



EDINBURGH BY NUMBERS

2009/2010



THE FIRST WORD ...

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

This instalment of Edinburgh by Numbers comes at a time of great uncertainty. The ongoing global economic crisis has led to rising unemployment, falling property values and adverse conditions for businesses across the UK and beyond. Edinburgh is not immune to the downturn and undoubtedly faces some challenging times ahead.

The City of Edinburgh Council's response to the recession has been proactive and comprehensive. In October 2008 we launched an Economic Resilience Action Plan which outlines 29 key actions we are taking to mitigate the effects of the downturn. Our work includes efforts to reduce business costs, nurture innovation and enterprise, and support, through education and training, those facing unemployment. The Economic Resilience Action Plan will serve to compliment the work we continue to carry out within the Economic Development Unit Plan 2009-12 and will allow us to tackle the short-term difficulties we face whilst remaining focussed on our long-term goals.

Despite the current economic downturn there remains real cause for optimism. The launch, in April 2009, of the Destination Edinburgh Marketing Alliance was a key milestone for Edinburgh and, over coming months, we will see the fragmented range of investment and tourism promotion activities currently undertaken in

the city brought together into a unified, strategic voice. The city also continues to attract large-scale investment capital and we are working to support an exciting portfolio of developments across the city. These include the £40 million expansion of Edinburgh Airport, the block-by-block regeneration of the city centre and the £600 million Edinburgh BioQuarter project, which alone stands to create up to 6,500 new jobs.

I am confident that the City of Edinburgh retains all the assets and attributes required for future prosperity and that Edinburgh, as the Capital City, is working hard to lead Scotland's economic recovery.

I very much hope you find this booklet to be an informative and valuable resource. As ever, the information in Edinburgh by Numbers is presented without commentary and readers are therefore invited to interpret the data freely, drawing their own conclusions. If you have any comments on Edinburgh by Numbers then please do send them to us at economicstrategy@edinburgh.gov.uk





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LIVE

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DEMOGRAPHICS

TABLE 1

EDINBURGH DEMOGRAPHICS (1997-2007)	Edinburgh		Scotland	
	1997	2007	1997	2007
Population	445,720	468,070	5,083,340	5,144,200
Households	198,712	216,524	2,139,409	2,313,778
Average household size	2.21	N/A	2.33	N/A
Land area (km ²)	262.28	262.28	78,133	78,133
Population density (persons/km ²)	1,699	1,785	65	66
Births	5,092	4,920	60,188	56,726
Deaths	5,159	4,208	60,118	55,650
Natural change	-67	712	70	1,076
Migration (net civilian, estimated)	1,367	3,624	-4,150	26,811
Fertility rate	48.5	43.9	54.3	54.8
% of births to unmarried parents	34.4%	41.9%	34.4%	49.1%
% of births to mothers born outside UK	11.3%	22.1%	5.5%	11.0%
Standardised mortality rate*	10.9	9.7	11.6	10.9
Marriages	2,606	2,638	29,611	29,866

Source: General Register Office for Scotland

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

TABLE 2

ETHNICITY (2001)	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

TABLE 3

Local authority	PROJECTED POPULATION CHANGE (2006 BASED)				
	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

PROJECTED AND ACTUAL POPULATION CHANGE (2006 BASED)

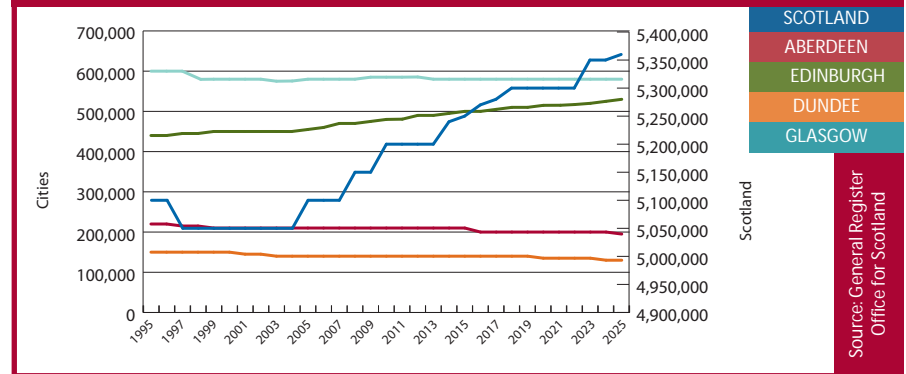


TABLE 4

POPULATION AGE STRUCTURE (2007)

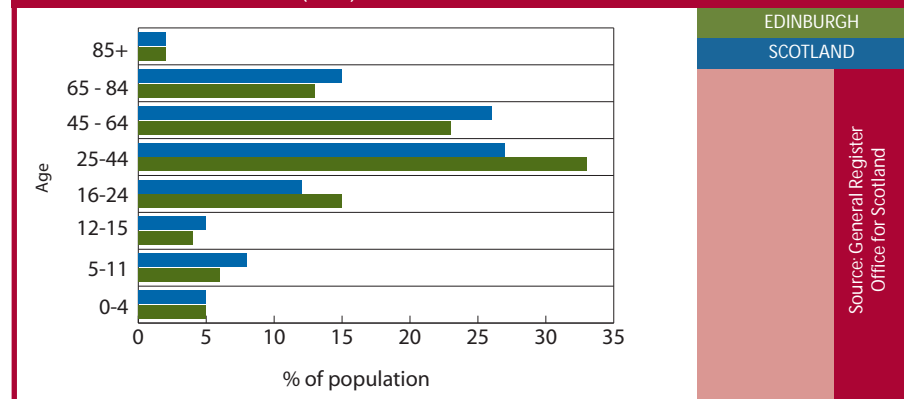


TABLE 5

FOOTFALL IN EDINBURGH CITY CENTRE (2008)*

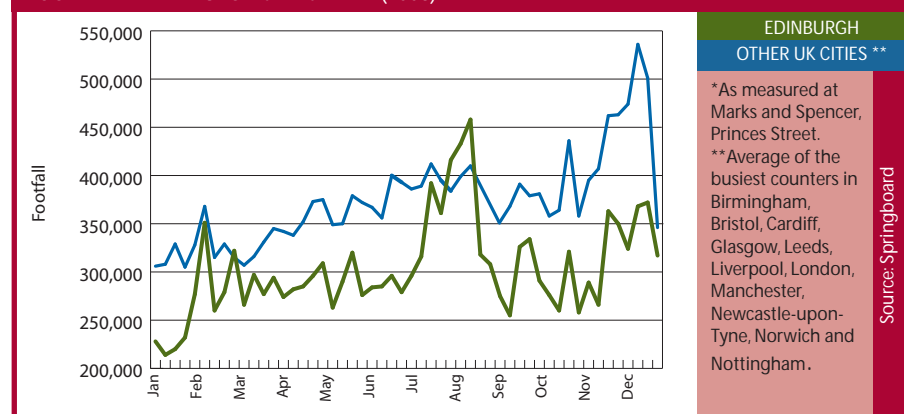


TABLE 6

HOUSEHOLDS AND PROPERTY

TABLE 7

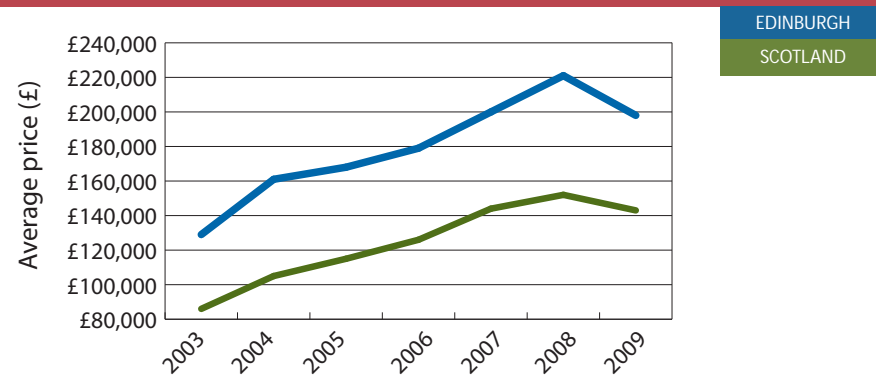
HOUSING TENURE IN EDINBURGH AND SCOTLAND (1991-2006)

Housing tenure (% of households)	EDINBURGH		SCOTLAND	
	1991	2006	1991	2006
Owning outright	22%	34%	16%	29%
Buying with loan or mortgage	45%	31%	36%	36%
Renting from Council / Scottish Homes	20%	11%	38%	17%
Renting from housing association	4%	5%	3%	8%
Renting from private landlord	9%	17%	5%	7%

Source: Census 1991 and Scottish Household Survey

TABLE 8

AVERAGE EDINBURGH HOUSE PRICES (2003-2009)



Source: Registers of Scotland

TABLE 9

EDINBURGH & LOTHIAN HOUSE PRICES 1998-2008

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Average 2nd quarter 2nd-hand house prices											
Edinburgh											
.. 2 bedroom flat, Marchmont / Bruntsfield	£104,363	£107,042	£110,457	£137,048	£158,009	£186,556	£204,976	£210,104	£226,050	£274,659	£260,078
.. 2 bedroom flat, Stockbridge / Comely Bank	£93,869	£99,145	£113,345	£115,058	£151,991	£178,524	£204,691	£192,582	£191,877	£250,444	£253,953
.. 1 bedroom flat, Leith Walk / Easter Road	£35,362	£39,258	£47,715	£49,804	£60,697	£72,387	£90,936	£89,682	£97,931	£121,467	£127,391
.. 1 bedroom flat, Gorgie / Dalry	£34,906	£40,668	£42,940	£45,993	£56,280	£69,901	£83,865	£87,561	£100,187	£116,791	£127,213
.. Edinburgh City Centre	£87,251	£99,972	£105,188	£115,219	£142,933	£166,919	£187,836	£189,457	£225,041	£241,667	£249,665
.. Suburban 3-bedroom semi-detached	N/A	N/A	N/A	N/A	N/A	£159,951	£183,257	£187,294	£215,372	£233,580	£255,569
.. Suburban 4-bedroom detached	N/A	N/A	N/A	N/A	N/A	£302,265	£339,664	£326,464	£353,364	£360,681	£410,630
East Lothian	£71,029	£74,028	£78,029	£82,344	£96,795	£124,134	£135,186	£150,150	£173,216	£186,130	£188,677
Midlothian	£61,516	£67,118	£73,064	£84,862	£114,351	£130,217	£143,010	£144,035	£160,221	£174,801	£177,525
West Lothian	£54,576	£55,987	£55,507	£62,506	£70,097	£95,230	£118,104	£125,992	£145,141	£165,169	£176,035

Source: Edinburgh Solicitors Property Centre



DID YOU KNOW?

There are approximately 210,000 dwellings in the City of Edinburgh, including 26,000 detached houses, 24,000 terrace houses and 104,000 tenement flats.

Source: Scottish Government, Scottish House Condition Survey

OFFICE AND RETAIL RENTS (2008)

Office rents	
City centre	£29 per square foot
West Edinburgh	£21 per square foot
Retail rents	
Edinburgh	£220 per square foot
Gyle	£185 per square foot
Fort Kinnaird	£55 per square foot

Source: Colliers CRE, Scotland Retail Market Overview 2008
Jones Lang LaSalle, Edinburgh Office Market Update Q3 2008

TABLE 10

CRIME

TABLE 11

RECORDED CRIME IN EDINBURGH AND SCOTLAND (1998-2008)											
Crime	Area	1998/ 1999	1999/ 2000	2000/ 2001	2001/ 2002	2002 / 2003	2003/ 2004	2004/ 2005	2005/ 2006	2006/ 2007	2007/ 2008
Total reported crimes per 10,000 population	Aberdeen	1,422	1,530	1,447	1,329	1,347	1,163	1,208	1,216	1,127	1,047
	Dundee	1,211	1,203	1,128	1,130	1,205	1,104	1,226	1,097	1,091	1,018
	Edinburgh	999	1,208	1,204	1,148	1,174	1,144	1,148	1,089	1,044	963
	Glasgow	1,585	1,431	1,401	1,398	1,450	1,338	1,350	1,311	1,298	1,195
	Scotland	842	851	827	823	843	805	863	820	819	749
Violent non-sexual crimes per 10,000 population	Aberdeen	33	44	47	42	31	30	27	25	28	26
	Dundee	48	50	45	37	22	25	26	26	27	23
	Edinburgh	41	47	54	50	44	36	32	29	31	28
	Glasgow	112	122	115	122	85	85	78	69	70	64
	Scotland	41	46	46	46	33	30	29	27	28	25
Crimes of indecency per 10,000 population	Aberdeen	28	19	15	15	15	20	24	26	29	25
	Dundee	16	18	14	15	13	17	18	21	16	14
	Edinburgh	18	14	13	13	17	15	17	14	16	13
	Glasgow	39	30	30	33	29	27	34	22	20	21
	Scotland	14	12	11	12	13	13	14	13	13	13
Crimes of dishonesty per 10,000 population	Aberdeen	1,028	1,125	1,074	938	925	744	730	723	631	583
	Dundee	806	773	732	718	766	572	651	263	542	535
	Edinburgh	689	827	807	745	725	728	715	634	551	509
	Glasgow	985	879	814	737	745	630	589	539	564	508
	Scotland	538	539	510	469	465	417	414	369	359	324
Fire-raising, vandalism etc. per 10,000 population	Aberdeen	210	225	213	217	200	218	277	279	276	241
	Dundee	233	238	232	262	273	278	282	263	268	244
	Edinburgh	186	213	220	220	230	234	248	263	275	267
	Glasgow	240	198	226	272	282	272	334	336	325	287
	Scotland	155	155	162	186	189	198	253	251	254	229

Source: Scottish Government, Recorded Crime in Scotland

TOTAL REPORTED CRIMES PER 10,000 POPULATION (1998-2008)

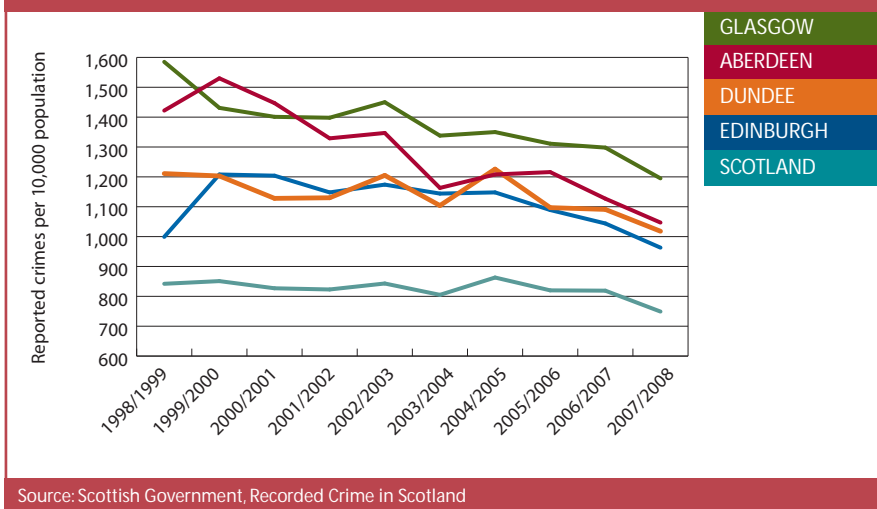


TABLE 12

HEALTH

LIFE EXPECTANCY AT BIRTH (2007)

Area	Female	Male	Both
Aberdeen	80.2	75.2	77.7
Dundee	79.4	73.8	76.6
Edinburgh	81.0	76.2	78.7
Glasgow	77.1	70.8	74.0
Scotland	79.7	74.8	77.4

Source: General Register Office for Scotland (2007)

TABLE 13

WORKFORCE SICKNESS AND INJURY (2007)

	Annual working days lost				Economic cost	
	To illness	To injury	Total	Per head	Gross (£ millions)	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 14

ENVIRONMENT

TABLE 15

EDINBURGH ENVIRONMENT (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

TABLE 16

CULTURAL AND RECREATIONAL PROPERTIES IN EDINBURGH (MARCH 2009)

Property classification	Number
Art galleries, museums and other premises used for cultural activities	97
Hotels, guest houses, B&Bs and self-catering accommodation	760
Leisure, entertainment, caravans and holiday sites	469
Public houses	498
Religious buildings	440
Sporting activities	37

Source: Scottish Assessors Association

DID YOU KNOW?

There are over 4,500 listed buildings in Edinburgh – 10% of all listed buildings in Scotland, and the highest concentration of listed buildings in the UK outside of London. The Edinburgh City Region is home to two of Scotland's five UNESCO World Heritage Sites (the Frontiers of the Roman Empire and the Old and New Towns of Edinburgh).

Source: City of Edinburgh Council, State of the Environment Audit 2008



WORKFORCE AND JOBS

TABLE 17

ECONOMIC STATUS OF THOSE AGED 16+ (2007)		
	Edinburgh	Scotland
Self employed	6%	6%
Employed full time	37%	35%
Employed part time	9%	11%
Looking after the home or family work	6%	7%
Permanently retired from	25%	27%
Unemployed and seeking work	3%	3%
At school	1%	1%
In further/higher education	7%	4%
Permanently sick or disabled	4%	5%
Unable to work: short-term illness or injury	1%	1%
Other	0%	1%

Source: Scottish Household Survey

TABLE 18

ECONOMIC ACTIVITY RATE - WORKING AGE (16-65) POPULATION, JULY 2007 - JUNE 2008					
Area	Population		Percentage economically active		
	Working age population	Economically active	Male	Female	Total
Edinburgh	316,400	254,600	76.8	84.1	80.5
City Region	994,100	806,500	77.3	84.8	81.1
Scotland	3,205,700	2,564,600	76.2	83.6	80.0

Source: Annual Population Survey

TABLE 19

UNEMPLOYMENT SUMMARY (AS OF JANUARY 2009)		
	Number unemployed	Percentage
Edinburgh	7,682	2.4
City Region	31,187	3.1
Scotland	108,906	3.4

Source: Department for Work and Pensions

DID YOU KNOW?

The average salary of a graduate holding an MBA from the University of Edinburgh Business School after three years is \$107,956.

Source: Financial Times, European Business School rankings 2008

Sector	Edinburgh		Scotland	
	Jobs	Percentage	Jobs	Percentage
Primary activities	3,050	1.0	81,736	3.4
Manufacturing	11,447	3.7	220,882	9.2
Construction and building trades	10,489	3.4	137,586	5.7
Services	283,805	91.9	1,967,454	81.7
..Banking, insurance, finance	34,781	11.3	91,559	3.8
..Business services	50,172	16.2	316,347	13.1
..Computing and related activities	9,341	3.0	29,826	1.2
..Research and development	3,187	1.0	13,718	0.6
..Education	26,793	8.7	192,071	8.0
..Health	31,117	10.1	247,435	10.3
..Retailing	27,260	8.8	239,200	9.9
..Hotels, bars, catering, etc	23,951	7.8	174,305	7.2
..Transport, travel and storage	10,010	3.2	91,818	3.8
..Post and telecommunications	5,429	1.8	38,521	1.6
Total	308,791	100	2,407,658	100

Source: Annual Business Inquiry

TABLE 20

EMPLOYMENT IN KEY SECTORS (2007)	
Financial services	34,781
Tourism	31,594
Creative industries	21,132
Life sciences	3,732
Electronics	3,571

Source: Annual Business Inquiry

TABLE 21

NUMBER OF JOBS IN EDINBURGH AND SCOTLAND (2007)			
	Female	Male	Total
Edinburgh	162,244	146,366	308,610
City Region	378,512	351,479	729,993
Scotland	1,227,340	1,180,312	2,407,657

Source: Annual Business Inquiry

TABLE 22

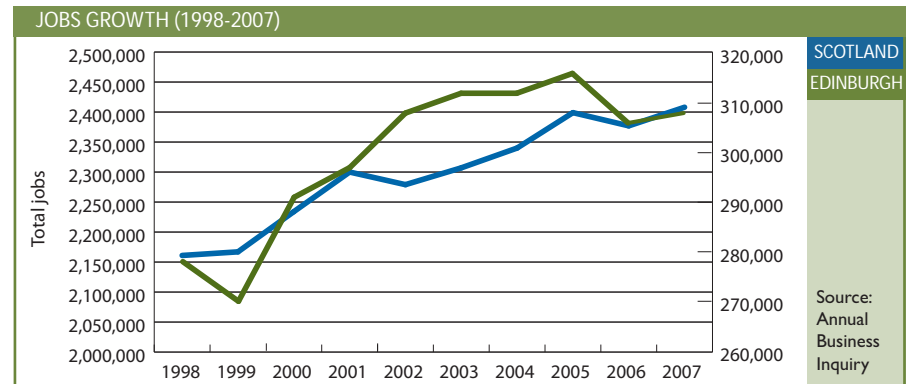
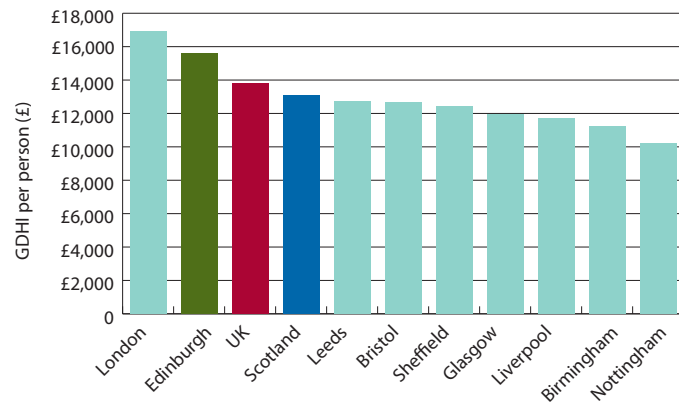


TABLE 23

INCOME AND EMPLOYERS

TABLE 24

GROSS DISPOSABLE HOUSEHOLD INCOME PER HEAD IN SELECTED UK CITIES (2008)



Source: Office of National Statistics, Regional Disposable Household Income

TABLE 25

EDINBURGH'S LARGEST EMPLOYERS (2009)

	Employer	Type	HQ	Employees
1	NHS Lothian	Health	Edinburgh	20,420
2	City of Edinburgh Council	Local government	Edinburgh	19,401
3	Royal Bank of Scotland Group	Financial services	Edinburgh	9,184
4	Lloyds Banking Group (inc. Bank of Scotland)	Financial services	London	8,759
5	University of Edinburgh	Further/higher education	Edinburgh	8,071
6	Standard Life	Financial services	Edinburgh	6,085
7	Scottish Widows	Financial services	Edinburgh	3,667
8	Scottish Government	National government	Edinburgh	3,648
9	Royal Mail	Financial services	London	3,200
10	AEGON UK	Financial services	Edinburgh	2,640
11	Lothian Buses	Transport/infrastructure	Edinburgh	2,209
12	Selex Sensors & Airborne Systems	Manufacturing	Basildon	1,925
13	Edinburgh Napier University	Further/higher education	Edinburgh	1,892
14	Tesco	Retail	Cheshunt	1,801
15	BT Group	Transport/infrastructure	London	1,800
16	Heriot-Watt University	Further/higher education	Edinburgh	1,617
17	Lothian and Borders Police	National government	Edinburgh	1,548
18	Scottish Gas	Transport/infrastructure	Edinburgh	1,500
19	Sainsbury's Supermarkets	Retail	London	1,442
20	John Lewis Partnership (inc. Waitrose)	Retail	London	1,276
21	Marks & Spencer	Retail	London	1,227
22	Royal London Group (inc. Scottish Life)	Financial services	London	1,200
23	Wm Morrison Supermarkets	Retail	Bradford	1,138
24	ASDA Group	Retail	Leeds	1,070
25	Scottish Midland Co-Operative Society	Retail	Edinburgh	1,050

Source: City of Edinburgh Council, Edinburgh Employers Survey

SMALL AND MEDIUM ENTERPRISES BY SECTOR (2008)

Sector	Edinburgh		Scotland	
	Number	%	Number	%
Real estate, renting and business activities	6,240	96.1	39,945	98.8
Wholesale, retail and repairs	2,370	89.4	26,815	98.0
Other community, social and personal services	1,480	96.1	12,580	99.1
Hotels and restaurants	1,370	95.1	12,960	99.0
Construction	1,110	96.9	16,905	99.2
Health and social work	715	92.9	5,855	98.1
Manufacturing	615	93.2	8,840	96.7
Transport, storage and communication	360	84.7	5,805	96.7
Financial intermediation	295	78.7	1,430	91.7
Education	240	90.6	1,520	95.6
Agriculture, forestry and fishing	185	97.4	19,335	99.9
Electricity, gas and water supply	10	66.7	95	90.5
Mining and quarrying	5	50.0	265	86.9
Total	14,995	93.9	152,345	98.5

Source: Scottish Government, Scottish Corporate Sector Statistics

TABLE 26

BUSINESS DENSITY BY CITY (2007)

City	Registered enterprises per 1,000 people
Aberdeen	33.1
Edinburgh	29.4
Scotland	27.6
Manchester	27.3
Leeds	27.2
Edinburgh City Region	26.2
Cardiff	26.0
Birmingham	23.7
Glasgow	23.6
Sheffield	23.3
Newcastle-upon-Tyne	21.5
Liverpool	21.0
Dundee	18.2

Source: Department for Business, Enterprise and Regulatory Reform

TABLE 27



DID YOU KNOW?

Edinburgh is home to the headquarters of more FTSE 100 companies than any other UK city bar London.

Source: FTSE

GROWTH AND COMPETITIVENESS

TABLE 28

LOCAL GROSS VALUE ADDED - TOP 5 UK REGIONS 2006, NUTS 3* AREAS				
Region	Total GVA (£ millions)	Share of UK (%)	Growth on 2004 (%)	GVA Per Head (£)
Inner London West	102,236	8.7	6.8	93,144
Edinburgh	14,192	1.2	6.6	30,620
Inner London East	55,105	4.7	6.8	29,351
Berkshire	23,541	2.0	4.9	28,853
Belfast	7,626	0.6	6.7	28,522
UK	1,177,232	100	5.3	18,945
Scotland	93,361	7.9	6.0	18,246

Source: Office of National Statistics (2008) Regional, Sub-Regional and Local Gross Value Added
* European Union administrative areas used for statistical purposes.

TABLE 29

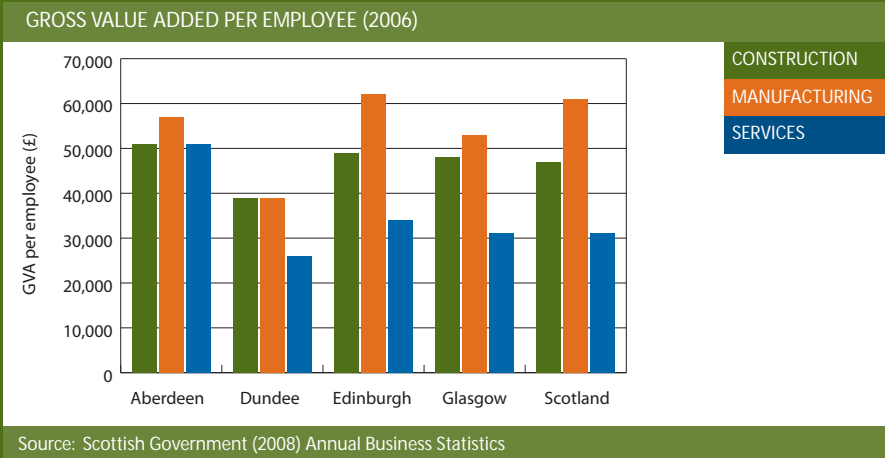
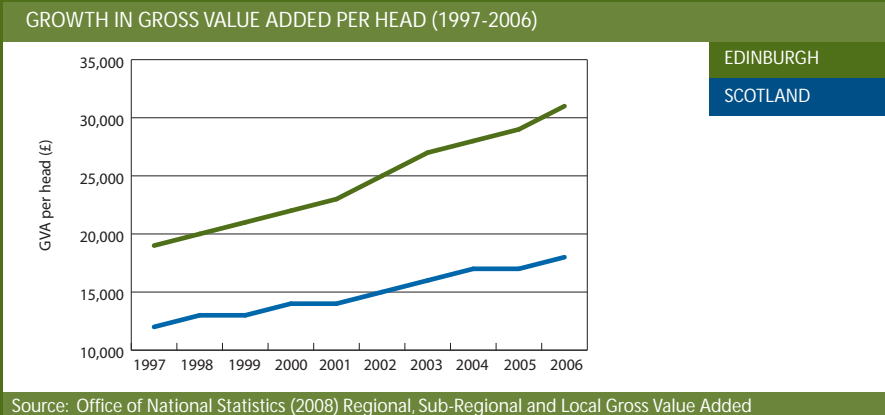


TABLE 30



EDINBURGH'S CONTRIBUTIONS TO THE SCOTTISH ECONOMY

	Edinburgh	% of Scottish total	Source
Population	468,070	9.1	General Register Office (2007)
Land area (km ²)	264	0.3	General Register Office (2007)
Employee jobs	308,610	12.8	Annual Business Inquiry (2007)
GVA (£million)	14,192	15.2	Office of National Statistics (2006)
Registered enterprises	15,975	10.3	Scottish Corporate Sectors Statistics (2008)
Business turnover (£million)	19,901	9.0	Scottish Corporate Sector Statistics (2008)
Expenditure on R&D (£million)	105.75	18.3	Business Enterprise Research and Development (2006)
Total rateable value of non-domestic property (£million)	773.88	14.7	Scottish Assessors Association (2008)

TABLE 31

EDINBURGH RANKINGS 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	6	FDI magazine (2008)
Financial services competitiveness	2	11	Global Financial Centres Index (2009)
Centre of commerce	2	20	MasterCard Worldwide Centers of Commerce Index (2008)
Conference hosting	2	22	International Congress and Convention Association (2007)
Gross Value Added per head	2	N/A	Office of National Statistics (2006)
Revenue per available room	3	N/A	Deloitte (2009)
Class A office rent	5	15	Knight Frank, Global Real Estate Markets (2008)
Creativity	6	N/A	The Future Laboratory, Sharpie Index (2007)
Sustainability	6	N/A	Forum for the Future (2008)
Business location	7	N/A	Cushman and Wakefield UK Cities Monitor (2008)
Retail potential	19	N/A	CACI Retail Footprint (2008)

TABLE 32

PROJECTED OUTPUT GROWTH IN SELECTED EUROPEAN CITIES (2006 - 2012)

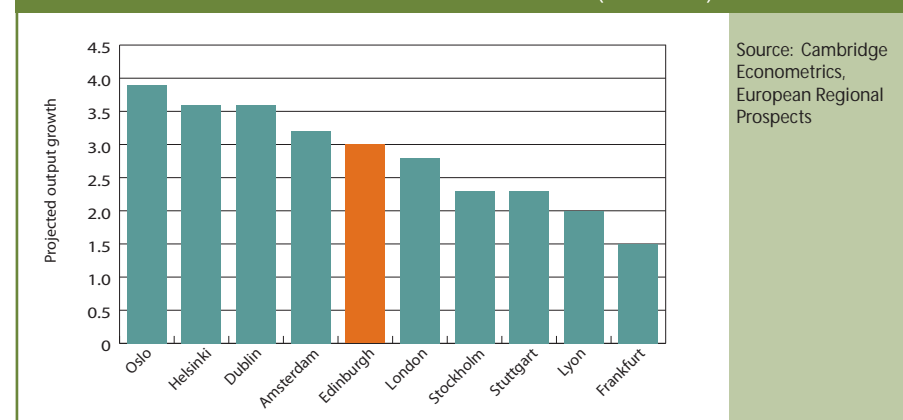
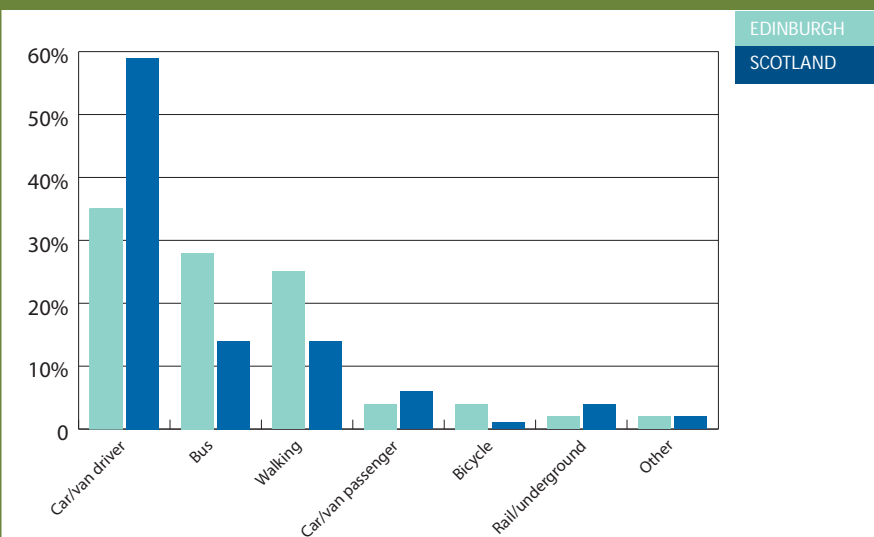


TABLE 33

TRANSPORT AND COMMUTING

TABLE 34

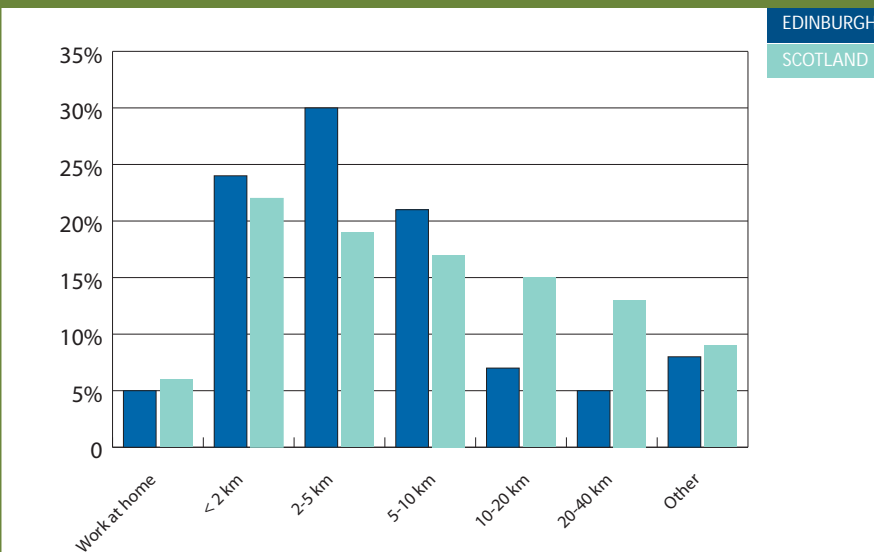
MODE OF TRAVEL TO WORK/EDUCATION (2007)



Source: Scottish Household Survey

TABLE 35

DISTANCE TRAVELLED TO WORK (2001)



Source: Census 2001

ORIGIN OF WORKFORCE LIVING OUTSIDE EDINBURGH

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 36

TRAVEL TIMES TO EDINBURGH CITY CENTRE (2009)

	Distance by road	Travel time		
		Car	Bus	Train
Regional				
Livingston	26.4 km	33 mins	45 mins	23 mins
North Berwick	40.7 km	44 mins	1 hr 7 mins	33 mins
Falkirk	44.4 km	41 mins	1 hr 9 mins	23 mins
Kirkcaldy	45.9 km	48 mins	1 hr 20 mins	32 mins
Long-distance				
Glasgow	74.5 km	58 mins	1 hr 27 mins	49 mins
Newcastle	194.6 km	2 hrs 38 mins	3 hrs 23 mins	1 hr 27 mins
Manchester	349.9 km	4 hrs 6 mins	6 hrs 34 mins	3 hrs 16 mins
London	653.7 km	7 hrs 22 mins	10 hrs 42 mins	4 hrs 18 mins

Sources: AA Route Planner, Transport Direct, Scotrail

TABLE 37

DID YOU KNOW?



In 2008, Edinburgh was ranked the 19th largest retail destination in terms of market potential in Great Britain and the 2nd largest in Scotland. Consumer expenditure totalled £920 million, up 8.2% from the prior year.

Source: CACI Information Systems, CACI Retail Footprint 2008



VISIT

EVENTS AND ATTRACTIONS

TOP EDINBURGH VISITOR ATTRACTIONS (2007)		Visitors	Admission	Scottish rank
1	National Galleries of Scotland	1,442,304	Free	2
2	Edinburgh Castle	1,229,712	Paid	3
3	National Museum of Scotland	841,849	Free	4
4	Edinburgh Zoo	607,603	Paid	6
5	Royal Botanic Garden Edinburgh	607,018	Free	7
6	Edinburgh Bus Tours	504,742	Paid	11
7	St Giles' Cathedral	487,483	Free	12
8	National War Museum	468,125	Free	14
9	Scottish Parliament Visitor Centre	352,454	Paid	18
10	Our Dynamic Earth	290,653	Paid	22

Source: VisitScotland, Visitor Attraction Monitor (2007)

TABLE 38

EDINBURGH FESTIVAL ATTENDANCE (2008)		
Festival	Attendance	Date(s)
Ceilidh Culture	17,000	21 March to 13 April
Edinburgh International Science Festival	50,000	25 March to 5 April
Beltane Fire Festival	10,000	30 April
Bank of Scotland Imaginate Festival	14,000	24 May to 2 June
Edinburgh International Film Festival	52,175	18 June to 29 June
Edinburgh International Jazz and Blues Festival	45,000	25 July to 3 August
Edinburgh Art Festival	650,000	31 July to 31 August
Edinburgh Military Tattoo	217,000	1 August to 23 August
Edinburgh Festival Cavalcade	100,000	3 August
Festival of Spirituality and Peace	19,000	3 August to 24 August
Edinburgh Festival Fringe	1,535,519	3 August to 25 August
Edinburgh International Festival	394,061	8 August to 31 August
Edinburgh International Book Festival	200,000	9 August to 25 August
Edinburgh Interactive Festival	4,000	10 August to 12 August
Festival of Politics	35,000	20 August to 23 August
MediaGuardian Edinburgh International Television Festival	2,000	22 August to 24 August
Edinburgh Mela	54,394	25 August to 31 August
Scottish International Storytelling Festival	16,978	24 October to 2 November
Edinburgh's Christmas	454,950	27 November to 4 January
Edinburgh's Hogmanay	147,613	31 December
Total	4,017,690	

Source: City of Edinburgh Council Edinburgh Festivals Survey

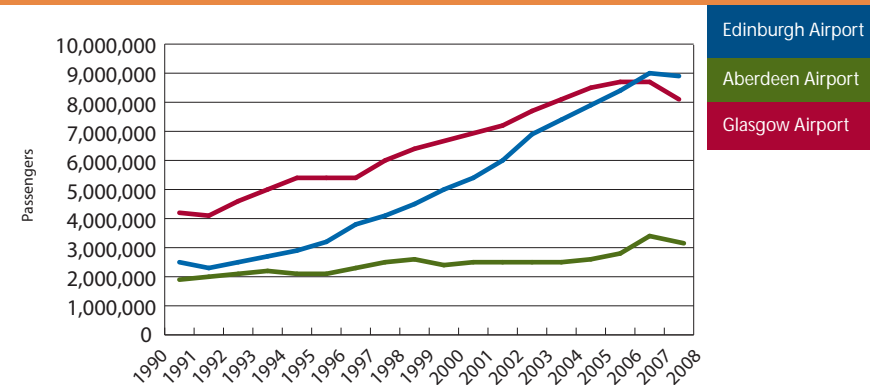
TABLE 39





TRAVEL

EDINBURGH AIRPORT PASSENGER GROWTH (1996-2008)



Source: Civil Aviation Authority

TABLE 43

VISITOR ACCOMMODATION

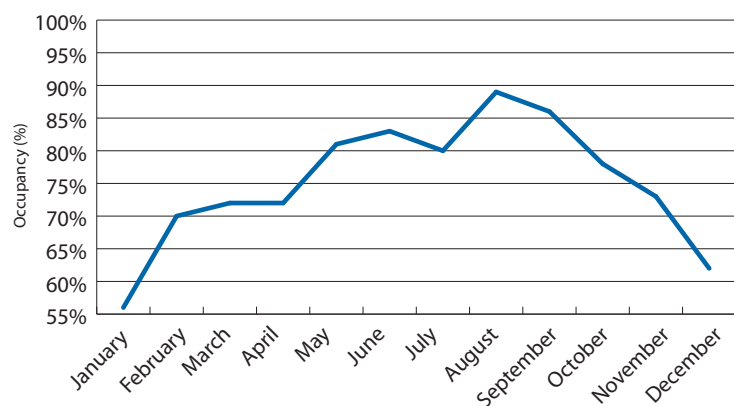
ANNUAL HOTEL OCCUPANCY AND REVENUE PER AVAILABLE ROOM (2003-2008)

	2003	2004	2005	2006	2007	2008*
Average room rate	£68.09	£71.32	£74.65	£76.97	£80.82	£80.84
Average occupancy (%)	74.3	76.3	76.4	77.9	78.9	74.2
RevPAR (£)	£51.06	£54.87	£57.54	£60.54	£63.67	£60.51

Source: PricewaterhouseCoopers, Hospitality Directions Europe *Forecast

TABLE 41

EDINBURGH HOTEL ROOM OCCUPANCY (2008)



Source: Lynn Jones Research

TOP 10 EDINBURGH AIRPORT PASSENGER DESTINATIONS (2008)

	All destinations	International destinations
1	Heathrow	Amsterdam
2	Gatwick	Dublin
3	Amsterdam	Paris
4	Dublin	Frankfurt Main
5	Stansted	New York
6	Birmingham	Alicante
7	London City	Geneva
8	Luton	Palma de Mallorca
9	Paris	Madrid
10	Bristol	Malaga

Source: BAA Edinburgh

TABLE 44

TABLE 42

UK AND OVERSEAS TOURISM IN EDINBURGH AND SCOTLAND (2007)

	Edinburgh (million)	% of Scottish total	Scotland (million)
Tourist trips	3.45	21.1	16.37
...UK visitors	2.11	15.5	13.58
...International visitors	1.34	48.0	2.79
Tourist bednights	13.75	19.3	71.40
...UK visitors	5.01	10.7	46.86
...International visitors	8.74	35.6	24.54
Tourist spending	£931	22.2	£4,186
...UK visitors	£481	17.1	£2,819
...International visitors	£450	32.9	£1,367

Source: VisitBritain, UK Tourist 2007
Office of National Statistics, Travel Trends 2007

DID YOU KNOW?

Current national transport projects involving the City of Edinburgh include the £1 billion Edinburgh-Glasgow (Rail) Improvements Programme (an extensive programme of rail improvements, including the construction of a £300 million electric railway, that will reduce journey times and emissions), the £2.34 billion Forth Replacement Crossing (a new bridge that will improve connectivity between Edinburgh and Fife) and the £512 million Edinburgh Tram Project (which will provide efficient, environmentally friendly transport within Edinburgh, linking the city centre with Edinburgh Airport).

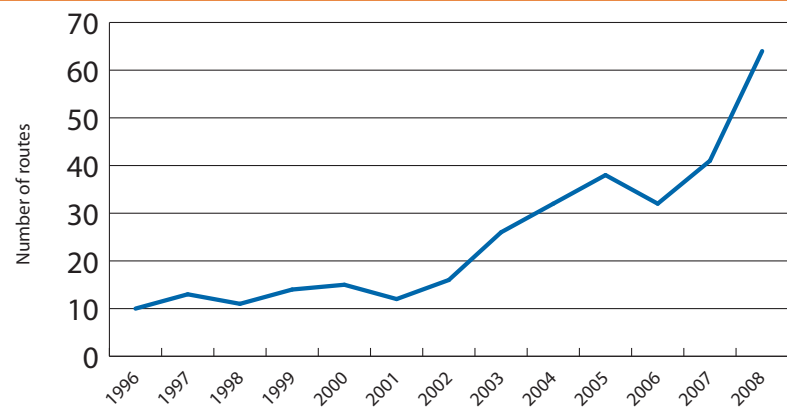
Source: Transport Scotland, Strategic Transport Projects Review





TABLE 45

INTERNATIONAL DESTINATIONS SERVED BY DIRECT SCHEDULED FLIGHT ROUTES FROM EDINBURGH AIRPORT (1996-2008)



Source: BAA

TABLE 46

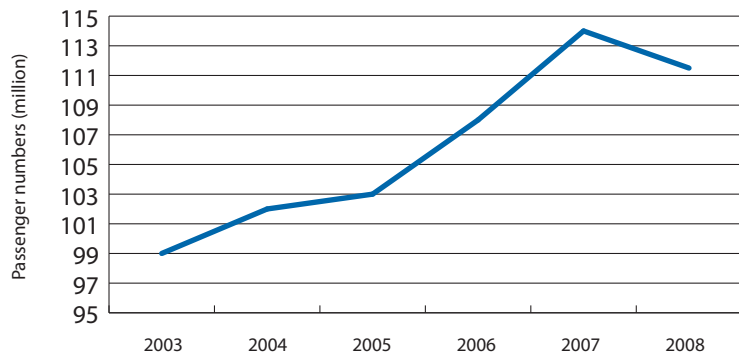
EDINBURGH RAIL PASSENGER GROWTH (2002-2007)

Year	Waverley	Haymarket	Edinburgh Park
2007-2008	16,169,291	1,607,354	382,644
2006-2007	15,285,837	1,620,102	367,585
2005-2006	14,645,022	1,658,339	353,322
2004-2005	14,219,772	1,571,356	295,263
2002-2003	12,470,767	1,087,756	N/A

Source: Office of Rail Regulation, Station Usage
 Note: No data is available for 2003-2004

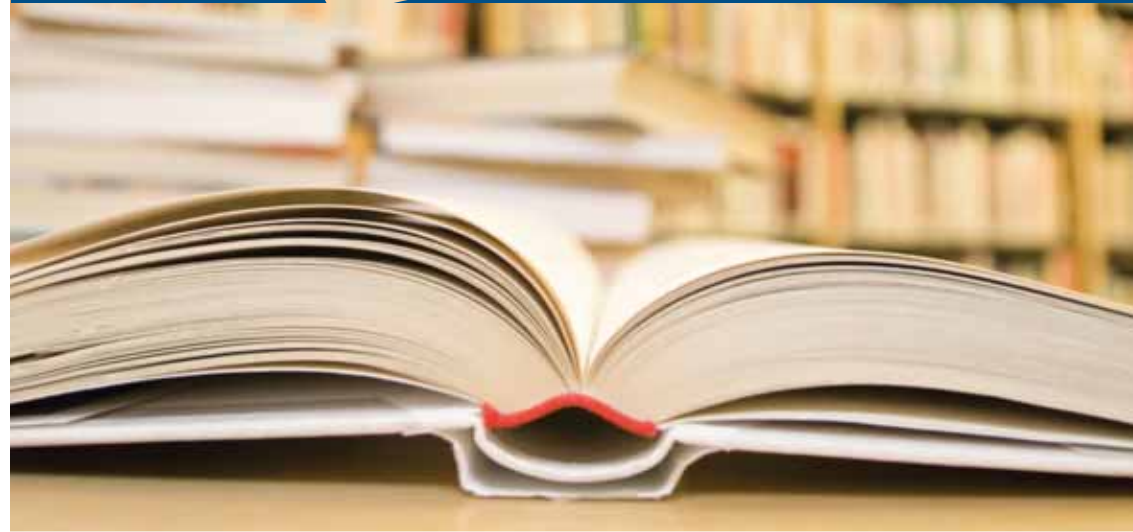
TABLE 47

LOTHIAN BUSES PASSENGER NUMBERS (2003-2008)



Source: Lothian Buses

STUDY



QUALIFICATIONS

TABLE 48

QUALIFICATIONS OF RESIDENT EDINBURGH POPULATION (2007)	Edinburgh		Edinburgh City Region		Scotland	
	Number	%	Number	%	Number	%
NVO4 and above	139,100	44.2	351,000	35.4	1,061,400	33.2
NVO3 and above	194,000	61.7	533,100	53.8	1,654,900	51.7
NVO2 and above	238,700	75.9	707,600	71.4	2,204,800	68.9
NVO1 and above	264,000	83.9	802,800	81.1	2,532,900	79.2
Other Qualifications	28,000	8.9	82,200	8.3	233,900	7.3
No Qualifications	22,600	7.2	105,300	10.6	431,700	13.5

Source: Annual Population Survey

NVO4 = Undergraduate Degree/Professional Qualification

NVO3 = Higher

NVO2 = Intermediate 2/ Credit Standard Grade

NVO1 = Intermediate 1/General Standard Grade

TABLE 49

SCOTTISH SCHOOL LEAVER QUALIFICATIONS (2007)		
Attainment	Edinburgh (%)	Scotland (%)
% of S4 roll gaining 5 or more Standard Grade Credit awards in S4	35	34
% of S4 roll gaining 3 or more Highers awards by end of S5	25	22
% of S4 roll gaining 1 or more Advanced Higher award by end of S6	14	12

Source: Scottish Government, SQA Examination Results in Secondary Schools 2006/07

TABLE 50

EDINBURGH SCHOOL PUPILS MIX (2007)					
Type	Publicly Funded	% Publicly Funded	Independent	% Independent	Total
Pre-school	5,000	61.4	3,140	38.6	8,140
Primary	24,714	86.0	4,014	14.0	28,728
Secondary	19,454	76.1	6,114	23.9	25,568
Special	696	94.2	43	5.8	739
Total	49,864	79.9	13,311	20.1	66,275

Sources: Scottish Government, Pupils in Scotland 2007

Scottish Government, Pre-School and Childcare Statistics 2007

Scottish Government, Independent Schools Census

AVERAGE CLASS SIZES (2008)

	Aberdeen	Dundee	Edinburgh	Glasgow	Scotland
Primary	24.7	25.2	24.5	24.3	23.2
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 2008

Scottish Government, S1 and S2 Maths and English Class Sizes

TABLE 51

TABLE 52

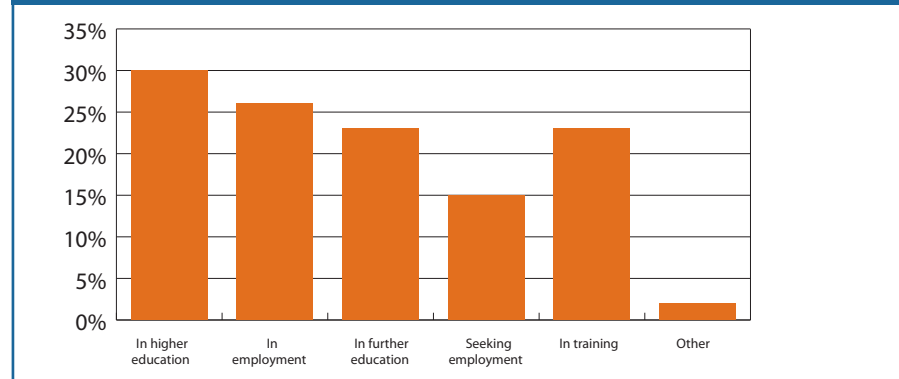
ALTERNATIVE CURRICULUM COURSES OFFERED BY EDINBURGH'S INDEPENDENT SCHOOLS

Qualification	Number of schools
International Baccalaureate	1
A Level	8
AS Level	10
GCSE	5

Source: Scottish Council of Independent Schools

TABLE 53

DESTINATION OF EDINBURGH SCHOOL LEAVERS (2008)



Source: City of Edinburgh Council, School Leaver Destination Report 2007-2008

DID YOU KNOW?

Gross revenue expenditure per primary school pupil in Edinburgh in 2006/2007 was £4,515, compared to a Scottish average of £4,403.

Source: Expenditure on School Education in Scotland, 2006-07



UNIVERSITIES

TABLE 54

UNIVERSITY OF EDINBURGH (2007/2008)				
	Full time	Part time	Total	
Student numbers	21,524	4,224	25,748	
By faculty	Undergraduate	Taught postgraduate	Research postgraduate	Total
Humanities and Social Science	10,668	2,939	1,419	15,026
Medicine and Veterinary Medicine	2,149	350	841	3,340
Science and Engineering	5,390	540	1,452	7,382
Total	18,207	3,829	3,712	25,748

Source: University of Edinburgh, Governance and Strategic Planning

TABLE 55

EDINBURGH NAPIER UNIVERSITY (2007/2008)				
	Full time	Part time	Total	
Student numbers	9,648	2,590	12,238	
By faculty	Undergraduate	Taught postgraduate	Research postgraduate	Total
Engineering, Computing and Creative Industries	3,418	731	83	4,232
Health, Life and Social Sciences	3,917	475	51	4,443
Napier University Business School	2,737	790	36	3,563
Total	10,072	1,996	170	12,238

Source: Edinburgh Napier University, Planning and Intelligence Services

TABLE 56

HERIOT-WATT UNIVERSITY (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	1,330	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

QUEEN MARGARET UNIVERSITY (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 57

TOP TEN COUNTRIES OF ORIGIN FOR INTERNATIONAL (NON-EU) STUDENTS IN EDINBURGH UNIVERSITIES (2007/2008)		
1	China (inc. Hong Kong)	3,107
2	United States of America	1,557
3	India	1,363
4	Canada	345
5	Malaysia	262
6	Nigeria	241
7	Saudi Arabia	237
8	Norway	194
9	Taiwan	165
10	Singapore	155

Source: Edinburgh universities

TABLE 58

RANKING OF SCOTTISH UNIVERSITIES (2009)		
Institution	Scottish	UK
University of St. Andrews	1	5
University of Edinburgh	2	18
University of Glasgow	3	20
University of Aberdeen	4	26
University of Strathclyde	5	35
University of Stirling	6	39
University of Dundee	7	44
Heriot-Watt University	8	47
Robert Gordon University, Aberdeen	9	54
Edinburgh Napier University	10	64
Glasgow Caledonian University	11	68
Queen Margaret University	11	68
University of Abertay Dundee	13	100
University of the West of Scotland	14	103

Source: Times University Rankings League Table, **Edinburgh universities**

TABLE 59



TABLE 60

UK RANKINGS BY SUBJECT (2009)

Subject	University of Edinburgh	Edinburgh Napier University	Heriot-Watt University
Biological Sciences	18	68	38
Business	32	64	46
Computer Science	4	76	35
Economics	22	N/A	44
Law	15	51	N/A
Mathematics	17	18	N/A
Mechanical Engineering	11	N/A	18
Medicine	6	N/A	N/A
Nursing	1	N/A	N/A

Source: Times University Rankings League Table

COLLEGES

TABLE 61

EDINBURGH COLLEGE OF ART ENROLMENT (2007/2008)

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 62

SCOTTISH AGRICULTURAL COLLEGE ENROLMENT (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

TABLE 63

COLLEGES IN EDINBURGH (2007/2008)

	Full time	Part time	Total
Edinburgh's Telford College	4,471	9,605	14,076
Jewel and Esk Valley College	2,746	3,508	6,254
Stevenson College Edinburgh	3,500	13,500	17,000
Total	10,717	26,613	37,330

Source: Edinburgh colleges



HAPPY TO TRANSLATE

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 আনন্দের সঙ্গে অনুবাদ করব

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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.

