



Who Are You?



Citizens Advice Bureau Clients

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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 and volunteers 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. Our 'Who Are You?' series provides a snapshot of individuals in Scotland supported by CAB during that period.

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CAB Client Snapshot

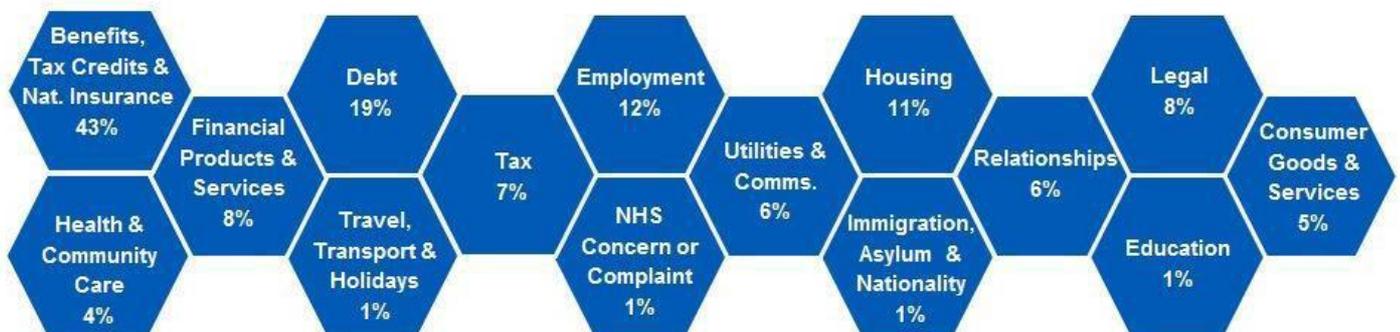
In the first publication of the 'Who Are You?' series we took a look at those who came to CAB service points during November 2014. Information was collected on almost 20,000 clients, which is around 87% of the monthly average for clients seeking advice at CAB during 2014/15.

This second publication looks at initial findings from an analysis of the profile of people by the type of advice they are given¹. We will return to this analysis after the next sampling of client data profile to see if any more detailed analysis can be carried out.

Advice Codes

Each time a client approaches the national CAB service for advice, information is gathered regarding that contact, including what kind of advice the client was looking for and whether or not the client had previously sought advice on that or any other advice area.

The Advice Codes areas for 2014/15, along with the proportion of all sampled CAB clients who were given advice relating to this area, can be seen below:

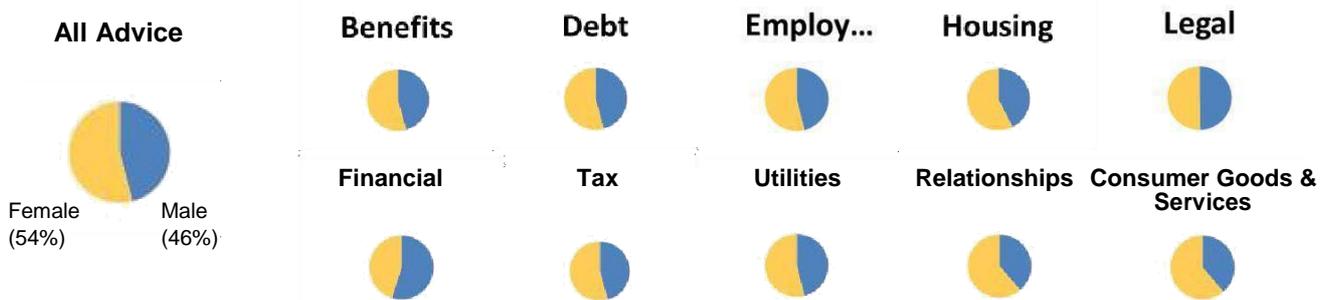


¹ This analysis is carried out for the 50 member bureaux that use the CASTLE electronic case system.

Gender Profile

The first publication found that 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%).

The percentage of female and male clients for the top ten Advice Codes areas is shown below. Consumer Goods and Services has the largest proportion of female clients and Financial Products and Services has the lowest percentage.



Deprivation Profile

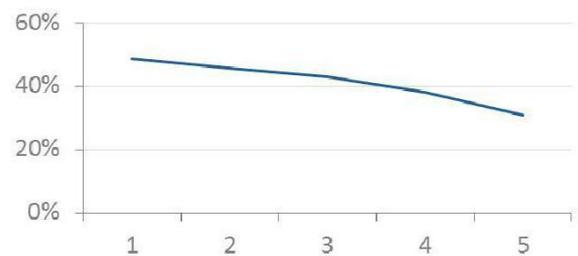
The Scottish Index of Multiple Deprivation ('SIMD') is the Scottish Government's official tool for identifying those places in Scotland categorised as deprived.

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.

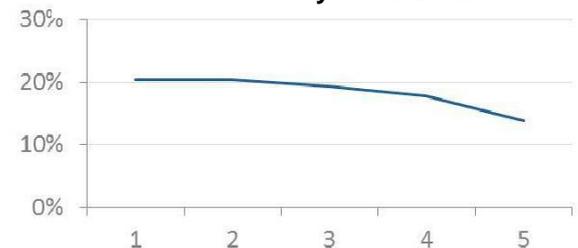
The first publication showed CAB clients from November 2014 ranged from being slightly over represented in the lower (more deprived) quintiles to being under represented in the top (less deprived) quintile.

For three areas of advice, Benefits, Debt and Utilities & Communications, the more deprived the area in which a client lives the more likely they are to seek advice on this topic. Almost half of clients who live in the most deprived quintile were given advice relating to Benefits compared to less than a third of clients living in the least deprived quintile.

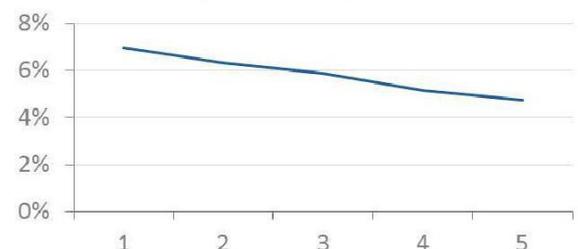
% of clients given advice related to Benefits by SIMD 2012



% of clients given advice related to Debt by SIMD 2012

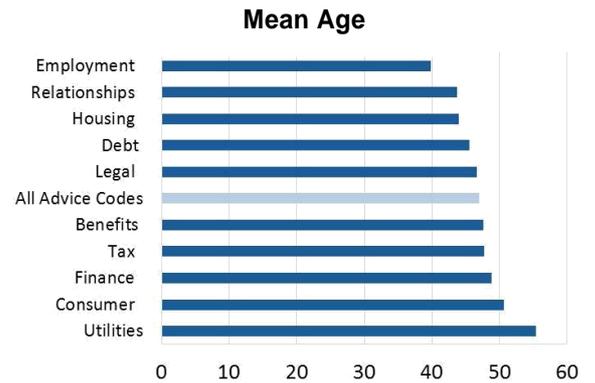


% of clients given advice related to Utilities by SIMD 2012



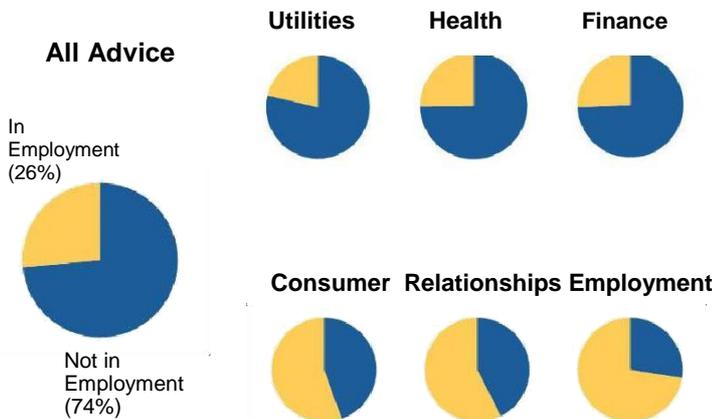
Age Profile

The mean age of clients in November 2014 was 47. The mean age of clients of each of the top ten most common areas of advice is shown in the chart to the right. This shows that clients given advice regarding Utilities have the highest age profile (55 years) while clients that have been given advice relating to Employment has the lowest (40 years).



Employment Status Profile

Below are six Advice Code areas showing the three areas with the highest percentage of clients not in employment and the three areas with the lowest percentage of clients not in employment.



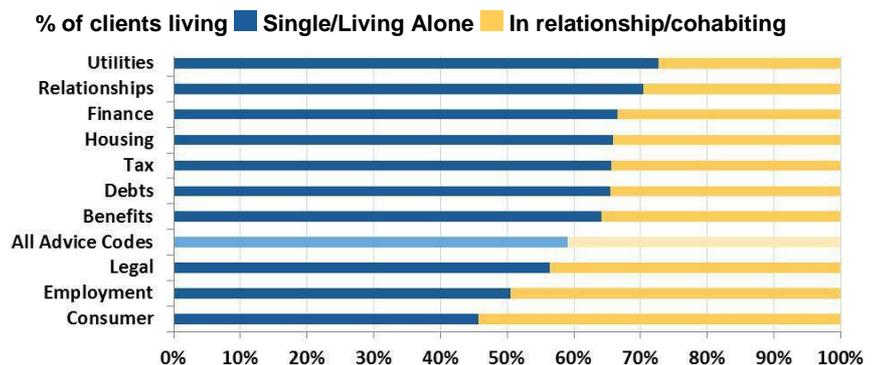
Rural and Remote Status Profile

The Advice Code with the largest percentage of clients living in a rural area is Health & Community Care where 27% of clients are from a rural area compared to 17% of all clients. This is also the Advice Code area with the most clients living in a remote area as 24% of clients come from a remote area compared to a 15% of all clients.



Relationship Status Profile

The advice code with the largest percentage of clients that are single or living alone is Utilities and Communications with 73% of clients in this category while Consumer Goods and Services had the lowest percentage of clients with 46% of clients in this category.



Summary

The next 2015 drive for collection of client profile information has just been completed. We will be analysing this data in the next few months and produce further publications which will examine different topics in more depth.