



# Who Are You?



## Citizens Advice Bureau Clients

ISSN 2398-4775

Citizens Advice Bureaux deliver frontline advice services through more than 200 service points across the country, from city centres to island communities. Advice provided by the service is free, independent, confidential, impartial and available to everyone. In 2014/15 our CAB network of dedicated staff helped over 274,000 people deal with almost 909,000 advice issues.

In November 2014 the first, annual drive to collect profile information on all clients approaching Bureaux for advice was undertaken. This first publication in our **'Who Are You?'** series provides a snapshot of individuals in Scotland supported by CAB during that period.

ISSUE 1: November 2015

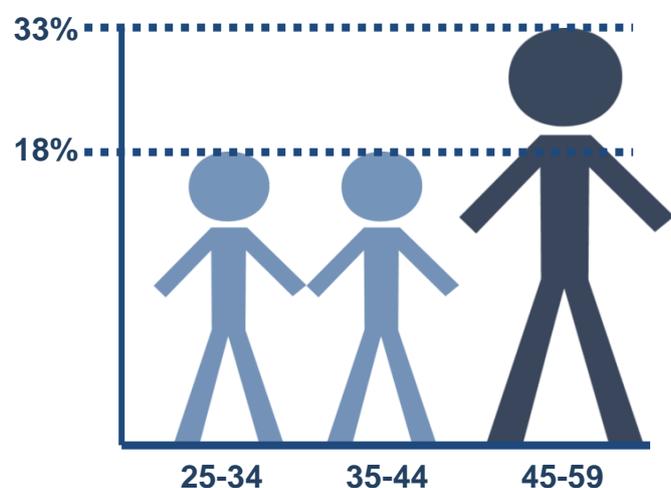
### First Annual CAB Client Snapshot

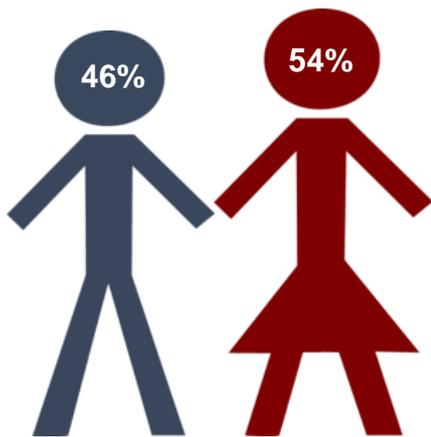
Anyone can come to the citizens advice bureaux for information and support, and much is already known about what types of information and support are being asked for. What we currently know less about, however, is *who* comes to CAB for advice? In other words, who are you? It is important for us to understand who uses CAB services so we can do our very best to ensure that we are able to reach as much of Scotland's diverse population as possible.

In this first publication of the 'Who Are You?' series we take a look at those who came to CAB service points during November 2014. Information was collected on almost 20,000 clients, which is around 87% of the monthly average for clients seeking advice at CAB during 2014/15. As with all surveys of this type not all clients wished to answer all questions; it is also not always appropriate to ask for such information. Because of this it is not possible to report on every category, but our analysis shows that comparison with the client profile across all 2014/15 is consistent and the data collected is robust enough to compare with the 2011 Census.

#### Client Age

One-third of CAB clients during November 2014 were aged from 45 to 59 years, a much higher proportion than the one-fifth of the population in this age range reported by the 2011 Census. Those aged between 25 and 44 years accounted for 36% of CAB clients during the same period which is, again, marginally higher than the proportion of this age group in Scotland overall (27%).





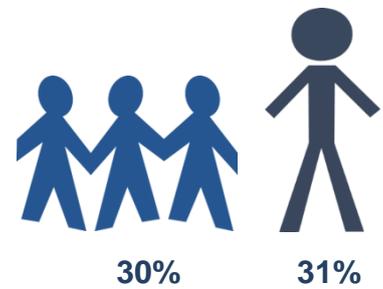
### Client Gender

A little over half of CAB clients during November 2014 (54%) were female, which is comparable to the figure reported in the 2011 Census (52%). While few differences between the genders were evident, a higher proportion of females (16%) than males (5%) reported being in part-time employment, while a lower proportion of females reported being in full-time employment (19%) than males (23%); this is broadly comparable to data from the 2011 Census.

Additionally, a higher proportion of females (19%) than males (3%) reported being in a single-parent family, a much broader difference than was reported in the 2011 Census (15% and 10% respectively).

### Family Composition

Almost one-third of clients visiting CAB during November 2014 were part of families with one or more children, including single parent families, a larger proportion than that reported in the 2011 Census (19%). Single people of non-pensionable age were also over-represented (31%) in comparison to the Census figures (21%).



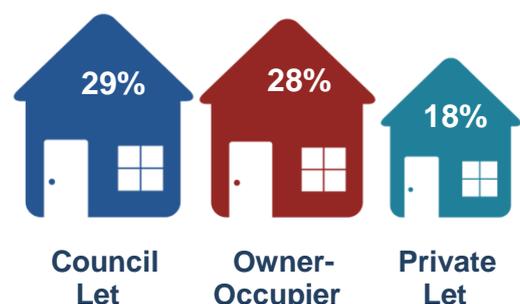
### Relationship Status



A little over one-quarter of CAB clients in November 2014 (28%) were married or in a civil partnership, this being considerably lower than the figure reported in the 2011 Census (45%). The proportion of CAB clients who had never been married (34%) was higher than the comparable Census figure (27%), while that for clients separated from their partners (10%) was more than three times greater than for Scotland as a whole (3%).

### Housing Tenure

The proportion of CAB clients during November 2014 who lived in council-let properties (29%) was more than twice the figure reported in the 2011 Census (13%); a higher proportion were also in privately-let accommodation (18%) than for all Scotland (11%). In contrast, the proportion of CAB clients in owner-occupied properties (28%) was less than half of the 62% reported in the Census.





## Employment Status

The largest proportion of CAB clients during November 2014 were working more than 30 hours per week (23%), although this is considerably lower than the 2011 Census figure of 40%. A higher proportion of CAB clients were unemployed (17%) than was recorded in the Census (5%).

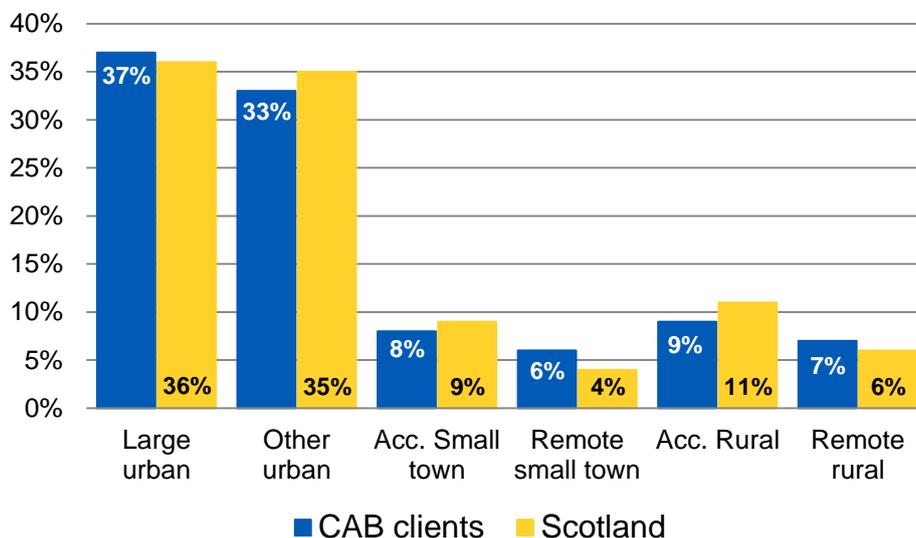
## Ethnicity

The majority of CAB clients during November 2014 described themselves as white (97%); this is consistent with the figure recorded in the 2011 Census (96%).

## Urban Rural Classification

The Scottish Government employs standard definitions in order to define the rurality of an area<sup>1</sup> and some comparisons have been drawn between this information for Scotland as a whole and that relating to CAB clients during November 2014. In Figure 1 it can be seen that proportions for all areas are broadly similar, with the majority of CAB clients (70%) residing in urban areas compared to 71% of the Scottish population as a whole.

**Figure 1: Urban Rural Classification - CAB clients and all Scotland comparison**



## Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation ('SIMD') is the Scottish Government's official tool for identifying those places in Scotland suffering from deprivation<sup>2</sup>. Although the terms

<sup>1</sup> Further information can be found on the Scottish Government website at:

<http://www.gov.scot/Topics/Statistics/About/Methodology/UrbanRuralClassification>

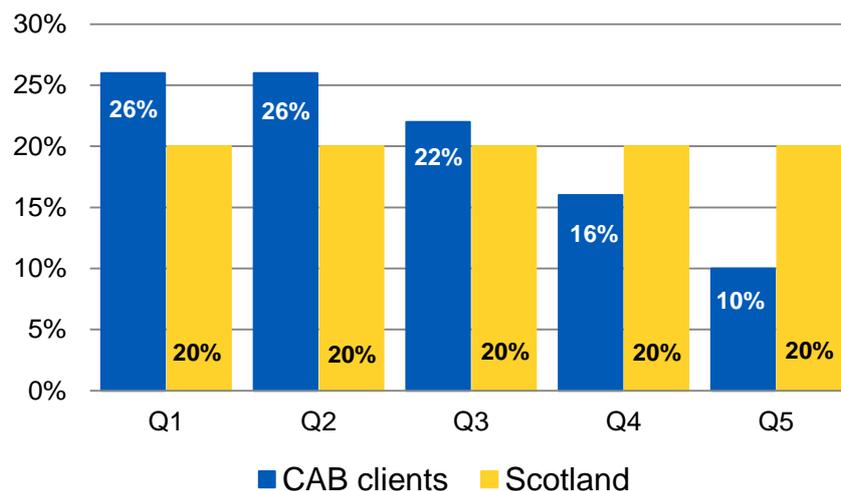
<sup>2</sup> Further information on SIMD can be found on the Scottish Government website at:

<http://www.gov.scot/Topics/Statistics/SIMD>

‘poverty’ and ‘deprivation’ are sometimes used interchangeably, in this context deprivation is defined more widely as the range of problems that arise due to lack of resources or opportunities covering health, safety, education, employment, housing, access to services and financial aspects. The SIMD divides Scotland into a number of small areas, or ‘datazones’, which can be ranked from the most to least deprived in relation to these multiple factors.

In considering SIMD it is useful to form the datazones into larger categories, with one of the most commonly used being the ‘quintile’; this splits Scotland into five equal groups with Quintile 1 (‘Q1’) containing the 20% most deprived datazones through to Q5 with the 20% least deprived datazones. As can be seen in Figure 2 below, CAB clients from November 2014 ranged from being slightly over represented in the lower quintiles to being under represented in the top quintile. The highest proportion of those in the lowest quintile (54%) and the top quintile (49%) lived in large urban areas, while those in Quintile 4 appeared almost as likely to live in accessible rural areas (23%) as in urban areas (25%)

**Figure 2: SIMD - CAB clients and all Scotland comparison**



## Summary

Although much more work still needs to be done in order to obtain a full picture of all those who come to citizens advice bureaux for advice and support, it would seem from the information collected so far that those who access the CAB service do so from all walks of Scottish life. As time goes on we hope to collect enough information on CAB clients in order to be able to provide the information at a local level to help CAB ensure they are reaching the broadest range of potential clients as possible. In the meantime, we will continue to explore the data and produce further publications which will examine the different categories in more depth.

The next drive for collection of client profile information will take place in November 2015.