Beyond 2011

Consultation on user requirements: 17 October 2011– 20 January 2012

Consultation Questionnaire

The easiest and quickest way to respond is to complete the questionnaire online at https://www.surveymonkey.com/s/DNDPDYG

Alternatively, you can:

- email a completed copy of this template to: beyond2011@ons.gov.uk

- send a paper copy to:

  Beyond 2011 Consultation - Room 1100
  Office for National Statistics
  Segensworth Road
  Titchfield
  Fareham
  PO15 5RR

The closing date is 20 January 2012

If you have any queries, please email us at: beyond2011@ons.gov.uk

Respondents from Wales may wish to copy their response to the Welsh Government (or contact them directly) at: Stats.popcensus@wales.gov.uk

Introduction

The Office for National Statistics (ONS) is currently considering alternatives to a traditional census in England and Wales. The Beyond 2011 Programme is taking a fresh look at a range of options for producing population and socio-demographic data as an alternative to running a census in 2021. The success of the Programme will depend on us having a clear understanding of user requirements and priorities and it is these that this questionnaire is intended to capture.

This consultation aims to build upon previous consultations conducted by ONS, particularly those carried out in advance of the 2011 Census. We would be grateful for your continued co-operation and ask you to help us by completing this questionnaire.

Section A: Information about you or your organisation

Q1. Please respond below with:

Contact name: David Harris
Barry Leventhal

Organisation name (if applicable)
Census and Geodemographics Group on behalf of The **Market Research Society**

Address: 15 Northburgh Street

City/town: London

County:

Postcode: EC1V 0JR

Country: UK

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barry@barryanalytics.com

Q2. If applicable, what type of organisation do you represent?
Please tick one

Central government department	☐
Charity / voluntary organisation	☐
Government agency	☐
Higher / further education	☐
Individual / member of the public	☐
International organisation	☐
Local government	☐
Private / commercial organisation	☑

Other (*please specify*):

The Market Research Society (MRS) is the professional and trade body representing market, social and opinion research practitioners and organisations.

The Census and Geodemographics Group is an MRS advisory board founded in 1989 to represent the interests of users of

census and other geodemographic data. The CGG has specialists in market research, retail site location, market and database analysis, as well as census distributors and academic researchers.

Q3. What are your main uses of population and socio-demographic data?
Please tick all that apply

Academic/social research	☑
Genealogical or historical research	☐
Marketing research	☑
Policy development	☑
Policy monitoring and evaluation	☑
Resource allocation	(☑)
Service planning	(☑)

Other (*please specify*): ……

……

Q4. May we contact you in relation to this consultation?
This may be to discuss your response, for further consultation on these topics, or to send you a link to the consultation results.

Yes ☑

No ☐

Q5. We may make individual responses publicly available, and may refer to the response of specific individuals or organisations in our consultation report.
Are you content for your responses to be made public?

Yes ☑

No ☐

Information provided in response to this consultation, including personal information, may be subject to publication or release to other parties or to disclosure in accordance with the access to information regimes (these are primarily the Freedom of Information Act 2000 (FOIA), the Data Protection Act 1998 (DPA) and the Environmental Information Regulations 2004).

If you would like the information, including personal data, that you submit to be treated as confidential, please be aware that, under the FOIA, there is a statutory Code of Practice with which public authorities must comply and which deals, among other things, with obligations of confidence. In view of this it would be helpful if you could explain to us why you regard the information

you have provided as confidential. If we receive a request for disclosure of the information we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances. Before disclosing any information that is personal to you, we will inform you of this in advance of any disclosure. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on the Office for National Statistics.

Please ensure that your response is clearly marked if you wish your response and your name to be kept confidential. Confidential responses will be included in any summary of numbers of comments received and views expressed.

Section B: User requirements for data

Before the 2011 Census, ONS ran a series of detailed and extensive user consultations to assess the user requirement for small area population and socio-demographic statistics. See Annex C for more details of these consultations, and Table 1 on page 15 for a summary of the outcomes.

This section is designed to help us to understand how your information requirements have changed in response to new areas of work and recent or pending changes in policy.

The questions in this section ask you to think about your current statistical requirements under the following themes:

- **Population**
  e.g. Age, Sex

- **Household and family structure**
  e.g. Number of Households, Household structure, Relationship of individuals, Marital/civil partnership status

- **Housing**
  e.g. Tenure of accommodation (and type of landlord), Type of accommodation, Number of rooms or bedrooms, Accommodation self-contained or not, Second residence,

- **Labour market and socio-economic**
  e.g. Academic and vocational qualifications, Economic activity, National Statistics Socio-Economic Classification (NS-SEC), Occupation, Transport to place of work, Income, Industry, Hours worked, Transport to place of study

- **Ethnicity, identity, religion and language**
  e.g. Ethnicity and national identity, Religion or belief, Welsh language proficiency, Language, Sexual orientation

- **Health**
  e.g. Health status, Long-term illness, Disability, Nature of illness or disability

- **Migration**
  e.g. Intention to stay in the UK, Country of birth, Internal migration , (address 1 year ago)Citizenship (type of passport), Country of previous residence

Q6. What information requirements have <u>declined</u> in importance to you/your organisation over the last five years?

Please answer the question in relation to the themes listed below.
If required refer to the list on page 19 for example topics for each theme.

Population	
Household and family structure	Marital / civil partnership possibly has become slightly less important for market, social and opinion research purposes.
Housing	
Labour market and socio-economic	NS-SEC has a little less importance to the research sector than in previous decades
Ethnicity, identity, religion and language	
Health	
Migration	
Other	

Q7 What information requirements have <u>emerged or increased</u> in importance to you/your organisation over the last five years?

Please answer the question in relation to the themes listed below. If required refer to the list on page 19 for example topics for each theme.

Population	Data for smaller geographic areas is of increasing importance to the research sector and for targeting, planning and benchmarking purposes. Local population changes. It is particularly important for market, social and opinion research purposes to be able to maintain reasonably accurate population estimates in areas where there is a significant quantity of newly built housing.
Household and family structure	Data for smaller geographic areas is of increasing importance to the research sector.
Housing	Data for smaller geographic areas is of increasing importance to the research sector.
Labour market and socio-economic	Data for smaller geographic areas is of increasing importance. Academic attainment has become more important, but must be cross tabulated by age band, since the historical increase in the number of university students means that age must be taken into account in interpreting academic attainment data. Income and wealth, particularly for small areas is of increasing importance to the research sector.
Ethnicity, identity, religion and language	Local changes in ethnicity are of increasing importance for the research sector.
Health	
Migration	Local population changes, particularly where there is a significant quantity of newly built housing is important for market, social and opinion research purposes.
Other	Daytime population data for small geographic areas is of increasing importance in the gathering of market, social and opinion research. Publication for smaller areas, areas designed for effective publication of such data, is extremely important for our members. Estimates of seasonal tourist populations would also be valuable.

Q8 How would you/your organisation be affected if the data was not available to support your information requirements under the following themes?

Please answer the question in relation to the themes listed below. If required refer to the list on page 19 for example topics for each theme.

Population	The lack of benchmark data for small areas would lead to less accurate and less efficient provision of private sector services such as retail and financial services. Lack of accurate data would lead to increased cost and would impact the efficiency of provision of services by the private sector. Therefore the provision of this information to the market, social and opinion research sector, to help inform such decisions, is essential.
Household and family structure	An absence of such data for small geographic areas (census output areas) would lead to less accurate and efficient provision of private sector services. Therefore the provision of this information to the market, social and opinion research sector, to help inform such decisions, is essential. Household structure is of particular interest to the research sector. It is extremely unlikely that these requirements will diminish for the research sector in the future.
Housing	The tenure, type and size of housing are key variables for the research sector and private sector applications. It is extremely unlikely that this requirement would diminish for the research sector in the future
Labour market and socio-economic	Small area information on academic qualifications, occupation, and a broad categorisation (e.g. full-time / part-time / not-working) of hours worked are of particular importance to the research sector. Workplace counts are also particularly valuable in planning service provisions in areas where there is a significant working population.
Ethnicity, identity, religion and language	Loss of ethnicity information for small areas would be serious, and loss of information on language (or, relatedly, country of birth) or religion would be significant for the collection of market, social and opinion research data. National identity is of less interest.
Health	Health information derived from the census is of

	relatively low importance due to the availability of information from other sources.
Migration	Country of birth is important to the research sector, but only if provided for small geographic areas (output areas) Questions relating to intention are of little value to research, since intentions are a poor indicator of behaviour, particularly a stated intention to leave the country.
Other	

Q9 What new work, policies or emerging priorities are likely to affect your information requirements over the next five years?

Factors that may affect the private sector and market, social and opinion research use of small-area demographic information include:

a) The increase in the use of digital technology by an increasing proportion of the population and for an increasing range of activities.
b) A likely continued decline in face-to-face market, social and opinion research in favour of online and other methods
c) An increasingly mobile population poses new challenges in identifying the location and characteristics of transient and temporary populations

Detailed geographical discrimination, such as at the level of Census Output Areas, will be increasingly important, and remains necessary as a basis for the flexible and accurate calculation of data for larger areas.

Q10 Are there any <u>alternative data sources</u>, other than ONS outputs, which you think we should investigate for population and socio-demographic statistics? These could be national, regional or local statistics.

Please answer the question in relation to the themes listed below. If required refer to the list on page 19 for example topics for each theme.

Population	(Comments in this box relate to *all* data themes). If the UK economy is to realise the maximum benefit from the potential capabilities of all data held by government, small area aggregates of all available administrative datasets should be made freely available, subject to disclosure control. Disclosure control methods should be based on the principles established for the 2011 census, and data should be made available at Output Area level. An open programme of administrative data dissemination of this kind will encourage private sector innovation leading to added economic value from the data. This innovation will be stifled if access to administrative data is restricted to the ONS or other government departments. Key datasets include: HMRC records, DWP records, schools census, CORE dataset of social housing, Hospital Episode Statistics, other NHS records such as GP records.
Household and family structure	
Housing	
Labour market and socio-economic	
Ethnicity, identity, religion and language	
Health	
Migration	
Other	

Section C: Key trade-offs: accuracy versus frequency versus geography

There are many complex and difficult trade-offs to be considered in deciding our approach. Each option that we investigate will offer different advantages in terms of accuracy, frequency, geography, timeliness, variability, comparability, burden and critically cost - amongst others. These advantages will vary for different topics and their relative priority will vary between users.

As a starting point, however, we would like to focus on one fundamental set of trade-offs – between accuracy, frequency and the geographic size of outputs.

The current census approach produces statistics at high levels of accuracy and for very small areas (including the output areas) – but outputs are infrequent (every 10 years). Other approaches under investigation will offer more frequent results – but the improved frequency might be balanced out by a reduction in accuracy or result in statistics for larger areas (such as local authorities). For many of our options, assuming a finite set of resources, we will have to decide on how to strike the balance between accuracy, frequency and the geographic size of outputs.

The questions below are not attempting to pick up detailed information about individual user requirements for particular datasets – but rather to be a starting point for us understanding how priorities differ between sectors and across topics. The series of workshops supporting the consultation will consider this issue in much greater detail and we will return to this topic in the second consultation in 2013.

In the following questions we would like you to think about your data requirements, and the type of trade-offs that might be acceptable to you.

We are aware that the questions force you to commit without full information but are intended to provide a first cut of user views and to focus and provoke discussion on the issues. Please feel free to use additional comments to discuss your views.

Q. 11 In the context of your current data requirements, please assess and indicate the relative importance of having data at high frequency, low geography and high accuracy, where:

- **High frequency = outputs produced annually**
- **Small area geography = outputs produced for output areas**
- **High accuracy = outputs as accurate as current census outputs**

Please apportion 100 points across the three data characteristics according to their relative importance to you/your organisation. Please add comments explaining your decision.

If a theme is not applicable please indicate this.

A number of examples are provided below:

Example: Population
Age, Sex

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
70	10	20
Comments: *We want all of these but on balance regularly updated outputs of reasonable quality are more important to us than detailed geography or a high level of accuracy. In migration puts real pressure on local services and we need to know more about how the population profile of the LA is changing. Annually is good enough – but we really need this above all other data requirements.*		

Example: Housing
Tenure of accommodation (and type of landlord), Type of accommodation, Number of rooms or bedrooms, Accommodation self-contained or not, Second residence

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
0	50	50
Comments: *We use the housing base but our area is relatively stable. Quality for small areas is what matters most – and every 10 years is ok.*		

Example: Health
Health status, Long-term illness, Disability, Nature of illness or disability

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
Comments: *Not applicable – we don't use this data at all*		

Please provide your own responses and comments.

11a Population

Age, Sex

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
10	55	35

Small area geography is of greater importance to the research sector than frequency or accuracy, as it enables outputs to be produced for a full range of geographical areas and also for non-standard areas by aggregations of, say, data for Output Areas.

It is however important to be able to maintain a reasonably accurate population estimate in area of rapid change, such as areas of significant house-building or demolition.

Outputs need to be sufficiently accurate for results to be useful for market, social and opinion research purposes.

Population, age and sex are all high priority statistics for market, social and opinion research.

11b Household and family structure

Household structure, Number of Households, Relationship of individuals, Marital/civil partnership status

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
20	60	20

Comments:

Small area geography is of greater importance to the research sector than frequency or accuracy, as it enables outputs to be produced for a full range of geographical areas and also for non-standard areas by aggregations of, say, data for Output Areas.

It is however important for research purposes to be able to maintain reasonably accurate estimates in area of rapid change, such as areas of significant house-building or demolition.

Outputs need to be sufficiently accurate for results to be useful for market, social and opinion research purposes.

The number of households and household structure are high priority statistics for market, social and opinion research.
Marital status is of medium priority.
Relationships between individuals are of low priority.

11c Housing

Tenure of accommodation (and type of landlord), Type of accommodation, Number of rooms or bedrooms, Accommodation self-contained or not, Second residence.

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
15	50	35

Comments:

Small area geography is of greater importance to the research sector than frequency or accuracy, as it enables outputs to be produced for a full range of geographical areas and also for non-standard areas by aggregations of, say, data for Output Areas.

It is however important for research purposes to be able to maintain reasonably accurate estimates in area of rapid change, such as areas of significant house-building or demolition.

Outputs need to be sufficiently accurate for results to be useful for market, social and opinion research purposes.

Tenure and house type are high priority statistics for market, social and opinion research.
The number of rooms, and house price, are of medium priority.
Number of bedrooms, whether self-contained and second residences are of low priority.

11d Labour market and socio-economic

Academic and vocational qualifications, Economic activity, NS-SEC, Occupation, Transport to place of work, Income, Number of cars and vans, Industry, Hours worked, Income, Transport to place of study

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
25	50	25

There is higher volatility of data in the labour market and socio-economic sector, and therefore frequency is of greater importance for research purposes.

Small area geography remains however of greater importance for research purposes than frequency or accuracy, as it enables outputs to be produced for a full range of geographical areas and also for non-standard areas by aggregations of, say, data for Output Areas.

It is however important for the research sector and our public and private sector clients to be able to maintain reasonably accurate estimates in area of rapid change, such as areas of significant house-building or demolition.

Outputs need to be sufficiently accurate for results to be useful for market, social and opinion research purposes.

Qualifications, economic activity, occupation, income, number of cars, a broad categorisation of hours worked (into full-time / part-time/ not working), and workplace statistics are of high priority for the research sector.

NS-SEC, transport to work, and industry are of medium priority.

Exact values of hours worked and transport to place of study are of low priority.

11e Ethnicity, identity, religion and language

Ethnicity and national identity, Religion or belief, Welsh language proficiency, Language, Sexual orientation

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
25	45	30

Significant cultural change will impact these statistics. Therefore for the statistics to be of benefit to business and society it will be important to measure with greater frequency than 10 yearly, and with some accuracy.

Small area geography remains however of greater importance to the research sector than frequency or accuracy, as it enables outputs to be produced for a full range of geographical areas and also for non-standard areas by aggregations of, say, data for Output Areas.

It is however important to be able to maintain reasonably accurate estimates in area of rapid change, such as areas of significant house-building or demolition.

Outputs need to be sufficiently accurate for results to be useful to the research sector.

Information on country of birth (categorised in this consultation as migration information) is also important for this topic, and is of high priority for market, social and opinion research purposes.

Ethnicity, religion, and language are of medium priority. For most research purposes there is no significant reason to want the Welsh language to be treated differently from any other language.

National identity and sexual orientation are of low priority.

11f Health

Health status, Long-term illness, Disability, Nature of illness or disability

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
25	45	30
Comments: Long-term Limiting Illness is of medium priority for us. All other health questions are of low priority.		

11g Migration

Intention to stay in the UK, Country of birth, Internal migration (address one year ago), Citizenship (type of passport), Country of previous residence,

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
20	50	30

The rates of in-migration and out-migration are important research measures for any geographical area. In-migration results should preferably be split between (a) migration into new housing and (b) migration into existing housing.

Small area geography is of greater importance for research purposes than frequency or accuracy, as it enables outputs to be produced for a full range of geographical areas and also for non-standard areas by aggregations of, say, data for Output Areas.

It is however important for research purposes to be able to maintain reasonably accurate estimates in area of rapid change, such as areas of significant house-building or demolition.

Outputs need to be sufficiently accurate for results to be useful for the research sector.

Country of birth, and whether a person is living at the same address as one year ago are of high priority for the research sector.

Intention to stay, exact postcode of address one year ago, citizenship and country of previous residence are of low priority.

11h Other

Please answer for any other topics that are important to you – please be specific

Apportion 100 points across the three data characteristics		
High frequency	Small area geography	High accuracy
-	-	-

Workplace statistics are very important for planning the provision of private-sector services. Quantification of transient and seasonal populations would also be extremely useful.

Section D: Final comments

Q12 If you have any further comments regarding your population and socio-demographic statistical requirements, please provide details below.

A higher frequency of data collection gives more added value in geographical areas of rapid change than in more stable areas. There is therefore a case for identifying how rapidly neighbourhoods are changing and planning data collection accordingly.

The research sector considers small area outputs, to be essential. Without these, the census provides nothing more than can be obtained from a programme of sample surveys.

Test results should be published for open evaluation as soon as they are generated.

There is an increased workload for users in receiving outputs too frequently, but more frequent updates are valuable for many applications and are particularly important in geographical areas undergoing rapid population and demographic change.

MRS and members of its special interest group, the MRS Census and Geodemographics Group (CGG) are willing to show the importance of small area output.

Some variables can potentially be used as surrogates for other variables. For example income data collected from administrative records may provide a measure of affluence that to some degree correlates with affluence indicators already collected on the census. However the consistency of data collection achieved by the census, and the multivariate nature of its data, are both valuable features that may be at risk if data collection relies entirely upon administrative sources.

A rolling census has many disadvantages for users, as it does not have a definite time point. The research sector would prefer that a rolling census should not be the chosen methodology.

The research sector's view is that the importance of small area outputs may require at least a short-form census in 2021 to capture those variables that are essential at the level of Output Areas. It appears unlikely that an adequate range of key variables can be collected at small area level entirely from administrative records in this time frame.

Q13 If you have a specific interest in Wales, and would like to add any comments about how the position and issues might be different in the Welsh context, please provide details below.

Q14 If you have responded to the previous question we will send the Welsh Government a complete copy of your consultation response. If you do not want a copy sent please indicate below

I do not wish for a copy of my response to be sent to the Welsh Government ☐

Q15 If you have any other general comments about this consultation, or the Beyond 2011 Programme more widely, please provide details below.

Please ensure that you have completed as many sections as you believe are relevant to you / your organisation.

Thank you very much for your help.

Beyond 2011 **beyond2011@ons.gov.uk**