

SHETLAND AREA PROFILE

May 2014



INTRODUCTION

The Shetland area profile uses 2011 Census data and other available data sources to present an up-to-date analysis of its population and labour market.

The analysis is structured under the thematic headings of:

- Population.
- Labour market.
- Education and qualifications.
- Health and wellbeing.
- Ethnicity and migration.

To help contextualise the 2011 findings, the area profile includes corresponding figures where available for:

- The Highlands and Islands area and Scotland as a whole.
- The 2001 Census, to show how Shetland has changed over the last 10 years.

HEADLINE FINDINGS

The headline findings for Shetland are:

- Total population was 23,167 in 2011, an increase of 5.4 per cent from 2001.
 - A strong employment base and a business base that compares closely with the Highlands and Islands average.
 - Compared with the Highlands and Islands and Scotland, a higher share of employment by industry in agriculture, forestry and fishing, construction, transport and storage, education and health.
 - Compared with the Highlands and Islands and Scotland, a higher share of employment by occupation in skilled trades, caring, leisure and other service, and process, plant and machine operative occupations.
 - Unemployment rates lower than across the Highlands and Islands and Scotland. The annualised Jobseekers Allowance claimant count rate in 2013 was 1.1 per cent in Shetland, 2.4 per cent in Highlands and Islands and 3.7 per cent across Scotland.
 - School attainment and school leaver positive destinations rates (i.e. not into unemployment) above the Highlands and Islands and Scotland rates.
 - A smaller proportion of the adult population with no formal qualifications compared to the Highlands and Islands and Scotland; and a similar profile at higher qualification levels.
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POPULATION

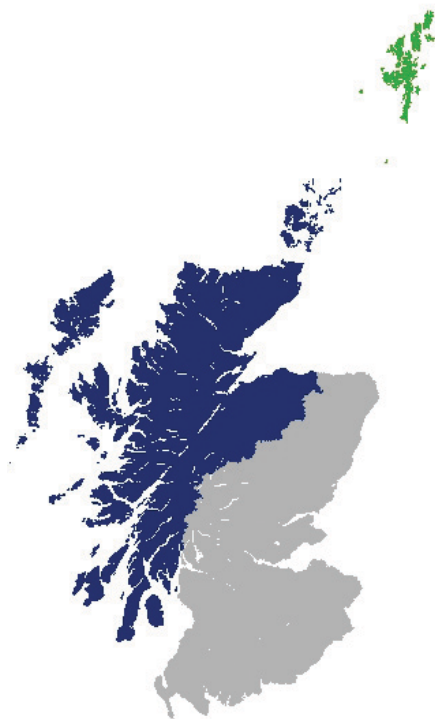
The profile begins with population data from the 2001 and 2011 Censuses, along with population projections to 2020.

In 2011, Shetland had a total population of 23,167. This was an increase of 5.4 per cent from 2001, which was above the population increase across Scotland but below the 7.5 per cent growth experienced by the Highlands and Islands (see Figure 1).

FIGURE 1: TOTAL POPULATION

| | 2001 | 2011 | % CHANGE |
|-----------------------|-----------|-----------|----------|
| Shetland | 21,988 | 23,167 | +5.4 |
| Highlands and Islands | 433,524 | 466,112 | +7.5 |
| Scotland | 5,062,011 | 5,295,403 | +4.6 |

Source: Census 2001 and 2011



By age breakdown, Shetland has a younger age profile than the Highlands and Islands and Scotland.

- In 2011, some 18.0 per cent of the Shetland population was aged 0-14 years, compared with the Highlands and Islands (16.3 per cent) and Scotland (16.1 per cent). Shetland also has a higher proportion aged 15-24 years than the Highlands and Islands, although at 11.9 per cent it is below the Scotland proportion of 13.1 per cent.
- Between 2001 and 2011, there has been an increase in the older population across Shetland, the Highlands and Islands and Scotland. For example the Shetland 65 years and over population increased from 14.0 per cent in 2001 to 16.3 per cent in 2011, while the population aged 45-64 years increased from 25.8 per cent to 28.6 per cent. However, the Highlands and Islands has a proportionately larger older population than Shetland.

FIGURE 2: AGE BREAKDOWN OF 2001 AND 2011 POPULATION

| | | 0-14 | 15-24 | 25-44 | 45-64 | 65+ |
|-----------------------|------|------|-------|-------|-------|------|
| Shetland | 2001 | 20.5 | 11.4 | 28.3 | 25.8 | 14.0 |
| | 2011 | 18.0 | 11.9 | 25.3 | 28.6 | 16.3 |
| Highlands and Islands | 2001 | 18.3 | 10.3 | 27.4 | 26.7 | 17.2 |
| | 2011 | 16.3 | 10.8 | 23.7 | 29.7 | 19.4 |
| Scotland | 2001 | 17.9 | 12.5 | 29.2 | 24.5 | 15.9 |
| | 2011 | 16.1 | 13.1 | 26.5 | 27.5 | 16.8 |

Source: Census 2001 and 2011

By gender, Shetland is distinct in having more males than females. Some 50.8 per cent of Shetland's population was male in 2011, compared with 49.0 per cent in the Highlands and Islands and 48.5 per cent across Scotland.

FIGURE 3: GENDER BREAKDOWN OF 2001 AND 2011 POPULATION

| | | Male | Female |
|-----------------------|------|------|--------|
| Shetland | 2001 | 50.4 | 49.6 |
| | 2011 | 50.8 | 49.2 |
| Highlands and Islands | 2001 | 49.1 | 50.9 |
| | 2011 | 49.0 | 51.0 |
| Scotland | 2001 | 48.1 | 51.9 |
| | 2011 | 48.5 | 51.5 |

Source: Census 2001 and 2011

POPULATION PROJECTIONS

Looking forward, the General Register Office for Scotland's 2010-based population projections find that the Shetland population is expected to increase by 2.7 per cent between 2010 and 2020. The Highlands and Islands population is projected to increase by 4.0 per cent and Scotland's population by 5.1 per cent.

LABOUR MARKET

Turning to the labour market data, the analysis of the resident population has been structured under the sub-headings of:

- Economically active.
- In employment.
- Unemployment.
- Economically inactive.

Utilising widely available labour market statistics, Figure 4 presents an overview of the total employment and business base for Shetland, the Highlands and Islands and Scotland for 2012. These statistics show that per 10,000 adult residents Shetland had:

- Significantly higher employment (employees and working proprietors) relative to the Highlands and Islands and Scotland.
- More businesses per 10,000 adults than the Scotland average but marginally fewer than the Highlands and Islands.
- The same number of business starts per 10,000 adults as the Highlands and Islands, and higher than that of Scotland as a whole.

FIGURE 4: TOTAL EMPLOYMENT, ACTIVE ENTERPRISES AND BUSINESS STARTS, 2012

| | Total Employment | Number | | Per 10,000 Adults | | |
|-----------------------|---------------------|-----------------------|--------------------|---------------------|-----------------------|--------------------|
| | | Active Enterprises | Business Starts | Total Employment | Active Enterprises | Business Starts |
| Shetland | 13,400 | 870 | 82 | 7,128 | 463 | 44 |
| Highlands and Islands | 201,600 | 17,575 | 1,627 | 5,519 | 479 | 44 |
| Scotland | 2,425,900 | 158,320 | 13,856 | 5,540 | 362 | 32 |

Source: Business Register and Employment Survey (Datazone definition), ONS Business Demography 2012 (LA definition), and Committee of Scottish Bankers New Businesses statistics (LA definition).
 Note: Enterprise data refers to VAT/PAYE registered enterprises.

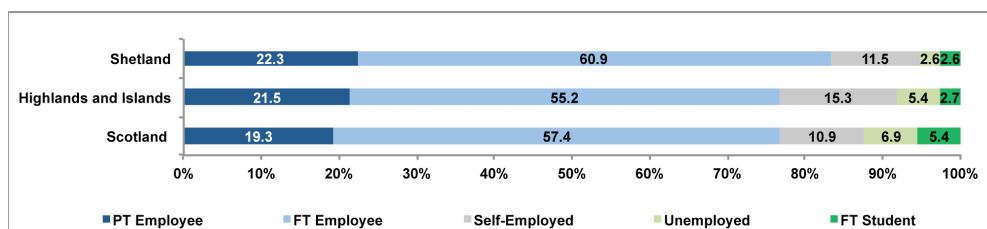
ECONOMICALLY ACTIVE

In 2011, some 78.1 per cent of the Shetland population aged 16 to 74 years was economically active. This was significantly above the Highlands and Islands rate of 71.3 per cent and the Scotland rate of 69.0 per cent.

Figure 5 provides a breakdown of the economically active population in terms of their employment status.

- Shetland had a much higher proportion in employment than the Highlands and Islands and Scotland. Combining full-time and part-time employment, 83.2 per cent were in employment in Shetland, while in both the Highlands and Islands and Scotland the proportion was 76.7 per cent.
- The proportion unemployed (2.6 per cent) was significantly lower than the Highlands and Islands (5.4 per cent) and Scotland (6.9 per cent).

FIGURE 5: BREAKDOWN OF ECONOMICALLY ACTIVE 16 TO 74 POPULATION (%), 2011



Source: Census 2011

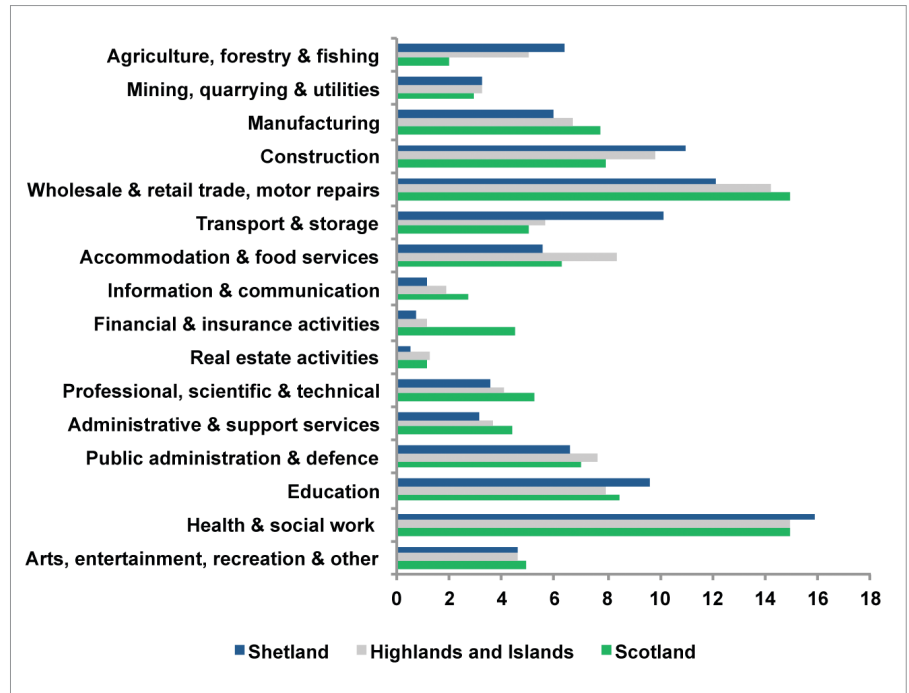
IN EMPLOYMENT

For those in employment, the Census provides information on the industry of employment, type of occupation and the number of hours worked per week.

By industry of employment in 2011, Figure 6 shows that, relative to the Highlands and Islands and Scotland, Shetland had:

- A higher share of employment in agriculture, forestry and fishing, construction, transport and storage, education and health.
- A lower share of employment in manufacturing, wholesale and retail, and finance and insurance.

FIGURE 6: EMPLOYMENT BY INDUSTRY (%), 2011

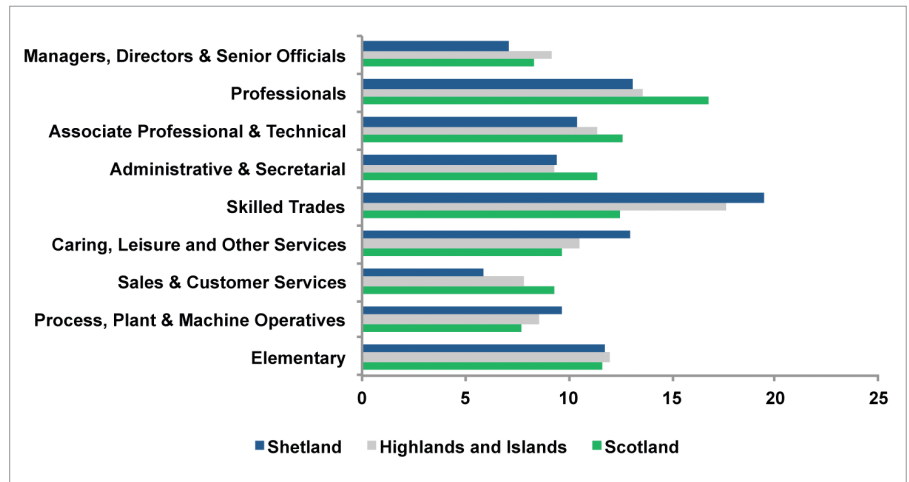


Source: Census 2011

Two charts are presented relating to employment by occupation. The first (Figure 7) presents the share of 2011 employment by occupation and shows that, relative to the Highlands and Islands and Scotland, Shetland had:

- A higher share of employment in skilled trades, caring, leisure and other service, and process, plant and machine operatives occupations.
- A lower share of employment in manager, director and senior officials, associate professional and technical, and sales and customer service occupations.

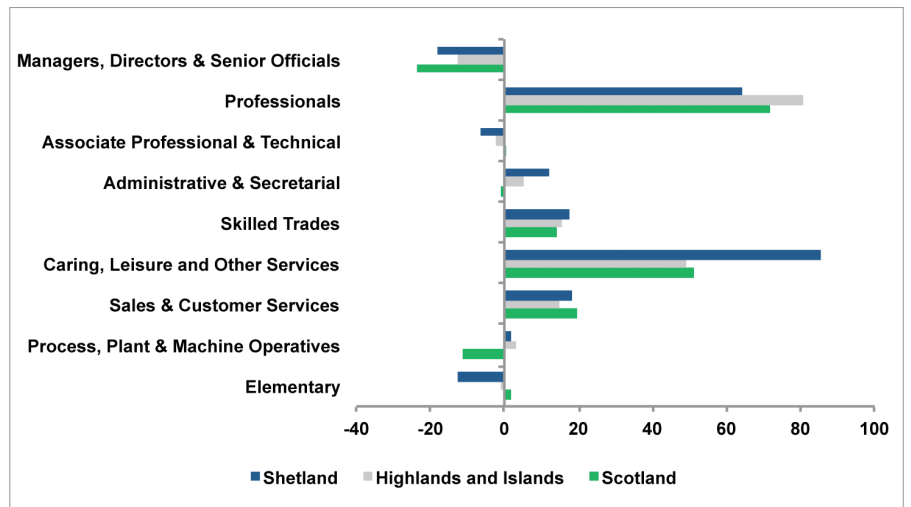
FIGURE 7: EMPLOYMENT BY OCCUPATION (%), 2011



Source: Census 2011

The second (Figure 8) shows the percentage change in employment by occupation between 2001 and 2011. It shows that the trends by occupation were for the most part similar across Shetland, Highlands and Islands and Scotland.

FIGURE 8: % CHANGE IN EMPLOYMENT BY OCCUPATION, 2011



Source: Census 2001 and 2011

HOURS WORKED

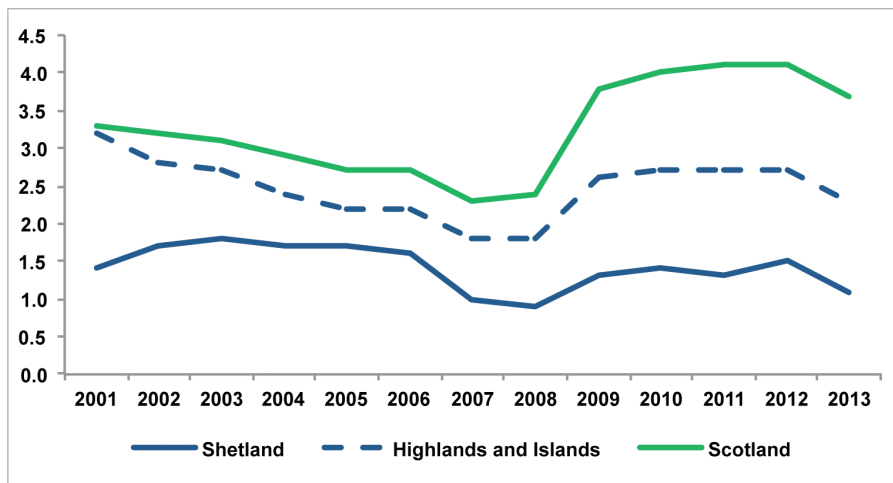
By hours worked, the 2011 Census finds that working more than 49 hours per week was more common in Shetland (15.2 per cent) and the Highlands and Islands (16.1 per cent) than across Scotland as a whole (11.7 per cent).

UNEMPLOYMENT

Jobseekers Allowance (JSA) Claimant Count data has been used to analyse unemployment levels. Figure 9 shows the annualised Claimant Count rate from 2001 to 2013.

- Shetland has a Claimant Count rate that is below that of the Highlands and Islands and Scotland. Furthermore, over time (and particularly since 2008) the gap has widened.
- In 2013, the Shetland Claimant Count rate was 1.1 per cent, the Highlands and Islands 2.4 per cent and Scotland 3.7 per cent.

FIGURE 9: CLAIMANT COUNT RATE OF 16-64 YEAR OLDS (%), 2001-2013



Source: NOMIS Claimant Count data

Note: Annualised data; datazone data available from 2005.

Figure 10 presents annualised Claimant Count data by gender, age and duration of claim for 2013. It shows:

- The male Claimant Count rate in Shetland (1.6 per cent) was double the female rate (0.8 per cent).
- The 16-24 year old Claimant Count in Shetland (1.6 per cent) was significantly below the Highlands and Islands (3.5 per cent) and Scotland (5.4 per cent) rates.
- Amongst 25-64 year olds the Shetland Claimant Count rate (1.0 per cent) was half the Highlands and Islands rate (2.1 per cent) and around a third of the Scotland rate (3.3 per cent).

FIGURE 10: BREAKDOWN OF JOBSEEKERS ALLOWANCE CLAIMANTS, 2013

| | Shetland | | Highlands and Islands | | Scotland | |
|----------------|----------|------|-----------------------|------|----------|------|
| | Number | Rate | Number | Rate | Number | Rate |
| Male | 120 | 1.6 | 4,580 | 3.2 | 87,410 | 5.1 |
| Female | 60 | 0.8 | 2,170 | 1.5 | 41,250 | 2.3 |
| 16-24 | 40 | 1.6 | 1,570 | 3.5 | 34,350 | 5.4 |
| 25-64 | 130 | 1.0 | 5,160 | 2.1 | 93,980 | 3.3 |
| Up to 6 months | 110 | - | 3,980 | - | 69,570 | - |
| 6-12 months | 20 | - | 1,040 | - | 22,000 | - |
| 1-2 years | 20 | - | 890 | - | 18,700 | - |
| 2 years + | 10 | - | 820 | - | 18,060 | - |
| Total | 170 | 1.1 | 6,750 | 2.4 | 128,670 | 3.7 |

Source: NOMIS Claimant Count data

Note: Annualised data; Rates for 16-24 and 25-64 year olds calculated using 2011 Census data

ECONOMICALLY INACTIVE

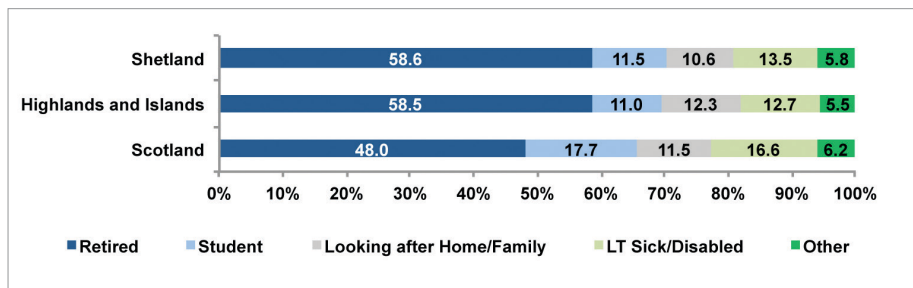
In 2011, some 21.9 per cent of Shetland 16 to 74 year olds were economically inactive, significantly lower than across the Highlands and Islands (28.7 per cent) and Scotland (31.0 per cent).

Figure 11 provides a breakdown of the economically inactive and shows:

- Shetland had a very similar profile to the Highlands and Islands. Therefore, compared with Scotland, Shetland had a higher proportion of its economically inactive 16-74 year old population who were retired at 58.6 per cent compared with Scotland (48.0 per cent).

- Both Shetland and the Highlands and Islands had lower proportions of their economically inactive populations who were students or long-term sick or disabled.

FIGURE 11: BREAKDOWN OF ECONOMICALLY INACTIVE 16 TO 74 POPULATION (%), 2011



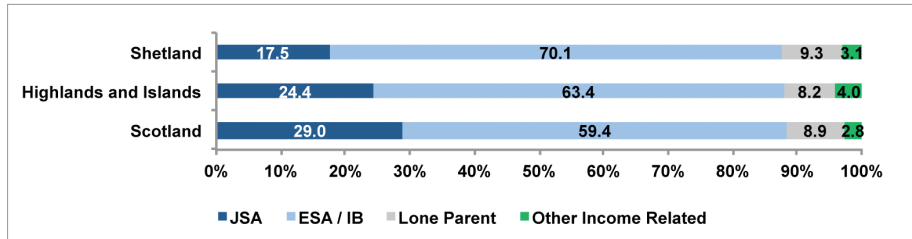
Source: Census 2011

OUT OF WORK BENEFITS

Department for Work and Pensions (DWP) out of work benefits claimant data provides more recent information on working age out-of-work benefits claimants, of which many are economically inactive. In May 2013:

- There were 970 people aged 16 to 64 years in Shetland claiming out-of-work benefits.
- This equates to 6.5 per cent of the working age population, which was significantly below the Highlands and Islands (9.2 per cent) and Scotland rates (12.9 per cent).
- Figure 12 shows the breakdown of out-of-work benefit claimants by statistical group.

FIGURE 12: OUT-OF-WORK BENEFITS CLAIMANTS BY STATISTICAL GROUP (%), MAY 2013



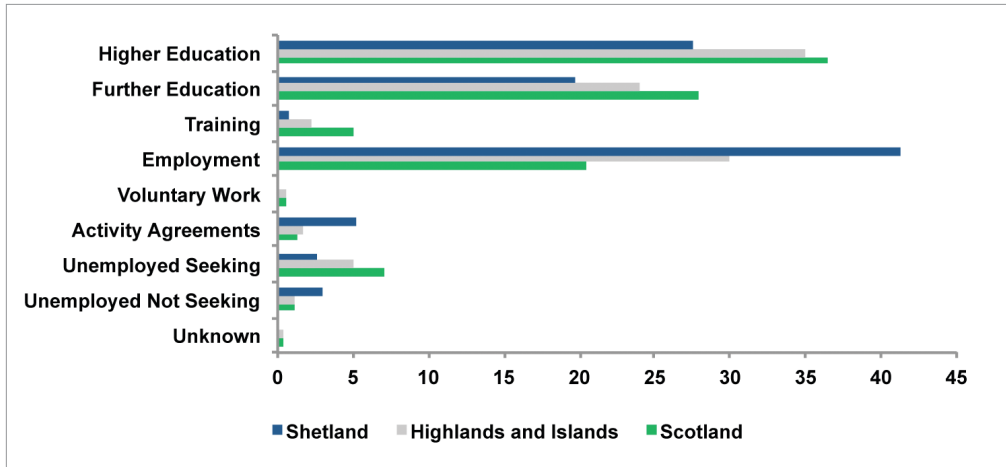
Source: NOMIS DWP WPLS data

Education and Qualifications

Data available from the Scottish Government, Skills Development Scotland and the Census highlight the key education and qualification trends in the Highlands and Islands. They show that:

- In 2011/12, some 86.7 per cent of Shetland S4 pupils achieved 5 awards at SCQF Level 4 and above. This was above the rates for the Highlands and Islands (82.9 per cent) and Scotland (80.2 per cent).
- In 2012/13, some 94.4 per cent of Shetland school leavers entered a positive destination, which was above the 93.5 per cent for the Highlands and Islands and 91.4 per cent for Scotland.
- Figure 13 shows the breakdown by destination type is quite distinct in Shetland. For example:
 - A much higher proportion (41.3 per cent in Shetland) entered employment than across the Highlands and Islands (30.0 per cent) and Scotland (20.4 per cent).
 - Lower proportions in Shetland entered higher education (27.5 per cent) and further education (19.7 per cent) than across the Highlands and Islands (34.3 per cent and 23.9 per cent) and Scotland (36.5 per cent and 27.8 per cent).

FIGURE 13: SCHOOL LEAVER DESTINATIONS (%), 2012/13



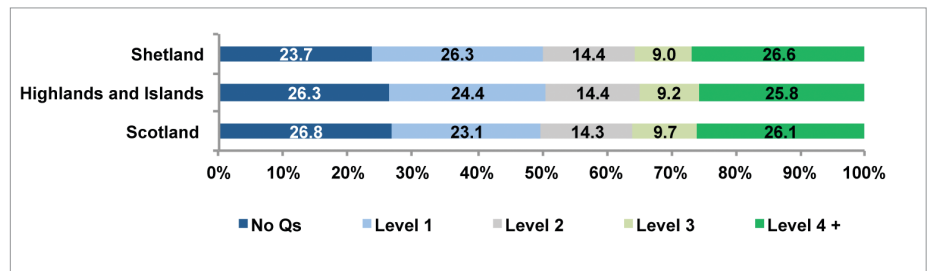
Source: Skills Development Scotland SLDR 2012/13 Initial Destination Figures
 Note: School attainment and destination figures are only available for local authority areas, therefore the Highlands and Islands figures include all of Argyll and Bute.

The 2011 Census provides information on the highest qualification level held by people aged 16 and above. Figure 14 shows that Shetland had a smaller proportion of its adult population with no qualifications than the Highlands and Islands and Scotland.

- Some 23.7 per cent of the Shetland adult population had no formal qualifications, which was below the proportions for the Highlands and Islands (26.3 per cent) and Scotland (26.8 per cent).

- The proportion with Level 1 qualifications is higher in Shetland (26.3 per cent) than the Highlands and Islands (24.4 per cent) and Scotland (23.1 per cent).
- Shetland also had a marginally higher proportion qualified at Level 4 and above at 26.6 per cent, compared with the Highlands and Islands (25.8 per cent) and Scotland (26.1 per cent).

FIGURE 14: HIGHEST QUALIFICATION HELD BY PEOPLE AGED 16 AND ABOVE, 2011



Source: Census 2011
 Note: Level 1 = Standard Grade, SVQ Level 1 or 2, or equivalent.
 Level 2 = Higher Grade, Advanced Higher Grade, SVQ Level 3 or equivalent.
 Level 3 = HNC, HND, SVQ Level 4 or equivalent.
 Level 4 = Degree, Postgraduate qualifications, SVQ Level 5 or equivalent.

Health and Wellbeing

Health and wellbeing are key contributors to an individual's economic activity. Health statistics from the 2011 Census show that Shetland had a better health profile to the Highlands and Islands and Scotland.

- On perception of general health, some 85.6 per cent of the Shetland population stated that their health was 'very good' or 'good'. This was above the rates for both the Highlands and Islands and Scotland at 83.8 per cent and 82.2 per cent respectively.
- Some 17.3 per cent of the Shetland population reported a limiting long-term illness or health problem that affected their day-to-day activities. This was below the rates for the Highlands and Islands (18.9 per cent) and Scotland (19.6 per cent).
- Some 8.8 per cent of the Shetland population provided unpaid care on a weekly basis. This was below the rates for the Highlands and Islands (9.1 per cent) and Scotland (9.3 per cent).

Ethnicity and Migration

The Shetland profile concludes with the ethnicity and migration statistics from the 2011 Census. They show that:

- Some 98.4 per cent of the Shetland population were 'white', with the Highlands and Islands proportion being 98.8 per cent. Both proportions were above the Scotland proportion of 96.0 per cent.
 - Of the 'white' population, some 82.0 per cent in Shetland were 'white Scottish', which is in line with the Highlands and Islands proportion (81.0 per cent) but below the Scotland proportion of 87.4 per cent. The difference is due to the higher proportions of the Shetland (14.3 per cent) and the Highlands and Islands (15.4 per cent) populations who defined themselves as 'white British' as opposed to 'white Scottish' than across Scotland as a whole (8.2 per cent).
- Some 5.2 per cent of the Shetland population were born outside of the UK, which was above the 2.7 per cent in 2001.
 - In the Highlands and Islands the proportion was 5.2 per cent, up from 3.1 per cent in 2001.
 - In Scotland the proportion was 7.0 per cent, up from 3.8 per cent in 2001.

FURTHER INFORMATION

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