

2011 Census

What happened then?

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- ▶ Consultation on questions
- ▶ Questionnaire design & parliamentary approval
- ▶ **Census Field Operation, CCS & CQS**
- ▶ **Data Capture & Coding**
- ▶ Downstream Processing
- ▶ Coverage Adjustment
- ▶ Outputs

2011 Census enumeration strategy

Key objective to obtain a completed census questionnaire from every household and communal establishment in Scotland

- ▶ Hand delivery - 94%
- ▶ Post Out - 6%
- ▶ Postal, internet or telephone returns

Census Field staff

- ▶ 22 Regional Managers
- ▶ 175 District Managers
- ▶ 525 Team Leaders
- ▶ 5,825 Enumerators

Contracted services

- ▶ Printing, Internet and Data Capture & Coding – CACI (sub contractors DCK, TNS, Brightsolid, Secureworks)
- ▶ Logistics - Parcelforce
- ▶ Postal services –& Royal Mail
- ▶ Field Supplies – Brand Addition, Cellhire
- ▶ Publicity – Mediacom, The Gate, BIG Partnership
- ▶ Translations – Canan, Global Translations, Language Line
- ▶ Security – LogicaCMG

Field Offices

21 field offices – 1 for each census region except Orkney/Shetland

- ▶ storage and distribution of field materials
- ▶ recruitment and training of field staff
- ▶ post-back and distribution of completed questionnaires
- ▶ storing the completed questionnaires and other enumeration material

Help and accessibility

- ▶ On the doorstep
- ▶ Census Helpline
- ▶ Internet systems (www.scotlandscensus.co.uk)
- ▶ Braille / Large print questionnaire
- ▶ British Sign Language (online and on DVD)
- ▶ Audio clips (online and on CD)
- ▶ Translations

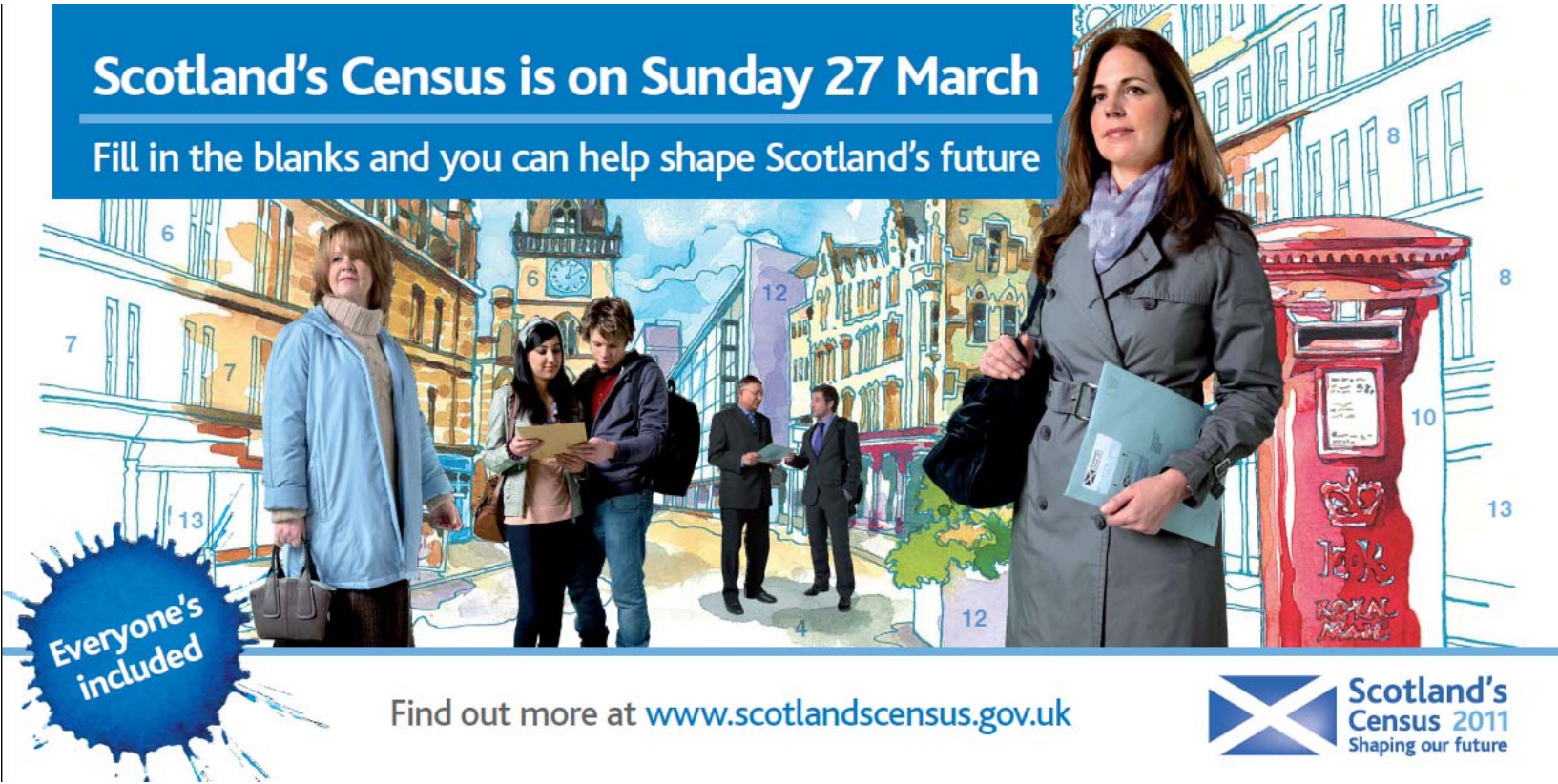
Publicity campaign

- ▶ Educate – to advise and inform the public and key stakeholders of what the census is (from May 2008 to February 2011)
- ▶ Enlist – to promote census job opportunities (October and November 2010)
- ▶ Engage – explain what people need to do (February to April 2011)
- ▶ Enforce – highlight the legal requirement to take part (April and May 2011)
- ▶ Explain – show how the results are used to support Scotland and key groups of people and geographies within it (will kick start again for census outputs)

Painting by numbers

Scotland's Census is on Sunday 27 March

Fill in the blanks and you can help shape Scotland's future



Everyone's included

Find out more at www.scotlandscensus.gov.uk

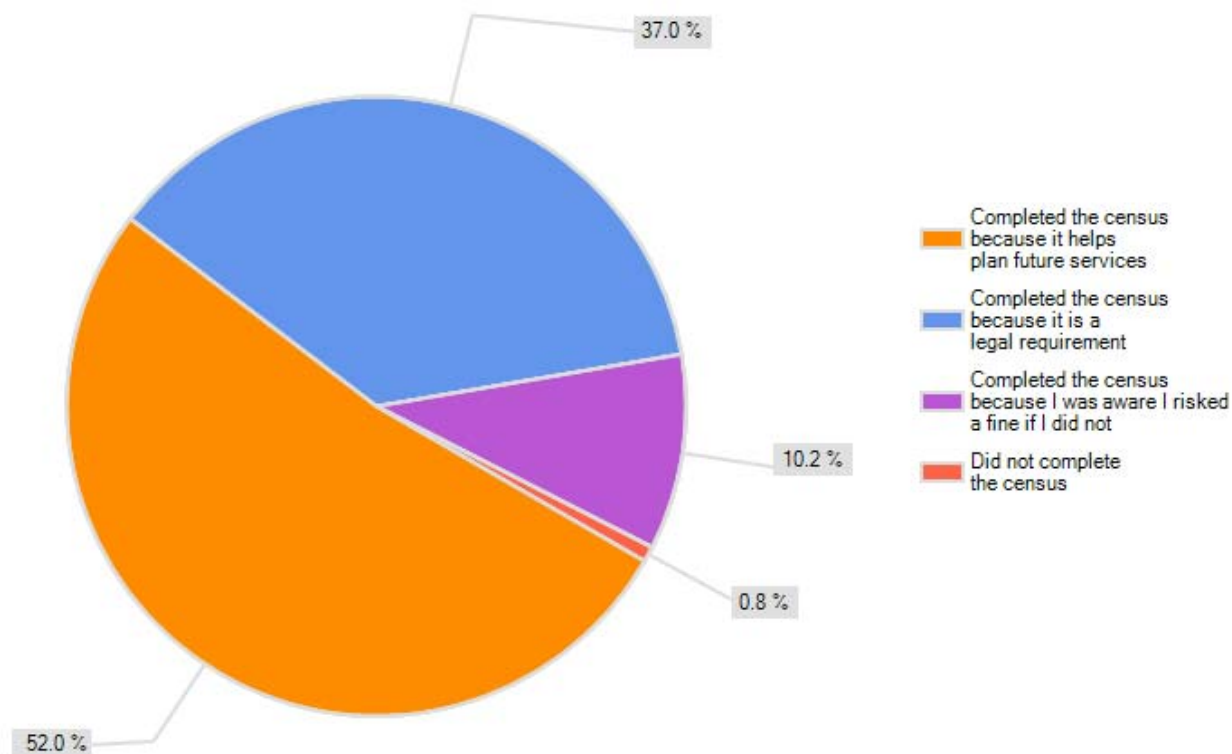


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Which of these statements best applies to



Total Number of Sample: 617

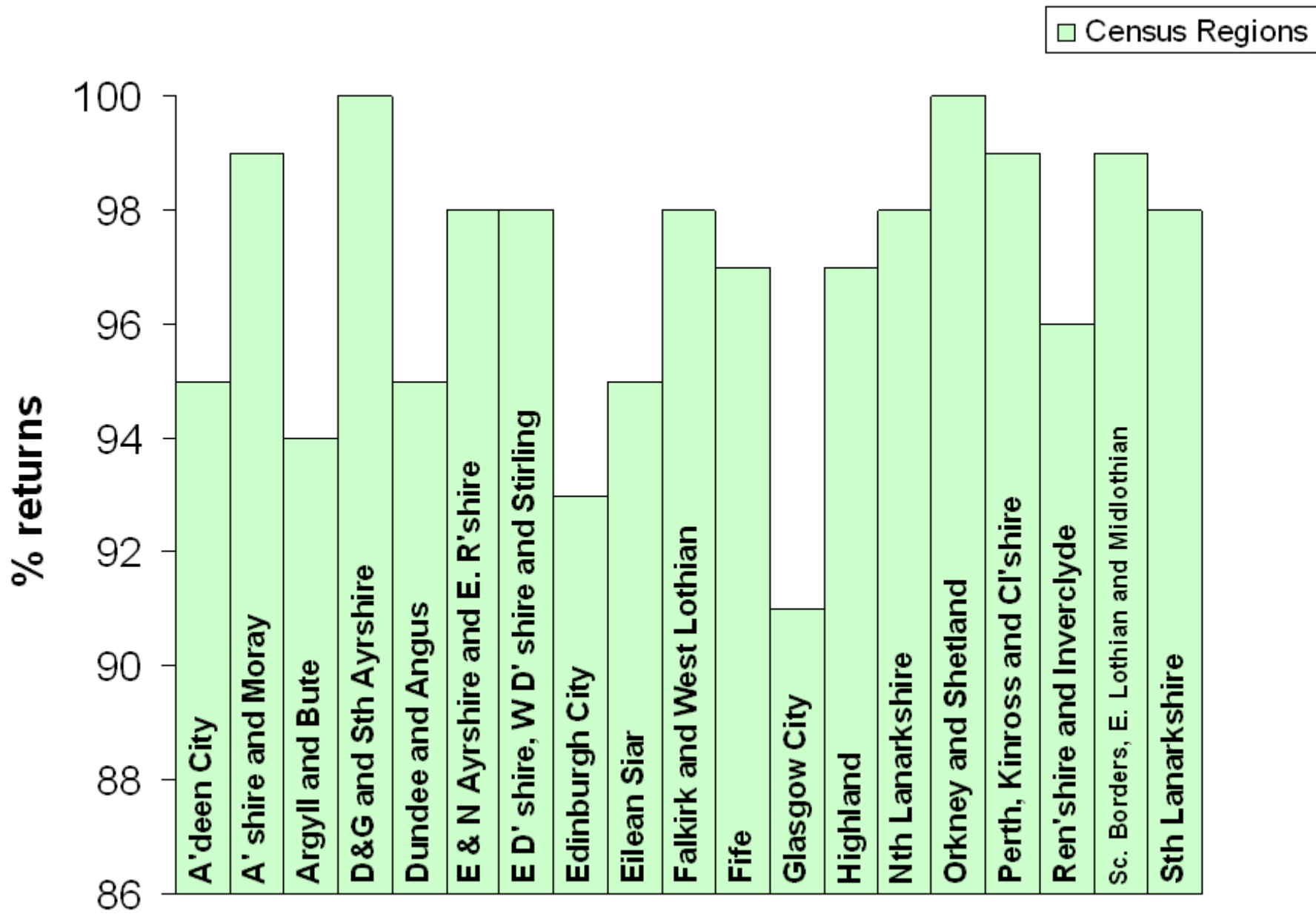
Enumeration

- ▶ Pre-addressed questionnaires printed in Dublin, shipped across to Scotland and broken down for delivery to field staff training events
- ▶ Questionnaires delivered by 26 March, backed up by targeted media messages on TV, radio, online, press etc.
- ▶ Postal returns handled by Royal Mail
- ▶ Online returns – notification to field staff
- ▶ Follow-up

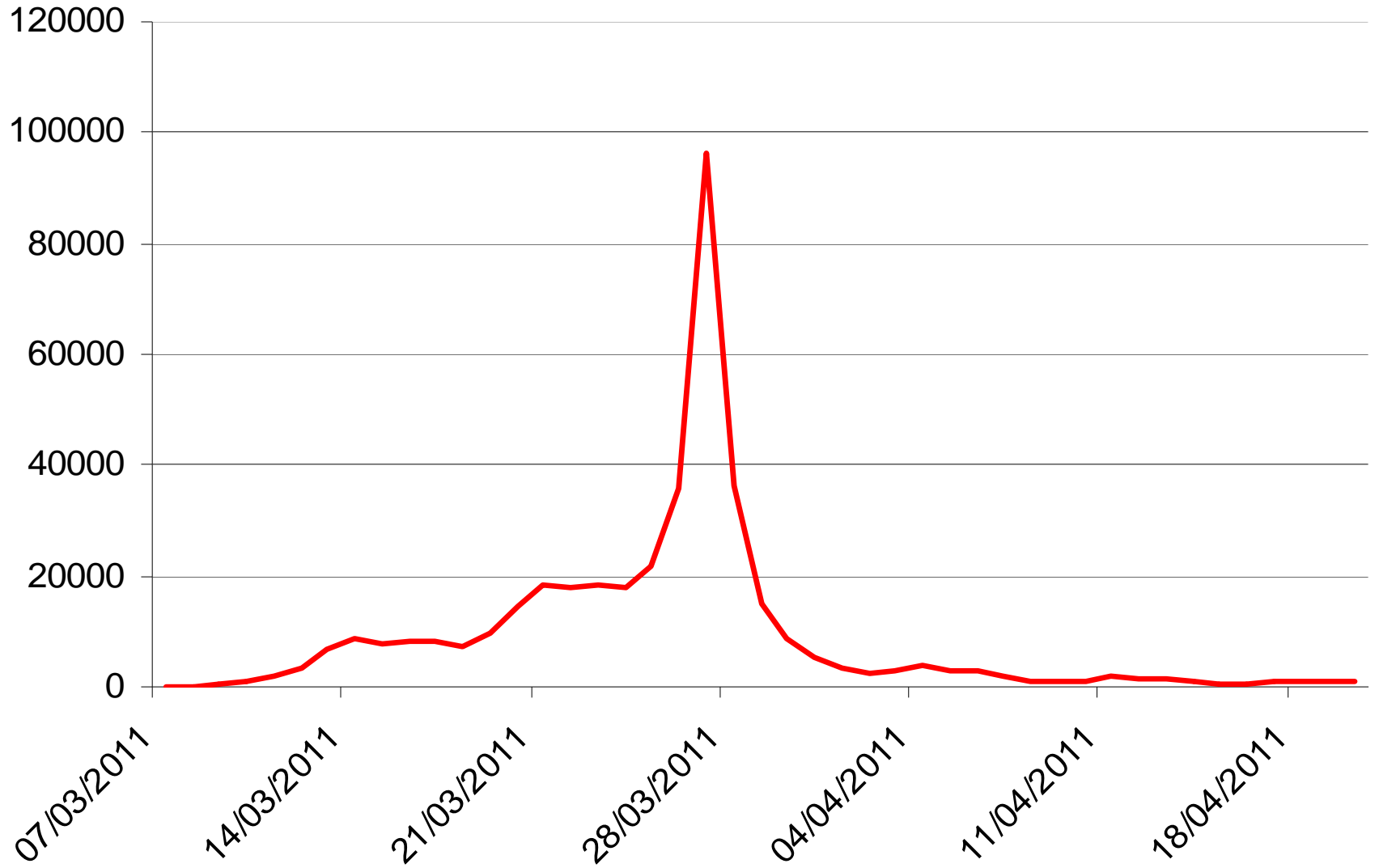
Enumeration

- ▶ Enumerators continue to collect questionnaires from Field Office, reconcile against Enumeration Record Book and finally return boxes of questionnaires to field office
- ▶ CTLs check enumerator reconciliation for accuracy
- ▶ Boxes labelled and prepared for Parcelforce uplift and transport to processing site

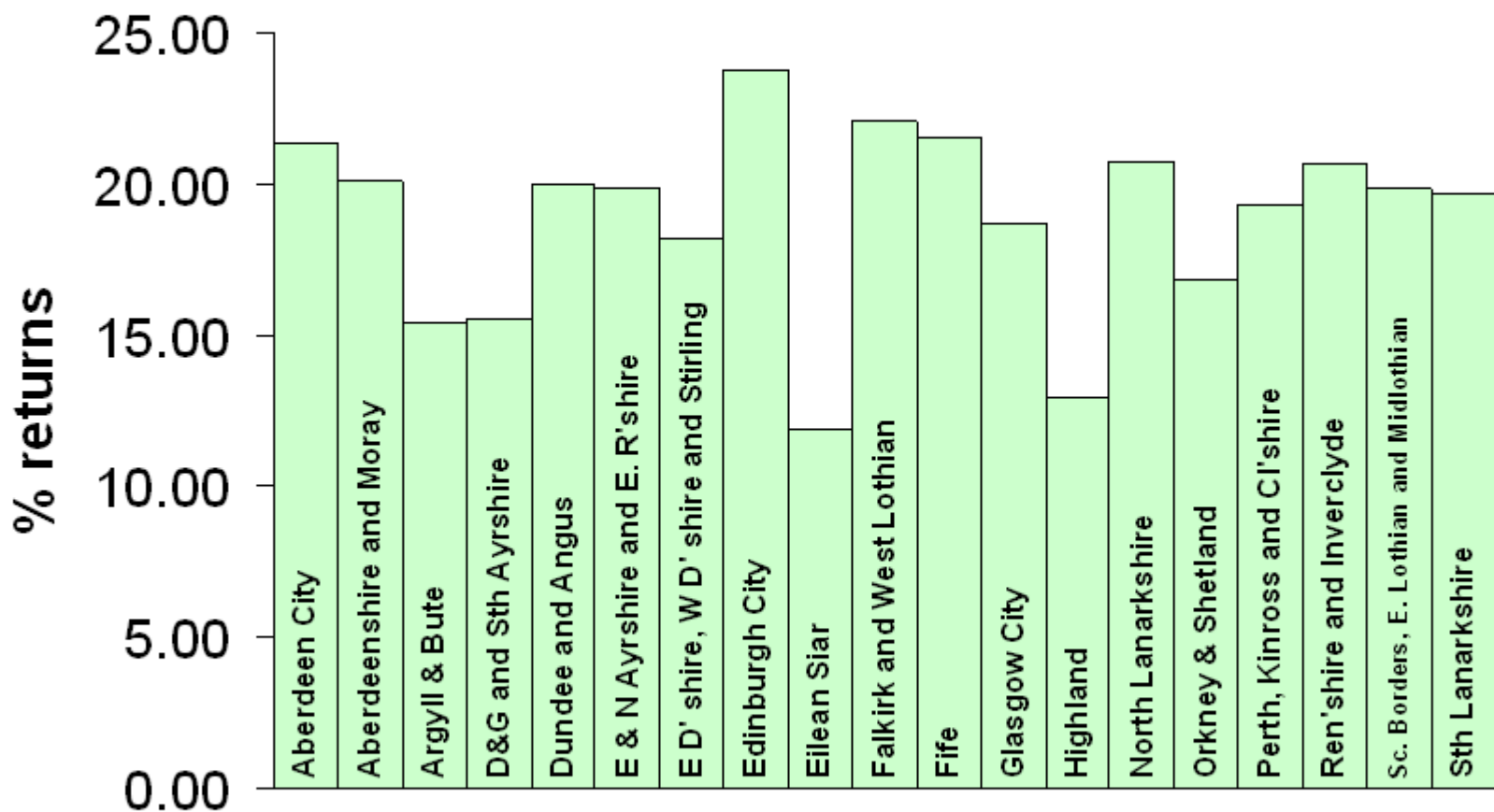
Estimated return rates as at April 2011



IDC return profile Scotland 2011



Online return rates by Census Region as at end April 2011



Census Coverage Survey

Voluntary post-enumeration survey designed to provide an accurate estimate of the coverage level of the main census.

40,000 households in sample (c 1.5%) drawn from every Local Authority

5 Area Managers, 31 Team Managers, 476 Interviewers

Doorstep interviews covering a selection of census questions, the answers to which are used to estimate the total resident population of Scotland to a high level of precision.

Interviewed 92.4% of households in sample, against 90% target

Census Quality Survey

Voluntary post-enumeration survey designed to provide an assessment of the quality of responses to the main census. Sample of 1,560 households from Fife, Scottish Borders and Glasgow East.

3 Team managers, 18 Interviewers, 21 Assistant Interviewers

Interviews conducted in householders homes, where we ask the same set of questions (except visitor questions) asked in the main census. Answers that do not match those originally provided in the main census are probed further to understand the reason why. This helps to produce a quality measure for the census outputs and also identifies where question format may need to be improved.

We carried out 787 interviews, 50.45% against the original 60% target. The remainder were either refusals, no contact or vacant households. Close to target in Fife and Scottish Borders, Glasgow East lowest at 34% (hard to count area). For future surveys, we may on hindsight take a less hard to count area or boost the number of households to compensate.

Response rates for H2 (count of everyone usually resident) and individual questions 1, 2 and 3 (name, sex, date of birth) have all come back in at 90% or above.

Data Capture & Processing

- All completed census questionnaires (inc CCS and Internet) are now at processing site (size of a football pitch)
- All paper questionnaires have been scanned and images taken
- Optical Character Recognition automatically captures data from questionnaires and turns into machine readable format (code) that will allow us to derive output data.
- Manual intervention where automatic system cannot clearly identify characters
- Data and digital images will be delivered to NRS in 12 tranches (or Processing Units (PUs)) for down stream processing
- Microfilm produced after NRS has accepted the data & images
- Paper questionnaires then destroyed
- De-commission the site

Summary

- ▶ Successful enumeration operation, ably supported by range of in-house and contracted services
- ▶ Estimate a similar or better return rate than 2001
- ▶ First time for internet, very successful
- ▶ Successful publicity campaign
- ▶ Data currently being processed by CACI and undergoing QA by NRS
- ▶ Evaluation well advanced on data collection activities, looking ahead also at alternative designs as part of Beyond 2011 project

Contact – lynda.ross@gro-scotland.gsi.gov.uk (0131 314 4391)