



# Census update

## CAG

### 6 October 2011

# Field staff

**22 Census Area Managers –  
appointed in September**

**233 Census Team Coordinators –  
appointed in January**

**1,650 enumerators –  
appointed in February**



# Census forms

**765k household forms, overprinted  
with address and Internet Access Code**

**Posted out 14-16 March**

# Address check

**List of 765k address passed to field staff**

**Field check conducted while post-out underway**

**Over 20k “new” addresses found**

# Publicity

**Media briefing – 21 February at W5**

**TV – BBC NI news carried interview**

**Radio – live interview with Good Morning Ulster (BBC), U105, Downtown/Cool and Northern Media Group and others**



# Publicity

## Run up to Census Day

**TV – BBC NI news live interview (Thursday) and UTV news pre-recorded on Census Day**

**Radio – more live interviews with Good Morning Ulster, On Your Behalf (twice), U105 and series of live and pre-recorded interviews with many others**



# Publicity

## Print media editorial content

All papers covered launch 21 February  
/ mail-out March / Census Day

Continuing coverage, mostly in local  
Press in response to Releases

# Advertising

**Internet – Facebook / Twitter / minority groups**

**TV – started 14 Feb**

**Outdoor posters & Transport – 28 Feb**

**Radio – March**

**Magazines / local papers - March**

**Belfast Telegraph etc – Census weekend**



# My Lady's Road



# T Sides





ty  
le



# Mega Wrap



Help tomorrow take shape

© Northern Ireland Statistics & Research Agency

# Advertising - research

Millward Brown commissioned

Focus groups in late 2010

Three waves of 'quantitative'

Benchmark just before launch (Feb)

Just before Census

Post-hoc at end of fieldwork

# Issues in run-up

**Publicity started before forms issued – led to queries**

**“I haven’t got my form yet”**

**Over 20k new addresses found – all issued prior to Census Day**

# Early returns

**Forms issued Mon 14 March**

**~3k internet returns per day**

**20k paper returns processed by RM on Thursday 17 (their first run)**

**By Census Day, over 180k returns**



# Census Day

**On Census Day, 20k people completed online**

**~50k paper forms posted on Census Day (27 March)**

**~100k paper forms posted on Monday 28 March**



## **Follow-up**

**Started 6 April – Census day +10**

**Questionnaire tracking system  
identified non-respondents**

**Lists generated for enumerators**

**Generally worked well**

## Follow up

**Peaks every Monday, and every new wave of follow-up (3 main waves)**

**But inevitable tailing-off of returns**

**Extended advertising by several weeks**

# Follow up

**Also decided to send out follow-up letters**

**Targeted on low-response areas**

## Some metrics

**About 40k calls to helpline**

**About 61k visits to web self-help**

**24k fulfilment requests (mostly new forms)**

**Translations – Polish most popular**

# Follow-up surveys

**Census Coverage Survey**

**Census Quality Survey**

**Both complete**

## IA / Security

**Talk about Information Assurance later**

**But it was a key issue**

**‘Was the internet safe?’**

**LolzSec**

# Non-compliance

**Non-compliance follow-up of direct refusals**

**About 70% completed a form**

**Still pursuing a number**

## Data processing

All the paper forms have been scanned

Being processed

NISRA has 'early extract'

Looks good so far – especially internet



# Outputs

**First results (numbers by age & sex)  
summer 2012**

**‘Characteristics’ – later**