



2011 Census update  
Queen's University Policy Forum  
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# Overview

## The 2011 Census Process

## New questions in 2011

## Looking forward to the outputs



# What is different about the Census?

**Covers every person resident in Northern Ireland**

**A statutory requirement to participate (Census Act (Northern Ireland) 1969)**



# What is different about the Census?

**Robust comparable statistics, even for small areas**

**Bushmills (570 households) of which 44% NIHE (2001 Census)**

**Castlerock (573 households) of which 9% NIHE (2001 Census)**



# What is different about the Census?

**Robust statistics for small population groups**

**3,008 people resident in Northern Ireland who were born in Wales (2001 Census)**

# Census process - forms

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

**Posted to every household in Northern  
Ireland**

# Census process - address check

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

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

**Over 20k “new” addresses found**



# 2011 Process - staff

**22 Census Area Managers who managed**

**233 Census Team Coordinators who managed**

**1,650 enumerators**



# Publicity - buses



# “mega wrap” bus



Help tomorrow take shape

© Northern Ireland Statistics & Research Agency

# Publicity / PR

## 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**

## Some metrics

**About 40k calls to helpline**

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

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

**Translations – Polish most popular**

# 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 (27 March), 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**

# Data processing

**Just over 100k internet returns**

**Over 500k paper returns**

**All data now captured**

**Now into statistical analysis**

# Topics

**Census has traditionally had questions on –**

**demography**

**educational qualifications**

**labour market status**

**religion**



# Topics – new in 2011

- 1 household adaptation
- 2 national identity/passport
- 3 have you ever lived outside NI
- 4 nature of long-term health condition  
(and disability)
- 5 voluntary work
- 6 travel to place of study

## Moving towards outputs

**First results (numbers by age & sex)  
summer 2012, with ‘characteristics’  
outputs to follow**

**Output media more focussed on  
internet, with graphics and maps  
(NINIS)**

# Sample 2001 output (S330)

Males – NI (thousands)	Catholic	Protestant and other Christian
All aged 25-34	52.3	62.1
Econ. Active	45.5	57.2
Unemployed	4.7	3.2
Unemp rate (%)	10.3	5.6

# Sample 2011 output

Males – NI (thousands)	Catholic	Protestant and other Christian
All aged 35-44		
Econ. Active		
Unemployed		
Unemp rate (%)		

## Two 'cross-sectional' outputs 2001 and 2011

But, what if we could track each cell  
from the 2001 table?

What happened to the 2001 Catholic  
and Protestant unemployed?

→ Longitudinal analysis



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### 18 January 2012