

POPULATION PROFILES: DEPRIVATION

1: THE ESSENTIALS:

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“By working together, people living with experience of poverty can make a difference in tackling poverty. The work currently done by the Poverty Leadership Panel gives me hope for a better future.”

Innocent Jakisa, The Poverty Alliance
Poverty Leadership Panel Annual Report 2014 - 2015





What is Deprivation?

Deprivation is what happens when people or places face a series of problems like unemployment, discrimination, poor education or skills, low income, poor housing, high crime, ill health and family breakdown. Social exclusion is a common consequence of deprivation.

Scottish Index of Multiple Deprivation or SIMD, helps to identify areas where people are at most risk from social exclusion in Scotland.

This takes account of **7 aspects** of deprivation:

- **Access** – travel times to public amenities such as shops, GPs and schools
- **Crime** – levels of assault, burglary, violence, vandalism
- **Education** – absence, performance, training and qualifications
- **Employment** – benefits, support, allowances
- **Health** – mortality rates, illness, hospital stays, drug or alcohol misuse
- **Housing** – heating, levels of occupancy
- **Income** – tax credit, Job Seekers, income support and pension credit

Source: The Scottish Government Scottish Index of Multiple Deprivation and www.educationscotland.gov.uk

SIMD Datazones

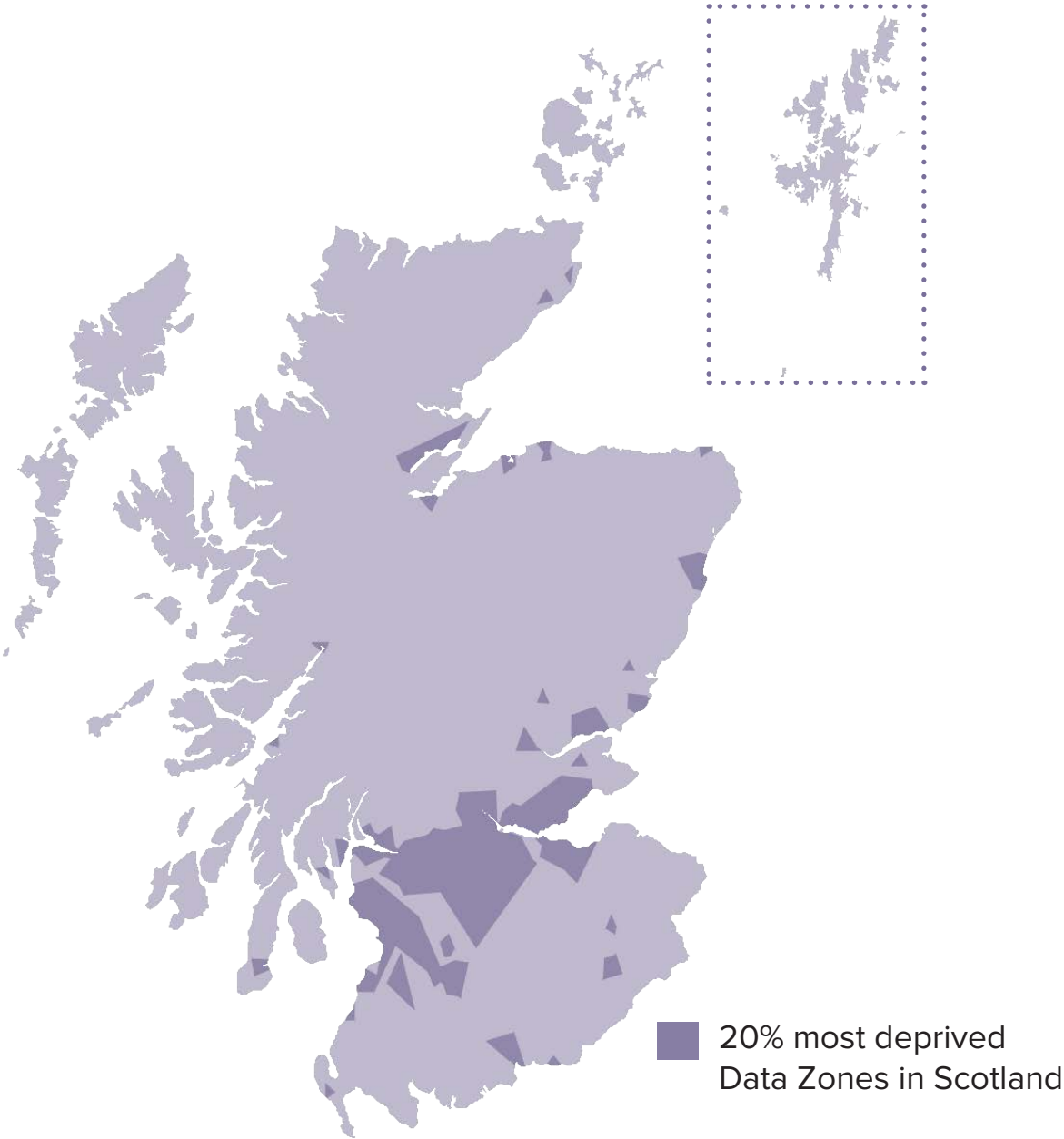
**We all live in 1 of 6,505 ‘Data Zones’,
each made up of 500 to 1,000 residents.**

- The Data Zones are indexed according to a weighted combination of data across the 7 areas: Access, Crime, Education, Employment, Health, Housing and Income.
- Data Zone 1 is defined as the ‘most deprived’.
- Data Zone 6,505 is defined as the ‘least deprived’.
- This does not mean everyone in Data Zone 1 is socially excluded, nor does it mean everyone in Data Zone 6,505 is not: rather, the weighted combination of factors for each Data Zone determines whether residents are more or less likely to face social exclusion.
- When drawing comparisons between Data Zones, it is appropriate to work with ‘quintiles’ (20% of the full data set), ‘deciles’ (10% of the data set) or ‘vigintiles’ (5% of the data set) rather than isolating single Zones for comparison. Using the data in this way will enable you to make a more robust and accurate comparison of deprivation levels in different areas.

SIMD is currently being reviewed in line with the latest Census. A new SIMD index will be launched in 2016.



The majority of the most socially deprived Data Zones in Scotland lie across the central belt. There is at least one Data Zone with high levels of deprivation in all but three of the 32 local authorities.*



* Shetland; Orkney; Eilean Siar

Source: The Scottish Government Scottish Index of Multiple Deprivation and Experian Micromarketer

Contrasting Scotland's most and least deprived:

In Scotland's worst hit areas of deprivation, 1 in 5 people are children.

These children are highly likely to be living in socially rented homes with income and/or employment deprived parents or guardians, and many more families are likely to be claiming income support.

	5% most deprived Data Zones	5% least deprived Data Zones
POPULATION:		
Children	21%	16%
People of Working Age	64%	64%
Pensioners	15%	20%
Income and Employment:		
Income deprived	38%	2%
Employment deprived	23%	2%
Claim income support	54%	2%
HOUSING:		
Owned	23%	88%
Social Rented	74%	2%
Private Rented	3%	10%
Council Tax Band A to C	96%	10%
Average House Price (2013)	£71k	£281k

Source: The Scottish Government Scottish Index of Multiple Deprivation

Impacts of deprivation:

Derelict sites are prolific in the most deprived areas, with **64%** of people living within 500 metres of a derelict site compared with just **12%** in the least deprived Data Zones.

Academic achievements vary between the most and least deprived Data Zones, with those in the least deprived zones achieving a much higher average tariff score. The tariff score is the total number of tariff points a student achieves, taking into account their latest and best attainment in each subject.

	5% most deprived Data Zones	5% least deprived Data Zones
POPULATION:		
Live within 500 metres of a derelict site	64%	12%
Crimes per 10k of the population	2,894	64
EDUCATION:		
No. of pupils in primary schools*	22k	9k
No. of pupils in secondary schools*	15k	7k
Total no. of pupils on S4 roll*	2,958	2,115
Average tariff score of all S4 pupils*	149	239
ACCESS TO AMENITIES: (Public Transport)		
GP	7.6 mins	7.5 mins
Post Office	6.1 mins	7.5 mins
Shopping Facilities	9.3 mins	9.5 minutes
*2013 Source: The Scottish Government Scottish Index of Multiple Deprivation Source: Education Scotland - www.educationscotland.gov.uk		

Useful resources:

SCOTTISH INDEX OF MULTIPLE DEPRIVATION

- [SIMD Methodology One Page Overview](#)
- [General SIMD guidance](#)
- [SIMD 2012 data download](#)
- [Scottish Neighbourhood Statistics Interactive Map](#) (soon to be switched off)
- [Scottish Statistics](#) (currently a Beta site that will replace the above)
- [Alasdair Rae's UK data explorer](#)

OTHER DATA SOURCES

- [Scotland Census](#)
 - [Experian Segmentation \(Mosaic 6\)](#)
 - [Scottish Neighbourhood Statistics](#)
 - [The Scottish Government](#) (various publications on site)
 - [The Poverty Alliance](#)
 - [Joseph Rowntree Foundation](#)
 - [The Scotland Institute](#)
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What next?



The information in this document is based on data drawn from **Mosaic Scotland**, **Experian's** comprehensive consumer classification system, and from the **Scottish Index of Multiple Deprivation (SIMD)**.

Culture Republic can help you work with both of these resources to profile your current and prospective audiences.

