The use of electronic data collection in the 2021 Census for England and Wales

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Response management and fieldwork management tool

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Lesson 1 – test

- Paper questionnaire completion status
- Electronic questionnaire submission
- Refusal via helpline

Non-response

Field work management

Visit outcomes

Management Information

... to understand onward implications of tactical fixes
Lesson 1 – understand your data

... to be able to provide the information you need to manage the operation
Lesson 2 – be clear what tracking
Lesson 3 – use appropriate tools

Number of visits to remaining non-responding addresses at the end of the field period
Conclusions and way forward

- Technology worked well
- Develop ideas and simplify some of what tool needs to do
- Test to destruction and understand onward implications of tactical fixes
- Be clear on what we need to show to manage operations – data v information
- Use appropriate tools
  - Mapping returns, field outcomes, visit number
  - Using admin data to validate field outcomes
Thank you