



Successful 2009 Census Pre-test in Bermuda August 2009

On May 20th 2009, the Bermuda Government, Department of Statistics officially launched the planning of its 2010 Census of Population & Housing, and the commencement of its Census Pre-test activities.

2010 Census Day has been scheduled for May 20th 2010. The 2009 Census Pre-test was a dress rehearsal of the actual census due to take place the same time next year. The main goal of the pre-test was to fine-tune the various operations planned for the 2010 Census under as close to census-like conditions as possible. All phases of the 2010 Census design were pre-tested, including the introduction of a new data collection method, Computer Assisted Telephone Interview (CATI); the use of a new electronic interview appointment system; and, the use of Geographical Information System (GIS) maps as part of the enumerator's portfolio.

A stratified sample of households by geographical location and income group was chosen at random across all nine (9) Parishes. The enumeration period extended from May 21st to June 19th 2009. An OMR scannable questionnaire was administered comprising 103 questions spread over the household listing, housing and population sections. New areas of questions

for testing covered environment, technology, internal migration and health disabilities.

HIGHLIGHTS

Computer Assisted Telephone Interview (CATI) – for the first time a bi-modal approach was used to collect census data. This comprised both the traditional Paper and Pencil Interview (PAPI) and the Computer Assisted Telephone Interview (CATI) data collection methods. Of the 260 households sampled for participation in the pre-test, 50 were selected to test the CATI data collection method. During August 2009, the census pre-test data will be processed. Following this, a comparison will be made between the average times taken to administer the census questionnaire and the quality of data obtained using the two methods. Additionally, future systems will be implemented for:

- editing electronic and manual data;
- merging CATI and PAPI (scanned) data; and,
- effectively distributing enumeration between the PAPI and CATI methods.

Electronic Calendar Interview Appointment System – this proved to be a valuable census pre-test tool. Households were encouraged to visit the Statistics website or call the Statistics Office to schedule a convenient time and day to be interviewed. Respondents were also given the opportunity to choose between being interviewed using the PAPI or CATI method.

Households that booked appointments were assured of knowing exactly when the census pre-test enumerator would visit or call their home.

After sorting through a few teething problems, the appointment system proved to be very successful in guaranteeing completed interviews. Roughly 15% of all households in the sample scheduled appointments.

Geographical Information System (GIS) Maps as part of the Enumerator's Portfolio – the enumerator's portfolio provided a compact package for the interviewers while in the field. The portfolio integrated the visitation record, a GIS map and the assessment control list into one package. The GIS technology offered more flexibility in the production of maps, replacing the former labour-intensive method of photocopying and taping the maps manually into protective folders.

Next Steps

During the next few months, planning for Census 2010 will focus primarily on assessing the challenges experienced during the census pre-test; implementing feedback obtained from enumerators while in the field; refining the census questionnaire; improving training techniques; and, establishing ways to increase the retention of enumerators.

Because People Count!

Bermuda Government

Department of Statistics

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