

# Lessons learnt from the 2006 New Zealand Census

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# Background to the 2006 New Zealand Census

- **Statistics NZ conducts 5-yearly Census**
- **New Zealand has a population of 4.1 million people**
- **The Auckland region has a population of 1.3 million**
- **basic model of collector drop off and pick-up, with an on-line option**
- **census forms are processed internally**
- **data is available in the same year as the census**

## Key Lessons Learnt

- Changing challenges in the field
- Managing Technology
- Stakeholder engagement

## Key Lessons Learnt:

### Changing Challenges in the field

- Increasingly complex society

#### *What worked well*

- implementation of action plans for sub-groups
- developing regional strategies
- recruitment of field staff



## Key Lessons Learnt:

### Changing Challenges in the field

- Increasingly complex society

#### *Ongoing challenges*

- more complex living arrangements
- more complex family situations
- public apathy



## Key Lessons Learnt:

### Changing Challenges in the field



#### *Implications & outcomes*

- despite increased complexity, undercount better than in previous years (2%)
- increased complexity of society requires different approaches to:
  - collection of data (internet and mailback)
  - management of data collection
  - publicity and promotion
  - technology partnerships
  - linkage with other operational phases

## Key Lessons Learnt: Managing Technology

- Managing Technology

*What worked well - field*

- online response option
- texting to collectors
- web texting
- collector pay
- the Helpline



## Key Lessons Learnt: Managing Technology



- Managing Technology

*What worked well – processing*

- scanning and image-based processing
- processing of internet forms
- technology partners

# Key Lessons Learnt: Managing Technology



## *Implications & outcomes*

- the on-line option worked well
- processing was highly successful
- technology management and integration

## Key Lessons Learnt:

### Stakeholder Engagement



#### Increased focus on stakeholder engagement

##### *What worked well*

- gaining a better understanding of data use
- support for local government

## Key Lessons Learnt:

### Stakeholder Engagement



#### Increased focus on stakeholder engagement

##### *What worked well*

- gaining a better understanding of data use – design of products and services

# Lessons Learnt from 2006

- We need to address issues of:
  - cost
  - respondent compliance
- changing nature of data user expectations
- utilising technological opportunities

# Looking Ahead

Statistics NZ is already considering the strategic direction for 2011, looking to position the strategy in a long-term view of the official statistics system.

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