

25th Population Census Conference 2011

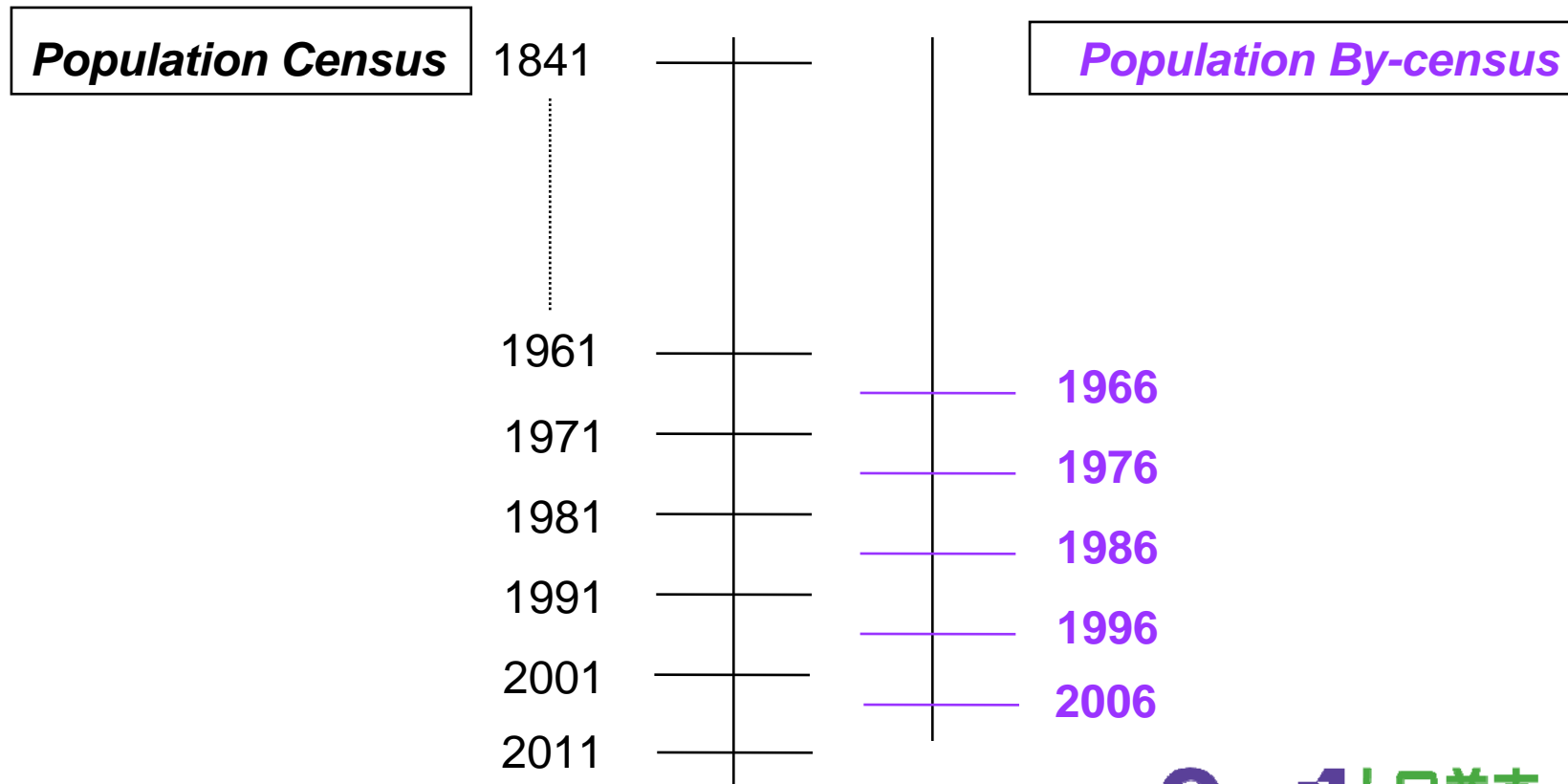
New Challenges to the Operation of the 2011 Population Census in Hong Kong



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INTRODUCTION

- 1841: Earliest official population figure
- 1961: 1st post-war population census



INTRODUCTION (CONT'D)

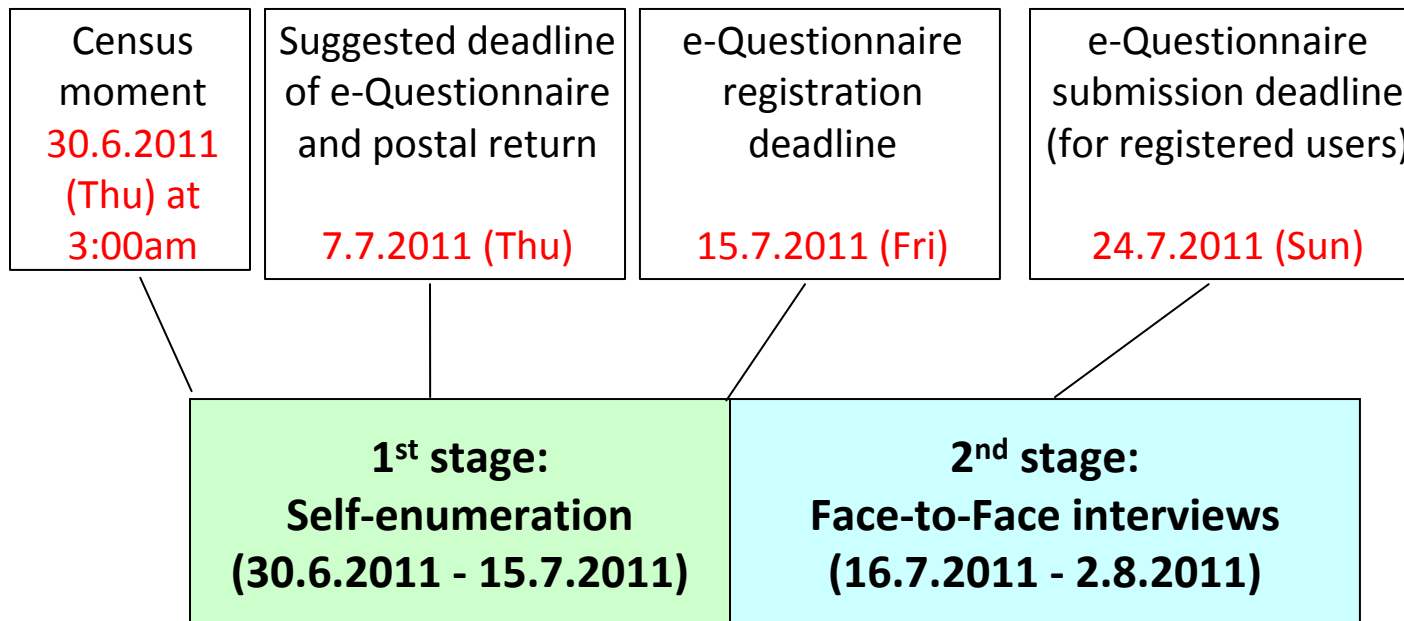
- Changing operating environments
 - Data privacy and confidentiality
 - High reporting burden and more difficult to gain respondents' cooperation
 - Long working hours of Hong Kong people, difficult to reach respondents
- A need for re-engineering the design (particularly on data collection) for the 2011 Population Census (11C) to meet the new challenges

MULTI-MODAL DATA COLLECTION

- Interviewer method adopted before 2006
- e-Questionnaire (offline mode) first introduced in 2006 (only available upon request)
- Three data collection modes for 11C
 - Self-enumeration
 - e-Questionnaire
 - Postal questionnaire (short form questionnaire only)
 - Face-to-face interview

MULTI-MODAL DATA COLLECTION

- Data collection Period: 30.6.11-2.8.11 (34 days)
- Two-phased design



MULTI-MODAL DATA COLLECTION

- Data collection period in school summer holidays
 - Availability of teachers and students as temporary field workers
 - Availability of school premises as field centers
- Longer data collection period
 - A total of 34 days for 11C (c.f. 18 days in 2006 and 9-13 days before 2006)
 - Allow enough time for the two-phased design
 - Increase the chance of contacting and enumerating households successfully

MULTI-MODAL DATA COLLECTION

- Encouraging self-enumeration rates from the Pilot Survey (Jun-Aug 2010)
 - Short form
 - 28% for postal returns
 - 4% for e-Questionnaire
 - Long form
 - 12% for e-Questionnaire [*vs 2.3% in 2006*]

BLOCK-CUTTING

- Divide quarters into blocks of assignments with similar workload
- Calculate the expected workload of each unit of quarters according to a wide range of variables
- Take into account the effect of self-enumeration to facilitate effective fieldwork planning
- Estimate the self-enumeration rates using data of the Pilot Survey

DATA QUALITY

- Two new measures
 1. Parallel data processing
 - Perform instant data validation and editing
 - Follow-up of cases with dubious data within the data collection period
 2. Experience sharing with temporary field workers
 - By experienced staff in the data processing team
 - Perform on-spot sample check of field returns
 - Provide instant feedback regarding common reporting errors

QUESTIONNAIRE TRACKING MECHANISM

- Challenges:
 - Parallel processing approach
 - Field centres scattered in the territory
 - Frequent transfer of questionnaires from field centres to the central processing area

QUESTIONNAIRE TRACKING MECHANISM (CONT'D)

- Measures to assure security of questionnaires
 - Track movement history and whereabouts of questionnaires through computer system
 - Store up questionnaires after data capturing
 - Use recognised data and scanned questionnaire images for online validation and editing as well as telephone follow-up (thus reducing the need of retrieving paper questionnaires)
 - Impose stringent control on transfer of printed copies of scanned questionnaire images for field follow-up

RECRUITMENT HIGHLIGHTS

1. Temporary field workers :
 - Manpower requirements : 18 300
 - Job applications : > 70 000

2. Recruitment targets :
 - In-service teachers of local secondary and primary schools
 - Post-secondary students of local full-time accredited programmes
 - Secondary 6 students

ONLINE RECRUITMENT

1. Paperless channel for job promotion and receipt of job applications
2. Digitised applications
 - More information available for short-listing and deployment
 - Much shorter turnaround time to process applications

ONLINE RECRUITMENT



2011 人口普查
Population Census

香港特別行政區政府
THE GOVERNMENT OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION
政府統計處
CENSUS AND STATISTICS DEPARTMENT

2011年人口普查網上職位申請系統
ONLINE JOB APPLICATION SYSTEM FOR THE 2011 POPULATION CENSUS 繁體 | Exit

Frequently Asked Questions 「2011年人口普查」網上職位申請表
ONLINE JOB APPLICATION FORM FOR THE 2011 POPULATION CENSUS

Contact Us **申請人類別 TYPE OF APPLICANT**

請選取以下項目確認身分，然後繼續填寫網上職位申請表。
Please select the following to confirm your identity before proceeding to completion of the online job application form.

本地中學或小學在職教師
In-service teacher of local secondary or primary school

本地全日制經評審的學位課程學生
Student of local full-time accredited degree programme

本地全日制經評審的副學位課程學生
Student of local full-time accredited sub-degree programme

中六學生
Secondary 6 student

申請職位 JOB APPLICATION

申請職位的優先次序 Order of preference in post applied for	職位 Post i	優先次序 Order of preference
	組長 Chief Enumerator	-- ▾
	助理組長 Assistant Chief Enumerator	-- ▾

最少選擇一項職位為首選。可選擇相同優先次序；不考慮的職位請留空。
Choose at least one post as first preference. Same order of preference is allowed. Leave blank if the post is not considered.

Exit Continue

<https://jobs.census2011.gov.hk/jobs>

ONLINE NOTICE BOARD (ONB)

1. Effective dissemination of information to the short-listed applicants (each with a personalised ONB account created during the process of job application)
2. Efficient capturing and monitoring of electronic replies on the acceptance of offer and attendance of training
3. e-Exercises to sustain applicants' interest and enhance their census knowledge before reporting duty

ONLINE NOTICE BOARD (ONB)



ONLINE NOTICE BOARD FOR THE 2011 POPULATION CENSUS

CENSUS AND STATISTICS DEPARTMENT
THE GOVERNMENT OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION

ONLINE NOTICE BOARD

Login user name

Password

(see Note below if you are
a [first time user](#))

Login

Forgot Password

Note

For first time login, please enter the *activation key* shown on the invitation letter and follow the instructions to set the password.



Welcome to the Online Notice Board (ONB) for the [2011 Population Census \(11C\)](#)!

The ONB is an electronic communication platform between the Temporary Field Worker applicants and this Office throughout the recruitment exercise. Applicants can refer to "[Recruitment Highlights](#)" (updated on 29 March 2011) for the latest updates on the upcoming recruitment activities or visit the website of the [Online Job Application System](#) for more details of the recruitment.

Only short-listed applicants are users of the ONB. Upon receipt of e-mail notification, users should log in to read latest messages and make timely replies as needed.

For enquiries, please contact us at 3695 0451 during office hours (9:00 a.m. to 12:30 p.m. and 1:30 p.m. to 6:00 p.m. from Monday to Friday, except public holidays) or send e-mail to 11c_jobs@censtatd.gov.hk, with *Job Application Reference Number* quoted to ease communication.

2011 Population Census Office
Census and Statistics Department

<https://jobs.census2011.gov.hk/onb>



HANDLING TELEPHONE ENQUIRIES

- 330 000 calls throughout the 34-day census period
- Phased mailing approach
- Some 28 000 calls expected on the peak day
- 300 telephone lines (catering for 2100 calls per hour)
- Employing enumerators instead of general clerks to handle the calls
- Effective deployment in making follow up calls for completed questionnaires requiring clarifications during non-peak periods



2011 人口普查
 Population Census
30.6.2011 - 2.8.2011
 齊參與 人口普查 共建設 美好明天
 Support the Census Build a Better Future

自行填報階段 **Self-enumeration period : 30.6.2011 to 15.7.2011**
 住戶可於網上遞交長問卷或短問卷，或以郵寄方式遞交短問卷。
 Both short form and long form questionnaires can be submitted via the Internet,
 and short form questionnaire can also be sent back by post.

面談訪問階段 **Face-to-face interview period : 16.7.2011 to 2.8.2011**
 統計員登門訪問尚未自行遞交問卷的住戶。
 Census officers will visit households not yet returned the questionnaires via self-enumeration mode.

請提供準確資料，搜集所得的個人或個別住戶資料，均會嚴加保密。
 Please provide accurate information.
 All information relating to individual persons or households will be treated in strict confidence.

www.census2011.gov.hk 查詢 Enquiries : 2153 2011


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 Census and Statistics Department
 Hong Kong Special Administrative Region

Promotion Poster for 11C

General Message

2011 人口普查
 Population Census

2011 人口普查 | 先認身分 再作訪問

Population Census | Check their identities before having interview

齊參與 人口普查 共建設 美好明天
Support the Census Build a Better Future

面談訪問階段：7月16日至8月2日
Face-to-face interview period: July 16 to August 2



紫領綠色制服
背面印有「人口普查」字樣
Green uniform with purple collar
"Population Census" printed at the back



人口普查襟章
Census Badge



統計員身份證明書
Census Officer
Certificate of Identity



印有人口普查徽號的
紅色文件袋
Red Satchel with
the Census Logo

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Identity of Census Officers

Thank you