

The big Estonian population E-census

31.12.2021

rahvaloendus.ee

ESTONIA COUNTS



Population and
Housing E-census 2021

Topics

- Preparations for register-based census in Estonia
- Methodology of Estonian population and housing census 2021
- Data collection: administrative registers and sample survey
- Media and communication activities
- Data publication

Preparations for register-based census in Estonia

- In the early 2000s, extensive studies to identify the data gaps in registers were done in order to be able to conduct a register-based census in the future.
- Introduction of the new Official Statistics Act in 2010, which
 - gave Statistics Estonia the task to start preparing for a register-based census;
 - provided the stipulation of the task of comparing 2011 census data with data in registers.
- Assessment and improvement of the quality of registers in cooperation with register holders.
- Development and testing of algorithms for calculating census variables based on register data.
- By 2014, almost all census characteristics were covered by registers, with the exceptions of occupation and place of work variables.

Developments in registers

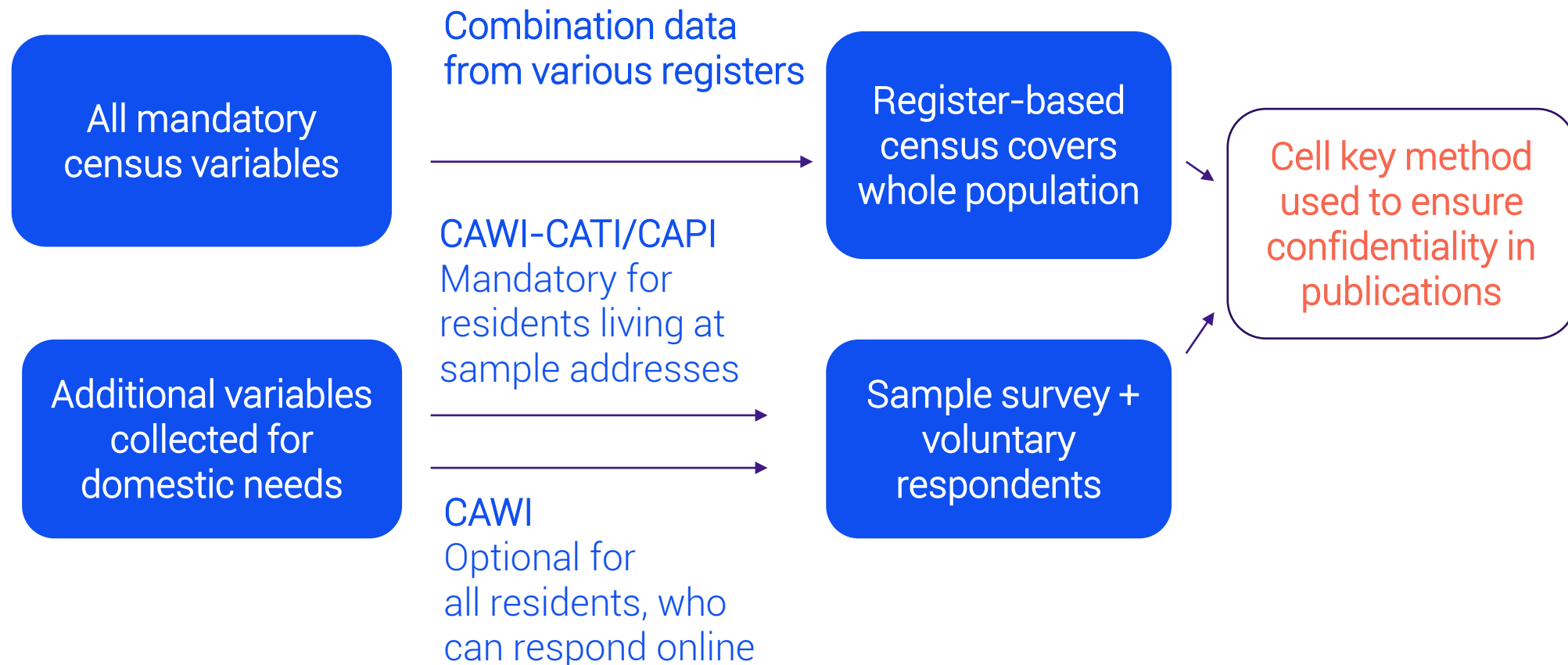
- Adding personal identification codes to people, dwellings and companies, which enables to link the data of different registers.
- Harmonisation of definitions in various registers.
- Digitisation of archival documents of registers.
- Adding new indicators to registers, e.g. occupation and place of work.
- Data transmission agreements with register holders.
- Automation of data transfer.

Main developments for register-based census in recent years

- Two pilot censuses were carried out – in 2016 and 2019. Both confirmed that all the characteristics formed on the basis of registers comply with international quality requirements.
- Development of an index methodology for correcting inaccuracies concerning place of residence in registers:
 - Residency index – indicates the probability of a person being a resident of Estonia. Residency is calculated on 33 signs of life in 17 registers. Residency index has been used in population statistics since 2016;
 - Location index – answers the question of where a person lives;
 - Partnership index – answers the question of with whom a person lives.

Population and Housing Census 2021

The census moment was at 00:00 of 31st December, 2021.



Activities for register-based census

- Data from registers and databases were collected with nearly 200 different datasets according to agreed structures, channels, and deadlines.
- Data were collected from January to mid-August 2022.
- Based on the register data, 46 international and 7 domestic indicators were calculated.



Main actions related to address-based sample survey

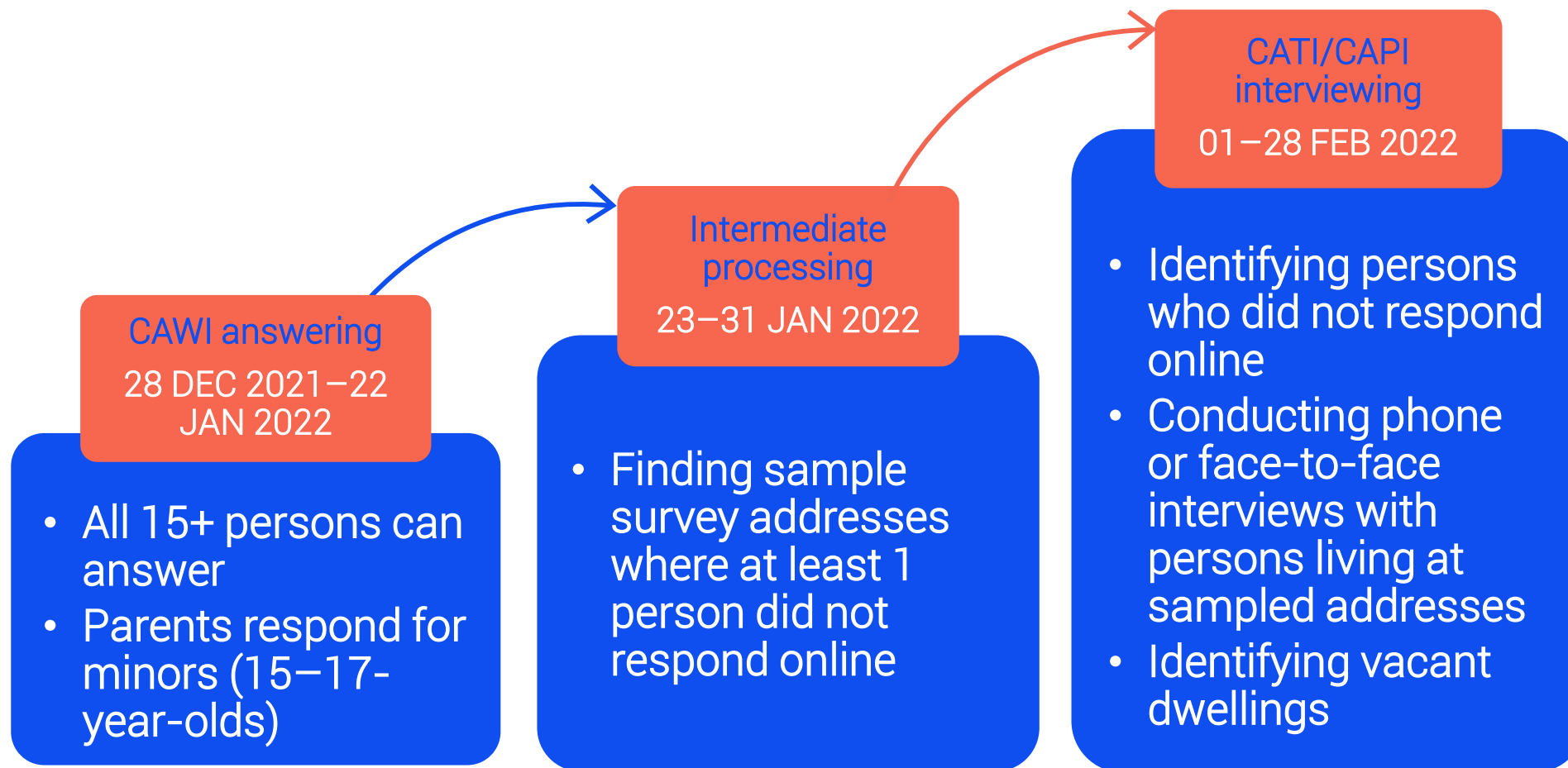
- Negotiations with domestic data users regarding census variables and methodology – final agreement concluded in February 2021.
- Development of a new weighting methodology combining sample and voluntary responses.
- Development of survey questionnaire. Data were collected via Blaise application.
- Development of performance indicators for monitoring of data collection.
- Automation of emailing respondents (Hulft, Smaily). Finding a communication partner. Hiring and training interviewers, help desk consultants. Procurement of equipment: laptops, phones, headphones etc.

Address-based sample survey for domestic needs

- Survey was carried out in two phases:
 - From 28.12.2021 to 22.01.2022, all people living in Estonia were welcome to answer the online survey.
 - From 01.02.2022 to 28.02.2022, interviewers made contact via phone with people living at sample survey addresses; responding was mandatory for them.
- The random sample – 41,000 addresses – was selected from all municipalities to ensure the error of the indicators at municipality level would be less than 5%.

All responses are taken into account!

Survey schedule



Challenges of survey

- Due to late decision on the need to conduct an additional survey, all preparations had to be made in a very short period of time (less than a year).
- Minimum CAPI was used due to high risk of COVID-19 spread. Weekly decisions were made based on risk level. Only vaccinated interviewers were allowed to interview people face-to-face. Interviewers took safety measures to prevent falling ill and spreading the virus.
- Identifying by phone the people who had not responded online.
- All dwellings were not reached due to extreme winter conditions.
- Rising energy prices and increased security risks had heightened people's stress level and responding to the census questionnaire was not a priority.

Media and communication



Advertising campaign

Before CAWI 18 OCT–28 NOV 2021

- Articles on methodology
- Invitation to update residents' data in the registers
- Advertising on TV, in digital and outdoor media
- From 26.12.2021: advertising in outdoor media (billboards, pillars, bus pavilions across Estonia)

CAWI period 28 DEC 2021–22 JAN 2022

- 28.12.2021: census press conference and news release
- Invitation to participate in the e-census
- From 29.12.2021: digital, radio (incl. in-store radios), and print advertising; video clip on TV
- 03.–22.01.2022: TV campaign

CATI/CAPI period 01–28 FEB 2022

- Reporting on survey participation

During the year, the number of news media mentions of the census was nearly 500, 60% of these in the CEWI period, 100 per week.

Census communication earned 2nd place at national advertising awards.

Delfi | RUUS | Aialuht | Sport | Kroonika | Naisteleks | Eesti Päevaleht | Maailm

ERISAAD | Rahvaloendus kogub andmeid inimeste elupaikadest ja kütteviisidest. See võiks aidata poliitikutel paremaid toetusi luua (46)

Mari Eemosa
reportaier-toimetaja



Saku Vallavalitsus
9. jaanuar kell 12:42
Ning jaanuariku Saku 50mmid juubel postkaardides juba järgmisel nädalal



Postimees | KOROONA | UUDISED | MAAILM | ARVAMUS | MAJANDUS | KULTUUR | SPORT | ELU24 | LISA

Rahvaloenduse küsimustele vastamiseks kulub viis minutit

Ulla Lääts
ajakirjane



Eesti Korterühitute Liit EKÜL

RAHULOLEVA ELANIKUNI LÄBI TOIMIVA ÜHISTU


19. jaan. Veebiseminar „Mida peab teadma korterühituse energiahilvise meetme raames?“

24. jaan. Ümarlaud: „Korterelamute rekonstrueerimise toetusel: uuendus, kitsaskohad, ettepanekud.“

04. veebr. KORTERÜHISTU JUHI BAASKOULUTUS (TÄIENDÕPPE I OSA, E-ÕPE)

Пересчитаем всех!
Примите участие в большой э-переписи населения Эстонии с 28 декабря по 22 января

ЭСТОНИА ЧИТЭТС 2021
www.census.ee



LIINA OSILA
Statistikaameti rahvaloenduse projektijuht

Liidu kaitseministrid mõistsid Venemaa nõudmised hukka • ODKB alustas väg



RAHVALOENDAJA ELU: Küsitlenu minn e kinni jääda ja koeralt pureda saada

et need, kes on rahvaloendusel jama, võtaksid teoriga, mille avaru- ule vastamine a nautida Kõiki Viigi- ni teine kord rahvaloenduse küsti- sid küla. Seeläbi sooviksime inimeste imest hinnangut oma tervikliku fot rände, keelekoosse ja eesti keele



Урмет Леэ: до 22 января зовем всех жителей Эстонии переписаться

“Кого можно принять участие в переписи населения?”
Семья, которая не имеет своего постоянного места жительства, а находится в гостях, может участвовать в переписи. Прямые на законных основаниях до 22 января, то есть в день переписи, могут участвовать в переписи все лица, которые находятся в Эстонии на законных основаниях. Это касается как граждан Эстонии, так и иностранных граждан, которые находятся в Эстонии на законных основаниях. Это касается как граждан Эстонии, так и иностранных граждан, которые находятся в Эстонии на законных основаниях.

“Данные переписи используются в основном для предоставления статистической помощи гражданам”
Перепись населения и жилищного фонда дает информацию о том, кто живет в Эстонии, сколько людей живет в каждой семье, сколько людей живет в каждой квартире и т.д. Эта информация используется для предоставления статистической помощи гражданам. Например, на основе данных переписи можно узнать, сколько людей живет в каждой семье, сколько людей живет в каждой квартире и т.д. Эта информация используется для предоставления статистической помощи гражданам.

“Как можно принять участие в переписи?”
Для участия в переписи необходимо заполнить анкету. Анкету можно заполнить онлайн на сайте www.census.ee или скачать анкету и заполнить ее вручную. Анкету можно заполнить онлайн на сайте www.census.ee или скачать анкету и заполнить ее вручную. Анкету можно заполнить онлайн на сайте www.census.ee или скачать анкету и заполнить ее вручную.

The big Estonian population E-census 2021 shared a post.
Yesterday at 08:17

Only until this Saturday!

Everybody counts!

Participate in the big Estonian population e-census from 28.12 to 22.01

ESTONIA COUNTS 2021
www.census.ee



OSILA: Petturite eest tasub hoiduda

Kõik, kes on rahvaloendusel jama, võtaksid teoriga, mille avaru- ule vastamine a nautida Kõiki Viigi- ni teine kord rahvaloenduse küsti- sid küla. Seeläbi sooviksime inimeste imest hinnangut oma tervikliku fot rände, keelekoosse ja eesti keele

2022. aasta rahvaloenduse oalised kuupäevad

ESTI LOEB 2021

2022. aasta rahvaloenduse oalised kuupäevad

2022. aasta rahvaloenduse oalised kuupäevad

RAHULOLEVA ELANIKUNI LÄBI TOIMIVA ÜHISTU

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24. jaan. Ümarlaud: „Korterelamute rekonstrueerimise toetusel: uuendus, kitsaskohad, ettepanekud.“

04. veebr. KORTERÜHISTU JUHI BAASKOULUTUS (TÄIENDÕPPE I OSA, E-ÕPE)

UUDISED

Korteriühitused energiahilvade eest

18.01.2022

Milised mureid korterühitustele enim tekitab? Korterühitused on juba palju võlgasid kõrgel energiarahvastada kassa loovad, rääkis ETV Televõrgi saates Eesti

ESTI STATISTIKA 100

The big Estonian population E-census 2021
Published by Mihkel Lendok • 12 January at 15:18

Until January 22nd everybody living in Estonia is very welcome and encouraged to participate in the big Estonian population e-census.

Data publication

Compared with the 2011 census, 2021 census data are released much earlier.

All data will be published within 7 months – from 1 June to 15 December 2022 – compared with the 2-year period of 2011 census.

Data are published in:

- Statistical database
- News (press releases, press conferences)
- Articles
- CensusHub
- Microdata available in a secure workplace
- Grid maps



References and more information

- Beltadze, D. (2020) Developing methodology for the register-based census in Estonia. Statistical Journal of the IAOS 36(1):159–164
- Population and housing census website www.census.ee/ available in Estonian, English, and Russian
- Survey questionnaire:
[2021._aasta_rahvaloenduse_valikuuringu_kusimustiku_paberversioon_EN.pdf](#)



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+ ITI

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Thank you!

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