



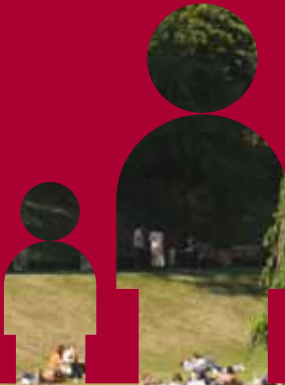
EDINBURGH BY NUMBERS

2011/12



LIVE

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DEMOGRAPHICS

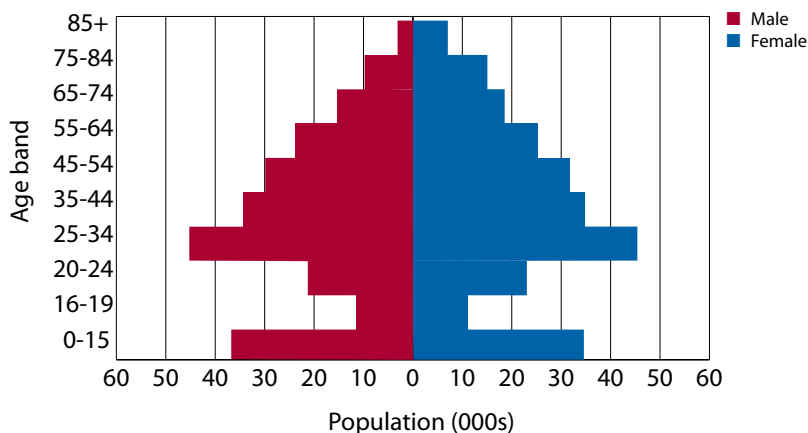
FIGURE 1

EDINBURGH DEMOGRAPHICS (1999-2009)	Edinburgh		Scotland	
	1999	2009	1999	2009
Total population	447,190	477,660	5,071,950	5,194,000
Male population	213,819	230,986	2,436,535	2,515,288
Female population	233,371	246,674	2,635,415	2,678,712
Working age (16-64) population	302,515	337,347	3,281,482	3,413,148
Households	201,737	218,774	2,165,819	2,344,436
Land area (km ²)	262	262	78,133	78,133
Population density (persons/km ²)	1,705	1,811	65	67
Births	4,906	5,502	56,632	59,046
Deaths	5,000	4,266	60,349	53,856
Natural change	-94	1,236	-3,717	5,190
Net in-migration	1,514	5,066	2,167	21,671

Source: General Register Office for Scotland

FIGURE 2

EDINBURGH POPULATION AGE STRUCTURE (2009)



Source: General Register Office for Scotland

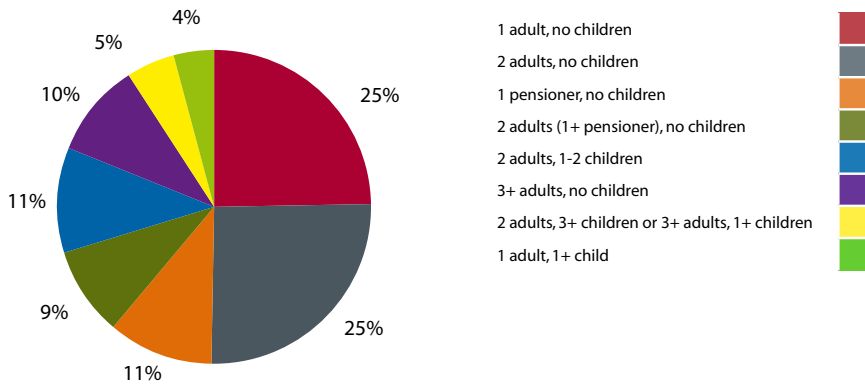
FIGURE 3

PROJECTED POPULATION CHANGE (2008 BASED)					
Local authority	2012	2015	2020	2025	2030
Aberdeen	213,788	215,522	217,987	219,436	219,779
Dundee	142,755	142,277	141,089	139,293	136,868
Edinburgh	485,812	496,528	514,065	529,568	543,325
Glasgow	589,782	592,139	595,097	595,845	594,319
Scotland	5,252,844	5,306,408	5,394,494	5,470,259	5,523,737

Source: General Register Office for Scotland



COMPOSITION OF HOUSEHOLDS IN EDINBURGH (2009)



Source: Scottish Household Survey

FIGURE 4

ETHNIC COMPOSITION OF EDINBURGH (2007/2008)

Ethnicity	Edinburgh	Scotland
White Scottish	71%	84%
Other White British	12%	9%
Other White	10%	3%
Other	2%	1%
African	1%	0%
Chinese	1%	0%
Indian	1%	1%
White Irish	1%	1%

Source: Scottish Household Survey

FIGURE 5

NATIONAL INSURANCE REGISTRATIONS BY FOREIGN NATIONALS AGED 16+ IN EDINBURGH (2005-2009)

Area of origin	2005	2006	2007	2008	2009
European Union	6,830	7,700	8,690	6,040	5,710
Asia / Middle East	1,450	1,680	1,990	1,820	2,350
Americas	780	740	880	760	800
Australasia / Oceania	1,230	1,180	1,290	970	790
Africa	570	500	550	530	590
Rest of Europe	190	150	200	190	190
Total	11,060	11,950	13,600	10,330	10,430

Source: Department of Work and Pensions

FIGURE 6

DID YOU KNOW?

The population of Edinburgh grew by 6.4% between 2001 and 2009. The population of Scotland grew by 2.6% over the same time period.

Source: General Register Office for Scotland



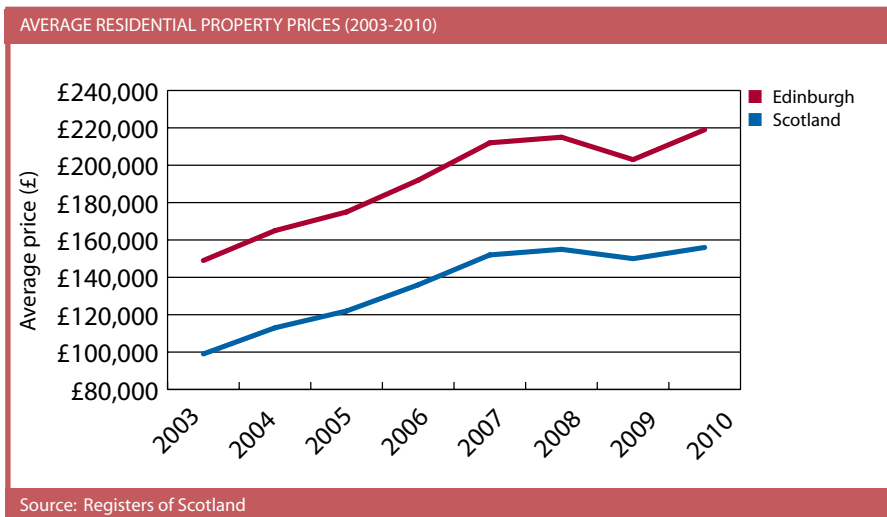
HOUSING AND PROPERTY

FIGURE 7

HOUSING TENURE IN EDINBURGH AND SCOTLAND (2007-2009)				
Housing tenure (% of households)	Edinburgh		Scotland	
	2007	2009	2007	2009
Owning outright	32%	30%	31%	30%
Buying with a loan or mortgage	34%	33%	35%	36%
Renting from the local authority	10%	8%	16%	14%
Renting from a housing association or cooperative	6%	7%	8%	8%
Renting from a private landlord	17%	22%	8%	10%
Other	1%	1%	2%	2%

Source: Scottish Household Survey

FIGURE 8



DID YOU KNOW?

Average monthly rents on a two bedroom flat in Edinburgh in the final quarter of 2010 ranged from £524 in Gorgie to £887 in the New Town.

Source: Citylets



DID YOU KNOW?

63% of dwellings in Edinburgh are flats, while 37% are houses.

Source: Scottish House Condition Survey

EDINBURGH RESIDENTIAL PROPERTY PRICES (2007-2010)

Edinburgh	Q4 2007	Q4 2008	Q4 2009	Q4 2010
...1 bed flat, Gorgie / Dalry	£123,546	£108,338	£107,271	£99,677
...1 bed flat, Leith Walk / Easter Road	£125,187	£114,567	£109,584	£105,706
...2 bed flat, Stockbridge / Comely Bank	£247,839	£245,909	£240,204	£210,004
...Suburban four bedroom semi-detached	£245,382	£228,261	£245,496	£231,668
...City centre	£256,480	£221,472	£245,517	£240,605
...2 bed flat, Marchmont / Bruntsfield	£252,860	£239,982	£265,565	£252,809
...Suburban four bedroom detached	£447,020	£379,000	£397,500	£379,990
West Lothian	£169,200	£154,842	£177,289	£160,130
Midlothian	£179,152	£160,084	£164,348	£168,345
East Lothian	£188,754	£185,688	£210,905	£198,991

Source: Edinburgh Solicitors Property Centre, House Price Report

FIGURE 9

COMMERCIAL PROPERTY RENTALS IN EDINBURGH (2010)

Type	£ per square metre per year	£ per square foot per year
Standard shop unit	£1,950	£181
Modern non-food warehouse	£500	£47
Self-contained office suite	£310	£29
Industrial starter unit	£85	£8
Industrial warehouse unit	£65	£6

Source: Valuation Office Agency, Property Market Report

FIGURE 10

HOUSEBUILDING STARTS IN EDINBURGH (2004-2009)

Developer	2004	2005	2006	2007	2008	2009
Private	3,417	1,916	1,410	1,617	1,093	768
Housing association	512	574	382	500	446	905
Total	3,929	2,490	1,792	2,117	1,539	1,673

Source: Scottish Government, Housing Statistics for Scotland

FIGURE 11

HEALTH AND CRIME

FIGURE 12

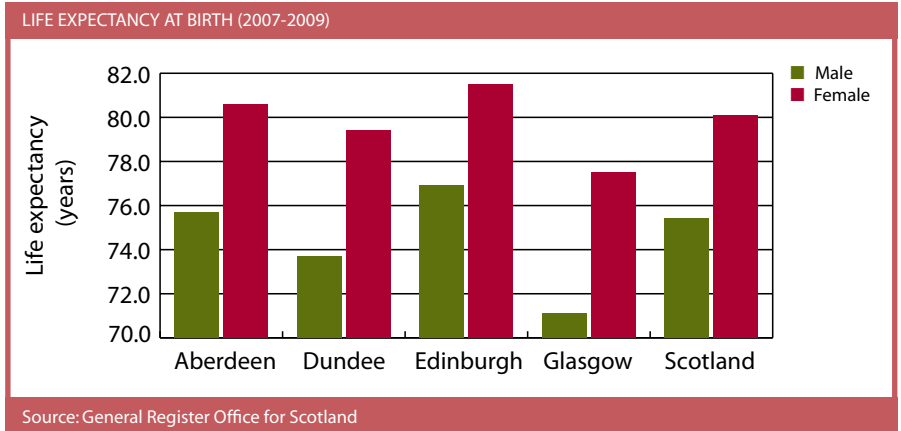


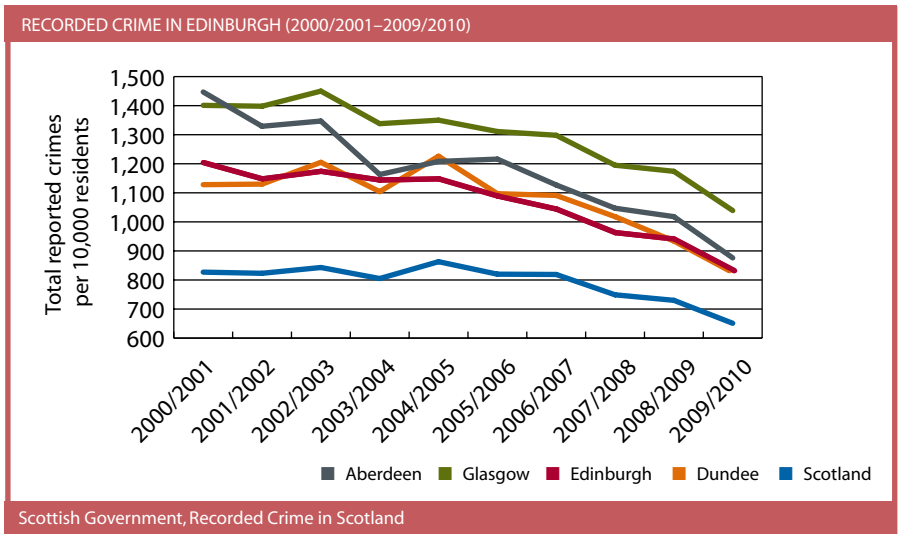
FIGURE 13

WORKFORCE ABSENTEEISM (2009/2010)

City	Annual working days lost				Economic cost			
	To illness	To injury	Total	Per head	Ill health (m)	Accidents (m)	Total (m)	Per head
Aberdeen	148,452	36,856	185,308	0.87	£97.5	£63.2	£160.7	£752
Dundee	61,964	15,384	77,348	0.54	£40.7	£34.0	£74.7	£521
Edinburgh	256,616	63,709	320,325	0.67	£168.6	£80.4	£249.0	£521
Glasgow	348,455	86,509	434,964	0.74	£228.9	£132.7	£361.6	£614

Source: Health and Safety Executive, Local Authority Profiles Scotland

FIGURE 14





ENVIRONMENT

ENERGY CONSUMPTION IN EDINBURGH IN GIGAWATT HOURS (2008)

Source	Domestic	Business	Road	Rail	Total
Natural gas	3,274.8	2,067.2	0.0	0.0	5,342.0
Electricity	955.5	1,753.4	0.0	0.0	2,708.9
Petroleum products	15.8	235.4	2,658.4	58.3	2,967.9
Coal	1.8	4.3	0.0	0.0	6.1
Manufactured fuels	0.8	0.0	0.0	0.0	0.8
Subtotal	4,248.7	4,060.4	2,658.4	58.3	11,025.7
Renewables and waste	-	-	-	-	23.4
Total	-	-	-	-	11,049.1

Source: Department of Energy and Climate Change

FIGURE 15

AIR QUALITY IN EDINBURGH* (2004-2009)

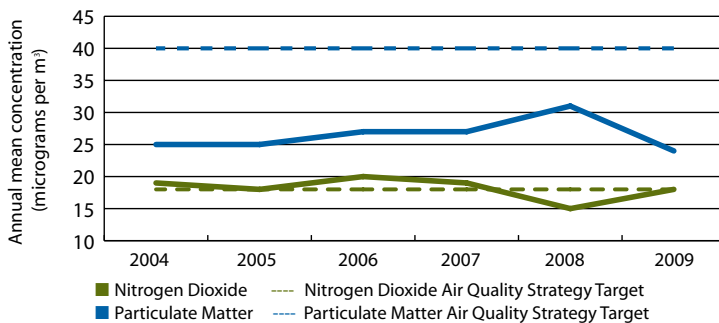


FIGURE 16

Source: Scottish Environmental Statistics *As measured at St Leonards

EDINBURGH WEATHER (AVERAGE 1971-2000)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
Maximum 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	12.2
Minimum 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	5.1
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	117.2
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	56.4
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	10.1
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	4.5

Source: Met Office

FIGURE 17

INVEST

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OUTPUT AND COMPETITIVENESS

GROSS VALUE ADDED PER HEAD IN SELECTED UK CITIES (2008)

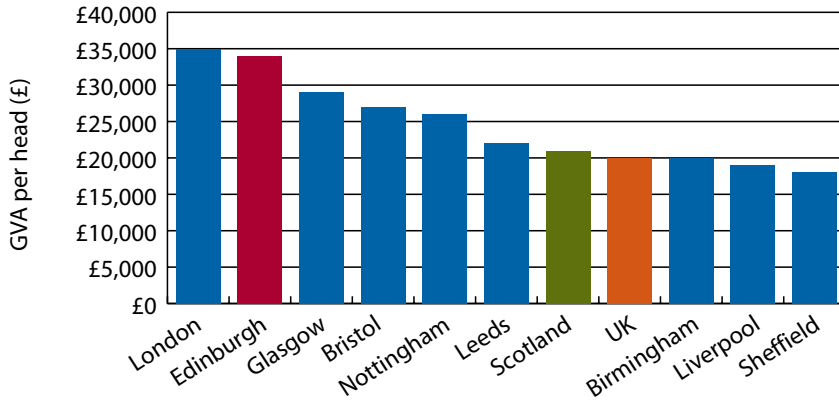


FIGURE 18

Source: Office for National Statistics, Regional GVA

GROSS VALUE ADDED (2008)

Area	Gross Value Added		
	Total (£m)	Per head (£)	Per employee (£)
Edinburgh	£16,301	£34,562	£52,419
Glasgow	£16,888	£28,906	£40,122
Scotland	£103,532	£20,031	£42,038
London	£269,156	£35,100	£63,293
Great Britain	£1,232,335	£20,669	£45,660

Source: Office for National Statistics, Regional GVA

Office for National Statistics, Business Register and Employment Survey

FIGURE 19

DID YOU KNOW?

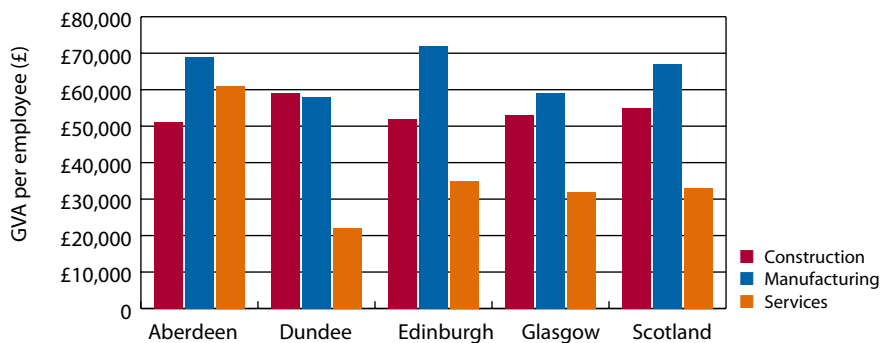


The largest industry sector in Edinburgh is business services and finance, which accounted for 49.1% of Gross Value Added in 2008. The public sector and voluntary sector together accounted for 24.7% of GVA in Edinburgh.

Source: Office for National Statistics, Regional GVA

FIGURE 20

GROSS VALUE ADDED PER EMPLOYEE (2008)



Source: Scottish Government, Scottish Annual Business Statistics

FIGURE 21

EDINBURGH'S CONTRIBUTIONS TO THE SCOTTISH ECONOMY			
Indicators	Edinburgh	% of Scottish total	Source
Land area (km ²)	262	0.3%	General Register Office (2010)
Business turnover (£million)	21,849	8.5%	Scottish Corporate Sector Statistics (2010)
Population	477,660	9.2%	General Register Office (2010)
Registered enterprises	15,740	10.3%	Scottish Corporate Sector Statistics (2010)
Public sector employee jobs	69,000	11.3%	Office for National Statistics (2010)
Employee jobs	304,300	12.8%	Business Register and Employment Survey (2010)
Private sector employee jobs	235,500	13.2%	Office for National Statistics (2010)
Total rateable value of non-domestic property (£million)	911.44	13.7%	Scottish Assessors Association (2011)
Gross value added (£million)	16,301	15.7%	Office for National Statistics (2010)
Business expenditure on R&D (£million)	138.80	21.5%	Scottish Government (2010)

DID YOU KNOW?



Orders for new construction projects worth £364 million were received in Edinburgh in 2009. This included £114 million on housing, £70 million on commercial and industrial properties and £21 million on infrastructure.

Source: Office for National Statistics



DID YOU KNOW?

Three of the hundred largest companies listed on the London Stock Exchange (the "FTSE 100") were headquartered in Edinburgh in 2011, more than any other UK city other than London.

Source: London Stock Exchange

PROJECTED AVERAGE ANNUAL GROWTH IN SELECTED EUROPEAN CITIES (2010-14)

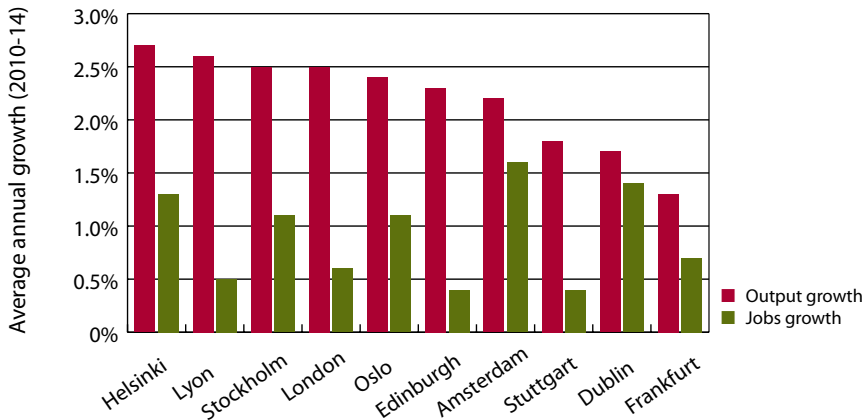


FIGURE 22

Source: Cambridge Econometrics, European Regional Prospects 2010

EDINBURGH'S RANKING IN KEY INDICES (2010)

Criterion	UK ranking	European ranking	Source
Quality of life	1	8	Cushman and Wakefield, European Cities Monitor
Hotel occupancy	2	2	Deloitte
Fortune 500 company headquarters	2	4	Fortune Global 500
Financial services competitiveness	2	9	Z/Yen, Global Financial Centres Index
Investment attractiveness	2	10	fDi magazine
Revenue per available room	2	15	Deloitte
International conferences hosted	2	36	International Congress and Convention Association
Business location	5	27	Cushman and Wakefield, European Cities Monitor
City competitiveness	6	-	UWIC, UK Competitiveness Index
Sustainability	9	-	Forum for the Future, Sustainable Cities Index
Retail potential	15	-	CACI Retail Footprint

FIGURE 23

BUSINESSES AND ENTERPRISE

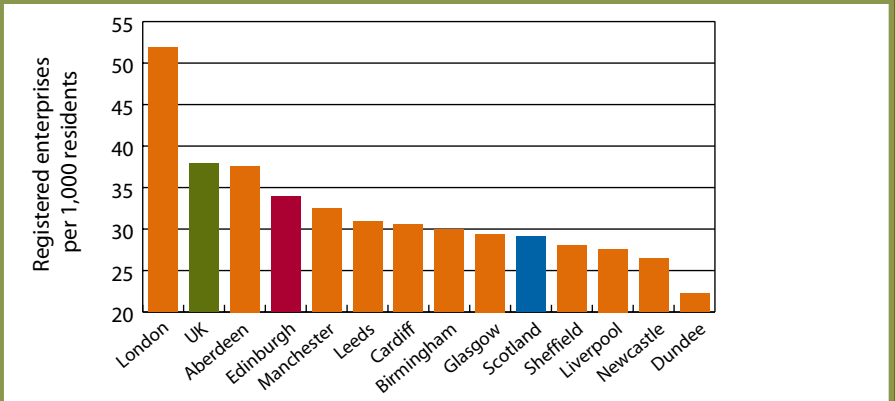
FIGURE 24

Sector	0-49	50-249	250+	Total
Business activities, real estate, renting	5,960	235	240	6,435
Wholesale, retail and repairs	2,205	125	290	2,620
Other community, social and personal services	1,365	60	60	1,485
Hotels and restaurants	1,290	55	75	1,425
Construction	1,015	25	30	1,070
Education, health and social work	900	85	85	1,070
Manufacturing	545	35	45	625
Transport, storage and communication	320	30	70	420
Financial intermediation	260	35	75	370
Primary industries and utilities	200	5	10	215
Total	14,060	690	980	15,735

Source: Scottish Government, Scottish Corporate Sector Statistics

FIGURE 25

BUSINESS DENSITY IN SELECTED UK CITIES (2009)



Source: Office for National Statistics, Business Demography; Population Estimates

FIGURE 26

Turnover size (£'000)	Edinburgh		Scotland	
	Number	Percentage	Number	Percentage
£0 - £49	2,410	17.3%	24,800	17.2%
£50 - £99	3,160	22.7%	32,310	22.3%
£100 - £249	3,785	27.2%	42,275	29.2%
£250 - £499	1,880	13.5%	19,290	13.3%
£500 - £999	1,245	8.9%	12,015	8.3%
£1,000 - £4,999	1,095	7.9%	10,675	7.4%
≥£5,000	360	2.6%	3,200	2.2%
Total	13,935	100%	144,565	100%

Source: Office for National Statistics, UK Business: Activity, Size and Location

LABOUR MARKET

ECONOMIC STATUS OF RESIDENTS AGED 16+ (2009)		
	Edinburgh	Scotland
Economically active	62%	59%
...In full-time employment	38%	37%
...In part-time employment	11%	11%
...Self-employed	8%	6%
...Unemployed and seeking work	5%	5%
Economically inactive	37%	40%
...Permanently retired from work	19%	23%
...In further/higher education	9%	5%
...Looking after home/family	4%	5%
...Permanently sick or disabled	3%	4%
...At school	1%	2%
...Unable to work due to short term ill-health	1%	1%

Source: Scottish Household Survey

FIGURE 27

JOBS* BY SECTOR (2009)				
Sector	Edinburgh		Scotland	
	Number	Percentage	Number	Percentage
Business services and real estate	54,100	17.2%	380,800	15.1%
Health and social work	46,300	14.7%	389,500	15.4%
Financial services	38,300	12.2%	94,600	3.7%
Wholesale, retail and repair	37,100	11.8%	374,500	14.8%
Education	31,300	9.9%	196,600	7.8%
Accommodation and food service	26,300	8.3%	183,300	7.2%
Public administration and defence	18,800	6.0%	153,000	6.1%
Other community, social and personal services	15,100	4.8%	108,000	4.3%
Information and communication	13,400	4.3%	59,900	2.4%
Construction	11,100	3.5%	146,100	5.8%
Transportation and storage	11,000	3.5%	106,600	4.2%
Manufacturing	8,800	2.8%	192,800	7.6%
Primary industries and utilities	3,600	1.1%	143,300	5.7%
Total	315,100	100%	2,528,800	100%

Source: Office for National Statistics, Business Register and Employment Survey

FIGURE 28

*Excludes self-employed other than working proprietors



DID YOU KNOW?

The median gross annual pay of workers in Edinburgh was £27,848 in 2010, compared to £25,879 for the UK as a whole.

Source: Office for National Statistics, Annual Survey of Hours and Earnings

FIGURE 29

OCCUPATIONS OF WORKERS IN EDINBURGH (2009)				
Occupation	Edinburgh		Scotland	
	Number	Percentage	Number	Percentage
Managers and senior officials	47,600	15.3%	331,600	13.3%
Professional	59,300	19.0%	333,900	13.4%
Associate professional and technical	51,100	16.4%	365,100	14.7%
Administrative and secretarial	37,100	11.9%	282,600	11.4%
Skilled trades	23,000	7.4%	271,800	10.9%
Personal service	26,100	8.4%	230,800	9.3%
Sales and customer service	20,600	6.6%	201,100	8.1%
Process, plant and machine operatives	14,000	4.5%	175,200	7.0%
Elementary occupations	32,500	10.4%	297,600	12.0%
Total	311,300	100%	2,489,700	100%

Source: Office for National Statistics, Annual Population Survey

FIGURE 30

EDINBURGH'S LARGEST EMPLOYERS BY HEADCOUNT (2010)				
	Employer	Type	HQ	Employees
1	City of Edinburgh Council	Public sector	Edinburgh	19,600
2	NHS Lothian	Public sector	Edinburgh	18,800
3	University of Edinburgh	Higher education	Edinburgh	10,400
4	Lloyds Banking Group *	Financial services	London	8,750
5	Royal Bank of Scotland Group	Financial services	Edinburgh	8,200
6	Standard Life *	Financial services	Edinburgh	6,250
7	Scottish Government	Public sector	Edinburgh	3,850
8	Lothian and Borders Police	Public sector	Edinburgh	2,700
9	AEGON UK	Financial services	Edinburgh	2,400
10	Scottish Widows *	Financial services	Edinburgh	2,950
11	Lothian Buses	Public sector	Edinburgh	2,000
12	SELEX Galileo	Manufacturing	Basildon	1,950
13	Edinburgh Napier University *	Higher education	Edinburgh	1,900
14	Royal Mail	Public sector	Edinburgh	1,850
15	Tesco *	Retail	Cheshunt	1,800
16	HM Revenue and Customs *	Public sector	London	1,650
17	Heriot-Watt University	Higher education	Edinburgh	1,600
18	BT Group	Telecommunications	London	1,500
19	Scottish Gas	Energy	Edinburgh	1,500
20	Sainsbury's Supermarkets *	Retail	London	1,450
21	Wm Morrison Supermarkets *	Retail	Bradford	1,400
22	John Lewis Partnership *	Retail	London	1,400
23	Lothian and Borders Fire and Rescue	Public sector	Edinburgh	1,250
24	Registers of Scotland	Public sector	Edinburgh	1,250
25	Marks & Spencer	Retail	Edinburgh	1,200

Source: The City of Edinburgh Council, Edinburgh Employers Survey *2009 figures
Office for National Statistics, Annual Civil Service Employment Survey



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

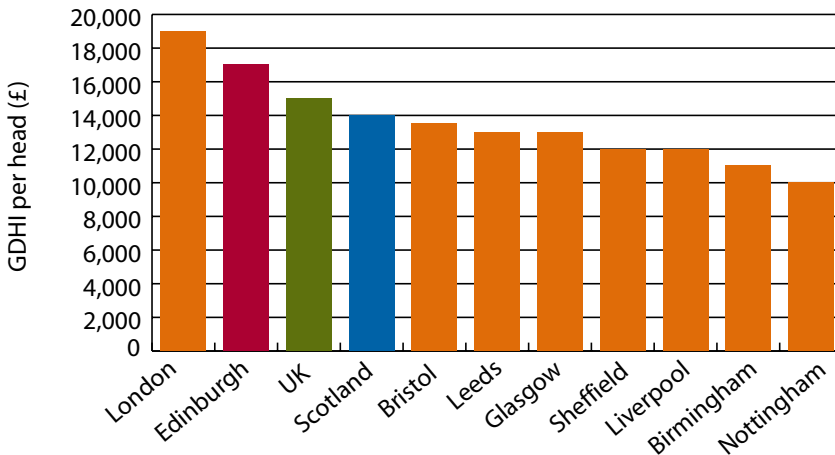


FIGURE 31

Source: Office for National Statistics, Regional Disposable Household Income

*Money available for spending or saving after deductions for taxes, social contributions, pension contributions and property ownership.

BENEFIT CLAIMANTS IN EDINBURGH AGED 16-64 (MAY 2009)

Grouping	Edinburgh		Scotland	
	Number	% wage pop	Number	% wage pop
ESA* and Incapacity Benefit	20,830	6.2%	282,850	8.3%
Jobseeker's Allowance	10,170	3.0%	128,400	3.8%
Lone parent	4,180	1.2%	54,780	1.6%
Disability Living Allowance	2,780	0.8%	37,700	1.1%
Carer's Allowance	2,340	0.7%	38,780	1.1%
Other income support	1,250	0.4%	17,560	0.5%
Bereaved	550	0.2%	8,660	0.3%
Total	42,100	12.5%	568,730	16.7%

Source: Department for Work and Pensions *Employment and Support Allowance

FIGURE 32



DID YOU KNOW?

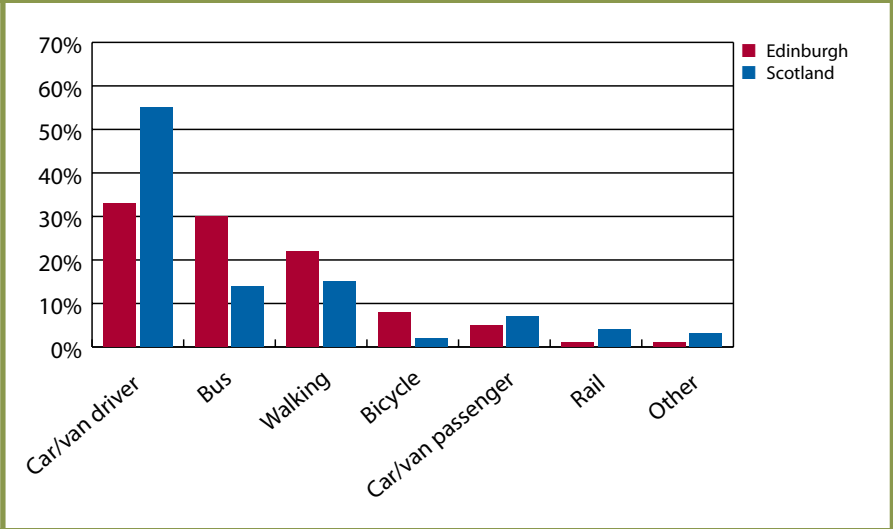
93,000 people lived outside of Edinburgh but worked in the city in 2009 – 31.3% of the total workforce.

Source: Office for National Statistics, Annual Population Survey

TRAVEL AND COMMUTING

FIGURE 33

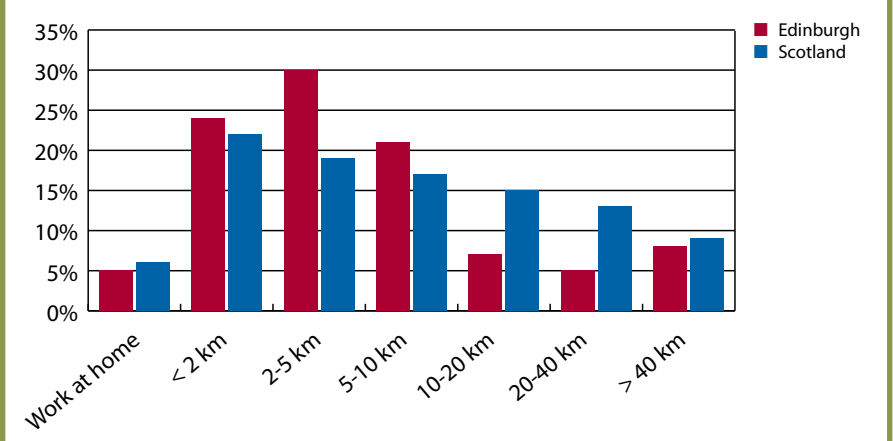
ADULT RESIDENTS' USUAL MODE OF TRAVEL TO WORK / EDUCATION (2009)



Source: Scottish Household Survey

FIGURE 34

RESIDENTS' USUAL DISTANCE TRAVELLED TO WORK (2001)



Source: Census



DID YOU KNOW?

The annual traffic volume in Edinburgh in 2009 was approximately 2,978 million vehicle kilometres, including 309 million vehicle kilometres on motorways within the city limits.

Source: Scottish Transport Statistics

TRAVEL TIMES TO EDINBURGH CITY CENTRE (2010)

	Distance by road	Travel time		
		Car	Bus	Train
Central Belt				
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
Glasgow	74.5 km	59 mins	1 hr 18 mins	49 mins
Long-distance				
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

FIGURE 35

EDINBURGH RAIL PASSENGER NUMBERS (2006/2007-2009/2010)

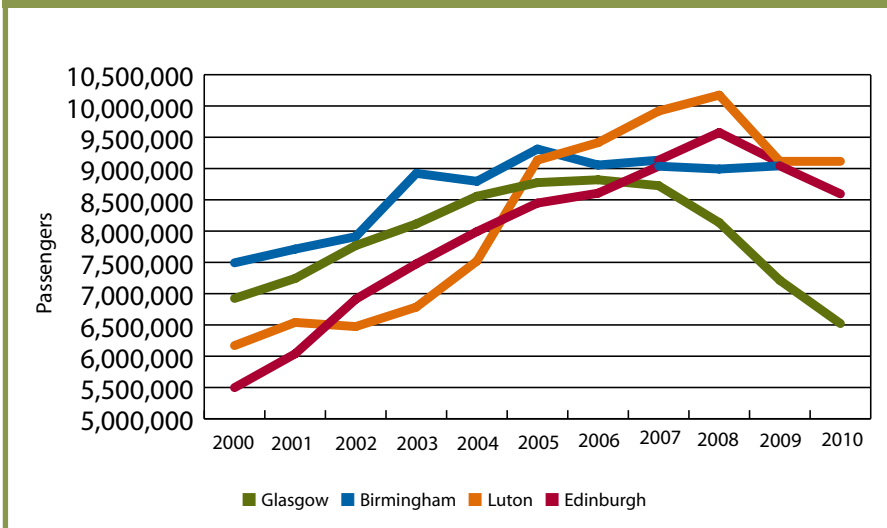
Station	2006/2007	2007/2008	2008/2009	2009/2010
Edinburgh Waverley	15,285,837	16,169,294	17,571,392	19,312,458
Haymarket	1,620,102	1,607,354	1,742,820	1,832,396
South Gyle	410,270	464,005	496,926	475,824
Edinburgh Park	367,585	382,644	434,244	451,790
Dalmeny	371,165	386,841	396,074	384,262
Newcraighall	176,933	190,027	182,890	194,184
Brunstane	121,752	109,543	135,150	134,284
Curriehill	41,053	43,321	47,122	46,888
Slateford	19,861	20,897	20,912	22,736
Wester Hailes	18,915	18,899	20,428	22,710
Kingsknowe	19,942	19,307	20,316	19,710
Total	18,453,415	19,412,132	21,068,274	22,897,242

Source: Office of Rail Regulation

FIGURE 36

FIGURE 37

PASSENGER NUMBERS AT SELECTED UK AIRPORTS (2000-2010)



Source: Civil Aviation Authority

FIGURE 38

TOP EDINBURGH AIRPORT PASSENGER DESTINATIONS (2010)

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

Source: BAA Edinburgh



DID YOU KNOW?

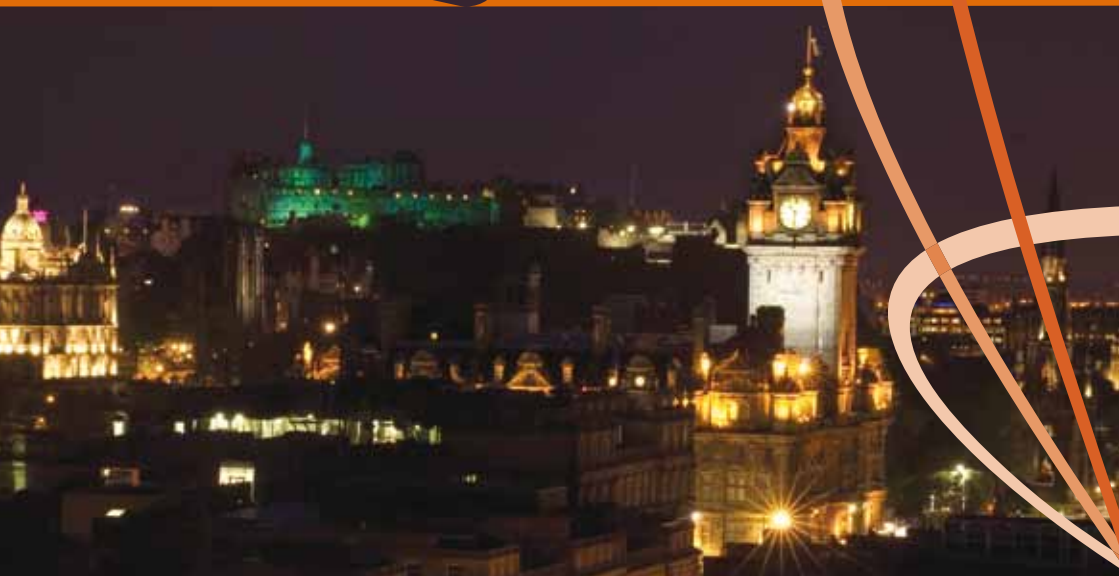
61.4% of adults in Edinburgh used their local bus service at least once a week in 2007/2008, compared to 32.1% of adults across Scotland as a whole. 25.6% of adults in Edinburgh used their local bus service every day.

Source: Scottish Household Survey



VISIT

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VISITOR PROFILE

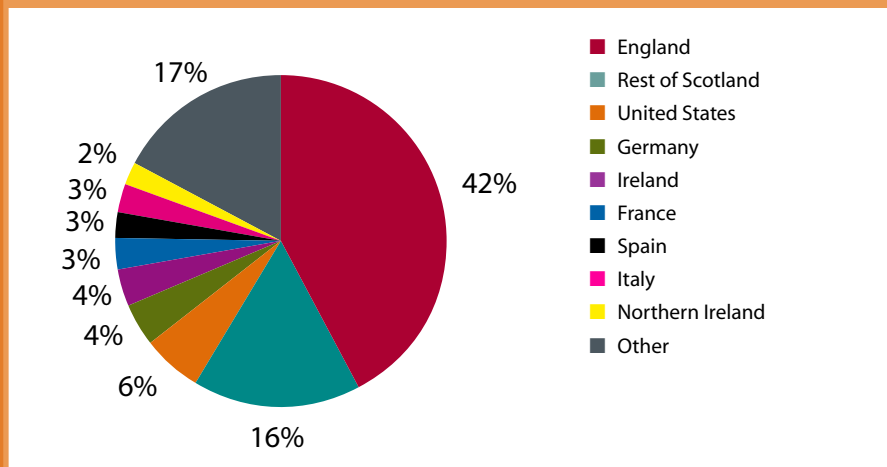
FIGURE 39

UK AND OVERSEAS TOURISM IN EDINBURGH AND SCOTLAND (2009)			
	Edinburgh (million)	% of Scottish total	Scotland (million)
Tourist trips	3.52	23.5%	15.01
...UK visitors	2.20	17.6%	12.47
...International visitors	1.32	52.0%	2.54
Tourist bednights	12.81	18.9%	67.90
...UK visitors	5.60	12.1%	46.10
...International visitors	7.21	33.1%	21.80
Tourist expenditure	£1,043	25.4%	£4,105
...UK visitors	£558	20.4%	£2,736
...International visitors	£485	35.4%	£1,369

Source: VisitBritain, The UK Tourist
Office for National Statistics, Travel Trends

FIGURE 40

OVERNIGHT VISITORS TO EDINBURGH BY COUNTRY OF ORIGIN (2009)



Source: VisitScotland



DID YOU KNOW?

35% of visitors to Edinburgh in 2009 stayed in hotels or guesthouses, while 11% stayed in self-catering accommodation and 6% stayed in bed and breakfasts. 33% stayed with friends or relatives, while 4% camped or stayed in a caravan.

Source: VisitScotland



VISITOR ACCOMMODATION

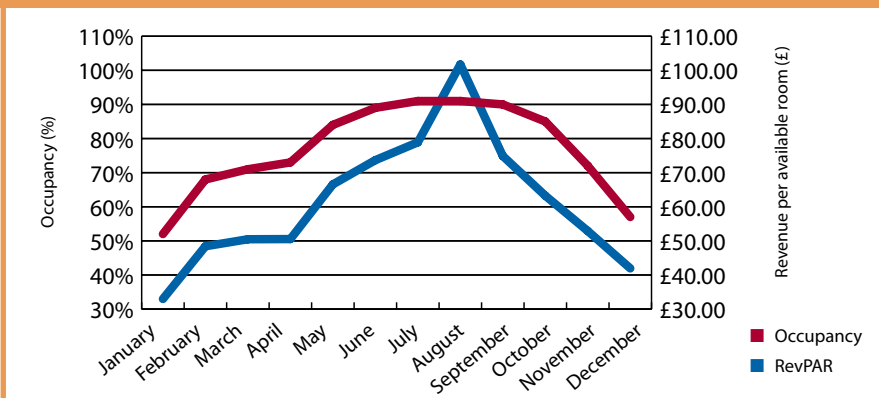
AVERAGE HOTEL OCCUPANCY, ROOM RATE AND REVENUE PER AVAILABLE ROOM IN EDINBURGH (2004-2010)

	2004	2005	2006	2007	2008	2009	2010
Average occupancy (%)	77.9%	77.1%	78.5%	79.1%	76.3%	77.9%	77.0%
Average room rate (£)	£75.97	£80.88	£86.90	£90.47	£92.52	£88.04	£87.86
RevPAR (£)	£59.20	£62.36	£68.23	£71.56	£70.59	£65.58	£67.65

Source: PKF, Hotel Consultancy Services

FIGURE 41

EDINBURGH HOTEL OCCUPANCY AND REVENUE PER AVAILABLE ROOM (2010)



Source: STR Global

FIGURE 42

VISITOR ACCOMMODATION IN EDINBURGH (2005)

Type	Establishments	% total	Rooms	% total
Hotel	111	8.9%	7,029	34.4%
Self-catering	646	52.0%	5,022	24.6%
Campus	5	0.4%	3,309	16.2%
Guest house	231	18.6%	1,640	8.0%
Lodge	9	0.7%	890	4.4%
Bed and breakfast	180	14.5%	809	4.0%
Serviced apartment	24	1.9%	630	3.1%
Holiday/touring park	3	0.2%	491	2.4%
Hostel	24	1.9%	474	2.3%
Other	10	0.8%	143	0.7%
Total	1,243	100.0%	20,437	100.0%

Source: Tourism Resources Company, Edinburgh and the Lothians Accommodation Audit

FIGURE 43

EVENTS AND ATTRACTIONS

FIGURE 44

TOP EDINBURGH VISITOR ATTRACTIONS (2009)					
Rank	Attraction	Visitors	Change on 2008	Admission	Scottish rank
1	Edinburgh Castle	1,196,481	6.0%	Paid	2
2	National Gallery Complex	890,361	5.6%	Free	3
3	St Giles' Cathedral	653,864	21.8%	Free	5
4	Edinburgh Zoo	636,867	3.8%	Paid	6
5	National Museum of Scotland	589,621	4.1%	Free	7
6	Edinburgh Bus Tours	531,352	2.6%	Paid	10
7	National War Museum	494,213	4.2%	Free*	11
8	Our Dynamic Earth	298,287	0.0%	Paid	21
9	Royal Yacht Britannia	258,388	1.0%	Paid	27
10	Museum of Childhood	247,454	13.5%	Free	28

Source: VisitScotland, Visitor Attraction Monitor

Figures for the Royal Botanic Garden and Scottish Parliament Visitor Centre are not available for 2009.

*Visitors to the National War Museum must first pay to enter Edinburgh Castle.

FIGURE 45

EDINBURGH FESTIVAL ATTENDANCE (2010)		
Festival	Attendance	Date(s)
Puppet Animation Festival	2,311	22 March to 24 April
Ceilidh Culture	24,409	26 March to 18 April
Edinburgh International Science Festival	198,979	3 April to 17 April
Beltane Fire Festival	11,000	30 April
Bank of Scotland Imagine Festival	11,100	10 May to 15 May
Edinburgh International Film Festival	44,456	16 June to 27 June
Royal Highland Show	187,600	24 June to 27 June
Edinburgh International Magic Festival	2,500	7 July to 11 July
Edinburgh Art Festival	669,000	29 July to 5 September
Edinburgh International Jazz and Blues Festival	37,300	30 July to 8 August
Edinburgh Mela	34,590	6 August to 8 August
Royal Edinburgh Military Tattoo	222,000	6 August to 28 August
Edinburgh Festival Fringe	2,870,724	6 August to 30 August
Festival of Spirituality and Peace	25,000	7 August to 30 August
Edinburgh Festival Cavalcade	100,000	8 August
Edinburgh International Festival	396,716	13 August to 5 September
Edinburgh International Book Festival	315,555	14 August to 30 August
Festival of Politics (inc. World Press Photo Exhibition)	52,750	17 August to 21 August
Edinburgh International Marketing Festival	10,000	23 August to 28 August
Edinburgh Interactive Festival	3,240	25 August to 26 August
MediaGuardian Edinburgh International Television Festival	2,000	27 August to 29 August
Scottish International Storytelling Festival	15,124	22 October to 31 October
Edinburgh's Hogmanay	250,000	30 December to 2 January
Total	5,486,354	

Source: The City of Edinburgh Council, Edinburgh Festivals Survey



STUDY

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QUALIFICATIONS AND SCHOOLS

FIGURE 46

QUALIFICATIONS OF WORKING AGE POPULATION (2009)				
	Edinburgh		Scotland	
Highest qualification	Number	%	Number	%
NVQ4+	147,700	44.3%	1,147,300	33.9%
NVQ3	52,300	19.2%	519,700	15.4%
NVQ2	34,000	10.2%	490,600	14.5%
NVQ1	24,100	7.2%	330,900	9.8%
Trade apprenticeship	11,900	3.2%	188,500	5.6%
Other qualification	36,400	10.9%	258,900	7.6%
No qualifications	27,100	8.1%	448,800	13.3%

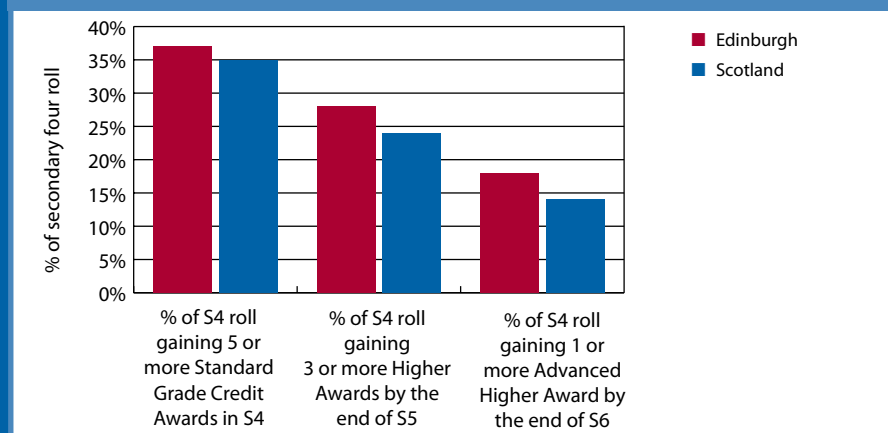
Source: Office for National Statistics, Annual Population Survey

NVQ4 = Undergraduate Degree / Professional Qualification
 NVQ2 = Intermediate 2 / Credit Standard Grade

NVQ3 = Higher
 NVQ1 = Intermediate 1 / General Standard Grade

FIGURE 47

SCHOOL LEAVER QUALIFICATIONS (2009/2010)



Source: Scottish Government, SQA Examination Results in Scottish Schools 2009/10

FIGURE 48

EDINBURGH SCHOOL PUPIL MIX (2009)					
Stage	Publicly funded	% Publicly funded	Independent	% Independent	Total
Pre-school	4,200	57.4%	3,120	42.6%	7,320
Primary	24,464	86.1%	3,949	13.9%	28,413
Secondary	19,103	75.8%	6,083	24.2%	25,186
Special	693	95.5%	33	4.5%	726
Total	58,460	81.6%	13,185	18.4%	71,645

Sources: Scottish Government, Pupils in Scotland

Scottish Government, Pre-School and Childcare Statistics

Scottish Government, Independent School Census, September



AVERAGE CLASS SIZES (2009)

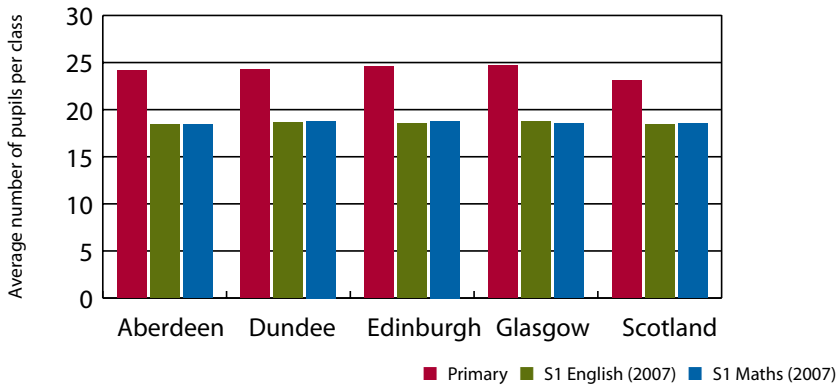


FIGURE 49

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

DESTINATIONS OF SCHOOL LEAVERS (2009/10)

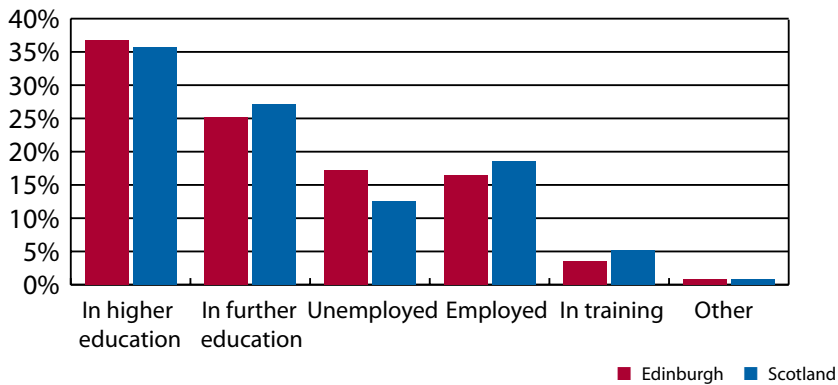


FIGURE 50

Source: Scottish Government, Destinations of Leavers from Scottish Schools

DID YOU KNOW?



In 2010, 10 independent schools in Edinburgh offered AS Levels, nine offered A levels, six offered GCSEs, one offered a Scottish Baccalaureate and one offered an International Baccalaureate.

Source: Scottish Council of Independent Schools

UNIVERSITIES

FIGURE 51

UNIVERSITY OF EDINBURGH ENROLMENT (2009/2010)				
	Full-time	Part-time	Total	
Student numbers	23,446	4,948	28,394	
By faculty	Undergraduate	Taught postgraduate	Research postgraduate	Total
Humanities and Social Science	11,268	3,634	1,604	16,506
Medicine and Veterinary Medicine	2,251	708	851	3,810
Science and Engineering	6,008	637	1,436	8,081
Total	19,527	4,979	3,891	28,397

Source: University of Edinburgh, Governance and Strategic Planning

FIGURE 52

EDINBURGH NAPIER UNIVERSITY ENROLMENT (2009/2010)				
	Full-time	Part-time	Total	
Student numbers	12,630	4,975	17,605	
By faculty	Undergraduate	Taught postgraduate	Research postgraduate	Total
Engineering, Computing and Creative Industries	3,932	912	105	4,949
Health, Life and Social Sciences	4,369	618	47	5,034
Napier University Business School	6,112	1,212	69	7,393
Academic Development	120	109	0	229
Total	14,533	2,851	221	17,605

Source: Edinburgh Napier University, Planning and Intelligence Services

FIGURE 53

HERIOT-WATT UNIVERSITY ENROLMENT (2009/2010) - SCOTTISH CAMPUSES				
	Full-time	Part-time	Total	
Student numbers	7,536	400	7,936	
By faculty	Undergraduate	Taught postgraduate	Research postgraduate	Total
Institute of Petroleum Engineering	0	201	59	260
School of Engineering and Physical Sciences	1,485	378	216	2,079
School of Life Sciences	684	79	38	801
School of Management and Languages	1,538	318	32	1,888
School of Mathematical and Computer Sciences	844	223	61	1,128
School of the Built Environment	788	297	71	1,156
Edinburgh Business School	0	61	0	61
Textiles and Design	525	22	16	563
Total	5,864	1,579	493	7,936

Source: Heriot-Watt University, Annual Statistics



DID YOU KNOW?



81.8% of students enrolled in Edinburgh's universities in 2009/10 were UK residents, while 8.4% lived elsewhere in the European Union and 9.4% lived outside of the European Union.

Source: Higher Education Statistics Agency

QUEEN MARGARET UNIVERSITY ENROLMENT (2009/2010)

	Full-time	Part-time	Total
Student numbers	4,051	2,304	6,355
By faculty	Undergraduate	Postgraduate	Total
Business, Enterprise and Management	1,074	373	1,447
Drama and Creative Industries	279	28	307
Health Sciences	2,453	976	3,429
Social Sciences, Media and Communication	1,010	162	1,172
Total	4,816	1,539	6,355

Source: Queen Margaret University, Registry Office

FIGURE 54

OPEN UNIVERSITY ENROLMENT IN EDINBURGH (2009/2010)

	Undergraduate	Postgraduate	Total
Student numbers	1,914	118	2,032

Source: Open University, Student Services

FIGURE 55

TOP TEN COUNTRIES OF ORIGINS FOR OVERSEAS STUDENTS IN EDINBURGH UNIVERSITIES (2009/2010)

1	China	2,176
2	United States	1,828
3	France	1,716
4	Ireland	1,557
5	India	1,151
6	Germany	1,114
7	Greece	1,099
8	Poland	504
9	Malaysia	407
10	Saudi Arabia	402

Source: Edinburgh universities

FIGURE 56



DID YOU KNOW?

The University of Edinburgh was ranked the 40th top university in the world by The Times in 2010.

Source: Times Higher Education

FIGURE 57

UK RANKINGS FOR TEACHING BY SELECTED SUBJECTS (2011)				
Subject	University of Edinburgh	Edinburgh Napier University	Heriot-Watt University	Queen Margaret University
Biosciences	19	73	38	15
Business and management studies	22	33	19	48
Chemistry	18	-	26	-
Computer sciences and IT	1	30	32	-
Education	15	-	-	-
Law	11	39	-	-
Mathematics	28	-	46	-
Medicine	3	-	-	-
Mechanical engineering	31	-	35	-
Nursing and paramedical studies	1	49	-	33
Veterinary science	3	-	-	-
Overall ranking	15	55	32	63

Source: The Guardian, University Guide 2011

FIGURE 58

UNIVERSITY COMMERCIALISATION ACTIVITY (2007/2008)				
University	Spin-outs	Start-ups	Patent applications	IP licenses awarded
University of Edinburgh	6	20	102	49
Edinburgh Napier University	7	15	8	6
Heriot-Watt University	1	1	1	6
Queen Margaret University	0	0	0	0
Total	14	36	111	61

Source: Higher Education Business and Community Interaction Survey



COLLEGES

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

FIGURE 59

SCOTTISH AGRICULTURAL COLLEGE ENROLMENT - EDINBURGH CAMPUS (2009/2010)

	Full-time	Part-time	Erasmus	Total
Student numbers	361	26	7	394
	Undergraduate	Postgraduate	Total	
Student numbers	302	92	394	

Source: Scottish Agricultural College, Education Support Services

FIGURE 60

FURTHER EDUCATION COLLEGES IN EDINBURGH ENROLMENT (2009/2010)

College	Full-time	Part-time	Total
Edinburgh's Telford College	3,886	10,462	14,348
Jewel and Esk Valley College	2,301	5,728	8,029
Stevenson College Edinburgh	3,472	13,130	16,602
Total	9,659	29,320	38,979

Source: Edinburgh colleges

FIGURE 61

DID YOU KNOW?

37.8% of students enrolled in colleges of further education in Edinburgh in 2009/10 were aged 18 or under, while 20.4% were aged 19 to 24 and 41.8% were aged 25 and above.

Source: Scottish Funding Council



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 2011). While every effort has been made to ensure a high degree of accuracy, the City of Edinburgh Council accepts no liability for any errors or misinterpretations. Some percentages may not sum to 100 due to rounding.

Cover pictures (clockwise from top): Spectators at the Edinburgh International Jazz and Blues Festival; students at a graduation ceremony at McEwan Hall; the Pelamis Wave Energy Converter in action; the interior of the Informatics Forum.



HAPPY TO TRANSLATE

ترجمہ کے لئے حاضر ہر مسعدنا توفير الترجمة
MOŻEMY PRZETŁUMACZYĆ আনন্দের সঙ্গে অনুবাদ করব
很樂意翻譯

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