



Census
For a brighter future

2011 Census - Challenges and Achievements

Where to from here in future

***13th East Asian Statistical Conference -
Tokyo
5-7 November 2012***



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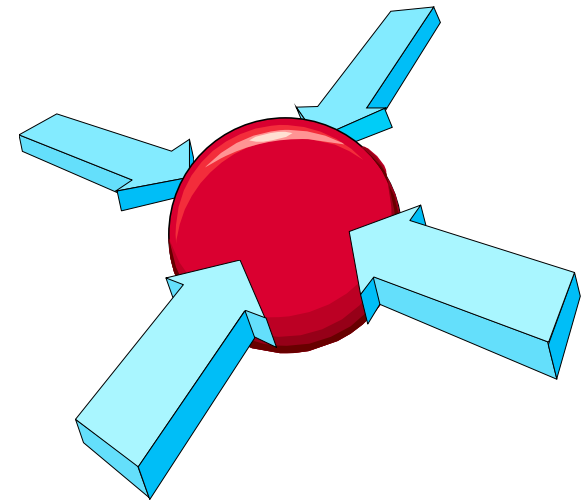


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Outline

Outline:

- Census overview
- Census data for decision making
- Accessing 2011 Census Data
- Evaluating the 2011 Census
- Future directions – 2016 Census





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Census overview

Census Overview

Census **For a brighter future**

The Census provides a snapshot of Australia's people and their housing – information is used to determine services and facilities you and your community need





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Census overview

Why have a Census

- Largest statistical collection undertaken by the ABS
- One in 5 year snapshot of the nation
 - Measures key characteristics of persons and dwellings in Australia on Census night
 - Estimates of the population of each of the state, territories and local government areas



Key goals for the Census

- Improving **coverage** is the primary goal of the Census.
- Ensuring the **relevance** of the Census data to users and providers.
- Using resources **effectively** and **efficiently**.
- Protecting the **privacy** of providers.



How the 2011 Census was conducted

- Largest data collection ever taken by the ABS
- Conducted on 9 August 2011- Australia's 16th national Census, marks 100 years
- Around 12 million Household Forms and 3 million Personal Forms printed
- 'Green' Census- Forms produced on carbon neutral paper and recycled
- Around 30% forms submitted online (eCensus)
- Around 40,000 workforce





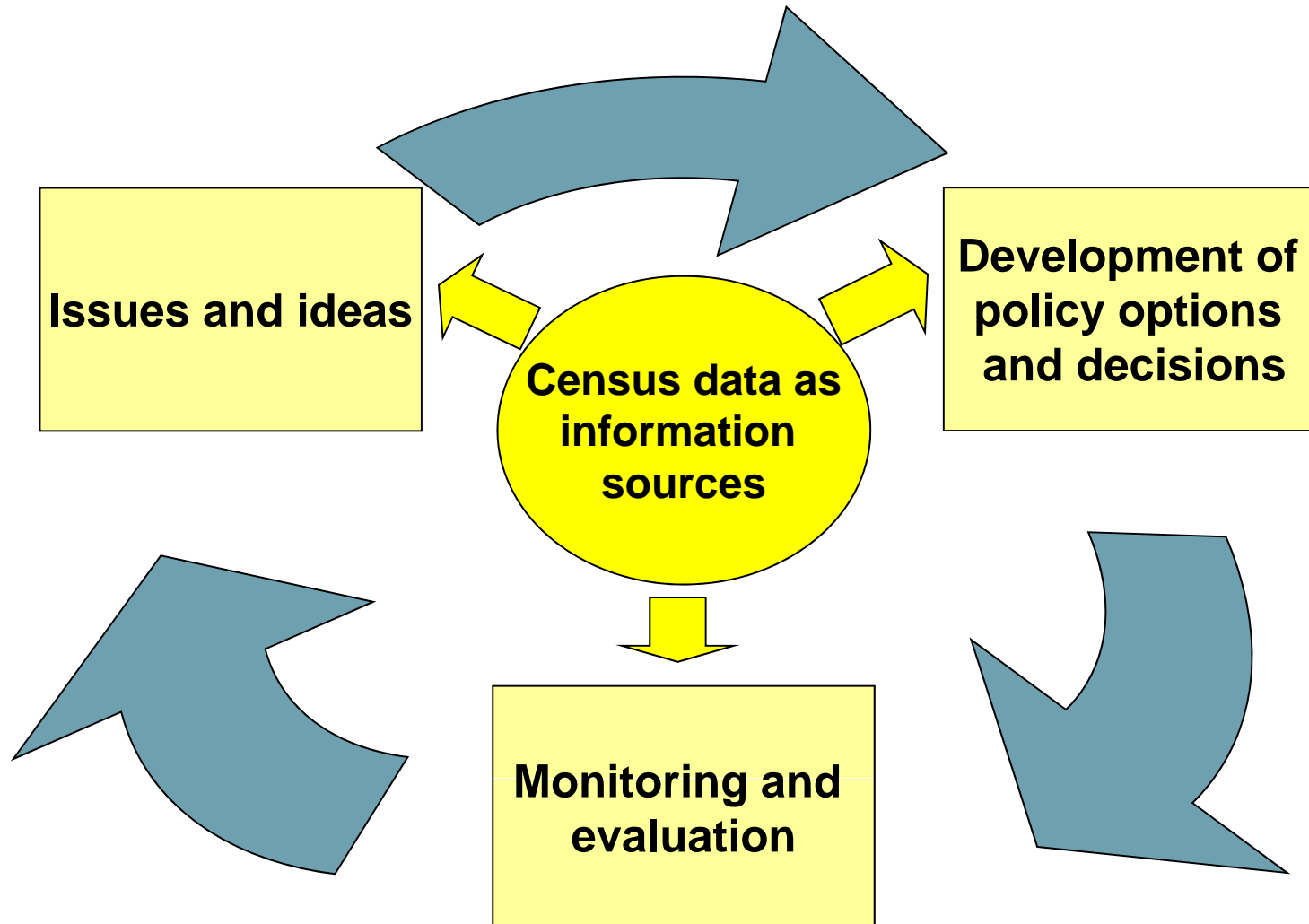
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Census data for decision making

Census data for decision making



Census data and policy cycle





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Census data for decision making

Informing on the status of the nation - planning for the future:



- Snapshot of economic and social participation
 - Labour force participation, education attainment, family/household characteristics
- Sustainable and liveable Australia
 - Cultural, religious, social and economic diversity
- Allocation of Revenue by Commonwealth to States/Territories
 - Population estimates for each State, Territory and LGAs.
- Planning and delivering better services to the community
 - Target population, small area geography



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Evaluating the 2011 Census

Evaluating the 2011 Census



Improvements in 2011: Enumeration and Processing

- Improved coverage
 - Undercount 1.7% in 2011 compared to 2.7% in 2006
- Improved data quality and response rates
 - Person non response rate reduced to 3.7% compared to 4.2% in 2006
 - Dwelling non response rate reduced to 3.5% compared to 4.2% in 2006



Improvements in 2011: Dissemination

- Diverse media coverage after release
 - 150 media interviews across Australia
 - 1770 articles on Census in the two weeks after release
- Fastest release of the data
 - Released just 10 months after enumeration
- Improved access to data
 - 10,121 registered users of TableBuilder and Datapacks.
 - Over **70,000** tabulations till 10 September



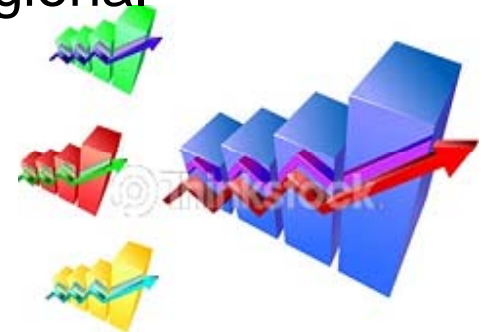


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Strategies used to improve coverage

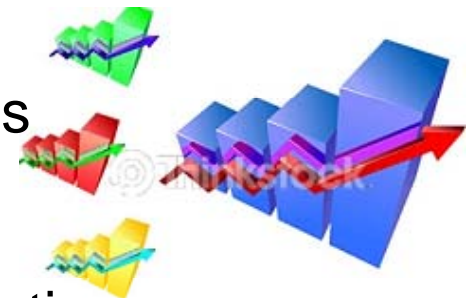
- Changed approach to distribute eCensus
- Significant change in processes to engage with Aboriginal and Torres Strait Islander population
- Simplified procedures to identify unoccupied dwellings
- Targeted specific population groups such as CALD group, travellers, homeless people etc
- Early engagement with local government and regional community organisations
- Improvement in on-line help documentation





Strategies used to improve quality and response rates :

- Improved integration between Field and Processing operations to identify enumeration/coverage issues.
- Dedicated processing team for discrete Indigenous communities.
- High quality data capture in under 4 months. More time available for quality investigations and review.
- Automated and manual checks to identify and improve data quality issues and reduce output editing.



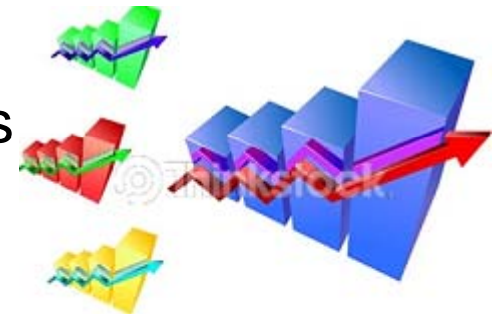


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Strategies used to improve media coverage:

- Coverage on social media (facebook and twitter).
- Media event on the first release date.
- Community event to announce key Aboriginal and Torres Strait Islander peoples results.
- Smart phone applications to showcase Census data.
- Campaign partnership with key youth media partners Channel V and Triple J.
- Special event for CALD media and stakeholders



Strategies used for improved access to data:

- Modernised website, greater data visualisation
- Comprehensive range of reference material published
- Dates fixed early and met
- Improved and expanded functionality of products
- Provision of data through a new geography standard, optimised to produce customised geographic areas





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Intuitive navigation: Census homepage

The screenshot shows the Australian Bureau of Statistics (ABS) Census homepage. The header includes the ABS logo, the Census logo, and navigation links for Mobile, Survey Participant Information, About Us, Careers, Help, and Contact Us. A search bar is located in the top right corner. The main navigation menu includes Home, First Visit?, Statistics, Services, Census, Topics @ a Glance, Methods & Standards, News & Media, Education, Links, and Help. The main content area features a large banner with the text "Census For a brighter future" and a description: "The Census provides a snapshot of Australia's people and their housing – information is used to determine services and facilities you and your community need." Below the banner are four main sections: "Census data" with sub-sections "Quick Stats" and "Profiles"; "Newsboard" with a "view newsboard" button; "Spotlight" with a "Find out what the Australian Census can tell you about you." button; and "Media releases" with a "go to media releases" button. The footer includes a "Return to Top" link and a row of links for Privacy, Disclaimer, Feedback, Copyright, Sitemap, and Online Security. The browser address bar shows the URL: http://www.abs.gov.au/websitedbs/D3310114.nsf/home/home?opendocument.



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At a glance summaries for an area:

The screenshot shows the Australian Bureau of Statistics website interface. At the top, there is a navigation bar with links: Home, First Visit?, Statistics, Services, Census, Topics @ a Glance, Methods & Classifications, News & Media, Education, Links, and Help. A sidebar on the left contains a menu with categories like 'About the Census', 'Data & analysis', 'Reference & information', etc. The main content area displays '2011 Census QuickStats' for 'Greater Melbourne' (Code 2GMEL (GCCSA)).

2011 Census QuickStats
All people - usual residents

Australia | Victoria | Greater Capital City Statistical Areas
Greater Melbourne
Code 2GMEL (GCCSA)

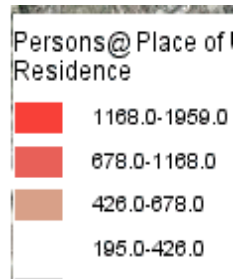
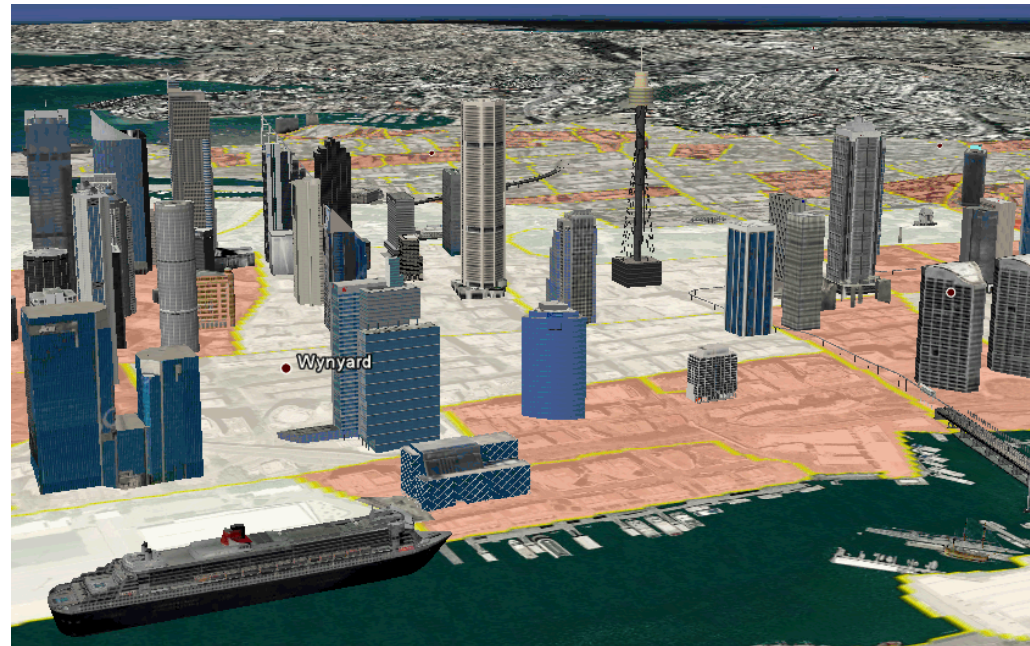
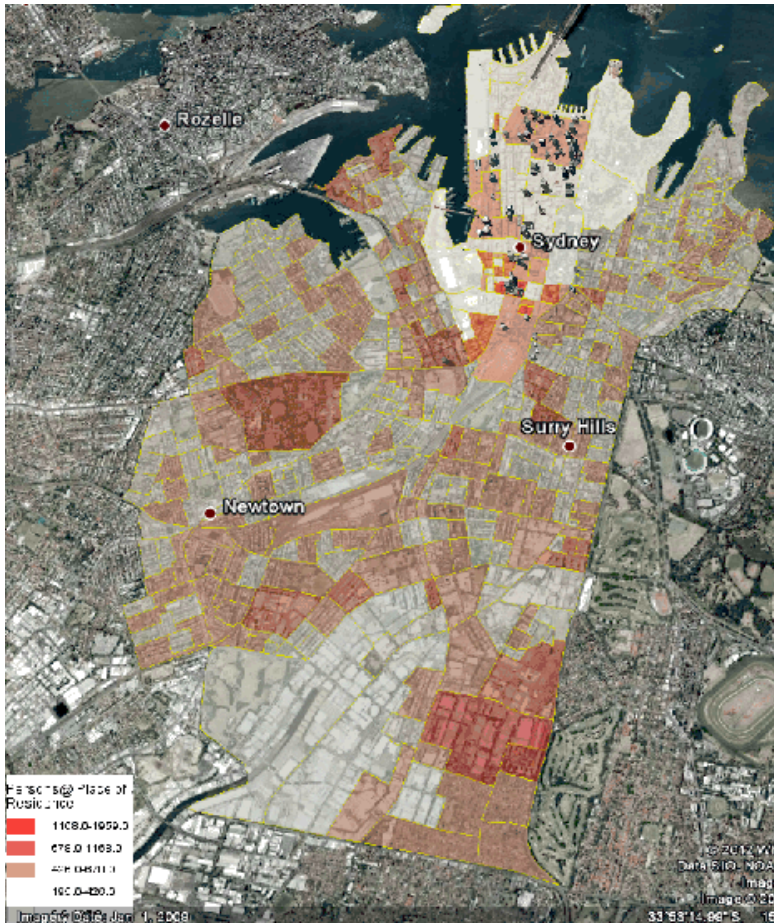
People	3,999,982
Male	1,966,503
Female	2,033,479
Median age	36
Families	1,055,604
Average children per family	1.8
All private dwellings	1,636,167
Average people per household	2.6
Median weekly household income	\$1,333
Median monthly mortgage repayments	\$1,810
Median weekly rent	\$300
Average motor vehicles per dwelling	1.7

Below the statistics is a map of Greater Melbourne and surrounding areas, including Geelong, Bacchus Marsh, and Frankston. A search bar at the top of the map area says 'QuickStatsSearch Enter a location GO'. At the bottom of the page, there are three expandable sections: 'People' (includes demographics & education | cultural & language diversity | employment), 'Families' (includes family composition | weekly incomes | employment status of couple families), and 'Dwellings' (includes dwelling structure | household composition | mortgage & rent | number of motor vehicles).



Accessing 2011 Census data

Improved data visualisation:



Example of a kmz file, opened in Google Earth, showing an overlay of population for Haymarket

International Comparisons

- No direct comparisons available
 - UK and USA have 10 yearly Census
 - Canada collected basic information (very short form) in 2011
 - Japan and South Korea have a five yearly Census
 - China and India have 10 yearly Census



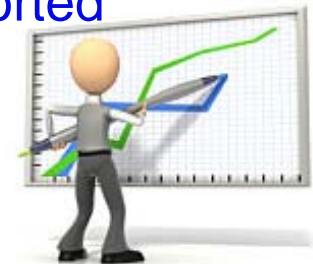
International Comparisons

- Other interesting factors – International comparisons for latest Census
 - Approximately 74% of responding households returned their Census forms by mail in USA
 - UK used both mail back and online returns as options (follow up using field collectors)
 - Australia had a 33.1% online return rate (households) compared to 47.9% in South Korea
 - No online form options were available in China and India



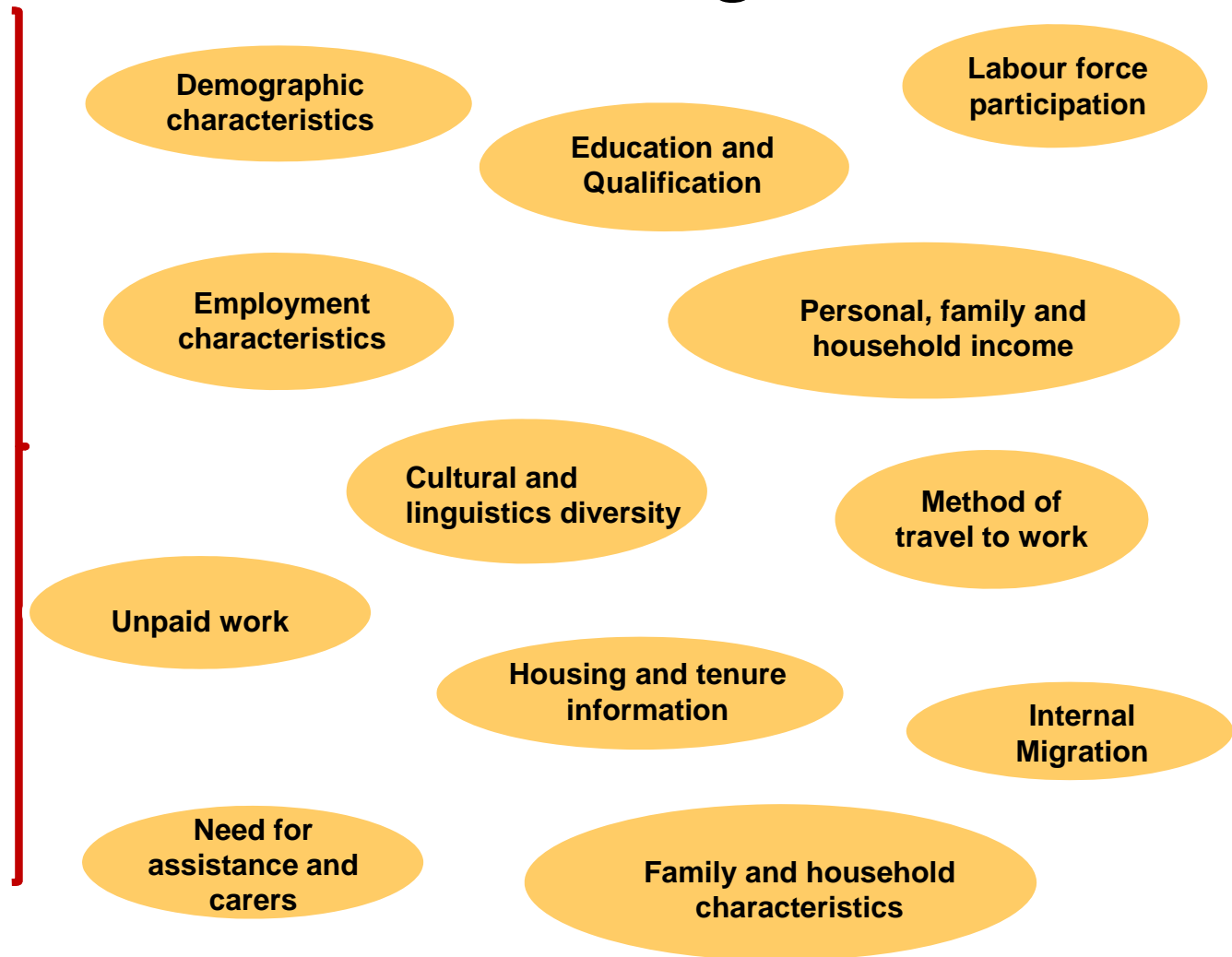
International Comparisons

- Other interesting factors – International comparisons for latest Census
 - Around 40K field staff employed in Australia, compared to ~10 million in China, ~2.5 million in India and ~800K in Japan
 - The total cost to conduct the 2011 Census in Australia was ~ \$466 million (USD) compared to ~\$1 billion (USD) in China and ~\$157 million (USD) in South Korean.
 - Japan reported cost of ~816 million (USD) and India reported ~409 million (USD)



Census data for decision making: What is output:

2011
data
topics





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What Australia's 2011 Census data shows:

Population

- Total Population
21,507,719
- Born overseas
24.6%
- Australian citizenship
84.9%



Dwellings

- Total Dwellings
9,140,231
- Occupied Private Dwellings
8,182,565
- Average people per household
2.6





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Accessing 2011 Census data

2011 products



QuickStats



Community Profiles



DataPacks



TableBuilder 2011



Socio-Economic Indexes for Areas (SEIFA)



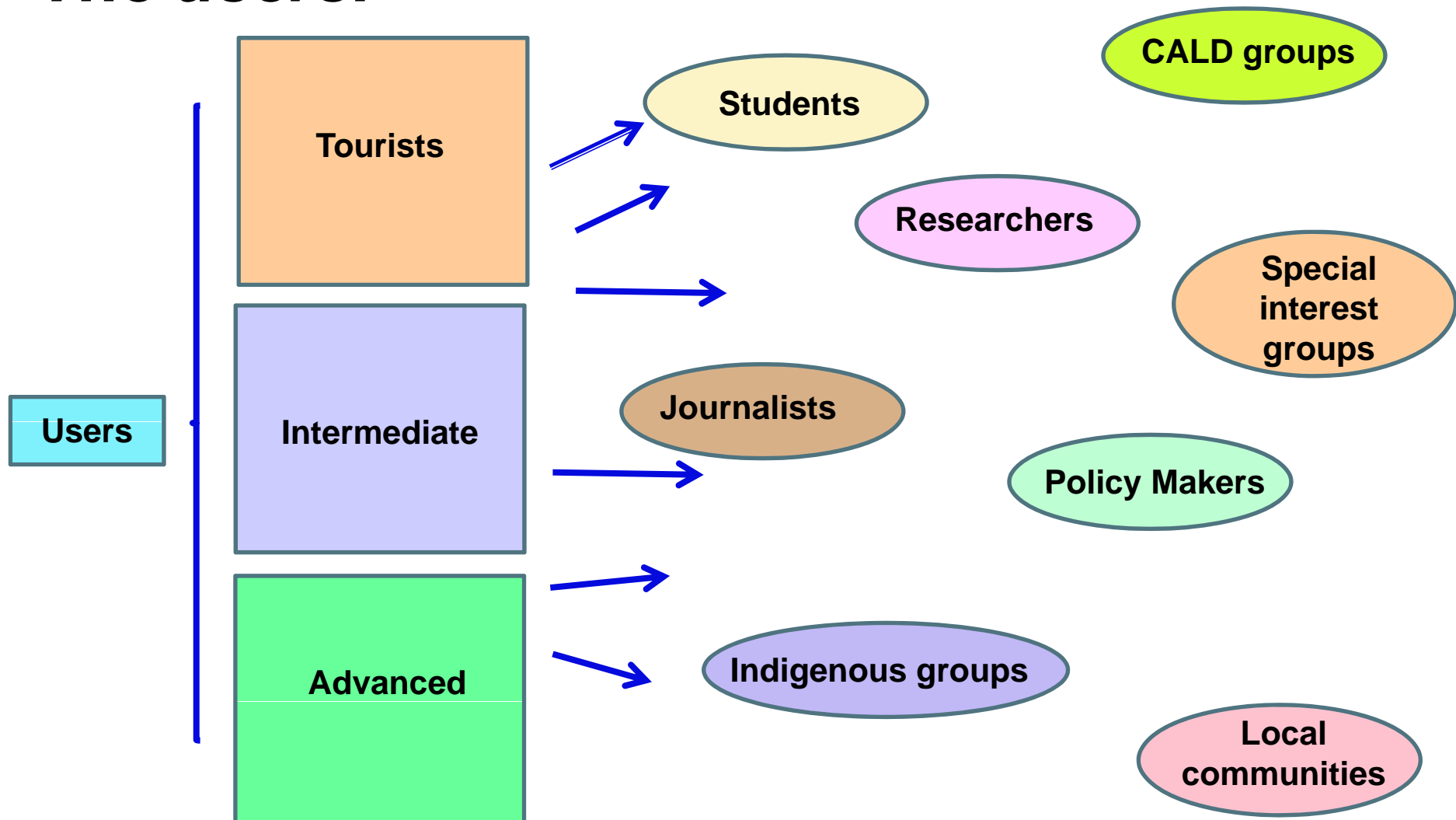
Census Sample Files (1% and 5%)



5% Statistical Longitudinal Census Dataset (SLCD)



The users:

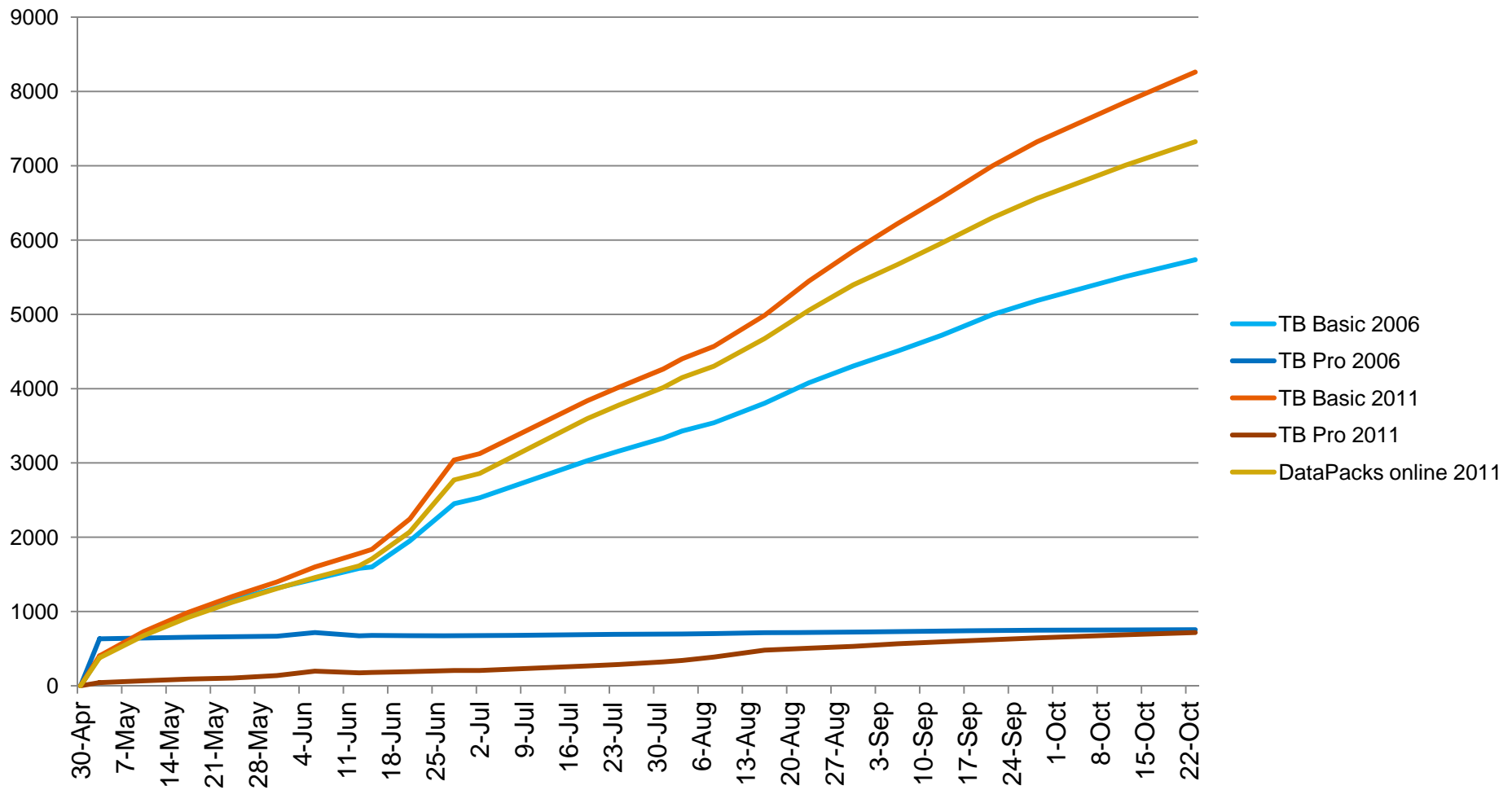




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Registered Users:

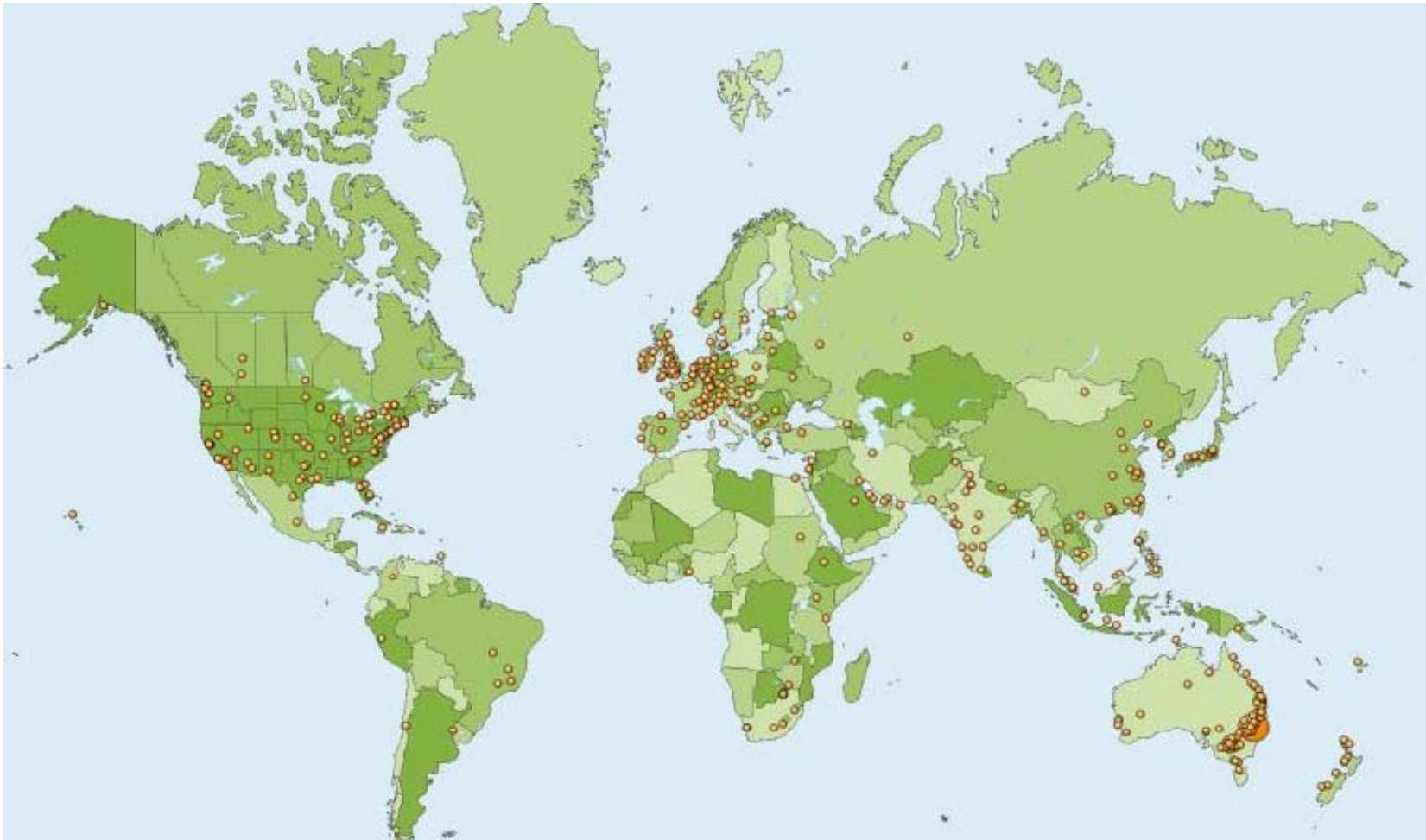




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Accessing 2011 Census data

Where the users are located:





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*Future directions – 2016
Census*

Future Directions-2016 Census



Where to from here : 2016 Census

- First Digital Census
- Target of 60% eCensus uptake
- Wave model
- Real time management information to manage coverage
- Development of comprehensive and accurate Basic Address Register
- Development of integrated infrastructure





Future directions – 2016 Census

Where to from here : 2016 Census (cont.)

- Optimise the relevance and sustainability of topics for 2016 Census
- Review all current and proposed Census topics
- Public topic consultation period
 - November 2012 through to June 2013
- Recommendation to Government re topics
 - March 2014
- Major Test
 - August 2014
- Final topics determined by Government
 - by November 2014





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For more Information, visit :

www.abs.gov.au/census

