

# 2006 Census Final Questionnaire Design

## INTRODUCTION

This report summarises findings from the design and testing of census forms for the 2006 Census. It reviews the objectives for redevelopment, documents the issues encountered during testing, and provides recommendations for the 2011 Census development.

Census form redevelopment work began after an extensive round of public consultation to decide which topics should be included in the 2006 Census. The results of this consultation are recorded in *2006 Census: Final Report on Content*.

Alongside the consultation, a redevelopment proposal was developed to document topics that needed revision for 2006. This proposal specified the topics for redevelopment and identified the methods that would be used to monitor and evaluate changes throughout the redevelopment process. (An evaluation of the existing designs used for the 2001 Census forms and consultation with key stakeholders informed this proposal.) Questions identified for redevelopment were those affected by:

- data quality concerns – for example, growing levels of item non-response<sup>1</sup>
- real world change requiring revisions to questions, such as new legislation and changes in terminology.

These and other factors had to be balanced against a guiding philosophy of 'minimal change' in order to preserve the continuity of time series data.

This report begins with an overview of the testing programme, followed by two sections recording the questionnaire redevelopment. The first section discusses the questions redeveloped for 2006.

To preserve time series data, many topics in the 2006 Census use the same questions used in 2001. These topics, which are not discussed in this report, include: name (which is not recorded by Statistics New Zealand), sex, age, ethnicity, religious affiliation, census night address, years in New Zealand, occupation and industry, employment, labour force status, workplace address, languages spoken, rooms and bedrooms, fuel types, travel to work, internal migration and unpaid activities.

The second section summarises general features relevant to the census forms design, such as intelligent character recognition text boxes, routing instructions, the confidentiality statement, and Guide Notes.

Discussion on the development of Māori/English forms and online forms, are summarised separately at the end of this report.

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<sup>1</sup> Item non-response occurs when a respondent chooses not to answer or skips over a survey question.