

ONE NUMBER CENSUS STEERING COMMITTEE

Census Coverage Survey Project Update

1. This paper outlines the implementation of the Census Coverage Survey Rehearsal and issues that have to be considered for 2001.
2. **The Steering Committee are asked to:**
 - a) **note the progress made and**
 - b) **provide any comments at the meeting on the 1 July 1999, or in writing by 15 July 1999.**

**John Dixie
Census Division
Office for National Statistics
Room 4200W
Segensworth Road
Titchfield
Fareham
HANTS
PO15 5RR**

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1. Introduction

The fieldwork for the Census Coverage Survey (CCS) Rehearsal was carried out from 20 May until 13 June 1999. It involved approximately 18,000 households in Bournemouth, Leeds, Lincoln, Ceredigion and Gwynedd. Staff from CCS Headquarters recruited and trained co-ordinating team managers and team managers (15 team managers/co-ordination team managers in total) who in turn recruited and trained their teams of interviewers (242 interviewers, approximately 15 – 16 per team manager).

Early indications from the field suggest that the survey has gone well. The fieldstaff structure appears to meet its objectives of providing a manageable and effective field force. Training for team managers and interviewers went as planned and fieldstaff motivation has been good. There were a small number of resignations from team managers and interviewers prior to the commencement of the fieldwork. However, during the fieldwork only one pair of interviewers resigned.

A full evaluation will be carried out after the Rehearsal as detailed in ONS(ONC(SC))99/04. Several issues for the 2001 CCS have become evident from the Rehearsal and these are listed below.

2. Issues for the CCS in 2001

This section reports some issues for the CCS in 2001 that have arisen during the preparations for the Rehearsal Coverage Survey. It is not appropriate to comment at this stage on how they should be resolved, but the Committee should be aware of them.

It was not necessary, nor was there time, to carry out all aspects of the Rehearsal Survey to the **timetable proposed for the CCS in 2001**. The timetable for 2001 will need to be considerably extended in order to cope with the volumes involved and it is planned to begin the operational phase of the Survey around September 2000 with the recruitment of the senior field managers.

How best to **advertise for Census and Survey field staff** requires considerable research, in conjunction with the Census publicity unit. Local newspaper advertising is very effective but also very expensive, especially if Census and Survey posts are advertised separately. Cheaper methods of advertising, such as notices in Job Centres, are generally not effective.

Just as the Survey was scaled up from the simple recruitment and training scheme used for the Southampton Test to a more extensive one for the Rehearsal, so **further scaling up** will be

needed for 2001. Greater use will need to be made of selected Co-ordinating Team Managers to assist with these activities.

The links between Survey HQ and our **printing and transport contractors** cannot be that direct so the logistics scheme for 2001 must be exceedingly robust to ensure that errors in items delivered are unlikely to occur on anything other than a very small scale.

There are a number of important factors to consider concerning whether people should be allowed to **take up a post as a Census Enumerator and as a Survey Interviewer**. The most important one is the risk to the Survey of Enumerators becoming disenchanted with their work and resigning their post as an Interviewer just as the Survey is about to go into the field.

Finally, the rehearsal may not provide information on all of the aspects of the Survey that we need to research before 2001, and some **further small-scale testing** may be required.

Papers on all of these issues will be put to the CCS Project Board in the light of the evaluation of the Rehearsal Survey and reported back to the Steering Committee at future meetings.