

Japan's Online Census



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Organisation: Statistical Bureau, Japan Ministry of Internal Affairs and Communications

Country: Japan

Level of government: Central government

Sector: General public services, Social protection

Type: Communication

Launched in: 2014

Overall development time: 4 year(s)

Link to the innovation's website

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Description

In 2011, the nationwide online population census was introduced in Japan to improve convenience for citizens, accuracy for policymakers, and efficiency for enumerators. To encourage citizens to take the census online, an application was developed for smartphones and personal computers. This application was rolled out before the delivery of the print version of the census questionnaire to encourage more citizens to utilise the online census.

Why the innovation was developed

- To better reach hard to access households in Japan and increase the number of census respondents overall.
 - To meet the requirements and expectations of advanced information and communication technologies.
 - Improve convenience for census respondents.
 - Improve efficiency and reduce burdens for census enumerators and staff.
 - Improve the accuracy and quality of census data and results by eliminating the possibility for omissions and mistakes.
 - Citizens of Japan (52 million households). 10 million households are expected to respond to the online census in 2015, according to the results of pilot surveys.
 - Government policymakers.
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Existing similar practices

e-census

In other countries' public administrations

Canada, Korea

The national census in Canada and Korea also employs an online survey as well as a paper questionnaire, with the online questionnaire being sent out first.

Results

Results not available yet

- The population census will be held in October 2015. A post-enumeration survey will be conducted in November 2015, and an evaluation of the results of the online census will be completed by November 2016.

Development

Design

Planning staffers in the statistics bureau.

Testing

- The application is still currently under project review incorporating more efficient methods.
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Partnerships

Technology company

Private sector

Partnering with the private sector helped with the technological development of the online census application.

Lessons Learned

Conditions for success

- Public information campaigns to increase public awareness of the new tool.
- Information to help people understand the benefits of using the online census.

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