



United Nations Statistics Division

Identification of and Consultation with Census Data Users

United Nations Statistics Division
Demographic Statistics Section

 **2010 World Population and Housing Census Programme**

**Regional Seminar on Census Data Dissemination and Spatial Analysis,
Santiago, Chile, 31 May-3 June 2011**



Overview of Presentation

- Importance of user consultations
 - Objectives of user consultations
 - Identification of users
 - Consultation with users
 - Consultation with census users on census topics
 - Managing consultation process for dissemination
 - Tools used in consultation process
 - The business plan
-



Importance of user consultations

Consultation process is ;

- ❑ essential process for improving the overall quality of the census
 - ❑ a major process in the development of a dissemination programme
 - ❑ essential to make the census as responsive as possible to user needs
- carried out in the planning stage



Objectives of user consultations

- ❑ to determine demand for potential census topics
 - new census topics
 - continuing census topics (with/without modification)

- ❑ to deliver relevant products and services with suitable format to data users

- ❑ to adapt a range of products and services to meet current emerging needs



Identification of users

- Central, provincial and local Government
 - Universities and other research institutions
 - Private sector (business and industry)
 - General public
 - Communication media
 - NGOs
 - Regional and international organizations
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Identification of users

- ❑ Conduct separate consultations with different types of users with common interests
 - Administrators, policy makers, planners
 - Demographers, researchers
 - Users in the business community



Consultation with users

Two phases;

- Topics on which to collect data
- Dissemination plans
 - what data to make available
 - when data will become available
 - how to make data available (services and tools)



Considerations to determine users' needs

- Mandatory products
 - Uses in previous censuses
 - Uses in relevant surveys and expressed needs
 - International recommendations
 - Surveys, discussion groups, and other operations to elicit needs of known users and of potential users before (and after) the census
 - NSO insights and leading role
 - Future needs
-



Consultation with users on census topics

- ❑ Census agency should establish position on census content by assessing suitability of topics for inclusion in census. As a guide ask:
 - Is topic of major national importance?
 - Is there need for data on topic for small population or small geographic area?
 - Is topic suitable for inclusion in census?
 - Is it better collected through other sources?
 - Are there sufficient resources available to collect and process the data for that topic?
 - Does topic allow for regional/international comparability?



Consultation with users on census topics

- Relevant questions for topics should not have significantly adverse affect on the census as a whole, particularly level of public response
- Practicable questions can be devised to collect data that is sufficiently accurate to meet users` requirements



Managing consultation process for dissemination

- Better understand overall user reactions on the current broad direction of the dissemination phases
- Understand user reactions on specific products and services
- Report on the outcome of the research and recommendations for dissemination strategies

The process can be carried out in two stages:

- On the broad directions
 - On specific products and services
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Consultation process for products and services

Stage 1: On the broad directions

- Goals, strategies and dissemination phases are prepared by NSO
 - The questionnaire to understand user reactions on;
 - Current census products and services
 - Strategies proposed by the census agency for the next census
 - Willingness to be involved in later rounds of the consultative process
-



Consultation process for products and services

Stage 2: Consultation on specific products and services

User reaction on;

- strategies for content, format, timeliness and prices of specific product and service
 - quality, performance, user-friendly, level of functionality, technical support and training of the software (if provided)
-



Tools used in consultation process

User consultation process can take place in three phases;

- ❑ **Qualitative studies:** commonly undertaken in the form of focus groups, conferences, workshops
- ❑ **Quantitative studies:** a variety of questionnaires may be used to learn user reaction on general questionnaire; a particular product, service, software, market segment
- ❑ **Detailed product design:** based on the results of the qualitative and quantitative studies, decisions are taken on the appropriate product mix



Tools used in consultation process

Information can be collected by;

- mail-out and mail-back
- E-mail
- Internet (mainly for general issues)
- Combination of methods



The business plan

- ❑ After extensive consultation with users, a business plan should be created showing;
 - ❑ The costs
 - ❑ The expected number of units to be created
 - ❑ The expected principal users of the products and services
 - ❑ Even if the census results are not being sold on the open market, a plan should be developed to cover the costs of the full range dissemination activities including costs of output systems development, product development and production
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2011 Census Consultation

Before each census, Statistics Canada embarks on an extensive user consultation and testing program. Data users and interested parties across Canada are asked for their views on the type and extent of information they believe should be available from the census. The goal is to ensure that Statistics Canada takes account of emerging social and economic issues and, where appropriate, uses the census to shed light on them.

Statistics Canada welcomes your comments on any aspect of the census including questionnaire content, products and services, geography or census communications at any time during the census cycle.

The [2011 Census and Geography Dissemination Consultation](#) centred on the dissemination strategy for the upcoming census and was conducted from October 2008 to March 2009.

The [2011 Census Content Consultation](#) focussed on the questionnaire content for the next Census of Population and was held from April to November 2007.

Contact the Census consultation team

E-mail: censusconsultation@statcan.gc.ca

Mailing address: Census Consultation Team
Census Marketing
Statistics Canada
4th Floor, Jean Talon Building
170 Tunney's Pasture Driveway
Ottawa, Ontario
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Fax: 613-951-4210 (Attention: Census Marketing)

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[UK Harmonisation](#)



2011 Census Outputs - User Information Days (June 2010)

As part of its ongoing user consultation strategy, NISRA is organising 2 census user information days to discuss proposals for the outputs from the 2011 Census.

[Further information](#) (96 kb)

[Registration form](#) (206 kb)

[Agenda for Belfast event](#) (19 kb)

[Agenda for Omagh event](#) (19 kb)

Event Slides

Session 1 - [Overview of 2011 Census Planning and Development](#)

Session 2 - [2011 Output Content / Current Proposals](#)

Session 3 - [Geography and Disclosure Control](#)

Session 4 - [Census Outputs Dissemination Strategy](#)



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NISRA launched an initial consultation that was an important part of the 2011 Census development process. Users were invited to complete a questionnaire seeking views on the 2011 Census question content, and also covering issues such as the general provision of demographic statistics and the population base & statistical framework for the 2011 Census.

The original 2011 Census consultation questionnaire can be viewed at the [Consultation Questionnaire](#) link below.



[Information Paper](#)



[Consultation Questionnaire](#)



[Consultation Summary Report](#)

Summary Report

The results have been summarised in a report which can be accessed at the [Consultation Summary Report](#) link above. Any comments which users may have on this Summary Report will be gratefully received by NISRA, and made publically available on this site at a later date.



- Median weekly income from all sources fell 1.7 percent to \$529 between June 2009 and 2010 quarters.
- The number of broadband subscribers increased 15%, to 1.3 million, between June 2009 and June 2010

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We used statistics to research neighborhoods before we made the big move.



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2011 Census products and services – consultation and planning

2011 Census

The 2011 Census was not held on 8 March 2011 as planned, due to the Christchurch earthquake on 22 February 2011. This means we will not be able to publish any census products.

For the latest news on the census, see [here](#).

Planning and consultation

This page describes our consultation and planning for products we intended to produce, had we held the 2011 Census (the page was last updated October 2010).

Census data users gave us their feedback through the [2006 Census Products and Services Review](#). We analysed the feedback and held discussions with data users before forming our key objectives for planning the 2011 Census products and services mix.

Our three key objectives are:

- being consistent with what was produced from the 2006 Census
- improving the quality of existing products
- filling gaps in the 2006 Census products and services mix, as identified by data users, through both existing and a limited number of new products.

Communication and consultation regarding the proposed 2011 Census product and services mix has started and will continue into 2011.

Census data users update meetings

From late August to early October 2010 Statistics New Zealand held meetings in Auckland, Hamilton, Wellington, Christchurch, and Dunedin to update census data users.

We met with over 150 users across the country and provided them with information on:

- the 2006 Census products and services review, including themes and feedback from census data users
- quality improvements and initiatives started so far for 2011 Census data, including key changes to the questionnaires, classifications, and other processes
- a high-level overview of the planned 2011 Census products and services
- the key benefits of the 2011 Census products and services mix
- what the census programme is planning in the build up to census day, Tuesday 8 March 2011



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2011.0 - Information Paper: Census of Population and Housing -- Proposed Products and Services, 2011

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What you thought about our products

To help us design a Census output product range that best suits your needs we conducted a series of on-line surveys to find out what you thought of the 2006 Census products and how we could make them even better for the 2011 Census. Thanks to everyone who contributed feedback and ideas.

We found that:

- most of you found the Census data you were looking for most of the time
- the ABS website was complex to navigate your way around and you needed to know which product you wanted to use in order to get the data you needed
- the most common usage of Census data was to help develop and evaluate Government policies or to assist in private consultancy services
- the most popular method of count was place of usual residence
- CData Online and TableBuilder are great but we need to improve system reliability, performance and make them easier to use
- product release dates were not met and we did not communicate these delays.

Your feedback has helped us define the main areas that we need to improve the Census output program for 2011. These include:

- ensuring that 2011 Census data and products are available when we promise and clearly communicate any unavoidable changes well in advance
- making it easier to find Census data and products through an improved ABS website experience
- transforming our online data products like TableBuilder so they are faster, easier to use and more reliable.

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THANK YOU

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