


Strategies for the 2010 Population Census of Japan

A stylized illustration of Mount Fuji, the highest mountain in Japan, is centered in the background. The mountain is depicted with a light yellow and green color gradient, suggesting snow and vegetation. The background is a light blue gradient.

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Content

- ◆ **Lessons learned from the 2005 Population Census**

- ❖ Outline of the 2005 Population Census

- ◆ **Strategies for the 2010 Population Census**

- ❖ Improvement in the 2010 Population Census
- ❖ Census communication activities
- ❖ Testing the new methods by pilot surveys

LESSONS LEARNED FROM THE 2005 POPULATION CENSUS

OUTLINE OF THE 2005 POPULATION CENSUS

- ◆ conducted on 1 October, 2005
- ◆ over 70 million questionnaire forms, nearly 2.6 times higher than Mt. Fuji if stacked up
- ◆ questionnaires were delivered and collected by the enumerators
- ◆ fieldwork was entrusted to local governments
- ◆ data processing by the National Statistics Center

LESSONS LEARNED FROM THE 2005 POPULATION CENSUS

DISSEMINATION OF THE CENSUS RESULTS

- ◆ December 2005
 - ❖ preliminary counts based on summary sheets
- ◆ June 2006
 - ❖ results of a 1% sample tabulation
- ◆ October 2006 to December 2007
 - ❖ results of primary tabulation in three stages

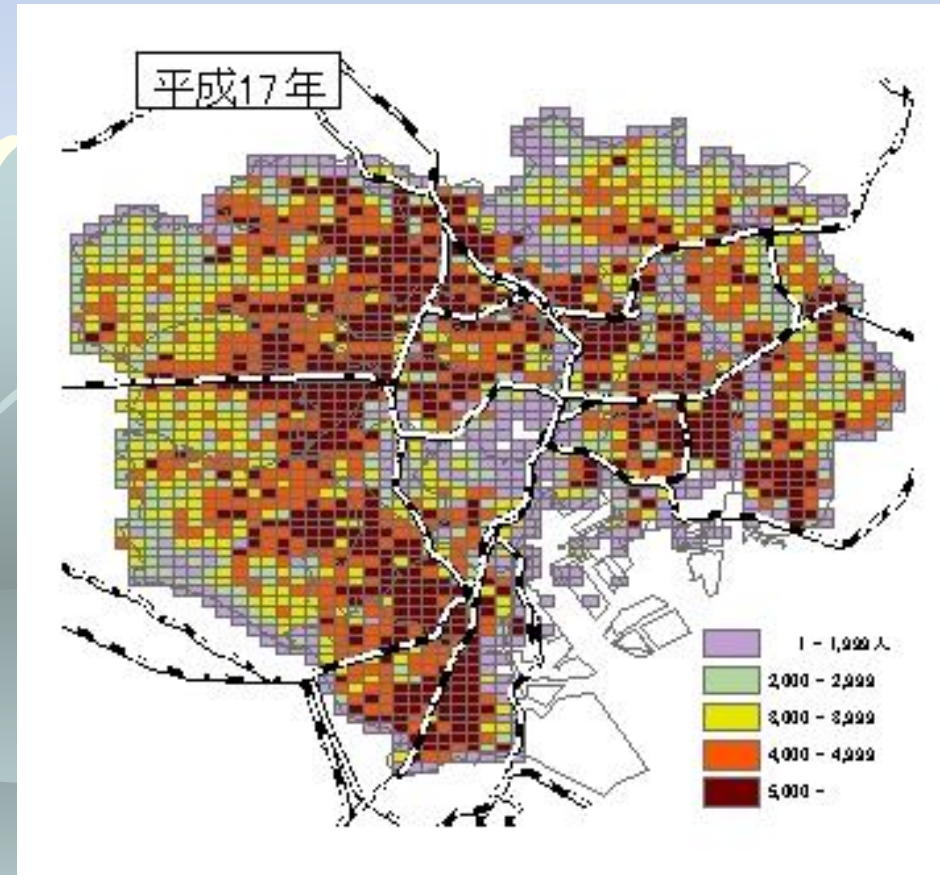
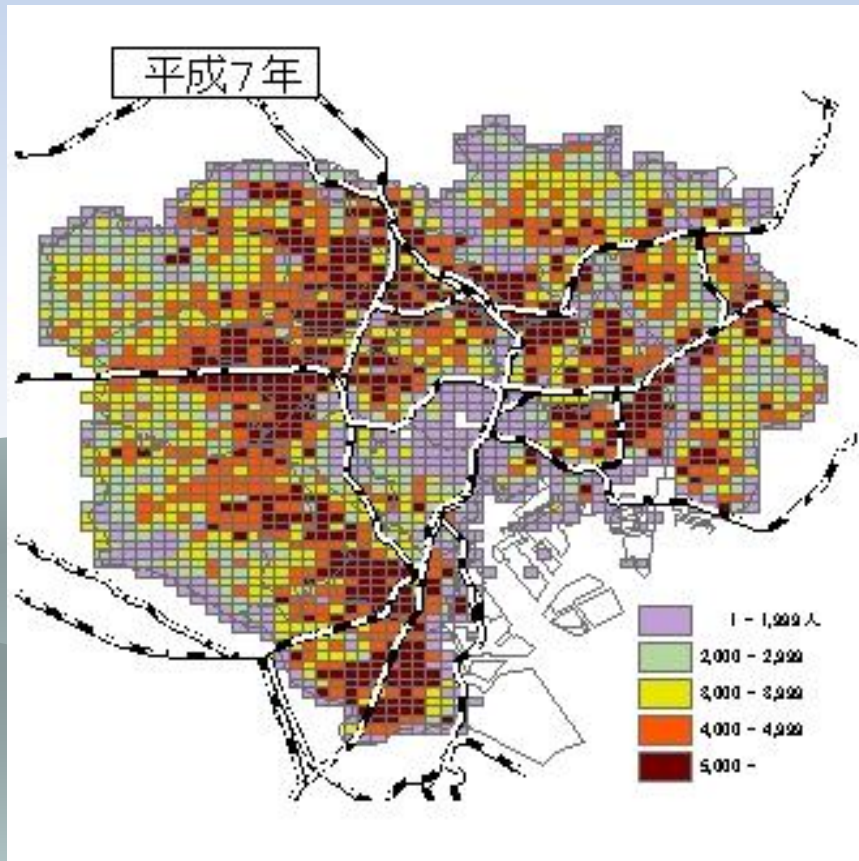
LESSONS LEARNED FROM THE 2005 POPULATION CENSUS

DISSEMINATION OF THE CENSUS RESULTS

- ◆ small area statistics using GIS disseminated on the “e-Stat” (the portal site of official statistics of Japan)
 - ❖ 211,000 address blocks in Japan
 - ❖ each block containing around 230 households
- ◆ Grid-Square (Mesh Blocks) Statistics disseminated since 1970
 - ❖ basic grid-square ~ 1 square kilometer
 - ❖ half grid-square ~ 0.5 square kilometer

Grid-Square (Mesh Blocks) Statistics

-- Population of Tokyo by half grid-square 1995-2005 --



LESSONS LEARNED FROM THE 2005 POPULATION CENSUS

- ◆ the following problems were observed
 - ❖ enumerators were unable to contact households
 - ❖ households did not cooperate in census activities
 - ❖ some troubles with certain households
 - ❖ reluctance to answer certain questions

LESSONS LEARNED FROM THE 2005 POPULATION CENSUS

- ◆ non-response rate
 - ❖ 4.4% in the 2005 Census
 - ❖ more than twofold compared to 1.7% in 2000
- ◆ enumerators contacted the neighbors to obtain basic information on absent households

LESSONS LEARNED FROM THE 2005 POPULATION CENSUS

- ◆ The factors can be identified as follows
 - ❖ people's awareness of privacy
 - ❖ double earner households or single households
 - ❖ apartment buildings equipped with self-locking systems at the entrance
 - ❖ cautious of talking with strangers

STRATEGIES FOR THE 2010 POPULATION CENSUS

ESSENTIAL FEATURES

- ◆ Principles and Recommendations by the United Nations
 - ❖ individual enumeration
 - ❖ universality within a defined territory
 - ❖ simultaneity
 - ❖ defined periodicity

STRATEGIES FOR THE 2010 POPULATION CENSUS

ESSENTIAL FEATURES

- ◆ Principles and Recommendations by the United Nations
 - ❖ register-based census and sample-based census are called “alternative” methods
 - ❖ individual enumeration method is called “traditional” method
 - ❖ traditional method should be taken when applicable

STRATEGIES FOR THE 2010 POPULATION CENSUS

ESSENTIAL FEATURES

- ◆ results are used for the following purposes
 - ❖ to construct the sampling frame and benchmark figures
 - ❖ to produce small areas statistics

STRATEGIES FOR THE 2010 POPULATION CENSUS

ESSENTIAL FEATURES

◆ List of Population Census and household surveys

❖ *The Census results are used as the sampling frame*

Name	Cycle	Since
Population Census	Every 5 years	1920
Housing and Land Survey	Every 5 years	1948
Employment Status Survey	Every 5 years	1956
Labour Force Survey	Monthly	1947
National Survey of Family Income and Expenditure	Every 5 years	1959
Family Income and Expenditure Survey	Monthly	1946
Survey on Time Use and Leisure Activities	Every 5 years	1976

STRATEGIES FOR THE 2010 POPULATION CENSUS

USE OF ADMINISTRATIVE DATA

- ◆ resident register has been used at the stage of data editing
- ◆ in case of other statistics
 - ❖ “Internal Migration Statistics” from the resident register
 - ❖ “Current Population Estimates” from census population and several registration data

STRATEGIES FOR THE 2010 POPULATION CENSUS

IMPROVEMENT IN THE 2010 CENSUS

- ◆ questionnaires should be delivered by enumerators
 - ❖ to minimize omissions and duplications
 - ❖ to provide households with an incentive to submit the questionnaires

STRATEGIES FOR THE 2010 POPULATION CENSUS

IMPROVEMENT IN THE 2010 CENSUS

- ◆ submission of questionnaires by mail
- ◆ also in person to the enumerator, via the Internet, or to the municipal office
- ◆ enumerators follow up the collection
- ◆ some work is to be contracted out
 - ❖ private call centers are to deal with inquiries
- ◆ topics investigated are to be reviewed

STRATEGIES FOR THE 2010 POPULATION CENSUS

IMPROVEMENT IN THE 2010 CENSUS

- ◆ The mail-back method is valid in such cases
 - ❖ when enumerators were unable to contact households
 - ❖ apartment buildings equipped with self-locking systems at the entrance

STRATEGIES FOR THE 2010 POPULATION CENSUS

IMPROVEMENT IN THE 2010 CENSUS

- ◆ advantages of the Internet method
 - ❖ for respondents familiar with the Internet
 - ❖ workload of enumerators would be reduced
- ◆ no need for data capture and a part of error correction

STRATEGIES FOR THE 2010 POPULATION CENSUS

IMPROVEMENT IN THE 2010 CENSUS

- ◆ issues to be solved of Internet method
 - ❖ how to achieve cost effectiveness
 - ❖ how to maintain the security and confidentiality
 - ❖ how to avoid duplicate responses and non-responses
 - ❖ how to control IDs and passwords

Electronic Questionnaire of e-survey

Windows taskbar icons: back, forward, home, search, star, mail, printer, word, excel, powerpoint, internet, help, close.

Online census 平成22年国勢調査

文字サイズ **大** **中** **小** お問い合わせ ヘルプ 入力中止する

・【解説】ボタンを押すと、項目全体の解説が表示されます。
・「*」付きの項目にマウスカーソルを合わせると、項目ごとに解説が表示されます。

10. 6月6日から12日までの1週間の仕事

世帯員について

10 6月6日から12日までの1週間の仕事 **解説を表示する**

[前に戻る](#) | [次へ進む](#)

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次の世帯員の方について、6月6日から12日までの1週間に収入を伴う仕事をしたかどうか選択してください。

	収入を伴う仕事を少しもした			収入を伴う仕事を少しもしていない				
	主に仕事	家事などのほか仕事*	通学のかたわら仕事*	仕事を休んでいた*	仕事を探していた*	家事	通学*	その他(幼児 高齢など)*
Name1さん	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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STRATEGIES FOR THE 2010 POPULATION CENSUS

CENSUS COMMUNICATION ACTIVITIES

- ◆ Census Supporters Meetings
 - ❖ condominium associations, colleges and universities associations, the educational community, foreigners support organizations, etc.
- ◆ Working Group consisting of experts
 - ❖ academia, census data users, etc.
- ◆ Discussion Groups including local governments

STRATEGIES FOR THE 2010 POPULATION CENSUS

TESTING BY PILOT SURVEYS

- ◆ first pilot survey in 2007
 - ❖ how to manage the mail-back procedure
 - ❖ how to follow up efficiently non-respondents
- ◆ second pilot survey in 2008
 - ❖ testing the Internet responses
 - ❖ monitoring returns by different methods
- ◆ dress rehearsal in 2009

STRATEGIES FOR THE 2010 POPULATION CENSUS

TESTING BY PILOT SURVEYS

- ◆ results of the 1st pilot survey
 - ❖ mail back response rate was not so high (70% after following up by the enumerators)
 - ◆ a range of multiple methods
 - ❖ not highlighting the mail back
 - ❖ workload of the municipal offices increased
 - ◆ improve the efficiency of the work of the municipal offices

STRATEGIES FOR THE 2010 POPULATION CENSUS

TESTING BY PILOT SURVEYS

- ◆ results of the 2nd pilot survey
- ◆ not available
 - ❖ Internet response rate seems low and overall response rate seems to remain static
 - ◆ Internet responses method may be introduced on a small scale

CONCLUDING REMARKS

- ◆ traditional enumeration method remains valid in Japan, and still has many advantages
- ◆ introduction of multimodal responses covering mail-back, Internet and enumerators
- ◆ test different methods and gather the opinions of relevant parties
- ◆ necessity to make the final decision that would be supported by the general public

Thank you for your attention !



Census-kun, the official mascot
of the Population Census