England & Wales Census
6th March 2008

Glen Watson
Census Director, ONS
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 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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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

- Phase 1 delivery
- Phase 2 delivery
- Census day
- May bank holiday
- Follow up by enumerators
- Follow up by team leaders

Days:
1 (M) 2 (T) 3 (W) 4 (T) 5 (F) 6 (M) 7 (T) 8 (W) 9 (T) 10 (F) 11 (M) 12 (T) 13 (W) 14 (T) 15 (F) 16 (M) 17 (T) 18 (W) 19 (T) 20 (F) 21 (M) 22 (T) 23 (W) 24 (T) 25 (F) 26 (M) 27 (T) 28 (W) 29 (T) 30 (F) 31 (M) 32 (T)
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

- Census Initial Consultation
- CSR Submission to Treasury
- White Paper
- Census Rehearsal
- Field Staff, recruitment starts
- Census Regulation
- Census Test
- Design & Development
- Census Day
- CCS
- Outputs

- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
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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:**

<table>
<thead>
<tr>
<th>2001 Census Data</th>
<th>School Census</th>
<th>ONS Population estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial classifications, eg. Acorn, Mosaic</td>
<td>ONS Output Area/Ward Classification</td>
<td>DWP data, eg. Job seekers allowance, Income support</td>
</tr>
</tbody>
</table>
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:

<table>
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<tr>
<th>2001 Census Data</th>
<th>Population/housing change</th>
<th>ONS Rural/Urban Classification</th>
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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)


• 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
Census Director, ONS