

Census Advisory Group for Wales

Meeting on 15 May 2009 at 10am-2pm
Tryfan Room, Plas Glyndwr Building, Kingsway, Cardiff, CF10 3AH

Welsh Language Questionnaire Development CAGW(09)02

1. Introduction

As you know, for the first time in Wales, a 'dual development' approach to designing questions in English and Welsh is being implemented by 'DCM – Census' to develop the 2011 Census questionnaires and Census Coverage Survey questionnaires. This involves using the same cognitive interviewing methodology for the Welsh language questionnaires as for the English language questionnaires. It also ensures that issues unique to each language are given consideration at every stage of the development cycle.

The review process and sign-off process for the Welsh language questionnaires also includes:

- Review by the Welsh Language Census Development Support Group
- Review by the Independent Adviser, Professor Wynn Thomas, School of Welsh, Cardiff University
- An Endorsement Group sign-off process

The questionnaires being developed include:

2011 Census questionnaires (paper)

- Household questionnaire
- Household Continuation questionnaire
- Communal Establishment questionnaire
- Individual questionnaire

2011 Census questionnaires (online)

Household questionnaire
Individual questionnaire

2011 Census Coverage Survey questionnaires

Household questionnaire (interviewer administered)
Household questionnaire (post back)

Household Continuation questionnaire (post back)
Communal Establishment questionnaire (interviewer administered)

Due to the high work load demands on the Welsh language questionnaire developer, 'DCM – Census' are looking to second another Welsh language questionnaire developer.

2. Progress to date

2011 Census Questionnaires (paper)

- Wave 1 testing of Household questionnaire conducted in October 2007.
- Wave 2 testing of Household questionnaire conducted in June 2008.
- All Rehearsal questionnaires signed off in October 2008.

2011 Census Questionnaires (online)

- Welsh language questionnaire developer observed Round 2 Usability Testing of Welsh language Household questionnaire in Swansea on 10 February 2009.
- Welsh language questionnaire developer has been receiving extra text to be translated (e.g. terms for 'progress bar', and automated messages), on an ad hoc basis, from the 2011 Census Web Services team since November 2008.
- First bootable CD (Household questionnaire) received on 19 March 2009. Reviewed by Welsh language questionnaire developer and Support group by 2 April 2009.
- Second bootable CD (Household questionnaire and Individual questionnaire) received on 21 April 2009. Reviewed by Welsh language questionnaire developer by 24 April 2009.
- Landing and validation messages translated by external contractor (by 8 April 2009) and reviewed by Welsh language questionnaire developer and support group by 1 May 2009.

2011 Census Coverage Survey Questionnaires

- Wave 1 testing of Census Coverage Survey (CCS) questionnaires (Household interviewer administered questionnaire, Household post back questionnaire, and Communal Establishment questionnaire) took place in March 2009.
- Draft Wave 1 Testing Report of CCS questionnaires produced by 31 March 2009.
- Currently discussing recommendations to be implemented in final CCS Rehearsal questionnaires, and 2011 CCS questionnaires. Decisions made by 7 May 2009.
- Currently updating Wave 1 Testing Report, which is to be finalised by end of May 2009.

Other work

- Evaluation of the development process used to produce the Welsh language Rehearsal questionnaires (period covered from July 2007

to end of November 2008). Report produced by 15 December 2008. Report included a list of action points for 2009 development process. Many of these action points have already been implemented (e.g. a meeting was held with Endorsement Group members to clarify their role, Welsh language questionnaire developer has been keeping a log of all changes made to the questionnaires, and has been provided with InDesign publishing software and training, so that she can make small amendments to the questionnaires).

- Reviewed sample of Web Self Help pages by 10 February 2009.
- Questionnaire related glossary produced in April 2009, and sent to Communications Division, Census Division and Web Services Team.
- Welsh language questionnaire developer has been quality assuring other Census Welsh language documents (e.g. the White Paper, important information leaflets, such as the Census Rehearsal information leaflets, and Census Rehearsal envelopes).
- Attended meeting with translation contractor, and representatives from Web Services team, LM and other external suppliers on 30 April 2009. Purpose of the meeting was to brief the translators on the language and style of the questionnaires, and the rationale behind decisions made on the language and style of the questionnaires. The aim being to help reduce inconsistencies in the translation work being produced for the Web Self Help pages.

3. Future work programme

2011 Census Questionnaires (paper)

- Best guess 2011 Census Household questionnaire to be finalised by end of May 2009.
- Decisions made on outstanding questionnaire issues, e.g. front page by end of May 2009.
- Testing priorities and criteria for sample selection decided by end of May 2009.
- Whole of Household questionnaire testing to take place in June 2009.
- Analysis and provisional bullet points results required by 9 July 2009.
- Testing Report finalised in August 2009.
- 2011 Census questionnaires finalised later in the year.

2011 Census Questionnaires (online)

- Third bootable CD (Household questionnaire and Individual questionnaire) to be received in May 2009.
- Text of 'extra' pages to be received and developed during May 2009.
- Round 3 Usability Testing to be conducted some time in May 2009.
- Possibly conduct cognitive testing of online questionnaires later in the year.

2011 Census Coverage Survey Questionnaires

- Finalise Wave 1 Testing Report of CCS questionnaires by end of May 2009.
- Agree on amendments to be made to CCS Rehearsal questionnaires by 7 May 2009.
- Agree on amendments to be made to 2011 CCS questionnaires by 7 May 2009.
- Finalise CCS Rehearsal questionnaires by end of May 2009.
- Sign-off CCS Rehearsal questionnaires in June 2009.
- Finalise 2011 CCS questionnaires later in the year.

Other work

- Evaluation of the development process used to produce the Welsh language Census questionnaires in November 2009 (covering period from January 2009 to October 2009). Report produced by December 2009.
- Questionnaire related glossary to be updated in October 2009 to include terms used in the 2011 Census questionnaires.
- Review sample of Web Self Help pages during May 2009.
- Review Census Helpline script text by 13 May 2009.

Jayne Mathias
1 May 2009