

# KEITH PROFILE

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May 2014



## INTRODUCTION

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The Keith 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:

- Moray, the Highlands and Islands area and Scotland as a whole.
- The 2001 Census, to show how Keith 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 Keith are:

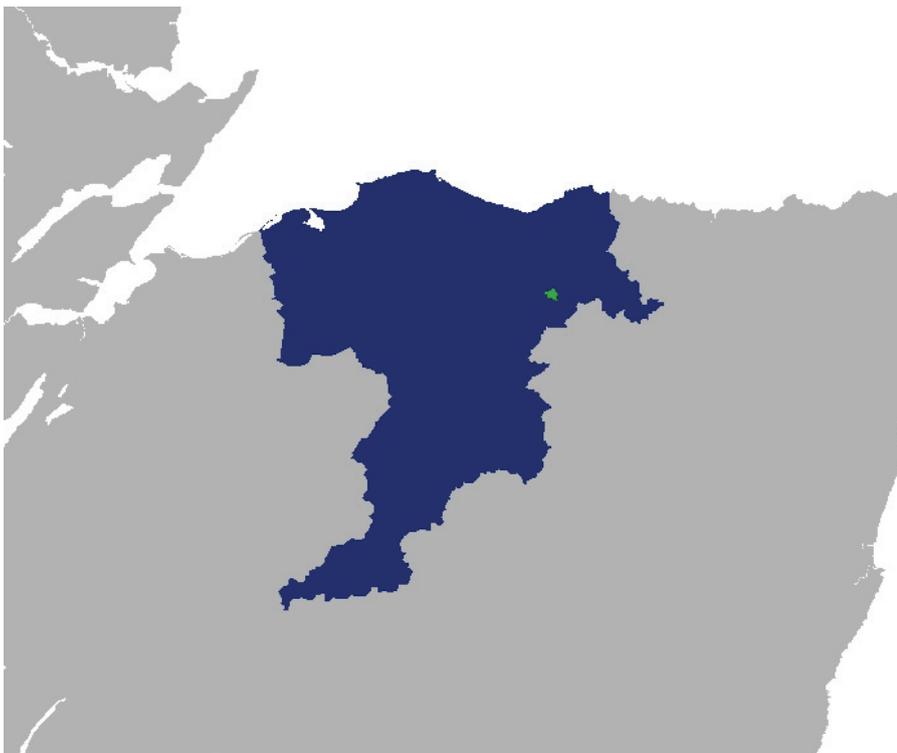
- Total population was 4,734 in 2011, an increase of 3.0 per cent from 2001.
  - By industry of employment, a higher share of employment in manufacturing, construction, and wholesale and retail than the Highlands and Islands and Scotland.
  - By occupation, a higher share of employment in skilled trades, process, plant and machine operative, and elementary occupations than the Highlands and Islands and Scotland.
  - Unemployment rates that are now lower than the Scotland rate but above the Moray and Highlands and Islands rates. The annualised Jobseekers Allowance claimant count rate in 2013 was 3.2 per cent in Keith, 2.1 per cent in Moray, 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 Moray, the Highlands and Islands and Scotland, and fewer qualified with degree-level qualifications.
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# POPULATION

In 2011, Keith had a total population of 4,734. This was an increase of 3.0 per cent from 2001, which was below the population increases across Moray (7.3 per cent), the Highlands and Islands (7.5 per cent) and Scotland (4.6 per cent) (see Figure 1).

FIGURE 1: TOTAL POPULATION	2001	2011	% CHANGE
Keith	4,597	4,734	+3.0
Moray	86,940	93,295	+7.3
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, Keith has a large population aged 65 and over.

- The population aged 65 and above made up 23.1 per cent of the Keith population in 2011, compared with 18.5 per cent across Moray. The Highlands and Islands and Scotland proportions were 19.4 per cent and 16.8 per cent respectively.
- Between 2001 and 2011, there has been an ageing of the population across Scotland. For example the Keith 65 years and over population increased from 21.0 per cent in 2001 to 23.1 per cent in 2011, while the population aged 45-64 years old increased from 24.1 per cent to 28.2 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>
Keith	2001	16.9	10.8	27.2	24.1	21.0
	2011	15.2	11.4	22.0	28.2	23.1
Moray	2001	18.8	10.8	29.6	24.4	16.3
	2011	16.9	11.7	24.8	28.1	18.5
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 48.6 per cent of Keith's population was male in 2011, which was in line with the proportions across Moray (49.2 per cent), Highlands and Islands (49.0 per cent) and Scotland (48.5 per cent).

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

		<b>Male</b>	<b>Female</b>
Keith	2001	48.4	51.6
	2011	48.6	51.4
Moray	2001	50.0	50.0
	2011	49.2	50.8
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

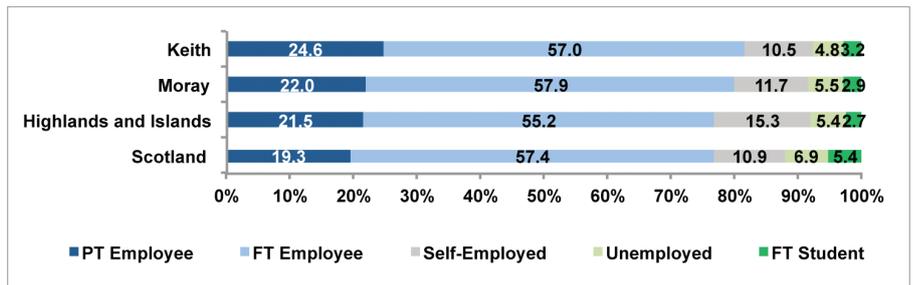
## ECONOMICALLY ACTIVE

In 2011, some 71.7 per cent of the Keith population aged 16 to 74 were economically active. This was in line with the rates for Moray (71.5 per cent) and the Highlands and Islands (71.3 per cent) but above the Scotland rate (69.0 per cent).

Figure 4 provides a breakdown of the economically active population in terms of their employment status. Compared to Moray, Keith 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

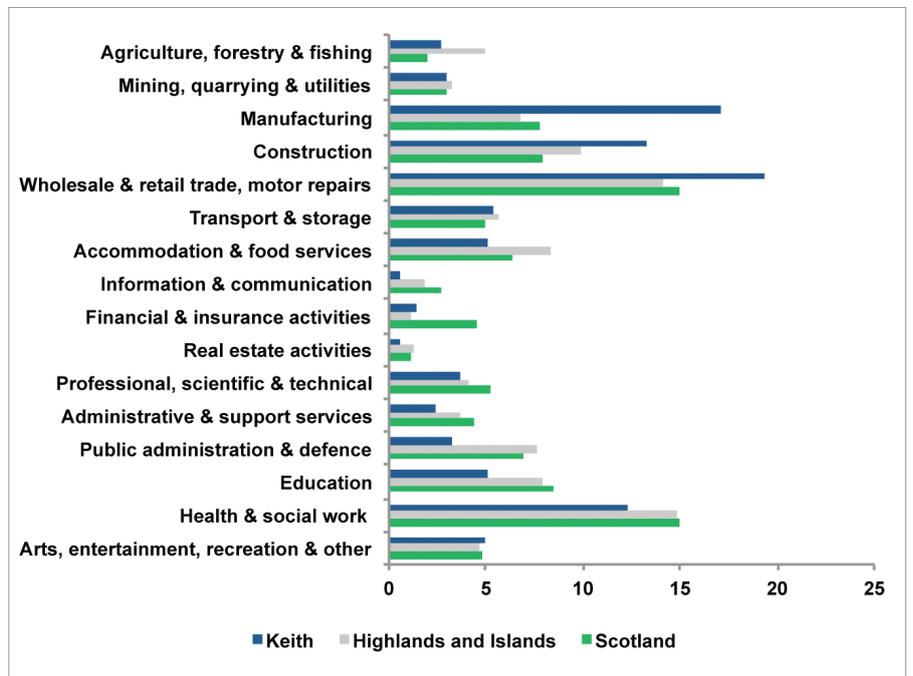
**IN EMPLOYMENT**

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, Keith had:

- A higher share of employment in manufacturing, construction and wholesale and retail.
- A lower share of employment in accommodation and food services, public administration and defence, education and health and social work.

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



Source: Census 2011

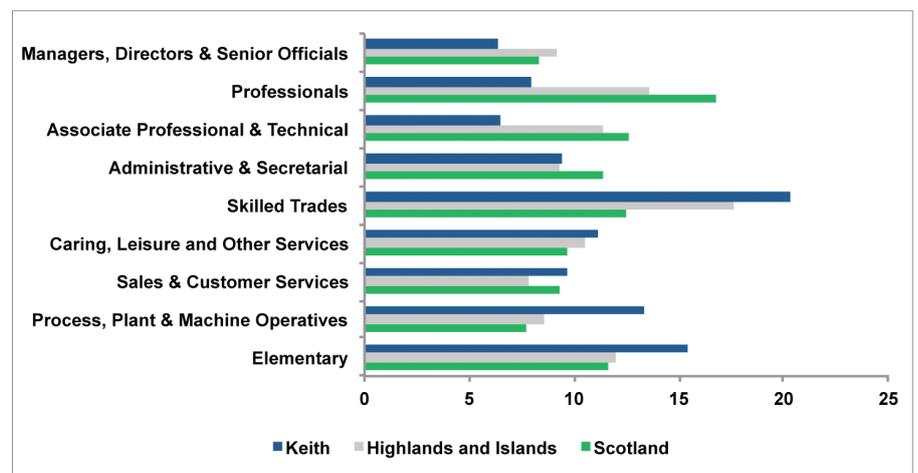
By occupation of employment, Figure 6 presents the share of 2011 employment by occupation and shows that, relative to the Highlands and Islands and Scotland, Keith had:

- A higher share of employment in skilled trades, process, plant and machine operatives, and elementary occupations.
- A lower share of employment in managers, directors and senior officials, professionals, associate professional and technical occupations, 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 Keith (14.2 per cent) than Moray (16.7 per cent) and the Highlands and Islands (16.1 per cent), but above the Scotland rate (11.7 per cent).

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



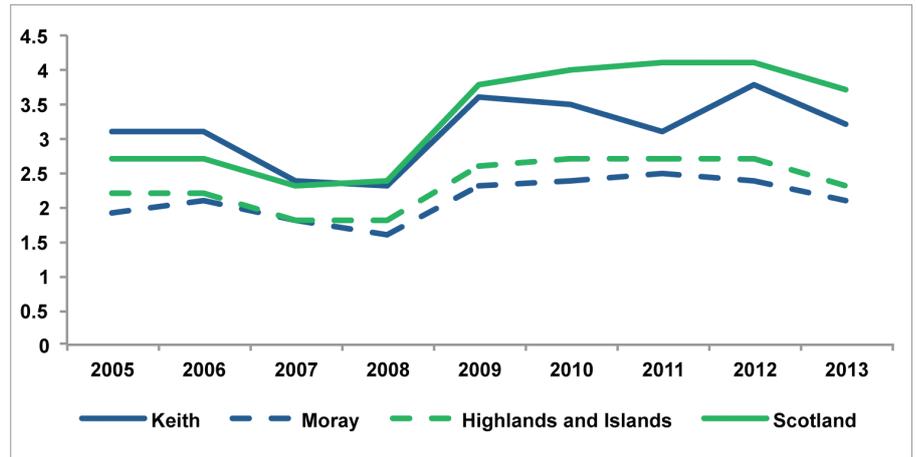
Source: Census 2011

## 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.

- Keith had a Claimant Count rate that was above the Moray, Highlands and Islands and Scotland rates. However, since 2008 it has fallen below the Scotland rate, although it remains above the Moray and Highlands and Islands rates.
- In 2013, the Keith Claimant Count rate was 3.2 per cent; Moray 2.1 per cent; the Highlands and Islands 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 Keith (3.8 per cent) was greater than the female rate (2.4 per cent). However, it was not as great a differential as for Moray, Highlands and Islands and Scotland, where the male rates were two times greater.
- The 16-24 year old Claimant Count in Keith (4.2 per cent) was above the Moray and Highlands and Islands rates but below the Scotland rate.
- Amongst 25-64 year olds the Keith Claimant Count rate (2.5 per cent) was again above the Moray and Highlands and Islands rates but below the Scotland rate.

FIGURE 8: BREAKDOWN OF JOBSEEKERS ALLOWANCE CLAIMANTS, 2013

	Keith		Moray		Highlands and Islands		Scotland	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Male	51	3.8	770	2.7	4,580	3.2	87,410	5.1
Female	27	2.4	420	1.4	2,170	1.5	41,250	2.3
16-24	20	4.2	330	3.4	1,570	3.5	34,350	5.4
25-64	59	2.5	860	1.7	5,160	2.1	93,980	3.3
Up to 6 months	41	-	760	-	3,980	-	69,570	-
6-12 months	11	-	170	-	1,040	-	22,000	-
1-2 years	13	-	140	-	890	-	18,700	-
2 years +	14	-	120	-	820	-	18,060	-
<b>Total</b>	<b>79</b>	<b>3.2</b>	<b>1,190</b>	<b>2.1</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 28.3 per cent of Keith 16 to 74 year olds were economically inactive, compared with 28.5 per cent across Moray, 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 Moray, Keith had proportionately:

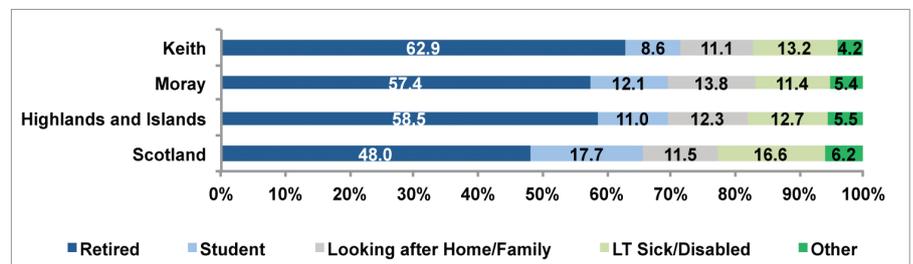
- More who were retired and long-term sick or disabled.
- Fewer who were students and looking after home or family.

### 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:

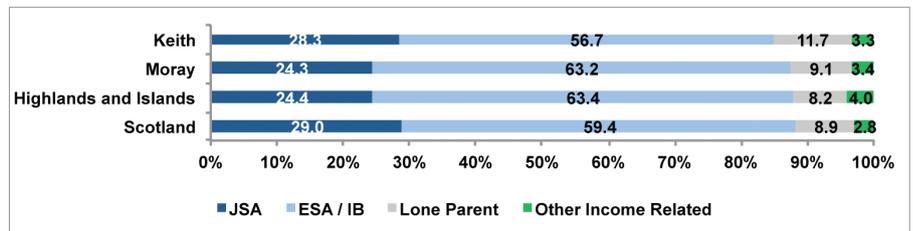
- There were 300 people aged 16 to 64 years old in Keith claiming out-of-work benefits.
- This equates to 12.1 per cent of the working age population, which is above the rates for Moray (8.5 per cent) and the Highlands and Islands (9.2 per cent), but slightly below the Scotland rate (12.9 per cent).
- 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



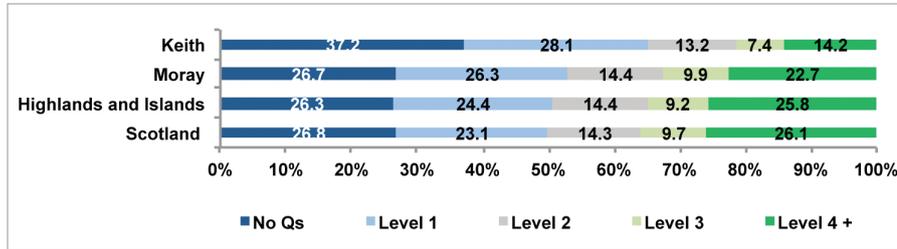
Source: NOMIS DWP WPLS data

**EDUCATION AND QUALIFICATIONS**

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

- More of its adult population (37.2 per cent) with no qualifications than Moray (26.7 per cent), the Highlands and Islands (26.3 per cent) and Scotland (26.8 per cent).
- Fewer qualified at Level 4 and above (14.2 per cent) than Moray (22.7 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 82.4 per cent of the Keith population stated that their health was 'very good' or 'good'. This was below the rate for Moray (85.0 per cent) and in line with the Highlands and Islands (83.8 per cent) and Scotland (82.2 per cent).
- Some 20.0 per cent of the Keith population reported a limiting long-term illness or health problem that affected their day-to-day activities. This was above the rates for Moray (17.7 per cent), the Highlands and Islands (18.9 per cent) and Scotland (19.6 per cent).
- Some 7.9 per cent of the Keith population provided unpaid care on a weekly basis. This was below the rates for Moray (8.4 per cent), the Highlands and Islands (9.1 per cent) and Scotland (9.3 per cent).

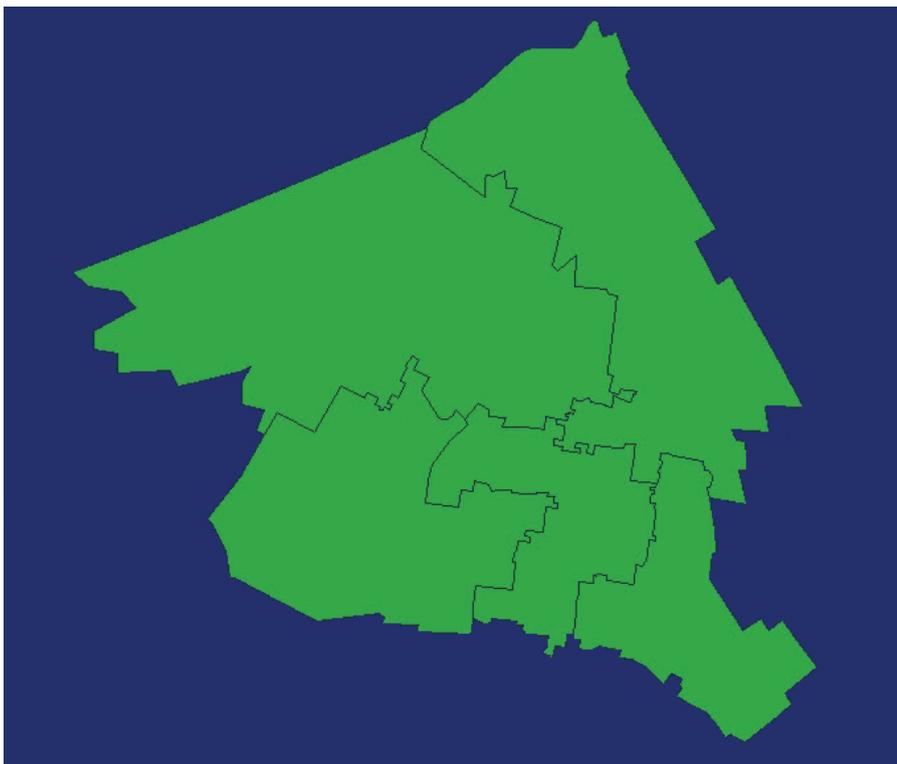
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## ETHNICITY AND MIGRATION

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

- Some 99.2 per cent of the Keith population were 'white'. This was in line with the proportions for Moray (98.9 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 Keith, 92.0 per cent were 'white Scottish', which was higher than Moray (78.5 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 2.1 per cent of the Keith population were born outside of the UK. This was below the proportions across Moray (5.3 per cent), the Highlands and Islands (5.2 per cent) and Scotland (7.0 per cent).

## MAP OF KEITH 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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