



elmwood

Census 2011

They were counting on us

Category
1 Corporate 1.2.5

Sub Category
1.2 Design and implementation costs
under £100,000

Client
Office for National Statistics

Design Consultancy
Elmwood

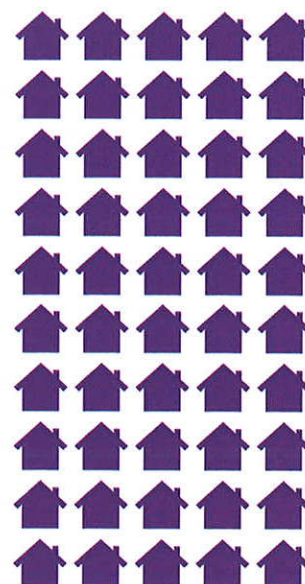
Date
June 2012



2. Executive summary

Census 2011

The 2011
Census covered
25.4 million
households

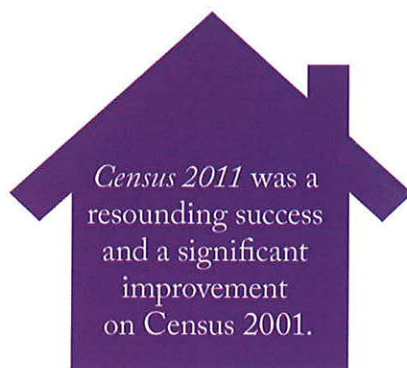


2,082,800
more households
than expected
responded promptly,
within ten days



'We have achieved
over 80% in every
local authority.
Across the capital
as a whole we
have reached a
response rate of
over 90%.'

Glen Watson,
2011 Census Director



Increased
overall response
rate of over 94%
despite 3.7
million more
households
to count

2. Executive summary continued

Census 2011



Increased
overall response
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Census 2011 counted on Elmwood

The Census happens once every 10 years, creating a snapshot of the country so services can be planned more accurately. The previous one, in 2001, had low response rates in the 'Difficult to Count' groups. Many people, even in easier to count groups, felt they were being checked up on, and didn't understand why participation mattered. Many declared their religion as 'Jedi' in protest, and there was pressure – even from the Government – for *Census 2011* to succeed.

Our brand for the *Census 2011* needed to engage the populations of England and Wales and show why they should participate. The last decade has seen huge immigration, making the results of the Census even more important.

Census 2011 was a resounding success and a significant improvement on Census 2001.

The increased overall response rate on 2001 of over **94%** is especially significant considering there were around **3.7 million** more households than in 2001. There has been as much population growth in the last decade as in the previous three.

2. Executive summary continued

Census 2011

15%

greater response from least engaged group

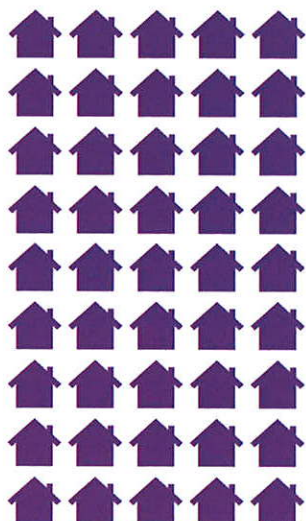
ONS modelling predicted a return rate of 67% by 10 days after Census Day. The actual return rate was 10.4% higher at 77.4%. That's 2,082,800 more households than expected to do so responding within ten days.

There was a 15% greater response rate than expected for 'Hard to Count 5', the group least engaged with the Census. It smashed its expected response rate of 43%, achieving 58%.

Very positive client response

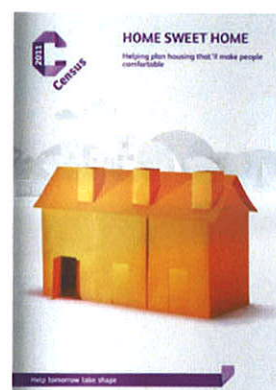
'The brand guidelines, colour scheme and origami concept really got to the heart of communicating the Census in an approachable, friendly way. The core elements that we've developed, even nearly three years on and multiple partner agencies later, have stood the test of time'

Oliver Doerle, Head of Publicity & Communications, *Census 2011, ONS*



2,082,800

more households than expected responded promptly, within ten days



Census brochures

3. Project overview

Census 2011



Census 2011 brand guidelines

The 2011
Census covered
25.4 million
households

Huge
population
growth
in the last
decade

Outline of brief

We were briefed to create a brand definition, a visual and verbal identity including logo and strapline, plus full brand guidelines for the *Census 2011*. The particular objectives were to:

1. Make it something people want to do, rather than have to do
2. Achieve an overall response rate of over 94%
3. Ensure that no local authority area or target population response rate is below 80%
4. Make sure the *Census* is well-respected by Government departments
5. Create something that unites *Census* staff

Description

There has been a Census once every 10 years since 1801, except during WWII in 1941. It includes questions on the number of people living in each household and various lifestyle issues. It is intended to create an accurate snapshot of the populations of England and Wales to help essential services to be planned according to the needs of each community. Scotland and Northern Ireland make their own arrangements. The 2011 Census covered 25.4million households. Another way to look at it is as England and Wales' largest direct mail campaign.

Overview of market

'There has been as much population growth in the UK in the last 10 years as there had been in the previous three decades... two-thirds of that growth has come from migration... that presents something of a challenge for us.'

Glen Watson, *Census Director*

As you can imagine, it's no small task to reach every household in England and Wales. ONS has recorded a drop in compliance to social surveys of -1.5% each year since 2001. These days, only 60% of households can be classified as 'organised compliant', with 30% as 'disorganised compliant' and 10% as 'enforced compliant'. The sheer number of people and increased difficulty in engaging with certain ethnic minority, migrant and young adult groups made the 2011 *Census* significantly more challenging than the one 10 years previously.

3. Project overview continued

Census 2011

Census security fears over US firm whose staff stole Obama's student records

... and the £70k bill to work out if form should include a tick box for Kashmiris

David Bailey
12 July 2010
PERSONAL: Details collected in the 2011 national census will be processed in a plant run by an American firm whose past work has been criticised for spying on President Obama's student records.
Every household in the UK is expected to fill in the questionnaire to supply the way a £1.800 fine is levied.
In the wake of the controversy over the release of the Office for National Statistics' (ONS) data, the firm named in 2005 reports as the sub-contractor to change of processing census information, is being asked by the government to supply a tick box for data handling.
Last year, Vantage, a multi-national contractor with a series of inactive US government contracts, faced criticism when one of its employees was prosecuted for sending the firm's records to his home country.
The incident - all of them were named jointly - had been working on an IT project at the US Department of Education, although most of the company's other operations in America are with its subsidiary, Knowledge Education. Knowledge Education has faced criticism for its alleged handling of data on state and for being a major supplier of data to the FBI.

There was also negative press coverage at the time. This included everything from articles suggesting that the *Census* represented Governmental snooping through to concerns about one of the data gathering firms, Lockheed Martin, having links with the US defence department and thus being liable to an order under the Patriot act to disclose information to the American authorities.

Project launch date

There was a rehearsal of 130,000 addresses in October 2009. Census day itself was on March 27 2011.

Size of design budget

<£100k

Negative press coverage



Origami models

Outline of design solution

Our first step was to develop a brand definition. At the heart of this was the cause of 'we make good decisions possible'. *The Census* gives decision-makers like politicians the information they need to do the right thing.

We were keen to link the act of filling in the *Census* form with the possible end results of those good decisions, for example, more schools and improved green spaces.

We realised that origami would be a very powerful way to express the transformation of the form to improvements in the community. *The Census* logo is a 'C' that looks as if it's made from a folded piece of paper. This idea was also captured in the strapline 'help tomorrow take shape', encouraging people to do their bit by taking part. We created an animation of a piece of paper folding up into the logo, for use as a screensaver at the ONS.

We commissioned an origami artist to make models of all the areas of life the *Census* can affect. A set of paper backgrounds were also created, covering scenes like rural, urban, industrial and so on. The origami models could then be photographed in front of the relevant background to create communication materials.

Choosing purple as a brand colour was also important. We wanted to avoid any overtly political colours but still needed a colour that was official yet approachable. The purple proved such a success that it was decided to make the *Census* form itself purple. This was a world first as the forms have always been blue.



Census form

4. Summary of results

Census 2011

94%+

response rate – a significant increase on 2001

Results

A great response to *Census 2011*. The design achieved the objectives it set out to, from creating a desire to participate through to being seen as best practice in Government departments.

1. Make it something people want to do, rather than have to do

Some people feel that the *Census* exists more to check up on them and their lifestyle, rather than for the good of the community as a whole. By focusing our branding on the possible end results of the *Census*, we helped to show people why joining in mattered to them. Quotes from focus group participants play this out.

‘It’s stylish and easy to understand’

‘What you do is going to make a difference...it’s inclusive’

‘It’s saying what can be gained from filling in the form’

‘I think it’s about targeting resources...we’ve got more people here, we’re going to need a hospital...that sort of thing’

2. Achieve an overall response rate of 94%

In 2011, the *Census* had a response rate of over 94%. The exact figure will not be published until later in July 2012. This early figure compares very well to 2001, which scored under 94% in what are acknowledged as easier conditions in which to conduct a *Census* – there were fewer people and Hard to Count groups made up proportionately less of the population.

3. Ensure that no local authority area is below 80%

In 2001, the 10 local authority areas with the lowest response rates were all Inner London.

Kensington & Chelsea	64%	Hammersmith & Fulham	77%
Hackney	72%	Camden	77%
City of London	74%	Southwark	77%
City of Westminster	74%	Islington	78%
Tower Hamlets	77%	Lambeth	79%

These areas have lower response rates because they tend to have higher densities of Hard to Count (HTC) population groups. *The Office for National Statistics* has identified a set of characteristics, including ethnicity, youth and education, that are lined to a lower propensity to participate in the *Census*. The toughest groups, known as HTC 3, HTC 4 and HTC 5 all saw a higher than expected return rate in 2011.



15%

higher response rates than 2001 from the hardest to count group

4. Summary of results continued

Census 2011

3-15%

higher response rates than in 2001 from the hardest to count groups



'We have achieved over 80% in every local authority. Across the capital as a whole we have reached a response rate of over 90%.'

Glen Watson,
2011 Census Director



Cutting the cake

Hard to Count Group response rates

Group 3: 69% – 3% higher than expected
Group 4: 62% – 3% higher than expected
Group 5: 58% – 15% higher than expected

'We have achieved over 80% in every local authority. Across London, the response rate in most London boroughs is between 5 and 15% better than in 2001, and across the capital as a whole we have reached a response rate of over 90%'

Glen Watson, 2011 Census Director

Another factor in local authority success was the branding toolkit. It was straightforward for councils to create their own, on-brand signs to help engage the local community. *The ONS* has estimated that this advertising would have cost them in the order of **£3.5million** if the local authorities had not embraced the branding and created their own.

4. Ensure the Census is well-respected by Government departments

The Census is seen as such a success by the Government that it is now being used as an example of best practice in reaching diverse audiences. It has been warmly praised by The Office of Government Commerce.

'Response rates are considerably improved on 2001 and this has enabled a firm foundation to be laid for ongoing achievement. It was found that the Programme is well-within budget, has a clear scope and aim, has appropriate and effective governance in place and a recognised capable management team. It is widely regarded by its stakeholders to have been well managed to date and to have every chance of succeeding.' OGC Gateway Review – October 2011

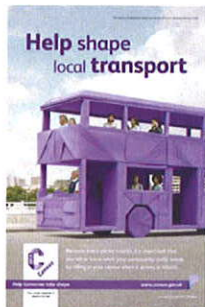
5. Create something that unites Census staff

ONS launched the *Census* branding internally on 29 October 2009 to introduce it to the 250 staff in the *Census* division. The day included a presentation on the importance of the branding and small *Census*-branded desktop gifts. There was even a cake with the *Census* logo faithfully reproduced in icing. Oliver Doerle comments:

'Since then we have all been PURPLE and staff acceptance has been great.'

5. Other influencing factors

Census 2011



Other influencing factors

There was, of course, an advertising campaign including national channels and more local outreach activity. But we should point out that all advertising creative built directly on our branding. You can see from the examples here how closely it was inspired by it.



Research resources

Office for National Statistics data

Who's been sleeping in your bed?

Sunday Times article by Jon Ungoed-Thomas

FBI may get your census secrets Sunday Times article by Marie Woolf

Census security fears over US firm whose staff stole Obama's student records

Mail on Sunday article by Daniel Boffey and Andy Wheelan

Stimulating World research debrief

OGC Gateway Review – October 2011

Adverts

