

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

**Census Advisory Group for Wales**

**Welsh Language Questionnaire Development CAGW(07) 03**

**1. Background to basic approach for Wales**

In the past, and for the Census 2007 Test questionnaires, the approach used by the Office for National Statistics (ONS) for developing a Welsh language Census questionnaire has involved developing a final English language questionnaire (following rigorous pretesting of the English language questions), and then translation of the English questionnaire into Welsh, as a final step in the development cycle. The ONS, and the Welsh Assembly Government, recognise that this approach is problematic, as the Welsh language questions are then not developed directly from the Census project's needs. In addition, as translations are usually undertaken late in the development cycle, the time available for consultation and pretesting can be limited. Ultimately, this could affect the validity of the data collected by the Welsh language questionnaire, as respondents might interpret the intent of questions in different ways.

For the first time in the history of the Census in Wales, a dual development approach to designing questions in English and Welsh is being implemented. This approach allows maximum opportunity for concurrent cognitive testing in both languages, and allows the parallel development of questions in both languages. By using this method, issues unique to each language can be given consideration at every stage of the development cycle. Both languages are given equal status throughout the development cycle, so that compromises are not made at the expense of either language, and ultimately both versions of the questionnaire should meet an equivalent quality standard (Potaka and Cochrane, 2004).

This method involves having a questionnaire developer responsible for the Welsh language version, working side by side with questionnaire developers responsible for the English language version. A Welsh language questionnaire developer (Jayne Mathias) was appointed to work in the Data Collection Methodology team at ONS on 9 July 2007.

By this date an English and Welsh questionnaire had been produced for the 2007 test. The Welsh language 2007 test questionnaire had been translated by an external contractor, and the Welsh Assembly Government's translators had been consulted on the quality of this translation. In addition, two waves of cognitive testing on the English language questions had been conducted before the Welsh language questionnaire developer was appointed, and the English questionnaire had been amended for a third wave of cognitive testing, which began at the end of July 2007.

## **2. Progress to date**

To date, the development work undertaken by the Welsh language questionnaire developer includes the following:

- Updating the 2007 Welsh language test questionnaire so that it matches the latest Wave 3 English language questionnaire for Wales.
- Reviewing the language and style of the Welsh language questionnaire.
- Advising on, and developing appropriate language for the Welsh language questionnaire.
- Consultation with language experts and external advisers, via the establishment of a support group and appointment of independent reviewer.
- Contributing to an existing Census glossary in consultation with the support group, and independent reviewer.
- Working in partnership in order to co-develop the Welsh language version alongside those developing the English language questionnaire.
- Identifying language issues which will need to be explored in cognitive testing.
- Conducting cognitive testing (15 October – 5 November 2007). Twenty respondents were interviewed from all over Wales (South East, South West, North East, North West and Mid Wales).

## **3. Future work programme**

- Analysing results and reporting back to stakeholders on the results of the testing.
- Making recommendations on Welsh language questions and layouts for a second wave of testing in February 2008.
- Considering data quality from the 2007 test and recommending question and layout revisions.
- Producing a final version of the Welsh language questionnaire, in consultation with support group, and independent reviewer for a second wave of testing in February 2008.
- Analysing results of second wave of testing and reporting back to stakeholders on the results of the testing.
- Making recommendations on Welsh language questions and layouts for final questionnaire.
- Producing a final version of the Welsh language questionnaire, in consultation with support group and independent reviewer, for final sign-off by May 2008.
- Reviewing and testing the Welsh language internet questionnaire.
- Establishing what happens to changes to the questionnaire after May 2008.
- Produce closing report.

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