



CENSUS ADVISORY GROUP

AG (14) 05 – 2011 Census benefits realisation

(Census benefits realisation update)

Purpose of this paper

This paper provides an overview of some of the work undertaken by the Census Programme to raise awareness of the 2011 Census outputs to help ensure users use the data and realise the benefits.

The 2011 Census Programme is driven by a desire to understand the impact of the census statistics in informing decisions in the public, private and the voluntary sectors and we are still keen to hear from users about how census data is used and to identify further opportunities for raising awareness through partnership networks and channels.

Suggestions from CAG members would be welcomed.

Overview: Dissemination of the 2011 Census outputs

ONS started releasing data from 2011 Census in July 2012 and since then has published over 600 data sets, with over 7 billion cells of data– this compares to 360 data sets from the 2001 Census, at the same relative time, ten years ago.

ONS has made census data more accessible to users and the wider general public than ever before. The ONS website with the www.ons.gov.uk/census census landing page plays a vital role – it is the online home for all census related content and information.

It is a portal directing people not only to the census data but also to statistical bulletins (summary reports of each individual census release), data visualisations, analyses and the 2011 Census prospectus. Due to the complexity and volume of 2011 Census data, it was hosted on three different platforms. To ensure ease-of-use the census landing page guided people to the 2011 Census data - depending on the type of data - on the ONS, NeSS Neighbourhood Statistics or NOMIS website.

Online publishing made the 2011 Census more accessible to the wider general public and this has helped to widen the existing census user base. Furthermore, technological developments enabled ONS to present data in more innovative ways, including infographics and data visualisations.

Infographics are an ideal way to summarise census data and highlight key insights. Similarly, products such as data visualisations allowed users to explore different variables and this gave people more control over what they wanted to see. These technological advances have helped make 2011 Census data more relevant to people. This is reflected in their popularity with hundreds of thousands of people viewing and using these innovative online tools. National newspapers such as the Guardian are also enthusiastic users of these graphics on their websites.

ONS also aimed to provide people with analysis to understand the stories behind the data. ONS provided detailed analyses of census data on a variety of topics. Focused on the insights and trends, these census 'stories' gave people an alternative way into a subject matter.

Finally, digital technology enabled ONS to make the census more accessible to users and the wider general public. In particular, social media was an opportunity to engage with new audiences and the 2011 Census was promoted regularly via Twitter and YouTube.

Widening the census user base

Making the 2011 Census accessible is paramount. However, widening the census user base is possible only when potential users are educated about how they could benefit from 2011 Census data; potential new users also require help on how to access the data. Case studies are a good and easy way to showcase different uses and benefits of census data to potential new users.

The census benefits web pages illustrate how people/organisations can benefit from the 2011 Census by showing them examples of the many ways of using census data and how different organisations from the private, public and voluntary sectors benefit from census data. Furthermore, toolkits, factsheets and instructions to help to get people started were made available to download.

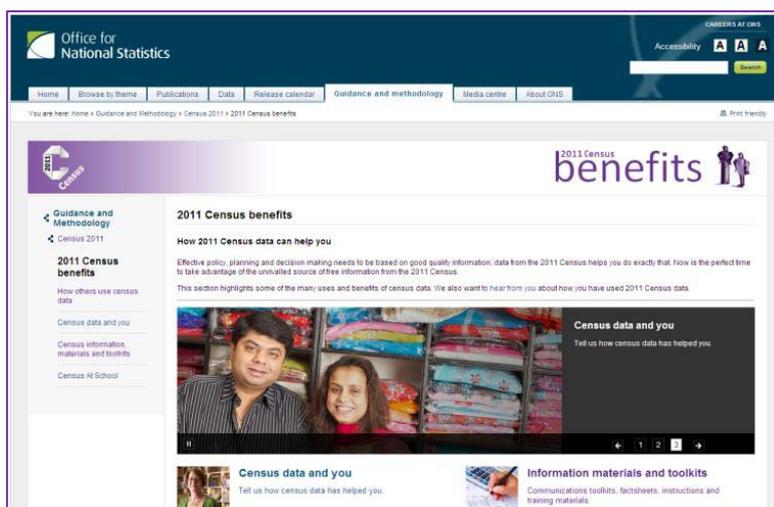


Image: 2011 Census benefits pages on the ONS website

Promoting the 2011 Census releases via the media

ONS hosted a series of three press conferences/media briefings to promote the releases in July and December 2012 and January 2013. Press attendance included representatives from key national and broadcast media and this generated substantial media coverage in broadcast, national and regional print media and online from all events.

The 2011 Census featured extensively in the media – with over 300 pieces of coverage in the national media for the first release of data. The 2011 Census also continues to feed the public's insatiable appetite for history and about who we are as a nation. According to BBC Wales "The census is the gift that keeps on giving", and as a journalist and academic recently put it, "The 2011 Census revealed a treasure-trove of facts we did not know about Britain".

This all helped to publicise the availability of the 2011 Census data and encourage census data use. By March 2014, ONS had 2.3 million page views for 2011 Census data online, over 500,000 page views of the census analyses and over 600,000 page views of the census data visualisations.

Promoting the 2011 Census across the public, private and voluntary sectors

The following provides some examples of the work undertaken by the census team to publicise the 2011 Census data to various user sectors.

Government departments and wider public sector

ONS raised awareness of the census results across central government departments. The National Statistician updated Under Secretaries at their weekly meeting prior to each of the first three major census releases, and an email was sent to each GSS Head of profession on the day of each key release. Regular email alerts were also sent out for each 2011 Census data release and we presented at the GSS population theme group.

In addition, ONS offered meetings to all key central government departments' research and policy teams to update users on the 2011 Census data releases and the topics covered. The 2011 Census results were also publicised in the Houses of Parliament House Magazine.

ONS wanted to ensure that other professions/professional functions within government also derived benefits from the 2011 Census data, including government communications professionals who can use them in audience segmentation/targeting and campaign planning.

ONS liaised with the Government Communication Service (GCS), part of the Cabinet Office, to publicise and educate users about the 2011 Census data availability. The GCS is the strategic centre for proactive government communication and works collaboratively with all central government departments and arm's lengths bodies (ALBs) on communication activities. Promotion of the 2011 Census data was through GCS speaker events, GCS website blogs and the cascading of census presentations through GCS alerts to government communication professionals.

Local authorities

Well established channels were used to communicate the availability of census outputs to Local Authorities. ONS's communications with the LAs were done mainly through the dedicated LA assistant census liaison manager/census liaison manager. The use of newsletters, dedicated on-line forums, Census Alerts and roadshow events ensured that LAs were able to keep abreast and informed of the 2011 Census.

Prior to the first release of 2011 Census outputs, ONS ran an extensive series of events aimed to publicise the upcoming 2011 Census results and to give LA users confidence in the quality of the results. This included census coverage estimation and QA methodology events in June/July 2012 and two series of roadshows in Autumn 2011 and Spring 2012.

For the first release of 2011 Census outputs, ONS emailed letters to a range of LA users including LA chief executives. Following the first release of the 2011 Census outputs in July 2012 engagement with LAs has been through newsletters and Census Alerts at each release of data; messages were also posted on the RSS's Statsusernet and LGA's KnowledgeHub. Many LAs promoted the 2011 Census by having prominent articles around the results on their websites.

As well as key users of census data in their own right, LAs are an important route for ONS to promote the census outputs to community groups. To this end the census team met with LA outreach/community liaison teams to establish the data needs of teams such as the community liaison and planning sections of the authority partners. This helped with the development of factsheets and instructions to get people started, including user guides on how to use NOMIS and NeSS.

Third Sector
Print & Distribute via

2011 Census

How 2011 Census data can help you
It's easier than you think

Understand your community with FREE census statistics

Good quality decisions need to be based on good quality information and data from the 2011 Census puts more power and influence in your hands. Census statistics can provide evidence to underpin proposals from community and voluntary groups. Where external funding is required, they can also provide the confidence to enable other partners and agencies to support applications for finance.

The census is an unrivalled source of information and now is the perfect time to take advantage of it. A census of the population takes place every ten years and the last one was in March 2011 when the Office for National Statistics (ONS) sent questionnaires to around 26m addresses in England and Wales. The information has been processed and data has started to be published by ONS covering everything from the number, sex and ages of the population, to our living conditions, health, occupations, whether we have more than one address, how we travel to work and our educational qualifications.

Just some examples – what the 2011 Census shows us

- Fastest growing population since 1801 – England and Wales population 56.1 million on 27 March 2011, a rise by 3.7 million since 2001
- Ageing population – one in six aged 65 or over
- Limiting long-term illness – 18 per cent were limited in their daily activities
- 10 per cent of residents, including children, in England and Wales provided unpaid care for someone with an illness or disability
- 22,000 usual residents used sign language – 70 per cent of these used British Sign Language as their main language
- 7.5 million people were born abroad – 2.9 million more than in 2001
- 546,000 people spoke Polish as their main language – the second most popular language in the country
- 23 per cent of those aged 16 or over had no qualifications

www.ons.gov.uk/census

Image: information factsheet for outreach teams and community groups

Starting to use NOMIS for the 2011 Census data

Introduction

NOMIS is a service provided by the Office for National Statistics (ONS), to give free access to the most detailed and up-to-date labour market statistics. It also provides access to the detailed and local statistics data sets from the 2011 Census.

This short guide will assist users to become acquainted with the 2011 Census data available via the NOMIS website.

www.nomisweb.co.uk

Office for National Statistics

Getting Started

Go to www.nomisweb.co.uk

NOMIS official labour market statistics

When you get to the NOMIS home page you have two routes to choose.

> Click on **2011 Census Data on NOMIS** to go to the 2011 Census home page, (see above).

The more advance options of the Wizard Query and Advanced Query are covered later in the guide.

page 1

To help guide you through we have taken screen shots which are highlighted with a purple border...

Image: user guides on how to use NOMIS to get 2011 Census data



Image: example of a local authority publicising the 2011 Census results, Southampton CC

Business & commerce

The benefits of census data to the private sector fall broadly into two categories. Firstly, it provides an intermediate input to the geo-demographic resellers and specialist consultants (eg specialists in local authority housing/planning issues) who, in turn, generate added value from it. Secondly, it helps inform business decisions on the part of a large and disparate set of private sector users including market researchers, retailers, and financial service providers.

There are several million businesses in the UK; most of them (99%) are small and medium sized enterprises (SME). Many businesses already benefit from census data, specifically in the sectors of market research, retailing, utilities and financial services. However, many more businesses could benefit from census data and potential applications include business planning and demand forecasting, audience segmentation and targeting, development of targeted products/services and market research.

Many SMEs are potential users but, unfortunately, are most likely unaware of the 2011 Census data availability and do not understand how this free resource could benefit their business. Therefore, the approach was to educate business and commerce about the potential census benefits and to give clear sign posting to the 2011 Census data. Because of the size of this audience it is impossible to contact all organisations individually but ONS was able to use existing communication channels to reach many of them.

ONS engaged with industry associations and partnership network to reach and educate businesses – large and small – about the benefits of census data. A network reaching thousands of SMEs was the Local Enterprise Partnerships Network which is

made up of Local Enterprise Partnerships (LEP) across the country. LEPs which are locally-owned partnerships between local authorities and businesses play a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs. Furthermore, the national LEP network is a gateway to news and information and ONS used this communication channel to send information out to LEPs.

Similarly, the census benefits team engaged with representative organisations such as the employer’s network for equality & inclusion (enei), the Institute of Practitioners in Advertising (IPA), the Chartered Institute of Library and Information Professionals (CILIP), the Chartered Institute of Marketing (CIM), the Chartered Institute of Personal and Development (CIPD), the Chartered Institute of Public Relations (CIPR) and the Chartered Institute of Linguists.

For example, enei is a leading employer network covering all aspects of equality and inclusion issues in the workplace. Reaching predominantly larger businesses, enei has over 250 corporate members in the UK and communicated key 2011 Census results on diversity – an important topic in human resources and personnel – to their members via news bulletins and twitter throughout 2013.

Another interesting association use of 2011 Census data was by the Institute of Practitioners in Advertising (IPA). The IPA has previously used census statistics to highlight the changing population in the UK and in particular the increase of diversity in communities. Their census interest is in changing ethnicity and how diversity should be reflected in the industry's work force. Increasing diversity and the rise of the ethnic consumer also represents an increasingly important consumer segment and the IPA published their New Britain Report in April 2014.

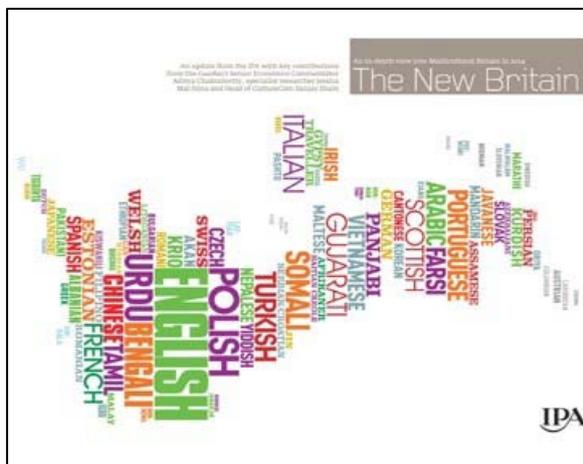


Image: IPA New Britain Report

Many utility companies, both energy and water, are already existing users of census data but there is potential for utility companies to use different types of census data. Engaging with industry associations enabled the census benefits team to reach a large number of potential users but also to understand the industry’s census data needs. An example of this engagement is the census benefits presentation at the

Chartered Institution of Water and Environmental Managers (CIWEM) Water Resources. Similarly, ONS also gave conference presentations, including to the housing associations/housing sector. The advantage of such targeted audiences was that it was possible to tailor the 2011 Census messages and make the benefits relevant to the specific audience.

Representative/membership organisations have also proved to be important intermediaries to reach to individuals from specific industries/professions. Census editorial features in membership magazines and on websites helped to reach professionals with a potential interest in census data, including Chartered Institute of Public Relations (CIPR) and the Chartered Institute of Linguists.



Image: census article in the Chartered Institute of Linguists magazine 'The Linguist'

Emergency services

Emergency services across the UK use census statistics to allocate resources and plan services based on the local area's characteristics.

The three main emergency services – Fire & Rescue, Ambulance and Police – represent a large body of potential census outputs users. They have statisticians whose primary aim is to measure the efficiency of the operating organisations but they are also called in to assist in supporting policy making. In order to understand each service, and the opportunities for engagement at a national level, ONS targeted two divisional organisations from each service. The objective was to promote the 2011 Census outputs and encourage their use, to understand the needs of each organisation for census data, and understand national organisations and get assistance in engaging with them.

As part of the work to widen the census user base among the emergency services community, ONS placed editorial features in relevant trade magazines, including 'On the Bell' and 'Ambulance Today'.



Image: 2011 Census article in Ambulance Today magazine

Third sector and community groups

There are over 150,000 registered charities and over 360,000 voluntary organisations/groups in England and Wales. They range from well known national charities to very small local interest/support groups. Irrespective of their size many of these voluntary organisations are potential users of census statistics and can all benefit from using 2011 Census statistics.

Many larger charities are existing users of census data but the 2011 Census operations showed that there was a huge potential to widen the census user base in this sector, including among many smaller and local voluntary organisations. The 2011 Census was very successful in raising awareness for the census among this sector but the publishing of the census outputs represented an opportunity for voluntary organisations to derive tangible benefits from the census.

The size of the voluntary sector poses communication challenges. In order to reach individual organisations we used both direct communication channels and communication via intermediaries.

The 2011 Census engaged with several umbrella organisations in the voluntary sector. Smaller charities and communities groups were the most likely new users. They needed to be made aware of the availability of census data and educated about how their organisation could benefit from census data.

Many voluntary organisations were reached through umbrella organisations such as the National Council for Voluntary Organisations (NCVO) which has over 10,000 members. ONS also gave census presentations and held census workshops, including with the NCVO at the Royal Statistical Society and at the Social Research Association (members from voluntary organisations) Census and B2011 event in June 2013. Umbrella organisations also helped to promote the census results among their members by agreeing to run census articles/content, including 2011 Census features in the NCVO members' bulletin and the small charities coalition members' email bulletin.

ONS had built strong relationships with many voluntary organisations leading up to census day and 50 of the largest voluntary organisations were contacted directly to publicise the first release of census data and to advise them on the census release schedule. Depending on topic relevance to them, voluntary organisations were also contacted to advise them on upcoming census releases.

As local authorities have a good understanding of the voluntary sector in their area and many of them have outreach teams who engage with these local groups and can cascade important information/knowledge these were important intermediaries.

Equality & diversity

The 2011 Census explored the diversity of our society in great detail with questions on age, ethnicity, national identity, passports held and main languages spoken. The information derived from these questions now provides one of the most detailed pictures of diversity across the whole of England and Wales and will help organisations, in the private and public sectors to manage diversity more effectively.

Census diversity information is relevant to Human Resources (HR). ONS's approach to them was similar to the business and commerce engagement approach, engaging with professional associations and institutes such as the Chartered Institute of Personnel & Development (CIPD), ACAS and the employer's network for equality & inclusion (enei). The advantage of communicating through these intermediaries is that large numbers of organisations and HR professionals can be reached. The census continues to liaise with HR intermediaries in promoting the 2011 Census through editorial features.

Examples of uses of census data to promote equality & diversity:

- The Equality and Human Rights Commission has a statutory role to monitor equality and human rights in British society and to monitor public authorities' compliance with the Public Sector Equality Duty. For the purposes of statutory reporting to Parliament and fulfilling international treaties, the Commission populates its Measurement Framework with data which allows the experiences of different groups to be compared. These groups comprise people who share one or more protected characteristics under the Equality Act 2010, which are: age, disability, gender, gender reassignment, marital and civil partnership status, pregnancy and maternity, race, religion or belief, sexual orientation, plus socio-economic group.

The latest data from the 2011 Census was used to populate the Measurement Framework in three broad ways:

1. Measures of equality: Comparisons between equality groups in relation to: overall health and disability, highest qualification, housing quality and living standards, employment and occupation.
 2. Population profiles: Used as a baseline for comparison with other sources. Population profiles are also used for monitoring the size and distribution of equality groups and changes over time.
 3. Population profiles and measures of equality for specific populations, often in vulnerable situations where their human rights may be at risk, for example: care home residents by age; children in care; Gypsies and Travellers; people with no permanent address, living in temporary accommodation, hostels or sleeping rough.
- Similarly, the ESRC Centre on Dynamics of Ethnicity (CoDE) is concerned with understanding ethnic inequalities and identities in the UK and their variation over time and place. Their studies compare ethnic groups and their socio-economic, political and health situations. Examples of census analyses of ethnic inequalities are the CoDE census briefings 'Dynamics of Diversity: evidence from the 2011 Census' that have been produced in partnership with the Joseph Rowntree Foundation. These briefings have been widely disseminated to academic, government and third sector audiences. These robust, detailed snapshots of the state of ethnic groups are considered extremely valuable for informing policy actions and for teaching.

Students

The census plays an important role in statistics and social sciences but many more university students could benefit from using census data in their studies. Census data is also relevant to subjects beyond the traditional social sciences (eg economics, politics, human geography) in areas such as business, management, marketing/communications and media/journalism. The majority of business and communications university degrees have modules in market research and audience segmentation/targeting where census data is of particular importance.

Students in social sciences already learn about census in their degrees, and research bodies such as the Economic & Social Research Council (ESRC) promote the use of social science statistics, including census statistics. Consequently, our approach was to target potential new users in the broad fields of business and communication with the aim to widen the existing user base of census statistics

Communication through trusted intermediaries such as university course leaders and lecturers was identified as the best approach to reach a large proportion of the student population. ONS consulted several university course leaders in business and communications about how they use census data in their courses. This consultation also informed the development of information materials and instructions for university students.

Applications identified in business/marketing:

- Census data is relevant in audience segmentation/targeting and marketing research (eg sampling and analysis)
- Population trends are important and can help students to understand today's consumers and market place
- There was interest in the relationship between 2011 Census and the socio-economic classification NS-SEC

Applications identified in communications/journalism:

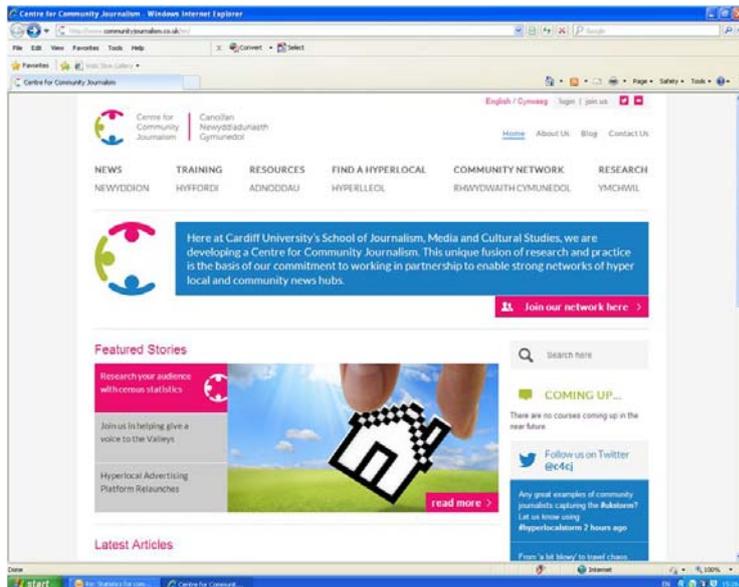
- Lower level geographic census data is essential and helps students to understand local communities and areas; census data in itself offers news stories for aspiring journalists. Similarly, communications/public relations students are also interested in this data for the development of local campaigns.
- According to Cardiff University, 50 per cent of media/journalism graduates still start their careers in local/regional news media outlets. For them, the detailed census data is an essential source of information to help them understand their local/regional readership and to tailor news stories accordingly.

Academic staff agreed on the relevance of census data in studies and identified 2011 Census uses to enrich their lectures and seminars; thus students will be more likely to be exposed to the 2011 Census in their lectures and course work. Following the engagement with universities, ONS finalised the information materials and instructions for 2011 Census statistics and made them available on the new dedicated census benefits web pages.

Examples of how universities have since included the 2011 Census in their course modules for students include:

- The University of Sussex strategic marketing course leader included the 2011 Census in his lectures and included census tables in the strategic marketing course assignment.
- Cardiff University ran the Centre for Community Journalism website, which is the leading information resource for your community journalists in Wales. Census had a hugely successful feature 'Research your audience with census statistics' on this website.

- Due to the success of the 2011 Census feature on the Centre for Community Journalism website, Cardiff University asked for a 2011 Census contribution to their Massive Online Open Course (MOOC) on Future Learn (MOOC platform in UK), which focuses on community journalism. A massive open online course, MOOC is aimed at unlimited participation and open access via the web. In addition to traditional course materials such as videos, readings and problem sets, MOOCs provide interactive user forums that help build a community for the students, professors, and teaching assistants (TAs). MOOCs are a recent innovation in distance education and Cardiff University attracted over 8,000 online students for this course.



Source: Centre for Community Journalism website



Source: Cardiff University community journalism MOOC on Future Learn

ONS also released a Teaching File (Microdata/SARs, sample of anonymised records) aimed at encouraging use of statistics in the learning environment such as schools and colleges. The Teaching File has been promoted through CensusAtSchools and is freely available for anyone to download under the terms of the Open Government Licence from the ONS website and may assist with the teaching of statistics and geography at GCSE and higher levels of education.

Lara Phelan July 2014
2011 Census Benefits Realisation