



Official Statistics System

An update on the 2011 Census



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Census – a valuable resource

- Underpins economic and social statistics
- Held only every five years
- Largest peacetime exercise
- Only survey of total population of New Zealand
- Used to plan New Zealand's future
- Looks at all New Zealand's communities and how they are changing.



Topics in the census

- Demography
- Geography
- Ethnicity and culture
- Education and training
- Income
- Work
- Housing
- Transport and travel to work
- Household communications
- Health.



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2011 Census cycle

2008–09

Consult with users
and determine
census content

2008–10

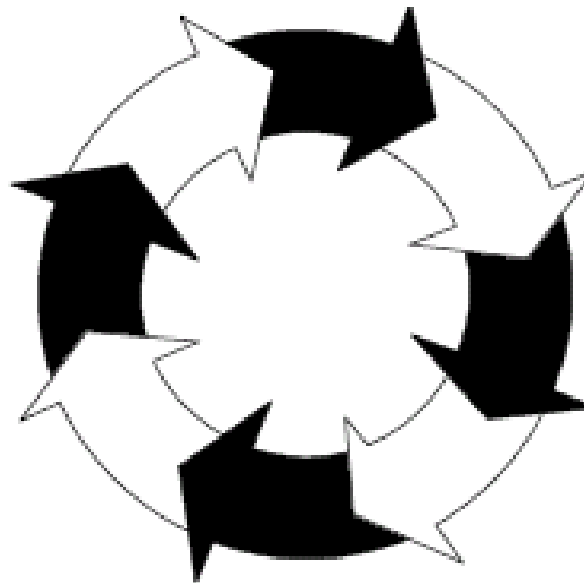
Develop and test
questionnaire and
systems

2011

Begin planning
for 2016

2011–12

Supply information
to users



March 2011

Communication and
collection

2011

Process and
evaluate the
information



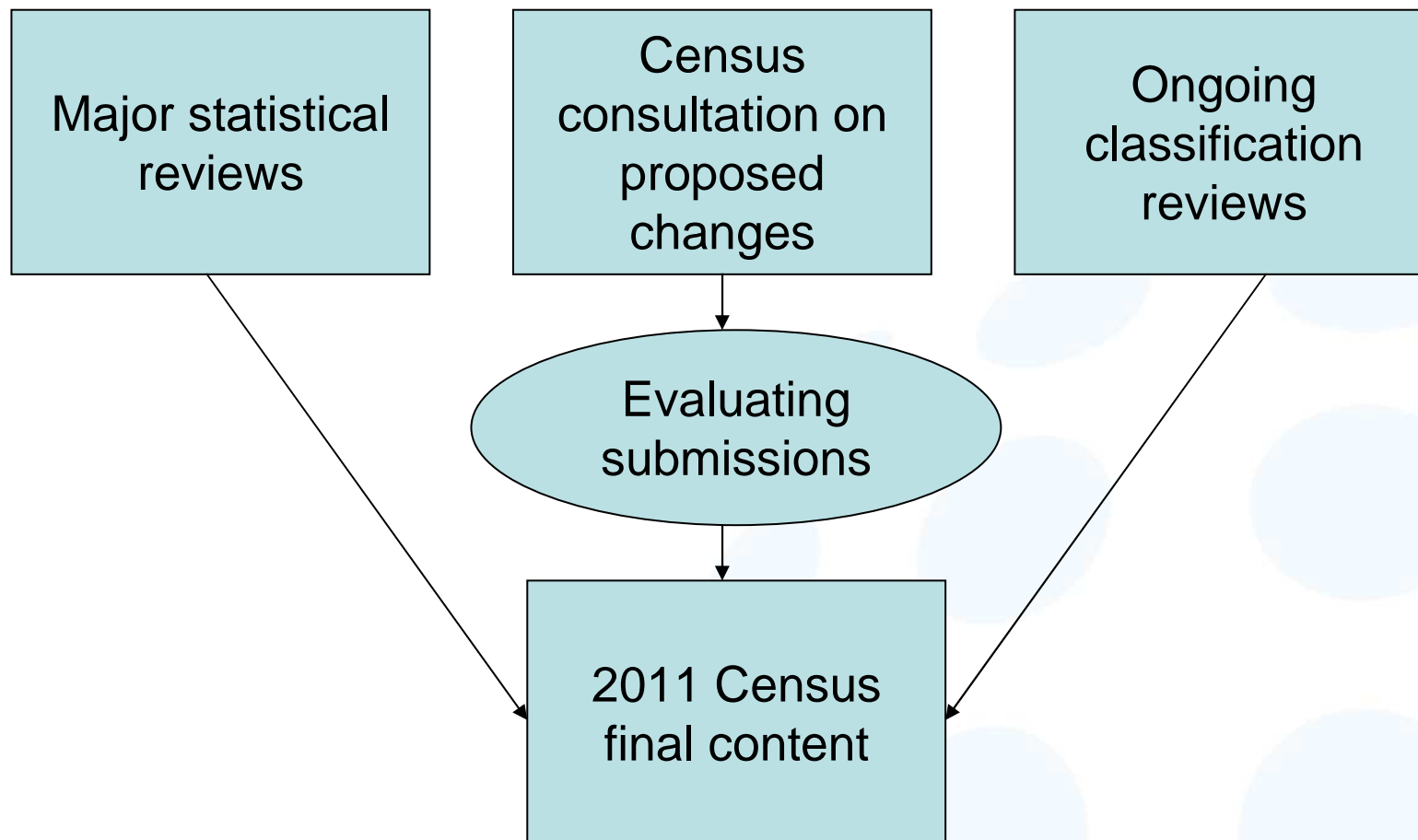
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2011 Census content approach

- Census goal is the best possible count
- Minimal change to survey content and the questionnaires
- Limited change to existing topics, to emphasise data quality and maintain consistency
- No new topics
- Benefits to users of continuity across censuses.



2011 Census consultation process





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Proposed changes to 2011 Census content

We asked for submissions on:

- Legal marital status
- Total annual income
- Access to telecommunications
- Fuel types used to heat dwelling
- Cigarette smoking (cyclical)
- No. of children born (cyclical)
- No. of motor vehicles
- Other quality improvements (for existing topics).



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Achieving the best possible count

- Questionnaire design
- Response options
- Collection initiatives
- Making the collectors' job easier
- Learning from other statistical agencies
- Working closely with stakeholders and users.