

## **IMPROVING CONTACT RATES IN THE FIELD THROUGH ANALYSIS OF LINKED CENSUS SURVEY DATA**

Folaşade Ariyibi

Office for National Statistics, UK, fola.ariyibi@ons.gsi.gov.uk

Salah Merad

Office for National Statistics, UK, salah.merad@ons.gsi.gov.uk

The UK Census is carried out every 10 years, with the last having taken place in 2011. As it is compulsory, the Census achieves very high responses rates, with the last Census obtaining a 94% response rate. This would allow analysis of non-response in survey data when linked with Census records, which we refer to as the Census Non-response Link Study (CNRLS). This has been carried out at every Census since 1991 by the Office for National Statistics.

This paper presents some of the analyses performed using data from the 2011 CNRLS, the aim of which is to improve data collection in the field. The analyses make use of Census data as well as paradata collected by field interviewers (i.e. time of day, number of times interviewer called). The results are then used to identify characteristics that can be observed in the field to inform how best to contact households.