

Census 2021

Data Collection - Field Operations

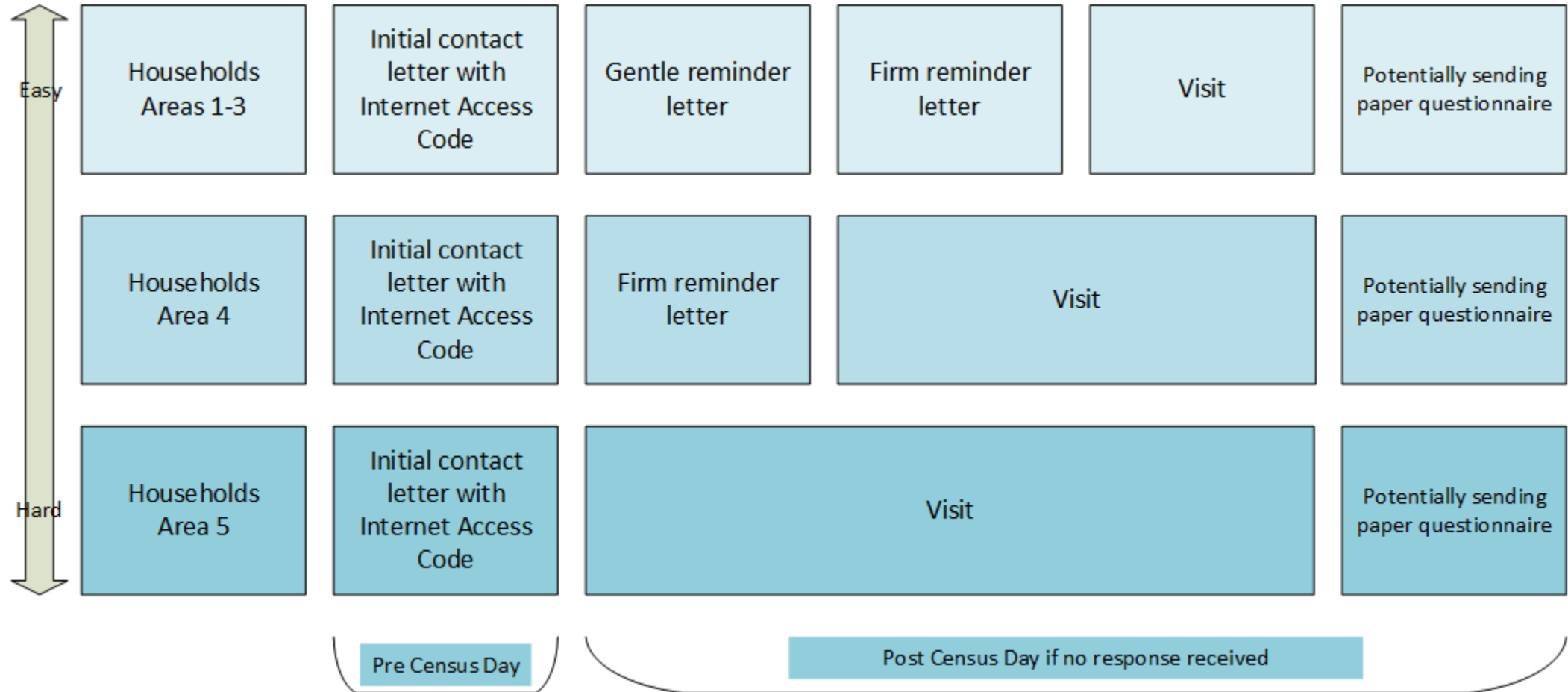
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Household Enumeration

We have created an index using area-level characteristics associated with census non-response. Enumeration processes have been adapted to ensure an optimum return of Census Questionnaires.



Digitally excluded areas will receive a paper questionnaire, with an Internet Access Code, as a part of the initial pack to reduce number of paper questionnaire requests and speed up the process of receiving census responses.

Communal Establishment Enumeration

A Communal Establishment is a typically managed residential accommodation where there is full time or part time supervision of the accommodation.

Individuals are included as a resident of the Communal Establishment if they are living, or expected to be living there for six months or more, **or if they do not have a home address.**

COMMUNAL ESTABLISHMENTS

4 types of establishments with enumeration approaches adapted for each type

TYPE 1

Care Homes, Staff Accommodation, Religious Establishments

- Telephone contact to arrange visit
- Field workers assist residents and collect responses on their device

TYPE 2

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

- Telephone contact to arrange delivery of questionnaires
- Paper questionnaires (*for Prisoners no Internet Access Code (IAC)*)
- No contact with residents, pick up of the questionnaires only

TYPE 3

Student's Halls of Residence, Armed Forces

- Internet Access
- Codes posted out
- Reminder letters
- Non response follow-up visits

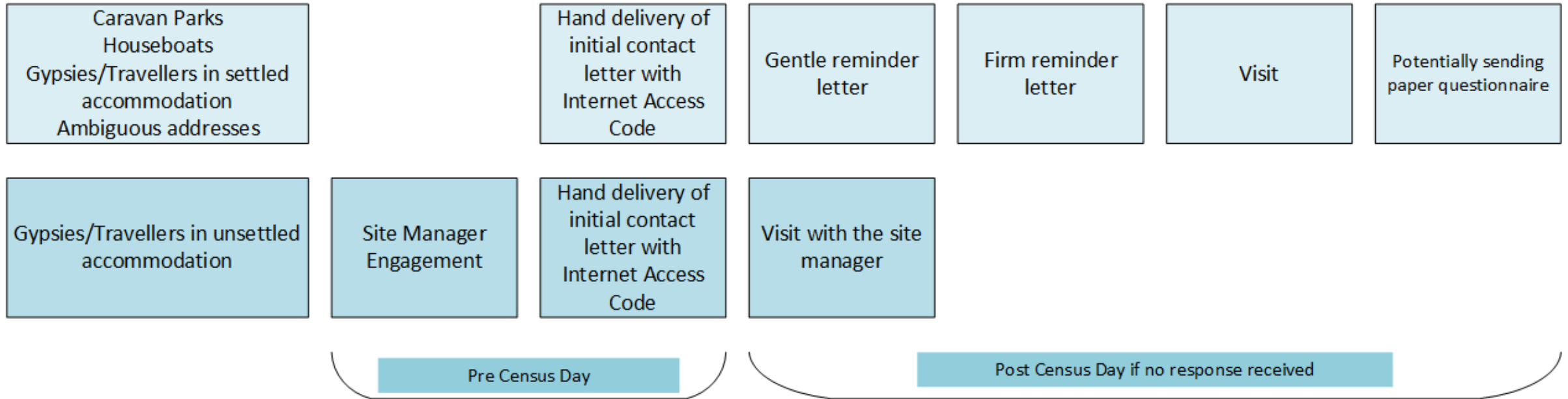
TYPE 4

*Homeless hostels/shelters
Homeless People Sleeping Rough*

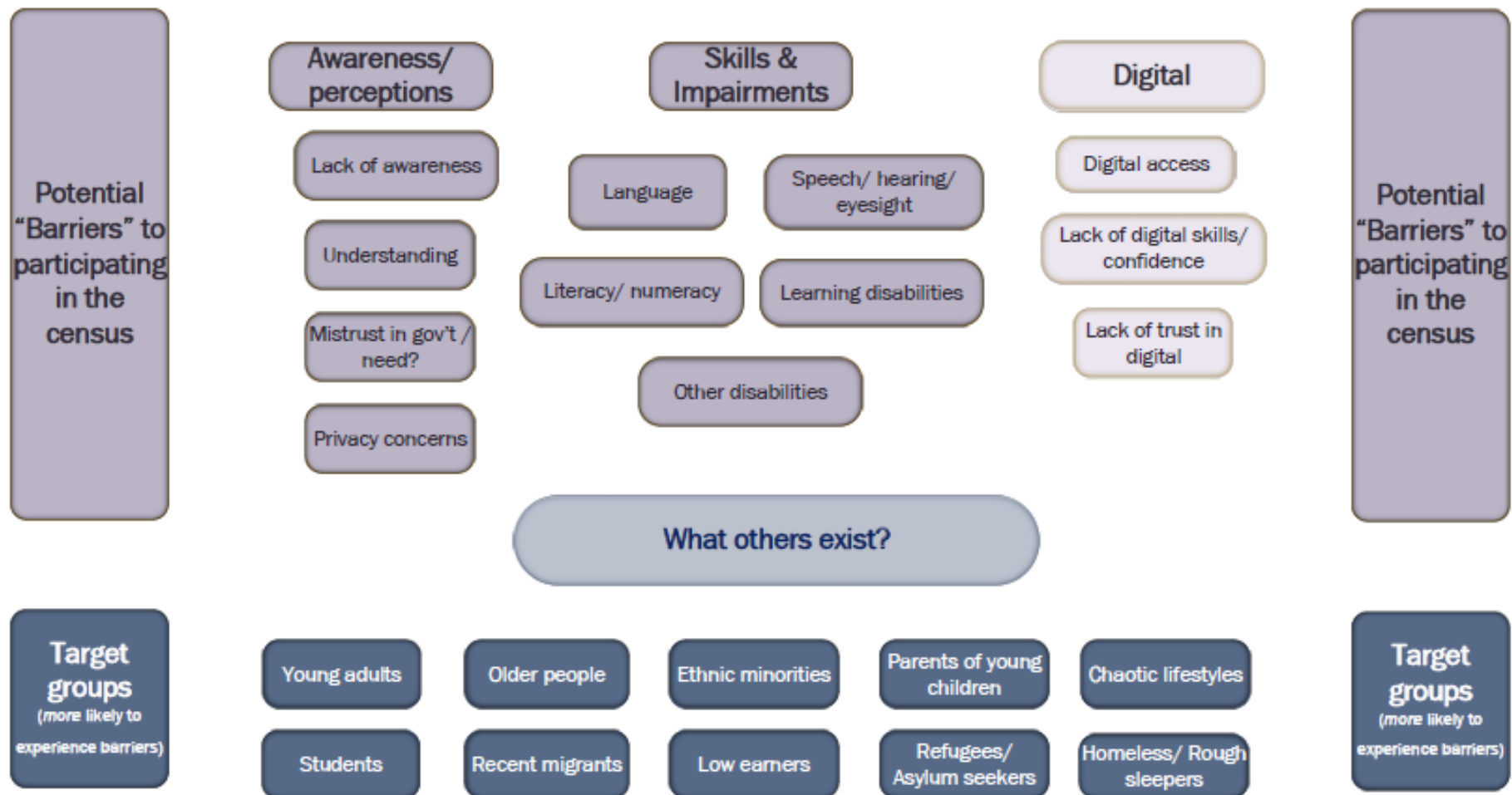
- Telephone Contact to arrange visit
- Paper questionnaires (incl. IAC)
- Third sector staff/volunteers to assist

Tailored Enumeration

A bespoke approach to maximise census returns from identified population groups, with specific characteristics or corresponding lifestyles which do not allow enumeration to take place utilising standard design models (household or communal establishment).



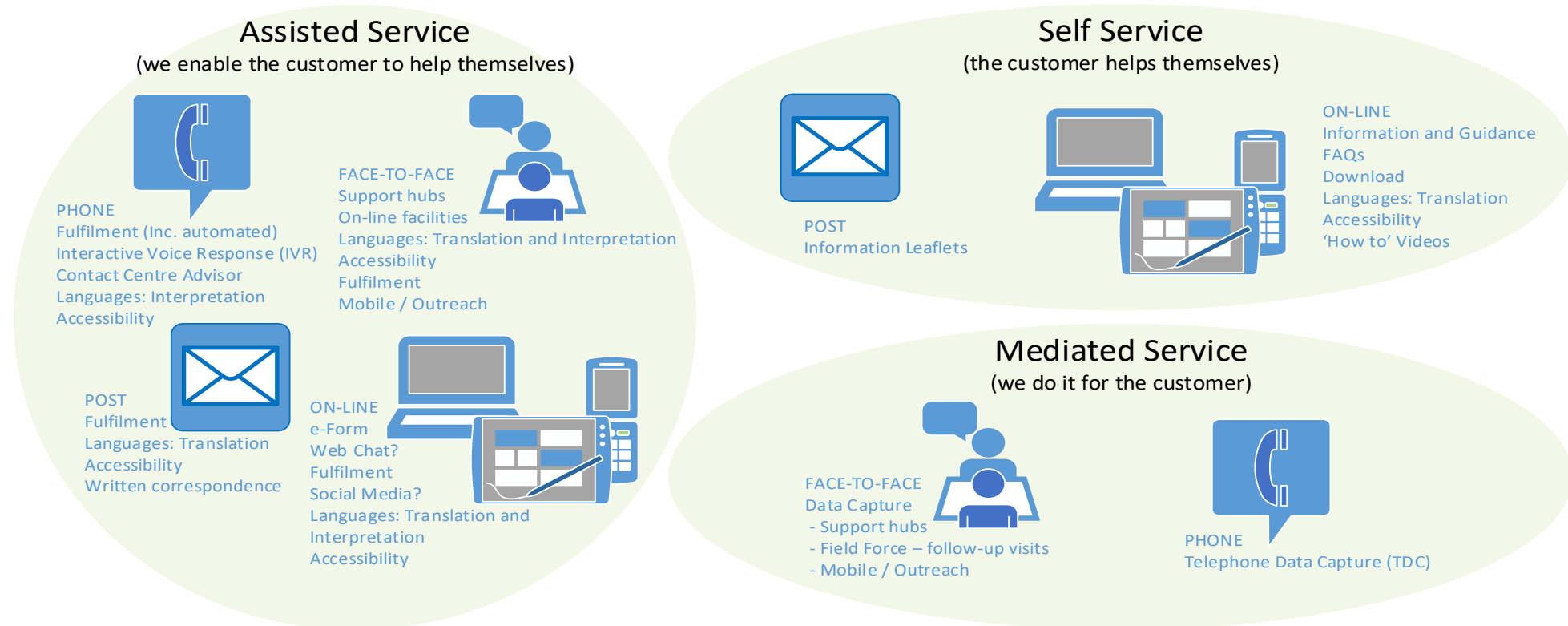
Scotland's Census 2021 – tackling inequality and barriers to participation



What other barriers may exist? In general or with digital participation in mind?
What research exists that might help test some of these barriers etc?

Public Assistance Delivery Model

Community Engagement



Subject Matter Experts

Topics/Questions, Technical IT, Legislative etc.

We will provide a multi channel offering that will allow customers to access help and information however they choose

Educated / Trained Staff

We will look to establish partnerships with public and third sector to help deliver public assistance services

We will use online content to answer queries to ensure efficiency and consistent responses irrespective of the channel the customer has chosen to use

Census IT Platform

We will signpost customers to someone who can help them if we can't

We will continue to offer paper to customers who need it whilst also encouraging online uptake