

2011 Census Briefing Note 1: March 2012

ONLINE COMPLETION RATES FOR THE 2011 CENSUS

The 2011 Census (conducted on 27th March 2011) was the first census in England & Wales which allowed respondents to complete their census form online. On 13th March 2012 the Office for National Statistics (ONS) provided statistics on the take-up rates of internet completion.

The online questionnaire went live on 4th March 2011 and was available until 22nd May 2011. The average time to complete the online questionnaire was 22 minutes and 19% of the total online forms were completed on Census Day (680,000 returns).

KEY FINDINGS

- Over 16% of census returns were completed online in England & Wales
- London had the highest online completion rates of all the regions, at 21.9%
- 22.1% of Harrow's 2011 Census forms were completed online, ranking Harrow 24th in England & Wales out of 348 local authorities (a mix of districts, boroughs, counties and unitaries)
- Within London, Harrow was ranked 18th out of 33 London Boroughs
- At ward level, Greenhill achieved the highest rate of internet returns at 27.3%, and Harrow Weald the lowest, at 18.3%
- At the Lower Super Output Area (LSOA) level the highest ranked LSOA in Harrow (31.6%) was LSOA 126 in Greenhill ward, which covers an area to the east of Harrow town centre (Lowlands Road, Gayton Road and Sheepcote Road)
- Only three of Harrow's LSOAs were below the national average for online census completion – these were located in Stanmore Park, Pinner South and Hatch End wards



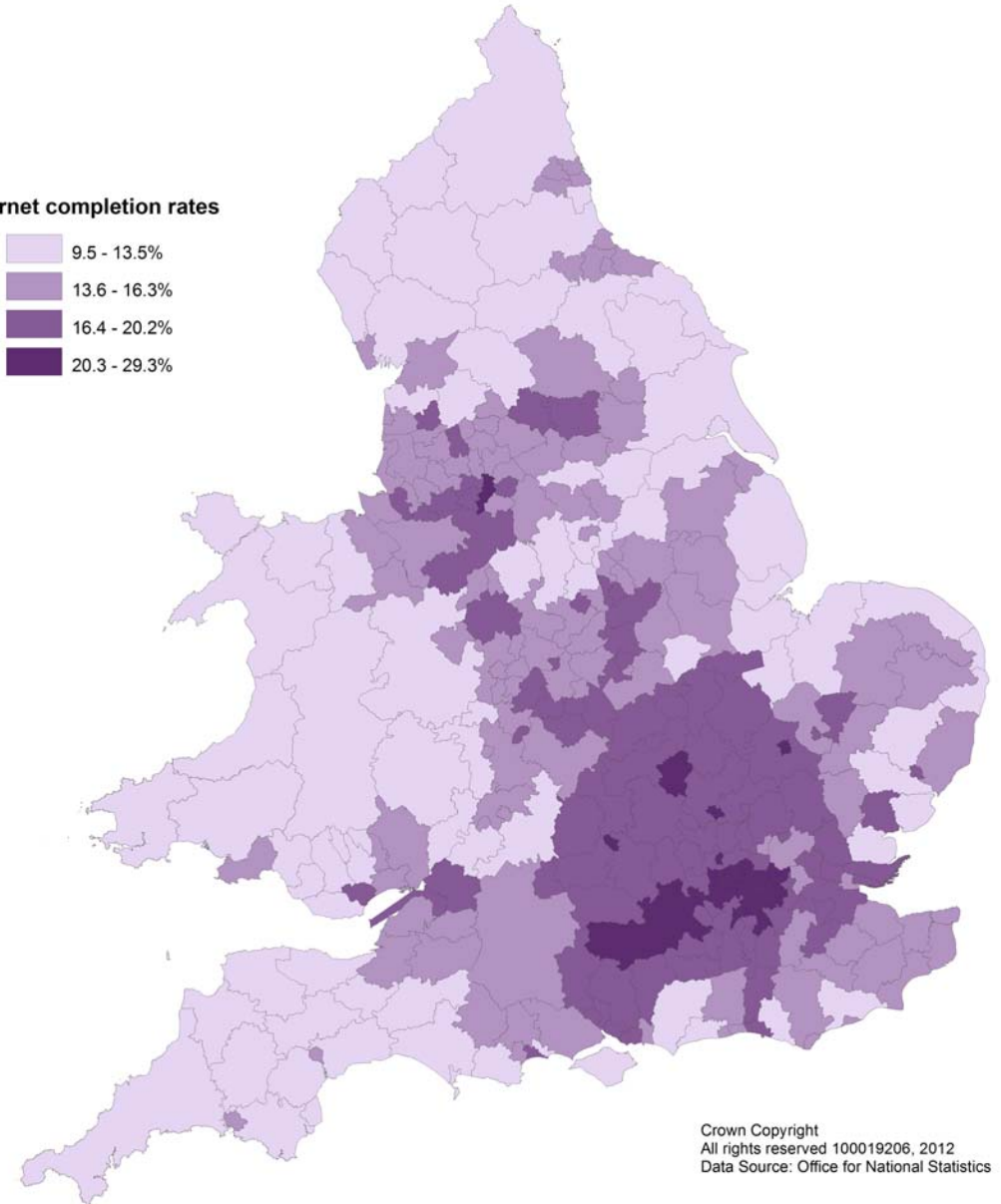
LOCAL AUTHORITY LEVEL

The highest ranked local authority within England & Wales for online completion was Tower Hamlets, with 29.3% of forms completed in this way. Harrow was ranked in 24th place with an online completion rate of 22.1%. Eight London boroughs featured in the top ten national rankings for online return. Overall urban areas tended to have higher completion rates than rural areas. Blaenau Gwent in South Wales and Eden District Council in Cumbria had the lowest completion rates, at 9.5% and 9.7% respectively.

Within London, Harrow was ranked 18th, based on the percentage of census returns completed online. Harrow's completion rates were: higher than the neighbouring local authorities of Hillingdon, Barnet, Three Rivers and Hertsmere; but lower than the rates for Ealing and Brent. Completion rates were generally higher in the Inner London Boroughs, West and North London.

2011 Census, Internet Completion Rates, Local Authorities in England & Wales

Internet completion rates



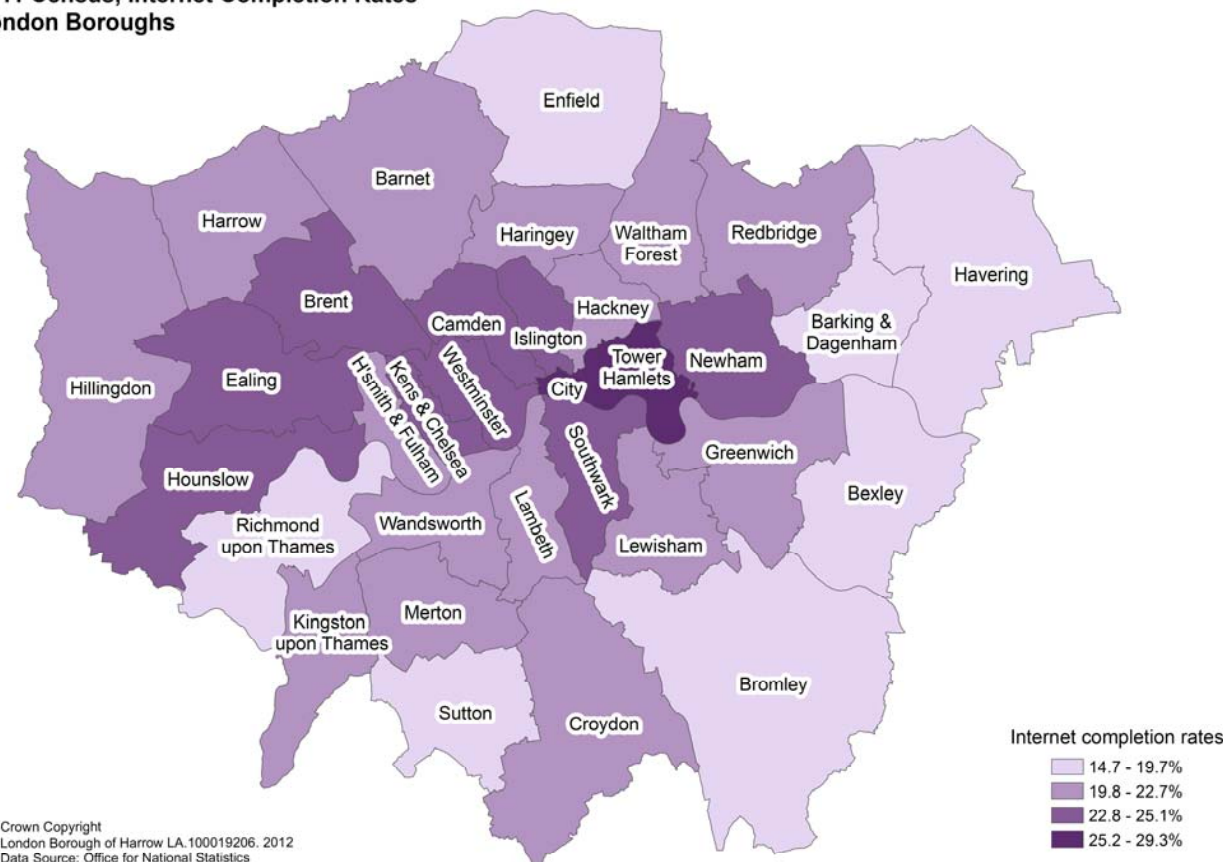
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Data Source: Office for National Statistics

Table 1: Completion Rates for the London Boroughs

London Borough	% internet returns	Rank in London (out of 33)	Rank in England & Wales (out of 348)
Barking and Dagenham	19.6	28	49
Barnet	21.6	22	33
Bexley	18.3	30	81
Brent	24.4	7	8
Bromley	17.9	31	89
Camden	23.8	8	9
City of London	28.1	2	2
Croydon	20.9	26	39
Ealing	23.3	9	12
Enfield	19.0	29	60
Greenwich	21.7	21	31
Hackney	22.0	19	27
Hammersmith and Fulham	22.5	14	17
Haringey	21.8	20	29
Harrow	22.1	18	24
Havering	14.7	33	212
Hillingdon	21.1	25	37
Hounslow	24.9	5	5
Islington	23.2	10	13
Kensington and Chelsea	24.5	6	6
Kingston upon Thames	21.2	24	36
Lambeth	22.7	12	15
Lewisham	22.2	16	22
Merton	21.5	23	35
Newham	25.0	4	4
Redbridge	22.4	15	18
Richmond upon Thames	19.7	27	47
Southwark	23.2	11	14
Sutton	17.4	32	103
Tower Hamlets	29.3	1	1
Waltham Forest	22.2	17	23
Wandsworth	22.7	13	16
Westminster	25.1	3	3

Source: Office for National Statistics

**2011 Census, Internet Completion Rates
London Boroughs**



WITHIN HARROW

2011 Census, Internet Completion Rates Wards in Harrow

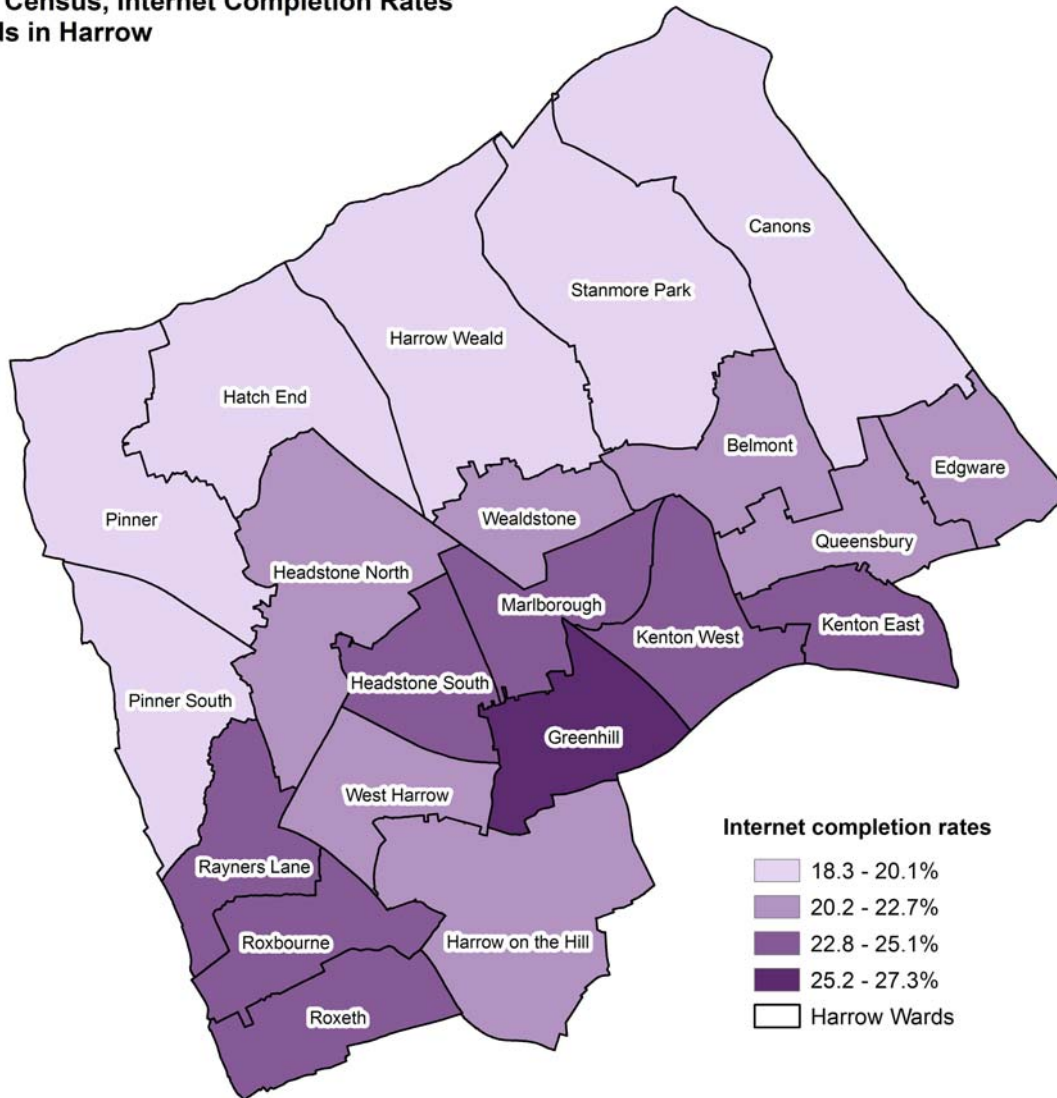


Table 2: Completion Rates for Harrow's Wards

Ward	% internet returns	Ward Rank (out of 21)	Rank in E&W (out of 8483)
Belmont	21.62	13	723
Canons	20.14	16	1137
Edgware	21.67	12	709
Greenhill	27.32	1	63
Harrow on the Hill	22.17	10	586
Harrow Weald	18.34	21	1900
Hatch End	19.15	18	1527
Headstone North	21.87	11	644
Headstone South	24.32	3	247
Kenton East	23.63	6	328
Kenton West	23.19	7	397
Marlborough	25.11	2	172
Pinner	19.83	17	1246
Pinner South	18.96	19	1621
Queensbury	22.69	9	488
Rayners Lane	24.11	5	269
Roxbourne	24.31	4	249
Roxeth	23.04	8	422
Stanmore Park	18.95	20	1628
Wealdstone	20.94	15	911
West Harrow	21.53	14	744

Source: Office for National Statistics

In Harrow, the highest rates for internet form completions were from residents living in Greenhill ward, where over 27% of Census forms were completed online. A high proportion of young adults live in this area and the ONS has reported that generally 30% of online forms were completed by people in the 26-35 age group.

Generally internet completion rates were higher in the wards across the south of the borough and lowest in the wards to the north of the borough. A higher proportion of older people live in these wards in the north of Harrow. ONS analysis of internet census returns across England & Wales has shown that generally less than 10% of the internet forms were completed by people aged over 65.

At the Lower Super Output Area level the five LSOAs with the highest on-line completion rates were situated in the central wards of Greenhill and Marlborough (1,2 & 3 on adjacent map) and in Harrow on the Hill and Roxbourne wards (4 & 5). All had rates between 29% and 32%.

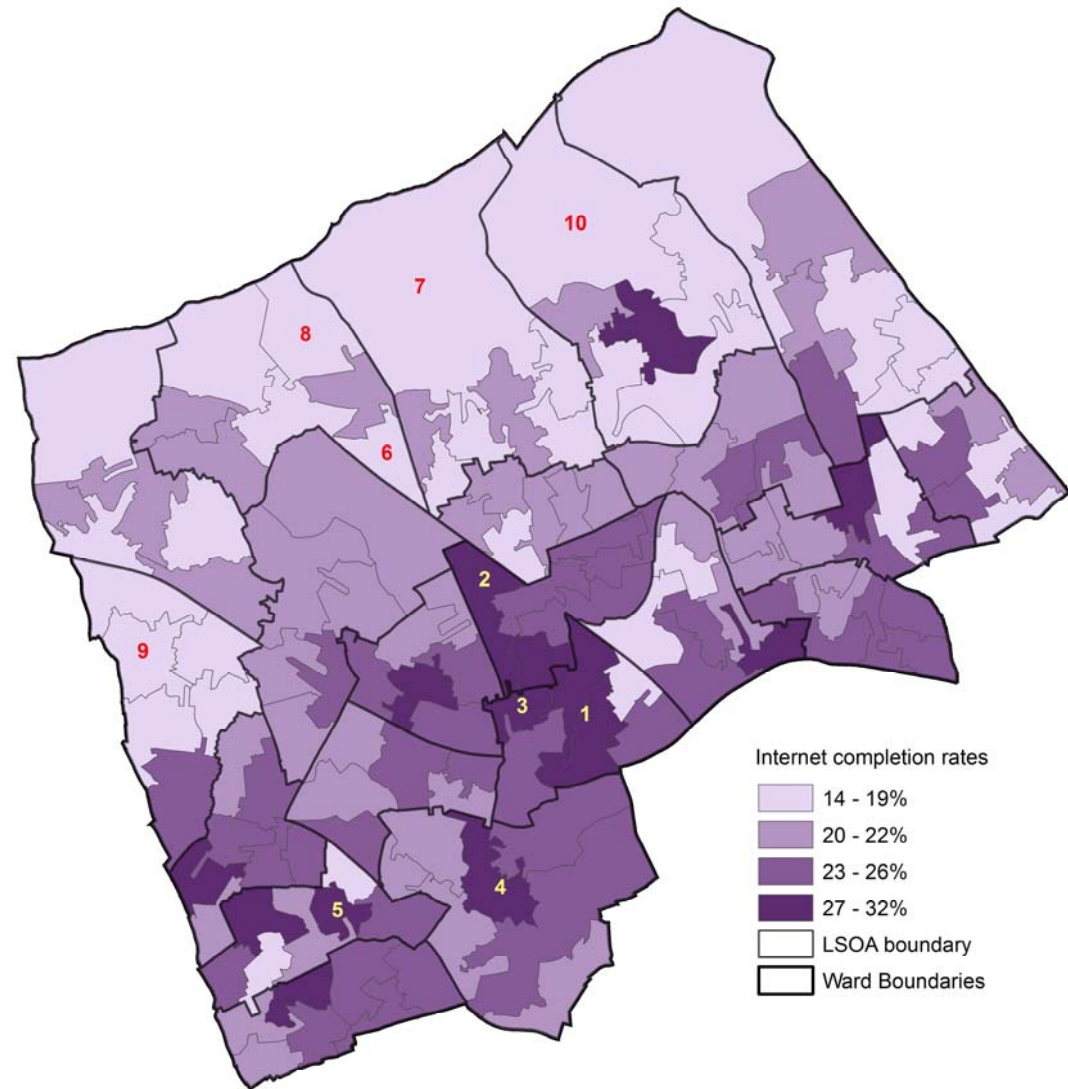
The LSOAs with the five lowest internet completion rates were mainly in the wards to the north of the borough – Stanmore Park (10), Harrow Weald (7) Hatch End (6 & 8), and in Pinner South ward (9). Rates in these LSOAs ranged from 14% to 16.3%

FURTHER INFORMATION

The Office for National Statistics (ONS) has produced a report entitled 'Providing the Online Census'. To see this report and all the internet take-up rates go to: <http://www.ons.gov.uk/ons/guide-method/census/2011/the-2011-census/the-2011-census-project/2011-census-updates-and-evaluation-reports/index.html>

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**2011 Census, Internet Completion Rates
Lower Super Output Areas (LSOAs) in Harrow**



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Data Source: Office for National Statistics