**Ordnance Survey**

# Household Questionnaire
## England

Office for
National Statistics

2011 Census

### Complete online

www.census.gov.uk
Your personal internet access code is:

# ONS saves £33 million thanks to OS addressing data.

The Office for National Statistics (ONS) is the UK's largest independent producer of official statistics. It collects and publishes figures about the economy, population and society at a national, regional and local level. Up-do-date address data is crucial for its 10-year Census and during the 2011 survey, OS helped deliver the most accurate address data possible, as well as savings of around £33 million for ONS.
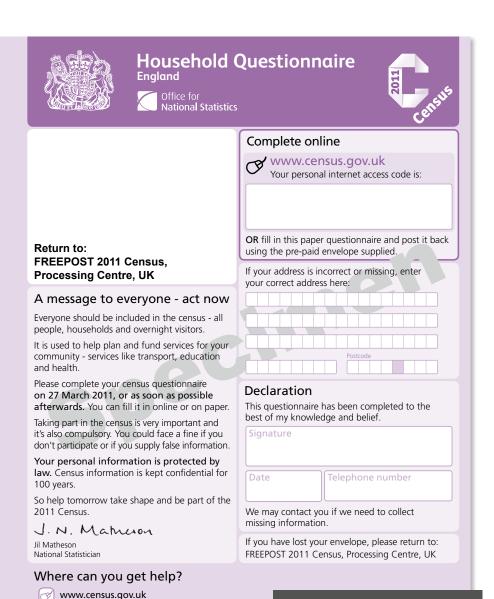
" We have been able to create the most up-to-date and accurate National Address Register to date. As well as delivering financial savings for ONS, the real return on investment is that a new initiative has been taken forward through GeoPlace who now produce, through Ordnance Survey, the AddressBase data product suite which can be used to underpin future Census surveys. "

GEE-MEI REDGWELL,
ADDRESS RESEARCH MANAGER,
ONS GEOGRAPHY.

**Public Sector Mapping Agreement**
PSMA

Office for
National Statistics

## Household Questionnaire
**England**

Office for National Statistics

2011 Census C

### Complete online

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Your personal internet access code is:

**OR** fill in this paper questionnaire and post it back using the pre-paid envelope supplied.

**Return to:**
**FREEPOST 2011 Census,**
**Processing Centre, UK**

If your address is incorrect or missing, enter your correct address here:

Postcode

### A message to everyone - act now

Everyone should be included in the census - all people, households and overnight visitors.

It is used to help plan and fund services for your community - services like transport, education and health.

Please complete your census questionnaire on **27 March 2011, or as soon as possible afterwards.** You can fill it in online or on paper.

Taking part in the census is very important and it's also compulsory. You could face a fine if you don't participate or if you supply false information.

**Your personal information is protected by law.** Census information is kept confidential for 100 years.

So help tomorrow take shape and be part of the 2011 Census.

*J. N. Matheson*

Jil Matheson
National Statistician

### Declaration

This questionnaire has been completed to the best of my knowledge and belief.

Signature

Date

Telephone number

We may contact you if we need to collect missing information.

If you have lost your envelope, please return to: FREEPOST 2011 Census, Processing Centre, UK

### Where can you get help?

🖱 www.census.gov.uk

📞 Census helpline 0300 0201 101

⌨ Text Relay 18001 0300 0201 160

**Help is available in large print and Braille**

### The essential OS tools

OS MasterMap® Address Layer 2*

OS MasterMap® Topography Layer

* Legacy product, now superseded by AddressBase®

### What was the solution?

ONS used comprehensive text matching algorithms to combine Royal Mail Postal Address File (PAF) with OS MasterMap Address Layer 2 (AL2), including pre-build content available from Ordnance Survey and the National Land and Property Gazetteer (NLPG).

OS MasterMap Topography Layer data was used for spatial building matching which eliminated many wrong addresses created through misspellings and duplications.

The output data was then shared with local authorities and Royal Mail so that ground surveys could be carried out for final verification purposes.

### What were the outcomes?

- The collaborative working between OS and ONS influenced the AddressBase data product initiative – the definitive source of addressing.

- A centralised address register saved ONS an estimated £25 million in data collection costs.

- ONS met address under coverage targets of within 1% and positional accuracy targets of 99%.

- Through GeoPlace and the AddressBase initiative, ONS no longer needs to maintain a national address register, which has saved around £8 million in time and resources.

- Pre-build address content available within AL2 had provided information on new build properties not available in any of the other address datasets.

### What were the challenges?

- Getting a high response rate and quality representative data from people taking part in the Census.

- Targeting individuals, locating their address and sending the Census documentation out to them in the post.

- Following the 2001Census, where an address product was three years out of date by the time the Census was conducted, ONS recognised it needed to produce the most current address register possible to produce quality statistics.

## Are you a public sector organisation?

The Public Sector Mapping Agreement (PSMA) includes a range of mapping datasets, which are free at your point of use, helping you to make further cost savings and efficiencies. To find out more, and discover how to start making savings, visit: os.uk/onscensus

**Finding a way.**