



2011 Census

Glen Watson
England & Wales Census Director

4 July 2011



An early start – building the address list

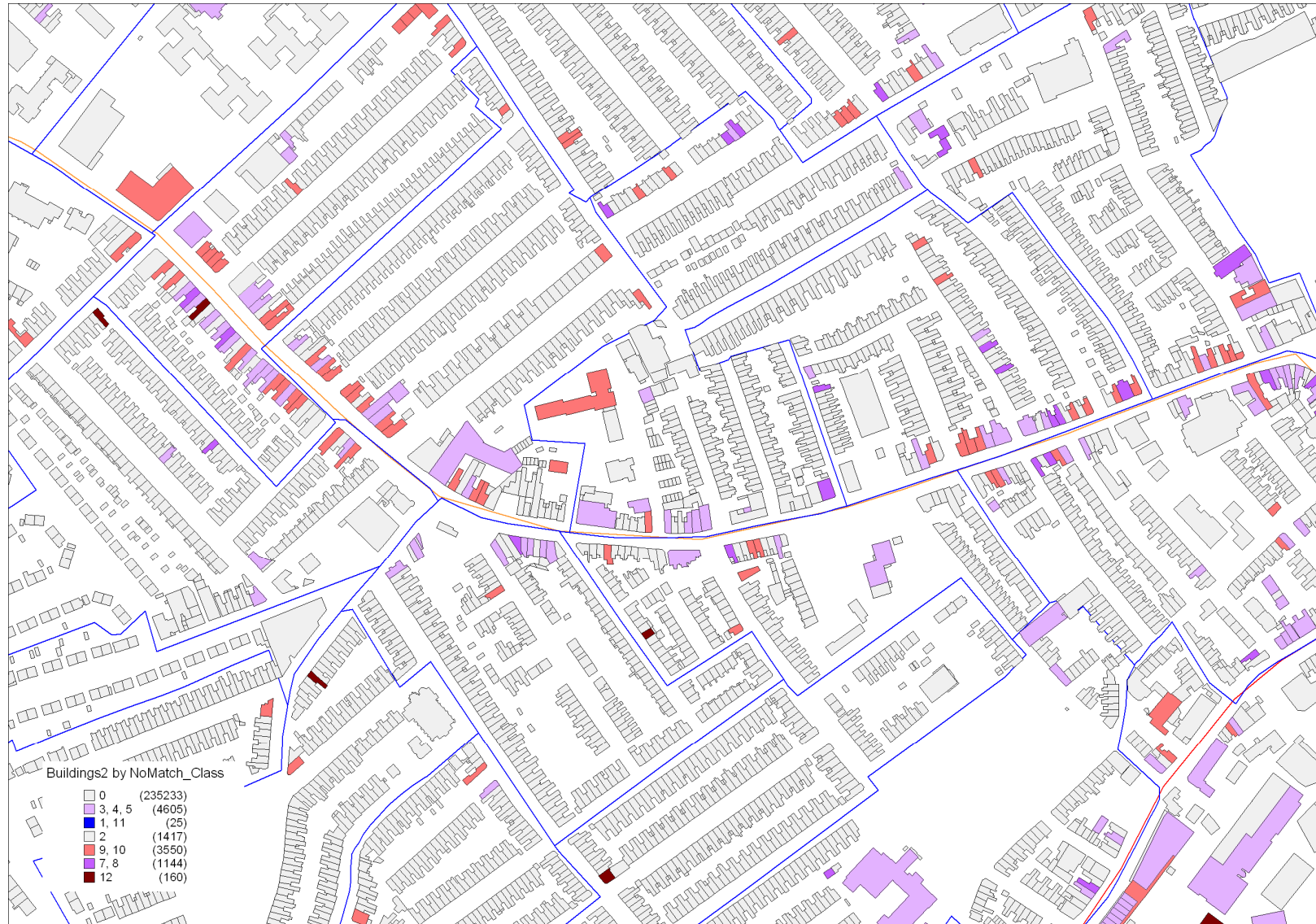
How hard can it be?



Help tomorrow take shape

© Office for National Statistics

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

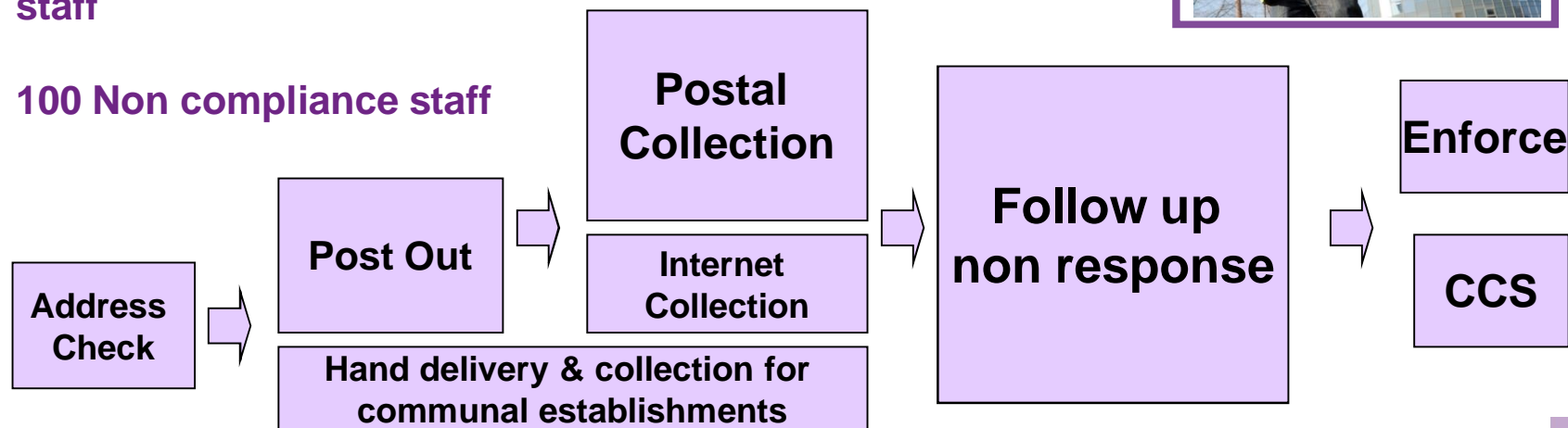
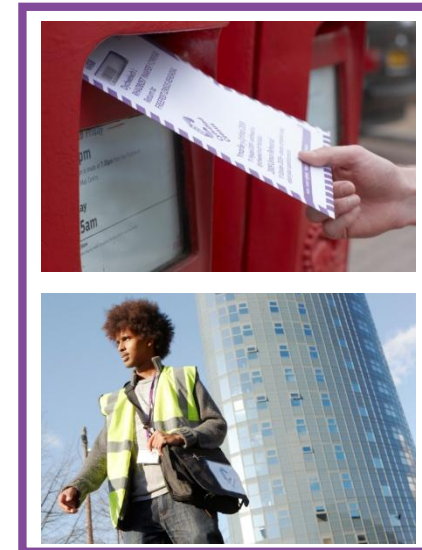
2,200 Census Coordinators

29,000 Collectors (to follow up non response)

1,700 Special Enumerators (for Communal Establishments)

4,000 Census Coverage Survey (CCS) staff

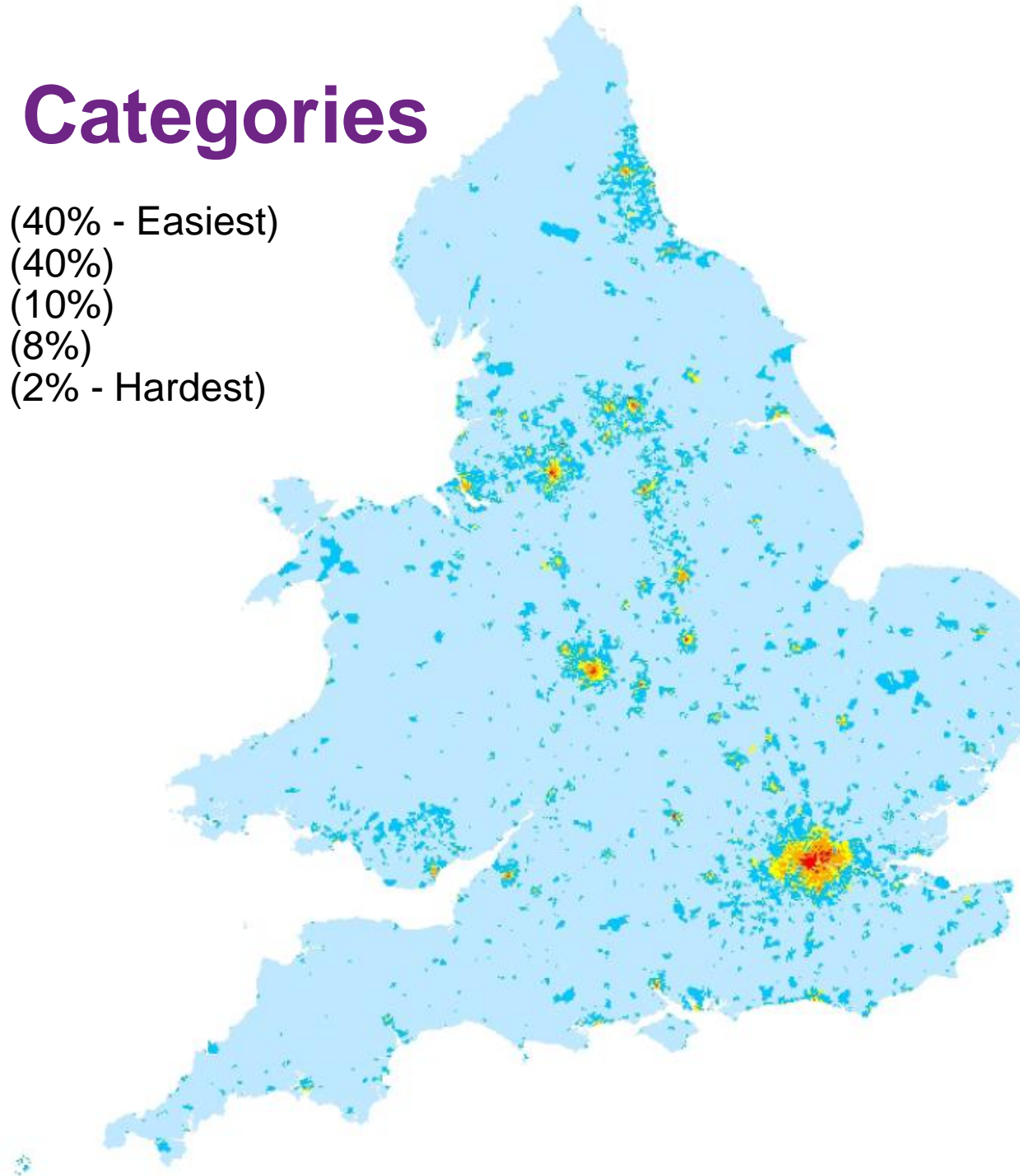
100 Non compliance staff



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



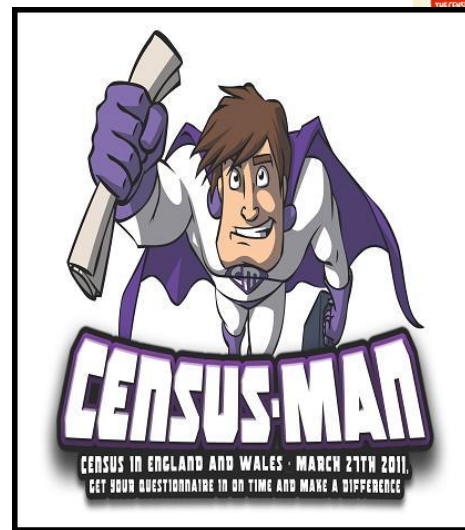
- Community advisors and community panels
- Community workshops
- Promotion materials in 60 languages
- Purple bus tour
- Diverse field force



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





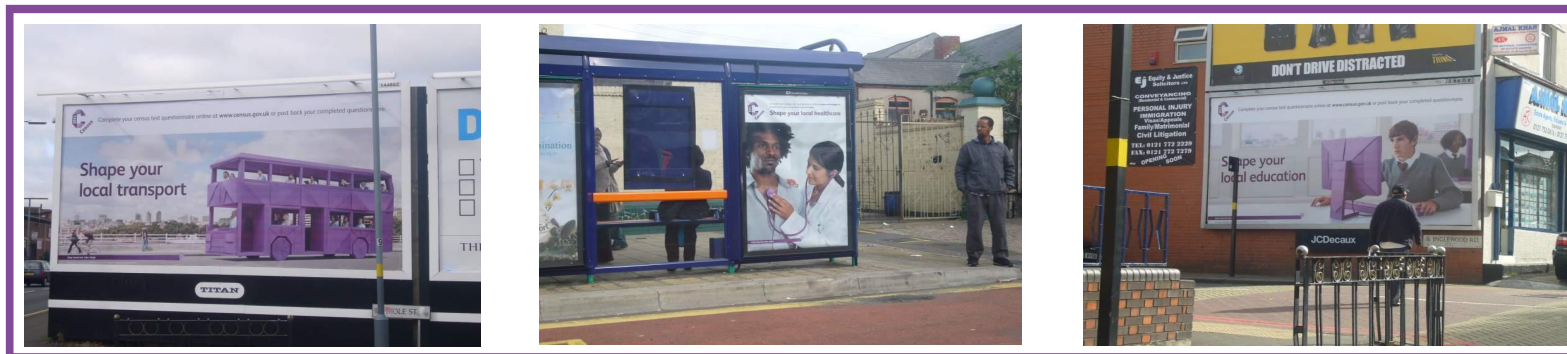
And we're off....

Publicity Campaign started 21 Feb



3 phases: Educate – Enlist – Enforce

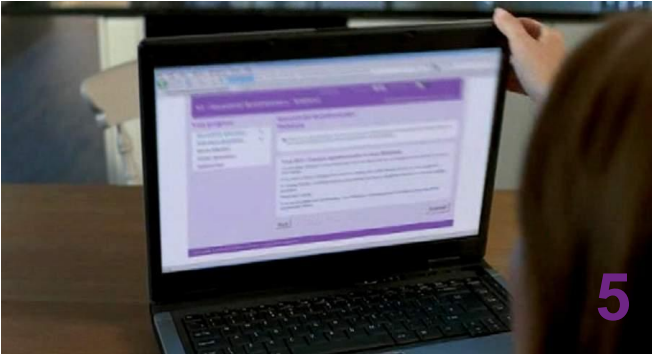
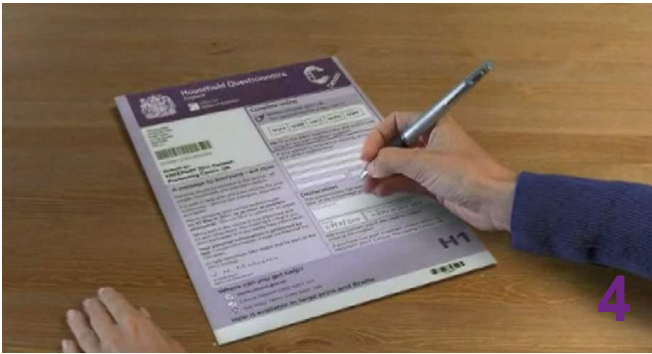
- TV led - adverts
- Outdoor advertising
- Digital advertising
- Radio
- Print
- Media relations and PR



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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

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 peo-

ple 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.

*Daily Telegraph
April 2011*

*Manchester Evening News
April 2011*

Send in your Census forms... but not your shopping list

- Credit cards and cash among items sent in
- Check what's in your envelope, say bosses

DEBORAH LINTON

A DRAWING of the Queen, family photos and a set of deeds are among a list of unexpected items that have made their way into the country's completed Census envelopes.

Bosses of the Greater Manchester-run 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 also 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 returned to the sender.

"I'd suggest that people who are finishing their census off this week should do it online, using

'Check you haven't scooped up anything essential'

the internet access code on the front of their questionnaire, and avoid scooping up something 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 counts it's so important to know how many people live where so that central government funding can be shared out fairly."

Online help is available at census.gov.uk.

Replacement questionnaires can be ordered on the website or from the census helpline on 0300 0201 101.

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 390,000 people declared their religion as Jedi - this was far fewer than expected.

Jedi is of course the faith espoused in 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 'Jedi' was included on the list of religions alongside Roman Catholic, Muslim, Church Of England, and betting.

More than 2.5 per cent of the population of Brighton, the homosexual capital of England, claimed to be Jedi - underlining the famous gay sens

of humour. Two years ago it emerged that eight police officers in Strathclyde listed their religion as Jedi - clearly the force really is with you.


Speaking at this week's launch of a new Census, a bigwig said: "The religious question is the only voluntary one. I don't think we would pursue somebody for declaring

▲ ALL EARS, I AM Yoda the Jedi master

their religion as Jedi. Besides, without spaceships how would we catch them?"

With Twitter and Facebook space cadets certain to jump on the Jedi bandwagon, I'd say the 4-1 posted by Ladbrokes that the Jedi figure beats the 2001 total is R2 resist.

A batch of Star Wars toys hit the shops a couple of years ago - they could talk and were interactive, which made them easy to distinguish from Star Wars fans.



Daily Mirror: 25 Feb

Why Jedis are converting to Dudeism

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, erm, Dudeists, who call their 'religion' Dudeism. Formally, Dudeism is

an 'ancient philosophy that preaches non-preachiness, practises as little as possible', according to the website dudeism.com.

Nearly 1,000 people have joined a Facebook group called 'Dudeism for the 2011 Census', ahead of next week's Census date. Their cause has

been championed by the Dudespaper, an online magazine for Dudeists 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.

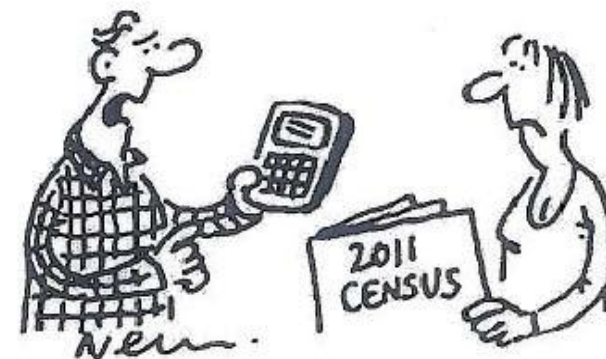
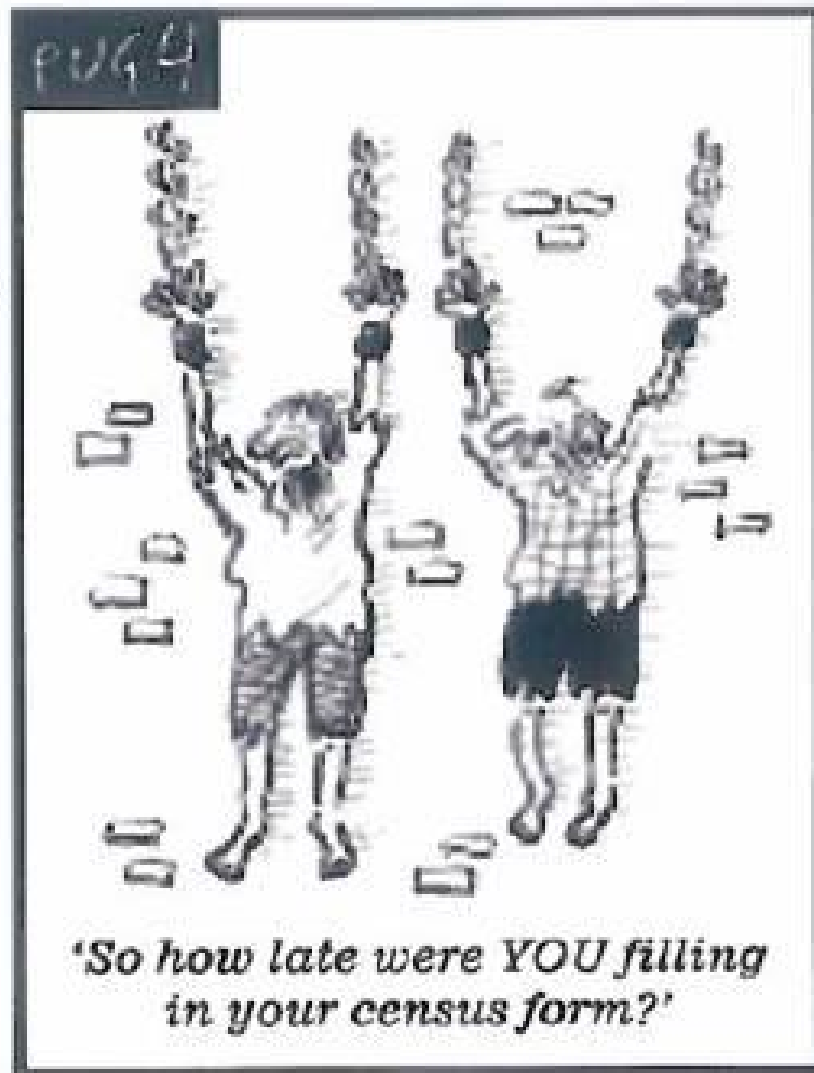
And there you were thinking the Census was simply about ticking a few boxes.



LAURA POWELL

Daily Mail: 16 March

The cartoonists got going.....



"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!



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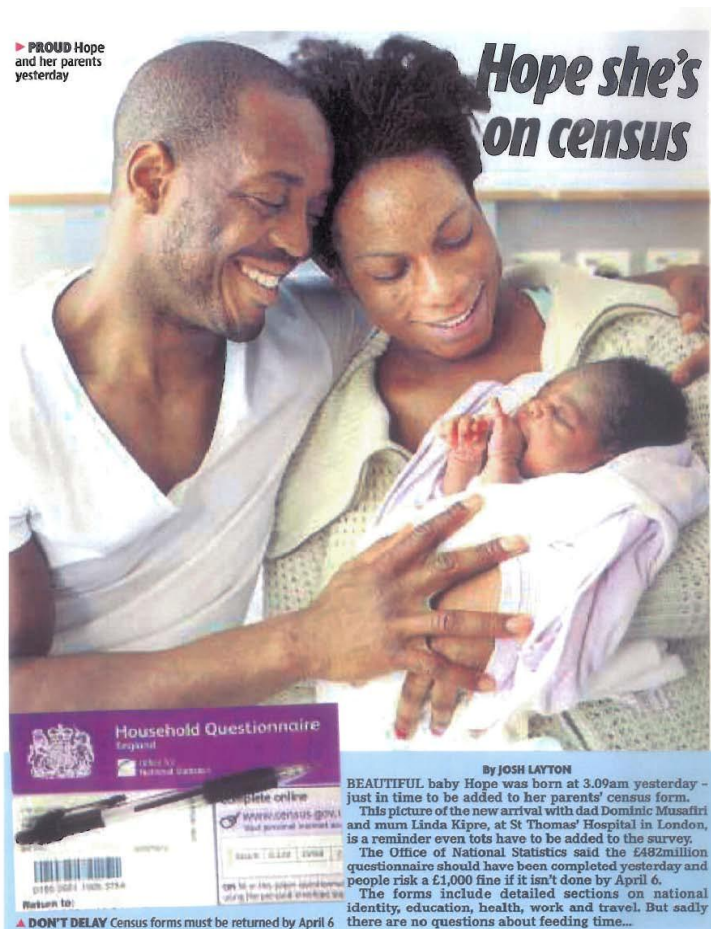
Phase 2 TV adverts



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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 soughts by filling out their 10th Census form.

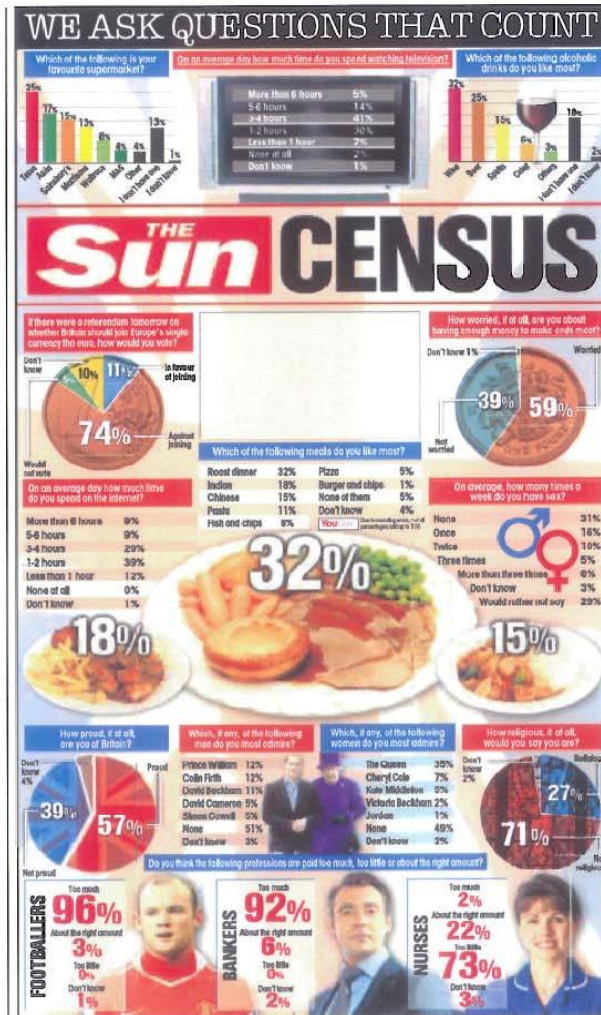
The pair - who are officially the world's oldest set of twins - have been included in every Census since 1911.

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 Milward 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.

Private Eye



Exclusive to Private Eye – that Census Form in Full

Official UK Census 2011

Sponsored by the Lockheed-Martin Arms Corporation – “Weapons we got ‘em!”

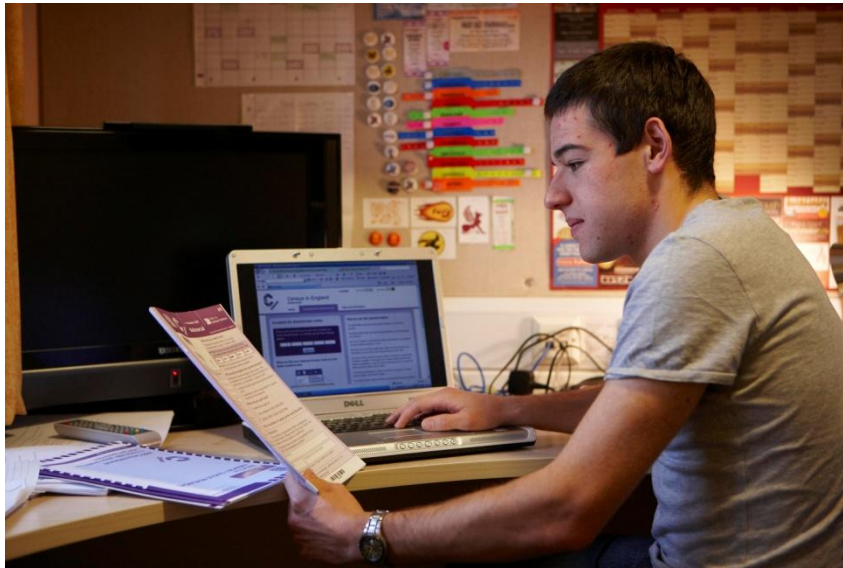
IMPORTANT The data on this form is strictly confidential and the information contained therein will only be made available to the following organisations:
■ HM Government ■ HM Revenue and Customs ■ HM Police ■ Europol ■ News International ■ Anyone who pays up front.

WARNING Failure to complete the 918 boxes on this form will lead to an automatic £1,000 fixed penalty and/or detention without trial for 90 days in HMP Guantanamo Bay.

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?

1. What is your full name?	d) tri-sexual <input type="checkbox"/> e) omnisexual <input type="checkbox"/> f) would prefer a cup of tea and watching David Attenborough <input type="checkbox"/>
2. What is it really?	
3. What is your UK address?	
4. Why is it different from the one you have given to the Department of Work and Pensions?	10. Religious orientation. Which of the following would best describe your belief system? a) Post-Christian Christianity <input type="checkbox"/> b) Evangelical atheism <input type="checkbox"/> c) Wicca/Paganism <input type="checkbox"/> d) Scientology <input type="checkbox"/> e) Worship of the Duke of Edinburgh <input type="checkbox"/> f) Climate change denial <input type="checkbox"/> g) Belief in the omnipresence and omniscience of Sir Stephen Fry <input type="checkbox"/> h) Liberal reform moderate Jihadism <input type="checkbox"/> i) Jedi Knightism <input type="checkbox"/> (<i>Warning: any ticking this entry will be arrested for wasting the time of the census monitors and will be sentenced to 30 days community service on the planet Tatooine</i>)
5. How many rooms are there in your house?	11. Which is your favourite TV celebrity chef? Is it a) Heston Blumenthal <input type="checkbox"/> b) Dolia Smith <input type="checkbox"/> c) The bald one from Masterchef <input type="checkbox"/> d) Nigella Lawson <input type="checkbox"/> e) Dominic Lawson <input type="checkbox"/> f) Lord Lawson of Blubby? <input type="checkbox"/>
6. How many of them have you let out to Islamic terrorists/members of the travelling community/Members of Parliament claiming that your house is their primary residence?	12. Which is your favourite Lockheed-Martin weapons system? Simply enter our Census Competition and you could win a nuclear-ground-air-to-air-missile of your choice. Just answer this simple question: Who is the President of the United States? Is it: a) President George W. Bush <input type="checkbox"/> b) President John F. Kennedy <input type="checkbox"/> c) L. Ron Hubbard <input type="checkbox"/> d) Elvis Presley <input type="checkbox"/>
7. How many toilets are there in your garden, and are they accessible to disabled members of the cottaging community?	
8. How would you describe your gender? a) male <input type="checkbox"/> b) female <input type="checkbox"/> c) pre-op transsexual <input type="checkbox"/> d) reassigned hermaphrodite <input type="checkbox"/> e) undecided <input type="checkbox"/> f) Sir Peregrine Worsthome <input type="checkbox"/>	
9. Sexual orientation. Would you describe yourself as: a) heterosexual <input type="checkbox"/> b) homosexual <input type="checkbox"/> c) bi-sexual <input type="checkbox"/>	

Online completions



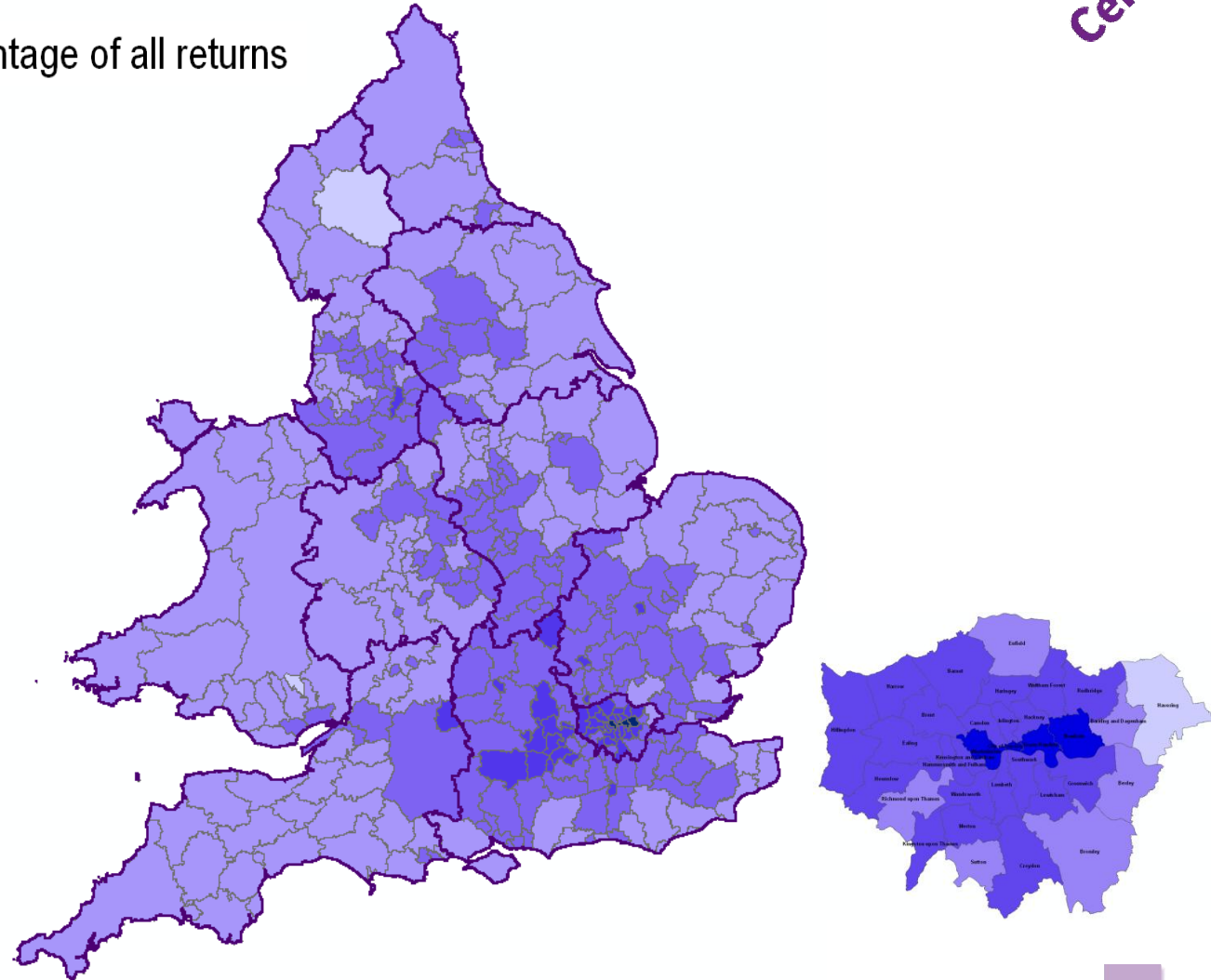
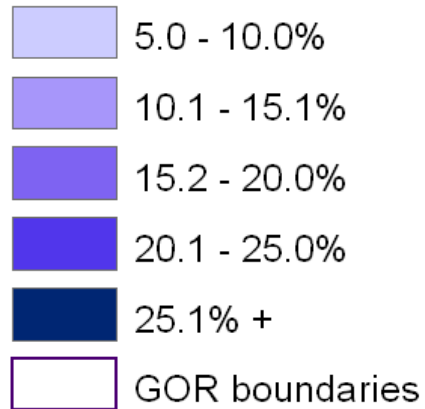
**Nearly 400,000
completions on
census day alone**

**Overall 16% of
returns made online**

Proportion of Internet returns, by LA



Internet returns as a percentage of all returns

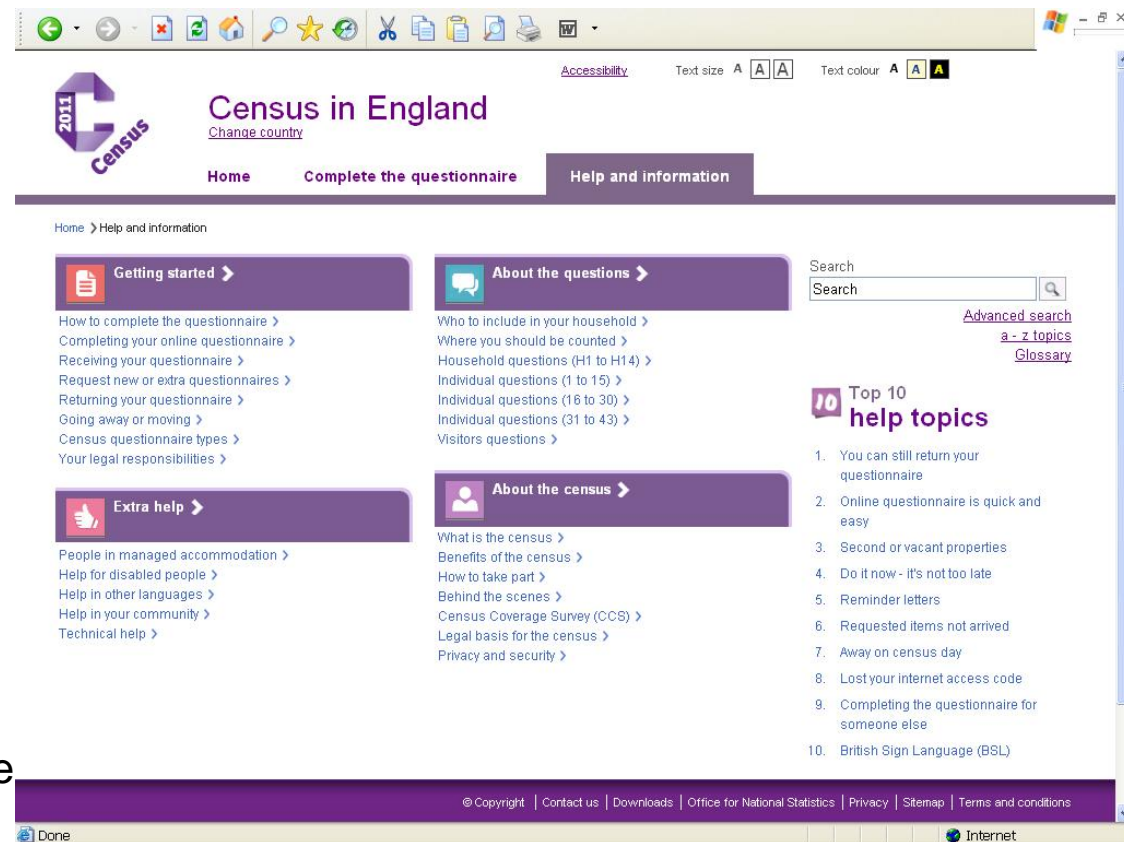


Online help

Over 3 million visits

Popular pages included:

- requesting a new questionnaire
- translation guidance
- who to include
- when to return questionnaire



Helpline



1.7 million
calls to
helpline

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

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



Help tomorrow take shape

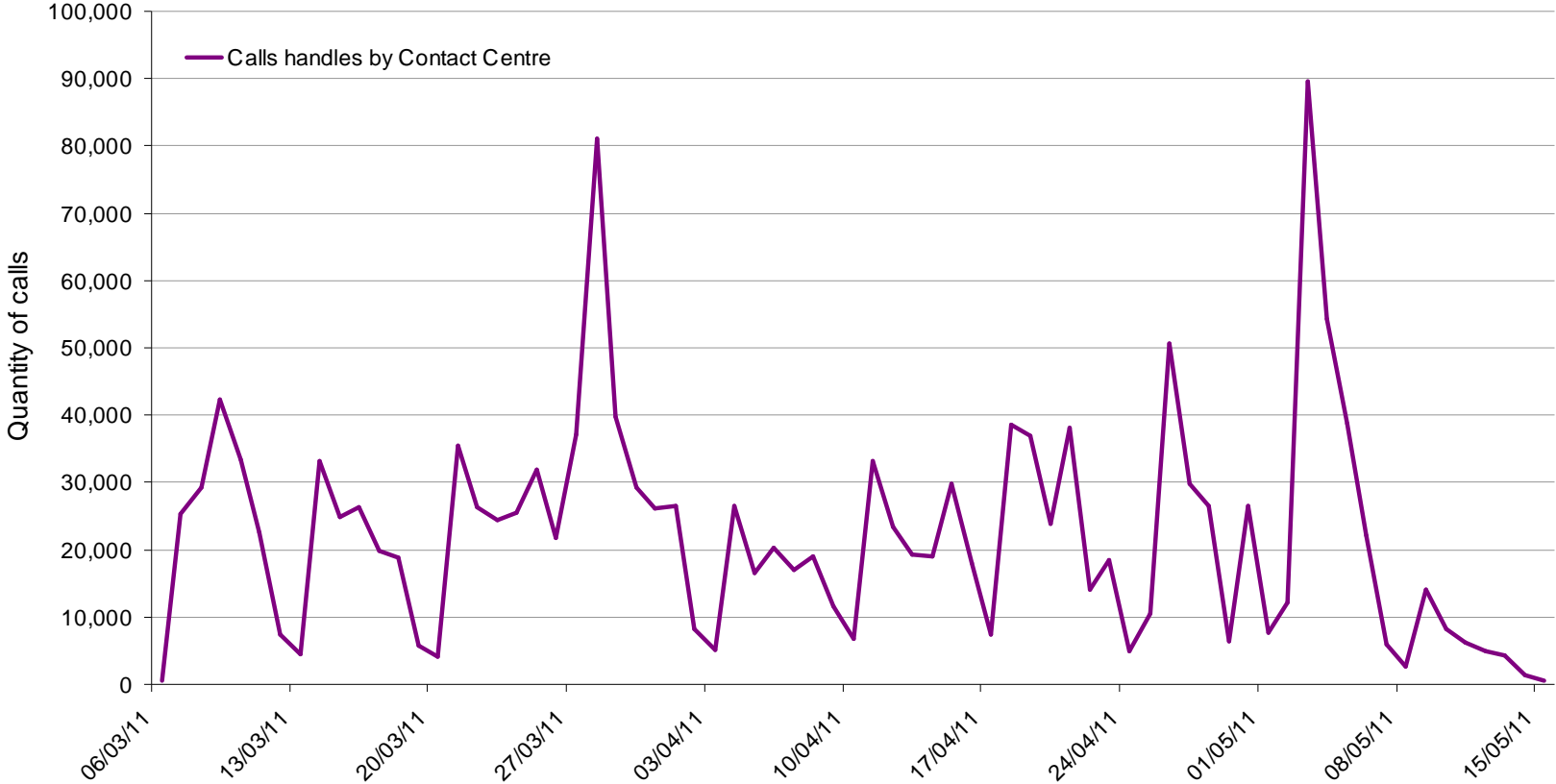
© Office for National Statistics

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**





Census