



**Census**



# 2011 Census Publicity and Communication

November 2009

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# Market Research: Objectives and Methodology

# Market Research Objectives



**We use market research:**

- **To gain a better understanding of particular population groups;**
- **To identify any issues and barriers to census participation;**
- **To consumer test communication messages, concepts and channels; and**
- **Ultimately, to ensure that we get our communication campaign right for 2011 and achieve the highest possible enumeration.**

# Market Research Methodology



- **Census uses a wide range of research methods depending on the research objectives and requirements.**
- **The research methods include both qualitative and quantitative research methods.**
- **Market research is being carried in regular intervals to serve as quality assurance – all communication for 2011 will be tested.**
- **The 2011 Census affects everyone – this must be reflected in the market research samples.**

# Market Research Samples



- **Research samples consist of over 20 core population groups.**
- **Research samples also include all key Black and Minority Ethnic (BME) groups and other more recent groups (Eastern Europe).**
- **Research samples include accessibility groups.**
- **Research samples are further split using variables such as**
  - Age and sex;
  - SEG (A,B,C1,C2,D,E);
  - Location (South, Wales, Midlands, North, Northern Ireland);
  - Employment; and
  - Religion.

# Market Research So Far



- **Qualitative research: 2008 and 2009**
  - 6 qualitative communication research projects
  - In total 79 focus groups and ~ 488 individuals taking part
  - Included research into understanding of and willingness and barriers to 2011 Census participation
  - Qualitative research was used to quality assure rehearsal communication concepts, messages and materials.
- **Quantitative research: 2009 Rehearsal pre and post survey**
  - Survey currently being carried out by Ipsos Mori in the three rehearsal areas (Newham, Anglesey and Lancaster).
  - Total sample size 4'000 individuals
  - Quantitative research is used to test census awareness and understanding, effectiveness of various communication channels and behaviour and attitudes towards the 2011 Census.



# Market Research: Overall Findings



# Overall Qualitative Findings



- **Across all groups there was a lot of confusion about what the census is and what the benefits of it are.**
- **The census was not necessarily seen as negative. Many people just had no real opinion about it; they felt apathetic towards it.**
- **People who were challenged economically and/or felt disadvantaged were the most cynical towards the census.**
- **Negative feelings about society in general, government and politics led to a negative view of the census.**
- **Concerns about confidentiality of information; poor recent government track record.**
- **Poor language skills must be addressed; help should be available.**

# Lack Of Knowledge



It helps government to control how many people come into the country.

Something to do with taxes.

Is it some kind of market research?

Vague recollection of previous census.

If it is so important why have I never heard about it before?

It is about planning

If it is so important why have I never heard about it before?

- ▶ **Most do not know what the census is for and they will need to be educated about how it works and its benefits.**

# Lack Of Perceived Relevance



They must have this information already – why do they want it again?

What about the DVLA database?

I don't know anyone who has filled it in. Why should I?

Why are they wasting our money on this?

If it is only every 10 years the information will be soon out of date.

- ▶ **Seeing the census as not very important can lead people putting it off and regarding it as an unnecessary chore.**
- ▶ **Currently there is no link to their community and their lives.**

# Cynicism On Planning



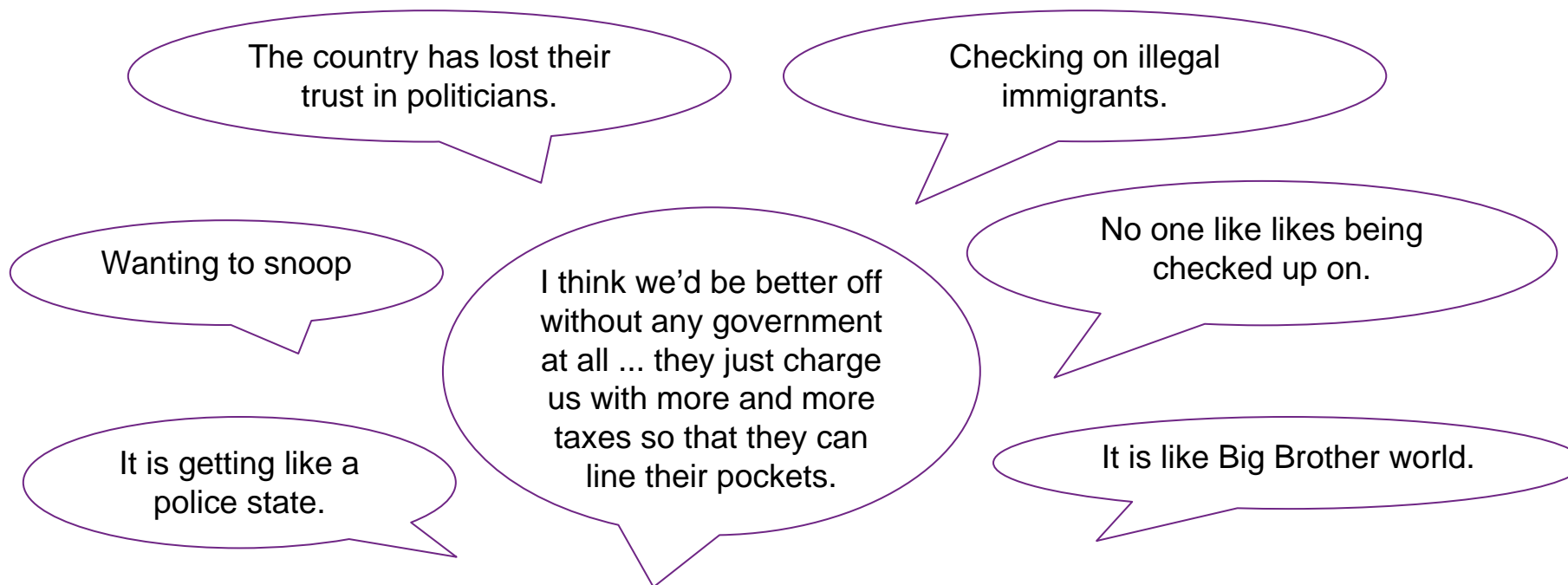
They are closing things down.

There are areas around here and the census hasn't done anything for them.

It is obviously not working very well.

- ▶ **The planning story can seem like a fabrication, or a case of over promising, leading some to believe it must have another reason for being; e.g. 'government checking up on us'.**
- ▶ **Current economic climate has led to increased levels of cynicism.**
- ▶ **Over promising must be avoided as it is counter productive.**

# Fear & Distrust In Government



- ▶ **The negative associations with government create fear and distrust in the census.**
- ▶ **The current economic climate has had a negative impact.**

# Lack Of Trust/Confidentiality



Anything to do with my home and religion feels personal to me – why should I trust them?

But they have already lots of this information.

What about identity fraud?

You never know whose hands this information will get into.

The government are always losing information.

- ▶ Many are used to seeing stories about losing data, hackers and identity fraud in the media.
- ▶ People associate government data loss with the census.

# Tone Of Voice



- **In the context of recession, and to avoid any unnecessary ‘pushback’, it is important that the census does not seem imposed from ‘on high’.**
  - **It is important the census avoids being seen as imposed on people and therefore adding to their troubles – persecuting them.**
- ▶ **The recession and its impact was a topic of conversation in all focus groups in 2009.**

# Recommendations



**Need to Move from:**

**Need to Move to:**

**Lack of knowledge**



**Education**

**From the 'top down'**



**More co-owned**

**Not relevant**



**Relevant to me and society**

**Planning pointless**



**Planning vital**

**Fear and distrust**



**Tackle confusion/Help Available**

**Lack of confidentiality/security/trust**



**Confidentiality/security guaranteed**

- ▶ **Census is complex and communication must address a wide range of issues.**
- ▶ **The research findings have informed the 2009 Rehearsal campaign.**





# 2009 Rehearsal Campaign

Help tomorrow take shape

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# The Census Campaign Creative



- **Paper shapes can explain the census benefits in a simple way**
- **The paper shapes idea in the real life based settings creates interest and has impact**
- **Clear call-to-action and universal user acceptance of the advertising across all population groups**
- **Campaign was seen as inclusive and friendly**



# Some Responses



Shaping local healthcare –  
it makes me feel like I am  
making a contribution.

Take part and make a  
positive change.

Something good to  
help your area.

You notice them, they  
stand out. Clever.

It is important to do this.  
Someday you will have a  
child.

- ▶ **User acceptance across all population groups but topic preference varied across groups.**

# 2009 Rehearsal & Test Areas



- **Test of campaign elements that can be scaled up for the 2011 Census**
- **2009 Rehearsal included:**
  - Launch events in Anglesey and Lancaster
  - Regional radio (English and Welsh)
  - Cinema advertising & Post Office TV
  - Student Online TV advertising
  - Regional print-press advertising
  - Outdoor advertising
  - Online advertising
  - Creative targeted advertising (e.g. students)
- **Advertising campaign commenced 21 September 2009**

# Rehearsal Launch Events



- Rehearsal launches were held in Anglesey and Lancaster
- Giant origami shapes were revealed to the local press and general public
- The events were attended by local children, ONS staff and local officials
- Video footage was recorded at both events and released on Youtube



# Examples: Print/outdoor Advertising



 This year in Anglesey, there will be a rehearsal of the 2011 Census – an event where information from every household is collected to help identify what your community needs. Your census rehearsal questionnaire should be completed on or as soon as possible after Sunday 11 October 2009. Visit [WWW.CENSUS.GOV.UK](http://WWW.CENSUS.GOV.UK) to take part online or post back your completed questionnaire and help the 2011 Census take shape.

## Shape your local facilities

A photograph of a man in a grey polo shirt crouching on a red running track, looking at a young boy sitting on a large, purple, geometric sculpture. The sculpture is a stylized, multi-faceted figure. The background shows a blue sky with white clouds and green grass.

**Help tomorrow take shape**

The census in England and Wales is run by the Office for National Statistics (ONS)

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## Shape your local education

A photograph of a young man in a grey sweater sitting at a desk in a classroom, using a purple computer monitor, keyboard, and mouse. Another student is visible in the background.


**Help tomorrow take shape**

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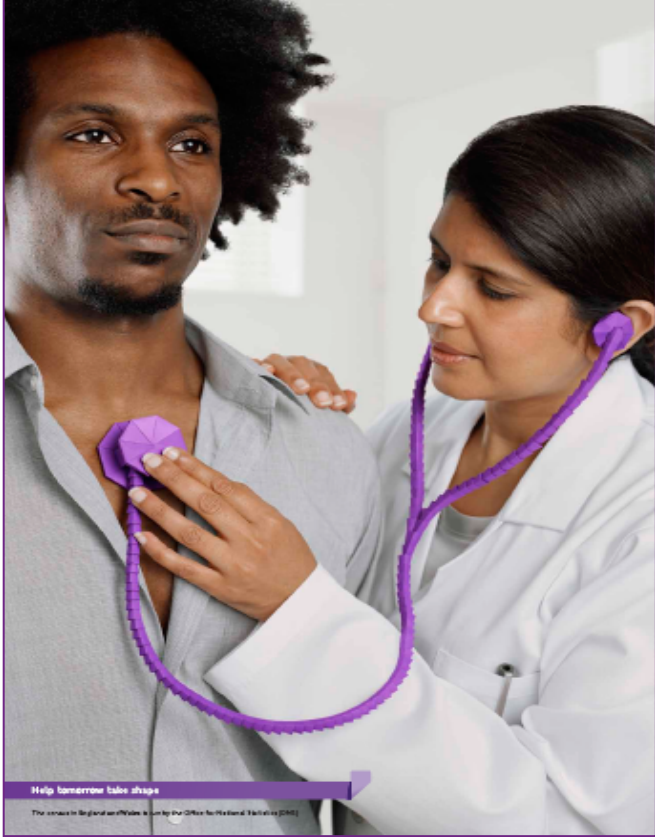


# Examples: Print/outdoor Advertising



 This year in England, there will be a rehearsal of the 2011 Census – on event where information from every household is collected to help identify what your community needs. Your census rehearsal questionnaire should be completed on or as soon as possible after Sunday 11 October 2009. Visit [www.census.gov.uk](http://www.census.gov.uk) to take part online or post back your completed questionnaire and help the 2011 Census take shape.

## Shape your local healthcare



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The census in England and Wales is run by the Office for National Statistics (ONS)

 Complete your census rehearsal questionnaire online at [www.census.gov.uk](http://www.census.gov.uk) or post back your completed questionnaire.


## Shape your local transport



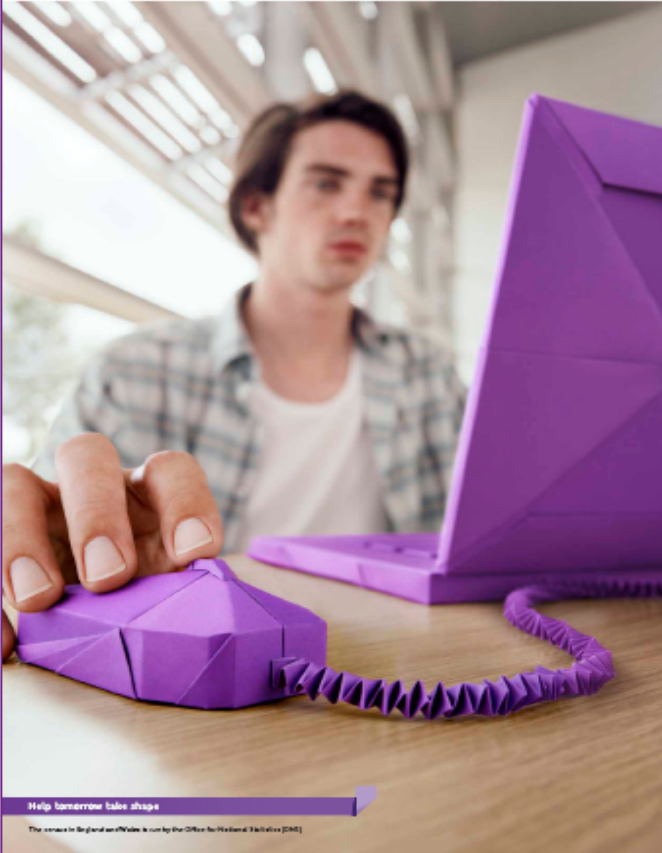
Help tomorrow take shape  
The census in England and Wales is run by the Office for National Statistics (ONS)

# Examples: Print/outdoor Advertising




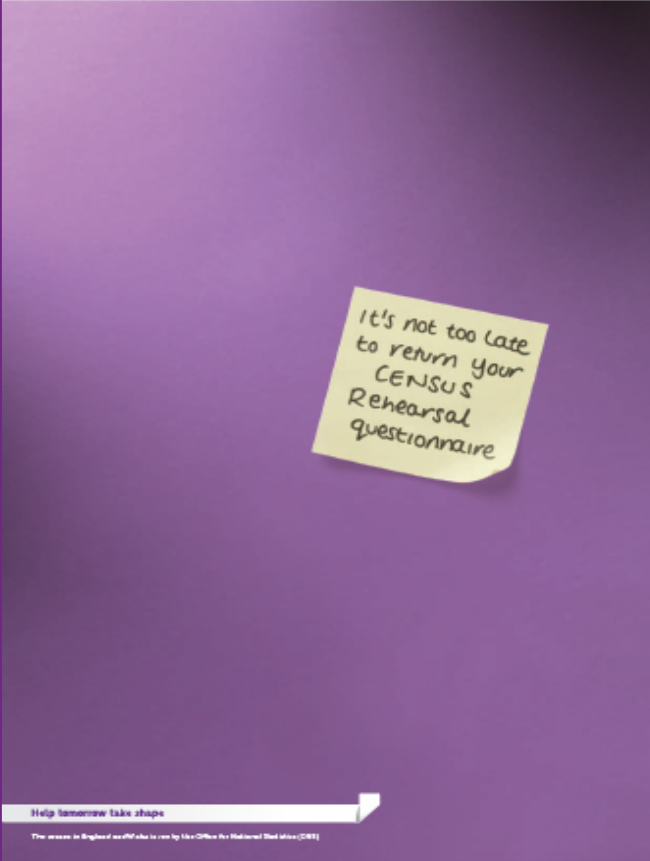
 Simply visit [WWW.CENSUS.GOV.UK](http://WWW.CENSUS.GOV.UK) and enter the unique access code printed on the questionnaire you received in the post. Then complete the online Census Rehearsal questionnaire as or as soon as possible after Sunday 11 October and help the 2011 Census take shape.

## Complete the Census Rehearsal in a few clicks



**Help tomorrow take shape**  
The census in England and Wales is run by the Office for National Statistics (ONS)

 This year's Census Rehearsal is a test run of the 2011 Census – as everywhere information is collected from every household to help identify what your community needs. Time is running out, so hurry, visit [WWW.CENSUS.GOV.UK](http://WWW.CENSUS.GOV.UK) to complete your questionnaire online or post back your completed questionnaire and help the 2011 Census take shape.



**Help tomorrow take shape**  
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# Billboard In Birmingham



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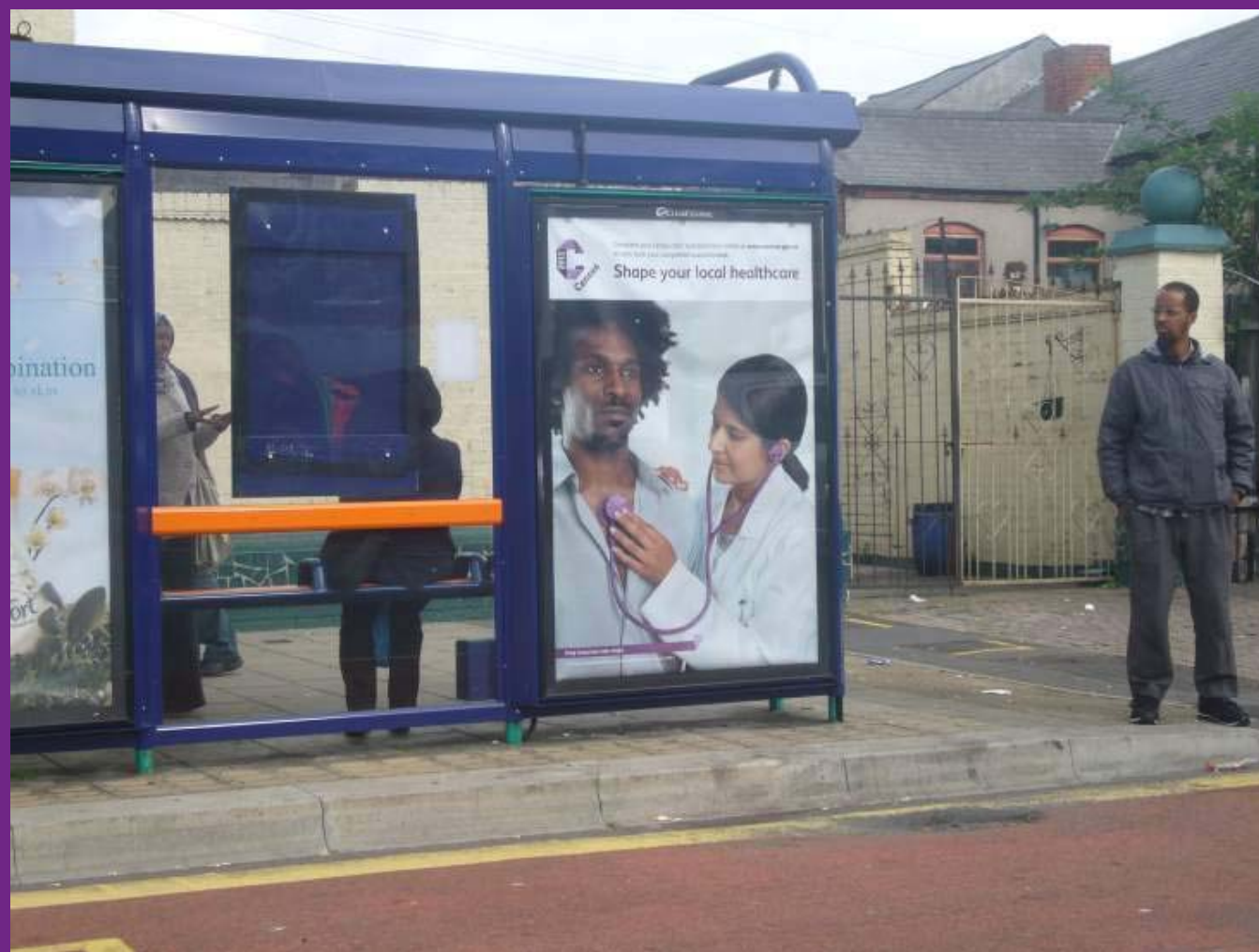
# Another Billboard In Birmingham



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# 6-Sheet In Newham



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# High Street Banners in Lancaster



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# High Impact Bus Advertising



Complete your census rehearsal questionnaire online at [www.census.gov.uk](http://www.census.gov.uk)

**Shape your local transport**

The logo for the 2011 Census in Welsh, 'Cyfrifiad Census', with '2011' on the left.

- High impact advertising
- Ideal for street-level pedestrian and driver awareness

# Online Advertising



- Online advertising was undertaken on radio, newspaper, university and local authority websites
- It provided multiple messaging with a direct link to the census website

Complete the census rehearsal questionnaire online

And you can save and return to your questionnaire later

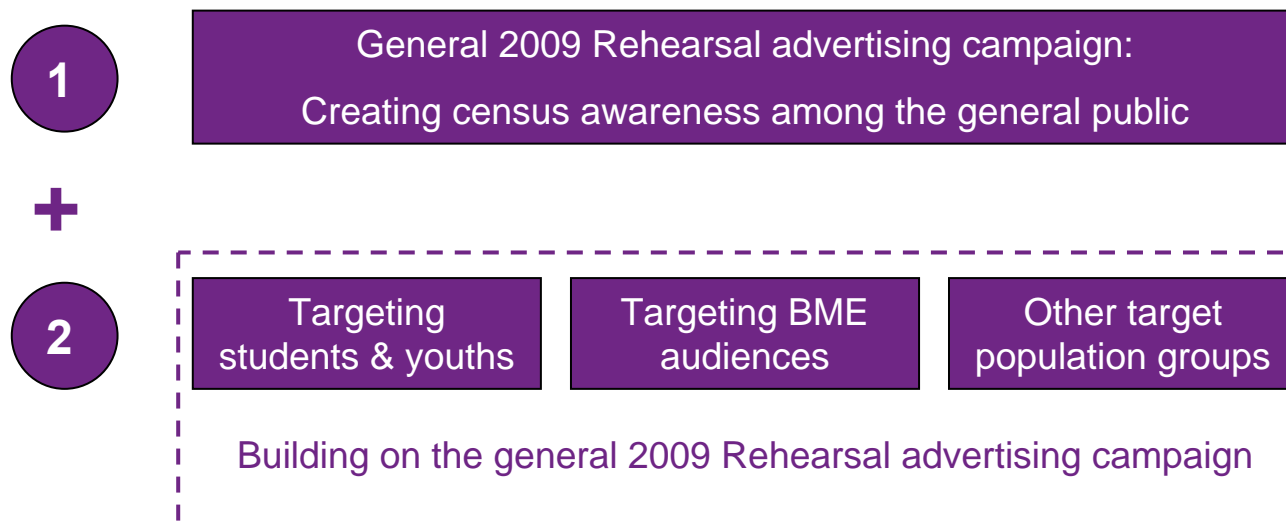


 Visit [census.gov.uk](http://census.gov.uk) today

# 2009 Rehearsal Communication



- The advertising campaign had to reach all population groups
- **BUT there was also be additional communication elements targeting specific target population groups such as students, young adults, ethnic minorities (BME) etc.**





# Reaching BME Audiences



# Speaking in-language

- Materials and advertorials were developed in-language and bilingually to reach BME communities
- Focus on the family and education as these are the key motivators for members of the BME community
- Materials have been developed in English, Urdu, Bengali, Gujarati, Punjabi – Shahmukhi and Gurmukhi



# Community Outreach



- **Community workshops and school parents events were coordinated in Birmingham and Newham with people from local representative groups**
- **This provided the opportunity to speak to members of the BME community within a trusted, authority setting**



# Census Teams



- Teams made up of four BME representatives located in key footfall areas within Birmingham and Newham
- The make up of the team was community based and multi-lingual
- The squads were active in the weekend before and after the census rehearsal day



# Young Black Males



- A partnership was developed with a London-based grime artist, Ghetts, to reach and motivate young black African males
- Launch of a Ghetts track was held in Newham and local press were also in attendance

Lyrics include:

*“Some don’t know what a census is, some do but they can’t see the sense in it, just remember this, if minorities don’t fill in the forms what’s the point living in Britain at all?”*





# Reaching Students & Young Adults

# On-campus Activities



## Fresher fairs

- Representatives attended freshers fairs to engage directly with students

## University press

- Coverage made through university media channels including radio, television, press and online

## Union and course coordination:

- Representatives met with the student unions and course coordinators to get engagement and additional activities on-campus



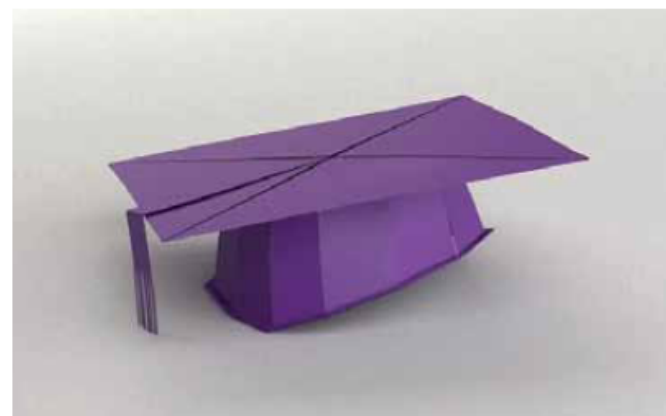
# Student IPTV Network



- Internet Protocol Television (IPTV) is the delivery of digital television through a PC or TV and is used by students and university staff exclusively
- Census rehearsal advertising was placed for download at Lancaster University campus and halls



Paper starts to fold in on itself



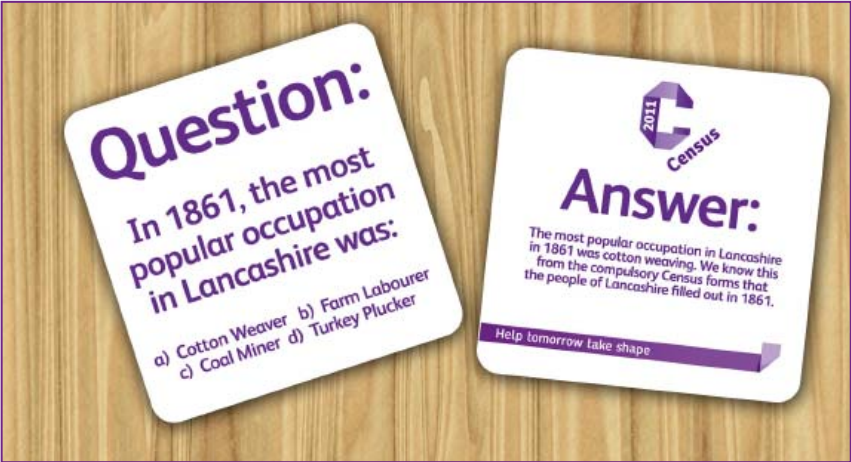
Paper folds into an origami mortar board



# Engaging Advertising



- Reaching students and young people where they spent their time with some engaging advertising







# Not Just The Young

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# Post Office Advertising



- Information leaflets and animated advertisements were placed in Lancaster to target over 65s.
- These materials included a focus on promoting the availability of accessible formats.



Paper starts to fold in on itself



Paper folds into an origami bus



# Bookmarks In Public Libraries



- **Trialled in Lancaster**
- **Distributed to static sites and mobile libraries**
- **Half adult visitors aged 55+**
- **30% of users aged 70+**





# Any Questions



**Census**