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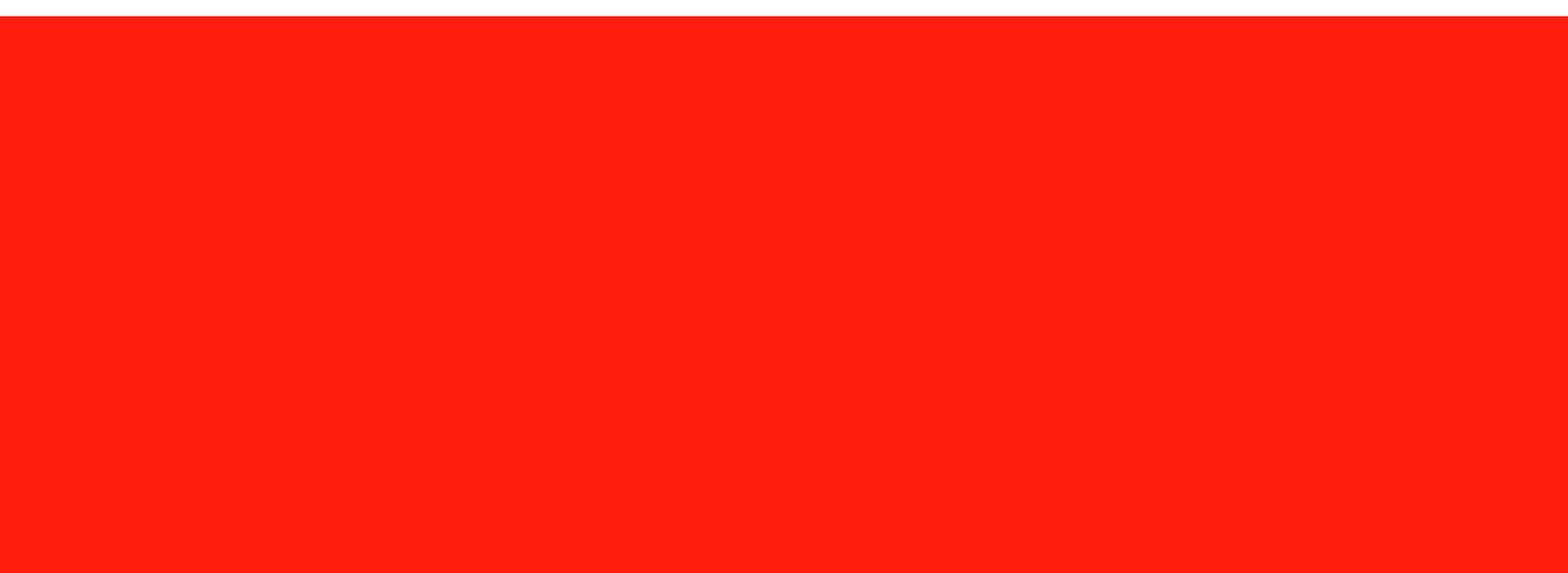
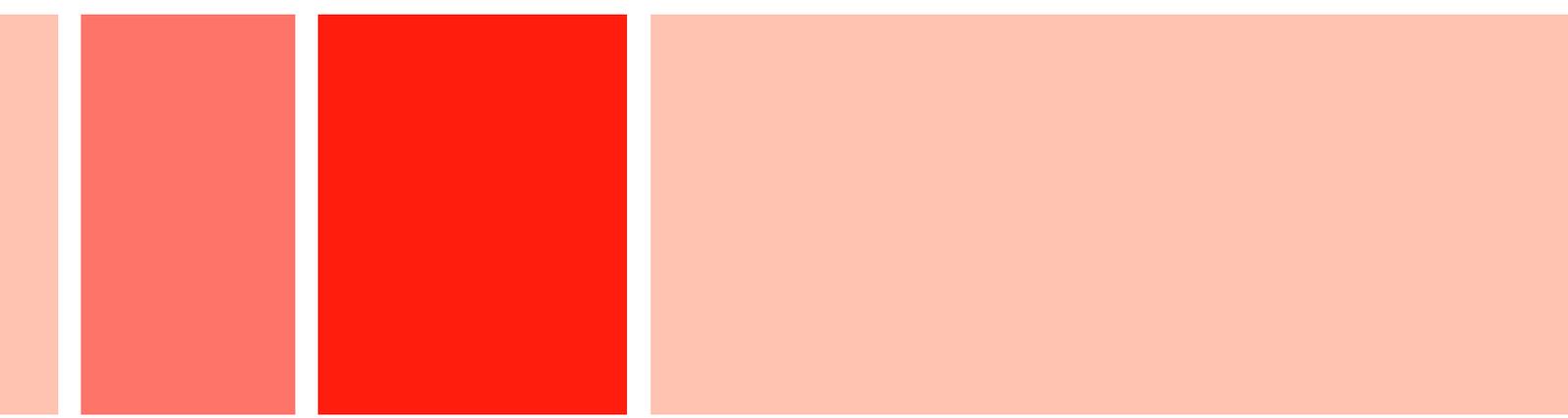
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# National Survey for Wales

## Testing of advance letter and information leaflet

August 2011



# **National Survey for Wales**

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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

1. This report presents the findings from document testing work carried out in preparation for the National Survey for Wales. This work was carried out by TNS-BMRB on behalf of the Welsh Government (WG) in July/August 2011.
2. The main aim of this research was to develop the advance letter and leaflet to be used during fieldwork for the National Survey for Wales, with the intended outcome of producing documents that:
  - are clear and understandable to all participants;
  - help to maximise response rates across all groups (i.e. minimise bias<sup>1</sup>); and
  - help to maximise positive feeling about the survey and minimise negative feedback.
3. Initial drafts of the letter and leaflet were produced by WG and passed to TNS-BMRB for review. Following comments and revisions from TNS-BMRB, revised drafts were agreed for testing.
4. A focus group was held with members of the TNS-BMRB interviewer panel, to gather their views on the survey documents, including how they might be made more effective in encouraging participation from respondents. The findings from this session were fed into the document review process.
5. Cognitive interviews<sup>2</sup> were carried out with potential survey respondents living in Wales between Monday 18 July and Friday 5 August 2011. Interviewing took place over two rounds, with revisions made to the documents following feedback from round one.

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<sup>1</sup> In order that the sample of respondents in the survey is representative of the general population, it is important to ensure that no particular group (e.g. over 55s) is more or less likely than other groups to take part. This is known as “minimising bias”. As far as possible, the advance materials should appeal to all demographic groups.

<sup>2</sup> Cognitive interviewing is a method of understanding the way in which people respond to materials by asking them to explain their thought processes and their interpretation of the materials they are looking at. Interviews are conducted with the use of a probe sheet or discussion guide that outlines the main topics of interest. Use of these techniques helps to ensure that the intended meaning and impact of the materials is being conveyed.

6. This report presents the findings from both rounds of testing and outlines recommendations for changes that should be made to the survey letter and leaflet prior to fieldwork beginning in January 2012.
7. The main recommendations to arise from both rounds of interviews are as follows:

#### **Letter**

- The word 'research' should be used in place of 'survey' or 'study'.
- The TNS-BMRB/ Beaufort logo should not be featured in the letterhead.
- The letter should refer to specific examples of the topics covered in the survey (i.e. transport, education and health services).
- The letter should explain that respondents can arrange an appointment over the telephone.
- Both agencies (TNS-BMRB and Beaufort) should be mentioned in the letter.

#### **Leaflet**

- The word 'research' should be used in place of 'survey' or 'study'.
- The leaflet should be reworded to reflect the fact that this is a new survey.
- A contact number for the Welsh Government should be included.
- A named researcher at the relevant agency should be included along with the contact details.
- A dedicated survey email address should be added to the leaflet.
- The leaflet should emphasise that the survey is an opportunity to provide their views on local and national government.

## **1 Context and background**

- 1.1 In June 2011, the Welsh Government (WG) commissioned TNS-BMRB and Beaufort Research to carry out the National Survey for Wales (NSW), a large-scale face-to-face survey of adults in Wales. Fieldwork will start in January 2012, and interviews will be conducted with approximately 13,200 randomly selected adults per year across Wales.
- 1.2 As part of the NSW development stage, WG commissioned TNS-BMRB to develop and test the fieldwork advance letter and leaflet to be used during survey fieldwork. The brief specified that the letter and leaflet should be cognitively tested<sup>3</sup> with potential survey respondents living in Wales in order to assess the effectiveness of the documents and gain feedback on possible improvements. There was a need to test the letter and leaflet in English and Welsh to ensure that the documents are consistent and easily understood in either language.

### **Aims and objectives**

- 1.3 The main objective of this research was to develop a survey letter and leaflet that:
  - are clear and understandable to all participants;
  - help to maximise response rates across all groups (i.e. minimise bias); and
  - help to maximise positive feeling about the survey and minimise negative feedback.
- 1.4 The research also sought to gather respondents' views on the different ways in which the survey might be publicised, and what impact this would have on their willingness to take part. Details on specific questions asked during the interviews are listed in the probe sheets found in Appendices C and D.

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<sup>3</sup> Cognitive interviewing is a method of understanding the way in which people respond to materials by asking them to explain their thought processes and their interpretation of the materials they are looking at. Interviews are conducted with the use of a probe sheet or discussion guide that outlines the main topics of interest. Use of these techniques helps to ensure that the intended meaning and impact of the materials is being conveyed.

1.5 This research was carried out in July and August 2011, with a view to producing revised survey documents for use in the survey fieldwork which will begin in January 2012.

## **2 Methods**

### **Developing the documents**

- 2.1 The first stage of the project involved a document review by TNS-BMRB. The research team at TNS-BMRB undertook desk research to assess the survey letters and leaflets used on other large-scale face-to-face surveys. A summary was produced for WG setting out the main features of such survey letters and leaflets, comprising format, layout, content and language. The findings from this desk research informed subsequent discussions between TNS-BMRB and WG, and served as a guide for revising the NSW letter and leaflet.
- 2.2 Initial drafts of the NSW advance letter and leaflet were produced by WG and sent to TNS-BMRB for review. TNS-BMRB then sent revised versions of both documents back to WG with recommended changes, including the rationale for these recommendations. Following discussions between TNS-BMRB and WG, final documents for round one testing were agreed. Copies of these documents can be found in Appendix C.

### **Testing the documents**

- 2.3 Testing of the advance letter and leaflet consisted of two distinct stages:
- Round one
    - Interviewer Focus Group
    - Cognitive interviews with potential survey respondents
  - Round two
    - Cognitive interviews with potential survey respondents
- 2.4 The interviewer focus group was held on Monday 18 July 2011 at a Welsh Government office in Cardiff and lasted for approximately one hour. The session was attended by six of TNS-BMRB's interviewers who live and work in Wales. The session aimed to gather feedback on doorstep techniques and methods for encouraging participation, as well as interviewers' thoughts on the letter and leaflet to be tested at round

one. Findings from the focus group are detailed in Chapter 3. The probe sheet for this focus group can be found in Appendix A.

- 2.5 The main focus of the document testing consisted of two rounds of cognitive interviews. Interviews were carried out with potential survey respondents living in Wales, and sought to gather feedback on the effectiveness and clarity of the documents. All interviews were carried out by researchers from TNS-BMRB.
- 2.6 Respondents for the interviews were recruited face-to-face. Each recruiter was assigned a list of streets within their designated area and instructed to recruit a set number of respondents from within those addresses to pre-agreed quotas (see Appendix B). Interviewers were provided with a full set of instructions, as well as appointment cards to issue to respondents with details of the appointment time and contact details for the researcher who would be carrying out the interview. Each recruiter was also briefed over the telephone by a member of the research team at TNS-BMRB.
- 2.7 Once recruited, each respondent was sent a copy of the advance letter and leaflet in the post, and asked to read the documents in advance of the interview. This approach was taken to replicate, as closely as possible, the approach to contacting respondents during the survey itself.
- 2.8 Each interview lasted for approximately 30 minutes and respondents received £10 in cash for taking part.
- 2.9 During each interview, the researcher asked respondents for their general thoughts on the documents, covering the format and layout, how easy the documents were to understand, and how effective they would be in convincing the respondent to take part in the main survey. The researcher also tested respondents' understanding of specific words or phrases. Findings from the cognitive interviews are detailed in chapters

4 and 5. The interviewer probe sheet for round one can be found in Appendix C.

2.10 Interviews were conducted with Welsh speakers and non-Welsh speakers, in order to test both English and Welsh versions of the documents. In order to gather feedback from a range of respondents, interviews were carried out in North and South Wales, and quotas were set to ensure that respondents were recruited from all age groups.

### **Round one testing**

2.11 Round one interviews were conducted between Monday 18 and Friday 22 July 2011.

2.12 A total of 14 interviews were conducted – six with English speakers; eight with Welsh speakers. This was slightly below the target set (16 interviews) due to respondent cancellations after recruitment.

2.13 English speaking respondents were interviewed in Swansea (4) and Llandudno (2).

2.14 Welsh speaking respondents were interviewed in Carmarthen (4) and Conwy (4).

2.15 While attempts were made to interview respondents from a range of age groups, respondents in the youngest category (16-34) are typically more difficult to recruit, and this proved to be the case here. The demographic breakdown of respondents (age and sex) is shown below.

English speakers:

	<b>Male</b>	<b>Female</b>	<b>TOTAL</b>
<b>16-34</b>	0	1	1
<b>35-54</b>	2	0	2
<b>55+</b>	0	3	3
<b>TOTAL</b>	2	4	6

Welsh speakers:

	<b>Male</b>	<b>Female</b>	<b>TOTAL</b>
<b>16-34</b>	1	1	2
<b>35-54</b>	1	1	2
<b>55+</b>	1	3	4
<b>TOTAL</b>	3	5	8

### **Revising the materials**

2.16 Following round one, TNS-BMRB provided WG with an interim report outlining the findings from the first set of interviews and the interviewer focus group and recommending changes to the documents based on respondent feedback. The documents were revised and new versions were produced to be tested at round two. Copies of these documents can be found at Appendix D.

### **Round two testing**

2.17 Round two interviews were conducted between Monday 1 and Friday 5 August 2011.

2.18 A total of 24 interviews were conducted – 12 with English speakers; 12 with Welsh speakers.

2.19 English speaking respondents were interviewed in Cardiff (8) and Wrexham (4).

2.20 Welsh speaking respondents were interviewed in Llanelli (8) and Colwyn Bay (4).

2.21 As was the case at round one, respondents in the 16-34 age group proved difficult to recruit. As a result, the age of respondents was slightly skewed towards older groups. The demographic breakdown of respondents (age and sex) is shown below.

English speakers:

	<b>Male</b>	<b>Female</b>	<b>TOTAL</b>
<b>16-34</b>	2	3	5
<b>35-54</b>	2	2	4
<b>55+</b>	3	0	3
<b>TOTAL</b>	7	5	12

Welsh speakers:

	<b>Male</b>	<b>Female</b>	<b>TOTAL</b>
<b>16-34</b>	1	1	2
<b>35-54</b>	2	0	2
<b>55+</b>	4	3	7
<b>TOTAL</b>	7	4	11

### **3 Findings – Interviewer focus group**

- 3.1 A focus group session was held with 6 interviewers on Monday 18 July. The session aimed to gather general feedback on doorstep techniques and methods for encouraging respondent participation, as well as the interviewers' thoughts on the letter and leaflet to be tested at round one.
- 3.2 The session lasted for approximately one hour and involved a fairly wide ranging discussion. The probe sheet used can be found at Appendix A. The main points emerging from the session are outlined below.
- 3.3 It was considered important to feature the client logo on the envelope. Interviewers said that this highlights the importance of the survey and helps them to identify the letter and leaflet when they call at an address (i.e. 'You recently received a letter from the Welsh Government...').
- 3.4 One interviewer suggested adding the text 'Important National Survey' to the envelope. However, the rest of the group felt that the use of the word 'survey' may be off-putting for some people. It was suggested instead to feature the survey logo without the 'National Survey for Wales' text.
- 3.5 Interviewers said that the word 'survey' should be avoided where possible. Some said that they prefer the word 'study', as this has more weight with respondents and avoids the market research connotations often associated with the word 'survey'. However, it was suggested by one interviewer that this word can seem strange to older respondents, who associate it primarily with school work. All agreed that the word 'research' should be used instead.
- 3.6 While no major issues were subsequently reported during cognitive interviewing around the words 'survey' or 'study', it was decided that the documents tested at round two should use the word 'research' where appropriate.

- 3.7 It was agreed by all interviewers that the letter and leaflet should not refer to the length of the survey. While a short survey length can be an incentive to take part, interviewers prefer to have some flexibility, given that interview length can vary.

## **4 Findings – Cognitive testing: round one**

4.1 This chapter details the findings from cognitive interviews conducted at round one. The feedback provided by respondents is summarised below, along with the recommendations that emerged from round one testing and changes that were made to the documents that were tested at round two. The documents that were tested in round one (referenced below) can be found in Appendix C.

### **General comments**

- 4.2 Response to the letter and leaflet was generally positive.
- 4.3 On the whole, respondents felt that there was enough information in the letter and leaflet. They did not identify any major areas that had been omitted or questions that were not answered.
- 4.4 All respondents said that they would take part in the survey. While it should be noted that respondents who agree to take part in cognitive testing are generally more receptive to taking part in surveys in general, it is nonetheless encouraging that the letter and leaflet contained nothing that might discourage participation.

### **Feedback on the survey logo**

4.5 Respondents were shown a selection of NSW logos (including the version used in the documents – Logo ‘B’) and asked to choose the version they preferred.<sup>4</sup> There was no consensus here: most respondents selected either ‘A’ or ‘B’, with a couple selecting ‘E’. Those selecting ‘A’ said that they liked the inclusion of the megaphone. They felt that this was distinctive and clearly represents the slogan ‘Have Your Say’. Conversely, some respondents who did not select Logo ‘A’ said that they did not like the use of the megaphone, as this suggested that they were being shouted at rather than giving their own opinion. Respondents selecting Logo ‘A’ said that this was clear and bold,

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<sup>4</sup> The alternative logo designs can be found in Appendix C.

although a couple of respondents mentioned that the text looked too faded – one said that ‘it looks as though you’re running out of red ink’.

- 4.6 As there was no consensus regarding the survey logo, a recommendation was made that Logo ‘B’ should continue to be used on the letter and leaflet tested at round two. In deference to WG accessibility guidelines – which favour lower case over upper case text – and due to its similarity to Logo ‘B’, Logo ‘E’ was ultimately used in the documents at round two. Alternative designs were again tested at round two, with the choice restricted to Logos ‘A’ and ‘E’.
- 4.7 During discussions about the letter and leaflet, several respondents mentioned that they thought it was important that the government was taking an interest in them and trying to find out ‘what is going on’ – there is a definite interest in providing feedback to the government. As mentioned in the previous section, a suggestion to come out of the interviewer focus group was to add the survey logo to the envelope to encourage respondents to open it.
- 4.8 It was decided that a new version of the envelope should be tested at round two. The new envelope would feature the ‘Have Your Say’ logo (with the ‘National Survey for Wales’ text removed) as well as the WG logo.

#### **Initial response to receiving the letter and leaflet**

- 4.9 In an attempt to replicate the main survey’s recruitment fieldwork process as closely as possible, survey documents were posted to respondents in advance of the interview. It should be noted that, since respondents were pre-recruited for this research, their response to receiving the documents will not be an entirely accurate reflection of how respondent will react in the main survey. This is due to the fact that they were expecting the documents and the letter was addressed to them personally (which will not be the case for the main survey). However,

through probing these interviews can provide an indication of how respondents may react in a live survey.

- 4.10 Almost all respondents reported that they opened the envelope as soon as they received it, and read the letter and leaflet straight away. One respondent said that she only read the letter and not the leaflet but this was largely due to some confusion over what was required for the follow-up interview. Another respondent said he read the leaflet before the letter because the leaflet fell out of the envelope as he opened it, but all other respondents read the letter first.
- 4.11 The presence of the WG logo on the envelope was generally viewed positively. Respondents said that it makes the correspondence seem official, distinguishes it from junk mail, and increases the likelihood that they will open it. One respondent remarked that ‘the government don’t write to you for nothing’.
- 4.12 As mentioned above, letters were addressed to the named respondent for cognitive testing which will not be the case for the survey fieldwork. Respondents were asked whether they would be as likely to open the envelope if it was addressed to ‘The Resident’. While some said that they would still open the envelope, others said that they would be less likely to open it. Even those who said that the WG logo would encourage them to open the envelope admitted that they would probably put it to one side if it was not addressed to them personally, rather than opening it straight away.
- 4.13 Given that only address details (and not respondent names) will be available for the main survey, it will not be possible to address the letters to named individuals.

#### **Feedback on the advance letter**

- 4.14 Respondents generally felt that the letter was well presented, and that the formatting and layout was clear.

- 4.15 While most respondents were happy with the amount of text in the letter, two of the Welsh-speaking respondents felt that there was too much information. They commented that the letter seems repetitive, over-stressing the importance of the survey and replicating some of the information provided in the leaflet, which they felt was unnecessary. They felt that the letter could be more concise, given that respondents will also receive the leaflet. This seemed to be a particular issue for Welsh-speaking respondents, as the Welsh translation uses more words than the English version.
- 4.16 The issue of how much information to include in the letter is somewhat problematic, as a balance must be struck between ensuring that all important details are covered and avoiding a letter that appears too dense and off-putting. The amount of text in the letter was kept largely the same for round two, with a view to testing this further.
- 4.17 The prominence of the WG logo was viewed positively, reflecting the importance respondents place in this being a government survey.
- 4.18 The other logos on the letter were not noticed by most of the respondents. When prompted to give their thoughts on the TNS-BMRB and NSW logos, some respondents said that they had not seen them the first time they read the letter. When prompted, respondents generally felt that the NSW logo worked well; the phrase 'Have Your Say' was particularly well received, tapping into the desire among most respondents to give their views. The TNS-BMRB logo seems to have had little or no impact on respondents. None of the respondents had heard of TNS-BMRB, and several said that the presence of this logo would have no effect on their likelihood to take part in the survey.
- 4.19 It became clear that the main selling point of this survey is the fact that it is a WG survey. While the TNS-BMRB logo did not have any negative impact, it was deemed to be largely redundant, particularly as the letter is signed by the WG Chief Social Research Officer.

- 4.20 It was decided that the TNS-BMRB logo should be removed from the letterhead for round two and the NSW logo moved to the top-left hand corner in its place.
- 4.21 While some respondents had noticed the signatory when they read the letter for the first time, most respondents had not. When asked how they felt about the letter being signed by someone at the WG, all said that this was a good thing as it made the survey seem important and official. One respondent said that the signatory's title made him sound like 'someone high-up', which enhanced the survey in his view.
- 4.22 The phrase 'local public services' was understood by respondents to an extent. All respondents felt comfortable that they knew what was meant by this phrase, but some struggled to explain it or give examples. Those who did give examples mentioned 'transport', 'police', 'hospitals', and 'rubbish collection'. Several respondents said that they would like some examples of public services to be included in the letter.
- 4.23 It was decided to keep the reference to 'local public services' in the letter for round two, without adding examples. The original reason for not including examples was to avoid discouraging respondents who may feel that they have no interest in or nothing to say about the examples that were referenced. There was no indication from the feedback provided at round one that a lack of detail in the letter would prevent respondents from taking part. As the leaflet contained some more detailed examples, this was felt to be sufficient.
- 4.24 Respondents were reassured by the reference to confidentiality in the letter. While some could not put into words what this meant, all revealed when probed that they had no concerns about providing information on the survey and would be confident that their personal details would be secure.

- 4.25 The fourth paragraph (in bold text) proved to be slightly problematic. Difficulty arose around the phrase 'similar characteristics to you'. Some respondents said that they were confused by this phrase, and did not really understand what it means. Others said that it suggests the Welsh Government know something about the people who live at the address – one respondent said she thought it was referring to people in her age group. The phrase in question seemed to some respondents to contradict the random selection element of the survey – it was regarded as something that could potentially discourage people from taking part, if they feel that they are being specifically targeted.
- 4.26 It was decided to remove the phrase 'that have similar characteristics to you' from the fourth paragraph. This paragraph was reworded for round two to read: 'Your household is one of only a few selected to represent other households in your area.'

#### **Feedback on the survey leaflet**

- 4.27 Initial reactions to the leaflet were positive. Respondents liked the layout and felt that the information was clearly presented.
- 4.28 Respondents had no issues with the dual-language format of the leaflet. Some respondents said that they would object to having two separate leaflets (one English; one Welsh) as they would consider this to be an inefficient use of money.
- 4.29 Some respondents said that the way the leaflet is written implies that the survey has been running for a while, which is not the case. Specifically, the phrase 'Every year we select 25,000 households...' was seen to give this impression. This was felt by some respondents to be slightly misleading. They said that the text should be changed to reflect the fact that this is a new survey. Some respondents even considered it a positive thing that the survey has not been carried out before, as this suggests a 'fresh chance' to contribute to government policies.

- 4.30 For round two, the text referred to above was changed to ‘Every year we will select 25,000 households...’, in order to clarify this sentence. It was also decided that the ‘newness’ of the survey should be emphasised further. To this end, the following text was added to the leaflet: “The research is being carried out for the first time this year, reflecting the growing role the public can have in shaping government policy.”
- 4.31 The front page of the leaflet was felt to provide a good introduction to the survey, and respondents liked the extra details about the topics that will be covered. All respondents identified these topics (i.e. transport, education, and health services) as ‘local public services’, and said that they corresponded with their own definition of the term.
- 4.32 Respondents had differing views on the section titled ‘Why should I take part?’. Some felt that this section was too vague and would prefer to have some more concrete details about what would happen as a result of the survey. Some said that they would like the leaflet to include details about the outcome of the survey and specific action that has taken place as a result of the findings. Others felt that this paragraph would encourage them to take part – they liked the idea of helping the government to implement changes and contributing to ‘the future of Wales’.
- 4.33 It was decided that, for the early stages of the survey, this paragraph works well in giving a general sense of why the survey is being conducted, so should remain unchanged for round two. After the first year of the survey, it should be possible to include more information about the results of the survey, such as where they can be viewed and, if possible, specific policies that have arisen from the survey.
- 4.34 None of the respondents had heard of the ‘Post Office address file’, and did not know what this was. This was not seen as a problem by respondents – they said that they had no concerns about how their address would be selected.

- 4.35 While this was not considered an issue, it was decided that the reference to ‘the Post Office address file’ should be removed from the leaflet for round two. This was replaced with ‘the Royal Mail’s list of addresses’, a phrase which is used on other large-scale face-to-face surveys.
- 4.36 The leaflet tested at round one featured contact telephone numbers for the Welsh Government and the research agencies. Most respondents said that they would contact the Welsh Government directly if they had any queries about the survey. The general feeling among respondents was that they were more familiar with the WG than either of the research agencies, so would be more inclined to contact them.
- 4.37 Following discussion between TNS-BMRB and WG, it was decided that the WG contact telephone number should be removed from the leaflet for round two. It was felt that queries should come to the research agencies directly. It seems likely that WG will receive a high volume of queries about the survey, most of which will need to be referred back to either TNS-BMRB or Beaufort. It was agreed that this issue should be revisited during round two testing, in order to understand what impact it might have on respondents’ willingness to make enquiries.

## **Summary of changes for round two testing**

4.38 The following changes were made to the letter and leaflet prior to the interviews conducted at round two.

### **Envelope**

- The 'Have Your Say' survey logo (with the 'National Survey for Wales' text removed) was added to the bottom right-hand corner of the envelope.

### **Letter**

- The words 'study' and 'survey' were replaced with 'research' in several places.
- The TNS-BMRB logo was removed from the letterhead, and the NSW logo moved to the top-left hand corner in its place.
- The phrase 'that have similar characteristics to you' was removed from the fourth paragraph and replaced with 'Your household is one of only a few selected to represent other households in your area.'
- The reference to random selection was moved to the first paragraph and abridged in an attempt to streamline the content of the letter.

### **Leaflet**

- The words 'study' and 'survey' were replaced with 'research' in several places.
- The text 'Every year we select 25,000 households...' was changed to 'Every year we will select 25,000 households...'
- The following text was added to the section titled 'Why should I take part?' : 'The research is being carried out for the first time this year, reflecting the growing role the public can have in shaping government policy.'
- The phrase 'the Post Office address file' was replaced with 'the Royal Mail's list of addresses'.
- The contact telephone number for the Welsh Government was removed.

## **5 Findings – Cognitive testing: round two**

- 5.1 This chapter details the findings from cognitive interviews conducted at round two. The feedback provided by respondents is summarised below, along with the recommendations that emerged from round two testing. The documents that were tested in round two (referenced below) can be found in Appendix D.
- 5.2 While the interviews covered some of the same questions as round one, the main purpose of round two testing was to assess the impact of changes that were made to the documents after round one. The probe sheet used in round two can be found at Appendix D. Some findings from these interviews replicate findings from round one. For the purposes of this report, this chapter focuses primarily on feedback that was unique to round two.

### **General comments**

- 5.3 As with round one, the response to the documents was generally positive. Respondents were happy that all relevant information was included and that the documents were well presented.
- 5.4 Most respondents said that they preferred the leaflet to the letter. It was felt by most that the format of the leaflet – dividing the information into individual sections – made it easier to read and assimilate the information. The letter, by contrast, seemed slightly dense to some respondents, who said that they had overlooked some of the details due to them being ‘lost’ amid the rest of the text. The two documents were deemed by some to contain a lot of the same information.
- 5.5 While it is important to make the letter as concise as possible, a certain amount of content overlap between the letter and leaflet will be necessary. A few respondents revealed that they had not looked at the leaflet, only the letter. Any dramatic reduction in the content of the letter

would therefore increase the risk that some respondents will miss out on important information about the survey.

- 5.6 By splitting the first paragraph into two separate paragraphs, the letter may be made to appear slightly clearer.

### **Feedback on the survey logo**

- 5.7 Respondents were shown two alternative survey logos – A and B – and asked to indicate which they preferred. Neither logo proved to be more popular than the other, with most respondents pointing out positive and negative elements of both designs whilst being unable to choose between them.
- 5.8 While the choice of logos was more limited, the feedback provided on these two logos was similar to that given at round one. Logo ‘A’ was generally thought to be more striking and eye-catching, but some respondents said that the ‘National Survey for Wales’ text should be more prominent. Several respondents said that they liked the idea of using a megaphone image, but that the image used for the logo looked too crude and basic. By contrast, other respondents said that they did not like the megaphone due to the connotations with shouting, and more specifically being shouted at.
- 5.9 Logo ‘B’ was regarded as being somewhat bland compared with Logo A, and less likely to stand out. However, respondents said that text for Logo B was more prominent and easier to read. Not all respondents picked up on the fact that the background image is a speech bubble, identifying it instead as simply a non-descript shape. This added to the ‘bland’ characterisation for some.
- 5.10 There was no clear favourite of the two logos. However, given that Logo ‘A’ seemed slightly more off-putting to some respondents (due to the association with shouting), Logo B should be used for the survey.

## **Initial response to receiving the letter and leaflet**

- 5.11 The design of the envelope was altered slightly for round two. The WG logo was retained in the top-left hand corner, but the NSW logo (with the 'National Survey for Wales' text removed) was added to the bottom-right hand corner.
- 5.12 The WG logo received the same positive feedback provided by respondents at round one. It was recognised by almost all respondents, and indicated that the contents were likely to be important. The NSW survey logo was less effective. Most respondents said that they did not notice the logo at all. When it was pointed out to them during the interview, these respondents said that it was not very prominent, and did not have any impact on their likelihood to open the envelope. This was largely due to the fact that the respondents were not familiar with the logo – it seemed to many to be quite ambiguous. While most respondents were fairly indifferent to the NSW logo, one said that featuring the slogan 'Have Your Say' gave the impression of 'electioneering' – he associated this with the sort of slogans that appear on political mail-outs, and would make him more likely to throw the envelope away.
- 5.13 During the interview some respondents were asked whether they would favour the inclusion of some text on the envelope, for example, 'Important Survey' or 'National Survey for Wales'. These suggestions were not well received. Several respondents said that they would be put off by the use of the word 'Important', as this is a word they commonly see featured on junk mail.
- 5.14 The inclusion of the NSW logo on the envelope did not appear to have any positive impact on respondents' views regarding the survey nor their likelihood to open the envelope. Although a negative view was expressed by just one respondent, the potentially detrimental effect that it could have suggests that the logo should be removed from the envelope for the main survey.

## **Feedback on advance letter**

- 5.15 As mentioned above, while some respondents felt that the letter contained too much text, all of the information provided was felt to be important. When asked which sections they felt were unnecessary, respondents did not highlight anything.
- 5.16 As was the case at round one, respondents generally had a good sense of what was meant by 'local public services'. The first example given by most respondents was 'buses' or 'transport'. While almost all respondents felt that they would have something to say on the subject of public services – and would therefore be inclined to take part in the survey – one respondent said that she might not take part if she thought the survey was only about transport. This emphasised the importance of conveying that the survey will cover a range of topics.
- 5.17 The feedback received at both rounds of testing suggested that some examples of local public services should be explicitly mentioned in the letter.
- 5.18 The other terms and phrases used in the letter, such as 'randomly selected', 'research', and 'confidential' were all clearly understood by respondents and did not present any problems or concerns.
- 5.19 The fourth paragraph, which was rewritten following round one, was understood by respondents. When asked to explain what was meant by the phrase 'represent other households in your local area', respondents took this to mean that, because not everyone in their area would be taking part, they would be giving views on behalf of other households in the area. This paragraph worked well and served to emphasise a sense of responsibility that many respondents said would encourage them to take part.
- 5.20 Several respondents expressed an interest in arranging an interview in advance of the interviewer's visit. This was regarded as an attractive

option by these respondents, some of whom said that, due their busy schedules, a pre-arranged appointment would represent the only way for them to take part.

5.21 Feedback provided by respondents strongly indicates that the option to make an advance appointment should be explicitly mentioned in the letter.

### **Feedback on the survey leaflet**

5.22 The leaflet was reworded for round two to stress that the survey is being carried out for the first time. Respondents reacted positively to this change. The reference to a new survey gave it a 'fresh' image, and also helped to explain to respondents that there are yet to be any tangible outcomes of the survey.

5.23 Several respondents mentioned that a large factor in deciding whether or not to take part in the survey would be the extent to which the views provided would be listened to. It was felt by some that surveys of this kind can sometimes be simply an exercise, the results of which are often simply ignored.

5.24 While most respondents felt that the leaflet section titled 'Why should I take part?' gave a good general impression of what the survey data will be used for, some said that they would like the leaflet to include more specific details about what will be accomplished as a result of the survey. This is clearly something that should be considered when revising the leaflet for subsequent waves.

5.25 Having an opportunity to give their views on how the government is performing – both locally and nationally – was seen by some respondents as a major incentive to take part in the survey. They felt that this aspect could be emphasised more in the documents. While this is not the main focus of the survey, some questions will ask respondents

for their views on this subject. As such, it may be beneficial to refer to this in the leaflet.

- 5.26 As was the case at round one, most respondents said that they would rather contact the WG with any queries they might have as opposed to a research agency. While none of the respondents indicated that they would be opposed to contacting the research agency, there was a clear preference for speaking to the WG, an organisation with which they are already familiar.
- 5.27 Following discussions between TNS-BMRB and WG, it was decided that WG will have capacity to field calls about the survey, and that a WG contact number should be added to the leaflet.
- 5.28 One respondent who said that they would be happy to contact the research agency with queries, rather than WG, said that he would prefer to know the name of the person at the agency that he needed to speak to. While the freephone number will always go through to a member of the TNS-BMRB team working on the NSW, who will therefore be fully briefed on the survey, the addition of a name may make respondents more comfortable when calling the agency.
- 5.29 Some respondents said that they would like to contact the agency via email, rather than over the telephone. Neither the letter nor the leaflet gave an email address, but this feedback suggests that a dedicated survey email address should be added. Due to the limited space available in the letter, this addition should be made to the leaflet.
- 5.30 Only a small minority of respondents had looked at any of the websites, having taken the addresses from the leaflet. A few respondents had looked at the research agency websites to find out more about them (given that they had not heard of them before) and confirm that they are legitimate organisations. Some had also looked at the survey page on

the NSW website for official confirmation that these research companies are associated with WG.

### **Summary of recommendations for the letter and leaflet**

5.31 Recommendations for changes to be made to the documents prior to the start of survey fieldwork are as follows.

#### **Envelope**

- The NSW logo should be removed from the envelope.

#### **Letter**

- The third and fourth sentences of the first paragraph (beginning 'We want your views...') should be split into a separate paragraph.
- In the first paragraph, the text '(e.g. transport, education, and health services)' should be inserted after 'local public services'.
- In the fifth paragraph, the text 'or to arrange an interview' should be inserted after 'For further information'.
- In the second paragraph, the names of both research agencies (TNS-BMRB and Beaufort) should be included. This will help to synchronise the letter with the leaflet (where both agencies are named) and avoid any confusion on the part of the respondent.

#### **Leaflet**

- A contact number for WG should be added to the last page.
- The name of a researcher at the relevant research agency (TNS-BMRB / Beaufort) should be added to the contact details on the last page.
- A dedicated survey email address should be added after the freephone telephone number.
- In order to emphasise the survey as an opportunity to critique local and national government, the first paragraph in the leaflet should be amended as follows:

*“The National Survey for Wales is a study of adults across the whole of Wales. It covers a range of topics, and asks for people’s views on:*

- *their local public services, such as transport, education, and health services;*
- *their local area and neighbourhood;*
- *how well the government is performing, both locally and nationally.”*

## **6 Publicising the survey**

- 6.1 In addition to testing the survey documents, a secondary aim of the research was to gather views on ways in which the survey could be publicised, and the impact this might have on respondents' willingness to take part. This line of questioning focused mainly on social media websites, such as Facebook and Twitter, and tried to ascertain whether there is any value in using these platforms to publicise the survey.
  
- 6.2 None of the respondents had heard of the NSW before, which was to be expected given that this is a new survey. Most felt that, in general terms, the idea of a national survey was positive and said that they would welcome the opportunity to give their views on things that are happening in their local area. For some, this positive impression was tempered slightly by some doubt that the survey would achieve anything meaningful. This seemed to be based largely on a level of scepticism around surveys in general, rather than anything specifically related to the NSW. However, this was a minority view.
  
- 6.3 Respondents expressed no strong indication that their willingness to take part would be affected by any kind of advertising or publicity. However, this was largely because they were already inclined to participate. As mentioned above, participants in cognitive testing are generally more likely to take part in surveys compared with the wider population. Most felt that it would be beneficial to publicise the survey in some way. A common response was that publicity would give the survey added legitimacy if it means people have already heard about the survey when they receive the advance letter and leaflet.
  
- 6.4 The impact of any publicity is difficult to judge from this testing work, given that respondents were already predisposed to take part even in surveys of which they have no prior knowledge. While the level of exposure gained by different publicity methods cannot be known with

any certainty, any attempts to enhance awareness about the survey are likely to increase response and therefore be beneficial.

- 6.5 The idea of having an NSW article in a local newspaper was more popular among those aged 35 or over. Respondents in the younger age group (16-34) mostly did not read local newspapers, and said that they would be unlikely to see any information about the survey if it was placed there.
- 6.6 Readership of local newspapers was not common among respondents. Most commonly read were the free newspapers delivered to their door. If publicity is to be sought in the local press, free newspapers would appear to be the most effective platform.
- 6.7 While several respondents said that they use Facebook (mostly younger respondents), most said that they would not look at information on an NSW Facebook page. The general impression given was that Facebook is regarded as primarily a platform for socialising with friends. Respondents who use Facebook said that they would not look at pages for companies or organisations, but only individuals that they already know. The lack of interest in an NSW page seemed to stem primarily from the way in which Facebook is used, rather than any objection to the idea. However, a couple of respondents said that, if they became aware of an NSW Facebook page, this might actually devalue the survey in their view, making it appear more frivolous and less serious.
- 6.8 Based on the feedback provided, in particular the potentially detrimental effect of publicising the survey on Facebook, we feel that there would be little value in pursuing this approach.
- 6.9 Respondents seemed to be more receptive to the idea of publicising the survey on Twitter. While a smaller number of respondents use Twitter compared with Facebook, those who do were more familiar with the idea of 'following' companies and organisations, rather than only individuals.

Several respondents said that they already look at feeds for government organisations, and use Twitter as a way to keep up to date with things that the government are doing. The idea of using Twitter to disseminate findings from the survey was also well received by these respondents.

6.10 Using Twitter to publicise the survey and, in time, disseminate results would appear to be an effective option.

6.11 One respondent raised the idea of including content about the survey on the various local authority websites. It should be noted that the respondent in question worked for his local authority. However, publicising the survey on websites with a specific local connection may help to encourage respondents by emphasising the focus on local issues.

6.12 If possible, content about the survey should be included on Local Authority websites.

### **Summary of recommendations**

6.13 Recommendations for publicising the survey are as follows:

- If local newspapers are used to publicise the survey, the priority should be to place articles in the local free press.
- Facebook should not be used to publicise the survey.
- Twitter could be an effective way to publicise the survey.
- If possible, content about the survey should be included on Local Authority websites.

## **7 Conclusions**

- 7.1 Following discussions between TNS-BMRB and WG, a final letter and leaflet were produced, incorporating the recommendations that arose from rounds one and two (see 4.38 and 5.31 above). These documents can be found in Appendix E. WG also made some minor alterations not reflected in testing. These changes were reviewed and agreed by TNS-BMRB.
  
- 7.2 In addition to the advance letter and leaflet, WG will be including content about the survey on their website. A dedicated NSW website is also being set up containing information for potential respondents. WG and TNS-BMRB will explore options for respondents to contact these organisations through a messaging facility on the websites, with the aim of making it easier for respondents to raise queries and arrange interviews.
  
- 7.3 Final documents (found in Appendix E) were agreed and signed off by WG on Wednesday 17<sup>th</sup> August. Barring any further changes that arise from the pilot survey and Field Test taking place in late 2011, the intention is to use these documents for survey fieldwork beginning in January 2012.

## **Appendix A – Interviewer focus group probe sheet**

### **National Survey for Wales – Document Testing** **Focus Group Probe Sheet**

#### **General Feedback**

- What sorts of things do you mention most regularly when attempting to sell a survey on the doorstep? Are these things that can be included in survey materials?
- What are the main barriers that you face when attempting to sell surveys on the doorstep (i.e. reasons for refusal)?
- What are the things that you think make for an effective advance letter/ leaflet?
- What are the things that can make for ineffective survey materials (i.e. what sorts of things do respondents find off-putting)?
- What are your thoughts on branding the survey materials? Do you feel there should be more emphasis on the client or the research agency?
- How do interviewers feel about giving respondents the opportunity to make their own appointments (e.g. website, phone)?

#### **Letter**

- Layout:
  - What are your first impressions on the layout? Does the text seem too crowded/ too spread out?
  - Is the font size big enough? Do you have any trouble reading the text?
- Content (General):
  - Thinking about the letter as a whole, how easy or difficult is it to understand?
  - What do you think about the language used? Is it too complex/ too simple?
  - Are there any words or phrases that you think respondents will struggle to understand?
  - Are there any words or phrases that are likely to put respondents off?
  - Are there any places where you think a different word or phrase would be more effective? *[If yes]* What word/ phrase do you think should be used?
- Overall impressions:
  - How effective do you think the letter is in explaining what the survey is about?
  - How effective did you think the letter is in encouraging people to take part in the survey?
  - Is there any additional information that you feel should be included in the letter?
  - Is there anything in the letter that you feel should not be included?

#### **Leaflet**

- Layout/ Images/ Logos:
  - What are your first impressions of the leaflet? Does the text seem too crowded/ spread out?
  - Is the font size big enough? Do you have any trouble reading the text?

- How do you feel about the image on the front of the leaflet? What do you think about when you look at this?
  - Do you think this is a suitable image? If not, what sort of image do you think the leaflet should feature?
  - How easy is the leaflet to use? Does the way in which it is folded cause any problems?
  - How do you feel about the dual-language layout? Would you prefer separate English and Welsh leaflets?
- Content (General):
    - Thinking about the leaflet as a whole, how easy or difficult is it to understand?
    - What do you think about the language used? Is it too complex/ too simple?
    - Are there any words or phrases that you think respondents will struggle to understand?
    - Are there any words or phrases that are likely to put respondents off?
    - Are there any places where you think a different word or phrase would be more effective? *[If yes]* What word/ phrase do you think should be used?
- Content (Specific):
    - 'What is the National Survey for Wales?' – How effective do you find this section in explaining what the survey is about? Do you feel that this is enough information?
    - 'Why should I take part?' → What is your impression of this section? Do you feel that this explains why the survey is being conducted?
    - 'Why has my household been chosen?' → In your experience, how easily do respondents understand the selection process? What sorts of questions do they ask? Do you think this section will adequately address these questions?
    - 'Is the information I give confidential?' → What do you think about the terms used here: 'anonymous survey data' and 'marketing purposes'? How do you think respondents will react to these terms? Do you think this section will adequately address respondents' concerns about confidentiality?
    - 'What happens next'? → Do you feel that you understand how the survey is carried out? Is anything unclear?
- Overall impressions:
    - How effective do you find the leaflet? Do you think it would encourage/ discourage people to take part in the survey?
    - Is there any additional information that you feel should be included in the leaflet?
    - Is there anything in the leaflet that you feel should not be include?

## Appendix B – Recruitment quotas: rounds one and two

Recruitment quotas were set for rounds one and two in an attempt to secure a representative sample of respondents.

The target number of achieved interviews was 16 at round one and 24 at round two. Quotas were boosted in order to account for any cancellations or 'no-shows'. As such, the recruitment targets were 20 interviews at round one and 30 interviews at round two.

### Round One

English speakers:

	Male	Female	TOTAL
<b>16-34</b>	2	1	3
<b>35-54</b>	1	1	2
<b>55+</b>	1	1	2
<b>Any</b>	1	2	3
<b>TOTAL</b>	5	5	10

Welsh speakers:

	Male	Female	TOTAL
<b>16-34</b>	2	1	3
<b>35-54</b>	1	1	2
<b>55+</b>	1	1	2
<b>Any</b>	1	2	3
<b>TOTAL</b>	5	5	10

## **Round Two**

English speakers:

	<b>Male</b>	<b>Female</b>	<b>TOTAL</b>
<b>16-34</b>	3	3	6
<b>35-54</b>	2	3	5
<b>55+</b>	2	0	2
<b>Any</b>	2	0	2
<b>TOTAL</b>	9	6	15

Welsh speakers:

	<b>Male</b>	<b>Female</b>	<b>TOTAL</b>
<b>16-34</b>	4	2	6
<b>35-54</b>	3	2	5
<b>55+</b>	2	1	3
<b>Any</b>	0	1	1
<b>TOTAL</b>	9	6	15

## Appendix C – Round one documents

### National Survey for Wales – Document Testing Cognitive Interview Probe Sheet

#### First impressions of materials

- General attitude to surveys:
  - Have you taken part in a survey/ surveys before?
  - When was the last time you took part in a survey?
  - *[If taken part in surveys before]* Why did you decide to take part in this survey/ these surveys?
  
- Awareness/ Perception of the National Survey:
  - Had you heard of the National Survey for Wales before this interview?
  - Before reading the materials, what did you think the survey was about?
  - Prior to reading the materials, what, if anything, was your impression of the survey (i.e. positive, negative, indifferent)? *[If respondent has not heard of survey before, encourage them to think about their first impressions, and what they think about the idea of a National Survey for Wales.]*
  - What is your overall impression of the survey as a result of reading the materials?
  
- Initial response to advance materials:
  - What was your first impression when you saw the envelope? What did you think the letter would be about?
  - Did you recognise the WG logo? What was your first reaction when you saw the WG logo (i.e. positive, negative, indifferent)?
  - Would you be more inclined to open the letter with or without the WG logo on the envelope?
  - Did you read the materials straight away after receiving them? If not, why not?
  - Which did you read first – the letter or the leaflet? Explain reasoning for order.
  - If there is more than one adult living there: Did you show the materials to anyone else in the household? Probe why if not.
  - How would you prefer the letter to be addressed? E.g. Householder, Resident, Sir/madam? How would you have reacted to a letter that was not addressed to you personally (i.e. 'The Resident')?
  - What are your opinions on receiving the letter and leaflet together?
  - Based on these survey materials, would you agree to be interviewed for the National Survey?

#### Letter

- Layout:
  - What are your first impressions on the layout? Does the text seem too crowded/ too spread out?
  - Is the font size big enough - do you have any trouble reading the text?
  - When you first received the letter, did you read it in full or just certain parts?

- Logos/ Signatory:
  - Do you recognise the TNS-BMRB logo? Have you heard of TNS-BMRB before?
  - What do you think of the National Survey logo? [can we show a few alternatives here?]
  - Did you notice the signatory and who it was?
  - Do you think the letter should be signed by someone else within the Welsh Government?
  - What are your feelings about the letter being signed by the Welsh Government?
  - Do you think the letter should be signed by a different organisation (e.g. the research agency)?
  
- Content (General):
  - Thinking about the letter as a whole, how easy or difficult is it to understand? What do you think about the length of the letter?
  - What do you think about the language used? Is it too complex/ too simple?
  - What do you understand by the term 'random selection'?
  - Are there any words or phrases that you are not familiar with or do not understand?
  
- Content (Specific):
  - What do you understand by the term 'local public services'? Can you give me some examples of what you think this might include?
  - How would you define your 'local neighbourhood'?
  - What do you understand by the term 'independent research company'? What do you think about when you hear this term?
  - How do you feel about an interviewer calling to your house? What would make you feel more comfortable with the idea?
  - The third paragraph refers to confidentiality – what do you understand by the term 'confidential'?
  - What was your reaction to reading the third paragraph? Did you find it reassuring? Did it raise any concerns?
  
- Overall impressions:
  - After reading the letter, how confident are you that you know what the survey is about?
  - Did the letter encourage/ discourage you to take part in the survey?
  - What would be your main reason for taking part in the survey?
  - What could be done to encourage you further to take part in the survey?
  - Is there any information that you feel should be included in the letter?
  - Is there anything in the letter that you feel should not be included?
  - Is there anything in the leaflet that has worried you?

## **Leaflet**

- Layout/ Images/ Logos:
  - What are your first impressions of the leaflet? Does the text seem too crowded/ spread out?
  - Is the font size big enough? Do you have any trouble reading the text?
  - When you first received the leaflet, did you read it in full or just certain parts?

- How easy is the leaflet to use? Does the way in which it is folded cause any problems?
- How do you feel about the dual-language layout? Would you prefer separate English and Welsh leaflets?
- Do you recognise the Beaufort logo? Have you heard of Beaufort Research?
- Content (General):
  - Thinking about the leaflet as a whole, how easy or difficult is it to understand?
  - What do you think about the language used? Is it too complex/ too simple?
  - Are there any words or phrases that you are not familiar with or do not understand?
- Content (Specific):
  - 'What is the National Survey for Wales?' – How effective do you find this section in explaining what the survey is about? Do you feel that this is enough information?
  - 'Why should I take part?' → What is your impression of this section? Do you feel that you understand why the survey is being conducted?
  - What else can be put in the leaflet to encourage you to take part?
  - 'Why has my household been chosen?' → Do you know how your address was selected after reading the leaflet? What do you understand by the term 'Post Office address file'?
  - 'Is the information I give confidential?' → What do you understand by the terms 'anonymous survey data' and 'marketing purposes'?
  - Do these need to be in the letter? Are the terms reassuring or off-putting?
  - 'What happens next?' → Do you feel that you understand how the survey is carried out? Is anything unclear?
  - 'How can I check that the interviewer is genuine?' → Does the image of the Interviewer Identity Card need to be larger/ clearer?
  - 'Who are TNS-BMRB and Beaufort?' → Does this explain to you what these companies do?
- Overall impressions:
  - Do you have any unanswered questions about the survey after reading the leaflet?
  - How effective did you find the leaflet? Do you think it would encourage/ discourage you to take part in the survey?
  - If you had any queries, who would you most likely contact, WG or TNS? What would you ask them?
  - What method would you prefer to use when contacting either?
  - Is there any information that you feel should be included in the leaflet?
  - Is there anything in the leaflet that you feel should not be included?
  - Would you like the option of arranging your own appointment with an interviewer? How would you prefer to do this? Phone, email, website?
  - Should this option be explained in the letter or leaflet?

### **Online content**

- Have you visited any of the websites listed in these materials?
- [If yes] Why did you visit this site/ these sites? Were you looking for something specific?

- What was your impression of the site(s)? Were they clear/ easy to navigate?
- Did you find the information you were looking for?
- How likely would you be to visit a website containing information about the survey?
- Is there any particular information that you feel would be important to include on the survey website?

### **Social Media and awareness**

- If you had heard of the National Survey for Wales through your local newspaper, WG website, Facebook or Twitter, would you be more likely to take part in the survey? Which ones in particular?
- Do you think social media such as Facebook, Twitter or YouTube should be used for this survey? Would you use it? What would you like to see on it?

### **General overall**

- How memorable do you think the letter and leaflet are likely to be?
- What could we do to increase the chances of recipients reading the letter and leaflet?
- What could we do to increase the chances of recipients participating in the survey?



**DWEUD EICH DWEUD  
HAVE YOUR SAY**

Arolwg Cenedlaethol Cymru  
National Survey for Wales



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

Friday 15<sup>th</sup> July

Dear Sir/ Madam,

### The National Survey for Wales

I am writing to ask for your help with the National Survey for Wales. This study is really important as it asks for your views on a range of issues, such as your local public services and what you think about your local neighbourhood. We are interested in everyone's views, regardless of how often you use local public services.

The Welsh Government has randomly selected your household to take part in this survey, which is being carried out on our behalf by an independent research organisation called TNS-BMRB. One of their interviewers will visit you in the next few weeks to explain the study to you in more detail. All interviewers will carry an identity card which will include their photograph and interviewer identification number.

If you are busy when the interviewer calls he/she will be happy to arrange a time that is more convenient for you. Taking part is voluntary, but I hope you will be willing to help because we cannot get this information in any other way. Everything you say will be kept confidential.

**It is important that we speak to you as you will be representing lots of households in your area that have similar characteristics to you. The information you provide will help the Welsh Government to improve public services for everyone in your area.**

A leaflet is enclosed with this letter, to explain the survey in more detail and answer some frequently asked questions. Please show this letter and the enclosed leaflet to anyone living with you so that they also know about the study. For further information, please call Sam Sullivan at TNS-BMRB on freephone 0800 015 2479.

The success of this study relies on people's co-operation, so we hope you will be willing to take part. Thank you in advance for your help.

Yours faithfully,

Steven Marshall  
Chief Social Research Officer of the Welsh Government



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CF10 3NQ

surveys@wales.gsi.gov.uk  
Gwefan • website: [www.cymru.gov.uk](http://www.cymru.gov.uk)



**DWEUD EICH DWEUD  
HAVE YOUR SAY**

Arolwg Cenedlaethol Cymru  
National Survey for Wales



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

Dydd Gwener 15 Gorffennaf

Annwyl Preswlydd,

### Arolwg Cenedlaethol Cymru

Rwy'n ysgrifennu i ofyn am eich cymorth gyda'r Arolwg Cenedlaethol i Gymru. Mae'r astudiaeth hon yn bwysig iawn gan ei fod yn gofyn am eich barn ar nifer o faterion, fel eich gwasanaethau cyhoeddus lleol a'ch cymdogaeth leol. Mae gennym ddi-ddordeb yn eich barn, waeth pa mor aml ydych yn defnyddio gwasanaethau cyhoeddus lleol.

Mae Llywodraeth Cymru wedi dewis eich cartref ar hap i gymryd rhan yn yr arolwg hwn, sy'n cael ei gynnal ar ein rhan gan sefydliad ymchwil annibynnol o'r enw TNS-BMRB. Bydd un o'u cyfweilydd yn ymweld â chi yn ystod yr wythnosau nesaf i egluro'r astudiaeth i chi yn fanylach. Bydd pob cyfweilydd yn cario cerdyn adnabod a fydd yn cynnwys eu llun a'u rhif adnabod.

Os ydych yn brysur pan fydd y cyfweilydd yn galw bydd ef / hi yn hapus i drefnu amser sy'n fwy cyfleus i chi. Mae cymryd rhan yn yr arolwg yn gwbl wirfoddol ond rwy'n gobeithio y byddwch yn barod i helpu oherwydd ni allwn gael y wybodaeth hon mewn unrhyw ffordd arall. Bydd popeth y byddwch yn dweud yn cael ei gadw'n gyfrinachol.

**Mae'n bwysig ein bod yn siarad â chi am eich bod yn cynrychioli llawer o gartrefi yn eich ardal sydd â nodweddion tebyg i chi. Bydd y wybodaeth a roddwch yn helpu Llywodraeth Cymru i wella gwasanaethau cyhoeddus i bawb yn eich ardal chi.**

Mae taflen wedi'i amgáu gyda'r llythyr hwn, i egluro'r arolwg yn fwy manwl ac i ateb rhai cwestiynau cyffredin. Dylech ddangos y llythyr hwn a'r daflen amgaeedig i unrhyw un sy'n byw gyda chi fel eu bod yn gwybod am yr astudiaeth. Am ragor o wybodaeth, ffoniwch Sam Sullivan o TNS-BMRB ar radffôn 0800 015 2479.

Mae llwyddiant yr astudiaeth hon yn dibynnu ar gydweithrediad pobl, felly gobeithiwn y byddwch yn barod i gymryd rhan. Diolch ymlaen llaw am eich help.  
Yr eiddoch yn gywir,

Steven Marshall  
Prif Swyddog Ymchwil Gymdeithasol Llywodraeth Cymru



Parc Cathays • Cathays Park  
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surveys@wales.gsi.gov.uk  
Gwefan • website: [www.cymru.gov.uk](http://www.cymru.gov.uk)

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Arolwg Cenedlaethol Cymru  
National Survey for Wales



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

## National Survey for Wales Information Sheet

This leaflet gives you more information about the study and tries to answer any questions you may have.

### What is the National Survey for Wales?

The National Survey for Wales is a large survey of adults across the whole of Wales. It covers a range of topics, and asks for people's views on their local area and local public services. The survey is also an opportunity to give your views on transport, education, and health services in Wales.

The study is being conducted on behalf of the Welsh Government by two independent research organisations, TNS-BMRB and Beaufort Research.

WG12961

### Why should I take part?

The Welsh Government is working to help improve the lives of people in Wales and make our country a better place to live and work. This is your opportunity to give your opinion on a wide range of issues affecting Wales, and make a difference to the decisions we make in future.

### Why has my household been chosen?

Every year we select 25,000 households to take part in the study. These households are chosen at random from the Post Office address file. It is important that the results reflect the views of the whole of Wales. Your views are a vital part of this.

### Is the information I give confidential?

Any personal information you give us will be kept confidential. Only anonymous survey data will be used for analysis. Your details will not be used for marketing purposes.

### What happens next?

An interviewer will call at your home in the next few weeks. They will randomly select one person in your household to take part in a short interview, which will take place in your home. If the interviewer calls at a time that is not convenient, they will be happy to make an appointment for another time.

If you would like to be interviewed in Welsh, please tell the interviewer when they visit.

### How can I check that the interviewer is genuine?

All TNS-BMRB and Beaufort interviewers carry a Market Research Society Interviewer Identity Card (as shown). You should not let anyone into your home if they do not show you this card.



### Who are TNS-BMRB and Beaufort?

TNS-BMRB and Beaufort are independent research organisations. Both companies carry out a large amount of research on behalf of government, charities, and the voluntary sector, as well as commercial organisations.

For more information, please visit their websites:

[www.tns-bmrb.co.uk](http://www.tns-bmrb.co.uk)

[www.beaufortresearch.co.uk](http://www.beaufortresearch.co.uk)

If you would like further information about the survey, please contact:

TNS-BMRB on freephone 0800 015 2479 or the Welsh Government on 029 2082 5833.

You can also visit the following websites:

[www.nationalsurveyforwales.co.uk](http://www.nationalsurveyforwales.co.uk)

[www.wales.gov.uk/research](http://www.wales.gov.uk/research)



beaufortresearch

**DWEUD EICH DWEUD  
HAVE YOUR SAY**

Arolwg Cenedlaethol Cymru  
National Survey for Wales



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

## Arolwg Cenedlaethol Cymru Taflen Wybodaeth

Mae'r daflen hon yn rhoi mwy o wybodaeth am yr astudiaeth ac yn ceisio ateb unrhyw gwestiynau sydd gennych.

### Beth yw'r Arolwg Cenedlaethol i Gymru?

Mae'r Arolwg Cenedlaethol i Gymru yn arolwg mawr o oedolion ledled Cymru gyfan. Mae'n cwmpasu amrywiaeth o bynciau, ac yn gofyn am farn pobl am eu hardal lleol a'u gwasanaethau cyhoeddus lleol. Mae'r arolwg hefyd yn gyfle i roi eich barn ar wasanaethau cludiant, addysg, a iechyd yng Nghymru.

Mae'r astudiaeth yn cael ei gynnal ar ran Llywodraeth Cymru gan ddau sefydliad ymchwil annibynnol, TNS-BMRB a Beaufort Research.

WG12061

### Pam ddylwn i gymryd rhan?

Mae Llywodraeth Cymru yn gweithio i helpu i wella bywydau pobl yng Nghymru a gwneud ein gwlad yn le gwell i fyw ac i weithio. Dyma eich cyfle i roi eich barn ar nifer o faterion sy'n effeithio ar Gymru, ac sy'n gwneud gwahaniaeth i'r penderfyniadau a wnawn yn y dyfodol.

### Pam gafodd fy nghartref ei ddewis?

Bob blwyddyn rydym yn dewis 25,000 o gartrefi i gymryd rhan yn yr astudiaeth. Mae'r cartrefi yn cael eu dewis ar hap o ffeil cyfeiriadau'r Swyddfa Bost. Mae'n bwysig bod y canlyniadau yn adlewyrchu barn Cymru gyfan. Mae eich barn yn rhan hanfodol o hyn.

### A yw'r wybodaeth a roddaf yn gyfrinachol?

Bydd unrhyw wybodaeth bersonol yn cael ei gadw'n gyfrinachol. Dim ond data arolwg dienw fydd yn cael ei ddefnyddio ar gyfer dadansoddi. Ni fydd eich manylion yn cael eu defnyddio ar gyfer marchnata.

### Beth fydd yn digwydd nesaf?

Bydd cyfwelydd yn galw yn eich cartref yn yr wythnosau nesaf. Byddant yn dewis un person yn eich cartref i gymryd rhan mewn cyfweliad byr, a fydd yn digwydd yn eich cartref. Os bydd y cyfwelydd yn galw ar adeg anghyfleus, byddant yn hapus i wneud apwyntiad arall.

Os hoffech chi gael cyfweliad yn Gymraeg, dywedwch wrth y cyfwelydd pan fyddant yn ymweld.

### Sut allaf wneud yn siwr fod y cyfwelydd yn ddilys?

Bydd pob cyfwelydd TNS-BMRB a Beaufort yn cario Cerdyn Adnabod Cymdeithas Ymchwil Marchnad (fel y dangosir). Ni ddylech adael unrhyw un i mewn i'ch cartref os nad ydynt yn dangos eich cerdyn hwn.



### Pwy yw TNS-BMRB a Beaufort?

Mae TNS-BMRB a Beaufort yn sefydliadau ymchwil annibynnol. Mae'r ddau gwmni yn cynnal llawer iawn o waith ymchwil ar ran y llywodraeth, elusennau, a'r sector gwirfoddol, yn ogystal â sefydliadau masnachol.

Am fwy o wybodaeth, ewch i'w gwefannau:

[www.tns-bmrb.co.uk](http://www.tns-bmrb.co.uk)

[www.beaufortresearch.co.uk](http://www.beaufortresearch.co.uk)

Os hoffech gael mwy o wybodaeth am yr arolwg, cysylltwch â:

TNS-BMRB ar radffôn 0800 015 2479 neu Llywodraeth Cymru ar 029 2082 5833.

Gallwch hefyd ymweld â'r gwefannau canlynol:

[www.nationalsurveyforwales.co.uk](http://www.nationalsurveyforwales.co.uk)

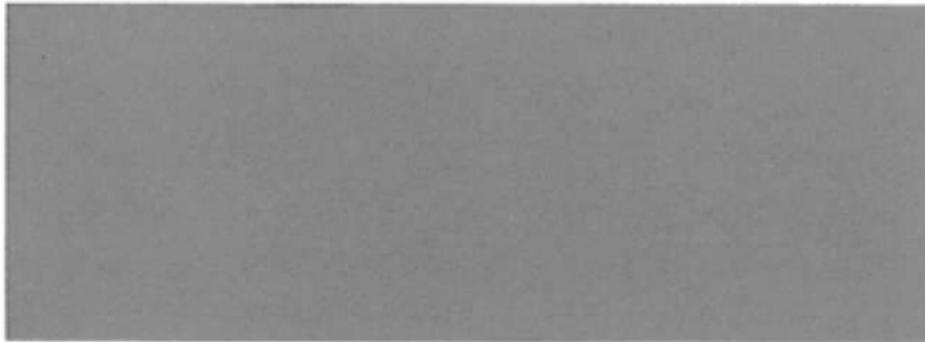
[www.cymru.gov.uk/ymchwil](http://www.cymru.gov.uk/ymchwil)



beaufortresearch



Llywodraeth Cymru  
Welsh Government

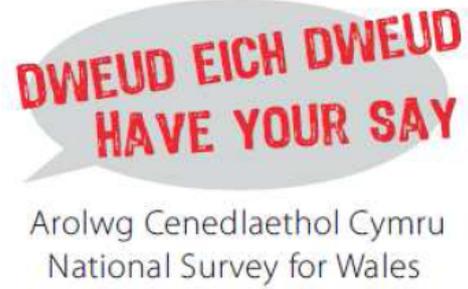


## National Survey for Wales logo designs

A



B



C



D



E



F



## Appendix D – Round two documents

### National Survey for Wales – Document Testing Cognitive Interview Probe Sheet

#### First impressions of materials

- General attitude to surveys:
  - Have you taken part in a survey/ surveys before?
  - When was the last time you took part in a survey?
  - *[If taken part in surveys before]* Why did you decide to take part in this survey/ these surveys?
  
- Awareness/ Perception of the National Survey:
  - What do you think about the idea of a National Survey for Wales?
  - Do / have the survey materials contributed to why you think that?
  
- Initial response to advance materials:
  - What was your first impression when you saw the envelope? What did you think the letter would be about?
  - Did you recognise the WG logo? What was your first reaction when you saw the WG logo (i.e. positive, negative, indifferent)?
  - Would you be more inclined to open the letter with or without the WG logo on the envelope?
  - What did you think about the 'Have Your Say' logo? Would this encourage/ discourage you from opening the envelope?
  - Did you read the materials straight away after receiving them? If not, why not?
  - Which did you read first – the letter or the leaflet? Explain reasoning for order.
  - If there is more than one adult living there: Did you show the materials to anyone else in the household? Probe why if not.
  - How would you prefer the letter to be addressed? E.g. Householder, Resident, Sir/madam? How would you have reacted to a letter that was not addressed to you personally (i.e. 'The Resident')?
  - What are your opinions on receiving the letter and leaflet together?
  - Based on these survey materials, would you agree to be interviewed for the National Survey?

#### Letter

- Layout:
  - What are your first impressions on the layout? Does the text seem too crowded/ too spread out?
  - Is the font size big enough - do you have any trouble reading the text?
  - When you first received the letter, did you read it in full or just certain parts?
  
- Logos/ Signatory:
  - What do you think of the National Survey logo?
  - Did you notice the signatory and who it was?

- Do you think the letter should be signed by someone else within the Welsh Government?
- What are your feelings about the letter being signed by the Welsh Government?
- Do you think the letter should be signed by a different organisation (e.g. the research agency)?
- Content (General):
  - Thinking about the letter as a whole, how easy or difficult is it to understand? What do you think about the length of the letter?
  - What do you think about the language used? Is it too complex/ too simple?
  - What do you understand by the term 'random selection'?
  - Are there any words or phrases that you are not familiar with or do not understand?
- Content (Specific):
  - What do you understand by the term 'local public services'? Can you give me some examples of what you think this might include?
  - How would you define your 'local neighbourhood'?
  - What do you understand by the term 'independent research company'? What do you think about when you hear this term?
  - How do you feel about the word 'research'? What comes into your mind when you hear/ see this word?
  - The third paragraph refers to confidentiality – what do you understand by the term 'confidential'?
  - What was your reaction to reading the fourth paragraph? Can you explain, in your own words, what this means?
- Overall impressions:
  - After reading the letter, how confident are you that you know what the survey is about?
  - Did the letter encourage/ discourage you to take part in the survey?
  - What would be your main reason for taking part in the survey?
  - What could be done to encourage you further to take part in the survey?
  - Is there any information that you feel should be included in the letter?
  - Is there anything in the letter that you feel should not be included?
  - Is there anything in the leaflet that has worried you?

## **Leaflet**

- Layout/ Images/ Logos:
  - What are your first impressions of the leaflet? Does the text seem too crowded/ spread out?
  - Is the font size big enough? Do you have any trouble reading the text?
  - When you first received the leaflet, did you read it in full or just certain parts?
  - How easy is the leaflet to use? Does the way in which it is folded cause any problems?
  - How do you feel about the dual-language layout? Would you prefer separate English and Welsh leaflets?

- Content (General):
  - Thinking about the leaflet as a whole, how easy or difficult is it to understand?
  - What do you think about the language used? Is it too complex/ too simple?
  - Are there any words or phrases that you are not familiar with or do not understand?
  
- Content (Specific):
  - **'What is the National Survey for Wales?'** – How effective do you find this section in explaining what the survey is about? Do you feel that this is enough information?
  - **'Why should I take part?'** → What is your impression of this section? Do you feel that you understand why the survey is being conducted?
  - What else can be put in the leaflet to encourage you to take part?
  - **'Why has my household been chosen?'** → Do you know how your address was selected after reading the leaflet?
  - **'Is the information I give confidential?'** → What do you understand by the terms 'anonymous survey data' and 'marketing purposes'?
  - Are the terms reassuring or off-putting?
  - **'What happens next?'** → Do you feel that you understand how the survey is carried out? Is anything unclear?
  - Would you like the option to arrange your own interview rather than wait for an interviewer to call around? How would you prefer to arrange this appointment? (speak to interviewer directly or phone TNS?)
  - **'How can I check that the interviewer is genuine?'** → Does the image of the Interviewer Identity Card need to be larger/ clearer?
  - **'Who are TNS-BMRB and Beaufort?'** → Does this explain to you what these companies do?
  - How do you feel about only having a TNS contact number to ring for further information?
  
- Overall impressions:
  - Do you have any unanswered questions about the survey after reading the leaflet?
  - How effective did you find the leaflet? Do you think it would encourage/ discourage you to take part in the survey?
  - What method would you prefer to use when contacting either?
  - Is there any information that you feel should be included in the leaflet?
  - Is there anything in the leaflet that you feel should not be included?
  - Would you like the option of arranging your own appointment with an interviewer? How would you prefer to do this? Phone, email, website?
  - Should this option be explained in the letter or leaflet?

### Online content

- Have you visited any of the websites listed in these materials?
- *[If yes]* Why did you visit this site/ these sites? Were you looking for something specific?
- What was your impression of the site(s)? Were they clear/ easy to navigate?
- Did you find the information you were looking for?
- How likely would you be to visit a website containing information about the survey?

- Is there any particular information that you feel would be important to include on the survey website?

### **Social Media and awareness**

- If you had heard of the National Survey for Wales through the WG website, Facebook or Twitter, would you be more likely to take part in the survey? Which ones in particular?
- Do you think social media such as Facebook, Twitter or YouTube should be used for this survey? Would you use it? What would you like to see on it?
- Do you read your local council newspaper that gets delivered to your door?
- Would an article about the National Survey for Wales in these papers make you more or less likely to participate in the survey? (increased awareness of survey?).

### **General overall**

- How memorable do you think the letter and leaflet are likely to be?
- What could we do to increase the chances of recipients reading the letter and leaflet?
- What could we do to increase the chances of recipients participating in the survey?

**Dweud eich dweud**  
**Have your say**

Arolwg Cenedlaethol Cymru  
National Survey for Wales

Address  
Address  
Address  
Address  
Address



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

Friday 29 July

Dear Sir / Madam,

### The National Survey for Wales

I am writing to ask for your help with the National Survey for Wales. The Welsh Government has randomly selected your household to take part in this important research. We want your views on a range of issues, such as your local public services and what you think about your local neighbourhood. We are interested in your views regardless of how often you use local public services.

This research is being carried out on our behalf by an independent research organisation called TNS-BMRB. One of their interviewers will visit you in the next few weeks to explain the research to you in more detail - they will carry an identity card which includes their photograph and interviewer identification number.

If you are busy when the interviewer calls he/she will be happy to arrange a time that is more convenient for you. Taking part is voluntary, but I hope you will be willing to help because we cannot get this information in any other way. Everything you say will be kept confidential.

**Your household is one of only a few selected to represent other households in your local area, so it is important that we speak to you. The information you provide will help the Welsh Government to improve public services for everyone in your area.**

A leaflet is enclosed with this letter, to explain this research in more detail and answer some frequently asked questions. Please show this letter and the enclosed leaflet to anyone living with you so that they also know about the study. For further information, please call Sam Sullivan at TNS-BMRB on freephone 0800 015 2479.

The success of this research relies on people's co-operation, so we hope you will be willing to take part. Thank you in advance for your help.

Yours faithfully,

Steven Marshall  
Chief Social Research Officer of the Welsh Government



Parc Cathays • Cathays Park  
Caerdydd • Cardiff  
CF10 3HQ

surveys@wales.gsi.gov.uk  
Gwefan • website: [www.cymru.gov.uk](http://www.cymru.gov.uk)

**Dweud eich dweud**  
**Have your say**

Arolwg Cenedlaethol Cymru  
National Survey for Wales

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Cyfeiriad



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

Dydd Gwener 29 Gorffennaf

Annwyl Syr / Madam,

### Arolwg Cenedlaethol Cymru

Rwy'n ysgrifennu i ofyn am eich cymorth gyda'r Arolwg Cenedlaethol i Gymru. Mae Llywodraeth Cymru wedi dewis eich cartref ar hap i gymryd rhan yn yr ymchwil pwysig hwn. Rydym eisiau eich barn ar nifer o faterion, fel eich gwasanaethau cyhoeddus lleol a'ch cymdogaeth leol. Mae gennym ddi-ddordeb yn eich barn, difater o ba mor aml yr ydych yn defnyddio gwasanaethau cyhoeddus lleol.

Mae'r ymchwil yma yn cael ei gynnal ar ein rhan gan sefydliad ymchwil annibynnol o'r enw TNS-BMRB. Bydd un o'u cyfweilwyr yn ymweld â chi yn ystod yr wythnosau nesaf i egluro'r ymchwil i chi yn fwy manwl. Bydd pob cyfweilydd yn cario cerdyn adnabod a fydd yn cynnwys eu llun a'u rhif adnabod.

Os ydych yn brysur pan fydd y cyfweilydd yn galw bydd ef / hi yn hapus i drefnu amser sy'n fwy cyfleus i chi. Mae cymryd rhan yn yr arolwg yn gwbl wirfoddol ond rwy'n gobeithio y byddwch yn barod i helpu oherwydd ni allwn gael y wybodaeth hon mewn unrhyw ffordd arall. Bydd popeth y byddwch yn ei ddweud yn cael ei gadw'n gyfrinachol.

**Mae'n bwysig ein bod yn siarad â chi gan fod eich cartref yw un o ychydig a dethol i gynrychioli llawer o gartrefi yn eich ardal leol. Bydd y wybodaeth a roddwch yn helpu Llywodraeth Cymru i wella gwasanaethau cyhoeddus i bawb yn eich ardal.**

Mae taflen wedi'i amgáu gyda'r llythyr hwn, i egluro'r ymchwil yn fwy manwl ac i ateb rhai cwestiynau cyffredin. Dylech ddangos y llythyr hwn a'r daflen amgaeedig i unrhyw un sy'n byw gyda chi fel eu bod yn gwybod am yr astudiaeth. Am ragor o wybodaeth, ffoniwch Sam Sullivan o TNS-BMRB ar radffôn 0800 015 2479.

Mae llwyddiant yr ymchwil hon yn dibynnu ar gydweithrediad pobl, felly gobeithiwn y byddwch yn barod i gymryd rhan. Diolch ymlaen llaw am eich help.

Yr eiddoch yn gywir,

Steven Marshall  
Prif Swyddog Ymchwil Gymdeithasol Llywodraeth Cymru



Parc Cathays • Cathays Park  
Caerdydd • Cardiff  
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surveys@wales.gsi.gov.uk  
Gwefan • website: [www.cymru.gov.uk](http://www.cymru.gov.uk)

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National Survey for Wales



**Llywodraeth Cymru  
Welsh Government**

[www.cymru.gov.uk](http://www.cymru.gov.uk)

## National Survey for Wales

This leaflet gives you more information about the study and answers some questions you may have.

### What is the National Survey for Wales?

The National Survey for Wales is a study of adults across the whole of Wales. It covers a range of topics, and asks for people's views on their local area and local public services. It is also an opportunity to give your views on things like transport, education, and health services in Wales.

This research is being conducted on behalf of the Welsh Government by two independent research organisations, TNS-BMRB and Beaufort Research.

### Why should I take part?

The Welsh Government is working to help improve the lives of people in Wales and make our country a better place to live and work. The research is being carried out for the first time this year, reflecting the growing role the public can have in shaping Welsh Government policy.

This is your opportunity to give your opinion on a wide range of issues affecting Wales, and make a difference to the decisions we make in future.

### Why has my household been chosen?

Every year we will select 25,000 households to take part in this research. These households are chosen at random from the Royal Mail's list of addresses. It is important that the results reflect the views of the whole of Wales. Your views are a vital part of this.

### Is the information I give confidential?

Any personal information you give us will be kept confidential. Only anonymous survey data will be used for analysis. Your details will not be used for marketing purposes.

### What happens next?

An interviewer will call at your home in the next few weeks. They will randomly select one person in your household to take part in a short interview, which will take place in your home. If the interviewer calls at a time that is not convenient, they will be happy to make an appointment for another time.

If you would like to be interviewed in Welsh, please tell the interviewer when they visit or contact the freephone number 0800 015 2479 to arrange this in advance.

### How can I check that the interviewer is genuine?

All TNS-BMRB and Beaufort interviewers carry a Market Research Society Interviewer Identity Card (as shown). You should not let anyone into your home if they do not show you this card.



### Who are TNS-BMRB and Beaufort?

TNS-BMRB and Beaufort are independent research organisations. Both companies carry out a large amount of research on behalf of government, charities, and the voluntary sector, as well as commercial organisations.

For more information, please visit their websites:

[www.tns-bmrb.co.uk](http://www.tns-bmrb.co.uk)

[www.beaufortresearch.co.uk](http://www.beaufortresearch.co.uk)

If you would like further information about this research, please contact TNS-BMRB on the freephone number 0800 015 2479.

You can also visit the following websites:

[www.nationalsurveyforwales.co.uk](http://www.nationalsurveyforwales.co.uk)

[www.wales.gov.uk/research](http://www.wales.gov.uk/research)



**beaufortresearch**

WG12961

**Dweud eich dweud  
Have your say**

Arolwg Cenedlaethol Cymru  
National Survey for Wales



**Llywodraeth Cymru  
Welsh Government**

[www.cymru.gov.uk](http://www.cymru.gov.uk)

## Arolwg Cenedlaethol Cymru

**Mae'r daflen hon yn rhoi mwy o wybodaeth am yr astudiaeth ac yn ateb rhai cwestiynau sydd gennych.**

### Beth yw'r Arolwg Cenedlaethol i Gymru?

Mae'r Arolwg Cenedlaethol i Gymru yn astudiaeth o oedolion ledled Cymru gyfan. Mae'n ymdrin a amrywiaeth o bynciau, ac yn gofyn am farn pobl am eu hardal a gwasanaethau cyhoeddus lleol. Mae'r arolwg hefyd yn gyfle i chwi roi eich barn ar bethau fel gwasanaethau cludiant, addysg, a iechyd yng Nghymru.

Mae'r ymchwil hon yn cael ei gynnal ar ran Llywodraeth Cymru gan ddau sefydliad ymchwil annibynnol, TNS-BMRB a Beaufort Research.

WG12951

### Pam ddylwn i gymryd rhan?

Mae Llywodraeth Cymru yn gweithio i helpu wella bywydau pobl yng Nghymru a gwneud ein gwlad yn lle gwell i fyw ac i weithio. Y flwyddyn yma yw'r tro cyntaf i'r ymchwil cael ei gynnal, sydd yn adlewyrchu'r tyfiant yn y rôl gall y cyhoedd chwarae mewn ffurfio polisi Llywodraeth Cymru.

Dyma eich cyfle i roi eich barn ar nifer o faterion sy'n effeithio ar Gymru, ac sy'n gwneud gwahaniaeth i'r penderfyniadau a wnawn yn y dyfodol.

### Pam gafodd fy nghartref ei ddewis?

Bob blwyddyn bydd ni'n dewis 25,000 o gartrefi i gymryd rhan yn yr ymchwil. Mae'r cartrefi yn cael eu dewis ar hap o rhestr cyfeiriadau'r Post Brenhinol. Mae'n bwysig bod y canlyniadau yn adlewyrchu barn Cymru gyfan. Mae eich barn yn rhan hanfodol o hyn.

### A yw'r wybodaeth a roddaf yn gyfrinachol?

Bydd unrhyw wybodaeth bersonol yn cael ei gadw'n gyfrinachol. Dim ond data arolwg dienw fydd yn cael ei ddefnyddio ar gyfer dadansoddi. Ni fydd eich manylion yn cael ei ddefnyddio ar gyfer marchnata.

### Beth fydd yn digwydd nesaf?

Bydd cyfwelydd yn galw yn eich cartref yn yr wythnosau nesaf. Byddant yn dewis un person yn eich cartref i gymryd rhan mewn cyfweiliad byr, a fydd yn cymeryd lle yn eich cartref. Os bydd y cyfwelydd yn galw ar adeg anghyfleus, byddant yn hapus i wneud apwyntiad arall.

Os hoffech chi gael cyfweiliad yn Gymraeg, dywedwch wrth y cyfwelydd pan fyddant yn ymweld neu cysylltwch â'r rhif rhadffôn 0800 015 2479 i drefnu hwn o flaen llaw.

### Sut allaf wneud yn siwr fod y cyfwelydd yn ddilys?

Bydd pob cyfwelydd TNS-BMRB a Beaufort yn cario Cerdyn Adnabod Cymdeithas Ymchwil Marchnad (fel y dangosir). Ni ddylech adael unrhyw un i mewn i'ch cartref os nad ydynt yn dangos eich cerdyn hwn.



### Pwy yw TNS-BMRB a Beaufort?

Mae TNS-BMRB a Beaufort yn sefydliadau ymchwil annibynnol. Mae'r ddau gwmni yn cynnal llawer iawn o waith ymchwil ar ran y Llywodraeth, elusennau, a'r sector gwirfoddol, yn ogystal â sefydliadau masnachol.

Am fwy o wybodaeth, ewch i'w gwefannau:

[www.tns-bmrb.co.uk](http://www.tns-bmrb.co.uk)

[www.beaufortresearch.co.uk](http://www.beaufortresearch.co.uk)

Os hoffech gael mwy o wybodaeth ar yr ymchwil yma, cysylltwch â TNS-BMRB ar y rhif radffôn 0800 015 2479.

Gallwch hefyd ymweld â'r gwefannau canlynol:

[www.nationalsurveyforwales.co.uk](http://www.nationalsurveyforwales.co.uk)

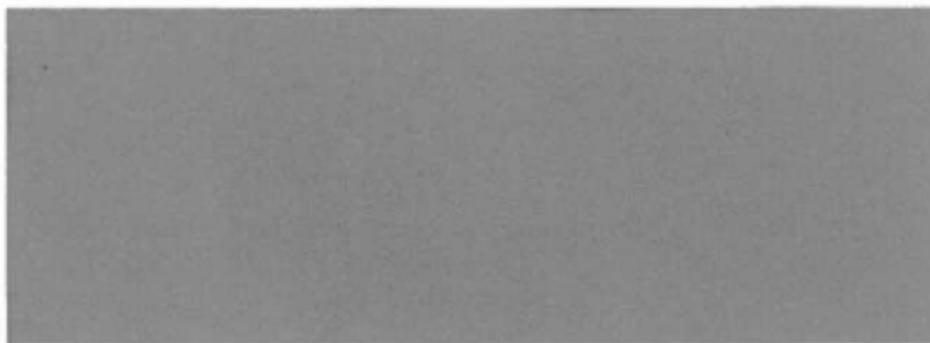
[www.cymru.gov.uk/ymchwil](http://www.cymru.gov.uk/ymchwil)



**beaufortresearch**



Llywodraeth Cymru  
Welsh Government



**Dweud eich dweud**  
**Have your say**

## National Survey for Wales logo designs

A



B



## Appendix E – Final letter and leaflet

**Dweud eich dweud**  
**Have your say**

Arolwg Cenedlaethol Cymru  
National Survey for Wales

Address  
Address  
Address  
Address  
Address



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

[DATE]

Dear Sir / Madam,

### The National Survey for Wales

I am writing to ask for your help with the National Survey for Wales. We want your views on a range of issues, such as your local public services (e.g. transport, education and health services) and what you think about your local neighbourhood. We are interested in your views regardless of how often you use local public services.

The Welsh Government has randomly selected your household to take part in this important research. It is being carried out on our behalf by the independent research organisations TNS-BMRB and Beaufort Research. One of their interviewers will visit you in the next few weeks to explain the research to you in more detail - they will carry an identity card which includes their photograph and interviewer identification number.

If you are busy when the interviewer calls he/she will be happy to arrange a time that is more convenient for you. Taking part is voluntary, but I hope you will be willing to help because we cannot get this information in any other way. Everything you say will be kept confidential.

**Your household is one of only a few selected to represent other households in your local area, so it is important that we speak to you. The information you provide will help the Welsh Government to improve public services for everyone in your area.**

A leaflet is enclosed with this letter, to explain this research in more detail and answer some frequently asked questions. Please show this letter and the enclosed leaflet to anyone living with you so that they also know about the study. For further information, or to arrange an interview please call Sam Sullivan at TNS-BMRB on freephone 0800 015 2479.

The success of this research relies on people's co-operation, so we hope you will be willing to take part. Thank you in advance for your help.

Yours faithfully,

Steven Marshall  
Chief Social Research Officer of the Welsh Government

**Dweud eich dweud**  
**Have your say**

Arolwg Cenedlaethol Cymru  
National Survey for Wales

Cyfeiriad  
Cyfeiriad  
Cyfeiriad  
Cyfeiriad  
Cyfeiriad



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

[DATE]

Annwyl Syr / Madam,

### Arolwg Cenedlaethol Cymru

Rwy'n ysgrifennu i ofyn am eich cymorth gyda Arolwg Cenedlaethol Cymru. Rydym eisiau eich barn ar nifer o faterion, fel eich cymdogaeth lleol a'ch gwasanaethau cyhoeddus lleol (e.e. trafnidiaeth, addysg, a gwasanaethau iechyd). Mae gennym ddiddordeb yn eich barn, difater o ba mor aml yr ydych yn defnyddio gwasanaethau cyhoeddus lleol.

Mae Llywodraeth Cymru wedi dewis eich cartref ar hap i gymryd rhan yn yr ymchwil pwysig hon. Mae'r ymchwil yma yn cael ei gynnal ar ein rhan gan y sefydliadau ymchwil annibynnol TNS-BMRB a Beaufort Research. Bydd un o'u cyfwelwyr yn ymweld â chi yn ystod yr wythnosau nesaf i egluro'r ymchwil i chi yn fwy manwl. Bydd pob cyfwelydd yn cario cerdyn adnabod a fydd yn cynnwys eu llun a'u rhif adnabod.

Os ydych yn brysur pan fydd y cyfwelydd yn galw bydd ef / hi yn hapus i drefnu amser sy'n fwy cyfleus i chi. Mae cymryd rhan yn yr arolwg yn gwbl wirfoddol ond rwy'n gobeithio y byddwch yn barod i helpu oherwydd ni allwn gael y wybodaeth hon mewn unrhyw ffordd arall. Bydd popeth y byddwch yn ei ddweud yn cael ei gadw'n gyfrinachol.

**Mae'n bwysig ein bod yn siarad â chi gan fod eich cartref yn un o grŵp bychain sydd wedi ei ddewis i gynrychioli cartrefi yn eich ardal leol. Bydd y wybodaeth a roddwch yn helpu Llywodraeth Cymru i wella gwasanaethau cyhoeddus i bawb yn eich ardal.**

Mae taflen wedi'i amgáu gyda'r llythyr hwn, i egluro'r ymchwil yn fwy manwl ac i ateb rhai cwestiynau cyffredin. Dylech ddangos y llythyr hwn a'r daflen amgaeedig i unrhyw un sy'n byw gyda chi fel eu bod yn gwybod am yr astudiaeth. Am ragor o wybodaeth, neu i drefnu cyfweiliad, ffoniwch Sam Sullivan o TNS-BMRB ar radffôn 0800 015 2479.

Mae llwyddiant yr ymchwil hon yn dibynnu ar gydweithrediad pobl, felly gobeithiwn y byddwch yn barod i gymryd rhan. Diolch ymlaen llaw am eich help.

Yr eiddoch yn gywir,

Steven Marshall  
Prif Swyddog Ymchwil Gymdeithasol Llywodraeth Cymru

Dweud eich dweud  
Have your say

Arolwg Cenedlaethol Cymru  
National Survey for Wales



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

## National Survey for Wales

This leaflet gives you more information about the study and answers some questions you may have.

### What is the National Survey for Wales?

The National Survey for Wales is a study of adults across the whole of Wales. It covers a range of topics, and asks for people's views on:

- their local public services, such as transport, education, and health services;
- their local area and neighbourhood; and
- how well the government is performing, both locally and nationally.

This research is being conducted on behalf of the Welsh Government by two independent research organisations, TNS-BMRB and Beaufort Research.

WG12961

### Why should I take part?

The Welsh Government is working to help make our country a better place to live and work. This is your opportunity to give your opinion on a wide range of issues affecting Wales, and make a difference to the decisions we make in future. The research is being carried out for the first time this year, reflecting the growing role the public can have in shaping Welsh Government policy.

### Why has my household been chosen?

Every year we will select 25,000 households to take part in this research, and it is important that the results reflect the views of the whole of Wales. These households are chosen at random from the Royal Mail's list of addresses.

### Is the information I give confidential?

Any personal information you give us will be kept confidential. Only anonymous survey data will be used for analysis. Your details will not be used for marketing purposes.

### What happens next?

An interviewer will call at your home in the next few weeks. They will randomly select one person in your household to take part in a short interview, which will take place in your home. If the interviewer calls at a time that is not convenient, they will be happy to make an appointment for another time.

### Can I be interviewed in Welsh?

If you would like to be interviewed in Welsh, please tell the interviewer when they visit or contact the freephone number 0800 015 2479 to arrange this in advance.

### How can I check that the interviewer is genuine?

All TNS-BMRB and Beaufort interviewers carry a Market Identity Card (as shown). You should not let anyone into your home if they do not show you this card.



### Who are TNS-BMRB and Beaufort?

TNS-BMRB and Beaufort are independent research organisations. Both companies carry out a large amount of research on behalf of government, charities, and the voluntary sector, as well as commercial organisations.

### Contact us

For further information about this research, or to arrange an interview, please contact Sam Sullivan at TNS-BMRB on the freephone number 0800 015 2479 or at [nationalsurveyforwales@tns-bmrb.co.uk](mailto:nationalsurveyforwales@tns-bmrb.co.uk).

You can also visit the National Survey for Wales website: [www.wales.gov.uk/shorturl](http://www.wales.gov.uk/shorturl)

If you would like to speak to the Welsh Government directly, please e-mail [surveys@wales.gsi.gov.uk](mailto:surveys@wales.gsi.gov.uk) or call 0300 060 3300.



[www.tns-bmrb.co.uk](http://www.tns-bmrb.co.uk)

beaufortresearch

[www.beaufortresearch.co.uk](http://www.beaufortresearch.co.uk)

**Dweud eich dweud  
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Arolwg Cenedlaethol Cymru  
National Survey for Wales



Llywodraeth Cymru  
Welsh Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

## Arolwg Cenedlaethol Cymru

Mae'r daflen hon yn rhoi mwy o wybodaeth am yr astudiaeth ac yn ateb rhai cwestiynau sydd gennych.

### Beth yw Arolwg Cenedlaethol Cymru?

Mae'r Arolwg Cenedlaethol i Gymru yn astudiaeth o oedolion ledled Cymru gyfan. Mae'n ymdrin ag amrywiaeth o bynciau, ac yn gofyn am farn pobl am:

- eu gwasanaethau cyhoeddus lleol, er enghraifft trafndiaeth, addysg, a gwasanaethau iechyd;
- eu hardal leol a'u cymdogaeth; a
- pa mor dda y mae'r llywodraeth yn perfformio, yn lleol ac yn genedlaethol.

Mae'r ymchwili hon yn cael ei gynnal ar ran Llywodraeth Cymru gan ddau sefydliad ymchwili annibynnol, TNS-BMRB a Beaufort Research.

WG12961

### Pam ddylwn i gymryd rhan?

Mae Llywodraeth Cymru yn gweithio i helpu gwneud ein gwlad yn le gwell i fyw ac i weithio. Dyma eich cyfle i roi eich barn ar nifer o faterion sy'n effeithio ar Gymru, ac sy'n gwneud gwahaniaeth i'r penderfyniadau a wnawn yn y dyfodol. Mae'r ymchwili yn cael ei gynnal am y tro cyntaf eleni, sy'n adlewyrchu'r tyfiant yn y rôl gall y cyhoedd chwarae mewn ffurfio polisi Llywodraeth Cymru.

### Pam gafodd fy nghartref ei ddewis?

Bob blwyddyn, byddwn yn dewis 25,000 o gartrefi i gymryd rhan yn yr ymchwili hon ac mae'n bwysig bod y canlyniadau yn adlewyrchu barn Cymru gyfan. Mae'r cartrefi yn cael eu dewis ar hap o restr gyfeiriadau'r Post Brenhinol.

### A yw'r wybodaeth a roddaf yn gyfrinachol?

Bydd unrhyw wybodaeth bersonol yn cael ei gadw'n gyfrinachol. Dim ond data arolwg dienw fydd yn cael ei ddefnyddio ar gyfer dadansoddi. Ni fydd eich manylion yn cael eu defnyddio ar gyfer marchnata.

### Beth fydd yn digwydd nesaf?

Bydd cyfwelydd yn galw yn eich cartref yn yr wythnosau nesaf. Byddant yn dewis un person yn eich cartref i gymryd rhan mewn cyfweiliad byr, a fydd yn digwydd yn eich cartref. Os bydd y cyfwelydd yn galw ar adeg anghyfleus, byddant yn hapus i wneud apwyntiad arall.

### Galla i gael cyfweiliad yn Gymraeg?

Os hoffech chi gael cyfweiliad yn Gymraeg, dywedwch wrth y cyfwelydd pan fyddant yn ymweld neu cysylltwch â'r rhif rhadffôn 0800 015 2479 i drefnu hwn o flaen llaw.

### Sut allaf wneud yn siŵr fod y cyfwelydd yn ddilys?

Bydd pob cyfwelydd TNS-BMRB a Beaufort yn cario Cerdyn Adnabod Cymdeithas Ymchwil Marchnad (fel y dangosir). Ni ddylech adael unrhyw un i mewn i'ch cartref os nad ydynt yn dangos y cerdyn hwn.



### Pwy yw TNS-BMRB a Beaufort?

Mae TNS-BMRB a Beaufort yn sefydliadau ymchwili annibynnol. Mae'r ddau gwmni yn cynnal llawer iawn o waith ymchwili ar ran y llywodraeth, elusennau, a'r sector gwirfoddol, yn ogystal â sefydliadau masnachol.

### Cysylltwch â ni

Am ragor o wybodaeth am yr ymchwili yma, neu i drefnu cyfweiliad, cysylltwch â Sam Sullivan yn TNS-BMRB ar y rhif rhadffôn 0800 015 2479 neu ar [nationalsurveyforwales@tns-bmrb.co.uk](mailto:nationalsurveyforwales@tns-bmrb.co.uk).

Gallwch hefyd ymweld â gwefan Arolwg Cenedlaethol Cymru:  
[www.cymru.gov.uk/shorturl](http://www.cymru.gov.uk/shorturl)

Os hoffech siarad â Llywodraeth Cymru yn uniongyrchol, anfonwch e-bost at [surveys@cymru.gsi.gov.uk](mailto:surveys@cymru.gsi.gov.uk) neu ffoniwch 0300 060 4400.



[www.tns-bmrb.co.uk](http://www.tns-bmrb.co.uk)

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