UNECE

Census 2021
Innovation in Dissemination

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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?
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.

What we should build
## Products for different users

### Data

<table>
<thead>
<tr>
<th>Type of Population</th>
<th>All usual residents</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wales</td>
<td>26,950,140</td>
<td></td>
</tr>
<tr>
<td>females</td>
<td>16,940,208</td>
<td></td>
</tr>
<tr>
<td>Live in a household</td>
<td>53,899,820</td>
<td></td>
</tr>
<tr>
<td>Live in a household and are of working age or older</td>
<td>950,525</td>
<td></td>
</tr>
<tr>
<td>Salaried or full-time student aged 4 and over at their most recent time address</td>
<td>650,145</td>
<td></td>
</tr>
<tr>
<td>Area (decrease)</td>
<td>13,037,842.54</td>
<td>4.5</td>
</tr>
</tbody>
</table>

### 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 62,361,221, a decrease of 1.4% since the 2011 Census.
   - The population of London and Wales has grown by 1.1 million and 1.4 million respectively since the 2011 Census.
   - There were 11.1 million men and 10.6 million women in England and Wales.
   - The proportion of older people aged 65 and over in England in 2021 is 25.8%.
   - There were 2.4 million households in England and Wales on census night.

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

### Exploratory

**How our population is changing**

This is a dynamic story telling 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.

### Explanatory


### 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

Office for National Statistics
Census 2021 scrolly-telling articles

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

[Website Link]

Office for National Statistics
Change over time report

- 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).

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

The percentage of students in Newham increased by 4.1 percentage points

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 table shows the 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 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.
How your area has changed in 10 years

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More students

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

Choose an area

Office for National Statistics
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

Females aged 16 and over

Males aged 16 and over

Of all those who answered female to the sex question, 12.45% were aged 16 to 24 years. Of people who answered female to the sex question and identified as LGB+, 35.19% were aged 16 to 24 years.

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 26th 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
Any questions?

Contact us: Census.customer.services