Workshop

Opportunities & Challenges of a 'predominantly online' census

Alex Stannard, Thomas Robertson

Census Design & Methodology

National Records of Scotland

Scotland's Census
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Workshop overview

- Discussion – questions and perhaps answers
- What is a "primarily online census"?
- Context and the move to online services
- What might the future look like?
- Designing for online
- How do we encourage online participation?
- Who will need extra support?
- Privacy, Perceptions & Trust
- Opportunities and challenges?

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What is a primarily online census?

- Interested in Households (and Communal establishments) and the people within them.
- Post out of internet access codes to link returns to household addresses
- Better data quality & faster processing of online returns
- Not all complete online – still a place for paper
- Rather have paper returns than none, managing this will be challenging.

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Context - online services

## Scotland's Digital Future: A Strategy for Scotland

Digital Participation

Ensuring that our businesses, whatever their size, and the people of Scotland, whatever their location, age or income, can choose digital first. It is essential that everyone has access to the right technology and are capable and confident in its use at home and at work.

Digital Public Services

Transforming public services to ensure they can be provided online whenever possible and are shaped around peoples' needs.

Home internet access

- Percentage of households in Scotland with home internet access has been increasing since 2003
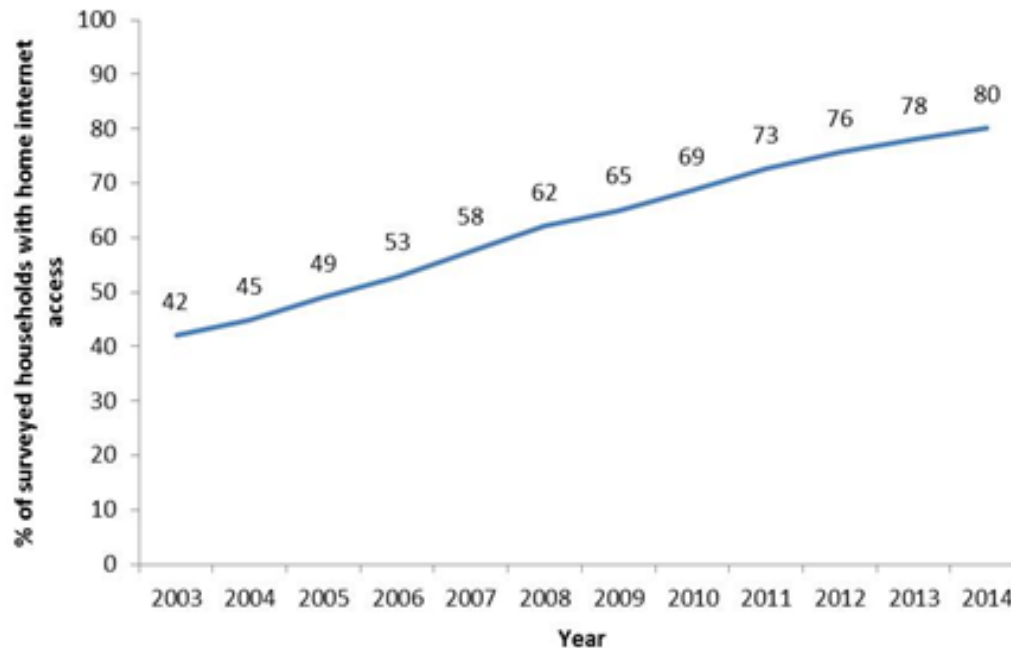
- Source – Scottish Household Survey SHS

What happens next?

- Projected home internet access up to 2021 based on continuation of trend since 2003 reported in SHS. Predicted figures were generated using a polynomial regression model derived using SHS data for 2003 to 2015.

Dashed lines show predicted home internet access
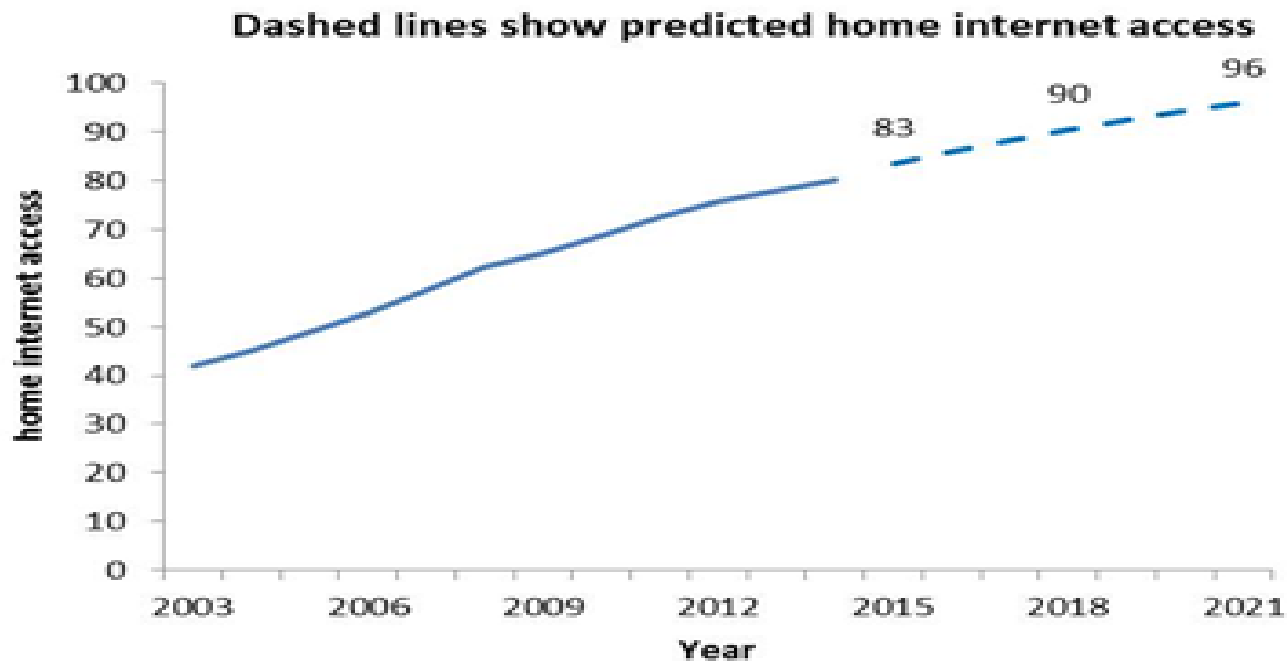
What might the future look like?

Designing for online

- In 2011 we created a web based version of the paper form, aimed at desktop & laptop computers

- Designing for handheld devices presents a new set of challenges
    - Range of platforms, display sizes
    - Different set of user expectations

- Still have to create a paper version.

Ultimately concerned about people & data, not just technology

- How do we encourage participation?

- How do we make it easy & effective?

- User experience?

- Role of behavioural economics

- Awareness of wider digital landscape

Digital Engagement

- Households with low incomes are less likely to have home internet – 59% for incomes of £15,000 or less and 99% where income over £40,000.

- 25 per cent of adults living in the 20 per cent most deprived area reported not using the internet in comparison to 16 per cent in the rest of Scotland.

- The digitally disadvantaged may include some from previously hard to reach groups, but also some previous enthusiastic census participants

Daily computer use by age group (ONS data)
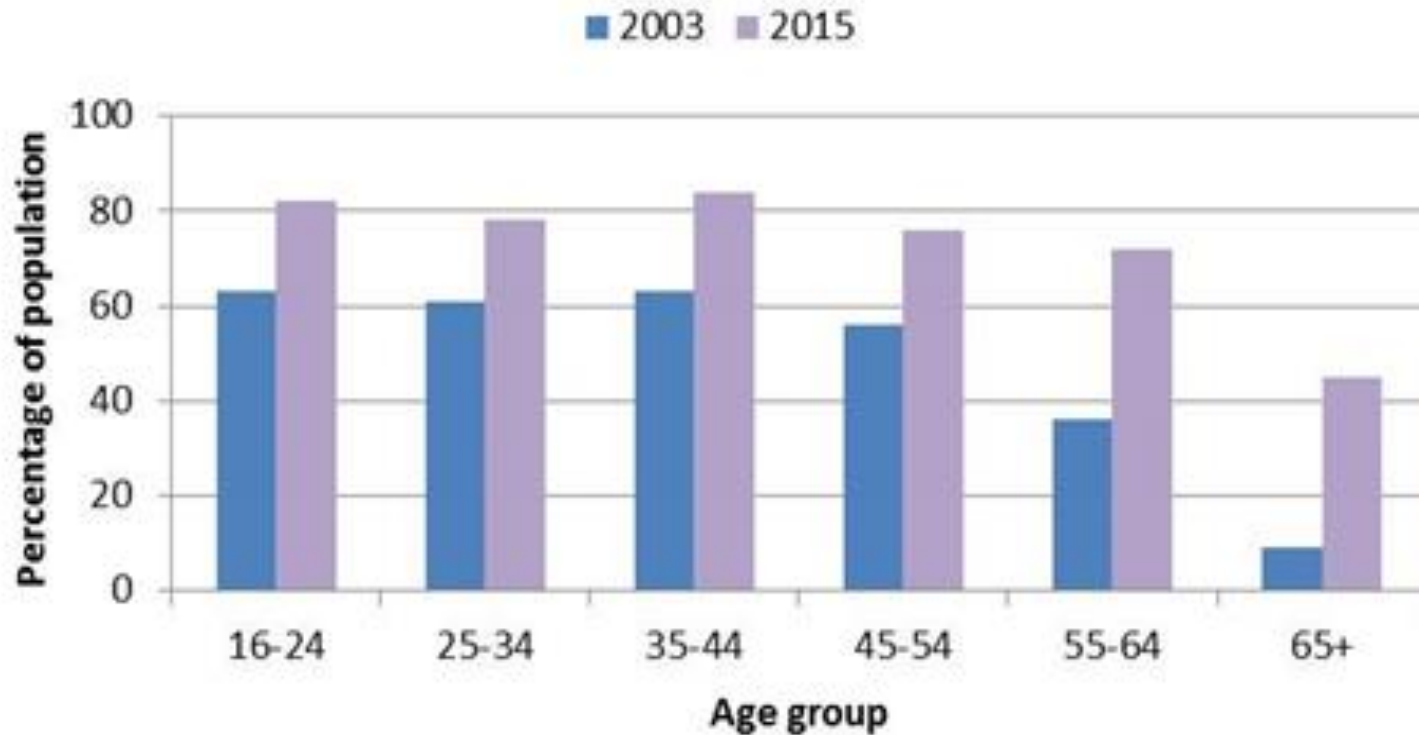
Additional support

- What *can* we know in advance?
- What may help us focus follow up and assistance efforts?

Still developing our Digital Assistance strategy, but may include:

- Support hubs in Libraries and Community Centres,
- Telephone and Doorstep support
- LA & 3rd Sector involvement

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Privacy, Perceptions & Trust

- Success of the census depends on public trust and participation – this is increasingly important in a digital era.

- We will consult and engage widely.

- We will conduct a Privacy Impact Assessment (PIA).

- We will adhere to relevant legislation and standards for personal information, Information Security and Information Assurance

Things to consider

Opportunities

Data Quality

Speed of Processing

Flexible Follow up

Questionnaire Tracking

Learn from others:

    Australia – 2016

    New Zealand – 2018

Challenges

Pace of change

Predicting Future Technologies

Quality Address list

Engagement & Inclusion

Perceptions

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