PRIORAT: CENSUS DATA

How successful have the rural rebranding schemes been in Priorat?

Five villages have been preselected as representative of Priorat. These villages are:

- Pradell de la Teixeta
- Gratallops
- Lloar
- Torroja del Priorat
- Porrera

Census data for the five villages are provided to assist in an evaluation of the success of the rural rebranding strategies. The census data includes:

- Population pyramids
- Population change
- Educational attainment
- Place of birth
- Type of residence
- Occupational structure
- Land use

The village names in the census data are given the letters A-E. After completing your village surveys, try to match the letters with the village names, using these hypotheses:

1. The most successful villages have growing populations.
2. The type of immigration is a major factor influencing village revival in Priorat.
3. Village growth is related to changes in land use and occupational structure.
4. Village revival is inversely related to the proportion of second homes.
5. Rural revival is related to increasing educational attainment.
6. Successful rural rebranding inevitably involves increasing gentrification and environmental impact.
7. Village growth is associated with a more balanced population structure.
Population Change 1867 - 2007

Population Change

Priorat

Source: Web de l'Institut d'Estadística de Catalunya
Educational Attainment 2001

- Priorat
  - Primary: 35%
  - Secondary: 48%

- Village A
  - Primary: 37%
  - Secondary: 52%

- Village B
  - Primary: 40%
  - Secondary: 46%

- Village C
  - Primary: 20%
  - Secondary: 45%

- Village D
  - Primary: 32%
  - Secondary: 48%

- Village E
  - Primary: 34%
  - Secondary: 44%
Place of Birth 2001

Source: Web de l'Institut d'Estadística de Catalunya
Type of Residence 2001

Priorat
Vacant/Other (3%) Second Homes (52%) Main Residence (43%)

Village C
Vacant (3%) Second Homes (47%) Main Residence (37%)

Village A
Vacant/Other (5%) Second Homes (52%) Main Residence (43%)

Village D
Vacant (6%) Second Homes (39%) Main Residence (58%)

Village B
Vacant/Other (10%) Second Homes (68%) Main Residence (32%)

Village E
Vacant (16%) Second Homes (40%) Main Residence (54%)

Source: Web de l'Institut d'Estadística de Catalunya