



EDINBURGH BY NUMBERS

2010/2011



The First Word ...

Welcome to the fourth edition of Edinburgh by Numbers, the annual statistical overview of Edinburgh produced by the Economic Development Unit of The City of Edinburgh Council.

I am writing this introduction at a time when the UK is slowly emerging from the most severe and prolonged recession in over 60 years. The economic downturn has severely weakened many businesses and placed great strain on the government budget, necessitating cutbacks in public expenditure over the foreseeable future.

Following the launch of our Economic Resilience Action Plan in 2008, The City of Edinburgh Council has continued to respond vigorously to the downturn. In July 2009, we and our partners launched the Economic Action Resilience Network (EARN), a range of recession management initiatives providing direct support to businesses and families affected by the downturn. Key initiatives taken forward by EARN include the launch of the Executive Skillsbank, a programme placing executives made redundant into managerial roles within fast-growing small businesses, and a series of seminars offering advice to businesses.

Although 2009/2010 was undoubtedly challenging, Edinburgh experienced some real successes over the course of the year. The city's tourism sector performed spectacularly, with Edinburgh's hotels enjoying the second highest occupancy rate in Europe. Destination Edinburgh Marketing Alliance staged the successful Edinburgh Sparkles campaign, while Edinburgh Airport recorded its busiest ever day in June 2009, reflecting its status as the best performing BAA airport in the UK, and a number of the city's world-renowned festivals reported record ticket sales.



Edinburgh's reputation for quality of life remained unblemished, with a survey of 10,000 people from across Britain in July 2009 finding that Edinburgh was considered the most desirable place to live in the UK.

The Economic Development Unit has performed strongly during the downturn, with particular successes including supporting over £350 million of new investment into Edinburgh, winning £500,000 from the Future Jobs Fund to help the young unemployed find work and boosting expenditure by visitors to the capital by approximately 5%. The performance of the Economic Development Unit against the targets set in its three-year plan is independently audited each year.

I remain confident that the strengths of Edinburgh will enable the city to lead Scotland out of recession and back to growth.

I hope you find Edinburgh by Numbers to be a useful resource. If you have any comments or questions, please do contact us at economicstrategy@edinburgh.gov.uk.

Tom Buchanan,
Convenor of the Economic Development Committee
The City of Edinburgh Council
www.edinburgh.gov.uk/economicdata

LIVE



| | | | |
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You may also be interested in: www.edinburgh-inspiringcapital.com/economic-data



DEMOGRAPHICS

TABLE 1

| EDINBURGH DEMOGRAPHICS (1998-2008) | Edinburgh | | Scotland | |
|---|-----------|---------|-----------|-----------|
| | 1998 | 2008 | 1998 | 2008 |
| Population | 446,240 | 471,650 | 5,077,070 | 5,168,500 |
| Households | 200,294 | 217,654 | 2,153,365 | 2,331,250 |
| Land area (km ²) | 262.28 | 262.28 | 78,133 | 78,133 |
| Population density (persons/km ²) | 1,701 | 1,788 | 65 | 66 |
| Births | 4,950 | 5,375 | 58,012 | 59,240 |
| Deaths | 4,809 | 4,305 | 58,527 | 55,293 |
| Natural change | 141 | 1,070 | -515 | 3,947 |
| Migration (net civilian, estimated) | -11 | 2,512 | -1,917 | 19,953 |
| Fertility rate | 46.1 | 47.1 | 52.6 | 57.2 |
| % of births to unmarried parents | 35.9% | 41.1% | 35.9% | 50.1% |
| % of births to mothers born outside UK | 11.5% | 26.8% | 5.4% | 13.0% |
| Standardised mortality rate* | 10.7 | 9.5 | 11.6 | 10.7 |
| Marriages | 2,677 | 2,598 | 29,668 | 28,903 |

Source: General Register Office for Scotland

*Deaths per 1,000 population, adjusted for variations in age structure.

TABLE 2

| ETHNICITY (2001) | | | |
|-------------------------------|---------------|-------------|------------|
| Ethnicity | Edinburgh no. | Edinburgh % | Scotland % |
| White Scottish | 354,053 | 78.90 | 88.10 |
| Other White British | 51,407 | 11.40 | 7.40 |
| Other White | 18,439 | 4.11 | 1.50 |
| White Irish | 6,470 | 1.44 | 1.00 |
| Pakistani | 3,928 | 0.87 | 0.60 |
| Chinese | 3,532 | 0.78 | 0.30 |
| Any mixed background | 2,776 | 0.61 | 0.20 |
| Indian | 2,384 | 0.53 | 0.30 |
| Other ethnic group | 2,047 | 0.45 | 0.30 |
| African | 1,285 | 0.28 | 0.10 |
| Other South Asian | 1,201 | 0.26 | 0.10 |
| Bangladeshi | 636 | 0.14 | 0.00 |
| Caribbean | 292 | 0.06 | 0.00 |
| Black Scottish or other Black | 174 | 0.03 | 0.00 |
| Total | 445,848 | 100 | 100 |

Source: Census 2001



DID YOU KNOW?

92% of residents of Edinburgh are satisfied with the city as a place to live. Satisfaction levels have consistently exceeded 90% since 2004.

Source: Ipsos MORI, Edinburgh Residents Survey

PROJECTED POPULATION CHANGE (2006 BASED)

| Local authority | 2010 | 2015 | 2020 | 2025 | 2030 |
|-----------------|-----------|-----------|-----------|-----------|-----------|
| Aberdeen | 208,270 | 205,651 | 201,581 | 196,015 | 189,197 |
| Dundee | 141,062 | 138,973 | 136,587 | 133,524 | 129,902 |
| Edinburgh | 481,153 | 498,288 | 514,282 | 528,361 | 540,711 |
| City Region | 1,601,355 | 1,648,626 | 1,694,587 | 1,736,726 | 1,772,350 |
| Glasgow | 584,685 | 584,852 | 583,885 | 580,369 | 574,572 |
| Scotland | 5,190,398 | 5,257,865 | 5,316,383 | 5,357,462 | 5,373,478 |

Source: General Register Office for Scotland

TABLE 3

TABLE 4

PROJECTED AND ACTUAL POPULATION CHANGE (2006 BASED)

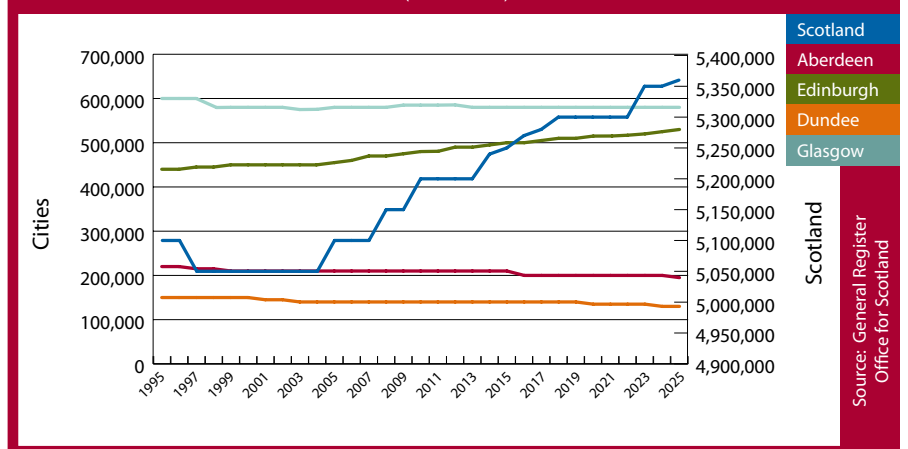


TABLE 4

Source: General Register Office for Scotland



TABLE 5

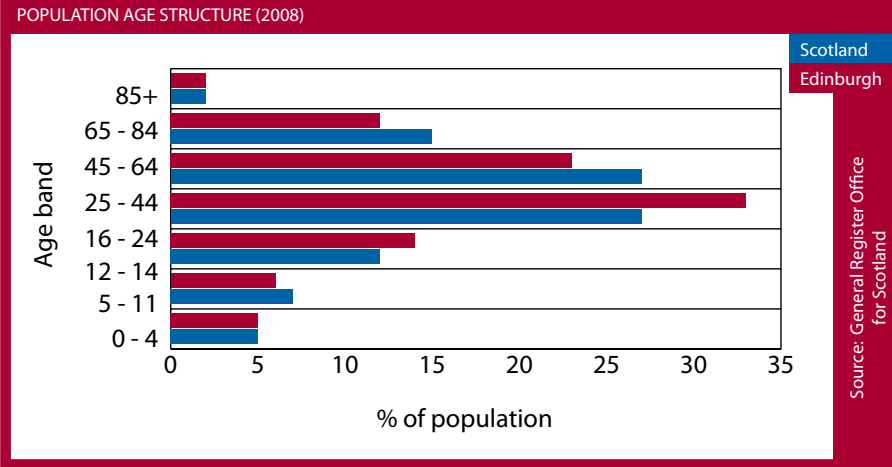
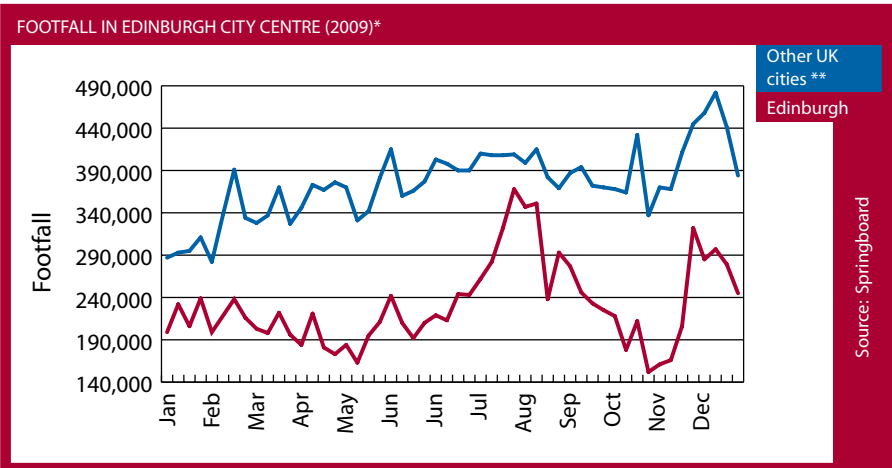


TABLE 6



* As measured at Marks and Spencer, Princes Street.

** Average of the busiest counters in Birmingham, Bristol, Cardiff, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle-upon-Tyne, Norwich and Nottingham

HOUSEHOLDS AND PROPERTY

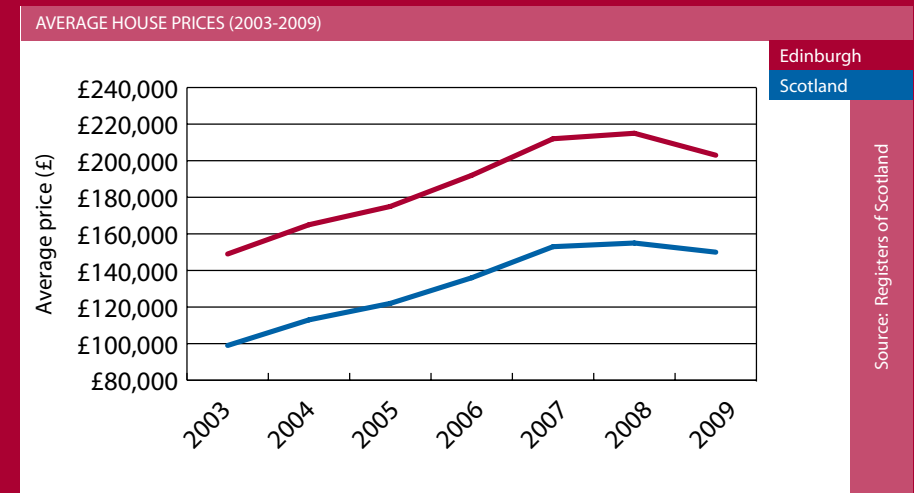
TABLE 7

HOUSING TENURE IN EDINBURGH AND SCOTLAND (1999-2007/08)

| Housing tenure (% of households) | Edinburgh | | Scotland | |
|---------------------------------------|-----------|---------|----------|---------|
| | 1999 | 2007/08 | 1999 | 2007/08 |
| Owning outright | 25% | 30% | 23% | 30% |
| Buying with loan or mortgage | 42% | 34% | 38% | 36% |
| Renting from Council / Scottish Homes | 16% | 10% | 27% | 15% |
| Renting from housing association | 6% | 5% | 5% | 7% |
| Renting from private landlord | 10% | 20% | 5% | 10% |
| Other | 1% | 1% | 2% | 2% |

Source: Scotland's People; Scottish Household Survey

TABLE 8





DID YOU KNOW?

41% of households in Edinburgh live in a house or bungalow, while 52% live in a new or tenement flat and 6% live in a high-rise flat.

Source: Scottish Government, Scottish Household Survey

QUALITY OF LIFE

LIFE EXPECTANCY AT BIRTH (2006-2008)

| Area | Female | Male | Both |
|-----------|--------|------|------|
| Aberdeen | 80.4 | 75.4 | 77.9 |
| Dundee | 79.7 | 73.7 | 76.8 |
| Edinburgh | 81.4 | 76.5 | 79.0 |
| Glasgow | 77.2 | 70.7 | 74.0 |
| Scotland | 79.9 | 75.0 | 77.5 |

Source: General Register Office for Scotland (2009)

TABLE 11

WORKFORCE SICKNESS AND INJURY (2007)

| City | Annual working days lost | | | | Economic cost | |
|-----------|--------------------------|-----------|---------|----------|---------------|--------------|
| | To illness | To injury | Total | Per head | Gross (£m) | Per head (£) |
| Aberdeen | 119,000 | 31,000 | 150,000 | 0.7 | 54 | 261 |
| Dundee | 68,000 | 18,000 | 86,000 | 0.6 | 30 | 211 |
| Edinburgh | 258,000 | 67,000 | 325,000 | 0.7 | 96 | 207 |
| Glasgow | 272,000 | 72,000 | 344,000 | 0.6 | 116 | 200 |

Source: Health and Safety Executive, Local Authority Profiles Scotland

TABLE 12

RECORDED CRIME IN EDINBURGH AND SCOTLAND (1999-2009)

| Crime | Area | 1999/2000 | 2000/2001 | 2001/2002 | 2002/2003 | 2003/2004 | 2004/2005 | 2005/2006 | 2006/2007 | 2007/2008 | 2008/2009 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total reported crimes per 10,000 population | Aberdeen | 1,530 | 1,447 | 1,329 | 1,347 | 1,163 | 1,208 | 1,216 | 1,127 | 1,047 | 1,018 |
| | Dundee | 1,203 | 1,128 | 1,130 | 1,205 | 1,104 | 1,226 | 1,097 | 1,091 | 1,018 | 934 |
| | Edinburgh | 1,208 | 1,204 | 1,148 | 1,174 | 1,144 | 1,148 | 1,089 | 1,044 | 963 | 941 |
| | Glasgow | 1,431 | 1,401 | 1,398 | 1,450 | 1,338 | 1,350 | 1,311 | 1,298 | 1,195 | 1,174 |
| | Scotland | 851 | 827 | 823 | 843 | 805 | 863 | 820 | 819 | 749 | 730 |

Source: Scottish Government, Recorded Crime in Scotland

TABLE 13

TABLE 9

EDINBURGH AND LoTHIANS HOUSE PRICES (2008-09)

| Edinburgh | Q2 2008 | Q2 2009 | % change |
|--|----------|----------|----------|
| .. 2 bed flat, Marchmont / Bruntsfield | £282,447 | £252,991 | -10.4% |
| .. 2 bed flat, Stockbridge / Comely Bank | £275,691 | £235,297 | -14.7% |
| .. 1 bed flat, Leith Walk / Easter Road | £130,921 | £110,636 | -15.5% |
| .. 1 bed flat, Gorgie / Dalry | £121,756 | £114,000 | -6.4% |
| .. Edinburgh City Centre | £264,588 | £221,574 | -16.3% |
| .. Suburban 3-bedroom semi | £258,664 | £231,023 | -10.7% |
| .. Suburban 4-bedroom detached | £470,579 | £391,575 | -16.8% |
| East Lothian | £213,977 | £186,860 | -12.7% |
| Midlothian | £178,080 | £156,802 | -11.9% |
| West Lothian | £191,775 | £138,956 | -27.5% |

Source: Edinburgh Solicitors Property Centre

TABLE 10

OFFICE AND RETAIL RENTS (2009)

| Office rents | £ per square foot | £ per square metre |
|--------------|-------------------|--------------------|
| City centre | £28.00 | £301.50 |
| Out-of-town | £18.50 | £199.00 |
| Retail rents | £ per square foot | £ per square metre |
| City centre | £210.00 | £2,260.50 |
| Gyle Centre | £175.00 | £1,884.00 |

Source: Ryden, Scottish Property Review October 2009
GVA Grimley, Regional Office Market Take-up Q3 2009

DID YOU KNOW?

Edinburgh has signed up to the 10:10 Climate Change Campaign, pledging to reduce its carbon emissions by 10% across all sectors by the end of 2010

Source: 10:10



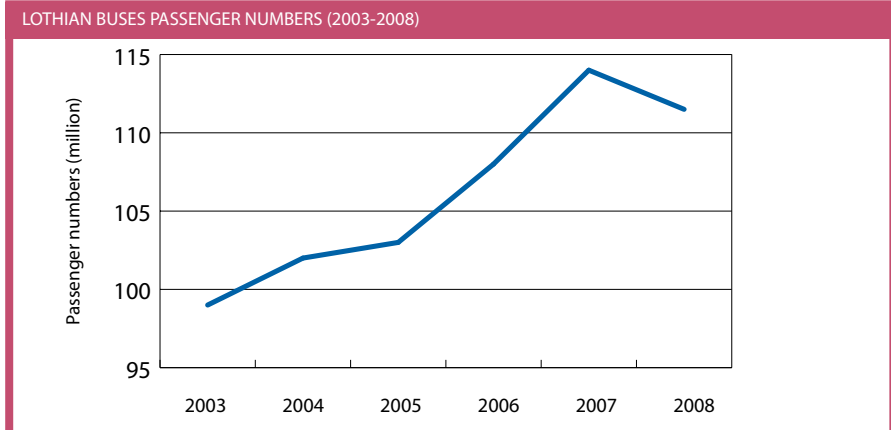


TABLE 14

| EDINBURGH RAIL PASSENGERS (2007-2009) | | | |
|---------------------------------------|------------|------------|----------|
| Station Name | 2007-2008 | 2008-2009 | % change |
| Edinburgh Waverley | 16,169,294 | 19,604,398 | +21.2% |
| Haymarket | 1,607,354 | 1,844,792 | +14.8% |
| Other Edinburgh stations | 1,635,484 | 1,790,652 | +9.5% |
| Total | 19,412,132 | 23,239,842 | +19.7% |

Source: Office of Rail Regulation

TABLE 15



Source: Lothian Buses

TABLE 16

| EDINBURGH WEATHER (AVERAGE 1971-2000) | | | | | | | | | | | | |
|---------------------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|------|------|------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Max temperature (°C) | 6.4 | 6.8 | 8.8 | 10.9 | 14.2 | 17.0 | 19.0 | 18.7 | 16.0 | 12.6 | 9.0 | 7.0 |
| Min temperature (°C) | 0.7 | 0.9 | 2.1 | 3.4 | 5.8 | 8.6 | 10.5 | 10.4 | 8.5 | 5.9 | 2.7 | 1.3 |
| Sunshine (hours) | 49.0 | 72.9 | 106.3 | 140.7 | 186.9 | 179.1 | 179.2 | 160.6 | 124.8 | 97.7 | 68.1 | 40.6 |
| Rainfall (mm) | 64.2 | 44.7 | 52.2 | 42.5 | 49.1 | 52.5 | 57.6 | 53.3 | 62.4 | 69.5 | 61.4 | 66.8 |
| Days of rainfall (≥1mm) | 12.2 | 9.1 | 10.8 | 8.3 | 9.1 | 8.5 | 9.0 | 9.4 | 10.3 | 11.8 | 10.7 | 11.5 |
| Days of air frost | 11.7 | 10.1 | 7.2 | 4.1 | 0.9 | 0.0 | 0.0 | 0.0 | 0.3 | 2.0 | 7.6 | 10.5 |

Source: Met Office

INVEST



GROWTH AND COMPETITIVENESS

TABLE 17

| GROSS VALUE ADDED IN SELECTED UK CITIES (2007) | | | |
|--|------------------------|------------|------------------|
| City | Total GVA (£ millions) | Employees | GVA per employee |
| London | £254,621 | 4,168,527 | £61,082 |
| Edinburgh | £15,304 | 304,518 | £50,256 |
| Bristol | £11,106 | 231,502 | £47,974 |
| Great Britain | £1,188,634 | 26,677,201 | £44,556 |
| Nottingham | £7,536 | 181,434 | £41,536 |
| Scotland | £99,114 | 2,420,441 | £40,949 |
| Leeds | £17,039 | 417,046 | £40,856 |
| Birmingham | £19,556 | 484,363 | £40,375 |
| Glasgow | £15,717 | 413,497 | £38,010 |
| Sheffield | £9,225 | 247,781 | £37,230 |
| Liverpool | £8,160 | 227,230 | £35,911 |

Source: Office for National Statistics (2009) Regional, sub-regional and local gross value added, Annual Business Inquiry

TABLE 18

| LOCAL GROSS VALUE ADDED (2007) TOP 5 UK NUTS 3* AREAS | | | | |
|---|------------------------|-----------------|--------------------|------------------|
| Region | Total GVA (£ millions) | Share of UK (%) | Growth on 2006 (%) | GVA per head (£) |
| Inner London West | 112,012 | 9.0% | 9.6% | 101,182 |
| Edinburgh | 15,304 | 1.2% | 7.8% | 32,697 |
| Inner London East | 59,545 | 4.8% | 8.1% | 31,451 |
| Berkshire | 25,571 | 2.1% | 8.6% | 30,970 |
| Belfast | 8,072 | 0.6% | 5.8% | 30,172 |
| UK | 1,245,735 | 100.0% | 5.8% | 20,430 |
| Scotland | 99,114 | 8.0% | 6.2% | 19,267 |

Source: Office for National Statistics (2009) Regional, Sub-Regional and Local Gross Value Added
*European Union administrative areas used for statistical purposes.

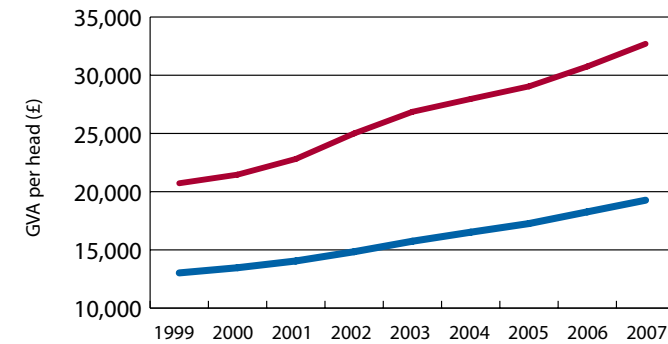


DID YOU KNOW?

Edinburgh was named Best Small City of the Future for 2010/11 by fDi Magazine.

Source: fDi

GROWTH IN GROSS VALUE ADDED PER HEAD (1999-2007)



Edinburgh
Scotland

Office for National Statistics (2009)
Regional, Sub-Regional and Local Gross Value Added

TABLE 19

| GROSS VALUE ADDED PER EMPLOYEE (2007) | | | |
|---------------------------------------|--------------|---------------|----------|
| City | Construction | Manufacturing | Services |
| Aberdeen | £53,805 | £30,496 | £57,411 |
| Dundee | £51,805 | £54,593 | £24,731 |
| Glasgow | £47,631 | £61,856 | £27,556 |
| Edinburgh | £51,211 | £75,906 | £31,413 |
| Scotland | £50,061 | £61,252 | £29,458 |

Source: Scottish Government (2009) Scottish Annual Business Statistics

TABLE 20

| EDINBURGH'S CONTRIBUTIONS TO THE SCOTTISH ECONOMY | | | |
|--|-----------|---------------------|---|
| Indicators | Edinburgh | % of Scottish total | Source |
| Population | 471,650 | 9.1 | General Register Office (2008) |
| Land area (km ²) | 262 | 0.3 | General Register Office (2008) |
| Employee jobs | 304,518 | 12.6 | Annual Business Inquiry (2008) |
| GVA (£million) | 15,304 | 15.2 | Office for National Statistics (2007) |
| Registered enterprises | 15,870 | 10.3 | Scottish Corporate Sectors Statistics (2009) |
| Business turnover (£million) | 20,014 | 8.8 | Scottish Corporate Sectors Statistics (2009) |
| Expenditure on R&D (£million) | 119.21 | 21.8 | Business Enterprise Research and Development (2008) |
| Total rateable value of non-domestic property (£million) | 773.17 | 14.5 | Scottish Assessors Association (2008) |

TABLE 21

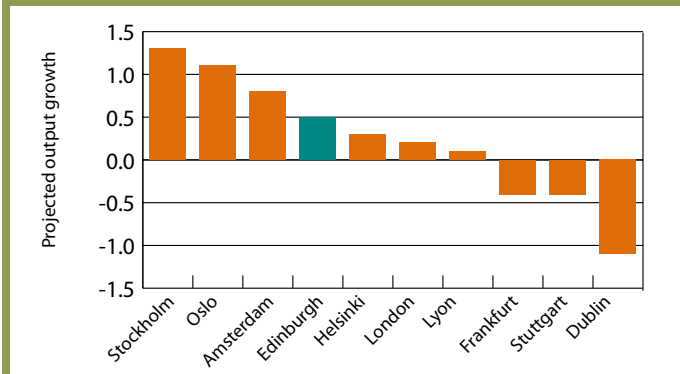


TABLE 22

| EDINBURGH'S RANKING IN THE UK AND EUROPE | | | |
|--|------------|------------------|--|
| Criterion | UK ranking | European ranking | Source |
| Quality of life | 1 | N/A | Cushman and Wakefield UK Cities Monitor (2008) |
| Investment attractiveness | 2 | 10 | fDi magazine (2010) |
| Financial services competitiveness | 2 | 7 | Global Financial Centres Index (2010) |
| Centre of Commerce | 2 | 20 | MasterCard Worldwide Centers of Commerce Index (2008) |
| Conference hosting | 2 | 28 | International Congress and Convention Association (2009) |
| Gross Value Added per head | 2 | N/A | Office for National Statistics (2007) |
| Revenue per available room | 3 | N/A | Deloitte (2009) |
| Class A office rent | 5 | 19 | Knight Frank, Global Real Estate Markets (2009) |
| Creativity | 6 | N/A | The Future Laboratory, Sharpie Index (2007) |
| Sustainability | 7 | N/A | Forum for the Future (2009) |
| Business location | 7 | N/A | Cushman and Wakefield UK Cities Monitor (2008) |
| Retail potential | 18 | N/A | CACI Retail Footprint (2009) |

TABLE 23

PROJECTED ANNUAL OUTPUT GROWTH IN SELECTED EUROPEAN CITIES (2009-2013)



Source: Cambridge Econometrics, European Regional Prospects

WORKFORCE AND JOBS

TABLE 24

| ECONOMIC STATUS OF THOSE AGED 16+ (2008) | Edinburgh | Scotland |
|--|-----------|----------|
| Self employed | 6% | 6% |
| Employed full time | 38% | 38% |
| Employed part time | 10% | 10% |
| Looking after the home or family work | 6% | 6% |
| Permanently retired from work | 19% | 23% |
| Unemployed and seeking work | 3% | 3% |
| At school | 2% | 2% |
| In further/higher education | 9% | 5% |
| Permanently sick or disabled | 3% | 5% |
| Unable to work: short-term illness or injury | 1% | 1% |
| Other | 0% | 0% |

Source: Scottish Household Survey

TABLE 25

| ECONOMIC ACTIVITY RATE - WORKING AGE (16-65) POPULATION, JULY 2008-JUNE 2009 | | | | | |
|--|-------------|---------------------|--------------------------------|------|-------|
| Area | Population | | Percentage economically active | | |
| | Working age | Economically active | Female | Male | Total |
| Edinburgh | 316,800 | 255,000 | 78.0 | 82.9 | 80.5 |
| City Region | 801,000 | 994,600 | 77.6 | 83.4 | 80.5 |
| Scotland | 2,557,800 | 3,209,400 | 76.3 | 82.9 | 79.7 |

Source: Annual Population Survey

TABLE 26

| JOBSEEKER'S ALLOWANCE CLAIMANT COUNT (AS OF FEBRUARY 2010) | | |
|--|---------|------------|
| | Number | Percentage |
| Edinburgh | 11,533 | 3.6 |
| City Region | 42,422 | 4.2 |
| Scotland | 146,910 | 4.5 |

Source: Department for Work and Pensions



DID YOU KNOW?

35.2% of workers in Edinburgh are managers or professionals, compared to 28.5% of UK workers as a whole.

Source: Office for National Statistics



TABLE 27

| EDINBURGH'S INDUSTRIAL STRUCTURE (2008) | Edinburgh | | Scotland | |
|--|-----------|------------|-----------|------------|
| | Jobs | Percentage | Jobs | Percentage |
| Primary enterprises | 2,159 | 0.7 | 93,753 | 3.9 |
| Manufacturing | 8,590 | 2.8 | 198,983 | 8.2 |
| Construction | 12,855 | 4.2 | 151,148 | 6.2 |
| Services | 280,914 | 92.2 | 1,976,558 | 81.8 |
| ...Wholesale, retail and repairs | 35,894 | 11.8 | 362,167 | 15.0 |
| ...Hotels and restaurants | 24,741 | 8.1 | 173,042 | 7.1 |
| ...Transportation and storage | 11,100 | 3.6 | 102,194 | 4.2 |
| ...Communication | 13,074 | 4.3 | 59,784 | 2.5 |
| ...Financial intermediation | 36,301 | 11.9 | 95,928 | 4.0 |
| ...Business activities, real estate, renting | 51,432 | 16.9 | 349,013 | 14.5 |
| ...Education | 28,298 | 9.3 | 199,778 | 8.3 |
| ...Health and social work | 46,811 | 15.4 | 376,366 | 15.5 |
| ...Public administration and defence | 17,753 | 5.8 | 149,343 | 6.2 |
| ...Other community, social and personal services | 15,510 | 5.1 | 108,943 | 4.5 |
| Total | 304,518 | 100 | 2,420,442 | 100 |

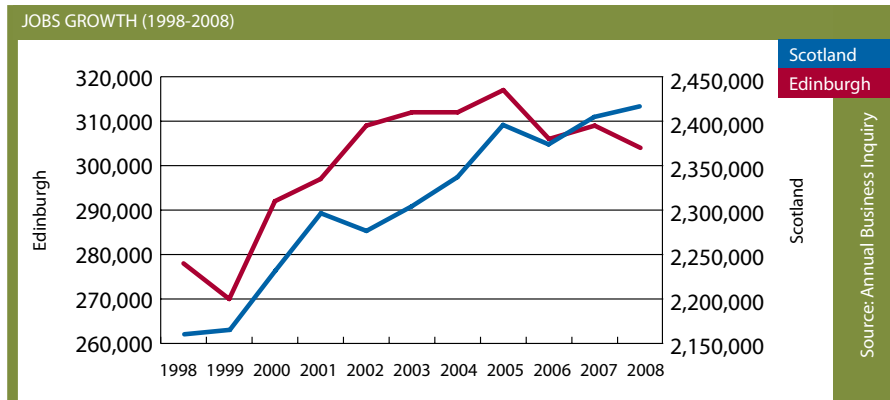
Source: Annual Business Inquiry

TABLE 28

| NATIONAL INSURANCE NUMBER REGISTRATIONS BY OVERSEAS NATIONALS IN EDINBURGH (2002-2008) | | | | | | | |
|--|-------|-------|-------|--------|--------|--------|--------|
| Age | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| 0-24 | 1,710 | 2,430 | 2,080 | 5,020 | 5,620 | 6,550 | 4,990 |
| 25-34 | 2,060 | 2,380 | 2,450 | 5,060 | 5,180 | 5,650 | 4,260 |
| 35-44 | 320 | 350 | 410 | 670 | 810 | 930 | 700 |
| 45-54 | 80 | 100 | 130 | 260 | 280 | 400 | 280 |
| 55+ | 20 | 20 | 20 | 50 | 60 | 70 | 100 |
| Total | 4,190 | 5,280 | 5,090 | 11,060 | 11,950 | 13,600 | 10,330 |

Source: Department of Work and Pensions

TABLE 29



INCOME AND EMPLOYERS

GROSS DISPOSABLE HOUSEHOLD INCOME PER HEAD IN SELECTED UK CITIES (2007)

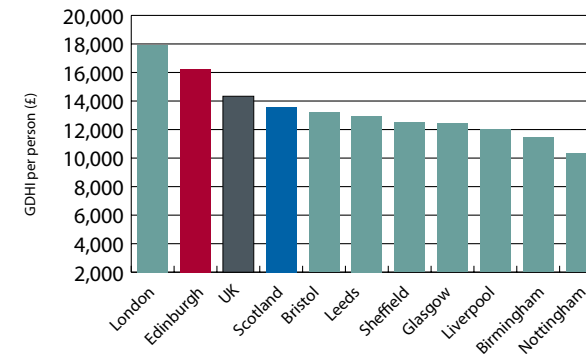


TABLE 30

EDINBURGH'S LARGEST EMPLOYERS (NOVEMBER 2009)

| | Employer | Type | HQ | Employees |
|----|---|--------------------------|-----------|-----------|
| 1 | City of Edinburgh Council | Local government | Edinburgh | 20,200 |
| 2 | NHS Lothian | Health | Edinburgh | 19,500 |
| 3 | Royal Bank of Scotland Group ¹ | Financial services | Edinburgh | 9,200 |
| 4 | Lloyds Banking Group (inc. Bank of Scotland) ¹ | Financial services | London | 8,750 |
| 5 | University of Edinburgh ¹ | Higher education | Edinburgh | 8,050 |
| 6 | Standard Life | Financial services | Edinburgh | 6,250 |
| 7 | Scottish Government | National government | Edinburgh | 5,000 |
| 8 | AEGON UK | Financial services | Edinburgh | 3,000 |
| 9 | Scottish Widows | Financial services | Edinburgh | 2,950 |
| 10 | Lothian Buses | Transport | Edinburgh | 2,050 |
| 11 | SELEX Galileo | Manufacturing | Basildon | 1,950 |
| 12 | Edinburgh Napier University ¹ | Higher education | Edinburgh | 1,900 |
| 13 | Tesco ¹ | Retail | Cheshunt | 1,800 |
| 14 | Heriot-Watt University | Higher education | Edinburgh | 1,600 |
| 15 | Lothian and Borders Police | Local government | Edinburgh | 1,550 |
| 16 | BT Group | Transport/infrastructure | London | 1,550 |
| 17 | Scottish Gas ¹ | Transport/infrastructure | Edinburgh | 1,500 |
| 18 | Sainsbury's Supermarkets ¹ | Retail | London | 1,450 |
| 19 | Wm Morrison Supermarkets | Retail | Bradford | 1,400 |
| 20 | John Lewis Partnership (inc. Waitrose) | Retail | London | 1,350 |
| 21 | Marks & Spencer ¹ | Retail | London | 1,200 |
| 22 | Royal London Group (inc. Scottish Life) | Financial services | London | 1,200 |
| 23 | Scottish Midland Co-Operative Society | Retail | Edinburgh | 1,100 |
| 24 | Registers of Scotland | National government | Edinburgh | 1,100 |
| 25 | ASDA Group ¹ | Retail | Leeds | 1,050 |

¹ = February 2009 Source: City of Edinburgh Council, Edinburgh Employers Survey

TABLE 31



TABLE 32

| REGISTERED ENTERPRISES IN EDINBURGH BY EMPLOYEE SIZE BAND (2009) | | | | |
|--|--------|--------|-------|--------|
| Sector | 0-49 | 50-249 | 250+ | Total |
| Primary enterprises | 205 | 5 | 10 | 220 |
| Manufacturing | 565 | 40 | 45 | 650 |
| Construction | 1,070 | 25 | 35 | 1,130 |
| Wholesale, retail and repairs | 2,205 | 120 | 290 | 2,615 |
| Hotels and restaurants | 1,295 | 50 | 75 | 1,420 |
| Transport, storage and communication | 340 | 30 | 65 | 435 |
| Financial intermediation | 260 | 30 | 80 | 370 |
| Business activities, real estate, renting | 5,990 | 230 | 255 | 6,475 |
| Education, health and social work | 890 | 80 | 80 | 1,050 |
| Other community, social and personal services | 1,370 | 55 | 65 | 1,490 |
| Total | 14,190 | 665 | 1,000 | 15,855 |

Source: Scottish Corporate Sector Statistics

TABLE 33

| BUSINESS DENSITY BY CITY (2008) | |
|---------------------------------|---|
| City | Registered enterprises per 1,000 people |
| London | 51.6 |
| Aberdeen | 37.5 |
| Edinburgh | 33.8 |
| Manchester | 32.7 |
| Cardiff | 31.5 |
| Leeds | 31.4 |
| Birmingham | 29.9 |
| Sheffield | 29.0 |
| Glasgow | 28.4 |
| Liverpool | 27.5 |
| Newcastle-upon-Tyne | 27.1 |
| Dundee | 22.0 |

Source: General Register Office, ONS Business Demography



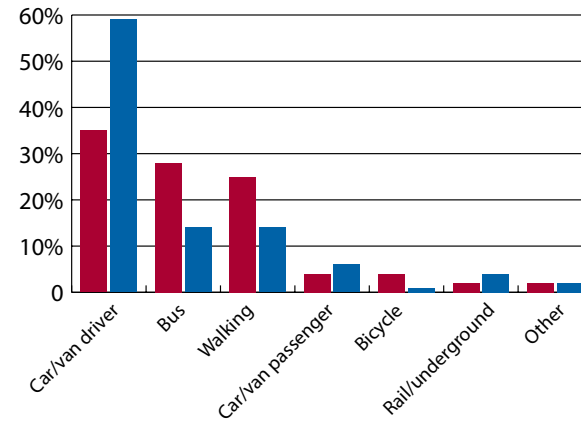
DID YOU KNOW?

The median gross annual pay of a worker in Edinburgh was £27,478 in 2009, compared to £25,816 for the UK as a whole.

Source: Office for National Statistics

TRANSPORT AND COMMUTING

MODE OF TRAVEL TO WORK/EDUCATION BY EDINBURGH RESIDENTS (2007)

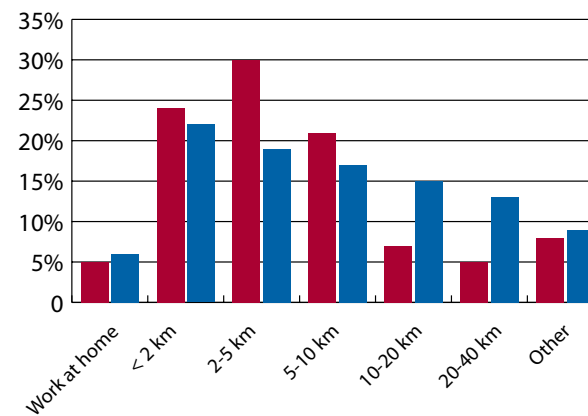


Edinburgh
Scotland

Source: Scottish Household Survey

TABLE 34

DISTANCE TRAVELLED TO WORK BY EDINBURGH RESIDENTS (2001)



Edinburgh
Scotland

Source: Census 2001

TABLE 35



DID YOU KNOW?

In December 2008, there were 181,100 licensed vehicles in Edinburgh, including 159,700 cars, 4,600 motorcycles and 1,000 public transport vehicles.

Source: Scottish Transport Statistics

TABLE 36

ORIGIN OF WORKFORCE LIVING OUTSIDE EDINBURGH (2001)

| | |
|-----------------------|-------|
| West Lothian | 21.8% |
| Midlothian | 20.9% |
| East Lothian | 19.1% |
| Fife | 13.4% |
| Forth Valley | 7.9% |
| Scottish Borders | 4.1% |
| Remainder of Scotland | 10.4% |
| Outside of Scotland | 2.4% |

Source: Census 2001

TABLE 37

AVERAGE TRAVEL TIMES TO EDINBURGH CITY CENTRE (2009)

| | Distance by road | Travel time | | |
|----------------------|------------------|---------------|----------------|---------------|
| | | Car | Bus | Train |
| Regional | | | | |
| South Gyle | 11.1 km | 17 mins | 29 mins | 7 mins |
| Livingston | 26.4 km | 30 mins | 56 mins | 18 mins |
| Dunfermline | 28.6 km | 32 mins | 46 mins | 31 mins |
| Falkirk | 44.4 km | 40 mins | 1 hr 18 mins | 23 mins |
| Long-distance | | | | |
| Glasgow | 74.5 km | 59 mins | 1 hr 18 mins | 49 mins |
| Newcastle | 194.6 km | 2 hrs 39 mins | 2 hrs 40 mins | 1 hr 29 mins |
| Manchester | 349.9 km | 4 hrs 6 mins | 7 hrs 5 mins | 3 hrs 26 mins |
| London | 653.7 km | 7 hrs 22 mins | 10 hrs 34 mins | 4 hrs 20 mins |

Source: AA Route Planner; Transport Direct; Scotrail

VISIT





EVENTS AND ATTRACTIONS

TABLE 38

| TOP EDINBURGH VISITOR ATTRACTIONS (2008) | | | | |
|--|------------------------------------|-----------|-----------|---------------|
| Attraction | | Visitors | Admission | Scottish rank |
| 1 | Edinburgh Castle | 1,128,394 | Paid | 2 |
| 2 | National Gallery Complex | 842,958 | Free | 3 |
| 3 | Edinburgh Zoo | 661,763 | Paid | 5 |
| 4 | National Museum of Scotland | 614,894 | Free | 6 |
| 5 | St Giles' Cathedral | 530,000 | Free | 8 |
| 6 | Edinburgh Bus Tours | 517,793 | Paid | 9 |
| 7 | Royal Botanic Garden | 505,325 | Free | 10 |
| 8 | National War Museum | 474,133 | Free | 13 |
| 9 | Scottish Parliament Visitor Centre | 323,722 | Paid | 18 |
| 10 | Our Dynamic Earth | 298,288 | Paid | 21 |

Source: VisitScotland, Visitor Attraction Monitor 2008

TABLE 39

| EDINBURGH FESTIVAL ATTENDANCE (2009) | | |
|---|------------|--------------------------|
| Festival | Attendance | Date(s) |
| Ceilidh Culture | 3,500 | 27 March to 18 April |
| Edinburgh International Science Festival | 68,000 | 4 April to 18 April |
| Beltane Fire Festival | 11,000 | 30 April |
| Bank of Scotland Imagine Festival | 9,681 | 10 May to 16 May |
| Edinburgh International Film Festival | 47,100 | 17 June to 28 June |
| The Gathering | 47,000 | 25 July to 25 July |
| Edinburgh International Jazz and Blues Festival | 48,150 | 31 July to 9 August |
| Edinburgh Art Festival | 528,000 | 4 August to 1 September |
| Edinburgh Festival Fringe | 1,859,235 | 5 August to 31 August |
| Edinburgh Mela | 21,020 | 7 August to 9 August |
| Festival of Politics | 60,000 | 7 August to 22 August |
| Royal Edinburgh Military Tattoo | 217,275 | 7 August to 29 August |
| Edinburgh Festival Cavalcade | 75,000 | 9 August |
| Festival of Spirituality and Peace | 20,000 | 9 August to 30 August |
| Edinburgh Interactive Festival | 4,000 | 10 August to 16 August |
| Edinburgh International Festival | 398,769 | 14 August to 6 September |
| Edinburgh International Book Festival | 214,000 | 15 August to 31 August |
| MediaGuardian Edinburgh International Television Festival | 1,563 | 28 August to 30 August |
| Scottish International Storytelling Festival | 16,500 | 22 October to 31 October |
| Edinburgh's Christmas | 552,458 | 26 November to 4 January |
| Edinburgh's Hogmanay | 200,000 | 31 December |
| Total | 4,402,251 | |

Source: City of Edinburgh Council, Edinburgh Festivals Survey

VISITOR ACCOMMODATION

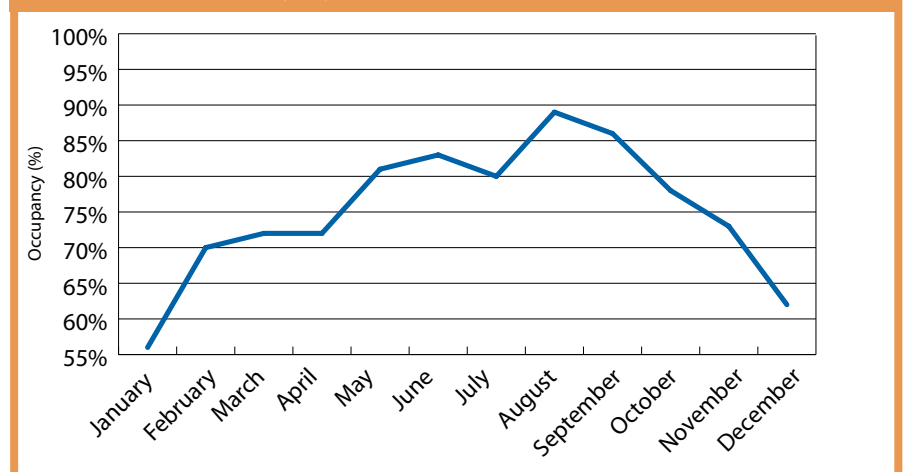
ANNUAL HOTEL OCCUPANCY AND REVENUE PER AVAILABLE ROOM (2003-2009)

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|-----------------------|--------|--------|--------|--------|--------|--------|
| Average room rate | £75.97 | £80.88 | £86.90 | £90.47 | £92.52 | £88.04 |
| Average occupancy (%) | 77.9% | 77.1% | 78.5% | 79.1% | 76.3% | 77.9% |
| RevPAR (£) | £59.20 | £62.36 | £68.23 | £71.56 | £70.59 | £65.58 |

Source: PKF, Hotel Consultancy Services

TABLE 40

EDINBURGH HOTEL OCCUPANCY (2009)



Source: STR Global

TABLE 41

UK AND OVERSEAS TOURISM IN EDINBURGH AND SCOTLAND (2008)

| | Edinburgh (million) | % of Scottish total | Scotland (million) |
|---------------------------|---------------------|---------------------|--------------------|
| Tourist trips | 3.44 | 23.5 | 14.64 |
| ...UK visitors | 2.10 | 17.3 | 12.15 |
| ...International visitors | 1.34 | 53.7 | 2.49 |
| Tourist bednights | 11.48 | 18.0 | 63.71 |
| ...UK visitors | 6.10 | 13.8 | 44.19 |
| ...International visitors | 5.38 | 27.5 | 19.52 |
| Tourist spending | £917 | 22.6 | £4,053 |
| ...UK visitors | £540 | 19.2 | £2,812 |
| ...International visitors | £377 | 30.4 | £1,241 |

Source: Office for National Statistics; VisitBritain

TABLE 42

TRAVEL



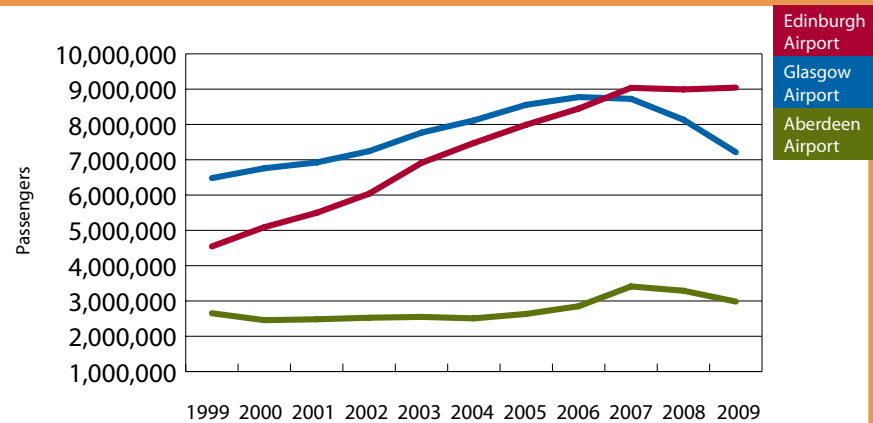
DID YOU KNOW?

Edinburgh Airport is the sixth busiest in the UK, and the only airport in the top ten to report annual growth in passenger numbers in the year ending February 2010.

Source: Civil Aviation Authority

TABLE 43

EDINBURGH AIRPORT PASSENGER GROWTH (1999-2008)



Source: Civil Aviation Authority

TABLE 44

TOP EDINBURGH AIRPORT PASSENGER DESTINATIONS (2009)

| | Domestic | International |
|----|-----------------------|---------------------------|
| 1 | Heathrow | Amsterdam |
| 2 | Gatwick | Dublin |
| 3 | Stansted | Paris (Charles de Gaulle) |
| 4 | Birmingham | New York (Newark) |
| 5 | London City | Alicante |
| 6 | Luton | Frankfurt Main |
| 7 | Bristol | Palma de Mallorca |
| 8 | Belfast International | Malaga |
| 9 | Southampton | Geneva |
| 10 | Cardiff | Madrid |

Source: Civil Aviation Authority

STUDY



QUALIFICATIONS

TABLE 45

| QUALIFICATIONS OF WORKING AGE POPULATION (2008) | | | | | | |
|---|-----------|------|-------------|------|-----------|------|
| | Edinburgh | | City Region | | Scotland | |
| Highest qualification | Number | % | Number | % | Number | % |
| NVQ4+ | 143,400 | 45.1 | 360,000 | 36.1 | 1,084,500 | 33.8 |
| NVQ3 | 50,900 | 16.0 | 164,700 | 16.5 | 513,700 | 16.0 |
| NVQ2 | 39,300 | 12.4 | 143,900 | 14.4 | 457,000 | 14.2 |
| NVQ1 | 21,000 | 6.6 | 93,700 | 9.4 | 317,700 | 9.9 |
| Trade apprenticeship | 11,600 | 3.6 | 61,100 | 6.1 | 202,700 | 6.3 |
| Other qualification | 31,300 | 9.8 | 79,900 | 8.0 | 235,000 | 7.3 |
| No qualifications | 20,200 | 6.4 | 93,200 | 9.4 | 400,900 | 12.5 |

NVQ4 = Undergraduate Degree / Professional Qualification
 NVQ2 = Intermediate 2 / Credit Standard Grade
 NVQ3 = Higher
 NVQ1 = Intermediate 1 / General Standard Grade

Source: Annual Population Survey

TABLE 46

| SCOTTISH SCHOOL LEAVER QUALIFICATIONS (2008/2009) | | |
|---|---------------|--------------|
| Attainment | Edinburgh (%) | Scotland (%) |
| % of S4 roll gaining 5 or more Standard Grade Credit awards in S4 | 37 | 35 |
| % of S4 roll gaining 3 or more Highers awards by end of S5 | 27 | 23 |
| % of S4 roll gaining 1 or more Advanced Higher award by end of S6 | 17 | 13 |

Source: Scottish Government, SQA Examination Results in Scottish Schools 2008/09

TABLE 47

| EDINBURGH SCHOOL PUPIL MIX (2008) | | | | | |
|-----------------------------------|-----------------|-------------------|-------------|---------------|--------|
| Type | Publicly funded | % Publicly funded | Independent | % Independent | Total |
| Pre-school | 5,000 | 61.4% | 3,140 | 38.6% | 8,140 |
| Primary | 24,609 | 86.1% | 3,973 | 13.9% | 28,582 |
| Secondary | 19,201 | 75.9% | 6,096 | 24.1% | 25,297 |
| Special | 721 | 95.6% | 33 | 4.4% | 754 |
| Total | 49,531 | 78.9% | 13,242 | 21.1% | 62,773 |

Sources: Scottish Government, Pupils in Scotland 2008
 Scottish Government, Pre-School and Childcare Statistics 2008
 Scottish Government, Independent School Census, September 2008

AVERAGE CLASS SIZES

| | Aberdeen | Dundee | Edinburgh | Glasgow | Scotland |
|-------------------|----------|--------|-----------|---------|----------|
| Primary (2009) | 24.2 | 24.3 | 24.6 | 24.7 | 23.1 |
| S1 English (2007) | 18.4 | 18.6 | 18.5 | 18.7 | 18.4 |
| S2 English (2007) | 18.6 | 18.3 | 18.7 | 18.6 | 18.6 |
| S1 Maths (2007) | 18.4 | 18.8 | 18.8 | 18.5 | 18.5 |
| S2 Maths (2007) | 18.7 | 18.3 | 18.8 | 18.7 | 18.7 |

Source: Scottish Government, Pupils in Scotland 2009
 Scottish Government, S1 and S2 Maths and English Class Sizes

TABLE 48

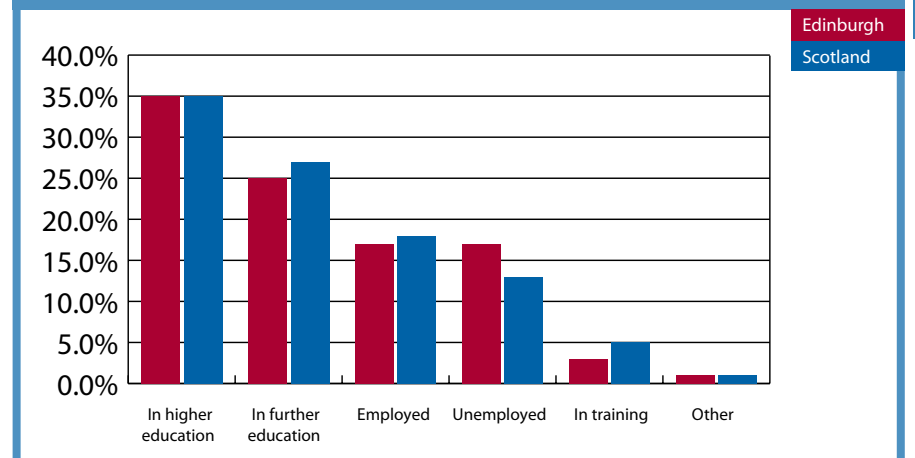
ALTERNATIVE CURRICULUM COURSES OFFERED BY EDINBURGH'S INDEPENDENT SCHOOLS (2009)

| Qualification | Number of schools |
|-----------------------------|-------------------|
| International Baccalaureate | 1 |
| A Level | 9 |
| AS Level | 10 |
| GCSE | 7 |

Source: Scottish Council of Independent Schools

TABLE 49

DESTINATION OF SCHOOL LEAVERS (2008/09)



Source: Scottish Government, Destinations of Leavers from Scottish Schools 2008/09

TABLE 50

UNIVERSITIES

TABLE 51

| UNIVERSITY OF EDINBURGH ENROLMENT (2008/2009) | | | | |
|---|---------------|---------------------|-----------------------|--------|
| | Full time | Part time | Total | |
| Student numbers | 22,247 | 4,704 | 26,951 | |
| By faculty | Undergraduate | Taught postgraduate | Research postgraduate | Total |
| Humanities and Social Science | 10,862 | 3,261 | 1,510 | 15,633 |
| Medicine and Veterinary Medicine | 2,149 | 565 | 866 | 3,580 |
| Science and Engineering | 5,781 | 530 | 1,427 | 7,738 |
| Total | 18,792 | 4,356 | 3,803 | 26,951 |

Source: University of Edinburgh, Governance and Strategic Planning

TABLE 52

| EDINBURGH NAPIER UNIVERSITY ENROLMENT (2008/2009) | | | | |
|---|---------------|---------------------|-----------------------|--------|
| | Full time | Part time | Total | |
| Student numbers | 11,156 | 4,535 | 15,691 | |
| By faculty | Undergraduate | Taught postgraduate | Research postgraduate | Total |
| Engineering, Computing and Creative Industries | 3,660 | 788 | 115 | 4,563 |
| Health, Life and Social Sciences | 4,180 | 516 | 49 | 4,745 |
| Napier University Business School | 5,100 | 1,056 | 56 | 6,212 |
| Academic Development | 167 | 4 | 0 | 171 |
| Total | 13,107 | 2,364 | 220 | 15,691 |

Source: Edinburgh Napier University, Planning and Intelligence Services

TABLE 53

| HERIOT-WATT UNIVERSITY ENROLMENT, EDINBURGH CAMPUS (2008/2009) | | | |
|--|---------------|---------------------|-------|
| | Full time | Part time | Total |
| Student numbers | 6,140 | 402 | 6,542 |
| By faculty | Undergraduate | Taught postgraduate | Total |
| Institute of Petroleum Engineering | 0 | 191 | 191 |
| School of Engineering and Physical Sciences | 1330 | 501 | 1,831 |
| School of Life Sciences | 569 | 99 | 668 |
| School of Management and Languages | 1,436 | 344 | 1,780 |
| School of Mathematical and Computer Sciences | 735 | 218 | 953 |
| School of the Built Environment | 724 | 355 | 1,079 |
| Edinburgh Business School | 0 | 40 | 40 |
| Total | 4,794 | 1,748 | 6,542 |

Source: Heriot-Watt University, Management Services

DID YOU KNOW?



In 2009, the University of Edinburgh was ranked the 20th best university in the world by The Times and the 53rd best university in the world by Shanghai Jiao Tong University.

Source: The Times, Shanghai Jiao Tong University

TABLE 54

| QUEEN MARGARET UNIVERSITY ENROLMENT (2008/2009) | | | |
|---|---------------|--------------|-------|
| | Full time | Part time | Total |
| Student numbers | 4,034 | 1,963 | 5,997 |
| By faculty | Undergraduate | Postgraduate | Total |
| Business, Enterprise and Management | 1,158 | 243 | 1,401 |
| Drama and Creative Industries | 296 | 19 | 315 |
| Health Sciences | 2,066 | 912 | 2,978 |
| Social Sciences, Media and Communication | 1,133 | 170 | 1,303 |
| Total | 4,653 | 1,344 | 5,997 |

Source: Queen Margaret University, Registry Office

TABLE 55

| OPEN UNIVERSITY ENROLMENT IN EDINBURGH (2008/2009) | | | |
|--|---------------|--------------|-------|
| | Undergraduate | Postgraduate | Total |
| Student numbers | 1,739 | 108 | 1,847 |

Source: Open University, Student Services

TABLE 56

| TOP TEN COUNTRIES OF ORIGINS FOR OVERSEAS STUDENTS IN EDINBURGH UNIVERSITIES (2008/2009) | | |
|--|--------------------------|-------|
| 1 | China (inc. Hong Kong) | 2,875 |
| 2 | United States of America | 1,736 |
| 3 | Ireland | 1,267 |
| 4 | France | 1,169 |
| 5 | India | 1,142 |
| 6 | Germany | 837 |
| 7 | Greece | 829 |
| 8 | Poland | 631 |
| 9 | Canada | 386 |
| 10 | Malaysia | 285 |

Source: Edinburgh universities



TABLE 57

| RANKING OF SCOTTISH UNIVERSITIES (2010) | | |
|---|------------------|------------|
| Institution | Scottish ranking | UK ranking |
| University of St. Andrews | 1 | 4 |
| University of Edinburgh | 2 | 14 |
| University of Glasgow | 3 | 19 |
| University of Aberdeen | 4 | 33 |
| University of Strathclyde | 5 | 37 |
| Heriot-Watt University | 6 | 40 |
| University of Dundee | 7 | 41 |
| University of Stirling | 8 | 48 |
| Robert Gordon University | 9 | 51 |
| Glasgow Caledonian University | 10 | 60 |
| Queen Margaret University | 11 | 61 |
| Edinburgh Napier University | 12 | 65 |
| University of Abertay Dundee | 13 | 95 |

Source: The Times, Good University Guide

TABLE 58

| UK RANKINGS BY SUBJECT (2010) | | | |
|-------------------------------|-------------------------|-----------------------------|------------------------|
| Subject | University of Edinburgh | Edinburgh Napier University | Heriot-Watt University |
| Biological Sciences | 14 | 52 | 43 |
| Business Studies | 34 | 36 | 55 |
| Computer Science | 6 | 62 | 34 |
| Economics | 20 | n/a | 39 |
| Law | 3 | n/a | n/a |
| Mathematics | 17 | n/a | 24 |
| Mechanical Engineering | 3 | n/a | n/a |
| Medicine | 3 | n/a | n/a |
| Nursing | 1 | 27 | n/a |

Source: The Times, Good University Guide

COLLEGES

TABLE 59

| COLLEGES IN EDINBURGH ENROLMENT (2008/2009) | | | |
|---|-----------|-----------|--------|
| College | Full-time | Part-time | Total |
| Edinburgh's Telford College | 3,676 | 11,004 | 14,680 |
| Jewel and Esk Valley College | 2,746 | 3,508 | 6,254 |
| Stevenson College Edinburgh | 3,492 | 14,748 | 18,240 |
| Total | 9,914 | 29,260 | 39,174 |

Source: Edinburgh colleges

TABLE 60

| EDINBURGH COLLEGE OF ART ENROLMENT (2007/2008) | | | | |
|--|---------------|---------------------|-----------------------|-------|
| By faculty | Undergraduate | Taught postgraduate | Research postgraduate | Total |
| Art and Design | 1,032 | 151 | 12 | 1,195 |
| Environmental Sciences | 363 | 148 | 20 | 531 |
| Total | 1,395 | 299 | 32 | 1,726 |

Source: Edinburgh College of Art

TABLE 61

| SCOTTISH AGRICULTURAL COLLEGE ENROLMENT, EDINBURGH CAMPUS (2008/2009) | | | | |
|---|---------------|--------------|---------|-------|
| | Full time | Part time | Erasmus | Total |
| Student numbers | 344 | 22 | 5 | 371 |
| | Undergraduate | Postgraduate | | Total |
| Student numbers | 276 | 95 | | 371 |

Source: Scottish Agricultural College, Education Support Services

DID YOU KNOW?

Edinburgh's universities directly contribute £905 million to Scotland's GDP.

Source: University of Strathclyde Glasgow



The figures reproduced in this publication are the most up to date available to the editorial team at the time of going to press (April 2010). While every effort has been made to ensure a high degree of accuracy the authors can make no guarantees as to the accuracy or reliability of information quoted. Some percentages may not add up to 100 due to rounding.

NOTE ON DEFINITIONS: In this publication, Edinburgh City Region is used to describe the area encompassing the local authority areas of the City of Edinburgh, Clackmannanshire, East Lothian, Falkirk, Fife, Midlothian, the Scottish Borders, Stirling and West Lothian.



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