

**Scotland's Census 2021
National Identity Topic Report**

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1. Main Points

- A national identity question was first introduced in 2011. This question immediately preceded the 2011 Ethnic Group Question. The two questions are interlinked, such that wherever possible, a national identity question should be asked as a companion to the ethnic group question.
- Support has been received for continued collection of information on national identity in 2021.
- In the [Topic Consultation Report](#) (PDF) NRS proposed to continue to collect information on national identity in 2021.
- Research and analysis does support taking a question on this subject further at this stage.
- Two layouts of the national identity question were included for testing in 2017, both performed well in testing.
- The digital first approach for 2021 requires further development and user testing to fully understand the best way to present the questions online to maximise response, minimise respondent burden and ensure good quality data which meets user needs. An on-going programme of question development, focusing on sensitive or complex questions will further inform the specific question wording.

2. Introduction

This topic review sets out the evidence gathered in developing the national identity question for Scotland's Census 2021.

Question development for the 2021 Census began in 2015. An iterative and comprehensive process of user consultation, evaluation and prioritisation of user requirements, and qualitative and quantitative question testing has been carried out to inform decisions on the questions to be recommended for inclusion in the 2021 Census. More information about [research and preparation](#) and [question development](#) for Scotland's Census 2021 can be found online.

The 2021 Census will be digital first. The Census 2021 questionnaire must gather high quality data that meets user needs. More information about [key elements of the design](#) for 2021 can be found online.

Two frameworks have been published by National Records of Scotland (NRS) to evaluate the effectiveness of [question design for existing, alternative and new questions](#) (PDF) and to evaluate the effectiveness of [question design of tick box response options](#) (PDF).

Questions and their response options are evaluated against five main themes:

Strength of user need

- ✓ Data collected by the census must meet a user need for equality monitoring, policy development, resource allocation and/or service planning and delivery.

Suitability of alternative sources

- ✓ Data collected by the census must meet a user need that cannot be met elsewhere.

Acceptability, clarity and data quality

- ✓ Questions asked in the census must be acceptable to the majority of the public, clear and be designed with minimal respondent burden in order to obtain good data quality that meets user needs.

Comparability

- ✓ Data collected by the census should be comparable over time where possible, and harmonised across the UK where reasonable.

Operational considerations

- ✓ Census questions must be considered as part of the census as a whole, where effective digital and paper design, space and financial constraints must be considered. Additionally, some questions may be required for operational purposes in the process of conducting the census.

The final decision on the content of Scotland's Census 2021 questionnaire will ultimately be made by the Scottish Parliament.

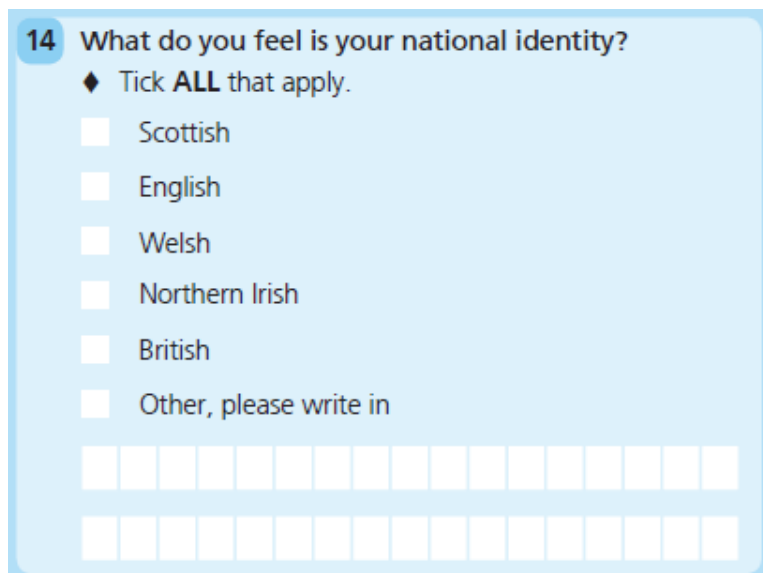
As in previous years, there will be separate censuses conducted by the Office for National Statistics (ONS) in England and Wales, and the Northern Ireland Statistics and Research Agency (NISRA) in Northern Ireland. The three census offices work together to develop a set of questions that, wherever possible and necessary, will deliver harmonised outputs across the UK.

3. Background

In preparation for the 2011 Census, the Scottish Government (SG) worked in partnership with the General Register Office for Scotland (GROS), now National Records of Scotland, to conduct a review into the way that Scottish surveys classify ethnicity. The details of this review were published in [Scotland's New Ethnicity Classification for Scottish Official Statistics and Recommended for Scotland's 2011 Census](#) by the SG in July 2008. This review identified benefits in developing a separate national identity question for use in the census and relevant Scottish official statistics.

A national identity question was first introduced in 2011. The 2011 question is shown in Figure 1. This question immediately preceded the 2011 Ethnic Group Question. The two questions are interlinked, such that wherever possible, a national identity question should be asked as a companion to the ethnic group question.

Figure 1: 2011 Census national identity question



14 What do you feel is your national identity?
◆ Tick **ALL** that apply.

- Scottish
- English
- Welsh
- Northern Irish
- British
- Other, please write in

Two rows of 11 small boxes for writing in other national identities.

National Identity provides complementary information to ethnic group, enabling a wider range of analyses to be undertaken, and allows respondents to record these different aspects of their identity more fully.

3.1 Questions on National Identity in other UK 2011 Censuses

Similar questions were asked by ONS and NISRA in 2011. The question stem wording varied from the question stem used by NRS. The questions provide broadly comparable data¹.

In England, Wales and Northern Ireland, this question asked “How would you describe your national identity?” rather than “What do you feel is your national identity”, as shown in Figure 2 and Figure 3. This wording differs in Scotland because testing prior to the 2011 Census indicated that the word “feel” assisted understanding of the question².

Layout and response option order also varies across the UK.

Figure 2: 2011 Census national identity questions, England (left) and Wales (right)

The figure shows two side-by-side screenshots of the 2011 Census national identity question. Both are labeled '15' and ask 'How would you describe your national identity?'. Below the question is the instruction 'Tick all that apply'. The left screenshot (England) lists the following options: English, Welsh, Scottish, Northern Irish, British, and Other, write in. The right screenshot (Wales) lists the following options: Welsh, English, Scottish, Northern Irish, British, and Other, write in. Both screenshots include a grid of 15 empty boxes for writing in the 'Other' category.

Figure 3: 2011 Census national identity question, Northern Ireland

The figure shows a screenshot of the 2011 Census national identity question for Northern Ireland, labeled '15'. The question is 'How would you describe your national identity?' with the instruction 'Tick all that apply.'. The options are arranged in two rows: British, Irish, Northern Irish in the first row; English, Scottish, Welsh in the second row. There is also an 'Other, write in' option. Below the options is a grid of 15 empty boxes for writing in the 'Other' category.

¹ For more information the Office for National Statistics 2011 Census UK Comparability Report is available online at <https://www.ons.gov.uk/census/2011census/2011ukcensuses>

² Cognitive Testing Research, The national identity question, 2009. <http://www.scotlandscensus.gov.uk/cognitive-testing-research>

3.2 Alternative Sources

Since 2012, a set of core questions has been used to provide information on the composition, characteristics and attitudes of Scottish households and adults across a number of topic areas through the three largest surveys in Scotland:

- the [Scottish Household Survey](#) (SHS)
- the [Scottish Health Survey](#) (SHeS)
- the [Scottish Crime and Justice Survey](#) (SCJS)

A set of core and harmonised questions is recommended in order to provide comparable estimates across Scotland. More information can be found on the Scottish Government website ([Core Survey Questions](#)).

National Identity is a harmonised Scottish Government survey question. However, this question is not included in any of the three largest Scottish Government surveys. Questions on national identity are not widely used in surveys across Scotland.

The [Labour Force Survey](#) (LFS) is a quarterly survey of households living at private addresses in the UK. A national identity question is asked by the Labour Force Survey in Scotland, using the question stem “How would you describe your national identity?”.

4. Understanding user need for 2021

NRS invited views on [Scotland's Census 2021 – Topic Consultation](#) (PDF) between 8 October 2015 and 15 January 2016. The consultation was a key step towards understanding what information users will need from the census in 2021, and helped to build strong cases to justify the inclusion of topics. The focus of the consultation was on information required at topic-level, not the detail of the questions that should be asked on the questionnaire.

Following the consultation, NRS worked closely with stakeholders through follow-up events, meetings, focus groups and online surveys to gather more detailed information about data requirements to ensure user needs were understood. Information about these events can be found on our [Get Involved pages](#) online.

There were 38 responses received through the topic consultation on the subject of ethnicity and national identity. A summary of these responses can be found in the [Topic Consultation Report](#) (PDF).

Information on national identity complements that on ethnic group. Although reported use of data on this sub-topic was much more limited than for ethnic group, users noted that it has contributed to developing the Race Equality Framework and has proved useful in helping to understand the links between national identity and racial identity. Used in conjunction with ethnic group data, it has also been helpful in developing a fuller understanding of cultural identity.

In the [Topic Consultation Report](#), published in August 2016, NRS therefore proposed to continue to collect information on national identity in 2021.

5. Question testing

A national identity question was included in testing in 2017 to determine whether changing the layout of this question impacts data quality or introduces mode effects between online and paper questionnaires. This 2011 NISRA style layout potentially reduces the space required by the national identity question on paper.

In addition, the order of the response options was updated to reflect population size.

This section provides evidence from the question testing process carried out by NRS in the question development process for Scotland's Census 2021.

Both cognitive testing and quantitative testing processes are used in developing census questions.

1. Cognitive testing is a form of in depth interviewing with a small number of respondents. It aims to provide an insight into the mental processes respondents use when answering questions. This helps us to identify if there are any problems with a question or question design and gain an insight into the source of any difficulty respondents are having. The methodology for the cognitive testing can be found in the overview of testing document in Annex A.
2. Quantitative testing is undertaken primarily to identify data quality concerns. NRS included feedback questions in the quantitative testing in order to gather further information on public acceptability and to identify specific difficulties respondents faced if they were unable to answer a question easily.

In 2017 NRS commissioned ScotCen Social Research to conduct cognitive and quantitative testing of selected questions for potential inclusion in Scotland's Census 2021. Information about this testing can be found in the [2017 Cognitive and Quantitative Testing Report](#) (PDF).

5.1 Cognitive testing

Respondents in cognitive interviews were shown a paper version of the national identity question where answer options were listed horizontally and an online version with response options listed vertically. These questions are shown in Figure 4 and Figure 5.

The aims of this testing were to:

- explore preferences on the formatting: horizontal (like the paper version) or vertical (as shown online) and whether this has any impact on ease of navigation or responses selected.
- explore the importance of ordering of the response options, as order of reading could be different in the horizontal and paper versions.

Figure 4: 2017 Cognitive Testing – Paper national identity question

8 What do you feel is your national identity?

◆ Tick **all** that apply

Scottish English Northern Irish

Welsh British

Other, please write in

Figure 5: 2017 Cognitive Testing – Online national identity question

Q8. What do you feel is your national identity?

Select **all** that apply.

Scottish

English

Northern Irish

Welsh

British

Other, please enter:

Key results

- There was no consensus among respondents about formatting.
- Though respondents varied in their views regarding which layout they preferred (if any), all were able to navigate the question and give an appropriate response using both layouts tested.
- One issue that did arise was that some respondents provided different answers between the two versions. One reason for this was that at the paper version, some respondents did not realise that they could select all that apply. This could be related to the instruction appearing clearer online or online familiarity with the use of HTML boxes as opposed to radio buttons for select all that apply questions in web forms. Others could not give exact rationales as to why they answered differently between the versions.

- The ordering of the response options was generally not found to be important to respondents. Comments on the ordering of the response options was not offered spontaneously.
- When probed, there was some concern among respondents that the nationality at the top of the list is prioritised. However, there was no consensus among respondents with regards to the optimal ordering of the response categories.

There is a risk, given the lack of clarity on why differences occurred between online and paper modes that respondents had been influenced unconsciously due to the different visual layouts. To investigate this further, the same questions were taken forward for quantitative testing.

Full details of the results of the 2017 Cognitive Testing are available in [Annex A](#).

5.2 Quantitative testing

Following the results of the cognitive testing, the two different layouts of the national identity question were taken forward to quantitative testing. Minor changes to the appearance of the questions were made for the paper and online quantitative testing questionnaires, as seen in [Annex B](#), but the questions and response options were unchanged from the 2017 Cognitive Testing.

The main aims of this testing was to determine whether adjusting the layout of response options had an impact on data quality or introduced a mode effect, by analysing:

- the distribution of responses, including similarities and differences in distribution by mode; and
- invalid responses as a measure of data quality and acceptability;

Key results

- Around 99% of respondents provided a valid response to the national identity question.
- When comparing findings from the 2017 Quantitative Testing to those from the 2011 Census:
 - the 2017 Test had a slightly lower proportion of respondents identifying as Scottish only (around 56%, compared with 62% in 2011) or Scottish and British only (around 14%, compared with 18% in 2011);
 - the 2017 Test had more respondents identifying as British only, with 15%, compared with 8% in the 2011 Census.
 - The subjective nature of this question and the multi-tick response options can affect the accuracy of the information collected from this question. The small sample size of this survey means that these data have a wide margin of error. These results have not been investigated for significance or sample bias.

- All invalid responses were attributable to item non-response. Item non-response in the 2017 Test (around 1%) was similar to item non-response in the 2011 Census (2%)³. This indicates that including a horizontal format in the paper mode does not impact on this estimate of data quality.
- There were no differences by mode observed, indicating that the layout did not have an impact on the choice of national identity.

Full details of the results of the 2017 Quantitative Testing are available in [Annex B](#).

6. Next Steps

Research and analysis does support taking a question on this subject further at this stage.

The digital first approach for 2021 requires further development and user testing to fully understand the best way to present the questions online to maximise response, minimise respondent burden and ensure good quality data which meets user needs. An on-going programme of question development, focusing on sensitive or complex questions will further inform the specific question wording.

The final decision on the content of Scotland's Census 2021 questionnaire will ultimately be made by the Scottish Parliament.

More information about preparation for Scotland's Census 2021 and details about upcoming events can be found on the [Scotland's Census website](#), by subscribing to the [Scotland's Census newsletter](#) and following us on Twitter [@NatRecordsScot](#).

³ Note that these estimates of item non-response are calculated differently, and while these figures provide the best estimates, they are not directly comparable.

Annex A: 2017 Cognitive Testing

In 2017 NRS commissioned ScotCen Social Research to conduct cognitive and quantitative testing of selected questions for potential inclusion in Scotland's Census 2021. Information about this testing can be found in the [2017 Cognitive and Quantitative Testing Report](#) (PDF).

1. Questions tested and measurement aims

A question on National Identity was included for cognitive interviewing. A paper version was tested where answer options were listed horizontally. An online version was also tested with response options listed vertically. The questions tested are shown in Table A1 below.

Table A1: Questions tested on National Identity

Paper version: Horizontal layout
<div style="border: 1px solid black; padding: 10px;"> <p>National Identity question paper version 1</p> <p>8 What do you feel is your national identity?</p> <p>◆ Tick all that apply</p> <p> <input type="checkbox"/> Scottish <input type="checkbox"/> English <input type="checkbox"/> Northern Irish <input type="checkbox"/> Welsh <input type="checkbox"/> British <input type="checkbox"/> Other, please write in </p> <p> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> </p> <p> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> </p> </div>
Online version: Vertical layout
<p>Q8. What do you feel is your national identity?</p> <p>Select all that apply.</p> <p> <input type="checkbox"/> Scottish <input type="checkbox"/> English <input type="checkbox"/> Northern Irish <input type="checkbox"/> Welsh <input type="checkbox"/> British <input type="checkbox"/> Other, please enter: </p> <p><input style="width: 150px;" type="text"/></p>

The aims of testing were to:

- Explore preferences on the formatting: horizontal (like the paper version) or vertical (as shown online) and whether this has any impact on ease of navigation or responses selected;
- Explore the importance of ordering of the response options, as order of reading could be different in the horizontal and paper versions.

In addition to this some comments were raised on understanding of the term 'National Identity', the acceptability of the question and missing response codes.

2. Comparing the horizontal and vertical formats

As can be seen in Table A1, on paper the national identity answer options were listed horizontally, with 'Scottish', 'English' and 'Northern Irish' along the top row and 'Welsh' and 'British' along the bottom. Online, the answer options were listed vertically.

Respondents varied in their views regarding which layout they preferred. Some respondents preferred the horizontal layout as seen on the paper version of the question. For some, this was simply because when the options were displayed horizontally, it felt like there was less to read. As a result, this layout of the question was clearer and easier for them to understand. Others commented that they preferred the horizontal format because the online version felt more hierarchical. It was suggested that when the nationalities are displayed next to each other in a row, they appear more 'equal' and not as though any nationality is being prioritised over another. Indeed, one respondent felt that having the nationalities displayed in this way would encourage people to select more than one option. However, some respondents suggested that it was unfair to have Welsh in the second row at the paper format.

Some respondents preferred the online format of the national identity question. For many, this reflected a general preference for completing questionnaires online as opposed to on paper. However, others commented that the online format was less 'cluttered' and 'neater' than the paper format, making it easier to understand. One respondent felt that a list format better reflects the way your eye naturally goes down a page; having to look at answer categories across the page was unnatural and confusing.

Finally, there were some respondents who had no preference as to whether the national identity answer options were arranged vertically or horizontally. These respondents discussed how while it would not make a difference to their answer how the categories are arranged, they would prefer the answer categories to be arranged in a consistent way across the questions in Scotland's Census 2021.

Although respondents were generally able to understand and give a suitable response to both the online and paper versions of the national identity question, there was some evidence of respondents providing different answers between the two versions.

The first reason for this was that at the paper version, some respondents did not realise that they were able to 'tick all that apply'. As a result, some only selected one

option at the paper version but changed their answer to more than one option online. For example, one respondent selected 'British' at the paper version and 'Scottish and English' at the online version. It therefore appears that the 'check all that apply' instruction is clearer in the online version. However, it may also be the case that respondents were more likely to select more than one option at the online question because of the formatting convention of having HTML boxes as opposed to radio buttons, which is a standard convention applied to all web forms.

Another respondent selected 'Scottish', 'British' and 'Other' (European) at the paper version, but changed their answer to 'British' online. This respondent was unsure why they answered differently between the versions, but said that a potential reason is because they are used to going through forms quickly online, so considered the question in less detail. However, on paper, they gave greater consideration to what they feel their national identity to be.

An additional respondent selected 'Scottish', 'British', and 'Other' (European) at the paper version, and changed their answer to 'Scottish', 'Welsh' and 'Other' (European) online. However, this respondent did not notice that they had answered the questions differently, even when it was pointed out to them, and could not give a rationale for the variation in their responses.

The advantages and disadvantages of the horizontal/vertical formats are summarised in Table A2.

Table A2: Advantages and disadvantages of the different formats of National Identity question

	Horizontal version	Vertical version
Advantages	<ul style="list-style-type: none"> • Seems like less to read-quicker • Appears less hierarchical than vertical version 	<ul style="list-style-type: none"> • Less cluttered
Disadvantages	<ul style="list-style-type: none"> • Unfair to have Welsh and British on a separate row 	<ul style="list-style-type: none"> • Appears more hierarchical than horizontal version

3. Findings on order of response options

In terms of the ordering of the response options at the national identity question, respondents varied in what ordering of the answer categories they thought would work best in Scotland's Census 2021:

- Some respondents were happy with the current order;
- Some respondents felt a different order would be preferable (e.g. 'British' first or alphabetised);
- Some had no opinion on the order of response options.

Many respondents were happy with the ordering in its current format. These respondents felt that it made sense to have 'Scottish' first in Scotland's Census, and assumed that the remaining nationalities were in decreasing order of expected frequency, with British last as an 'overarching' category. This ordering seemed logical to these respondents, who presumed that in the English, Welsh and Northern Irish Censuses, the nation in which the household is located would also list their nationality first.

However, some respondents felt that British should be listed first. For example, one respondent commented that although it is Scotland's Census, Scotland remains a part of the United Kingdom of Great Britain, which should be reflected in the ordering of the response options. Another respondent commented that if British were first, it would encourage people to select British alongside an additional nationality. A final suggestion was that the answer categories at the national identity question should be alphabetised to make the question fairer and remove any bias. However, all comments on order were made when respondents were directly asked about their opinions on order during probing. No spontaneous comments on order were raised during think aloud or the open probes. This suggests that the views on order were not a primary concern for respondents when answering.

4. Findings on comprehension of 'National Identity'

Cognitive testing revealed different interpretations of the term 'national identity' by respondents. Some had a factual interpretation of the term, equating it with their country of birth, legal status, nationality or citizenship. Indeed, one respondent suggested that the question should be reworded to 'where were you born?'.

In contrast, other respondents emphasised the emotional and subjective nature of national identity. Respondents discussed how national identity reflects your culture, experiences and what you consider yourself to be. For example, one respondent said that national identity is 'what you feel'. Finally, for some respondents these two understandings of national identity overlapped. These respondents discussed how national identity relates to where they were born, but also what you self-identify as.

5. Acceptability of question

Some other findings emerged during the cognitive testing of the national identity question. Firstly, it is important to note that overall, respondents were generally comfortable with a question on national identity being asked in Scotland's Census 2021. However, particular elements of the question increased the acceptability of this question being asked. In particular, respondents were pleased that they were able to record more than one national identity. Many discussed how they feel that they have a dual national identity comprising, for example, both 'Scottish' and 'British'. As a result, they would have had difficulty had the question required them to identify with a single nation.

Respondents also liked the phrasing of the question. It was commented that the wording 'what do you feel is your national identity?' as opposed to 'what is your national identity?' emphasised that national identity is a subjective concept which can be distinct from citizenship or where you were born. As described by one

respondent this phrasing of the national identity question 'takes the pressure off' and gives them 'freedom' to answer as they wish.

6. Missing response options

Some respondents were surprised that the list of national identities was not longer. It was suggested that there are a range of other national identities prevalent in Scotland which are not reflected in the answer categories. Examples noted were Indian, Pakistani and Chinese. Some respondents felt that additional national identities should be added to the list of options available to prevent 'othering' groups who live in Scotland but who do not necessarily identify as Scottish, English, Northern Irish, Welsh or British. Indeed, one respondent also suggested that the term 'Other' should be replaced with 'In another way'.

Additionally, some respondents felt that 'European' should be added to the list of options, with several writing this into the 'Other' answer option. A final point is that some respondents expressed uncertainty over the difference between 'English' and 'British', with some querying whether there was a difference.

The main aims of this testing was to determine whether adjusting the layout of answer options had an impact on data quality or introduced a mode effect, by analysing:

- the distribution of responses, including similarities and differences in distribution by mode; and
- invalid responses as a measure of data quality and acceptability;

2. National Identity Distribution

Excluding respondents who partially completed the questionnaire (where the respondent had stopped either at or before Q12. Marital status), around 99% provided a valid response to the national identity question.

Less than 1% of respondents classified as fully completing the questionnaire did not answer the question on national identity.

In total, over half (56%) of respondents to the question on national identity identified as Scottish only. Fifteen per cent of respondents identified as British only, and a further 14% identified as both Scottish and British. Just 3% of respondents identified as a combination of Scottish and any other UK national identity, excluding British. One in ten (8%) respondents specified another national identity, and the remaining respondents identified as English (2%), Welsh (less than 1%), Northern Irish (1%), or a combination of UK identities excluding Scottish (1%). As shown in Table B1, base sizes amongst all nationalities other than Scottish only, Scottish and British only or British only were very small.

The majority of respondents (82%) identified as a single national identity, whilst 18% reported dual national identities. The remaining respondents identified as three or more national identities (1%).

When comparing findings to those from the 2011 Census, it can be seen that the 2017 test sample had a slightly lower proportion of respondents identifying as Scottish only (around 56%, compared with 62% in 2011) or Scottish and British only (around 14%, compared with 18% in 2011). Conversely, the 2017 test sample appeared to have more respondents identifying as British only, with 15% in the 2017 test, compared with 8% in the 2011 Census.

Table B1: National identity, total valid responses from 2017 test (weighted responses) and 2011 Census

	2017 test (weighted responses ages 16 and over)		2011 Census (total population)	
	Total	%	Total	%
Scottish identity only	792	56%	3,306,138	62%
Scottish and British identities only	198	14%	968,759	18%
British identity only	209	15%	443,275	8%
English identity only	27	2%	120,990	2%
Scottish and any other identities (excluding Scottish and British identities only)	37	3%	102,028	2%
Any other combination of UK identities (UK only, excluding Scottish)	16	1%	104,434	2%
English and British Identities only	0	0%	0	0%
Northern Irish identity only	8	1%	0	0%
Welsh identity only	3	<1%	0	0%
Other identity only	112	8%	234,062	4%
Other identity and at least one UK identity (excluding Scottish)	6	<1%	15,717	<1%
Total valid responses	1406	100%	5,295,403	100%

National identity by mode

The distribution of responses to national identity across mode were roughly equal for respondents who identified as 'Scottish', 'British' or 'both Scottish and British', as shown in Table B2.

A slightly larger proportion of those who identified as English only responded on paper (59%) compared with 41% of responses online. A larger proportion of respondents who identified as Scottish and another nationality (other than British) also responded on paper (64%, compared with 36% who responded online). In

contrast, a larger proportion of those who identified as 'Other' (non-UK) only responded online (60%, compared with 40% of responses on paper). For all three identities it should, however, be noted that base sizes are less than 40 cases per group and so any association between mode and these identities is unlikely to be significant.

Too few respondents chose to identify as having other national identities or other groups of national identities to draw robust associations by mode.

Finally, there was no significant difference between the number of single and multi-ticks to this question by mode.

3. All types of invalid response⁵

If a respondent did not answer any questions beyond the marital status question their questionnaire was classified as 'partially completed.' At all questions beyond marital status question, a partial completion was treated as a questionnaire drop out and distinct from item non-response.

An invalid response was given by 3% of the respondents, all of which were item non-response. Most non-response at the national identity question (around 2% of total responses) was due to questionnaire drop-out i.e. partially completed questionnaires.

For fully completed questionnaires, around 1% of responses were invalid. All invalids were item non-response, as this was the only type of invalid response possible at the national identity question.

Item non-response in the 2017 Test (around 1%) was similar to item non-response in the 2011 Census (2%)⁶. This would indicate that including a horizontal format in the paper mode does not impact on this estimate of data quality.

Item non-response by mode and age

The number of invalid responses was too small to allow for analysis of invalid responses by either mode or age.

⁵ Note that item non-response to the 2017 test and item non-response to the 2011 census are not directly comparable, there was no questionnaire drop-out or partial completion rate estimated for the 2011 census, which was primarily a paper questionnaire.

⁶ Note that these estimates of item non-response are calculated differently, and while these figures provide the best estimates, they are not directly comparable.

Table B2: National Identity by mode (as a percentage, based on weighted estimates of total valid responses)

	Mode		
	Number of responses - Online	Number of responses - Paper	Total
Scottish identity only	48%	52%	100%
Scottish and British identities only	53%	47%	100%
British identity only	50%	50%	100%
English identity only	41%	59%	100%
Scottish and any other identities (excluding Scottish and British identities only)	36%	64%	100%
Any other combination of UK identities (UK only, excluding Scottish)	61%	39%	100%
English and British identities only	-	-	-
Northern Irish identity only	67%	33%	100%
Welsh identity only	0%	100%	100%
Other identity and at least one UK identity (excluding Scottish)	77%	23%	100%
Other identity only	60%	40%	100%
Total valid responses	50%	50%	100%
Single tick	49%	51%	100%
Two ticks	52%	48%	100%
3 or more ticks	46%	54%	100%
Total valid responses	50%	50%	100%

4. Feedback

The questionnaire was split into four sections online, where at the end of each of the four sections, respondents were asked to state if they found any questions within the section difficult to answer and to provide verbatim feedback on why this was the case in an open text box. For the paper questionnaire, feedback questions were included at the end of the questionnaire.

When asked 'did you find any of the following questions difficult to answer: Q22. National identity' only 1% of respondents selected that they found the national identity question difficult to answer.