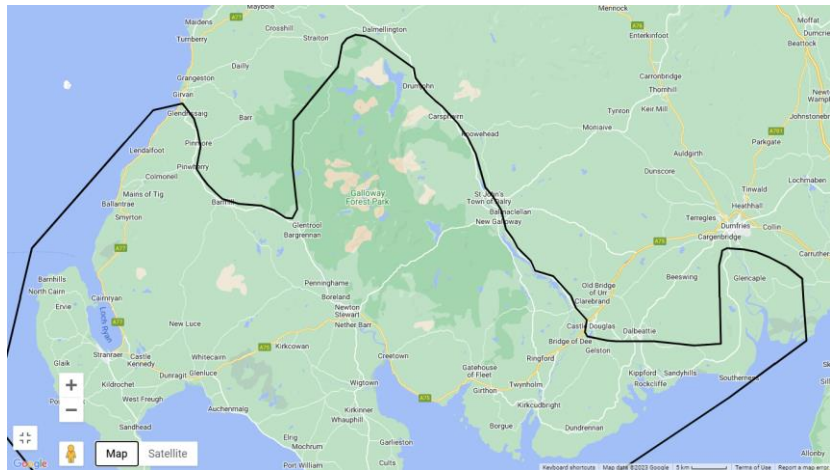


## Demographics and statistics

The area covered in this report is shown in the image. This area shows a large part of Galloway centred on the Merrick but taking in the coastline and the land in between. It includes the larger settlements of Stranraer and Newton Stewart as they are wholly contained within the area. Other settlements have been excluded on the basis that they will become Gateway Settlements, benefiting from the additional visitors and business opportunities arising from the NP designation. The main ones are Girvan, Dalmellington, Dumfries, Dalbeattie and Castle Douglas.



New Galloway and St. John's Town of Dalry are substantially within the area as the north-eastern boundary follows the A713.

Unless otherwise noted, the figures below have been obtained from Community Insight, a software package that collects data from over 30 databases including Census Scotland, Department of Work and Pensions, NHS and others. Community Enterprise does not own any of this data.

Note that in some instances below data is presented from the 2011 Census. While the first tranche of results from the Census 2021 were released in June 2022, the bulk of the data is not yet released (the intention is to release the main results within two years of the census).

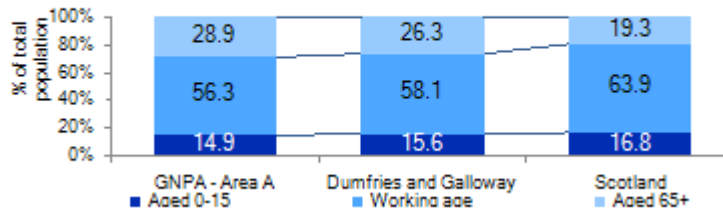


### Population

The population of Area A is 43,147. According to mid-year ONS estimates for 2020, 14.9% of the population is between the ages of 0-15, 56.3% of the population is between the ages of 16 – 65, and 28.9% of the population is over the age of 65. This age breakdown is roughly in line with the rest of Dumfries and Galloway, but when compared to the rest of Scotland the working age population is smaller and the over 65 population is larger in Area A.

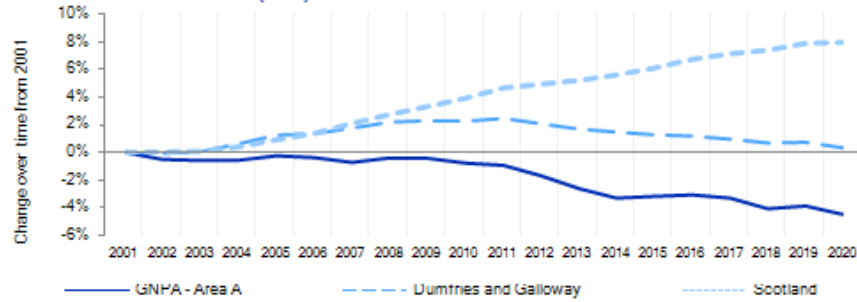
Figure: Population by age

Source: Mid-Year Estimates (ONS) 2020



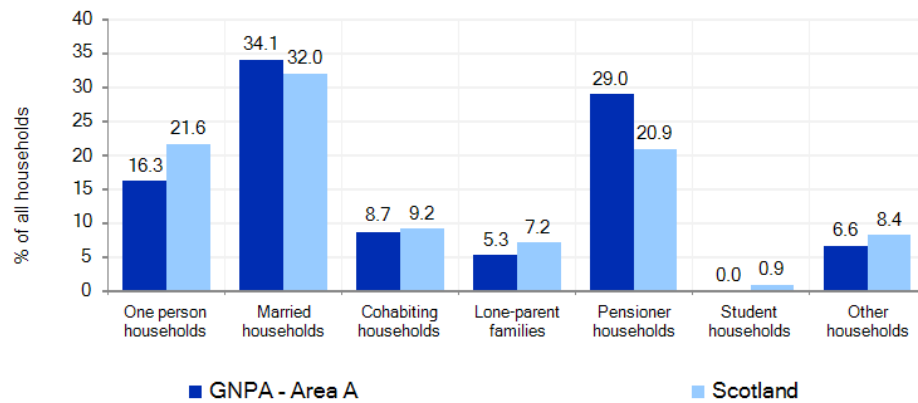
Additionally, Area A has seen a population decline, of roughly 5%, over the past 20 years.

Figure: % change in total population from 2001-2020  
Source: Mid-Year Estimates (ONS)



According to the 2011 Census, the largest proportion of homes are married households (34%) and pensioner households (29%).

Figure: Population by household composition  
Source: Census 2011

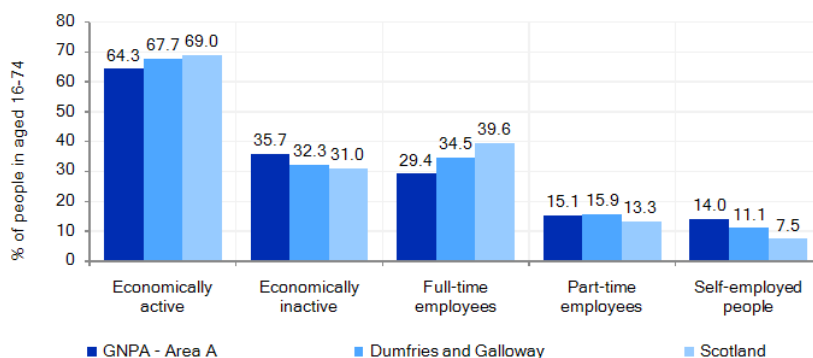


## Employment & Economy

### Employment

According to the 2011 Census, 64.3% of the working age population (16-74 years old) are economically active, which is lower than the national average of 69%. 29.4% of those are in full-time employment (national average of 39.6%), 15.1% are in part-time employment (national average of 13.3%) and 14% are self-employed (national average of 7.5%). 35.7% of that age group are economically inactive (national average of 31%).

Figure: Economic activity  
Source: Census 2011



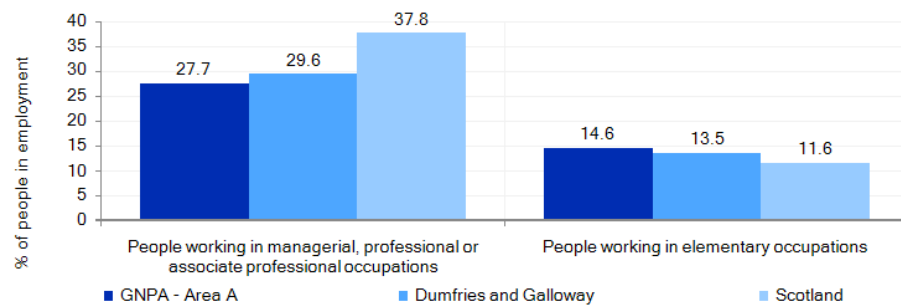
---

The largest employment sectors are *health & social work* (15% of those in employment), *retail* (14% of those in employment), and *agriculture, forestry and fishing* (12% of those in employment).

The largest industries in the area are *manufacturing* (13.9% of people in employment), *health* (13.7% of those in employment), and *retail* (11% of those in employment).

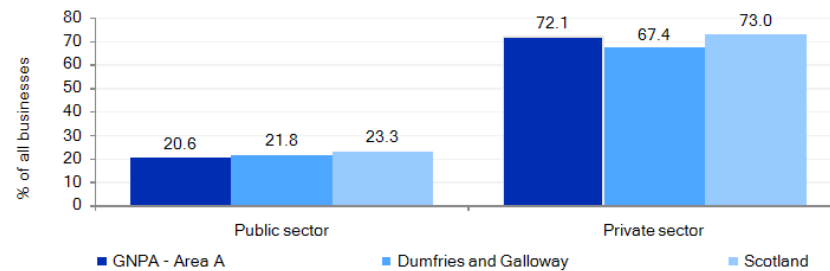
According to the 2011 Census, 8.8% of people in employment are in managerial positions (national average of 8.4%), 18.8% are in professional level occupations (national average of 29.4%), 8.6% are in administrative/secretarial positions (national average of 11.4%), 21.2% are in skilled trades occupations (national average of 12.5%) and 14.6% are in elementary occupations (national average of 11.6%).

Figure: People in professional and elementary occupations  
Source: Census 2011



The job density (jobs as a percentage of the working age population) of Area A is 59.5%, which is lower than the regional and national averages (75.4% and 74.9% respectively).

Figure: Jobs by public sector/private sector  
Source: Business Register and Employment Survey (BRES)



20.6% of jobs are in the public sector and 72.1% of jobs are in the private sector.

According to ONS 2017 statistics, the largest number of business sites are in the *primary industries* sector (39) and *wholesale, retail and repairs* sector (14). This is generally reflected in the region but not national trends.

---

Table: Business sites by sector  
Source: Office for National Statistics, 2017

	GNPA - Area A	Dumfries and Galloway	Scotland
	%	%	%
Administrative and support service activities	4	5	7
Education, human health and social work activities	3	6	6
Arts, entertainment and recreation and Other service activities	1	2	3
Primary Industries	39	30	9
Manufacturing	3	4	5
Construction	7	9	10
Wholesale, retail and repairs	14	16	17
Transport and storage and Information and communication	2	5	9
Accommodation and food service activities	9	8	8
Financial and Insurance and Real estate activities	1	3	5
Professional, scientific and technical activities	4	7	17

The job access score for Area A is 11,703.2. This is lower than the national average of 278,910.9.<sup>1</sup>

### Economy

Personal debt in the area is £477.7 (lower than the national average of £502.3), residential mortgage debt is £10,257.1 (lower than the national average of £27,172.7) and small and medium-sized enterprises debt is £7555.4 (higher than the national average of £1881.2)

Personal debt	Residential mortgage debt	SME lending debt
<b>£447.7</b>	<b>£10257.1</b>	<b>£7555.4</b>
Scotland Average = £502.3	Scotland Average = £27172.7	Scotland Average = £1881.2
Source: UK Finance (Sep-21)		

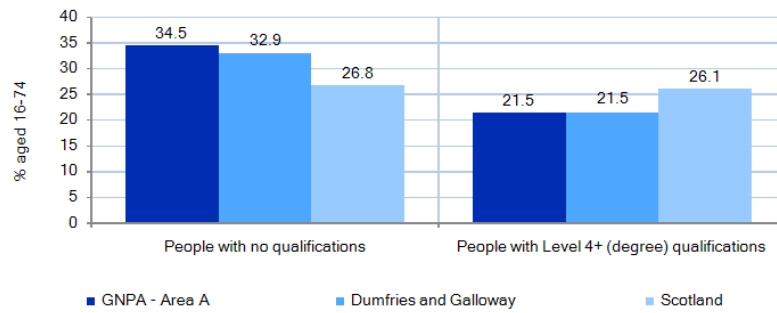


### Education

According to the 2011 Census, 34.5% of the working age population of Area A have no education qualification, which is higher than the national average of 26.8%. 21.5% of the working age population have a degree or higher, which is lower than the national average of 26.1%.

<sup>1</sup> This measure of connectivity developed by UK Onward includes the number of jobs accessible by car and public transport from every local area (Datazone) in the country across different time horizons. The metric provides the reachable number of jobs and distance with 15 minutes, 30 minutes, 60 minutes and 90 minutes by both driving and public transport for each Datazone. The data incorporates a "door-to-workplace" measure, including every journey stage from time spent walking to the car, driving, to parking and walking to an office - as well as average delays, timetabling and actual journey time on public transport. These measures have been combined into an overall Jobs access score, the weighted average job count, combining driving and public transport. **A higher score indicates greater levels of job accessibility.**

Figure: People with no qualifications and degree level qualifications  
Source: Census 2011



### Vulnerable Groups

#### Unemployed

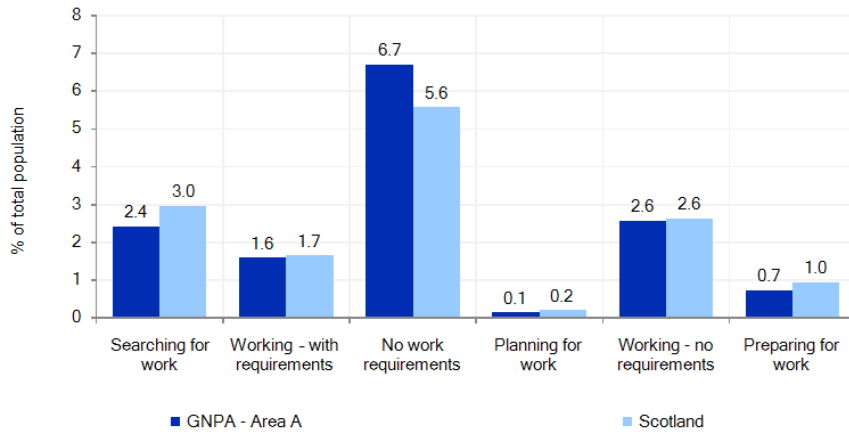
According to the May 2023 statistics from the Department of Work and Pensions, the population of Area A experiences similar levels of unemployment as the rest of Scotland. Although the rate of those who are Incapacity Benefits claimants, those who are out of work and have been assessed as being incapable of work due to illness or disability, is slightly higher (6.9%) than the national average (5.5%).<sup>2</sup>

Unemployment Benefit (JSA and UC) claimants (May-23)	Youth unemployment (JSA/UC) claimants aged 18-24 (May-23)	Older unemployed (JSA/UC) claimants aged 50+ (May-23)
704	106	208
2.9% (Scotland average = 3.2%)	4.0% (Scotland average = 4.2%)	0.9% (Scotland average = 1.2%)
Male unemployment claimants (JSA and UC) (May-23)	Female unemployment claimants (JSA and UC) (May-23)	Incapacity benefits claimants (Nov-22)
423	284	1,670
3.6% (Scotland average = 3.9%)	2.3% (Scotland average = 2.5%)	6.9% (Scotland average = 5.5%)
Source: Department for Work and Pensions		

Of the working age population in Area A claiming full entitlement to Universal Credit, there is a slightly higher than average number of those who have 'no work requirement', meaning health or caring responsibility prevents claimant from working or preparing for work.

<sup>2</sup> It is not possible to capture the total number of claimants of sickness benefits as the UC does not provide a breakdown for health condition; therefore, the total count of ESA/IB claimants presented here is likely to be an underestimate of the full count of those workless and receiving benefits due to sickness or disability.

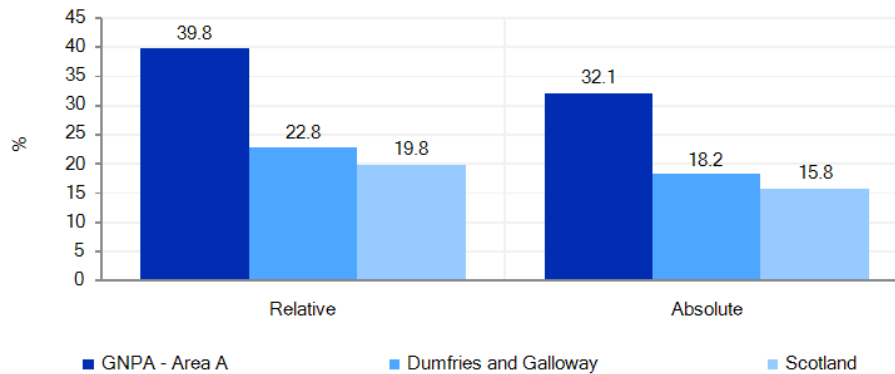
Figure: Working age population claiming Universal Credit by conditionality breakdown  
Source: Department for Work and Pensions



### Children

According to the Department of Work and Pensions, 39.8% of children in Area A are in relative low-income families (compared to 19.8% nationally), 32.1% are in absolute low-income families (compared to 15.8% nationally). And of those in relative low-income families, 33.3% are in lone parent families and 28.2% are in out of work families.

Figure: Children living in low-income families  
Source: Department for Work and Pensions



### Connectivity

According to Ofcom, 12.5% of premises have broadband speeds below the Universal Service Obligation (national average is 3.7%). The average download speed is 37.61Mbit/s and upload speed is 8.31Mbit/s, both of which are lower than the national averages (69.86 and 11.22 respectively).

Premises with broadband speeds below the USO (2019)	Average broadband download speed (Mbit/s)	Average broadband upload speed (Mbit/s)
2,875	37.61	8.31
12.5% (Scotland average = 3.7%)	Scotland average = 69.86	Scotland average = 11.22

Source: Ofcom 2017 & 2019; UK Onward (2021)

**SIMD<sup>3</sup>**

Portions of the population in Area A live in the most deprived 20% of all SIMD domains other than housing. Notably, 14.8% of the population are in most deprived employment domain, 13.3% are in the most deprived income domain, 18.8% are in the most deprived crime domain, and 56.4% are in the most deprived geographic access domain.

Number of people in GNPA - Area A living in the most deprived 20% of areas of Scotland by Scottish Index of Multiple Deprivation (SIMD) 2020 domain			
Scottish Index of Multiple Deprivation	Income domain	Employment domain	Education domain
<b>3,836</b>	<b>5,819</b>	<b>3,691</b>	<b>2,087</b>
8.8% (Scotland average = 19.5%)	13.3% (Scotland average = 19.4%)	14.8% (Scotland average = 30.2%)	4.8% (Scotland average = 19.5%)
Health domain	Geographic Access to Services domain	Housing domain	Crime domain
<b>2,611</b>	<b>24,640</b>	<b>0</b>	<b>8,192</b>
6.0% (Scotland average = 19.6%)	56.4% (Scotland average = 20.4%)	-	18.8% (Scotland average = 20.0%)
Source: Scottish Government (Scottish Index of Multiple Deprivation 2020)			

<sup>3</sup> The Scottish Index of Multiple Deprivation (SIMD) identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation. SIMD ranks small areas (called data zones) from most deprived (ranked 1) to least deprived (ranked 6,976). The least deprived data zones are depicted in dark blue and the most deprived in dark red.