

Sprint 5 Testing Findings

Key recommendations

Respondent Demographics

	Sprint 5 Cognitive Interviews (WLG)	CTs ChCh	Sprint 5 Mass Completions
Sex			
Male			
Female			
Intersex			
Age			
15- 24 years			
25 – 34 years			
35 – 44 years			
45 – 54 years			
55 – 64 years			
65+ years			
Ethnicity			
NZE			
Maori			
Samoan			
Chinese			
Other Eth			
Irish			
Canadian			
Filipino			
Australian			
British			
Czech			
European			
German			
Japanese			
Korean			
Nga puhi			
Tokelauan			
Ukranian			
Maori descent			
Yes			
No			
Don't Know			
Non-response			

Disability (some difficulty marked to at least 1 response)			
Yes			
No			
Step-family			
Yes			
No			
nonresponse			
Studying			
Yes			
No			
Voluntary Work			
Yes			
No			

Dwelling Form

**Recommendations given in this document take into account the full range of testing undertaken to date (Sprints 1-5)

Question	Comments
People	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Question instruction long and wordy. Respondent had to re-read and struggled to follow. • Felt instruction on name was unclear – what do they mean by full name? Do you want a middle name? (liked the IF version better)
Dwelling type	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Response categories could use refining e.g. difference between house, townhouse, what about including flat as an option? <p>Recommendations:</p> <ul style="list-style-type: none"> • Canvas to collect this data and remove from form.
Joined	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Issue with routing for apartment dwellers – joinedness is implicit in selection of apartment category. <p>Recommendations:</p> <ul style="list-style-type: none"> • Canvas to collect this data and remove from form.
Licence to Occupy	<p>Cognitive testing</p> <ul style="list-style-type: none"> • Example helpful to respondents. But all respondents needed to read the example to understand the term. • Example not exhaustive, but respondents took examples as literal/full range of examples on which to base their response. • Problem with licence to occupy in Individual form - no examples in IF, if completed first. Also respondents still screening in to 'licence to occupy' on IF as renters as there is no "renting" option in the list of responses in the IF. <p>Mass completion</p> <ul style="list-style-type: none"> • Retirement village Rs: There may be an issue re: licence to occupy and family trust, as several Rs answered yes to licence to occupy and yes to family trust (missed routing may have been intentional). <p>Recommendations:</p> <ul style="list-style-type: none"> • Investigate sources of admin data • Investigate single screen-in question approach in DF (similar to IF) • Review need to collect this information in both DF and IF?
Ownership/Occupation	<ul style="list-style-type: none"> • Respondents generally having trouble with routing from Q6 to Q14, many missing turn off. <p>Recommendations:</p> <ul style="list-style-type: none"> • Reordering questions to allow the majority of respondents to skip most of the questions. Move Q9 (own or partly own) to above license to occupy?
Rooms	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Few issues. Question instruction working well • More respondents entering zeros, but not all. Instruction is working better in new position than previously. • Term 'conservatory' not understood by younger respondents. • 'Caravan' in list of responses still surprising for respondents <p>Recommendations:</p>

	<ul style="list-style-type: none"> Recommend removing 'caravan' from listing of rooms with instruction in help/notes for what to do if you use a caravan as a bedroom. Add caravan to bedrooms category response as consistent with 2013
Heating	<p>Cognitive testing:</p> <ul style="list-style-type: none"> Respondents with central heating expected this to be included in the list of responses, rather than writing in "other". Some issues deciding "most often" e.g. wood burner vs heat pump used in different ways. Respondents entering more than one form of heating. <p>Recommendations:</p> <ul style="list-style-type: none"> Bold 'most often' Reconsider asking "most often" versus 'all types' used for data comparability as per variable specification outlines. This would also be easier for respondents to answer.
Amenities	<p>Cognitive testing:</p> <ul style="list-style-type: none"> Some respondents considering amenities that were partially "broken" and whether or not to include these. E.g. cooker with broken oven but working hob. Some respondents surprised by this question. One respondent referred to these as facilities, but didn't think adding this term to the question would help as R thought some people would still find this confusing, and the list is clear. <p>Recommendations</p> <ul style="list-style-type: none"> High respondent burden for total population Not sure census appropriate vehicle to collect information on Severe Housing Deprivation (homelessness) Missing on amenities specified in variable spec (inside toilet, include composting, fridge, sink)
Cold	<p>Cognitive testing</p> <ul style="list-style-type: none"> Cost is a significant factor in people's ability to heat their dwelling – not necessary a fault in housing quality but of financial resources. Some respondents felt that "difficult to heat and/or keep warm" were different concepts, but said they understood the intent of the question and could answer. Respondents were generally thinking about heating the rooms they lived in (living areas, used bedrooms). One respondent thought people who have a damp house might not want to answer. Would have liked the intro statement as this would give her some guidance as to how the info would be used.
Damp	<p>Cognitive testing:</p> <ul style="list-style-type: none"> Difficult to answer if not lived in home during a winter (inconsistent use of "don't know" response options across cold, damp, mould questions).
Mould	<p>Cognitive testing:</p> <ul style="list-style-type: none"> Respondent wondering whether this question is applicable if they have said their dwelling isn't damp. Respondent missed instruction to count curtains and "in total" instruction.

	<ul style="list-style-type: none">• “Can you see mould in any part of this dwelling?” – better wording from respondent perspective as doesn’t imply that whole dwelling is mouldy compared with “inside this dwelling”. <p>Recommendation:</p> <ul style="list-style-type: none">• Consider “Can you see mould in any part of this dwelling?”• Unclear whether A4 size mould will meet variable specification requirements on health impacts
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Individual Form

**Recommendations given in this document take into account the full range of testing undertaken to date (Sprints 1-5)

Question	Comments
Name	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Unclear whether respondents should enter their legal name. • difficult for transgender respondents to know which name to enter
Sex	<p>General population cognitive testing:</p> <ul style="list-style-type: none"> • Curious about term “intersex” – “<i>What does it include? Is it transgender?</i>” • Respondent couldn’t conceive that there could be a third category for biological sex. Was very confused by use of the term “intersex”. • Not familiar with term – had to assume meaning for intersex. • “<i>What does that mean? Is it transgender?</i>” • Some respondents appear not to notice third category – mark their space and move on (possibly avoiding talking about it??) <p>Targeted LGBTQI community cognitive testing:</p> <ul style="list-style-type: none"> • Very little ‘noise’ from non-intersex respondents. One respondent felt they may select that option (as a second response) if it was made clear they could select multiple options. • Some trans respondents reported for their biological sex, others for their transitioned identity. • Intersex respondent felt that sex diverse would be more inclusive than intersex, and that some intersex respondents would be more likely to select that than intersex. However intersex was preferred over indeterminate. <p>Mass completion</p> <ul style="list-style-type: none"> • Confusion between sex and gender <p>Recommendations</p> <ul style="list-style-type: none"> • Use intersex as third category, but try to test further with intersex respondents.
Q5 length at address	<p>Cognitive testing</p> <ul style="list-style-type: none"> • Few people living in NZ, answering for length lived in “Country/NZ” rather than length at address. <p>Mass completion</p> <ul style="list-style-type: none"> • Wanted to give half years (months). • Confusion over country. Thinking this referred to NZ, not just overseas. <p>Recommendations:</p>

	<ul style="list-style-type: none"> • Change wording from “How long have you lived at the address, or country, given in 4?” to “How long have you lived at the address, or the country, given in 4?” • Consider adding instruction to round to nearest year. • Consider specifying “overseas country” in instruction.
Second Residence	<ul style="list-style-type: none"> • Respondents with shared parental arrangements – difficulty deciding usual residence and second residence. • Second residence interpreted as previous residence in some cases where respondent lived at current address for less than a year. • Some respondents wondering why government wants this information. <p>Mass completion</p> <ul style="list-style-type: none"> • Lots of non-response, but suspect this was to do with the street number being greyed out for testing purposes. • Respondents entering a usual address in response to this Q • Respondents at current address for less than 12 months interpreting this as a previous address in the last 12 months. • Categories in Q8 unclear to respondents. E.g. working away, parent address. <p>Recommendations:</p> <ul style="list-style-type: none"> • Recommend including guide notes for next sprint. • Recommend including “other – write in” for type of second residence to see what terms people use/what other types people are including. • Recommend changing question order so ‘second residence’ is after previous address, and after overseas resident routing.
Address 5 years ago / address 1 year ago	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Address 5 years ago – lots of respondents found it difficult to remember address 5 years ago. Some issues with memory and accuracy of addresses given. • In relation to address 5 years ago: “Oh boy! Can I guess?” • Lots of respondents answering that they were at usual address five years ago, still answering one year ago question. <p>Recommendations:</p> <ul style="list-style-type: none"> • Reduce number of address question. Recommend removing address 5 years ago as this was harder for respondents to remember and data quality is likely to be lower than for address 1 year ago. • Consider removing need to provide exact street address, would suburb/rural locality and city/town or district be enough? • Consider collecting a new variable “Address previous to current usual address” as a means to meet competing information needs of users.
Iwi	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Respondent considering “what would be the easiest for other people to understand?” thinking about the people looking at the data. Decided to give more general data. • One respondent didn’t enter Maori as ethnicity, but was descended from Maori. Wondered if she should write in iwi.

Disability	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Some respondents preferred “full version” – liked full category responses, might get better quality responses with long version as more considered response. • Preferred long version as easier to comprehend. • Preferred matrix – more concise and easier to answer. • Hesitation on vision question and clause about “even if wearing glasses”. • Seeing with some difficulty – due to overuse, looking at computer all day. • Walking – some difficulty due to job being on feet for 2 hours at a time. • Some problems with remembering, but probably not due to a health problem. <p>Mass completion</p> <ul style="list-style-type: none"> • Respondents wanting guidance on how to interpret response categories – some versus a lot of difficulty <p>Recommendations:</p> <ul style="list-style-type: none"> • Still not clear if administration in self-complete setting is appropriate and will meet aims of comparability with international measures.
Living arrangements	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • What about “half siblings”, how would they answer for them? • Would write in “other” category for step-family. • Some respondents want to be more specific about relationships in HH. <p>Mass completions</p> <ul style="list-style-type: none"> • “Does this include step-parents, children etc?” • Wanted to enter “retirement home residents” <p>Recommendations</p> <ul style="list-style-type: none"> • Consider including “step-family” categories in living arrangements question • Sprint 4 tested same-sex/opposite sex categories on Intersex respondents – same/opposite sex dichotomy doesn’t make as much sense in context of intersex/gender diverse
Step family	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Felt term “step” was not good generally, but accepted that it was a common term used and understood by others. • Didn’t use “step” but felt it was fine in a context like this. • Didn’t like term “step-parent’ as didn’t view them in parent role. • Wondered whether “de-facto” would be counted as step-parent? <p>Mass completions</p> <ul style="list-style-type: none"> • Confusion over term step-family and what scope of this term includes or excludes. • How far should term extend – e.g. step-cousins? <p>Recommendations</p> <ul style="list-style-type: none"> • Confounded with living arrangements question • Develop some help notes on definition of step-family

Travel to Education	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • No comments in Sprint 5 <p>Mass completion</p> <ul style="list-style-type: none"> • Why only one method? • Study from home a choice, not interpreted as distance learning. • Some respondents marking multiple modes. <p>Recommendation</p> <ul style="list-style-type: none"> • Revert to travel on census day rather than usual travel
Educational Institution Address	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Not sure of physical address – would need to look this up online. <p>Recommendation</p> <ul style="list-style-type: none"> • Investigate using an address register to derive full address from institution name and general locality as address data provided by respondents likely to be lacking detail (of low quality).
Smoking	<p>Cognitive testing</p> <ul style="list-style-type: none"> • No issues in cognitive testing <p>Recommendations</p> <ul style="list-style-type: none"> • Has been cyclical topic in past. Remove from this census cycle to make room for new content. Will help to reduce total respondent burden. • Investigate whether there are good admin data sources for this variable.
Legally registered	<p>Mass completion</p> <ul style="list-style-type: none"> • Want to include de-facto as legally recognised <p>Recommendations</p> <ul style="list-style-type: none"> • Help notes to instruct how to answer if in a de-facto relationship.
Babies	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Uncomfortable answering question – doesn't acknowledge stillborn or miscarriages. • Confused by routing instruction as ran together with the question wording. Respondent had to re-read question to follow. <p>Mass completions</p> <ul style="list-style-type: none"> • Insensitive wording if miscarriage • Missed routing <p>Recommendations</p> <ul style="list-style-type: none"> • Has been cyclical topic in past. Remove from this census cycle to make room for new content. Will help to reduce total respondent burden. • Removal of babies question will make inclusion of gender easier.
Gender Identity	<p>General population cognitive testing:</p> <ul style="list-style-type: none"> • Deja-vu – respondents thought they were being asked the same thing again. • Some respondents realised there was a difference between sex and gender, but others remained confused. • Some were confused by Sex routing in babies question in relation to the gender question. In a lot of cases the routing gave the clue that there were two very similar questions and raised questions for respondents about the difference between them.

	<ul style="list-style-type: none"> • Gender diverse – confused by this term, difficulty understanding that gender was not dichotomous concept. • Some respondents remarked on how position of this question on the form, and distance from sex question, was strange. Respondents thought that Sex and gender identity should be together on the form. <p>Targeted LGBTQI community:</p> <ul style="list-style-type: none"> • Some trans respondents selected gender identity, while others selected either male or female. • Some trans respondents were not picked up as trans or possibly trans as they did not select gender diverse, and they selected the same sex and gender. • Some queried whether they could select multiple options. • Were comfortable answering this in a census context. <p>Recommendations:</p> <ul style="list-style-type: none"> • Discuss with working group implications of undercount in trans population. • Make multiple selection clearer • Consider adding instruction note explaining “for many people sex and gender will be the same...”
Sexual Orientation	<p>General population cognitive testing:</p> <ul style="list-style-type: none"> • Uncomfortable answering in interview but happy to do it at home. • Most people said they were happy to answer, but wondered about whether this might be difficult for others. • Privacy envelope – didn’t like idea as drawing attention to themselves – implying something to hide. • Some respondents wondered why this information is needed “<i>what’s the point?</i>” <p>Targeted LGBTQI community:</p> <ul style="list-style-type: none"> • Respondents felt this question was asking about sexual identity, attraction, orientation etc. • Several respondents made use of the other, please specify option. • A few respondents found this question very difficult to answer: one is figuring this out; intersex respondent struggled with this. • Some queried whether they could select multiple options. • Were mostly comfortable answering this in a census context. One respondent had concerns about ‘flow on effects’ of this being asked more widely, data sharing.
Licence to Occupy	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Difficulty understanding “licence to occupy” without definition • Renters still screening in as “licence to occupy” as this seemed like the best fit for them from the response options available. <p>Mass completion</p>

	<ul style="list-style-type: none"> • Lots of stickers • Unclear whether rental contract is a licence to occupy • Not sure what is meant by term “licence to occupy” • Retirement home respondents also confused by terminology. <p>Recommendations</p> <ul style="list-style-type: none"> • Recommend including a definition here (alongside category) • 2013 question used to collect home ownership, now collecting tenure. Is there a need to collect tenure on both DF and IF? • Something to help renters answer • Run focus group at retirement village. • Understand why we are collecting tenure in both the DF and IF?
Hours worked	<ul style="list-style-type: none"> • Provided an annualised figure, as R is a teacher and works within the school year (may receive annualised pay). Later decided this was incorrect and changed back to actual hours.
Voluntary Work	<p>Cognitive testing:</p> <ul style="list-style-type: none"> • Wouldn't include friends or wider family in voluntary work. • Wouldn't count friends or family outside of household. • Thinking of organisations or wider community. • A lot of time to try to calculate over 4 weeks. Especially difficult for people involved with multiple charities etc. • Recommend highlighting ‘in the last 4 weeks’ in applicable questions (four?). • Didn't read examples, as already decided answer beforehand. • None of the examples given seemed relevant / to fit the respondent's voluntary work. • “For other people” helped respondent to include mum living outside household. • Thinking of formal organisations like Red Cross, so other examples helped to broaden their ideas about what to include. The note ‘providing assistance or transport’ prompted R to think of recent situation of stopping to take an injured person to A&E. • Wanted to include regular voluntary work done, but not in last 4 weeks. • Category of “organisation, group or marae” wasn't inclusive/exhaustive enough for some respondents. Struggled to identify their voluntary work as for an “organisation’. Preferred terms such as charity, not-for-profit etc. <p>Recommendations</p> <ul style="list-style-type: none"> • Frame volunteer work for other people in the positive frame e.g. “for other people or households outside of your usual address” • Expand voluntary work category for organisations – re-phase e.g. “for an organisation, charity, group or marae” • Clarify in variable specification whether direct volunteering includes friends and family outside of the household?

General cognitive testing comments:

- Name in household grid on DF – respondents assume they can use joined handwriting as there are not separate character boxes as per the IF.

- Response method: Not clear if method of marking responses is same throughout, as instruction only given for some questions. Would naturally tick.
- Not sure how to correct mistakes on the form – no instruction for this.
- Segue between different topics feels strange. Topic titles would support orientation.
- Would naturally write flat/apt number before street number
- Not sure whether to write full years or use decimal to indicate half year

Mass completion general comments

- Several retirement village respondents objected to indicating income
- Several retirement village respondents appeared to be confused by multiple address questions, with some referring to another dwelling as usual address.