

census
2021

Progress of the England and Wales 2021 Census including impacts of the COVID-19 pandemic

Cal Ghee

@Census2021 | @Cyfrifiad2021

Current status

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High self-response

High overall response

	Target
Total return rate	94%
Local area return rate	Over 80%

Remaining non-responding addresses:
have basic data

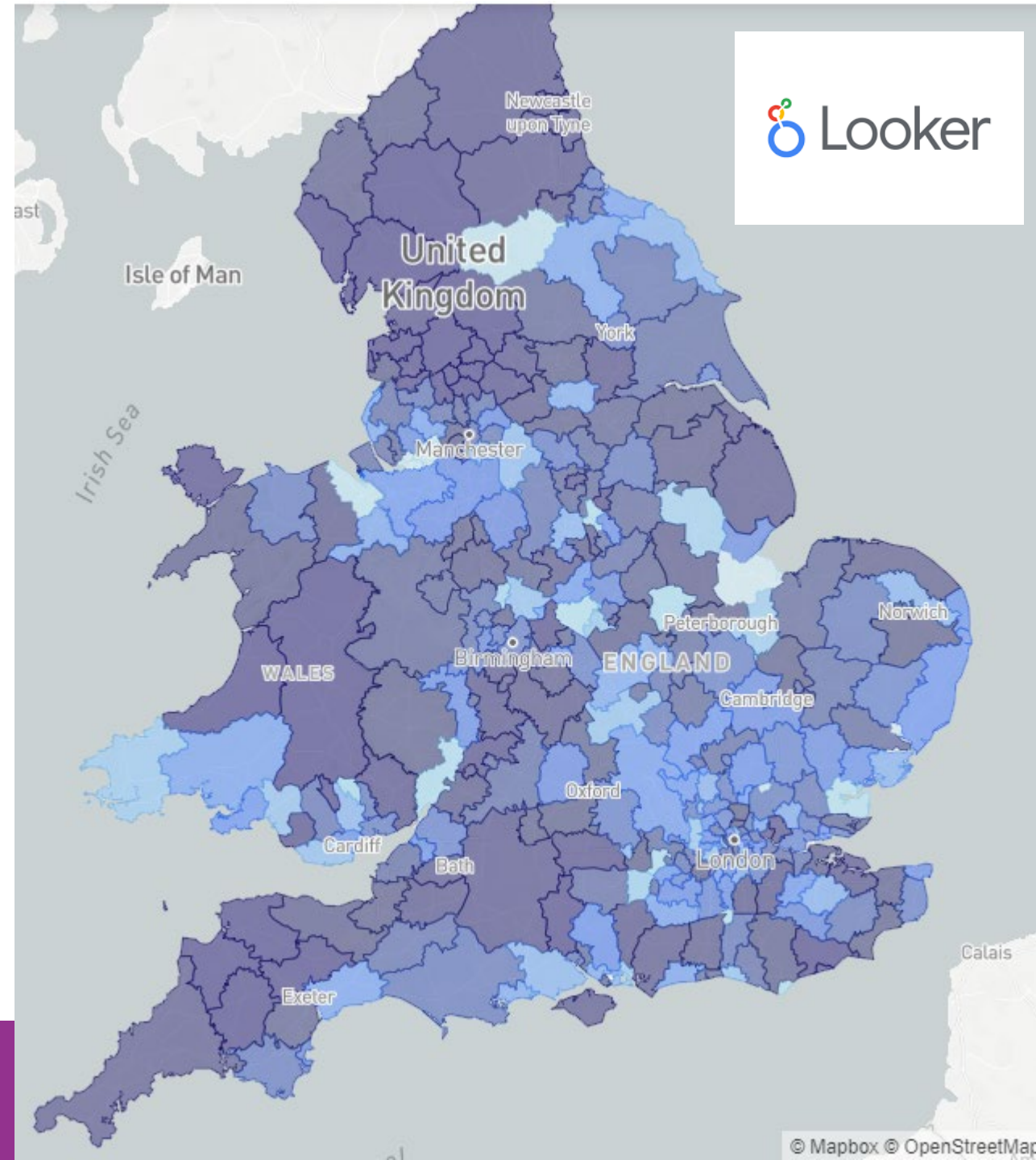
Management information system

Previous day's return information

Fieldwork updates

Visual and tabular

Flag up problem areas



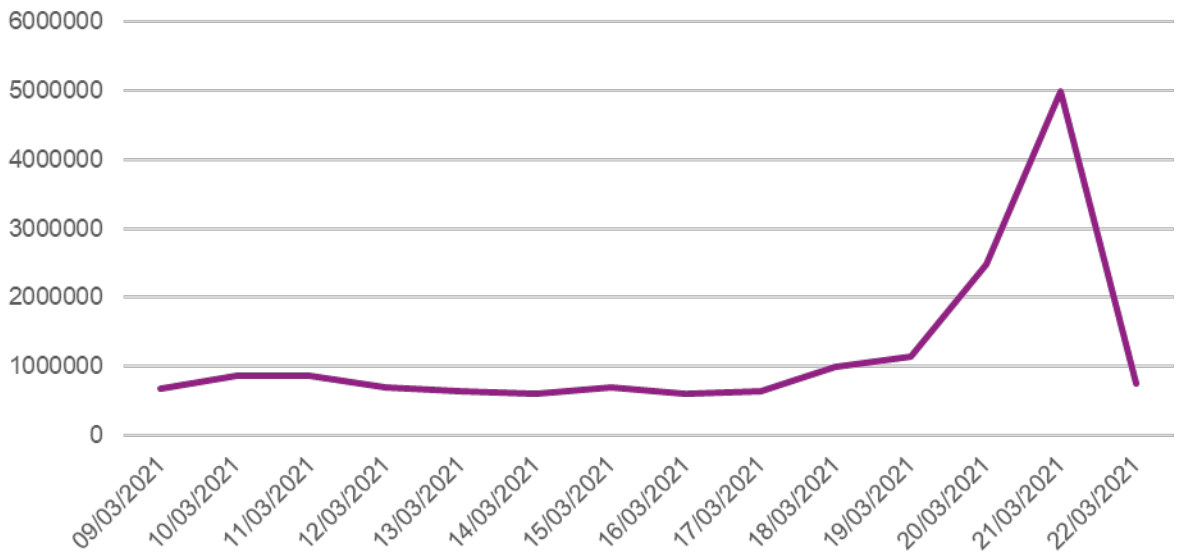
Electronic questionnaire submissions



21/03: census day

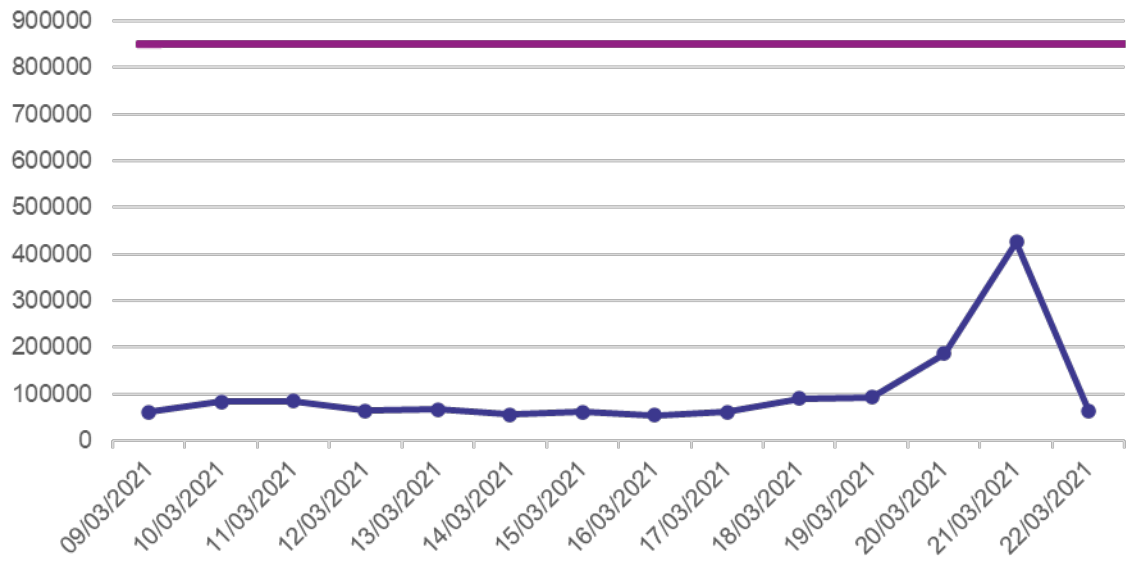
- Total daily submissions: approx. 5 million
- Peak submission time: 11am-12 noon
- 425,000 submissions during peak hour, 240,000 more than previous day's peak
- Max hourly peak 50% of Total Capacity

Total submissions daily



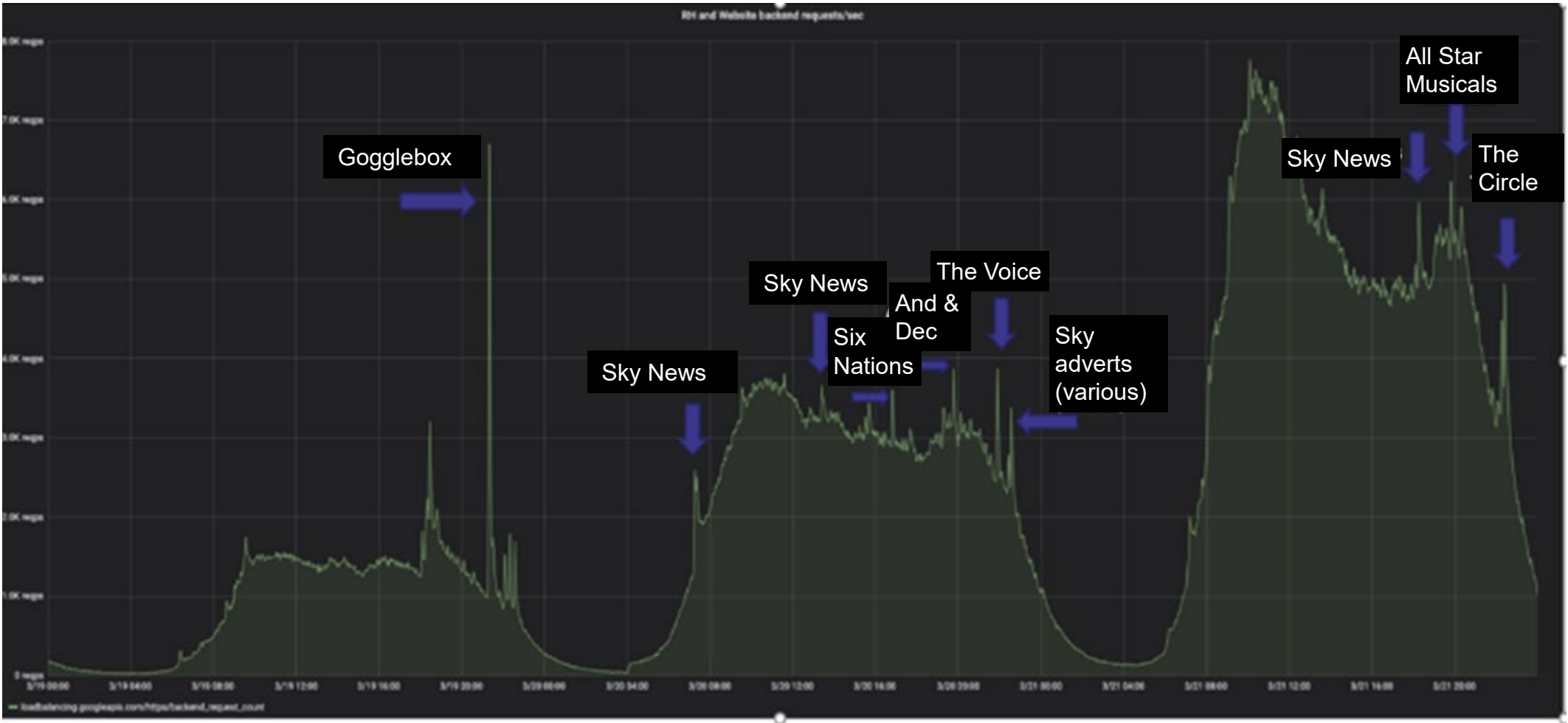
Maximum hourly volumes versus maximum capacity

Testing confirmed 850k submissions/hour without data degradation



Website Request Per Second and TV features/adverts

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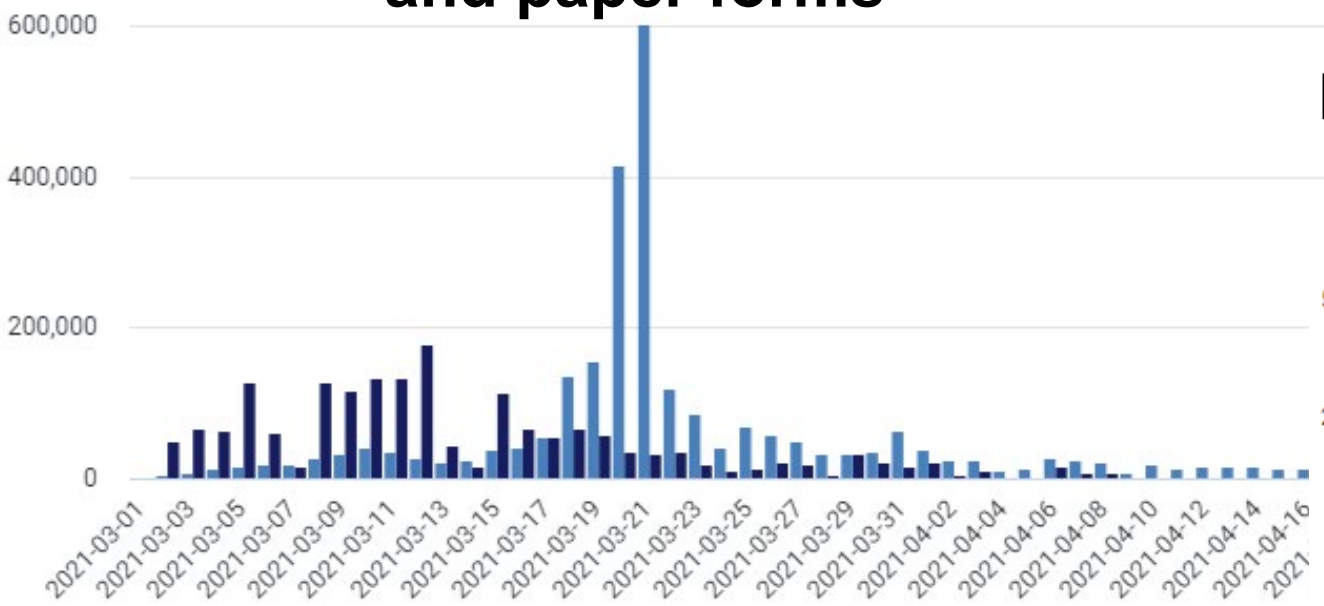


Daily requests for access codes and paper forms

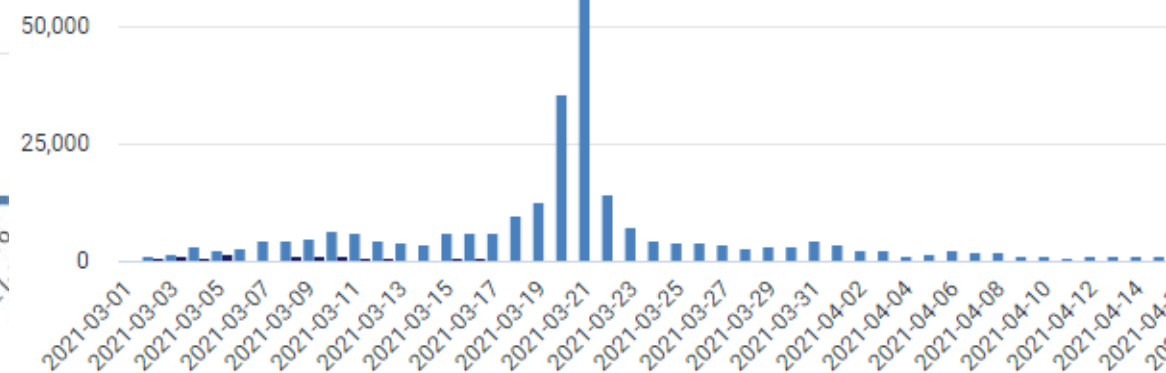
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Requests for household access codes and paper forms

● Access code ● Paper form

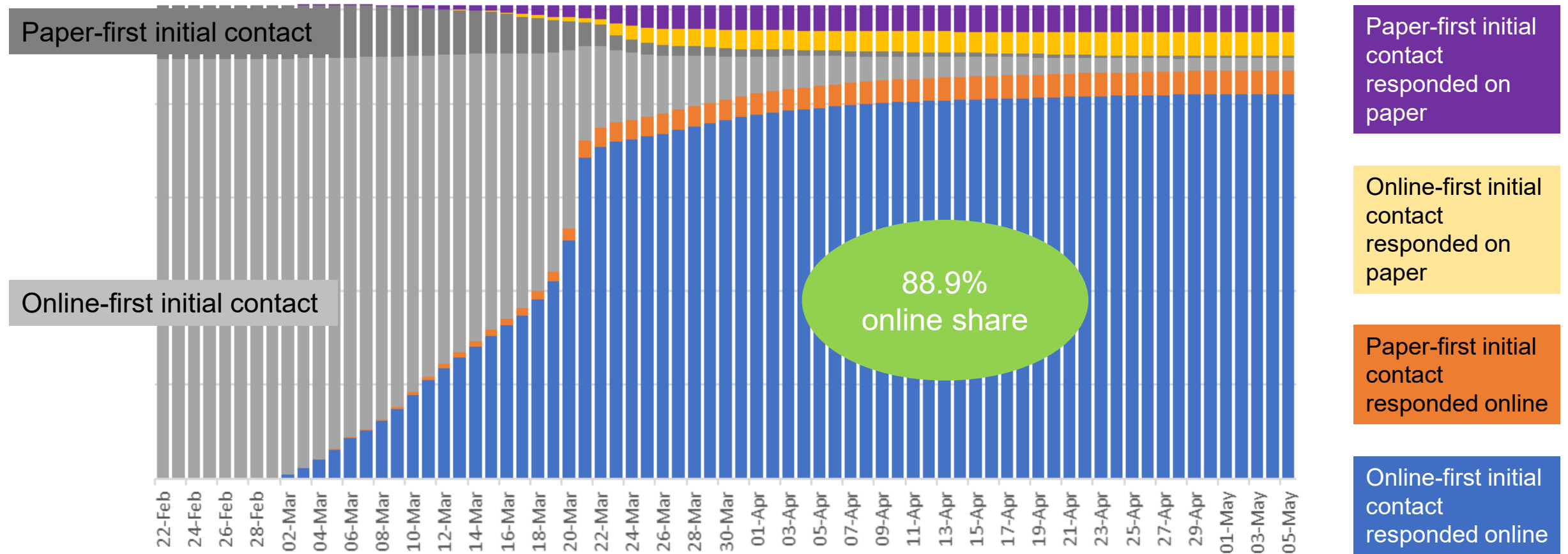


Requests for individual access codes and paper forms



Returns by initial contact mode and returned mode

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Pandemic Impact - Issues Faced

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Adaptations made



Pandemic impact on where people are living



Most effective way to remind



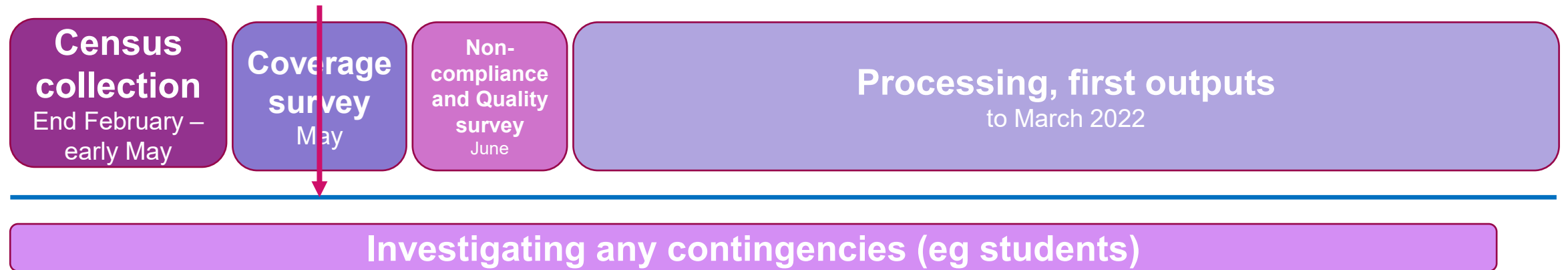
Alternative data insight



Early analysis (alternative addresses in responses)

Next steps

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Thank you