

**2011 CENSUS QUESTION  
TESTING – THE WHOLE  
QUESTIONNAIRE**

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THE WHOLE QUESTIONNAIRE**

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General Register Office for Scotland  
2009

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# EXECUTIVE SUMMARY

## BACKGROUND AND OBJECTIVES

As part of the final preparations for the 2011 Census, the General Register Office for Scotland (GROS) commissioned Ipsos MORI Scotland to undertake cognitive question testing of the whole questionnaire. This builds on previous research carried out by Ipsos MORI in 2008 and 2009. It had two main aims:

- 1) to test section H1 to H5 and the accompanying guidance to ensure that it is easy to understand and answer.
- 2) to test that the information and questions contained in the questionnaire were presented as effectively as possible, within existing design constraints.

Overall, 70 cognitive interviews were conducted with a broad range of respondents. The sample was not intended to be statistically representative of the Scottish population, but was designed to include people from the main groups that we anticipated might:

- have trouble understanding the concepts of usual residents and ‘visitors’
- have difficulty correctly navigating through the questionnaire
- have difficulty understanding and following particular guidance and instructions included in the questionnaire.

To ensure that the experience of testing the question was as similar to the real life experience of completing the census form, respondents were asked to complete the questions in the context of the actual census form. In total 7 versions of the questionnaire were tested. A list of the changes made to each version and a breakdown of the types of respondents that each was tested on are included in Annex A.

## MAIN FINDINGS

### Important guidance section (page 2)

The definitions used in the important guidance section are clear and concise and aid understanding of what is meant by “householder” and “household”. We recommend the wording should be retained.
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### Extra guidance on H1 to H5 (page 3)

On the whole, the layout of the extra guidance section worked well throughout testing. While there were some respondents who did not pay attention to the section,

for those who did, the titles acted as signposts to direct them immediately to instructions that were relevant to them.

Early testing indicated that the inclusion of “lodgers” in “People with more than one UK address, including lodgers” meant that the title was not clear enough as a signpost to people with holiday homes and some overlooked this title because they presumed the section was not relevant to them. Following Ipsos MORI’s recommendation, GROS deleted reference to “including lodgers” from the title for the remainder of testing.

We would recommend omitting the extra guidance for lodgers to free up space for the inclusion of clearer guidance for more problematic groups, including respondents with more than one UK address and households with at least one member who is temporarily away.

People staying at a second address for work-related reasons found it hard to decide which of the two instructions – “People temporarily away from home” and “People with more than one UK address” – was relevant to them.

We recommend retaining the current wording of the titles, in order for them to remain effective signposts, but suggest changing the order of the guidance so that those for “People with more than one UK address” is situated before the guidance for “People temporarily away from home”.

### **Extra guidance instructions**

The guidance for people from outside the UK worked well. However, the guidance for people with more than UK address and people temporarily away from home was problematic. This led to respondents completing section H1 to H5 incorrectly.

In light of these problems, Ipsos MORI recommended a number of changes to these two guidance instructions (these changes are outlined at 3.2.3).

If respondents with second addresses do not complete H1 to H5 correctly there is a possibility that they will be counted as permanent household members at both their permanent or family home and their second address, resulting in over-counting.

Despite the latest version of the guidance having been tested with only two respondents with a second address, we recommend retaining the revised wording outlined with three additional changes:

1) amend the first paragraph in the guidance for people temporarily away from home to make reference to “if this is their permanent or family home” earlier:

“If someone is temporarily away on the night of 27 March 2011 and this is their permanent or family home, include them in questions H1 to H3 and H14 and individual questions 1 to 38. This includes people who are: [add bulleted list]”

2) amend the order of the three bullets included in guidance for people with more than one UK address, so the instruction for people staying at their second address

comes before the instruction for those who do not have a permanent or family home but after the instruction “At their permanent or family home....”.

3) the bullet in the guidance for people with more than one UK address should be changed to:

”If they are staying at their second address on the night of 27 March 2011 they must also be included on the questionnaire at that second address but only in household questions H4 and H5 and the continuation of H5 on the back page”.

**H1 instruction:** “**Do not** include anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere in the UK. Include these people in question H4”

In light of valid concerns that this instruction would lead to students<sup>1</sup> not including themselves at H1 to H3 at their term-time address, the instruction was removed three-quarters of the way through testing.

However, this instruction was very important for those who had non-household members at the address, as it clearly stated who should be included at H1 to H3 and others who should be included at H4 and H5. Importantly, this instruction emphasised that H1 to H3 and H4 and H5 were distinct sections, capturing the two broad groups (permanent or temporary) that people staying at an address on the night of the Census could fall into. This worked very well in testing.

The removal of the instruction at H1 created two problems:

1) it left respondents with a second address without a clear indication of what they should do at H1. If the risk of over-counting (i.e. the inclusion of non-household members at H2 and H3) is to be minimised, we believe it is essential that a clear instruction is included at H1. We do not think that the addition of “me, this is my permanent or family home” will be sufficient for this purpose.

2) the removal of this instruction could have an effect on other respondents, including those with visitors staying over on census night. Indeed, the lack of a clear steer of who should be included could result in respondents interpreting categories wrongly. Moreover, there is a danger that the addition of the category “Other people...” will become a ‘catch-all’ response for anyone else that does not fit into the other response categories.

The removal of the instruction at H1 is likely to lead to people including ‘visitors’ at H1 to H3, resulting in over-counting. To avoid this problem, the following instruction could be included at H1:

“**Do not** include anyone staying at this address on the night of 27 March 2011 **whose permanent or family home is elsewhere** in the UK (**unless** they are students – see page 3 for guidance on students)”.

However, this instruction has not been tested and it may cause confusion - particularly in households with students. In the vast majority of cases, the lack of this

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<sup>1</sup> In the Census, students are required to be included a household member at both their permanent or family home and their term-time address.

instruction will not matter (because there is no-one who is not a household member staying at the address or because the question wording and other instructions are sufficient).

We recommend that GROS weighs the risk of some over-counting (which would mainly be of 'visitors' from outwith Scotland) against the risk of including an untested instruction at a key question.

## H4 and H5

Throughout testing, H4 and H5 were the most problematic questions. H4 is designed to capture people staying at the address on census night whose permanent or family home is elsewhere, which can broadly be summarised into two very distinct groups:

- people who are, by definition, guests or 'visitors' to a person's home on the night of the census
- people who are staying at a second address on the night of the census, including people staying in a holiday home and people staying in a second home for work-related reasons.

### Problem with the term 'Visitors'

The use of the word 'visitors' to describe people staying at the address on the night of the Census, whose permanent or family home is elsewhere, proved problematic throughout testing.

There were a number of instances where respondents with guests staying over on census night did not include them at H4. In some cases this was because they simply forgot to include these people, but other omissions were because their definition of what a 'visitor' is did not always include people staying over for more casual or regular arrangements such as boyfriends or girlfriends. These people commented that 'visitor' suggests the idea of planned guests that have come to stay for a holiday.

The inclusion of the word 'visitors' was very problematic for people staying at a second address on census night as they did not see themselves as a 'visitor' in what was a property they either owned or rented and/or spend a considerable amount of time in. They were, in effect, householders at two addresses. In the early stages of testing, respondents in these circumstances had difficulty understanding where they should include themselves on the form and, in all cases, completed the form incorrectly.

This was exacerbated by the phrases "apart from everyone counted in question H2" and "anyone **else**" in the original version of H4. This confused respondents who were living in households made of entirely people staying at a second address (i.e. 'visitor only households') as it suggests that all people filling in the form would have already included people at H2. In this sense, the wording of the question indicates that it has been designed as an add-on to H1-H3.

Ipsos MORI recommended that the wording of H4 and H5 be changed to remove reference to the problematic phrases. The wording was changed to "Is there anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere?".



The revised version of H4 worked better than the original and we recommend retaining the latest version.

### **Filling in the continuation of H5 on the back page**

Not all respondents who included people at H5 completed the back page. They thought they would get to the back page eventually or, if not, they would be reminded to fill in the back page.

If respondents do not complete the details on the back page, GROS would not be able to cross-reference people who are staying temporarily on the night of the Census to ensure they were included as a household member at their permanent or family home.

If space allows, we recommend including an instruction at Q38 to remind anyone who included people at H4 and H5 to fill in the details on the back page (see 3.5.5 for full details).

If there is no space to include a reminder at question 38, an alternative recommendation would be to change the instruction at H5 to “Record the details for these people on the back page then go to H6”. Some respondents completed the questionnaire in this order during testing and it did not cause any problems.

### **H14 – the relationship matrix**

Although people were initially daunted by the format of the question, it worked well throughout testing. It soon became clear to respondents that the section was a lot more straightforward than it first appeared and they had few problems completing the matrix correctly.

We recommend it remains the same.

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### **The front page**

Many respondents did not read the letter section. While a few mentioned that more information should be added to the letter, for the most part, people appeared happy with the wording.

The current wording of the letter should be retained. Any additional and fuller information about why the Census is important can be included in the accompanying literature and communicated in the publicity campaigns leading up to Census day.

### **The declaration**

Although some forgot, most respondents signed the declaration.

No change is required.

### **Question instructions**

Respondents had few problems following the question instructions and the routing instructions in the questionnaire.

No changes are required to question instructions.

### **Length**

Most were happy with the length of the questionnaire, with some commenting it took less time and was easier to complete than they thought it would be.

This will improve the quality of data as respondents are unlikely to lose interest part of the way through completing the questionnaire. However, the initial perception that the questionnaire will take a long time to complete may discourage some people and affect response rates.

With this mind, it may be worth including a note in the accompanying literature, in addition to the note in the letter on the front page, to say the questionnaire should only take a few minutes.

# 1. BACKGROUND AND OBJECTIVES

As part of the final preparations for the 2011 Census, the General Register Office for Scotland (GROS) commissioned Ipsos MORI Scotland to undertake cognitive question testing of the whole questionnaire. This builds on previous research carried out by Ipsos MORI in 2008 and 2009, which involved cognitive testing individual questions on national identity, income, qualifications, ethnicity and language, and usability testing<sup>2</sup> of the online questionnaire.

The research involved testing the draft questionnaire which was proposed for the 2011 Census in Scotland. It had two main aims:

- 1) to test section H1 to H5 and the accompanying guidance to ensure that it is easy to understand and answer. The specific objectives were to:
  - test navigation of the questionnaire for usual residents (including householders) and ‘visitors’ (including ‘visitor’-only households)
  - test whether these groups were:
    - understanding the concept of usual residents and correctly counting the number
    - understanding the concept of ‘visitors’ and correctly counting the number
    - noticing, understanding and correctly following routing instructions;
    - noticing and understanding the extra guidance provided.
- 2) to test that the information and questions contained in the questionnaire were presented as effectively as possible, within existing design constraints. The specific objectives were to:
  - explore perceptions of the questionnaire as a whole, and particularly on the design, including the ordering of questions and the helpfulness of the guidance and instructions
  - test whether people had any difficulties navigating through and completing the questionnaire
  - explore what parts of the questionnaire respondents were paying particular attention to and if there were any aspects being missed
  - determine whether the information on the front page, including that they could complete the survey online, the helpline information and the declaration
  - test if people were remembering to sign the declaration on the front page when they have completed the questionnaire
  - determine whether people were entering their answers as instructed (i.e. block capitals, not striking through etc.) and were able to answer the

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<sup>2</sup> Usability testing aims to assess the extent to which an online form, or website, meets the needs of its users and its intended purposes.

questions correctly, in particular the relationship matrix and the visitors questions on the back page.

## 2. METHODS

### 2.1 Cognitive interviewing

Cognitive interviewing was used to critically evaluate the Census questionnaire. This technique allows an investigation into the way target audiences understand, mentally process and respond to survey materials. For example, when a questionnaire is designed it is possible that the author may intend one interpretation of a question but find that respondents presented with the question adopt an alternate understanding.

There are several different techniques that can be used in cognitive interviewing. A mixture of two techniques called “retrospective probing” and “think-aloud” was deemed most appropriate for this study. Retrospective probing involves the interviewer presenting a question to be answered, the respondent answering it and the interviewer following up by probing for specific information relevant to the question or to the specific answer given (e.g. What does this question mean in your own words?). This probing can be done immediately after an individual question is asked or after the respondent has completed all the questions. Think-aloud involves asking the respondent to vocalise any thoughts or perceptions they have when completing the questionnaire. The interviewer is able to make a note of any comments and probe for more detail in subsequent discussions.

### 2.2 The sample

Overall, 70 cognitive interviews were conducted with a broad range of respondents. Forty-one were recruited primarily for the purpose of testing the whole questionnaire, with the remaining 29 recruited primarily to test the national identity question<sup>3</sup>. The whole questionnaire was tested on all respondents, regardless of the primary reason for their inclusion (e.g. people recruited primarily to test national identity also completed the whole questionnaire). The sample was not intended to be statistically representative of the Scottish population, but was designed to include people from the main groups that we anticipated might:

- have trouble understanding the concepts of usual residents and ‘visitors’
- have difficulty correctly navigating through the questionnaire
- have difficulty understanding and following particular guidance and instructions included in the questionnaire

While some respondents were recruited on the basis that they matched specific criteria (e.g. they lived in a multi adult household), they may have also matched other characteristics<sup>4</sup>. The 70 respondents had the following characteristics:

- 8 unrelated households
- 4 households containing more than 5 members

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<sup>3</sup> The findings from the testing of the national identity question have been reported separately

<sup>4</sup> As people may have also matched other household characteristics, the sample profile will not total 70.

- 13 households with ‘visitors’ staying on the night of the census
- 8 respondents with a second address which they in stay temporarily for work-related reasons
- 7 respondents who are staying in holiday homes on the night of the census
- 5 households with a lodger
- 5 households where one member is away from home temporarily
- 7 respondents who have been living in the UK for less than 6 months
- 5 respondents with no or lower-level qualifications
- 18 other households (these respondents primarily recruited for the testing of the national identity question and did not also match any of the target sample. These included people living in a variety of household types, including single-adult households and family households).

When recruiting the sample it was important to ensure there was a mixture of men and women and people from different age groups. Respondents were recruited primarily in Edinburgh, Glasgow and Aberdeen but also in Fife, Clackmannanshire and East Ayrshire.

### 2.3 Respondent Selection

Most respondents were recruited through on-street recruitment and ‘snowballing’ from contacts<sup>5</sup>. No more than two respondents were ‘snowballed’ from the same source in case this introduced bias. People who had been living in the UK for less than 6 months were recruited via an advertisement on the online community notice board ‘Gumtree’.

### 2.4 Fieldwork

To ensure that the experience of testing the question was as similar to the real life experience of completing the census form, respondents were asked to complete the questions in the context of the actual census form.

In addition to using retrospective verbal probing and think-aloud techniques, respondents were observed while they completed the questions. Points at which they looked puzzled or confused, where they hesitated, where they seemed to be taking care or where they seemed to skim over or ignore instructions or response categories were noted, and respondents were probed accordingly.

Interviews took place between 31st July and 7<sup>th</sup> October 2009 and were conducted using a topic guide<sup>6</sup> designed by Ipsos MORI in partnership with GROS (attached at Annex B).

Most interviews were conducted in respondents’ homes. For the convenience of the respondent, several others were conducted in the Ipsos MORI office in central

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<sup>5</sup> Snowballing involves asking respondents for an introduction to other potential respondents who fit the relevant criteria and may be willing to take part in the study – with the anticipated result that the original sample will “snowball” into a larger one. This technique is regularly used to recruit hard-to-reach populations.

<sup>6</sup> A topic guide is a document that outlines the topics that should be covered in an interview. It gives examples of the types of questions that might be asked, however, the precise wording used will vary as a result of the interviewer’s exchange with the respondent.

Edinburgh, or in a private corner of a café or restaurant. On average the interviews lasted around 1 hour. The discussions were digitally recorded and transcribed. Respondents were given £30 to cover any expenses, to acknowledge that they had given up time to take part, and to encourage participation from a wider range of people.

All interviews were conducted in English. This was on the basis that those with little or no English language ability would tend to delegate the completion of the census form to someone else.

## 2.6 The questionnaire developed for testing

In total 7 versions of the questionnaire were tested. A list of the changes made to each version and a breakdown of the types of respondents that each was tested on are included in Annex A. Some of the changes were recommended by Ipsos MORI as a result of issues raised during testing. Other changes were made by GROS in light of findings from testing of the Census questionnaires in other countries in the UK and to reach a harmonised position with these countries. Details of who made each change are also outlined in Annex A. Copies of the first and seventh versions of the extra guidance and sections H1 to H5 used in testing are included in Annex C.

All questionnaires were printed in a booklet format to replicate the actual questionnaire respondents will complete in 2011.

It is important to highlight that the changes that could be made to the questionnaire during fieldwork and the number of viable recommendations that could suggested were limited by restrictions on the overall space available in the questionnaire.

### 3. THE HOUSEHOLD SECTION

#### 3.1 Important guidance section (page 2)

##### 3.1.1 Understanding “householder”, “joint householder” and “household”

Not everyone read the important guidance section, although most people at least scanned the page. However, among those who did not read it, there were only a few misinterpretations of the terms “householder” and “household”. The most common misinterpretation was thinking the “householder” was the owner or landlord of the property. This was particularly evident among some of the respondents living in households containing a lodger. Indeed, given a household can be made-up of both the owner and other people who rent from them, there is a certain degree of ambiguity in these circumstances over whether the owner is the sole householder or if everyone is afforded the same status and is a joint householder. While this did not create any problems, respondents in this situation did need to think more carefully than others about the make-up of their household. During testing, this became apparent when respondents completed H1.

*“...maybe [other householder member] would be a householder as well...Because he rents the accommodation from me... his situation is that he rents a room from me, in the flat that I own, so he is a flat mate and lodger [“housemates/flat mates or lodgers” at H1] that is probably the line that convinced me to tick that box there, but going back to the definition of householder, he does rent so he is a householder as well, which would put him under that bracket too”. (Lodger in household; visitors staying; version 2)*

Some respondents misinterpreted the term “household”. One misinterpretation was thinking it referred to the physical structure of the dwelling, that is, the actual property itself.

Another misinterpretation was thinking that a household composed of all unrelated members, who did not interact on a regular basis, should be counted as separate households.

Among those who read the instructions, the definitions of “householder” and “household” worked well throughout testing. They are clear and concise and on many occasions, confirmed what respondents already understood. Further, when they were asked to read the definitions, those who had not read the guidance and so had initially misinterpreted the terms understood them clearly. Among those who had misinterpreted their household as being made up of a number of households, reference to sharing cooking instructions and a dining area were particularly helpful in clarifying this.

*“Yes that does clarify it a little bit, because this cancels, by that definition it is one household, because we are a group of people not necessarily related, at the same address, but we do share cooking facilities and strictly speaking we share the dining room. Yes, so on that basis then that would count as being one household rather than four. Out of this*



*technicality of sharing cooking facilities”. (Second address for work-related reasons; version 6)*

### **3.1.2 Implications and recommendations**

The definitions used are clear and concise and aid understanding of what is meant by “householder” and “household”. Of course, there are going to be people who do not read the instructions and therefore may misinterpret the terms. Not reading instructions is a common problem in questionnaire design. There will always be respondents who do not fully read instructions for various reasons and within the design restrictions, very little can be done about this.

Nevertheless, the two misinterpretations of ‘householder’ are unlikely to have any major impact on data quality. In households containing a lodger, and other unrelated households, testing has indicated that completing the questionnaire is likely to be a shared task. As the result, the confusion of whether the owner or the lodger/renter is the householder is unlikely to be problematic. Further, even if the owner/landlord is not staying at the property, this is unlikely to have a detrimental impact, as the instruction about the “householder” being responsible for completing the form is located on page two. If respondents were to read this, they are more likely to read the definition that explains that they are the householder. If they did not, they would not know that it is the “householder’s” responsibility and continue filling in the questionnaire anyway.

We recommend retaining the current wording of the definitions of “householder” and “household”.

### **3.1.3 Layout**

A number of respondents were drawn to the darker blue boxes – “The householder/joint householder...” and “How to complete this questionnaire”. They assumed that the darker boxes denoted instructions that were the most important, while the lighter shades were less important.

*“The stuff that’s important, you’ve got in a slightly darker blue background and some bold....Again I was drawn to this section down here, maybe that’s part of the reason why I didn’t read that [section with the lighter blue background] too much, because I thought, okay this one is in the dark blue.” (Lodger in household; visitors staying; version 2)*

Assuming that these two sections are more important – they provide the basic information someone would need to go about filling in the form – they are most effectively standing out from other instructions, thus increasing the likelihood of reading them in first instance and, secondly, encouraging them to read them more carefully.

## **3.2 Extra guidance on H1 to H5 (page 3)**

### **3.2.1 Extra guidance headings and layout**

On the whole, the layout of the extra guidance section worked well throughout testing. While there were some respondents who did not pay attention to the section, for those who did, the titles acted as signposts to direct them immediately to only instructions that were relevant to them. If they did not see any titles that were relevant they could easily skip the page.

*“Well I looked at the top bit, I thought well that’s not relevant to me. Student’s not relevant. [Pointing to other titles] Not relevant, not relevant, not relevant.” (Visitors staying; version 1)*

There were two issues relating to title wording. First, early testing indicated that the inclusion of “lodgers” in “People with more than one UK address, including lodgers” meant that the title was not clear enough as a signpost to people with holiday homes and some overlooked this title because they presumed the section was not relevant to them. Following Ipsos MORI’s recommendation, GROS deleted reference to “including lodgers” from the title for the remainder of testing.

However, GROS were concerned that there may be particular problems relating to households containing lodgers, so additional guidance for “lodgers” was included. In order to make space for this, some of the existing instructions were abbreviated. However, in testing with households containing lodgers, we did not uncover any particular issues in households with lodgers.

The second issue related to people staying at a second address for work-related reasons finding it hard to decide which of the two instructions – “People temporarily away from home” and “People with more than one UK address” – was relevant to them. By reading both, they became confused about which guidance they should follow and, therefore, how they should complete section H1 to H5. Some of these respondents, including those with whom the final version of the guidance was tested, incorrectly followed the instructions under the title “People temporarily away from home” and including themselves at H1 to H3 at their second address.

*“I would think I have more than one UK address and I am temporarily away from home at my other UK address. Can I just be that, can I be people with more than one address or people temporarily away from home? Because I think both of these apply to me. I do have more than one address and I am temporarily away from home for two weeks. So should I be completing this as if it was my permanent or family home,[reading the “People with more than on address”] or should I only be going to H4 and H5?” (Second address for work-related reasons; version 4)*

### **3.2.2 Implications and recommendations**

We would recommend omitting the extra guidance for lodgers to free up space for the inclusion of clearer guidance for more problematic groups, including respondents with more than one UK address and households with at least one member who is temporarily away (see 3.2.3 below for details).

The confusion over which guidance people staying at a second address for work should follow is problematic as it could result in people in this situation following the guidance for people temporarily away from home and incorrectly including themselves at H1 to H3 at their second address and thus over counting. However, the title worked well for people with a household member temporarily away from home. Therefore, we recommend retaining the current wording of the titles, in order for it to remain an effective signpost, but suggest changing the order of the guidance so that those for “People with more than one UK address” is situated before the guidance for “People temporarily away from home”. Moving the order

would mean that people staying at a second address for work-related reasons would read the guidance for “people with more than one UK address” first and, therefore, reducing the potential confusion over which guidance they should follow. In addition, we recommend making changes to the wording of the guidance to make it easier for people and further emphasise the distinction between “people with more than one UK address” and “people temporarily away from home” (details of the recommended changes to wording are provided at 3.2.4).

### 3.2.3 Extra guidance instructions

For most of testing, the extra guidance section included instructions for six groups, specifically households containing:

- children with parents who live apart;
- students and schoolchildren who live away from home during term-time;
- no occupants on the night of the census;
- people with more than one UK address;
- people temporarily away from home;
- people from outside of the UK.

As outlined in section 3.2.1, for a small part of the testing, GROS added a seventh section about lodgers.

We purposively tested the effectiveness of the latter three instructions<sup>7</sup>. The guidance for people from outside the UK worked well for those respondents it was relevant to. We tested the form both on respondents who intended to stay in the UK for 6 months or more and others who were staying for less than 6 months. These respondents followed the guidance and completed H1 to H5 correctly.

*“Well I would do what they have suggested, so if I’m there for six months, I’m assuming I just do the whole thing.” (Residency issues; version 4).*

However, the guidance for people with more than UK address and people temporarily away from home was problematic. In addition to the confusion over which was relevant, some respondents were confused by the guidance itself. This confusion led to respondents completing section H1 to H5 incorrectly. Some completed H1 to H3 and H4 to H5. The confusion stemmed from two issues. First, when a respondent reads the extra guidance for the first time they have yet to look at the household questions and, therefore, references to specific question numbers mean little. However, some respondents turned the page to familiarise themselves with the specific questions the guidance was referring to.

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<sup>7</sup> The sample was designed to include people with more than one UK address, those in households where at least one member is temporarily away from home and people from outside the UK who had been in the UK for less than 6 months (some intended to stay in the UK for more than 6 months, while other respondents’ total length of stay would be less than 6 months). Therefore, we did not explicitly test the effectiveness of the guidance related to other groups, including households containing children whose parents are separated, or households containing students or schoolchildren who live away during term-time. Of course, some respondents who lived in households who matched these criteria were recruited by default, although not sufficient numbers to properly test the effectiveness of these instructions.

Second, the wording of the instructions themselves was not completely clear. Throughout testing, the guidance for “People with more than one UK address” was problematic for most respondents with a second address. The first version of the guidance was confusing because of the phrase “included as a household member”. This was problematic by the fact that people with second addresses see themselves as a householder/household member at two addresses (this is discussed in more detail at 3.5.2.2).

GROS amended the guidance to include reference to the specific questions respondents should complete. However, respondents with a second address still found the guidance confusing.

In light of these problems, Ipsos MORI recommended a number of changes to these two guidance instructions. First, the instruction about people temporarily away from home was changed to “If someone is temporarily away on the night of 27 March 2011 include them in questions H1 to H3 and H14 and individual questions 1 to 38 if this is their permanent or family home. This includes people who are: [followed by the bulleted list]”.

Secondly, the wording about people with more than one UK address to:

“People with more than one UK address need to be included on a questionnaire at their permanent or family home

- At their **permanent or family home** they must be included on the questionnaire in household questions H1 to H3 and H14 and individual questions 1 to 38.
- If they **do not** have a permanent or family home they must be included on the questionnaire in household questions H1 to H3 and H14 and individual questions 1 to 38 at the address where they spend the most time.
- If they are staying at their **second address** on the night of 27 March 2011 they must also be included on the questionnaire but only in household questions H4 and H5 and the continuation of H5 on the back page”.

In light of other problems with the extra guidance (as noted above) and H1 (see 3.3.1 for details), in the final testing it was difficult to gauge whether the changes to the extra guidance made a significant difference to respondents’ understanding. Further, these changes were made near the end of testing and could only be tested on two respondents<sup>8</sup> who had a second address for work-related reasons. One of the respondents felt that both sections were relevant but focused on “People temporarily away from home” because he did not that feel he had an ‘official’ second “address” and became confused. He was staying at the address temporarily for five months and because he did not arrange to have any personal mail sent to that address so he did not consider it was a second address. Further, he did not read the phrase “if this

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<sup>8</sup> In addition the revised version was tested with a respondent with a ‘visitor’ staying over and a respondent staying in a household with one member temporarily away.

is their permanent or family home". The other respondent did not read the extra guidance. This notwithstanding, when asked to go back and consult the guidance, both did complete the form correctly.

### 3.2.4 Implications and recommendations

If respondents with second addresses do not complete H1 to H5 correctly there is a possibility that they will be counted as permanent household members at both their permanent or family home and their second address, resulting in over-counting.

Despite the latest version of the guidance having been tested with only two respondents with a second address, we recommend retaining the wording outlined above, with three additional changes.

First, amend the first paragraph in the guidance for people temporarily away from home to make reference to "if this is their permanent or family home" earlier:

"If someone is temporarily away on the night of 27 March 2011 **and this is their permanent or family home**, include them in questions H1 to H3 and H14 and individual questions 1 to 38. This includes people who are: [add bulleted list]"

Second, amend the order of the three bullets included in guidance for people with more than one UK address, so the instruction for people staying at their second address comes before the instruction for those who do not have a permanent or family home but after the instruction "At their permanent or family home....".

Third, the bullet in the guidance for people with more than one UK address should be changed to:

- "If they are staying at their **second address** on the night of 27 March 2011 they must also be included on the questionnaire at that second address but only in household questions H4 and H5 and the continuation of H5 on the back page".

### 3.3 H1

#### 3.3.1 Instructions

“**Do not** include anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere in the UK. Include these people in question H4”

In light of valid concerns that this instruction would lead to students<sup>9</sup> not including themselves at H1 to H3 at their term-time address, the instruction was removed three-quarters of the way through testing.

However, this instruction was very important for those who had non-household members at the address, as it clearly stated who should be included at H1 to H3. If there were others staying who did not meet this criterion, they should be included at H4 and H5. Importantly, this instruction emphasised that H1 to H3 and H4 and H5 were distinct sections, capturing the two broad groups (permanent or temporary) that people staying at an address on the night of the census could fall into. This worked very well in testing for those who had non-household members staying or were themselves staying at an address that was not their permanent or family home.

*“Do not include anyone staying at this address whose permanent family home is elsewhere in the UK. So if I was up in [my second address] I would get to here and think, oh well I don’t fill it in”. (Holiday home; version 2)*

*“Who usually lives here, don’t include anyone staying whose permanent or family home is elsewhere in the UK. Well in that case we don’t fill this in, include these people in question H4, because if we are staying there on the night of 27<sup>th</sup> of March, for the purpose of the census and our permanent home is not there. So we go down to H4”. (Holiday home; version 4)*

In the early stages of testing, the group who had most difficulty completing H1 to H5 were those with a second address. This was primarily the result of the original wording of H4 (see 3.5 below). While the changes to H4 made this much clearer, the removal of the instruction at H1 created two other problems. First, it left respondents with a second address without a clear indication of what they should do at H1. The recommended changes to the extra guidance are likely to clarify how these respondents should complete the section but not everyone will read the guidance. Even among those who do read the guidance, an instruction provides a reminder and further clarity of how they should complete H1 to H5. If the risk of over-counting (i.e. the inclusion of non-household members at H2 and H3) is to be minimised, we believe it is essential that a clear instruction is included at H1. We do not think that the addition of “me, this is my permanent or family home” will be sufficient for this purpose. As illustrated during testing of the final version<sup>10</sup>, there are other categories that respondents could select to describe themselves, for example, “housemates/flat mates or lodgers” so the fact that “me, this is my permanent or family home” does not apply does not prevent people from including themselves at this section. As

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<sup>9</sup> In the Census, students are required to be included a household member at both their permanent or family home and their term-time address.

noted, there are currently two key problems with the extra guidance which could be helped by the inclusion of an instruction at H1:

- when respondents, particularly those staying at a second address, read guidance for the first time they did not know what questions H1 to H5 were. During testing, respondents would read H1 in case they had interpreted the guidance incorrectly. Although they did not think they should include themselves at H1 they were confused because there was no definitive instruction telling them not to.

*“none of these [the response options at H1] apply to me and that I think is something that needs to be sorted out...it wasn't until I got there [H4] that it started making sense and I felt I was definitely on the right track.”*  
(Holiday home; version 6)

Further, many respondents do not read the guidance and will skip straight to question H1, or will briefly scan the guidance. They naturally assume they should complete the first question of the questionnaire.

- As discussed above, there also is confusion among some respondents staying at a second address for work-related reasons over how they should be defined and, as a result, over which guidance they should follow. The lack of a clear instruction of who should be included at H1 exacerbates this confusion.

Second, the removal of this instruction could have an effect on other respondents, including those with 'visitors' staying over on census night. In later testing, this confused one respondent<sup>11</sup> who had a 'visitor' from abroad staying. He included the visitor at H1 to H3 and H4 and H5, but forgot to complete the back page. Indeed, the lack of a clear steer of who should be included resulted in this respondent interpreting the response options differently to as intended. He selected “Other people who usually live here, including anyone temporarily away from home” because, in theory, the visitor was temporarily away from home (although they did not live in that address “usually”). It is also possible that respondents could select other options, for example, selecting “family members” (to describe visiting family members), or only partially reading others, for example “People who usually live outside the UK...” (visitors from abroad). Moreover, there is a danger that the addition of the category “Other people...” will become a 'catch-all' response for anyone else that does not fit into the other response categories. The inclusion of the word “usually” will help but many people skim read responses and, therefore, do not notice every phrase.

### **“If you require any further information on who should be included”**

At the start of testing, this instruction was included at the bottom of the response categories at H1. However, respondents were not noticing it (even with a white background) as it required them to look down to the bottom of the list, which many

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<sup>10</sup> Two respondents staying at their second address for work-related reasons followed the guidance for People temporarily away from home and selected “housemates/flatmates or lodgers”. They did not select “Me, this is my permanent or family home” because it did not describe them fully.

<sup>11</sup> The revised version of H1 was tested on 2 people with 'visitors' staying on the night of the Census

did not feel they needed to do. To make it more prominent, the instruction was included with the other instructions at the start of the question, initially without a white background. Following the removal of the instruction “Do not include...”, the format of the instruction was changed to a white background and, subsequently reverted back to normal font due to restrictions on space. The inclusion of the instruction, particularly with a white border, was more prominent for respondents.

### 3.3.2 Implications and recommendations

The removal of the instruction at H1 is likely to lead to people including ‘visitors’ at H1 to H3 resulting in over-counting. This would be more problematic if any visitors from outside Scotland were included, as there would be no way to cross-reference these people to check for duplicates. It would be less of a problem for those whose permanent or family home is also in Scotland, assuming they are also included as a household member at that address.

To avoid this problem, the following instruction could be included at H1:

**“Do not include anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere in the UK (unless they are students – see page 3 for guidance on students)”.**

In light of restrictions on space, including this instruction would also require amending the response options at H1 in order to make room (please see recommendations for the section 3.3.4).

However, this instruction has not been tested and it may cause confusion - particularly in households with students. In the vast majority of cases, the lack of this instruction will not matter (because there is no-one who is not a household member staying at the address or because the question wording and other instructions are sufficient). We recommend that GROS weighs the risk of some over-counting (which would mainly be of ‘visitors’ from outwith Scotland) against the risk of including an untested instruction at a key question.

Not noticing the instruction “if you require...” will not be a problem for many respondents. However, for those who having difficulty at H1, it will offer a clear signpost to the extra guidance section and it is therefore important that it is noticeable to respondents. This notwithstanding, we would stress that the instruction of who to include is the most important instruction and should be made the most prominent. Our recommendation is dependent on whether this instruction is included:

- If the instruction “Do not include...” is added, the instruction “if you require...” should be retained as a core instruction without a white border.
- If the instruction “Do not include...” is not added, retain “if you require...” with a white border.

### 3.3.3 Selecting response options

When making a decision over which boxes to select at H1, some respondents became concerned about whether or not they were ticking the correct box or should be ticking more than one box when household members could be described by more than one of the response options. A few did not tick any boxes as they interpreted the list as instructions of who to include. This is indeed the purpose of the list so not ticking anything is not a problem if H2 is completed correctly.



Some respondents who lived in single-adult households left this H1 (and H3) blank as they did not think the section applied to them as they were the only member of the household. This may have been symptomatic of testing, as it was ‘their’ form. However, they also did not feel that any of the response options at H1 described their situation. The addition of “Me, this is my permanent or family home” is likely to remedy this problem to a large extent.

*“Because of me living on my own... That’s why I left it alone...Me, just me”. (Low qualifications; version 4)*

### **3.3.4 Including non-household members at H1**

In the early stages of testing, some respondents included as a household member people whose permanent or family home was elsewhere. This was for two main reasons:

- Not fully reading the guidance, or the instruction at H1 – a ‘visitor-only’ household respondent did not read the guidance or instructions but thought she had completed it correctly because H1 made reference to “housemates” (situation was a house shared over the summer months by a group of students who all had other permanent addresses and other term-time addresses).
- Definition of visitors – a respondent said he usually includes his children in benefit forms (the emphasis on these is to make sure to include everyone) but also said that he does not see his children as ‘visitors’ (see below for more discussion on ‘visitors’).

***Reassuringly, no respondents left out anyone who they should have included at the household section.***

### **3.3.5 Implications and recommendations**

The confusion among respondents over which response options to tick could lead to doubts over whether or not they are completing the form correctly. However, there will be no impact on the data as the information from this question is not captured. Therefore, no action is required.

Among those who did not complete H1 (and as a result H3) the addition of “Me....” as a response option is likely to reduce confusion. Even if it does not, all the respondents who completed the form this way filled in an individual questionnaire, thus providing enough information to create a record of them.

We recommend making two changes to the response options at H1. First, we recommend deleting the response option “Other people who usually live here, including anyone temporarily away from home, for two reasons:

- as outlined above in the section on instructions, there is a danger that the response option could become a ‘catch-all’ category for anyone who does not fall into the other response categories, therefore, increasing the chance of non-permanent household members being included at H1.

- removing this response would create space for the “Do not include...” instruction

Second, if the instruction “Do not include...” at H1 is added, to allow more space, and to remove any ambiguity<sup>12</sup>, the response “People who work away from home within the UK, or are members of the Armed Force, **if this is their permanent or family home**” should be changed to:

“People currently temporarily away from this address, including those working away, or members of the Armed Forces”.

## 3.4 H2

### 3.4.1 Continuation questionnaires

Respondents who lived in a household containing more than five household members understood what people in their situation needed to do to complete the details of all members of their household, either by reading the note in the important guidance or the instruction at H3. In the main, they mentioned that they would probably complete the online questionnaire (since it would be easier) but some would phone the helpline to ask for a continuation questionnaire.

### 3.4.2 The individual questionnaire boxes

Very few people noticed the “individual questionnaire” boxes due to the small size and light tone of the font. Three people ticked the ‘individual questionnaire’ box: while one understood it in the way intended, the other two misinterpreted its purpose. One thought that if they ticked the box, it meant the whole questionnaire became about them as an individual and, as a result, they were not required to enter the details of other members of their household. The second respondent completed the individual questions and returned to check over section H. He ticked the individual questionnaire box as confirmation that he had completed an individual section for person 1.

### 3.4.3 Implications and recommendations

The first misinterpretation could lead to missing data but as it was an isolated case in testing it is unlikely to be of concern. However, in order to make the text more noticeable in general, we would recommend making the tone of the text darker, particularly as it is very small in size.

## 3.5 H4 and H5

### 3.5.1 The purpose of H4 and H5

Throughout testing, H4 and H5 were the most problematic questions. H4 is designed to capture people staying at the address on census night whose permanent or family home is elsewhere, be it within Scotland, elsewhere in the UK or abroad. The aim is to allow GROS to cross-reference the individuals who are resident in Scotland, to ensure that they have been included as a household member at their permanent or

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<sup>12</sup> If only the sentence “if this is their permanent or family home” was removed, this could lead to people working away from home who are staying at a second address in Scotland thinking they should be included at H1. Therefore, the addition of “this address” should clarify this potential ambiguity.

family home. This includes a number of circumstances, which can broadly be summarised into two very distinct groups:

- people who are, by definition, guests or visitors to a person's home on the night of the census – this includes both casual arrangements (e.g. boyfriends, girlfriends, friends who are staying over) and more planned arrangements (e.g. visiting family members, people on holiday from abroad)
- people who are staying at a second address on the night of the census, including people staying in a holiday home and people staying in a second home for work-related reasons

### 3.5.2 'Visitors'

The use of the word 'visitors' to describe people staying at the address on the night of the census, whose permanent or family home is elsewhere, proved problematic throughout testing.

#### 3.5.2.1 Not including 'visitors'

There were a number of instances where respondents with guests staying over on census night did not include them at H4. In some cases this was because they simply forgot to<sup>13</sup> include these people, but other omissions were because their definition of what a 'visitor' is did not always include people staying over for more casual or regular arrangements such as boyfriends or girlfriends. These people commented that 'visitor' suggests the idea of planned guests that have come to stay for a holiday.

#### 3.5.2.2 People with second addresses

While the use of the word 'visitors' did make sense to many of the respondents with non-household members staying, its use was very problematic for people staying at a second address on census night as they did not see themselves as a 'visitor' in what was a property they either owned or rented and/or spend a considerable amount of time in. They were, in effect, householders at two addresses.

*"I see that, whilst I say my permanent address is my home, I'm not a visitor in a flat that I own and stay in, I don't see myself as a visitor.... Visitors to me are somebody that is there on a temporary basis... so if my wife and kids came down for a couple of nights, they are visiting, or a family member or a friend staying for a night or two that's visiting".  
(Second address for work-related reasons; version 4)*

*"I'm as much a householder as everyone else in the house, I just choose not to spend all my time here, because I've got another house somewhere else where I live and, by that definition, because a visitor is someone who in the normal usage is just coming for a few days to stay with somebody else and isn't normally the householder, or wouldn't normally have any*

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<sup>13</sup> During testing it was not always possible to carry out the interview with respondents who had people staying over on that night. As a result, we identified a recent date when we knew they had people staying over and asked respondents to pretend this was census night. It is possible, therefore, that some examples of people forgetting were symptomatic of testing.

*obligations to the house and that's certainly not the case as far as I'm concerned. I'm no different to the other guys here, I pay exactly the same sort of money and have the same tenure as they do". (Second address for work-related reasons; version 6).*

In the early stages of testing, respondents in these circumstances had difficulty understanding where they should include themselves on the form and, in all cases, completed the form incorrectly, either by including themselves at H1 to H3 only, or at H1 to H3 and H4 and H5.

This was exacerbated by the phrases "apart from everyone counted in question H2" and "anyone **else**" in the original version of H4. This confused respondents who were living in households made of entirely people staying at a second address (i.e. 'visitor only households') as it suggests that all people filling in the form would have already included people at H2. In this sense, the wording of the question indicates that it has been designed as an add-on to H1-H3.

*"Apart from those counted in H2 is anybody else staying, I've lost, I've absolutely lost the place there. I think we have to answer H1...no we can't because it says if our permanent or family home is elsewhere we have to go to H4....Well then I got confused there, apart from everyone counted in H2, but I didn't count anybody in H2.". (Holiday home; version 4)*

Further, people who lived alone at their second address, were confused and answered "No-one else" as they were the only person staying there.

*"I know it says tick all that apply, but I've just gone, there is no one else here... it's talking about is anyone else staying and I've kind of thought about everyone else, haven't thought about myself, so it's not been clear to me.". (Second address for work-related reasons; version 4)*

In order to try and remedy these problems, Ipsos MORI recommended that the wording of H4 and H5 be changed – see Annex A for full details of the changes. It was felt that the removal of the problematic phrases, "Apart from everyone counted in", "anyone else" and "visitors" would add clarity to the question. The wording was changed to "Is there anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere?". Using this wording, we sought to create a question that would encompass all groups ('casual' visitors who were staying over, planned visitors on holiday and people at a second address), by emphasising what distinguishes the circumstances of the people who should be included at this question from those included at H1 to H3.

The revised version of H4 worked better than the original version. The changes added clarity to the purpose and meaning of H4. Following the changes, all respondents who were required to complete H4 – both those staying in a second address and those with 'visitors' – did so correctly. However, due to other reasons – i.e. removal of H1 instructions and confusion over which guidance instruction was relevant - some also included themselves at H1 to H3.

*“...it wasn't until I got there [H4] that it started making sense and I felt I was definitely on the right track....Because it said is anyone staying at that address on the night of 27<sup>th</sup> whose permanent home is elsewhere, I thought that does apply to me”. (Holiday home; version 6)*

*“It's basically saying someone who is in my situation, is a householder here, but has a main household somewhere else and therefore, this isn't their principle residence....Well because basically I see myself as living at the other house, because that's where the family is and that's my permanent residence because that's where I live. Whereas this is just a short term accommodation, so there is no way I could not see this as being my permanent or family home.” (Second address for work-related reasons; version 6).*

*“I read H4 as people who are on holiday, who are visiting....people who usually live somewhere else in the UK, outside of the UK, are here on holiday.” (Visitors staying; version 7)*

### **3.5.3 Response options at H4**

Notwithstanding the other issues with the section highlighted above, the response options at H4 worked well in testing. There were only two issues with the final version of the question. First, people staying at their holiday home on the night of the census did not tick the first response box “People staying here because it is their second address, for example, for work. Their permanent or family home is elsewhere in the UK”. The use of the example “for work” led them to think the response was not relevant to them.

*“I didn't read it fully. I remember saying here because of the second address, for example, from work and then I didn't read [the rest of the question].” (Holiday home; version 6)*

For the final version of testing, this response was amended to “for work or a holiday home”.

Second, some respondents ticked both a response option at H4 that described their situation and “No-one else is staying at this address on the night of the 27 March 2011”. Similar to the problem relating to “anyone else” highlighted above, they felt they were the only people staying at the address. While this did not have a negative affect on the way they completed the form – i.e. they filled in H5 – there is a possibility that people completing the question this way could follow the routing and go to H6, missing out H5.

### **3.5.4 Filling in the continuation of H5 on the back page**

Not all respondents who included people at H5 completed the back page. Those who did remember tended to do so immediately after completing H5, rather than waiting until they had completed the entire questionnaire. A few respondents forgot to complete the back page. They did notice the instruction to “Remember to record details for these people on the back page” but felt they would automatically reach the

back page once they had completed the rest of the questionnaire anyway, or be given a reminder to do so.

*“I did [notice it] and I thought that bit will come...It will just be a progression...I will come to the back page eventually and I will fill it out then...and there will be a reminder in the form further in to remind you to do that”. (Visitors staying; version 7)*

### **3.5.5 Implications and recommendations**

Including phrases, “Apart from everyone counted in”, “anyone else” and “visitors” in the question wording would be very problematic and would result in respondents, particularly those staying in a second address and with particular types of ‘visitors’ staying over, completing the form incorrectly, and potential missing data. Testing indicated that the change to H4 is likely to have remedied much of the misunderstanding. However, there is still potential for respondents to choose not to, or forget to, include certain types of people staying over on census night. There is little that can be done to prevent this. Of course, this will not be problematic if these people are included at H1 to H3 at their permanent or family home.

Any confusion among respondents with second addresses over how they should complete the form may lead them to include themselves as a household member at two addresses and result in over-counting.

#### **We recommend retaining the current wording of H4 and H5**

In relation to the response options, we recommend retaining the example of holiday home in the first response option. Further, the order of the options should remain the same.

We recommend retaining the final response option “No-one else...”. While there is potential for people who live at a second address ticking this response in addition to others and risk following the routing incorrectly, this is unlikely. The response could be changed, for example, to “No, none of the above”, but this would only increase the effort that respondents without ‘visitors’, the vast majority of respondents, would have to make to complete the question (i.e. they would have to read each response to check whether or not it was relevant; at the moment, they can simply tick the final response box).

If respondents do not complete the details on the back page, GROS would not be able to cross-reference people who are staying temporarily on the night of the census to ensure they were included as a household member at their permanent or family home.

With this in mind, if space allows, we recommend **including an instruction at Q38 to remind anyone who included people at H4 and H5 to fill in the details on the back page:**

“If you included anyone at H5, please remember to record details on the back page”.

In order to make space, for person 1 to 4, question 38 could be amended to:

**“There are no more questions for Person X**

- If there are no more people in your household, please leave the following pages blank. Otherwise, go to questions for Person X
- If you included anyone at H5, remember to record details on the back page
- Remember to sign the declaration on page 1”

The current phrase at question 38 “you do not need to answer anymore questions;” seems superfluous and can be removed. Further, the order of the instructions should be amended slightly to ensure that people complete the various sections in the correct order, that is, respondents are not reminded to complete the back page and the declaration before they are instructed to go to the questions for the next person. For person 5, question 38 should be amended to:

**“There are no more questions for Person 5**

- If there are more people in your household, contact the Census Helpline (0845 603 1823) to request a Continuation Questionnaire”
- If you included anyone at H5, remember to record details on the back page
- Remember to sign the declaration on page 1.

If there is no space to include a reminder at question 38, an alternative recommendation would be to change the instruction at H5 to “Record the details for these people on the back page then go to H6”. Some respondents completed the questionnaire in this order during testing and it did not cause any problems. To ensure that the instructions on the back page are consistent with this new order, the third instruction on the back page should also be changed to:

“Once you have completed this section, go to H6”

## 3.6 H14 – the relationship matrix

### 3.6.1 Completing the relationship matrix

Although people were initially daunted by the format of the question, it worked well throughout testing. It soon became clear to respondents that the section was a lot more straightforward than it first appeared and they had few problems completing the matrix correctly.

*“I suppose when you open it, you are just seeing like lots of boxes but after you start reading through you see what you have to fill in.” (Visitor staying; version 2)*

*“It looks a bit complicated but the example is pretty straightforward...In terms of filling it out, I mean it was easy for me.” (Household with more than 5 members; version 2)*

The only potentially problematic issue identified during testing was related to respondents staying in single-adult households. Some of these respondents were initially confused about how they should complete H14 and spent a long time deliberating whether this section was relevant to them or not. On a couple of occasions, in fear of filling in the section incorrectly, respondents added other people in the matrix (who occasionally stay at the property) or ticked a likely relationship if someone else was a member of the household, for example, if someone else was staying they would be a wife.

*“I just put in one of the names of the other guys who could have possibly been there.” (Second address for work-related reasons; version 4)*

*“To describe myself there is husband or wife, not on your own or anything like that, it’s all sort of as in a relationship...there is not one [option] there to be on your own.” (Low qualifications; version 4)*

### **3.6.2 Implications and recommendations**

While H14 is likely to confuse some respondents in single-adult households, this would have little impact on data quality as it would be possible to establish that it was a single-adult household based on H1-H5, and the individual questionnaire. The respondents who added additional household members at H14 did not include these people at H1 to H5 or in the subsequent individual questions. Any instruction for single-adult would add additional clutter to the page, potentially discouraging respondents from reading other instructions. We recommend no change.

## **3.7 Other questions in the household section**

Other questions in the household questionnaire caused confusion, or were problematic. It is important to note that we did not test individual questions thoroughly. Therefore, the problems highlighted should only be interpreted as an indication of those respondents may experience

### **3.7.1 Type of dwelling**

At H6, a number of respondents were confused by “in a tenement or purpose-built block of flats (including ‘4-in-a-block’)”. While they said they lived in a tenement, it had more than 4 flats. Some ticked this box despite the confusion, while others left it blank.

*“we actually stay on a third floor flat which has about sixteen houses in it ...they [other respondents] would get a bit confused what box to tick, because it’s not, well it’s in a tenement yes, but it’s got more than four in the block.” (Low qualifications; version 4).*



While some people may leave this blank resulting in missing data, it is difficult to change the question to remove this confusion. Removing the reference to 4-in-a-block is likely to confuse those who live in this type of property – and some respondents specifically commented that the ‘4-in-a-block’ reference was helpful.

### **3.7.2 Income**

Consistent with findings from testing of the income question in 2008, respondents living in unrelated households found this question very difficult to answer as they did not know what each household member earned. As a consequence, the data collected on income may be unreliable for these households.

## 4. INDIVIDUAL QUESTIONS

### 4.1 Completing the individual questions for other household members

Some respondents, particularly those living in unrelated households, were unsure whether or not they should complete the form on behalf of others in the household. This issue was not evident in family households. There are two main reasons for this interpretation:

- They do not know the people well enough to feel that they were providing accurate data and so would ask the person/people to fill it in themselves
- “What is your name?” addresses people in the first person and respondents thought it meant person 2 (etc.) was required to complete it themselves

*“Well I was in a quandary, because I feel who should complete this questionnaire? The householder, joint householder completing the questionnaire for their household? Now I feel like I should have the person with me to fill it in, or they should be filling it in and I should be supervising it?...it’s in the first person as well. So in other words, person two, what is your name, it’s asking them what is their name, rather than asking what is the name of the person two. You’ve already filled that in.”  
(Lodger in household; visitors staying; version 2)*

#### 4.1.1 Implications and recommendations

In each case, the respondent said they would ask each member to complete their section. Assuming others in the household fill in their section, this will improve the accuracy and reliability of the data. No change is required.

#### 4.1.2 Other questions in the individual questionnaire

During testing we also tested the language matrix (question 16) and the health conditions question (question 20)<sup>14</sup>. The findings from the testing of these two questions are reported separately.

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<sup>14</sup> GROS commissioned Ipsos MORI to carry out separate testing of the language matrix and health conditions questions. In order to supplement the main fieldwork for this separate project and increase the number of respondents these questions were tested on, where relevant, during testing of the whole questionnaire, respondents were asked about these questions. It is important to highlight that the testing of these questions concentrated on certain issues, specifically: at the health conditions question, whether respondents ticked the “No condition” response and probing on the terminology used in any response options ticked; on the language matrix, understanding of “Scots” and exploring whether ticking Scots had an effect on respondents’ other answers to the language questions.

## 5. THE WHOLE QUESTIONNAIRE

### 5.1 The front page

#### 5.1.1 The letter

Many respondents did not read the letter. This may have been symptomatic of the testing, in that when we hand respondents the form, they are very keen to start filling in it. Before they were recruited and before being given the form to fill in, respondents were told a little bit of background about the research. In the actual census, they may be more likely to read the letter and accompanying literature.

For the most part, people appeared happy with the wording of the letter. Within the limitations of space, the letter is well balanced, concise and has the important required information, although some respondents mentioned that the letter should include more examples of why the census is important.

In the early stages of testing, there was a possibility that respondents may have interpreted reference in the letter to question thirteen being voluntary as relating to the income question (H13), when it was in fact the religion question (13 in the individual questionnaire). While respondents did not spontaneously comment on this when reading the letter at the start, in subsequent discussions about the letter, a few incorrectly identified question 13 as being the income question. The letter was changed to specify that “Question 13 (religion) is voluntary”. This change removed any confusion and the potential risk of missing data at the income question. A few respondents commented positively about the religion question being voluntary.

#### 5.1.2 The declaration

Most respondents signed the declaration. They generally did so after they had completed the questionnaire, while a few did so before they started the questionnaire. Some respondents forgot to sign the declaration.

Some respondents felt that the location of the declaration on the front page was strange, as they would have expected it to be positioned at the back of the questionnaire, and some were not sure at what point they should sign it.

*“... the declaration, I would expect that on the last page...I’m not going to sign it because there is no way I sign things before I complete things, because, you know, you haven’t answered. So I don’t expect that to be there, I expect that to be the last page.” (Household with more than 5 members; version 2 )*

#### 5.1.3 Implications and recommendations

Retain the current wording of the letter. Any additional and fuller information about why the census is important can be included in the accompanying literature and communicated in the publicity campaigns leading up to census day.

There will inevitably be respondents who do not complete the declaration. Very little can be done to avoid this, other than including a reminder which has already been added at question 38.

### 5.2 Question instructions

Respondents had few problems following the question instructions and all but one of the routing instructions in the questionnaire. The exception was the routing to question thirty at question twenty-four, which was regularly missed. It is likely that this is the result of the position of the question in the questionnaire, it is the last question on a page and respondents instinctively move on to the top of the next page. Further, the title of the next page “Person x – Individual questions continued” catches the attention of some respondents, increasing the likelihood of completing question twenty-five.

Some of these respondents started completing question twenty-five and quickly realised that they had made a mistake, while others completed questions 25 to 29, bemused and frustrated by why they were being asked questions that did not really apply to them.

While this is likely to lead to respondents becoming frustrated, it is unlikely to have any impact on data quality. There is little that could be done to make the routing instructions more noticeable without making changes that would be inconsistent with the style of the rest of the questionnaire. As it will have no effect on data quality, we recommend no change.

### 5.3 Questions included in the questionnaire

No respondents felt any of the questions included in the questionnaire were offensive or intrusive. In fact, some respondents commented that they were surprised that there were not more intrusive questions.

Some respondents did not understand why there were so many questions relating to their main job (questions 31 to 37). However, it is important to remember that because the people agreed to take part in research, they are less likely to be sensitive about revealing personal information.

### 5.4 Length

Respondents did not tend to notice that the questionnaire contained enough space for five household members, unless they had more than five people in their household. They tended to complete the questionnaire until they had filled in the information they were required to. Only a very few respondents felt the questionnaire was too long – these mentioned the large number of questions about employment in particular. Most were happy with the length of the questionnaire, with some commenting that they were surprised that the questionnaire took less time and was easier to complete than they thought it would.

*“when you first said census, I had visions of sitting here for ever and ever and filling this and that and it’s not actually like that, it’s quite tick, tick, tick... So it’s quite good in that respect, there’s not a lot of writing.”  
(Household in which member is temporarily away; version 3)*

This will improve the quality of data as respondents are unlikely to lose interest part of the way through completing the questionnaire. However, the initial perception that the questionnaire will take a long time to complete may discourage some people and affect response rates.

With this mind, it may be worth including a note in the accompanying literature, in addition to the note in the letter on the front page, to say the questionnaire should only take a few minutes.

## 5.5 Filling in the questionnaire

Throughout testing, respondents tended to complete the form correctly by ticking boxes, using block capitals one per box and correcting mistakes in the way instructed. Some respondents read the guidance “How to complete this questionnaire” on page 2 but even among those who did not, they usually filled in the form correctly. A few respondents did complete it incorrectly, by:

- Using crosses instead of ticks
- Writing letters outside the boxes instead of continuing onto the next line
- Correcting mistakes by using a single line or indicating that they would use correction fluid.

Only a few respondents used joined-up writing or did not enter a single letter per box. However, when asked about this, they said they had filled in the boxes this way because it was a test and they would have taken more care if they had been completing the actual census questionnaire. These respondents did notice the separation line between boxes and were aware that they should have included one letter per box.

There will always be respondents who complete questionnaires incorrectly, or do not follow instructions, and little can be done to avoid this. Given that these errors were not common in testing, this is not a major concern.

## ANNEX A

### Versions of the form

7 versions of the questionnaire were used over the testing period. Copies of the first and seventh versions of the extra guidance and H1 to H5 sections are included in Annex C.

The changes made to each version were as follows:

Version	Question /section	Change(s) from previous version	Recommended by
2	20	Changed the response categories	GROS
	16	Added Scots to the language matrix	GROS
3	Extra guidance	Changed the wording of the opening paragraph of the extra guidance on “People temporarily away from home”	Ipsos MORI
	Extra guidance	Removed “including lodgers” from the title of “People with more than one UK address, including lodgers”	Ipsos MORI
	H1	Moved the reminder “If you need more advice about who to include, see the extra guidance on page 3 or contact us” above the response categories	Ipsos MORI
	H1	Removed “or visiting” from the response option “People who usually live outside the UK, who are staying or visiting, for 6 months or more	Ipsos MORI
4	Question instructions	Changed symbol denoting question instruction to a black diamond throughout the questionnaire	Ipsos MORI
5	H1	Removed the instruction “Do not include anyone at this address.....”	GROS
	H1	Response options changed, including adding “Me, this is my permanent or family home”	GROS
	H4	Response options changed to give example of type of people staying at their second address	GROS
	H5	Instructions for “visitor-only” households changed	GROS
6	Extra guidance	Changed guidance wording to make reference to make specific questions respondents should complete	GROS
	Extra guidance	Included separate guidance for lodgers	GROS
	Extra guidance	Removed the guidance “Do not include.....” at “People temporarily away from home”	GROS
	H4	Deleted reference to “Apart from everyone”, “anyone else” and “visitors” and changed question wording	Ipsos MORI
	H5	Deleted reference to “visitors” and replaced with “anyone staying at this address on the night of the 27 March 2011 whose permanent or family home is elsewhere”	Ipsos MORI
	Back page	Deleted reference to “visitors”	Ipsos MORI
7	Extra guidance	Made reference to specific questions numbers in the guidance for “Children with parents who live apart” i.e. changed “Household questions” to “Household questions H4 and H5”	Ipsos MORI

	Extra guidance	Deleted the guidance for Lodgers	Ipsos MORI
	Extra guidance	Amended the guidance for “People temporarily away from home”	Ipsos MORI
	Extra guidance	Amended the guidance for “People with more than one UK address”	Ipsos MORI
	H4	Example of “holiday home” added to the response “People staying here because it is their second address, for example, for work or a holiday home. Their permanent or family home is elsewhere”.	Ipsos MORI

Each version of the questionnaire was tested with the following respondents<sup>15</sup>:

**Version 1**

1 household with ‘visitors’ staying on the night of the census

1 household with a lodger

Total: 2 respondents

**Version 2**

2 unrelated households

3 households containing more than 5 members

4 households with ‘visitors’ staying on the night of the census

1 respondent with a second address which they in stay temporarily for work-related reasons

3 respondents who are staying in holiday homes on the night of the census

2 households with a lodger

1 household were one member lives away from home temporarily

1 respondent with ‘residency issues’ i.e. they have been living in the UK for less than 6 months and either intended to stay for 6 months or more or not

14 other households

Total: 31 respondents

**Version 3**

1 household with ‘visitors’ staying on the night of the census

2 household were one member lives away from home temporarily

3 respondents with ‘residency issues’ i.e. they have been living in the UK for less than 6 months and either intended to stay for 6 months or more or not

3 other households

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<sup>15</sup> Only the primary characteristics of respondents are outlined. It may have been the case that a respondent matched more than one category, for example, the primary characteristic of a respondent listed is they stayed in a household with a lodger but they may have also matched others, including unrelated, visitors staying over and so on. ‘Other households’ were those respondents who were recruited primarily for the testing of the national identity question but who did not match any of the key groups for testing the household section.

Total: 9 respondents

**Version 4**

2 respondents with a second address which they in stay temporarily for work-related reasons

1 respondent who are staying in holiday homes on the night of the census

1 household were one member lives away from home temporarily

3 respondents with 'residency issues' i.e. they have been living in the UK for less than 6 months and either intended to stay for 6 months or more or not

8 other households

Total:15 respondents

**Version 5**

1 respondents who are staying in holiday homes on the night of the census

2 other households

Total: 3 respondents

**Version 6**

1 household with 'visitors' staying on the night of the census

3 respondents with a second address which they in stay temporarily for work-related reasons

2 respondents who are staying in holiday homes on the night of the census

Total: 6 respondents

**Version7**

1 household with 'visitors' staying on the night of the census

2 respondents with a second address which they in stay temporarily for work-related reasons

1 household were one member lives away from home temporarily

Total: 4 respondents



## **ANNEX B**

The topic guide

## Description

### Introduction

Introduce self, Ipsos MORI

If you have a colleague with you, explain that they are here to observe you. Research commissioned by the General Register Office for Scotland – the organisation that runs the Census – which involves talking to members of the public to understand how they would answer revised possible questions for Scotland's 2011 Census and other Scottish official statistics.

Information about importance of Census (e.g. it is used by government, health authorities and many other organisations to allocate resources, tackle discrimination and plan services for everyone.)

Thank participants for agreeing to be interviewed; mention should take c 1/4 hour.

Anonymity of respondents and MRS (Market Research Society) code of conduct

Permission to record, explain how it will be used.

### 1. Completing the Census questions

Firstly, we would like you to complete these questions. I will ask you to stop completing the questionnaire after a certain point – don't worry I'll let you know when – so we can discuss what you have completed. I'd like you to work through the questionnaire as if this is the day of the Census and you have just received this form at the address printed on the first page of the questionnaire (or the address we would like them to think of). Please complete the questionnaire as you would if I was not here. Just work at your own pace. This is not a test. One thing that is helpful for me to understand how you are getting on with each question is for you to 'think aloud' and say what you are thinking about as you complete the questionnaire.

**[In general throughout the questionnaire, note any important comments made in think aloud, expressions or body language.]**

*NOTE: if the participant has been selected primarily to test the **national identity question**, allow them to complete the questionnaire up to and including the ethnicity question about themselves (Person 1). Stop and probe on national identity question and ethnicity question (topic guide sections 2 and 3). Following this, ask them to complete the remainder of the questionnaire. Follow-up with probing on the household questions (H1 to H5 and H14) and the whole questionnaire (sections 4 and 5).*

*If the participant has been selected primarily to test the **household questions**, allow them to complete the Household section. Stop and probe on the household questions (H1 to H5 and H14) (section 4). Following this, ask them to complete the remainder of the questionnaire. Follow up with probing on the national identity and ethnicity questions and the whole questionnaire (sections 2 and 3, and 5).*

*If the participant has been selected to test **both the household questions and the national identity question**, allow them to complete the Household section. Stop and probe on the household questions (H1 to H5 and H14) (section 4). Following this, ask them to complete the questionnaire up to and including the ethnicity question. Stop and probe on national identity question and ethnicity question (sections 2 and 3). Ask them to complete the remainder of the questionnaire and follow up with probing on the whole questionnaire (section 5).*

## **2. Verbal probing on national identity**

### **Overall**

How did you find this question?

What does this question mean in your own words?

Did anything come into mind when you read this question?

What do you think is meant by “national identity”?

Was it an easy or difficult question to answer?

### **Response options**

How did you decide which box(es) to tick? [*Probe (non-UK born respondents): Did you take in to consideration the length of time which you have spent in the UK?*]

What did you think of the response options? [*Probe: Would you have included any others? Not included some that are already listed?*]

[If wrote in other boxes: How did you feel about having to write in the ‘other’ boxes?]

Did you notice that you could tick more than one box? [If no: If you had noticed, would you have answered the question any differently?]

Did you feel there was a ‘correct’ answer to this question?

How well do you feel the description [*insert their choice*] describes your national identity? How would you normally describe your national identity?

How would you have answered this question if there were no response options given and you just had to write in? [*Probe: why did you answer differently?*]

## **3. Verbal probing on ethnicity question**

### **Overall**

What do you understand by the term ‘ethnic group’?

### **Response options**

How do you normally describe your ethnic group? How does this compare to how you describe your ethnic group on this question?

Did you notice that you could only select one option?

### **Ethnic group vs national identity**

You answered [*insert choice*] for national identity and answered [*insert choice*] for your ethnic group – why did you decide to do this? [*In particular, probe instances where respondent multi-ticked at national identity: How did you feel about having to select one box?*]

Do you feel the way you answered the national identity question affected the way you answered this question?

Would you have answered this question differently if the national identity question was not included?

How do you feel about having to answer both of these questions? [*Probe: Does it help you to more fully describe yourself than one question?*]

Do you think it is important/unimportant to be asked both questions in the census?

How would you complete the national identity and ethnicity questions for other members of your household?

Do you have any comments you want to make about this question and the categories listed?

### **Purpose**

Why do you think the national identity question has been included in the census?

Why do you think the ethnicity question has been included in the census?

Do you think these questions should be asked in the census?

How do you think the information on national identity will be used?

How do you think the information on ethnicity will be used?

If this was the real census and I wasn't here, would you have answered these questions?

Do you think you would answer these questions any differently in 10 years time?

What would you have said 5 years ago?

#### 4. Verbal probing on Household section

How did you find completing this section? [Probe: Easy/difficult to understand]

##### **Important Guidance – before you start (page 2)**

Did you read the guidance instructions fully, scan them or skip them? [Probe for: any specific parts of the instructions that they read] [helpful/confusing? Probe for: specific parts that were helpful/confusing Easy/difficult to understand?]

Did you notice the definitions of household and/or householder? [Probe for: helpful/confusing?]

**[For participants who live in households with more than 5 members:** Did you notice the instruction about additional questionnaires? What would you do about this if you were completing the census for real?]

Did you notice the instruction about individual questionnaires being available for household members aged 16 or over who do not want to disclose their information?

Did you notice the instructions on how to complete the questionnaire correctly? [Check for any mistakes made in the questionnaire: did they correct them as instructed?]

##### **Extra Guidance for household questions (H1 to H5) (page 3)**

Did you read the extra guidance instructions fully, scan them or ignore them? [Probe for: any specific parts of the instructions that they read]

**If read:** how did you feel about filling in this section after reading it?

*[If they have not read it, ask them to do so now. Also ask why they did not read it. Probe for: Did you notice it? If yes, reasons why did not read – not thought relevant? Decide to refer back to the extra guidance instructions if required?]*

Are they easy or difficult to understand? [Probe: anything found difficult]

Is there any information in the instructions that is particularly relevant to your household?

##### **Children with parents who live apart**

**[For participants whose children spend time at another address:** Did you read the instruction about children with parents who live apart?

How did you feel about completing the questionnaire after reading this?

*[Probe: Was it clear/unclear?]*

**Students and schoolchildren who live away from home during term-time**

**[For participants who have students or school children, or students themselves, who live away from home during term time:**

Did you read the instruction about students living away during term time?

How did you feel about completing the questionnaire after reading this?

*[Probe: Was it clear/unclear?]*

CHECK: did they complete the questionnaire correctly i.e. Did they include themselves in section H; If they are the parent or guardian of the students or schoolchildren, did they complete individual questions 1 to 6 only? If they are the student, did they complete all individual questions? *[Probe: Why did you complete the questionnaire this way?]*

**People from outside the UK**

**[For participants who themselves are/or have someone staying with them from outside the UK but are living here temporarily]:** Did you read the instruction about people from outside the UK?

How did you feel about completing the questionnaire after reading this?

*[Probe: Was it clear/unclear?]*

CHECK: Did they complete the H1 to H5 correctly? i.e. If their total length of stay in the UK will be **6 months or more**, did they complete the census questionnaire. If their total length of stay will be less than 6 months, were they only included in questions H4 and H5 and the back page?

**People temporarily away from home**

**[For participants living in a household in which one or more members are living away from home temporarily]:** Did you read the instruction about people with more than one UK address?

How did you feel about completing the questionnaire after reading this?

*[Probe: Was it clear/unclear?]*

CHECK: Did they include/exclude everyone they should have? [People who are living away from home while working; members of the armed forces; staying at their second address; on holiday or travelling (unless outside the UK for 12 months or more); visiting friends or relatives; living, or expecting to live, in a residential establishment (such as a hospital, care home or hostel for less than 6 months; in prison on remand]

**People with more than one UK address, including lodgers**

**[For participant living in a dwelling that is not their permanent or**

**family home, or the address where they spend most of their time]:**  
Did you read the instruction about people with more than one UK address?

How did you feel about completing the questionnaire after reading this?  
*[Probe: Was it clear/unclear?]*

CHECK: Did they complete the questionnaire correctly i.e. did they include the person at H4 and H5 only?

### **Question H1**

How did you find this question?

How did you decide which box(es) to tick? *[if didn't tick any boxes: why not?]*

Did you notice the instructions? *[Probe: Easy/difficult to understand]*  
*[Was it clear who to include/exclude?]*

Who did you include? *Probe: is there anybody you did not include? Anybody you included/did not include who were not sure whether you should include or not?]*

*[Probe specifically on any errors made: Who did you include/exclude?]*

What did you think of the response options *[Probe: easy/difficult to understand]*.

Did you notice the note about getting more advice about who to include?  
*[Did you consider using this?]*

### **Question H2**

How did you decide who to include *[Probe: Did you refer to question H1?]*?

Have you counted anyone at H2 that you did not include at H1 (or vice versa)?

### **Question H3**

How did you decide who to include *[Probe: Did you refer to questions H1 and H2?]*?

How did you find completing this question? *[Probe: Any difficulties]*

Was it clear how you should write in the boxes?

Was it clear who you should include?



How did you decide who to include?

Did you know what to do if you made any mistakes?

CHECK: If mistake was made, was it corrected as appropriate? [*Probe for: if not, why was it done it that way?*]

**[For participants who live in a household with more than 5 members:** You were not able to include all household members at this question. Are you aware what you should do in this situation?

Did you notice the instruction for people with more than 5 people in their household? [*Probe: what would you do in this situation?*]

Did you notice the instruction about an individual questionnaire? [*Probe: did you understand what this meant?*]

#### **Question H4**

##### **How did you find this question?**

What do you understand by the term “visitors”? [*easy/difficult to understand?*]

How did you decide who to include?

Have you counted anyone at H4 that you also included at H1?

[For those without anyone else staying: did you notice the instruction to go to H6?]

#### **Question H5**

How did you decide on this final count?

Have you counted anyone at H5 that you also counted at H2?

CHECK: If they have included anyone else at H4 and H5, did they complete the back page? If not: did you notice the instruction to record the details for visitors on the back page?

CHECK: “Visitor-only” households: did they complete questions H6 to H12 and the back page?

Did you notice the instruction for households made up of **visitors only**? [*Probe: easy/difficult to understand.*]

Was it clear which part in the questionnaire you were to go to next?

[If they have completed more that H6 to H12 and the back page]: Why

did you complete the questionnaire the way you did?

#### **H14 Relationship Matrix**

How did you find this section? [*Probe: Easy or difficult to fill in?*]

Did you notice the instructions? [*Probe: easy/difficult to understand?*]

How did you decide who to include?

Did you use the same order as you used in H3? [*Probe: Why/why not? Did you notice the instruction to do so?*]

Did you notice the example? [*Probe: Was this helpful/unhelpful?*]

[For those with more than 5 household members: Did you notice the instruction to contact the census helpline to ask for more continuation questionnaires?]

### **5. Verbal probing on whole questionnaire**

Overall, how did you find the questionnaire? Please answer honestly.

Thinking about your first impressions of the questionnaire, how did you feel when I asked you to complete the questionnaire? [*Probe: was there anything you found off-putting about it? Was there anything you particularly liked about it?*]

How would you feel about completing it if was not here?

#### **Length**

How did you find the length of the questionnaire?

Was it clear when you were to stop completing this questionnaire?

Were there any questions/sections that you felt were too long?

#### **Order of the questions**

How did you find the order of the questions?

Were there any questions that seemed out of place?

#### **Questions/sections**

Was there anything you found difficult to answer? [*Probe for: Specific words/phrases*]

Probe on any particular difficulties observed or mentioned while the participant was completing the questionnaire: What was it about that question that you found difficult?

Was there anything you were surprised at being asked?

Was there anything you expected to be asked but weren't?

*[If respondent missed out question or refused to answer question: Why did you not answer question X?]*

**Also probe on specific questions/sections of interest:**

**Cover page**

What did you remember about the first page?

Did you notice the letter from the Registrar General? *[Probe: Did you read it? What did you think of the messages contained in the letter?]*

How did you feel about filling in the census after reading the letter?

If you needed help while you were completing the questionnaire, how would you go about getting this?

Did you notice the option to complete the questionnaire online?

Was there anything good/bad about the cover page?

Was the purpose of the address box at the top right hand side clear? *[If they entered address again: Why did you write your address in the boxes?]*

Did you notice the declaration? What were your thoughts on this? *[Probe: was it clear who was to sign this?]*

What did you think of the title at the top of the page?

**Other instructions/routing/guidance in questionnaire:**

In general, how did you find the question instructions and guidance provided in the questionnaire *[Probe: is it helpful/confusing?]*

Was it easy or difficult to tell the instruction and question wording apart? *[Probe for any particular questions where this was an issue?]*

Was it always clear which question you needed to go to next? *[Probe: any questions where it wasn't clear?]*

What did you think of the use of arrows and question numbers in circles in the routing instructions? *[Probe: helpful/unhelpful?]*

**Providing honest information**

Was there anything you weren't particularly happy about being asked?

Did you have any concerns when you were answering it about how the information you provided might be used?

Where there any questions you did not answer honestly? [*Probe: Why not?*]

**THANK RESPONDENTS**

Is there anything else that is relevant, that you would like to add, that hasn't already been mentioned?

We would like to thank you for taking part and remind you that the findings will be used by the Scottish Government to improve wording of the next Census.

## **ANNEX C**

Version 1 and version 7 of the extra guidance and questions H1 to H5 used in testing

Version 1

## Extra guidance for household questions H1 to H5 (on page 4)

### Children with parents who live apart

Children with parents who live apart should be included as a household member at the address where they **spend the most time**.

If they are staying at the address where they spend the least time on the night of 27 March 2011, they should also be included on the questionnaire at that address, but **only** in questions H4 and H5 (on page 4), and have their details completed in the continuation of H5 on the back page.

If they live equally between two addresses, they should only be included as a household member at the address where they are staying on the night of 27 March 2011.

### Students and schoolchildren who live away from home during term-time

All students and schoolchildren living away from home should be included as household members at **both** their term-time and home addresses, and then as follows:

- home address - complete individual questions 1 to 6 only
- term-time address - complete all individual questions (1 to 38)

### People with more than one UK address, including lodgers

People with more than one UK address should be included as a household member at:

- their permanent or family home; or
- if they do not have a permanent or family home, at the address where they spend the most time.

If they are staying at their second address on the night of 27 March 2011, they should also be included on the questionnaire at that address, but **only** in questions H4 and H5 (on page 4), and have their details completed in the continuation of H5 on the back page.

### People temporarily away from home

Anyone who is away from their **permanent or family home** on the night of 27 March 2011 should be included as a household member at that address. This includes people who are:

- living away from home while working
- members of the Armed Forces
- staying at their second address
- on holiday or travelling (unless outside the UK for 12 months or more)
- visiting friends or relatives
- living, or expecting to live, in a residential establishment (such as a hospital, care home or hostel) **for less than 6 months**
- in prison on remand (for any length of time), or **sentenced to less than 6 months imprisonment**

**Do not** include anyone as a household member who is:

- living, or expecting to live, in a residential establishment **for 6 months or more**
- in prison, **sentenced to 6 months or more imprisonment**

These people will be included at their establishment.

### People from outside the UK

People from outside the UK should **only** be included on a census questionnaire as a household member **if** their total length of stay in the UK will be **6 months or more**.

If their total length of stay is **less than 6 months** they should **only** be included in questions H4 and H5 (on page 4), and have their details completed in the continuation of H5 on the back page.

### Absent households

If this address is unoccupied on the night of 27 March 2011 because the whole household is away, the questionnaire should be **completed as soon as possible upon their return**.

If the property is vacant, please complete questions H6 to H12 (on page 5) only.

## Household questions - people

### H1 Who usually lives here (household members)?

- ◆ **Do not** include anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere in the UK. Include these people in question **H4**.
- ◆ Tick all that apply.
  - Householder / joint householder
  - Family members including partners, children and babies born on or before 27 March 2011
  - Students and / or schoolchildren who live away from home during term-time
  - Housemates / flatmates or lodgers
  - People temporarily away from home, including those working away from home, or members of the Armed Forces, **if this is their permanent or family home** (see page 3 for further information)
  - People staying temporarily who usually live in the UK but do not have another UK address
  - People who usually live outside the UK, who are staying or visiting the UK, for **6 months or more**

If you need more advice about who to include, see the extra guidance on page 3 or contact us.

### H2 Counting everyone you included in question **H1**, how many people usually live here?

### H3 Starting with the householder(s), list the names of the people counted in question **H2** including children and babies.

- ◆ If a household member wishes to complete an Individual Questionnaire, tick the 'Individual Questionnaire' box beside their name and leave blank the individual questions 1 to 38 for that person.

	First name	Last name	Individual Questionnaire
Person 1	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 2	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 3	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 4	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 5	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

If there are more than 5 people in this household, either complete online at [www.scotlandscensus.gov.uk](http://www.scotlandscensus.gov.uk) or contact the Census Helpline on 0845 603 1823 to ask for one or more Continuation Questionnaire(s).

### H4 Apart from everyone counted in question **H2**, is anyone **else** staying at this address on the night of 27 March 2011? These people are counted as 'visitors'.

- ◆ Tick all that apply.
  - People whose permanent or family home is elsewhere in the UK
  - People who usually live outside the UK who are staying in the UK for less than 6 months
  - People who usually live somewhere else in the UK, for example, boy / girlfriends, friends, relatives
  - People on holiday
  - No-one else is staying at this address on the night of 27 March 2011 → **Go to H6**

### H5 Counting **only** the people you included in question **H4**, how many 'visitors' are staying at this address on the night of 27 March 2011?

→ Remember to record details for these people on the back page.

If there are **only** 'visitors' staying at this address on the night of 27 March 2011, please make sure you answer questions **H6** to **H12** (on page 5) and sign the declaration on the front page.

Version 7



## Extra guidance for household questions H1 to H5 (on page 4)

### Children with parents who live apart

Children with parents who live apart must be included on the questionnaire where they **spend the most time**, in Household questions H1 to H3 and H14, and Individual questions 1 to 38.

If they are staying at their other address on the night of 27 March 2011, they must also be included on the questionnaire at that other address, in Household questions H4 and H5, and in the continuation of H5 on the back page.

If they live equally between two addresses, they must only be included in Household questions H1 to H3 and H14, and Individual questions 1 to 38 at the address where they are staying on the night of 27 March 2011.

### Students and schoolchildren who live away from home during term-time

All students and schoolchildren who live away from home during term-time need to be included on a questionnaire at **both** their home and term-time addresses.

- At their home address they must be included in Household questions H1 to H3 and H14, and in individual questions 1 to 6.
- At their term-time address they must be included in Household questions H1 to H3 and H14, and Individual questions 1 to 38.

### People from outside the UK

People from outside the UK whose total length of stay in the UK will be **6 months or more** must be included on the questionnaire at the address where they usually stay in the UK, in Household questions H1 to H3 and H14, and Individual questions 1 to 38.

If their total length of stay is **less than 6 months** they must be included on the questionnaire at the address where they usually stay in the UK, in Household questions H4 and H5, and in the continuation of H5 on the back page.

### Households away on 27 March 2011

If this address is unoccupied on the night of 27 March 2011 because the whole household is away, the questionnaire must be **completed as soon as possible upon their return**.

If the property is vacant, please complete Household questions H6 to H8 and H11 only.

### People temporarily away from home

**Include** anyone who is away from their permanent or family home on 27 March 2011 on the questionnaire at their home address, in Household questions H1 to H3 and H14, and individual questions 1 to 38.

- staying, or expecting to stay, in a residential establishment such as a hospital, care home or hostel, for **less than 6 months**
- living away from home while working, on holiday or travelling (unless outside the UK for 12 months or more)
- members of the Armed Forces
- staying at their second address
- visiting friends or relatives
- in prison on remand (for any length of time), or **sentenced to less than 6 months imprisonment**

### People with more than one UK address

People with more than one UK address need to be included on a questionnaire at their permanent or family home

- At their **permanent or family home** they must be included on the questionnaire in household questions H1 to H3 and H14 and individual questions 1 to 38.
- If they **do not** have a permanent or family home they must be included on the questionnaire in household questions H1 to H3 and H14 and individual questions 1 to 38 at the address where they spend the most time.
- If they are staying at their **second address** on the night of 27 March 2011 they must also be included on the questionnaire but only in household questions H4 and H5 and the continuation of H5 on the back page.

## Household questions - people

### H1 Who usually lives here (household members)?

- ◆ If you require further information on who should be included, see the extra guidance on page 3 or contact us.
- ◆ Tick all that apply.
  - Me, this is my permanent or family home
  - Family members including partners, children and babies born on or before 27 March 2011
  - Students and / or schoolchildren who live away from home during term-time
  - Housemates / flatmates or lodgers
  - People who work away from home within the UK, or are members of the Armed Forces, **if this is their permanent or family home**
  - People staying temporarily who usually live in the UK but do not have another UK address
  - People who usually live outside the UK, who are staying in the UK for **6 months or more**
  - Other people who usually live here, including anyone temporarily away from home

### H2 Counting everyone you included in question H1, how many people usually live here?

 

### H3 Starting with the householder(s), list the names of the people counted in question H2 including children and babies.

- ◆ If a household member has asked for an Individual Questionnaire, tick the 'Individual Questionnaire' box beside their name and leave blank the individual questions 1 to 38 for that person.

	First name	Last name	Individual Questionnaire
Person 1	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 2	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 3	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 4	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Person 5	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

If there are more than 5 people in this household, either complete online at [www.scotlandscensus.gov.uk](http://www.scotlandscensus.gov.uk) or contact the Census Helpline on 0845 603 1823 to ask for one or more Continuation Questionnaire(s).

### H4 Is there anyone staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere?

- ◆ Do not include anyone included in H2.
- ◆ Tick all that apply.
  - People staying here because it is their second address, for example, for work or a holiday home. Their permanent or family home is elsewhere.
  - People who usually live somewhere else in the UK, for example, boy / girlfriends, friends, relatives
  - People who usually live outside the UK who are staying in the UK for less than 6 months
  - People here on holiday
  - No-one else is staying at this address on the night of 27 March 2011 → Go to H6

### H5 Counting **only** the people you included in question H4, how many people are staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere?

 

→ Remember to record details for these people on the back page.

If there are **only** people staying at this address on the night of 27 March 2011 whose permanent or family home is elsewhere, please make sure you answer questions H6 to H8 and H11 on page 5 and questions V1 to V4 on the back page.