

# UNECE

## Census 2021 Innovation in Dissemination

Gerald Williams

20th – 23rd September



# Why Innovate

To make sure the cost and effort of taking a census is worthwhile, we need to present the results in ways that add value to users.

# Understanding our users and their needs

**User centred design** aims to create systems that are intuitive, rather than requiring training, and consider:

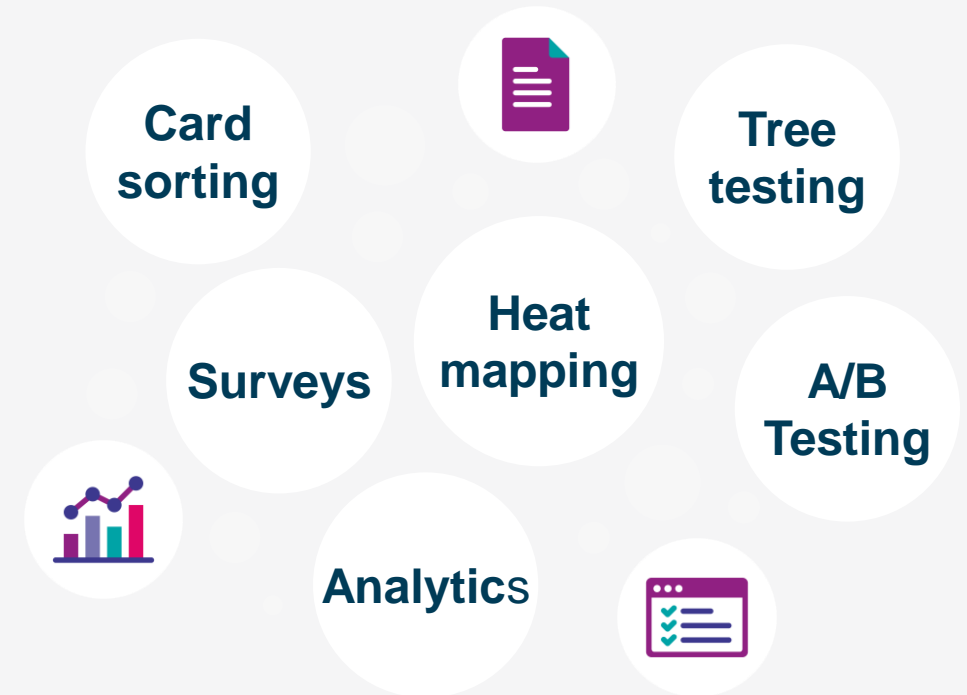
- technology, content, interaction, and visual aspects
- the whole respondent journey

Products are developed iteratively through prototypes

**User research** aims to understand:

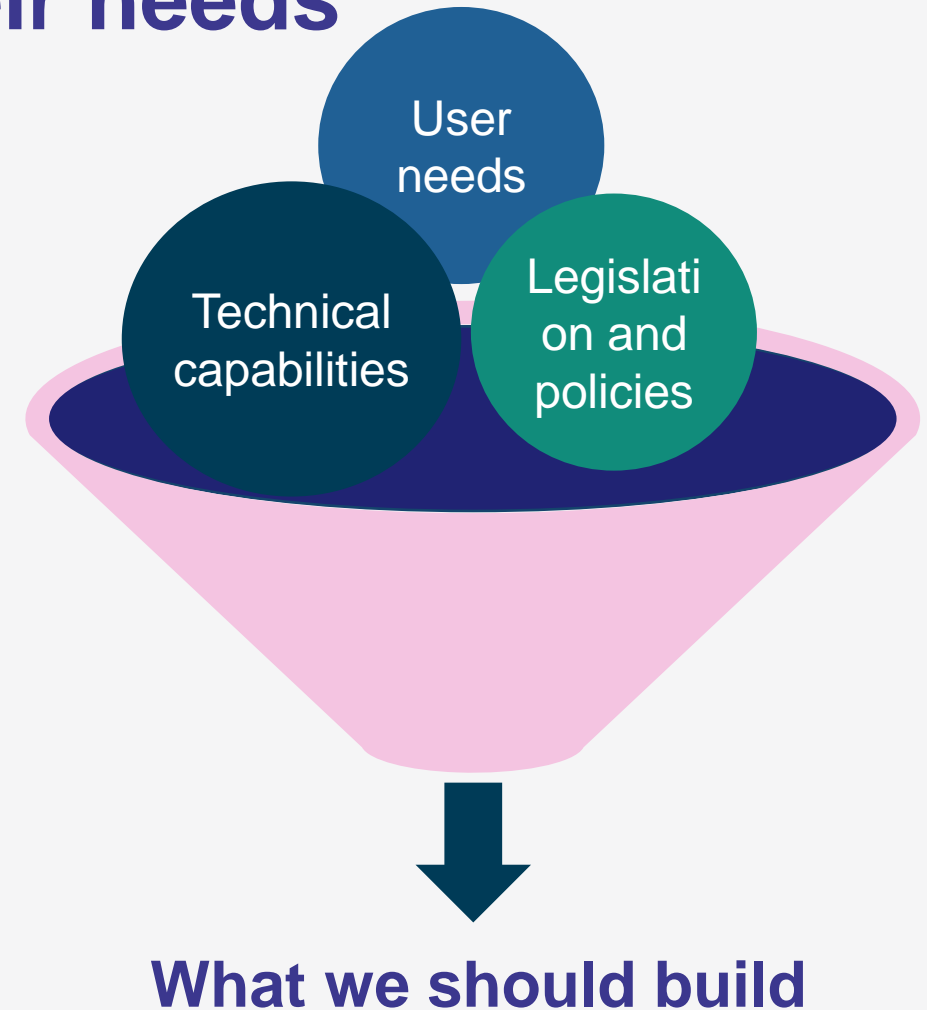
- who are our users?
- what they need?
- how they interact with the product?

## User research methods



# Understanding our users and their needs

- This information is then combined with our legal requirements and existing services
- User and stakeholder research has helped provide more clarity on priorities.



# Products for different users

## Data

Table population: All usual residents  
Variable by measures  
Units: Persons

Date 2011  
Geography England

	value
All usual residents	53,012,456
Males	26,069,148
Females	26,943,308
Lives in a household	52,059,931
Lives in a communal establishment	952,525
Schoolchild or full-time student aged 4 and over at their non term-time address	650,145
Area (Hectares)	13,027,842.85
Density (number of persons per hectare)	4.1

## Commentary

Population and Household Estimates for England and Wales: Census 2021

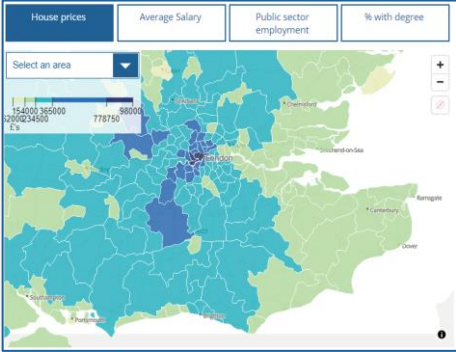
This release provides population and household estimates for local authorities in England and unitary authorities in Wales. The estimates are classified by age and by sex, giving a detailed overview of the composition of the population.

**1. Main points**

- On census night, the size of the usual resident population in England and Wales was x million, x million in England and x million in Wales. This was the largest the population had ever been.
- The population of England and Wales has grown by x million (x per cent) since the last census in 2011, when it was x million.
- There were x million men and x million women in England and Wales.
- The proportion of the population who are aged 70 and over is now x% (x% in 2011).
- There were x million households in England and Wales on census night.

**2. The population of England and Wales and how it has grown**

## Exploratory



## Explanatory

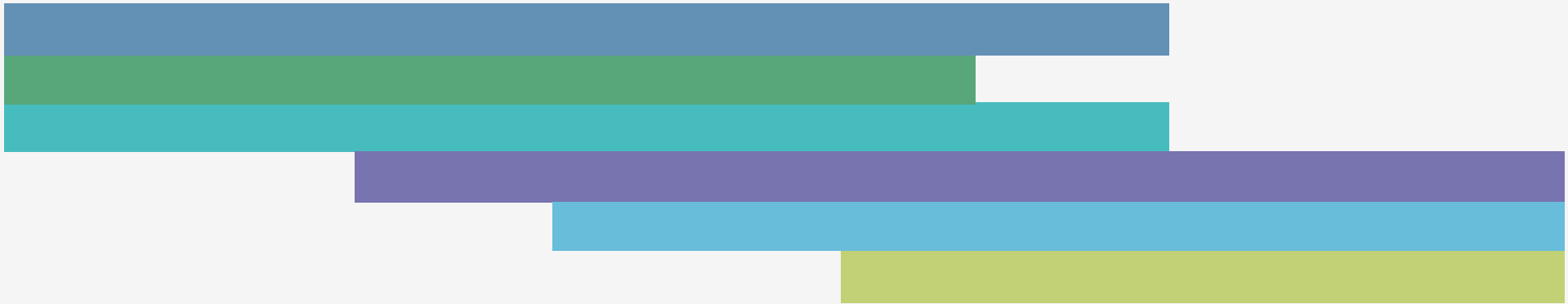
**How our population is changing**

This is a dynamic scrollytelling demo with semi-automated data-driven content.

It highlights some of the significant demographic changes England & Wales between the 2001 and 2011 Census, and allows for guided exploration at a Local Authority level.

## Personas

- Technical user
- Expert analyst
- Policy influencer
- Information forager
- Inquiring citizen
- Passive citizen

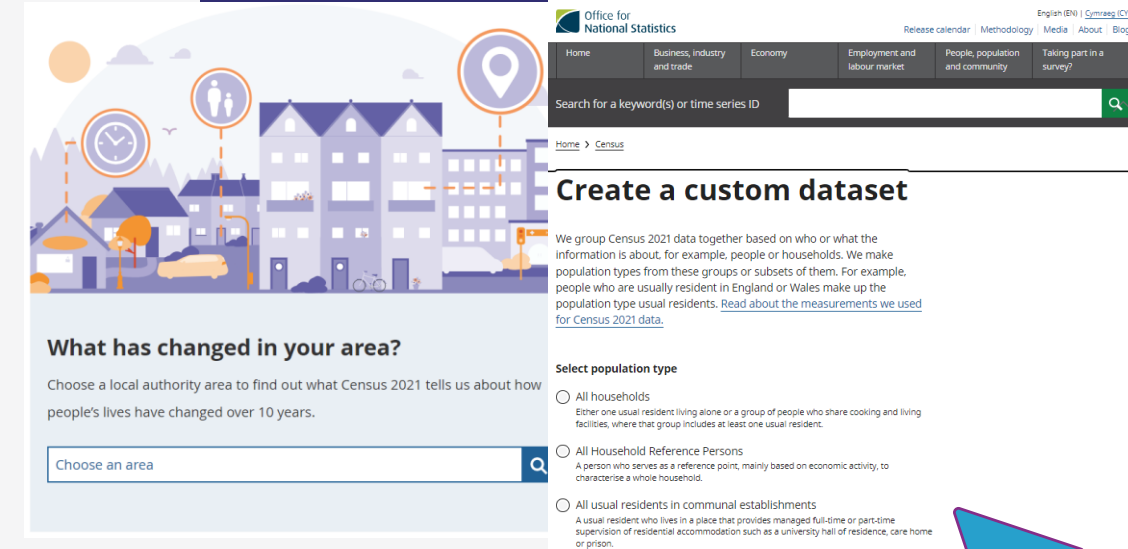
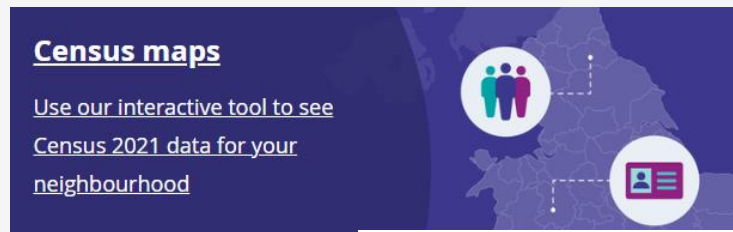


These products will be accompanied by supporting information around quality and methods

# Census products

There are a range of interactive content and tools available on the ONS website.

- [Custom data sets](#)
- [Census maps](#)
- [Change over time reports](#)
- [Area profiles](#)
- [How the population changed where you live: Census 2021 'scrollytelling' article](#)
- [The story of the Census 'scrollytelling' article](#)
- [Census 2021 dictionary](#)



# Is the population higher or lower?

Test your knowledge with our [Census 2021 game](#)



See how well you know the population of your local authority area with our interactive quiz

## Play the Census 2021 quiz

How well do you know Portsmouth? 



Question 1

**What was the overall population of Portsmouth in 2021?**

- 41,049
- 116,089
- 208,003
- 570,305

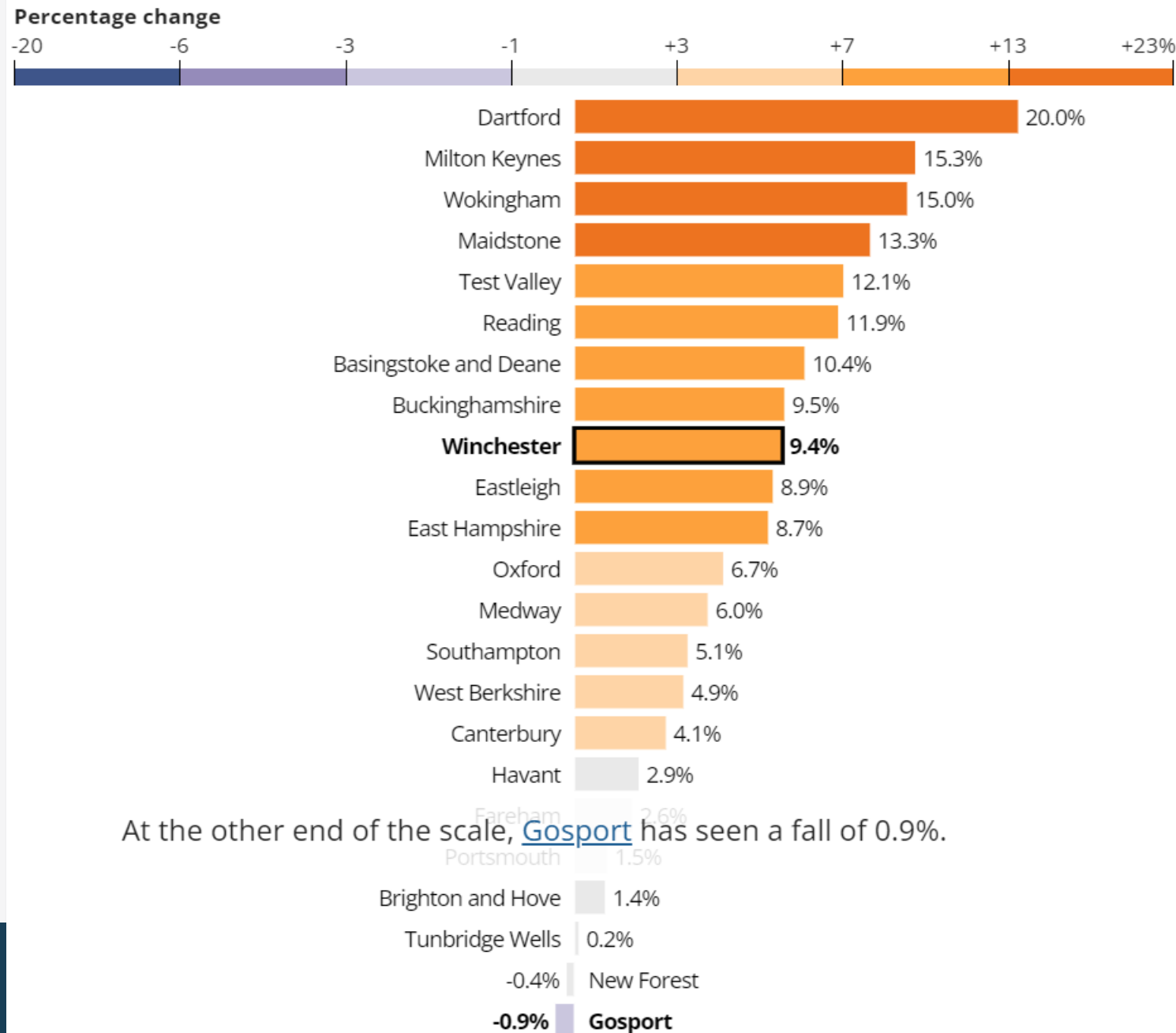


# Census 2021 scrolly-telling articles

Come find out how the population has changed in your local authority:

[www.ons.gov.uk/visualisations/census/populationchange](https://www.ons.gov.uk/visualisations/census/populationchange)

Population change of selected local authority areas in the South East between 2011 and 2021



At the other end of the scale, [Gosport](#) has seen a fall of 0.9%.

# Change over time report

## How life has changed in Newham

Find another area

Newham's population increased by about 64,100 between the last two censuses. This semi-automated article highlights some of the most notable changes among the local population.

### The population passed quarter of a million

In the decade to 2011, the population of Newham increased by 26.3%, from just under 244,000 to 308,000.

The addition of about 64,000 people means this area's population was the second-fastest-growing in London and was the third fastest-growing across England.

In 2011, Newham was home to, on average, 61 people per football pitch-sized piece of land.

### Population density was higher than the average across London

Population density (usual residents per football pitch-sized piece of land) across London, March 2011 (larger dots represent greater increase since 2001)



## More students

Newham saw England's largest rise in the proportion of students.

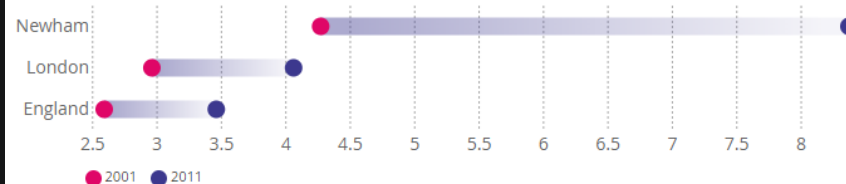
During this period, Newham overtook five local authority areas, including Exeter and Oxford, to become the English local authority area with the highest percentage of students.

In 2011, just over 1 in 12 (8.4%) people aged 16 to 74 in Newham said they were in education, compared with 4.3% in 2001. The percentage that were employed decreased from 42.7% to 42.4%.

Lincoln saw England's next largest rise in the proportion of students (from 3.7% to 7.0%).

### The percentage of students in Newham increased by 4.1 percentage points

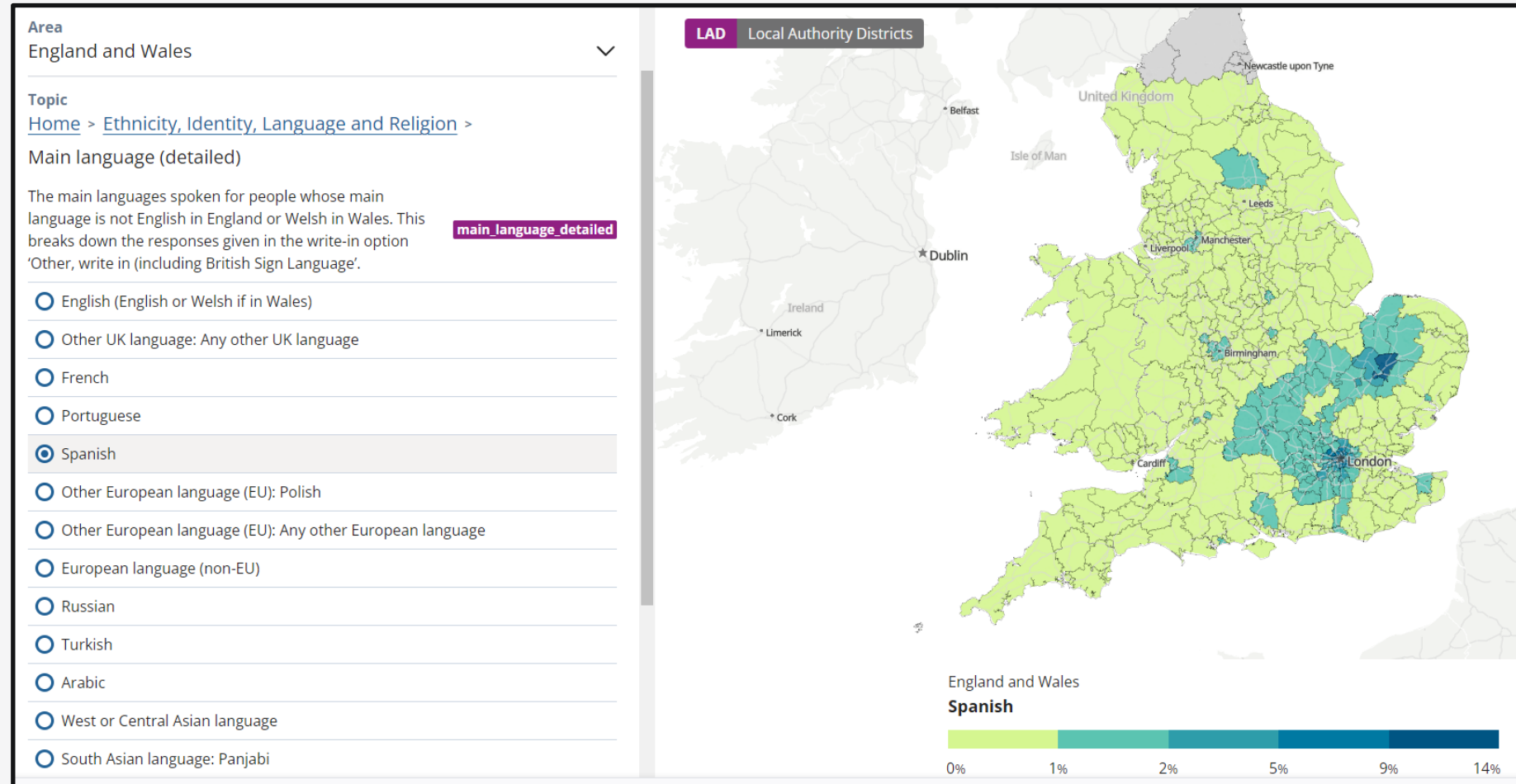
Percentage of usual residents aged 16 to 74 in Newham, London and England that said they were in education, March 2001 and March 2011



- Change over time reports highlight the key changes between the 2011 and 2021 censuses for a chosen local authority.
- The articles will use accessible language and data visualisations.
- 331 articles will be produced in total (one for every local authority district).

# Census Maps

- The Census Map enables users to overlay different Census variables onto a map of England and Wales.
- The shading on the map shows which areas have higher or lower percentages, bringing geographic comparisons to life.




# Build your own area profiles

- The Custom Profile Builder will enable users to create profiles of census data for chosen areas.
- The 'draw your own geography' functionality enables the profile to be created for non-standard geographies.
- We will add more variables as more data is released.

The screenshot shows the 'Custom Profile Builder' interface for the 2021 census. At the top, it says 'Office for National Statistics census 2021'. Below this is a navigation bar with a 'Back' button, a search box for 'Name your custom area...', and buttons for 'Get area codes' and 'Get boundry'. The main content area is divided into several sections:

- Search for saved profile:** A search box with a magnifying glass icon and an upload icon, and a button labeled '> Build custom area profile'.
- Census topics:** A list of topics with checkboxes: Population, Average (median) age, Average profile, Ethnicity, General health, Sex, Economic activity, and Travel to work. A 'Show 44 more' link is at the bottom.
- Profile preview:** A section titled 'Profile preview' with the text 'Your custom area profile will appear below as you select topics'. Below this is a 'Selected topics' bar containing 'Population', 'Average (median) age', 'Age profile', 'Ethnicity', and 'General health'. A 'Clear selected topics' link is below the bar.
- Area map:** A map showing a highlighted area in orange, with labels for 'Adur' and 'West Sussex'.
- Population:** A card showing 'Population 59,627 people' and '52,041,916 for England and Wales'.
- Average (median) age:** A card showing 'Average (median) age 42 years' and '37 for England and Wales'.
- Age profile:** A bar chart comparing 'Adur (England and Wales)' (blue) and '(England and Wales)' (grey) across age groups from '0 years' to '80 plus'.
- Ethnicity:** A horizontal bar chart comparing 'Adur (England and Wales)' (blue) and '(England and Wales)' (grey) for 'White 97% (91%)', 'Asian 1% (5%)', and 'Black 0% (2%)'.
- General health:** A horizontal bar chart comparing 'Adur (England and Wales)' (blue) and '(England and Wales)' (grey) for 'Good 67% (69%)', 'Fair 25% (22%)', and 'Bad 9% (9%)'.

# How your area has changed in 10 years



## What has changed in your area?

Choose a local authority area to find out what Census 2021 tells us about how people's lives have changed over 10 years.

## How life has changed in Newham

Newham's population increased by about 64,100 between the last two censuses. This semi-automated article highlights some of the most notable changes among the local population.

### The population passed quarter of a million

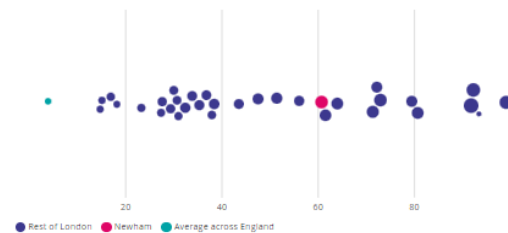
In the decade to 2011, the population of Newham increased by 26.3%, from just under 244,000 to 308,000.

The addition of about 64,000 people means this area's population was the second-fastest-growing in London and was the third fastest-growing across England.

In 2011, Newham was home to, on average, 61 people per football pitch-sized piece of land.

### Population density was higher than the average across London

Population density (usual residents per football pitch-sized piece of land) across London, March 2011 (larger dots represent greater increase since 2001)



## More students

Newham saw England's largest rise in the proportion of students.

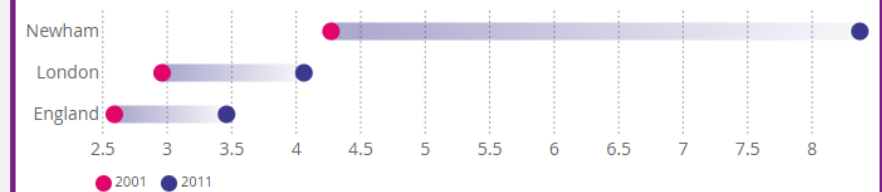
During this period, Newham overtook five local authority areas, including Exeter and Oxford, to become the English local authority area with the highest percentage of students.

In 2011, just over 1 in 12 (8.4%) people aged 16 to 74 in Newham said they were in education, compared with 4.3% in 2001. The percentage that were employed decreased from 42.7% to 42.4%.

Lincoln saw England's next largest rise in the proportion of students (from 3.7% to 7.0%).

### The percentage of students in Newham increased by 4.1 percentage points

Percentage of usual residents aged 16 to 74 in Newham, London and England that said they were in education, March 2001 and March 2011




# Census analysis so far...

## How workforce qualification levels differ across England and Wales: Census 2021

Find out more about how the qualification levels of local labour forces indicate an area's ability to create, attract and retain highly qualified workers. Explore your local area and compare its ranking to the rest of England and Wales.

17 February 2023



**[How workforce qualification levels differ across England and Wales](#)**

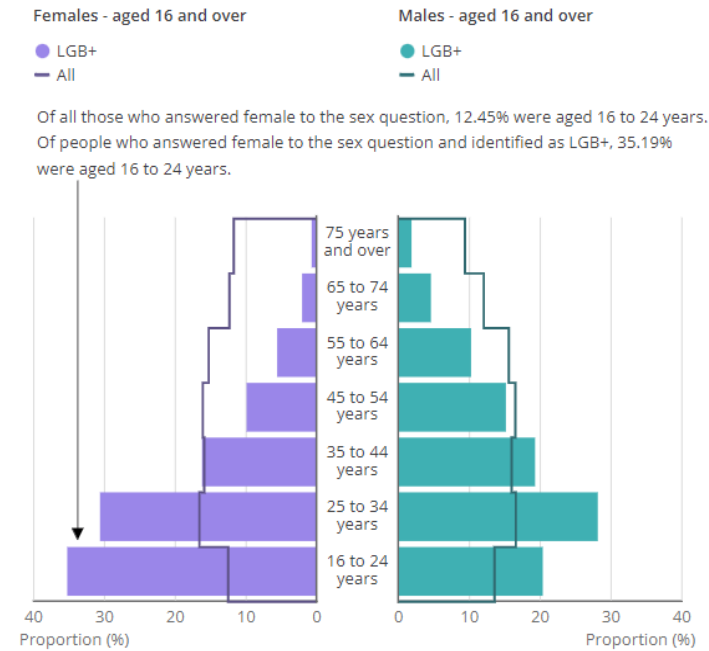
[Read our new interactive article](#)

🕒 10-minute read (2,086 words)

## Sexual orientation: age and sex, England and Wales: Census 2021

**Figure 6: Females identifying as lesbian, gay, bisexual or another minority sexual orientation (LGB+) tended to be younger than LGB+ males**

**LGB+ population by age and sex and overall population by age, England and Wales, 2021**

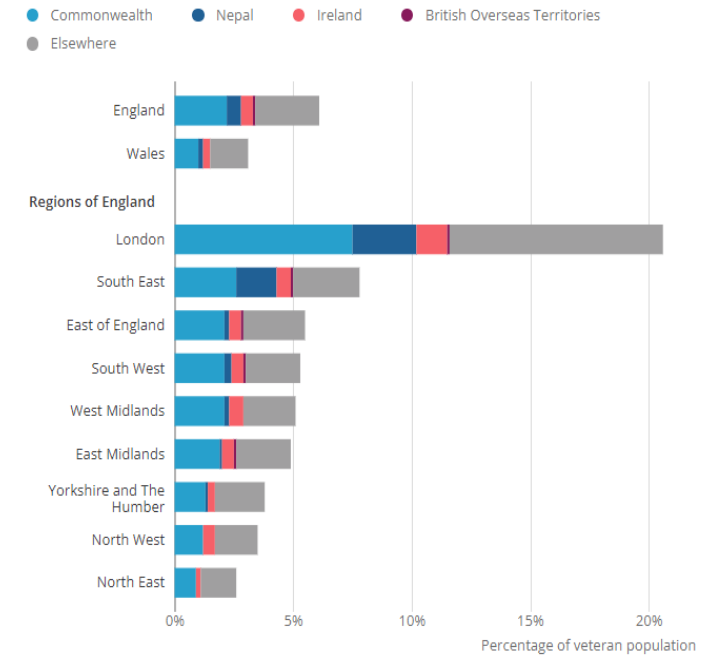


Source: Office for National Statistics – Census 2021

## Characteristics of UK armed forces veterans, England and Wales: Census 2021

**Figure 2: The South East and London showed the most diversity in the countries veterans stated they were born in**

**Percentage of UK armed forces veterans by non-UK countries of birth, 2021, England and Wales, and regions of England**

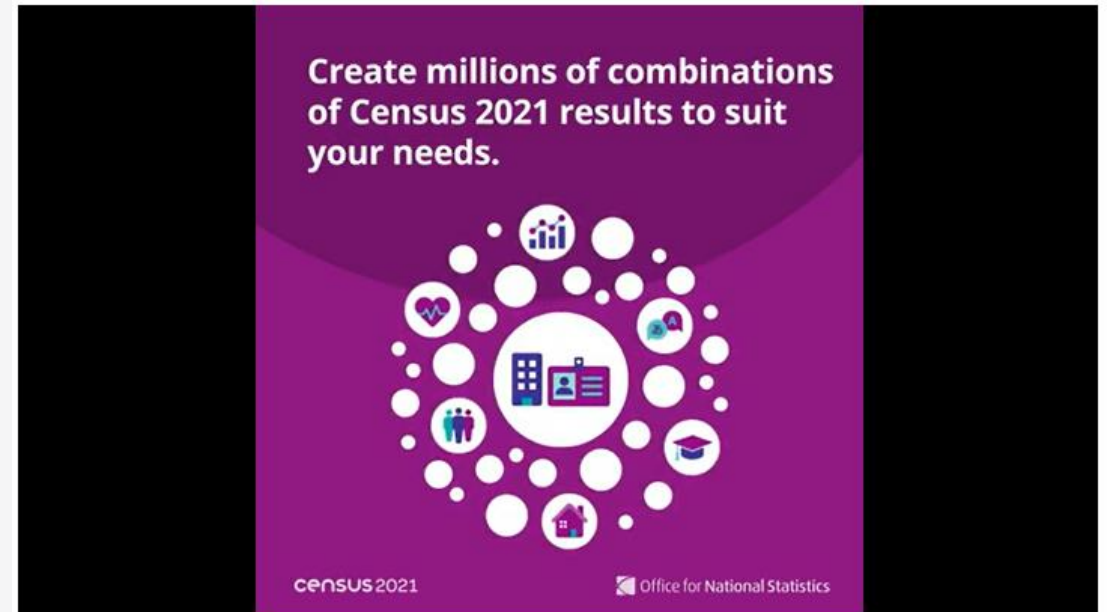


Source: Office for National Statistics – Census 2021



# Create a custom data set

- Simply select a population to get started. These include usual residents, households and communal establishments.
- From there, you can change the geography of your dataset and filter the data by sex and age. You can also add as many variables as you want.



[Play the create a custom data set video](#)

[Read the blog on how to create a custom data set](#)

# Future of Population Statistics





# We have launched a consultation....

- In 2014, the UK Government set out its ambition that “censuses after 2021 will be conducted using other sources of data and providing more timely statistical information”
- The aim of the consultation is to understand how close our proposed system is to meeting users needs
- The consultation closes on 26<sup>th</sup> October 2023
- Responses to this consultation will inform a recommendation on how the ONS should produce statistics about population in England and Wales in the future

# Accessing the consultation

## Welsh language questionnaire



## English language questionnaire



consultations.ons.gov.uk

UK Statistics Authority Office for National Statistics

Home Find Activities We Asked, You Said, We Did About

Search

### Welcome to Office for National Statistics consultations

Find and take part in consultations that interest you.

You can find our open and closed consultations below, or you can [search for a consultation by keyword or interest](#).

Details of consultations held before November 2016 can be found [here](#).

This is your chance to help us produce better statistics for the public good.

Sign up for updates on consultations and participation activities

Sign up to our mailing list >

Find out more about the information we collect and hold

Read our Privacy Policy >

## Open consultations

Consultation on the future of population and migration statistics...



Closes 26 October 2023

Ymgynghoriad ar ddyfodol ystadegau ar y boblogaeth a mudo...



Closes 26 October 2023

# Any questions?

Contact us: [Census.customer.services](https://www.census.gov/customer-services)