

# INVERGORDON / ALNESS PROFILE

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May 2014



## INTRODUCTION

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The Invergordon/Alness 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 Inner Moray Firth, the Highlands and Islands area and Scotland as a whole.
- The 2001 Census, to show how Invergordon/Alness has changed over the last 10 years.

The profile has been constructed using best fit data zones – and a map illustrating the specific datazones used is provided at the end of the profile.

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## HEADLINE FINDINGS

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The headline findings for Invergordon/Alness are:

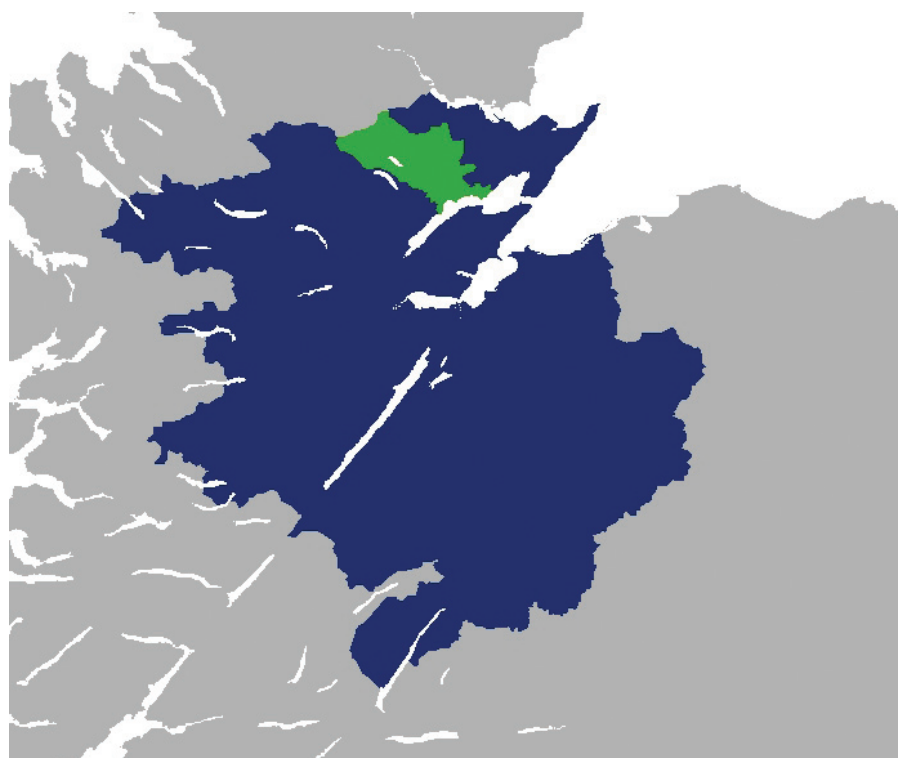
- Total population was 10,871 in 2011, an increase of 9.3 per cent from 2001.
  - By industry of employment, a higher share of employment in manufacturing, construction, wholesale and retail, and administrative and support services than the Highlands and Islands and Scotland.
  - By occupation, a higher share of employment in caring, leisure and other services, process, plant and machine operative, and elementary occupations than the Highlands and Islands and Scotland.
  - Unemployment rates higher than across the Inner Moray Firth, the Highlands and Islands and Scotland. The annualised Jobseekers Allowance claimant count rate in 2013 was 4.0 per cent in Invergordon/Alness, 2.4 per cent in Inner Moray Firth, 2.4 per cent in Highlands and Islands and 3.7 per cent across Scotland.
  - A larger proportion of the adult population with no qualifications compared to the Inner Moray Firth, the Highlands and Islands and Scotland, and fewer qualified with degree-level qualifications.
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# POPULATION

In 2011, Invergordon/Alness had a total population of 10,871. This was an increase of 9.3 per cent from 2001, which was below the population increase across the Inner Moray Firth (14.8 per cent), but above the increases across the Highlands and Islands (7.5 per cent) and Scotland (4.6 per cent) (see Figure 1).

FIGURE 1: TOTAL POPULATION	2001	2011	% CHANGE
Invergordon/Alness	9,948	10,871	+9.3
Inner Moray Firth	133,490	153,293	+14.8
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, Invergordon/Alness has a younger age profile than the Inner Moray Firth average.

- In 2011, some 31.1 per cent of the Invergordon/Alness population was aged 0-24 years old, compared with 28.0 per cent across the Inner Moray Firth. This was also high relative to the Highlands and Islands (27.1 per cent) and Scotland (29.2 per cent).
- Between 2001 and 2011, there has been an ageing of the population across Scotland. For example the Invergordon/Alness 65 years and over population increased from 13.3 per cent in 2001 to 16.9 per cent in 2011, while the population aged 45-64 years old increased from 26.2 per cent to 27.3 per cent.

**FIGURE 2: AGE BREAKDOWN OF 2001 AND 2011 POPULATION**

		<b>0-14</b>	<b>15-24</b>	<b>25-44</b>	<b>45-64</b>	<b>65+</b>
Invergordon/ Alness	2001	20.5	12.0	28.0	26.2	13.3
	2011	19.1	12.0	24.7	27.3	16.9
Inner Moray Firth	2001	18.5	10.9	28.0	26.7	15.9
	2011	17.0	11.0	25.4	29.0	17.6
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, some 48.8 per cent of the Invergordon/Alness population was male in 2011, which was in line with the proportions across the Inner Moray Firth, the Highlands and Islands and Scotland.

**FIGURE 3: GENDER BREAKDOWN OF 2001 AND 2011 POPULATION**

		<b>Male</b>	<b>Female</b>
Invergordon/Alness	2001	48.9	51.1
	2011	48.8	51.2
Inner Moray Firth	2001	48.8	51.2
	2011	48.7	51.3
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

## LABOUR MARKET

The labour market data available at the settlement level provides an analysis of the resident population. It has been structured under the sub-headings of:

- Economically active
- In employment
- Unemployment
- Economically inactive

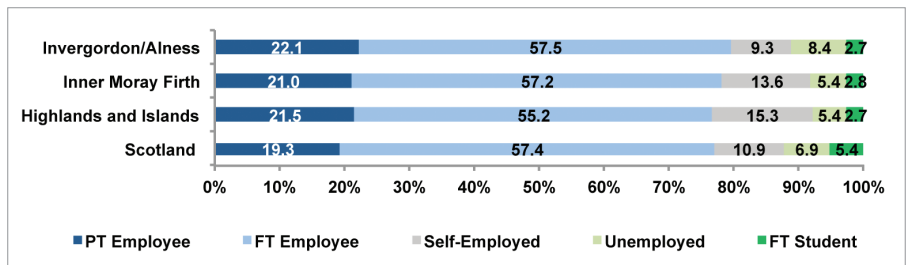
## ECONOMICALLY ACTIVE

In 2011, some 66.7 per cent of the Invergordon/Alness population aged 16 to 74 were economically active. This was below the rates for the Inner Moray Firth (72.4 per cent), the Highlands and Islands (71.3 per cent) and Scotland (69.0 per cent).

Figure 4 provides a breakdown of the economically active population in terms of their employment status. Compared to the Inner Moray Firth, Invergordon/Alness had proportionately:

- More in part-time employment.
- Fewer in self-employment.

**FIGURE 4: BREAKDOWN OF ECONOMICALLY ACTIVE 16 TO 74 POPULATION (%), 2011**



Source: Census 2011

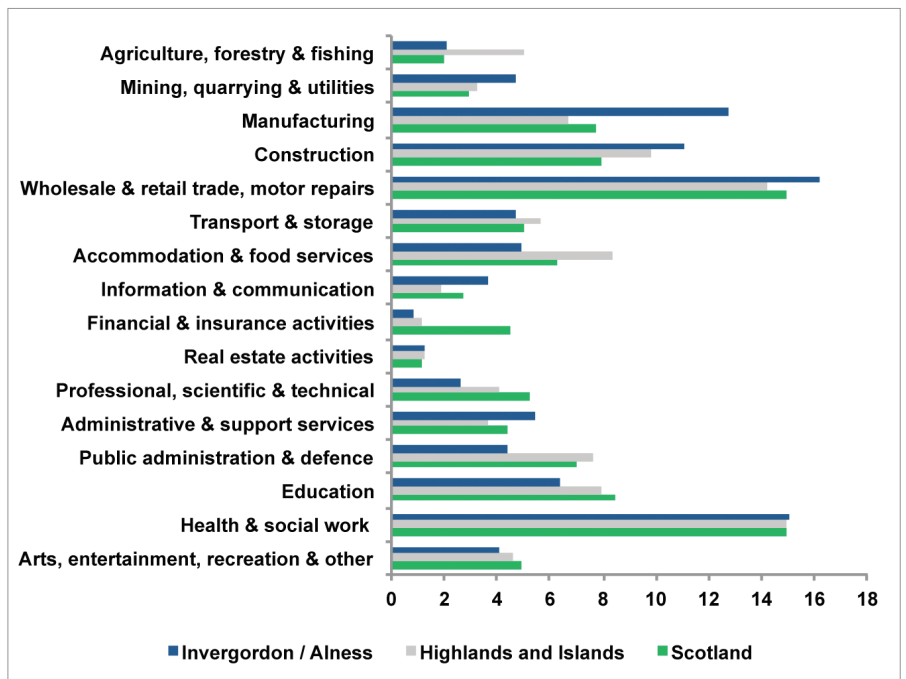
**IN EMPLOYMENT**

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 5 shows that compared to the Highlands and Islands and Scotland, Invergordon/Alness had:

- A higher share of employment in manufacturing, construction, wholesale and retail, and administrative and support services.
- A lower share of employment in accommodation and food services, professional, scientific and technical, public administration and defence and education.

**FIGURE 5: EMPLOYMENT BY INDUSTRY (%), 2011**



Source: Census 2011

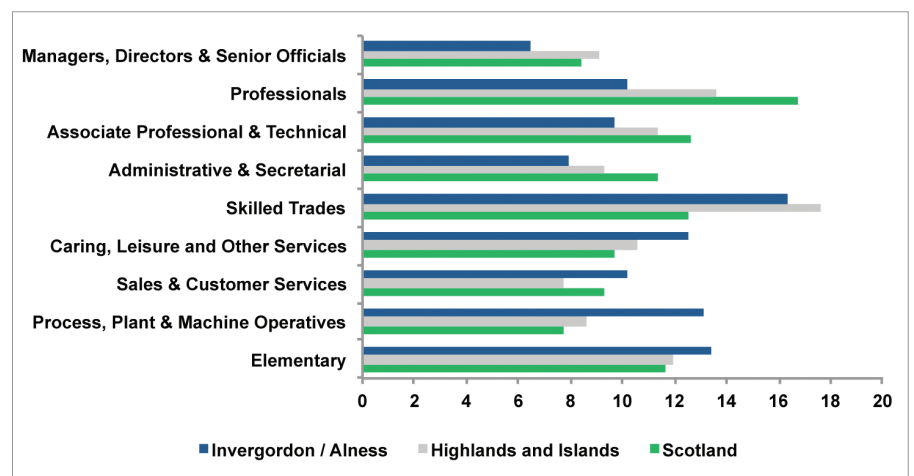
By occupation of employment, Figure 6 presents the share of 2011 employment by occupation and shows that, relative to the Highlands and Islands and Scotland, Invergordon/Alness had:

- A higher share of employment in caring, leisure and other services, sales and customer services, process, plant and machine operative, and elementary occupations.
- A lower share of employment in managers, directors and senior officials, professionals, associate professional and technical, and administrative and secretarial occupations.

### HOURS WORKED

By hours worked, the 2011 Census finds that working more than 49 hours per week was less common in Invergordon/Alness (16.3 per cent) than the Inner Moray Firth (14.9 per cent). The Highlands and Islands and Scotland rates were 16.1 per cent and 11.7 per cent respectively.

**FIGURE 6: EMPLOYMENT BY OCCUPATION (%), 2011**



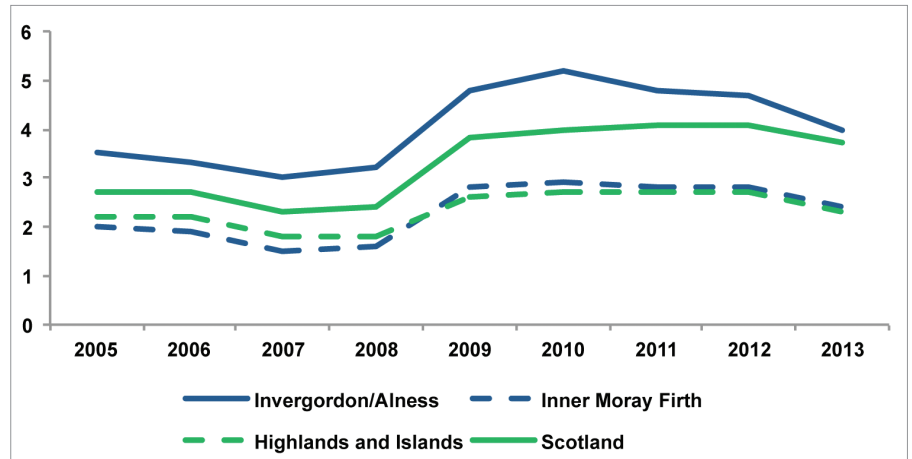
Source: Census 2011

## UNEMPLOYMENT

Jobseekers Allowance (JSA) Claimant Count data has been used to analyse unemployment levels. Figure 7 shows the annualised Claimant Count rate from 2005 to 2013.

- Invergordon/Alness has consistently had a Claimant Count rate above the Inner Moray Firth, Highlands and Islands and Scotland. However, the gap with the Scotland rate has been closing over time.
- In 2013, the Invergordon/Alness Claimant Count rate was 4.0 per cent; the Inner Moray Firth and Highlands and Islands both were 2.4 per cent; and Scotland 3.7 per cent.

FIGURE 7: CLAIMANT COUNT RATE OF 16-64 YEAR OLDS (%), 2005-2013



Source: NOMIS Claimant Count data  
Note: Annualised data.

Figure 8 presents annualised Claimant Count data by gender, age and duration of claim for 2013. It shows:

- The male Claimant Count rate in Invergordon/Alness (5.3 per cent) was double the female rate (2.5 per cent), which was in line with the Inner Moray Firth, Highlands and Islands and Scotland differentials.
- The 16-24 year old Claimant Count in Invergordon/Alness (5.8 per cent) was above the Inner Moray Firth (3.1 per cent), Highlands and Islands (3.5 per cent) and Scotland (5.4 per cent) rates.
- Amongst 25-64 year olds the Invergordon/Alness Claimant Count rate (3.0 per cent) was above the Inner Moray Firth and Highlands and Islands rates but below the Scotland rate.

FIGURE 8: BREAKDOWN OF JOBSEEKERS ALLOWANCE CLAIMANTS, 2013

	Invergordon/ Alness		Inner Moray Firth		Highlands and Islands		Scotland	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Male	166	5.3	1,460	3.0	4,580	3.2	87,410	5.1
Female	72	2.5	650	1.3	2,170	1.5	41,250	2.3
16-24	68	5.8	470	3.1	1,570	3.5	34,350	5.4
25-64	170	3.0	1,640	2.0	5,160	2.1	93,980	3.3
Up to 6 months	140	-	1,320	-	3,980	-	69,570	-
6-12 mth	40	-	330	-	1,040	-	22,000	-
1-2 years	29	-	260	-	890	-	18,700	-
2 years +	29	-	200	-	820	-	18,060	-
<b>Total</b>	<b>238</b>	<b>4.0</b>	<b>2,110</b>	<b>2.4</b>	<b>6,750</b>	<b>2.4</b>	<b>128,670</b>	<b>3.7</b>

Source: NOMIS Claimant Count data  
Note: Annualised data



### ECONOMICALLY INACTIVE

In 2011, some 33.3 per cent of Invergordon/Alness 16 to 74 year olds were economically inactive, compared with 27.6 per cent across the Inner Moray Firth, 28.7 per cent across the Highlands and Islands and 31.0 per cent across Scotland.

Figure 9 provides a breakdown of the economically inactive population aged 16-74. Compared to the Inner Moray Firth, Invergordon/Alness had proportionately:

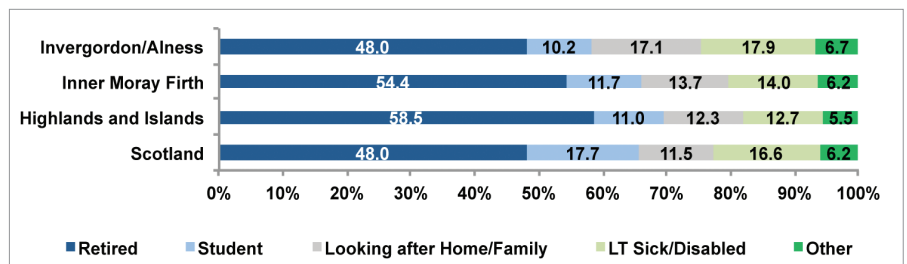
- More who were looking after home or family and long-term sick or disabled.
- Fewer who were retired and students.

### 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:

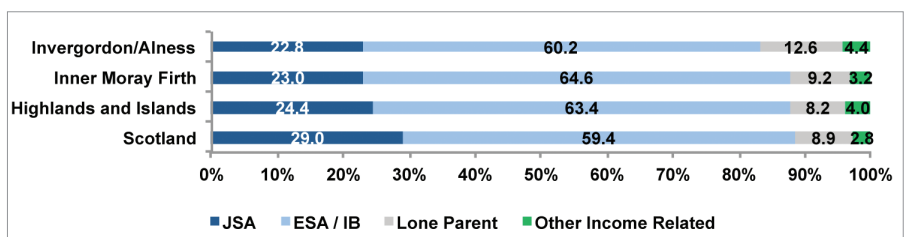
- There were 1,030 people aged 16 to 64 years old in Invergordon/Alness claiming out-of-work benefits.
- This equates to 17.1 per cent of the working age population, which is significantly above the rates for the Inner Moray Firth (9.3 per cent) and the Highlands and Islands (9.2 per cent), but below the Scotland rate (12.9 per cent).
- Figure 10 shows the breakdown of out-of-work benefit claimants by statistical group.

FIGURE 9: BREAKDOWN OF ECONOMICALLY INACTIVE 16 TO 74 POPULATION (%), 2011



Source: Census 2011

FIGURE 10: OUT-OF-WORK BENEFITS CLAIMANTS BY STATISTICAL GROUP (%), MAY 2013



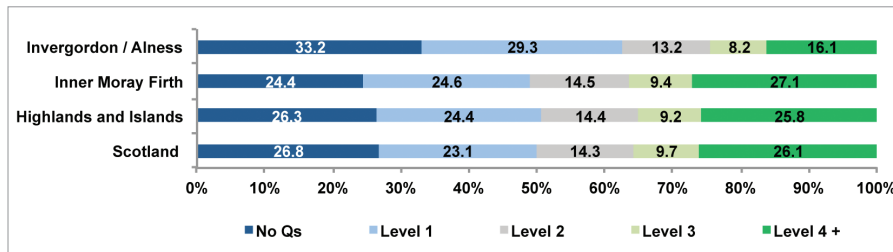
Source: NOMIS DWP WPLS data

**EDUCATION AND QUALIFICATIONS**

The 2011 Census provides information on the highest qualification level held by people aged 16 and above. Figure 11 shows that Invergordon/Aliness had proportionately:

- More of its adult population (33.2 per cent) with no qualifications than the Inner Moray Firth (24.4 per cent), the Highlands and Islands (26.3 per cent) and Scotland (26.8 per cent).
- Fewer qualified at Level 4 and above (16.1 per cent) than the Inner Moray Firth (27.1 per cent), the Highlands and Islands (25.8 per cent) and Scotland (26.1 per cent).

**FIGURE 11: 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.

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## HEALTH AND WELLBEING

Health and wellbeing are key contributors to an individual's economic activity. The main health statistics from the 2011 Census are outlined below.

- On perception of general health, some 80.3 per cent of the Invergordon/Alness population stated that their health was 'very good' or 'good'. This was below the rates for the Inner Moray Firth (84.6 per cent), the Highlands and Islands (83.8 per cent) and Scotland (82.2 per cent).
- Some 21.3 per cent of the Invergordon/Alness population reported a limiting long-term illness or health problem that affected their day-to-day activities. This was above the rates for the Inner Moray Firth (17.9 per cent), the Highlands and Islands (18.9 per cent) and Scotland (19.6 per cent).
- Some 8.5 per cent of the Invergordon/Alness population provided unpaid care on a weekly basis. This was marginally below the rates for the Inner Moray Firth (8.8 per cent), the Highlands and Islands (9.1 per cent) and Scotland (9.3 per cent).

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## ETHNICITY AND MIGRATION

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

- Some 98.8 per cent of the Invergordon/Alness population were 'white'. This was in line with the proportions for the Inner Moray Firth (98.4 per cent) and the Highlands and Islands (98.8 per cent) but above the Scotland proportion of 96.0 per cent.
  - Of the 'white' population in Invergordon/Alness, some 86.2 per cent were 'white Scottish', which was higher than the Inner Moray Firth (81.9 per cent) and Highlands and Islands proportions (81.0 per cent). These wider geographic areas had 18.2 per cent and 15.4 per cent respectively defining themselves as 'white British'.
- Some 5.0 per cent of the Invergordon/Alness population were born outside of the UK. This was marginally below the proportions across the Inner Moray Firth (6.4 per cent), the Highlands and Islands (5.2 per cent) and Scotland (7.0 per cent).

## MAP OF INVERGORDON / ALNESS DATAZONES USED



## FURTHER INFORMATION

[www.hie.co.uk](http://www.hie.co.uk)

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**Highlands and Islands Enterprise**  
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