



Introducing the 2011 Census

January 2010



WHY WE NEED A CENSUS



- **Used to allocate resources**
- **For planning investment & services**
- **To support policy development and evaluation**
- **Provides a 10 year benchmark for all social statistics**
- **Gives nationally consistent insights for small areas and small population groups**



CHALLENGE & OPPORTUNITY

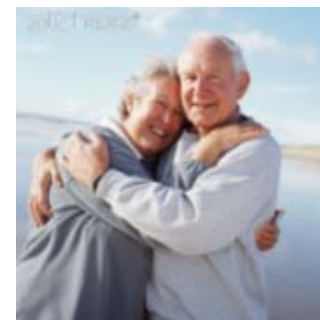


Changes in society

- Ageing
- Increased migration
- Complex family structures
- Increased mobility
- Less compliance

Meeting the public's expectations

- On line interaction
- Ensuring data security and confidentiality





SECURITY & CONFIDENTIALITY



- **Security & confidentiality are top priorities for census**
- **200 year track record of census security**
- **Confidentiality protected by law**
- **All census staff sign confidentiality declaration**
- **Census data does not leave UK**
- **Strict physical and IT security**

QUESTIONNAIRE

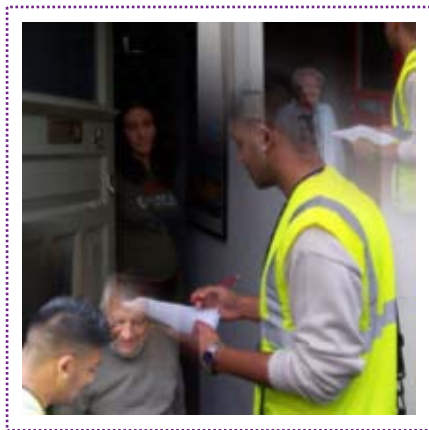


- **Front cover**
 - Includes internet access code
 - Addressed to the householder
- **Household questions**
 - 4 pages
- **Individual questions**
 - 4 pages of questions for each individual
 - Space for 6 individuals included
- **Visitor page to record visitors on census day**





KEY INDIVIDUAL QUESTION CHANGES



- Migration (date of entry to UK, intention to stay)
- Second residences
- Languages
- National identity
- Citizenship
- New response categories of same sex civil partnership, and step brother and sister
- Accommodation inc. number of bedrooms & type of central heating
- Questions not included: Income, sexual orientation, nature of disability



OPERATIONAL IMPROVEMENTS FROM 2001



- Much improved address register development
- Address checking before census day
- Post-out and post-back of questionnaires
- Online completion
- Targeted and flexible follow up of non response
- Increased capacity for handling queries
Online and telephone help centres





IMPROVING RESPONSE RATES



- **Special enumeration procedures for some population groups (rough sleepers, Gypsies...)**
- **Range of accessible support materials**
- **Extensive language support in printed materials and telephone help centre**
- **Communication campaigns for ethnic minority groups and young people**
- **National and local engagement with community groups**
- **Support from local authorities using local expertise**





KEY CONTACTS

Your Census Area Manager: Brian Warwick

Tel: 07801 331364

Email: f106@census.gov.uk