

Scotland's Census 2021

Overview of design, plans and where we are

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Processing and Outputs

Overview

- Background and what's changing from 2011
- How do we get there, objectives and design principals
- Designing questions
- Collecting information, online, paper, processes and services
- Outputs Strategy
- Questions?

What is Scotland's Census?

- **It's unique!** A household survey of everyone in Scotland, every ten years
- Paints a picture of the characteristics of our population
- **Planning is well underway for 2021**
- It's a huge exercise
- **We have one chance to get it right!**

Census Background

- Every 10 years since 1801 (except 1941)
- Managed in Scotland since 1861
- Responsibility of the Registrar General for Scotland
- Scottish Parliament must approve content of Scotland's Census
- Separate but harmonised with other censuses in the UK
- Security and confidentiality are of critical importance
- The individual returns are kept closed for 100 years and then released

“The decennial Census of Population and Housing is a vast and complex undertaking, often described as the largest peace time operation carried out in the country.”

– Jil Matheson, National Statistician September 2009 – June 2014

Users of the Data

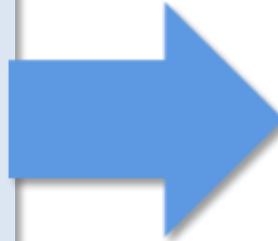
- Wide variety of users:
 - Councils (e.g. education, transport, housing and equality monitoring)
 - Health Boards
 - Charity/third sector
 - Commercial/private sector
 - Government
 - Parliament
 - Media
 - Public



So What's Changing with the Census?

2011

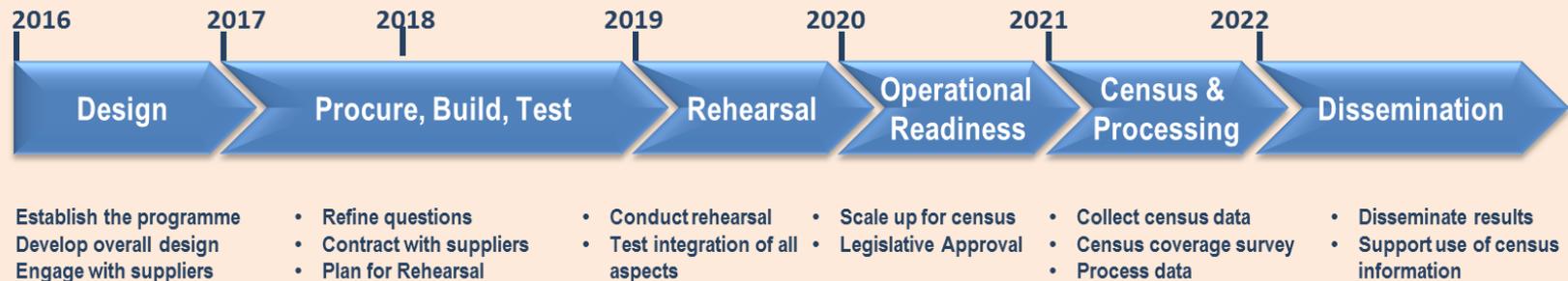
- 80% on paper - 20% online
- 7,000 temporary field staff with pre-assigned areas
- They worked 480,000 hours
- 17,500,000+ pieces of printed material
- 140,000 telephone enquiries
- 4,500,000 web page views
- Most focussed around a single day – “Census Day”
- Resulting in publication of close to 6,000 tables of data (many broken-down to over 56,000 geographies)



2021

- 20% on paper – 80% online
- Around 3,000- 4,000 temporary field staff who will work across larger geographies
- Fewer working hours as no hand delivery of paper questionnaires
- Significant print reduction of paper questionnaires
- Online support will reduce telephone calls
- Increase in web based services
- Outputs more flexibility and focus on user needs
- Increased use and benefit of census data

How Do We Get There



Objectives

- Produce high quality census outputs that meet user needs
- Maximise overall response
- Produce timely outputs to maximise benefits
- Protect, and be seen to protect, confidential information
- Do so in a cost effective way
- Make recommendations for the approach to future censuses in Scotland

Key Design Principals

- There will be a census in March 2021
- Primarily online
- Target response will be at household level, with individuals responding within those households
- Post-out of internet access codes to households
- High quality address list will support post-out
- Targeted follow-up of non-responding households
- All non-responding households will receive at least one follow-up visit (ensure status of dwellings assessed)
- Produce a 100% complete dataset adjusted for non-response
- Get first set of results out within a year

Approach to Stakeholder Engagement

Who?

- Census relies on the help and support of a vast number of stakeholders.
- Local authorities, third sector and support organisations are key but there are many, many others who get involved.

Why?

- Question Development
- Community Engagement
- Systems design and testing
- Public Assistance
- Enumeration
- Outputs
- Rehearsal

How?

- Identification, prioritisation, segmentation, categorisation, mapping
- Meetings, focus groups, events, conferences, surveys

Questions

Designing questions for 2021

2011 Census questions were the starting point. Changes were considered where:

- Question did not work well in 2011 e.g. Long term health conditions
- There is a new or emerging policy requirement for which there are no alternative sources e.g. user need for data on trans population
- There are changes in international guidelines or legislation e.g. marital status

The 2021 Census Topic Consultation Report was the first significant stakeholder engagement, in order to understand user need.

http://www.scotlandscensus.gov.uk/documents/census2021/Scotlands_Census_2021_Topic_Consultation_Report_August_2016.pdf

Stakeholder engagement

Working with stakeholders is essential to develop questions that meet user need.

There has been a series of stakeholder events and meetings with stakeholders to:

- Understand user needs
- To understand the key priorities of data users
- Discuss what the Census could reasonably produce
- How user needs could be met through improved outputs or alternative sources
- To listen to a broad range of interests to fully understand the concerns of all stakeholders

Question testing

Question testing provides the evidence that questions are acceptable to the public, easy to complete, and provide good quality data that meets user needs.

NRS have tested new and significantly changed questions. There are three key steps in testing:

- (1) cognitive testing
- (2) quantitative testing
- (3) public acceptability testing

Questions will collect the same information online and on paper.

Design is for digital first. Question format online may therefore differ to paper format. Where this is the case, testing has been conducted to understand any effects on the data of the different collection modes. Development and user research is on-going for online questions.

Questions: next steps

Further targeted testing and stakeholder engagement

- On non-binary sex and trans to investigate whether incorporating guidance into the question stem improves acceptability and respondent understanding and ease of response. Further development on whether age limits should be applied to the trans status question, and further consideration of the term 'other' in the response options.
- On the proposed changes to format on the ethnic group question, and on the potential inclusion of additional categories.
- On the religion question to understand the detailed diversity and priority of user needs.

Wider stakeholder engagement

- Publication of Topic Reports **coming soon**, presenting the evidence gathered in question development.
- Stakeholder 'road shows' planned for Autumn, to engage on the proposed Census question set.
- Engagement with Scottish Ministers and Parliament.

Start Scotland's Census 2021

Enter your IAC

[Start now](#)

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[Don't have an IAC?](#)

Collection

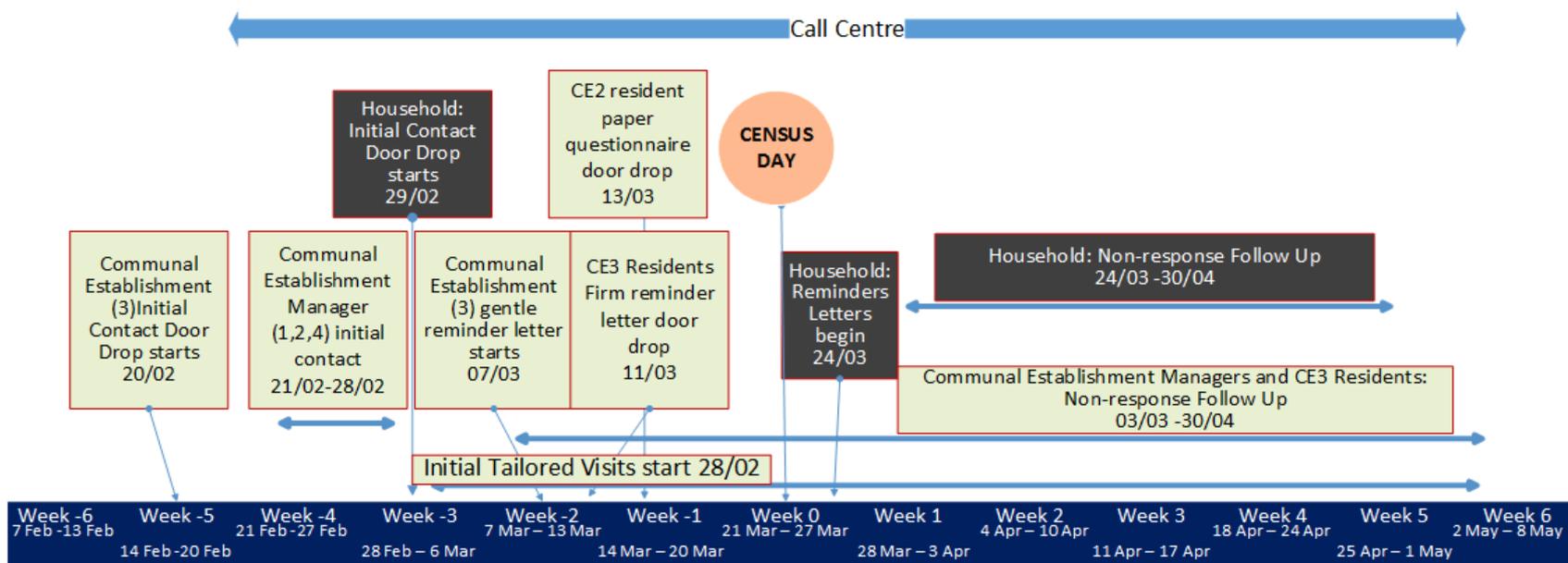
Addressing for Census - sources

- Scottish Address Directory (SAD), compiled from Royal Mail and local authority data taken from Ordnance Survey's AddressBase Premium product.
- Supplementary information from Scottish Assessors, Royal Mail and NRS is added.
- Creation of the Census Address Register (CAR) using a snapshot of SAD
- CAR is based on Census requirements and flags addresses for enumeration, provides look-ups for query resolution and is designed for use throughout the programme.

Addressing for Census - quality

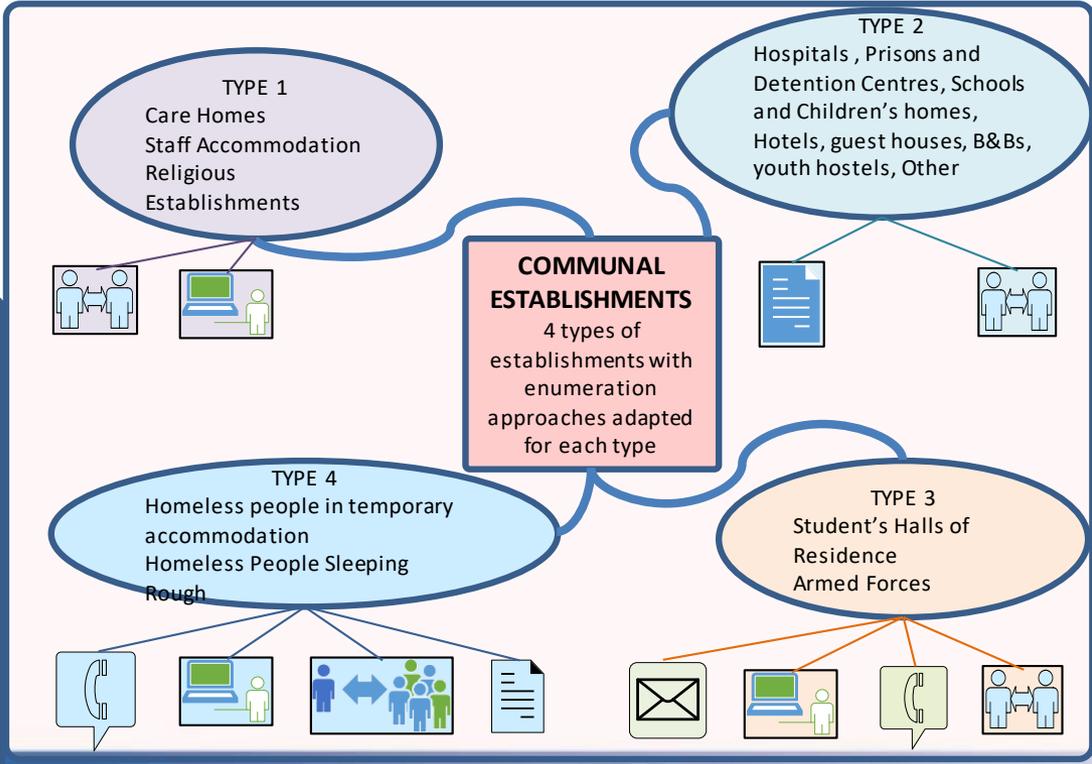
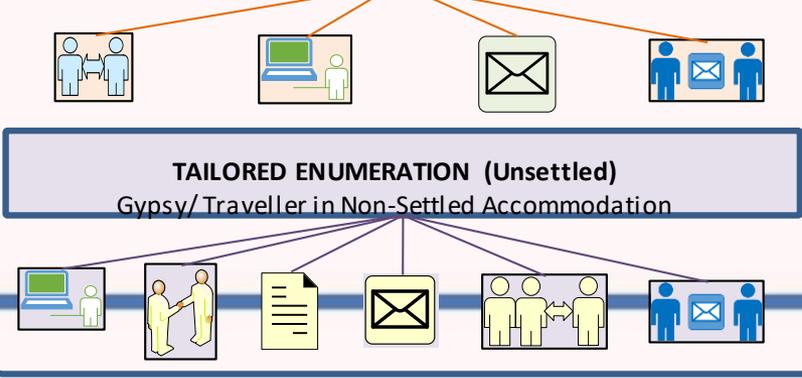
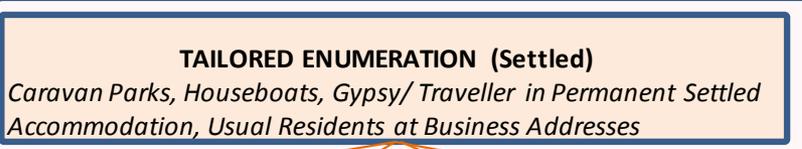
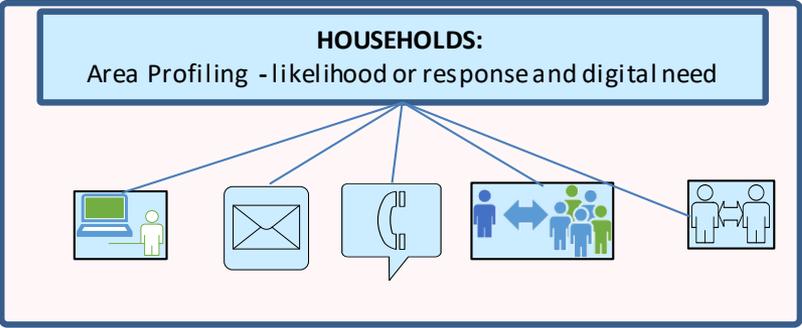
- Rigorous cleaning and QA processes on source data and output data (SAD and CAR),
- Work with Ordnance Survey to resolve issues with AddressBase Premium,
- Work with Improvement Service and data custodians to resolve issues at local authority level,
- Compare and assess against other datasets like Royal Mail multi-residency, Points of Interest, Digital Scotland etc.
- Work with other UK Census and statistics offices to share best practice and increase harmonisation,
- Mail out or field check of the worst cases!

Enumeration Timeline



Enumeration Approaches

To maximise overall response, the enumeration activities will pursue a number of tactics tailored to specific groupings of Scotland's population. This is the high level enumeration approach for households, communal establishments and populations who require a tailored enumeration approach.

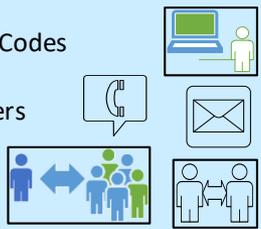


Enumeration Approaches

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HOUSEHOLDS:

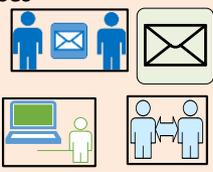
- Initial Contact Letters with Internet Access Codes
 - Reminder Letters
 - Non-Response Follow Visits by Field Workers
 - Householders to submit returns
 - Telephone Contact Centres
 - Support Hubs
- Area Profiling - likelihood or response and digital need



TAILORED ENUMERATION (Settled)

Caravan Parks, Houseboats, Gypsy/ Traveller in Permanent Settled Accommodation, Usual Residents at Business Addresses

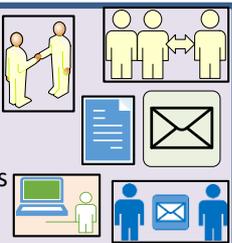
- Field worker visits with Internet Access Codes
- Reminder Letters
- Non-Response Follow Visits by Field Workers
- Telephone Contact Centres
- Support Hubs



TAILORED ENUMERATION (Unsettled)

Gypsy/ Traveller in Non-Settled Accommodation

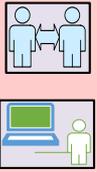
- Field worker Site Manager Engagement
- Prearranged Visits
- Internet Access Codes and Paper Questionnaires
- Non-response Follow Up Visits



COMMUNAL ESTABLISHMENTS

4 types of establishments with enumeration approaches adapted for each type

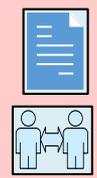
TYPE 1
Care Homes
Staff Accommodation
Religious Establishments



Pre-arranged visits
And field workers
data capture

Internet Access Codes

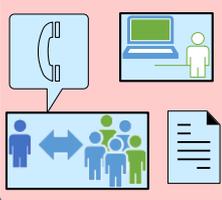
TYPE 2
Hospitals, Prisons and Detention Centres, Schools and Children's homes, Hotels, guest houses, B&Bs, youth hostels, Other



Paper questionnaire only
Courier Delivery + Collection

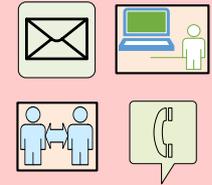
Field worker lead reconciles questionnaires

TYPE 4
Homeless people in temporary accommodation
Homeless People Sleeping Rough



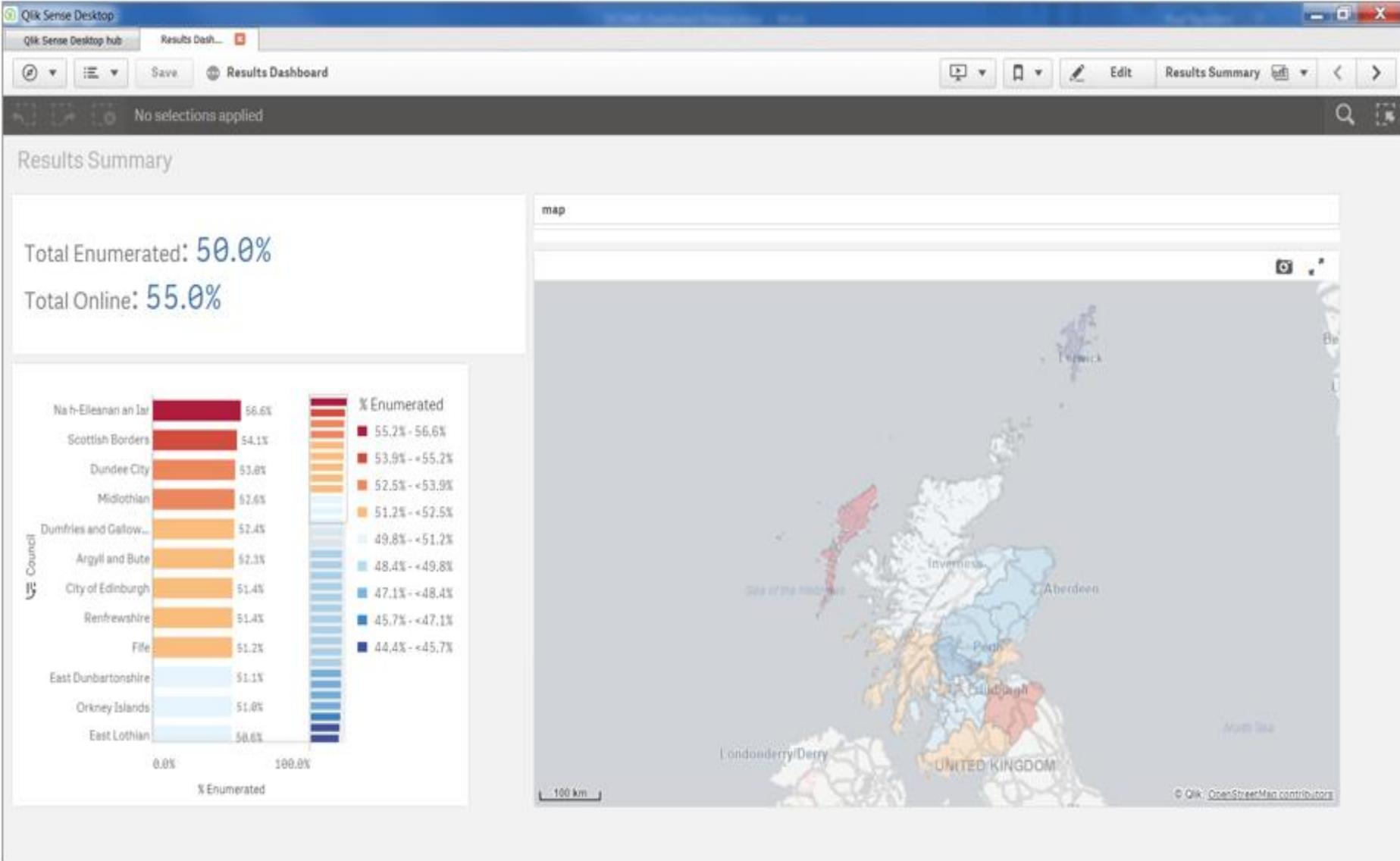
Internet Access Codes
Telephone Contact
Pre-arranged visits for data capture
Field Workers support volunteers

TYPE 3
Student's Halls of Residence
Armed Forces

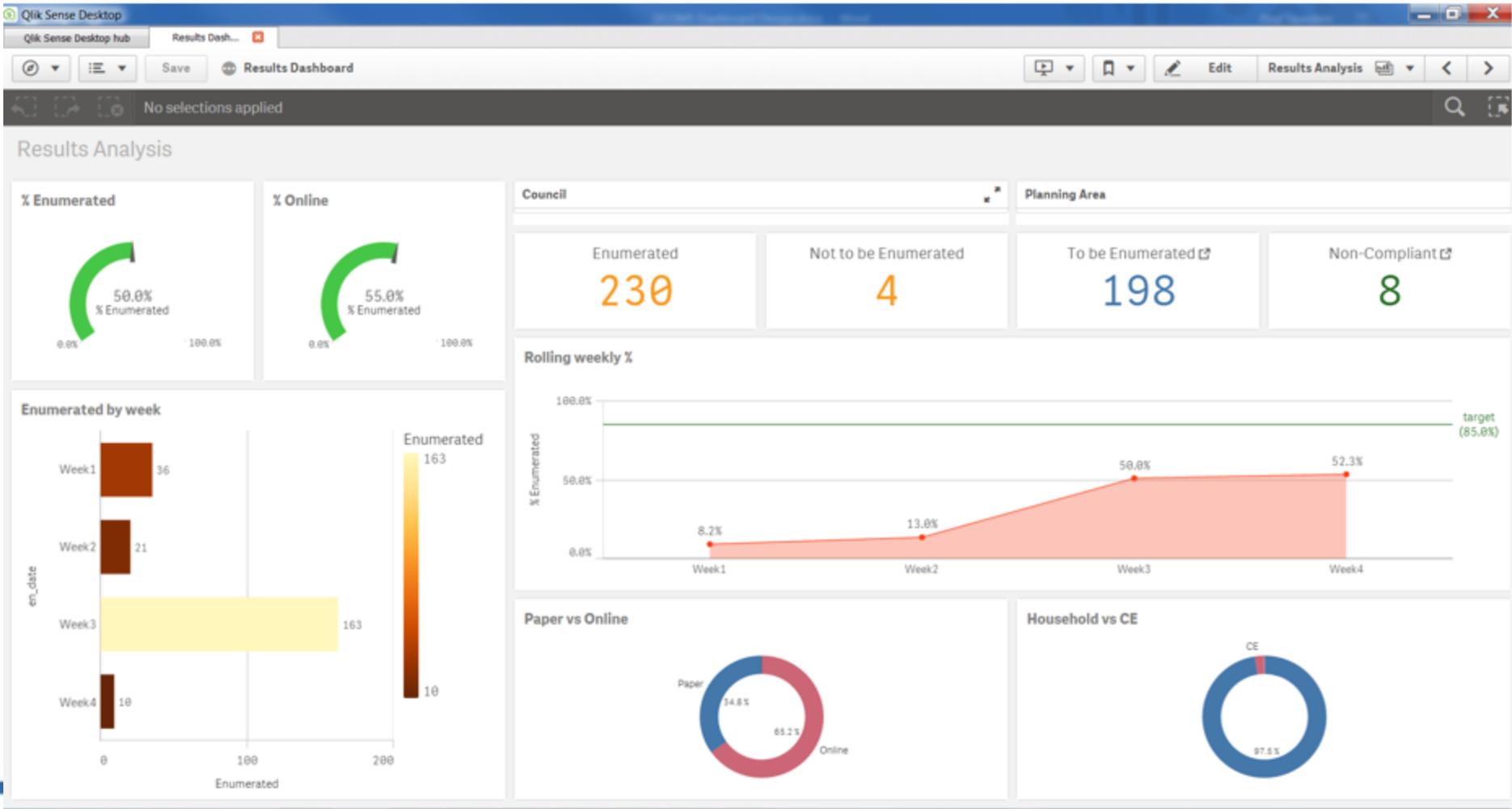


Internet Access Codes
Telephone Contact
Reminder Letters
Non-response follow up visits

Management Information



Analysis mockup



Report mockup

Qlik Sense Desktop

Qlik Sense Desktop hub Results Dash... Results Dash...

Save Results Dashboard

nc_id PAF00235

Non Compliant

enumeration ID	nc_addressLines	nc_addressTown	nc_postcode	nc_Status
PAF00004	18 Lochnagar Crescent	PETERCULTER	AB14 0TJ	non compliant
PAF00068	53 Morningside Avenue	ABERDEEN	AB10 7NU	non compliant
PAF00168	98 Sheddocksley Drive	ABERDEEN	AB16 6PJ	non compliant
PAF00235	17 Corrichie Place	BANCHORY	AB31 5WB	non compliant
PAF01401	23 Rosehill Road	MONTROSE	DD10 8ST	non compliant
PAF06964	22 Forbes Road,Sandhaven	FRASERBURGH	AB43 7ET	non compliant
PAF07260	Macduff Arts Centre,Clergy Street	MACDUFF	AB44 1LP	non compliant
PAF09315	Richmond,Mintlaw	PETERHEAD	AB47 5BU	non compliant

Activity

nc_id	nc_activity	nc_activity date	nc_outcome	nc_outcome type
PAF00235	Visit	12/09/2018	UNABLE TO ACCESS PROPERTY	No contact made
PAF00235	Visit	13/09/2018	UNABLE TO ACCESS PROPERTY	No contact made
PAF00235	Hard reminder	20/09/2018	n/a	n/a
PAF00235	Visit	24/09/2018	RESPONDENT THREATENING/AGGRESSIVE	contact made

Outputs Strategy

Summary of strategy

The strategy covers the following elements:

- Data Confidentiality
- UK harmonisation
- Meeting user needs
- Dissemination
- Flexible table builder
- Proposed release schedule

Data Confidentiality

- There is a legal requirement to protect statistical confidentiality
- We are planning to use a combination of targeted record swapping (used in 2011) and cell key perturbation (new for 2021)
- For more information see the presentation from our June 2017 SDC and outputs event or speak to us

UK Harmonisation

- UK National Statistician, Registrar General for Scotland and Registrar General for Northern Ireland released a 'Statement of Agreement' in October 2015 on the conduct of the 2021 censuses.
- This recognised that census outputs should constitute consistent, coherent and accessible statistics for the UK and individual countries.
- We continue to work on this with ONS and NISRA and are looking into making UK data more readily available, possibly through the use of an API.

Dissemination

- The website will be the main platform for results dissemination and will be redesigned to make it more user friendly
- Metadata will be incorporated into all outputs
- The number of standard tables will be reduced (change from 2011)
- A flexible table builder to allow users to create their own tables (new for 2021)
- Change in the order outputs are released as a result of the introduction of the flexible table builder and the cell key perturbation.

Stakeholder Engagement

- In order to engage with stakeholders and take into account their needs and views on the outputs strategy, We;
 - Held four stakeholder events, one in Edinburgh, two in Glasgow and one in Dundee
 - Provided an online questionnaire
- A total of 43 stakeholders from a variety of backgrounds attended the events and 13 stakeholders completed the online questionnaire

Feedback

- We have summarised all the feedback we received at both the events and from the online survey.
- This is published online at:
http://www.scotlandscensus.gov.uk/documents/census2021/Scotlands_Census_2021_Outputs_Strategy_Stakeholder_event_summary.pdf

Next steps

NRS will consider all of the feedback received and will use this to further develop and enhance the Outputs Strategy on an iterative basis.

Due to the positive feedback received we are not planning to revise it at the moment. However, we are taking the following actions:

- Following up with specific stakeholder groups around the variable breakdowns
- Creating a proposed standard table list to further engage with stakeholders around.

Get Involved

Newsletter <http://www.scotlandscensus.gov.uk/>

- Subscribe to [Scotland's Census Mailchimp newsletter](#)

Consultations

- Detail of current and previous consultations are available from the [Consultation](#) section.

Events and workshops

- Further information on Events and Seminars are available on our [Events and workshops](#) section.

Procurement

- [The Procurement section](#) highlights the products and services that we require to procure and support the delivery of Scotland's next census and raise awareness amongst potential suppliers.

Want to talk to us?

- If you have an enquiry that relates to Scotland's Census 2021, then please email us at: scotlandscensus@nrscotland.gov.uk

Questions?

