



## **CENSUS ADVISORY GROUP**

### **AG (13) 01 - 2011 Census Highlight Report, Spring 2013**

This highlight report describes progress for the following topics, not covered on the agenda items:

1. 2011 Census User Satisfaction Survey
2. 2011 Census gateway review
3. Census quality evaluation
4. Census Analysis update
5. UK Outputs
6. NRS update
7. NISRA update
8. Communications update
9. Annex B to 2011 Census User Satisfaction Survey

## 1. 2011 Census User Satisfaction Survey

Summary of results for Census Advisory Group (CAG)

### Action for CAG members

CAG members are invited to:

- Note the findings of the 2011 Census user satisfaction survey as given in the paper below and provide comments
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### 1.1 Background

A user satisfaction survey is a recognised practice across national statistics offices and is one of the methods identified for measuring the census programme objectives, specifically, timeliness, awareness, accessibility and quality of data and supporting information.

After a period of research and development, and a pilot which took place in November with CAG members, a user satisfaction survey was carried out after the second release of census data. The survey was sent out on 6 February, and was closed on 1 March 2013.

The results of the user satisfaction survey will be used to inform the benefits realisation work and provide valuable feedback for future planning.

### 1.2 Dissemination of the survey

The survey was sent out as part of a census news alert via the census customer services team, and was sent to everyone on the news alert list. The online survey package, Survey Monkey was used to carry out the survey and collect the responses.

The initial surge of responses was followed up with a reminder 2 weeks later which generated a further handful of responses.

### 1.3 The Questions

The format of the questions was based on previous examples of surveys carried out by the UKSA and Eurostat. The way in which the questions were worded needed to ensure that responses were measurable. The questions were developed with the assistance of the ONS data collection methodology team. A pdf of the survey questions can be found at **Annex A:**

(AG (13) 01 Annex A - 2011 Census USS Feb 2013 FINAL (Spring 2013).pdf)

## 1.4 Results

146 people responded to the survey, the majority of which identified themselves as having used census data before. This is not a surprising result as the survey was sent to people who had asked to be on the census news alert list.

The majority of respondents described their background as local government, followed by education, health and charity/voluntary.

Most respondents were aware of the releases of data because of the census alert, or checking the ONS website, and the large majority agreed that the schedule of releases was well communicated.

When asked about the use of data, the responses selected included research, regional/local comparisons, policy making and service planning. There were a number of other uses of data which were provided in the free text box such as transport planning and community work. (See **Annex B** at the end of this Highlight Report for an extract of the detailed responses).

The majority of the respondents were satisfied with the ability to locate and access the data; however a number of respondents had difficulty locating the data independently on the website.

In terms of products used, 92% used the tables, 75% used the geography information and 68% used the prospectus. Respondents were generally satisfied with the supporting information products, although the responses indicate that a number of respondents had not yet looked at the products. (See **Annex B** for an extract of the detailed responses).

The dissemination of the census data has been well received, with 60% of respondents answering that they were satisfied with how it went. There were a number of text comments as a result of this question with the main themes being difficulty with finding data on the website, but overall happy with the quality of the data.

## 1.5 Next Steps

The results of the survey will be fully analysed and any areas for improvement highlighted with the appropriate business area. The results will be shared with the UKSA, as well as the other UK statistics offices.

A similar survey will be carried out later in the year when the dissemination tools will be the focus. The aim will be to capture responses from a wider user base.

The benefits realisation team can be contacted at:  
[Benefits.realisation@ons.gsi.gov.uk](mailto:Benefits.realisation@ons.gsi.gov.uk)

## **2. 2011 Census gateway review**

The latest review performed by the Major Projects Authority (part of the Cabinet Office) was a Gateway Review 0. This is a strategic assessment of the 2011 Census which included a review of the outcomes and objectives for the Programme to confirm these make the necessary contribution to Ministers' or the Department's overall strategy. The review was carried out throughout February.

### **2.1 Areas reviewed**

- Policy - general, achievements to date and remaining tasks
- Business case and stakeholders - business case for completion of the Census, expenditure, benefits delivery, quantifying benefits, and stakeholders and communication
- Management of intended outcomes - Contracting approach, and from Programme to Project to Business as Usual
- Risk Management
- Readiness for the next phase - delivery of outcomes

### **2.2 Overall Delivery Confidence**

The Gateway Review returned an overall Green Delivery Confidence.

## 2.3 Specific recommendations

There were 8 recommendations, no Critical, 3 Essential and 5 Recommended.

### Essential recommendations included:

- emphasis on significantly increasing the amount of resource devoted to quantifying benefits
- the introduction of an urgent timed programme for producing benefits material
- the need to prepare and promulgate a transition plan for the transfer from Programme to Project, and then to Business-as-Usual, linked to broader ONS plans for staffing at Titchfield

### Recommendations included:

- Programme Team to consider advising the National Statistician to write to Permanent Secretaries and others to reinforce the messages about reaping the full benefits from accessible census material
- consider preparing for publication an readable account of the story and achievements of the 2011 Census
- prioritise innovative ideas for making use of census material to emphasise those with the greatest potential benefits
- consider merging the benefits quantification teams for 2011 Census and Beyond 2011
- be proactive in ensuring that the new GEO-Place address register meets census and other ONS requirements

### **3. Census quality evaluation**

Since the last highlight report, ONS has published the following new information about the quality and methodology of the 2011 Census:

- the “Quality and Methodology Information Paper” which summarises the key quality concepts associated with the 2011 Census population estimates has been updated with every release of data
- maps showing the postcodes sampled by the Census Coverage Survey (CCS)
- a report on data capture, cleaning and coding processes used for the 2011 Census, accuracy rates for data capture and coding and information on the number of records affected by data cleaning
- a paper describing the item imputation strategy together with item imputation, item non-response and item inconsistency rates
- “2011-2001 Census Questionnaire Comparability” report which gives users a brief guide to differences in census results across the 10-year period between 2001 and 2011. This helps to identify where differences may be a result of change in definition or response categories rather, than change in underlying population characteristics.

Future plans for the publication of information about the quality of the 2011 Census will include:

- The results of the Census Quality Survey.
- Information relating to any quality issues relating to specific variables.

These documents as well as other supporting information to help users understand and use statistics from the 2011 Census in England and Wales has been made available as part of an on-line User Guide for the 2011 Census : (<http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/2011-census-user-guide/index.html>).

The supporting information includes an updated glossary of terms and a variable and classification document, which includes information about each variable used in the statistics covering definitions, source question, derivation, population covered and comparability with 2001.

These pages will expand over time as the releases become more detailed.

## 4. Census Analysis update

### 4.1 Analysis produced to date

The second release of 2011 Census data (univariate tables) acted as the main start point for the analysis work programme (although some interactive content was produced from the 1st release). Eleven short stories have been produced to date on a wide ranging set of topics. The majority of these have been produced alongside 2011 Census output releases although some have been produced independently of these (but using tables/data included as part of 2011 Census releases). The short stories produced to-date together with the release date is provided in the table below.

<b>Analysis</b>	<b>Release date</b>
International Migrants - analysis by country of birth & passports held	11th December 2012 - Census release 2.1
Ethnicity & National Identity - Growing ethnic diversity in England & Wales	
Religion - Religious affiliation in England & Wales	
Labour Market - Comparison of the 2011 Census & the Labour Force Survey	
Disability - analysis of activity limitations	30th January 2013 - Census release 2.2
Families - Analysis of marital status, living arrangements, households & children	
General Health - Analysis of the health of the population	
Travel to Work - Method of travel to work for the working population	13th February 2013
Unpaid Care - Analysis of unpaid care in 2001 & 2011	15th February 2013
National Parks - Characteristics of national parks in England & Wales	19th February 2013 - Census release 2.3
Language - Language in England & Wales	4th March 2013

The stories produced to date have mainly focused on changes since 2001 and analysing down to a local authority level, highlighting the highest/lowest or largest changes at each level of geography.

For the majority of stories produced a 'podcast' has also been made available to supplement the written analysis. In addition interactive maps have been produced on many of the topics which have been included as part of the stories produced.

The target audience for these stories has mainly been the citizen-user and good coverage has been made of the analysis produced to date with the stories picked up in the media and in some instances the podcasts embedded within the articles.

#### 4.2 Current plans for further analysis

There are currently three remaining stories planned linked to the Census univariate data:

<b>Analysis</b>	<b>Release date</b>
Short term residents	26th March 2013 - Census release 2.4
Housing	19th April 2013
Occupation & Industry	end April 2013

Plans are currently being finalised for the analysis to be produced based on the cross tabulations (third release) and information on the exact analytical products will be made available shortly. A similar approach to release 2 is planned with analysis on the key topics being released on the day of the outputs and with further analyses being released in a staggered format following.

Following the release of the cross tabulation data this will then enable further and more detailed analysis to be produced and ultimately released.

### 4.3 Dissemination

The analysis produced to date has been made available on the ONS website, with the podcasts available from the ONS 'Youtube' channel.

A new Census Analysis landing page went live on 30th January to host the analysis produced:

<http://www.ons.gov.uk/ons/guide-method/census/analysis/index.html>

This will provide a key role in developing a work programme that is coordinated across the whole of the UK. The landing page can be found directly from main 2011 Census landing page and in addition to the analysis produced it also provides:

- a 'coming soon' section to highlight upcoming analysis
- access to a discussion forum - this is through StatUserNet and the Knowledge Hub where users are encouraged to contribute thoughts on the analysis required and planned
- further information regarding the Census Analysis work programme.

This will be continued to be developed over the coming months with new analysis added, when available, with the aim to have:

- a section identifying planned work to be produced not just by ONS but other Government Departments, Local Government and academics/researchers
- a facility to access both internal and external analysis (split into appropriate categories)
- guidance and best practice (including some templates).

### 4.4 Continued consultation working together

To ensure that the Census Analysis work programme is joined up across the UK and to work with organisations to link in their analysis to the Census Analysis landing page, ONS consulted widely with users in advance of the production of any analysis. Since the Census Analysis landing page has gone live ONS has begun to re-engage with users to see how their analytical work might be able to be linked to. Several meetings with various organisations have taken place over the last month and will continue over the coming months.

## 5. UK Outputs

Censuses were undertaken by the Office for National Statistics in England and Wales, National Records of Scotland, and the Northern Ireland Statistics and Research Agency. The 2011 Census data for the UK are based on the combined results of these individual censuses, which were all held on 27 March 2011. The 2011 Census outputs for the UK are delivered by the Office for National Statistics.

Information relating to all the 2011 UK Censuses is available on: <http://www.ons.gov.uk/ons/guide-method/census/2011/uk-census/index.html>

### 5.1 17 December 2012 release

On 17 December 2012 population and household estimates for the United Kingdom were published. Headline facts from the publication were:

- The UK population was estimated to be 63,181,775.
- There were approximately 31 million men and 32.2 million women in the UK.
- The population of the UK increased by 4.1 million (7 per cent) between 2001 and 2011.
- Over the last hundred years the population of the UK (as currently constituted) has increased by 21.1 million (50 per cent).

Estimates by country were published:

<b>Country</b>	<b>Population - 27 March 2011</b>
England	53,012,456
Northern Ireland	1,810,863
Scotland	5,295,000
Wales	3,063,456
<b>Total UK population</b>	<b>63,181,775</b>

## 5.2 Future releases of UK estimates

**21 March 2013:** Population estimates by five-year age bands and sex, as well as household estimates for all UK local authorities (or equivalent). This will combine Scottish data with data already published for England, Wales, and Northern Ireland.

**May 2013:** Population estimates by single year of age and sex for the UK and all local authorities (or equivalent) in the UK, along with UK historic population pyramids (1911 – 2011).

**Summer 2013:** Key and Quick statistics; Census Profiles; Population and Household estimates by postcode and Geography products.

**Autumn 2013:** Local characteristics

**Winter 2013:** Detailed characteristics

As specific dates become available, they will be published on:

<http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/2011-census-prospectus/release-plans-for-2011-census-statistics/uk-population-estimates/index.html>

## 6. NRS update

The first results from Scotland's 2011 Census (Release1A) were completed successfully on the 17th December 2012 on the refreshed Scotland's Census website ([www.scotlandscensus.gov.uk](http://www.scotlandscensus.gov.uk)). These covered rounded (to the nearest 1,000) population estimates by 5-year age bands and sex for Scotland and total population estimates for each council area.

A media event was held in Edinburgh to mark the first release and the resultant coverage for the first release of data from Scotland's Census was very positive. An e-newsletter was also distributed on the 17th.

The Outputs Prospectus for Scotland was updated on 7th March 2013. It updates the version published in November 2012 with:

- confirmation of the timing and content of Release 1B (section 1.8) - now scheduled for **Thursday 21st March** (Release 1B will provide rounded (to the nearest 100) population estimates by 5-year age bands and sex and rounded (to the nearest 10) household estimates for each council area in Scotland.)
- table layouts of pre-defined Key and Quick Statistics that will be included in Release 2.

The latest version of the Outputs Prospectus can be accessed via the 2011 Census section on the GROS website ([www.gro-scotland.gov.uk](http://www.gro-scotland.gov.uk)) and is also linked from the Scotland's Census website. A e-newsletter was sent out to c.1200 subscribers on the 7th March, highlighting the revised prospectus and the date for Release 1B.

Work on the Outputs Dissemination System (ODS) – our online system for sharing census results - is progressing well and we will soon be starting a further program of user testing.

NRS now has a Census Stakeholder Manager, Tom Wallace. Tom started at the beginning of the year and is developing plans for stakeholder engagement during 2013 as the NRS release schedule gains momentum.

## **7. NISRA update**

### **7.1 Releases to date**

#### **Release 1**

16 July 2012 – Population and household estimates for Northern Ireland

19 September 2012 - Population and household estimates by Local Government District

#### **Release 2**

11 December 2012 – Key Statistics for Northern Ireland and Local Government Districts

30 January 2013 - Key Statistics for Wards and Small Areas

28 February 2013 - Quick Statistics for Northern Ireland, Local Government Districts, Wards and Small Areas; Population and household estimates for Wards and Small Areas

### **7.2 Forthcoming releases**

In similar fashion to ONS, we swapped Releases 3 and 4. As a result, Release 3 will consist of Detailed Characteristics, while Release 4 will constitute Local Characteristics. Although we are still firming up our Release 3 publication months, we anticipate a phased, theme-based approach along the lines of:

Phase 1 – Initial Detailed Characteristics for Northern Ireland

Phase 2 – Remaining Detailed Characteristics for Northern Ireland

Phase 3 - Detailed Characteristics for Wards and Small Areas

### **7.3 Dissemination**

Statistical bulletins and laid reports were released in July, September and December 2012, whereas short press releases were used to publicise the tabular only January and February 2013 phases. Successful media briefings were arranged for the July and December, reflected in widespread coverage, particularly of the religion and national identity figures.

To coincide with the release of our Key Statistics, NISRA re-launched the Northern Ireland Neighbourhood Information Service (NINIS), the primary dissemination tool for the Northern Ireland Census.

## **8. Communications update**

### **Publicity**

This has centred mainly on releases 2.1 and 2.2 which give the estimates for most of the questions on the census form.

#### **8.1 Census Release 2.1**

ONS held two media events (London and Cardiff) for journalists on 11 December 2012 to announce results for release 2.1. The events were held simultaneously in the Millennium Centre Cardiff and at Drummond Gate, London.

These events were attended by more than fifty key national journalists and agencies. National print media ran over 160 articles ranging from the *Guardian* to three pages in the *Sun*. In the regional press there were about 170, mostly in-depth, articles too.

Broadcast TV ran the stories on all national TV news channels including *Sky* and *BBC News 24* all day. It was also the top story on the BBC News website all day. Over 40 radio stations carried a total of three and a half hours of interviews.

Social media were also busy. This release (R2.1) created the largest impact on Twitter that ONS has ever made with any of its products to date: 27 tweets were sent out and resulted in 452 retweets. Links to the tweets were clicked 1,396 times with followers increasing by over 300 in 24 hours.

Across all media the coverage for 2.1 continued to run into and beyond the 2.2 release.

## 8.2 Census Release 2.2

This took place on 30 January 2013 and the main topics were language, travel to work, families and health.

A single media briefing was held to launch this in London. Attending journalists included representatives from: *The Times*, *The Telegraph*, *the London Evening Standard*, *the Press Association*, *The Guardian*, *the Daily Mail* and the *Financial Times*. With several ONS spokespeople present we assigned experts to specific journalists and interview opportunities after the presentation and the material was transmitted on ITV, BBC and Channel 4. Radio 5 Live and BBC London (and Lincolnshire) all covered the news with interviews.

Media focused mainly on languages spoken in England and Wales and it was picked up by all the major newspapers. Only the Daily Express got the language story significantly wrong and the Daily Mail did so later when talking about migrants in Boston, Lincolnshire in their coverage. All other media got the facts broadly correct and as with R2.1 the coverage is running on as material is mixed and matched to suit current affairs, issues and stories each day.

## 8.3 Stakeholder communication

At the last round of CAGs, mention was made of meetings with ten LAs. Since then, further meetings have been held to assist LAs to understand the estimates in their areas, in response to questions raised.

In addition to this we have been publishing Census newsletters to subscribers and corresponding with local authority chief executives, leaders, Census Liaison Managers/Assistant Census Liaison Managers, CAG members and in some instances, Government Statistical Service heads of profession. ONS made contact with GLA, LGA and WG following each of the major census releases to gauge user reaction.

Maintenance of StatsUserNet and the Knowledge Hub forums has continued. ONS continued to provide support for census related parliamentary questions and supported a Westminster Hall debate.

In 2012 the Census Customer Service team received and responded to 3618 questions via email and 2470 by phone, with a further 650 emails and 781 telephone calls in Jan & Feb 2013.

Due to the level of traffic on the 2011 Census forum on the KnowledgeHub, we are considering withdrawing from this as a communication tool and supporting only the StatsUserNet. Member's views on this would be welcome.

#### **8.4 Events attended since the last report**

Runnymede Trust, Race Equality and Open Data  
Joint meeting of RSS Merseyside Local Group & the Health and Safety at  
Liverpool University  
South West Observatory, Taunton

Future events are being planned, including LARIA East on 21 March 2013 at  
Saffron Walden. ONS are also reviewing attendance at population statistics  
events to ensure that we optimise resources.

#### **8.5 The task ahead**

Planning is underway to prepare stakeholders and the media for Release  
Three, when for the first time users will be able to cross tabulate the data.  
Again the outputs will be accompanied by data analysis summaries, and it is  
envisaged that some of these will be formally released to the press to enhance  
coverage. The need for a formal press conference is currently being addressed  
and members will be kept informed of all plans in regard to this release.

## **9. Annex B to 2011 Census User Satisfaction Survey**

Extracts of the written responses on uses of the data, the supporting documentation and general comments about dissemination of the data.

### **9.1 When asked about their uses of 2011 Census data, respondents said:**

*“Comparison of census figures over time input to projections of population and households and to population estimates for parishes and service planning or policy areas”*

*“Use of health related questions in exploring health-related differences between areas and population groups...”*

*“Used within a consultant transport engineering setting...”*

*“A vital source of information, especially when building profiles of small areas, particularly parishes...”*

*“...providing us with a clearer picture of the needs of the community for the first time...”*

*“Data imported into our Local Information System to be able to generate area profiles and allow data users in our area to self serve for their local areas”*

*“Background information for statutory inspections of criminal justice services. Targeting areas and themes for inspection”.*

## **9.2 When asked about the 2011 Census supporting information, respondents said:**

*“Supporting information is generally good when you can find it and if you know it’s there at all”*

*“Would find it useful if the papers explaining rationale for changes to 2011 questions were more visibly linked on to the ONS website”*

*“...a summary table for each dataset to show the values from the last census and a calculation of the change between 2001 and 2011”*

*“Have embedded some of the data visualisations in our own website – very useful”*

*“The comparator tools between 2001 and 2011 data have been very helpful”*

*“Generally the material (once you can find it) is well presented and good”*

*“I use the tables and geography most, the data visualisation this time around is very good”*

## **9.3 General comments about the dissemination of the 2011 Census data:**

*“...The Office for National Statistics should be commended for its efforts and expertise in delivering the 2011 Census”*

*“I am delighted that small area Census data has been released more quickly than was the case with the 2001 Census. I hope that special analysis such as work flows will also be available soon”.*

*“The value of this data is immeasurable and so much information has been made available, I wish I had the time to do it justice...”*

*“The email census alerts and the user group web forum have been really good at identifying some of the ‘issues’ others have with dissemination before you get to them yourself. Monitoring of the threads by census staff has been great”*

*“Overall the census releases have been issued in a timely fashion and the release schedule has been good for planning work. Communication with stakeholders before and after the census has been great. Well done!”*