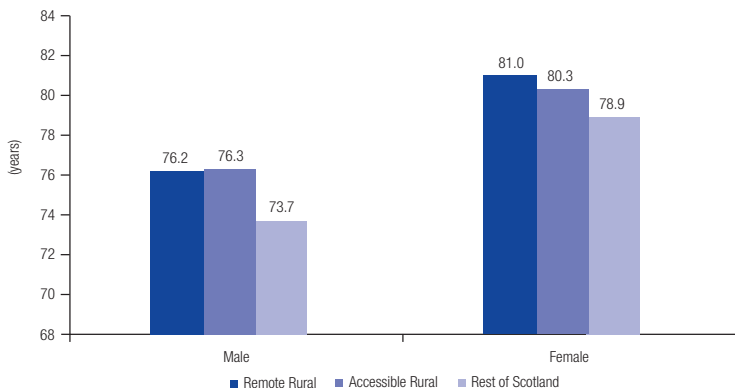
This table includes 60,545 out of a total of 61,164 pupils.

*Source: Scottish Executive, SQA Attainment and School Leaver qualifications in Scotland, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

Table 19 shows that pupils in S4 at schools in rural areas have higher average tariff scores than equivalent pupils in the rest of Scotland. Table 19 also shows that a lower percentage of pupils in S4 are registered for free school meals in the rural areas than in the rest of Scotland.

Health

Figure 10: Life Expectancy at Birth by Geographic Area, 2004



Source: General Register Office for Scotland, 2007
(Based on Scottish Executive Urban Rural Classification, 2003-2004)

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 in Scotland, is higher in rural areas than in the rest of Scotland.

For males, the life expectancy in remote rural and accessible rural areas is 76 years, over 2 years more than in rest of Scotland. For females, the life expectancy in remote rural is 81 years, which is also 2 years more than in rest of Scotland.

*Note that the population estimates used to calculate these life expectancy figures have since been revised by the General Register Office for Scotland.

Table 20: Rate of Hospital Admissions (Emergency and Cancer) (2005) and % of Population Prescribed Drugs for Anxiety, Depression or Psychosis (2004) by Geographic Area

	Remote Rural	Accessible Rural	Rest of Scotland
Emergency admissions (both sexes, all ages) rate per 100,000 population (2005)	8,528	7,952	9,617
Cancer admissions (both sexes, all ages) rate per 100,000 population (2005)	2,711	2,571	2,794
% of population prescribed drugs for anxiety, depression or psychosis (2004)	7%	7%	8%

Source: *Scottish Neighbourhood Statistics, 2007 (based on data zones)*
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 20 shows that rest of Scotland has a higher rate of emergency admissions than either remote rural or accessible rural areas.

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

For prescribed drugs for anxiety, depression or psychosis, rest of Scotland again has the highest percentage, but the percentages are similar across geographic areas.

Table 21: Whether Respondent Smokes by Geographic Area, 2005/2006

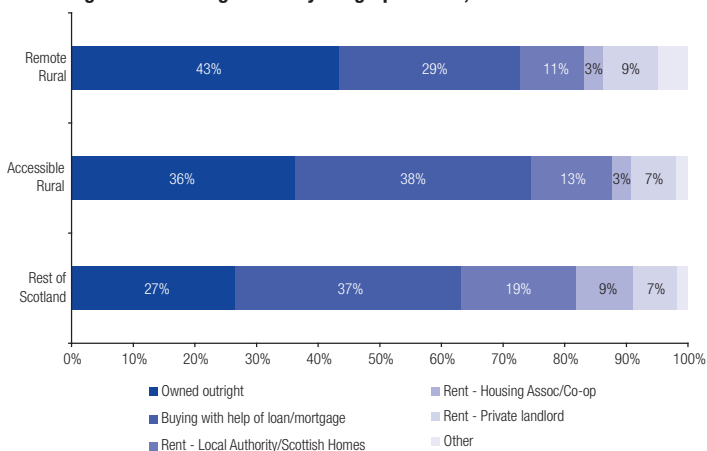
	Remote Rural	Accessible Rural	Rest of Scotland
Yes	19%	22%	27%
No	81%	78%	73%
Total	100%	100%	100%

Source: *Scottish Household Survey, 2005/2006*
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 21 shows that a higher percentage of people in the rest of Scotland are likely to smoke, compared to people in rural areas. Overall, remote rural areas have the fewest people who are likely to smoke.

Housing

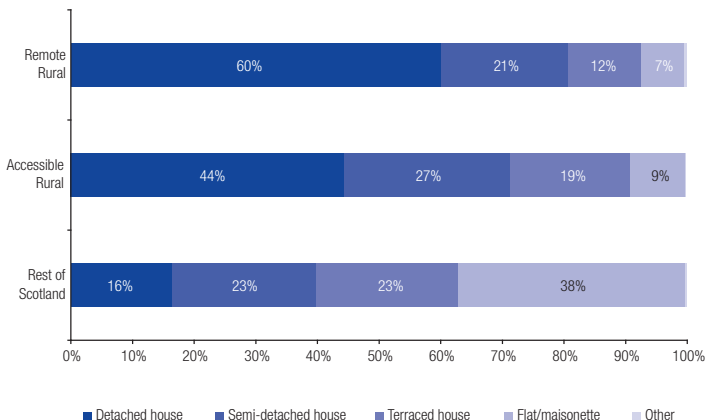
Figure 11: Housing Tenure by Geographic Area, 2005/2006



Source: Scottish Household Survey, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 11 shows that more people own their homes in rural Scotland, either outright or with the help of a loan/mortgage, than in the rest of Scotland. Renting housing from Local Authorities/Scottish Homes or Housing Associations/Co-op is less common in rural Scotland relative to the rest of Scotland.

Figure 12: Property Type by Geographic Area, 2005/2006



Source: Scottish Household Survey, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 12 shows that the houses in rural Scotland tend to be detached or semi-detached unlike the rest of Scotland where flats/maisonettes or terraced houses are more common.

Table 22: Use of Housing Stock by Geographic Area, 2001

	Occupied Household Space	Unoccupied Household Space	Unoccupied space. Second Residence/ Holiday Accommodation	Unoccupied space. Vacant Household Space
Remote Rural	84%	16%	11%	5%
Accessible Rural	94%	6%	2%	4%
Rest of Scotland	96%	4%	0%	4%

Source: General Register Office for Scotland, Census 2001

(Based on Scottish Executive Urban Rural Classification, 2003-2004)

Table 22 shows the percentage of the housing stock that is occupied and unoccupied by geographic area. Remote rural areas have the lowest percentage of occupied household space with 84% occupied. Of the 16% unoccupied space in remote rural areas, 11% is unoccupied as a result of second residence/holiday accommodation and 5% is vacant. There are much lower percentages of unoccupied household space in accessible rural areas and the rest of Scotland, but that which is unoccupied, tends to be vacant.

Table 23: House Sales (Average Prices and Total Number) by Geographic Area, 2006

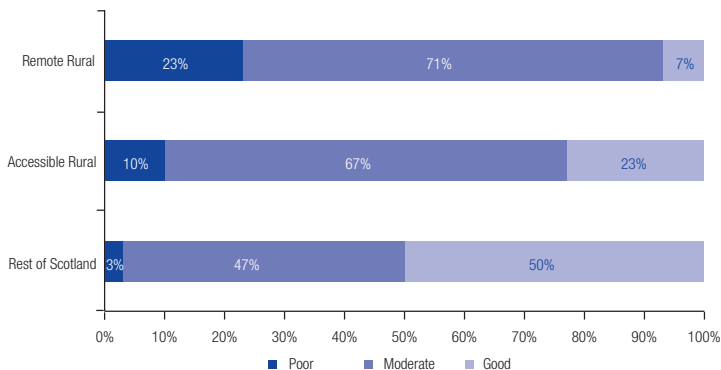
	Remote Rural	Accessible Rural	Rest of Scotland
Total number of house sales	8,403	17,814	141,613
Average price (£)	156,679	164,695	128,642
Median price (£)	118,000	136,287	97,000

Source: Scottish Neighbourhood Statistics, 2007 (based on data zones)

(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Table 23 shows total house sales by geographic area and the average and median house prices for those sales. The vast majority of house sales are in rest of Scotland, but average house prices are lowest in this area. The highest average price is in accessible rural areas, £8,000 higher than in remote rural areas and £36,000 higher than in rest of Scotland. It is important to note that these prices are based only on prices for properties sold and not values of all properties in the area. The prices will also depend on property type which is not adjusted for.

Figure 13: Energy Efficiency Rating by Geographic Area, 2004/2005



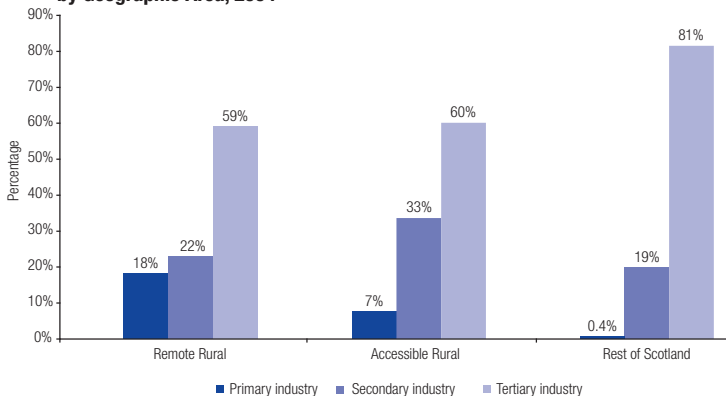
*Source: Scottish House Condition Survey, 2004/2005
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

Energy Efficiency 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 households in rural Scotland are much less energy efficient than the rest of Scotland. In remote rural areas, 7% of households were classified as having a good energy efficiency rating compared to 50% in the rest of Scotland. Households in remote rural areas are more likely to have poor energy efficiency than in the rest of Scotland with 23% of households being classed as having poor energy efficiency in remote rural areas compared to 3% of households in the rest of Scotland.

Industry Significance

Figure 14: Significance of Primary, Secondary and Tertiary Industries by Geographic Area, 2004

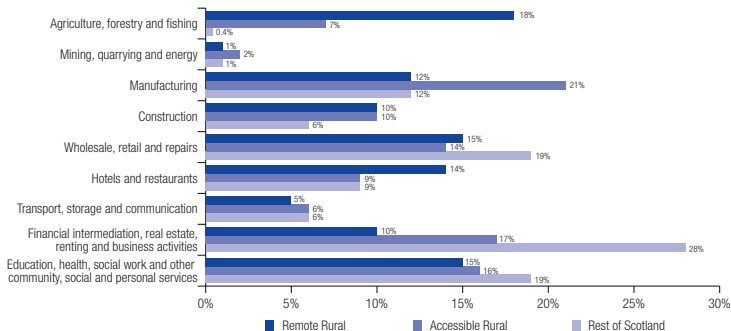


*Source: Scottish Executive, ONS (IDBR), 2006 (based on number of employees)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

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

Figure 14 shows that the most significant industry in all areas in Scotland (based on employment), is tertiary industry, followed by secondary industry. The least significant industry in all areas, is primary industry, although it is more important in remote rural areas.

Figure 15: Industry Significance by Geographic Area, 2006

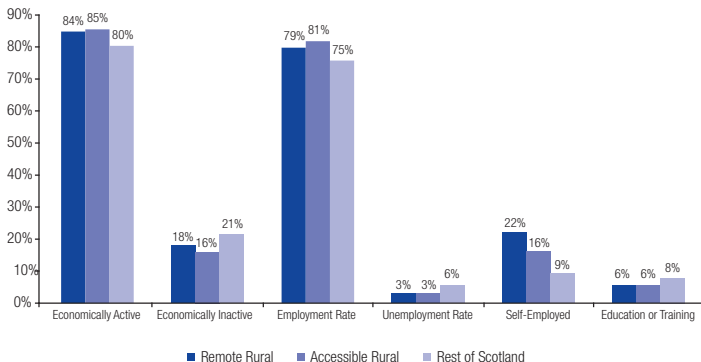


*Source: Scottish Executive, ONS (IDBR), 2006 (based on number of employees)
(Based on Scottish Executive Urban Rural Classification, 2005-2006)*

Figure 15 shows that agriculture, forestry and fishing are the most significant in remote rural areas (in terms of number of employees) followed by education, health, social work and other community, social and personal services and wholesale, retail and repairs. Manufacturing is the most significant sector in accessible rural areas followed by financial intermediation, real estate, renting and business activities. Financial services is the most significant industry in the rest of Scotland, followed by education, health, social work and other community, social and personal services and wholesale, retail and repairs. The least significant industry in all areas is mining, quarrying and energy.

Economic Activity

Figure 16: Economic Activity by Geographic Area, 2006



Source: Annual Population Survey in Scotland, 2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

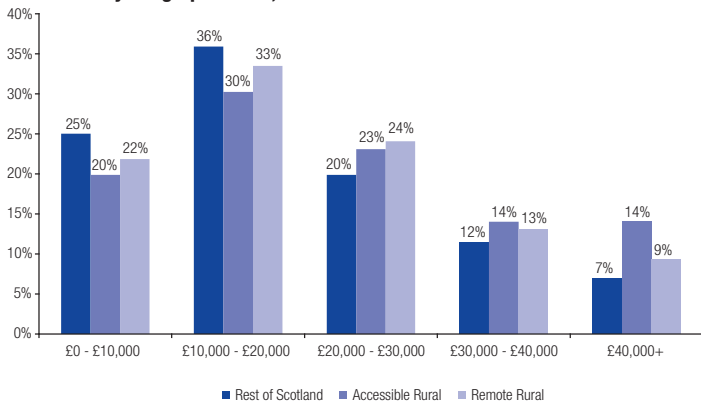
Figure 16 shows that a higher proportion of people in rural areas are economically active (those employed or looking for work) than in the rest of Scotland. Inactivity rates (those neither employed or unemployed) are lower in rural Scotland than in the rest of Scotland. The main reasons for being economically inactive are long-term sickness or disability, being a student and looking after family. A slightly higher percentage of the working age population are in full time education or training in rest of Scotland than in rural areas.

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 (the number of people unemployed as a percentage of the number of economically active) is lowest in rural areas.

Of those employed, self-employment is higher in rural Scotland than in the rest of Scotland.

Income

Figure 17: Annual Net Income of Highest Income Householder and Partner by Geographic Area, 2005/2006



Source: Scottish Household Survey, 2005/2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 17 presents net household income figures (for head of household and partner) by geographic area. The income figures include income from employment, benefits and other sources (after taxation and other deductions). The figures indicate that, in all areas, the highest proportion of households earn between £10,000 and £20,000.

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 24: Income and Employment Deprivation by Geographic Area, 2006

	Remote Rural	Accessible Rural	Rest of Scotland
Number of income deprived	29,976	49,571	628,181
Number of employment deprived	17,191	31,579	361,137
Percentage of total population that are income deprived	9%	8%	15%
Percentage of working age population that are employment deprived	9%	8%	12%

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

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

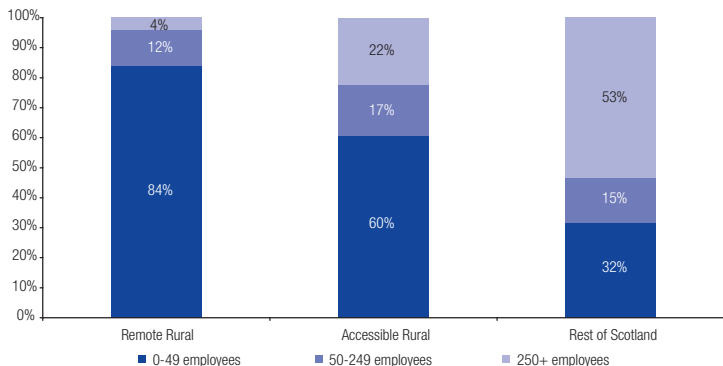
Employment deprivation is comprised of four indicators that identify those people that want to work, but due to unemployment, ill health or disability are excluded from the labour market. The indicators used are Unemployment Claimant Count, Incapacity Benefits, Disablement Allowance and Compulsory New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

Table 24 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.

Size of Business

Figure 18: Percentage of Employees by Size of Firm and Geographic Area, 2006



Source: Scottish Executive, ONS (IDBR), 2006
(Based on Scottish Executive Urban Rural Classification, 2005-2006)

Figure 18 shows that employment associated with registered enterprises* varies across Scotland. Small businesses account for a high proportion of this employment in remote rural areas (84%) and are also common in accessible rural areas (60%). Large businesses account for over half of those employed in registered enterprises in the rest of Scotland (53%).

*A registered enterprise is registered for VAT and/or PAYE. This covers about 94% of employment in Scotland.

Table 25: Enterprise Start-ups by Geographic Area, 2004

	Remote Rural	Accessible Rural	Rest of Scotland
Number of registrations	1,630	3,965	5,960
% of all registrations	14%	34%	52%
Area population aged 16+	227,317	531,114	3,331,515
Start-ups per 10,000 population	72	75	18
Start-ups per 1,000 firms	55	74	91

Source: *Scottish Executive, ONS (IDBR), 2004*

(Based on *Scottish Executive Urban Rural Classification, 2003-2004*)

Table 25 shows that rural areas accounted for 48% of all new business registrations in 2004. The start-up rates per head of population are higher in rural areas. The start-up rates per 1,000 firms are lower in rural areas than in the rest of Scotland.

Table 26: Growth Patterns of Scottish Businesses by Geographic Area, 2003

	Remote Rural	Accessible Rural	Rest of Scotland
Sustained growth	10%	13%	11%
Contained growth	7%	7%	9%
New growth	15%	18%	23%
No growth	68%	62%	57%

Source: *Annual Survey of Small Businesses, 2003*

(Based on *Scottish Executive Urban Rural Classification, 2003-2004*)

Table 26 suggests that businesses in rest of Scotland are more likely to experience new growth, than those in rural areas. Businesses in rural areas are also more likely to experience no growth than businesses in the rest of Scotland.

Table 27: Recruitment of New Employees in the Past 12 Months by Geographic Area, 2003

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	55%	50%	49%
No	45%	50%	51%

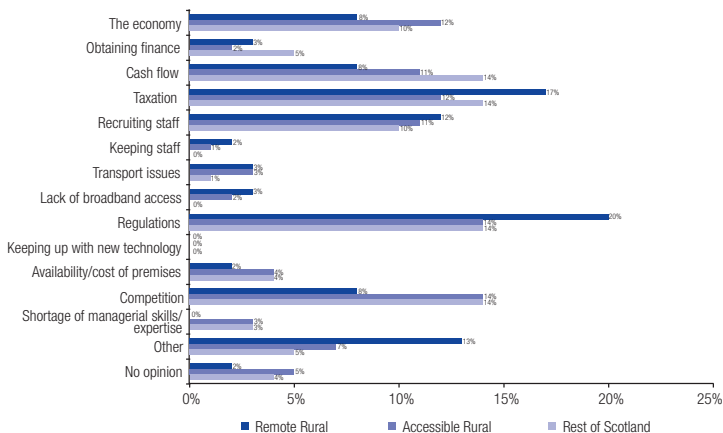
Source: Annual Survey of Small Businesses, 2003

(Based on Scottish Executive Urban Rural Classification, 2003-2004)

Table 27 suggests that a higher percentage of businesses in rural areas recruited new employees in the past 12 months than businesses in the rest of Scotland.

Obstacles to Success of Business

Figure 19: Greatest Obstacle to Success of Business by Geographic Area, 2003



Source: Annual Survey of Small Businesses in Scotland, 2003
(Based on Scottish Executive Urban Rural Classification, 2003-2004)

Figure 19 shows that in remote rural areas, the greatest obstacle to success of a business is perceived to be regulation. In accessible rural areas, the greatest obstacle to success of a business is perceived to be either regulation or competition.

Table 28: Whether Current Public Transport Affects Ability to Recruit Staff by Geographic Area, 2003

	Remote Rural	Accessible Rural	Rest of Scotland
Yes	15%	23%	29%
No - adequate public transport but other recruitment problems	4%	5%	5%
No - we have no recruitment problems	80%	72%	66%
Don't know	2%	2%	0%

Source: Annual Survey of Small Businesses, 2003

Columns may not add up to 100% due to rounding

(Based on Scottish Executive Urban Rural Classification, 2003-2004)

Table 28 shows that public transport provision is more likely to affect the recruitment of staff in rest of Scotland than in rural areas. This is reflected in the fact that a higher percentage of firms in rural areas indicate they have no recruitment problems, and also may reflect the higher use of private cars/vans in rural areas.

Table 29: Difficulty in Obtaining Finance from First Source by Geographic Area, 2003

	Remote Rural	Accessible Rural	Rest of Scotland
Yes, unable to obtain any finance	16%	12%	13%
Yes, obtained some but not all	5%	3%	8%
Obtained all finance but with problems	1%	7%	7%
No difficulties	77%	77%	69%
Don't know	1%	3%	1%
Unwilling to answer	0%	0%	3%

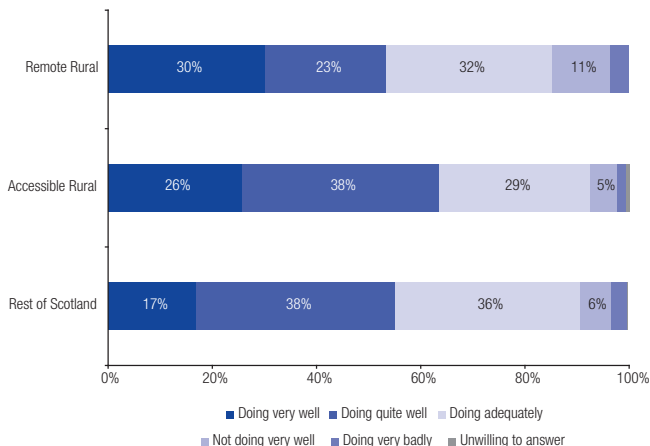
Source: Annual Survey of Small Businesses, 2003

(Based on Scottish Executive Urban Rural Classification, 2003-2004)

Table 29 shows that a higher percentage of businesses in remote rural areas, relative to other areas, were unable to obtain any finance from their first source. Despite this, businesses in remote rural areas were most likely to obtain finance from their first source with no difficulties.

Businesses in accessible rural areas and rest of Scotland were more likely to obtain all their finance from their first source, but with difficulty. In the case of businesses in the rest of Scotland, they were more likely to receive some, but not all, of their finance from their first source.

Figure 20: Health of the Business by Geographic Area, 2003



*Source: Annual Survey of Small Businesses in Scotland, 2003
(Based on Scottish Executive Urban Rural Classification, 2003-2004)*

Figure 20 shows business perceptions about the health of their business. Businesses in remote rural areas had the highest percentage saying their business was doing very well, but also the highest percentage saying their businesses was not doing very well. In accessible rural areas and in rest of Scotland, businesses were more inclined to say their businesses was either doing quite well or adequately.

Notes

Background

This is the fourth edition of 'Rural Scotland Key Facts' – a publication intended to be an easily accessible reference for statistics on rural Scotland. This 2007 version updates statistics from the 3rd 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 Rural and Environment Analytical Services Division of the Scottish Government Rural and Environment Research and Analysis Directorate. Telephone 0131 244 6143.

Sources

For tables/charts sourced from the **Scottish Household Survey**, the unweighted base numbers for households population are 2,784 for remote rural, 3,490 for accessible rural, and 24,737 for the rest of Scotland. There are occasional variations in base sizes for individual tables/figures. Further detail on the base numbers are available in 'Scotland's People: Results from 2005/2006 Scottish Household Survey'. The sample sizes are smallest for remote rural areas suggesting that there is less precision in the statistics for this area than for the rest of Scotland figures.

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

For tables/charts sourced from the **Scottish House Condition Survey**, the unweighted base sample numbers for dwellings are 298 for remote rural, 369 for accessible rural, and 2,426 for the rest of Scotland. There are occasional variations in base sample sizes for individual tables/figures. Further detail are available in 'Scottish House Condition Survey: Key Findings for 2004/5'.

For tables/charts sourced from the **Inter Departmental Business Register**, these figures include all businesses with at least one employees paid under PAYE or with a turnover above £60,000 (these account for about 95% of employment in Scotland). Figures from IDBR relate to 2006; new data become available in December 2007.

Scottish Executive Urban Rural Classification

Further information on The Scottish Executive Urban Rural Classification 2005-2006 is available on the Scottish Government website:

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

The Scottish Executive Urban Rural Classification 2005-2006 updates the 2003-2004 version with the latest available population settlement and drive time estimates. The definitions of urban and rural areas underlying the classification are unchanged. Two main criteria have been used to produce the Scottish Executive 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 2003-2004 and the 2005-2006 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.

Further information on the Scottish Executive urban rural classification 2003/04 is available on the Scottish Government website:

<http://www.scotland.gov.uk/library5/rural/seurc-00.asp>

With the exception of data sourced from Scottish Neighbourhood Statistics, all data used have been assigned a Scottish Executive urban rural classification based on unit postcodes. For statistics based on Scottish Neighbourhood Statistics, data zones are classified into the Scottish Executive urban rural classification using 'best fit' methods. Further information on this is available from the publication on 2005-2006 urban rural classification.



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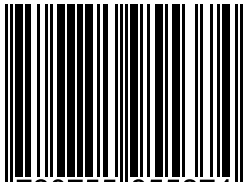
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