

D.U.G. Conference – 2nd October 2008
Workshop A – Census 2011
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Q1. How do we ensure best quality from Census 2011?

1. Incentives for the public
2. Improve the Address Register quality
 - a. Hidden households
 - b. Local authority "buy-in"
3. Create PR & Publicity
 - a. Make the Census relevant to the people
 - b. Involve schools
 - c. Give people information
 - i. "What did 2001 do for us..."
 - d. Community Involvement
4. Enumeration of Institutions
5. Better/More effective enumeration control

Q2. Alternative Data Sources vs. Census

Q3. Measuring "fit" with 2011

1. Longer Term
 - a. NUS Lists
 - b. Passports
 - c. ID Cards
2. Restrictions with:
 - a. Costs
 - b. Methods
 - c. Modeling
3. Question of Exact matching vs. Fuzzy Matching
4. Census Design – lack of consultation
5. Local authority data is incomplete and inconsistent
6. We need "in-between" solutions for Census
7. How can we measure "fit" when compilation methods are so different?
8. Less information more often
 - a. But we would need to consider the benefit of aggregated data rather than micro-level
9. Take the electoral register and map to fit the Census
10. We need to take a view that we should not dismiss the relative value of an alternative dataset with understanding completely the value that it can add to our work.

Q4. Longer term - alternative sources (mostly considered as postal geography "counts" rather than customer level data!)

1. Loyalty Cards
 - a. Encourage businesses to share information about customer counts & value.
2. Mobile Technology
 - a. Using "airwaves" to assess counts of people at any specific times
 - i. Daytime counts
3. Bank Accounts
 - a. To assess counts
 - b. Properties with mortgages
 - c. Lending Levels
 - d. Savings Levels
4. ISP's
 - a. Habits
 - b. Counts
 - c. Mobility
5. Businesses
 - a. Counts
 - b. Pensions
 - c. Earnings Levels
 - d. Hours worked
 - e. Geographical spread of employees within each company
6. Education
 - a. Counts
 - b. Level of education
 - c. Age bands
 - d. Distance travelled
 - e. Education level reached
7. Insurance Companies
 - a. Contents Insurance
 - b. Buildings Insurance
 - c. Life Insurance
8. Community based organisations
 - a. Churches
9. Utility Companies
 - a. Water
 - b. Gas
 - c. Electric

This summary is not intended to be a fully inclusive list of everything that was discussed, but as far as possible I have tried to capture the majority of ideas that were generated on the day.

It was acknowledged clearly on the afternoon that there was enough opinion to fill a whole day session not just 1½ hours!