

**RESPONDENT:** 2938935547 – Jane Shepard  
**SECTOR:** Unknown - Individual

**Q1 - What are your views of the different census approaches described in the consultation document?**

The granularity offered by the first option (detailed online survey) is extremely beneficial. I have major concerns around the second approach as it will offer neither the depth of the first, nor the accuracy. I remain to be convinced that the additional survey involved with the second approach will adequately reconcile data inconsistencies. For both of my uses, good quality data is necessary. I simply do not believe that approach 2 will provide this.

**Q2 - Please specify any significant uses of population and housing statistics that we have not already identified.**

I use the census data when assessing business opportunities in the pharmaceutical sector (in which I work).

**Q3 - Please specify any significant additional benefits of population and housing statistics that we have not already identified.**

**Q4 - What would the impact be if the most detailed statistics for very small geographic areas and small population groups were no longer available? High, medium, low or no impact?**

High

**If medium or high, please give further information.**

It would simply not be possible to either look at family history or to analyse market opportunity to the same level.

**Q5 - What would the additional benefit be if more frequent (i.e. annual) statistics about population characteristics were available for areas like local authorities and electoral wards? High, medium, low or no additional benefit?**

Medium

**If medium or high please give further information.**

Of course more frequent data will give better results, however the loss of detailed data simply cannot be replaced by higher frequency of less detailed data.

**Q6 - Please specify any significant uses of census information for historical research that we have not already identified.**

**Q7 - What advantages or disadvantages for genealogical or historical research can you see from a move to a solution based on archiving administrative data sources?**

I can see little benefit in this approach.

**Q8 - What are your views of the risks of each census approach and how they might**

**be managed?**

Your summary document outlined this well.

**Q9 - Are there any other issues that you believe we should be taking into account?**

Consistency and ability to run longitudinal surveys carrying on from existing survey data.