

Office for National Statistics (ONS) and Welsh Assembly Government (WAG)
Swyddfa Ystadegau Gwladol (SYG) a Llywodraeth Cynulliad Cymru (LICC)

Census Advisory Group for Wales

AG (10) 12 Welsh Language Questionnaire Development

Welsh Language Questionnaire Development: 2011 Census

1. Introduction

The purpose of this paper is to provide a brief update of the progress made to date since the last Census Advisory Group for Wales meeting on 15 May 2009, and inform you of the development work still in progress, which will be finalised by the end of the year.

Every household in Wales will receive both English and Welsh language versions of all 2011 Census paper questionnaires. The internet questionnaires will also be available in both languages, with the ability to toggle between the Welsh and English language versions.

The 2011 Census paper questionnaires were finalised in early 2010. The paper questionnaires formed part of the schedule to the bilingual Census Regulations for Wales. This is the first time that the Welsh language questionnaires have formed part of the Census Regulations.

2. The dual development process

This is also the first time for a 'dual development approach' to be implemented by ONS. The Census Data Collection Methodology (DCM) team at ONS have been developing the Welsh language 2011 Census paper and online questionnaires, and the 2011 Census Coverage Survey paper questionnaires, side by side with the English language questionnaires. Issues unique to each language have been given consideration at every stage of the development cycle, and both the Welsh and English language questionnaires have been cognitively tested.

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

- Review by the Welsh Language Questionnaire Development Support Group

- Review by the Independent Adviser, Professor Wynn Thomas, School of Welsh, Cardiff University
- Review by the Independent Editor, Menna Baines
- Sign-off by the Endorsement Group (which includes representatives from the Welsh Assembly Government and the Welsh Language Board)
- Sign-off by the Chief Statistician, Welsh Assembly Government

3. Progress to date (since 15 May 2009)

2011 Census Questionnaires (paper)

There are four Welsh language 2011 Census questionnaires:

- Household Questionnaire
- Household Continuation Questionnaire
- Communal Establishment Questionnaire
- Individual Questionnaire

The Welsh language 'Whole of Questionnaire Testing (WQT)' was conducted in June 2009, and a report drafted by September 2009. The main conclusions were that generally Welsh speakers from all parts of Wales found the language and style of the questionnaire to be clear and appropriate. The amendments made as a result of earlier testing had worked well, and any outstanding issues were addressed. The evidence shows that the dual development process has worked, and that the Welsh language questionnaire collects data to an equivalent quality standard to that of the English language questionnaire.

All 2011 Welsh language Census paper questionnaires were finalised and signed off on 5 February 2010.

2011 Census Questionnaires (online)

There are two Welsh language 2011 Census online questionnaires:

- Household Questionnaire
- Individual Questionnaire

Cognitive testing of both Welsh language 2011 Census online questionnaires was conducted in October-November 2009, and the report finalised by December 2009.

The Welsh language online questionnaire text was reviewed in February 2010, and amendments were provided to the web team by end of March 2010.

2011 Census Coverage Survey (CCS) Questionnaires

There are four Welsh language 2011 CCS questionnaires:

- Household Questionnaire (interviewer administered)
- Household Questionnaire (post back)
- Household Continuation Questionnaire (post back)
- Communal Establishment Questionnaire (interviewer administered)

The Welsh language CCS Rehearsal questionnaires were signed off in June 2009.

Welsh Language Questionnaire Development: 2011 Census

Both Welsh language 2011 CCS Household Questionnaires (interviewer administered and post back) were cognitively tested in March-April 2010.

Recommendations for interviewer training and for questionnaire amendments were produced by 6 May 2010.

4. Future work programme

Welsh language 2011 Census Questionnaires (online)

- Welsh language online questionnaire text to be reviewed via bootable CDs from May 2010 onwards.
- Welsh language online questionnaire text to be signed off later in the year.

Welsh language 2011 Census Coverage Survey (CCS) Questionnaires

- The report on Welsh language 2011 CCS testing to be finalised by the end of May 2010.
- Welsh language 2011 CCS Household Questionnaire (post back) to be signed off on 29 June 2010.
- Other Welsh language 2011 CCS questionnaires to be signed off by the end of August 2010.

Other work

- Evaluation of the dual development process to be conducted later in the year.

Jayne Mathias (06/05/2010)