

Internet option for improving the efficiency of Population and Housing Census in Korea

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Statistics Korea conducts its population and housing census every 5 years. This provides basic data for policy-decisions related to low birth rate, aging population, and housing. However, the environment for census collection via field survey is getting worse. The cost of every census cycle has increased significantly. The number of single-person households and double-income households have continued to increase, making it difficult for interviewers to meet their respondents. Finally, people want to protect their privacy from others, including interviewers. The internet option for population census can alleviate these problems and improve the efficiency of census collection. In Korea, the internet penetration rate is more than 82%. Statistics Korea took full advantage of the internet in 2010 population and housing census, with 47.9% of respondents participated through the internet option. As a result, Korea was able to experience the benefits such as saving cost, reducing respondent burden, and improving data accuracy. This paper will share Korea's experience and success factors of the internet option for 2010 census, and so give some useful information to others who are considering the internet option for their Census.

Key Words: Asia, Korean, Population Census, internet survey