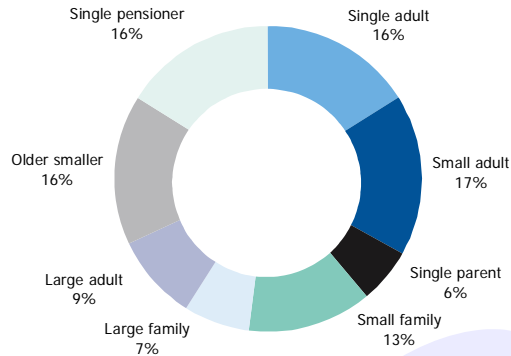


Some key indicators

Scottish Household Survey

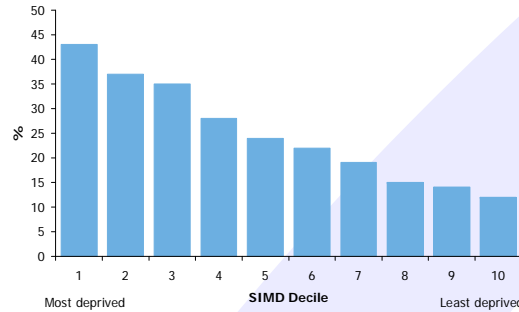
Household Type

Almost a third of households (32%) in Scotland contain only one adult, while just over a quarter (26%) are families with children aged under 16.



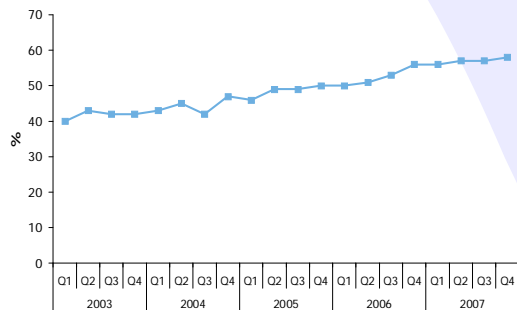
Smoking

There is a relationship between smoking and deprivation (as measured by the SIMD).



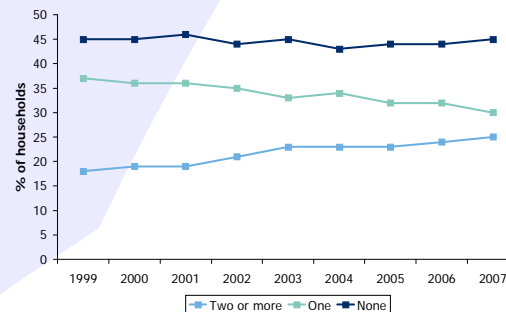
Internet Access

Overall, 57% of Scottish households report having home Internet access in 2007.



Transport

The percentage of households having no access to a car for private use continues to decrease, with an increase in multi-car access. A quarter of households in Scotland have access to two or more cars.



Scottish Household Survey

Your Questions Answered

www.scotland.gov.uk/shs



Your Questions Answered

✓ What is the Scottish Household Survey?

The Scottish Household Survey (SHS) is a survey of households across the whole of Scotland. It is designed to provide accurate, up-to-date information about the composition, characteristics and behaviour of Scottish households and individuals on a range of issues. There is a particular focus on information to inform government policy on transport, communities and local government areas.

✓ Who carries out the survey?

The survey is conducted by professional interviewers employed by Ipsos MORI and TNS System Three.

✓ Why are you choosing my household?

Every year we randomly select about 25,000 addresses from the Royal Mail address list. Every type of household is included because we want to interview a wide cross-section of people to represent the views of the entire Scottish public.

✓ What questions will the interviewer ask?

The survey is divided into two parts. The first part will ask the owner or main tenant or his/her partner about the people within the household. The second will ask a randomly chosen adult within the household about a number of topics including the neighbourhood, transport, and local services.

✓ How is the survey used?

The survey gives an up-to-date picture of the characteristics and behaviours of Scottish households. The Scottish Government, Ministers and local authorities use this information to:

- Measure public opinions on a wide range of matters, and identify differences between areas and types of household;
- Monitor whether policies intended to improve standards are working;
- Inform future government policy;
- Target resources where they are most needed.

✓ Why should I take part?

If we missed particular types of household, our overall picture would be wrong. We need to interview all types of people, whether you feel you have something to say or not.

✓ Is the survey confidential?

Yes. Your information is treated with the strictest confidence and stored according to the Data Protection Act. It is used to produce anonymous statistics for decision-making in government and for genuine research purposes only.

✓ Who do I contact if I have any queries?

Call free on 0808 238 5376 if you have any queries about taking part.

For all other enquiries, contact the Scottish government SHS Team:

- 0131 244 8420
- shs@scotland.gsi.gov.uk
- www.scotland.gov.uk/SHS