

2007 Test Household Questionnaires

Summary

1. The questions to be included in the 2007 Census Test were announced by ONS on 31 October 2006. The questionnaires and an Information Paper on the development of the questionnaire are available on the website at <http://www.statistics.gov.uk/censustestquestionnaire>

2 Action for advisory groups

Advisory Group members are invited to note the content of the 2007 Test household questionnaires.

Background

3. The key aims of the 2007 Test are to test the feasibility of posting out questionnaires and the effects of including an income question. The 2007 Test is also an opportunity for a large-scale test of other questions. This is especially important for new topics or for questions which have been updated from 2001 (in order, for example, to reflect changes in society or to make quality improvements). This will assist in evaluating whether or not to include such questions in 2011.
4. In order to maximise the opportunity to test new and updated questions in the 2007 Test:
 - Four rather than three pages of individual questions have been included; and
 - Some of the well tried and tested questions from 2001 have been omitted as minimal problems have been found with them.Given the current working assumption of three pages of individual questions for 2011, this means that the content of the 2007 Census Test questionnaire does not reflect the likely content for 2011.

Criteria for selection of topics for 2007 Test

5. The criteria for the selection of topics or questions for the 2007 Test included:
 - a) Core variables that would be needed for evaluating the Test (such as sex and age);
 - b) Operational requirement (name)
 - c) New questions that had undergone cognitive testing and were ready for large scale testing (such as income, second residences);

- d) Updated questions that had undergone cognitive testing and were ready for large scale testing (such as qualifications);
 - e) Questions needed to test the interaction with new questions (such as country of birth with national identity).
6. The selection of questions also had to be constrained by the space available on the questionnaire.

Topics for 2007 Test

7. In terms of household questions, the topics for the 2007 Test include (new topics shown in bold):
- One page for household members and instructions
 - One page for **visitors**
 - One page for housing questions (accommodation type, self-contained accommodation, number of rooms, central heating, number of vehicles, **state of repair**, tenure/type of landlord)
8. In terms of questions for individuals, the topics for the 2007 Test include (new topics shown in bold):
- Half page for demographic questions (name, sex, date of birth, marital/**civil partnership** status, student status and term-time address)
 - Half page for migration questions (country of birth, **month/year of entry into UK**, address one year ago)
 - One page for ethnicity, **national identity**, **language** and religion questions (with the addition of a **frequency of use of Welsh** question in Wales)
 - Half page for **second residence** questions
 - One page for economic activity status, qualifications, health and disability questions (including **nature of long-standing condition**)
 - Half page for **income** questions
9. In order to accommodate this large number of new topics on the questionnaire, it is not planned to collect information on relationships between household members, carers, or any of the labour market topics (such as occupation and industry) apart from the economic activity status questions (such as whether a respondent is working or not). These questions have been omitted because they have not changed substantially since 2001 and require minimal further testing.

Development of 2007 Test questionnaires

10. ONS Topic Groups co-ordinated the development and testing of questions during 2005 and 2006. Small-scale testing took place using qualitative methods such as cognitive interviewing. Cognitive testing seeks to understand how respondents process and respond to survey questions.
11. Whole questionnaire testing was carried out during June and July 2006.
12. A quality review of the questionnaires was carried out in August 2006 by representatives of the National Centre for Social Research, Institute for Social

and Economic Research and Statistics New Zealand (a staff member recently seconded to ONS).

13. The quality review generated a large number of useful suggestions for changes to the questionnaire. However, a lot of these changes would have required further testing before implementing in the 2007 Test household questionnaire. Therefore, these suggestions will be considered and taken forward by the Topic Groups and incorporated into testing plans over the next year where appropriate. Future such reviews will have to be carefully timed so that they are at a stage when the majority of question development work has taken place but there is still time to carry out further testing.
14. Comments were received from the Royal National Institute of the Blind (RNIB) in August on the front page of the household questionnaire, resulting in the removal of fading from the banner, the removal of a switch between black and white text in the banner and the use of left rather than right alignment for the contact details.
15. The final questionnaires were designed to incorporate recommended changes from testing, comments from quality reviewers and the operational requirements of the suppliers selected for the 2007 Test.

Publication of 2007 Test questionnaires

16. The 2007 Test questionnaires were published on 31 October 2006 on the National Statistics website (www.statistics.gov.uk/censustestquestionnaire) along with a supporting publication. This publication summarises the development work completed, the timetable for finalising questionnaires for the 2011 Census and ONS' view on possible content.

Wales differences

17. There are some differences between the Wales household questionnaires and the England household questionnaire. These include:
 - the title of the questionnaire;
 - the order of the response categories for country of birth (Wales before England);
 - the order of the response categories for national identity (Welsh before English);
 - the response categories for ethnicity (Welsh instead of English);
 - within the religion question, 'Church of England' replaced with 'Church in Wales';
 - the order of the response categories for language (Welsh before English); and
 - additional question for frequency of use of Welsh.
18. In Wales, households will receive both a Welsh and English language version of the 2007 Test household questionnaire. The Welsh language version of the questionnaire will be available at the end of November.

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