



#### **Online Services**

September 2011

#### Online services offered

- Completion of Census questionnaire online
- Online help
- Downloadable content (eg. translation booklets)
- Ordering of materials (eg. replacement questionnaires)
- Use of social media

# Online help visits

- Online help provided general information about the census
  - 1.5 million people visited the general online help in England & Wales
- Online questionnaire provided context sensitive help for each question;
  - 2.2 million views of the individual context sensitive help
  - 'main job description' question most visited
    - -235,000 visits

# Most popular online help pages

- Most popular general help pages: England
  - 1) Help in other languages (118,028 visits)
  - 2) When to return the questionnaire (86,113 visits)
  - 3) Polish translation booklet (76,611 visits)
  - 4) Getting started with your online questionnaire (60,779 visits)
  - 5) Away on census day (49,095 visits)
- Most popular general help pages: Wales
  - 1) Help in other languages (6,213 visits)
  - 2) When to return the questionnaire (4,542 visits)
  - 3) Second and holiday homes (3,638 visits)
  - 4) Getting started with your online questionnaire (3,545 visits)
  - 5) Away on census day (2,816 visits)

### Most popular downloads

**131,117** translation booklets downloaded in total (England & Wales)

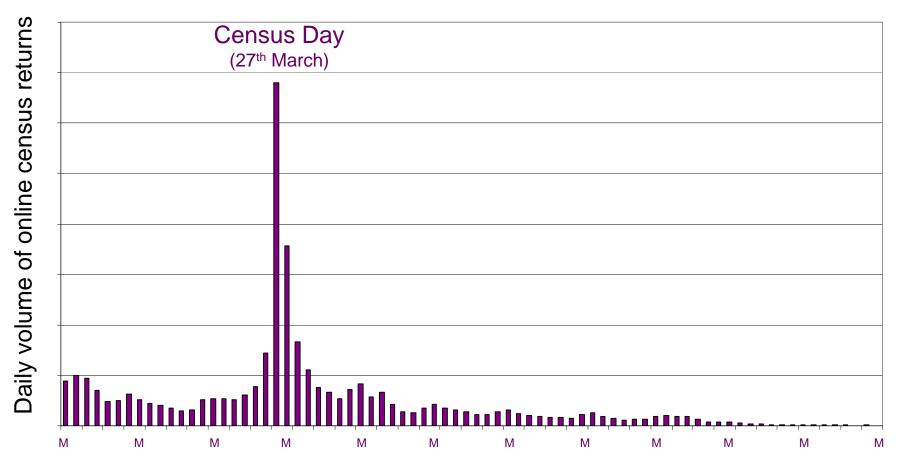
Top 5 translation booklet downloads for **England**:

- **1)** Polish (70,440 requests)
- 2) Mandarin (6,501 requests)
- 3) Lithuanian (4,478 requests)
- **4)** Russian (3,387 requests)
- **5)** Arabic (267 requests)

Top 5 translation booklet downloads for **Wales**:

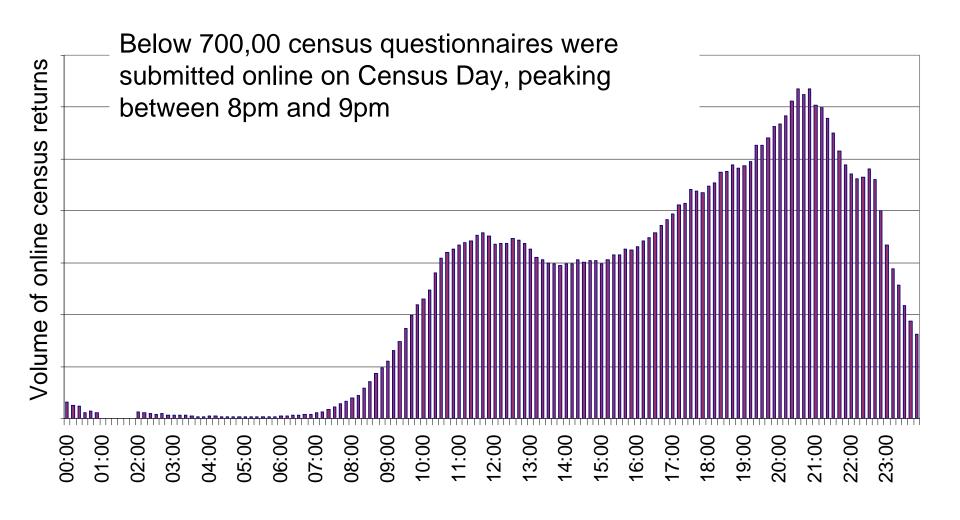
- **1)** Polish (1,970 requests)
- 2) Lithuanian (282 requests)
- 3) Mandarin (147 requests)
- 4) Russian (145 requests)
- **5)** Portuguese (144 requests)

## Daily internet return volumes



Each day from post out (7th March) to the end of May 2011

## Internet returns on Census Day

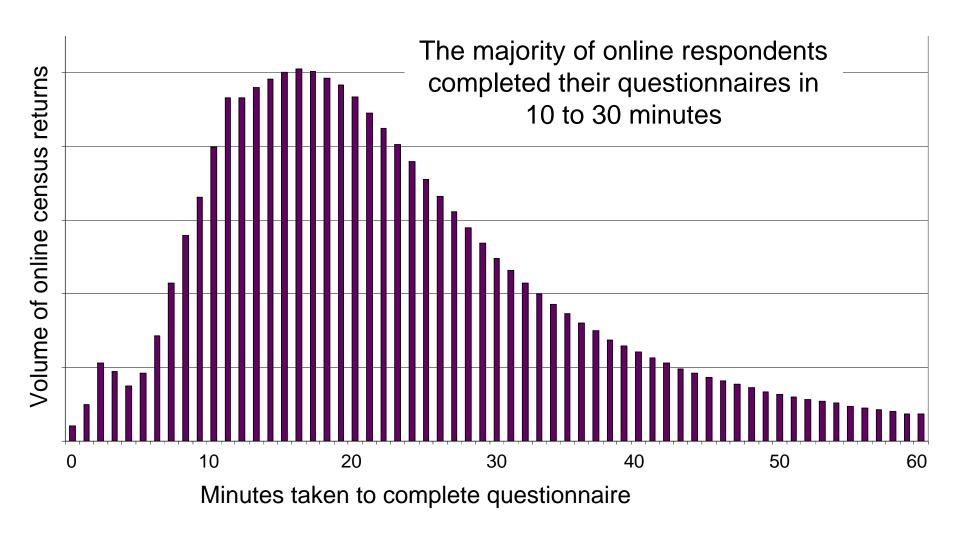


**Online Services** 

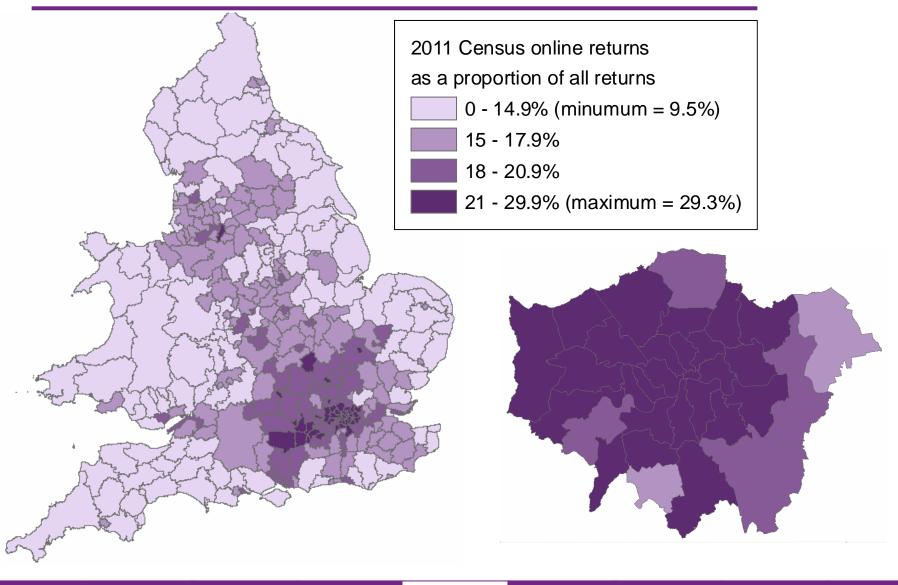
Data **Processing**  **Estimating the Population** 

Census **Outputs** 

## Internet completion times



# Internet returns (England & Wales)



#### Internet returns

| Region                 | Proportion of returns completed on the internet |
|------------------------|---|
| North East             | 13.9%   |
| North West             | 15.8%   |
| Yorkshire & the Humber | 14.6%   |
| East Midlands          | 15.7%   |
| West Midlands          | 15.6%   |
| East of England        | 16.4%   |
| London                 | 21.9%   |
| South East             | 17.6%   |
| South West             | 14.5%   |
| Wales                  | 13.4%   |
| TOTAL                  | 16.5%   |

 16.5% of all returned Census questionnaires in England & Wales were completed online:

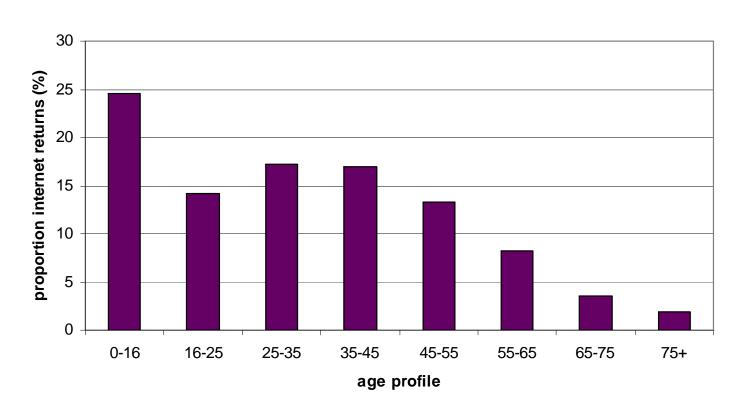
England: 16.7%

Wales: 13.4%

- The highest levels of online participation occurred in London and the South East
- Just under 9,000 returns were completed using the Welsh language version of the online questionnaire

Introduction

# Who responded online?



Larger proportions of internet returns for '0 to 16' and '25 to 45'

**Source:** early extract analysis of approximately 50% of households (8<sup>th</sup> August 2011)

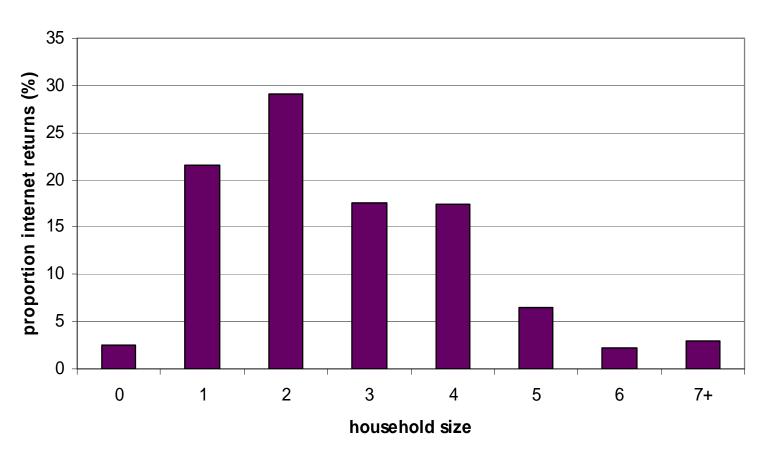
**Online Services** 

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Census **Outputs** 

**Summary** 

# Who responded online?



Larger proportions of internet returns for smaller households

**Source:** early extract analysis of approximately 50% of households (8th August 2011)

#### Feedback from users

"I thought the on-line completion process was very professional - I'm a 64 year old pensioner and I completed my form without any problems"

"As a highly cynical 'sysadmin' I was very surprised that the site worked perfectly in firefox with javascript disabled on a semibroken linux box. Nice work!"

**Twitter:** Starting online census form 14:05 lets see how long this takes... Done in 13 minutes, well that was pretty painless

> "It was fantastic – an object lesson in how to make a complex procedure seem very simple"

"The best online experience in Welsh that I have ever had ...delighted that the ONS has done such a great job"

### Questions

