

24th Population Census Conference 2009

Re-engineering the 2011 Population Census in Hong Kong

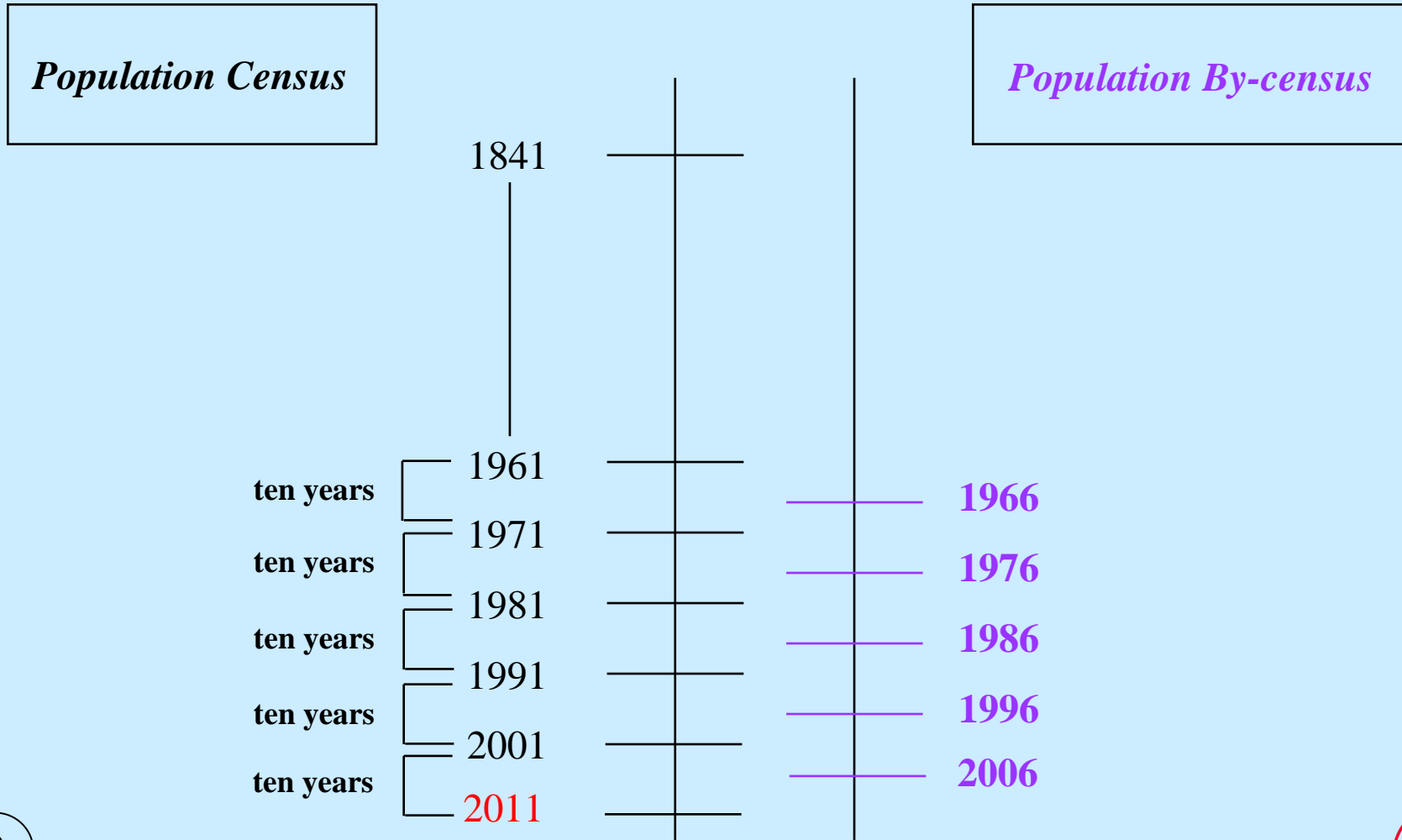
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Population Census / By-census in Hong Kong



Introduction

- Re-engineer the 2011 Population Census
 - Operational design
 - Implementation design
 - Publicity design



Operational Design

● Multi-modal data collection approach

- Before 2006
 - Face-to-face interview
- 2006
 - Face-to-face interview
 - E-reporting on the internet
- 2011
 - E-reporting on the Internet
 - Postal return
 - Face-to-face interview



Operational Design

● Data collection period

- Before 2006 – 9 to 13 days in March
- 2006 – School summer holidays in July-August
 - To avoid disruption to school calendar
 - To secure a large pool of enumerators during the summer period
- 2011 – 45-day period from June to August
 - To allow enough time for the staggered modes of data collection over the data collection period
 - To increase the chance of contacting the households successfully during the holiday season in the summer



Operational Design

- Data collection period

Ⓜ	Census PeriodⓂ	No. of service daysⓂ
Hong KongⓂ	<p style="text-align: center;">Census MomentⓂ</p> <p style="text-align: center;">↑</p> <p style="text-align: center;">03:00, 1/Jul/11 (Fri)Ⓜ</p> <p style="text-align: center;">(19/Jun/11 (Sun)Ⓜ ————— 2/Aug/11 (Tue)Ⓜ)</p>	45Ⓜ



Operational Design

Staggered approach

	Weeks						
	1	2	3	4	5	6	7
Type of questionnaire	19/6/2011 – 30/6/2011		30/6/2011 – 7/7/2011	8/7/2011 – 15/7/2011	16/7/2011 – 2/8/2011		
Long form	Registration for e-Q						
	e-Q						
					Fieldwork		
	CATI						
Short form	Registration for e-Q						
	e-Q						
					Fieldwork		
	Postal						
CATI							



Implementation Design

- Recruitment and Training of Temporary Field Workers
 - E-application
 - some 80,000 applications received for the some 5,000 posts for temporary field workers in the 2006 Population By-census
 - Self-learning by candidates (on Internet)
 - To broaden and deepen the scope of assessment
 - Online test on Census knowledge, aptitude and personality
 - Assess both capability and suitability of candidates
 - Scoring system for job assignment
 - To differentiate the suitable applicants for different posts



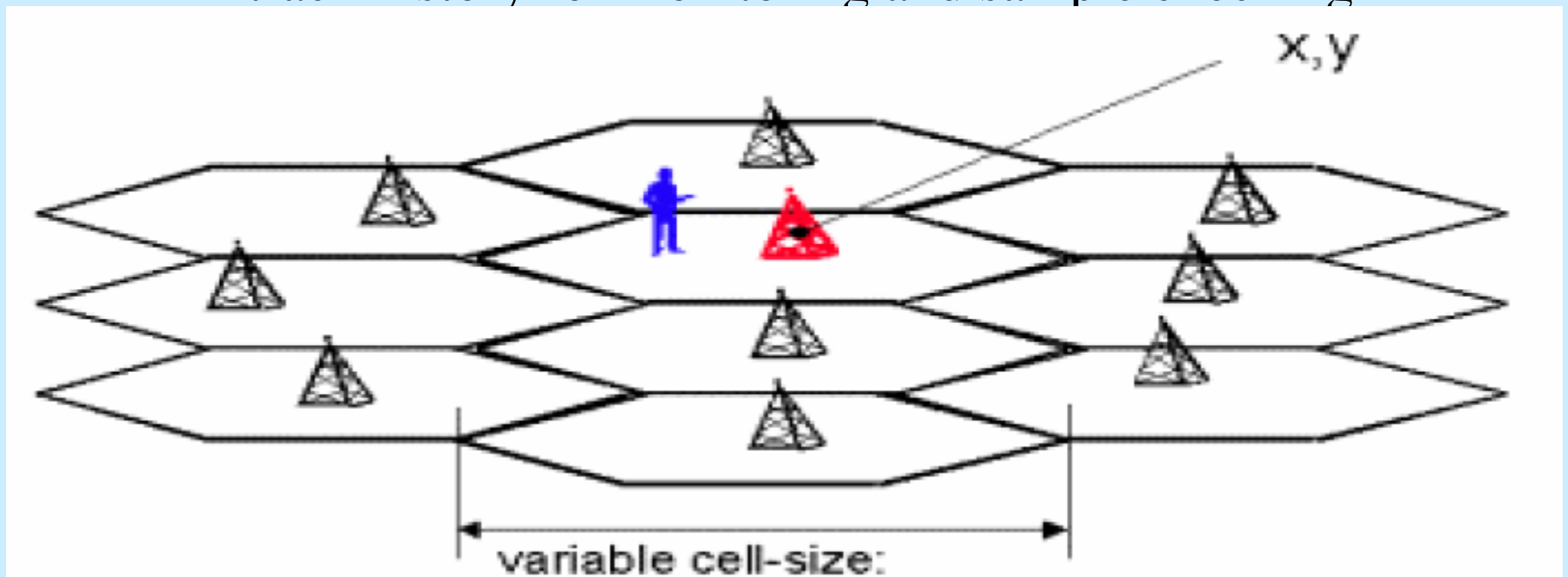
Implementation Design

- Fieldwork control and communication
 - 2-stage progress update
 - 1st stage: summary progress reporting via SMS
 - 2nd stage: process daily report sheets by ICR
 - Use mobile phone as communication tool to transmit / disseminate unclassified information



Implementation Design

- Fieldwork control and communication
 - Location-based service
 - track the whereabouts of enumerators at real time
 - track history for monitoring and sample checking



Implementation Design

● Parallel validation

- Capture and validate data concurrently throughout the operation period
- Centralized processing on a daily basis
- Identify common faults in the early stage of enumeration



Implementation Design

- Dynamic questionnaire tracking
 - Strengthen the computer system to secure the daily transportation of completed questionnaires between field centers and central office
 - Monitor movement history throughout the operation
 - Track whereabouts of the questionnaires promptly



Publicity Design

- Comprehensive publicity programme
 - Multi-faceted public relations campaign
 - E.g. launching a thematic website, organising talks, and advertising on different media, distributing toolkits to schools; road show
 - Targeted PR programme
 - E.g. promoting different mode of enumeration at different stage of operation period



Publicity Design

- Census Ambassadors
 - Promoting statistical literacy
 - Promoting civic awareness and responsibility
 - Soliciting the active participation of Census Ambassadors' families and relatives in the 2011 Population Census



Concluding remarks

- A host of research studies in the pipeline (e.g. use more administrative records to support fieldwork operation and statistical processing)
- Re-engineering the census is risky
 - Need sound risk management
 - Take a cautious and vigorous approach to test, review and revise
 - Contingency plan should be in place



