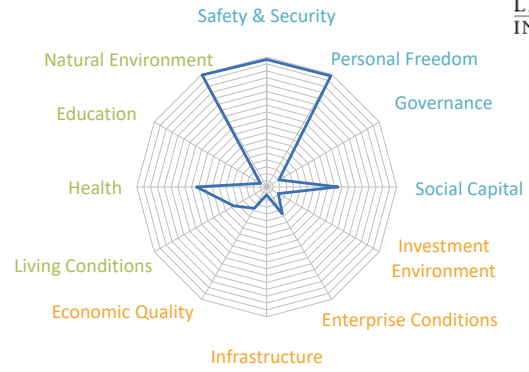
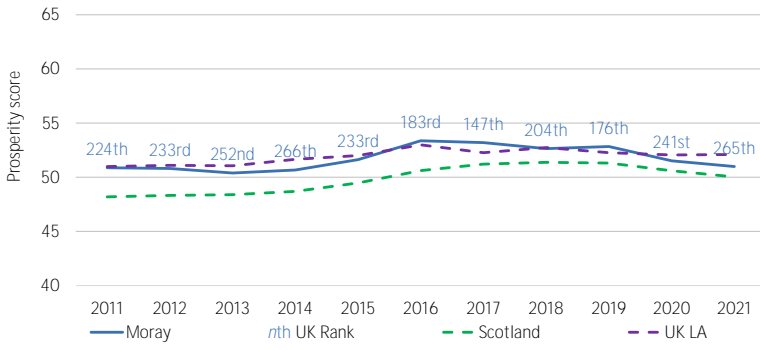


# Moray: Prosperity score 51.0 (265th)








































































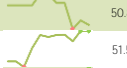



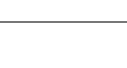
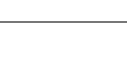


## Prosperity over time



## Breakdown of performance

|                            | 2011 | Score 10-year trend | 2021 | Rank - UK LA (1 to 379) 2021 | 10-year rank change | Rank - Scotland (1 to 32) 2021 |
|----------------------------|------|---------------------|------|------------------------------|---------------------|--------------------------------|
| <b>Prosperity score</b>    | 50.9 |                     | 51.0 | 265                          | ▼ 41                | 13                             |
| <b>Inclusive Societies</b> | 60.7 |                     | 58.3 | 79                           | ▼ 37                | 10                             |
| Safety & Security          | 78.1 |                     | 79.0 | 8                            | ▲ 1                 | 7                              |
| Personal Freedom           | 64.9 |                     | 64.6 | 6                            | ▼ 5                 | 6                              |
| Governance                 | 50.8 |                     | 41.8 | 339                          | ▼ 148               | 20                             |
| Social Capital             | 49.0 |                     | 47.8 | 172                          | ▲ 47                | 6                              |
| <b>Open Economies</b>      | 40.1 |                     | 40.2 | 365                          | ▼ 35                | 23                             |
| Investment Environment     | 37.3 |                     | 32.6 | 341                          | ▼ 29                | 5                              |
| Enterprise Conditions      | 50.5 |                     | 38.9 | 289                          | ▼ 143               | 19                             |
| Infrastructure             | 27.9 |                     | 45.7 | 357                          | ▼ 1                 | 26                             |
| Economic Quality           | 44.8 |                     | 43.5 | 308                          | ▼ 73                | 22                             |
| <b>Empowered People</b>    | 51.8 |                     | 54.5 | 221                          | ▲ 6                 | 13                             |
| Living Conditions          | 55.5 |                     | 56.8 | 269                          | ▼ 28                | 17                             |
| Health                     | 54.7 |                     | 49.4 | 175                          | ▲ 79                | 13                             |
| Education                  | 41.1 |                     | 47.0 | 359                          | ▼ 21                | 21                             |
| Natural Environment        | 56.0 |                     | 64.8 | 3                            | ▲ 1                 | 3                              |

Moray (265th): Pillar and element scores

| Pillar   |                               | 2011 Prosperity score 10-yr trend 2021 |   | 2021 UK LA Rank 10-yr rank change |     | Scotland Rank 2021 |    | Pillar  |                              | 2011 Prosperity score 10-yr trend 2021 |   | 2021 UK LA Rank 10-yr rank change |     | Scotland Rank 2021 |    |
|--|-------------------------------|--|---|-----------------------------------|-----|--------------------|----|---|------------------------------|--|---|-----------------------------------|-----|--------------------|----|
|    | <b>Safety &amp; Security</b>  | 78.1                                   |    | 79.0                              | 8   | ▲ 1                | 7  |    | <b>Personal Freedom</b>      | 64.9                                   |    | 64.6                              | 6   | ▼ 5                | 6  |
| Violent Crime  | 50%                           | 83.9                                   |    | 74.8                              | 9   | ▼ 5                | 8  | Social Tolerance  | 60%                          | 60.9                                   |    | 60.9                              | 6   | ▼ 5                | 6  |
| Property Crime   | 30%                           | 70.3                                   |    | 84.9                              | 4   | ▲ 47               | 4  | Agency  | 10%                          | 71.0                                   |    | 71.7                              | 1   | -                  | 1  |
| Civil Disorder   | 15%                           | 67.1                                   |    | 74.1                              | 134 | ▲ 138              | 13 | Freedom of Assembly and Association   | 10%                          | 78.9                                   |    | 80.9                              | 1   | -                  | 1  |
| Terrorism  | 5%                            | 100.0                                  |    | 100.0                             | 1   | -                  | 1  | Freedom of Speech and Access to Information   | 10%                          | 78.4                                   |    | 72.6                              | 1   | -                  | 1  |
|  |                               |  |   |                                   |     |                    |    | Absence of Legal Discrimination   | 10%                          | 55.4                                   |    | 55.1                              | 1   | -                  | 1  |
|    | <b>Governance</b>             | 50.8                                   |    | 41.8                              | 339 | ▼ 148              | 20 |    | <b>Social Capital</b>        | 49.0                                   |    | 47.8                              | 172 | ▲ 47               | 6  |
| Quality of Local Democracy   | 35%                           | 52.2                                   |    | 57.0                              | 28  | ▲ 74               | 12 | Personal Support  | 10%                          | 56.4                                   |    | 47.8                              | 221 | ▼ 209              | 1  |
| Government Integrity   | 30%                           | 40.1                                   |    | 40.1                              | 233 | -                  | 3  | Family Relationships  | 30%                          | 45.5                                   |    | 47.0                              | 281 | ▲ 27               | 18 |
| Government Effectiveness   | 35%                           | 58.7                                   |    | 28.0                              | 378 | ▼ 166              | 31 | Social Networks   | 15%                          | 61.7                                   |    | 51.4                              | 1   | -                  | 1  |
|  |                               |  |   |                                   |     |                    |    | Institutional Trust   | 20%                          | 43.5                                   |    | 41.0                              | 27  | ▲ 132              | 1  |
|  |                               |  |   |                                   |     |                    |    | Civic and Social Participation  | 25%                          | 46.9                                   |    | 51.9                              | 154 | ▲ 65               | 11 |
|    | <b>Investment Environment</b> | 37.3                                   |    | 32.6                              | 341 | ▼ 29               | 5  |    | <b>Enterprise Conditions</b> | 50.5                                   |    | 38.9                              | 289 | ▼ 143              | 19 |
| Financing Services   | 20%                           | 49.7                                   |    | 42.2                              | 113 | ▲ 71               | 3  | Domestic Market Contestability  | 30%                          | 37.7                                   |    | 36.2                              | 344 | ▼ 41               | 27 |
| Investment Demand  | 30%                           | 38.5                                   |   | 23.9                              | 268 | ▼ 118              | 17 | Business Environment  | 40%                          | 53.9                                   |   | 39.4                              | 158 | ▼ 49               | 6  |
| Capital Supply   | 50%                           | 31.6                                   |  | 34.0                              | 321 | ▲ 29               | 16 | Labour Market Flexibility   | 30%                          | 58.7                                   |  | 41.0                              | 148 | ▼ 75               | 11 |
|  | <b>Infrastructure</b>         | 27.9                                   |  | 45.7                              | 357 | ▼ 1                | 26 |  | <b>Economic Quality</b>      | 44.8                                   |  | 43.5                              | 308 | ▼ 73               | 22 |
| Communications   | 40%                           | 4.6                                    |  | 50.6                              | 363 | ▲ 3                | 26 | Labour Force Engagement   | 20%                          | 58.5                                   |  | 59.0                              | 140 | ▼ 92               | 11 |
| Electricity & Gas  | 10%                           | 51.2                                   |  | 44.1                              | 322 | ▲ 8                | 23 | Dynamism  | 20%                          | 34.3                                   |  | 18.4                              | 357 | ▼ 263              | 29 |
| Water  | 5%                            | 26.5                                   |  | 26.5                              | 344 | -                  | 1  | Productivity and Competitiveness  | 30%                          | 44.6                                   |  | 55.6                              | 219 | ▲ 47               | 16 |
| Transport  | 45%                           | 43.5                                   |  | 43.8                              | 309 | ▼ 32               | 27 | Fiscal Sustainability   | 20%                          | 33.1                                   |  | 34.1                              | 277 | ▲ 73               | 25 |
|  |                               |  |   |                                   |     |                    |    | Macroeconomic Stability   | 10%                          | 62.7                                   |  | 44.9                              | 355 | ▼ 56               | 21 |
|  | <b>Living Conditions</b>      | 55.5                                   |  | 56.8                              | 269 | ▼ 28               | 17 |  | <b>Health</b>                | 54.7                                   |  | 49.4                              | 175 | ▲ 79               | 13 |
| Material Resources   | 30%                           | 74.6                                   |  | 74.4                              | 88  | ▲ 14               | 9  | Behavioural and Physiological Risk Factors  | 15%                          | 48.6                                   |  | 39.9                              | 317 | ▼ 73               | 13 |
| Shelter  | 25%                           | 64.3                                   |  | 68.4                              | 115 | ▲ 11               | 10 | Preventative Interventions  | 15%                          | 74.6                                   |  | 73.8                              | 112 | ▼ 53               | 6  |
| Digital Connectedness  | 15%                           | 33.2                                   |  | 44.0                              | 372 | ▼ 14               | 27 | Care Systems  | 15%                          | 62.4                                   |  | 41.7                              | 113 | ▼ 39               | 27 |
| Access to Local Amenities  | 15%                           | 33.4                                   |  | 32.6                              | 339 | ▲ 11               | 27 | Mental Health   | 15%                          | 58.5                                   |  | 45.4                              | 216 | ▲ 78               | 18 |
| Protection from Harm   | 15%                           | 46.8                                   |  | 39.4                              | 350 | ▼ 38               | 20 | Physical Health   | 20%                          | 49.7                                   |  | 46.1                              | 107 | ▲ 166              | 17 |
|  |                               |  |   |                                   |     |                    |    | Longevity   | 20%                          | 40.5                                   |  | 50.4                              | 231 | ▲ 66               | 10 |
|  | <b>Education</b>              | 41.1                                   |  | 47.0                              | 359 | ▼ 21               | 21 |  | <b>Natural Environment</b>   | 56.0                                   |  | 64.8                              | 3   | ▲ 1                | 3  |
| Pre-primary education  | 10%                           | 32.8                                   |  | 39.1                              | 375 | ▲ 3                | 29 | Emissions   | 30%                          | 45.0                                   |  | 56.1                              | 265 | ▼ 171              | 21 |
| Primary education  | 30%                           | 27.2                                   |  | 38.2                              | 371 | ▲ 1                | 28 | Exposure to Air Pollution   | 25%                          | 83.3                                   |  | 90.9                              | 6   | ▼ 2                | 6  |
| Secondary education  | 30%                           | 54.6                                   |  | 50.8                              | 329 | ▼ 300              | 7  | Forest, Land and Soil   | 20%                          | 42.7                                   |  | 50.3                              | 67  | ▲ 107              | 16 |
| Tertiary education provision   | 10%                           | 43.5                                   |  | 51.5                              | 96  | ▲ 128              | 20 | Flooding and Water Management   | 10%                          | 70.5                                   |  | 64.9                              | 237 | ▼ 72               | 2  |
| Adult skills   | 20%                           | 44.6                                   |  | 56.3                              | 220 | ▼ 85               | 22 | Waste Management  | 15%                          | 40.5                                   |  | 58.1                              | 85  | ▲ 127              | 8  |







*Italics: Indicator contains imputed values*

|  | Source            | Unit        | Weight     | Value |             | UK LA Rank |      |     | Source   | Unit | Weight     | Value |      | UK LA Rank  |      |      |      |
|--|-------------------|-------------|------------|-------|-------------|------------|------|-----|--|------|------------|-------|------|-------------|------|------|------|
|  |                   |             |            | 2011  | 10-yr trend | 2021       | 2011 |     |  |      |            | 2021  | 2011 | 10-yr trend | 2021 | 2011 | 2021 |
| <b>Quality of Local Democracy (28th)</b> |                   |             | <b>35%</b> | 52.2  |             | 57.0       | 102  | 28  | <b>Government Integrity (233rd)</b>                |      |            |       |      |             |      |      |      |
| Local election voter turnout             | EC: EONI          | percentage  | 1.0        | 37.5  |             | 46.1       | 334  | 43  | Politicians do special favours for large donors    | BES  | scale, 1-4 | 1.0   | 3.5  |             | 3.5  | 138  | 138  |
| Vote makes a difference                  | BES               | scale, 1-10 | 1.0        | 4.9   |             | 3.9        | 28   | 138 | MPS make decisions based on what their donors want | BES  | scale, 1-4 | 1.0   | 3.3  |             | 3.3  | 266  | 266  |
| Years in power                           | OCD               | years       | 1.0        | 4.0   |             | 0.0        | 50   | 1   |  |      |            |       |      |             |      |      |      |
| National election voter turnout          | HCL               | percentage  | 1.0        | 62.2  |             | 68.7       | 311  | 179 |  |      |            |       |      |             |      |      |      |
| Non-mainstream vote                      | TEC: NE           | percentage  | 1.0        | 26.7  |             | 26.7       | 133  | 139 |  |      |            |       |      |             |      |      |      |
|  |                   |             |            |       |             |            |      |     |  |      |            |       |      |             |      |      |      |
| <b>Government Effectiveness (378th)</b>  |                   |             | <b>35%</b> | 58.7  |             | 28.0       | 212  | 378 |  |      |            |       |      |             |      |      |      |
| Housing benefit efficiency               | LGA               | days        | 1.0        | 30.3  |             | 20.0       | 348  | 276 |  |      |            |       |      |             |      |      |      |
| Council tax collection                   | LGA: gs: gw       | percentage  | 1.0        | 96.8  |             | 97.0       | 241  | 211 |  |      |            |       |      |             |      |      |      |
| Planning timeliness                      | MHCLG: DR: gs: gw | percentage  | 1.0        | 100.0 |             | 20.0       | 1    | 367 |  |      |            |       |      |             |      |      |      |
| Successful planning appeals              | MHCLG: gs: gw     | percentage  | 1.0        | 50.0  |             | 100.0      | 248  | 349 |  |      |            |       |      |             |      |      |      |











*Italics: Indicator contains imputed values*

| Communications (363rd)           |                 |                    |      |                      |       | Electricity & Gas (322nd) |      |   |           |                               |      |                      |       |                    |      |
|----------------------------------|-----------------|--------------------|------|----------------------|-------|---------------------------|------|---|-----------|-------------------------------|------|----------------------|-------|--------------------|------|
| Source                           | Unit            | Weight             | 2011 | Value<br>10-yr trend | 2021  | UK LA Rank<br>2011        | 2021 | Source                                  | Unit      | Weight                        | 2011 | Value<br>10-yr trend | 2021  | UK LA Rank<br>2011 | 2021 |
|                                  |                 | <b>40%</b>         | 4.6  |                      | 50.6  | 366                       | 363  |   |           | <b>10%</b>                    | 51.2 |                      | 44.1  | 330                | 322  |
| Download speed                   | OFC             | Mbps               | 1.0  | 5.7                  | 39.0  | 357                       | 371  | Properties not connected to gas network | BEIS      | percentage                    | 1.0  | 28.5                 | 26.4  | 322                | 322  |
| Upload speed                     | OFC             | Mbps               | 0.5  | 1.4                  | 8.8   | 366                       | 367  | Annual electricity cost                 | BEIS      | £ / year                      | 0.5  | 522.1                | 618.9 | 337                | 348  |
| Superfast broadband availability | OFC             | percentage         | 1.0  | 0.0                  | 84.3  | 341                       | 358  | Annual gas cost                         | BEIS      | £ / year                      | 0.5  | 601.0                | 575.1 | 12                 | 1    |
| <b>Water (344th)</b>             |                 |                    |      |                      |       | <b>Transport (309th)</b>  |      |   |           |                               |      |                      |       |                    |      |
|                                  |                 | <b>5%</b>          | 26.5 |                      | 26.5  | 344                       | 344  |   |           | <b>45%</b>                    | 43.5 |                      | 43.8  | 277                | 309  |
| Water leakage                    | DW, NIW, SWater | litres / property  | 1.0  | 178.5                | 178.5 | 289                       | 348  | Principal road condition                | DTF       | percentage                    | 0.5  | 3.4                  | 3.4   | 92                 | 217  |
| Water costs                      | DW, NIW, SWater | £                  | 1.0  | 396.4                | 402.6 | 331                       | 348  | Non-principal road condition            | DTF       | percentage                    | 0.5  | 4.9                  | 4.9   | 37                 | 169  |
| Loss of water supply             | DW              | seconds / property | 1.0  | 277.4                | 277.4 | 294                       | 288  | Journey delay                           | DTF       | seconds / vehicle mile        | 0.5  | 16.0                 | 16.0  | 16                 | 15   |
|                                  |                 |                    |      |                      |       |                           |      | Urban congestion                        | INRIX     | hours / year                  | 0.5  | 38.2                 | 39.0  | 133                | 120  |
|                                  |                 |                    |      |                      |       |                           |      | Connectedness index                     | ORS       | number / national average     | 1.5  | 0.1                  | 0.1   | 362                | 362  |
|                                  |                 |                    |      |                      |       |                           |      | Passengers using rail stations          | DTF, NIDI | passenger journeys per capita | 1.0  | 2.4                  | 2.7   | 298                | 311  |
|                                  |                 |                    |      |                      |       |                           |      | Proximity to nearest major rail station | DTF       | minutes                       | 0.5  | 66.5                 | 66.5  | 253                | 253  |
|                                  |                 |                    |      |                      |       |                           |      | Proximity to nearest airport            | DTF       | minutes                       | 0.5  | 103.8                | 103.8 | 207                | 207  |
|                                  |                 |                    |      |                      |       |                           |      | Electric car charging                   | DTF       | number / 100,000 population   | 0.5  | 35.6                 | 40.7  | 72                 | 78   |











| Source Code            | Source Name   |
|------------------------|---|
| BEIS                   | Department for Business, Energy & Industrial Strategy   |
| BES                    | British Election Study  |
| BVA                    | BVA Group   |
| BVCA                   | British Venture Capital Association   |
| CS: NIDO: g.s          | Crime Survey: Northern Ireland Department of Justice: Scottish Government   |
| DEFRA                  | Department for Environment, Food & Rural Affairs  |
| DFE: g.s: SW           | Department for Education: Scottish Government: Statistics for Wales   |
| DW                     | Discover Water  |
| DW: NIW: SWater        | Discover Water: Northern Ireland Water: Scotland Water  |
| DfE                    | Department for Education  |
| DfT                    | Department for Transport  |
| DfT: NISRA: g.s: SW    | Department for Transport: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales                            |
| EA                     | Environment Agency  |
| EC: EONI               | Electoral Commission: Electoral Office for Northern Ireland   |
| EEA                    | European Environment Agency   |
| FCA                    | Financial Conduct Authority   |
| FH                     | Freedom House   |
| FR                     | Forest Research   |
| GSI                    | Global Slavery Index  |
| GTD                    | Global Terrorism Database   |
| Gallup                 | Gallup Dailies  |
| HCL                    | House of Commons Library  |
| HMRC                   | Her Majesty's Revenue and Customs   |
| HOFF                   | Home Office   |
| HSE                    | Health and Safety Executive   |
| INRIX                  | INRIX Global Traffic Scorecard  |
| IPO                    | Intellectual Property Office  |
| Kell                   | Kellogg's   |
| LG: RQIA: SW           | Local Government Association: The Regulation and Quality Improvement Authority: Statistics for Wales  |
| LGA                    | Local Government Association  |
| LGA: g.s: g.w          | Local Government Association: Scottish Government: Welsh Government   |
| MHCLG                  | Ministry of Housing, Communities & Local Government   |
| MHCLG: DfI: g.s: g.w   | Ministry of Housing, Communities & Local Government: Department for Infrastructure (Northern Ireland): Scottish Government: Welsh Government    |
| MHCLG: NIAO: g.s: AW   | Ministry of Housing, Communities & Local Government: Northern Ireland Audit Office: Scottish Government: Audit Wales                            |
| MHCLG: NIHE: NRS: SW   | Ministry of Housing, Communities & Local Government: Northern Ireland Housing Executive: National Records Scotland: Statistics for Wales        |
| MHCLG: NIHE: SW        | Ministry of Housing, Communities & Local Government: Northern Ireland Housing Executive: Statistics for Wales                                   |
| MHCLG: NISRA: g.s: SW  | Ministry of Housing, Communities & Local Government: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales |
| MHCLG: NRS: SW         | Ministry of Housing, Communities & Local Government: National Records Scotland: Statistics for Wales  |
| MHCLG: g.s: g.w        | Ministry of Housing, Communities & Local Government: Scottish Government: Welsh Government  |
| NHS: H-ni: PHS: SW     | National Health Service: Department of Health (NI): Public Health Scotland: Statistics for Wales  |
| NHS: H-ni: SW: PHS     | National Health Service: Department of Health (NI): Statistics for Wales: Public Health Scotland  |
| NHS: NISRA: PHS: PHW   | National Health Service: Northern Ireland Statistics and Research Agency: Public Health Scotland: Public Health Wales                           |
| NHS: PHS               | National Health Service: Public Health Scotland   |
| OCd                    | Open Council Data   |
| OfCOM                  | Ofcom   |
| ONS                    | Office for National Statistics  |
| ONS: NISRA             | Office for National Statistics: Northern Ireland Statistics and Research Agency   |
| ONS: NISRA: NRS        | Office for National Statistics: Northern Ireland Statistics and Research Agency: National Records Scotland                                      |
| ONS: NISRA: g.s        | Office for National Statistics: Northern Ireland Statistics and Research Agency: Scottish Government  |
| ONS: NISRA: g.s: SW    | Office for National Statistics: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales                      |
| ONS: NRS               | Office for National Statistics: National Records Scotland   |
| ONS: g.s               | Office for National Statistics: Scottish Government   |
| ORS                    | Open Route Service  |
| PHE                    | Public Health England   |
| PHOF: NISRA: PHS: SW   | Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Public Health Observatory: Statistics for Wales     |
| PHOF: NISRA: SPHO: PHW | Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Public Health Scotland: Public Health Wales                  |
| PHOF: NISRA: g.s       | Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Government  |
| PHOF: NISRA: g.s: SW   | Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales                    |
| PHOF: PHS: SW          | Public Health Outcomes Framework: Scottish Public Health Observatory: Statistics for Wales  |
| PRC                    | Pew Research Center   |
| PWLB                   | Public Works Loans Board  |
| RF                     | Resolution Foundation   |
| Rsf                    | Reporters Without Borders   |
| SE                     | Sport England   |
| SMC                    | Social Metrics Commission   |
| TEC: NIE               | The Elections Centre: Northern Ireland Elections  |
| UKF                    | UK Finance  |
| US                     | Understanding Society   |
| VDEM                   | Varieties of Democracy  |
| WJP                    | World Justice Project (Rule of Law Index)   |
| gov.uk: DoE: SW        | gov.uk: Department of Education (Northern Ireland): Statistics for Wales  |
| gov.uk: DoE: g.s: CW   | gov.uk: Department of Education (Northern Ireland): Scottish Government: Careers Wales  |
| gov.uk: DoE: g.s: SW   | gov.uk: Department of Education (Northern Ireland): Scottish Government: Statistics for Wales   |
| gov.uk: NISRA: g.s: SW | gov.uk: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales  |
| gov.uk: g.s: SW        | gov.uk: Scottish Government: Statistics for Wales   |