

Scotland's 2011 Census

Scotland's Census

- ▶ The census is Scotland's biggest and most comprehensive population survey
- ▶ Is the only reliable measure of the entire population. Every man, woman and child is included on census day, which takes place once every 10 years.
- ▶ The next is set for 27 March 2011
- ▶ The personal information about individuals is confidential but the answers are combined and analysed to produce national and local statistics.
- ▶ These results help the government, local authorities and businesses plan and provide a wide range of public services, including health, housing, transport and education.

Scotland's Census

- ▶ The census is organised by the General Register Office for Scotland (GROS) and overseen by professional statisticians.
- ▶ GROS works with the census offices for England, Wales and Northern Ireland to conduct the census on the same day in 2011 and to provide comparable census results.

Why do we have a census?

- ▶ Population
- ▶ Health
- ▶ Housing
- ▶ Employment
- ▶ Transport
- ▶ Ethnic and minority groups

Why does it matter?

- ▶ The census is the only source of national data to provide combined information about the characteristics of groups of people or particular areas.
- ▶ For example, it can tell you the number of lone-parent families in a rural area without access to a car, or the number of pensioner households in rented accommodation in Lewis or Paisley.

Confidentiality

- ▶ All the records are kept confidential
- ▶ GROS owns all census data
- ▶ Census data never leaves the UK
- ▶ The Registrar General will protect personal data for 100 years after each census
- ▶ Until then only anonymised statistics are published. The 2001 results are available free at
- ▶ www.scrol.gov.uk

www.scotlandscensus.gov.uk

The screenshot shows the homepage of the Scotland's Census website, viewed in Microsoft Internet Explorer. The browser's address bar displays the URL <http://www.scotlandscensus.gov.uk/en/index.html>. The page features the Scotland's Census logo with the tagline "Shaping our future". A prominent blue banner reads "Scotland's Census". Below the banner is a search bar and a "GO" button. A red button labeled "cùlasachadh" (Gaelic for "welcome") and a red button labeled "Complete your census questionnaire here" are visible. A digital clock indicates the time until the census rehearsal begins: 44:05:45:01. The page is organized into several sections: a "Home" sidebar with links to "How to complete the questionnaire", "Privacy and Confidentiality", "Frequently asked Questions", "News", and "Reference and Further Information"; a "Welcome" section with a "Welcome to Scotland's Census" message and a paragraph explaining the census's purpose; and a "LATEST NEWS" section featuring two articles: "West Edinburgh Census Rehearsal Questions Unveiled 11.12.2008" and "Lewis and Harris Census Rehearsal". The Windows taskbar at the bottom shows the Start button and several open applications.

www.cunntas-sluaigh.gov.uk

The screenshot shows the homepage of the Scottish Census website in Gaelic. The browser window title is "Dachaigh - Cunntas-sluaigh na h-Alba: A' Toirt Cumadh air na Làithean a tha Romhainn - Microsoft I...". The address bar shows "http://www.scotlandscensus.gov.uk/gd/index.html". The page features the Scottish flag logo and the text "Cunntas-sluaigh na h-Alba A' cumadh na tha romhainn". A large blue banner reads "Cunntas-Sluaigh na h-Alba". Below this, there are buttons for "cuideachadh" and "Complete your census questionnaire here". The page is divided into several sections: "Beachdan" (Opinions) on the left, "Fàilte" (Welcome) in the center, and "Dreuchdan a' dol" (Work going on) on the right. The "Fàilte" section includes a paragraph in Gaelic and a list of links. The "Dreuchdan a' dol" section features a photo of a man and text about the census deadline.

Cunntas-sluaigh na h-Alba
A' cumadh na tha romhainn

Cunntas-Sluaigh na h-Alba

Ro chunntas-sluaigh a' tòiseachadh
44: 11: 47: 33

Ùghdarrasan
Tugh Còra

Beachdan
Mar a thèid an ceistean a' fionnar
Prìobhaideachd is Dìonairteachd
Ceistean Cumanta
Naidheachdan
Teisteanas is Barrachd Fiosrachaidh

Fàilte
Fàilte gu Cunntas-sluaigh na h-Alba.
Tha an Cunntas-sluaigh a' crìnnneachadh fiosrachadh gach deich bliadhna mu fheartan dhaoine agus theaghlachan san dùthaich. Tha an riaghailt, comhairlean ionadail, ùghdarrasan slàinte agus lomadhachaidh buidheann eile ga chleachdadh gus stiòras a nàiteachadh agus gus seirbheisean a dhealbhadh airson a h-ùile duine.

Dreuchdan a' dol
Dreuchdan an Ro-chunntais airson Dùn Èdinn an Iar 27.10.2008
Tha mu 100 obrach dèidh an t-àrd-ùghdarras an Iar ri linn an ro-chunntas-sluaigh sa thàille. [A' dol...](#)
Dreuchdan co-cheangailte ris an ro-chunntas airson

Fàilte
Fàilte gu Cunntas-sluaigh na h-Alba.
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Dreuchdan co-cheangailte ris an ro-chunntas airson

Online returns

- ▶ Online returns are protected by robust security arrangements
- ▶ To use the online option, householders must enter an access code which is unique to their address.



LOGOUT

MORE HELP

HOUSEHOLD QUESTIONS

Text Size: + | A | A

H3: Starting with the householder(s), list the names of the people counted in H2. Remember to list children and babies.

	First Name	Last Name
Person 1:	<input type="text" value="John"/>	<input type="text" value="Smith"/>
Person 2:	<input type="text" value="Mary"/>	<input type="text" value="Smith"/>
Person 3:	<input type="text" value="James"/>	<input type="text" value="Smith"/>

NEXT

PREVIOUS

LOGOUT

MORE HELP

HOUSEHOLD QUESTIONS

Text Size: + | A | A

H6: What type of accommodation is this?

A whole house or bungalow that is:

- Detached
- Semi-detached
- Terraced (including end-terrace)

A flat, maisonette or apartment that is:

- In a tenement or purpose built block of flats (including a 4-in-a-block)
- Part of a converted or shared house (including bed-sib)
- In a commercial building (for example, in an office building, hotel or over

A mobile or temporary structure:

- A caravan or other mobile or temporary structure

NEXT

PREVIOUS

LOGOUT

MORE HELP

HOUSEHOLD QUESTIONS

Text Size: + | A | A

H11: What type of central heating does this accommodation have?

- If the central heating is available, select the option whether or not you use it.

- No central heating
- Gas
- Electric
- Oil
- Solid fuel
- Other central heating

NEXT

PREVIOUS

Online returns

Gaelic

- ▶ People can complete a census questionnaire in Gaelic online
- ▶ Online help in Gaelic
- ▶ GROS has asked people about their Gaelic ability since 1861
- ▶ First census since the Gaelic Language Act 2005



**Cunntas-sluaigh
na h-Alba**
A' cumadh na tha romhainn



**Scotland's
Census**
Shaping our future

Other languages

- ▶ Translations of the census questions (online and on paper) in:
- ▶ Arabic, Bengali, Cantonese, Farsi, French, Hindi, Polish, Punjabi, Tagalog, Turkish, Urdu
- ▶ Helpline - additional language support

Timeline

- ▶ Lessons learned from 2001 (2001 on)
- ▶ Formal consultations with users (2004 and 2007)
- ▶ 2006 Census Test
- ▶ SG policy statement (Dec 2008)
- ▶ 2009 Census Rehearsal
- ▶ Consultation about outputs (end 2009)
- ▶ Census Order (Oct 2009) and Regulations (early 2010)

Timeline (2)

- ▶ Development of systems for printing questionnaires, internet data capture, downstream processing, output creation and dissemination (from June 2008)
- ▶ Census Day – 27 March 2011
- ▶ First release of outputs (Sep 2012)
- ▶ Final release of detailed outputs (Dec 2013?)

Questions planned for 2011

Farewell to some old friends ...

- ▶ Access to bath/toilet – data obsolete
- ▶ Lowest floor level of living accommodation – alternative (and richer) data sources
- ▶ Furnished or unfurnished rentals – no longer a major issue
- ▶ Religion of upbringing – low user demand
- ▶ Size of workforce – low user demand

... hello to some new contenders

- ▶ Household income – strong user demand (acceptability/data quality)
- ▶ Proficiency/fluency in English – strong user demand (highest response in consultation)
- ▶ Languages spoken at home - ditto
- ▶ Date of arrival into UK – to improve data on migration trends
- ▶ National identity – classification variable for ethnic group, not a loyalty test!
- ▶ Long-term health conditions – strong user demand
- ▶ Visitor questions – to improve coverage data

20 Do you have any of the following conditions which have lasted, or are expected to last, at least 12 months?

◆ Tick all that apply.

- Deafness or severe hearing impairment
- Blindness or severe vision impairment
- A physical disability (a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, lifting or carrying)
- A learning disability (such as Down's Syndrome)
- A learning difficulty (such as dyslexia or dyspraxia)
- A mental health condition (such as depression or schizophrenia)
- A chronic illness (such as cancer, HIV, diabetes, heart disease or epilepsy)
- Other condition
- No

▶ Long Term Health Conditions Question

H13 What is your household's total income from all sources over the last 12 months?

- ◆ Count income from every person included in **H2**.
- ◆ Include:
 - all earnings (include overtime, tips, bonuses, self-employment)
 - all pensions
 - all student grants and bursaries (but not loans)
 - all benefits and tax credits (such as child benefit, incapacity benefit)
 - all interest from savings or investments
 - all rent from property (after expenses)
 - other income (such as maintenance or grants)
- ◆ Do not deduct:
 - Taxes, National Insurance contributions, Health Insurance payments, Superannuation payments

Per week	Per year
less than £100	less than £5,200
£100 to £199	£5,200 to £10,399
£200 to £299	£10,400 to £15,599
£300 to £499	£15,600 to £25,999
£500 to £699	£26,000 to £36,399
£700 to £949	£36,400 to £49,399
£950 to £1,199	£49,400 to £62,399
£1,200 to £1,499	£62,400 to £77,999
£1,500 or more	£78,000 or more

▶ **Household Income Question**

A makeover for others...

- ▶ Marital status
- ▶ Ethnic group
- ▶ Central heating
- ▶ Qualifications
- ▶ Carers
- ▶ General health

The latest version of our proposals (at the time of writing!) is detailed in the draft Census Order at:

http://www.opsi.gov.uk/legislation/scotland/ssi2010/draft/pdf/sdsi_9780111007907_en.pdf

Online questionnaire - pros

- ▶ Quicker and easier for many respondents
- ▶ Built-in data quality checks, e.g. disallow invalid responses, automatic routing
- ▶ Direct links to web help facility and FAQs
- ▶ Option for completion in Gaelic
- ▶ More efficient and cheaper to process
- ▶ Lot of positive feedback from the rehearsal

Online questionnaire - cons

- ▶ Public perception fears about data security
- ▶ Potential for swamping website capacity if over-subscribed
- ▶ Potential for modal bias
- ▶ Not available in all circumstances, eg individuals in communal establishments
- ▶ People who won't complete a paper questionnaire won't complete online either
- ▶ Expensive to set up

2009 Rehearsal

- ▶ 50,000 households
 - 40,000 in West Edinburgh
 - 10,000 in Lewis & Harris
- ▶ Full set of Fieldwork procedures
- ▶ Internet data capture
- ▶ Census Helpline
- ▶ Paper Data Capture & Coding
- ▶ Early Part of DSP

2009 Rehearsal – Some Findings

- ▶ Very good response to Internet – both response levels, internet public assistance and quality of feedback – despite minimal publicity.
- ▶ Able to recruit full Fieldstaff requirement and to a high quality.
- ▶ Advanced Leaflets by mailshot didn't work – mixed up in supermarket advertising.

2009 Rehearsal – Some Findings (2)

- ▶ Address lists and Maps of high quality – little changes/errors found in field
- ▶ Too much information on first 3 pages of Questionnaire prior to questions beginning – confusing and off-putting

Liaison with Local Authorities

- ▶ Census Liaison Officer
- ▶ First contact point in Glasgow on Census matters

What can local authorities do for the Census?

- ▶ help on address lists
- ▶ community liaison support
- ▶ recruitment
- ▶ logistical support
- ▶ Data QA
- ▶ Local publicity

Questions?