

Factors impacting the wishes of census data users

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Goal

- The usual purpose of a census user surveys in Estonia is to identify user requirements for the topics mapped in the previous census, to acquire an overview of the need for new topics, and to prepare a census program

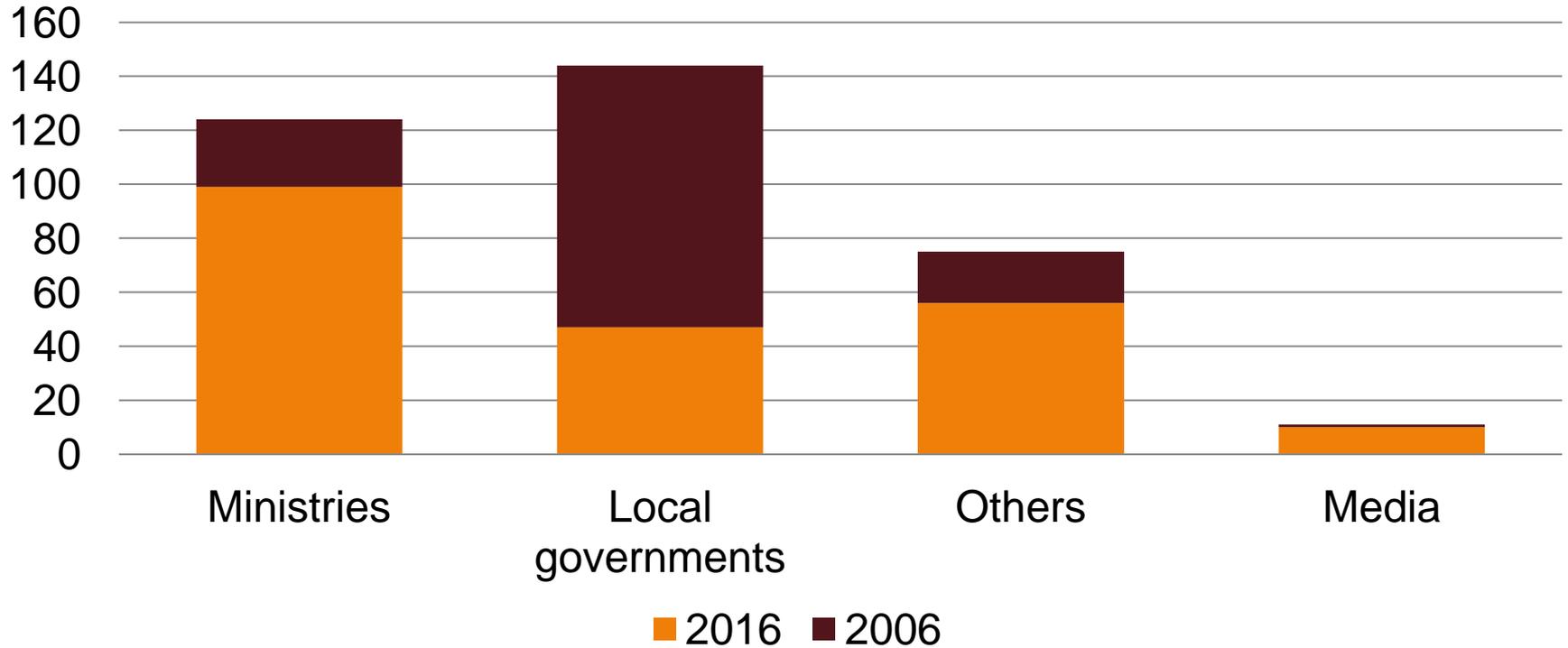
ES The respondents in the two major census user surveys can be divided in for main categories

- 1) local governments
- 2) ministries, incl. agencies in the government area and county governments
- 3) research institutions, universities and consultation firms
- 4) media organisations

It should be mentioned that users of census data in international organisations have never been surveyed in Estonia



Users comparison by main categories

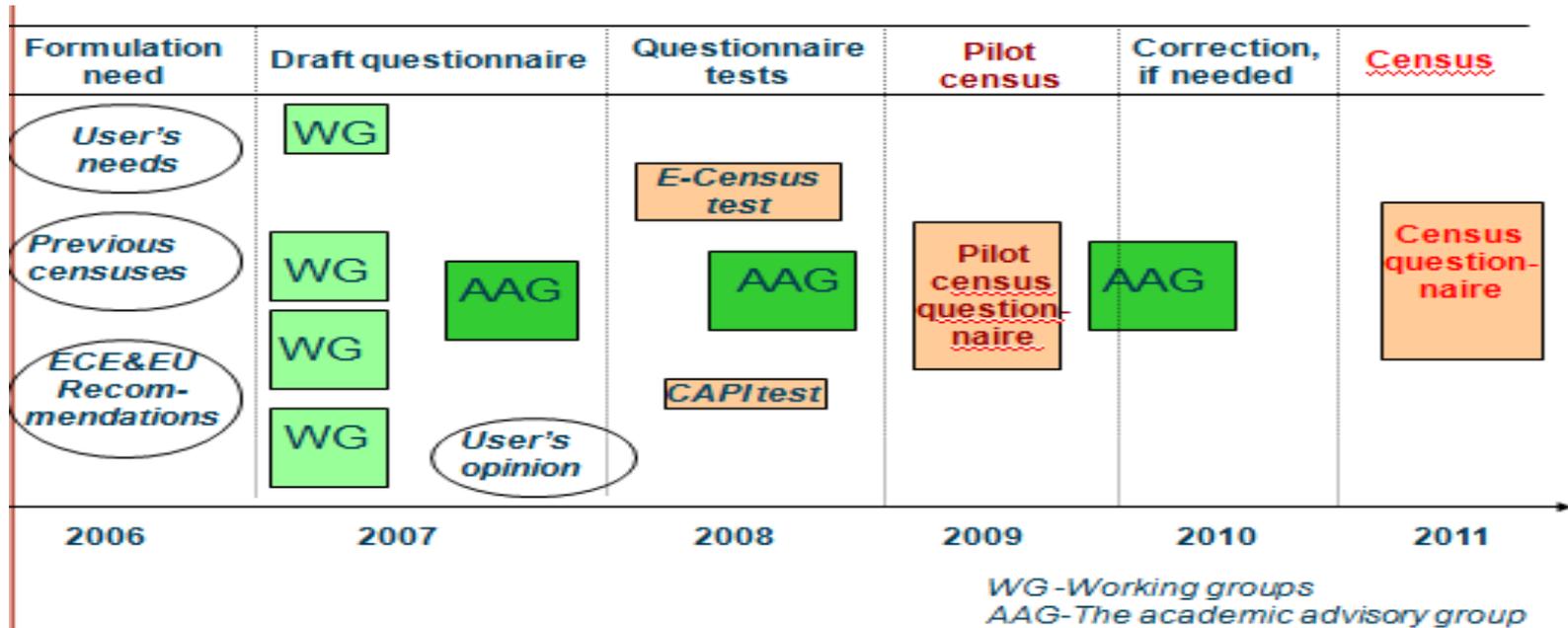


Census program components

- Eurostat's mandatory output (since 2000), which includes the main questions of the population and housing census
- Traditional questions of Estonian censuses (since 1881), such as ethnicity and native language
- Special questions for required for Estonian government or important research projects conducted in Estonia



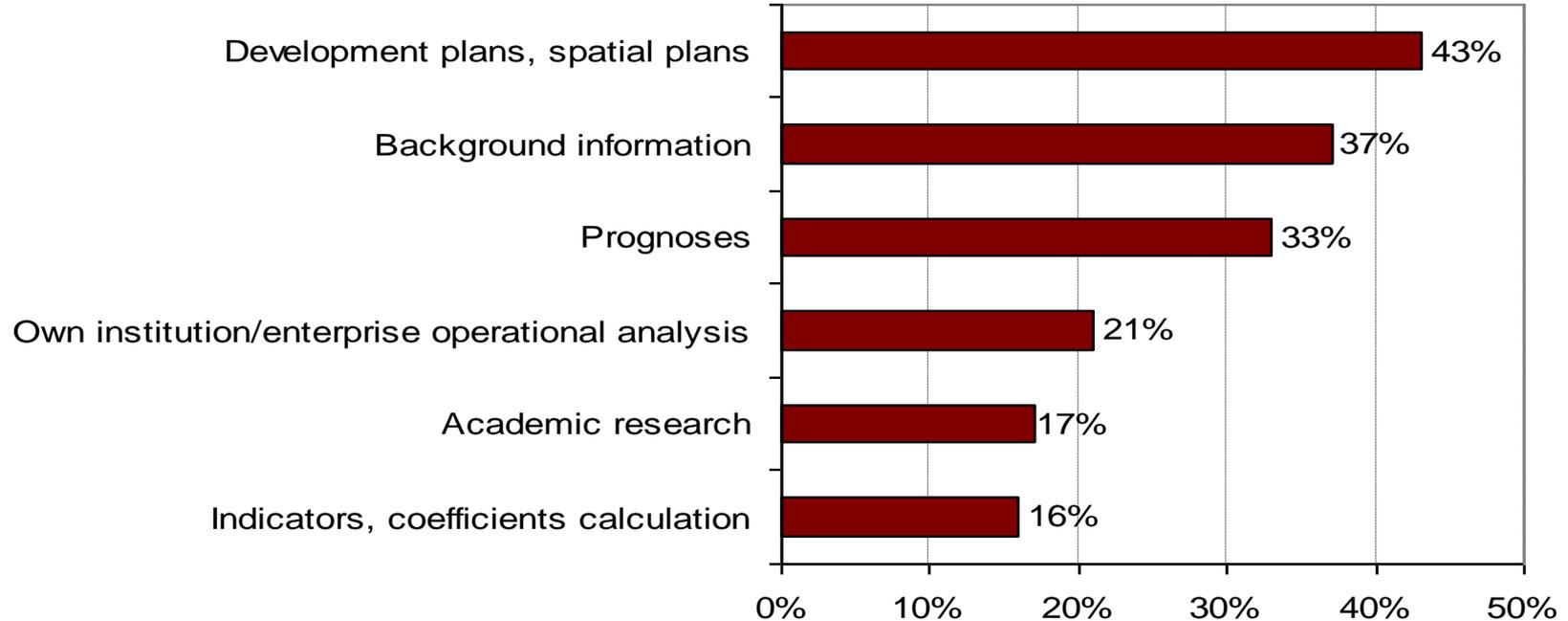
Preparation and consultation process with users for traditional census approach



Topics and question selection for PHC 2000 and PHC 2011

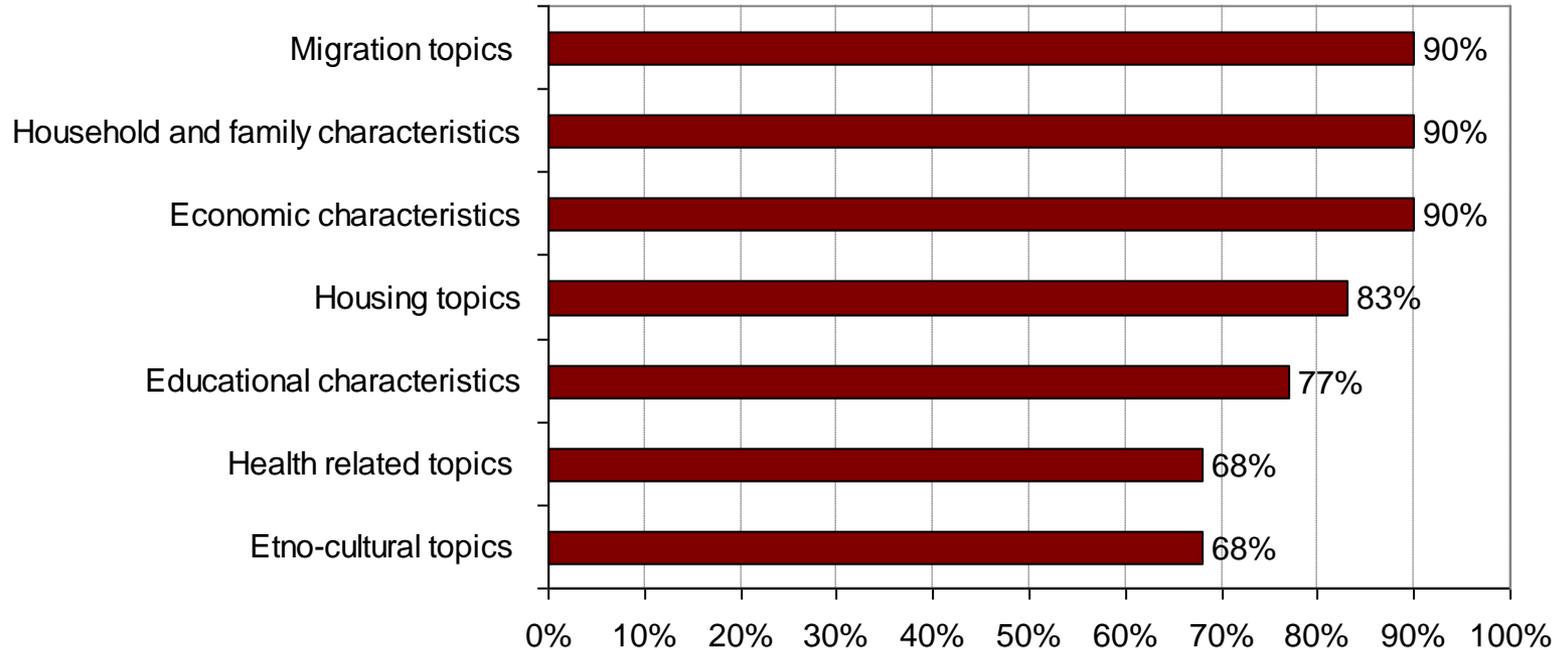
- **User survey's – need for topics and usage of Census 2000 data**
- **Criteria for selection - clearly demonstrated need, for both national policy and small area requirement**

Fields of usage of the 2000 Census data



■ *Source: User Survey of Population Statistics 2005, by K.Alamets.*

The most important topics before PHC 2011



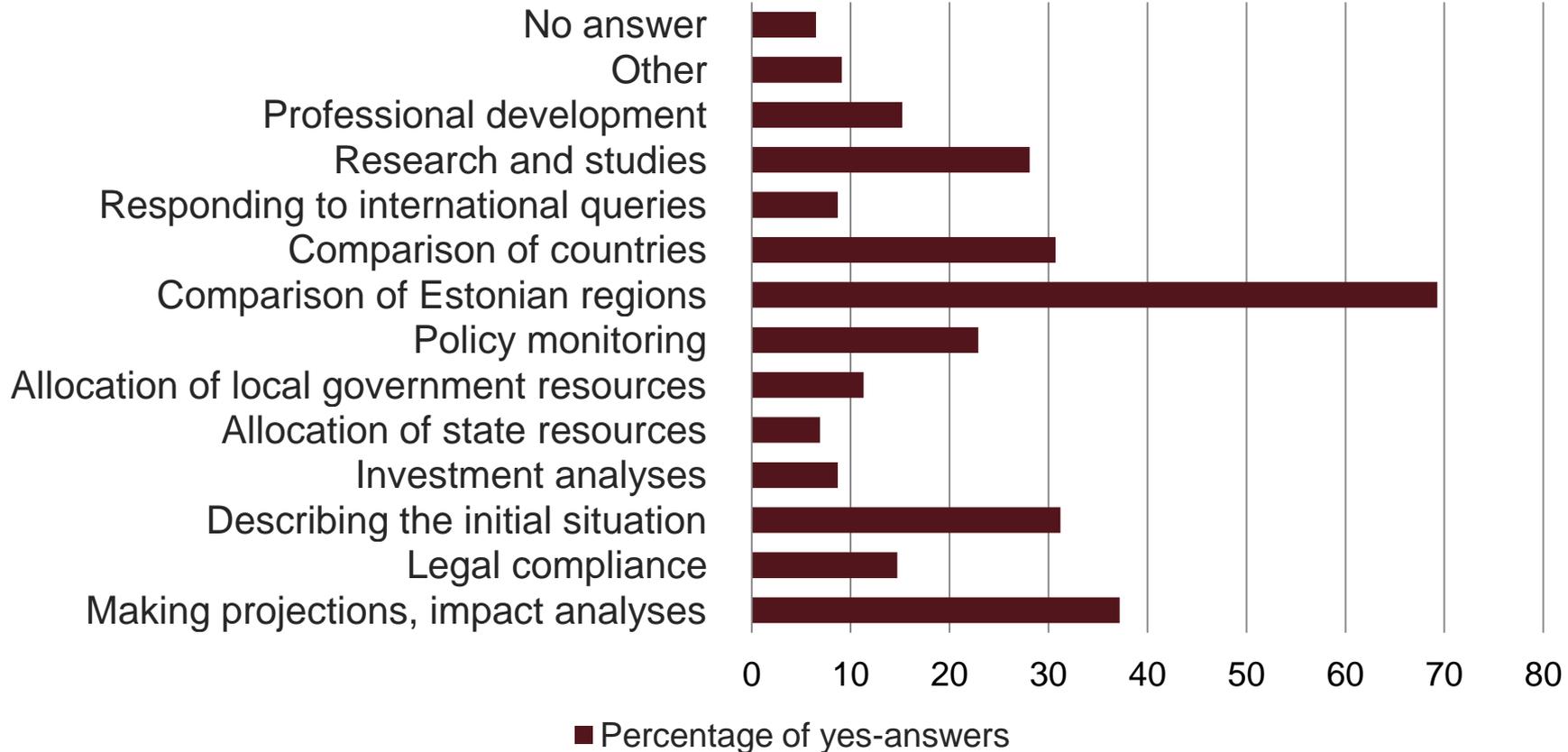
■ *Source: User Survey of Population Statistics 2005, by K.Alamets*

ES Data need for PHC2011

- In **2006** more than **80%** of users needed data on dwellings and buildings. The data were mainly needed for drafting development plans, plans, analyses and assessments
- The third block of questions covered dwelling characteristics in **2016** and respondents who had not used any of the dwelling characteristics. The share of such respondents was **36.8%**



Fields of usage of the 2011 Census data





Need for bigger subject area

- In 2016 the responses indicated that 18% of all respondents believed that the census could cover more subject areas than the mandatory international output indicators specified in the survey sheet. It resulted in a fairly long and diverse list of suggestions
- In 2006 users had limited interest (30% and 18%, respectively) in more specific topic (year of birth of the first child, and religion *etc.*)



Opinion of different respondent groups (E-M Tiit.2016)

- Add characteristics that can be extracted from administrative databases (e.g., income, health data, migration information, marital status and children, education, etc.)
- Find more opportunities for using the data of private structures to obtain up-to-date data on current processes, which could be used in decision-making
- Data on certain fields cannot be obtained in a register-based census

ΣS Determinants of factors of users needs/wishes

- (1) census method
- (2) specific purpose of study of users groups
- (3) absence another kind of data sources for desired information
- (4) free and easily available detailed census database for users
- (5) level of cooperation or relationship with census data users and
- (6) purpose of data use



Conclusions

- The suggestions of information sources and methodologies revealed certain naivety and optimism of users, as the achievement of expected results would mean unreasonably high cost in terms of resources and the effectiveness would remain questionable even then
- There is a better understanding of feasibility of the use of census data and the areas of use of census data are more diverse than they were in 2006
- A challenge is to provide international data comparisons and create user-friendly outputs based on innovative solutions
- It is possible to categorize the use of census data by consumer groups. At the same time, it can be observed that there is a growing demand for census data which could help to evaluate life quality and living conditions in the society through new perspectives
- The relative importance of the identified factors varied by users groups according to the level of involvement with the census programme

