An early start – building the address list
How hard can it be?
Very!
ADDRESS REGISTER

- Built by matching/merging:
  - Royal Mail PAF & OS AL2
  - with the LAs’ National Land & Property Gazetteer
  - & other sources

- ONS field check where we lacked confidence in the match

- LAs and RM also checked mismatches

- We think we covered about 99.5% of addresses
Build up to live operations
THE CENSUS FIELD OPERATION

157 Area Managers & 41 Community Advisors

2,200 Census Coordinators

29,000 Collectors (to follow up non response)

1,700 Special Enumerators (for Communal Establishments)

4,000 Census Coverage Survey (CCS) staff

100 Non compliance staff

Address Check

Post Out

Postal Collection

Hand delivery & collection for communal establishments

Follow up non response

Enforce

CCS

Help tomorrow take shape
HTC Categories

- HTC-1 (40% - Easiest)
- HTC-2 (40%)
- HTC-3 (10%)
- HTC-4 (8%)
- HTC-5 (2% - Hardest)
Building the team

- Over 2,000,000 visits to www.censusjobs.co.uk
- 350,000 applications for jobs
- 70,000 job offers made
- 4,000 training events
- E-learning
Building support - BME

- Community advisors and community panels
- Community workshops
- Promotion materials in 60 languages
- Purple bus tour
- Diverse field force
Building support – young people

- Partnership with Ghetts
- NUS support
- Youth magazines (Nuts, NME, More, Heat)
- Schools programmes
- “Census Man”
Logistics

- 39 million questionnaires printed
- 146 million individual items printed
- >10,000 deliveries of supplies made
- Fitting out processing centre & call centre
PROTECTING THE DATA

- Security and confidentiality are top priorities for Census
- Confidentiality protected by law
- Strict physical and IT security
- Independent security reviews
- Personal data secured for 100 years
- No personal data shared with OGDs/LAs
And we’re off....
Publicity Campaign started 21 Feb

3 phases: Educate – Enlist – Enforce

- TV led - adverts
- Outdoor advertising
- Digital advertising
- Radio
- Print
- Media relations and PR
Phase 1: TV ad screenshots
Headlines were . . .

Census spies will track every home
Anger at ‘intrusion’ of vast computer network

Daily Mail: 22 Feb

SENSELESS
Austerity? So how can we spend £500m on this useless and intrusive census

Daily Mail: 23 Feb

First question on the census form: is there any point to it?

Independent: 22 Feb

NONCENSUS
Fury over forms printed in 57 languages

The Sun: 24 Feb

Help tomorrow take shape © Office for National Statistics
Ready for “post out” — 7 March

- Questionnaire tracking live
- Census helpline live
- Online help live
- Forms/envelopes/leaflets printed, addressed and ready to go
- Online completion system live
Post out began - smile please....
Questionnaires start flooding in
With additional items

- Cash and cheques
- A credit card
- Passports
- A set of Deeds
- Certificates
- A completed driving licence application form
- Photographs of family
- A drawing of the Queen
- Letters
Too much information: what census officers saw

By Laura Roberts

SOME people thought they were being helpful, others did it by mistake, but passports, death certificates and even a picture of the Queen have made their way into completed 2011 census forms.

Other items sent in by people included credit cards, cheques, a set of deeds, family photographs and a completed driving licence application form.

The Office for National Statistics has said that, where possible, it is returning the items, but it has appealed for people not to send extra documentation with completed questionnaires.

Glen Watson, the census director, said: "I'm delighted that so many people have sent their questionnaires back promptly, but urge those who are returning their questionnaire this week to check carefully that they're not including their shopping list."

Organisers have suggested that those people who have not yet completed the census should do so online for greater convenience.

Last week, census collectors started visiting seven million households in England and Wales which have failed to return the forms.

Around 26 million households were sent the questionnaire last month to fill out on March 27, or as soon as possible afterwards. Nearly three quarters have returned the forms so far. Those who do not complete the form face a fine of up to £1,000.

Deborah Linton

A drawing of the Queen, family photos and a set of keys sent in as part of a list of unexpected items that have made their way into the country's completed Census envelopes.

Bosses of the Greater Manchester 2011 Census operation have revealed that householders are sending back more than expected with their completed forms.

Personal letters, cash and cheques, passports and a credit card were all found inside returned envelopes.

Europe's largest data scanning centre has been created at Trafford Park to handle the once-in-a-decade operation.

The Office for National Statistics conducts a population census every 10 years and the 2011 survey will see a total of 600 million pages of information from across England and Wales processed in Greater Manchester.

Census director Glen Watson said: "I'm delighted that so many people have sent their questionnaires back promptly, but urge those who are returning their questionnaire this week to check carefully that they're not including their shopping list."

"We've had personal letters, passports and a driving licence application included with questionnaires. Where possible, items have been removed from the forms and returned to the sender.

"I'd suggest that people who are finishing their census form this week should do it online, using the internet access code on the front of their questionnaire, and avoid sending it anything that may be essential.

"And doing it online is the quickest way to get it back to us. It's straightforward, quick and secure.

He added: "Census statistics are vital to the future of communities and are used to plan school places for the young, care facilities for the elderly, transport links, even car parking spaces at supermarkets."

"When every penny matters it's important to know how many people live where so that central government funding can be shared fairly.

"Online help is available at census.gov.uk. Replacement questionnaires can be ordered on the website or from the census helpline on 03000 200110."
Processing site open for business

180,000 sq ft high security processing plant

Up to 40 articulated lorries per day at the peak

Documents prepared

And scanned
Press started having fun

Return of Jedi makes no census

The last time a Census was held in England and Wales 40,000 people declared their religion as Jedi — this was far fewer than expected. Jedi is of course the faith espoused by the Star Wars films and it was after a campaign by fans of the movie to get people to write the entry on their Census form that the Jedi was included on the list of religions alongside Roman Catholic, Muslim, Church of England, and Jewish. More than 2.5 percent of the population of Brighton, the homosexual capital of England, claimed to be Jedi, underwriting the Census gay issue of humour. Two years ago it emerged that eight police officers in Stratford listed their religion as Jedi — hardly the force really it is with you.

Speaking at this week’s launch of a new Census, a budget said: ‘The religious question is already voluntary one, I don’t think we would pursue something for declaring…'

CAST your mind back to 2001, when Jedi Knight — after the fictional order in the Star Wars films — technically became a British religion after more than 400,000 people claimed to subscribe to the faith in the Census.

Now, another spoof religion looks set to appear on this year’s Census — thanks to 1998 cult comedy film The Big Lebowski, in which the main character, played by Jeff Bridges, far right, is an unemployed layabout known as The Dude. His humble nickname has spawned a mass following of the Dude, who call them ‘Dudeism’.

Laura Powell, who wrote the book on the subject of ‘Dudeism’ and rebooted the 2001 census with a follow-up in 2011, said: ‘Dudeism is an ancient philosophy that preaches non-preachiness, practices as little as possible. It’s been championed by the Dude, an online magazine for Dudeist that promotes activities including “kicking back with friends” and “mellowing out, man”.

But the Dudeists may face a battle with the British Humanist Association, which has just launched a campaign urging those who truly aren’t religious to say so in the census. The BHA claims the religion question is skewed and could overstate the extent of religious affiliation in the country.

And there you were thinking the Census was simply about ticking a few boxes.

Daily Mail: 16 March

Why Jedism are converting to Dudeism

Laura Powell

Daily Mirror: 25 Feb
The cartoonists got going......

“So how late were YOU filling in your census form?”

“I’m tweeting that I object to disclosing personal information”
Purple bus went on tour
Over 6,000 completion events take place

(Southwark)
Second phase of ads: do it now!

Help tomorrow take shape
Phase 2 TV adverts
Census day: 27 March 2011

World's oldest twins complete their TENTH Census

At 101 years old, they have witnessed the moon landings, seen five monarchs in power and lived through two world wars.

And now twins Lily Millward and Ena Pugh have marked another landmark of sorts by filling out their 10th Census form.

The pair - who are officially the world’s oldest set of twins - have been included in every Census since 1911.

The only decade they did not take part was in 1941, when one was never staged because of the Second World War.

Twins Ena Pugh (left) and Lily Millward with Powys Census Area Manager David Roman as they inspect their 1911 record.
Alternative censuses everywhere

Which of these following meals do you like the most?

- Roast dinner
- Indian
- Chinese
- Pasta
- Ham and chips etc

By ANTONELLA LAZZERI

CENSUS forms have already landed on every doormat in the UK.
And tomorrow we must all fill in the probing 32-page questionnaire and return it to the Office for National Statistics.
Ahead of Sunday’s big count we carried out our very own Sun-sus to take the temperature of the nation. Pollsters YouGov surveyed more than 5,000 adult Brits about everything from their favourite celebs to their top tipples.
The results offer a unique snapshot of life in Britain today.
1. What is your full name?

2. What is it really?

3. Why is it different from the name you have given to the Department of Work and Pensions?
Online completions

Nearly 400,000 completions on census day alone

Overall 16% of returns made online
Proportion of Internet returns, by LA

Internet returns as a percentage of all returns
- 5.0 - 10.0%
- 10.1 - 15.1%
- 15.2 - 20.0%
- 20.1 - 25.0%
- 25.1% +
- GOR boundaries
Online help

Over 3 million visits

Popular pages included:
- requesting a new questionnaire
- translation guidance
- who to include
- when to return questionnaire
Helpline

On average, calls were answered within five seconds on census day.

1.7 million calls to helpline
Media opportunity!

‘The dog ate my census form’

PEOPLE asking for new census forms ahead of this weekend’s deadline have blamed their dog for eating it or spilt coffee and tea on it.

The Office for National Statistics revealed a helpline for the census has reported that requests for new questionnaires because of tea and coffee spills and even dogs chewing forms rank among the most common inquiries in England and Wales from people filling in the 2011 Census.

More than 360,000 people have either called or sought help online for filling in the form in advance of Census Day on Sunday.

Glen Watson, 2011 census director, said: “I urge everyone to fill in their census questionnaires to ensure a better future for all. The census provides a richly-detailed snapshot of society that helps the right decisions to be made in future about services, including housing, schools and health provision.

“Concerning the dog question – as with homework, the dog ate it doesn’t excuse you filling it out.

“It has to be done.”
Third phase of adverts start
Collectors start work

- 29,000 census collectors start on 6 April
- 70% of households had completed and returned forms
- Used tracking system to visit non responding households
- Again, and again, and again!

- Offering help, advice, language support & persuasion
Reminders

- Reminder cards posted by field staff
- Over 3 million reminder letters sent from HQ
- Caused a late peak in calls to helpline

1.7 million calls to helpline
CENSUS PROCESSING

Data capture & processing

- Receipting
- Scanning/character recognition
- Manual keying
- Coding
- Processing
- Archiving

10 million forms scanned so far

(ie 300 million sides of A4)
THE CENSUS COVERAGE SURVEY

- 350,000 households (1.3%)
- Six weeks after Census Day
- Brief doorstep interview
- Operationally independent of census
- Random, but stratified to focus on harder areas
Did it work?
We think so…

- Confident we’ve hit the “94% national response rate” target
- Confident we’ve hit the “over 80% in every LA” target
- Confident that the voluntary CCS is around 90% response
- Much better response in London than 2001
- Great platform for the next phase
What now?
COVERAGE ADJUSTMENT

• Match census returns with CCS returns

• Dual System Estimation, bias adjustment

• Assess households and persons missed in census for the areas in the CCS sample

• Extrapolate for whole country & impute “missing” records
QUALITY ASSURANCE (QA)

• Intensive QA before publishing results

• Compare to administrative data from national and local sources

• High level demographic checks (eg sex ratios)

• LAs submitting local admin data close to 27 March

• Using data sharing orders and GSS network to source national admin sources (GP registers, DWP CIS, HESA, Schools census etc)
AIMS FOR 2011 OUTPUTS

- First results July 2012
- Standard tables
- Online Data Explorer
- API to enable user communities to build their own “front ends”
- UK level results