

# UNECE

## Census 2021

# Innovation in Dissemination

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Census 2021 Outputs



# What we will cover today

- User personas
- Create a custom dataset
- Census interactive products



# Why Innovate

To make sure the cost and effort of taking a census is worthwhile, we need to present the results in ways that add value to users.

# Products for different users

## Data

Table population: All usual residents  
Variable by measures  
Units: Persons

Date 2011  
Geography England

|   | value         |
|---|---------------|
| All usual residents   | 53,012,456    |
| Males   | 26,069,148    |
| Females   | 26,943,308    |
| Lives in a household  | 52,059,931    |
| Lives in a communal establishment   | 952,525       |
| Schoolchild or full-time student aged 4 and over at their non term-time address | 650,145       |
| Area (Hectares)   | 13,027,842.85 |
| Density (number of persons per hectare)   | 4.1           |

## Commentary

Population and Household Estimates for England and Wales: Census 2021

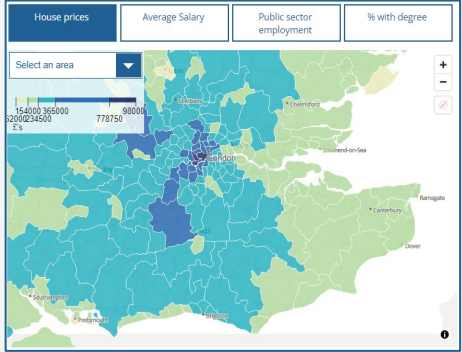
This release provides population and household estimates for local authorities in England and unitary authorities in Wales. The estimates are classified by age and by sex, giving a detailed overview of the composition of the population.

**1. Main points**

- On census night, the size of the usual resident population in England and Wales was x million, x million in England and x million in Wales. This was the largest the population had ever been.
- The population of England and Wales has grown by x million (x per cent) since the last census in 2011, when it was x million.
- There were x million men and x million women in England and Wales.
- The proportion of the population who are aged 70 and over is now x% (x% in 2011).
- There were x million households in England and Wales on census night.

**2. The population of England and Wales and how it has grown**

## Exploratory









## Explanatory

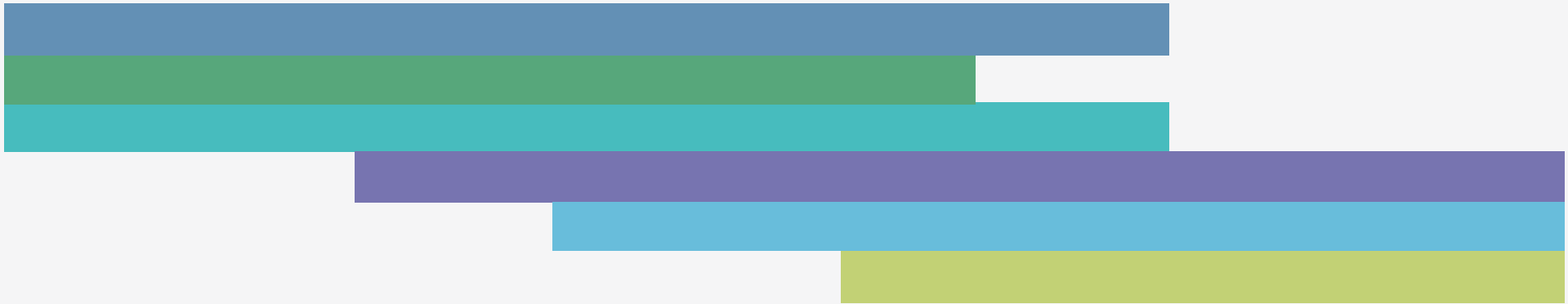
**How our population is changing**

This is a dynamic scrollytelling demo with semi-automated data-driven content.

It highlights some of the significant demographic changes England & Wales between the 2001 and 2011 Census, and allows for guided exploration at a Local Authority level.

## Personas

-  Technical user
-  Expert analyst
-  Policy influencer
-  Information forager
-  Inquiring citizen
-  Passive citizen



These products will be accompanied by supporting information around quality and methods

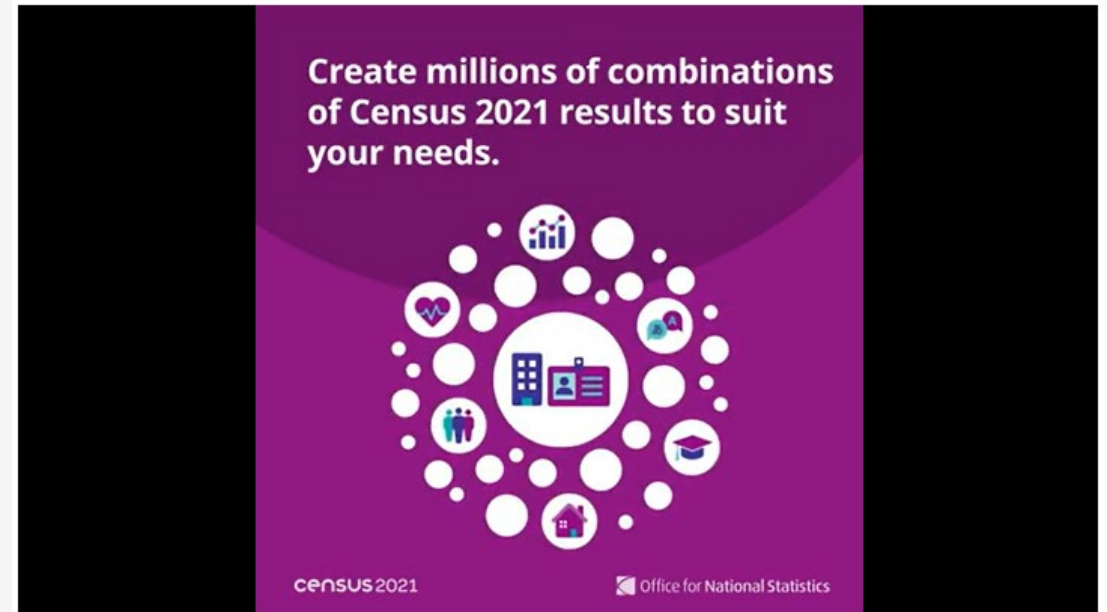
# Blended offering

- To help release as much data as possible, whilst ensuring statical disclosure controls are maintained. ONS has adopted a blended approach to dissemination
- Data is accessible via the 'Create a custom dataset' tool which runs disclosure control automatically in the background returning as much data as possible.
- As some population bases would be too disclosive to be included in the 'create a custom dataset' tool as this would impact the utility of any data
- To account for this, the ONS produced bespoke analysis and pre-build datasets to provide an accurate representation and interpretations of these more complex identities
- To support user engagement, we produced several interactive tools to help user interact with the data with intuitive products that bring the data to life



# Create a custom data set

- Simply select a population to get started. These include usual residents, households and communal establishments.
- From there, you can change the geography of your dataset and filter the data by sex and age. You can also add as many variables as you want.



[Play the create a custom data set video](#)

[Read the blog on how to create a custom data set](#)

# In summary



1

Build the requested table.

2

Apply disclosure control checks.

3

Apply confidentiality checks in less than a second.

4

Try different combinations, which are checked automatically.

5

Allow the data to be more relevant to your area.

6

Download your dataset.

# Census products

There are a range of interactive content and tools available on the ONS website.

- [Custom data sets](#)
- [Census maps](#)
- [Change over time reports](#)
- [Area profiles](#)
- [How the population changed where you live: Census 2021 'scrollytelling' article](#)
- [The story of the Census 'scrollytelling' article](#)
- [Census 2021 dictionary](#)

## Census maps

Use our interactive tool to see  
Census 2021 data for your  
neighbourhood

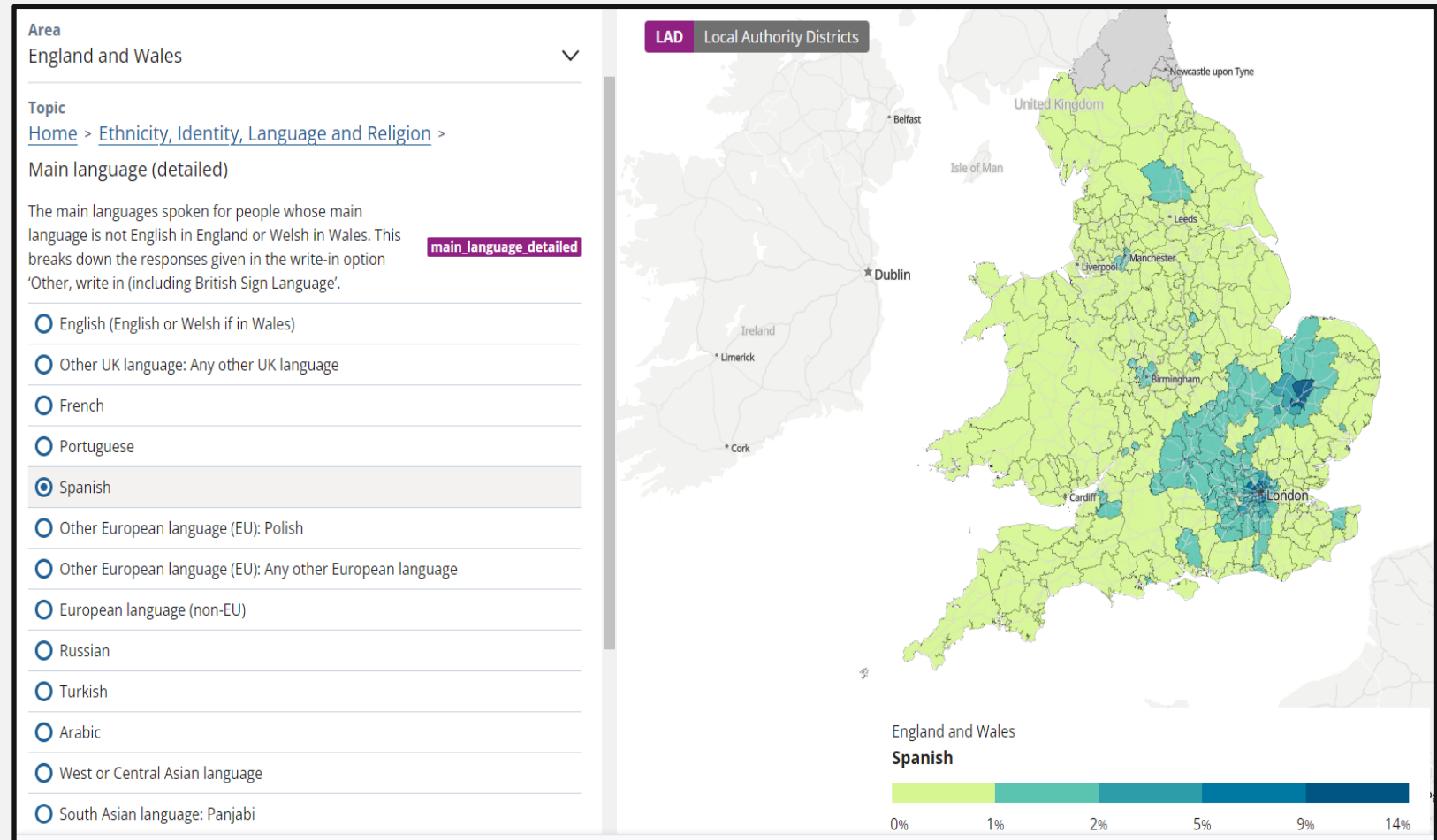


A screenshot of the Office for National Statistics website. The page is titled 'Create a custom dataset' and features a navigation menu with links for Home, Business, industry and trade, Economy, Employment and labour market, People, population and community, and Taking part in a survey. Below the navigation is a search bar. The main content area includes a header 'Create a custom dataset', a paragraph explaining the tool, a 'Select population type' section with three radio button options, and a 'What has changed in your area?' section with a search bar for local authority areas. A blue arrow points to the search bar in the 'Select population type' section.



# Census Maps

- The Census Map enables users to overlay different Census variables onto a map of England and Wales.
- The shading on the map shows which areas have higher or lower percentages, bringing geographic comparisons to life.



# Successes and lessons learned, Census 2021



# Census 2021 selected successes and lessons learned

## Successes

- ad hoc taskforces to deal with live issues worked well
- external assurance worked well and gives transparent and robust assurance to end users
- international census relationships, learning from others; peer review exercise on stats contingencies
- appropriate use of admin data throughout
- having all the census paradata available was invaluable for dealing with ad hoc issues
- respondent journey: numerous ways to respond, making it as easy as possible
- student hall survey was a late addition, but went very well and invaluable in the circumstances
- flexibility of processing teams and the processing system to deal with issues as they arose in the data
- involving external data users in QA/validation phase took extra time and effort, but well worth it

## Lessons learned

- Provision of multiple modes to aid response worked well, but could have done more to minimise responses on paper
- addressing: distinguishing Ces and hhs, complex addresses, georeferencing: don't underestimate complexities and time needed to properly sort out
- Definitions: respondents' understanding of usual residence
- definitions: distinction between private hhs and communals (group quarters/collective dwellings)
- plan for a smaller and more agile field force with increased training and capability
- rehearsal of all aspects needed, especially complex ones, and end to end not just collection
- Have flexible resource in teams to pick up live operations peaks and troughs

# Key lessons to take forward across the GSBPM:

| Stage   | Theme  | Lesson  |
|---------|--|---|
| Design  | 1. Households of Multiple Occupation (HMO)                                     | Definition, identification and measurement of HMOs  |
| Design  | 2. Definition of usual residence   | How usual residence reflects the population we see on the ground                                    |
| Design  | 3. Definition of communal establishments (group quarters/collective dwellings) | How communal establishment definition reflects population on the ground                             |
| Design  | 4. Involving users in QA before publication                                    | Working with users prior to publication to give confidence in statistics                            |
| Collect | 5. Achievable online share of response   | What proportion of response could we achieve online if we didn't send paper first?                  |
| Process | 6. Use of record level address data  | Understanding the complexity of addressing at record level in creating statistics                   |
| Process | 7. Population estimates for communal establishments                            | Estimating total population of people living in communal establishments                             |
| Analyse | 8. Coherence between sources on population and household statistics            | Extent of consistency between sources at different geographic levels and how these can be explained |
| Analyse | 9. Tools and approach to carry out QA  | Tools we used to understand coherence and the strategy we used to approach                          |
| Analyse | 10. Second homes and vacant properties (concept of second home)                | Defining and measuring properties that do not contain usual residents                               |

# We have launched a consultation....

- In 2014, the UK Government set out its ambition that “censuses after 2021 will be conducted using other sources of data and providing more timely statistical information”
- The aim of the consultation is to understand how close our proposed system is to meeting users needs
- The consultation closes on 26<sup>th</sup> October 2023
- Responses to this consultation will inform a recommendation on how the ONS should produce statistics about population in England and Wales in the future

# Accessing the consultation

The screenshot shows the website consultations.ons.gov.uk. At the top, there are logos for the UK Statistics Authority and the Office for National Statistics, along with a search bar. A navigation menu includes Home, Find Activities, We Asked, You Said, We Did, and About. The main content area has a dark teal background with a white box containing a welcome message and two dark teal boxes with links to sign up for updates and read the privacy policy. Below this, the 'Open consultations' section features two cards, each with a photo of a crowd and a 'Closes 26 October 2023' label.

consultations.ons.gov.uk

UK Statistics Authority Office for National Statistics

Home Find Activities We Asked, You Said, We Did About

Welcome to Office for National Statistics consultations

Find and take part in consultations that interest you.

You can find our open and closed consultations below, or you can [search for a consultation by keyword or interest](#).

Details of consultations held before November 2016 can be found [here](#).

This is your chance to help us produce better statistics for the public good.

Sign up for updates on consultations and participation activities

Sign up to our mailing list >

Find out more about the information we collect and hold

Read our Privacy Policy >

Open consultations

Consultation on the future of population and migration statistics...

Ymgynghoriad ar ddyfodol ystadegau ar y boblogaeth a mudo...

Closes 26 October 2023

Closes 26 October 2023

[Welsh language questionnaire](#)

[English language questionnaire](#)

# Thank you

**Contact us:** [census.customerservices@ons.gov.uk](mailto:census.customerservices@ons.gov.uk)