

Online Share of Census 2021 Responses, Cambridgeshire and Peterborough

Census 2021 was the first digital-first census, which encouraged households across England and Wales to respond to the census online rather than completing a paper copy if able to do so.

The maps below provide an analysis of data published by the Office for National Statistics (ONS) on the online share of responses to Census 2021 in Cambridgeshire and Peterborough by Lower Super Output Area (LSOA). These maps do not show the overall response rates to the census, as this data is not available yet, although the ONS has stated that there was a 97% household response rate for England and Wales as a whole, and over a 90% return rate in every Local Authority. The maps show the proportion of those households that did respond to the census who did so online.

Not all households in England and Wales were contacted and asked to complete the census in the same way. The ONS sent out a paper copy of the census questionnaire first (alongside an online access code) to households in some specified LSOAs, and in other specified LSOAs households were sent a paper copy as a reminder. The means of communication was determined by two 'hard to count' indices that the ONS produced. The ONS 'willingness hard to count index' assessed the relative likelihood of households by LSOA who were likely to respond without reminder letters or field visits. The 'digital hard to count index' assessed the relative propensity of households in an area to respond to Census 2021 online. The two indices were used together to determine where to send paper first and where to send paper questionnaires as a reminder. (In addition, at all times a household could request a paper questionnaire via the contact centre or the website, and census officers also had paper questionnaires available if requested on the doorstep).

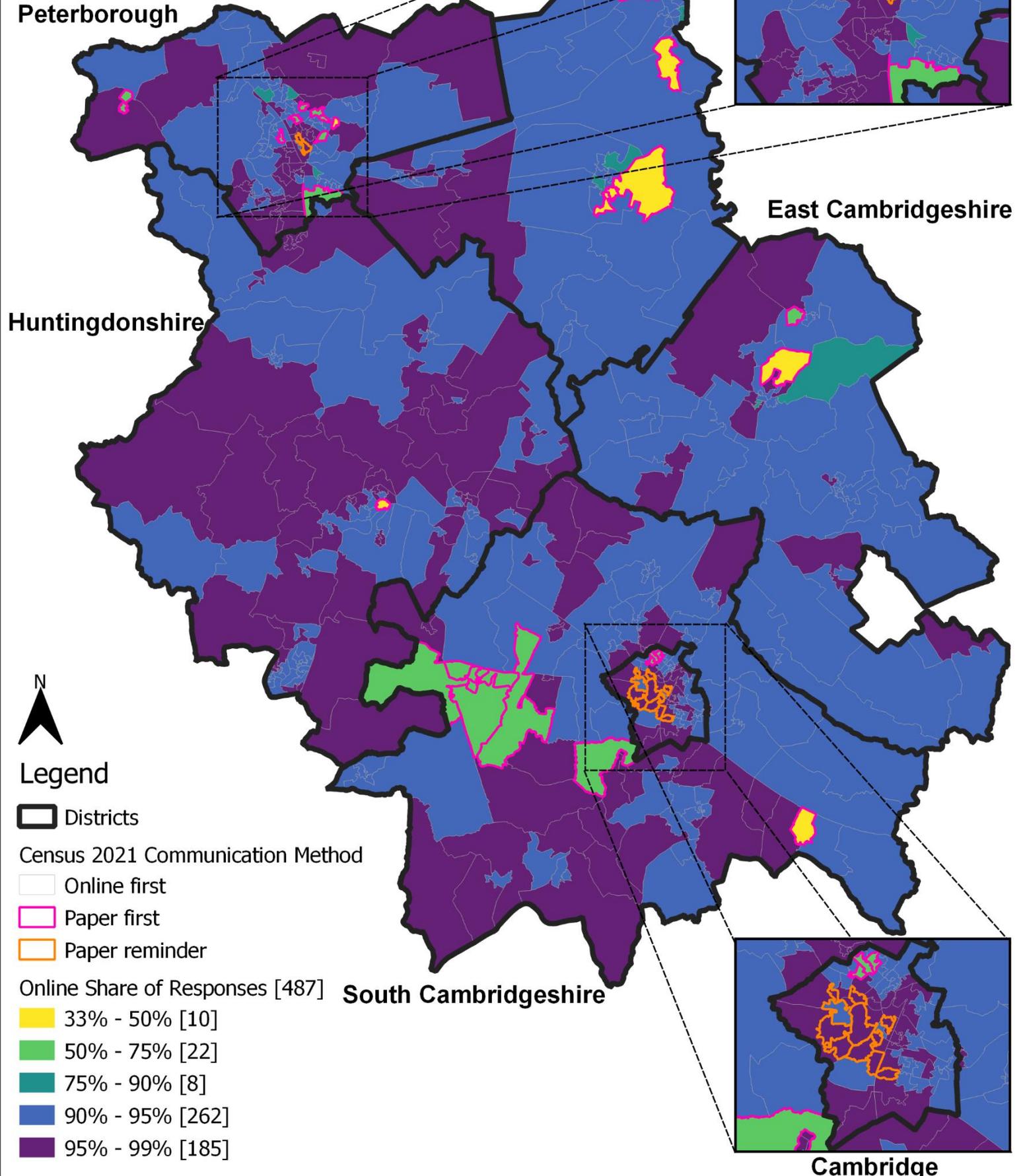
The maps show that the means of contact strongly influenced response modes to Census 2021 in Cambridgeshire and Peterborough. The LSOAs that were sent a paper copy first or as a reminder have been highlighted showing the impact of the means of contact on response mode

In Cambridgeshire and Peterborough, 91.4% of households who responded to Census 2021 did so online. 32 out of 487 LSOAs were first sent a paper copy of the census, and these LSOAs all had online response rates below 75% of total responses received. Accounting for only the LSOAs where households received an online code as the first means of contact, the proportion of online responses was 94.4% of total responses received.

The maps below show the online share of total responses to Census 2021 by LSOA for Cambridgeshire and Peterborough, as well as for each district.

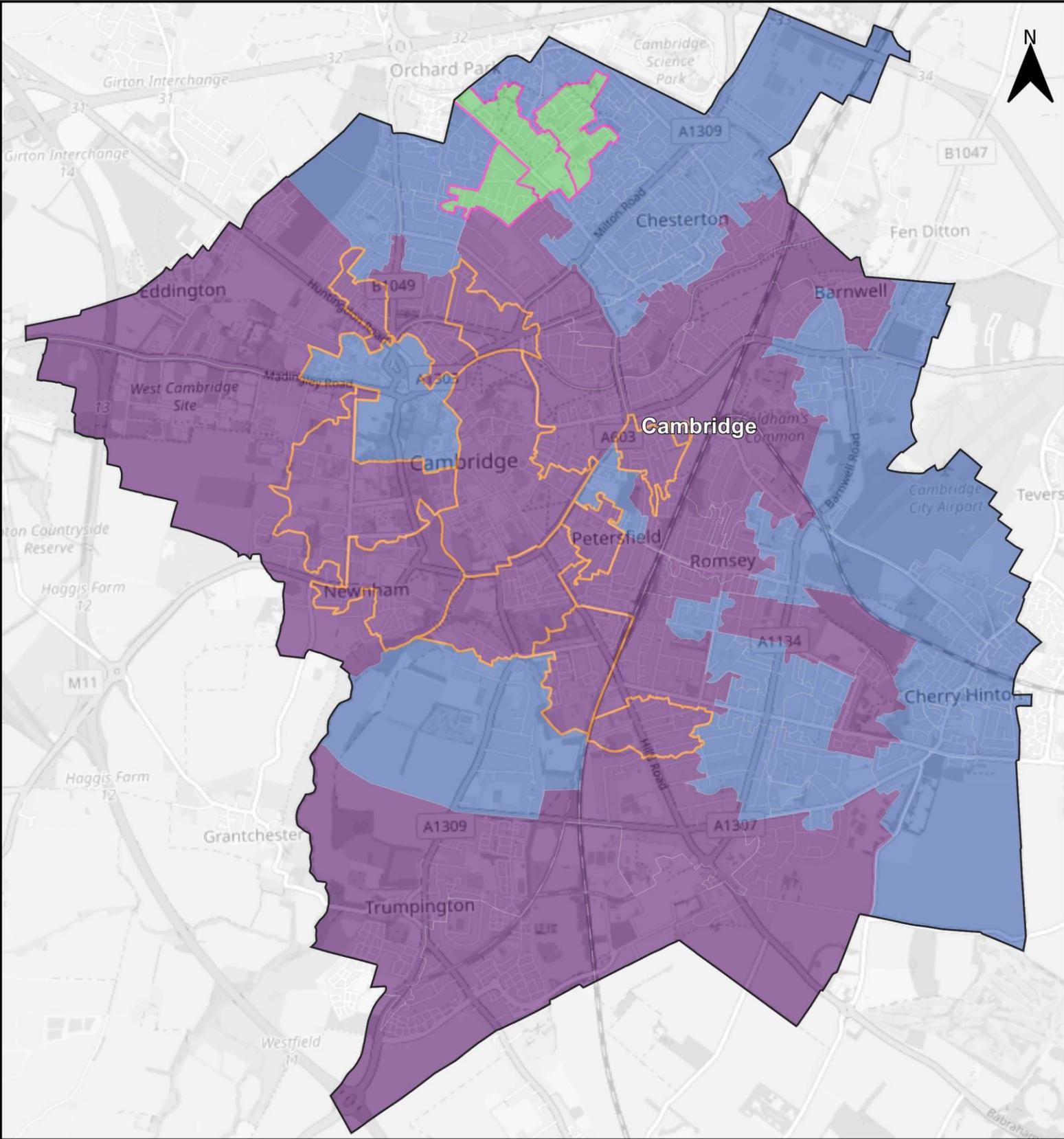
Cambridgeshire and Peterborough Census 2021 Online Share of Responses

Online share of responses refers to the proportion of total household responses to Census 2021 that were submitted online, by LSOA. Households within some LSOAs were initially contacted with a paper copy first and some received a paper copy as a reminder. These LSOAs are highlighted below by the shading of their boundaries.



Cambridge

Census 2021 Online Share of Responses

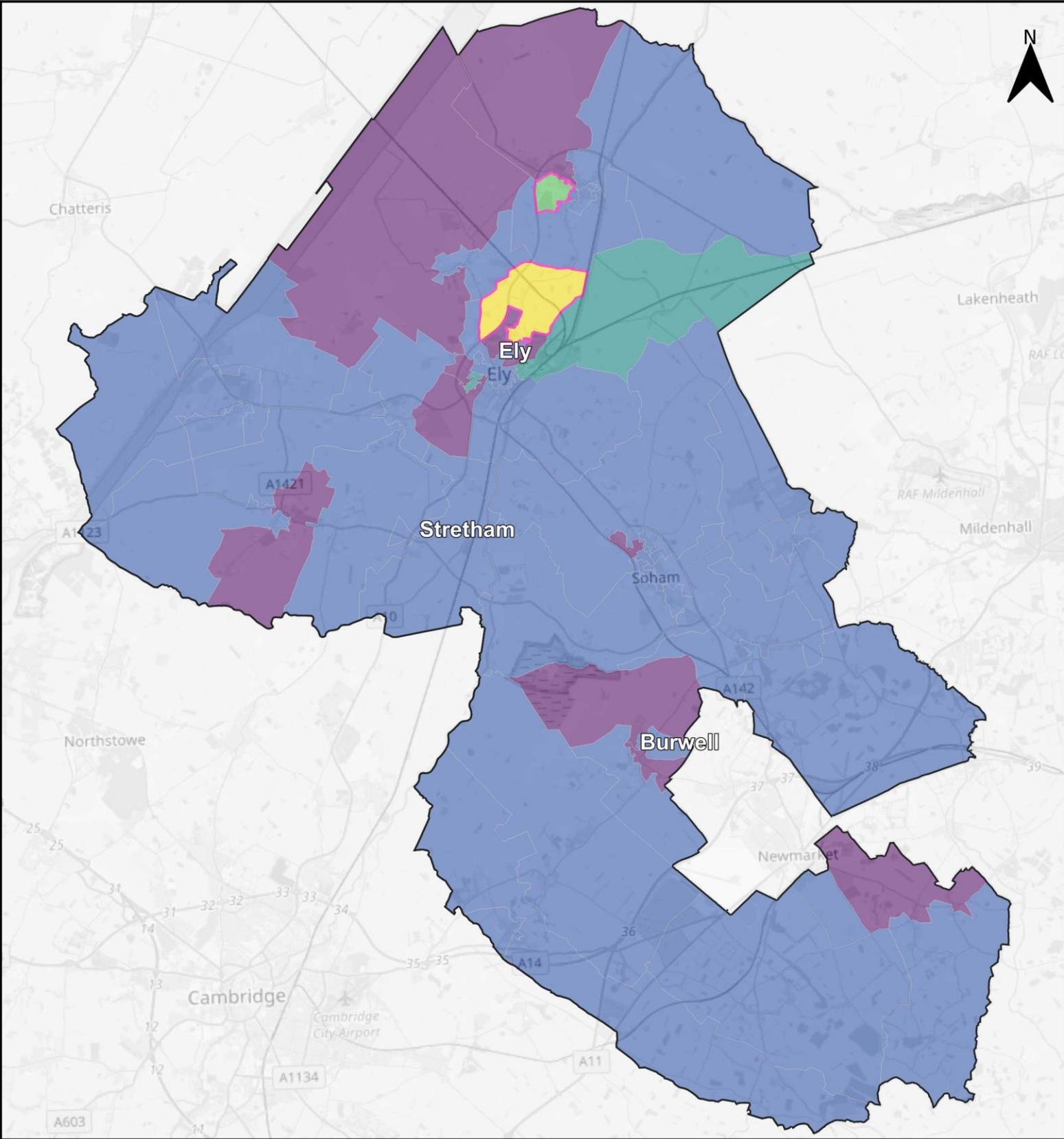


Legend

- | | |
|----------------------------------|----------------------------------|
| District | Online Share of Responses |
| Census 2021 Communication Method | 33% - 50% |
| Online first | 50% - 75% |
| Paper first | 75% - 90% |
| Paper reminder | 90% - 95% |
| | 95% - 99% |

Of the households that responded to the census in Cambridge, 93.7% did so online. Of the 69 LSOAs in Cambridge, 3 had an online response rate lower than 90% of total responses, yet all 3 of these were sent a paper copy of the census first. Looking at the 'online first' LSOAs, the online share of total responses was 95.5%.

East Cambridgeshire Census 2021 Online Share of Responses



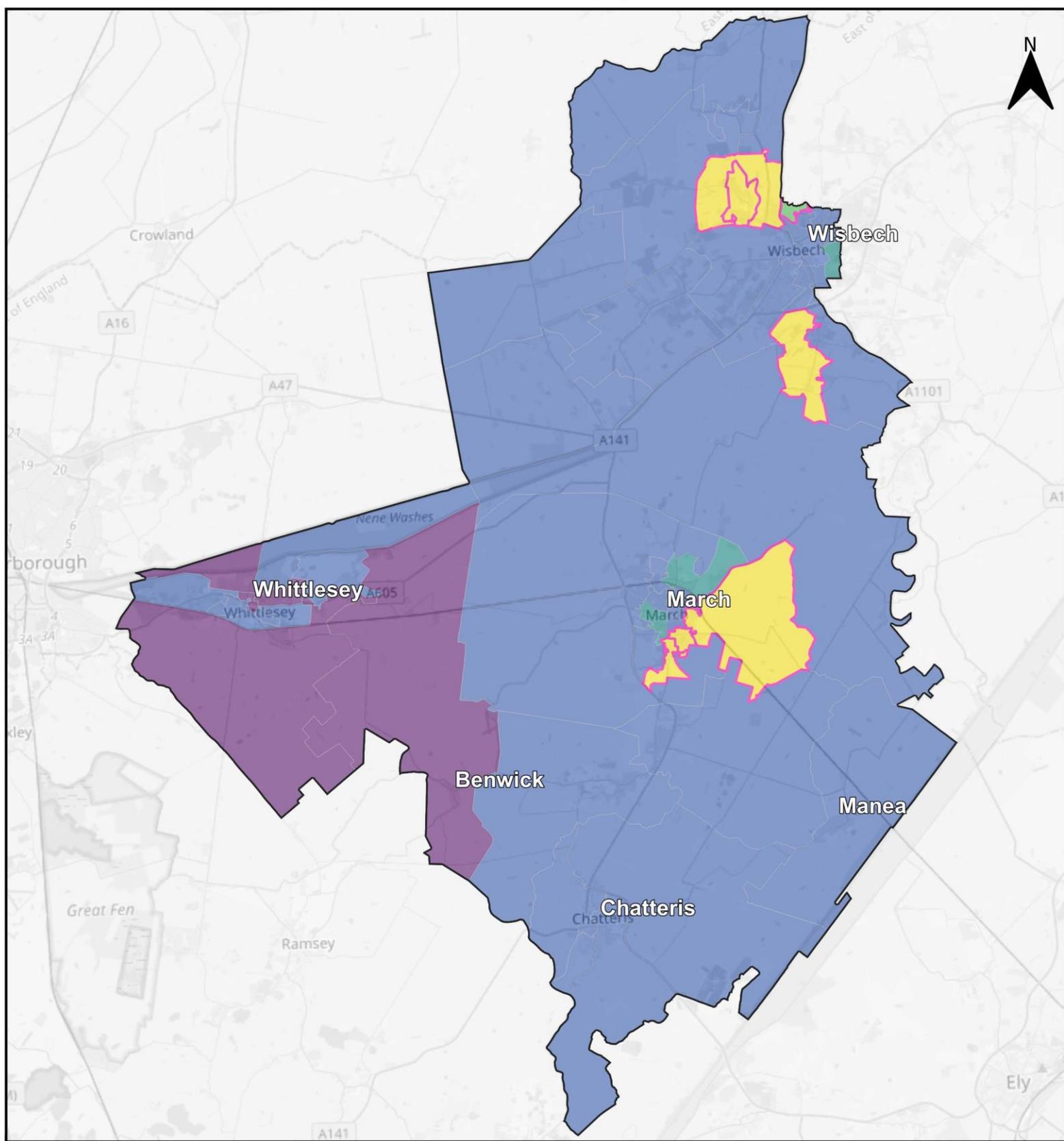
Legend

- | | |
|----------------------------------|----------------------------------|
| District | Online Share of Responses |
| Census 2021 Communication Method | 33% - 50% |
| Online first | 50% - 75% |
| Paper first | 75% - 90% |
| Paper reminder | 90% - 95% |
| | 95% - 99% |

Of the households that responded to the census in East Cambridgeshire, 92.1% did so online. Of the 50 LSOAs in East Cambridgeshire, 2 had an online response rate lower than 87% of total responses, yet both were sent a paper copy of the census first. Looking at the 'online first' LSOAs, the online share of total responses was 93.8%.

Fenland

Census 2021 Online Share of Responses



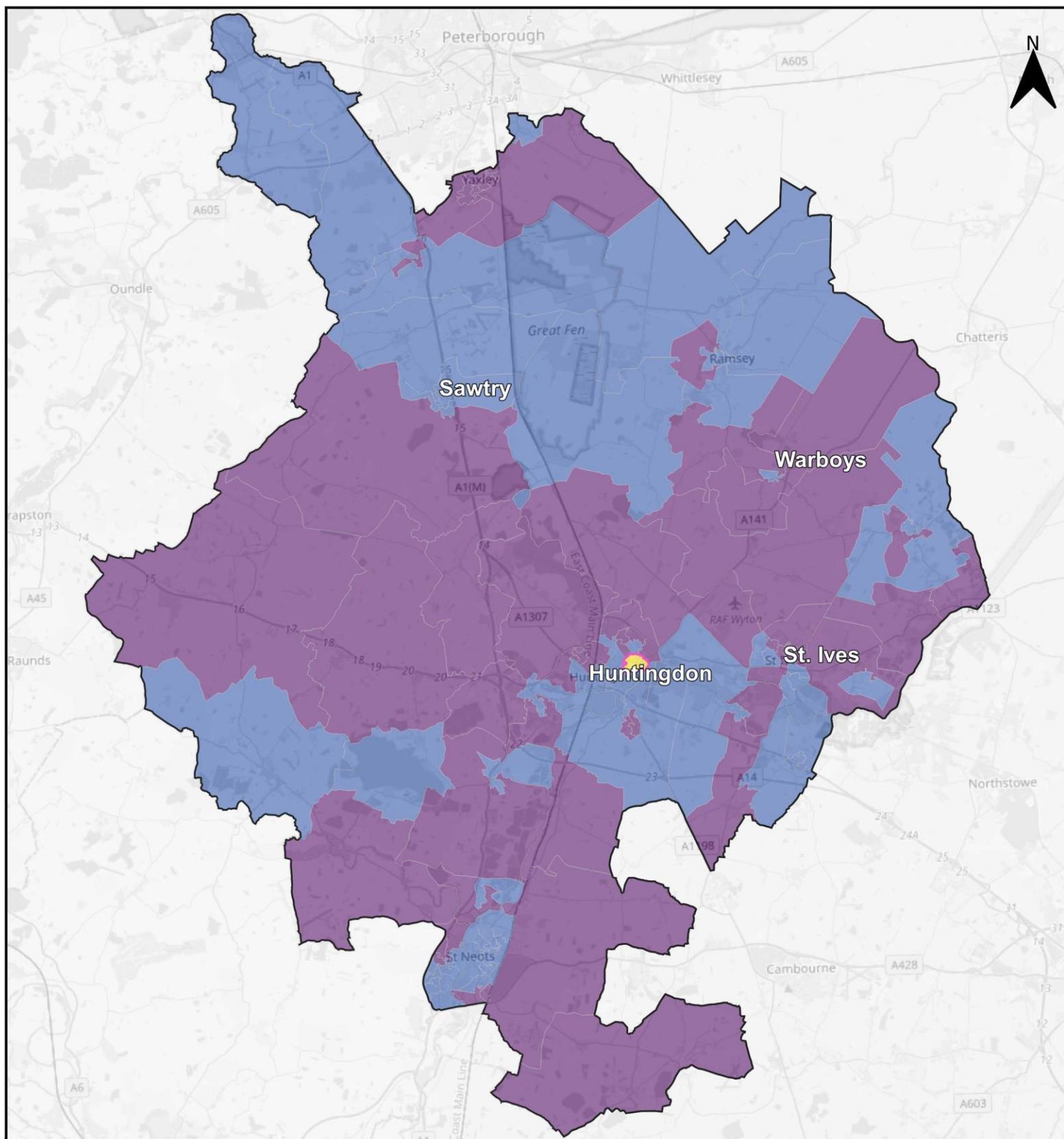
Legend

District	Online Share of Responses
Census 2021 Communication Method	33% - 50%
Online first	50% - 75%
Paper first	75% - 90%
Paper reminder	90% - 95%
	95% - 99%

Of the households that responded to the census in Fenland, 85.6% did so online. Of the 55 LSOAs in Fenland, 7 had an online response rate lower than 89% of total responses, yet all 7 of these were sent a paper copy of the census first. Looking at the 'online first' LSOAs, the online share of total responses was 92.5%.

Huntingdonshire

Census 2021 Online Share of Responses



Legend

District

Census 2021 Communication Method

Online first

Paper first

Paper reminder

Online Share of Responses

33% - 50%

50% - 75%

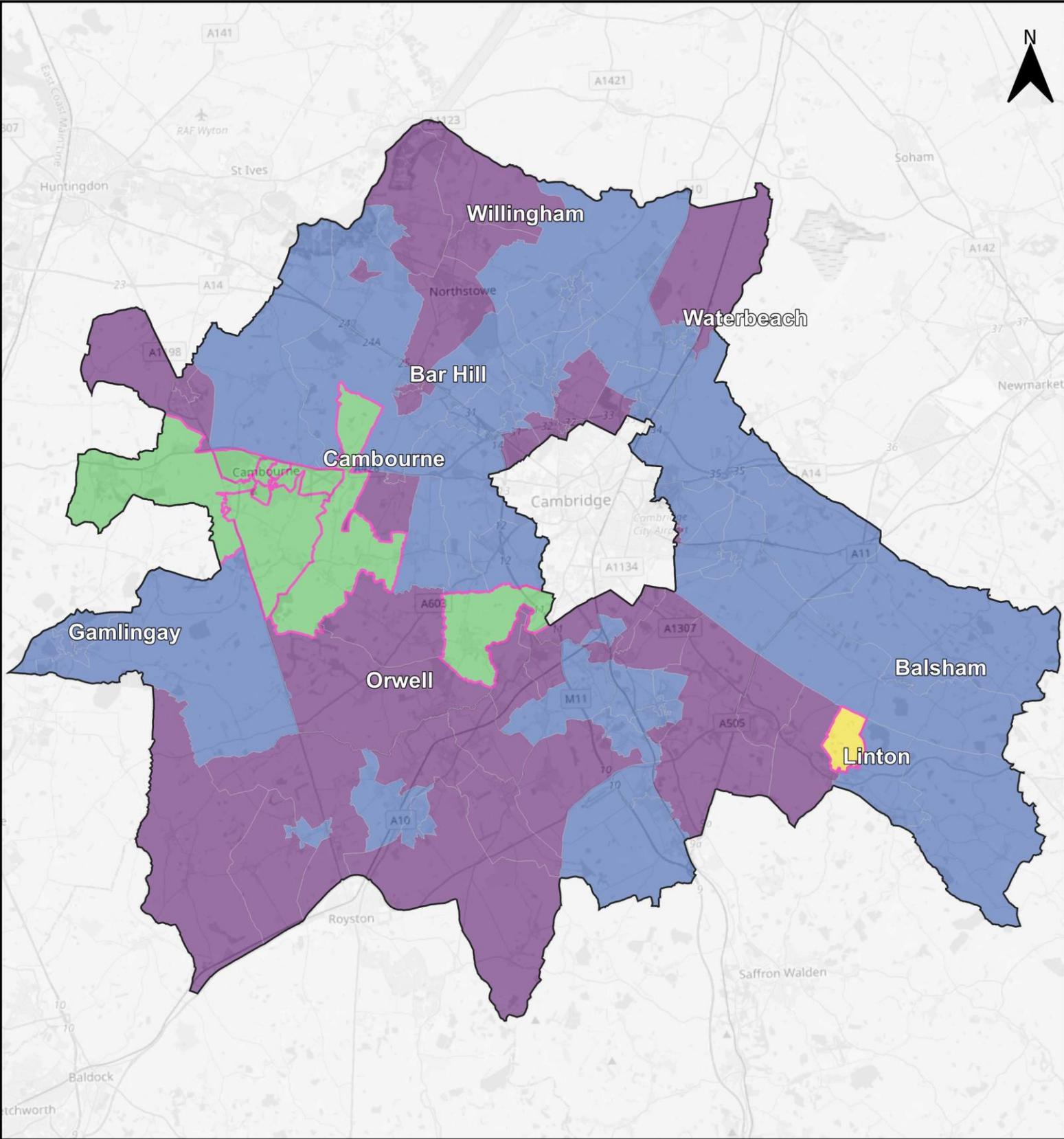
75% - 90%

90% - 95%

95% - 99%

Of the households that responded to the census in Huntingdonshire, 94.6% did so online. Of the 105 LSOAs in Huntingdonshire, 1 had an online response rate lower than 90% of total responses, yet this was the only LSOA to be sent a paper copy of the census first. Looking at the 'online first' LSOAs, the online share of total responses was 95.1%.

South Cambridgeshire Census 2021 Online Share of Responses

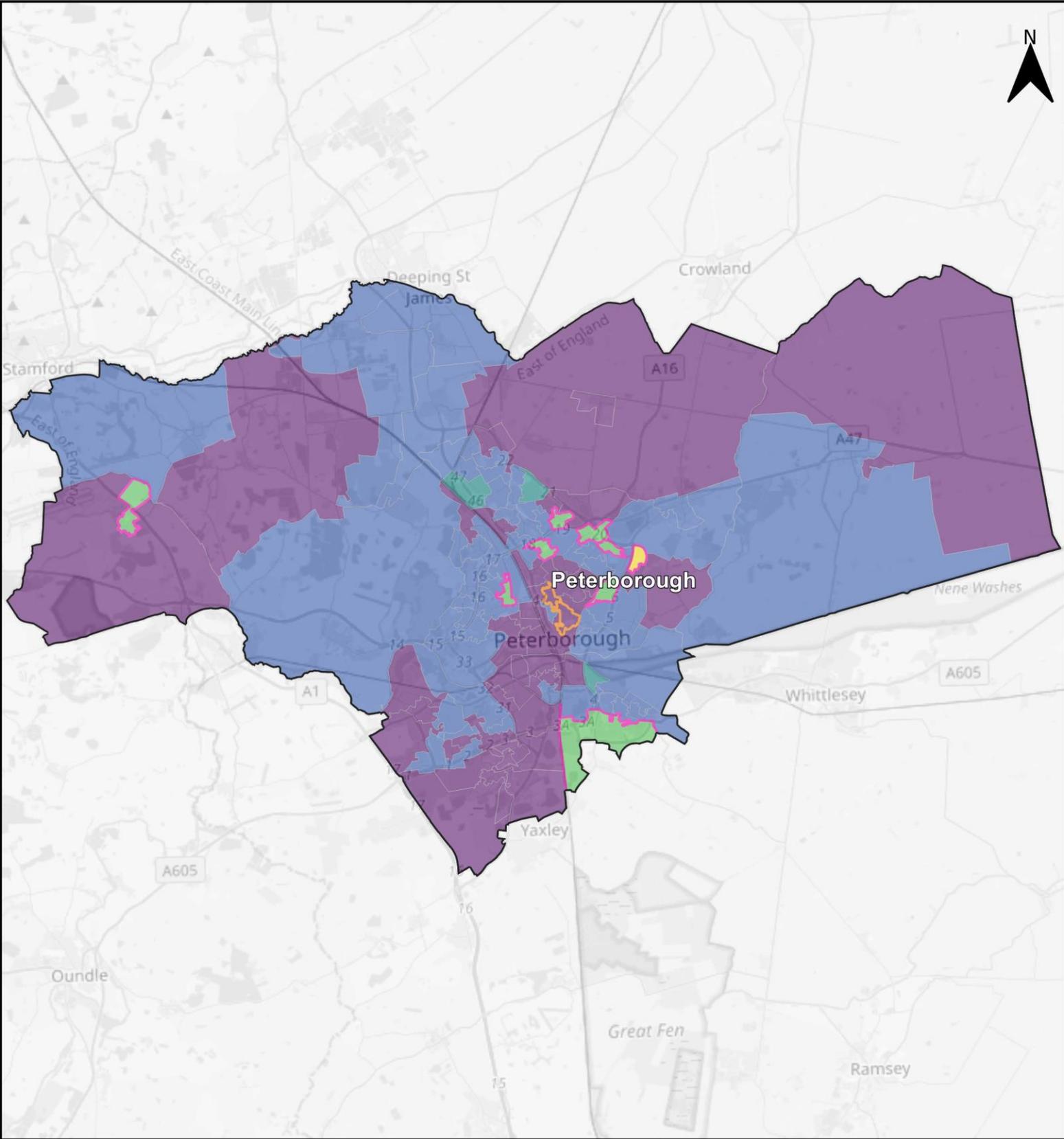


Legend

- | | |
|----------------------------------|----------------------------------|
| District | Online Share of Responses |
| Census 2021 Communication Method | 33% - 50% |
| Online first | 50% - 75% |
| Paper first | 75% - 90% |
| Paper reminder | 90% - 95% |
| | 95% - 99% |

Of the households that responded to the census in South Cambridgeshire, 91.0% did so online. Of the 96 LSOAs in South Cambridgeshire, 10 had an online response rate lower than 90% of total responses, yet all 10 of these were sent a paper copy of the census first. Looking at the 'online first' LSOAs, the online share of total responses was 94.8%.

Peterborough Census 2021 Online Share of Responses



Legend

- District
 - Online first
 - Paper first
 - Paper reminder
- | Online Share of Responses | |
|---------------------------|-----------|
| | 33% - 50% |
| | 50% - 75% |
| | 75% - 90% |
| | 90% - 95% |
| | 95% - 99% |

Of the households that responded to the census in Peterborough, 91.4% did so online. Of the 112 LSOAs in Peterborough, 9 had an online response rate lower than 88% of total responses, yet all 9 of these were sent a paper copy of the census first. Looking at the 'online first' LSOAs, the online share of total responses was 94.8%.