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Analysis for Policy



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National Survey for Wales

Summary of user feedback:

Draft first release for the 2016-17 National Survey

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

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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.
- Following the initial user feedback gathered in Autumn 2016, in February 2017 the National Survey team tested the draft material (a short bulletin, slides of key results and tables/ charts of key results), which included dummy data, for the new National Survey first release and further explored how to make outputs as useful as possible. Testing comprised in-depth interviews with ten internal and external users of the survey.

Feedback received

- The **short bulletin** received very positive feedback from the survey users we interviewed. They welcomed the new approach of presenting results by using a mix of text, charts and infographics. They found it clear, engaging and easy to understand and considered it an improvement over the 2014-15 first release (which was longer and less graphical). Overall, users felt that this would be the most useful dissemination option for the first release.
- The **slides of key results** were seen by users as less essential; they said they thought their main use would be as a source for users' own presentations. Users suggested that slides would be more useful when 'telling a story' for a specific topic area, rather than covering a wide variety of topics.
- The **tables and charts of key results** were presented in an interactive Excel spreadsheet. Respondents liked the idea of searching for the topics/ questions of their own interest, having the data shown as tables or charts, and being able to break the results down by key variables depending on their specific needs. Users suggested a range of ways to make the Excel file easier to use, but the general feeling was that it presents the information in a user-friendly way and is more engaging and interactive than other Excel tables/ charts they had used before on other topics.

Next steps

- Based on the feedback that we received through the in-depth interviews, over the next months the National Survey team will produce the final versions of these outputs ready for publication in June 2017.

1. Background

1.1 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 publish the first results from the new National Survey. We have been looking at a number of ways to communicate the results and gathered feedback from our users about which output(s) would best meet their needs, and how to improve drafts of the outputs, through an online survey and through in-depth interviews.

1.2 Previous user feedback: 2016-17 National Survey output options

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. We published a [summary report](#) of the main findings in January 2017.

From the online survey, it was clear that short releases and slides of key results were the preferred options for the 2016-17 National Survey first release. In general, respondents thought that these 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.

2. User feedback about the first release mock-up for the 2016-17 National Survey

Based on the feedback received, in early 2017 the National Survey team prioritised the dissemination options for the 2016-17 National Survey first release and prepared the mock-up versions of the following publication options, which included dummy data:

- A short bulletin;
- Slides of key results;
- Excel tables/ charts of key results.

In February 2017, ten in-depth interviews were conducted with both internal and external survey users to gather their feedback about this draft material for the new National Survey first release and further explore how to make outputs as useful as possible. The participants for this follow-up study were selected from our list of survey users and the list of those people who agreed they could be contacted again when they completed the online survey in Autumn 2016. Out of the ten interviewees:

- Six were survey users within the Welsh Government from a range of policy areas (Local Area, Childcare/ Education, Internet, Welsh Language, Material Deprivation/ Poverty, Sport) and from a mixture of policy/ research/ communications backgrounds;
- Four were survey users from other organisations (the Local Government Data Unit, a health organisation, and two local authorities); again, these were from different policy/ research/ communications backgrounds.

Each interview lasted about 45 minutes and consisted of open questions to encourage discussion about the publication options presented (see *the [Appendix](#)*).

3. Feedback received

This section reports the feedback received on the draft outputs from these ten survey users.

3.1 Short bulletin

The short bulletin respondents were presented with:

- was 12 pages long;
- covered the key results for 12 topic areas (half page to one page for each topic) by using text, charts and infographics;
- briefly mentioned the policy context; and
- provided key quality information and relevant links (e.g. to the National Survey web pages, context/ background documents, technical reports).

Please see below some examples of the short bulletin sections interviewees were asked to look at:

Statistician: Lisa Walters : 029 2092 6685 surveys@wales.gsi.gov.uk This report is also available in Welsh

Enquiries from the press: 029 2089 8090 Public enquiries : 029 2092 5050 Twitter: @statisticwales

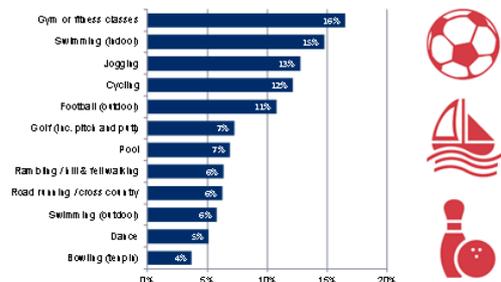
Sport participation

Sport Wales and its predecessor the Sports Council for Wales has commissioned large-scale population-based surveys of adult participation in sport in Wales from 1987 until the latest Active Adults Survey in 2015. This has allowed trends in sport in Wales to be monitored.

Despite the fact that the Active Adults Survey was also carried out as a face to face interview, a change in topics covered and the length of the survey may have resulted in a change in the way people have responded to the survey. Work commissioned to look into potential discontinuities, concluded that there was a discontinuity between the National Survey results and the Active Adults Survey. As for the personal health topic on the previous page, care needs to be taken before reporting on any changes in sport results over time.

By far the most commonly reported activity was to have **walked more than 2 miles, 34%** of respondents reported to have done this over the previous 4 weeks¹¹. Excluding 'walking', **49%** of respondents had participated in **at least some activity** over the previous 4 weeks. The other activities that were most commonly participated in are shown in chart 7.

Chart 7: Percentage who participate in the most common sporting activities



* Respondents were asked to specify what type of gym or fitness classes they participated in. 9% participated in weight training, 8% exercise bike / machines, 8% toning activities and 5% keep fit / dance exercises / aerobics.

29% of people participated in a sporting activity **at least three times a week**¹²

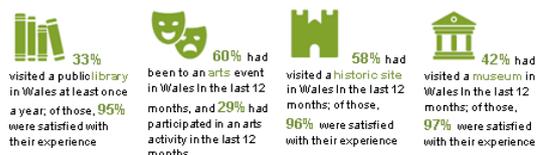
¹¹ The Active Adults Survey in 2015 stated that 34% of people had walked more than 2 miles and 49% of respondents had participated in at least some activity, excluding 'walking'. This is broadly in line with the results from the National Survey.

¹² Well-being of Future Generation National Indicator 38

7

Culture

The survey asked people about arts events, museums, libraries and historic places in Wales.



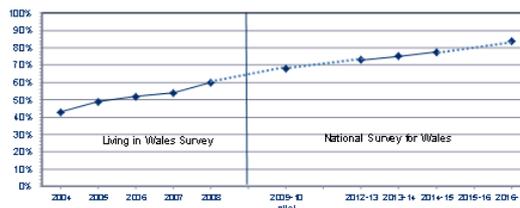
In the last 12 months, 40% had not been to an arts event, 42% had not visited an historic place, and 58% had not been to a museum. 'Lack of interest' was given as the most common reason for not visiting an arts event, historic place or museum in the last 12 months, followed by 'It's difficult to find the time' and 'It never occurred to me'.

Internet access

The 2016-17 National Survey found that **84%** of households had access to the internet at home, a steady increase since 2004 as shown in Chart 8 below



Chart 8: Household internet access, 2004 to 2017



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3.1.1 General views on the short bulletin

The short bulletin received very positive feedback from the survey users, who welcomed the new approach to present results by using a mix of text, charts and infographics. They believed it has been improved compared with previous National Survey bulletins (which were longer and less graphical). They also said they would be more likely to use it than previous bulletins. They felt it gives a good overview of the headline results or the topic(s) of their interest:

- *'It's easier than it was in the past; it reads different from the old first releases, which were full of content and could be quite boring'*
- *'Good mix of words and images'*
- *'It looks good, there's plenty there to keep you interested'*
- *'People can read headlines and identify what's interesting to them'*
- *'High level is good, easy to read'*
- *'Not lots of text, which is good'*

Respondents thought that the document is quite straightforward and easy to understand, that concepts are explained in plain English, the key findings are clearly highlighted and there is enough information to aid the interpretation of results. Although the topics covered by the bulletin are quite complex, they felt that they are presented in a simple way and that this would help users effectively use the findings to inform their decision-making:

- *'Clear, simple; complicated stuff is presented but doesn't feel that way as key messages are clear'*
- *'Each topic area is clearly presented'*
- *'Looks good, the important messages have been reported'*
- *'Simple graphs are good'*
- *'Certainly easy to use'*

In terms of layout/ format, users thought that the short bulletin is engaging, well organised, easy to navigate and spaced out well. They particularly liked the infographic approach and how images match subject areas and are used to signpost different topics. It was also appreciated that a different colour is used for each topic area to make the distinction between sections clearer:

- *'Very engaging, not lots of text... nice!'*
- *'Attractive, very nice to read'*
- *'I like the infographics approach, it's easy on the eye and grabs attention'*
- *'Nicely chunked up'*
- *'More colourful than previous ones – that's helpful'*
- *'I like the bold in colour – this is new for percentages, easier to read across sections'*

The length of the document was considered about right, as were the number of sections and the length of sections on key topics. It was commented that, although in most cases users have an interest in specific topics of the National Survey, they would be likely to read the whole document given that it is quite short and provides a good overview of a number of interrelated topics:

- *'It's definitely manageable'*

- *‘Short is good, it helps get people to actually use the results’*

Links to other relevant documents are visible and additional information could be easily found if needed. It was appreciated that the key methodological and quality information are briefly reported in the document to aid the interpretation of results and that more detailed information is available if users want to have a look at it:

- *‘Useful links to topics’*
- *‘Lots of useful things on the back’*
- *‘Useful URLs to click and follow’*
- *‘Links are good instead of having all the information in one document’*

Overall, users did not make any negative comments on this short bulletin and confirmed that this would be the most useful dissemination option to them:

- *‘I would definitely read and use this bulletin’*
- *‘It will be the document I’d look at first – easy to digest and providing all the key information I need’*

3.1.2 Suggested improvements

Respondents were asked about whether they could think of any other ways the short bulletin could be presented to make it more useful to them and whether they had any constructive feedback. The following are the main suggestions:

Introduction page

- Provide information on how the National Survey contributes to gather evidence against the national indicators of the Well-being of Future Generations Act: some background information has been reported at the back of the bulletin but it was felt that a brief reference to the Act should be on the front page as well;
- Clarify how the topics for the National Survey first release were chosen among other relevant topics that could have been included in this report;
- Include the key links to other relevant documents in the main text of the introduction page; some of them were included on the right side of the page but it was felt that they could be easily missed.

Concepts

- Make clear what 'well-being' stands for as it could refer to subjective/ personal well-being (i.e. satisfaction with life, feeling that things done in life are worthwhile, happiness, anxiousness) or the wider concept of well-being as intended by the Well-being of Future Generations Act (i.e. economic, social, environmental and cultural well-being of Wales);
- Clarify what 'local area' means as respondents were not sure what it covers.

Analysis of key results

- Provide some local authority breakdowns for topics such as 'Local Area' and 'Poverty' for which the regional/ local dimension is particularly important;
- Provide more breakdowns for some specific topics to better meet key policy priorities (e.g. Internet Access versus Internet Use, Adult versus Child Poverty, Younger versus Older Welsh Speakers);
- Include more comparisons with previous years and signpost when data from previous years is available;
- Wherever possible, explain the reasons why changes in the estimates have occurred by comparing the results with other surveys/ research;
- Besides the percentages, provide actual figures for those topics (e.g. Welsh Language, Sport) for which users need evidence to meet set targets over time and/ or plan the provision of services or facilities.

Formatting

- Highlight all percentages in colour and bold as it helps make them stand out for each topic area;
- Avoid using grey as a colour as it does not stand out as much as other colours.

Text

- Provide a consistent amount of discussion throughout the document as some sections are wordier than others; for example, some sections include more information about methodological changes and it was felt that these considerations could be moved to the 'Key quality information' section of the bulletin;

- Add sub-sections for those topic areas (e.g. Material Deprivation/ Poverty) for which a lot of information is provided.

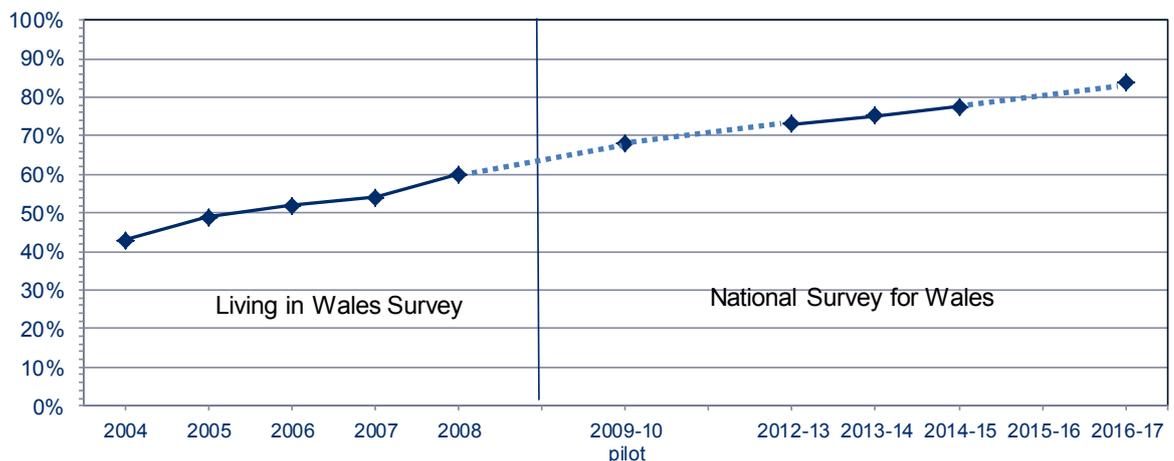
Infographics

- A more select use of infographics: keep the most relevant ones for each topic, reduce their size to avoid that the reader is distracted from the main content, and position them consistently throughout the document;
- Replace the infographics that users cannot immediately link to the topic areas with more meaningful ones or with charts/ additional text.

Charts

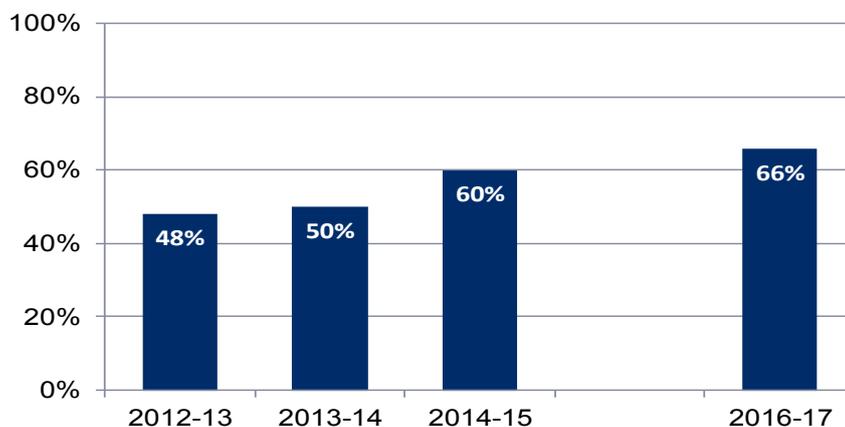
- Avoid using trend lines (see an example below) as users felt that they are not as easy to interpret as other types of charts:

Chart: Household internet access, 2004 to 2017



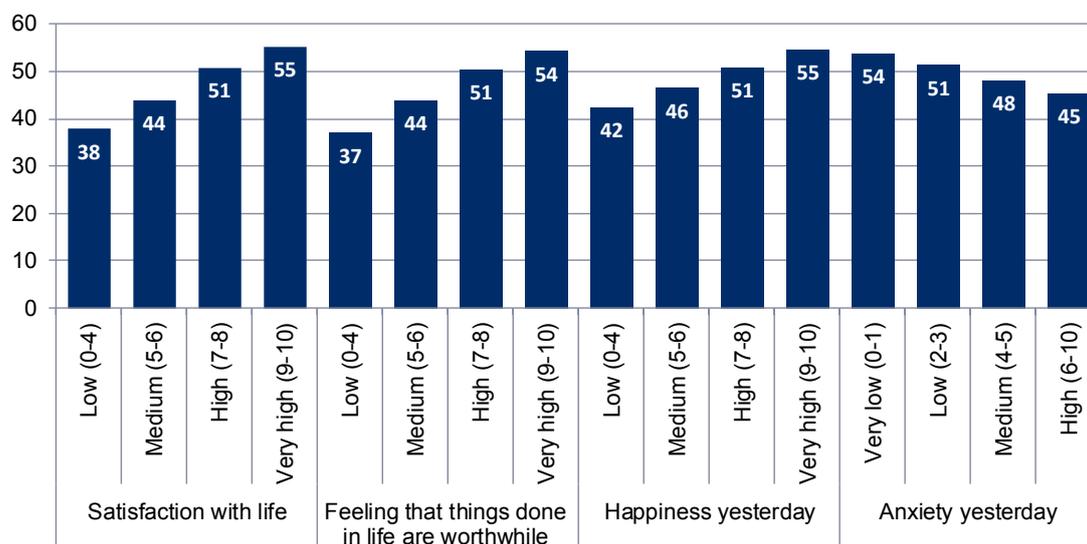
- Add notes to bar charts about why data is missing for specific time periods (see an example below):

Chart: Ability to keep up with all bills and commitments without difficulty, by year



- Use different shades of colour for charts reporting data for different sub-topics; for example using different colours to report the average mental health scores by the four components of subjective well-being instead of using a single colour for 'satisfaction with life', 'feeling that things done in life are worthwhile', 'happiness yesterday' and 'anxiousness yesterday', as shown in the chart below:

Chart: Average mental health score by subjective well-being



Accessibility

- Consider how the document could be made more accessible for disabled people;
- Clarify the content of links to other relevant documents in the link titles (for example: 'Click here for context' was unclear as 'context' is quite generic and it does not clearly say what information users are expected to find);
- Explore how the short bulletin could be made available as a web-based version/ interactive web page instead of a PDF document.

3.2 Slides of key results

The slides of key results respondents were presented with:

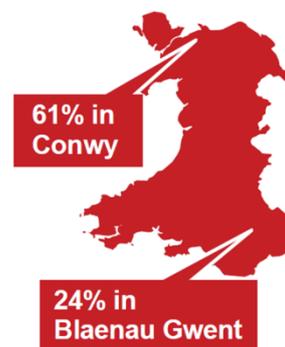
- consisted of 14 slides;
- covered the key results for 12 topic areas (one slide per topic) by mainly using charts and infographics;
- provided relevant links to the National Survey web pages, first release short bulletin, questions and tables of data and the National Survey team's contact details.

Please see below some examples of the slides interviewees were asked to look at:



48%
felt that
their council
provides
high quality
services.

(53% in 2014-15)



This varied by area

[View: release, questions, more results](#)

15% of adults in Wales are
materially deprived

5% of pensioners were
materially deprived

6% of parents have
materially deprived children

32% had some difficulties keeping
up with bills and credit commitments
(37% in 2014-15)



[View: release, questions, more results](#)

93% felt that the world's
climate is changing

21% were 'very concerned'

46% were 'fairly concerned'



[View: release, questions, more results](#)

3.2.1 General views on the slides of key results

The survey users interviewed liked the style of the mock-up version of the slides for the National Survey first release as they thought they are *'nice, simple and attractive'*. They felt that they follow a similar engaging style as the one used for the short bulletin by making good use of infographics, charts and colours and this contributes to make them *'pretty clear, self-explanatory and straightforward'*. It was also appreciated that only key information is provided so that users can easily pick up the main results and that links to other documents are provided at the bottom of each slide.

Respondents mentioned a number of ways they would use these slides; in particular, they referred to how they could be easily circulated to stakeholders and non-technical audiences to provide them with a quick overview of the headline results and used in presentations to initiate discussion around key topics/ issues:

- *'It's another way to digest the information and discuss topics with teams'*
- *'I will circulate them to stakeholders and make them ask the right questions about data'*
- *'They could be useful to discuss issues in a quicker way'*
- *'I will use the slides data for internal planning'*
- *'It's useful to provide a general overview'*
- *'I would use them as a presentation to highlight key areas'*
- *'I think these slides could be used to set the context to which I will add my own slides'*
- *'It would be more useful to non-technical audiences'*

However, besides the above-mentioned uses, respondents were unclear about the actual purpose of the slides. They felt that they are a *'duplication'* of the short bulletin, as they do not provide any additional information, and they could be misleading, as no much contextual information is provided and there is only a selection of the key results:

- *'It looks like it's a duplication of the short bulletin and not an accurate one'*
- *'Not much information and interpretation of results is provided – people could struggle to understand the key messages'*
- *'Infographics could be misleading without the context – a short bulletin is more understandable'*

It was considered that users would expect to have more results for topic areas such as health and education and this would make the slides *'busier'* and *'less attractive'*. It was also mentioned that it could be risky to have them published on the National Survey web pages as users could be tempted to just have a look at them without reading the accompanying short bulletin and miss the key messages:

- *'People would expect more findings, as they are reported in the short bulletin'*
- *'It's literally a summary of the short bulletin, but won't be sufficient if the short bulletin were not available'*
- *'The risk is to use the slides to get all the information and this could be misleading'*

Although having a selection of key results to use in presentations was considered a good use of these slides, the expectation was that they should *'tell a story'* for each topic area. It was argued that, at the moment, *'stories'* are missing and topics are reported separately, without linking them together in some meaningful way:

- *'It's just an extract of the short bulletin'*
- *'These slides should include stories, we need to think more as journalists and ask the question 'So what?' Is this good or bad? Is it a good story or a bad story?'*

3.2.2 Suggested improvements

In light of the feedback provided about the slides, users' suggested improvements focused on re-thinking the purpose of this dissemination option. In particular, it was recommended we should:

- Re-organise the slides content to tell a story, possibly for each single topic;
- Possibly present the data under the Future Generation objectives to create a story; the Well-being of Future Generations Act could be the overarching theme to better engage with stakeholders/ users and let them know where we are in *'this journey'*;
- Add a *'content/ overview'* interactive slide with links to the other slides so that users can choose which ones they are most interested in reading;

- Consider whether a single page of infographics would be a better, more impactful option.

3.3 Excel tables and charts of key results

The Excel workbook of key results respondents were presented with:

- consisted of four tabs ('Search for questions/ Browse by topics', 'Results', 'Technical information' and 'Data' tabs);
- covered the key results for a selection of topics and questions by using the 2014-15 National Survey data;
- reported results broken down by a selection of key variables;
- presented the data as tables and charts;
- covered all questions covered by the survey, including those for which data is not yet available;
- provided links to the PDF questionnaire and the National Survey team's contact details.

Please see below some examples of the tabs interviewees were asked to navigate through:

Tab 1a: Search for questions

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8		614 results															
15																	
16																	
17																	
18		Housing															
19																	
20																	
21																	
22																	
23																	
24																	
25		Welsh language															
26																	
27																	
28																	
29																	
30																	
31																	

Tab 1b: Browse by topic

1. Select topic:
3. Click to see results:

Active travel

Active travel - children

Ambulance services

Armed forces

Arts / museums / heritage

Child material deprivation

Childcare

Community cohesion

Companion animals

Democracy and understanding of loc...

Demographic information

End of interview questions

Energy

Entrepreneurship

e-safety

Eye care

Future generations

2. Select a question below:

Whether child attends primary school

Whether child attends secondary school

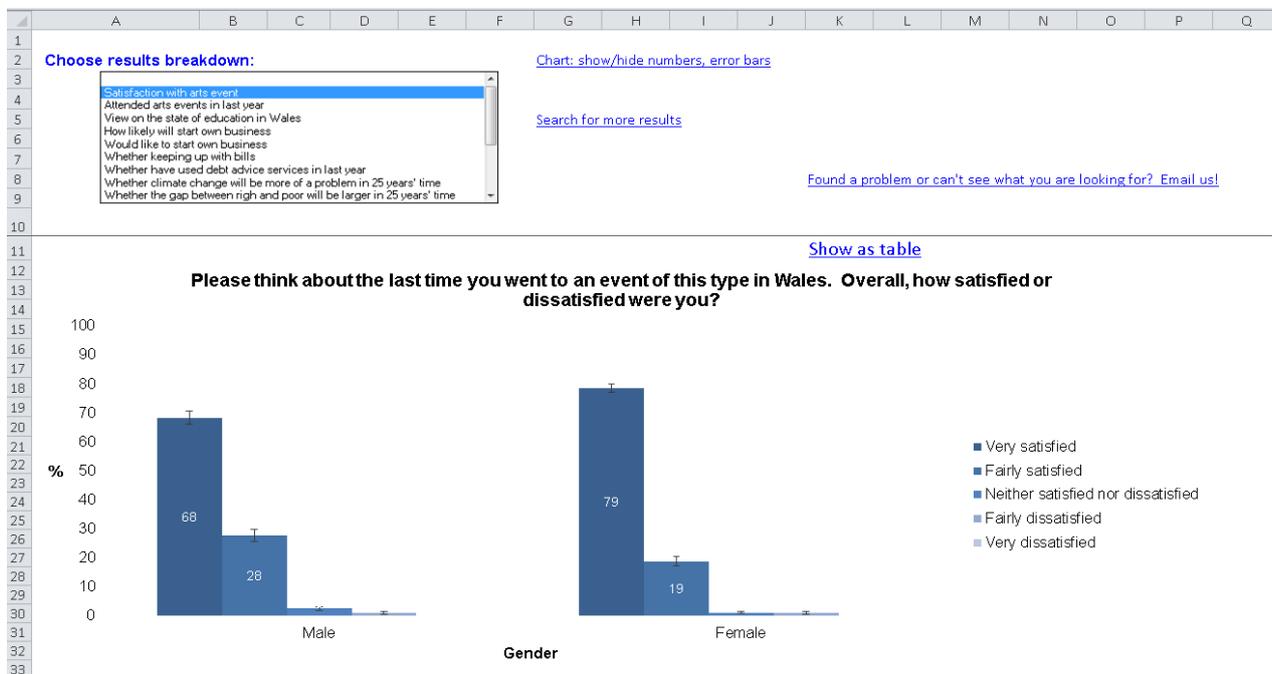
See results!

Tab 1c: Search for questions/ topics by using a keyword

1. Type keyword / phrase and press enter:

Enter keyword

Tab 2a: Results: 'Show as chart'*



* 2014-15 data

Tab 2b: Results: 'Show as table'*

Choose results breakdown: [Chart: show/hide numbers, error bars](#)

[Search for more results](#)

[Found a problem or can't see what you are looking for? Email us!](#)

[Show as chart](#)

Please think about the last time you went to an event of this type in Wales. Overall, how satisfied or dissatisfied were you?

	Male			Female		
	%	Lower CI	Upper CI	%	Lower CI	Upper CI
Very satisfied	68	66	71	79	77	80
Fairly satisfied	28	26	30	19	17	20
Neither satisfied nor dissatisfied	3	2	3	1	1	2
Fairly dissatisfied	1	1	2	1	1	1
Very dissatisfied	-	-	-	-	-	-

Sample size: 7,900

Colour Margin of error:

- Precise (under +/- 3%)
- Fairly precise (between +/- 3% and +/- 4%)
- Less precise (over +/- 4%)

* 2014-15 data

3.3.1 General views on the tables and charts of key results

Survey users were pleased with the new approach to present the headline results for the new National Survey in Excel. They liked the idea of searching for topics and questions of interest to them, having the data shown as tables or charts, and being able to break the results down by other variables depending on what kind of information they are looking for:

- *'It's a nice 'mix and match' to create charts and tables'*
- *'That's good that I can look for the data I am mainly interested in and get the information I need so quickly'*

It was considered that Excel could be quite a specialist tool and would not be used as much as a short bulletin by non-technical users; users with little or no research/statistical background mentioned that they usually do not open Excel files but, once they opened and saw this Excel workbook, they realised it is easy enough to use. The general feeling was that this Excel workbook presents the information in a user-friendly way and is more engaging and interactive than other Excel tables/ charts they have used before on other topics. They thought they would be more likely to use it as it is easy to navigate and only a basic knowledge of Excel would be necessary:

- *'Oh, that's easier to use than I expected!'*
- *'I would never use results in Excel, I know my limitations and I am always tempted to ask someone else to look at them... however, this looks different and I think I will actually be able to use it!'*
- *'It works well for being an Excel tool'*
- *'It's nice looking and quite clear'*

Respondents with a research or statistical background were particularly likely to comment that the information included in the Excel workbook is quite comprehensive and they appreciated that additional quality information (such as confidence intervals) could be added to the charts and tables if they wanted to:

- *'That's useful, I can see the confidence intervals in the same tab if I want to – they are of great value for the work I do'*
- *'That's good that you can see and hide additional information – you can tailor the charts and tables to your own needs'*

As additional features, it was considered that it is good to have links to the questions in the questionnaire in case users would like to see them in context and to be able to contact the National Survey team directly for ad-hoc requests:

- *'That's good to have links to go and see the actual questionnaire and remind me of the questions that were asked for each topic'*
- *'It's useful to have a link to contact the team if I need more information or wanted to have some additional data'*

3.3.2 Suggested improvements

Interviewees were asked to navigate through the Excel workbook and invited to suggest any changes they thought were needed to make the document as user-friendly and accessible as possible. The following are the main suggestions they put forward for each tab of the Excel workbook:

'Search for questions' tab

- Have brief instructions on how to use the spreadsheet to ensure that users know how to make the best use of it;
- Have a contents tab with links to the other tabs in the Excel workbook;
- Improve the 'search box' functionality (see *Tab 1c: Search for questions/ topics by using a keyword*) by:
 - deleting 'Enter keyword' and enabling users to enter the key words straight away;
 - developing the search tool to better look for questions/ topics (for example, results were shown for 'internet' but none for 'internet access' or 'internet use');
- Group questions (see *Tab 1a: Search for questions*) into clear topics to better search for questions and possibly have buttons linked to each topic instead of hyperlinks;
- Improve how questions are displayed (see *Tab 1a: Search for questions*) by:
 - better highlighting the questions for which data is available;
 - removing the questions for which data is not yet available or specifying when data for those questions will become available;
- Colour-code topic questions as it has been done for the short bulletin instead of using the standard black colour;
- Make the links to the questions in the PDF questionnaire and the variable names more visible (see *an example below*) and improve how the links work as it took respondents a while to open the actual document:

Date of birth
Gender
Marital status
Relationship to others in household
Legal guardianship
Respondent in full-time education
4-6 year old child in education
16-19 year old child in education

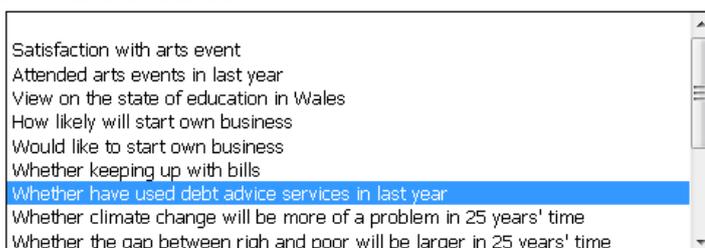
Var Click to view in questionnaire:

[DtB](#) ✓
[Gen](#) ✓
[Mar](#) ✓
[RelF](#) ✓
[Grd](#) ✓
[Wki](#) ✓
[HH4](#) ✓
[HH1](#) ✓

'Results' tab

- Add the topics/ questions at the top of the 'Results' tab;
- Ensure that variable labels are short and easy to understand;
- Ensure charts/ tables are formatted in such a way to enable users to print them out easily on one page;
- Add more space between the instruction 'Show as table/ chart' and the actual table/ chart to avoid getting error messages (see *Tab 2a/b: Results: 'Show as chart'/ 'Show as table'*);
- Re-format the 'Choose results breakdown' window (see *an example below*) as it was felt that this part of the page is taking up too much space (for example by having a drop-down menu instead of having fixed space for it) and replace the hyperlinks next to the breakdowns drop-down list with buttons:

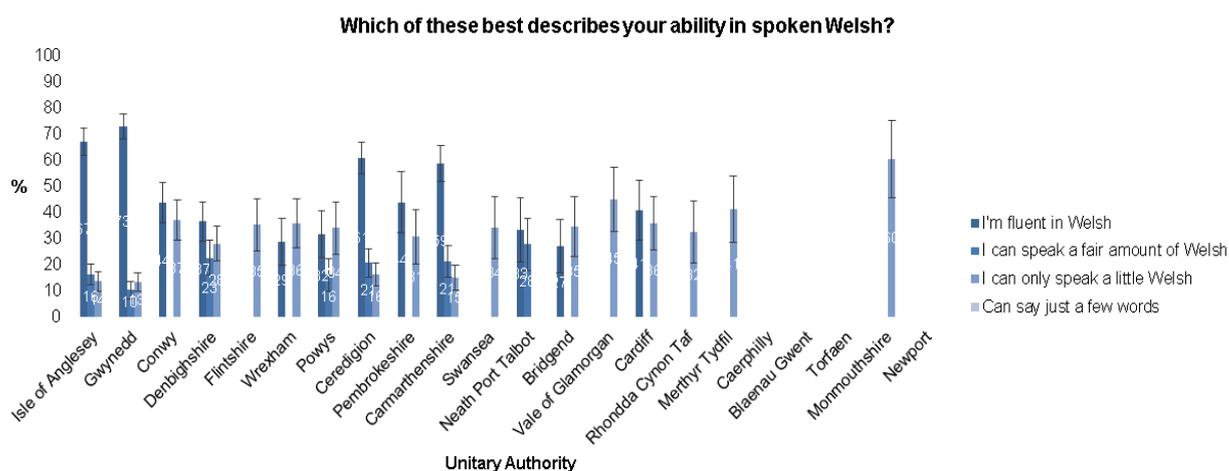
Choose results breakdown:



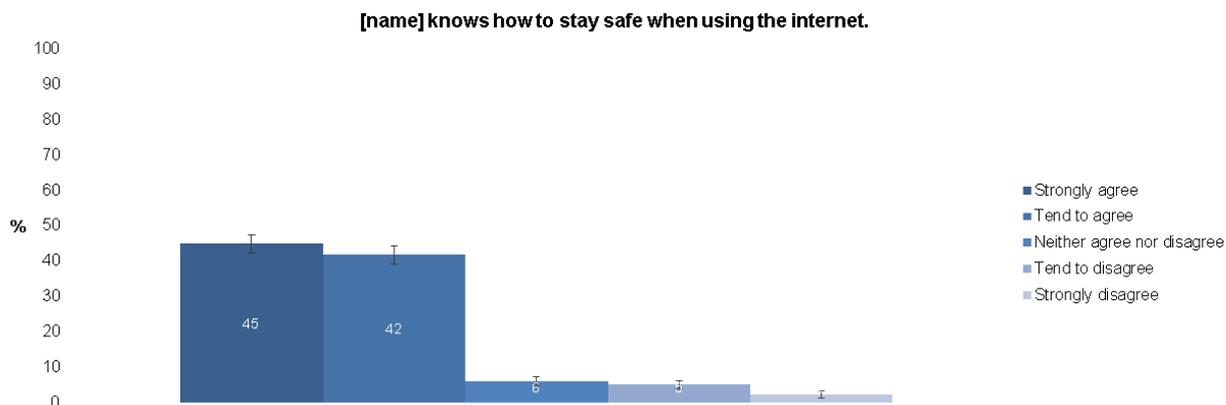
[Chart: show/hide numbers, error bars](#)

[Search for more results](#)

- Re-think how to display charts containing a long list of categories to make them easier to read (see *an example below*):



- Re-think how labels are shown in the key and X axis as, in some instances, labels are included in the key but not in the X axis and this could create some confusion (see an example below)*:



* 2014-15 data

- Hide the data at the bottom of the tab as it is unformatted and will not be needed by users (see an example below)*:

	Isle of Angle	Gwynedd	Conwy	Denbigh	Flintshire	Wrexham	Powys	Ceredigion	Isle of Angle
I'm fluent in Welsh	67.23	72.99	43.72	36.63	-	28.77	31.77	60.79	
I can speak a fair amount of Welsh	16.22	10.39	-	22.73	-	-	16.24	20.69	
I can only speak a little Welsh	13.65	13.33	37.15	28.17	35.3	35.82	34.11	16.24	
Can say just a few words	-	-	-	-	-	-	-	-	
	Isle of Angle	Gwynedd	Conwy	Denbigh	Flintshire	Wrexham	Powys	Ceredigion	Isle of Angle
	%	%	%	%	%	%	%	%	%
I'm fluent in Welsh	5.2	4.77	7.82	7.52	-	9.06	9.01	6.1	
I can speak a fair amount of Welsh	4.02	3.4	-	6.62	-	-	6.3	5.49	
I can only speak a little Welsh	3.78	3.66	7.75	6.73	10.13	9.44	10.08	4.44	
Can say just a few words	-	-	-	-	-	-	-	-	

* 2014-15 data

'Technical information' tab

- Move the information contained in this tab to the 'Results' tab so that any key quality information is readily available next to the results.

'Data' tab

- Hide this tab as users will not need to see the raw data used to create tables and charts.

Moreover, it was suggested promoting this Excel spreadsheet as an easy-to-use tool to encourage people to use it as the main barrier for non-technical users is the preconception that Excel files are for specialists only.

4. Conclusions and next steps

The survey users interviewed confirmed that having a range of dissemination options is useful to better meet the needs of different users, with the short bulletin and the Excel charts/ tables of key results being the preferred options for the first release.

Based on the feedback that we gathered through the in-depth interviews with a small group of internal and external users, over the coming months the National Survey team will revise the draft outputs.

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) in June 2017.

APPENDIX: Interview guide for the in-depth interviews to test the mock-up material for the 2016-17 National Survey First Release

1. Introduction

1. Introduce yourself

2. Explain reason for meeting

We will be publishing the next set of results from the National Survey in June and we would like to make them as easy-to-use and engaging as possible.

To help with this, we are gathering views from a small group of internal and external survey users on the mock-up material we have prepared for our first release. Your help will be very valuable in making the results accessible and useful, for you and for other people in Welsh Government and other public bodies.

Today we are testing the mock-up versions of the short bulletin, the slides of key results and the Excel tables/ charts of key results.

3. Reassure confidentiality

Your details will be kept confidentially within our team, and you will not be identified in any of our reports. When our work is complete, the details will be deleted.

4. Explain what you would like respondent to do

I will show you hard copies of the bulletin and slides and an electronic version of Excel file on laptop and ask you to provide your views on them.

5. Ask if they any questions before beginning, and check that they are happy to continue.

2. Probes for the short bulletin

Ask them to spend 5 minutes looking at it (without reading it in detail) and specify that dummy data has been used. Then...

- **Ask for general views on the bulletin:**
 - What do they like?
 - What don't they like so much?

- **Probe general comprehension:**
 - How clear or unclear is the document? Why?
 - How easy or difficult is to understand the key findings? Why?
 - Would they know how to look for additional information if needed?
 - Anything missing/ would like to see in the document?
 - Anything they think is in the document but won't be necessary?

- **Ask for comments on layout/ format:**
 - How easy or difficult is to navigate through the document?
 - How engaging is it?
 - Length of document
 - Number of sections/ Length of sections on key topics
 - Amount of text/ charts/ images
 - Use of bullet points
 - Would they be likely to read the document? Would they read the whole thing or just sections?
 - Would they look at any of the technical information (e.g. quality report, technical report, Key quality information section)
 - What could be done to make it more engaging?

- **Ask for their expectations:**
 - Is what they would expect to be published? If not, why?
 - How useful would this short bulletin be to them?

- **Anything else they would like to comment on?**

3. Probes for the slides of key results

Ask them to have a look at the slides and specify that dummy data has been used.
Then...

- **Ask for general views on the slides:**
 - What do they like?
 - What don't they like so much?

- **Probe general comprehension:**
 - How clear or unclear is the document? Why?
 - How easy or difficult is to understand the key findings? Why?
 - Would they know how to look for additional information if needed?
 - Anything missing/ would like to see included in the slides?
 - Anything they think is in the slides but won't be necessary?

- **Ask for comments on layout/ format:**
 - How engaging is it?
 - Number of slides per topic
 - Amount of text/ charts/ images
 - Would they be likely to read the slides? Would they read the whole thing or just a few?
 - Would they look at any of the further information?
 - What could be done to make them more engaging?

- **Ask for their expectations:**
 - Is what they would expect us to publish? If not, why?
 - How useful would these slides be to them?

- **Anything else they would like to comment on?**

4. Probes for the Excel tables/ charts of key results

Ask them to navigate through the Excel file. Then...

- **Ask for general views on the Excel spreadsheet:**
 - What do they like?
 - What don't they like so much?

- **Probe general comprehension:**
 - How clear or unclear is the document? Why?
 - How easy or difficult is to understand the results? Why?
 - Would they know how to look for additional information if needed?
 - Anything missing/ would like to see included in the Excel file?
 - Anything they think is in the Excel file but won't be necessary?

- **Ask for comments on layout/ format:**
 - How easy or difficult is to navigate through the document?
 - How easy or difficult is to understand how to use the document?
 - How engaging is it?
 - Number of tabs
 - Amount of information per tab
 - How could it be made easier to use?

- **Ask for their expectations:**
 - Is what they would expect of a National Survey Excel spreadsheet? If not, why?
 - How useful would be this Excel file to them?

- **Anything else they would like to comment on?**

Finally...

- How do you usually use research material (e.g. bulletins, slides, Excel files)? Do you look at them on the screen or do you print them out?

5. End of interview

Thank them for their time and views. Explain provisional plan for first release:

- The plan for the first publication is to publish a 10/15 page headline short bulletin accompanied by slides at national level.
- All Future Generation indicators will be put onto StatsWales by local authority, gender and age.
- There will also be Excel tables of results on the Welsh Government website.
- Topic-specific bulletins will be published starting from July