



***2007 Census Test
Evaluation Survey (CTES)***

Responders' Report

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Executive Summary

Background

- The Census Test Evaluation Survey (of responders to the Census Test) was carried out with the aim of checking the accuracy of the findings from the Census Test. This was undertaken by asking questions about the coverage of the Census Test, investigating the impact of Census Test materials and the effect of difficult and sensitive questions on the reliability of answers.

Coverage

- The CTES coverage analysis of responders to the Census Test found that, within responding households, 2.5% of the sample population were not covered by the Census Test. It was also found that there was no significant difference in coverage when assessed by delivery method.

Census Test Material

- Questions were asked in the CTES relating to the appearance of the Census Test materials, the questionnaire itself, its packaging and the additional information provided.
- Seventy-one per cent of CTES responders (to the Census Test) had a positive view of the appearance of the questionnaire.
- Over two-thirds of CTES responders (to the Census Test) remembered receiving the advance card compared to 35% of CTES non-responders (to the Census Test).
- 68% of responders (to the Census Test) remembered seeing the information leaflet. (Of those who did remember receiving the advance card or the information leaflet around two-thirds felt they had encouraged them to respond to the Census Test.)
- 64% of late responders (to the Census Test) remembered seeing the follow-up letter. 54% of those who saw the follow-up letter reported that the follow-up letter did encourage them to respond. (However a third of those who saw the follow-up letter said they had already responded before the letter arrived.)
- The questionnaire itself was recognised by responders (to the Census Test) as being an official document (90%), not being junk mail (94%) and having been delivered in good condition (97%).

Questionnaire – Burden; Sensitive or Difficult Questions

- Completing the questionnaire was not perceived as imposing an excessive burden on respondents (to the Census Test) with respondents believing it took a reasonable amount of time to complete (94% household section; 92% individual section).
- Only 5% of respondents to the Census Test (40 respondents) reported finding a question or questions difficult. The two questions, which respondents reported finding most difficult, were the qualifications question, due to the large number and variation in possible qualifications and the language question, which was asked in a complex matrix style.
- 8% of respondents (61 respondents) reported feeling unhappy answering one or more of the questions on the Census Test. It was the questions on religion and income that received the most complaints from respondents. (The Census Test design meant that income questions were only included on half of the questionnaires.)

Language

- The matrix style language question employed in the Census Test places a considerable cognitive burden on respondents and it is apparent that respondents experienced difficulties in accurately completing it with considerable differences emerging between the responses obtained in the Census Test and the CTES. It is recommended that the language question is re-designed and simplified before additional small scale testing is carried out. (Given the high level of non-response to the Irish and Ulster-Scots sections of the language question it is also suggested that a structured imputation approach is developed in order to assign an appropriate response.)

Income

- Notable differences were apparent between the responses to the income question in the Census Test and the CTES. The income question was expected to arouse sensitivities and the information collected leads to concerns about the quality of the data collected and the utility of such data (particularly as a banded income question does not fully meet the expressed needs of users.) The appropriateness of collecting income information via the Census needs to be considered as compared to the use of a specialist income survey which would provide the opportunity to ask a series of income related questions, to collect more detailed and higher quality income information that would better meet the needs of users.

Qualifications

- The qualifications question (in the Census Test) is a multiple response question that imposes a high cognitive burden on respondents due to its length and complexity. The information obtained from the qualifications question on the Census Test was compared to the information from a similar question on qualifications asked in the CTES. There was a lack of correspondence between the results obtained in the Census Test and the CTES. However the Census provides the only source of this information for users. It is therefore recommended that testing of this question continues with different population groups.

Overall

- The CTES has demonstrated that the Census Test was successful in terms of coverage and has shown the questionnaire to be of suitable appearance. The questionnaire was recognised by responders (to the Census Test) as being an official document, not being junk mail and having been delivered in good condition. Respondents believed it took a reasonable amount of time to complete the questionnaire and did not impose an excessive burden.
- The CTES has also shown problems with those questions investigated further, revealing the levels of difficulty many responders experienced in completing the qualifications and language questions. Finally the CTES has shown both the difficulties and dissatisfaction many respondents had with the income questions.

Chapter 1: Introduction & Background

1.1 Background

The Census of Population and Housing is the largest and most complex statistical exercise undertaken in Northern Ireland, which provides a fundamental role in the provision of comprehensive and robust demographic statistics. It is imperative that detailed testing precedes the Census operation. As a result, three major phases were planned during the 2011 Census cycle, namely:

- Census Test in May 2007;
- Systems Integration Test in Autumn 2008; and,
- Dress Rehearsal in Spring 2009.

The purpose of this report is to present the background and findings from the Census Test Evaluation Survey (CTES) that was undertaken as part of the May 2007 Census Test in Northern Ireland. The remainder of this chapter describes the Census Test and the CTES. This particular report then goes on to describe that part of the CTES that involved a follow-up survey of people who were selected for the Census Test and responded to the Census Test.

1.2 Census Test

In May 2007 a Census Test was undertaken in 5 Northern Ireland Local Government Districts, (LGDs) Belfast, Coleraine, Craigavon, Magherafelt, and Fermanagh. (Maps included in [Appendix 1](#).) The test incorporated a trial of proposed operational procedures, processes, and associated systems in addition to statistical testing on the effect of delivery method and form content have on response level.

Following detailed analysis of 2001 Census information at output area level, target areas were chosen for their specific socio-economic characteristics known to provide difficulties with the enumeration process. The desire to test the factors across a balanced set of socio-economic strata led to the selection of 96 Output Areas (OAs) for the test across four treatment combinations (See [Appendix 2](#)). In line with arrangements across the rest of the UK, it was agreed that the main design variables should be delivery method, with the success of enumerator delivery and post-out being assessed, and the effect of the inclusion of an income question.

In order to arrive at the 96 OAs, all of the OAs across the five chosen LGDs were categorised into 12 strata (urban / rural, deprived / non-deprived, Protestant / Roman

Catholic / Mixed) as illustrated in Table 1 of [Appendix 2](#). OAs were classified as:

- Urban if their population weighted centroid (average grid reference) fell within (bands A to E of the “Statistical Classification and Delineation of Settlements”¹) any settlement with a population of 4,500 persons or more; and
- Rural if their population weighted centroid fell within any settlement (in bands F or G of the “Statistical Classification and Delineation of Settlements”) within a population of less than 4,500 persons or in open countryside, a small village or hamlet.

OAs were categorised as deprived / non-deprived using the economic deprivation measure from the Northern Ireland Multiple Deprivation Measure 2005, using the median rank (2,511 out of 5,022 OAs) as the break-point. For community background, OAs were classified (using 2001 Census data) as predominantly Protestant if over 80% of the population were Protestant (or other Christian), predominantly Roman Catholic if over 80% of the population were Roman Catholic and Mixed for all other areas. Eight OAs were then chosen at random from within each of the 12 stratum to give 96 OAs in total.

As shown in [Appendix 2](#), the attempted enumeration of all households across the 96 OAs led to a Census Test sample size of approaching 12,000 households.

1.3 Census Test Evaluation Survey

Following on from the Northern Ireland Census Test a Census Test Evaluation Survey (CTES) was conducted, the aim of which was to examine the quality of the information given in the Census Test questionnaire by repeating the Census Test questions with a sample of respondents. A number of questions were also asked to determine the acceptability of the questionnaire in terms of its overall appearance and to find out whether there were any questions which had caused particular difficulties or which respondents found unacceptable. In addition, respondents were asked to provide feedback on whether or not related Census Test materials, such as information leaflets and follow up cards, were received; and to provide an opinion on how effective they were perceived to be.

¹ NISRA Report of the Inter-Departmental Urban-Rural Definition Group “Statistical Classification and Delineation of Settlements” February 2005

The CTES questions asked of the Census Test responding households fell into four categories:

- questions to assess coverage of people within the household;
- questions on attitude to the questionnaire and to sensitive questions and about the burden imposed on householders;
- questions relating to related Census Test material; and,
- questions on quality of answers to, and understanding of, the other Census Test questions.

The questions asked of Census Test non-responding households were used to explore reasons for non-response, and particularly whether this was associated with one (or more) of the key design variables of the Test. This is reported in a separate document, the Non-responders' Report

1.4 Methodology

The CTES was based on a target sample of 1000 responding households (selected in two batches of 500) and nearly 400 non-responding households from the Census Test, with CTES responses secured from as many households as possible.

These addresses were selected from 48 Census Output Areas across each of the 5 LGDs chosen for the Census Test, such that each of the area variants (in delivery method and socio economic strata) and form variants which made up the design strata of the Test were sampled in a balanced fashion. As shown in [Appendix 2](#), the Test itself involved 2 OAs for each treatment/strata combination; the CTES used one of these OAs for each treatment/strata combination. Within each OA at least 10 responding households and 8 non-responding households were selected for the CTES. (Over sampling of households occurred at the selection stage.) Thus the CTES sample was balanced across the four treatment combination and socio-economic strata.

One person per responding household was scheduled for interview.

Each batch was sampled at key points in the Census Test in order to provide insight into:

- early responders (i.e. those householders who returned a Census Test questionnaire without any intervention from Census follow up field staff);
- late responders (i.e. those householders who returned a Census Test questionnaire following the initiation of Census follow up activity); and,
- non-responders (i.e. those householders who did not return a Census Test questionnaire).

Once a batch had been sampled, all of those addresses eligible for that selection (i.e. the sampling base) became ineligible for the next batch selection. As such, early responding households were not included in the sample base for Batch 2.

Table 1 below outlines key dates in the sampling process.

Table 1:

Census Test Evaluation Survey Timescale			
Process	Number of Households Sampled		Date
Selection of Batch 1 Responders	480 targeted	500 over-sampled	18th May 2007
Selection of Batch 2 Responders	480 targeted	500 over-sampled	1st June 2007
Selection of Non Responders	384 targeted	396 over-sampled	15th June 2007

Following selection, addresses were passed to CSU in a Microsoft Excel file in order to facilitate a mail merge with a pre-designed advance letter which was posted to each address in the sample, providing the householder with information regarding the CTES and informing them that a CSU interviewer would be visiting them.

As a parallel process, Census Test questionnaires (for each household) were located (using individual questionnaire identification numbers linked to addresses) and key information (pertaining to the answers that householders had provided to questions for each usual resident relating to qualifications, income, and language ability in addition to visitor information i.e. whether or not visitors were present at that address on Census Test night) was entered onto a Microsoft Access database and imported into Blaise.

1.5 Questionnaire development

The questionnaire was developed jointly between Census Office and the Office for National Statistics (ONS), with some input from CSU. Amendments were made for Northern Ireland specific questions, resulting in a Northern Ireland version of the questionnaire that differed slightly from that being used by ONS. The final version of the questionnaire was prepared as a computer-assisted personal interviewing (CAPI) questionnaire in the statistical package called Blaise. CAPI has many advantages over traditional paper and pencil survey techniques in that range checks, internal validity and consistency checks in addition to complicated routing can all be handled with ease. In essence, the use of CAPI means that the interview data is largely validated at the most appropriate point in the research process, namely the interview.

The initial programming was carried out by colleagues from ONS who provided CSU with a working draft version of the Blaise questionnaire. CSU then amended the programming to reflect the Northern Ireland version of the questionnaire and carried out final testing of the programme.

1.6 Questionnaire Structure

RESPONDERS QUESTIONNAIRE

0 Introductory questions

The questionnaire starts with a check question to ensure that the person who you are talking to is the person (or main person) that filled in the Census Form. You should have confirmed that the respondent is the person (or main person) that filled in the Census Form at the doorstep. If this person is persistently not available you may take information from another householder).

1 Coverage of the Census Test Form

Includes questions on: the names of usual residents, names of visitors, whether household members also live elsewhere (such as second homes), the reasons visitors were staying during the Census Test and where visitors usually reside.

2 Quality of the Census Test Form

Includes questions on: the time taken to fill in the Census form, the appearance of the Census form and any problems with specific questions.

3 Language

This section aims to check the language question on the Census Test form. Respondents are asked which languages they can understand, speak, read, or write.

4 Qualifications

This section aims to check the qualifications question on the Census Test form.

5 Income

This section aims to check the income questions on the Census Test form.

6 Delivery of Census Test Forms

This section of the questionnaire asks respondents their opinions about the packaging and condition of the package containing the Census Test form.

7 Publicity for the Census Test

This section aims to find out what respondents thought about the publicity for the Census Test (such as advance letters) and whether they were encouraged to respond by them.

8 Future Census Forms / Internet

The last part of the questionnaire deals with how respondents would like to fill in future Census forms. Several questions on the internet are asked.

1.7 Fieldwork

Addresses were issued to a panel of 51 interviewers. (The instructions given to interviewers are included in [Appendix 10](#).) The fieldwork periods for each batch of addresses were:

Batch 1: Tuesday 29th May – Saturday 16th June

Batch 2: Monday 11th June – Saturday 30th June

A few interviews were conducted after the end of the original fieldwork period, where it had not been possible to contact respondents before this.

A letter ([Appendix 3](#)) was sent to each selected address a week before fieldwork. The letter introduced Central Survey Unit, explained the purpose of the survey and stated that an interviewer would call in the next few weeks.

1.8 Response Rates

Overall

79% of Census Test respondent households asked to participate in the CTES agreed to do so. Since participation in the CTES was voluntary, this sample should not be considered as providing a representative sample of 2007 Test respondent households as it can be assumed to be weighted towards those who are questionnaire compliant.

Table 2:

Overall response rates			
	Target Sample	Achieved Sample	Response Rate
Overall	1000	794	79.4%

By Area

Participation in the CTES showed a significant level of variation across the Test areas, with Coleraine having the lowest response rate at 70% and Belfast the highest at 83%

Table 3:

Response rates by area			
	Target Sample	Achieved Sample	Response Rate
Belfast	223	184	82.5%
Coleraine	54	38	70.4%
Craigavon	199	159	79.9%
Fermanagh	249	203	81.5%
Magherafelt	275	210	76.4%
All areas	1000	794	79.4%

By Delivery Method

A significantly higher response rate to the CTES was achieved for post out (83%) areas than was achieved for enumerator delivery areas (76%).

Table 4:

Response rates by delivery method			
	Target Sample	Achieved Sample	Response Rate
Post Out	500	416	83.2%
Enumerator Delivery	500	378	75.6%
Both	1000	794	79.4%

Chapter 2: Coverage of residents in responding households

The purpose of examining coverage in the CTES was to assess whether households or people were missed, erroneously included or wrongly categorised (visitors as usual residents and vice versa).

2.1 Coverage of the Census Test Questionnaire

Coverage questions asked on the CTES included questions on the names of usual residents, names of visitors, whether household members also live elsewhere (such as second homes), and the reasons visitors were staying during the Census Test and where visitors usually reside.

Anecdotal evidence from interviewers suggests that people may have been missed in large households that needed to request additional Census questionnaires.²

Table 5:

Coverage questions asked in the CTES	
1	Can you tell me how many people usually live in this household including yourself
2	Can you tell me the names of the people who usually live here
3	How many visitors were staying overnight on 13 th May 2007
4	Can you tell me the names of these people
5	Is there anyone else who normally stays here, even if they weren't here on the night of the Census Test
6	Can you tell me the names of these people
7	I note that <Test-name> was included on the census form but you haven't mentioned them – can you tell me why that might have been
8	I note that <CTES-name> was included on the census form but you haven't mentioned them – can you tell me why that might have been
9	Is there anywhere else that <all Rname> could have been at the time of the Census Test
10	Why do you think <Rname> could have been somewhere else
11	Can you tell me more about why <Vname> was staying here on 13 th May 2007
12	What is, <Vname> usual address
13	Is there anywhere else that <all Vname> could have been at the time of the Census Test
14	Why do you think <Vname> could have been somewhere else

² This observation is supported by the fact that only the first questionnaire for each household from the Census Test was used to create the list of names supplied to the CTES.

2.2 Coverage of the 2007 Census Test (Responding Households)

- Coverage of residents within responding households (undercoverage and overcoverage)
- Coverage of visitors within responding households (undercoverage and overcoverage)

2.3 Coverage of Residents in Responding Households

In order to account for everyone in the household, it has been assumed that the actual residents in the household were those identified as such in the CTES. (This can be regarded as a more reliable instrument, than the Census Test, given that in a face-to-face interview situation any potential errors could be identified and probed by the interviewer.)

Therefore if there were any additional persons (residents) identified in the CTES this would be considered as an undercount, and if there were persons (residents) in the Census Test who were not present in the CTES then this would be considered an overcount.³

Table 6:

Summary of Coverage Analysis	
Number of Residents	2013
Undercount	51
Overcount	9
Undercoverage (%)	2.5%
Overcoverage (%)	0.4%

The proportion of people missed (undercount) was 2.5%. The proportion of persons included who should not have been (overcount) was 0.4%.

When the CTES interviewer probed with the respondent why the additional resident(s) who were mentioned at interview were not recorded on the Census Test questionnaire the following responses were given (See Table 7).

³ Any additional persons (residents) identified in the CTES would be considered an undercount. Any persons (residents) in the Census Test who were not present in the CTES would be considered an overcount.

Table 7:

Residents Mentioned At Interview (CTES) But Not On Census Questionnaire		
Response	Number	%
Should have been coded as resident on census questionnaire	17	33.3
Born after the 13th May	3	5.9
There wasn't space on the questionnaire for them	6	11.8
Returned on a separate questionnaire	13	25.5
Other reason	7	13.7
No reason given	5	9.8
Base*	51	100.0

* Mentioned at interview (CTES) but not on Census questionnaire

Similarly when the CTES interviewer probed with the respondent why an individual recorded as a resident on the Census Test questionnaire had not been mentioned at interview the following responses were given (See Table 8 below).

Table 8:

Residents on Census Questionnaire But Not Mentioned At Interview (CTES)		
Response	Number	%
Reclassify as usual resident	1	11.1
Should have been coded as visiting on census questionnaire	5	55.6
Should not have been coded on census questionnaire	1	11.1
Don't know	1	11.1
Other	1	11.1
Base*	9	100.0

* Residents on Census Questionnaire But Not Mentioned At Interview (CTES)

2.4 Coverage by Delivery Method

Table 9 shows the coverage summary findings by delivery method (post out/hand delivery groups). No significant differences were found between the groups (when testing for differences in proportions was carried out) for undercount and overcount.³

Table 9:

Coverage Summary by Delivery Method		
	Post Out	Hand Delivery
Number of residents	1000	1013
Undercount	21	30
Overcount	6	3
Undercoverage (%)	2.1%	3.0%
Overcoverage (%)	0.6%	0.3%

2.5 Coverage by Income/No Income Question

Table 10 displays the coverage summary findings by content (income/no income groups). No significant differences were found for content (when testing for differences in proportions was carried out) for both the undercount and overcount.³

Table 10:

Coverage Summary by Income/No Income Question		
	No Income	Income
Number of residents	1025	988
Undercount	24	27
Overcount	7	2
Undercoverage (%)	2.3%	2.7%
Overcoverage (%)	0.7%	0.2%

2.6 Coverage by Urban/Rural Classification

Table 11 below illustrates the coverage summary findings by urban or rural location. No significant differences were found between the groups (when testing for differences in proportions was carried out) for undercount and overcount.³

Table 11:

Coverage Summary by Urban/Rural Classification		
	Urban	Rural
Number of residents	912	1101
Undercount	25	26
Overcount	4	5
Undercoverage (%)	2.7%	2.4%
Overcoverage (%)	0.4%	0.5%

2.7 Coverage by Deprived/Non Deprived Classification

Table 12 displays the coverage summary findings by deprived or non deprived area. No significant differences were found between the groups (when testing for differences in proportions was carried out) for either undercount or overcount.³

Table 12:

Coverage Summary by Deprived/Non Deprived Classification		
	Deprived	Non Deprived
Number of residents	847	1166
Undercount	26	25
Overcount	6	3
Undercoverage (%)	3.1%	2.1%
Overcoverage (%)	0.7%	0.3%

2.8 Coverage by Early/Late Responders

Table 13 displays the coverage summary findings by early (Batch 1) or late (Batch 2) responders to the Census Test. No significant differences were found between the groups (when testing for differences in proportions was carried out) for either undercount or overcount.³

Table 13:

Coverage Summary by Early/Late Responders		
	Batch 1	Batch 2
Number of residents	935	1078
Undercount	24	27
Overcount	6	3
Undercoverage (%)	2.6%	2.5%
Overcoverage (%)	0.6%	0.3%

2.9 Coverage by Census Test Area

Table 14 shows the coverage summary findings by test area. No significant differences were found between areas (when testing for differences in proportions was carried out) for either undercount or overcount.³

Table 14:

Coverage Summary by Census Test Area					
Area	Residents	Undercount	Overcount	Undercount %	Overcount %
Belfast	430	12	2	2.8	0.5
Coleraine	114	2	0	1.8	0.0
Craigavon	381	7	1	1.8	0.3
Fermanagh	473	10	4	2.1	0.8
Magherafelt	615	20	2	3.3	0.3
All	2013	51	9	2.5	0.4

2.10 Coverage by Household Size

Table 15 below shows the summary results by household size. It can be seen from the table that instances of undercount and overcount do not occur uniformly across household size. Indeed the largest incidence of undercount (27 persons) and of overcount (5 persons) occurs in single person households.

Table 15:

Coverage Summary by Household Size					
HH Size	Residents	Undercount	Overcount	Undercount (%)	Overcount (%)
1	211	27	5	12.8	2.4
2	496	16	0	3.2	0.0
3	384	3	0	0.8	0.0
4	544	0	4	0.0	0.7
5	275	5	0	1.8	0.0
6	60	0	0	0.0	0.0
7	35	0	0	0.0	0.0
8	8	0	0	0.0	0.0
Total	2013	51	9	2.5	0.4

Please note that only the first questionnaire for each household from the Census Test was used to create the list of names supplied to the CTES. Therefore anyone (persons) potentially listed on a second Census Test questionnaire would be shown as an undercount if the name(s) occurred in the CTES.

2.11 Coverage of visitors in responding households

The number of visitors named in the CTES will be assumed to be the actual count. Therefore a visitor counted in the Census Test questionnaire but not in the CTES will be considered as overcount, whilst a visitor present in the CTES but not in the Census Test questionnaire will be viewed as undercount.

Table 16 below shows the summary for coverage of visitors. It shows that seven visitors were named in the CTES. The undercount is 2 visitors (named in the CTES but not in the Census Test) while the overcount is 21 visitors (named in the Census Test but not in the CTES). It is possible that because of the amount of time that had passed between the Census Test and the CTES that respondents may not have remembered that they had visitors on the day of the Census Test.

Table 16:

Coverage summary for visitors	
CTES visitors	7
Undercount	2
Overcount	21
Residents declared as visitors	1
Visitors declared as residents	1

When the CTES interviewer asked the respondent why someone recorded on their Census Test questionnaire as a visitor had not been mentioned at interview the following responses were obtained (Table 17 below).

Table 17:

Why haven't you mentioned as was on your Census questionnaire as visiting ?	
Response	Number
Now classified as a resident	1
Shouldn't have been on Census questionnaire	2
No longer visiting but was visiting on 13 th May	0
Other reason	1
No response recorded	17
Base*	21

* Recorded as a visitor in the Census Test but not at CTES interview

Chapter 3: Census Test Material

3.1 Census Test Material

The following chapter reviews responder's opinions on the appearance of the Census Test and supplementary materials. Analysis is undertaken by assessing each question in Census Test Evaluation Survey individually, with findings of interest extrapolated.

3.2 Appearance of questionnaire

“What did you think about the appearance of the questionnaire when you first saw it?”

Table 18 shows that 71% of responders to the Census Test had a positive view of the appearance of the questionnaire; with only 14% of responders to the Census Test expressing negative opinions about the appearance of the questionnaire.

Table 18:

Summary of opinions on the appearance of questionnaire		
Opinion	Number	%
Positive opinions	562	70.8
Negative opinions	112	14.1
Contradictory opinions	48	6.0
Other opinion	20	2.5
No opinion	14	1.8
No response	38	4.8
Base*	794	100.0

* Confirmed responders to the Census Test

A detailed breakdown of the opinions expressed by CTES responders to the Census Test on the appearance of the questionnaire can be found at Table 19.

Table 19:

Appearance of questionnaire			
	Opinion	Number	%
1 opinion	Simple	30	3.8
	Easy to understand	76	9.6
	Informative	2	0.3
	Nice colour	1	0.1
	It was okay	110	13.9
	Too much text, too wordy	12	1.5
	Difficult to understand	8	1.0
	Questionnaire frightening, daunting to look at	61	7.7
	Insufficient information	1	0.1
	Print too small	1	0.1
2 opinions	Simple and okay	8	1.0
	Simple and easy to understand	99	12.5
	Simple and informative	2	0.3
	Easy to understand and informative	13	1.6
	Easy to understand and nice colour	11	1.4
	Easy to understand and okay	38	4.8
	Easy to understand and other	3	0.4
	Nice colour and okay	1	0.1
	Nice colour and informative	2	0.3
	Nice colour and other	1	0.1
	Okay and other	2	0.3
	Difficult to understand and frightening, daunting to look at	6	0.8
	Difficult to understand and insufficient information	1	0.1
	Difficult to understand and other	2	0.3
	Too much text, too wordy and difficult to understand	2	0.3
	Too much text, too wordy and frightening, daunting to look at	10	1.3
3 opinions	Frightening, daunting and other	5	0.6
	Simple/easy to understand/informative	25	3.1
	Simple/easy to understand/okay	44	5.5
	Simple/easy to understand/nice colour	27	3.4
	Simple/easy to understand/other	2	0.3
	Simple/informative/nice colour	2	0.3
	Simple/informative/okay	1	0.1
	Simple/nice colour/okay	1	0.1
	Easy to understand/informative/nice colour	3	0.4
	Easy/informative/nice colour	2	0.3
	Easy/informative/okay	2	0.3
	Easy to understand/okay/other	2	0.3
	Easy to understand/nice colour/okay	7	0.9
	Too much text/difficult to understand/frightening	1	0.1
	Too much text/frightening/other	1	0.1
4 opinions	Difficult/frightening/did not like colour	1	0.1
	Simple/easy/informative/nice colour	21	2.6
	Simple/easy/informative/okay	14	1.8
	Simple/easy/nice colour/okay	8	1.0
	Simple/informative/nice colour/okay	1	0.1
Other	Easy/informative/nice colour/okay	1	0.1
	Contradictory opinions	48	6.0
	Other	20	2.5
	No opinion	14	1.8
All	No response	38	4.8
	Total	794	100.0

Delivery method

Table 20 shows the breakdown of opinion on the appearance of the test questionnaire by delivery method. Similar proportions of those responders whose questionnaire was delivered by post (70%) and those whose questionnaire was hand delivered (72%) had a positive opinion about the appearance of the questionnaire. However, significantly more responders who received their questionnaire from an enumerator (18%) had a negative opinion about the questionnaire's appearance than those who received their questionnaire through the post (10%).

Table 20:

Opinion	Questionnaire Appearance by Delivery Method			
	Post-out/ Enumerator Delivery		Enumerator Delivery	
	Number	%	Number	%
Positive opinions	290	69.7	272	72.0
Negative opinions	43	10.3	69	18.3
Contradictory opinions	34	8.2	14	3.7
No opinion	8	1.9	6	1.6
Other	11	2.6	9	2.4
No response	30	7.2	8	2.1
Base*	416	100.0	378	100.0

* Confirmed responders to the Census Test

Early or Late responders

Table 21 shows the opinions of responders to the Census Test by batch number. Similar proportions of those who returned their forms in the first fortnight (Batch 1 - 69%) viewed the questionnaire positively as did 73% of those in Batch 2.

Table 21:

Opinion	Questionnaire Appearance by Batch Number			
	Batch Number			
	Batch 1		Batch 2	
Number	%	Number	%	
Positive opinions	271	68.6	291	72.9
Negative opinions	58	14.7	54	13.5
Contradictory opinions	24	6.1	24	6.0
No opinion	10	2.5	4	1.0
Other	9	2.3	11	2.8
No response	23	5.8	15	3.8
Base*	395	100.0	399	100.0

* Confirmed responders to the Census Test

Both batches produced similar response rates for people who had negative views of the questionnaire - Batch 1, 15%; Batch 2, 14%.

3.3 Questionnaire similarity to junk mail

“Was it clear to you that the package containing your census questionnaire was not junk mail?”

Table 22 shows that 94% of responders to the Census Test were able to distinguish the package as not being junk mail. Less than 2% said it wasn't clear that the package was not junk mail.

Table 22:

Was it clear to you that the package was not junk mail?		
Was Not Junk mail	Number	%
Yes	747	94.1
No	13	1.6
Can't remember	30	3.7
Didn't open package containing census questionnaire	2	0.3
Refusal	2	0.3
Base*	794	100.0

* Confirmed responders to the Census Test

The reasons given by CTES responders (13 persons) who thought the package might be junk mail included:

- “Design was too flashy and had a window like most junk mail.”
- “Because it was addressed to the occupier I didn't think it was important.”
- “Junk mail is so common nowadays”
- “Heard about it on the radio”
- “Looked like other junk mail.”
- “Didn't appear official”
- “Anything official usually comes in a brown envelope.”

Table 23 shows that delivery method had no impact on respondent perception - 94% post-out; 94% enumerator delivery – thought it was clear that the package was not junk mail.

Table 23:

Was it clear to you that the package was not junk mail? by delivery method			
Was Not Junk mail	Delivery method		Total
	Post-Out	Enumerator Delivery	
Yes	390	357	747
No	8	5	13
Can't remember	15	15	30
Didn't open package containing census questionnaire	2	0	2
Refusal	1	1	2
Base*	416	378	794

* Confirmed responders to the Census Test

3.4 Questionnaire as an official document

“Did you realise that it (the questionnaire) was an official document when you received it?”

Table 24:

Did you realise that it (the questionnaire) was an official document when you received it?		
Official Document	Number	%
Yes	718	90.4
No	24	3.0
Can't remember	5	0.7
Refusal	47	5.9
Base*	794	100.0

* Confirmed responders to the Census Test

The CTES found that 90% of responders to the Census Test did realise it was an official document and delivery method had no significant effect on this (post – out 89%; enumerator delivery 92%).

3.5 Package Condition

“What was the condition of the package when it arrived?”

Table 25 shows that 97% of respondents (766 of 794) said the package arrived with them in good condition and only one person interviewed reported damage to the package when they received it.

Table 25:

What was the condition of the package when it arrived?		
Condition of package	Number	%
In good condition	766	96.5
In a reasonable condition	11	1.4
Damaged in some way	1	0.1
Can't remember	12	1.5
Refusal	4	0.5
Base*	794	100.0

* Confirmed responders to the Census Test

3.6 Advance Card

(Advance card included in [Appendix 4](#))

“Did you see the advance card for the Census Test that was delivered about a week before the Census questionnaire?”

Table 26 shows significant differences in recall between CTES responders and non-responders (to the Census Test). 67% of CTES responders (to the Census Test) remembered receiving an advance card; while 11% said they did not receive an advance card. 17% couldn't remember if they had received the card or not. However only 35% of CTES non-responders (to the Census Test) remembered seeing an advance card, 31% said they did not receive it and 31% couldn't remember whether they had seen it or not.

Table 26:

Did you see the advance card for the Census test that was delivered about a week before the Census questionnaire?				
Did you see the advance card?	Census Test Responders*		Census Test Non-responders	
	Number	%	Number	%
Yes	534	67.3	60	35.3
No	86	10.8	53	31.2
Can't remember	133	16.8	52	30.6
Don't know	12	1.5	1	0.6
Refusal	29	3.7	4	2.4
Base*	794	100.0	170	100.0

* Confirmed responders to the Census Test

Area

The figures are not consistent across the different delivery areas; with 76% of responders (to the Census Test) in the Magherafelt area saying that they saw an advance card while in Belfast only 61% of responders remembered seeing an advance card. (There was a significant difference in recall between the areas.)

Table 27:

Did you see the advance card for the Census Test that was delivered about a week before the Census questionnaire?						
Did you see the advance card?	Local Government District					All
	Belfast	Coleraine	Craigavon	Fermanagh	Magherafelt	
Yes	61.4%	73.7%	66.7%	63.0%	75.7%	67.3%
No	10.9%	10.5%	15.7%	8.9%	9.1%	10.8%
Can't remember	19.0%	15.8%	17.0%	21.7%	10.0%	16.8%
Refusal	8.7%	0.0%	0.6%	6.4%	5.2%	5.2%
Base*	184	38	159	203	210	794

* Confirmed responders to the Census Test

Delivery Method

Table 28 shows that 74% of responders who received their questionnaire by enumerator delivery remembered seeing the advance card whilst only 62% of those who received their questionnaire by post-out said they received the advance card. (There was a significant difference in recall between delivery methods.)

Table 28:

Did you see the advance card for the Census Test that was delivered about a week before the Census questionnaire?						
Did you see the advance card?	Post-Out		Enumerator Delivery		Both	
	Number	%	Number	%	Number	%
Yes	256	61.5	278	73.5	534	67.3
No	50	12.0	36	9.5	86	10.8
Can't remember	79	19.0	54	14.3	133	16.8
Refusal	31	7.5	10	2.6	41	5.2
Base*	416	100.0	378	100.0	794	100.0

* Confirmed responders to the Census Test

It may be the personal (contact) aspect of enumerator delivery that encouraged recall of Census Test related information (more so than an impersonal postal delivery).

Early or Late respondents

69% of Batch 1 (early respondents) reported they had received the advanced card compared to 65% of Batch 2 (late respondents) who remembered receiving a card. There was no significant difference in recall between Batch 1 and Batch 2 respondents.

Table 29:

Did you see the advance card for the Census Test that was delivered about a week before the Census questionnaire?						
Did you see the advance card?	Batch 1		Batch 2		Both	
	Number	%	Number	%	Number	%
Yes	274	69.4	260	65.2	534	67.3
No	43	10.9	43	10.8	86	10.8
Can't remember	54	13.7	79	19.8	133	16.8
Refusal	24	6.1	17	4.3	41	5.2
Base*	395	100.0	399	100.0	794	100.0

* Confirmed responders to the Census Test

“Did the advance card encourage you to respond?”

Of those who saw the card, over two-thirds (68%) of responders to the Census Test felt the advance card encouraged them to respond, while 28% said it did not encourage them to respond.

Table 30:

Did the advance card encourage you to respond?		
Did the advance card encourage you ?	Number	%
Yes	361	67.6
No	151	28.3
Can't remember	22	4.1
Base*	534	100.0

* Those who saw the advance card

In Belfast only 51% of CTES responders said the advance card encouraged them to respond, while in Fermanagh and Magherafelt 76% of responders believed the card encouraged them to respond. (There was a significant difference in impact between areas.)

Table 31:

Did the advance card encourage you to respond?						
Did ... encourage you?	District Name					All areas
	Belfast	Coleraine	Craigavon	Fermanagh	Magherafelt	
Yes	51.3%	32.1%	72.6%	75.8%	75.5%	67.6%
No	43.4%	64.3%	19.8%	22.7%	21.4%	28.3%
Can't remember	5.3%	3.6%	7.5%	1.6%	3.1%	4.1%
Base*	113	28	106	128	159	534

* Those who saw the advance card

3.7 Information leaflet

(Information leaflet included in [Appendix 12](#))

“Did you see the information leaflet for the Census Test that was delivered along with the Census questionnaire?”

Table 32:

Did you see the information leaflet for the Census Test that was delivered along with the Census questionnaire?		
Did you see the information leaflet for the Census test?	Number	%
Yes	537	67.6
No	80	10.1
Can't remember	135	17.0
Don't Know	1	0.1
Refusal	41	5.2
Base*	794	100.0

* Confirmed responders to the Census Test

Overall 68% of respondents (to the Census Test) remembered seeing the information leaflet. However a significantly higher percentage (72%) of respondents in Magherafelt said they saw the leaflet compared to 60% in Belfast.

Table 33:

Did you see the information leaflet for the Census Test that was delivered along with the Census questionnaire?						
Did you see the leaflet?	District Name					
	Belfast	Coleraine	Craigavon	Fermanagh	Magherafelt	All areas
Yes	59.8%	71.1%	67.4%	69.5%	72.4%	67.6%
No	10.3%	21.0%	13.8%	4.4%	10.5%	10.1%
Can't remember	21.2%	7.9%	18.2%	19.2%	11.9%	17.0%
Don't Know	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Refusal	8.7%	0.0%	0.6%	6.4%	5.2%	5.2%
Base*	184	38	159	203	210	794

* Confirmed responders to the Census Test

“Did the information leaflet encourage you to respond?”

Of those who saw the leaflet, 65% of CTES respondents (to the Census Test) said they were encouraged to respond by the information leaflet.

Table 34:

Did the information leaflet encourage you to respond?		
Did the information leaflet encourage ?	Number	%
Yes	347	64.6
No	171	31.8
Can't remember	19	3.5
Base*	537	100.0

* Those who saw the information leaflet

Only 46% of Belfast based responders to the Census Test said the leaflet encouraged them to respond compared to 75% of Magherafelt based responders. (There was a significant difference in impact between areas.)

Table 35:

Did the information leaflet encourage you to respond?						
Did (it) encourage you?	District Name					All areas
	Belfast	Coleraine	Craigavon	Fermanagh	Magherafelt	
Yes	46.4%	25.9%	72.0%	69.5%	75.0%	64.6%
No	48.2%	70.4%	24.3%	28.4%	21.7%	31.8%
Can't remember	5.5%	3.7%	3.7%	2.1%	3.3%	3.5%
Base*	110	27	107	141	152	537

* Those who saw the information leaflet

Delivery method also had a significant effect, with 70% of respondents who received their questionnaire by enumerator stating the leaflet encouraged them to respond while only 60% of respondents who received their questionnaire by post-out were encouraged to respond by the leaflet. It may be speculated that the personal aspect (of hand delivery) encouraged respondents more and made it more likely that they would be influenced by information they received about the Census Test.

Table 36:

Did the leaflet encourage you?	Did the information leaflet encourage you to respond?		
	Delivery method		Both
	Post-Out	Enumerator Delivery	
Yes	59.5%	69.8%	64.6%
No	36.4%	27.2%	31.8%
Can't remember	4.1%	3.0%	3.5%
Base*	269	268	537

* Those who saw the information leaflet

3.8 Follow-up letter

(Follow-up letter included in [Appendix 5](#))

“Did you see the follow up letter for the Census Test that was delivered to you after the Census questionnaire?”

The follow-up letter was delivered to all those who had not replied within the first two weeks. The CTES found that 64% of late responders to the Census Test replied “yes” they remembered seeing the follow-up letter, with 17% saying “no” they did not remember seeing the letter.

Table 37:

Did you see the follow up letter for the Census Test that was delivered to you after the Census questionnaire?		
Did you see the follow up letter?	Number	%
Yes	254	63.7
No	66	16.5
Can't remember	62	15.5
Refusal	17	4.3
Base*	399	100.0

* Only asked of Batch 2 (late) responders

Delivery method

When assessed by delivery method, of those Batch 2 responders to the Census Test who received their questionnaire by post-out 58% remember seeing a follow-up letter while 70% of those who received their questionnaire by enumerator delivery remember seeing a follow-up letter (Table 38). (It may be that the personal contact of hand delivery meant that respondents were more likely to recall information they received about the Census Test.)

Table 38:

Did you see the follow up letter for the Census Test that was delivered to you after the Census questionnaire?			
Did you see the follow up letter?	Post-out/ Hand Delivery		Both
	Post-out	Enumerator Delivery	
Yes	58.3%	69.7%	63.7%
No	17.5%	15.4%	16.5%
Can't remember	18.0%	12.8%	15.5%
Refusal	6.2%	2.1%	4.3%
Base*	211	188	399

* Only asked of Batch 2 (late) responders

“Did the follow up letter encourage you to respond?”

“Did the follow up letter encourage you to respond?” – this question was only asked of those responding households who had confirmed that they had seen the follow-up letter (254 households). Table 39 shows that 54% of those asked said they had been encouraged to respond by the follow-up letter, while 33% claimed to have already returned their questionnaire by the time they received the letter.

Table 39:

Did the follow up card encourage you to respond?		
Did the follow up letter encourage you?	Number	%
Yes	137	53.9
No	29	11.4
Already responded before card arrived	83	32.7
Can't remember	5	2.0
Base*	254	100.0

* Only asked of those who had seen the follow-up letter

Chapter 4: Attitudes to the sensitive questions and the burden imposed on householders

4.1 Questionnaire completion time

Household Section

“How did you feel about the time it took to complete the household section of the questionnaire?”

When asked “how did you feel about the time it took to complete the household section of the questionnaire?” 94% of CTES responders to the Census Test believed it took a reasonable amount of time to complete the section. This high level of satisfaction with completion time was not affected by delivery method (post-out 95%; enumerator delivery 93%), presence/absence of the income questions (94% for both) or batch number (94% for both).

Table 40:

How did you feel about the time it took to complete the household section of the questionnaire?		
	Number	%
Took far too long	13	1.7
It took a bit too long	29	3.9
It took a reasonable amount of time	702	94.0
Other	3	0.4
Base*	747	100.0

* Only asked of those who confirmed completing the household section

Only 2% of people (13 responders) believed it took far too long to complete the household section of the questionnaire.

Table 41:

How did you feel about the time it took to complete the household section of the questionnaire? – Presence/Absence of Income Questions		
	No Income	Income
Took far too long	1.3%	2.2%
It took a bit too long	4.4%	3.3%
It took a reasonable amount of time	94.0%	93.9%
Other	0.3%	0.6%
Base*	384	363

* Only asked of those who confirmed completing the household section

Table 42:

How did you feel about the time it took to complete the household section of the questionnaire? – Delivery Method		
	Post-Out	Enumerator Delivery
Took far too long	2.1%	1.4%
It took a bit too long	3.1%	4.6%
It took a reasonable amount of time	94.5%	93.4%
Other	0.3%	0.5%
Base*	381	366

* Only asked of those who confirmed completing the household section

Table 43:

How did you feel about the time it took to complete the household section of the questionnaire? – Batch Number		
	Batch 1	Batch 2
Took far too long	1.4%	2.1%
It took a bit too long	4.6%	3.2%
It took a reasonable amount of time	93.8%	94.2%
Other	0.3%	0.5%
Base*	368	379

* Only asked of those who confirmed completing the household section

Individual Section

“How did you feel about the time it took to complete the individual section of the questionnaire?”

Similarly 92% of people felt it took a reasonable amount of time to complete the individual section of form and this high level of satisfaction with completion time remained when examined by delivery method (both 92%) presence/absence of the income questions (income 93%; no income 92%) and by batch number (batch 1 93%; batch 2 92%). Again only 2% of people, (16 responders) felt this section of the questionnaire was far too long.

Table 44:

How did you feel about the time it took to complete the individual section of the questionnaire?		
	Number	%
Took far too long	16	2.1
It took a bit too long	40	5.3
It took a reasonable amount of time	694	92.2
Other	3	0.4
Base*	753	100.0

* Only asked of those who confirmed completing the individual section

Table 45:

How did you feel about the time it took to complete the individual section of the questionnaire? – Presence/Absence Income Questions		
	No Income	Income
Took far too long	1.6%	2.7%
It took a bit too long	5.7%	4.9%
It took a reasonable amount of time	92.5%	91.8%
Other	0.3%	0.5%
Base*	387	100.0

* Only asked of those who confirmed completing the individual section

Table 46:

How did you feel about the time it took to complete the individual section of the questionnaire? – Delivery Method		
	Post-Out	Enumerator Delivery
Took far too long	2.1%	2.2%
It took a bit too long	5.5%	5.2%
It took a reasonable amount of time	92.2%	92.1%
Other	0.3%	0.5%
Base*	384	369

* Only asked of those who confirmed completing the individual section

Table 47:

How did you feel about the time it took to complete the individual section of the questionnaire? – Batch Number		
	Batch 1	Batch 2
Took far too long	1.6%	2.6%
It took a bit too long	5.4%	5.2%
It took a reasonable amount of time	92.7%	91.6%
Other	0.3%	0.6%
Base*	371	382

* Only asked of those who confirmed completing the individual section

4.2 Difficult Questions

“Were there any questions which you found particularly difficult to answer?”

Table 48 shows that the vast majority (86%) of responders to the Census Test felt there were no questions they found particularly difficult to answer. Only 5% of responders found any difficulty with any of the questions.

Table 48:

Were there any questions which you found particularly difficult to answer?		
	Number	%
Yes	40	5.0
No	684	86.1
Can't remember	32	4.0
Refusal	38	4.8
Base*	794	100.0

* Confirmed responders to the Census Test

Table 49 shows those questions where difficulties were reported. There were eight reported difficulties with the languages question and eleven reported difficulties with the qualifications question.

Table 49:

Question	Difficult Questions			
	First response	Second response	Third response	Total responses (includes multiple responses)
Household Questions				
Number of people in household	2			2
Names of residents	1			1
Names and addresses of visitors	1			1
Accommodation needs repairs	1			1
Types of accommodation	2			2
Sex of visitors		1		1
Household tenure			1	1
Household section	7	1	1	9
Individual questions				
Country of birth	2			2
Date of arrival	1	1		2
Medical conditions	3	1		4
Languages	7	1		8
National identity	2	1		3
Ethnic group	1			1
Religion brought up in	1		1	2
Address last year	1			1
Whether working or not	1	1		2
Qualifications	9	1	1	11
Sources of income	2			2
Amount of income	2	2		4
Other	1			1
Marital Status		1		1
Religion belong to		1		1
Lived outside NI			1	1
Health in general			1	1
Looking for work			1	1
Individual section	33	10	5	48

4.3 Reason for difficulties

The 40 respondents to the Census Test who had reported difficulties with any question were then asked the reason for this difficulty in a multiple response format.

Table 50:

Reasons for difficulties with questions		
	Household Questions	Individual Questions
	Number of responses	Number of responses
Too long	1	3
Didn't understand	6	10
Badly worded	2	10
Badly laid out	2	6
Too complicated	2	6
Couldn't answer questions	0	2
Other	0	26
All responses	13*	63**

* Based on 7 respondents

** Based on 33 respondents

The responses for the language and qualifications questions have been extrapolated for illustrative purposes.

Languages

Table 51 shows that there was no main reason for the difficulties reported by the 8 respondents to the language question. The 10 responses were spread across a range of reasons.

Table 51:

Why was the question about Languages difficult to understand? (Multiple response)		
	Number of responses	
Too long		1
Didn't understand		2
Badly worded		2
Too complicated		1
Other	Asked of a young child	1
	Difficult to interpret what boxes to tick	1
	No definition of competence level	1
	Unsure how fluent one had to be speaking	1
All responses		10

* Based on 8 respondents

Qualifications

Table 52 shows that there was no main reason for the difficulties reported by the 11 respondents to the qualifications question. The 15 responses were spread across a range of reasons.

Table 52:

Why was the question about qualifications difficult to understand? (Multiple response)		
	Number of responses	
Too long	2	
Didn't understand	2	
Badly worded	1	
Badly laid out	1	
Too complicated	2	
Other		
Because it was a long time ago when I done qualifications	1	
Could not match his out of date qualifications	1	
For children under 16 too much asked, too long	1	
No one in this house has any qualifications and I did not see the no qualifications option box	1	
Some qualifications couldn't find	1	
Wasn't sure what my qualifications were equal to	1	
Would be simpler to just list qualifications	1	
All responses	15	

* Based on 11 respondents

4.4 Sensitive Questions

“Were there any questions which you felt particularly unhappy about answering?”

Table 53 shows that when asked were there any questions you felt particularly unhappy about answering 86% of responders to the Census Test said no, while 8% felt there was a question or questions they were unhappy answering.

Table 53:

Were there any questions which you felt particularly unhappy about answering?		
	Number	%
Yes	61	7.7
No	682	85.9
Can't remember	13	1.6
Refusal	38	4.8
Base*	794	100.0

* Confirmed responders to the Census Test

“Which questions were you not particularly happy answering?”

Which questions were you not particularly happy answering? - this question was only asked of the 61 responders to the Census Test who had reported feeling particularly unhappy about answering one or more of the questions on the questionnaire.

Table 54 provides a breakdown of those household questions which responders were unhappy answering.

Table 54:

Sensitive household questions			
Question	First response	Second response	All responses (includes multiple responses)
Number of people in household	2		2
Type of accommodation	1		1
Number of rooms in accommodation	1	1	2
Accommodation needs repairs	1		1
Number of cars and vans	1		1
Don't know	1		1
Individual Questions	54		54
All responses*	61	1	62

*Based on 61 respondents

It was with the individual questions that the majority of problems were recorded with 54 respondents expressing unhappiness with an individual question.

As can be seen in Table 55 - there were 15 expressions of unhappiness at being asked what religion they belonged to. There was only one reason given for this unhappiness, which was that they were not currently a member of a church.

Despite the fact that the survey design meant that the income questions only applied to half of the respondent group the two income questions received the highest number of complaints. Nineteen responses (15 respondents) cited unhappiness with the sources of income question and 26 responses (13 respondents) with the amount of income question. There were again few reasons given for unhappiness with the income questions, these were 4 responses related to the question being too complicated and 2 responses related to privacy.

Table 55:

Question	Sensitive individual questions							All responses (includes multiple responses)
	First response	Second response	Third response	Fourth response	Fifth response	Sixth response	Seventh response	
Date of birth	1							1
Marital status	1							1
Lived outside NI	1							1
Health in general	1			2				3
Medical conditions	2				1	1		4
Languages	1							1
National identity	3		1		1			5
Ethnic group	4		1					5
Religion belong to	10	5						15
Religion brought up in		6	4					10
Why other address							1	1
Qualifications	2		1					3
Sources of income	15	4						19
Amount of income	13	13						26
All responses*	54	28	7	2	2	1	1	95

*Based on 54 respondents

4.5 Reason for unhappiness

Respondents who had expressed themselves as unhappy with any of the questions were then asked the reason for this unhappiness. The main concerns expressed by this small group of CTES responders were that the questions were too intrusive or too personal.

Table 56:

Reasons for unhappiness with questions			
	Household Questions	Individual Questions	Number of responses
	Number of responses	Number of responses	
Too intrusive	2	54	
Too personal	0	48	
Questions were irrelevant	2	27	
It's none of the government's business	2	23	
Other	3	10	
All responses	9*	162**	

* Based on 7 respondents

** Based on 54 respondents

The responses for the religion and income questions have been extrapolated for illustrative purposes.

Religion

Table 57 shows that the main concern expressed was that asking which religion you belong to was too intrusive (9 out of 15 responders).

Table 57:

Why were you unhappy answering the question about which religion you belong to?			
	Number of responses (multiple response)		
Too intrusive	9		
Too personal	1	3	
Questions were irrelevant	3	1	1
It's none of the government's business	2	1	
Other	Stop harping on about religion it would not be such a big deal		
Number of responders	15	Number of comments	23

Table 58 shows that for 4 of the 10 responders asking which religion you were brought up in was too intrusive.

Table 58:

Why were you unhappy answering the question about which religion you were brought up in?				
	Number of responses (multiple response)			
Too intrusive	4			
Too personal	2	2		
Questions were irrelevant	2	1	1	
It's none of the government's business	1	2		1
Other	People are just people, not necessary to know what religion they are			
Number of responders	10	Number of responses		17

Income

The main concerns expressed regarding the income question(s) were that asking about income was too intrusive and too personal (Tables 59 and 60).

Table 59:

Why were you unhappy answering the question about source of income?				
	Number of responses (multiple response)			
Too intrusive	10	1		
Too personal	2	8		
Questions were irrelevant	4			
It's none of the government's business	2	1	1	
Other	Because he is a farmer it is difficult to know exactly what is earned not like if you were on a weekly wage			
	Didn't know all my sources			
	Security risk			
Number of responders	19	Number of responses		31

Table 60:

Why were you unhappy answering the question about amount of income?				
	Number of responses (multiple response)			
Too intrusive	12	3		
Too personal	7	8		
Questions were irrelevant	3	1	1	
It's none of the government's business	2	2		
Other	Too difficult to do myself			
	Too wide band range			
Number of responders	26	Number of responses		41

4.6 Additional Comments

There were 96 additional comments when people were asked “Is there anything else about the census questionnaire you would like to comment on?”

The major topics that were repeated by respondents reinforce the findings of the questions into people’s difficulties and unhappiness.

Seven respondents were unhappy with the income question, five respondents raised problems with the religion question and four respondents had problems with the language questions. In addition, twenty respondents had difficulty with the questionnaire generally, with a number finding it repetitive or unclear and five respondents had questions regarding the confidentiality and security of their personal data.

Finally, fifteen of these comments were positive, with respondents either saying they found it easy to fill in or that it turned out to be significantly easier than they anticipated.

A full list of these comments can be found at [Appendix 9](#).

Chapter 5: Detailed outcomes from the CTES Language questions

5.1 Language in the Census Test

The language question in the Census Test was designed in a multi tick matrix format to facilitate the collection of information on a number of languages within a relatively limited space. (See image below.) However this meant that the language question could appear quite daunting and imposed a higher cognitive burden on respondents than many of the other questions on the Census Test questionnaire.

Language question used in the 2007 Census Test

13	What languages can you understand, speak, read or write?				
◆ Tick all boxes that apply.					
	No ability	Understand	Speak	Read	Write
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ulster Scots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other language, write in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other language, write in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When the responses of Census Test respondents, who participated in the CTES, were tabulated high levels of non-response were found (for both Irish and Ulster-Scots); as well as completion errors which reduced the quality of the data collected. It is therefore recommended that the question is re-designed and simplified before additional small scale testing is carried out.

However, if the high rate of non-response to Irish and Ulster-Scots language also occurs in the census itself it is recommended (given that the overwhelming majority of CTES non-responders to the Census Test language sections on Irish and Ulster-Scots did provide a valid response to the CTES interviewer) that a structured imputation approach should be developed in order to assign an appropriate response based on the underlying characteristics of the target population group.

5.2 Language in the Census Test Evaluation Survey

Language information in the CTES was collected at interview through a series of questions (See below). The CTES – unlike the Census Test - did not specifically ask if respondents had “no ability” in a language.

Language questions in the CTES

- What languages can you understand when spoken?
- What languages can you speak?
- What languages can you read?
- What languages can you write?

When cross tabulations of the Census Test data and the CTES data on language ability (in English, Irish and Ulster Scots) were undertaken it became apparent that respondents had encountered difficulties answering the language question on the Census Test.

5.3 English Ability

5.3.1 Census Test – English Ability

Table 61 illustrates the breakdown of responses for those Census Test respondents who also participated in the CTES.

Whilst the vast majority of respondents provided responses to the English language sections of the question in a logical way, given the structure of the question, a minority did not. Given that the Census is a universal vehicle that aims to collect good quality data from the entire population this is obviously a cause for concern regarding the suitability of a matrix style language question in providing accurate data for the whole population.

Structurally logical responses provided included

- Ability to understand, speak, read and write English (78.9% of respondents)
- No ability in English – only box ticked (4.1% of respondents)
- 0.3% of respondents who double ticked the understand English and speak English options
- 0.3% of respondents who ticked that they could read and write English but not that they could understand or speak it.

Structurally illogical responses provided included

- 2.8% of respondents who ticked all five response boxes to the question on English language ability
- 0.3% of respondents who single ticked the write English option
- 0.1% of respondents who ticked the English no ability box as well as the speak English box

Table 61:

Response to Census Test Question on English language ability*							
Understand English	Speak English	Read English	Write English	English No ability	Number	%	Combination %
No tick	No tick	No tick	No tick	No tick	22	2.8	2.8% No ticks
No tick	No tick	No tick	No tick	Ticked	32	4.1	6.7% Single tick
Ticked	No tick	No tick	No tick	No tick	7	0.9	
No tick	No tick	No tick	Ticked	No tick	2	0.3	
No tick	Ticked	No tick	No tick	No tick	11	1.4	
Ticked	Ticked	No tick	No tick	No tick	2	0.3	0.9% Two ticks
No tick	Ticked	Ticked	No tick	No tick	1	0.1	
No tick	Ticked	No tick	No tick	Ticked	1	0.1	
No tick	No tick	Ticked	Ticked	No tick	2	0.3	
No tick	Ticked	No tick	Ticked	No tick	1	0.1	8.0% Three ticks
No tick	Ticked	Ticked	Ticked	No tick	55	7	
Ticked	Ticked	No tick	Ticked	No tick	5	0.6	
Ticked	Ticked	Ticked	No tick	No tick	2	0.3	
Ticked	Ticked	No tick	No tick	Ticked	1	0.1	79.0% Four ticks
Ticked	Ticked	Ticked	Ticked	No tick	623	78.9	
No tick	Ticked	Ticked	Ticked	Ticked	1	0.1	
Ticked	Ticked	Ticked	Ticked	Ticked	22	2.8	2.8% Five ticks

*790 respondents - excludes 4 respondents with no information recorded for the language question

5.3.2 English Language – Reproducibility

The comparative results (between the Census Test and the CTES) show that the language question in the test is not working as intended for English, with a consistently higher proportion of respondents reporting (to the CTES interviewer) that they could understand, speak, read or write English than was recorded on the Census Test (self completion) questionnaire. Given that the grid style of the language question used in the Census Test would have been cognitively demanding for respondents it is recommended that further development and testing of the language ability question is undertaken to produce a simpler

less cognitively demanding question.

Table 62:

		Cross tabulation of English ability in the Census Test and CTES		
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
Understand English		%	%	%
		Mentioned	82.5	16.3
		Not mentioned	0.9	0.3
		Base*	628	125
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Speak English		Mentioned	90.7	8.0
		Not mentioned	1.1	0.3
		Base*	691	62
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Read English		Mentioned	88.2	10.4
		Not mentioned	1.2	0.3
		Base*	673	80
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Write English		Mentioned	89.2	9.7
		Not mentioned	0.8	0.3
		Base*	678	75
753				

*Those who answered the language questions

Table 62 shows the following:-

- **Understand English**

Over 17% of respondents provided a different answer on the questionnaire and at interview. (An additional 123 respondents - 16% - indicated that they could understand English at interview. Given the cognitive demands imposed on respondents by the Census Test matrix style language question it would not be

surprising that respondents found completing the language question on the Test difficult.)

- **Speak English**

Over 9% of respondents provided a different answer on the Census Test questionnaire and to the CTES interviewer. (As an additional 8% of respondents - 60 respondents - indicated they could speak English at interview this suggests that respondents have not answered the Census Test question as intended.)

- **Read English**

11.6% of respondents recorded different answers on the Test questionnaire and CTES. An additional 78 respondents - 10% - indicated that they could read English at interview.

- **Write English**

10.5% of respondents provided a different answer on the questionnaire and at interview. (An additional 10% of respondents - 73 respondents - indicated they could speak English at interview suggesting that respondents have not answered the Census Test question as intended.)

5.4 Irish Ability

5.4.1 Census Test – Irish Ability

Table 63 shows the breakdown of responses for those Census Test respondents who also participated in the CTES.

Over three-quarters of respondents did not provide any response to the question on Irish language ability (76.1%). It may be that as respondents did not have any ability in Irish they felt that the question did not apply to them.

The design of the question had envisaged that all respondents who had no knowledge of Irish would have ticked the no ability response option. This evidently did not happen with only 18% of respondents recording a single tick to show that they had no ability in Irish.

Table 63:

Response to Census Test Question on Irish language ability*							
Understand Irish	Speak Irish	Read Irish	Write Irish	Irish No ability	Number	%	Combination %
No tick	No tick	No tick	No tick	No tick	601	76.1	76.1% No ticks
No tick	No tick	No tick	No tick	Ticked	143	18.1	20.1% Single tick
Ticked	No tick	No tick	No tick	No tick	11	1.4	
No tick	Ticked	No tick	No tick	No tick	2	0.3	
No tick	No tick	Ticked	No tick	No tick	2	0.3	
Ticked	No tick	Ticked	No tick	No tick	1	0.1	0.8% Two ticks
Ticked	Ticked	No tick	No tick	No tick	4	0.5	
No tick	Ticked	Ticked	No tick	No tick	1	0.1	
No tick	No tick	Ticked	Ticked	No tick	1	0.1	
Ticked	Ticked	Ticked	No tick	No tick	1	0.1	0.1% Three ticks
Ticked	Ticked	Ticked	Ticked	No tick	22	2.8	2.8% Four ticks
Ticked	Ticked	Ticked	Ticked	Ticked	1	0.1	0.1% Five ticks

*790 respondents - excludes 4 respondents with no information recorded for the language question

Table 64 below shows that for the 601 respondents who did not answer the Irish language question in the Census Test only 31 respondents did not answer the (Irish) language questions asked by the CTES interviewer.

Table 64:

CTES Responders Irish language ability Responders who did not answer the Irish language question on the Census Test		
Irish ability	Number	%
Ability mentioned at CTES interview	25	4.2
No ability mentioned at CTES interview	545	90.7
Language questions not answered at interview	31	5.2
Base*	601	100.0

*CTES responders who left the Irish language question blank on the Census Test questionnaire

Given this finding, it is therefore suggested that for the 2011 Census that non response should not be assumed to universally equate to no ability in Irish and that structured imputation should be developed in order to assign an appropriate response based on the underlying characteristics of the target population group for the Irish language question.

5.4.2 Irish Language – Reproducibility

The conclusions that can be drawn from the comparative results (between the Census Test and the CTES) are limited due to the small number of respondents who declared that they had any ability in Irish – understand, speak, read or write. (The CTES – unlike the Census Test - did not specifically ask if respondents had “no ability” in Irish.)

Table 65:

Cross tabulation of Irish ability in the Census Test and CTES				
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Understand Irish	Mentioned	3.9	3.6	7.4
	Not mentioned	1.2	91.4	92.6
	Base [*] =100%	38	71.5	753
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Speak Irish	Mentioned	3.1	3.3	6.4
	Not mentioned	0.9	92.7	93.6
	Base [*] =100%	30	723	753
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Read Irish	Mentioned	2.9	3.7	6.6
	Not mentioned	0.9	92.4	93.4
	Base [*] =100%	29	724	753
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
		%	%	%
Write Irish	Mentioned	2.1	3.3	5.4
	Not mentioned	1.1	93.5	94.6
	Base [*] =100%	24	729	753

*Those who answered the language questions

Table 65 shows the results of the cross tabulations carried out.

- **Understand Irish**

Slightly less than 5% of respondents (36 individuals) gave conflicting answers on the Test questionnaire and at interview. However it should be noted that the numbers involved are small limiting any conclusions that can be reached.

- **Speak Irish**

With regard to speaking Irish, 4.2% of respondents gave conflicting answers on the Test questionnaire and CTES, but this only amounted to 32 respondents.

- **Read Irish**

For reading Irish 4.6% of respondents (35 individuals) gave a different answer on the questionnaire and at interview.

- **Write Irish**

Table 65 shows that 4.4% of respondents recorded different answers on the Census Test questionnaire and the CTES. However it should again be noted that the small numbers involved mean that conclusions beyond reporting what was observed are not appropriate.

5.5 Ulster Scots Ability

5.5.1 Census Test – Ulster Scots Ability

Table 66 below illustrates the breakdown of responses for those Census Test respondents who also participated in the CTES.

Over three-quarters of respondents did not provide any response to the question on Ulster Scots language ability (78%). It may be that as respondents did not have any ability in Ulster Scots they felt that the question did not apply to them.

The design of the question had envisaged that all respondents who had no knowledge of Ulster Scots would have ticked the no ability response option. This evidently did not happen with only 17% of respondents recording a single tick to show that they had no ability in Ulster Scots.

Table 66:

Response to Census Test Question on Ulster-Scots ability*							
Understand Ulster Scots	Speak Ulster Scots	Read Ulster Scots	Write Ulster Scots	Ulster Scots No ability	Number	%	Combination %
No tick	No tick	No tick	No tick	No tick	620	78.5	78.5% No ticks
No tick	No tick	No tick	No tick	Ticked	133	16.8	19.6% Single tick
Ticked	No tick	No tick	No tick	No tick	17	2.2	
No tick	No tick	Ticked	No tick	No tick	1	0.1	
No tick	Ticked	No tick	No tick	No tick	4	0.5	0.6% Two ticks
Ticked	No tick	Ticked	No tick	No tick	1	0.1	
Ticked	No tick	No tick	No tick	Ticked	3	0.4	
Ticked	Ticked	No tick	No tick	No tick	1	0.1	0.3% Three ticks
Ticked	Ticked	Ticked	No tick	No tick	2	0.3	
Ticked	Ticked	Ticked	Ticked	No tick	8	1.0	1.0% Four ticks
							0.0% Five ticks

*790 respondents - excludes 4 respondents with no information recorded for the language question

Table 67 below shows that of the 620 respondents who did not answer the Irish language question in the Census Test only 33 respondents failed to answer the (Ulster Scots) language questions at interview (CTES). Given the increased level of response to this

question in the CTES it is therefore suggested that a structured imputation approach is adopted for the Ulster Scots question in the 2011 Census to ensure that an appropriate response is assigned, based on the underlying characteristics of the target population, to non responders to the Ulster Scots language question.

Table 67:

CTES Responders Ulster Scots language ability Responders who did not answer the Ulster Scots language question on the Census Test		
Ulster Scots ability	Number	%
Ability mentioned at CTES interview	6	1.0
No ability mentioned at CTES interview	581	93.7
Language questions not answered at interview	33	5.3
Base*	620	100.0

*CTES responders who left the Irish language question blank on the Census Test questionnaire

5.5.2 Ulster Scots – Reproducibility

The conclusions that can be drawn from the comparative results (between the Census Test and the CTES) are limited due to the small number of respondents who declared that they had any ability in Ulster Scots – understand, speak, read or write. (The CTES – unlike the Census Test - did not specifically ask if respondents had “no ability” in Ulster Scots.)

Table 68 shows the results of the cross tabulations carried out.

- **Understand Ulster Scots**

Table 68 shows that 4% of respondents (30 individuals) gave different answers on the Test questionnaire and to the CTES interviewer. However the small numbers involved mean that it is inappropriate to draw any conclusions from this.

- **Speak Ulster Scots**

There was a high degree of correspondence with responses to speaking Ulster Scots – only 2.2% of respondents (17 individuals) provided different answers to this item. However it should be noted that the small numbers involved mean that it would not be appropriate to draw inferences from this.

- **Read Ulster Scots**

There was a high degree of correspondence between Census Test and CTES responses for reading Ulster Scots. However whilst only 1.9% of respondents (14 individuals) gave a different answer between the Test and the CTES the very small numbers involved limit any conclusions that can be drawn from this.

- **Write Ulster Scots**

Table 68 shows a high degree of correspondence between Census Test and CTES

responses with only 1% of respondents (7 individuals) recording differing answers. However the small numbers involved make any conclusions inappropriate.

Table 68:

		Cross tabulation of Ulster Scots ability in the Census Test and CTES		
CTES interview		Census Test questionnaire		
		Ticked	Not ticked	Both
Understand Ulster Scots	Mentioned	3.9	3.6	7.4
	Not mentioned	1.2	91.4	92.6
	Base [*] =100%	38	71.5	753
		Census Test questionnaire		
CTES interview		Ticked	Not ticked	Both
		%	%	%
Speak Ulster Scots	Mentioned	3.1	3.3	6.4
	Not mentioned	0.9	92.7	93.6
	Base [*] =100%	30	723	753
		Census Test questionnaire		
CTES interview		Ticked	Not ticked	Both
		%	%	%
Read Ulster Scots	Mentioned	2.9	3.7	6.6
	Not mentioned	0.9	92.4	93.4
	Base [*] =100%	29	724	753
		Census Test questionnaire		
CTES interview		Ticked	Not ticked	Both
		%	%	%
Write Ulster Scots	Mentioned	2.1	3.3	5.4
	Not mentioned	1.1	93.5	94.6
	Base [*] =100%	24	729	753

*Those who answered the language questions

Chapter 6: Detailed outcomes from the CTES income questions

6.1 Comparison of the 2007 Census Test and CTES income question answers

For the CTES those respondents who returned valid 2007 Census Test questionnaires (that included the income questions) were re-asked income sources and amount questions identical in wording to the 2007 Census Test questions. Individuals were asked to provide details of their sources and amount of income over the period – 1 April 2006 to 31 March 2007. (See Appendices 6 and 7 for the wording of the income questions.)

Table 69:

Responders to the Census Test by Questionnaire Type		
Questionnaire type	Number	%
Income	392	49.4
No Income	402	50.6
Base*	794	100.0

* Confirmed responders to the Census Test

The income section was broken down into two questions, a question on sources of income and a question on amount of income. These questions were asked on half the Census Test questionnaires to assess whether the presence of such questions would affect response numbers. After each CTES income question was asked, the interviewer went on to read out the response options given on a showcard. (See [Appendix 6](#)) For the income sources question, for each response option, individuals decided whether they had that particular source of income. For the income amount question, the interviewer listed the different income bands given on a showcard (See [Appendix 7](#)) and individuals decided which band their income fell into.

6.2 Sources of income

The Census Test data and the CTES data on sources of income were examined for those responders to the Census Test who also participated in the CTES, and had received an income questionnaire. There were no significant differences in response rates, to the sources of income question, between the Census Test and the CTES.

Table 70: Response Rates to the Sources of Income Question

	Census Test	
	Income Sources	
Response	Number	%
Valid response	371	94.6
Blank	21	5.4
Base*	392	100.0

*Those Census Test respondents who received an income questionnaire

	CTES	
	Income Sources	
Response	Number	%
Valid response	366	93.4
Refusal/blank/don't know	26	6.6
Base*	392	100.0

*Those CTES respondents asked the income questions

When cross tabulations of the Census Test data and the CTES data were undertaken a lack of correspondence between the answers provided became apparent. Table 71 shows the results of the cross tabulations carried out.

Table 71:

Cross-tabulation of Sources of Income – Census Test and CTES				
		Census Test questionnaire		
		Ticked	Not ticked	All
CTES interview		%	%	%
Earnings	Mentioned	33.9	10.7	44.5
	Not mentioned	6.0	49.5	55.5
	Base* =100%	146	220	366
Self employment	Mentioned	5.5	3.0	8.5
	Not mentioned	4.9	86.6	91.5
	Base* =100%	38	328	366
Benefits	Mentioned	19.7	19.4	39.1
	Not mentioned	5.7	55.2	60.9
	Base* =100%	93	273	366
Savings	Mentioned	9.6	7.7	17.2
	Not mentioned	7.4	75.4	82.8
	Base* =100%	62	304	366
Rent	Mentioned	1.9	2.2	4.1
	Not mentioned	1.1	94.8	95.9
	Base* =100%	11	355	366
Other sources	Mentioned	0.5	1.1	1.6
	Not mentioned	1.1	97.3	98.4
	Base* =100%	6	360	366
None	Mentioned	0.0	0.3	0.3
	Not mentioned	2.2	97.5	99.7
	Base* =100%	8	358	366

* Those who answered the sources of income question

The discrepancies between the answers provided include the following:-

- **Income from earnings**

Nearly 11% of respondents failed to select (tick) the income from earnings box (on the test questionnaire) but subsequently reported income from earnings at interview. There were a further 6% of respondents who did record income from earnings on the test questionnaire and then failed to mention it at interview.

- **Income from self employment**

Nearly 8% of respondents provided conflicting answers on the test questionnaire and at interview.

- **Income from benefits**

Over 25% of respondents provided conflicting reports on the Test questionnaire and CTES interview.

- **Income from savings**

Around 17% of respondents reported income from savings on both the test and CTES. However 15% of respondents gave conflicting answers on the test questionnaire and to the CTES interviewer.

Taking the answers provided at the CTES interview as representing the “true” position some further investigation of these differences was carried out as can be seen in Table 72. The scale of these differences strongly suggests that respondents did not answer the sources of income question in the Census Test as was intended.⁴

Table 72:

Sources of Income						
Income Source	% Mentioned CTES	% Ticked Census Test	% Ticked Census Test Not Mentioned CTES	% Mentioned CTES Not Ticked Census Test	% Gross Error	Relative to CTES
Earnings	44.5	39.9	6.0	10.7	16.7	37.5%
Self employment	8.5	10.4	4.9	3.0	7.9	92.9%
Benefits	39.1	25.4	5.7	19.4	25.1	64.2%
Savings	17.2	16.9	7.4	7.7	15.1	87.8%
Rent	4.1	3.0	1.1	2.2	3.3	80.5%
Other sources	1.6	1.6	1.1	1.1	2.2	137.5%
None	0.3	2.2	2.2	0.3	2.5	833.3%

⁴ The small numbers involved make drawing conclusions for rent, other sources and none unreliable.

6.3 Amount of Income

The Census Test data and the CTES data on amount of income were examined for those responders to the Census Test who also participated in the CTES, and had received an income questionnaire. There were no significant differences in response rates, to the amount of income question, between the Census Test and the CTES.

Table 73: Response Rates to the Amount of Income Question

	Census Test	
	Income Amount	
Response	Number	%
Valid response	340	86.7
Blank	52	13.3
Base*	392	100.0

*Those Census Test respondents who received an income questionnaire

	CTES	
	Income Amount	
Response	Number	%
Valid response	322	82.1
Refusal/blank/don't know	70	17.9
Base*	392	100.0

*Those CTES respondents asked the income questions

By comparing and cross-tabulating the responses to the test questionnaire and the CTES interview we can see a pattern of lack of correspondence in the figures (Table 74 and Table 75).

Table 74:

Income Band	CTES		Census Test	
	Number	%	Number	%
Nil or loss per year	0	0.0	6	1.5
£1 to £3,999 per year	15	3.8	24	6.1
£4,000 to £7,999 per year	59	15.1	75	19.1
£8,000 to £11,999 per year	63	16.1	64	16.3
£12,000 to £16,999 per year	44	11.2	45	11.5
£17,000 to £23,999 per year	50	12.8	52	13.3
£24,000 to £46,999 per year	54	13.8	54	13.8
£37,00 or more per year	37	9.4	20	5.1
Refusal/blank	70	17.9	52	13.3
Base*	392	100.0	392	100.0

* Confirmed responders to the Census Test who received an income questionnaire

Although the cross-tabulation numbers are small they do raise concerns over the accuracy of the results collected via the test questionnaire.

Some further investigation of these differences was carried out as can be seen in Table 76. The differences shown (overstatement and understatement) raise concerns over both the quality and reliability of answers provided by respondents to the amount of income question in the Census Test.

The income question was expect to arouse sensitivities and the information collected leads to concerns about the quality of the data collected and the utility of such data (particularly as a banded income question does not fully meet users' needs.) The appropriateness of collecting income information via the Census needs to be considered as compared to the use of a specialist survey based vehicle (questionnaire). Using a specialised (income) survey to collect income information would provide the opportunity to ask a series of income related questions (not possible in the limited space available for a single topic within the Census questionnaire) which should enable more detailed and higher quality income information to be collected that would, in turn, better meet users' needs.

Table 75 : Income Amount Question – Cross tabulation of Test Data and CTES Interview Data

Income Amount Question Cross tabulation of Test Data and Interview Data			Census Test																			
			1		2		3		4		5		6		7		8		9		10	
			Nil or loss per year		£1 to £3,999 per year		£4,000 to £7,999 per year		£8,000 to £11,999 per year		£12,000 to £16,999 per year		£17,000 to £23,999 per year		£24,000 to £36,999 per year		£37,00 or more per year		Blank		All	
CTES	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
	1	Nil or loss per year	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	2	£1 to £3,999 per year	4	30.8	4	30.8	0	0.0	2	15.4	2	15.4	1	7.7	0	0.0	0	0.0	2	3.8	15	3.8
	3	£4,000 to £7,999 per year	0	0.0	5	9.8	34	66.7	7	13.7	3	5.9	1	2.0	0	0.0	1	2.0	8	15.4	59	15.1
	4	£8,000 to £11,999 per year	0	0.0	6	10.7	20	35.7	23	41.1	4	7.1	3	5.4	0	0.0	0	0.0	7	13.5	63	16.1
	5	£12,000 to £16,999 per year	1	2.4	2	4.9	4	9.8	11	26.8	19	46.3	3	7.3	1	2.4	0	0.0	3	5.8	44	11.2
	6	£17,000 to £23,999 per year	0	0.0	1	2.2	1	2.2	3	6.7	9	19.6	29	64.4	3	6.7	0	0.0	4	7.7	50	12.8
	7	£24,000 to £46,999 per year	0	0.0	1	2.0	4	8.0	1	2.0	3	6.0	6	12.0	34	68.0	1	2.0	4	7.7	54	13.8
	8	£37,00 or more per year	0	0.0	1	2.9	1	2.9	3	8.8	3	8.8	2	5.9	12	35.3	13	38.2	2	3.8	37	9.4
	9	Blank	1	16.7	4	16.7	11	14.7	14	21.9	2	4.4	7	13.5	4	7.4	5	25.0	22	42.3	70	17.9
	10	All	6	1.5	24	6.1	75	19.1	64	16.3	45	11.5	52	13.3	54	13.8	20	5.1	52	13.3	392	100.0

Table 76: Income Amount Question – Differences between the Census Test and the CTES

		Number	%
Test - CTES	8	0	0.0
	7	2	0.5
	6	8	2.0
	5	8	2.0
	4	4	1.0
	3	7	1.8
	2	13	3.3
	1	20	5.1
	0	178	45.4
CTES - Test	1	72	18.4
	2	22	5.6
	3	14	3.6
	4	11	2.8
	5	16	4.1
	6	12	3.1
	7	4	1.0
	8	1	0.3
		392	100.0

Census Test => CTES Test overstates 15.8%

Census Test =< CTES Test understates 38.8%

Chapter 7: Detailed outcomes from the CTES qualifications questions

7.1 Qualifications in the Census Test

The qualifications question in the Census Test was designed in a multi tick format to facilitate the collection of information on a wide range of qualifications within a relatively limited space. (See image below.) However this meant that the qualifications question could appear both long and daunting to respondents as well as imposing a greater cognitive burden than many of the other questions on the Census Test questionnaire.

Qualifications question used in the 2007 Census Test

28 Which of these qualifications do you have?

- ◆ Tick all boxes that apply if you have any of the qualifications listed.
 - ◆ If your qualification is not listed, tick the box that contains its nearest equivalent.
 - ◆ If you have qualifications you gained abroad, tick the 'Foreign qualifications' box.
- 1-4 O levels/CSEs/GCSEs (any grades), Basic Skills
- NVQ Level 1, Foundation GNVQ
- 5+ O levels (passes)/CSEs (grade 1)/GCSEs (grades A*-C), School Certificate, 1 A level / 1-3 AS levels / 1 VCE / 1-3 AS VCEs
- NVQ Level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma
- Apprenticeship
- 2+ A levels, 4+ AS levels, Higher School Certificate/Double Award VCEs
- NVQ Level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma
- First degree (e.g. BA, BSc), Higher degree (e.g. MA, PhD, PGCE)
- NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher Level
- Professional qualifications (e.g. teaching, nursing, accountancy)
- Other vocational/work-related qualifications
- Foreign qualifications
- No qualifications

7.2 Qualifications in the Census Test Evaluation Survey

The qualifications questions in the CTES were not identical to the qualifications question used in the Census Test. The CTES question shown below is similar in nature to the question used in the Census Test and therefore it was the CTES data obtained from this question that was used in the comparisons carried out between the Census Test and the CTES information on qualifications.

Qualifications question in the CTES : Comparison to the Census Test question	
Which of these qualifications or their equivalents do you have? Please tell me all the categories that apply or if not specified the categories that contain the nearest qualification?	
CTES categories	Census Test categories
(1) 1+ O-levels/CSE's/GCSE's (any grades), NVQ Level 1, Foundation GNVQ, Basic Skills, or equivalent	CTES option (1) compared to Census Test options 1 and 2
(2) 5+ O-levels (any grades), CSE's (grade 1), GCSE's (grades A*-C), School Certificate, 1+ A- levels/AS-levels, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, or equivalent	CTES option (2) compared to Census Test options 3 and 4
(3) Apprenticeship	CTES option (3) compared to Census Test option 5*
(4) 2+ A-levels, 4+ AS-levels, Higher School Certificate, NVQ level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, or equivalent	CTES option (4) compared to Census Test options 6 and 7
(5) First Degree (e.g., BA, BSc), Higher Degree (e.g., MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, or equivalent	CTES option (5) compared to Census Test options 8 and 9
(6) Professional qualifications (e.g., teaching, nursing, accountancy)	CTES option (6) compared to Census Test option 10*
(7) Other vocational/work-related qualifications	CTES option (7) compared to Census Test option 11*
(8) No Qualifications	CTES option (8) compared to Census Test option 13*

* Identical options

7.3 Reproducibility of qualifications

The Census Test data and the CTES data on qualifications were examined for those responders to the Census Test who also participated in the CTES, and had answered the qualifications question.

When cross tabulations of the Census Test data and the CTES data were undertaken a lack of correspondence between the answers provided became apparent. Table 77 shows the results of the cross tabulations carried out.

There was a consistent pattern of respondents giving a different answer to the CTES interviewer than they had indicated on their Census Test questionnaire. For example,

- **1-4 GCSE's or equivalent**

Almost 22% of respondents gave conflicting answers on the Test questionnaire and CTES.

- **5+ GCSE's or equivalent**

Over 21% of respondents provided conflicting answers on the Test questionnaire and CTES.

- **2+ 'A' Levels or equivalent**

Nearly 14% of respondents gave a different answer on the Test questionnaire and at interview (CTES).

- **No qualifications**

20% of respondents provided a different answer on the questionnaire and at interview.

Table 77:

Which of these qualifications do you have?							
		Census Test questionnaire					
		Ticked		Not ticked		All	
CTES interview		Number	%	Number	%	Number	%
Degree	Mentioned	122	16.2	38	5.0	160	21.3
	Not mentioned	13	1.7	579	77.0	592	78.8
	Base*	135	18.0	617	82.0	752	100.0
1-4 GCSE's	Mentioned	98	13.0	74	9.8	172	22.9
	Not mentioned	88	11.7	492	65.4	580	77.1
	Base*	186	24.7	566	75.3	752	100.0
5+ GCSE's	Mentioned	210	27.9	84	11.2	294	39.1
	Not mentioned	67	8.9	391	52.0	458	60.9
	Base*	277	36.8	475	63.2	752	100.0
Apprenticeship	Mentioned	15	2.0	14	1.9	29	3.9
	Not mentioned	27	3.6	696	92.6	723	96.1
	Base*	42	5.6	710	94.4	752	100.0
2+ "A" levels	Mentioned	142	18.9	70	9.3	212	28.2
	Not mentioned	32	4.3	508	67.6	540	71.9
	Base*	174	23.1	578	76.9	752	100.0
Professional qualifications	Mentioned	95	12.6	41	5.5	136	18.1
	Not mentioned	24	3.2	592	78.7	616	81.9
	Base*	119	15.8	633	84.2	752	100.0
Other vocational	Mentioned	42	5.6	59	7.8	101	13.4
	Not mentioned	63	8.4	588	78.2	651	86.6
	Base*	105	14.0	647	86.0	752	100.0
No qualifications	Mentioned	159	21.1	93	12.4	252	33.5
	Not mentioned	59	7.9	441	58.6	500	66.5
	Base*	218	29.0	534	71.0	752	100.0

* Those who answered the qualifications question

Taking the answers provided to the CTES interviewer as representing the “true” position some further investigation of these differences was carried out as can be seen in Table 78. The scale of these differences strongly suggests that respondents did not answer the qualifications question in the Census Test as was intended.

Table 78:

Qualifications Held						
Qualification Type	% Mentioned CTES	% Ticked Census Test	% Ticked Census Test Not Mentioned CTES	% Mentioned CTES Not Ticked Census Test	% Gross Error	Relative to CTES
Degree	21.3	18.0	1.7	5.0	6.7	31.5%
1-4 GCSE's	22.9	24.7	11.7	9.8	21.5	93.9%
5+ GCSE's	39.1	36.8	8.9	11.2	20.1	51.4%
Apprenticeship	3.9	5.6	3.6	1.9	5.5	141.0%
2+ A levels	28.2	23.1	4.3	9.3	13.6	48.2%
Professional	18.1	15.8	3.2	5.5	8.7	48.1%
Other vocational	13.4	14.0	8.4	7.8	16.2	120.9%
None	33.5	29.0	7.9	12.4	20.3	60.6%

The qualifications question (in the Census) is a multiple response question that imposes a high cognitive burden on respondents due to its length and complexity. The question also imposes a burden on memory and recall and may appear less relevant to older respondents (whose qualifications may not be listed). However the Census provides the only source of this information for users. It is therefore recommended that testing continues with different population groups.

Chapter 8: Conclusion

The Census Test Evaluation Survey (of responders to the Census Test) was carried out with the aim of checking the accuracy of the findings from the Census Test. This was undertaken by asking questions about the coverage rates of the Census Test, investigating the impact of Census Test materials and the effect of difficult and sensitive questions on the reliability of answers.

The CTES coverage analysis of responders to the Census Test found that 2.5% of responders were not counted by the Census Test. It was also found that there was no significant difference in coverage when assessed by delivery method.

Questions were asked in the CTES relating to the appearance of the Census Test materials, the questionnaire itself, its packaging and the additional information provided. 28% of respondents either did not receive or could not remember receiving the advance card. However of those who did remember receiving it over two-thirds (68%) felt it had encouraged them to respond to the Census Test.

27% of respondents either did not see or could not remember seeing the information leaflet. Of those who did remember receiving it nearly two-thirds (65%) reported that it did encourage them to respond.

64% of late responders (to the Census Test) remembered seeing the follow-up letter (32% of late responders either didn't see it or couldn't remember seeing it).

The questionnaire itself was recognised by responders (to the Census Test) as being an official document (90%), not being junk mail (94%) and having been delivered in good condition (97%).

Completing the questionnaire was not perceived as imposing an excessive burden on respondents (to the Census Test) respondents believing it took a reasonable amount of time to complete (94% household section; 92% individual section). Only 5% of respondents (40 respondents) reported finding a question or questions difficult. The two questions, which respondents reported finding most difficult, were the qualifications question, due to large number and variation in possible qualifications and the language question, which was asked in a complex matrix style.

8% of respondents (61 respondents) reported feeling unhappy answering one or more of the questions on the Census Test. It was the questions on religion and income that respondents that received the most complaints. The two religion questions, “religion you belong to” and “religion you were brought up in” received 15 and 10 complaints respectively. The two income questions received the highest number of complaints despite only being applicable to half of the respondent group. 19 complaints (15 respondents) were made about the sources of income question and 26 complaints (13 respondents) were made about the amount of income question.

The language question in the Census Test was designed in a matrix format to enable the collection of information on a number of languages within a relatively limited space on the questionnaire. However this meant that the language question imposed a higher cognitive burden on respondents than many of the other questions on the Census Test. As part of the language question respondents were asked to report their ability in English, Irish and Ulster Scots. By looking at the Test data can be seen that over three-quarters of respondents (to the Census Test) failed to answer the Irish and Ulster Scots ability question which suggests a high level of confusion as respondents were asked to “tick all boxes that apply”. However the overwhelming majority of CTES non-responders to the Census Test language sections on Irish and Ulster-Scots did provide a valid response to the CTES interviewer.

When investigated further by cross tabulation with the CTES data the problem with the question format is underlined. For example, 16% of respondents who reported that they could understand English at the CTES interview had failed to tick “understand English” on the Census Test form.

It is recommended that the language question is re-designed and simplified before additional small scale testing is carried out. (Given the high level of non-response to the Irish and Ulster-Scots sections of the language question it is also suggested that a structured imputation approach is developed in order to assign an appropriate approach based on the underlying characteristics of the target population group.)

The qualifications question (in the Census Test) is a multiple response question that imposes a high cognitive burden on respondents due to its length and complexity. The qualifications question (in the Census Test) also imposes a burden on memory and recall. Respondents reported difficulties with the qualifications question.

Additional responses from those Census Test respondents questioned suggests difficulties in finding their appropriate qualifications, due to the number listed and problems choosing the appropriate matching categories for qualifications not listed. The results of the cross tabulation with the CTES data strongly suggests difficulties, with for example, questions to extrapolate qualifications at GSCE level as over 21% of respondents provided conflicting answers at the CTES interview and on the Census Test questionnaire.

However the Census provides the only source of this information for users. It is therefore recommended that testing of this question continues with different population groups.

Two new income questions (income sources and income level) were developed for inclusion in the 2007 Census Test. The main rationale for the income sources question was to encourage respondents to think about their various sources of income before answering the income level question. For the income level question a closed question on banded income was asked. This asked respondents to provide details of their gross (rather than net) income.

There were discrepancies apparent between the income question responses on the Census Test form and to the CTES interviewer. While the income question was expected to arouse sensitivities, the 17% discrepancy rate for respondents who answered the sources of income from earnings question suggests that respondents were not answering the question as intended. (When the data for income from earnings from the Census Test questionnaire and the CTES interview are cross-tabulated we find that nearly 11% of respondents failed to select the income from earnings box but subsequently reported income from earnings at interview. Also, a further 6% of respondents did record income from earnings at interview and then failed to mention it at interview.) These problems may be an indirect result of the sensitive nature of the question, with people uncertain what the information will be used for. This is especially apparent in the high levels of misreporting in the income from benefits question, with 25% of respondents providing conflicting reports on the Census Test questionnaire and to the CTES interviewer.

The amount (level) of income question also showed poor correspondence between the Census Test data and the CTES data. The income question was expected to arouse sensitivities and the information collected leads to concerns about the quality

of the data collected and the utility of such data (particularly as a banded income question does not fully meet the expressed needs of users.). The appropriateness of collecting income information via the Census needs to be considered as compared to the use of a specialist survey. Using a specialised (income) survey to collect income information would provide the opportunity to ask a series of income related questions (not possible in the limited space available for a single topic within the Census questionnaire) which should enable more detailed and higher quality income information to be collected that would, in turn, better meet the needs of users.

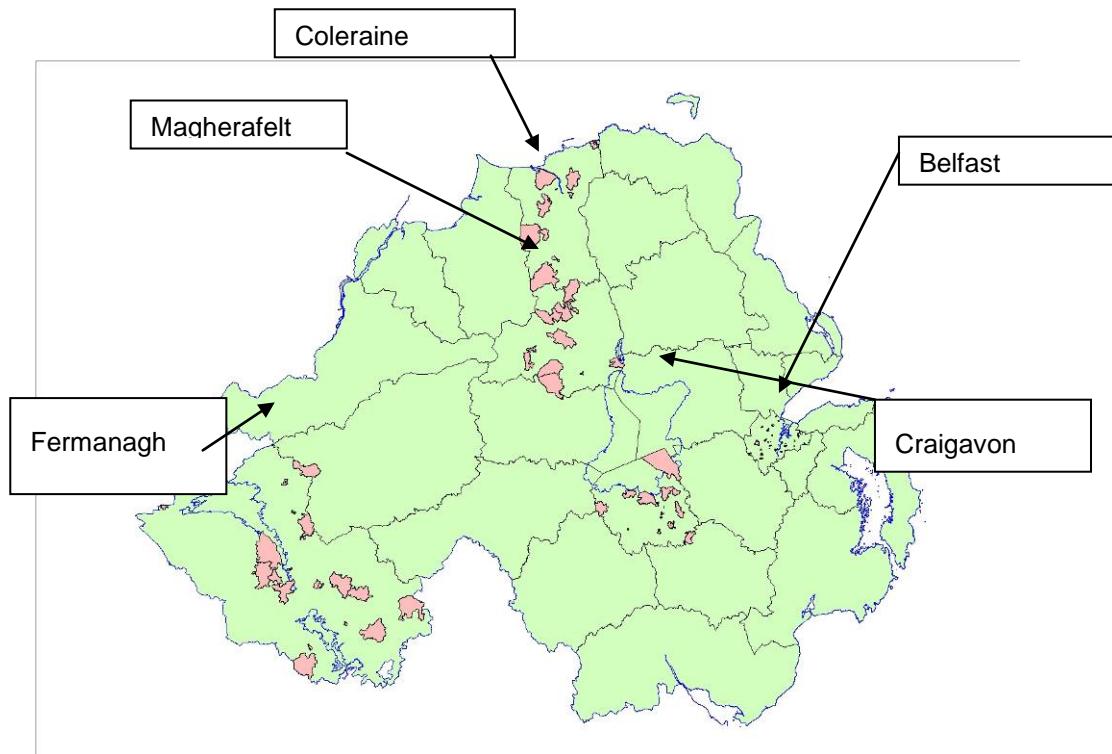
The CTES has shown that the Census Test was successful in terms of coverage and has shown the questionnaire to be of suitable appearance. The questionnaire was recognised by responders (to the Census Test) as being an official document, not being junk mail and having been delivered in good condition. Respondents believed it took a reasonable amount of time to complete the questionnaire and did not impose an excessive burden.

The findings have also shown problems with those questions investigated further, most importantly revealing the levels of difficulty many responders experienced in completing the qualifications and language questions. Finally the CTES has shed light on both the difficulties and dissatisfaction many respondents had with the income questions.

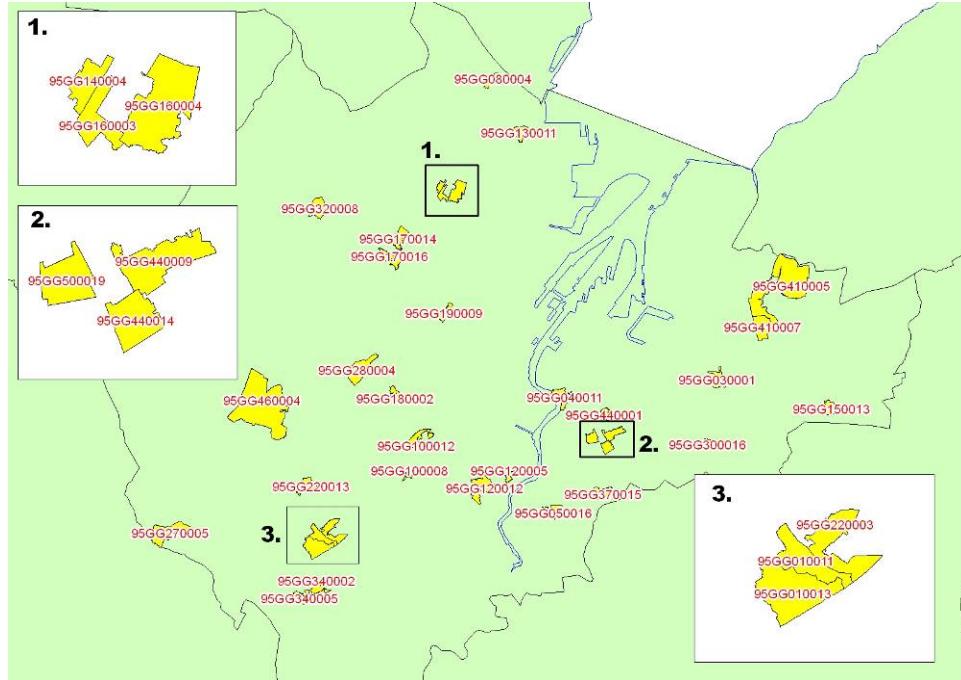
Appendices

Appendix 1

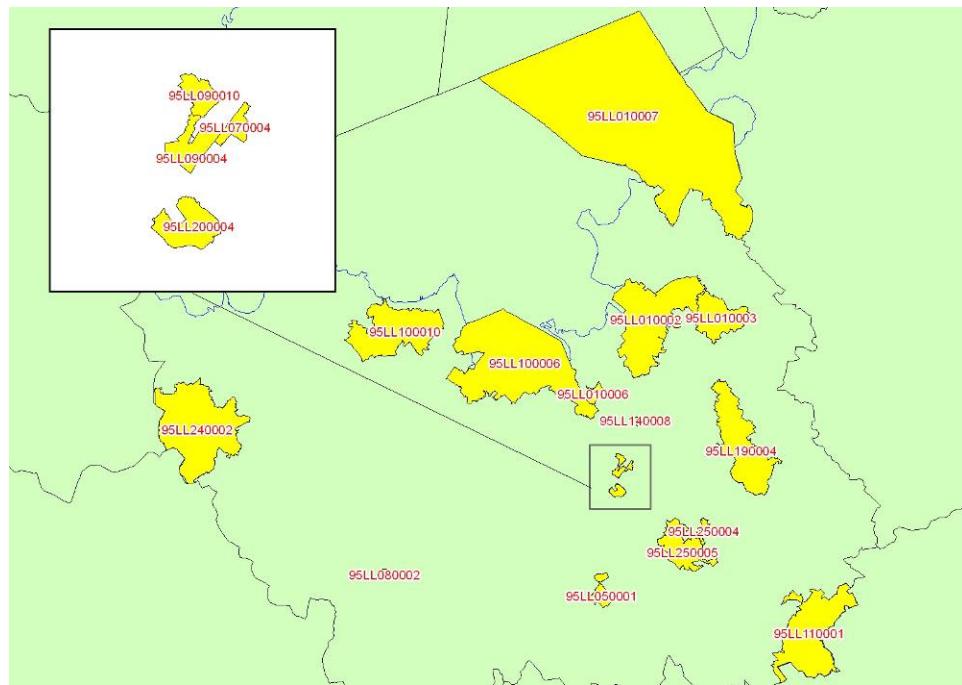
2007 Test Areas



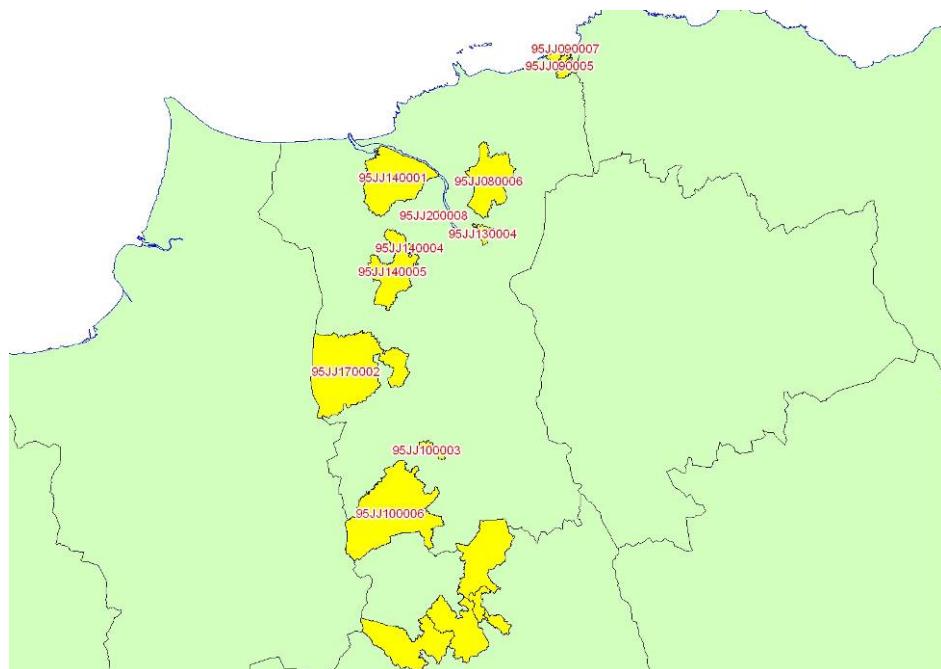
Belfast



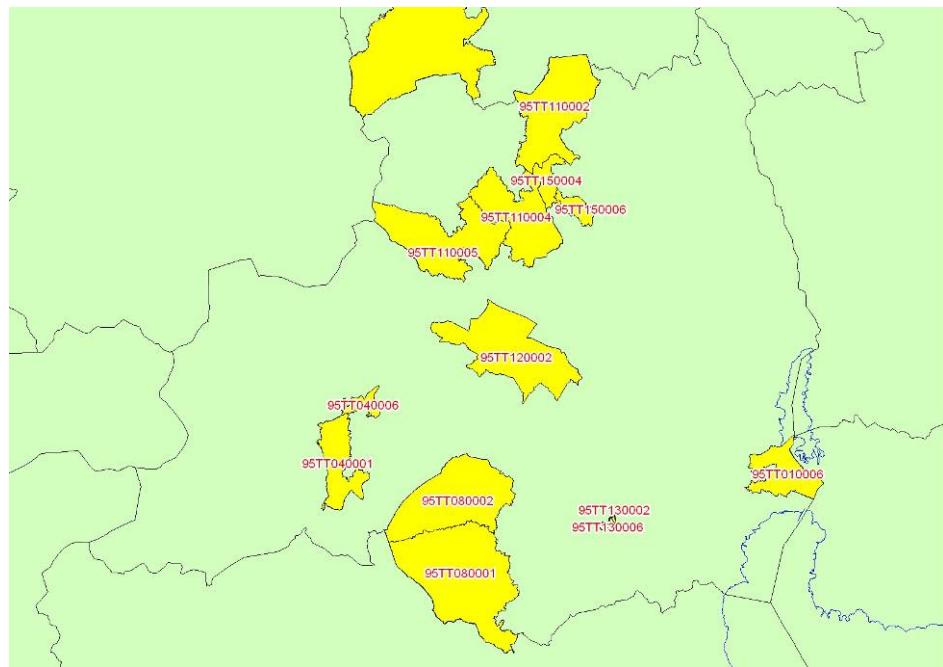
Craigavon



Coleraine



Magherafelt



Fermanagh



Appendix 2

Table 1 Design Strata by Output Area

Design Strata			Design Variables					Total OAs	
			Post-out		Enumerator Delivery				
			Income	No Income	Income	No Income	In 2007 Test	In whole of NI	
Urban	Deprived	Protestant	2	2	2	2	8	627	
		Roman Catholic	2	2	2	2	8	645	
		Mixed	2	2	2	2	8	387	
	Non-deprived	Protestant	2	2	2	2	8	790	
		Roman Catholic	2	2	2	2	8	172	
		Mixed	2	2	2	2	8	826	
Rural	Deprived	Protestant	2	2	2	2	8	131	
		Roman Catholic	2	2	2	2	8	315	
		Mixed	2	2	2	2	8	406	
	Non-deprived	Protestant	2	2	2	2	8	391	
		Roman Catholic	2	2	2	2	8	60	
		Mixed	2	2	2	2	8	272	
Total			24	24	24	24	96	5022	

Table 2 Design Strata by 2001 Census Household Count

Design Strata			Design Variables				Total Households	
			Post-out		Enumerator Delivery			
			Income	No Income	Income	No Income	In 2007 Test	In whole of NI
Urban	Deprived	Protestant	253	231	248	192	924	77804
		Roman Catholic	249	255	247	305	1056	80515
		Mixed	245	248	237	264	994	47974
	Non-deprived	Protestant	245	263	241	239	988	98940
		Roman Catholic	248	221	230	266	965	21567
		Mixed	259	250	237	217	963	103982
Rural	Deprived	Protestant	216	252	220	234	922	16102
		Roman Catholic	215	256	234	246	951	38818
		Mixed	228	252	254	239	973	50455
	Non-deprived	Protestant	249	232	238	232	951	48830
		Roman Catholic	236	244	246	259	985	7534
		Mixed	268	213	241	251	973	34197
Total			2911	2917	2873	2944	11645	626718

Appendix 3

Date as postmark

Dear Occupier,

Census Test Follow-up Survey

On the 13th May 2007, a Census Test took place which you were invited to take part in. If you have taken part thank you for your cooperation. The next full Census will be in 2011 and will provide important statistics for use by central government, local government and the community to help plan services for the future.

The Central Survey Unit of the Northern Ireland Statistics and Research Agency has been asked to carry out a Follow-up Survey on behalf of Census Office.

This Follow-up Survey is to gather views on Census procedures and the questions to help Census Office improve them. Your address has been randomly selected for inclusion in this Follow-up Survey. The information you provide, whether you completed the Census Test questionnaire or not, is valuable to Census Office and will contribute to the development of the next Census in 2011.

EVERYTHING YOU TELL US is treated in confidence. The results will only be used to evaluate the test.

Within the next few weeks one of our interviewers will call on you. The interviewer will show an official identification card, explain the survey to you in more detail and ask to talk to one adult in your household. The interviewer will call in the evening if you are not at home during the day and will be happy to call again if you are busy at the first call.

If you would like any further information or have any queries please feel free to telephone Paul Coleman on: (028) 9034 8238. (Outside office hours please phone 02890 348200 and quote reference CTES).

Thank you for your help.

Yours faithfully

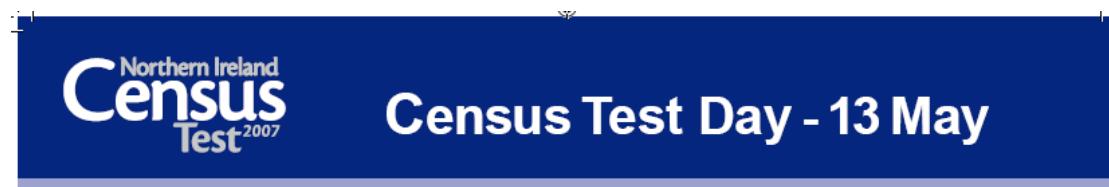


K F SWEENEY (Dr)

Head of Central Survey Unit

Appendix 4

Census Test Advance Letter



I am writing to ask for your help with the Census Test on 13 May.

Every ten years a census is held in Northern Ireland, the next one will be in 2011. Statistics produced from the collected information help central and local government plan services for the future.

To ensure the success of the next Census, trial questions and procedures need to be tested. You will shortly receive a Census Test questionnaire which we would like you to complete and return to us. Some questionnaires are being hand delivered by census staff while others will be posted out. This is part of the procedures we are testing.

During the period of the Census Test a member of census staff may call with you. If they do, please ask to see their official authority card which will include a photograph.

Your participation in the Census Test will help make the 2011 Census a success.

Thank you for your help.

A handwritten signature in black ink, appearing to read 'N. Caven'.

Dr T N Caven - Registrar General, Northern Ireland

Census Helpline (open from 23 April 2007)

Telephone
0845 607 2011

Textphone (for hearing impaired people)
0845 608 2011

Web
www.nisra.gov.uk/censustest

PUB IL 01 T (NI)

Appendix 5

Census Test Follow-up letter

We called but you were out

Northern Ireland **Census** Test²⁰⁰⁷

**Please complete and return your Census
Test questionnaire today**

ENM FL 01T (NI)



**If you have yet to complete and return your Census
Test questionnaire, please do so today**

To ensure the success of the next Census, it is important that every household included in the Census Test returns their questionnaire so that we can fully test our procedures and trial questions.

Please complete your questionnaire and return it in the prepaid return envelope provided. If you have mislaid your questionnaire, prepaid return envelope or require assistance, please contact us.

**If you have recently returned your Census Test questionnaire
please ignore this reminder.**

Thank you for your help.

Census Helpline:



0845 607 2011



Textphone (for hearing impaired people)
0845 608 2011



www.nisra.gov.uk/censustest



INCOME QUESTION_1

Please tell me about all of the sources of income that you had in the 12 months that ended on the 31 March 2007?

- (1) Earnings, wages, salary, bonuses.
- (2) Income from self-employment.
- (3) Occupational pensions, state retirement pensions.
- (4) State benefits such as incapacity benefit, child benefit or tax credits.
- (5) Interest from savings or investments.
- (6) Rent from property.
- (7) Other income (for example, maintenance payments, grants).
- (8) No source of income during that time.

INCOME QUESTION_2

From those sources of income, can you give me your best estimate total income for the 12 months that ended on 31 March 2007?

PER WEEK

- (9) Nil or loss
- (10) £1 to £79
- (11) £80 to £149
- (12) £150 to £229
- (13) £230 to £329
- (14) £330 to £459
- (15) £460 to £709
- (16) £710 or more

PER YEAR

- Nil or loss
- £1 to £3,999
- £4,000 to £7,999
- £8,000 to £11,999
- £12,000 to £16,999
- £17,000 to £23,999
- £24,000 to £36,999
- £37,000 or more

Appendix 8
Qualifications Showcard

QUALIFICATIONS 1



Which of these qualifications do you have? Please tell me the qualifications that apply, or if not specified, the nearest equivalent.

- (1) 1+ O-Levels/CSE's/GCSE's (any grades), NVQ Level 1, Foundation GNVQ, Basic Skills, or equivalent.
- (2) 5+ O-Levels (any grades), CSE's (grade 1), GCSE's (Grade A*-C), School Certificate, 1+ A-Levels/AS-Levels, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, or equivalent.
- (3) Apprenticeship
- (4) 2+ A-Levels, 4+ AS-Levels, Higher School Certificate, NVQ Level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, or equivalent.
- (5) First Degree (e.g. BA, BSc), Higher Degree (e.g. MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, or equivalent.
- (6) Professional Qualifications (e.g. teaching, nursing, accountancy).
- (7) Other vocational/work-related qualifications.
- (8) No qualifications.

Appendix 9

Additional Comments about the Census Test Questionnaire

"Is there anything else you would like to comment on?"
Always finds answering religious questions inappropriate
An honest type of person/happy to answer /got to give the information
Black and white colour for form would be better
Confusion about who should sign
Did not understand identity question British, Irish Northern Irish
Didn't like to give phone number
Difficult to get questionnaire into envelope so that the bar code would show through the window
Does not class Ulster Scots as a language - this is purely political dialect and qualifications section unclarifiable
Don't recognise Northern Irish as a nationality - should be British
Duplication with household occupant page 4 did not see I had to fill it in twice
Easier to answer sooner
Easy except qualification question too long
Education questions, need any other qualifications
Education section needs reworded
Ethnic origin, too many questions
Feel that some people not give true earnings/income, may deliberately distort figures
Found it straightforward
Generally against having to provide so much information
Good effort easily understood
H2 was not clear - I left out my 16 yr old
Had to ask neighbour for assistance in completing form
Has to be done
High expense for amount of information
I would like the townland names to be kept
If correct people receive this information it is most important
If people fill in separate sections there is only one signature section
Income question too intrusive
Income questions intrusive
Individual section -christian name first, surname last - usually the other way round
It is a waste of time and money
It not clear that it was a test
It took reading it a few times to understand it fully
It was clear and straightforward
It was fair
It would be good to know how the information is used
Languages not clear - when you say SPEAK do you mean a few words or give a lecture, this is not clear
Less intimidating than it looked at first

"Is there anything else you would like to comment on?" (continued)
Looked big then found a lot did not apply
Looked daunting but was ok when started
Looked daunting when first opening but was fairly straightforward to complete. Accepted responsibility that it had to be completed. Was done in advance before 13th.
Needed extra form as six in family
No need for children to be asked about employment, e.g. children under 10 could have been filtered out of some of the questions
Objects to all these questions says did you not believe what he put on the form
Options
Qualifications misleading
Queried necessity of religion
Query about religious question
Question 21
Question 28 seems to fill in the same thing two or three times
Question about visitors staying not very clear
Questions were very repetitive
Received too far in advance - could have forgotten
Religious divide is it equal
Rooms question is badly worded
Seemed simpler than last form
Should have been able to put all of the family on one form i.e. seven
Size of it too much
Slightly confusing in finding the next question
Some of the questions could be of no interest to anyone
Some of them needed ticked twice which was confusing
Some questions were personal / regarding finance
Some questions were repeated
Suspicious of use to be made of ethnicity and religion
Thought it was a requirement to complete the test
Thought that if question 27 re a student/pensioner was inserted after Q22, then retired folk could have skipped Qs23, 24, 25, 26
Thought that many respondents could find this hard to complete because of categories listed for white def q 15
Thought the repetition was unnecessary
Thought there was a good variety of ethnic groups and languages listed
Too long and difficult for my standard of education
Too repetitive, all the question did not apply, not child orientated i.e. married etc
Too subjective questions
Ulster Scots is not a language but a dialect and against the use of Northern Irish as an option
Unclear if tick or cross required in various answer boxes
Very comprehensive

“Is there anything else you would like to comment on?” (continued)
Very good form well presented
Very repetitive for children
Very straight forward
Very straightforward
Visitor section seems as if a person could be listed twice / at this address and at their own address
Was a bit repetitive to fill in
Was not aware that it was a test census only
Was not clear that individual sections for each person
Well presented easy to understand
What is the point of it?
What is the point of the religion question?
When further information was required it was always clearly evident within the notes
When I stated my son is a student there should be no question as to what his income is it is confusing
Why do you need to know so much?
Why is income necessary?
Wonder what good is it
Wondered why it was so big until realised there were up to five personal sections
Work status of wife career break not an option
Would be happy to answer questions on income but not on savings
Would like to be assured of confidentiality
You have to fill it in anyway

Appendix 10

CTES Questionnaire Interviewer instructions

Questionnaire Structure

The order of the topics in the CTES questionnaire is shown in Table 1. The questionnaire is divided into two main sections, for responders and non-responders, each containing individual topic blocks as shown below.

Questionnaire Structure

RESPONDERS QUESTIONNAIRE

0 Introductory questions

The questionnaire starts with a check question to ensure that the person who you are talking to is the person (or main person) that filled in the Census Form. You should have confirmed that the respondent is the person (or main person) that filled in the Census Form at the doorstep. If this person is persistently not available you may take information from another householder.

1 Coverage of the Census Test Form

Includes questions on: the names of usual residents, names of visitors, whether household members also live elsewhere (such as second homes), the reasons visitors were staying during the Census Test, where visitors usually reside.

2 Quality of the Census Test Form

Includes questions on: the time taken to fill in the Census form, the appearance of the Census form, problems with specific questions.

3 Language

This section aims to check the language question on the Census Test form. Respondents are asked which languages they can understand, speak, read, or write.

4 Qualifications

This section aims to check the qualifications question on the Census Test form.

5 Income

This section aims to check the income questions on the Census Test form.

6 Delivery of Census Test Forms

This section of the questionnaire asks respondents their opinions about the packaging and condition of the package containing the Census Test form.

7 Publicity for the Census Test

This section aims to find out what respondents thought about the publicity for the Census Test (such as advance letters) and whether they were influenced to respond by them.

8 Future Census Forms / Internet

The last part of the questionnaire deals with how respondents would like to fill in future Census forms. Several questions on the internet are asked.

NON RESPONDERS QUESTIONNAIRE

9 Reasons for Non-response

Non-responders are asked why they didn't respond to the Census Test.

10 Household Composition

The composition of non-responding households is asked, including information on age, sex and ethnicity.

11 The Census and the Internet

Non-responders are asked whether they would be willing to fill in an on-line Census form.

General points

Opinion questions (*)

Remember that only the standard probes can be used at [*] questions:

- How do you mean?
- Can you explain that a little more fully?
- In what way?
- Is there anything else/are there any other reasons?

Other (specify) and open questions

At several questions we ask you to record 'other answers'. Please only use the 'other' category when the respondent's answer does not fit appropriately into one of the existing pre-codes. If you need to think about the coding, record the answer in the 'other' category. You should then code the answer after the interview and delete the 'other' answer. There is a field in the admin block that reminds you to recode your answers.

There are also a few questions which ask for open responses. Please record what people say as fully as you can so that we can understand the main points - there is no need to record every single word.

Showcards (S)

There are eight showcards in all, four conventional A5 cards (Qualifications, Income 1, Income 2, Ethnic), two Census Test cards (advance, follow-up) and a specimen Census Form.

Questionnaire Blocks – Responders questionnaire

Introductory questions

CensusFo (S = specimen Census form), CensusF2, CensusF3

The questionnaire starts with a question about which parts of the Census form the respondent has filled in (*CensusFo*). You should have identified the primary responder to the Census Test beforehand so this question is just asking for confirmation that the respondent filled in the Census form. Should the respondent state that they didn't fill in any of the household section they are asked *CensusF2* "Can I speak to the person you think may have completed the household section". If the respondent says that this person is available you have the opportunity to ask *CensusFo* again or to postpone the interview (*CensusF3*).

Coverage of the Census Test form

CN1, Fname2, Finame

This section aims to establish the identity of each usual resident of the household. *CN1* offers a list of resident's names from the Census Test and the option to enter extra names as necessary. You should enter one name at a time by selecting the necessary code from the list or by entering 21 to add a new name to the list (this brings up *fname2*). When all names have been entered you should enter 22 at *CN1*. *Finame* shows the name of each respondent. Please make sure that the respondent gives their name first at *CN1*. Please take care when entering new names. Please do not prompt the respondent to add more names even if you can see them on the screen. A check question will appear later in the questionnaire along with a comprehensive probing of who lives in the household.

Who to include:-

The Census definition of a usual household resident is slightly different to that used on SVS/SDCAS surveys and reflects the aims of the Census Test, see paragraph 4 for details of definitions.

VisitChk, VN1, VName2, Viname

These questions ask the names of visitors to the household at the time of the Census Test. This section works in exactly the same way as the section for usual residents. Please do not prompt the respondent to add more names even if you can see them on the screen. Additional names will be probed later in the questionnaire (at *VCTCOV1* & *VCTCOV2*).

Anymore

Anymore is a check question, it gives the names of the residents listed by the respondent and asks whether anyone else lives at the address.

XCN1, XFname2, XFiname

If the respondent answers that someone else lives at this address at '*Anymore*' they are asked to provide details in the same way as at *CN1* and *VN1*. These questions follow the same pattern as the questions on usual residents and visitors.

CTCOV1 and CTCOV2

If a usual resident was mentioned on the Census form but not mentioned during the coverage part of the questionnaire, the question of why they haven't been mentioned is asked (*CTCOV1*). *CTCOV2* provides space for recording 'other specify' answers to *CTCOV1*.

CTCOV3 and CTCOV4

If a usual resident was not present on the Census form the question of why they were not present is asked. *CTCOV4* provides space for recording 'other specify' answers to *CTCOV3*.

VCTCOV1 and VCTCOV2

If a visitor was mentioned on the Census form but not mentioned during the coverage part of the questionnaire the respondent is asked why the visitor hasn't been mentioned (*VCTCOV1*). *VCTCOV2* provides space for recording 'other specify' answers to *VCTCOV1*.

VCTCOV3 and VCTCOV4

If a visitor was not present on the Census form the question of why they were not present is asked. *VCTCOV4* provides space for recording 'other specify' answers to *VCTCOV3*.

Whelse, Whyels, WhyOth

For each usual resident in the household we ask whether they could have been resident elsewhere at the time of the Census Test and where/why that may have been. *WhyOth* provides a space for other specify answers.

WhelseV, WhyelsV, WhyOthV

For each visitor in the household we ask whether they could have been resident elsewhere at the time of the Census Test and where/why that may have been. *WhyOthV* provides a space for other specify answers.

WhyVis1, WhyVis2, Visadd, Visadd1

For each visitor in the household we also ask why they were staying at the time of the Census Test and where they usually live.

Quality of the Census Test form

Htime, HtimeS, ITime, ITimeS

HTime and *ITime* ask whether the respondent was happy with the time taken to fill in the household and individual sections of the Census Test form. These questions are in the form of a running prompt. Should the respondent have a different opinion this can be recorded in *HTimeS* and *ITimeS* by answering other to *HTime* and *ITime*.

Cappear, Capp2

Cappear concerns the respondent's opinion of the appearance of the Census Test form. Please use the probes if necessary.

QDiff1, QDiff2a, QDiff2b, QDiff3

QDiff1 asks whether the respondent had any difficulties with Census Test questions. If the answer is yes the question *QDiff2a* is asked, this shows a list of all the household questions that respondents may have had problems with, please code all that apply. If the respondent identifies any questions from the individual section these can be coded by entering 14 which brings up *QDiff2b*. Please use the specimen Census form in your packs as a prompt if needed, but respondents should not be encouraged to "just pick something". They should answer this from memory.

HowDiff

For each question raised as being a difficulty at *QDiff2a* or *QDiff2b* the question *HowDiff* is asked. Please code all that apply.

Qunha1, Qunha2a, Qunha2b, Qunha3

Qunha1 asks whether the respondent was unhappy with any Census Test questions. If the answer is yes the *Qunha2a* is asked, this shows a list of all the household questions that respondents may have had problems with, please code all that apply. If the respondent identifies any questions from the individual section these can be coded by entering 14 which brings up *QUnha2b*. Please use the specimen Census form in your packs as a prompt if needed, but respondents should not be encouraged to "just pick something". They should answer this from memory.

HowUnh

For each question that caused unhappiness at *QUnha2a* or *QUnha2b* the question *HowDiff* is asked. Please code all answers that apply.

QOther1, QOther2

QOther1 and *QOther2* provide respondents with the opportunity to add any further comments on the Census form. Please collect any opinions offered by the respondent.

Language

LangUsw, LangSpw, LangdW, LangWtW

These four questions ask about the respondents language abilities. Please code all languages that the respondent claims they can understand when spoken, read or written. We do not have a measure of ability in (or knowledge of) a language - please code what the respondent feels.

Languages not present on the coding frame should be coded using the other option. Please remember to include English.

Welsh

This question goes to Welsh cases only and is an exact copy of the question on the Census form. Please code all responses that apply.

Qualifications

QualsA (S = Qualifications), QualsAC

QualsA is very similar to the qualifications question on the Census form. Please code all responses that apply. *QualsAc* provides space for you to note down any questions the respondent asks when answering this question, please record this as accurately as possible.

QualsB, QALEV, QOLEV, ASLE, QGCSE, QNVQ

QualsB is a similar question to *QualsA*. Its purpose is to provide Census Division with greater detail on the types and numbers of qualifications held by the respondent in order to check that the question they ask on the Census form is accurately capturing information.

If a respondent says that they have A-levels, As-levels, O-Levels or GCSEs they are asked a follow up question about how many of each type of qualifications they have. If a respondent says that they have a NVQ they are asked which level they hold.

If the respondent has no qualifications at *QualsA* they are routed out of *QualsB*.

Income

IncSou1 (S = Income 1), IncSou2, IncAmo (S = Income 2), IncAmoQ

The income questions are asked in the same way as on the Census form. If a respondent says they have no sources of income they are not asked how much income they receive. *IncAmoQ* asks how the respondent calculated their income. Please code one answer only.

NB. Not all respondents will have had an income question on their Census form, but they will all be asked this question on the CTES questionnaire.

Future Census Forms / Internet

This section asks about how the respondent would like to complete future Census forms. A large part of this section is taken up by questions on access to the internet as this is one possible means of delivering future censuses.

Howcom, WillInt, WhyNot, Whycon, AccInt, Whrint, WhrOth

The section begins with asking how the respondent would like to fill in future Census forms (*Howcom*). If they don't reply that they would most like to fill future Census forms in on the internet they are asked whether they would be willing to (*WillInt*). If the respondent is unwilling to fill in the Census form online they are asked to provide a reason (*WhyNot*). If the respondent says that they may be willing to fill in Census form online they are asked what conditions apply (*Whycon*).

All respondents are asked whether they have access to the internet (*AccInt*), those who do have access are asked to say whereabouts they have access to the internet. Please code all that apply (*Whrint*).

Delivery of Census Test Form

Census Division are interested in what people thought of the packaging of their Census forms and whether it was clear that it was an official form rather than junk mail.

DJunk, DjunkN, DOffi, Dcond, DCondO, DCond1, Dcond2

The first question of this section (*DJunk*) asks whether it was clear that the package was not junk mail, if the respondent thought it did look like junk mail they are asked *DjunkN*. Respondents who were clear that package was not junk mail are asked if they realised it was an official document.

All respondents are asked a running prompt question about the condition of the census package (*DCond*), they are then asked an individual prompt which asks about a range of possible damage to the census package (*DCond1*). [Add routing info]

DCond2 provides space for other forms of damage to the census package to be recorded.

Publicity for the Census Test

The final section of the questionnaire deals with the publicity for the Census Test. Respondents are asked whether they saw various articles of Census Test publicity and whether these materials influenced their decision to take part.

PAdVc(**S = Advance card**), *PAdvcR*, *PInf*(**S = Information leaflet**), *PInfR*, *PFoIC*(**S = Follow up letter**), *PFoICR*

Respondents are asked whether they saw the advance card (*PAdVc*), the information leaflet (*Pinf*) and the follow up letter (*PFoIC*). If they respond that they saw one of these materials there are asked whether that influenced their taking part in the Census Test. Each type of document is available as a showcard.

Questionnaire Blocks – Non-responders questionnaire

The non-responders questionnaire is completely different to the responders questionnaire. The main elements of this part of the questionnaire are establishing why households declined to take part in the Census Test, the composition of households who decline to take part and then a few questions on how they would prefer to fill in Census forms. If a respondent offers a fully or partially completed Census form you should accept it (see paragraph 3.6). *IntroNR*, *NRQ1* and *NRQ2* all provide you with an option to code that the respondent handed in the Census form. This will end the questionnaire.

Reasons for non-response

NRQ1, *NRQ2*, *NRQOT*, *NRQIn*, *NRQUn*

Responders are asked whether they received a Census Test form (*NRQ1*) and then why they didn't complete it (*NRQ2*). Please code all responses that apply. If the respondent says they didn't respond to the Census form because they found the form too intrusive or difficult to understand they are asked a follow up question about which questions they had problems with (*NRQIn* and *NRQUn*). Please code all that apply.

Household composition

Name, *Birth*, *AgeIF*, *Sex*, *Ethnic1*(**S = Ethnic**)

As with typical SVS/SDCAS surveys 'Name' is asked for every member of the household. Following this the birth, age (if date of birth is refused or not known), sex and ethnicity of each member of the household is asked.

The Census and the internet

NRint1, *NRint1A*, *NRint2*, *NRint3*, *NRadvC*(**S = Advance Card**)

The final part of the non-responders questionnaire asks whether respondents would be willing to fill in a Census form on the internet (*NRint1*). If the respondent says they would be unwilling to fill in the Census on the internet they are then asked why they are unwilling (*NRint1A*). *NRint2* asks whether a respondent has access to the internet and *NRint3* follows this by asking where the respondent has access to the internet. Code all that apply.

The final question (*NRadvVC*) asks whether the respondent saw the advance card for the Census Test. The advance card is available as a showcard.

Appendix 11

Questions asked by the respondent regarding the qualifications questions.
A bit wordy
Advanced diploma
Asked why Junior and Senior certificates were not on list
Banking exams
Business shorthand
City and Guilds
Clerical and commercial Junior certificate, where to record this
Comment key skills and essential skills and functional skills and btec first diploma not included
Did school leaving cert in Malaya equivalent to an a level
Didn't know how to enter no qualifications
Didn't understand degree should have said initial degree
Doesn't take account of junior and senior certificate
Done in America
Has Republic of Ireland qualifications but no guidance on how to match up
I passed school certificate in Dublin and university entrance I have a teaching qualification
It doesn't cover the old senior certificate of education both o and a level
Junior
Junior and senior certificate, childcare nneb
Left school at 15
Levels of education have changed
Needs to contain Junior and Senior certificate
No facility to put in other qualifications or why cant he put in two degrees
Not clear if include said computer or other certificates achievements
Not sure whether I should say no 1 or 2 cses
Qualifications from Eire InterCert
Qualifications not any of our business
Qualifications which do not now exist e.g. Junior and Senior certificate are not catered for
Respondents spouse not happy with questions
Royal society Arts
Senior equivalent
Senior Leaving
She said no qualifications as she could not translate them into English
Should I say number 1 or 2
Should she have coded 1 and 2 this is not clear
Teaching qualification in Scottish country dancing
Unsure about need to record ECDL/OCR qualifications
Was educated in Republic of Ireland and was not guided re equivalent here has certificate of computers
What about junior and senior?
What about junior and senior certificate?
What about school leaving cert?

Questions asked by the respondent regarding the qualifications questions.
Who gets this information is like big brother watching us?
Why are junior and senior certificates not mentioned?
Why are you asking this when I answered it on the form?
Why ask again?
Why have qualifications section?
Why in Census?
Why include this section?
Why is qualification question asked?
Why question our religion (16) and income?
Would have liked guidance for q28 he was confused about the difference between professional qualification and work related qualification

Appendix 12 Census Test Information Leaflet

If you have any questions or comments about the 2007 Census Test please contact the Census Helpline:

 Telephone: 0845 607 2011

 Textphone
(for people with hearing impairment):
0845 608 2011

Or, you can write to:

Census HQ
PO Box 1048
McAuley House
BELFAST
BT1 9DS

Thank you for your help

Në qoftë se keni nevojë përkthimi në Shqip,
ju lutemi telefononi 0845 607 2011

إذا كنت بحاجة إلى ترجمة المحتوى إلى العربية : الرجاء الاتصال بالرقم:
0845 607 2011

আপনার যদি সিনেটি বাল্মীয় লেন সাহারা ব্লকের হয় করে
0845 607 2011 স্থানে কথম করুন।

如果您需要我们用中文提供帮助，请拨打電話
0845 607 2011

Má bhíonn cùdú de dhíth ort trí mheán na
Gaeilge, cuir scáit ar 0845 607 2011 le do thóill

Pour une assistance en français, veuillez appeler le
0845 607 2011

如果您需要我们用中文提供帮助，请拨打電話
0845 607 2011

Pomoc w języku polskim można uzyskać dzwoniąc
na numer telefonu 0845 607 2011

Se necessitar de ajuda em português, por favor
ligar para o 0845 607 2011

మరొక ప్రాంతిలో విచిత్ర మార్గాల్ని ఉండి, తిక్కు ఉన్న
0845 607 2011 లో విచిత్ర మార్గాల్ని ఉండి, తిక్కు ఉన్న

Если Вам необходима помощь на русском языке,
пожалуйста, позвоните на номер 0845 607 2011

Haddid aad u baahan tahay Af-Soomaali in lauguugu
caawiyoo, fadlan war telefonoonka 0845 607 2011

Gif ye're leukin fer heft i Ulster-Scotch get
oantae 0845 607 2011

اگر آپ کو اردو میں مدد کی ضرورت پہنچے، تو برائے مردیانی
پر فون کریں۔ 0845 607 2011

Census
Test²⁰⁰⁷

About the 2007 Census Test



www.nisra.gov.uk/censustest

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PUB IL04T

Large Print and Braille

Booklets are available in large print and
Braille which may help you to complete
the questionnaire.

Telephone 0845 607 2011 for a copy



Who are we ?

The Northern Ireland Statistics and Research Agency (NISRA) is the government agency responsible for conducting the Census. It is also responsible for providing registration services for births, deaths and marriages and for producing a wide range of economic and social statistics.

Why we have a Census ?

A Census is a survey of all people and households within the country. It provides important statistics from national to neighbourhood level for use by central and local government and the community. The Census is independent of any political party and is typically held in Northern Ireland every ten years. The next one will be in 2011.

How will the Census help me ?

The Census is used to work out how much money is needed to pay for the services that you may use in your local community. These include schools, hospitals, transport, police and refuse collection. The amount of money available for such services is based on the number and characteristics of the people living in each local area, which is why it will be important for you to take part and be counted in 2011.

What's happening on 13 May 2007 ?

People living in 14,000 households in Belfast, Coleraine, Craigavon, Fermanagh and Magherafelt have been invited to take part in the 2007 Census Test.

The Census Test helps us to check our procedures and potential questions to make sure that the 2011 Census will be a success, and that the needs of your household will be recognised.

How do I take part ?

Please complete the enclosed questionnaire on 13 May or as soon as possible afterwards and return it in the pre-paid envelope. It should only take about 20 minutes of your time to complete. Remember to include babies and any visitors who are staying with you overnight on 13 May.

If you have any questions, please telephone the Census Helpline or visit our web page. If you would prefer to write, please send your query to the address on the back of this leaflet. Please do not enclose any letters with your completed questionnaire.

If you forget to return the questionnaire, one of our representatives will visit you a few days after Census Test day. They will have formal photographic identification and can provide help if you are having any difficulties answering the questions.

You may be asked to take part in a follow up interview after the Census Test, to take your views on how well it worked.

Who will see my details ?

NISRA will use the information you provide to plan the Census. No one else will be able to look at your personal information.

Other NISRA surveys

NISRA carries out surveys such as the Labour Force Survey, in which you may have recently taken part. These other surveys are not connected with the Census Test.

Please complete the questionnaire and help make the 2011 Census a success.

Did you know in 2001 ?



2.65

was the average household size in Northern Ireland.



41,259

people in Northern Ireland travelled to work by bus, minibus or coach.



185,066

people provided unpaid care in Northern Ireland.



334,344

children were of school age (4-16 years) in Northern Ireland.

Source: 2001 Census

Thank you for taking part in the 2007 Census Test.

Appendix 13 Significance Testing

Census Test

		Delivery Method	Income/ No income	Urban/ Rural	Deprived/ Non-deprived	Batch Number	Area	Household
		Significance level	Significance level	Significance level	Significance level	Significance level	Significance level	Significance level
Coverage	Coverage	NS	NS	NS	NS	NS	NS	***
Test materials	Form appearance – positive views	NS	NS	NS	NS	NS		
	Form appearance – negative views	**	NS	NS	NS	NS		
	Junk mail	NS						
	Official document	NS						
	Advance card (see)	***				NS	***	
	Advance card (encourage)						*	
	Information leaflet (see)	*					***	
	Information leaflet (encourage)	*					***	
	Follow-up letter	*						
Time to complete	Completion time - household	NS	NS			NS		
	Completion time - individual	NS	NS			NS		

p<0.001	***
p<0.01	**
p<0.05	*
p>0.05	NS

Census Test/CTES comparisons

		Test form/ interview
		Significance level
Participation	Delivery method	**
	Area (Belfast : Coleraine)	*
Language	Understand English	***
	Understand Irish	**
	Understand Ulster-Scots	NS
	Speak English	***
	Speak Irish	**
	Speak Ulster-Scots	NS
	Read English	***
	Read Irish	***
	Read Ulster-Scots	NS
	Write English	***
	Write Irish	***
	Write Ulster-Scots	NS
Income	Earnings	NS
	Self-employment	NS
	Benefits	**
	Savings	NS
	Rent	NS
	Other sources	NS
	No source	NS
	Amount of income	NS
	RR Income sources	NS
	RR Income amount	NS
Qualifications	Degree	*
	1 - 4 GCSEs	***
	5 + GCSEs	***
	Apprenticeship	*
	A levels	***
	Professional qualifications	**
	Other vocational/work-related	***
	No qualifications	***

p<0.001	***
p<0.01	**
p<0.05	*
p>0.05	NS