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National Survey for Wales

Summary of user feedback:

2016-17 National Survey output options

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

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Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government.

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Executive summary

Background

- The National Survey for Wales is a major study collecting detailed information on people's views and well-being. In June 2017, the first results from the new National Survey (replacing the previous National Survey, the Welsh Health Survey, the Arts in Wales Survey, the Welsh Outdoor Recreation Survey and the Active Adults Survey) will be published.
- In Autumn 2016, we conducted an online survey to gather feedback from our survey users about a number of possible ways to communicate the results. The survey was sent out to 650 survey users and we received 124 responses, from a range of users.

Main findings

- Short releases and slides of key results were the preferred options for the 2016-17 National Survey first release. In general, respondents thought that they were the best ways to communicate results in a simple and clear way and also highlighted that their format and length would allow them to understand the main findings more quickly. At the same time, it was appreciated that a range of dissemination options could be combined to better meet user needs.
- For reporting more generally (including after the first release), users were most interested in receiving headline results: short bulletins or slides of results. This was particularly true of policy makers. In-depth analysis of results and interactive data were more important to analysts, and engaging presentations important to non-technical users. Excel tables of results were of use both to analysts and to policy makers.
- Respondents suggested a number of other ways the National Survey results could be presented, including using short video/films, short animations, interactive presentations, social media and automatic chart builders in Excel.

Next steps

- Based on the feedback received, in early 2017 the National Survey team will prioritise dissemination options for the 2016-17 National Survey first release and conduct follow-up in-depth interviews with a small group of internal and external survey users to further explore how to make outputs as useful as possible.

1. Introduction

The National Survey for Wales is designed to provide representative, reliable and up-to-date information about people's views, behaviours and circumstances, at national and at local authority level. The survey covers a wide range of topics. The information collected is used to inform the development of policy and the delivery of public services.

From 2016-17, the National Survey replaces the previous National Survey, the Welsh Health Survey, the Arts in Wales Survey, the Welsh Outdoor Recreation Survey and the Active Adults Survey. The new survey involves a random sample of around 12,000 people across Wales each year and is carried out face-to-face in people's homes. It will continue to provide the high-quality information needed by survey users, but more cost-effectively compared with continuing the previous surveys.

In June 2017, we will start publishing the first results from the new National Survey. We have been looking at a number of ways to communicate the results. From September to October 2016 we conducted an online survey to gather feedback from our users about which one(s) would best meet their needs.

2. Online survey

We sent out an online survey (*see Appendix*), available both in English and Welsh, to our list of 650 survey users via the online survey platform Questback. We emailed all of them asking for their responses and also advertised it on our web pages and during meetings with users.

The survey users were made up of Welsh Government employees as well as users in external bodies who have an interest in or contribution to the National Survey for Wales. About 53% of our list of users were internal, based in different Welsh Government areas, while the remaining 47% were external users from a wide range of organisations, such as local authorities, health organisations, third sector organisations, charities, service providers, and universities.

The questionnaire for the online survey mainly consisted of closed questions outlining possible ways to communicate results, with their advantages and limitations, and asking respondents to rate how useful each option was for them. Some open questions were also included to allow respondents to provide details about the reasons for their ratings and possible suggestions about other ways to present results (either for the topic-specific bulletins or the first release) that would help make them useful.

3. Responses

We sent out the survey to 650 survey users and received 124 responses within the two week timeframe given (from 29 September to 14 October). After the first week, we had received 76 responses and sent out a second email to increase response rate.

We received a good number of responses from a range of different users; in particular, out of the 124 responses finally received:

- 45% of respondents were survey users within the Welsh Government (internal), 22% from local authorities (e.g. Cardiff Council, City and County of Swansea, Newport City Council, Carmarthenshire County Council), 8% from universities (e.g. Cardiff University, Swansea University, University of South Wales), 7% from health organisations (e.g. NHS Cardiff & Vale, Public Health Wales, Tenovus Cancer Care) and 18% from a range of other organisation types (e.g. South Wales police, Mid and West Wales Fire and Rescue Service, Data Unit Wales, Monmouthshire Housing Association, Environment and Rural Affairs);
- 52% of respondents were researchers / analysts / academics (18% of total respondents working at the Welsh Government were analysts), 24% were policy makers (19% of total respondents working at the Welsh Government) and 24% were from other professions, e.g. communication/ digital officers, IT service managers, planning managers, corporate improvement officers, services heads, charity officers (8% of total respondents working at the Welsh Government).

4. Main findings

This section reports the main findings from the online survey in relation to the key priorities for users, the most useful publication options and the approaches our users would prefer for the National Survey first release.

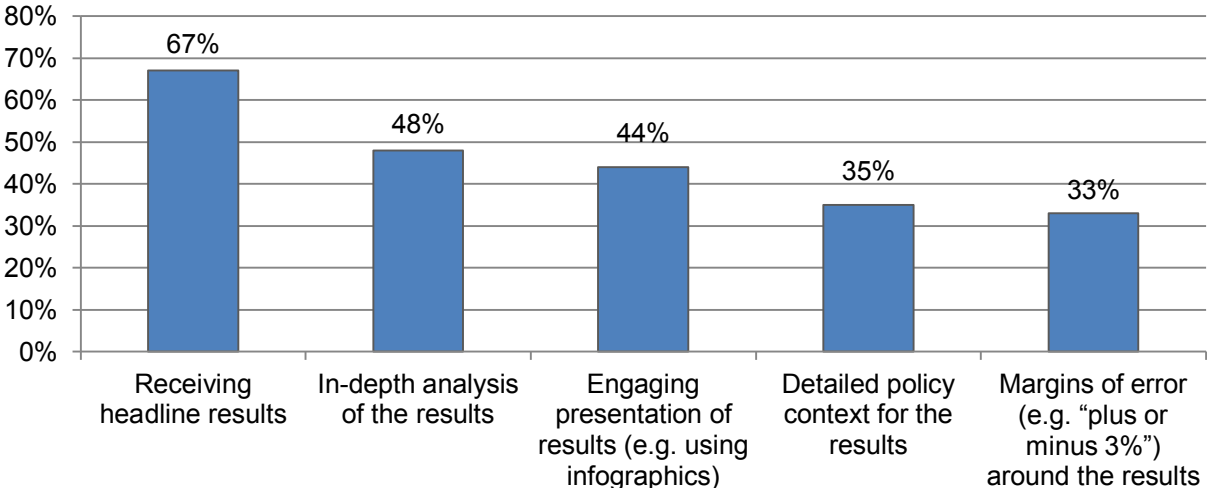
4.1 Key priorities for users

Respondents were asked to rank the following from 1 (lowest priority) to 5 (highest priority):

- Receiving headline results;
- Engaging presentation of results (e.g. using infographics);
- Margins of error (e.g. “plus or minus 3%”) around the results;
- Detailed policy context for the results;
- In-depth analysis of the results.

Figure 1 shows the percentages of respondents ranking each point as either ‘5’ or ‘4’.

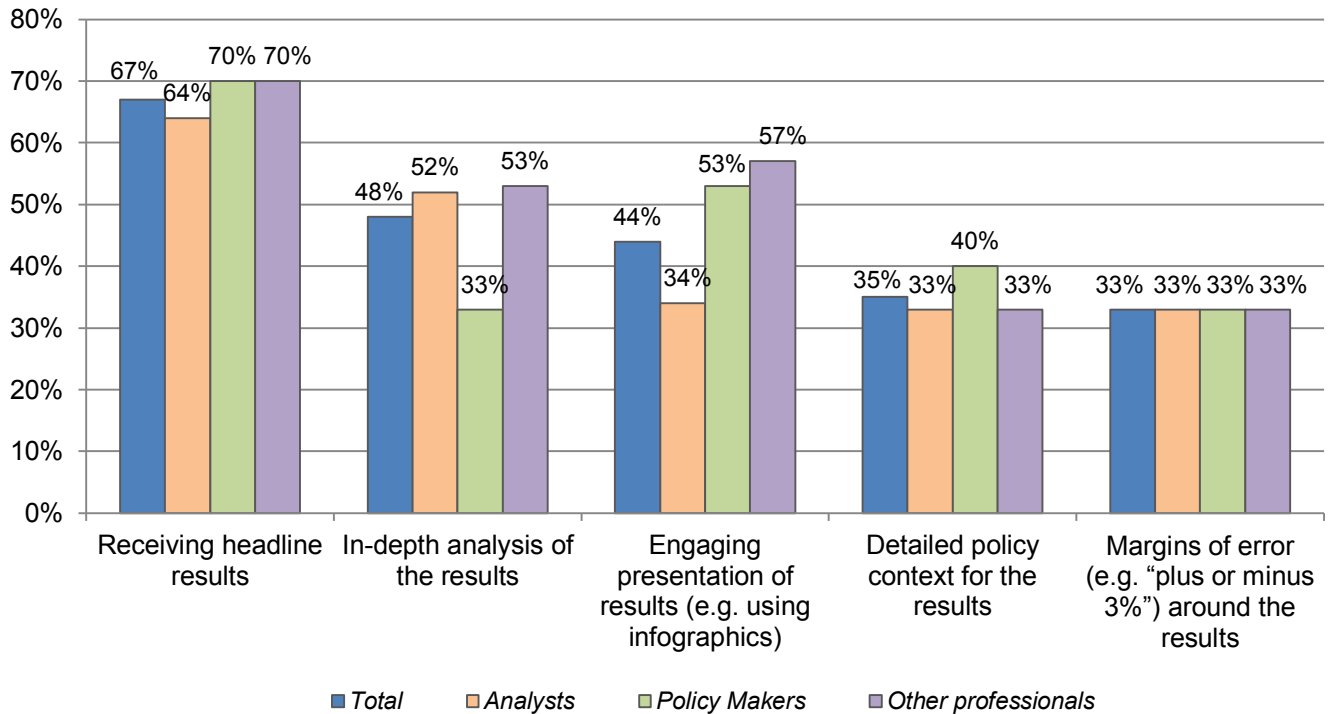
Figure 1: Priorities for users (% of respondents stating ‘5’ or ‘4’ out of 5)



Users are more interested in receiving headline results (67% of them stated that this was their highest priority). In-depth analysis of the results and engaging presentations, including the use of infographics, are preferred by 48% and 44% of users respectively. Providing detailed policy context for the results or including margins of error around the results are considered less important by most users.

Figure 2 below shows the same ranking but broken down by the respondent profession.

Figure 2: Priorities for users (% of respondents stating '5' or '4' out of 5) by respondent profession



As highlighted in the chart, receiving headline results is slightly more important for policy makers and other professionals (70% compared to 67% of total respondents); in-depth analysis of results for analysts (52%) and other professionals (53%); engaging presentations for non-technical users, including policy makers (about 55%); detailed policy context for the results for policy makers (40%); while there was no difference for the least important point, i.e. having margins of error around the results.

4.2 Most useful publication options for topic-specific bulletins

Respondents were presented with the following six publication options for topic-specific bulletins, with some details about their length, format and how quickly they would be available to users:

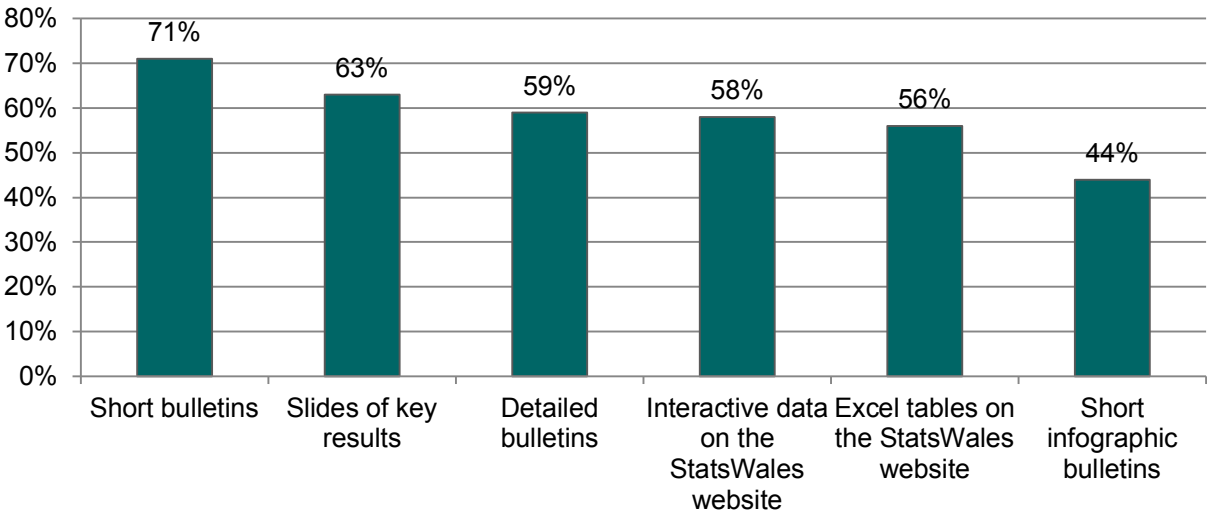
Type	Length	Format	Timeliness ¹
1. Slides of key results	Short (10 slides)	Small selection of charts and infographics	Published sooner
2. Short bulletins	Short (2 pages)	Mostly text	Published sooner
3. Excel tables on the StatsWales website	A selection of 10-15 tables of results per topic	Excel tables with confidence intervals	Published sooner
4. Short infographic bulletin	Short (2 pages)	Mostly infographics	Published later
5. Detailed bulletins	Long (10-15 pages)	A mix of narrative, charts and more in-depth analysis (e.g. regression)	Published later
6. Interactive data on the StatsWales website	A small selection of tables per topic	Tables available as open data through StatsWales for limited breakdowns	Published later

Each of them was presented with a visual example of how they would look for a number of topics and respondents were asked to rate how useful each of them would be on a scale of 1 to 5, where 1 = not useful and 5 = very useful.

Figure 3 below reports the percentages of respondents ranking each option as '5' (very useful) or '4' (useful).

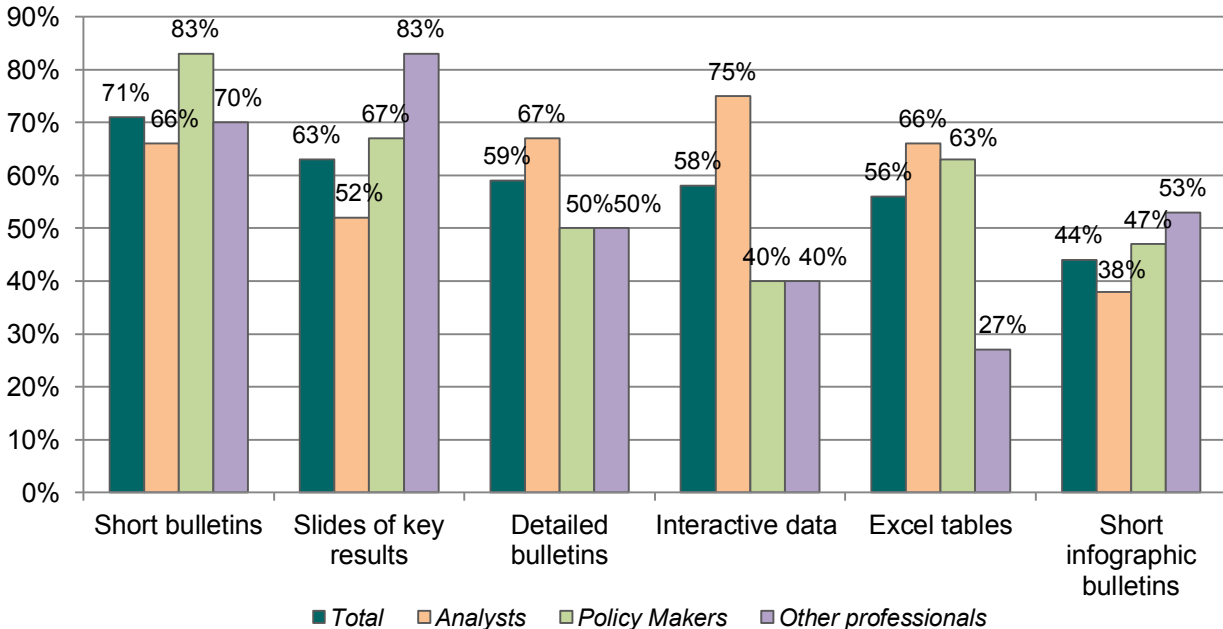
¹ Outputs that are quick to produce, such as short bulletins, would be published sooner.

Figure 3: Most useful publication options for topic-specific bulletins (% of respondents stating 'very useful' or 'useful')



Users thought that the most useful option for topic-specific bulletins would be short bulletins (71%), followed by slides of results (63%). The least popular option was short infographic bulletins (44%). Figure 4 below shows how each publication option was scored by different types of users.

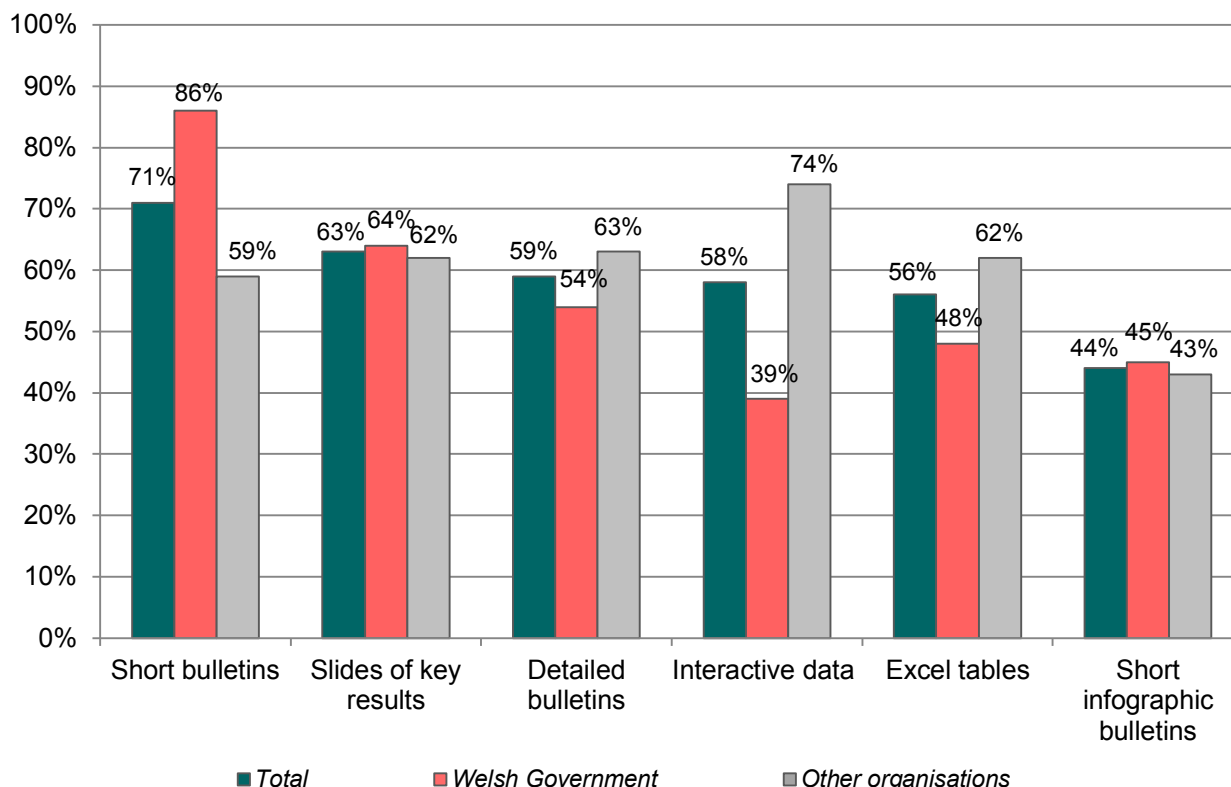
Figure 4: Most useful publication options for topic-specific bulletins (% of respondents stating '5' or '4' out of 5) by respondent profession



As highlighted in the chart above, short bulletins are considered more useful by policy makers (83% versus 71% of total respondents), slides of key results and short infographic bulletins by other professionals (83% versus 63% of total respondents and

53% versus 44% of total respondents respectively), detailed bulletins and interactive data by analysts (67% versus 59% of total respondents and 75% versus 58% of total respondents respectively) and Excel tables by analysts (66%) and policy makers (63%).

Figure 5: Most useful publication options for topic-specific bulletins (% of respondents stating '5' or '4' out of 5) by respondent organisation



When looking at the main differences between the views of internal and external users, respondents based at the Welsh Government were more likely to prefer short bulletins (86%, versus 59% of respondents from other organisations), while respondents outside the Welsh Government to prefer interactive data and Excel tables (74% versus 39% of respondents from the Welsh Government and 62% versus 48% of respondents from the Welsh Government respectively). When looking at respondent role by their organisation, the pattern of preferences is similar to the one shown in Figure 4.

4.3 Preferred approaches for first release

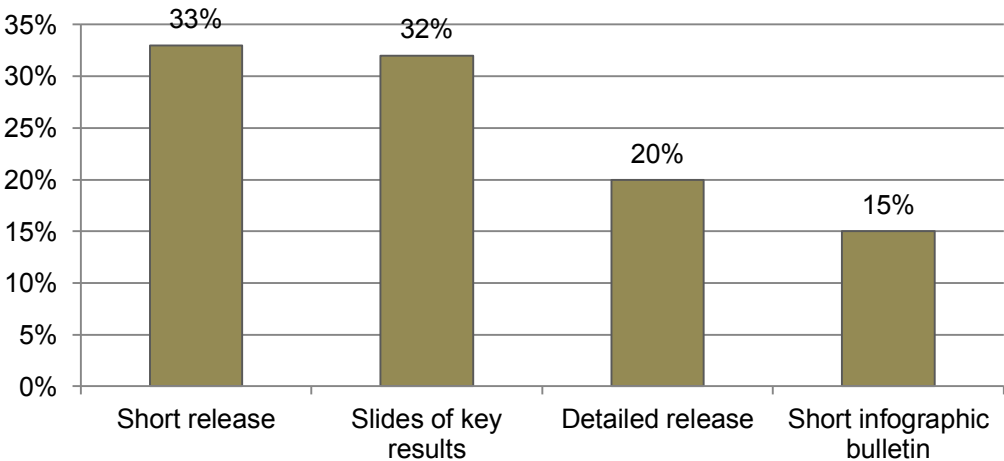
Respondents were presented with the following four publication options for the National Survey first release, with some details about their length, format and how quickly they would be available to users:

Type	Length	Format	Timeliness
1. Slides of key results	Short (10 slides)	Small selection of charts and infographics	Published in June each year
2. Short release	Short (2 pages)	Mostly text	Published in June each year
3. Detailed release	Long (80 pages)	A mix of narrative and charts	Published in September each year
4. Short infographic bulletin	Short (2 pages)	Mostly infographics	Published in July each year

Users were asked to state which option they would prefer.

As shown in Figure 6, of the four options presented a short release or slides of key results were the preferred ones (33% and 32% respectively).

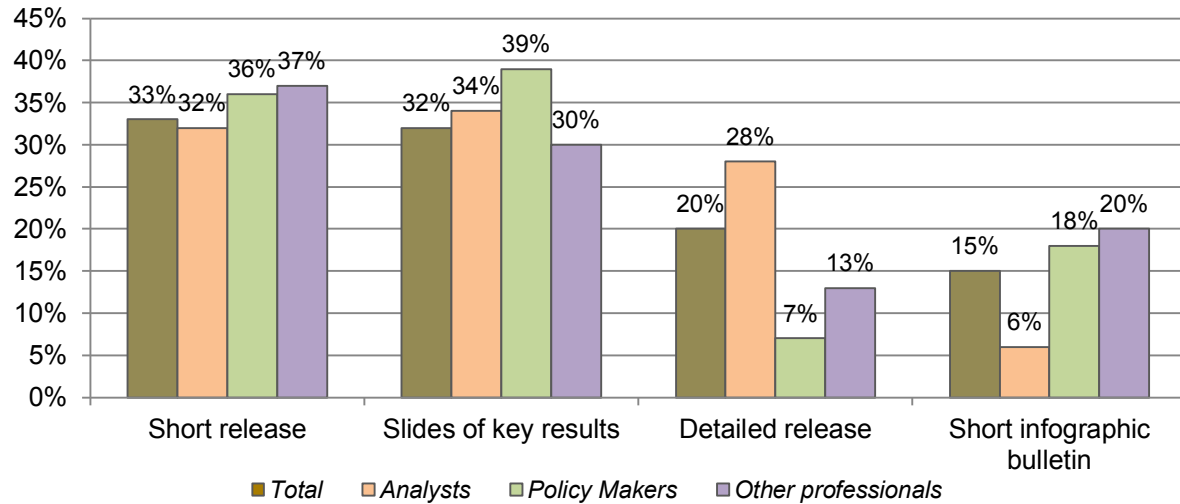
Figure 6: Preferred approach for National Survey first release



By taking into account the respondent background, short release and short infographic bulletin were mostly preferred by non-technical users, including policy makers (about 37% versus 33% of total respondents and about 19% versus 15% of total

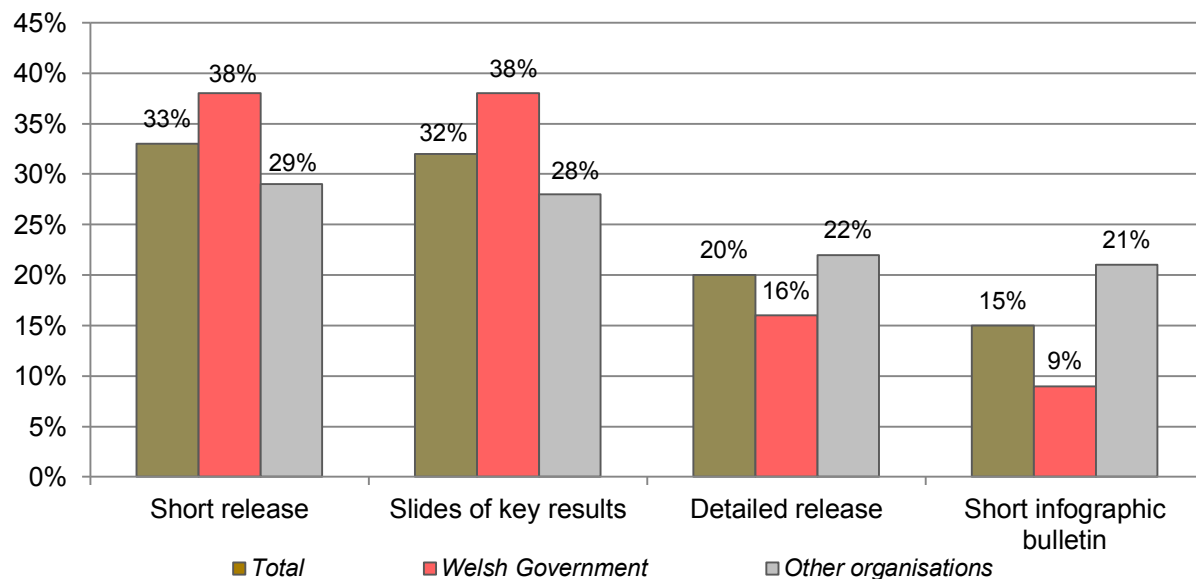
respondents), slides of key results by policy makers (39%, versus 32% of total respondents) and detailed release by analysts (28%, versus 20% of total respondents).

Figure 7: Preferred approach for National Survey first release by respondent profession



When looking at the main differences between the views of internal and external users, respondents based at the Welsh Government were more likely to prefer short releases and slides of key results (for both dissemination options, 38% versus about 29% of respondents from other organisations), while respondents outside the Welsh Government to prefer short infographic bulletins (21% versus 9% of respondents from the Welsh Government).

Figure 8: Preferred approach for National Survey first release by respondent organisation



When asked about the reasons for preferring different options, respondents generally stressed the importance of having simple headline results that can be easily accessed, regardless of the format used to communicate them:

- *'Simplicity, brevity, ease of use [are] the key issues'*
- *'High level options would be beneficial'*
- *'Easy access is paramount for me'*
- *'I am interested in headline data primarily'*
- *'What I am looking for is snapshot information to use to see what progress has been made in delivering our strategic framework'*
- *'My preference is for headline information, concise and to the point'*

It was also appreciated that a range of options to communicate results could be combined to better meet user needs:

- *'A sound breadth of options'*
- *'I use a range of different formats dependent on my need at the time, e.g. a quick overview of headline figure or a more in-depth understanding on key areas to advise others'*
- *'Would want to quote figures and possibly use charts in reports or presentations'*

Short bulletins and slides of key results were preferred for both topic-specific results and the main release. In general, respondents thought that they were the best ways to communicate results in a simple and clear way and also highlighted that their format and length would allow them to understand the main findings more quickly:

- *'People want something easy and quick to read otherwise I feel people won't look at the information'*
- *'The less text and more diagrams, the better'*
- *'These are less time consuming and easier to digest. They seem to evoke more interest, especially more so than detailed documents.'*
- *'This is a good at-a-glance way to see the results'*
- *'This would provide a quick oversight before any detailed analysis'*
- *'The slides will enable us to quickly analyse the responses and to pick up any gaps in delivery of service and act upon them quickly'*

At the same time, especially for the slides option, it was stressed that they should provide sufficient information to enable users to understand the context:

- *'Too simplistic, not enough information provided'*
- *'I struggle with raw or almost raw data, but at the same I don't like over simplifying information as can create wrong assumptions'*

Detailed bulletins were mainly mentioned as the best dissemination option by analysts in order to have more in-depth analysis and contextual information to better understand key findings – this was also mentioned by other users, such as communication officers, who need additional information to reply to inquiries:

- *'On certain topics the detailed descriptions and text can be very useful and interesting'*
- *'Detailed data is of most value - the highlights always beg more questions which are often answered in the detail - such as the geographical area (i.e. by local authority area) and sample size and significance'*
- *'The more detailed information would be useful to respond or rebut media inquiries - and can be used as an online resource to refer journalists to'*

Finally, infographics were considered a good dissemination option especially by non-technical users to visually summarise key information and engage with them, but there were concerns that they are not a powerful way to convey all the key messages:

- *'I find the information in infographics very easy to assimilate. They certainly engage with me enough to stimulate my thoughts to further questions'*
- *'As a comms official I find the headline/infographics elements most useful - easy to pick up facts for use in media activity'*
- *'Infographics are good for engaging those audiences that may not work day-to-day in statistics and help provide character to the sterile headline'*
- *'I don't like releases with minimal information as it creates more questions than it answers'*
- *'Infographic doesn't normally provide enough data'*

5. Suggested improvements

Respondents were asked about whether they could think of any other ways the National Survey results could be presented (either for the topic-specific bulletins or the first release) that would help make them more useful. The following are the main suggestions, mainly made by non-technical users (including policy makers):

- Using short videos / films; for example, it was suggested it would be a good idea to have online briefings in short YouTube type videos perhaps including some personal experiences to convey the importance of the topics covered by the National Survey;
- Making more use of PowerPoint / short animations to highlight the key messages with visual impact/ quick snapshot narratives;
- Designing powerful infographics that could tell a story beyond the use of separate figures and images;
- Using more dynamic / interactive presentations; for example, 'Prezi' and 'Visme' were reported as good ways to move away from linear style presentations. The main advantage of these online tools mentioned by respondents is the possibility to incorporate infographics and details information at the same time and allow people to drill down to the relevant data and see the links as if you are presenting an almost 3D non-linear style of information;
- Having automatic chart builders for the main Excel tables categories;
- Improving the use of social media; for example, it was suggested sending tweets or dedicated information tailored to specific user groups;
- Combining headline bullet points and charts of key results with some in depth analysis which can help apply the results to decision making;
- Looking into the potential to develop a website like the [MyLocalSchool](#) website so that the results are organised and more accessible to the public, with the underlying ability to download the data directly from [StatsWales](#).

Besides the above suggestions, analysts highlighted that it would be useful to them to:

- Have data broken down at Health Board, Local Authority and National Park level; it was highlighted that it would be beneficial to have disaggregated data

where possible and that a better use of the National Survey could be made if results are available on the lower level than local authority to better assess the evidence for the *'Well-being of Future Generations Act'*;

- Have time series showing the change in estimates from previous years where appropriate;
- Have some form of geographic coding for respondents to enable users to look at spatial variations;
- Have questions and answer categories harmonised with those from similar surveys to permit inter-regional and international comparisons;
- Ensure that the layout of spreadsheets and the order of local authorities is consistent to facilitate comparisons with other files;
- For the Excel workbooks, besides the local authority data, have all data for other characteristics (e.g. deprivation quintiles, age groups, protected characteristics) in one file as well.

6. Next steps

Based on the feedback that we received from our survey users, in early 2017, the National Survey team will:

- Prioritise the dissemination options for the 2016-17 National Survey first release and subsequent topic-specific releases;
- Produce mock-up documents for the 2016-17 National Survey first release and conduct follow-up in-depth interviews with a small group of internal and external survey users to further explore their views.

The first results from the new National Survey, based on interviews carried out between April 2016 and March 2017, will be published on the National Survey web pages (www.gov.wales/nationalsurvey) from June 2017 onwards.

APPENDIX: User consultation questionnaire

National Survey for Wales



'Making the National Survey results more accessible'

Completing the form takes less than 10 minutes. If you have any questions, please contact: Silvia Manclossi, Welsh Government, National Survey Team; E-mail: silvia.manclossi@wales.gsi.gov.uk

Thank you for taking part

Your use of National Survey results

1. First of all, which National Survey topic(s) are you most interested in?

If you are unsure of what topics the survey includes, there is a list [here](#).

2. For National Survey results, what are the key priorities for you?

Please rank the five points below from 1 (your lowest priority) to 5 (your highest priority). Please use each number only once.

Key priorities	Ranking
Receiving headline results	
Engaging presentation of results (e.g. using infographics)	
Margins of error (e.g. "plus or minus 3%") around the results	
Detailed policy context for the results	
In-depth analysis of the results	

Publication options

In June 2017, we will start publishing the first results from the new National Survey. We are currently looking at a number of ways to communicate the results and would like to ask you which one(s) would best meet your needs. We plan to produce bulletins specific to the various topics covered by the survey.

The options we are exploring for these topic-specific bulletins are:

Type	Length	Format	Timeliness ²
1. Slides of key results	Short (10 slides)	Small selection of charts and infographics	Published sooner
2. Short bulletins	Short (2 pages)	Mostly text	Published sooner
3. Excel tables on the StatsWales website	A selection of 10-15 tables of results per topic	Excel tables with confidence intervals	Published sooner
4. Short infographic bulletin	Short (2 pages)	Mostly infographics	Published later
5. Detailed bulletins	Long (10-15 pages)	A mix of narrative, charts and more in-depth analysis (e.g. regression)	Published later
6. Interactive data on the StatsWales website	A small selection of tables per topic	Tables available as open data through StatsWales for limited breakdowns	Published later

The options are set out in more detail below. Please look at each in turn and rate them on a scale of 1 to 5, where 1 = not useful and 5 = very useful to you.

The examples given are based on a few selected topics, just as an illustration; we could present the results similarly for other topics in the survey.

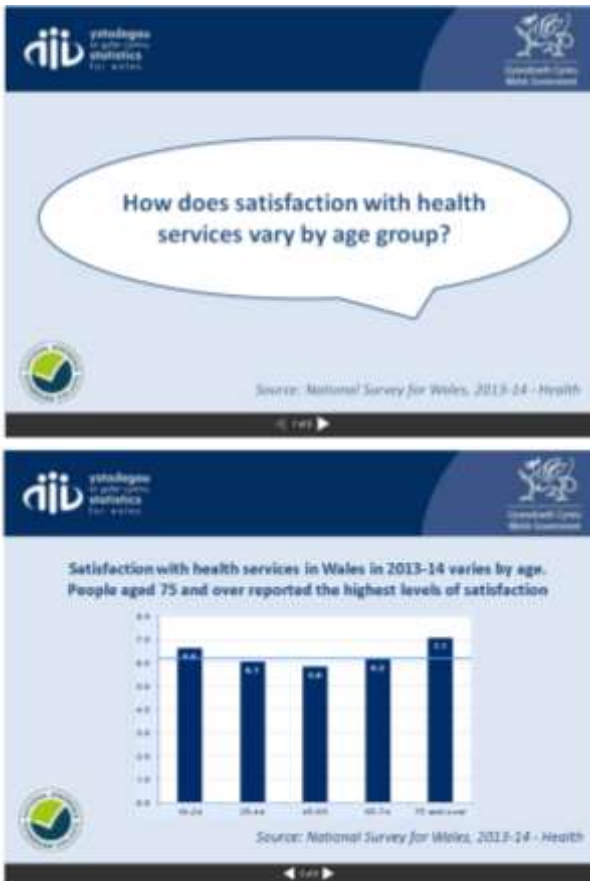
² Outputs that are quick to produce, such as short bulletins, would be published sooner.

3. For the topic(s) you are interested in, how useful would slides of key results be to you?

Key features:

- Around 10 slides long.
- Mostly charts / infographics, not much text.
- Less time-consuming to produce, so could be published sooner.

Below is an example of how this would look for satisfaction with health services.



Please X one box only.

<input type="checkbox"/>	1	Not useful to me
<input type="checkbox"/>	2	
<input type="checkbox"/>	3	
<input type="checkbox"/>	4	
<input type="checkbox"/>	5	Very useful to me

4. For the topic(s) you are interested in, how useful would short bulletins be to you?

Key features:

- Around 2 pages long.
- Key results presented, mostly using text and one or two charts/infographics.
- Only brief mention of the policy context.
- Could be published sooner.

Please see below an example of how this might look for childcare results.

National Survey for Wales 2014-15 Childcare 25 August 2016 SB 38/2016

A set of questions on childcare was included in the National Survey to provide further evidence to support childcare policy development. Questions were asked of parents about their use, availability and their satisfaction with childcare.

Key findings

- 49% of parents with children aged 0 to 14 said that they used childcare.
- 77% of these parents used unpaid family or friends to care for their children; 24% combined this with more formal childcare.
- 46% find it difficult to afford childcare; 52% of those with children aged 3 or 4 find it difficult.
- 40% with a child aged 5 to 14 find it difficult to get childcare during the school holidays.
- 64% said that they did, or would be able to, access Welsh language childcare.
- 93% were satisfied with the quality of the formal childcare they use (69% very satisfied, 24% fairly satisfied).

46% find it difficult to afford childcare

About this bulletin

This bulletin provides more detailed analysis of the results for the questions on childcare which were included for the first time in the National Survey for Wales 2014-15.

The full questionnaire is available on the [National Survey web pages](#).

Additional tables can be accessed via [StatsWales](#).

In this bulletin

Introduction	p2
Childcare questions	p3
Use of childcare	p3
Types of childcare	p5
Affordability	p7

Please X one box only.

<input type="checkbox"/>	1	Not useful to me
<input type="checkbox"/>	2	
<input type="checkbox"/>	3	
<input type="checkbox"/>	4	
<input type="checkbox"/>	5	Very useful to me

5. For the topic(s) you are interested in, how useful would Excel tables on the [StatsWales](http://StatsWales.gov.wales) website be to you?

Key features:

- Excel tables of results cross-analysed by a range of characteristics (e.g. age, gender, deprivation, rural/urban etc.) as well as by responses to other questions.
- Margins of error presented around each figure (so you can identify statistically significant differences between different groups and over time).
- No commentary on results.
- Could be published sooner.

Please see below examples of tables on the use of the Welsh language.

Tab 1: List of tables

National Survey for Wales, 2014-15 - Welsh Language

Contents

[Technical notes about these tables](#)

- [Table 1: Welsh language ability \(people aged 16+\)](#)
- [Table 2: Ability to speak Welsh \(people aged 16+\)](#)
- [Table 3: Ability to speak Welsh, by various demographics](#)
- [Table 4: Ability to speak Welsh, by local authority](#)
- [Table 5: Levels of Welsh language fluency of all people \(aged 16+\)](#)
- [Table 6: Welsh language fluency of all people \(aged 16+\), by various demographics](#)
- [Table 7: Welsh language fluency of all people \(aged 16+\), by local authority](#)
- [Table 8: Frequency of speaking Welsh for all people \(aged 16+\)](#)
- [Table 9: Frequency of speaking Welsh for all people \(aged 16+\), by various demographics](#)
- [Table 10: Frequency of speaking Welsh for all people \(aged 16+\), by local authority](#)
- [Table 11: Welsh language fluency \(aged 16+\) of those who state that they can speak Welsh](#)
- [Table 12: Welsh language fluency, by frequency of speaking Welsh](#)
- [Table 13: Welsh language fluency, by various demographics](#)

Tab 2: Table example

Table 12: Welsh language fluency, by frequency of speaking Welsh

	Levels of Welsh language fluency											
	I'm fluent in Welsh			I can speak a fair amount of Welsh			I can only speak a little Welsh			Can say just a few words		
	%	Lower CI	Upper CI	%	Lower CI	Upper CI	%	Lower CI	Upper CI	%	Lower CI	Upper CI
Frequency of speaking Welsh												
Only	78	75	81	12	10	15	8	6	10	1	1	2
Weekly	32	28	36	29	24	34	31	26	36	8	5	12
Less often	11	8	15	20	17	24	52	47	58	17	13	20
Never	-	-	-	9	5	13	46	39	54	40	33	47

Sample size: 3,500

Version: 1
Released: November 2015
Source: National Survey for Wales, 2014-15
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Key:

	Estimate is precise
	Estimate is reasonably precise
	Estimate is considered acceptable
	Estimate is not reliable
	Value is suppressed due to small cell size

(x) This question was only asked of those respondents who said that they could speak Welsh

Please X one box only.

<input type="checkbox"/>	1	Not useful to me
<input type="checkbox"/>	2	
<input type="checkbox"/>	3	
<input type="checkbox"/>	4	
<input type="checkbox"/>	5	Very useful to me

6. For the topic(s) you are interested in, how useful would short infographics bulletins be to you?

Key features:

- Around 2 pages long.
- Mostly charts/ infographics.
- More time-consuming to produce, so would be published later.

Please see below an example of how this might look for health results.



Please X one box only.

<input type="checkbox"/>	1	Not useful to me
<input type="checkbox"/>	2	
<input type="checkbox"/>	3	
<input type="checkbox"/>	4	
<input type="checkbox"/>	5	Very useful to me

7. For the topic(s) you are interested in, how useful would detailed bulletins be to you?

Key features:

- Around 10 - 15 pages per topic.
- A mix of text and graphs.
- Analysis by sub-groups or change time; possibly more in-depth analysis.
- Includes discussion of the policy context.
- More time consuming to produce, so would be published later.

Please see below an example of how this might look for childcare results.

Childcare questions

Questions on childcare were asked for the first time in the 2014-15 National Survey for Wales. The majority of the questions asked were based on a set of questions used in the [Scottish Household Survey](#). In common with the National Survey, the Scottish Household Survey (SHS) is a continuous survey based on a sample of the general population in their own homes. The SHS covers a wide range of topics, and in 2003 it included a module on childcare. This module contained questions on different types of childcare arrangements, satisfaction with childcare and reasons for using childcare in relation to demographic characteristics. The results were then used together with findings from the wider survey to analyse the types of provision and whether satisfaction with childcare varied with the type of childcare provider used.

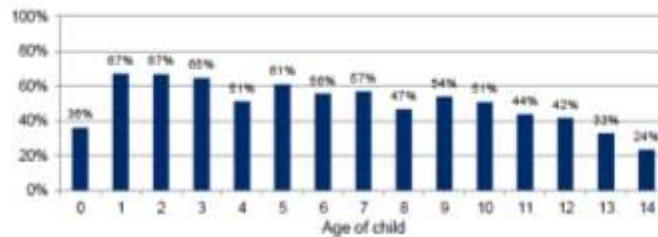
In the National Survey any respondent who was a parent/guardian of a child living in the household and aged 0 to 14 was asked the childcare questions. If there was more than one child in the house then one child was selected at random and the respondent was asked to think about this child when answering. They were initially asked if they ever needed to arrange for their child to be looked after so that they could work, study or go to training.¹ If they answered 'Yes' they were then asked who looked after their child followed by a series of questions relating to the types of childcare used and whether they were satisfied with it.

This bulletin analyses the results from the survey and the factors associated with the use of childcare and satisfaction with it.

Use of childcare

49% of parents with a child aged 0 to 14 said that they did need to use childcare. This varied by the age of the child asked about.

Chart 1: Need to arrange childcare, to work, study or go on training, by age of the child



Please X one box only.

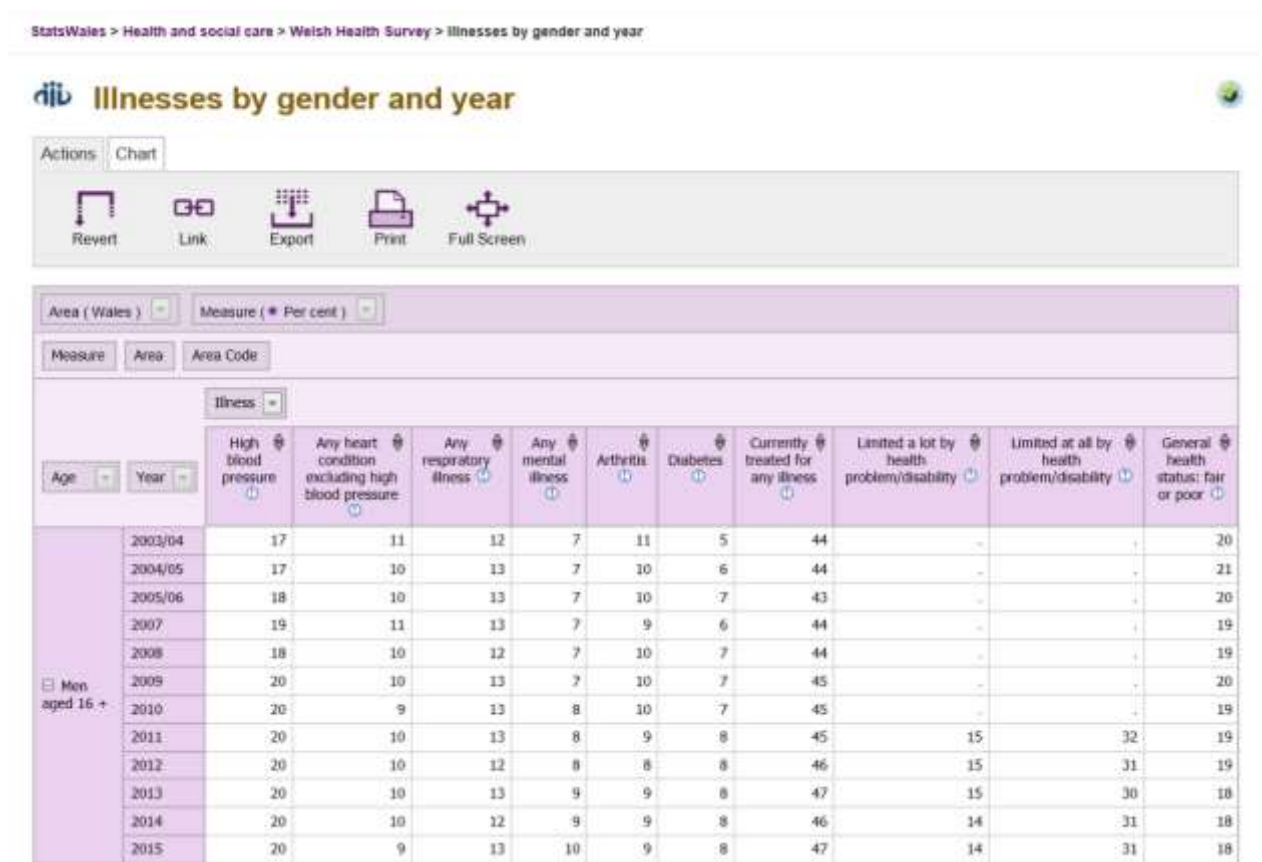
<input type="checkbox"/>	1	Not useful to me
<input type="checkbox"/>	2	
<input type="checkbox"/>	3	
<input type="checkbox"/>	4	
<input type="checkbox"/>	5	Very useful to me

8. For the topic(s) you are interested in, how useful would interactive tables on the StatsWales website be to you?

The key features of this dissemination option would be:

- A selection of results available as open data via StatsWales data explorer.
- Would allow you to produce tables and charts of results broken down by a small number of characteristics (age group, gender and LA).
- No margins of error presented (so you cannot identify statistically significant differences between different groups and over time).
- More time-consuming to produce, so would be published later.

Below is an example of this approach for results from the 2015 Welsh Health Survey.



Please X one box only.

<input type="checkbox"/>	1	Not useful to me
<input type="checkbox"/>	2	
<input type="checkbox"/>	3	
<input type="checkbox"/>	4	
<input type="checkbox"/>	5	Very useful to me

9. Please add any comments on your ratings of the options above.

Before publishing the topic-specific bulletins, we will publish a first release of the results to announce that the results are available and to give an indication of the topics covered by the survey.

We propose to keep the first release short and just cover a small selection of key topics, so that we can begin publishing the topic-specific bulletins as quickly as possible. Please note that the Excel tables will be available for each possible option below.

10. Which of the approaches below would you prefer for the first release?

Please X one only, in the right-hand column.

Type	Length	Format	Timeliness	Preferred option?
Slides of key results	Short (10 slides)	Small selection of charts and infographics	Published in June each year	
Short release	Short (2 pages)	Mostly text	Published in June each year	
Detailed release	Long (80 pages)	A mix of narrative and charts	Published in September each year	
Short infographic bulletin	Short (2 pages)	Mostly infographics	Published in July each year	

11. Please add any comments on your preferred option.

12. Are there any other ways to present our results (either for the topic-specific bulletins or the first release) that would help make them useful to you?

Your details

Finally, this section asks for some background information about where you work. This will only be used for analysis purposes.

13. What is the name of your organisation?

14. Are you...? Please X only one box

- | | |
|--------------------------|--------------------------------------|
| <input type="checkbox"/> | A government / public sector analyst |
| <input type="checkbox"/> | An academic |
| <input type="checkbox"/> | A policy maker |
| <input type="checkbox"/> | A communications / digital officer |
| <input type="checkbox"/> | Other - please specify: |

15. If we need to, can we contact you about your responses to this questionnaire and/ or for any follow-up research?

- | | | |
|--------------------------|-----|--------------------------------|
| <input type="checkbox"/> | Yes | → Go to question 16 |
| <input type="checkbox"/> | No | → End the questionnaire |

If you answered 'yes' at question 14, please provide your contact details below.

16. Name:

17. E-mail address:

If you have any questions, please contact: Silvia Manclossi, Welsh Government,
National Survey Team; E-mail: silvia.manclossi@wales.gsi.gov.uk

Thank you for taking part