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The French online census



Mesurer pour comprendre



Outlines

The project

How it works

Who uses the internet response option

Quality of the data collected

Impact on the cost of the census

The project

Two reasons

- reduce the census costs
- provide a better service to citizens

With the same general organization with municipalities

The principles of the rolling census are unchanged

It begins in 2015,

In 2017, 46 % of households chose the internet option

How it works

Same period of data collection, for internet ou paper forms.
In any case, an enumerator pays a visit to each household
and try to convince people to choose internet.

If internet :

The enumerator gives a flyer with code and identifier of
the housing

He's informed of the response by SMS

If paper :

The enumerator gives paper forms,

And plans a new visit to take them back

How to make it works

Some municipalities and enumerators are sometimes reluctant :

- they can't see the fulfilled forms,
- they fear to forget people,
- they don't want to change their habits

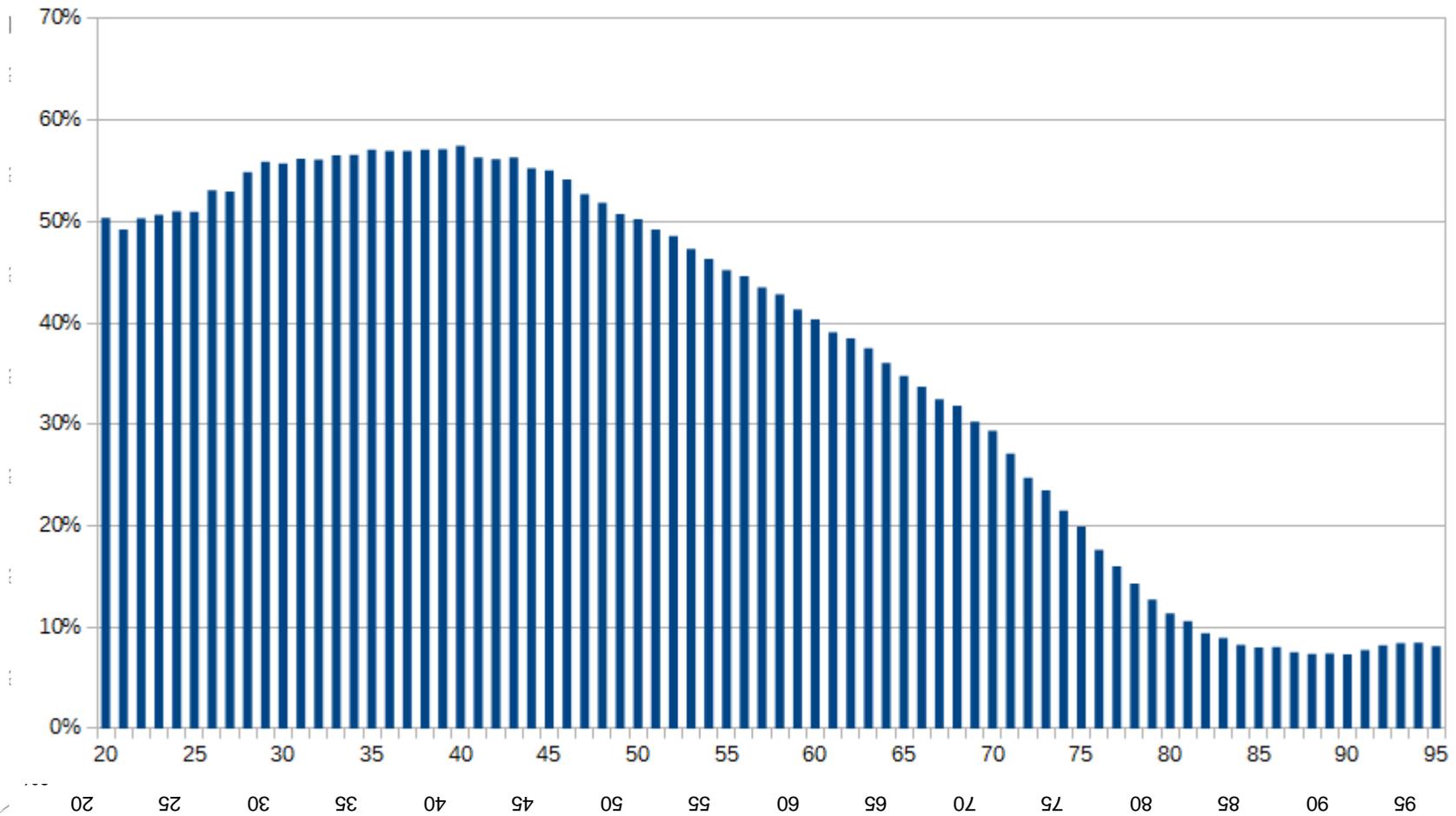
To convince them, Insee :

- developps arguments about savings, less visit, ecology, better service to population, image of modernity
- changes the rules : internet proposed first and to everybody
- gives less money because of the efficiency of internet
- provides new and more efficient tools to manage data collection

Who uses the internet response option

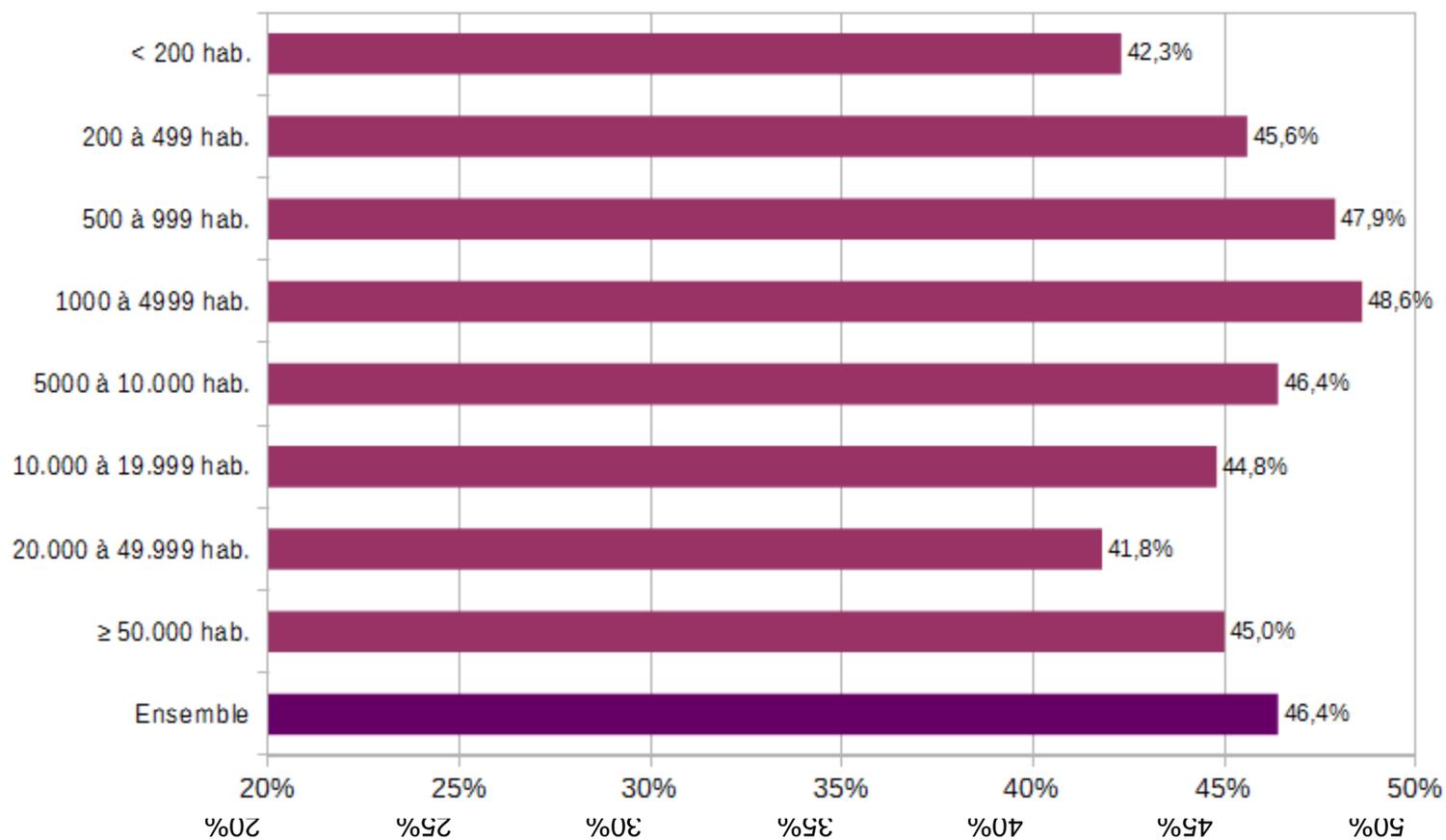
More often between 20 and 50, but also some elderly people

Internet use for census questionnaire according to age (2016)



Who uses the internet response option

No large differences according to the size of the municipalities



Quality of the collected data

The global response rate stays around 97 %

The partial non-response rate is lower with internet than paper

Few changes in the behavior of people who use the internet option

Impact on the cost of the census

About 2,7 millions € (on a total of 22) with decrease of :

- papers printed
- data capture
- paper handling
- work for enumerators

Thanks for your attention