



# 2011 Census

## From operations to outputs

September 2011

# Welcome and introductions

---

- Domestics
- A big **thank you**
- What you can expect from the day

# Agenda for the day

---

- Introduction and overview
- Review of communications and field operations
- Questions

-----Lunch-----

- Data processing and quality
- Estimating the population
- Census statistical outputs
- Questions
- Summary and conclusions

# 2011 Census overview

---

- What we will and won't share with you today
- 2011 Census – objectives & challenges
- Our partners
- Operational management and external review
- Has it been a success so far?

# What are we going to share today?

---

- **Headline messages on:**
  - what we planned to do during the operation
  - what went well
  - what went less well
- **Progress on activity to capture, process and quality assure the data**
- **Plans for publishing the results**
- **Plans for continued engagement with users**

# What aren't we going to share today?

---

- **LA level return rates**
  - % of addresses that returned a census questionnaire
  - Used as a management aid during field operation
  - Need to adjust for second homes, vacant properties, duplicate addresses, blank forms, people missed within completed forms etc
- **LA level response rates**
  - % of people included in a census response
  - Targets relate to response rate – mostly higher but can be lower
  - Won't be known until after the coverage assessment/adjustment and quality assurance processes are complete

# Objectives of the 2011 Census (1)

---

## Data quality

- **To provide accurate population estimates**
  - National population estimate is within +/- 0.2% of the truth\*
  - All LA level population estimates within +/- 3% of the truth\*
    - ... *National census response rate of at least 94%*
    - ... *All LAs have a census response rate of at least 80%*
    - ... *Reduced variability between areas and population groups*
    - ... *Census coverage survey response of 90%*
  
- **To provide accurate population characteristics**

\* With a 95% confidence interval

# Objectives of the 2011 Census (2)

---

## Meeting user needs

- **To provide outputs and delivery mechanisms that meet user needs and ensure confidence in the results, including:**
  - Quality of the results
  - Timeliness
  - Accessibility and awareness
  - Supporting information, (e.g. metadata)
  - UK coherence



# Objectives of the 2011 Census (3)

## Security and confidentiality

- To protect, and be seen to protect, confidential personal census information
  - Independent review endorses security and confidentiality arrangements

## Value for money

- To provide value for money
  - Independent review confirms that the census delivered the identified benefits within budget



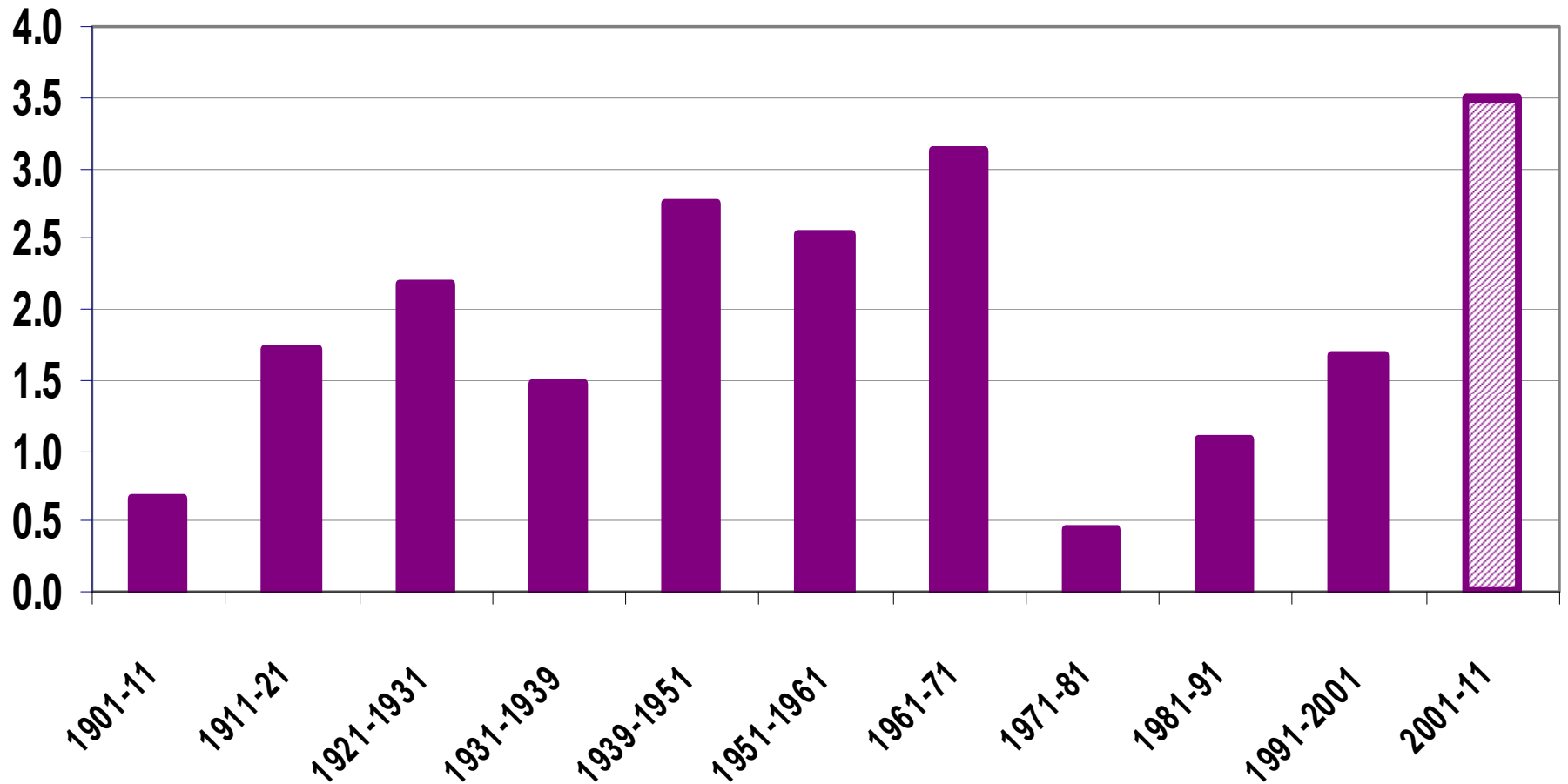
# Some challenges we expected...

---

- Society and population changes
  - Migration & a more diverse and ageing population
- Increasing public apathy to surveys
- Questions about the confidentiality of the data
- Variability in response across the country



# UK Population growth (millions)



# ...and some were more unexpected

---

- Economic downturn – public mood?
- New Government spending controls
- Government wide marketing & recruitment freeze

# But we had a lot of help...

---

- **Local community engagement** – LAs and community groups
- **Printing, online collection, scanning/processing/tracking** – Lockheed Martin UK consortium
  - UK Data Capture, BSS, Polestar, Steria, Logica, Cable & Wireless, Royal Mail
- **Recruitment, pay & training of field staff** – Capita
- **Postal services** - Royal Mail
- **Field logistics** – 3M
- **Advertising** – Bray Leino
- **PR** – Four & Linstock Communications
- **Address register** – Royal Mail, Local Government Information House/Intelligent Addressing, OS, LAs

# And good control mechanisms in place....

---







- Robust formal structure for decision making and escalation, through monthly Project & Delivery Boards
- Thorough testing and rehearsal of operational management arrangements
- Daily Census Operations Board meetings
- Incident and risk management systems
- Harmonisation with devolved administrations through UK Census Committee
- Assurance & scrutiny....

# Plus external assurance and scrutiny.....

---

- Parliamentary Select Committees
- Efficiency and Reform Group & and Major Projects Authority
- UK Statistics Authority assessment
- Formal audit (Internal Audit & NAO)
- Feedback and consultations – census advisory groups, local authorities, community panels etc
- Independent reviews, e.g. coverage adjustment and quality assurance, security

# Objectives

<p><b>1: E&amp;W population estimate within +/- 0.2% of truth*</b></p> <p>* underlying target – 94% census response rate</p>	<p>On track. Underlying Census and CCS response rates good </p>
<p><b>2: All LA population estimates within +/- 3% of truth*</b></p> <p>* underlying target – all LAs above 80%</p>	<p>On track. Underlying Census and CCS response rates good. Subject to individual LA QA also. </p>
<p><b>3: For 70% of questions, no more than 5% missing responses</b></p>	<p>Looks promising on early assessments </p>
<p><b>4: Independent customer survey confirms user confidence in results, and wide awareness and access to output products and tools</b></p>	<p>Use UKSA phase 3 assessment to judge. Will depend on timely &amp; successful delivery of outputs </p>
<p><b>5: Endorsement of security arrangements by Independent review</b></p>	<p>Phase 1 was good, phase 2 to report early 2012 </p>
<p><b>6: Independent review confirms value for money</b></p>	<p>On budget, and on track to deliver benefits. (method of assessment not clear yet) </p>



---

# Thank you

**...Your contributions have made it a  
great 2011 Census so far**