

International Steering Group – CCS continuation advice

In a modern census process, the coverage survey that follows the main census fieldwork period is a key component of the total process for producing high quality statistics. The independent data from the survey is used in combination with the main census and administrative data to provide the final statistical estimates and outputs. Therefore, it is important that all households in the coverage survey sample are given multiple opportunities to respond. The survey fieldwork aims to maximise overall response rates while minimising variation in response across population sub-groups. It is also important that fieldwork does not continue indefinitely, delaying the progression to next steps in the overall process and using up valuable resource.

In light of these considerations, it was clear that continuing fieldwork in all areas of the CCS into August was worthwhile, with a final targeted week in the two areas with lowest coverage where there remained scope for further responses. While the final overall response rate is lower than achieved in 2011, further continuation would negatively impact on the subsequent processing stages while delivering very few additional responses.