

Maximising Census data for Evidence-Based Decision Making – **Now and into the Future**

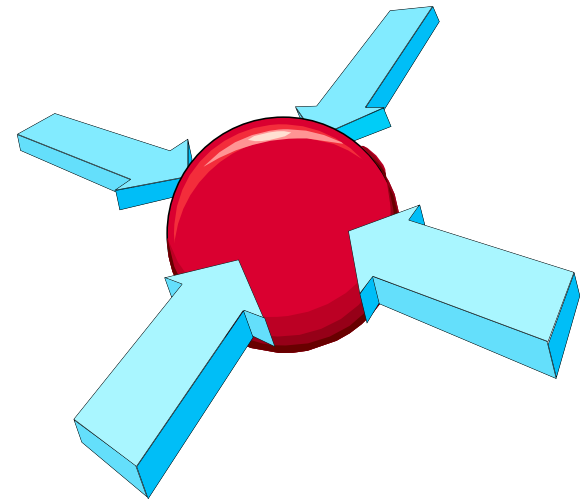
***Canberra Evaluation Forum
20 September 2012***



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Population, Education and Data Integration Division
Australian Bureau of Statistics***

Outline:

- ☐ Census Overview
- ☐ Census data for decision making
- ☐ Accessing 2011 Census data
- ☐ Evaluating the 2011 Census
- ☐ Future directions – 2016 Census





Census
For a brighter future

Census overview

Census Overview

Census For a brighter future

The Census provides a snapshot of Australia's people and their housing – information is used to determine services and facilities you and your community need



Key goals for the Census

- Improving **coverage** is the primary goal of the Census.
- Ensuring the **relevance** of the Census data to users and providers.
- Using resources **effectively** and **efficiently**.
- Protecting the **privacy** of providers.



How the 2011 Census was conducted

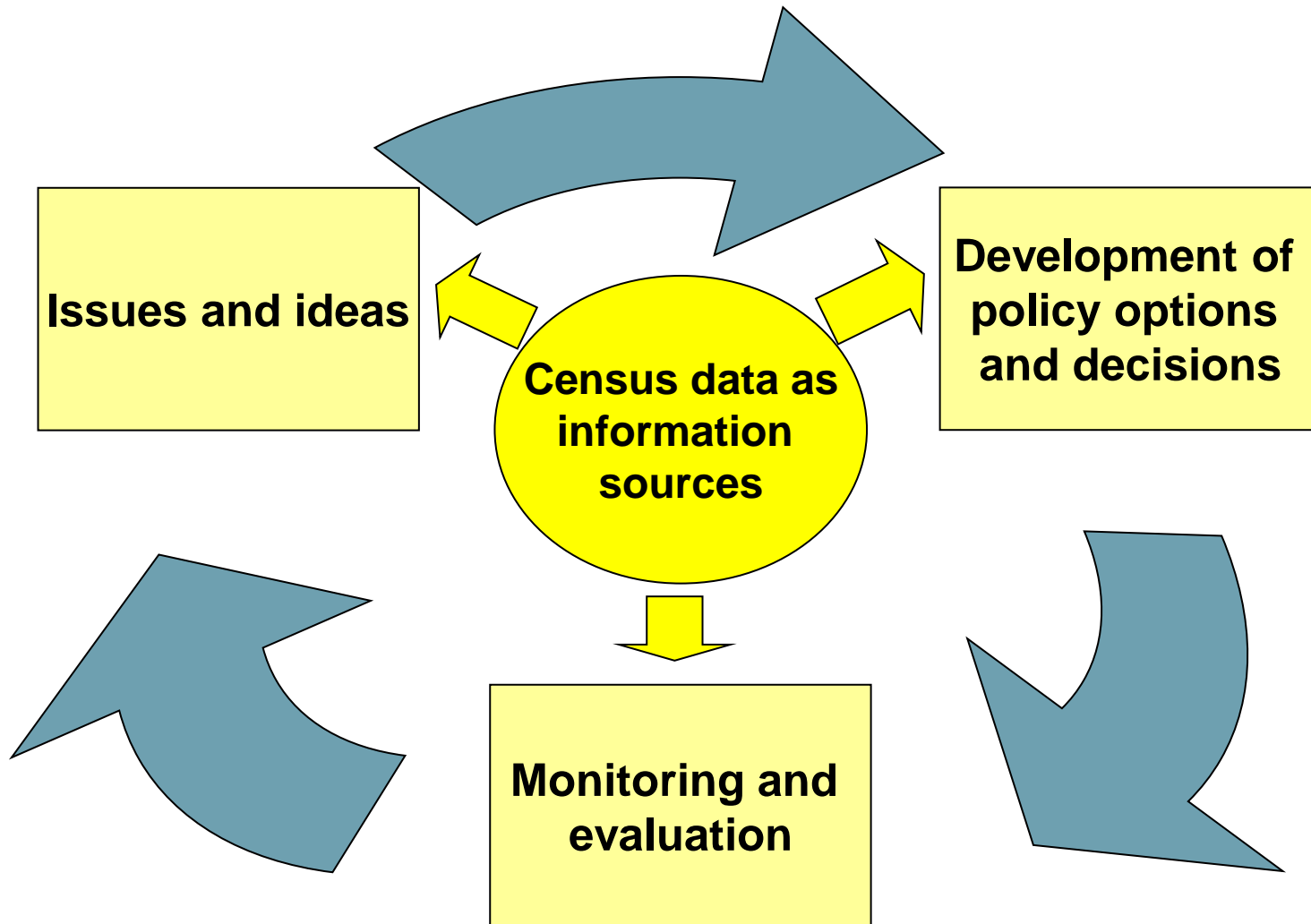
- Largest data collection ever taken by the ABS
- Conducted on 9 August 2011- Australia's 16th national Census, marks 100 years
- Around 12 million Household Forms and 3 million Personal Forms printed
- 'Green' Census- Forms produced on carbon neutral paper and recycled
- Around 30% forms submitted online (eCensus)
- Around 40,000 workforce



Census data for decision making



Census data and policy cycle



Informing on the status of the nation - planning for the future:



- One in 5 year snapshot of the nation
 - Measures key characteristics of persons and dwellings in Australia on Census night
- Snapshot of economic and social participation
 - Labour force participation, education attainment, family and household characteristics
- Closing the gap
 - Improvements in wellbeing of Aboriginal and Torres Strait Islander Peoples

Informing on the status of the nation - planning for the future (cont.):

- Sustainable and liveable Australia
 - Cultural, religious, social and economic diversity
- Allocation of Revenue by Commonwealth to States and Territories
 - Population estimates for each State, Territory and LGAs.
- Planning and delivering better services to the community
 - Target population, small area geography



Informing policy decisions, Case Study

- Closing the gap

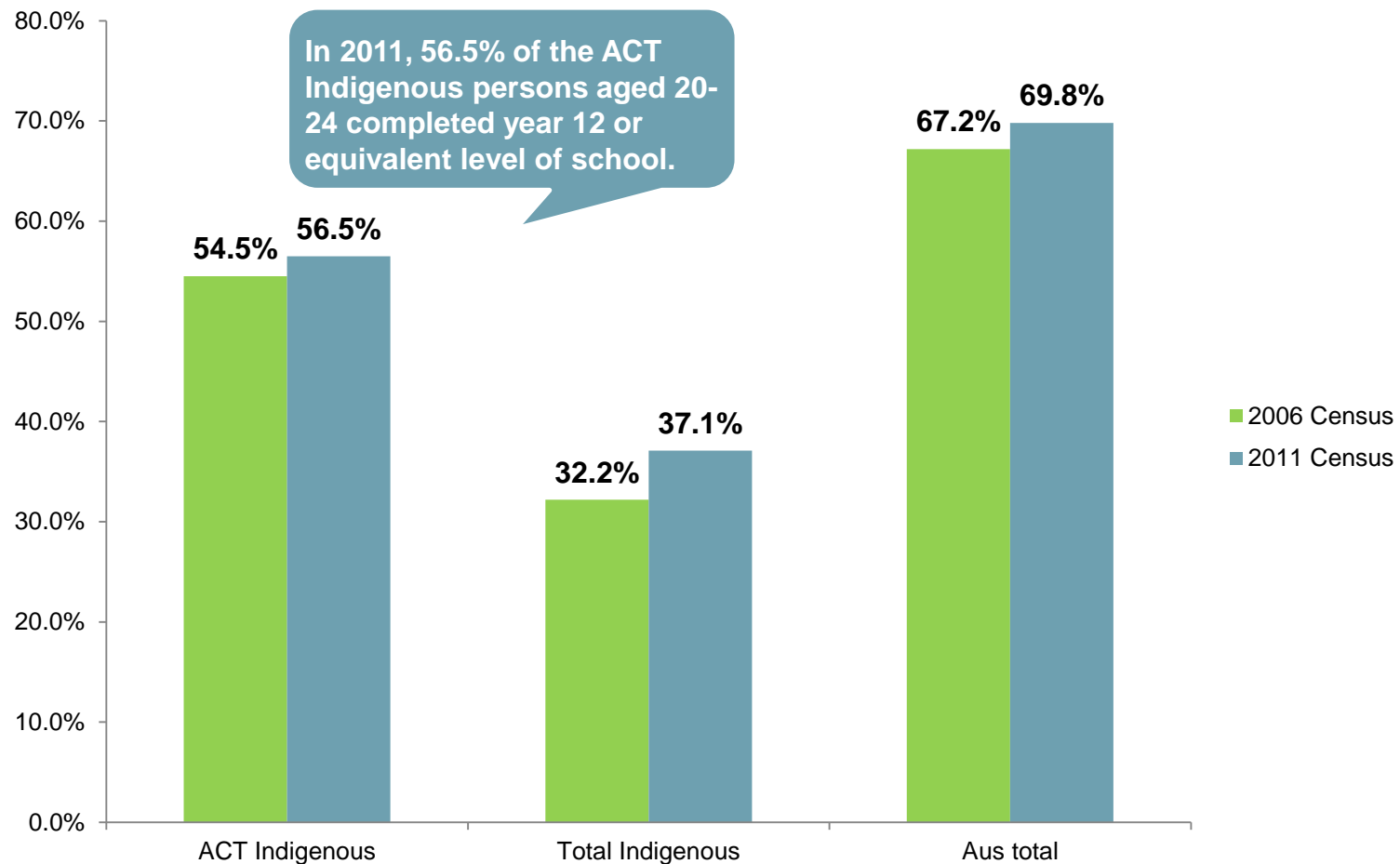


Closing the gap:

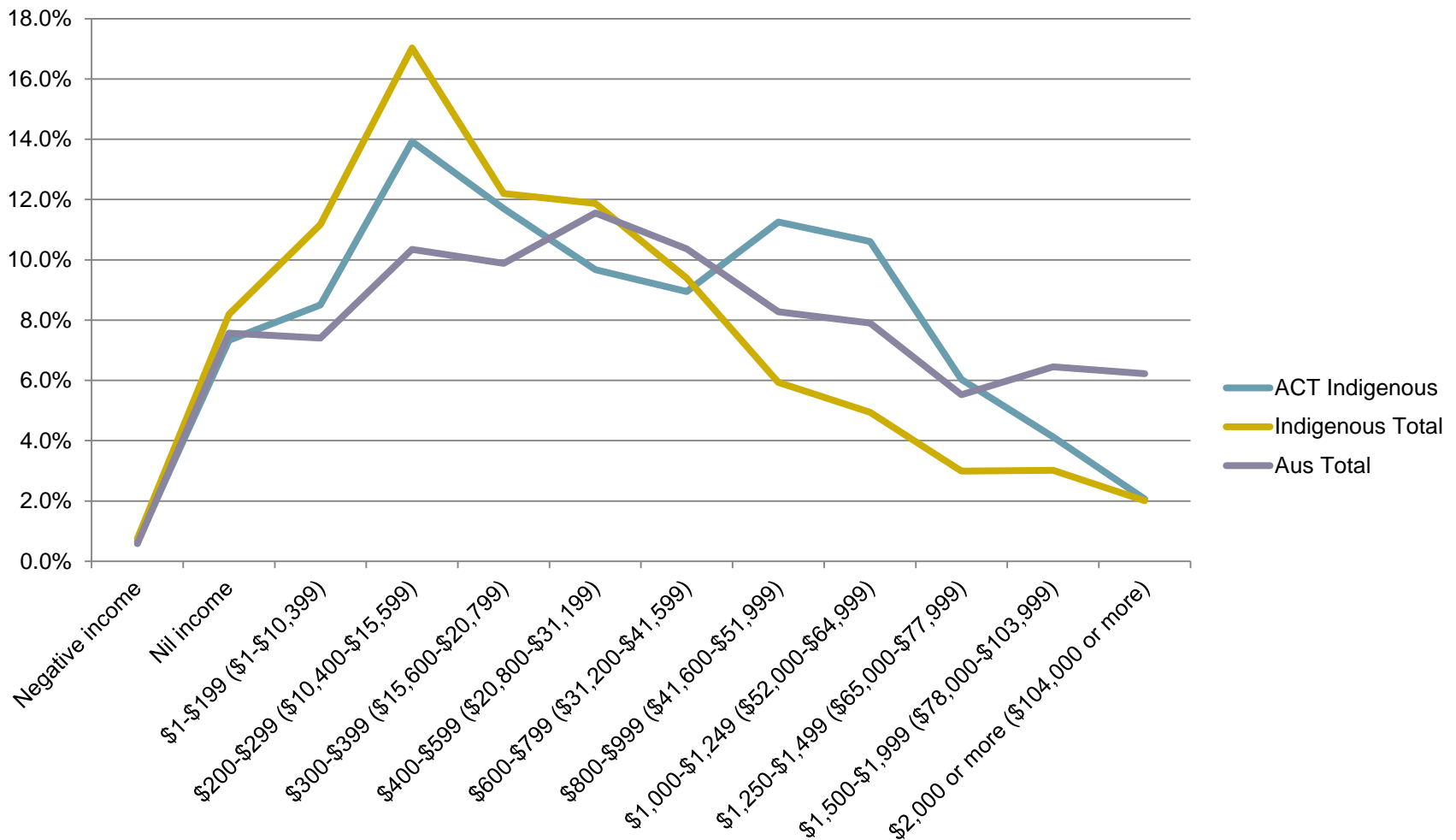


- Key Goal:
 - Improved health and wellbeing of Aboriginal and Torres Strait Islander population.
- ABS (Census):
 - Measure targets on education, health, housing, economic participation.

Highest level of primary or secondary school completed: Year 12 or equivalent (persons aged 20-24 years)

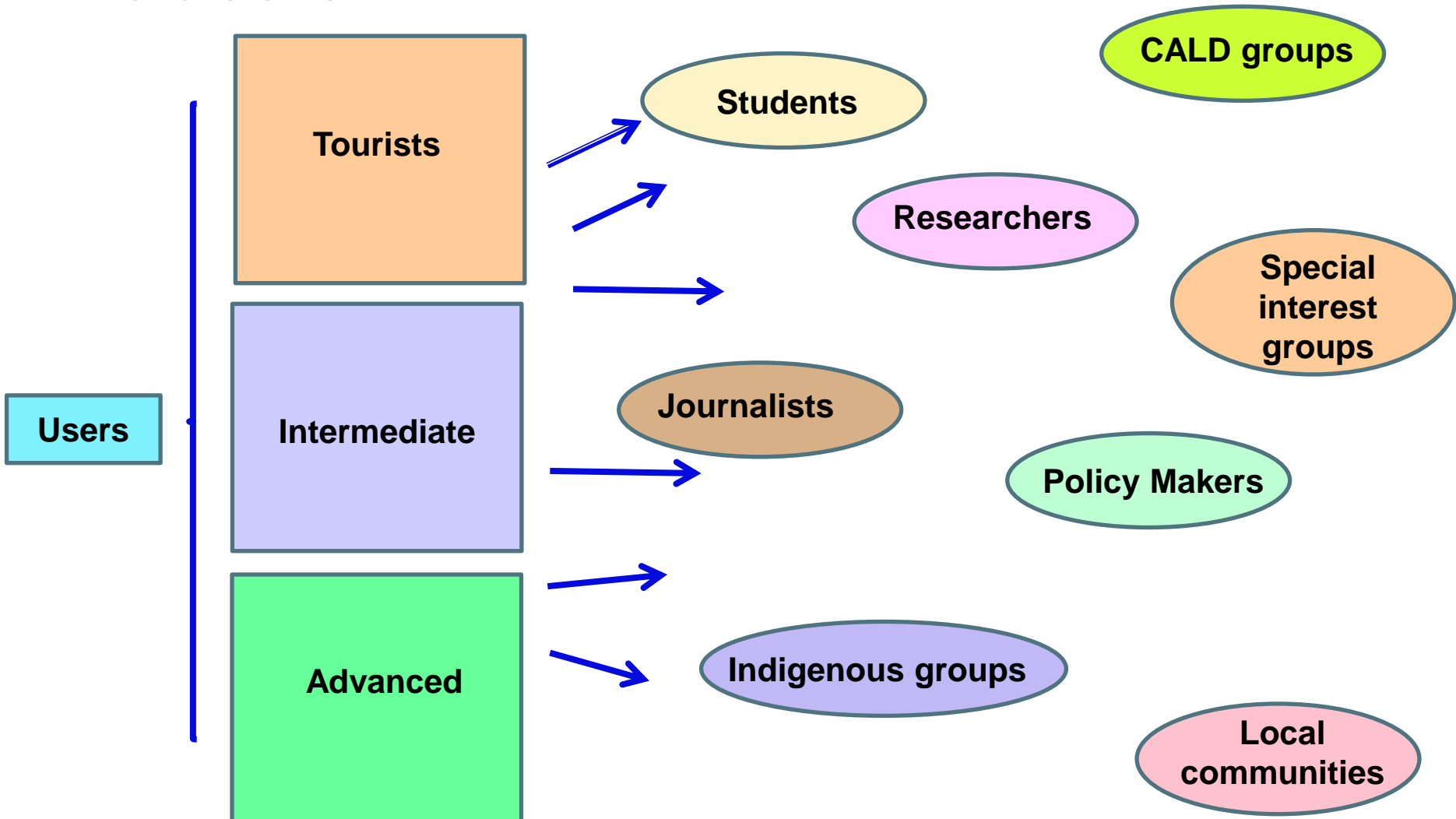


Personal weekly income – 2011



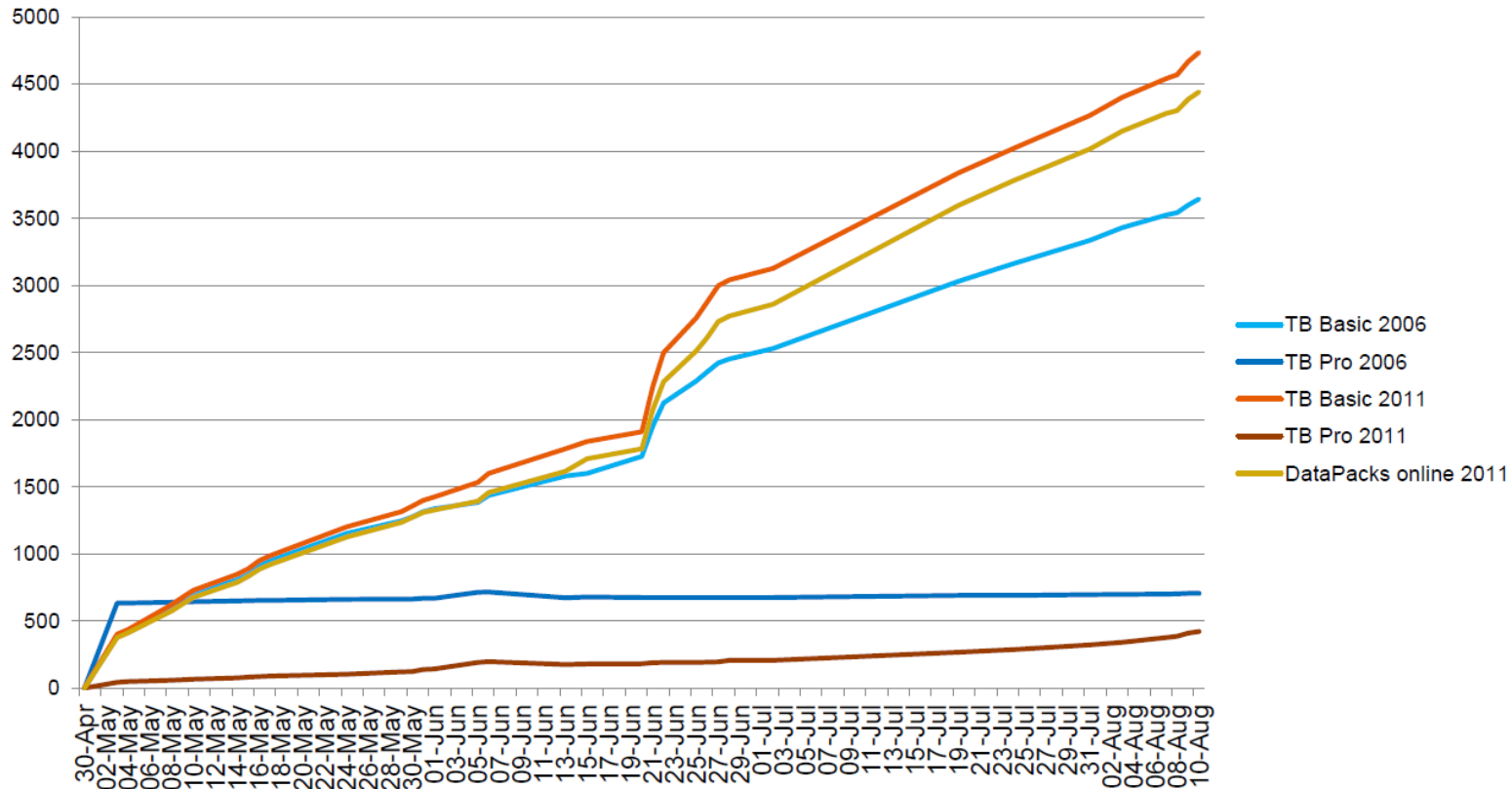


The users:



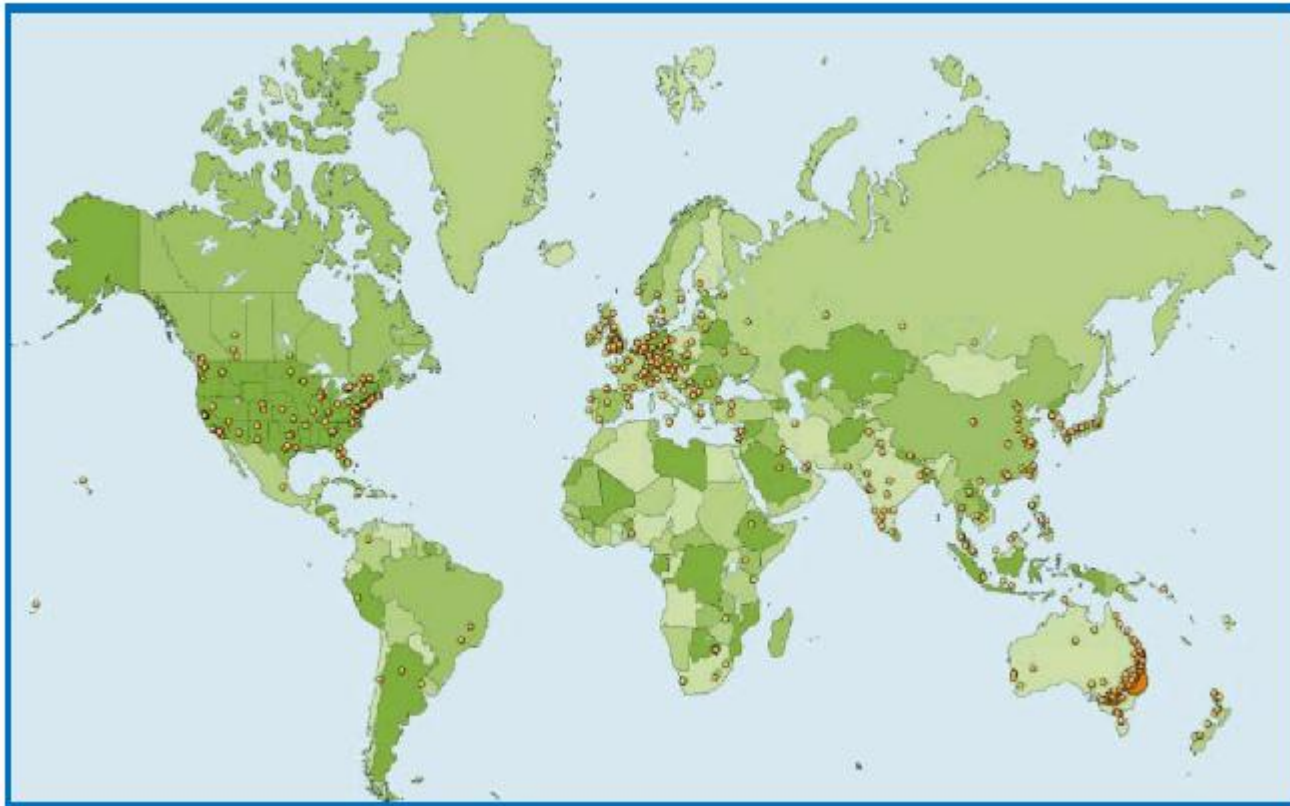
Registered Users:

Registrations (TBuilder & DPacks) Registrations since 30 April



Where the users are located:

Location of Census website visitors – top 500
Since 21 June



2011 products:



QuickStats



Community Profiles



DataPacks



TableBuilder 2011



Socio-Economic Indexes for Areas
(SEIFA)



Census Sample Files (1% and 5%)



Statistical Longitudinal Census Dataset
(SLCD)

Evaluating the 2011 Census



Improvements in 2011: Enumeration and Processing

- Improved coverage
 - Undercount 1.7% in 2011 compared to 2.7% in 2006
- Improved data quality and response rates
 - Person non response rate reduced to 3.7% compared to 4.2% in 2006
 - Dwelling non response rate reduced to 3.5% compared to 4.2% in 2006



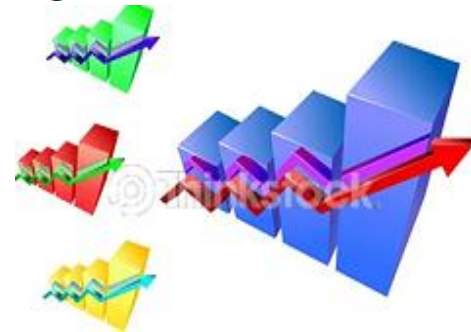
Improvements in 2011: Dissemination

- Diverse media coverage after release
 - 150 media interviews across Australia
 - 1770 articles on Census in the two weeks after release
- Fastest release of the data
 - Released just 10 months after enumeration
- Improved access to data
 - 8226 registered users of TableBuilder and Datapacks.
 - Over 70,000 tabulations till 10 September



Strategies used to improve coverage

- Changed approach to distribute eCensus
- Significant change in processes to engage with Aboriginal and Torres Strait Islander population
- Simplified procedures to identify unoccupied dwellings
- Targeted specific population groups such as CALD group, travellers, homeless people etc
- Early engagement with local government and regional community organisations
- Improvement in on-line help documentation



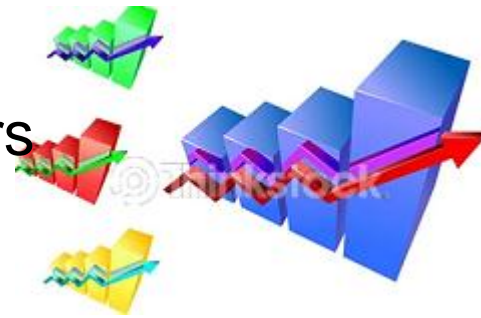
Strategies used to improve quality and response rates :

- Improved integration between Field and Processing operations to identify enumeration/coverage issues.
- Dedicated processing team for discrete Indigenous communities.
- High quality data capture in under 4 months. More time available for quality investigations and review.
- Automated and manual checks to identify and improve data quality issues and reduce output editing.



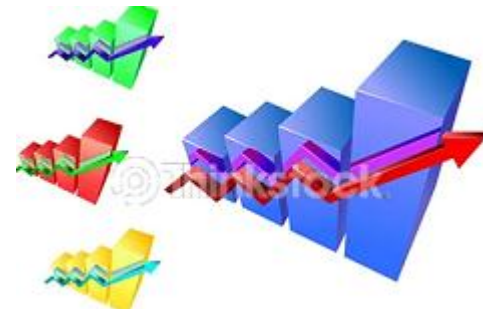
Strategies used to improve media coverage:

- Coverage on social media (facebook and twitter).
- Media event on the first release date.
- Community event to announce key Aboriginal and Torres Strait Islander peoples results.
- Smart phone applications to showcase Census data.
- Campaign partnership with key youth media partners Channel V and Triple J.
- Special event for CALD media and stakeholders

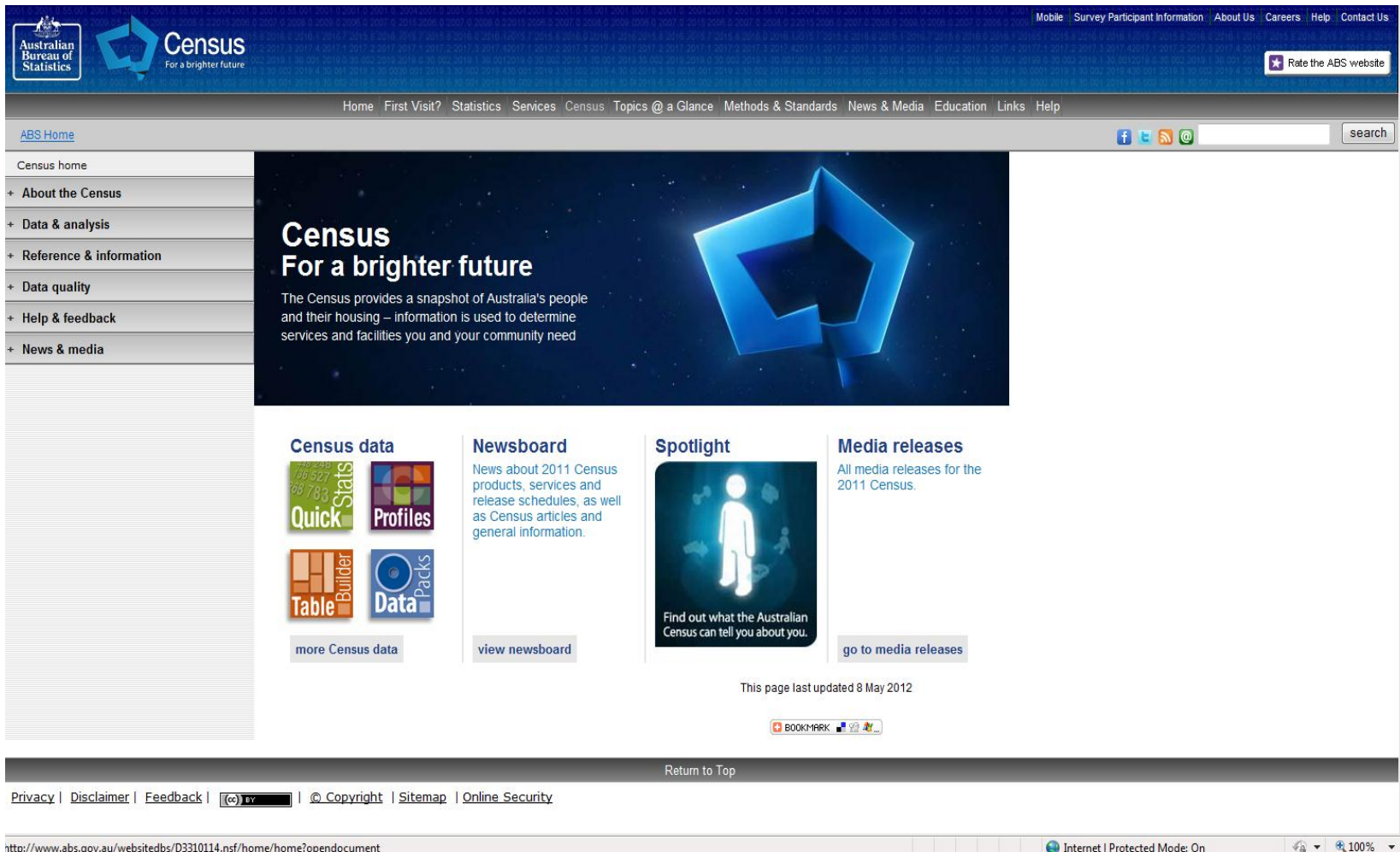


Strategies used for improved access to data:

- Modernised website, greater data visualisation
- Comprehensive range of reference material published
- Dates fixed early and met
- Improved and expanded functionality of products
- Provision of data through a new geography standard, optimised to produce customised geographic areas



Intuitive navigation: Census homepage



The screenshot shows the Australian Bureau of Statistics (ABS) Census homepage. The header includes the ABS logo, the Census logo, and navigation links: Mobile, Survey Participant Information, About Us, Careers, Help, and Contact Us. A search bar is located on the right. The main navigation menu includes Home, First Visit?, Statistics, Services, Census, Topics @ a Glance, Methods & Standards, News & Media, Education, Links, and Help. The left sidebar contains a list of links: Census home, About the Census, Data & analysis, Reference & information, Data quality, Help & feedback, and News & media. The main content area features a large banner with the text "Census For a brighter future" and a description: "The Census provides a snapshot of Australia's people and their housing – information is used to determine services and facilities you and your community need." Below the banner are four sections: "Census data" with links to QuickStats, Profiles, TableBuilder, and DataPacks; "Newsboard" with a link to view news; "Spotlight" with a link to find out what the Australian Census can tell you about you; and "Media releases" with a link to go to media releases. The footer includes a "Return to Top" link, a privacy policy link, a disclaimer link, a feedback link, a copyright notice, a sitemap link, and an online security link. The browser address bar shows the URL: http://www.abs.gov.au/websitedbs/D3310114.nsf/home/home?opendocument.

Australian Bureau of Statistics

Census For a brighter future

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ABS Home

Census home

About the Census

Data & analysis

Reference & information

Data quality

Help & feedback

News & media

Census
For a brighter future

The Census provides a snapshot of Australia's people and their housing – information is used to determine services and facilities you and your community need

Census data

QuickStats Profiles

TableBuilder DataPacks

more Census data

Newsboard

News about 2011 Census products, services and release schedules, as well as Census articles and general information.

view newsboard

Spotlight

Find out what the Australian Census can tell you about you.

go to media releases

Media releases

All media releases for the 2011 Census.

This page last updated 8 May 2012



BOOKMARK

Return to Top

Privacy | Disclaimer | Feedback | Copyright | Sitemap | Online Security

Internet | Protected Mode: On

At a glance summaries for an area:

Census
For a brighter future

[Home](#) [First Visit?](#) [Statistics](#) [Services](#) [Census](#) [Topics @ a Glance](#) [Methods & Classifications](#) [News & Media](#) [Education](#) [Links](#) [Help](#)




Census home

- + About the Census
- Data & analysis
 - Analytical articles
 - QuickStats
 - Community Profiles
 - TableBuilder
 - DataPacks
 - SEIFA
 - Customised Data Services
 - Historical data
 - Registration centre
- + Reference & information
- + Data quality
- + Help & feedback
- + News & media

2011 Census QuickStats

All people - usual residents

Australia | Victoria | Greater Capital City Statistical Areas
Greater Melbourne
Code 2GMEL (GCCSA)

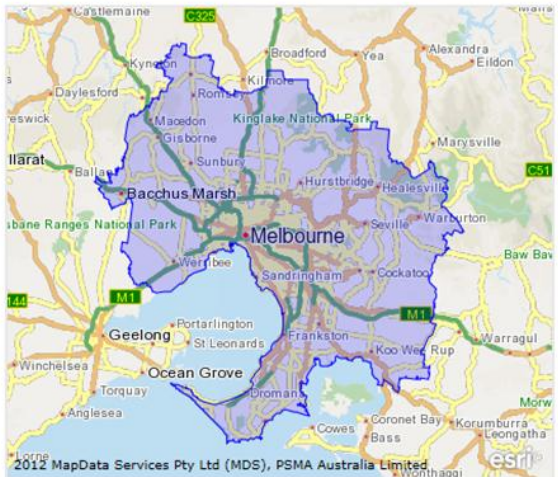
	People	3,999,982
	Male	1,966,503
	Female	2,033,479
	Median age	36
	Families	1,055,604
	Average children per family	1.8
	All private dwellings	1,636,167
	Average people per household	2.6
	Median weekly household income	\$1,333
	Median monthly mortgage repayments	\$1,810
	Median weekly rent	\$300
	Average motor vehicles per dwelling	1.7

Community profile

QuickStatsSearch

Enter a location

GO



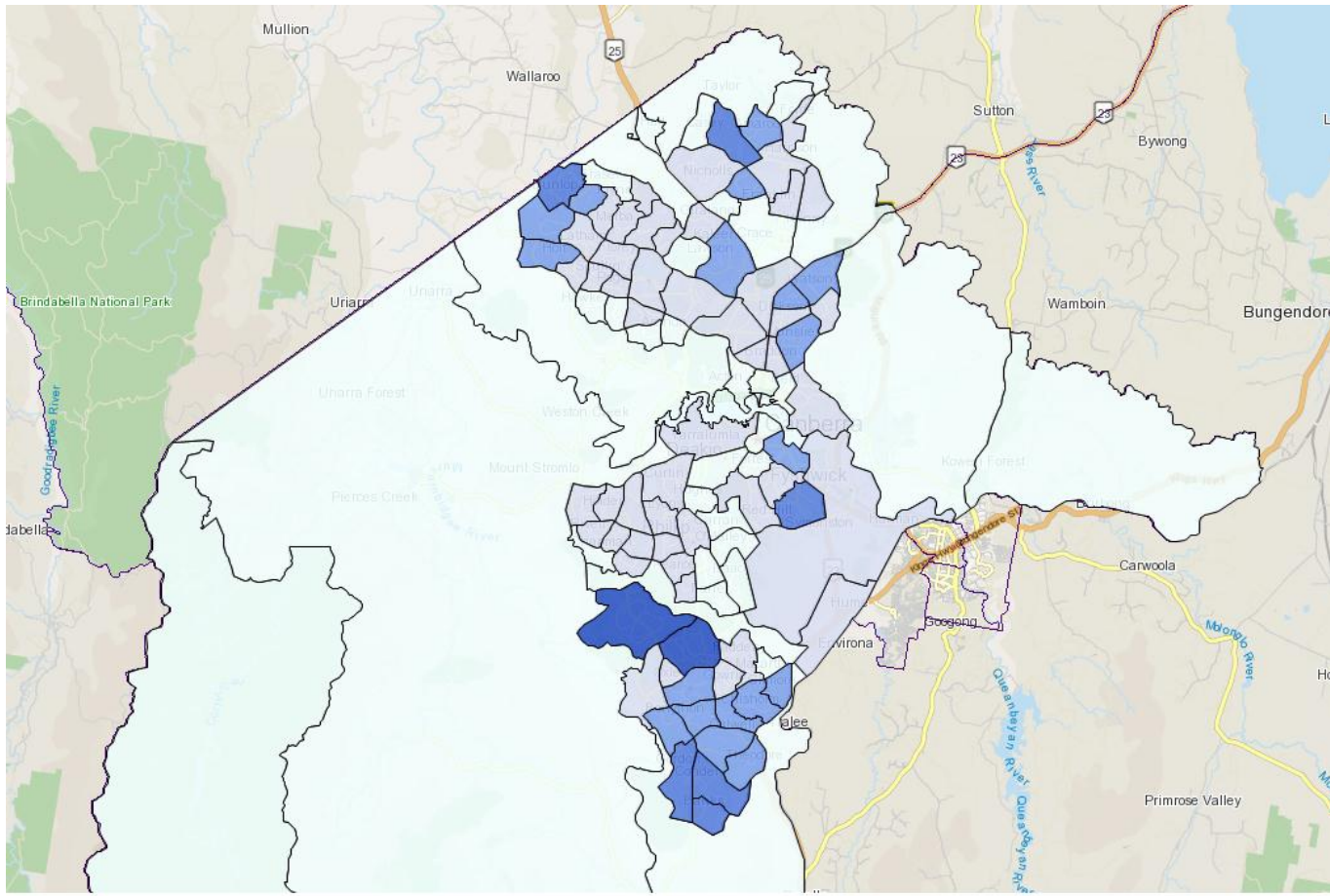
2012 MapData Services Pty Ltd (MDS), PSMA Australia Limited

People
includes demographics & education | cultural & language diversity | employment

Families
includes family composition | weekly incomes | employment status of couple families

Dwellings
includes dwelling structure | household composition | mortgage & rent | number of motor vehicles

Improved data visualisation:



International Comparisons

- No direct comparisons available
 - UK and USA have 10 yearly Census
 - No Census held in NZ in 2011
 - Canada collected basic information (very short form) in 2011



International Comparisons

- Dissemination comparison
 - Australia's first release just 10 months after enumeration
 - Released core demographic data for most of the geographies
 - Canada's first release was 9 months after enumeration
 - Released population and dwelling counts
 - UK's first release was 16 months after enumeration
 - Key statistics on age, sex and household estimates
 - USA's first release after 10 months
 - Basic population and housing counts at state level



Future Directions-2016 Census



Where to from here : 2016 Census

- First Digital Census
- Target of 60% eCensus uptake
- Wave model
- Real time management information to manage coverage
- Development of comprehensive and accurate Basic Address Register
- Development of integrated infrastructure



Where to from here : 2016 Census (cont.)

- Optimise the relevance and sustainability of topics for 2016 Census
- Review all current and proposed Census topics
- Public topic consultation period
 - November 2012 through to June 2013
- Recommendation to Government re topics
 - March 2014
- Major Test
 - August 2014
- Final topics determined by Government
 - by November 2014



