



England & Wales Census
6th March 2008

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Overview

- 1. Census History and Background**
- 2. The 2001 Census and Lessons for the Future**
- 3. A Census for Today – Meeting the Needs of Today**
- 4. Geodemographic Data helping the 2011 Census**
- 5. Census Outputs and Dissemination**
- 6. Looking beyond 2011**

The Census History

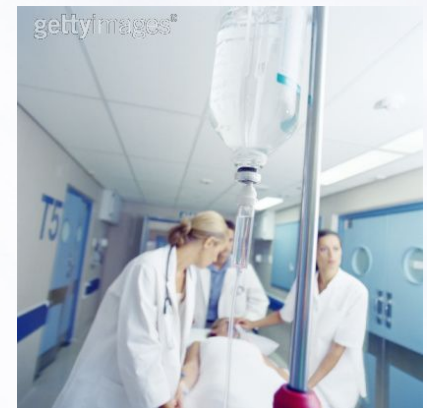
- **A count (estimate) of the whole population**
 - Every town, every village, every street



- **Once a decade since 1801 (except 1941)**
- **Compulsory under the 1920 Census Act**

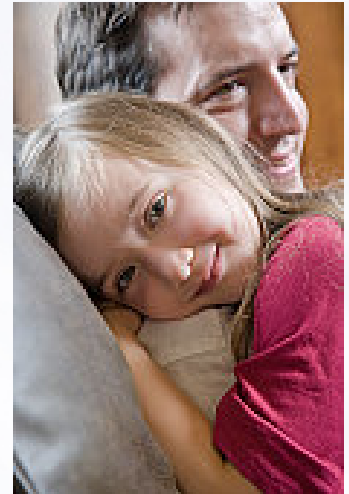
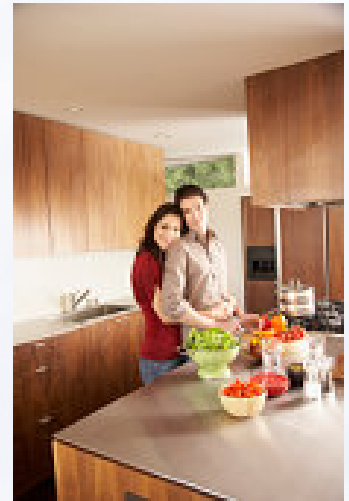
Why we need a Census

- **Need accurate information on the numbers of people, where they live and their needs to allocate resources**
- **Planning schools, roads, health services, housing, libraries etc**
- **Unique opportunity to update the statistical base for use across all sectors.**
- **Nationally consistent insights for small areas and small population groups.**
- **Support policy development and evaluation.**



Uses of Census Information

- **Population units**
 - people and housing
 - with key demographics (age, sex, ethnicity)
- **Population structures**
 - households, families
- **More detailed characteristics**
 - ethnicity; religion;
 - illness; disability; caring;
 - occupation; industry; labour market participation;
 - workplace; qualifications;
- **Denominators for non-census statistics**
 - birth and mortality rates
 - racial discrimination
 - traffic accidents
- **Survey sampling frames and non-response adjustment**



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This was the 2001 Census

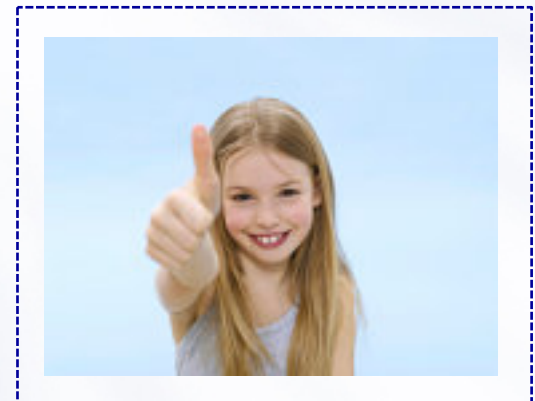
- 24m households in England/Wales
- 70,000 field staff
- 2.6m calls
- 2.5m forms on peak day
- 561m A4 pages scanned
- 50 Gb data; 20 Tb images stored (archived 100 years on 20k rolls of microfilm)
- Census coverage survey, Post back, scanning, OCR, 100% coding
- New questions - religion, carers, health

The image shows a sample of the 2001 Census form, titled "29 April count me in Census2001 England Household Form". The form includes a grid for recording household members, instructions for completion, and a declaration section. The form is tilted and shown as a sample document.



The 2001 Census reviewed

- **Successful Census:**
 - 88% postal response
 - 94% final response with accurate results in vast majority of LAs
- **Successful Coverage Assessment Process**
 - Census Coverage Survey (CCS) of 1% of postcodes
 - Results matched person by person to census data
 - Estimates of missing people
- **But ... difficulties quality assuring results**



Lessons from the 2001 Census

- **Struggled to recruit 70,000 field staff**
 - Hard to recruit in inner cities
 - 40% late payments
- **Control of field operations and follow-up**
 - Pockets where coverage was below 70%
 - Hampered coverage assessment methodology
- **Post-back of census questionnaires**
 - Local delays in mail system caused unnecessary follow-up
- **Key stakeholders must be engaged earlier**
- **Need to fully test final processes and systems**



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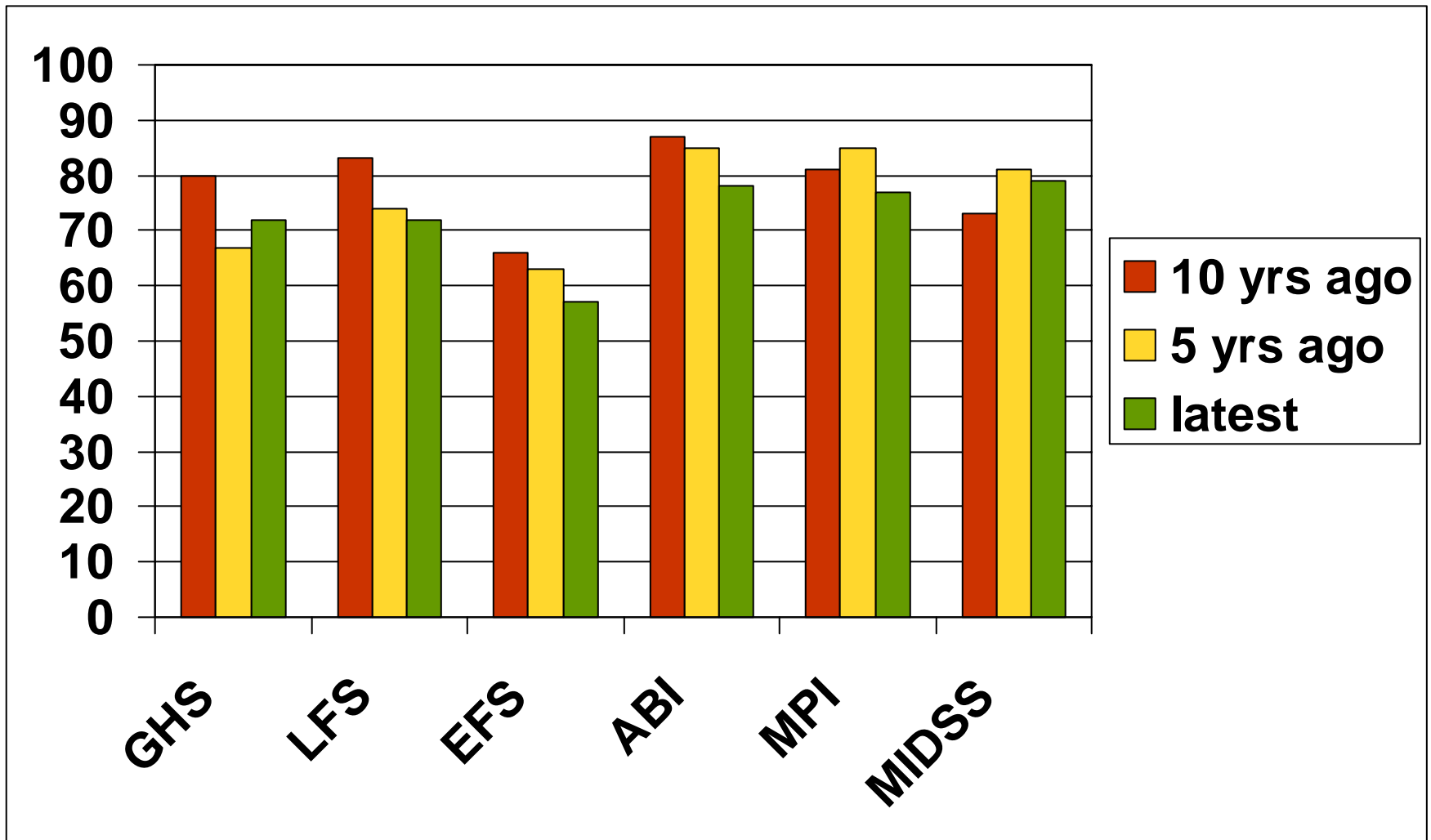
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No Census is the same

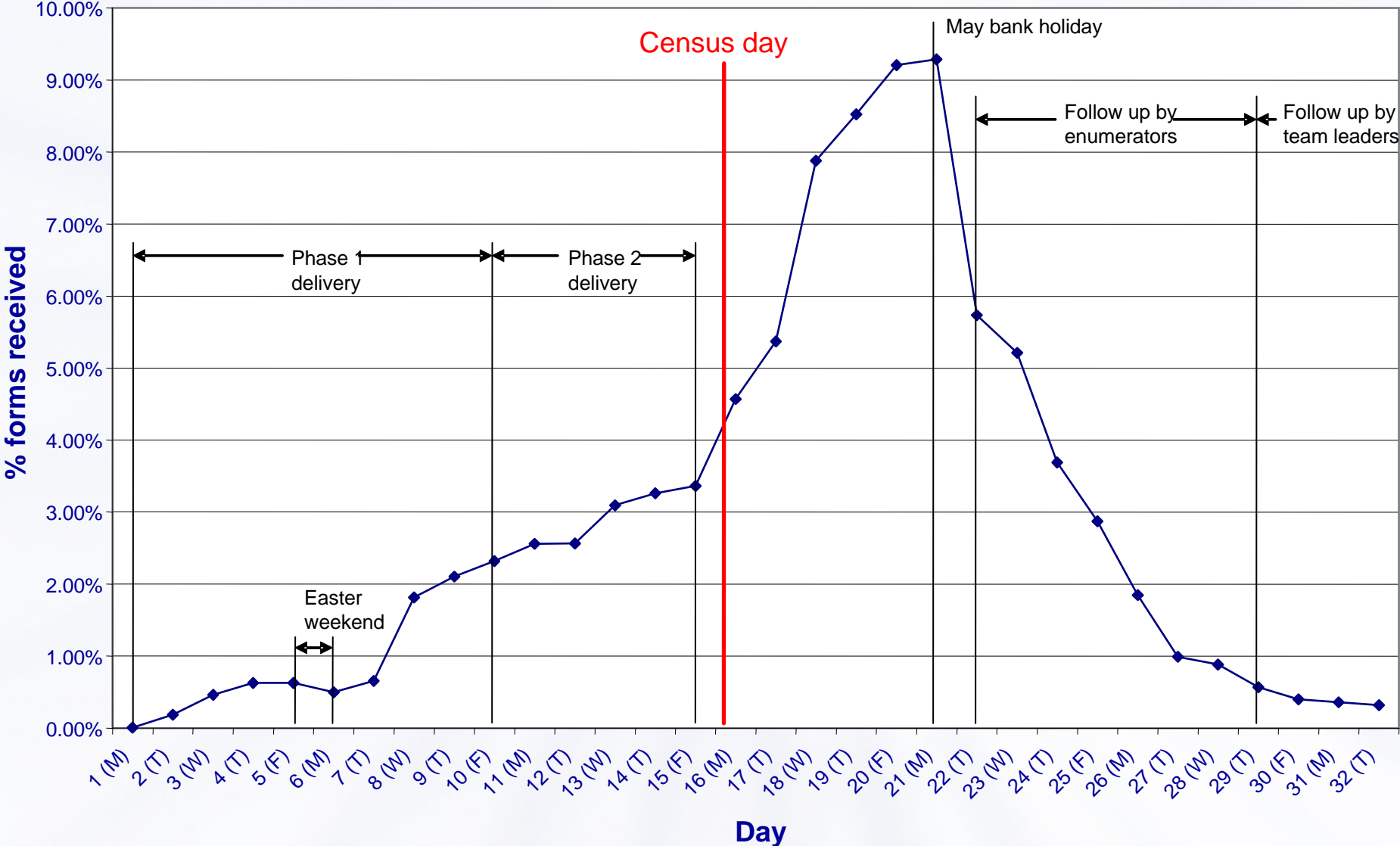
- **Since 2001 we have experienced profound social changes:**
 - Increasing mobility & migration
 - Ageing: 25% more over 85s by 2011
 - Complexity of family structures & living arrangements
 - New communication channels: internet accessibility and expectation to engage with government on-line
 - Mistrust, less willing to comply



Less willingness to comply

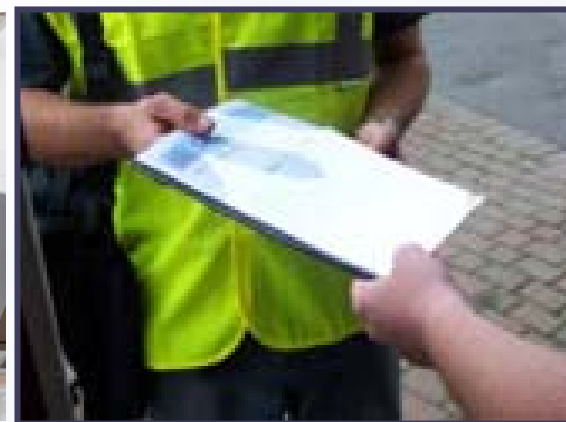


The Logistics: More than just Census Day

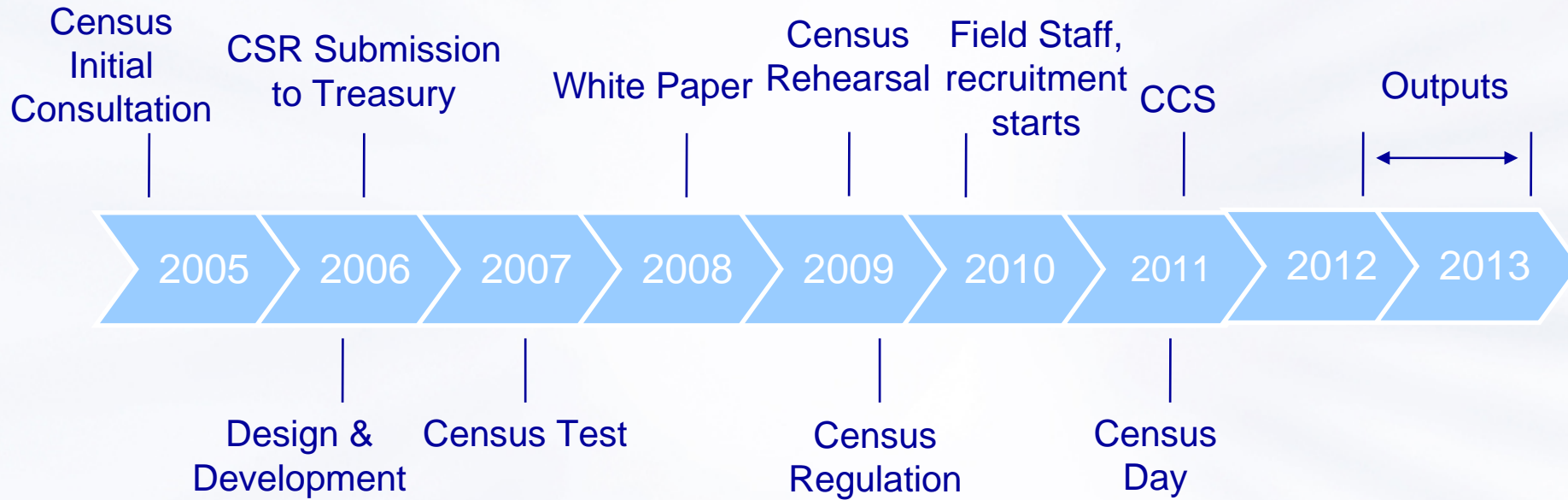


ONS planning the 2011 Census

- Major operational changes from 2001:
 - Post-out and post-back
 - Address checking required before 2011 Census
 - On-line completion
 - Census count of both residents and visitors
 - Intensive, targeted and flexible follow up of non response



Key 2011 Census Milestones



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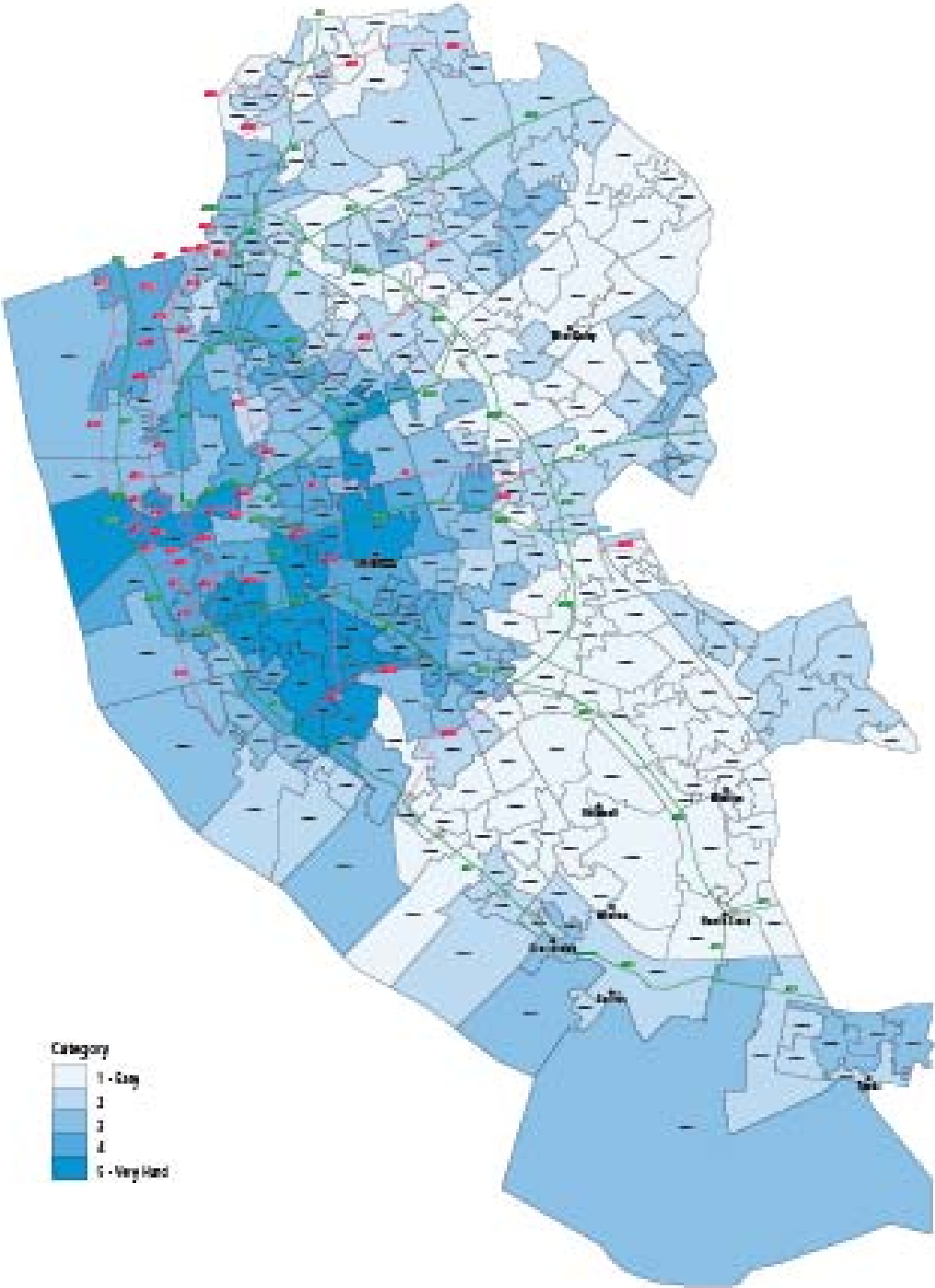
Geodemographic Data helping the Census

- **Enumeration Targeting Category (ETC)**
 - Ranks areas into 5 “hard to count” categories
- **Uses:**
 - Estimates of non-response by areas which help:
 - drive numbers of field staff
 - define field staff workload areas
 - estimates of printing and processing volumes
 - stratification for selection of CCS areas

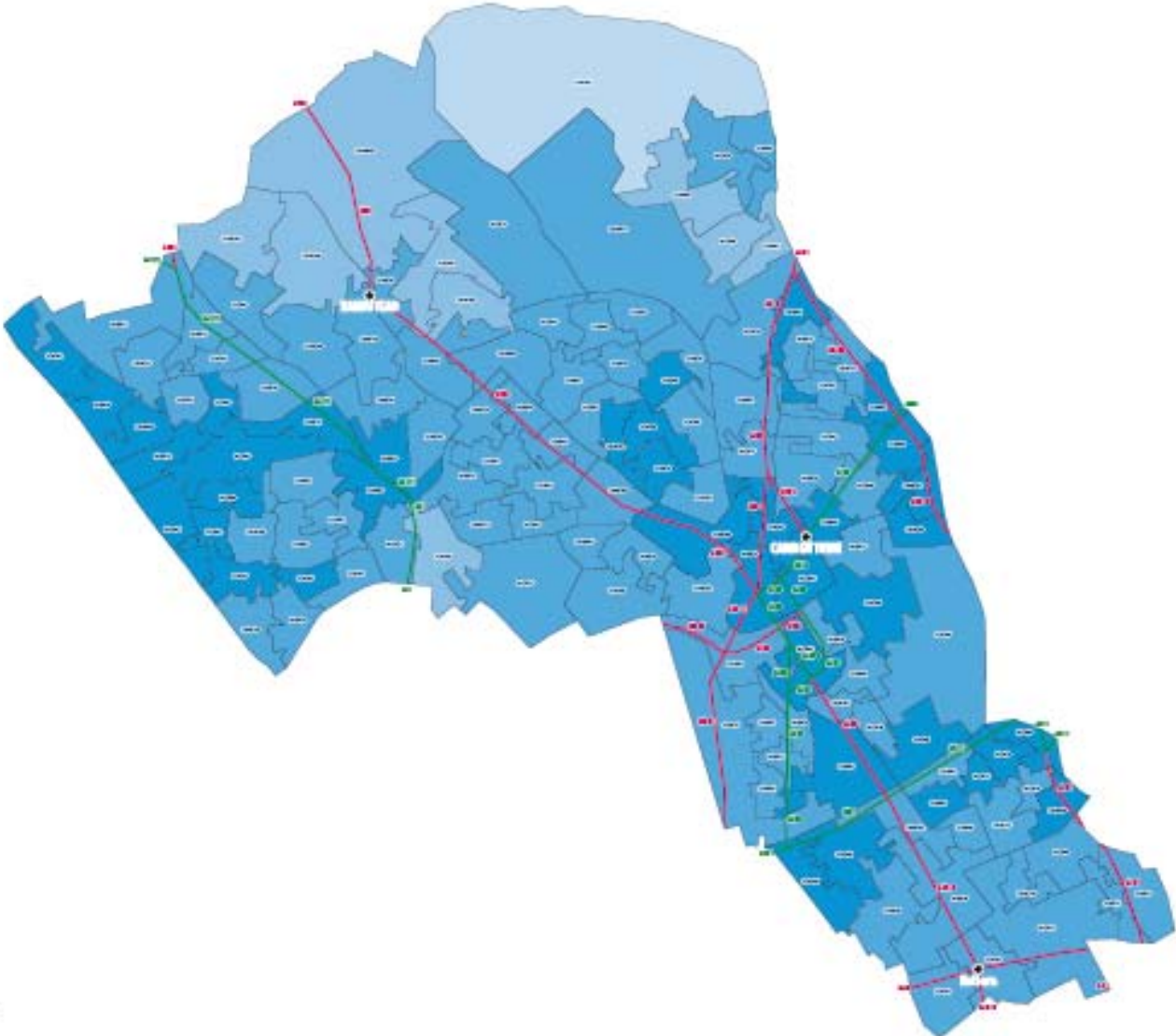
Sources:

2001 Census Data	School Census	ONS Population estimates
Commercial classifications, eg. Acorn, Mosaic	ONS Output Area/Ward Classification	DWP data, eg. Job seekers allowance, Income support

Liverpool ETCs



Camden - ETCs



Use of Geodemographic Data continued

- **Fieldwork prioritisation model**

- Ranks areas based on the coverage and quality of the Address Register; currently under development.

- **Uses:**

- Will identify areas where address checking and hand delivery most effective and efficient.

- **Sources:**

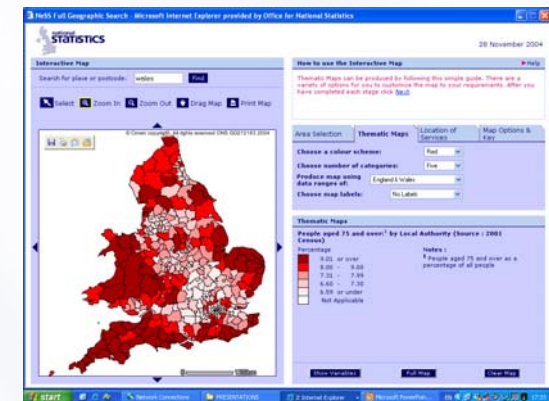
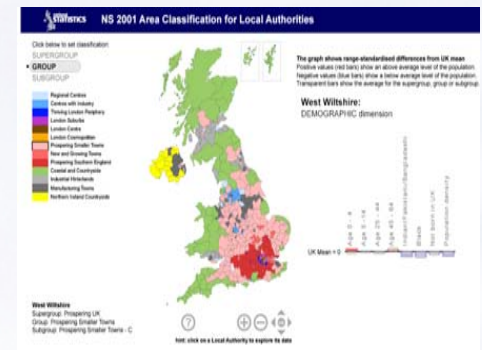
2001 Census Data	Population/housing change	ONS Rural/Urban Classification
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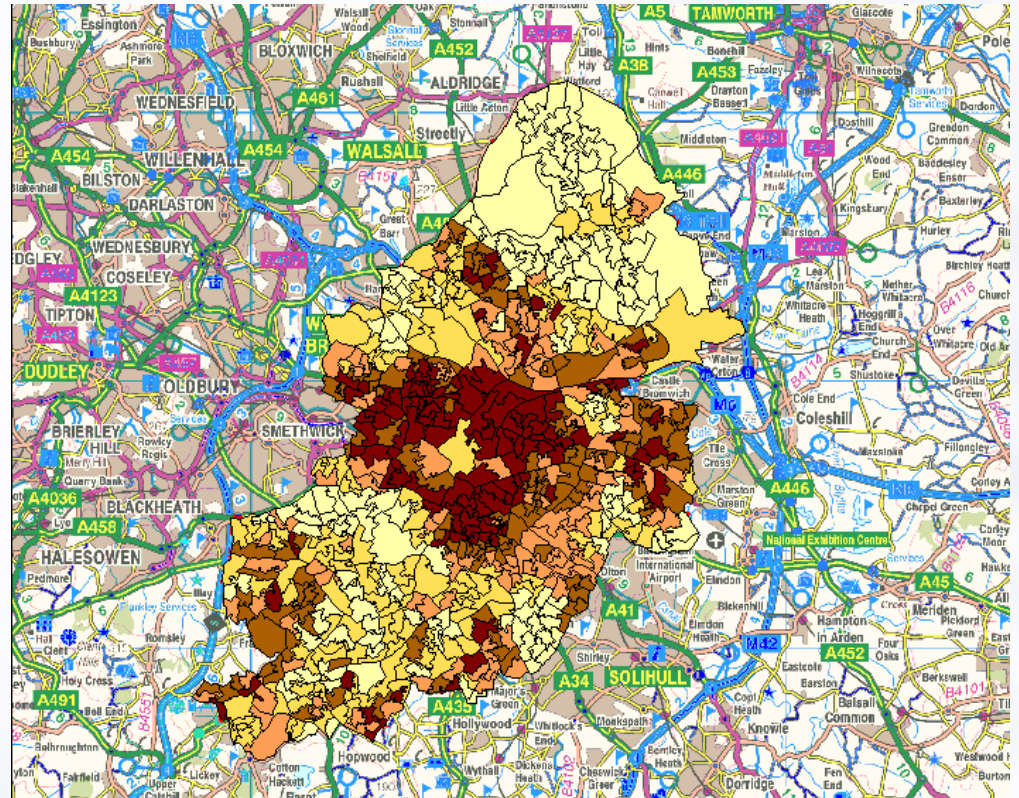
2001 Census Outputs

- 100 Tabular Products
 - 14 book titles with an excess of 5,000 sales
 - 46 CD and DVD titles
 - 40 web products (NS Online, NeSS, NOMIS)
- 14,000 Unique Tables
 - About half on NeSS and half on NOMIS
- SuperTABLE, HTML, PDF, EXCEL, CSV
- SARs, SAMs, CAMs
- Value added/resellers
- Focus on reports on ONS Website

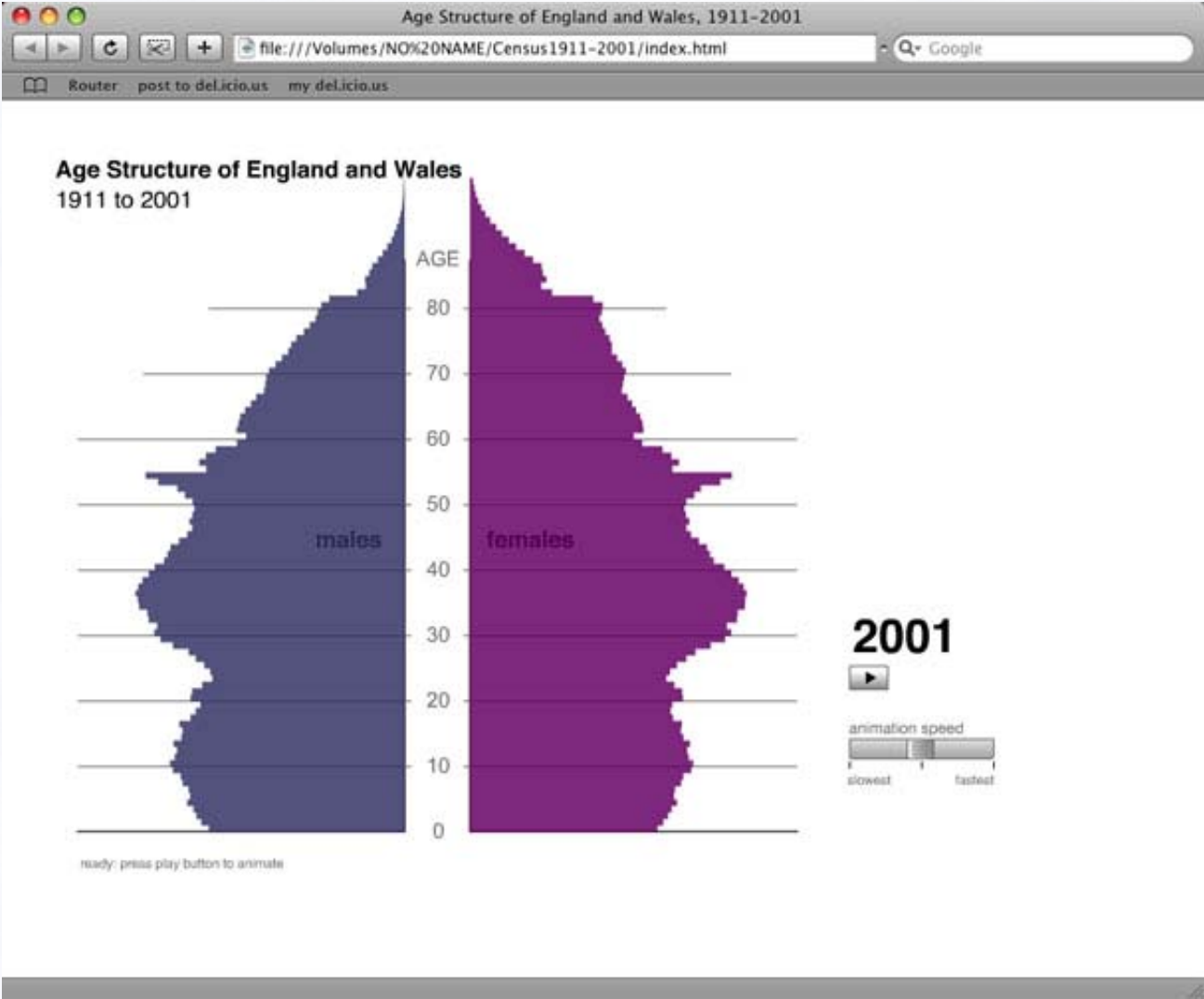


Geography covered

- 260,00 unique areas in England & Wales
 - 175,000 Output Areas
 - 34,000 LSOAs
 - 7,000 MSOAs
 - 9,000 Wards
 - 10,000 Parishes
- Also:
 - Health Areas
 - Postal Sectors
 - Local Authority Areas
 - Urban Areas
 - Westminster Parliamentary Constituencies
 - Welsh Assembly Constituencies.



Rich legacy of census



Consultation and Development Plan

- **2006 – Review 2001 outputs, workshops with users**
- **2007 - User consultation (40 one to ones, at random)**
- **2008 - Launched online consultation on products/services. Close end April. Later in 2008 , content/variables consultation begins.**
- **Started considering technical options**
- **Plan to publish outputs strategy by summer 2008**
- **First outputs - Sep 2012, bulk by end 2013**

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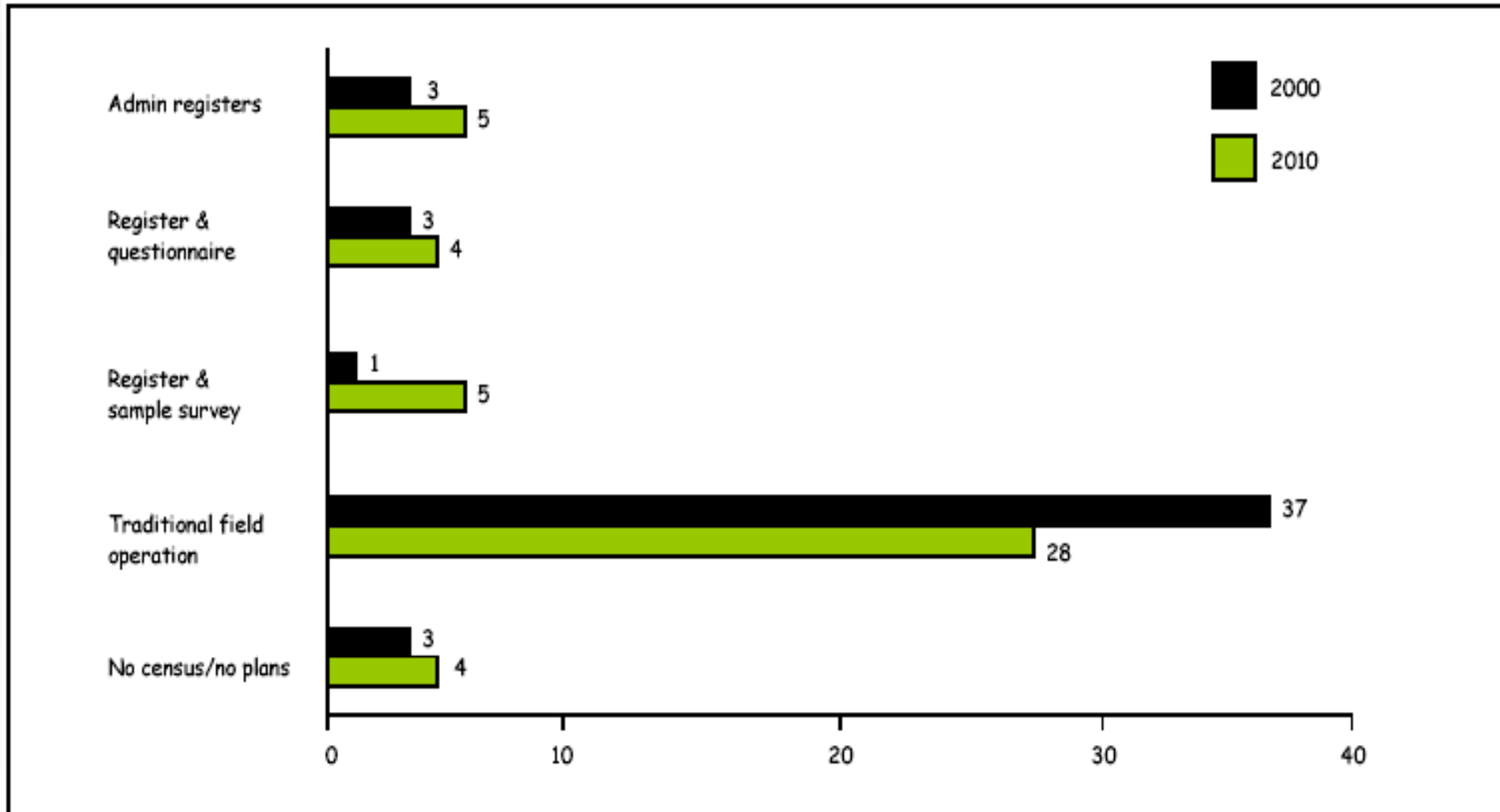
Options beyond 2011

- Traditional Census – 10 years, 5 years?
- Short form census, with large household surveys?
- Rolling Census?
- Population & Housing registers?
- Mixed models?



Census: traditional or register based?

- Enumeration methods: households, ECE Member States



Conclusion

- Census remains the cornerstone of National Statistics
- Learnt from 2001 influencing 2011 design
- Need customers/user views on outputs
- Thinking about what happens after 2011



Thank You



Glen Watson
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