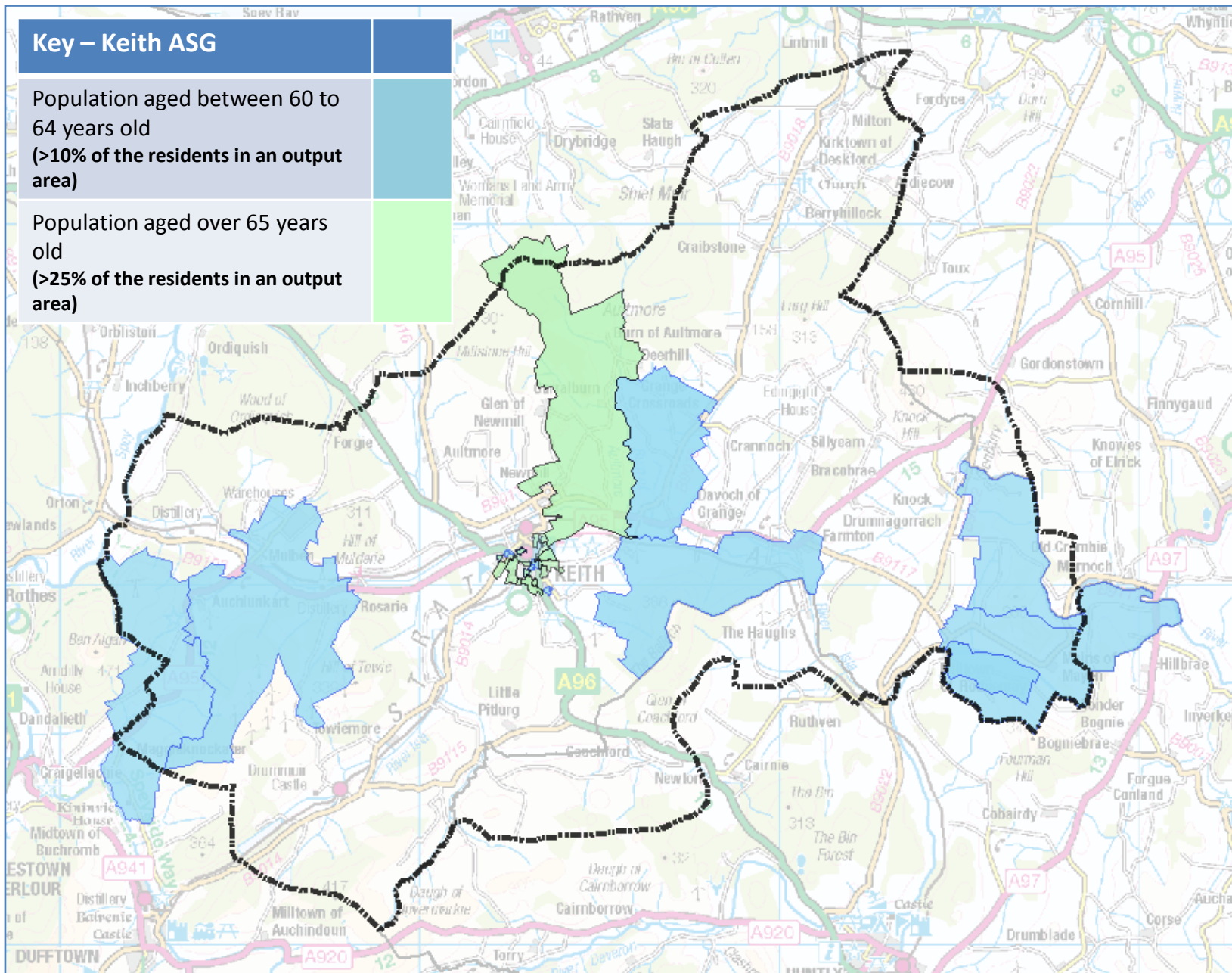# Keith ASG

Evidence for LOIP 2017

KEITH – POPULATION AGE

Key – Keith ASG

Population aged between 60 to 64 years old (>10% of the residents in an output area)

Population aged over 65 years old (>25% of the residents in an output area)

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Key – Keith ASG

Population aged between 60 to 64 years old

Population aged over 65 years old

Key – Keith ASG

Residents married or in a same-sex civil partnership (below Moray average)

Residents living alone (above Moray average)
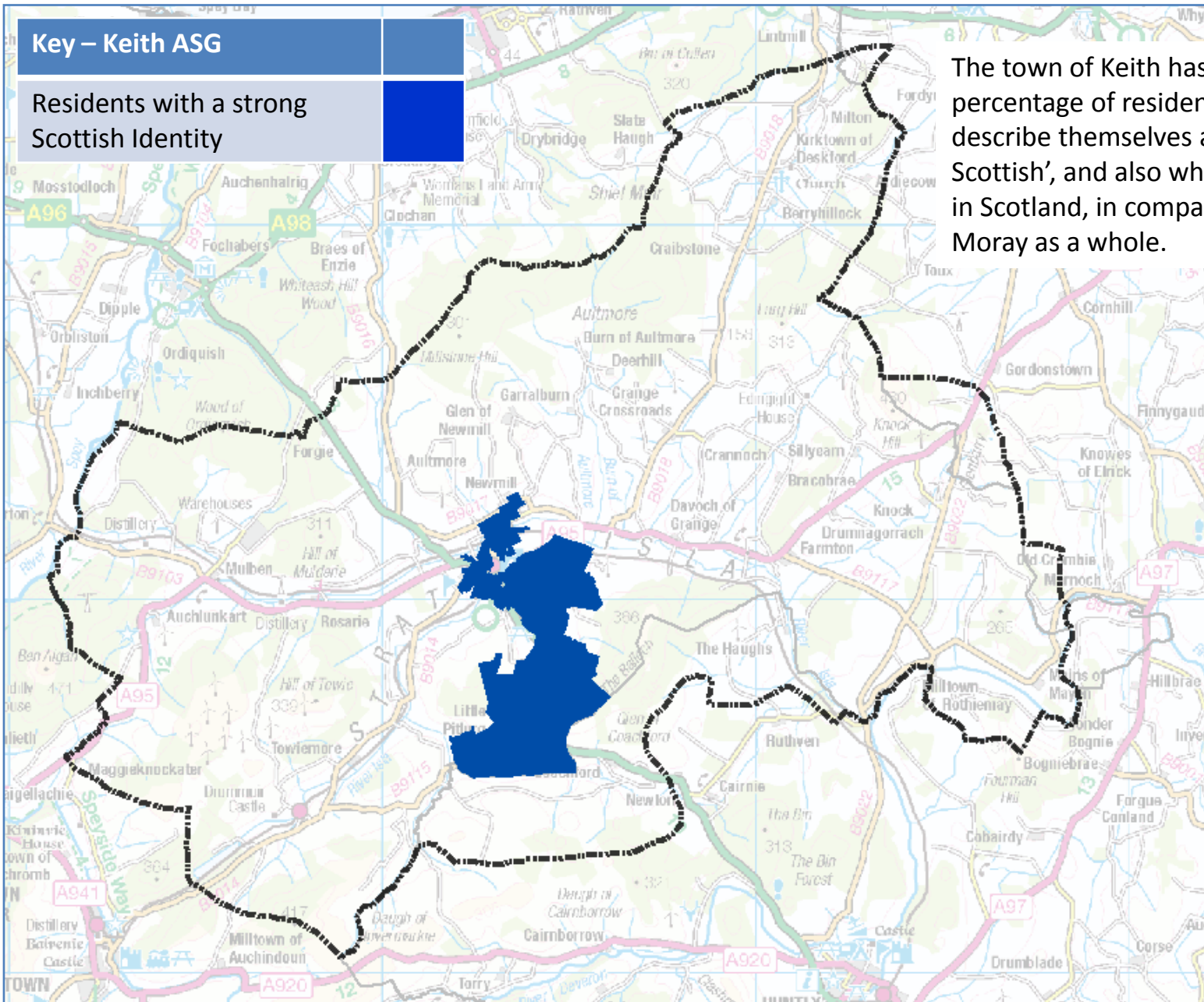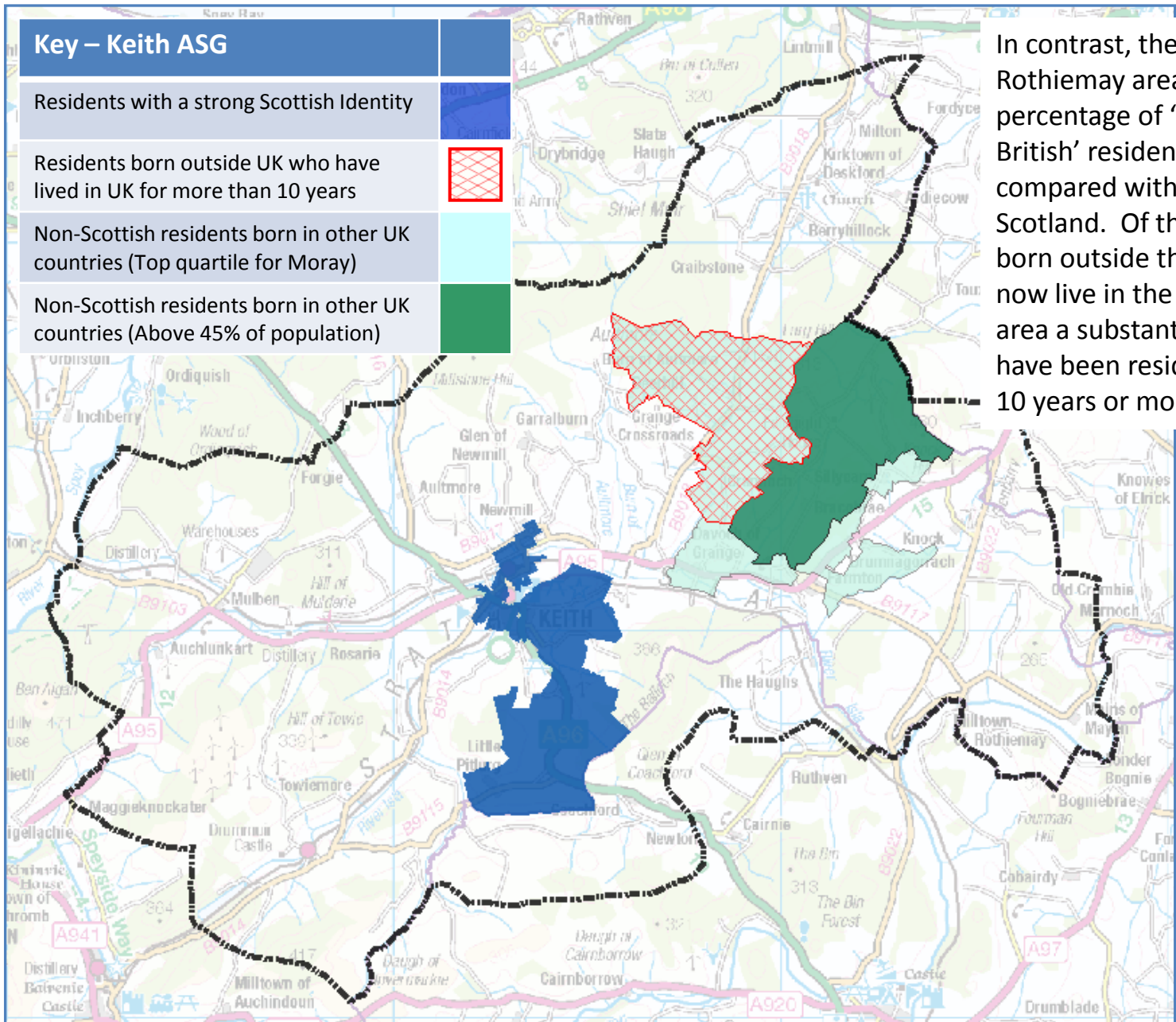
Keith has the lowest percentage of residents in Moray who are married or in a registered same-sex civil partnership, and there are proportionately more people living alone in Keith than the Moray 'norm'.

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KEITH – IDENTITY

Key – Keith ASG

Residents with a strong Scottish Identity

The town of Keith has the highest percentage of residents who describe themselves as 'White – Scottish', and also who were born in Scotland, in comparison with Moray as a whole.

Key – Keith ASG

|	
Residents with a strong Scottish Identity	
Residents born outside UK who have lived in UK for more than 10 years	
Non-Scottish residents born in other UK countries (Top quartile for Moray)	
Non-Scottish residents born in other UK countries (Above 45% of population)	

In contrast, the Grange and Rothiemay area has a higher percentage of 'White – Other British' residents when compared with both Moray and Scotland. Of those residents born outside the UK and who now live in the wider Keith ASG area a substantial proportion have been resident in the UK for 10 years or more.
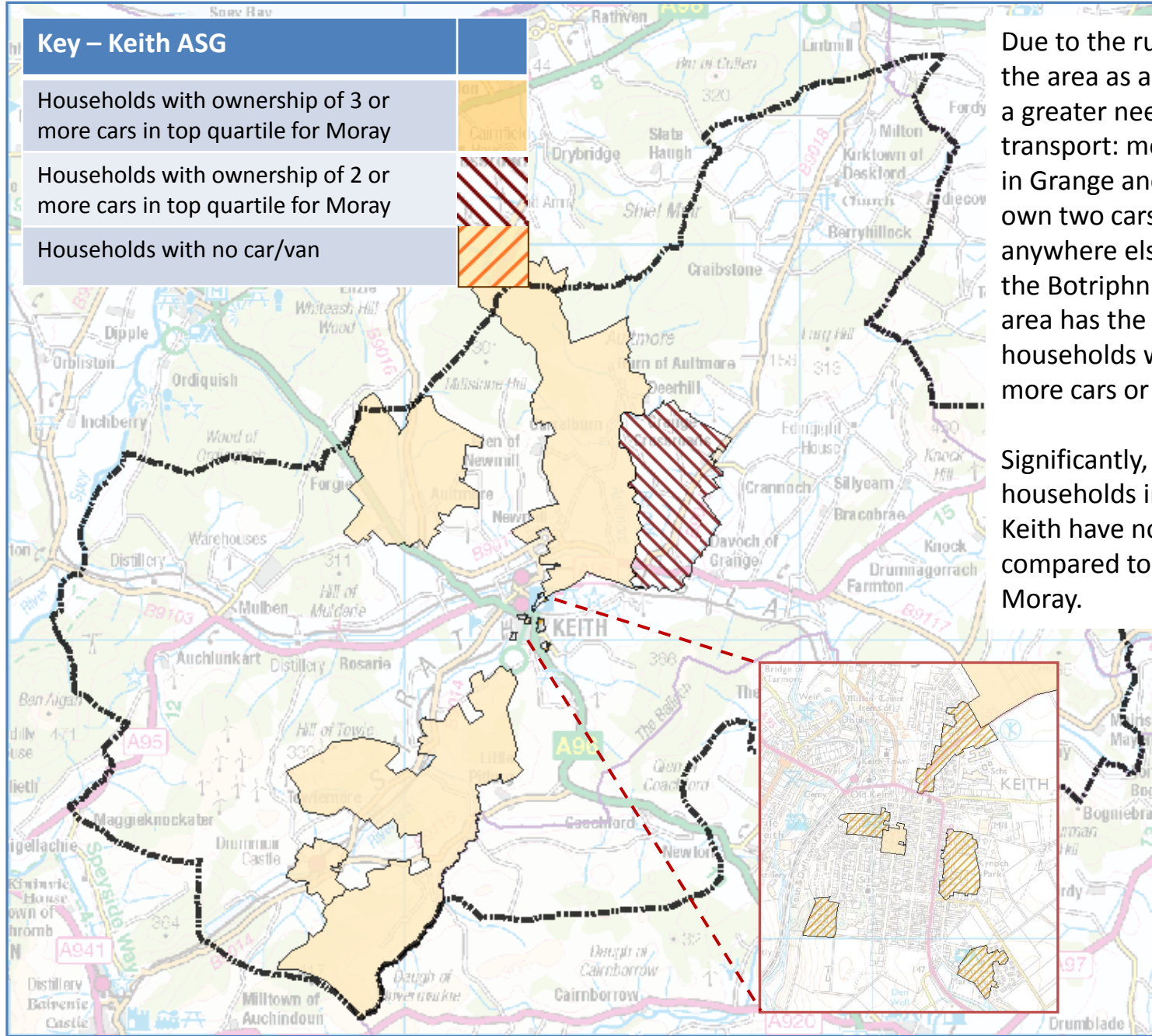
KEITH – HOUSING

Key – Keith ASG

Areas with above Moray average rates of home ownership

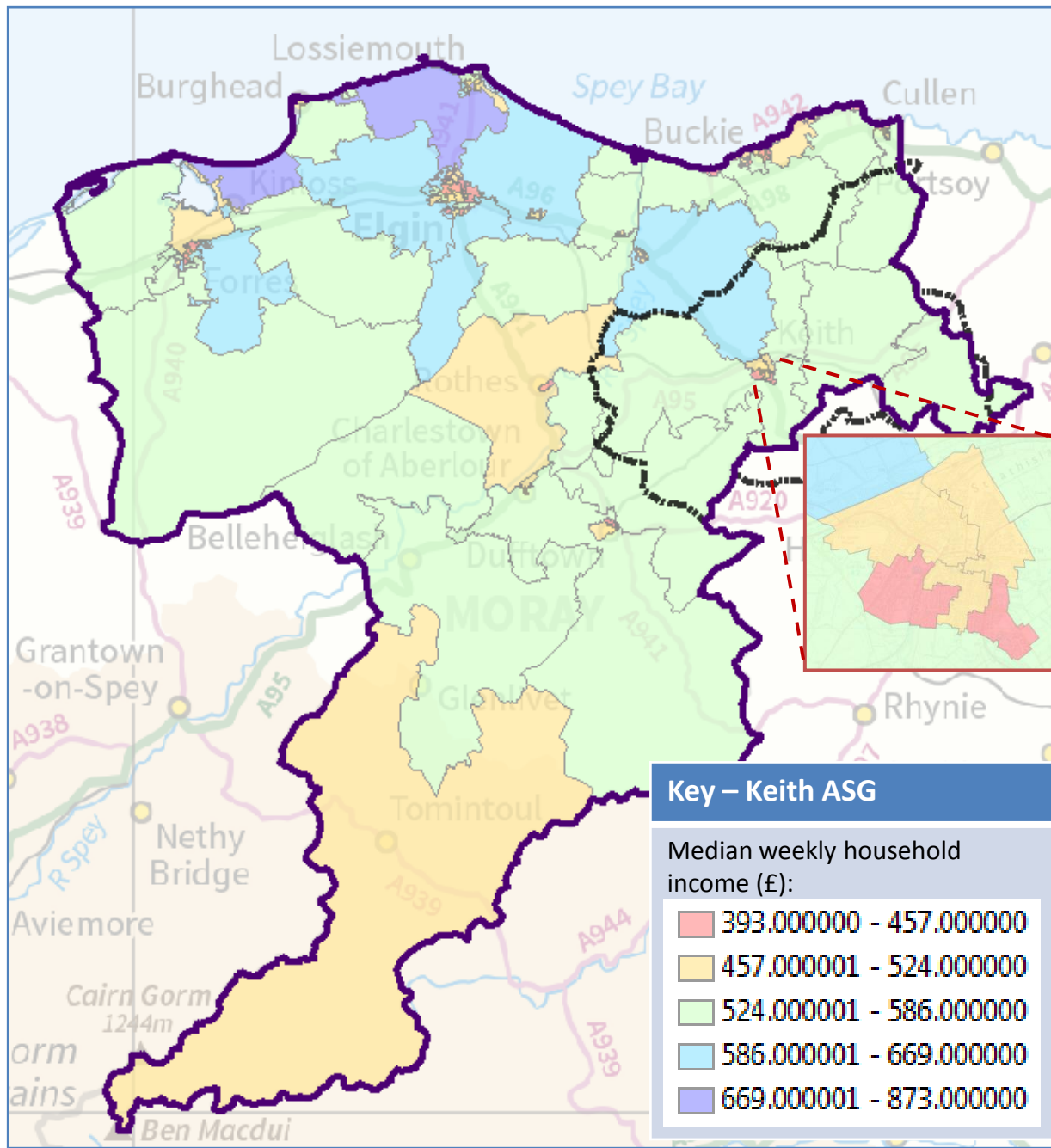Areas with above Moray average rates of social rentals
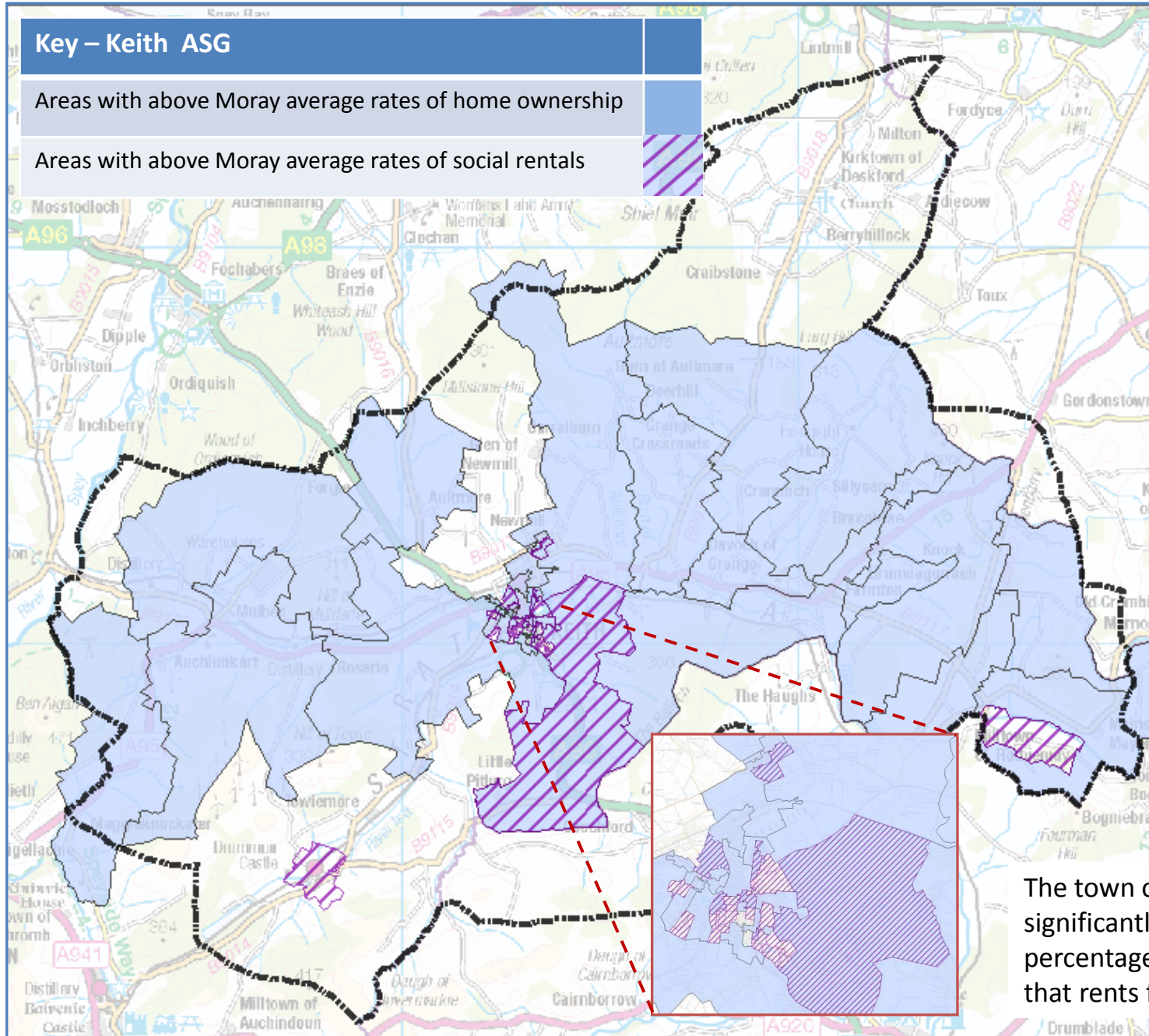
The town of Keith has a significantly higher percentage of the population that rents from the council

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Key – Keith ASG

Households with ownership of 3 or more cars in top quartile for Moray

Households with ownership of 2 or more cars in top quartile for Moray
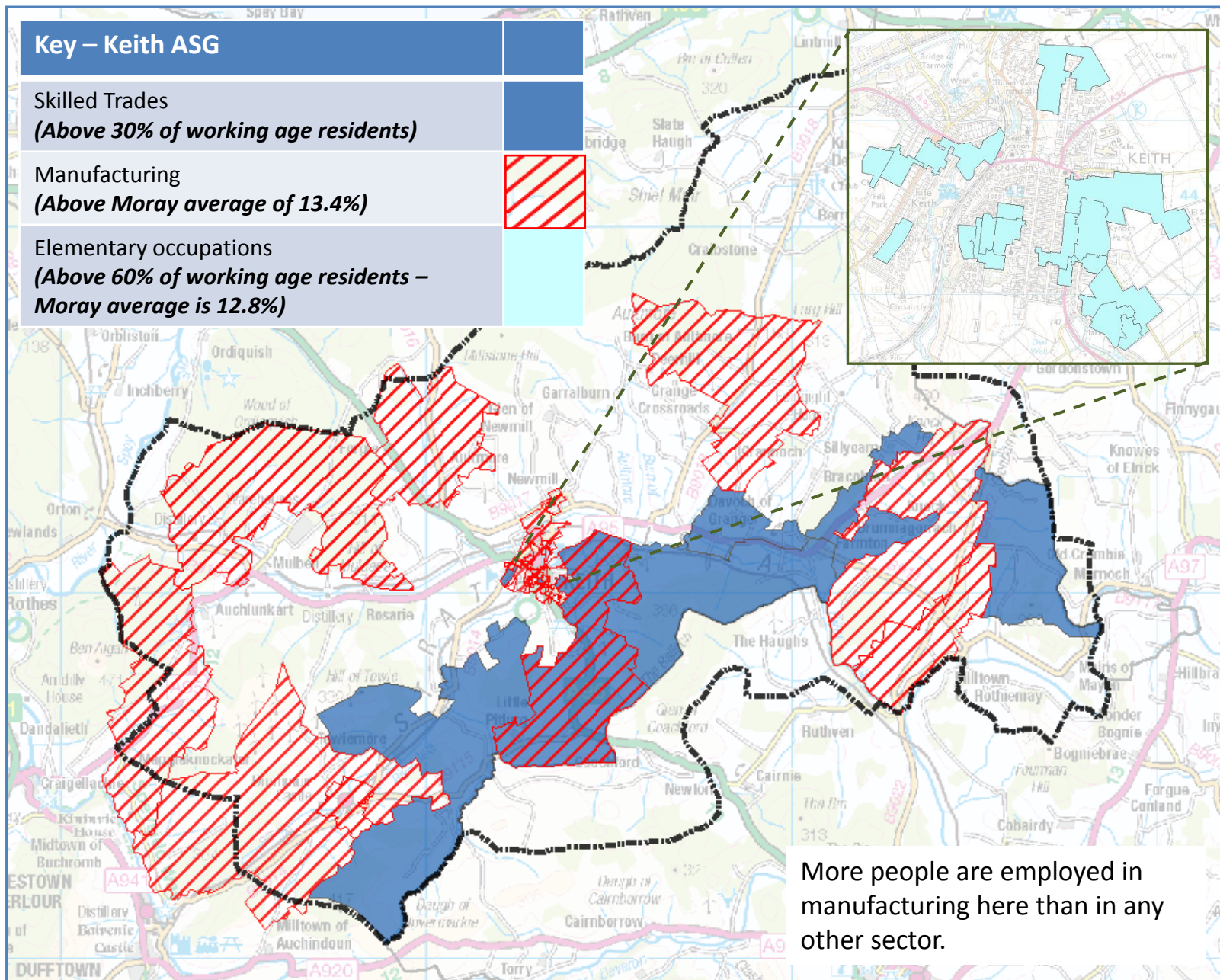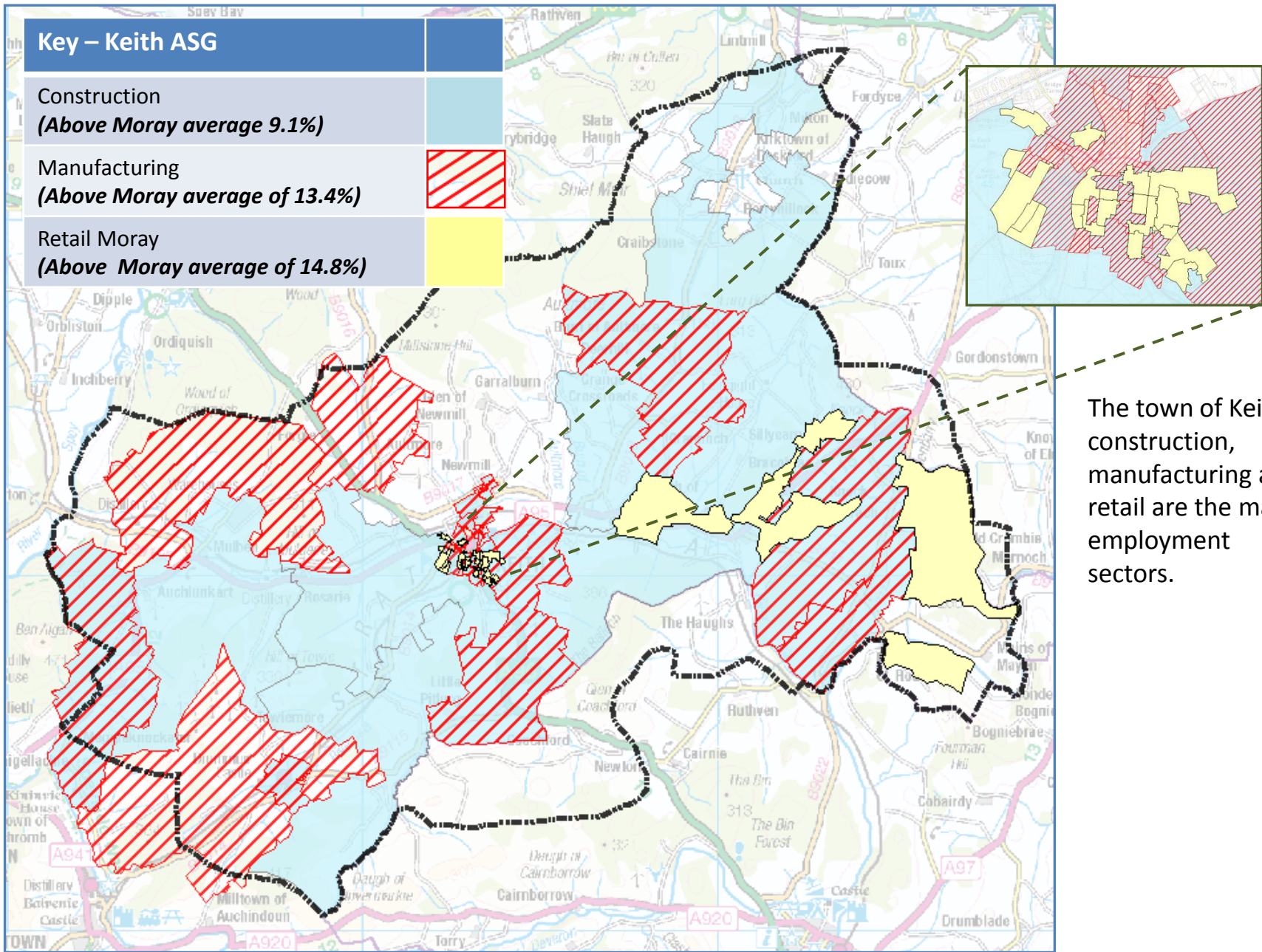
Households with no car/van

Due to the rural nature of the area as a whole, there is a greater need for private transport: more households in Grange and Rothiemay own two cars or vans than anywhere else in Moray, and the Botriphnie and Newmill area has the most households with three or more cars or vans.

Significantly, there are more households in the town of Keith have no car/van when compared to the rest of Moray.
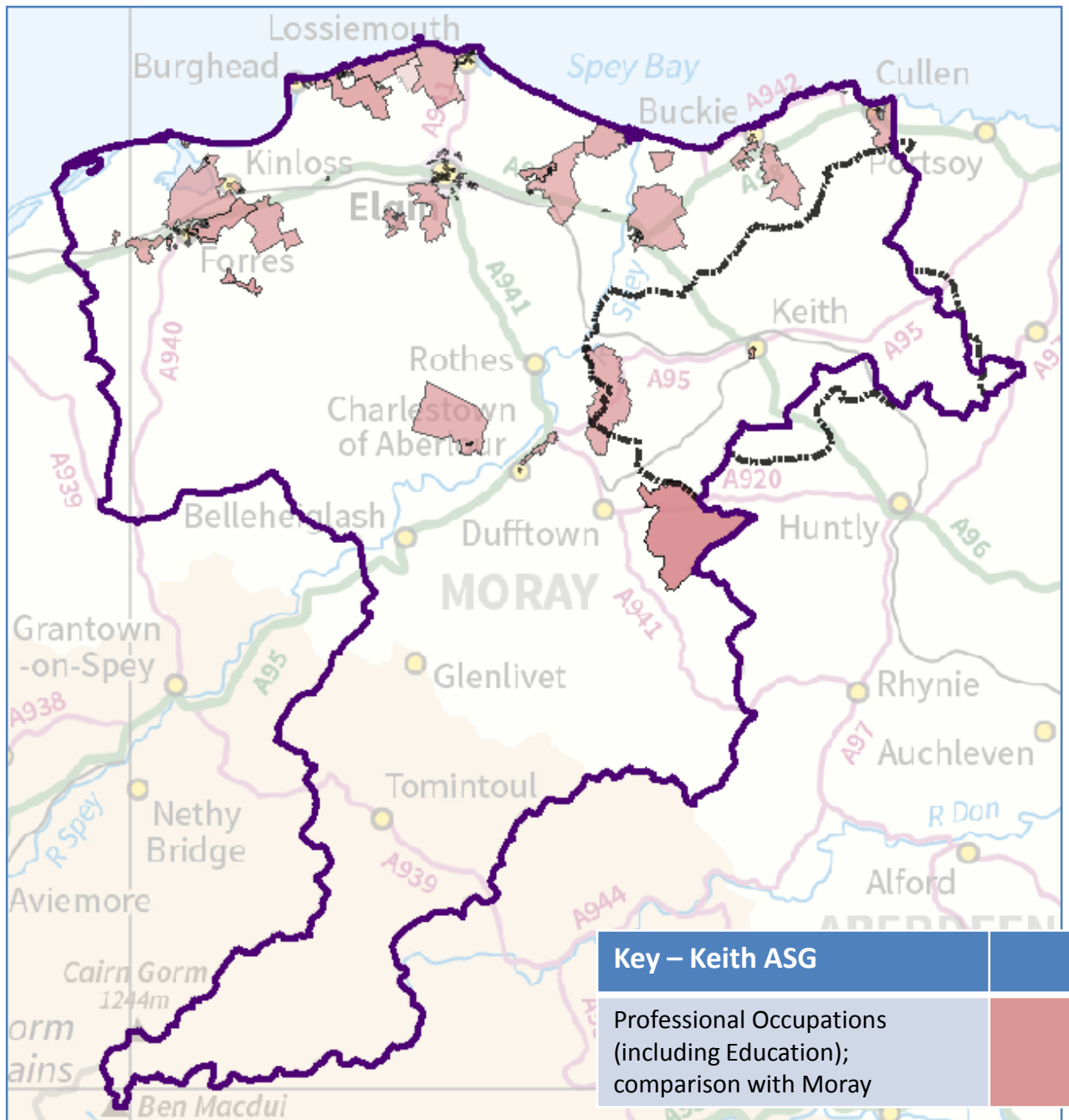
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KEITH – ECONOMY AND LABOUR

Key – Keith ASG

Median weekly household income (£):

- 393.000000 - 457.000000
- 457.000001 - 524.000000
- 524.000001 - 586.000000
- 586.000001 - 669.000000
- 669.000001 - 873.000000

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Key – Keith ASG

Skilled Trades
(Above 30% of working age residents)

Manufacturing
(Above Moray average of 13.4%)

Elementary occupations
(Above 60% of working age residents – Moray average is 12.8%)

More people are employed in manufacturing here than in any other sector.

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Key – Keith ASG

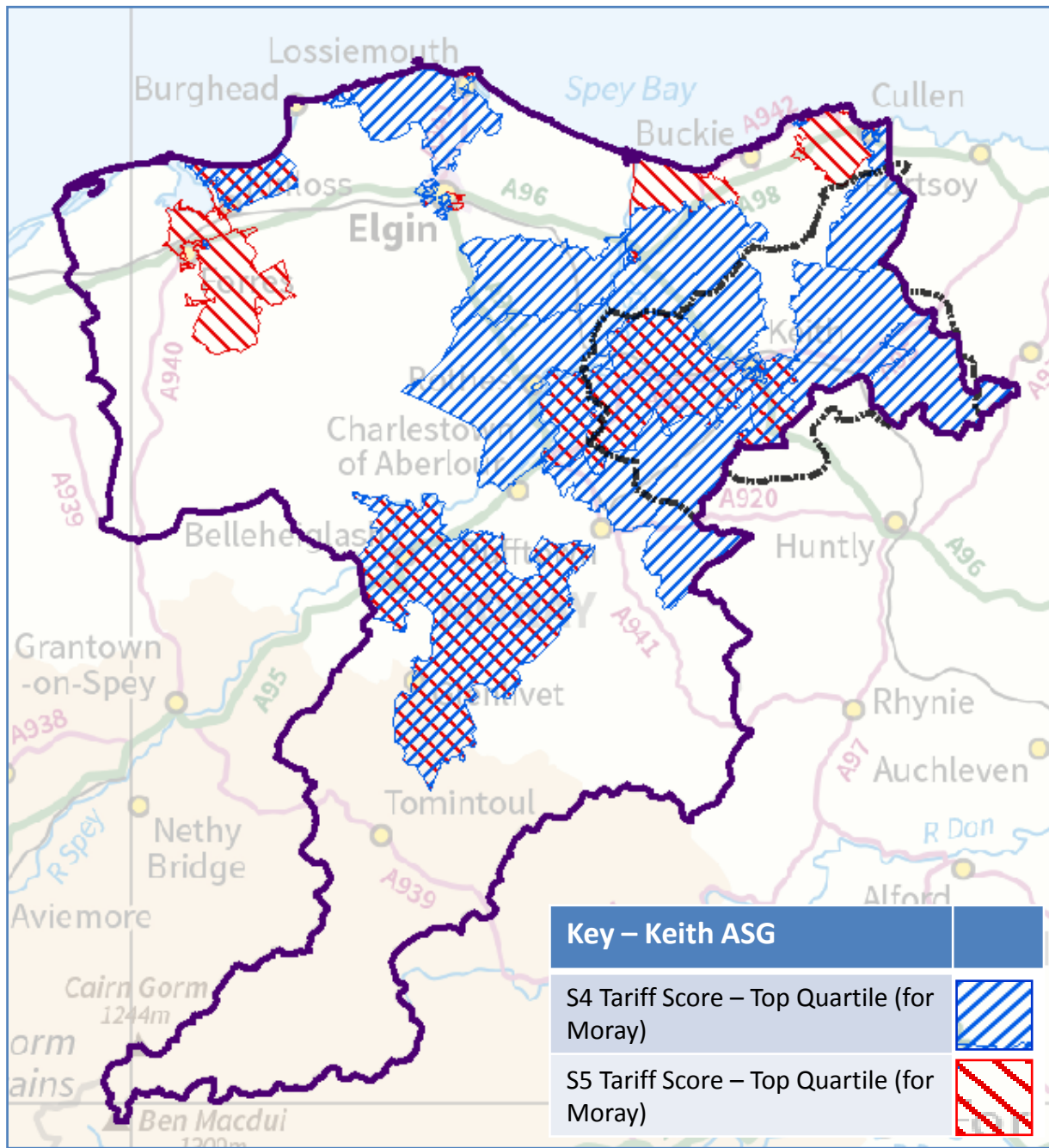|	
Construction **(Above Moray average 9.1%)**	
Manufacturing **(Above Moray average of 13.4%)**	
Retail Moray **(Above Moray average of 14.8%)**	

The town of Keith, construction, manufacturing and retail are the main employment sectors.

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Key – Keith ASG	
Professional Occupations (including Education); comparison with Moray	

KEITH – EDUCATION

Key – Keith ASG

S4 Tariff Score – Top Quartile (for Moray)	
S5 Tariff Score – Top Quartile (for Moray)	

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Key – Keith ASG

S4 Tariff Score – Top Quartile (for Moray)	
S5 Tariff Score – Top Quartile (for Moray)	

Despite relatively high levels of school attainment in recent years, the overall adult population (aged 16-64) of the town of Keith hold low levels of qualifications. In fact, there are fewer adults studying full-time here than anywhere else in Moray and fewer people hold higher level, HNC or degree level qualifications.
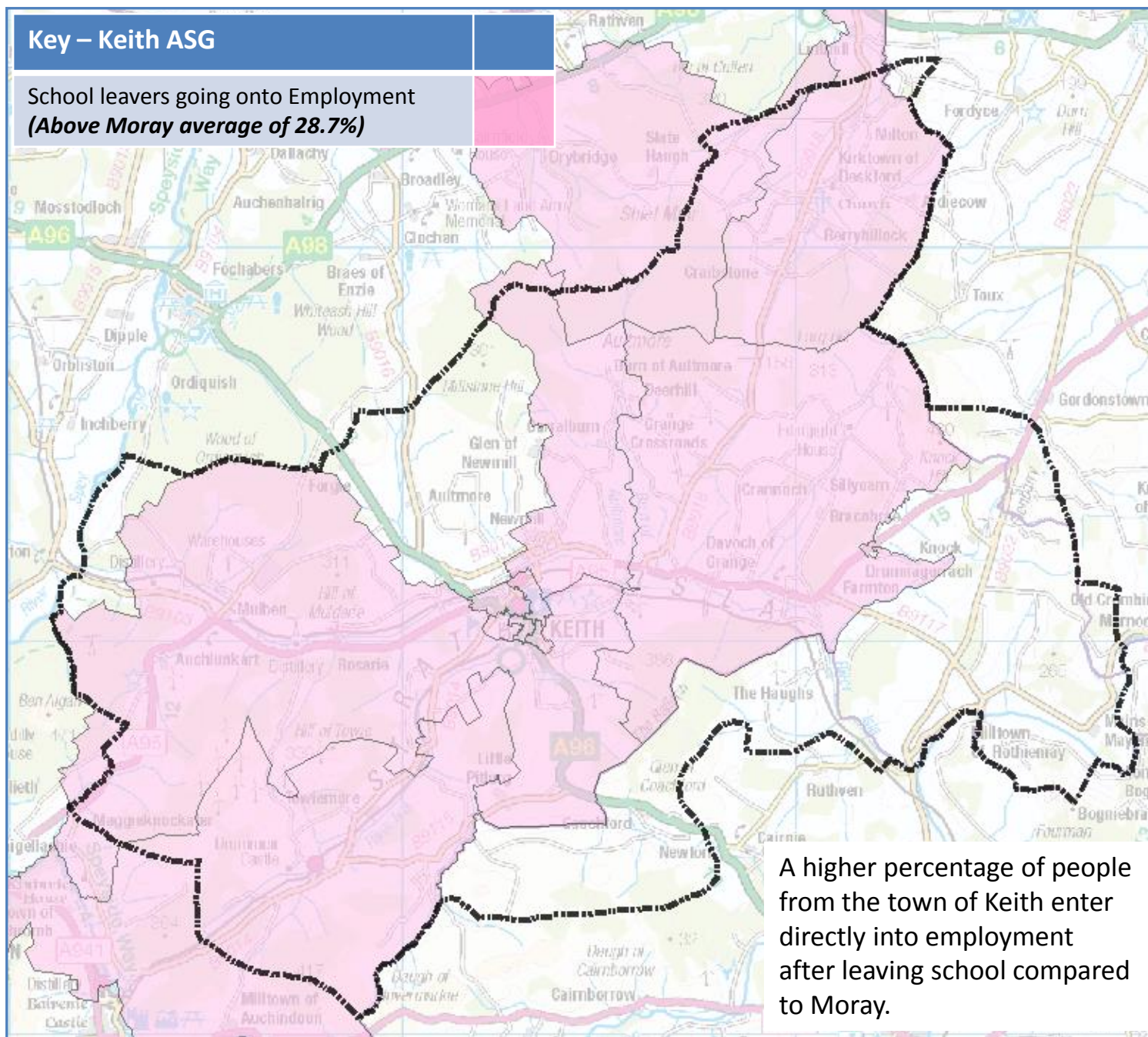

Key – Keith ASG	
Adults studying full-time *(Below Moray average of 1.9%)*	
Residents with below Moray average Highers, HNC or Degree qualifications *(Below Moray average of 47.0%)*	
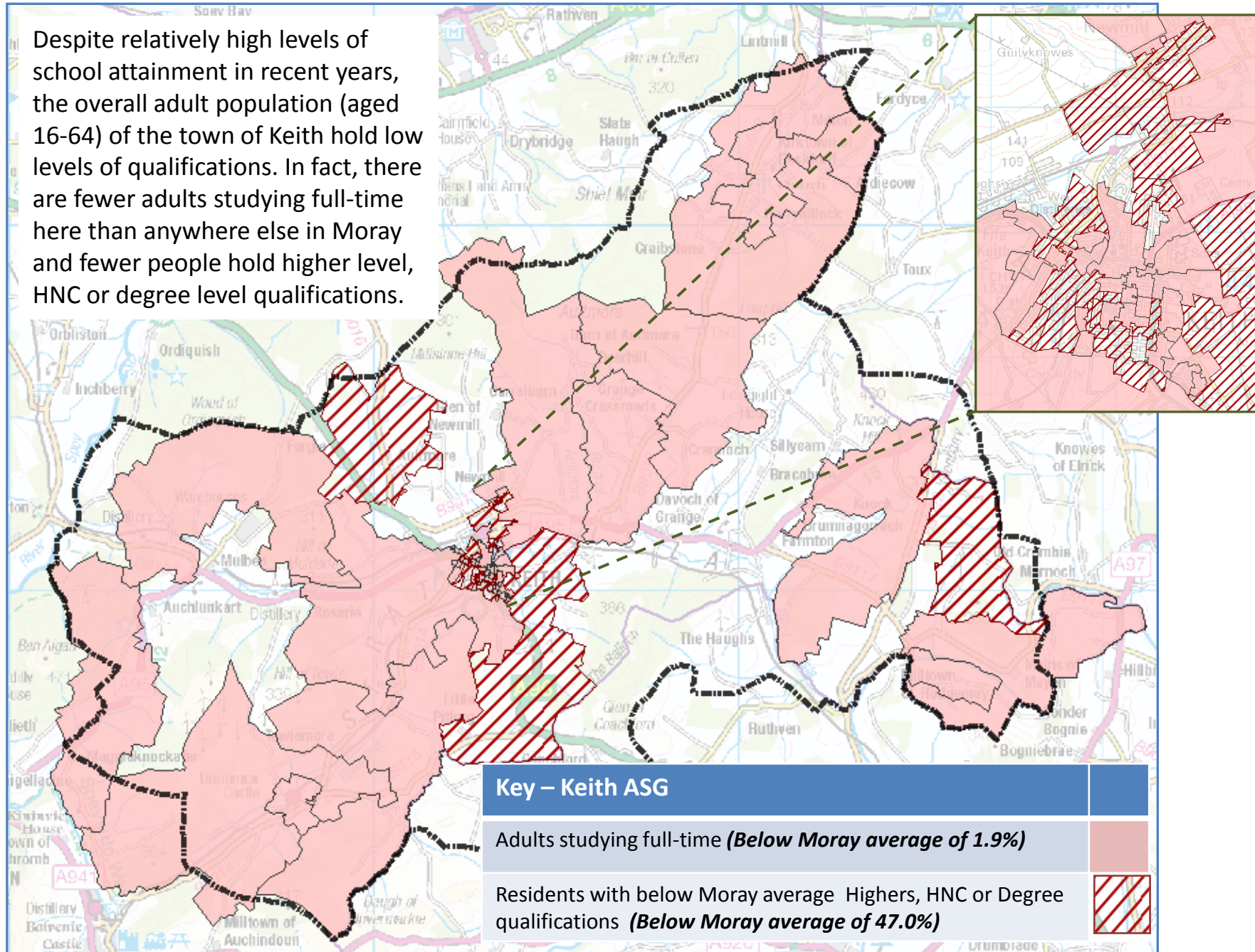
Key – Keith ASG

School leavers going onto positive destinations (above Moray average of 94.3%)

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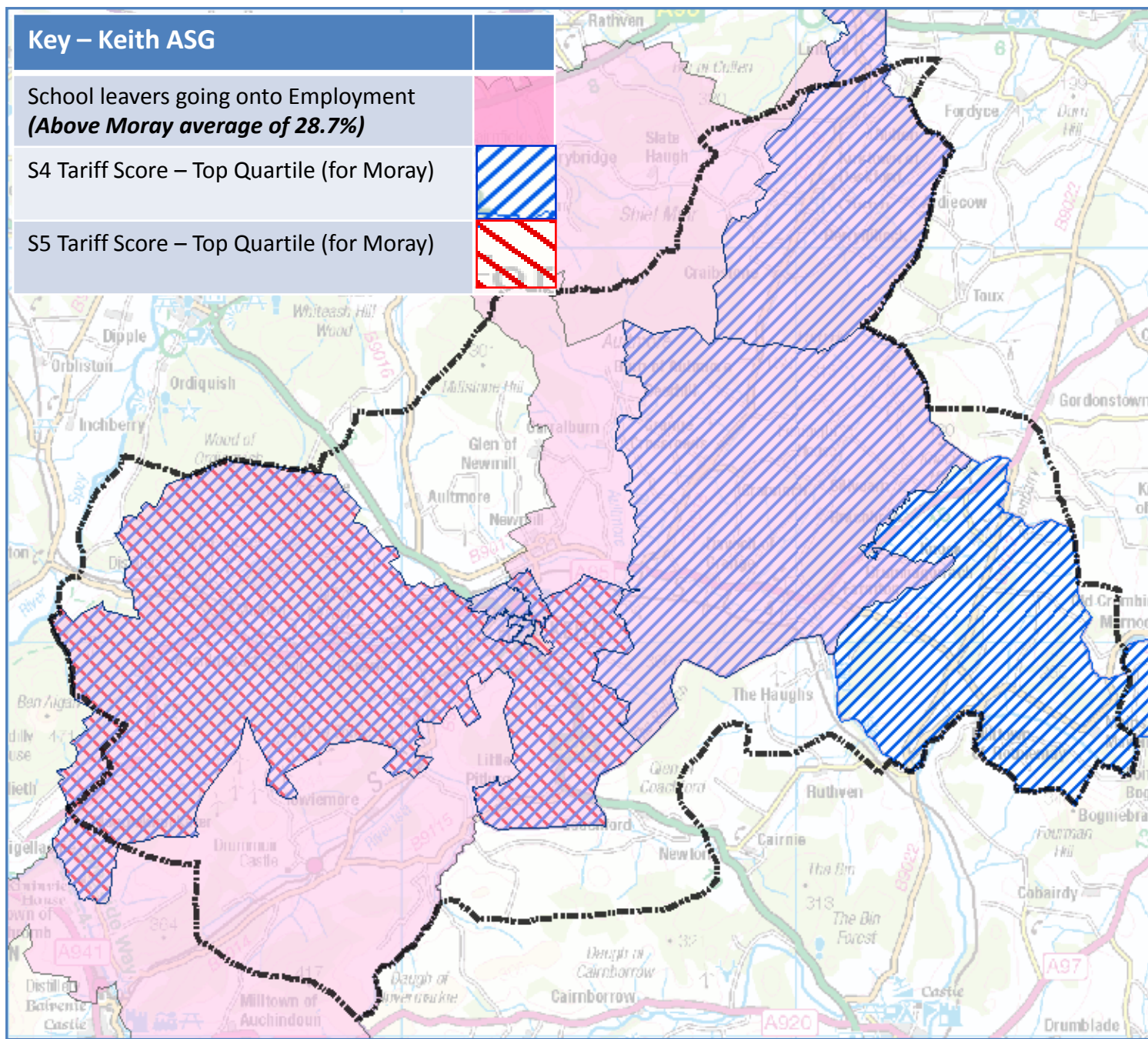© Crown copyright. Data supplied by National Records of Scotland
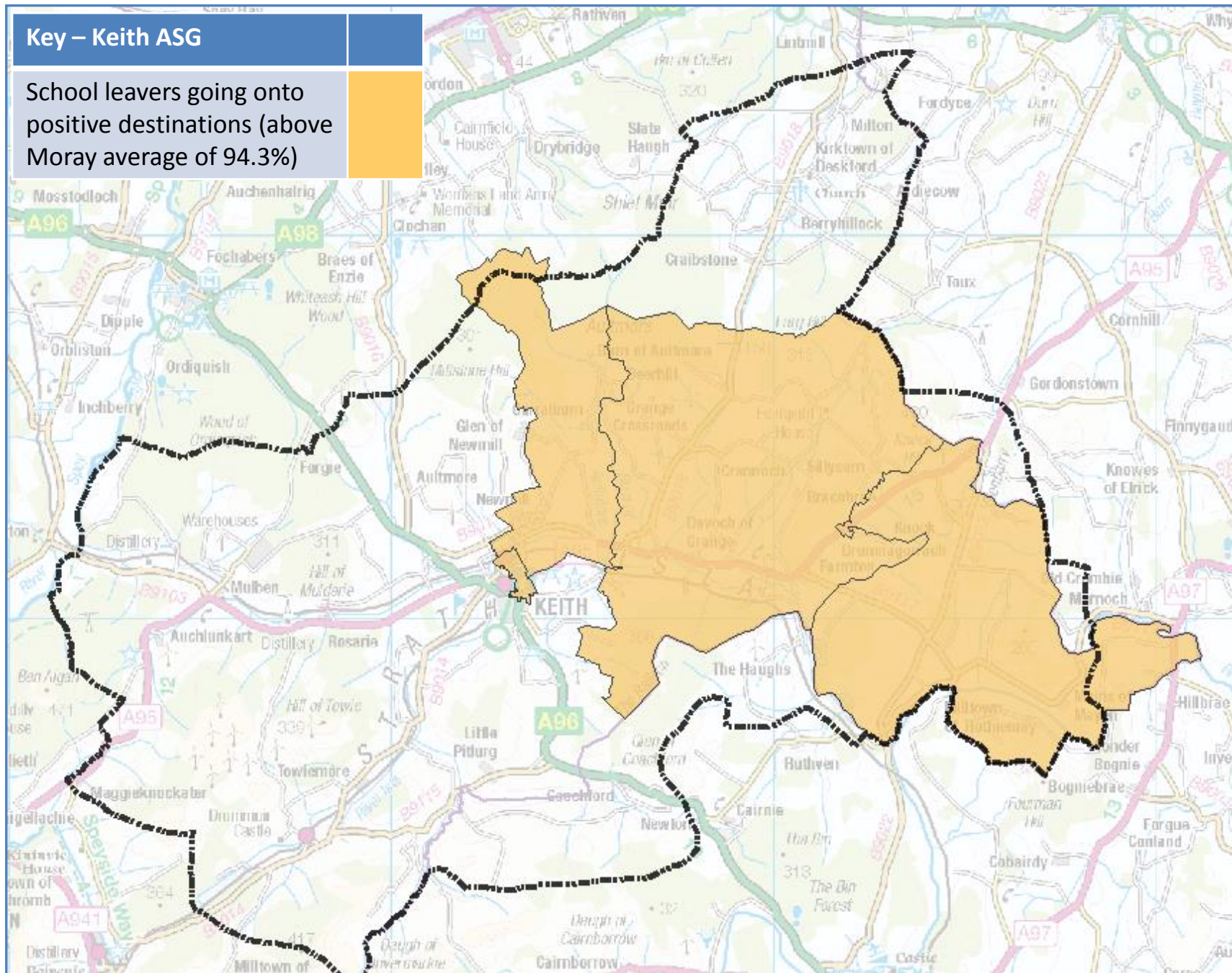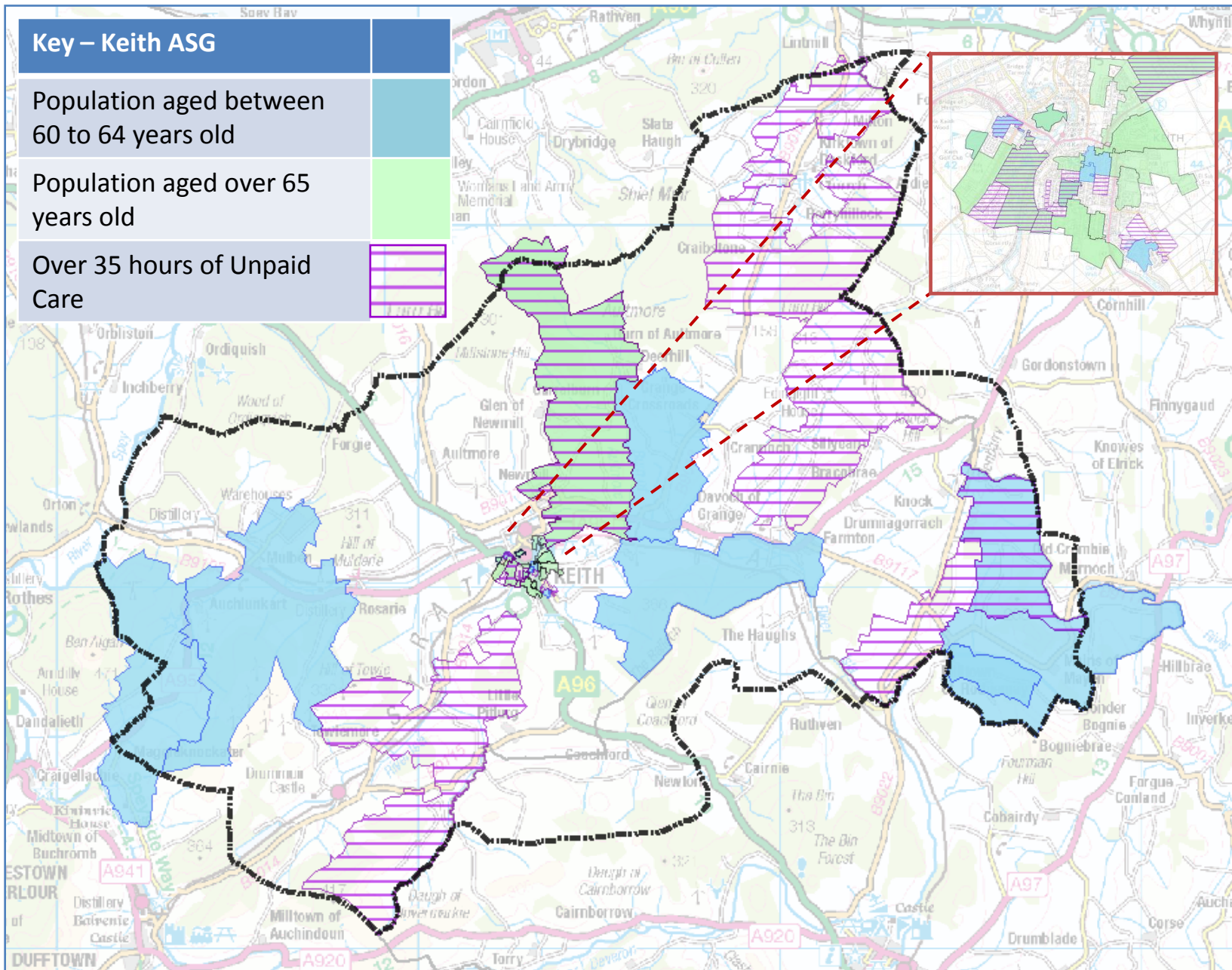
Key – Keith ASG

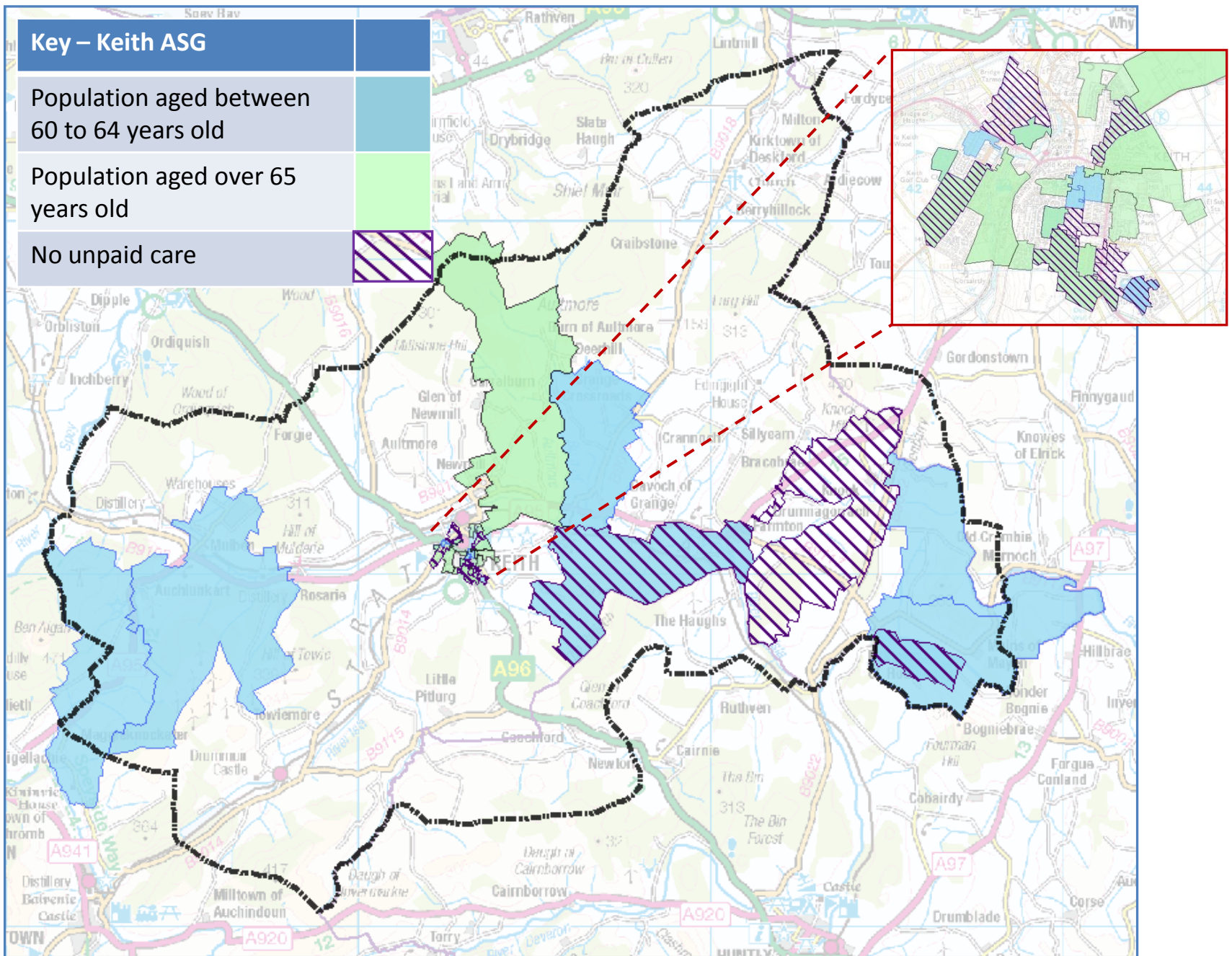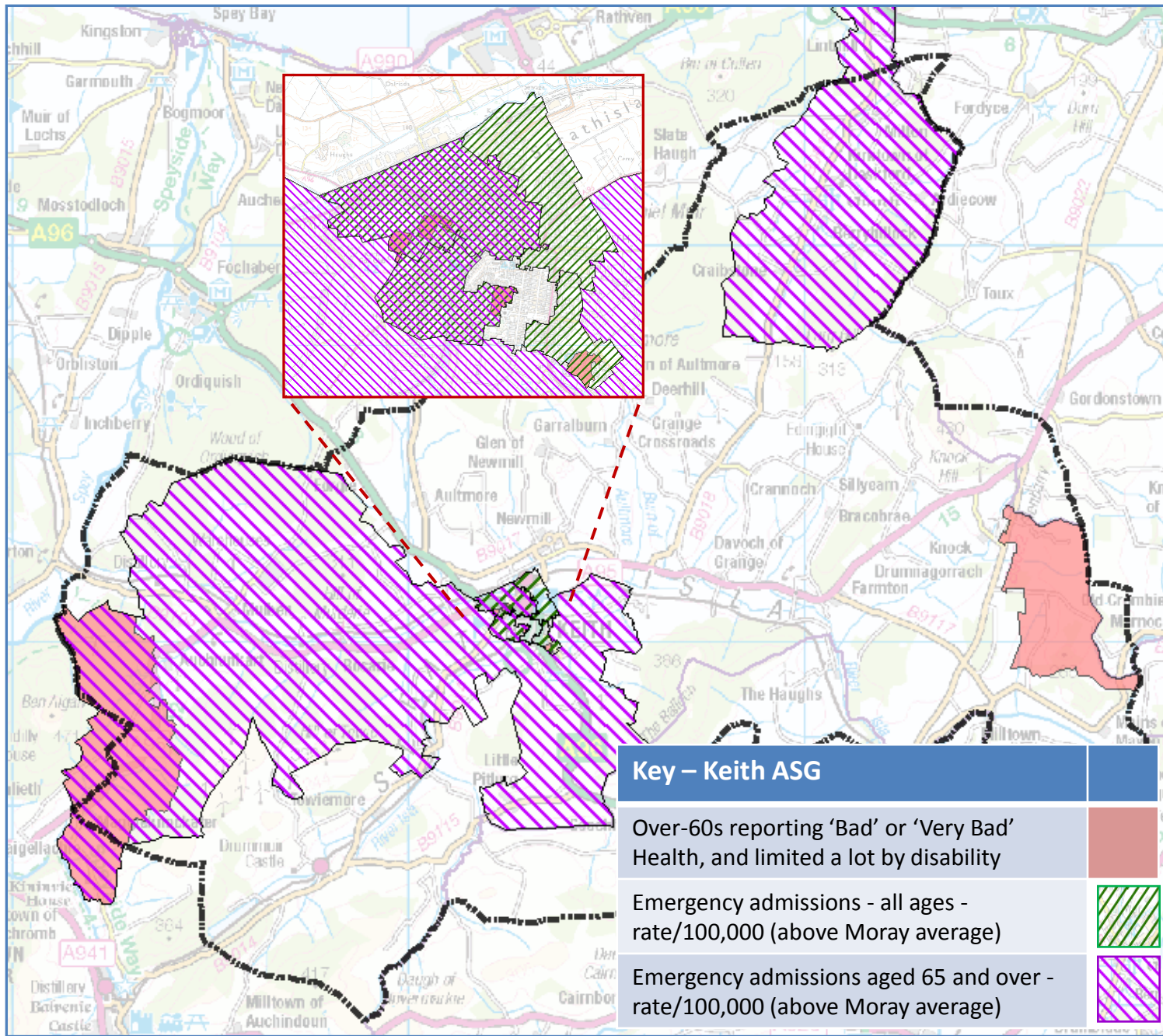School leavers going onto Employment
(Above Moray average of 28.7%)

A higher percentage of people from the town of Keith enter directly into employment after leaving school compared to Moray.
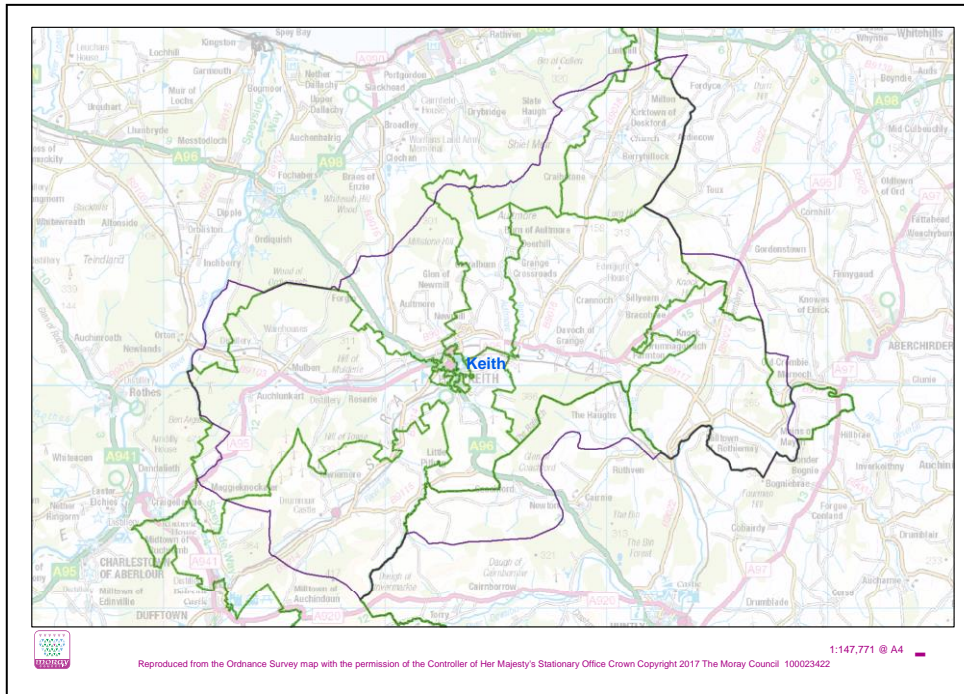
Key – Keith ASG

School leavers going onto Employment **(Above Moray average of 28.7%)**	
S4 Tariff Score – Top Quartile (for Moray)	
S5 Tariff Score – Top Quartile (for Moray)	

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KEITH – HEALTH AND SOCIAL CARE

Key – Keith ASG

Population aged between 60 to 64 years old	
Population aged over 65 years old	
Over 35 hours of Unpaid Care	

Key – Keith ASG

Population aged between 60 to 64 years old	
Population aged over 65 years old	
No unpaid care	

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Key – Keith ASG

Over-60s reporting 'Bad' or 'Very Bad' Health, and limited a lot by disability	
Emergency admissions - all ages - rate/100,000 (above Moray average)	
Emergency admissions aged 65 and over - rate/100,000 (above Moray average)	

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Data-zones in 1st and 2nd most deprived quintiles

11 SIMD 2016 data-zones correspond to the Keith ASG

KEITH – SIMD DATA

Keith – SIMD Quintiles 1 and 2
- Housing
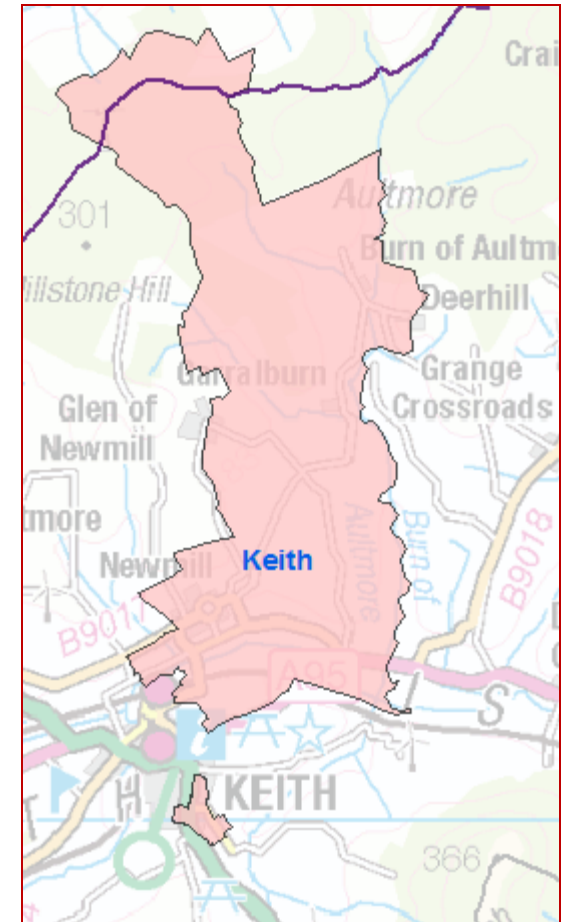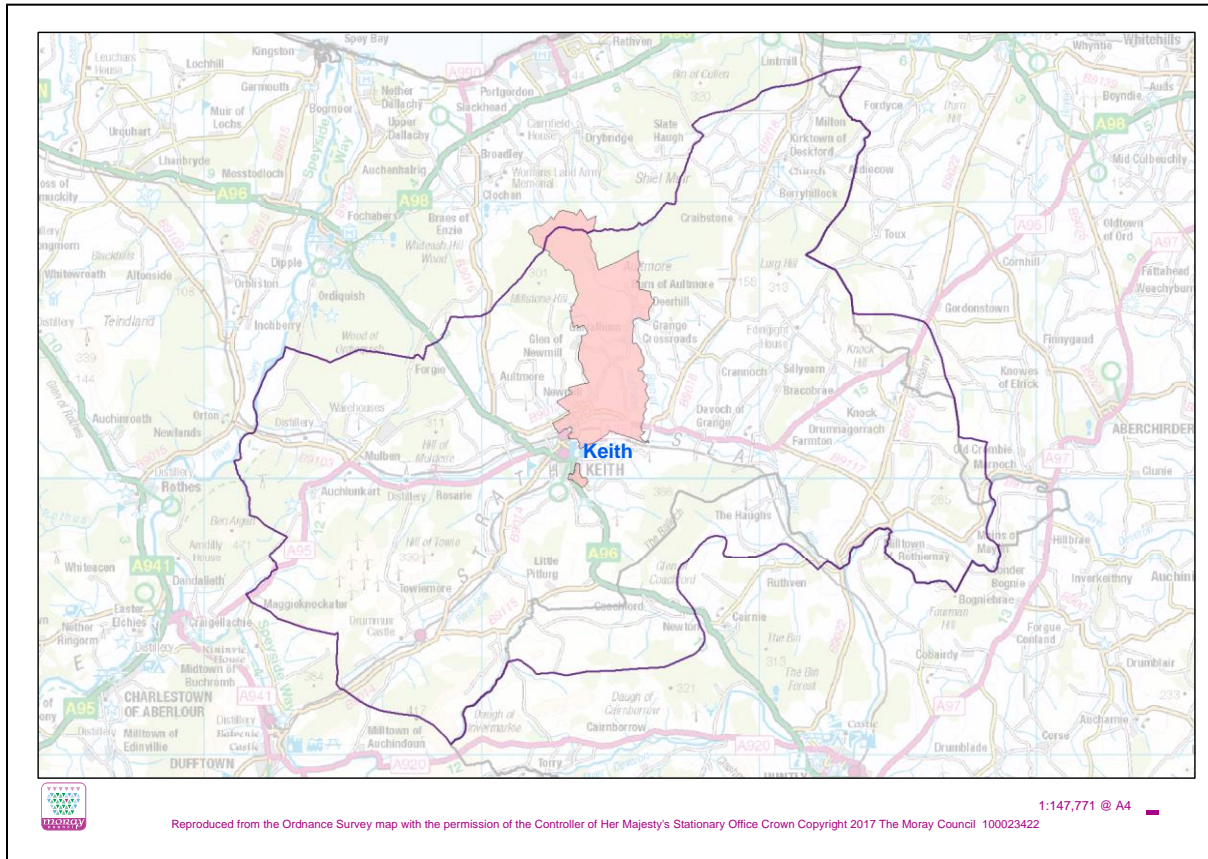
1:147,771 @ A4

- 2 data-zones in second most deprived quintile
- None in most deprived quintile
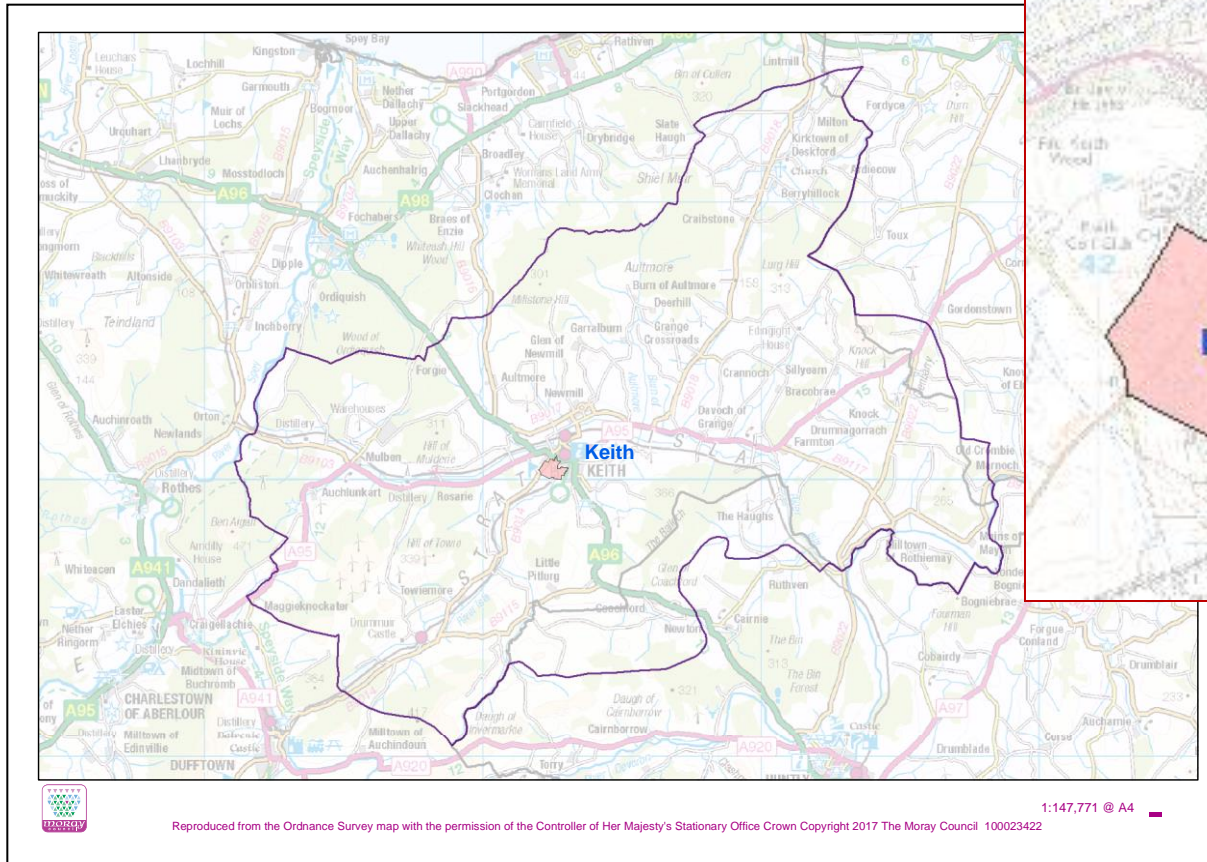
Keith – SIMD Quintiles 1 and 2
- Education

1:147,771 @ A4
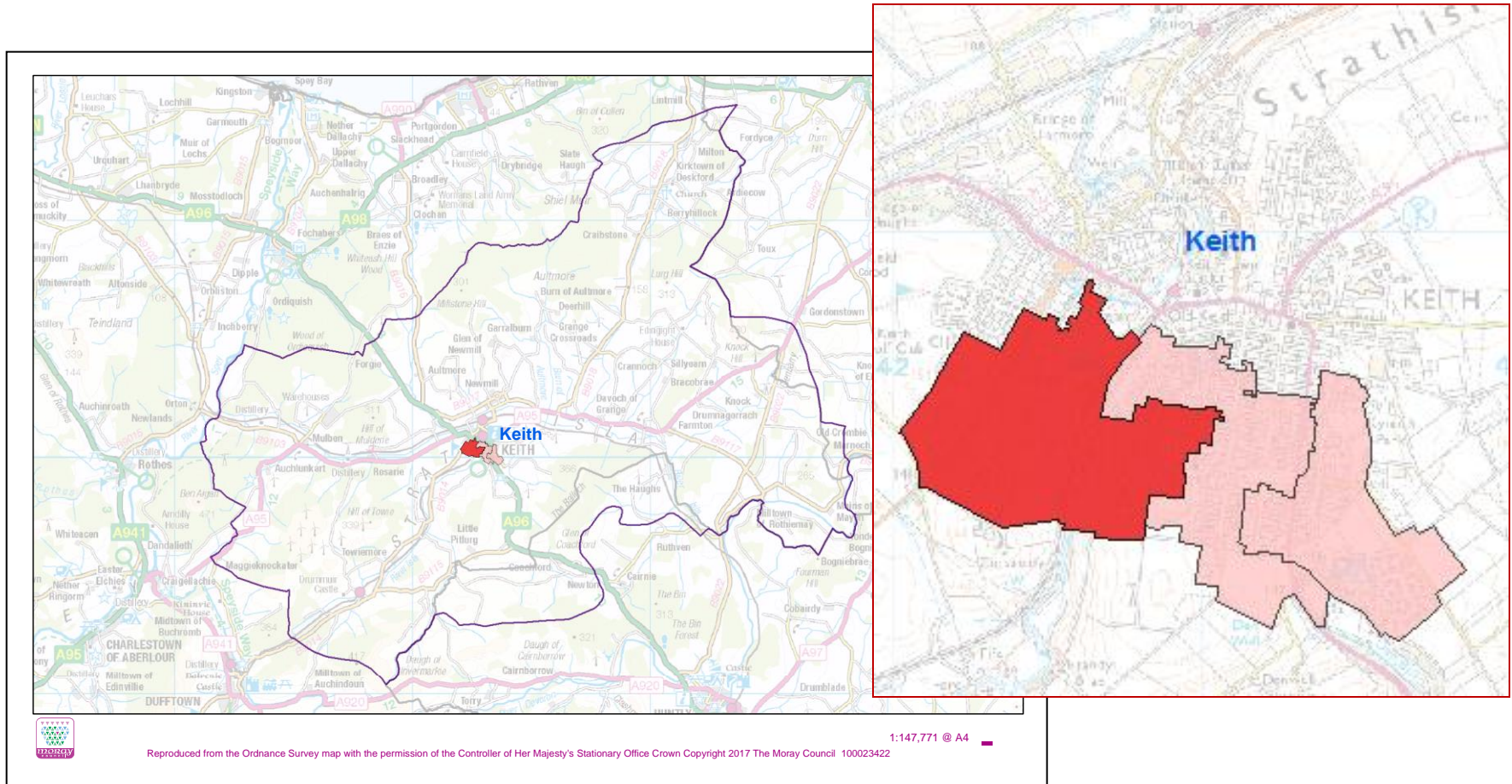
- 2 data-zones in second most deprived quintile
- One data-zone in most deprived quintile

Keith – SIMD Quintiles 1 and 2 - Health

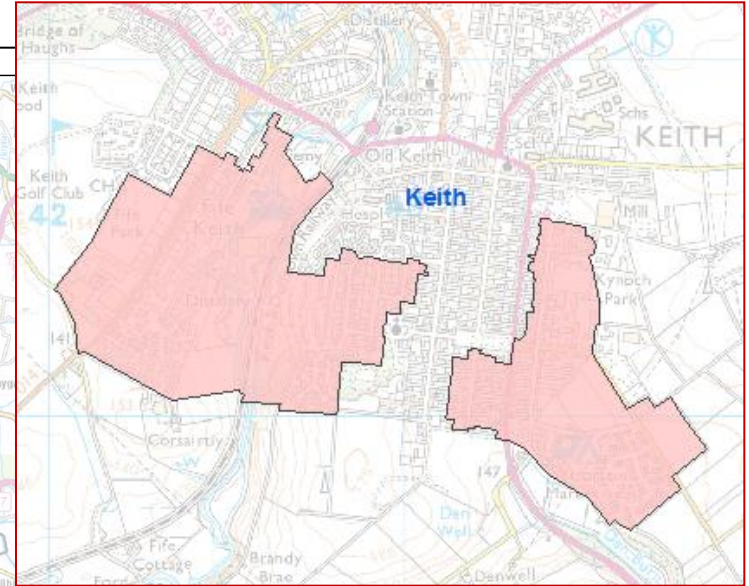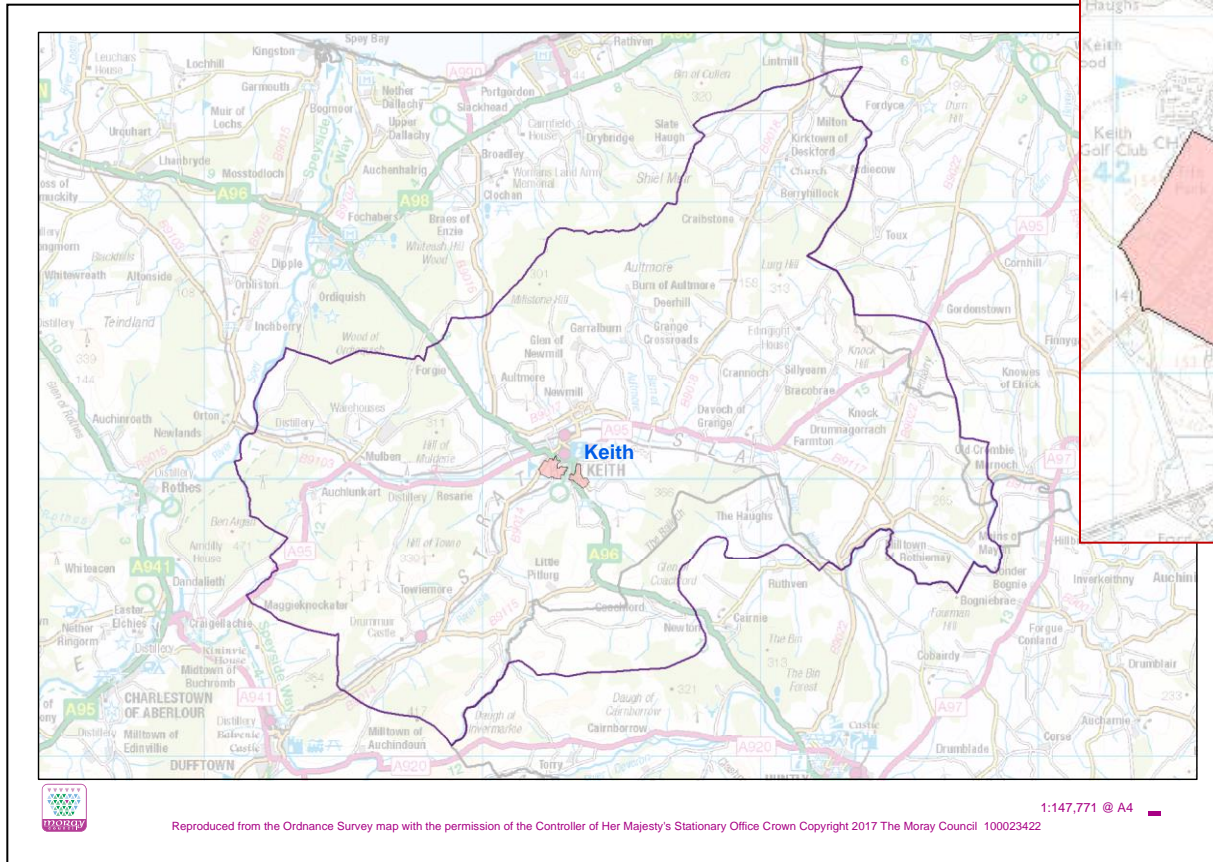- Keith ASG has no data-zones in most deprived or second most deprived quintile for health

Keith – SIMD Quintiles 1 and 2
- Employment

1:147,771 @ A4

- One data-zone in second most deprived quintile
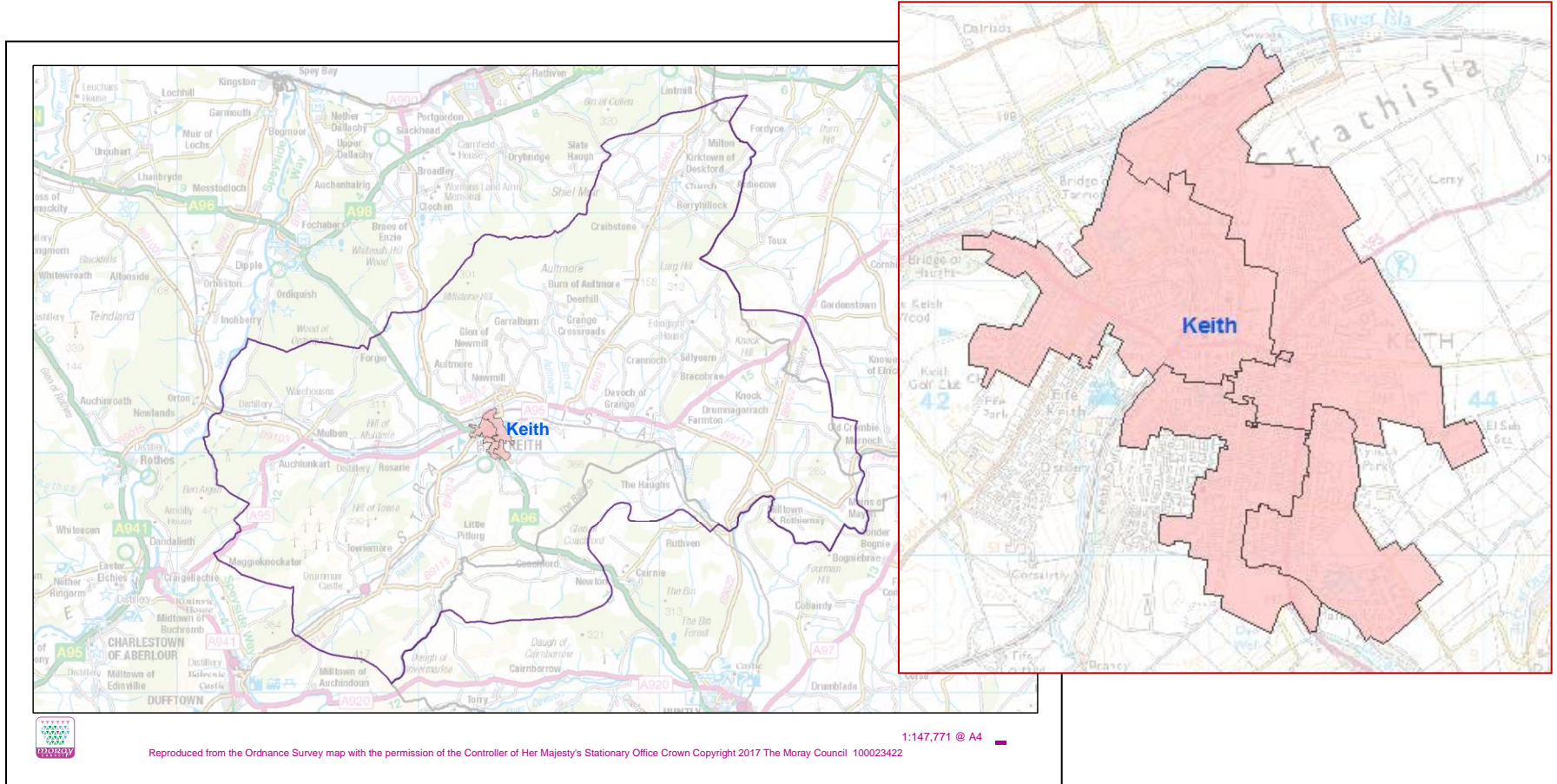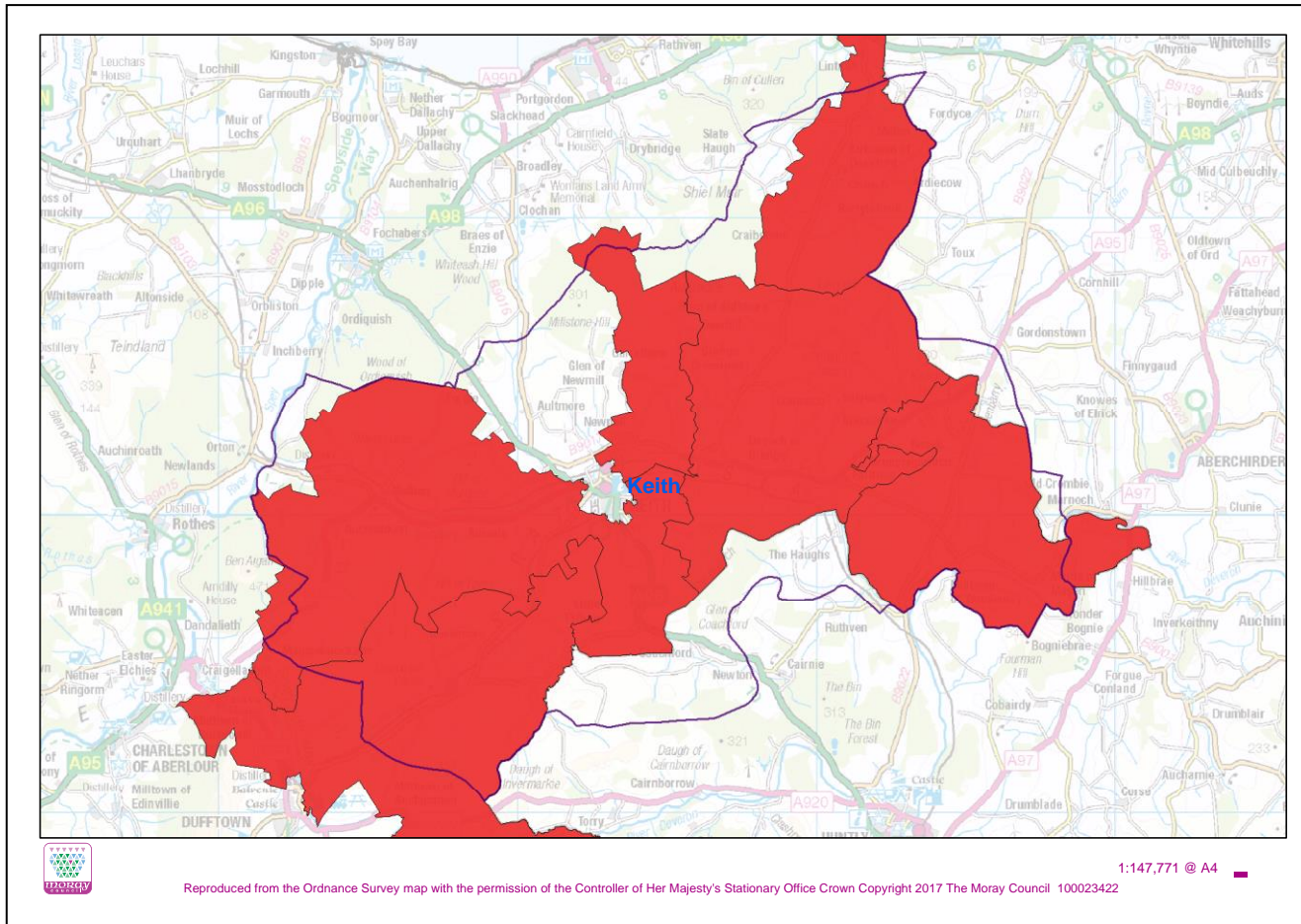- None in most deprived quintile

Keith – SIMD Quintiles 1 and 2
- Income

- 2 data-zones in second most deprived quintile
- None in most deprived quintile

Keith – SIMD Quintiles 1 and 2
- Crime

1:147,771 @ A4

- 4 data-zones in second most deprived quintile
- None in most deprived quintile

Keith – SIMD Quintiles 1 and 2 - Access

1:147,771 @ A4

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- No data-zones in second most deprived quintile
- 6 data-zones in most deprived quintile