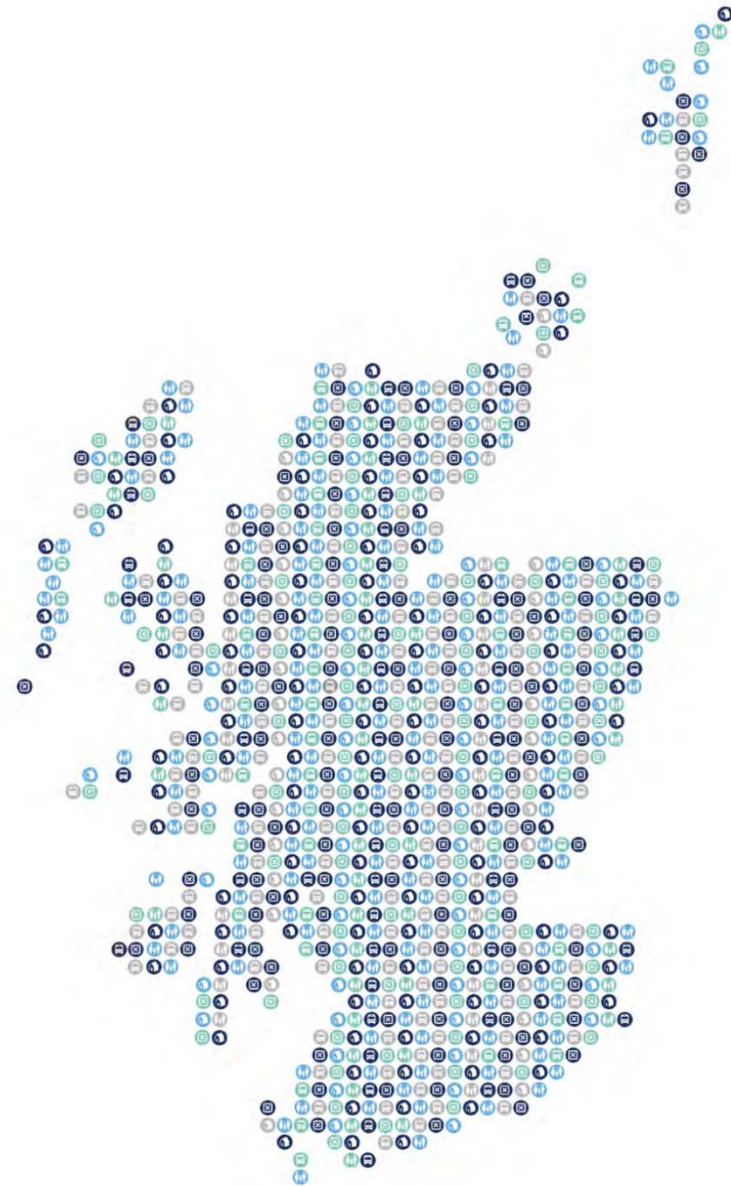




Dave Signorini,
Head of Better Homes

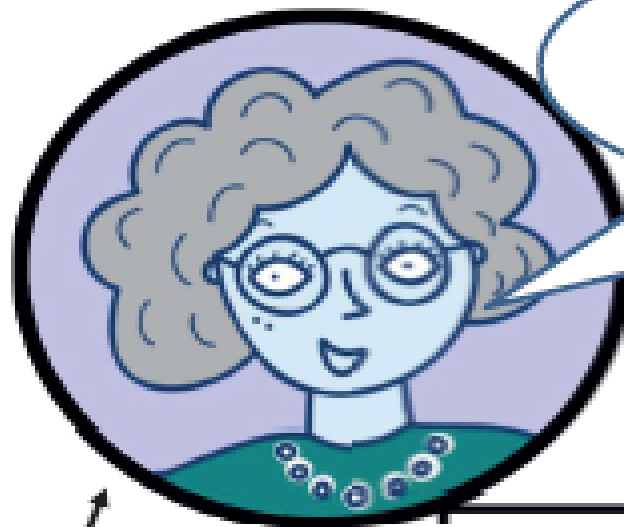


<http://www.gov.scot/SHS/>

How long has the SHS been running?



The Scottish Household Survey (SHS) has run continuously in Scotland since devolution in 1999. This means trends over time can be measured.



1999

2017

1995

2000

2005

2010

2015

Back in 1999...



S Club 7 have their first No. 1



Tony Blair was a popular Prime Minister



Donald Dewar became the first First Minister

SHS: the child of devolution

- Scotland voted to re-establish the Scottish Parliament in 1997:
 - A few specialist surveys in Scotland...
 - SHCS from '91, SCS from '94, SHeS from '95
- Preparations for the new Scottish Parliament highlighted need for more data in Scotland:
 - Most GB / UK surveys had small (but proportionate) Scottish samples
 - Most stopped at the Caledonian Canal
 - Content and coverage decided by ONS in London with little influence from Scotland
- A new general purpose survey for Scotland, modelled on the General Household Survey:
 - Cross-cutting
 - Evidence-led

Since 1999...

• **268,071 household interviews** (as of yesterday)

• 400,000 people in total including the random adult interviews

• Or one interviewer,

• interviewing 24 hours a day,

• for seven days a week,

• continuously for

• **25 years!**

Award-winning

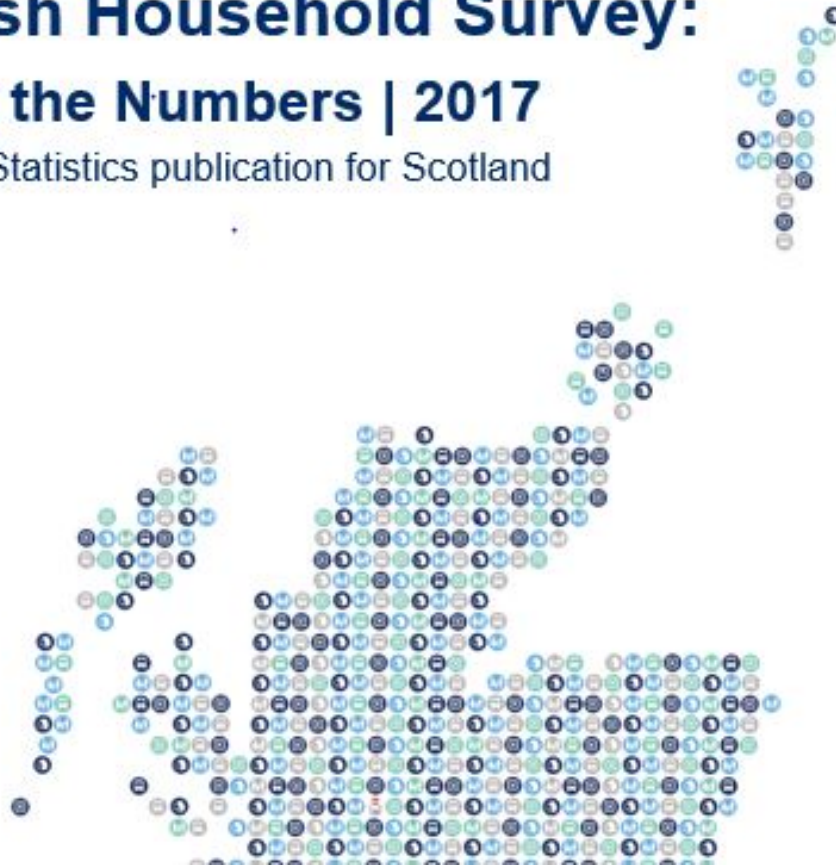


<http://www.gov.scot/SHS/>

Scottish Household Survey:

Behind the Numbers | 2017

A National Statistics publication for Scotland



<http://www.gov.scot/SHS/>