

Census 2011 Dissemination Strategy

Summary

1. Background

The Census 2011 Dissemination Strategy, the details of which are set out below, has been drawn up following a public consultation with our users. The responses to this consultation were summarised and presented to the Census Advisory Group (CAG) at a meeting in April 2010 at which the planned approach was agreed. The Senior Management Committee subsequently endorsed the strategy. This document describes all the key products that will be produced.

2. Hard copy publications

The 2006 thematic publications (13 in total) will be replaced by a combination of census releases and web-only tables. Four key publications, namely the Preliminary Report, the Principal Demographic Results, Population by Area (to reflect the role this volume plays in the work of the Constituency Commission) and the Principal Socio-economic Results, will continue to be published in hard copy format. All the tables in these publications will also be produced as web tables.

3. Census Releases

The 2011 census data will be disseminated by way of Census Releases, organised thematically. Each release will contain a number of key tables on the theme in question, and be prefaced by interpretation and analysis. A combination of comparisons with earlier censuses, analysis against other related variables, graphs and thematic maps will also be provided. Each release will be accompanied by the dissemination of the related detailed tables on the web with directions and instructions on how to access the tables.

The Census Advisory Group will be further consulted regarding the content of the releases, along with the proposed timetable and the order that the various releases will be published (bearing in mind the strong demand to bring forward the release of the socio-economic variables).

4. Web only tables

The majority of census tables will be released in web (interactive) table format only, using the PC-Axis software. It is envisaged that the full set of 2006 tables will be replicated and additional tables provided. Historical data presently in Beyond 20/20 format will be migrated across to PC Axis in 2013.

5. Small Area Population Statistics (SAPS)

The geographic areas for which the SAPS tables will be produced will be expanded to include 19,000 newly devised Small Areas, while the content will also be reviewed with a particular focus on avoiding disclosure. The 2011 SAPS tables will again be organised by both area (using the SAPMAP tool) and theme (using PC Axis). Certain 2006 tables that were released for Towns as part of the thematic publications will be incorporated into the SAPS tables so that all the data for a particular town will be accessible together.

6. Population Profiles

A new product, entitled Population Profiles, that will provide a summary profile for particular geographic areas, e.g. Towns, Electoral Divisions etc. will be provided for Census 2011. This new product will comprise a two page report covering a selection of key variables, a small map, some summary tables and charts.

7. Micro data

A 10% anonymised household sample will be lodged with the University of Minnesota's Integrated Public Use Microdata Series (IPUMS). This will supplement the samples provided for the censuses from 1971 to 2006 inclusive. A 2011 POWCAR file along the lines of the successful 2006 file but expanded to include place of school or college, will also be provided.

8. Special tabulations

A large number of special tabulations are produced for users whose needs are not met by the published data and this service will continue. This is the only product for which charging on a cost recovery basis will apply.

9. Time Series

A limited number of census tables are currently released through the databank as time series. These tables (47 in total) cover a range of topics from housing to industry, with time series of varying periods: 5 tables go back to 1841, 9 tables go back to 1926, 6 go back to 1981, and others to various years depending on when particular questions were introduced to the Census. It is intended to expand the number of tables available in this time series.

10. Hypercubes

Ireland will participate in the Eurostat Census Hub project which entails the production of multi-dimensional tables (hypercubes) covering common census variables in all 27 member states of the EU. These data cubes, which will reside on the databases of individual national statistics offices, will be capable of receiving requests from a central Eurostat database and responding with the appropriate data.

11. Timetable

It is planned to publish the detailed Census 2011 publication timetable in September 2011 by which time it should be clear if the census processing is on track for a December 2011 finish. The overall strategic goal is to publish the Principal Demographic Results within one year of census date and to conclude all outputs by the end of 2012.

12. Publicity

A Guide to Census data will be prepared and published on the web site, along with a video walking people through the various products and services. Census division will actively publicise the release of the data and will hold presentation days in various Government Departments to educate users on what data is available and how to access it. We will also use our contacts with the Local Government Management Services Board to publicise the release of the census data among Local Authorities, in public libraries and with the public at large.