

Update On Northern Ireland Passenger Survey (NIPS) Methodology and Issues



Summary of Presentation

- Recap on the Northern Ireland Passenger Survey (NIPS)
- Methodology
- Some Issues



Northern Ireland Passenger Survey (NIPS)

- Development – Summer 2009
- Pilot/Dress Rehearsal – Nov/Dec 2009
- Go live at ports and airports – Jan 2010
- Full dataset for – 2010.2011.2012



Northern Ireland Passenger Survey (NIPS)

- The target population for the survey is:
 - those passengers departing NI who are not residents of the Island of Ireland and
 - who have spent at least one night in NI (or in the ROI) but less than a year and
 - *their visit is not done so frequently as to be part of their usual environment i.e. at least weekly*
- Collects country of residence, purpose of visit, nights stayed, locations visited and expenditure.

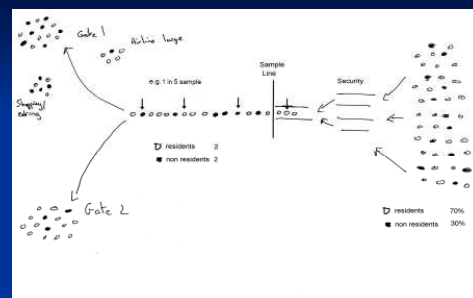


CSU NIPS Methodology

- Sample visitors to the Island of Ireland, but only once per visit.
- 'Flow' sampling at all exit ports in NI to get a representative sample of everyone leaving NI
- Interviewing is conducted on tablet computers using Computer Assisted Personal Interviewing (CAPI)



Flow Sampling



Advantages of Flow Sampling

- Robust, systematic and clear rules.
- No interviewer discretion on who to select
- Self-weighting
- Flexible – sampling fraction can be varied
- Over-sampling and sub-sampling are possible



Questionnaires

- 1 in 5 sampling fraction
- Short questionnaire asked of all
 - CoR, purpose of visit, nights
- Long questionnaire asked of 1 in 10
 - Short interview plus detailed spend, visits, locations etc.



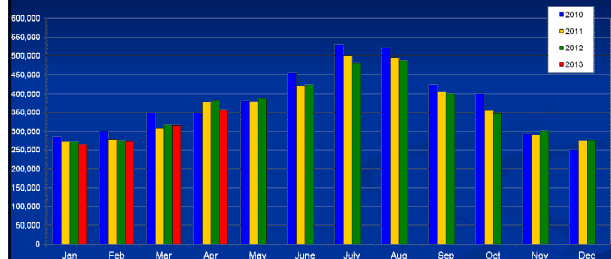
Issues

- Falling passenger numbers for all air and seaports since 2008, the year on which planning was based.



Departing Passengers 2010 to Date

Combined CAA and Port data

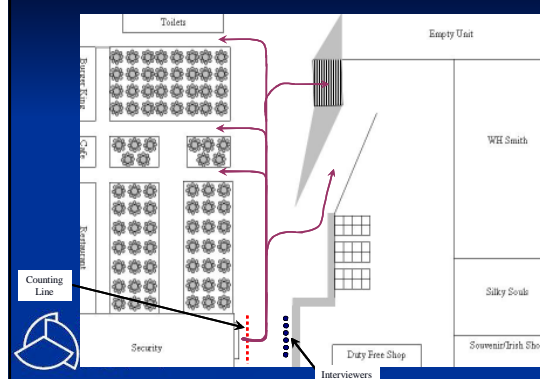


Issues

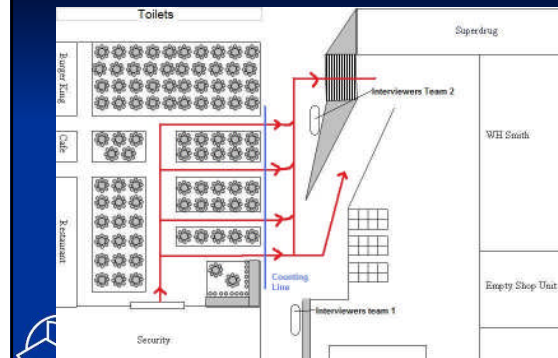
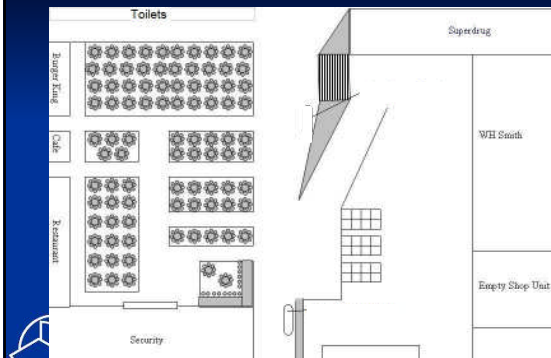
- Falling passenger numbers for all air and seaports since 2008, the year on which planning was based.
- Layout changes at airports to maximise retail
- Avoiding 're-crosses'
- Frustration of airport management with process



Original Layout of Belfast International Airport



BFS current layout



Issues

- Falling passenger numbers for all air and seaports since 2008, the year on which planning was based.
- Layout changes at airports to maximise retail
- Avoiding 're-crosses'
- Increasing Passenger frustration with security
- Frustration of airport management with process
- Minimising 'clicks'



Jan-Mar 2012

	2012
Partial	2.3%
Complete	22.2%
Refusal	1.1%
Non-contact	1.3%
Non-eligible	59.3%
Click	13.3%
Recross-Non-eligible	.6%
Day Visitor	NA
Total	100



Possible Solutions to 'Clicks'

- Use more interviewers on shifts.
 - space restrictions, likely congestion
- Change the sampling fraction.
 - this will decrease the total number of interviews
- Change the rotation of the long/short questionnaire.
 - this will increase the number of contacts (fewer clicks) but decrease the number of long interviews
- Shorten the questionnaire.
 - this will allow interviewers to approach more respondents



2013 Questionnaire changes

- Reduce long questionnaire to essential
- Ask long questionnaire of 1 in 20
- Add slightly to CoR questionnaire to maintain precision on spend
- Visitors who did not stay overnight asked purpose of visit



2013 Approximate Timings

- Short questionnaire takes on average 2.5 mins
- Long Questionnaire takes on average 4.5 mins
- Timings by RFV show:

Short questionnaire	Long questionnaire
■ Business 3 mins	4 mins
■ VFR 2.5 mins	4 mins
■ Holiday 3 mins	6.5 mins
■ Other 3 mins	6 mins



Jan-Mar 2012 to Jan-Mar 2013

	2012	2013
Partial	2.3%	2.2%
Complete	22.2%	28.7%
Refusal	1.1%	1.8%
Non-contact	1.3%	1.4%
Non-eligible	59.3%	53.9%
Click	13.3%	8.7%
Recross-Non-eligible	.6%	.4%
Day Visitor	NA	2.9%
Total	100	100



Clicks

- Whilst there has been a reduction in the number of clicks, BIA still accounts for most of these.

- This is due to other factors at BIA ie only 5 interviewers permitted on shift, 2 counting points

	Clicks Jan-Mar 2013 %
BIA	14.9
BHD	1.4
LDY	1.1
Stena Belfast	6.2
Stena L'pool	0
Larne	0



BIA solution?

- We have just been given permission to bring on shift a 6th interviewer at BIA. Whilst this is to cover breaks during the summer quarter and BIA are monitoring how it goes, we are hopeful that if this goes well we could ask that it be extended.



Electronic Data Capture Issues

- Very few!
- Use outside at ports
 - Good weather – screen reflection
 - Bad weather – protection from rain
- Introducing 3G machines to ease data transfer



Questions?

