

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)

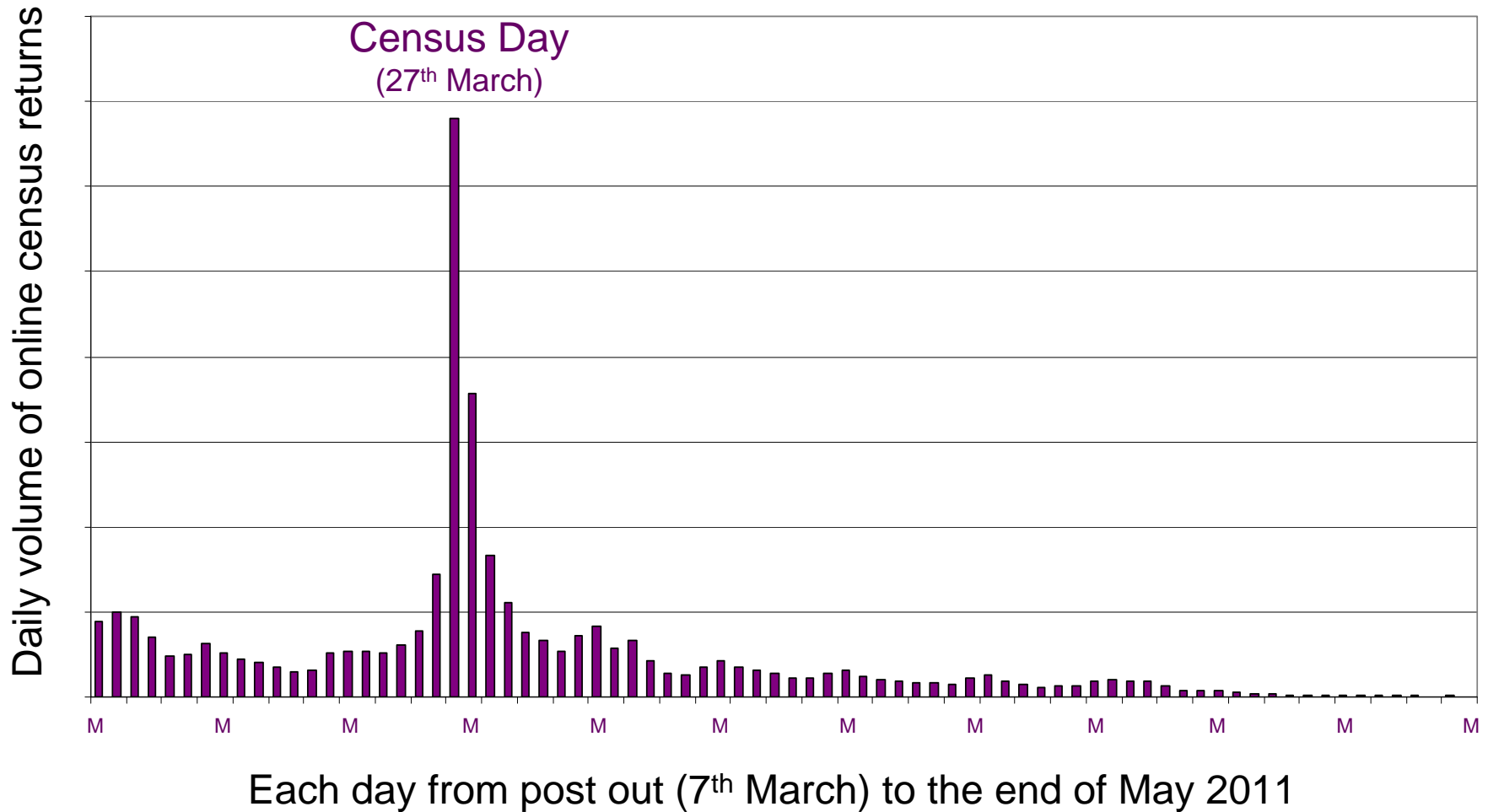
Top 5 translation booklet downloads for **England**:

- 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**:

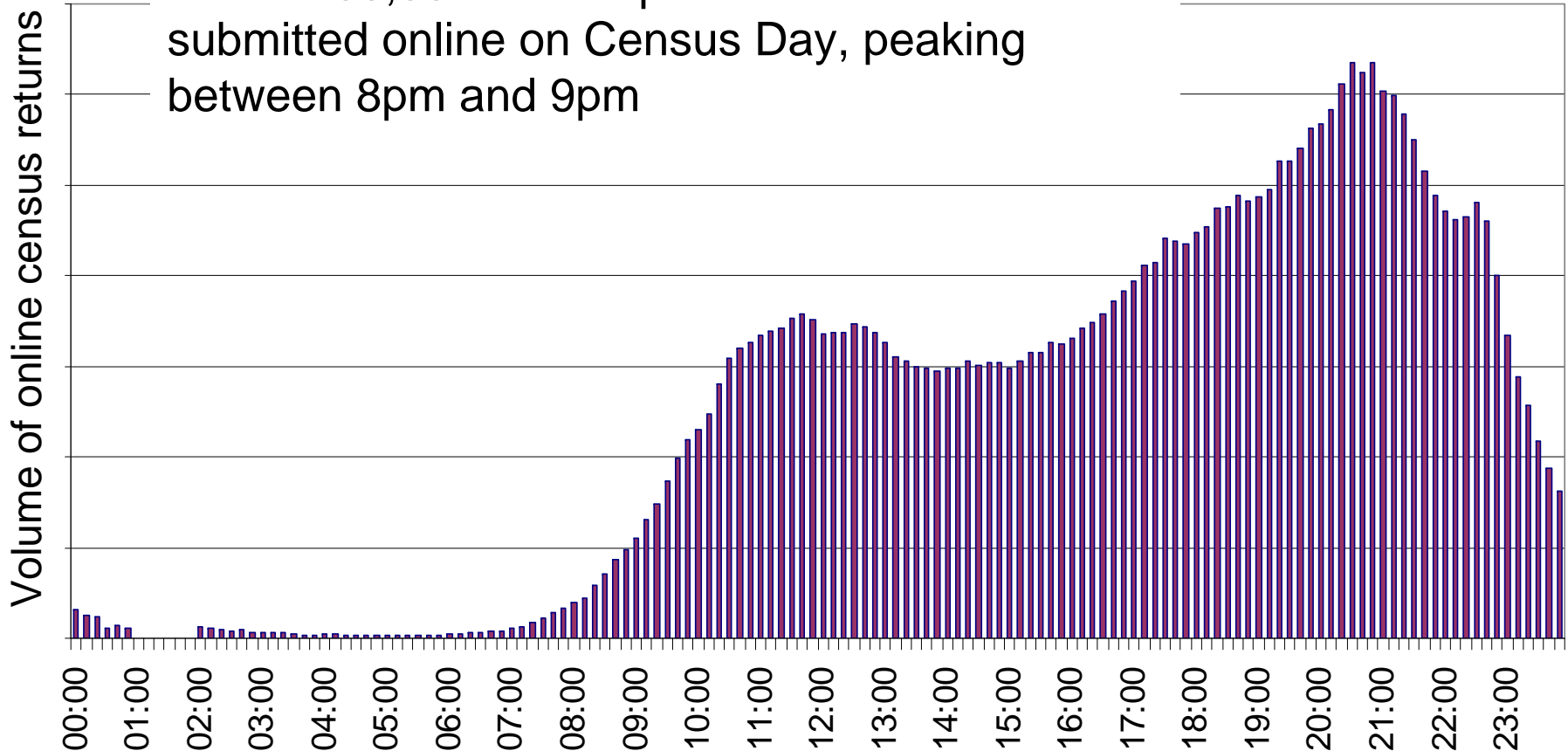
- 1) Polish (1,970 requests)
- 2) Lithuanian (282 requests)
- 3) Mandarin (147 requests)
- 4) Russian (145 requests)
- 5) Portuguese (144 requests)

Daily internet return volumes

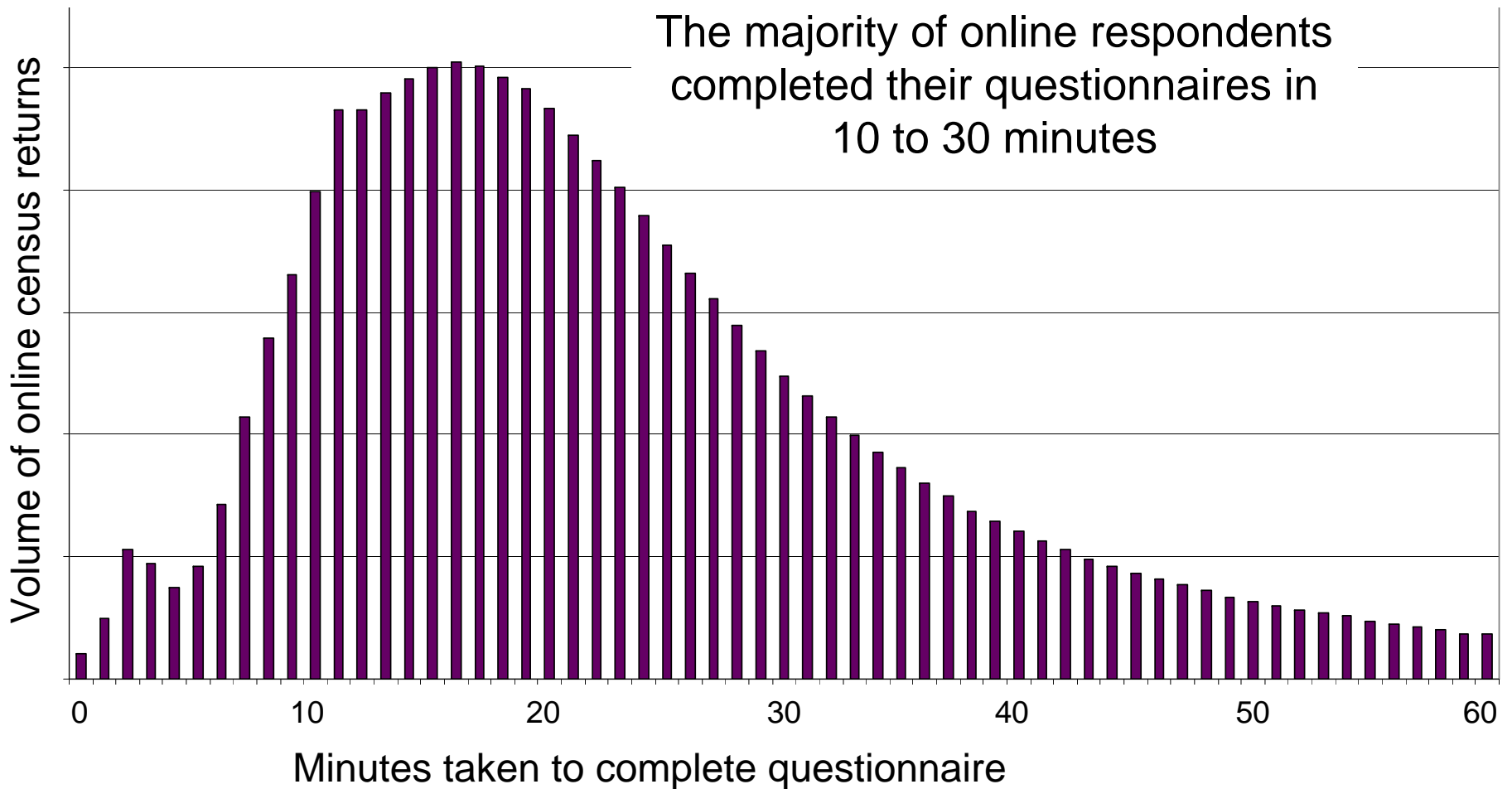


Internet returns on Census Day

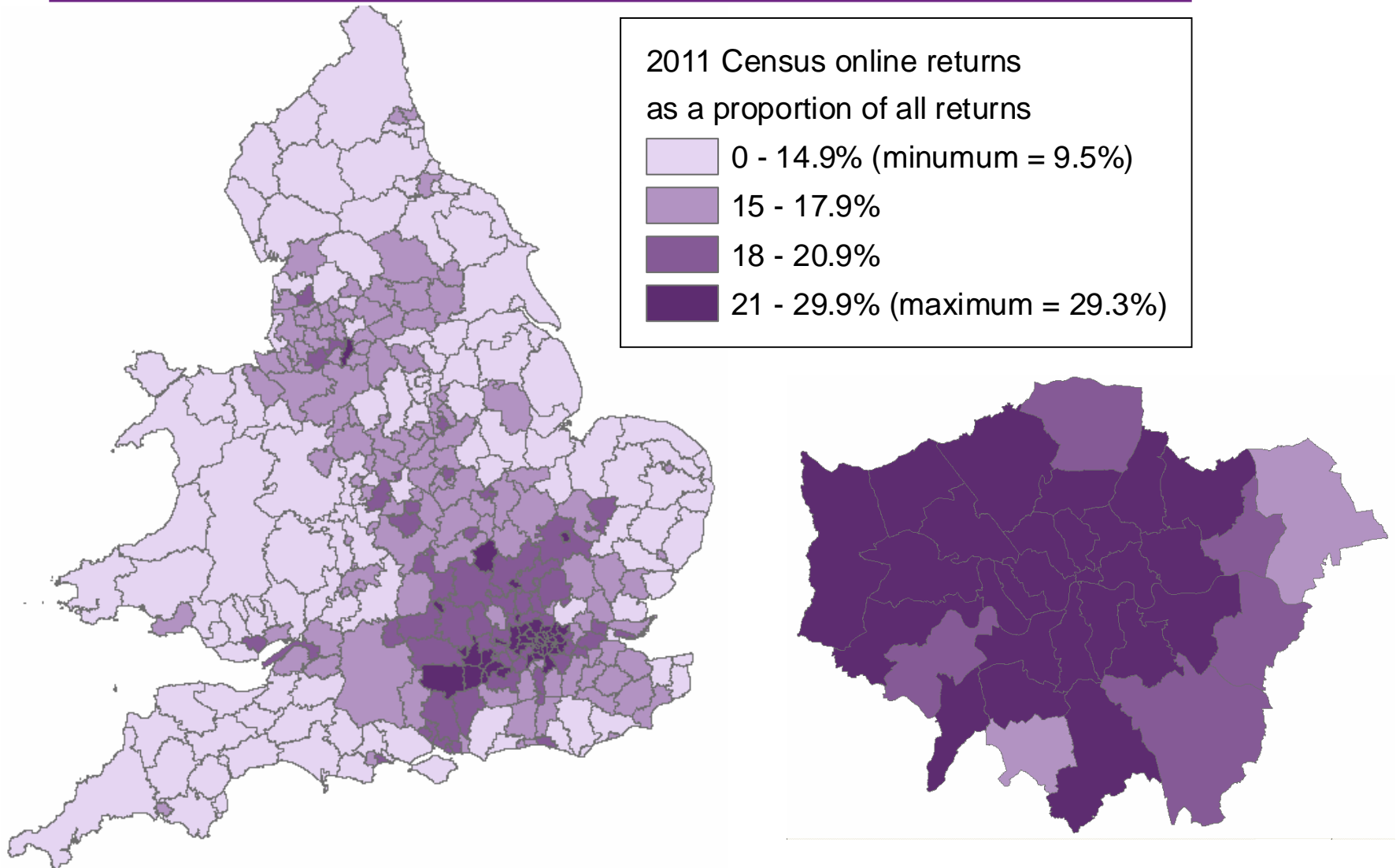
Below 700,00 census questionnaires were submitted online on Census Day, peaking between 8pm and 9pm



Internet completion times



Internet returns (England & Wales)

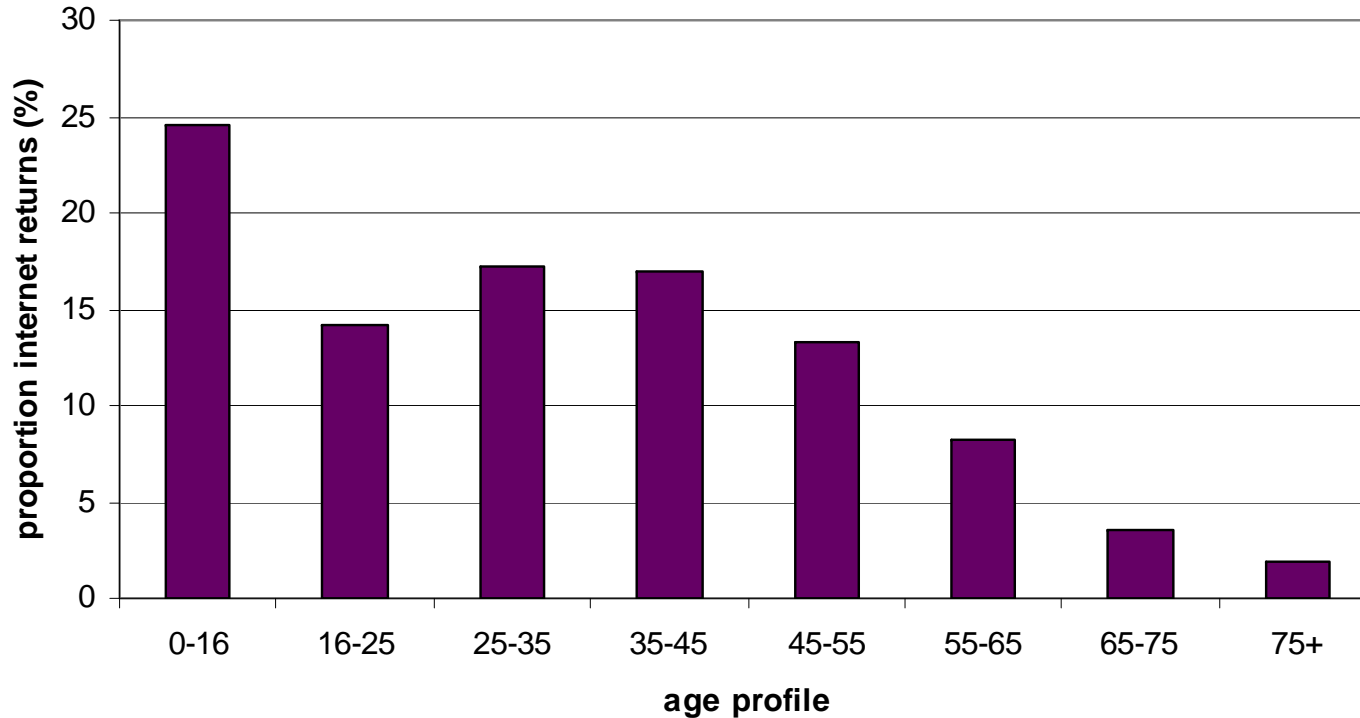


Internet returns

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

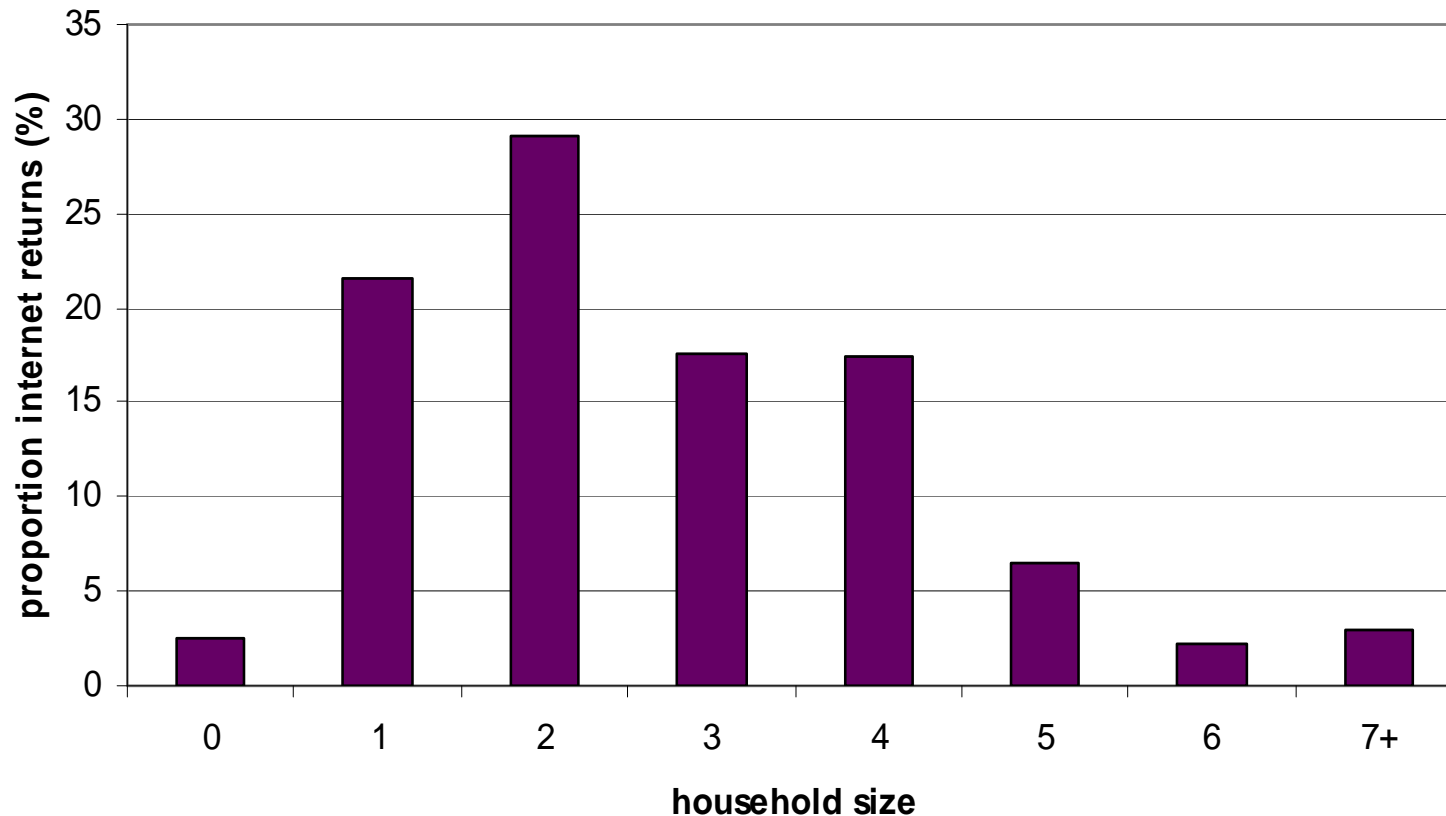
Who responded online?



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

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

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 semi-broken 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

