

Factors affecting the decision to participate in the internet option for the 2010 Census of Korea

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The Population and Housing Census of Korea is conducted every five years. In the 2010 Census, respondents were offered an internet option to complete the form.. 47.9% of respondent completed their census forms via internet. For the 2010 Census round, Korea's internet uptake rate is only second to Canada (54.4%). The success of the internet option in the 2010 Census can be attributed to several factors. The high level of internet penetration in Korea supported by advanced and modern IT infrastructure could be a potential factor. Active promotion of the internet option could be another factor. Statistics Korea worked closely with local governments to promote the internet option. This presentation attempts to investigate factors that characterize the respondents who have participated in the internet option for the 2010 Census Korea. The 2010 Census questions from the long form were selected to build a logistic regression model. The response variable is coded 1 if the household participated in the internet option, otherwise it is coded 0. About 1.79 million households who completed the long form in the 2010 Census were selected for this analysis. The first logit model was built for 6 variables related to households. The variables are district, type of household, type of residence, type of housing, households with students attending elementary, middle or high schools and accessibility of internet line. Then the second logit model was built for 8 variables related to the head of household. The variables are age, sex, education, social activity, economic activity, marital status, occupation and accessibility of internet line. The accessibility of internet line was controlled in the both models to eliminate possible confounding effects. This presentation discusses potential factors that might influence the respondents' decision to participate in the internet option. The results suggest which specific households should be targeted for internet option based on socioeconomic backgrounds, education, housing type, regions, etc. By identifying such factors, planners of the next Census could utilize the results of this analysis for planning and improving the internet option.

Key words : population and housing census, response rate of internet option, logistic regression model