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# National Survey for Wales 2023 to 2024 Field Test Technical Report Summary

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# National Survey for Wales Field Test 2023-24 Technical Report Summary

Authors:

Stuart Grant, Miché George, David Xu (Verian)

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

For further information please contact:

National Survey for Wales team

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

03000 251 067

[surveys@gov.wales](mailto:surveys@gov.wales)

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## Glossary

<b>Acronym/Key word</b>	<b>Definition</b>
CATI	Computer assisted telephone interviewing
CAWI	Computer assisted web interviewing
CAPI	Computer assisted personal interviewing
CASI	Computer assisted self-interviewing
LA	Local Authority
National Survey	National Survey for Wales
PAF	Royal Mail Postcode Address File
WG	Welsh Government

## **1. Introduction and survey overview**

### **Overview of National Survey for Wales**

- 1.1 The National Survey for Wales involves around 10,000 people each year across the whole of Wales and is carried out by Verian (formerly Kantar Public) and Beaufort Research on behalf of Welsh Government (WG), Sport Wales, Natural Resources Wales and the Arts Council of Wales.
- 1.2 The National Survey incorporates survey questions to gather evidence across a diverse range of policy areas, such as health and wellbeing, sports, the arts, culture, travel behaviour, attitudes to climate change and green behaviours (including recycling), material deprivation and use of food banks, and use of and satisfaction with social care services.
- 1.3 As a result of the Covid pandemic, the National Survey has gone through considerable changes since 2020, moving from face-to-face to telephone. Going forward, the new survey design incorporates an interviewer led telephone survey (CATI) followed by an online self-completion (CAWI), alongside the alternative for an interviewer-led face-to-face survey (CAPI) including a self-completion section on a tablet (CASI).

### **2023-24 pilot**

- 1.4 A quota-based pilot was run from the 7th to the 19th of September 2023, with the aim of identifying any major issues with the survey content or processes and to allow these to be rectified before the Field Test. Overall, the pilot delivered 32 completes who were all incentivised with a £20 voucher. Overall, there were 11 telephone surveys (CATI/ CAWI completes) and 21 face-to-face surveys (CAPI/ CASI completes). This is discussed in more detail in Section 2, below.

### **2023-24 Field Test**

- 1.5 During 2023-24 there was a break in mainstage fieldwork for the National Survey, while arrangements were put in place to deliver the survey via the new agencies, with

a number of changes made to the survey design in parallel with this (e.g. the re-introduction of in-home interviewing).

- 1.6 To ensure that risks around design changes could be properly managed and the necessary mitigations put in place, a large-scale test of the approach (“Field Test”) was scheduled from October to December 2023, with the aim of achieving 2,000 interviews.
- 1.7 However, due to additional setup work, the Field Test was delayed and instead ran during December 2023 closing at the end of the first week of January 2024.
- 1.8 The Field Test ultimately involved 219 participants, 166 interviewed by telephone and 53 interviewed in person. Participants were offered a £15 shopping voucher as a thank-you for taking part in the survey.

### **Structure of the report**

- 1.9 While this report provides a brief overview of the September pilot (Section 2) the majority of the report focuses on the Field Test. There is first a description of design and methodology, starting with a summary of the sampling (Section 3), before moving onto the questionnaire content and development (Section 4), fieldwork (Section 5), data processing and output (Section 6), before moving onto findings and recommendations (Section 7). Respondent materials used in the Field Test are included in the appendix (Section 8).

## **2. 2023-24 pilot**

- 2.1 A quota-based pilot was conducted in September 2023 with a target sample size of 30, in a small number of local authorities (six). The purpose of the pilot was to test the survey content, the functionality of the different components of the survey and the broader processes associated with the survey in the field, prior to the start of the Field Test. The pilot was conducted as close as possible to standard fieldwork protocols in order to test the survey processes. Participants were incentivised with a £20 e-voucher/ postal voucher upon completion of both the initial interview and self-completion section of the survey.
- 2.2 During the set-up of the questionnaire script, a number of modifications were made to both the beginning and latter stages of the script, including both self-completion sections (CAWI / CASI), so that fieldwork could be conducted over the telephone or in-home.
- 2.3 Due to timeline constraints pilot fieldwork was conducted between 7<sup>th</sup> - 19<sup>th</sup> September 2023.
- 2.4 Despite the compressed timeframe, the data indicated only limited issues with the script itself, with a small number of questions needing refinement to filters/ logic, including the entry format that interviewers used at WalkTime, ModActTime and VigActTime to clearly indicate hours and minutes, and in the Arts and Culture module to address minor filter disparities.
- 2.5 Alongside this, the interviewer debrief sessions identified some minor additional improvements, for example, the script and interviewer instructions for the switch from telephone interview to the self-complete section were modified to improve the transition for the respondent.
- 2.6 There were also key learnings related to the set-up and testing of the script between Verian and WG, which supported improvements to the sign-off process for future iterations of the script.

### **3. Sampling**

#### **Sample design**

- 3.1 The National Survey is designed to be representative of all adults aged 16 years and older living in Wales. Therefore, random probability sampling was employed, with the probability of selection broadly proportionate to population size in each local authority (with over-sampling in Powys and the smaller local authorities). After much consideration on the two sampling frames, the Royal Mail Postcode Address File (PAF) approach was used which includes residential and other 'deadwood' properties in the sampling frame.

#### **Selection of addresses**

- 3.2 Verian created 419 geographically discrete fieldwork areas that collectively cover the whole country. Within each of the 22 local authorities, the Census count of households is approximately the same for each fieldwork area, but the average number of households per fieldwork area differs between local authorities (reflecting the different sampling fractions applied at the local authority level).

#### **Sample batching and allocation**

- 3.3 Verian systematically allocated the 419 fieldwork areas to the four quarters of the year and then evenly to each month of the quarter. For mainstage fieldwork each fieldwork area is issued in the same month each year and each month's collection of fieldwork areas will be a randomly composed subset of the 419 areas.
- 3.4 The Field Test sample issue was scheduled for October-December 2023 and to include 104 of the 419 fieldwork areas: 35 in each of October and November, and 34 in December. However, the Field Test was significantly curtailed: all of the 35 October fieldwork areas were issued but only three of the November areas and none of the December fieldwork areas were issued. For evaluation purposes, only the October issue should be considered: 2,728 addresses spread between 35 fieldwork areas: an

average of 78 addresses per area<sup>1</sup>. Within each fieldwork area, sampled addresses were systematically allocated to a two-stage data collection design (telephone interviewing to start, followed by face-to-face interviewing) with 67% probability or a one-stage data collection design (telephone interviewing only) with 33% probability. In total, 1,827 addresses were allocated to the two-stage data collection while the remaining 901 were allocated to one-stage data collection. Verian interviewers were assigned to 26 of the 35 October fieldwork areas (2,049 addresses); the remaining nine were assigned to Beaufort interviewers (679 addresses). A system of probabilistic agency allocation was used initially. While there was a subsequent discussion about the potential reallocation of the two sets of fieldwork areas, both agencies agreed this was unnecessary for the assignments in question.

## **Selection of individuals**

- 3.5 Households were initially sent an advance letter and encouraged to provide a telephone number and their name through a bespoke registration website to enable interviewers to contact them for an interview. Reminder letters were then sent out, where households had not provided their contact details.
- 3.6 Alongside this, the sample was tele-matched to help increase the volume of numbers available to interviewers for the initial stages of fieldwork. Tele-matching is a commercial service that matches telephone numbers and residential addresses. Overall, just over a quarter of addresses (26.8%; 730) were tele-matched with at least one telephone number.
- 3.7 Households allocated to the two-stage data collection design that did not provide a telephone number (or did not match with a tele-matched number) were visited by an interviewer with a view to completing the survey in-home. Although individuals could take part in the survey by telephone or in person, the selection process was consistent regardless of mode.

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<sup>1</sup> Please note: the performance analysis in Chapter 5 is based on all serials issued (2,950 addresses overall) to be consistent with the final data deliverables.

- 3.8 The person selection process involved collecting the names of all household members aged 16+ from the initial contact. For households with two or more adults, the script randomly selected one person to take part.
- 3.9 Whilst this was explained in the leaflet that accompanied the advance letter, the random probability selection meant that in a number of instances the person selected was not the person who initially provided their details via the online portal. While the person selected was usually happy to be interviewed, there were a small number of cases where the person who initially opted in was disappointed not to be selected to take part in the survey.

## **4. Questionnaire content and development**

### **Overview of the questionnaire**

- 4.1 The Field Test questionnaire included 83 modules. Early modules introduced the survey, collected information on the household, performed the respondent selection and collected basic demographic information from the respondent about themselves and their household. Subsequent modules covered a wide range of topic areas: employment and education, finance, health and wellbeing, satisfaction with public services, participation in sports, arts and culture.
- 4.2 Overall, the questionnaire can be split into two broad sections: the questions in the first main section (CATI/ CAPI), designed to be asked by the interviewer, followed by a second smaller self-completion section (CAWI/ CASI), which can also be completed with the help of an interviewer if needed.
- 4.3 Whilst most modules did not vary by mode, a small number of modules contained tailored wording depending on mode and some were only relevant to certain modes. For example, the recontact modules and the modules introducing and closing the self-completion (CAWI/ CASI) sections.

### **Questionnaire content and development**

- 4.4 Alongside some adjustments and corrections to routing and wording, the Field Test questionnaire included a small number of content changes from the initial pilot.

- 4.5 For example, new variables were added to the primary and secondary school modules (PsWhich and SsWhich). These variables asked what school the respondent's child attended or had attended most recently. A search function of schools in Wales was inserted into the script, which allowed interviewers to start to type in the name of the school which would narrow down the full list of schools as the interviewer typed, or they could manually input the name if this was not on the list. In the pilot, respondents were asked about travel to school only, whereas for the Field Test the question set was expanded to include, for example, what year group their child was in, and their level of satisfaction/dissatisfaction with the school.
- 4.6 A similar search function was introduced to the long-term illness question (Disab-1-6aE). A list of illnesses was available in the script, which an interviewer could search (refine) based on the respondent's answer. Again, if illnesses were not included on the list, they could be added as a spontaneous response by the interviewer. Unlike the Field Test, all illnesses in the September 2023 pilot were entered as open text responses.
- 4.7 A number of additional feedback questions were added to the end of the survey to better understand respondents' experience of taking part in the survey; for example, how easy or difficult did they find the survey, their opinion on the length of the survey, and how easy or difficult did they find it to take part and complete survey.
- 4.8 Two new modules were also added to the Field Test - Internet skills and Remote Working - while Accommodation Suitable for Needs was removed.

### **Questionnaire programming and testing**

- 4.9 The survey was scripted in Forsta+ (previously Conformat). Testing of individual variables could initially be conducted using a Forsta testing link, which enabled testers to 'jump' to the desired variable without having to work through the entire script. Once the scripting team had implemented a change, and this had been quality assured internally, the research team was able to test the script, before sharing this with WG for further validation checks.
- 4.10 More thorough testing was conducted using the Forsta+ CATI and CAPI environments, where testers could work their way through the script from end-to-end.

This allowed for in-depth testing of scripting features such as routing and text-fills, which could vary by respondent. The research team ensured that they were replicating the full range of scenarios which could happen during fieldwork.

- 4.11 Alongside this, an online registration portal website was also developed in Forsta+. The portal was used to collect the initial contact details from households who opted in, with contact information then being made available to the interviewers to schedule interviews and used to populate relevant fields in the sample table at the start of the script (telephone number and name).

### **Welsh translation**

- 4.12 As respondents can take part in the National Survey for Wales in English or Welsh, a Welsh translation of the questionnaire was developed and shared by WG. Verian was responsible for the translation of the portal script (in partnership with Beaufort).
- 4.13 In both cases, the translation was implemented in the form of an overlay, essentially copying over the Welsh script into the English script, with all other coding and programming features being identical.
- 4.14 All household and respondent information materials were produced and distributed in English and Welsh.

### **Interview timings**

- 4.15 Based on previous iterations of the survey it was estimated that the first section of the survey would take c.30 minutes to complete in CATI, with the follow-up online section expected to take up to 15 minutes. The in-home interview was expected to take 45 minutes overall, with 30 minutes being interviewer administered and c.15 minutes assigned to the CASI section of the survey.
- 4.16 Across the two modes this led to an overall expectation of an average interviewer-led section length of 37 minutes.
- 4.17 Timestamps were included for all questions to allow for a granular understanding of the time taken for each question by mode.

- 4.18 Initial interviewer feedback indicated that the Field Test survey was running longer than the original estimate (notwithstanding the fact the interview times would improve as interviewers gained familiarity with the survey) and the initial timings data from the Field Test reinforced this concern. With this in mind, additional sub-sampling was introduced into the survey on the 18th December 2023 to help reduce the interview length for the remainder of the Field Test.
- 4.19 However, the overall median length remained longer across both modes, in particular CATI, and this is discussed in more detail in Section 7.10.

### **Sub-sampling fractions**

- 4.20 Sub-sampling applies to several modules, or groups of modules, in the questionnaire. This is an automatic process set up in the script which determines who is asked modules based on pre-defined rules. Some subsampling from the pilot version of the questionnaire was carried through to the Field Test. For example, the short and longer versions of the Warwick-Edinburgh Mental Well-Being Scale modules were each only asked of a random selection of 50% of respondents, so respondents would either be asked the short or long version of the questions.
- 4.21 The new Internet Skills module was similarly sub-sampled at a random sample of 50% of respondents, who had already answered that they personally used the internet in the previous module.
- 4.22 For other modules, the original pilot sub-sampling logic was updated for the Field Test. For example, the pilot had a 99%: 1% ratio applied to the personal health subsample, where nearly all respondents were asked the Pregnant, BMI, Diet, Alcohol, Smoking and e-cigarette use, and Physical Activity modules. However, this was only asked of 50% of participants in the Field Test. Further, the pilot subsampling of the Satisfaction with health services, education system, and Welsh Government modules was removed, and these three modules were asked of all respondents in the Field Test.
- 4.23 While most sub-sampling had been set up prior to the start of fieldwork, as noted above, some additional sub-sampling was introduced during fieldwork to counter concerns as to the overall length of the survey.

## **5. Fieldwork**

### **Recruitment of interviewers**

- 5.1 Recruitment started three months before the Field Test was scheduled to start. Both agencies were supplied with the points to cover from October to December. This information was overlaid with the number of Welsh interviewers already on the respective panels, matching the interviewers' home postcodes to the sample point postcodes, whilst also taking into account existing workloads. This information highlighted existing (current) capacity and allowed the agencies to confirm where additional headcount was needed. Progress was monitored on a weekly basis, with additional support where progress was below the levels expected.

### **Briefing of interviewers**

- 5.2 Briefings were split across a number of days, with each interviewer attending an introductory briefing on MS Teams, followed by an all-day face-to-face briefing. Subsequent to this, interviewers were asked to undertake a number of practice interviews before attending a final session (on MS Teams) to address any outstanding queries.
- 5.3 Briefing locations for the face-to-face sessions were selected based on the assignments selected and interviewer location, with three briefings taking place in Cardiff and one briefing taking place in Wrexham, all during w/c 29th November.

### **Supervision and quality control**

- 5.4 Traditionally, a minimum of 10% of all face-to-face (CAPI) interviews conducted are validated in accordance with industry standards. For the National Survey, the back-checking processes for face-to-face interviewers are applied for both telephone and face-to-face interviews.
- 5.5 Validation is carried out by telephone by trained validators. Where possible, back-checks are done within two weeks of the interview taking place. If it is not possible to contact the respondent by telephone, contact is attempted by post or in person. Back-checks include re-asking questions from different parts of the interview to

verify answers and asking questions on how the interviewer administered the survey to ensure procedures have been correctly followed.

- 5.6 Should validation identify any performance issues, these are reviewed and addressed with the interviewer. The first step is to investigate the matter thoroughly and without prejudice, bearing in mind the severity of the issue. All decisions are reviewed by both the Quality Department and Interviewer Management, before being signed off by Senior Management. Additional training and support is offered if necessary and further monitoring of the interviewer's work is carried out.

### **Fieldwork dates, management, and procedures**

- 5.7 Fieldwork began on the 5th December and ran until 7th January (inclusive). The first few weeks focused primarily on the telephone (CATI) phase, with in-home interviewing starting w/c 18th December 2023.
- 5.8 A diary management system was used to track agreed days, which was updated regularly by the Field Project Team, with any lost days due to sickness etc. re-booked into the system.
- 5.9 The Field Test allowed us to establish and refine the process for managing the sample as it was worked across both CATI and CAPI. For CAPI fieldwork to be effective Interviewers had to spend more time in situ in one session to ensure that the strike rate was delivered. This gave the interviewer more time to work their CAPI sample. Similarly, the optimal time to complete CAPI interviewing was between 4pm to 8pm, whereas with CATI there was a greater range of times during the day to make contact.
- 5.10 Sampled addresses were sent an invitation letter. If interested, potential respondents were prompted to register their interest in participating either online or by phone. This took them to a WG website [link <https://www.gov.wales/surveywales>] then on to the portal. This page also contained a link to more info about the survey.

### **Fieldwork documents**

- 5.11 The initial invitation letters, accompanied by an information leaflet, were sent out on the 27th November, with the reminder letters sent out on the 6th December. No

other reminders were sent until w/c 1st January when online reminder emails were sent out on three separate occasions to those who had completed the CATI but had yet to complete the CAWI (self-completion) stage of the interview (3rd, 5th and 8th January).

- 5.12 Interviewers were provided with an interviewer fieldwork pack which included the slides from the briefing sessions, interviewer guidance document, questionnaire guidance document and fieldwork maps. Alongside this they were given materials that could be used on the doorstep or during the CAPI interview. These included a laminated copy of the invitation letter, the leaflet and the reminder letter which had been sent to households in advance, and additional materials such as appointment cards and a data linkage infographic with accompanying text. A full copy of all the materials used is shown in the appendix (Section 8).

### **Welsh language and other language interviews**

- 5.13 Participants were asked if they would like to complete the survey in Welsh or English, or in another language, with all Welsh language interviews conducted by Welsh speaking interviewers.
- 5.14 Although the survey was offered in Welsh from the outset, there were only two requests for Welsh interviews in the Field Test and no other language interviews were requested.
- 5.15 If another language had been requested, participants would have been asked if an external translator was needed, or whether someone known to the respondent could translate the survey on their behalf (for example, another household member or a friend).

### **Assisted telephone and face-to-face interviews**

- 5.16 Interviewers were also asked to check if the participant required help from someone else (for example, another household member or a friend) to complete the interview because of, for example, a speech or hearing difficulty.
- 5.17 Where assistance was needed, the interviewer could continue with the interview if the person giving assistance was available at the time of the initial visit or could

arrange for a later appointment if the person in question was not available. Four out of the 219 participants indicated they would need help to complete the survey at the assisted interview question.

### **Process of making contact at a sample address**

- 5.18 The initial process for contacting households varied depending on whether the household had provided a telephone number and/ or whether the household had been identified as having a potential telephone ‘match’ during the initial tele-match exercise (see Section 3 for more details).
- 5.19 It was originally envisaged that interviewers would initially be given access to just the opt-in numbers for the first two weeks of fieldwork, with the tele-match numbers being made available after the first two weeks of telephone interviewing had been completed. However, with the contraction of the fieldwork (from c.12 weeks to c.5 weeks), it was decided that the tele-match numbers would be made available at the end of the first week of CATI fieldwork to allow a small window of tele-match fieldwork to start before the in-home (CAPI) phase began.
- 5.20 Where an opt-in number was not provided (and the address had not been tele-matched) the initial contact was attempted on the doorstep for addresses allocated to the two-stage design. Interviewers were able to use a copy of the advance letter and leaflet as a prompt should the household member not recall receiving the initial letter(s).
- 5.21 The introduction scripts were tailored to reflect the different contact points (whether the first contact was via telephone or in-person), with additional text being provided to interviewers for those who had been contacted via tele-matching to help explain how their number was collected.

### **Online survey**

- 5.22 At the end of the telephone interview anyone who had previously confirmed they used the internet (IntPerUse) or had a device that connected to the internet (IntPersUseCheck) was asked to complete the online section at a time convenient to them.

- 5.23 Where participants did not use the internet, did not have a device connected to the internet, or could not complete the self-completion section themselves, interviewers were able to complete the online section on their behalf, either on the same call or at a later date.
- 5.24 All participants were able to refuse the online section, although in doing so they were reminded they would not be eligible to receive the incentive voucher.

### Sample outcomes

- 5.25 At the end of fieldwork the various contact outcomes were analysed to identify a final outcome for each address. While the final outcome was often the outcome of the final contact, for example, a complete, this was not always the case. For example, if the initial contact involved the completion of a partial interview, but subsequent calls/ visits yielded only a 'no reply' then the final outcome was based on the most successful of the contacts, in this case, the original partial interview.
- 5.26 The overall response rate for the sample was 7.8% for the first section of the survey (and 7.4% overall). 95% of respondents who completed interviews also fully completed the second section. A summary of final outcomes for the issued sample is show below.

**Table 1: Summary of final outcomes**

Figure 5.1	n	% of issued addresses	% of eligible issued addresses
Total issued addresses	2,950		
Deadwood	144	4.9%	
Total eligible addresses	2806	95.1%	100.0%
TOTAL INTERVIEWS	230	7.8%	8.2%
Full completes	219	7.4%	7.8%
(inc. second stage)			
Partial completes*	11	0.4%	0.4%
CATI completes	166	5.6%	5.9%
CAPI completes	53	1.8%	1.9%

Non-contact	477	16.2%	17.0%
Refusal	307	10.4%	10.9%
Unproductive	383	13.0%	13.6%
Not covered	1,409	47.8%	50.2%

\* Partial completes includes 4 who completed the first stage in full (but not the second stage) and 7 who completed only part of the first stage of the interview.

5.27 A summary of the final outcomes separated by telephone and face to face interviews is shown below in figures 5.2 to 5.5.

### Achieved telephone interviews

5.28 A summary of the opt-in sample is shown below (figure 5.2), with a table focusing on the tele-match sample shown directly below (figure 5.3).

5.29 In both tables, non-contact is split between those where there was no-contact but at least one call attempt had been made and no-contact where no calls had been made prior to the end of fieldwork.

5.30 The response rate among opt-ins was 34% based on all eligible addresses (full completes) but was only 3% for the tele-match sample.

5.31 Refusals were at 24% for the tele-match sample (among eligible addresses), but 12% for opt-in sample. While the latter is much lower, it is important to remember that they had initially opted-in, but still generated a refusal when contacted. This was primarily driven by someone else in the household being selected to take part (other than the person opting in), but there was also anecdotal evidence that the timing of the fieldwork – over the Christmas period – contributed to a higher-than-expected refusal rate for opt-ins.

**Table 2: Summary of opt-in sample**

Figure 5.2	n	% of opt-in addresses	% of eligible opt-in addresses
Total opt-ins	470		
Deadwood	18	4	

Total eligible numbers	452	96	100
Non-contact	162	34	36
Non-contact - but called	135	29	30
Non-contact – not called	27	6	6
Refusal	54	12	12
Transfer to CAPI	1	0.2	0.2
Unproductive	74	16	16
TOTAL INTERVIEWS	161	34	36
Full completes	153	33	34
(inc. second stage)			
Partial completes*	8	2	2

\* Partial completes includes 3 who completed the first stage in full (but not the second stage) and 5 who completed only part of the first stage of the interview.

5.32 Both the absolute number of opt-ins and the response rate among the opt-ins was lower than expected – a number of hypotheses were identified for this and these are discussed in more detail in section 7.

**Table 3: Tele-match sample**

Figure 5.3	n	% of tele-match addresses	% of eligible tele-match addresses
Total tele-match sample	662		
Deadwood	99	15	
Total eligible numbers	563	85	100
Non-contact	379	57	67
Non-contact - but called	309	47	55
Non-contact – not called	70	11	12
Refusal	133	20	24
Transfer to CAPI	2	0.3	0.4
Unproductive	34	5	6

TOTAL INTERVIEWS	15	2	3
Full completes (inc. second stage)	13	2	3
Partial completes*	2	0.3	0.4

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\* Both partial completes completed the first stage in full (but not the second stage).

### **Achieved face-to-face interviews**

- 5.33 A summary of the face-to-face sample is shown below (figure 5.4).
- 5.34 It is important to note that the face-to-face sample was intended to be worked over an 8-9 week period, but the final fieldwork window was c.2 weeks with much of this running over the Christmas period. As a consequence, a high proportion of the addresses were not contacted at all during the reduced fieldwork window. With this in mind there are two iterations of the table – one based on all households (figure 5.4) and one based on the households actually contacted as part of the face-to-face fieldwork window (figure 5.5).
- 5.35 The response rate among all face-to-face households was 3% but rose to 10% when only households that were contacted at least once are included.

**Table 4: Summary of face-to-face sample**

Figure 5.4	n	% of F2F addresses	% of eligible F2F addresses
Total face-to-face (F2F) households*	1,644		
Deadwood	39	2	
Total eligible numbers	1,605	98	100
Non-contact	1,150	70	72
Non-contact - but visited	88	5	5
Non-contact – not visited	1,062	65	66
Refusal	121	7	8
Unproductive	281	17	18
<b>TOTAL INTERVIEWS</b>	<b>53</b>	<b>3</b>	<b>3</b>

**Table 5: Summary of face-to-face sample**

Figure 5.5	n	% of F2F addresses	% of eligible F2F addresses
Total face-to-face (F2F) households*	582		
Deadwood	39	7	
Total eligible numbers	543	93	100
Non-contact – not visited	88	15	16
Refusal	121	21	22
Unproductive	281	48	52
<b>TOTAL INTERVIEWS</b>	<b>53</b>	<b>9</b>	<b>10</b>

\* F2F Households are households that were allocated into the two-stage design, with no available telephone number

### Achieved online surveys

5.36 173 telephone respondents were asked to participate in the self-completion section<sup>2</sup>. Of these, 140 (81%) completed it themselves online before the end of the fieldwork period, and a further 24 (14%) completed it on the telephone administered by the interviewer. Four respondents agreed to complete it online but did not do so within the deadline, and one respondent started with the interviewer by phone but did not finish it. The remaining four respondents refused the self-completion section outright.

**Table 6: Summary of online sample**

Figure 5.6	n	% of those eligible
Total eligible for self-completion	173	
Accepted the self-completion	144	83
Completed	140	81
Not completed	4	2
Interviewer administered	25	14
Completed	24	14
Not completed	1	1
Refused	4	2
<b>TOTAL INTERVIEWS</b>	<b>164</b>	<b>95</b>

### Achieved CASI surveys

5.37 Overall, 53 respondents were interviewed in-home and asked to participate in the self-completion section via CASI. Of these, 40 accepted the self-completion section

<sup>2</sup> 3 participants dropped out before the end of the CATI and were therefore not asked to take part in the self-completion.

when the tablet was presented to them (75%) with all completing. A further 13 were administered by the interviewer (25%), with again all completing the section in full, and there were no outright refusals.

**Table 7: Summary of CASI sample**

Figure 5.7	n	% of those eligible
Total eligible for self-completion	53 <sup>3</sup>	
Accepted the self-completion	40	75
Completed	40	75
Not completed	0	
Interviewer administered	13	25
Completed	13	25
Not completed	0	0
Refused	0	0
<b>TOTAL INTERVIEWS</b>	<b>53</b>	<b>100</b>

## 6. Data processing and output

### Data coding and editing

- 6.1 As outlined in Section 4.5, a small number of modules used a searchable codeframe to aid completion of specific questions (PsWhich, SsWhich Disab-1-6aE), but the majority of coding involved coders looking at all questions where ‘other – specify’ had been given as an answer.
- 6.2 The aim of this exercise, commonly known as back coding, is to see whether the answer given can actually be coded into one of the original pre-coded response options. This coding is done in Ascribe, a Windows based coding package.

<sup>3</sup> Partial stopped before reaching the self-completion section

- 6.3 Alongside the coding, the data was reviewed in line with the data specification provided by Welsh Government to ensure that the deliverable was consistent with expectations. An initial file of the first 134 cases was provided to WG who reviewed this in tandem with Verian.
- 6.4 Although a small number of edits were identified and updated, the initial data review did not identify any issues with the script itself.

### **Derived variables**

- 6.5 As part of the Field Test delivery, a series of derived variables were included to enable comparisons with previous years. These were specified by Welsh Government.

### **Data outputs**

- 6.6 The main outputs for the Field Test were SPSS files, with a number of files delivered:
- (a) Respondent dataset
  - (b) Household dataset
  - (c) Sample datasets
- 6.7 Given the reduced nature of the Field Test, it was agreed that no weighting would be applied to the data.

## 7. Findings and recommendations

### Response rate and sample composition

7.1 The overall number of completed interviews and associated response rates for both modes was notably lower than initially targeted. Overall, the response rate for the full survey was 7.4% (219/2950) though given the design and shortened fieldwork period this is not comparable to a standard survey year. Similarly, the number of opt-ins (16%) and the response rate among opt-ins (34%) were notably lower than anticipated at the outset. Of the 2,950 sent an invitation only 470<sup>[1]</sup> households opted into the survey - 15.9% of households contacted. Portal registrations ran from 29<sup>th</sup> November through to the 8<sup>th</sup> January with weekly breakdowns shown in figure 5.8 below:

**Table 8: Portal registrations by week**

Figure 5.8	Weekly total		Overall total	
Week	(n)	%	(n)	%
1	204	43.4%	204	43.4%
2	102	21.7%	306	65.1%
3	119	25.3%	425	90.4%
4	32	6.8%	457	97.2%
5	7	1.5%	464	98.7%
6	4	0.9%	468	99.6%
7	2	0.4%	470	100%

<sup>[1]</sup> This number is slightly lower than the fieldwork reports as a small number of cases without a telephone number were classified as opt-ins.

- 7.2 The initial letter resulted in around 65.5% opt-ins, with the reminder letter (based 10<sup>th</sup> December) prompting a further 34.5% to register.

### **Interviewer feedback**

- 7.3 Interviewer feedback was collated during and after the Field Test via an anonymous online survey and also collected as part of an online (Microsoft Teams) debrief that took place a few days after the close of fieldwork.
- 7.4 A number of changes to the script were suggested but in the majority of cases the changes related to the wording of established questions or the order of established modules. However, some improvements were identified and introduced for the 24-25 mainstage survey, including allowing interviewers greater flexibility in how they introduce and initiate the survey and a reduction in the number of questions being asked about the inter-relationships of household members.
- 7.5 Although the Welsh script was seen positively, there was some concern that the language preference question was being asked later than it should be. Again, this feedback resulted in a change to the introduction of the survey for the 24-25 mainstage.
- 7.6 All interviewers use the same outbound number to try and contact the opt-in and tele-match sample (+442045575799). Interviewers stated that participants were reluctant to answer calls from an unrecognisable number that could be marked as spam. Having identified this, the survey has introduced a bespoke (Cardiff) outbound number for the 24-25 mainstage. The number also has a National Survey-specific recorded message should anyone call the number back to check on the legitimacy of the call.

### **Voicemail issue**

- 7.7 Although the original design assumed that interviewers would be able to leave up to four voicemails for respondents this functionality was not available in time for the Field Test. As such, interviewers were unable to leave voicemails until the launch of the 24-25 main stage.

## Respondent feedback

7.8 As well as the feedback on the generic number highlighted above, the other central theme related to the survey length being longer than expected, although this feedback primarily came via the interviewers than directly from the respondents themselves. To help mitigate this, the sub-sampling fractions were updated during the Field Test fieldwork to reduce the overall length of the interview for each respondent.

## Timings by mode

7.9 CATI interviews were on average longer than CAPI interviews, and interviewers reported slow page transitions when administering the CATI survey. Improvements to the script coding were subsequently identified to help reduce the CATI interview length ahead of 24-25 main stage.

7.10 The median (CATI) interview length was 46 minutes, compared to 33 minutes in CAPI (figure 5.9, below), with the CAWI/ CASI recording consistent median interview lengths (16 minutes). While both modes ran much longer than originally planned this was particularly problematic for the CATI.

**Table 9: Timings by mode**

Figure 5.9		Time in minutes	
	n full completes	Mean	Median
CATI	163 <sup>4</sup>	47	46
CAWI	161	17	16
CAPI	53	35	33
CASI	53	19	16

<sup>4</sup> Number of completes is lower than the overall figure as extreme outliers have been removed from the calculations

## Technical processes

- 7.11 Up until 2022-23, the advance letter prompted respondents to type in the website address to take them to the WG registration page [[www.gov.wales/surveywales](http://www.gov.wales/surveywales)]. The Field Test advance letter also included for the first time a QR code which if scanned would take respondents directly to the website. Whilst there was evidence that some respondents used the QR code to reach the sign-up page, the usage data is incomplete as only journeys where respondents accepted the cookie request when entering the WG website were trackable, and the majority of participants declined to do this. However, the QR code will continue to feature on the advance letter going forward.
- 7.12 Similarly, given the limited sample size and the curtailed fieldwork window there is an acknowledgement that there was limited opportunity to understand the impact of ring-fencing 33% of the sample to be CATI only. While a second reminder was not sent out during the Field Test, the relatively low opt-in rate indicated that such a letter would be beneficial and this will be used throughout the 24-25 main stage.
- 7.13 Tele-matching was performed on all sampled addresses, with a stratified random half of all cases matched using an automated service, and the remaining half additionally matched using an enhanced method which supplements with additional manual matching. Despite the latter being significantly more expensive than the former, response rate differences suggested it would be value for money to use manual tele-matching and this approach will be continued for 24-25 main stage.
- 7.14 Several interviewers used or requested additional technology to improve the experience of conducting telephone interviews, including headsets and keyboards to attach to tablet devices. Following the Field Test it was agreed that the CATI fieldwork should be conducted via a laptop as a trial for the 24-25 pilot, in part to understand how the user experience varied between the laptop and the original tablet but primarily because the survey software ran more quickly (i.e. with reduced time lags between questions) on the laptop. Following positive pilot feedback, all interviewers will be asked to complete their CATI fieldwork on a laptop for the 24-25 main stage, but to continue to use a tablet to complete the CAPI phase of the fieldwork.

- 7.15 Analysis of the Field Test data indicated there were few concerns with the script itself, with the main query relating to the back-coding of open text responses into the pre-coded list. Similarly, there were no specific issues identified with either the CASI section or the CAWI section. A higher proportion of respondents opted to complete the CASI administered by the interviewer than expected based on previous years. Interviewers fed back that some respondents assume that it would be quicker or easier to do this than complete it themselves. For 24-25 main stage, interviewers were further briefed to reassure respondents that it was straightforward to complete and that they could be called upon for support at any time.
- 7.16 Furthermore, there were limited concerns in relation to the data processing deliveries themselves, although the deadline for delivery of the derived variables (DV) was extended due to the format / detail of the original DV spec as additional information was required to ensure the delivery was as intended.

### **Performance overview**

- 7.17 A number of issues were identified when reviewing the Field Test performance versus the original targets.
- 7.18 Time of year: as previously discussed, the original timescale involved a 12-week fieldwork period, but the final fieldwork period ran for only five weeks with the majority of this running in the shadow of Christmas and the New Year. As noted, there was also a relatively high refusal rate among opt-ins (figure 5.2; c12%). Although people opted-in they may have believed they would have a longer window to take part in the survey (post New Year), but this was not the case. As further evidence of a likely expectation of a longer fieldwork window, some households continued to opt-in after the truncated fieldwork window had closed. Going forward, all fieldwork will run in full, with 12 weeks available to work both the telephone sample (the first four weeks of fieldwork) and the face-to-face sample (weeks 5-12).
- 7.19 Unknown caller ID: As outlined above, some respondents were reluctant to answer an unknown number, leading to no-contact with many opt-ins throughout the fieldwork period. As discussed, a bespoke number has since been introduced which is Cardiff specific. This number will also be referenced on the registration portal and

in the automated email sent to opt-ins, where an email is provided, to provide some early awareness of the number prior to the call itself.

- 7.20 While both are expected to lead to improved engagement with the opt-in sample, further refinement of the process will continue to be a priority during the 24-25 mainstage survey to maximise both the opt-in rates and the response rate amongst those opting in. This will include looking at the potential to include the name of the survey in the would-be-participant's caller display when the interviewer is ringing the opt-in number.

## 8. Appendix – Field Test respondent materials

### 8.1 Document 1 Advance Letter

# Helpu i wella gwasanaethau lleol a chael £15 fel diolch



Mae'r Breswlydd(s)  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

Counter  
WebNo

XX/XX/XXXX  
Reference: XXXXXXXXXXXX

Annwyl Breswlydd,  
Mae eich cyfeiriad wedi'i ddewis ar gyfer **Arolwg Cenedlaethol Cymru**.  
Dyma eich cyfl e i sôn am eich profi adau a'ch barn ar amrywiaeth o faterion megis iechyd a'r GIG, gwasanaethau'r cyngor a'ch ardal leol. Bydd eich atebion yn ein helpu i weithredu ar bethau sy'n bwysig i chi. **Byddwn yn anfon taleb rhodd o £15 atoch i ddiolch ichi am gymryd rhan.**  
Mae rhan gyntaf yr arolwg yn cael ei chynnal dros y ffôn, felly mae angen eich rhif ffôn arnom.

### 1. Cysylltwch

I roi eich rhif ffôn, ewch i'n gwefan ddiogel  
**www.llyw.cymru/arolwgcymru** neu sganiwch y cod QR:

A rhowch y cod mynediad hwn:

Neu, ffoniwch ni am ddim ar **0800 136 740**



### 2. Byddwn ni'n eich ffonio chi

Bydd cyfweilydd profiadol yn eich ffonio ac yn trefnu amser i wneud yr arolwg. Mae rhan fer ar-lein ar y diwedd. Os nad ydych yn defnyddio'r rhyngwrwyd, gallwch wneud yr adran hon dros y ffôn yn hytrach.

### 3. Byddwch yn cael taleb

I ddweud diolch am gymryd rhan yn yr arolwg, byddwn yn anfon **taleb gwerth £15**.

Mae'r arolwg yn hawdd i'w wneud a does dim angen unrhyw wybodaeth arbennig arnoch. Mae'r atebion yn gyfrinachol ac yn cael eu defnyddio ar gyfer ymchwil yn unig.  
Kantar Public sy'n cynnal yr arolwg ar ran Llywodraeth Cymru. Gweler y daflen amgaeedig am ragor o wybodaeth.  
**Rhowch rif ffôn o fewn 7 diwrnod.** Efallai y byddwn yn galw draw i drefnu cyfweiliad, os na fyddwn yn clywed gennych.  
Diolch am ein helpu gyda'r astudiaeth bwysig hon.

  
**Dr Steven Marshall**  
Prif Swyddog Ymchwil Gymdeithasol

**Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg**



Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ

1a. Advance Letter 23-24 / Issued October 2023 / Welsh KP

## Help improve local services and receive a £15 thank you



Llywodraeth Cymru  
Welsh Government



The Resident(s)  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

XX/XX/XXXX

Reference: XXXXXXXXXX

Dear Resident,

Your address has been selected for the **National Survey for Wales**.

This is your chance to give us your views on issues including health and the NHS, council services, and your local area. Your answers will help us to take action on the things that are important to you. **To say thank you for taking part, we will send you a £15 gift voucher.**

The first part of the survey takes place by telephone, so please let us know your phone number.

### 1. Get in touch

To provide your phone number, go to our secure web page **www.gov.wales/surveywales** or scan the QR code:

Enter this access code:

Or, give us a call free on **0800 008 3244**



### 2. We will call you

An interviewer will call you and arrange a time to do the survey. There is a short online section at the end. If you don't use the internet, you can do this section over the phone.

### 3. Receive a voucher

To say thank you for taking part in the survey, we will send a **£15 gift voucher**.

The survey is easy to complete, and you do not need any special knowledge to do it. Answers are kept confidential and are only used for research purposes.

Kantar Public carries out the survey on behalf of Welsh Government. See the enclosed leaflet for more information.

**Please provide a phone number within 7 days.** We may call round to arrange an interview, if we don't hear from you.

Thank you for helping us with this important study.

**Dr Steven Marshall**  
Chief Social Research Officer



Happy to communicate in  
Welsh or English



Welsh Government, Cathays Park, Cardiff, CF10 3NQ

## 8.2 Document 2 Purpose Leaflet

### Arolwg Cenedlaethol Cymru



**Diolch i bobl a gymerodd ran y llynedd, canfu'r arolwg fod:**

- Mae **63%** wedi gweld eu meddyg teulu yn y 12 mis diwethaf
- Roedd **83%** yn fodlon gyda'u gwasanaeth casglu ailgylchu
- Mae **45%** wedi defnyddio trên yn ystod y flwyddyn ddiwethaf

Ffynhonnell: Arolwg Cenedlaethol Cymru, 2022-23

**KANTAR PUBLIC**  
beaufortresearch

### Cwestiynau Cyffredin

**Beth yw Arolwg Cenedlaethol Cymru?**  
Mae 12,000 o bobl y flwyddyn ledled Cymru yn cymryd rhan yn **Arolwg Cenedlaethol Cymru**. Cynhelir yr astudiaeth ar ran Llywodraeth Cymru gan Kantar Public a Beaufort Research. Mae'r canlyniadau'n ein helpu i weithredu ar ystod o faterion fel iechyd, llesiant, a bodlonrwydd ar wasanaethau cynghorau lleol.

**Pam fod yr astudiaeth yn bwysig?**  
Yr Arolwg Cenedlaethol yw eich cyfle chi i ddweud wrthym ni am eich profiadau a'ch barn ynghylch ystod o faterion. Rydyn ni'n gwerthfawrogi eich cyfraniad am bod angen i ni siarad gyda phobl o wahanol oedranau, o wahanol gefndiroedd, sy'n byw ym mhob rhan o Gymru.

**Pam rydyn ni wedi cael ein dewis?**  
Dewiswyd eich cyfeiriad ar hap o restr cyfeiriadau'r Post Brenhinol o'r holl gyfeiriadau yng Nghymru, sydd ar gael i'r cyhoedd.

**Pam dylem ni gymryd rhan?**  
Bydd eich atebion yn ein helpu i weithredu ar bethau sy'n bwysig i chi. Mater gwirfoddol yw cymryd rhan ond rydych yn bwysig iawn i ni gan na chawn ni roi'ch lle i unrhyw un arall.

**Sut gallwn ni gymryd rhan?**

- Mae rhan gyntaf yr arolwg yn digwydd dros y ffôn, felly mae angen eich rhif ffôn arnon. Mae cyfarwyddiadau ar sut i wneud hyn yn y llythyr sy'n cyd-fynd â'r daflen hon.
- Yna bydd cyfweillydd yn eich ffonio. Bydd y cyfweillydd yn dewis un person ar hap yn eich cartref, sy'n 16 oed neu'n hŷn, i gymryd rhan.
- Fel diolch am gymryd rhan yn yr arolwg, byddwn yn anfon **taleb anrheg gwerth £15**.

2. Leaflet 23-24 / issued October 2023 / Welsh KP

**A gaf i gymryd rhan yn Gymraeg?**  
Gallwch. Dywedwch wrth eich cyfweillydd neu cysylltwch â ni am ddim ar **0800 136 740**. Gallwch hefyd gymryd rhan mewn unrhyw iaith arall, ffoniwch ni i drefnu os gwelwch yn dda.

**Pa mor hir yw'r arolwg?**  
Mae rhan gyntaf yr arolwg yn para tua 30 munud dros y ffôn. Yna, mae adran ar-lein a fydd yn cymryd tua 15 munud. Os nad ydych yn defnyddio'r rhyngwyd, gallwch wneud yr rhan hon dros y ffôn.

**Ydy fy atebion yn cael eu cadw'n gyfrinachol?**  
Ydyn. Bydd yr wybodaeth y byddwch chi'n ei rhoi i ni'n cael ei chadw'n gyfrinachol a dim ond at ddibenion ymchwil y bydd yn cael ei defnyddio. Mae rhagor o fanylion am sut yr ydym yn storio ac yn prosesu gwybodaeth i'w cael ar ein gwefan: [www.llyw.cymru/arolwgcymru](http://www.llyw.cymru/arolwgcymru)

**Beth os bydd gennyf unrhyw gwestiynau eraill?**  
Gall eich cyfweillydd ateb unrhyw gwestiynau sydd gennych.

Gallwch hefyd gysylltu â ni trwy:  
[arolwgcenedlaetholcymru@kantarpublic.com](mailto:arolwgcenedlaetholcymru@kantarpublic.com)

Neu cysylltwch â Llywodraeth Cymru yn uniongyrchol:  
[arolygon@llyw.cymru](mailto:arolygon@llyw.cymru)  
**0300 025 2021**

I ofyn am y wybodaeth hon mewn print bras, neu Braille, neu os oes unrhyw ffordd y gallwn ei gwneud yn haws i chi gymryd rhan, ffoniwch ni ar **0800 136 740**.

### National Survey for Wales



**Thanks to people who took part last year, the survey found that:**

- 63%** have seen their GP in the last 12 months
- 83%** were satisfied with their recycling collection service
- 45%** have used a train in the last year

Source: National Survey for Wales, 2022-23

**KANTAR PUBLIC**  
beaufortresearch

### Frequently asked questions

**What is the National Survey for Wales?**  
The **National Survey for Wales** involves 12,000 people a year across Wales. The study is carried out for the Welsh Government by Kantar Public and Beaufort Research. The results help us take action on a range of issues like health, wellbeing, and satisfaction with local council services.

**Why is the study important?**  
The National Survey is your chance to tell us about your experiences and opinions on a range of issues. We value your contribution because we need to talk to people of different ages, from different walks of life, living in all parts of Wales.

**Why have we been chosen?**  
Your address was randomly selected from the Royal Mail's publicly-available list of all addresses in Wales.

**Why should we take part?**  
Your answers will help us to take action on things that are important to you. Your contribution is voluntary but is very important because we can't give your place to anyone else.

**How can we take part?**

- The first part of the survey takes place by phone or in person, so please let us know your phone number so we can arrange an appointment. Instructions on how to do this are in the accompanying letter.
- An interviewer will then call you. The interviewer will randomly select one person in your household, aged 16+, to take part.
- As a thank you for taking part in the survey, we'll send a **£15 gift voucher**.

2. Leaflet 23-24 / issued October 2023 KP

**Can I take part in Welsh?**  
Yes. Please tell your interviewer or contact us for free on **0800 008 3244**. You can also take part in any other language, please call us to arrange.

**How long is the survey?**  
The first part of the survey lasts around 30 minutes. This is followed by an online section which takes about 15 minutes. If you don't use the internet, you can do this section by phone.

**Are my answers kept confidential?**  
Yes. The information you give us will be kept confidential and only used for research purposes. More details on how we store and process information can be found on our website: [www.gov.wales/surveywales](http://www.gov.wales/surveywales)

**What if I have any other questions?**  
Your interviewer can answer any questions you may have.

You can also contact us at:  
[nationalsurveywales@kantarpublic.com](mailto:nationalsurveywales@kantarpublic.com)

Or contact Welsh Government directly:  
[surveys@gov.wales](mailto:surveys@gov.wales)  
**0300 025 2021**

To request this information in large print or Braille, or if there is any way we can make it easier for you to take part, just call us on **0800 008 3244**.

## 8.3 Document 3 Reminder Letter 1

# Helpu i wella gwasanaethau lleol a chael £15 fel diolch



Mae'r Breswlydd(s)  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

Counter  
WebNo

Mae llythyr mewn print bras neu Braille, ar gael ar gais drwy ffonio 0800 136 740 neu drwy anfon e-bost i [arolwgcenedlaetholcymru@kantarpublic.com](mailto:arolwgcenedlaetholcymru@kantarpublic.com)

Annwyl Breswlydd,

Gwnaethom ysgrifennu atoch yn ddiweddar i ddweud eich bod chi wedi cael eich dewis i gymryd rhan yn **Arolwg Cenedlaethol Cymru**.

Trwy gymryd rhan yn yr Arolwg Cenedlaethol, byddwch yn helpu sefydliadau fel cyngorau lleol, Llywodraeth Cymru a GIG Cymru i wneud penderfyniadau. Mae'r astudiaeth hon yn cael ei chynnal ar ran Llywodraeth Cymru gan Kantar Public a Beaufort Research.

Mae rhan gyntaf yr astudiaeth yn digwydd dros y ffôn, gydag adran ar-lein fer yn dilyn wedyn, felly rhowch wybod i ni beth yw eich rhif ffôn os gwelwch yn dda. I ddweud diolch am gymryd rhan, byddwn yn anfon **taleb rhodd gwerth £15**.

### Sut i gymryd rhan:

I gymryd rhan, ewch at ein tudalen we ddiogel ar gyfer yr arolwg [www.llyw.cymru/arolwgcymru](http://www.llyw.cymru/arolwgcymru) neu sganiwch:



A rhowch y cod mynediad hwn:

Neu, ffoniwch y rhif isod gyda'ch enw a'ch rhif ffôn, ac mi gysylltw'n â chi er mwyn trefnu apwyntiad.

Mae croeso hefyd i chi gysylltu â ni gydag unrhyw gwestiynau ynglŷn â'r arolwg **0800 136 740**.

Neu anfon e-bost [arolwgcenedlaetholcymru@kantarpublic.com](mailto:arolwgcenedlaetholcymru@kantarpublic.com)

Edrychwn ymlaen at siarad â chi yn fuan.



**Joanna John**  
Tîm Cyfweiliadau yn y Maes



[www.llyw.cymru/arolwgcenedlaetholgwby](http://www.llyw.cymru/arolwgcenedlaetholgwby)

Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ  
Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg

3. Introduction Letter 23-24 / issued October 2023 / Welsh KP

## Help improve local services and receive a £15 thank you



Llywodraeth Cymru  
Welsh Government



The Resident(s)

ff\_Address1

ff\_Address2

ff\_Address3

ff\_Address4

ff\_Address5

ff\_PostCode

To request a letter in large print or Braille  
please phone 0800 008 3244  
or email [nationalsurveywales@kantarpublic.com](mailto:nationalsurveywales@kantarpublic.com)

Dear Resident,

We wrote to you recently to say you have been chosen to take part in the **National Survey for Wales**.

By taking part in the National Survey, you will help organisations like local councils, Welsh Government and NHS Wales make decisions. This study is being carried out for the Welsh Government by Kantar Public and Beaufort Research.

The first part of the study takes place over the telephone, followed by a short online section, so please let us know your phone number. To say thank you for taking part, we will send a **£15 gift voucher**.

### How to take part:

To take part, go to our secure web survey page [www.gov.wales/surveywales](http://www.gov.wales/surveywales) or scan:



Enter this access code:

Or, please call the number below with your name and phone number and we'll get back to you to make an appointment.

You can also contact us if you have any questions about the survey on **0800 008 3244**.

Or email [nationalsurveywales@kantarpublic.com](mailto:nationalsurveywales@kantarpublic.com)

We look forward to speaking to you soon.

**Joanna John**  
Field Interviewing Team



[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)

Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

## 8.4 Document 4 Reminder Letter 2

### Helpu i wella gwasanaethau lleol a chael £15 fel diolch



Llywodraeth Cymru  
Welsh Government

Mae llythyr mewn print bras neu Braille, ar gael ar gais drwy ffonio 0800 136 740 neu drwy anfon e-bost i [arolwgcnedlaetholcymru@kantarpubli.cym](mailto:arolwgcnedlaetholcymru@kantarpubli.cym)

Annwyl Breswlydd,

Gwnaethom ysgrifennu atoch yn ddiweddar i roi gwybod ichi eich bod wedi cael eich dewis i gymryd rhan yn **Arolwg Cenedlaethol Cymru**. Rydym wedi ceisio cysylltu â chi, ond hyd yma, nid ydym wedi llwyddo i gael gafael arnoch.

Mae rhan gyntaf yr astudiaeth yn digwydd dros y ffôn, gydag adran ar-lein fer yn dilyn wedyn, felly rhowch wybod i ni beth yw eich rhif ffôn os gwelwch yn dda. I ddweud diolch am gymryd rhan, byddwn yn anfon **taleb rhodd gwerth £15**.

#### Sut i gymryd rhan:

Er mwyn trefnu amser cyfl eus i chi gymryd rhan yn yr astudiaeth, neu os bydd gennych unrhyw gwestiynau, ff oniwch ein llinell gymorth, am ddim, ar **0800 136 740**.

Neu anfon e-bost i [arolwgcnedlaetholcymru@kantarpubli.cym](mailto:arolwgcnedlaetholcymru@kantarpubli.cym)

Byddem yn ddiolchgar iawn pe gallech gysylltu cyn gynted â phosib, ac edrychwn ymlaen at eich galwad.

#### Pam ddylwn i gymryd rhan:

Drwy gymryd rhan yn yr Arolwg Cenedlaethol, byddwch yn helpu sefydliadau fel cynghorau lleol, Llywodraeth Cymru a Gwasanaeth Iechyd Gwladol Cymru i wneud penderfyniadau. Bydd gwneud hyn yn helpu i wella bywydau pobl yn eich cymuned ac ym mhob cwr o Gymru.

Mae'n bwysig bod barn pob un yn cael ei chynnwys yn yr astudiaeth. Does dim angen unrhyw wybodaeth arbennig arnoch i gymryd rhan a gallwch drefnu i'w wneud ar adeg sy'n gyfleus i chi.

Yn gywir,

**Joanna John**  
Tim Cyfweliadau yn y Maes



[www.llyw.cymru/arolwgcnedlaetholgyb](http://www.llyw.cymru/arolwgcnedlaetholgyb)



Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ

Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg

## Help improve local services and receive a £15 thank you



Llywodraeth Cymru  
Welsh Government

To request a letter in large print or Braille  
please phone 0800 008 3244  
or email [nationalsurveywales@kantarpublish.com](mailto:nationalsurveywales@kantarpublish.com)

Dear Resident,

We wrote to you recently to say you have been chosen to take part in the **National Survey for Wales**. We have been trying to get in touch but have so far not managed to speak with you.

The first part of the survey takes place by telephone, followed by a short online section, so please let us know your phone number. To say thank you for taking part, we will send a **£15 gift voucher**.

### How to take part:

To arrange a time that suits you to take part in the study, or if you have any questions, please call our helpline free on **0800 008 3244**.

Or email [nationalsurveywales@kantarpublish.com](mailto:nationalsurveywales@kantarpublish.com)

We'd be grateful if you could get in touch as soon as possible and look forward to hearing from you.

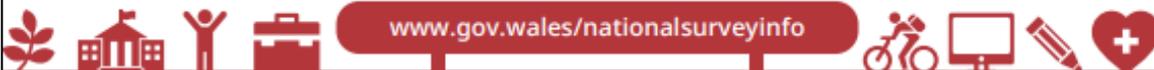
### Why you should take part:

By taking part in the National Survey for Wales, you will help organisations like local councils, Welsh Government and NHS Wales make decisions. In turn this will help improve life for people in your community and right across Wales.

Everyone's views are important to include in the study. You do not need any special knowledge to take part, and you can arrange to complete it at a time that is convenient for you.

Yours faithfully,

**Joanna John**  
Field Interviewing Team

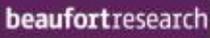


[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)

Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

## 8.5 Document 5 Conversion Letter



Mae llythyr mewn print bras neu Braille, ar gael ar gais drwy ffonio 0800 136 740 neu drwy anfon e-bost i [arolwgenedlaetholcymru@kantarpublic.com](mailto:arolwgenedlaetholcymru@kantarpublic.com)

Annwyl Breswlydd

Galwodd cyfwelydd o Kantar Public yn ddiweddar i drafod cymryd rhan yn **Arolwg Cenedlaethol Cymru**. Hoffem egluro ychydig mwy am yr astudiaeth.

**Natur yr astudiaeth hon**

Dyma'ch cyfle chi i ddweud wrth Lywodraeth Cymru am eich profiadau a'ch barn ar bethau fel iechyd a'r Gwasanaeth Iechyd Gwladol, chwaraeon, eich ardal leol, a gwasanaethau'r Cyngor. Nid oes rhaid ichi ateb unrhyw gwestiynau nad ydych yn dymuno eu hateb – symudwch ymlaen i'r nesaf. Nid oes angen unrhyw wybodaeth arbenigol arnoch i'w hateb.

**Byddwn yn anfon taleb rhodd o £15 atoch i ddiolch ichi am gymryd rhan.**

**Pam mae'r astudiaeth hon yn bwysig**

Caiff gwybodaeth o Arolwg Cenedlaethol Cymru ei defnyddio i sicrhau bod arian cyhoeddus yn cael ei wario lle mae ei angen fwyaf ledled Cymru. Gall eich ymateb helpu i arwain at newidiadau yn eich ardal ond, er mwyn i hyn ddigwydd, mae angen i chi gymryd rhan.

**Sut i gymryd rhan:**

Bydd eich cyfwelydd yn cysylltu â chi eto'n fuan er mwyn ateb unrhyw gwestiynau a threfnu amser cyfleus i chi gymryd rhan.

Er mwyn trefnu amser cyfleus i chi gymryd rhan yn yr astudiaeth, neu os bydd gennych unrhyw gwestiynau, ffoniwch ein llinell gymorth, am ddim, ar **0800 136 740** neu anfon e-bost i [arolwgenedlaetholcymru@kantarpublic.com](mailto:arolwgenedlaetholcymru@kantarpublic.com)

Diolch i chi am ein helpu gyda'r astudiaeth bwysig hon.

  
**Dr Steven Marshall**  
Prif Swyddog Ymchwil, Gymdeithasol Llywodraeth Cymru



[www.llyw.cymru/arolwgenedlaetholgwib](http://www.llyw.cymru/arolwgenedlaetholgwib)

Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ  
**Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg**

S. Reminder Letter 2 23-24 / Issued October 2023 / Welsh KP

**KANTAR PUBLIC**

**beaufortresearch**



Llywodraeth Cymru  
Welsh Government

To request a letter in large print or Braille  
please phone 0800 008 3244  
or email [nationalsurveywales@kantarpublic.com](mailto:nationalsurveywales@kantarpublic.com)

Dear Resident,

An interviewer from Kantar Public called round recently to discuss taking part in the **National Survey for Wales**. We would like to tell you a bit more about the study.

### What this study is about

This is your chance to tell Welsh Government about your experiences and views on things like health and the NHS, sports, your local area, and council services. If there are any questions you do not want to answer, you do not have to – you can just skip them. You do not need any special knowledge to take part.

**To say thank you, we will send a £15 gift voucher.**

### Why this study matters

Information from the National Survey for Wales is used to help make sure public money is spent where it is needed the most across Wales. Your responses can help lead to changes within your area, but for this to happen we need you to take part.

### How to take part:

Your interviewer will call round again soon to answer any further questions you may have and to arrange a convenient time for you to take part.

To arrange a time that suits you to take part in the study, or if you have any questions, please call our helpline free on **0800 008 3244** or email [nationalsurveywales@kantarpublic.com](mailto:nationalsurveywales@kantarpublic.com)

Thank you for helping us with this important study.

**Dr Steven Marshall**

Chief Social Research Officer, Welsh Government



[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)



Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

8.6 Document 6 Home Visit Card

Dyddiad: ..... / ..... / .....

**Cysylltwch â ni...**

Helo,

Yn ddiweddar cawsoch eich gwahodd i gymryd rhan yn **Arolwg Cenedlaethol Cymru**. Ymwelais â chi heddiw i esbonio'r astudiaeth.

Yn ystod y cyfnod heriol hwn mae'n bwysicach nag erioed inni ddarganfod beth yw'r materion sy'n wynebu pobl Cymru.

Byddwch yn derbyn **taleb gwerth £15** i ddiolch i chi am gymryd rhan.

Gallwn gynnal yr arolwg dros y ffôn neu wyneb yn wyneb, pa un bynnag sydd orau gennych chi. Er mwyn i ni allu trefnu apwyntiad cyfleus, **rhowch wybod i mi beth yw eich rhif ffôn os gwelwch yn dda.**

**Cysylltwch â ni i roi eich rhif ffôn gan ddefnyddio un o'r dulliau canlynol:**

Ymweld â: **[www.llyw.cymru/arolwgcymru](http://www.llyw.cymru/arolwgcymru)**  
Byddwch angen eich cod mynediad, sef:

\_\_\_\_\_

Ffonio fi yn uniongyrchol ar:

\_\_\_\_\_

Ffonio'r swyddfa am ddim ar **0800 136 740**  
Anfon neges e-bost at:  
**[arolwgcenedlaetholcymru@kantarpublish.com](mailto:arolwgcenedlaetholcymru@kantarpublish.com)**

Cofion gorau,  
Cyfwelydd Maes, Kantar Public

**KANTAR PUBLIC**

**beaufortresearch**

6. Home Visit Card 23-24 / issued October 2023 / Welsh KP

Date: ..... / ..... / .....

## Please get in touch...



Llywodraeth Cymru  
Welsh Government

Hello,

You were recently invited to take part in the **National Survey for Wales**. I visited today to explain the study.

In these challenging times, we need more than ever to find out about the issues facing people across Wales.

To say thank you for taking part, we'll send a **£15 gift voucher**.

We can carry out the survey by telephone or face-to-face, whichever you prefer. So that we can arrange a convenient appointment, **please let me know your phone number**.

### To let me know your phone number, either:

Visit [www.gov.wales/surveywales](http://www.gov.wales/surveywales)

Your household access code is:

\_\_\_\_\_

Call me directly on:

\_\_\_\_\_

Call our office for free on **0800 008 3244**; or

Email us:

[nationalsurveywales@kantarpublish.com](mailto:nationalsurveywales@kantarpublish.com)

Kind regards,

Field interviewer, Kantar Public

**KANTAR PUBLIC**

**beaufortresearch**

**KANTAR PUBLIC**

**beaufortresearch**



Llywodraeth Cymru  
Welsh Government

## Apwyntiad arolwg

Eich apwyntiad:

Dyddiad cyfweiliad: ..... Amser: .....

Lleoliad y cyfweiliad [dilêr fel y bo'n briodol]:

Ffôn / Eich Cartref / Arall:

Enw'r cyfwelydd: .....

Os oes gennych unrhyw gwestiynau gallwch ffonio ein cyfwelydd ar y rhif isod a byddant yn fwy na pharod i'ch helpu chi.

Rhif ffôn: .....

Diolch am eich help.



[www.llyw.cymru/arolwgcenedlaetholgwby](http://www.llyw.cymru/arolwgcenedlaetholgwby)



**Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg**

7. Appointment Card 23-24 / Issued July 2023 / Welsh

**KANTAR PUBLIC**

**beaufortresearch**



Llywodraeth Cymru  
Welsh Government

## Survey appointment

Your appointment:

Interview date: .....Time: .....

Interview location [delete as applicable]:  
Telephone / Your home / Other:

.....

Interviewer name: .....

If you have any questions, just give me a call on the number below and I'll be happy to help.

Telephone number: .....

Thank you.



[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)



**Happy to communicate in Welsh or English**

7. Appointment Card 23-24 / issued July 2023

## 8.8 Document 8 Helpline leaflet

**Diolch ichi am gymryd rhan yn Arolwg Cenedlaethol Cymru**

Rydym yn gwerthfawrogi eich bod yn rhoi eich amser i gymryd rhan yn yr astudiaeth bwysig hon. Bydd yr wybodaeth yr ydych wedi'i darparu yn cael ei thrin yn gyfrinachol ac yn cael ei defnyddio at ddibenion ystadegol ac ymchwil yn unig.

Bydd canlyniadau'r astudiaeth yn cael eu defnyddio gan sefydliadau fel Llywodraeth Cymru, cyngorau lleol a GIG Cymru i weithredu ar faterion sy'n wynebu pobl yn eich ardal leol a ledled Cymru.

I gael gwybod mwy am yr astudiaeth neu i weld canlyniadau blaenorol, ewch i'n gwefan:

[www.llyw.cymru/arolwgenedlaethol](http://www.llyw.cymru/arolwgenedlaethol)

Os oes gennych unrhyw gwestiynau: Cysylltwch â llinell ymholiadau'r arolwg drwy ffonio **0800 136 740**

Neu e-bostio [arolwgenedlaetholcymru@kantarpb.com](mailto:arolwgenedlaetholcymru@kantarpb.com)

**Gwybodaeth a chymorth**

Mae'r sefydliadau ar y daflen yma yn darparu gwybodaeth, cyngor a chymorth ar bynciau sydd yn yr arolwg.

**Teched ac iechyd meddwl**  
**GIG 111 Cymru**  
Cyngor a gwybodaeth iechyd, 24 awr y dydd. 111  
[www.111.wales.nhs.uk](http://www.111.wales.nhs.uk)  
**Llinell Gyngor a Gwrandor Gymuned**  
Llinell Gymorth Iechyd Meddwl ar gyfer Cymru.  
0800 132 737 / Anfonwch 'help' i 81066  
[www.callhelpline.org.uk](http://www.callhelpline.org.uk)  
**Llinell Gymorth Cyffuriau ac Alcohol Cymru**  
Cymorth gyda phroblemau alcohol a chyffuriau, 24 awr y dydd.  
0808 808 2234 neu anfonwch y gair DAN i 81066.  
[www.dan247.org.uk](http://www.dan247.org.uk)  
**Helpa fi i stopio**  
Cymorth i roi gorau i smygu.  
0800 085 2219  
[www.helpafistopio.cymru](http://www.helpafistopio.cymru)  
**Mencap Cymru**  
Llinell gymorth anabledd dysgu Cymru.  
0808 808 1111  
[www.wales.mencap.org.uk/cy](http://www.wales.mencap.org.uk/cy)  
**Gwaith a chyllid**  
**Llinell gymorth Credyd Cynhwysol**  
0800 328 1744 (Cymraeg)  
0800 328 5644 (Saesneg)  
**Helpwr Arian**  
Cyngor annibynnol am ddim ar faterion ariannol.  
0800 138 0555 (Cymraeg)  
0800 138 7777 (Saesneg)  
[www.moneyhelper.org.uk/cy](http://www.moneyhelper.org.uk/cy)

**Cymru'n Gweithio**  
Gwybodaeth, cyngor ac arweiniad ynglŷn â chymorth os ydych wedi colli'ch swydd.  
0800 028 4844  
[www.cymrungweithio.llyw.cymru](http://www.cymrungweithio.llyw.cymru)  
**Cymorth arall**  
**Age Cymru**  
Cymorth a chyngor i bobl hŷn.  
0300 303 4498  
[www.ageuk.org.uk/cymru](http://www.ageuk.org.uk/cymru)  
**Byw Heb Ofn**  
Cymorth i ddi-ddedfeyr cam-drin domestig.  
0808 801 0800  
[www.llyw.cymru/byw-heb-ofn](http://www.llyw.cymru/byw-heb-ofn)  
**Cyngor ar Bopeth**  
Cyngor ar bob math o faterion.  
0800 702 2020  
[www.citizensadvice.org.uk/cymraeg](http://www.citizensadvice.org.uk/cymraeg)  
**Gwirfoddoli Cymru**  
Cofrestrwch fel gwirfoddolwr.  
[www.volunteering-wales.net](http://www.volunteering-wales.net)  
**Llinell Gymorth Gamblu Cenedlaethol**  
Gwybodaeth, cymorth a chyngor am ddim ar broblemau gamblo.  
0808 8020 133  
[www.gamcare.org.uk](http://www.gamcare.org.uk)  
**Argaeledd bywyd a thlodi bywyd**  
Os ydych mewn angen cysylltwch â'ch meddyg teulu, gwasanaethau cymdeithasol eich awdurdod lleol neu Ganolfan Byd Gwaith a all eich atgyfeirio at fanc bywyd lleol.  
Gallwch hefyd ffonio Cyngor ar Bopeth ar **0800 702 2020**.

**Gwybodaeth a chymorth**

[www.llyw.cymru/arolwgenedlaetholgwby](http://www.llyw.cymru/arolwgenedlaetholgwby)

**Llywodraeth Cymru**  
Welsh Government

8. Helpline Links 23-24 / issued October 2023 / Welsh KP

**Thank you for taking part in the National Survey for Wales**

We appreciate you giving your time to take part in this important study. The information you have provided will be treated in confidence and only used for statistical and research purposes.

The results of the study will be used by organisations such as Welsh Government, local councils, and NHS Wales to take action on issues facing people in your local area and across Wales.

For more information on the study or to see previous results, visit:

[www.gov.wales/nationalsurvey](http://www.gov.wales/nationalsurvey)

If you have any questions: Please call the survey enquiry line on **0800 008 3244**

Or email [nationalsurveywales@kantarpb.com](mailto:nationalsurveywales@kantarpb.com)

**Information and support**

The organisations on this leaflet provide information, advice and support on topics covered in the survey.

**Health and mental health**  
**NHS 111 Wales**  
Health advice and information, 24 hours a day. 111  
[www.111.wales.nhs.uk](http://www.111.wales.nhs.uk)  
**Community Advice & Listening Line**  
Mental Health Helpline for Wales.  
0800 132 737 or text 'help' to 81066  
[www.callhelpline.org.uk](http://www.callhelpline.org.uk)  
**Wales Drug and Alcohol Helpline**  
Help with alcohol and drug problems, 24 hours a day.  
0808 808 2234 or text DAN to 81066.  
[www.dan247.org.uk](http://www.dan247.org.uk)  
**Help me quit**  
Help to quit smoking.  
0808 085 2219  
[www.helpmequit.wales](http://www.helpmequit.wales)  
**Mencap Cymru**  
Learning disability helpline Wales.  
0808 808 1111  
[www.wales.mencap.org.uk](http://www.wales.mencap.org.uk)  
**Work and finances**  
**Universal Credit helpline**  
0800 328 1744 (Welsh)  
0800 328 5644 (English)  
**Money Helper**  
Free, independent advice on money issues.  
0800 138 0555 (Welsh)  
0800 138 7777 (English)  
[www.moneyhelper.org.uk](http://www.moneyhelper.org.uk)

**Working Wales**  
Information, advice and guidance about support if you are made redundant.  
0800 028 4844  
[www.workingwales.gov.wales](http://www.workingwales.gov.wales)  
**Other support**  
**Age Cymru**  
Support and advice for older people.  
0300 303 4498  
[www.ageuk.org.uk/cymru](http://www.ageuk.org.uk/cymru)  
**Live Fear Free**  
Support for victims of domestic abuse.  
0808 801 0800  
[www.gov.wales/live-fear-free](http://www.gov.wales/live-fear-free)  
**Citizens Advice**  
Advice on a wide range of issues.  
0800 702 2020  
[www.citizensadvice.org.uk/wales](http://www.citizensadvice.org.uk/wales)  
**Volunteering Wales**  
Register as a volunteer.  
[www.volunteering-wales.net](http://www.volunteering-wales.net)  
**National Gambling Helpline**  
Support and advice on gambling problems.  
0808 802 0133  
[www.gamcare.org.uk](http://www.gamcare.org.uk)  
**Food availability and poverty**  
If you are in need please contact your GP, local authority social services or Jobcentre Plus who can refer you to a local food bank.  
You can also call Citizens Advice on **0800 702 2020**.

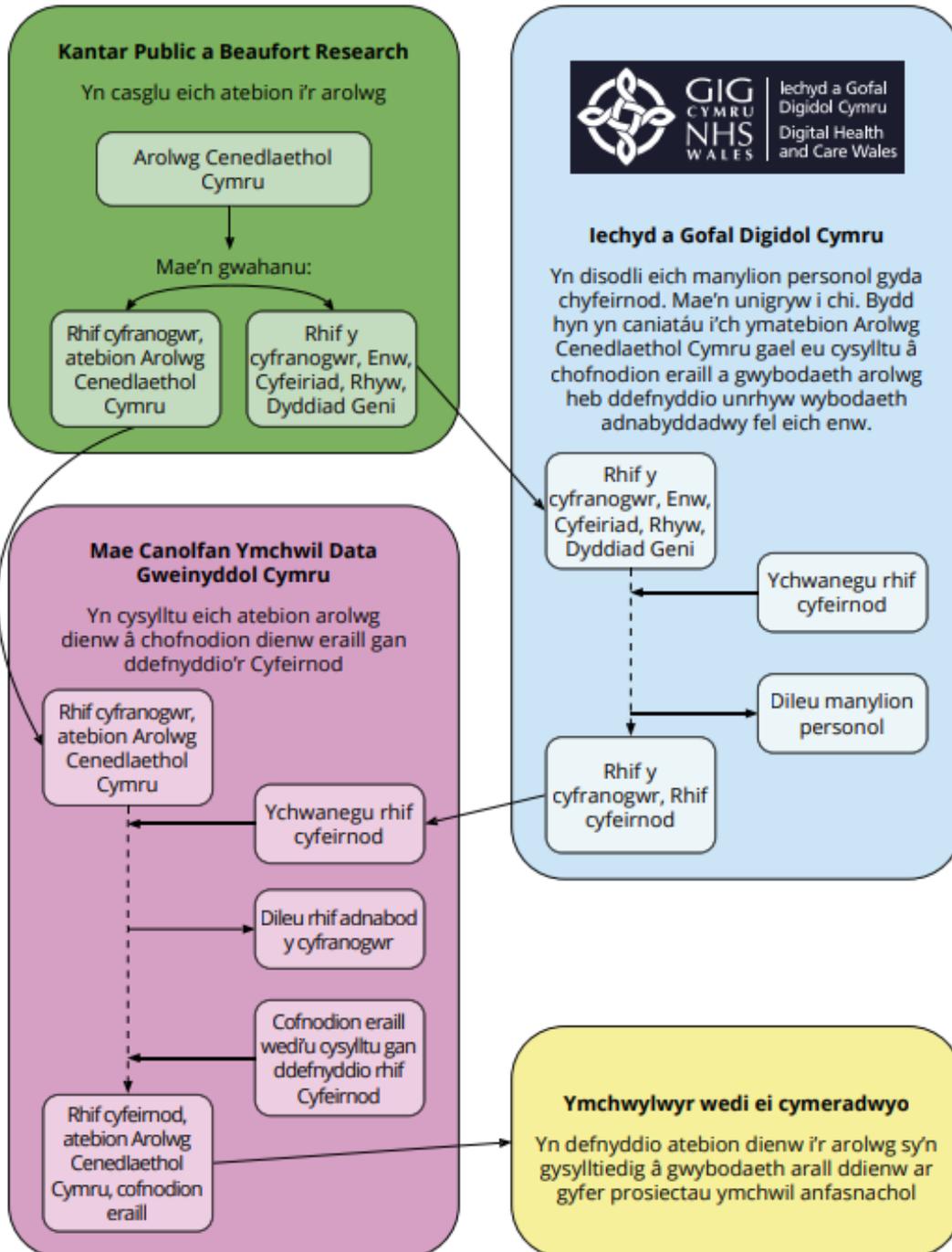
**Helplines and support**

[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)

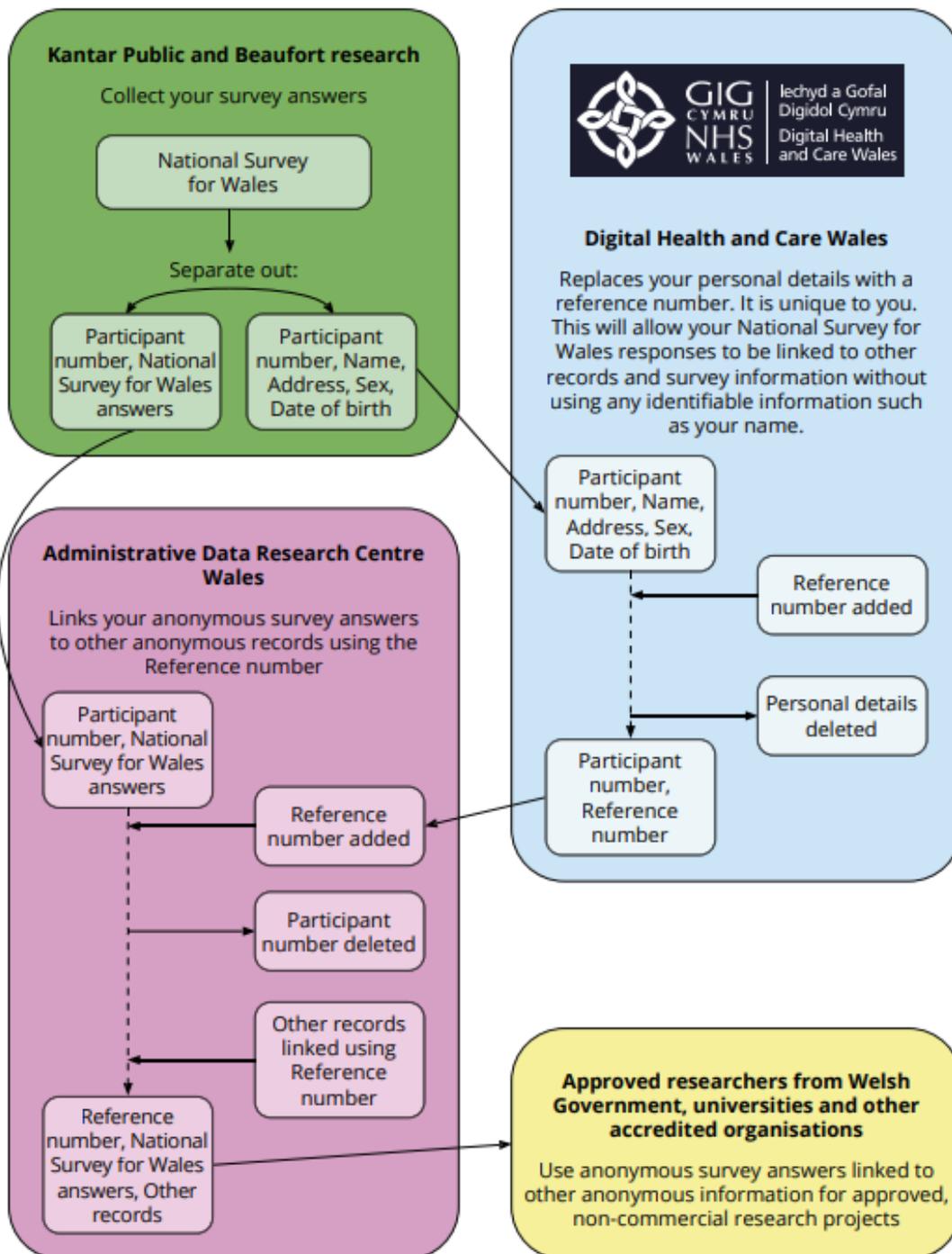
**Llywodraeth Cymru**  
Welsh Government

8. Helpline Links 23-24 / issued October 2023 KP

## Sut ydych chi'n cysylltu eich atebion i'r arolwg yn ddiogel â gwybodaeth arall?



# How do we securely link your survey answers to other information?



## Arolwg Cenedlaethol Cymru



Llywodraeth Cymru  
Welsh Government

### Gwneud eich atebion arolwg hyd yn oed yn fwy gwerthfawr

#### Beth y dymunwn ei wneud?

Hoffai Llywodraeth Cymru **gysylltu eich atebion arolwg dienw chi**, i wybodaeth ddiennw arall amdanoch chi sydd ar gael i Lywodraeth Cymru, y Gwasanaeth Iechyd Gwladol (GIG) neu sefydliadau cyhoeddus eraill. Er enghraifft, cofnodion meddyg teulu, ysbyty a chofnodion addysg.

#### Pam rydym am gysylltu eich atebion arolwg?

Bydd cysylltu eich atebion yn rhoi llawer o wybodaeth ychwanegol i ymchwilyr sydd wedi'u cymeradwyo, Llywodraeth Cymru a sefydliadau cyhoeddus eraill fel y gallant gael darlun cliriach o faterion yng Nghymru a sut i ddelio â nhw.

#### Beth fydd yn digwydd i'm gwybodaeth?

Bydd Llywodraeth Cymru, trydydd parti y gellir ymddiried ynddo, **Iechyd a Gofal Digidol Cymru**, ac amgylchedd ymchwil diogel, **Canolfan Ymchwil Data Gweinyddol Cymru**, yn cydweithio er mwyn cysylltu eich atebion yn yr arolwg â gwybodaeth ddiennw arall amdanoch chi sydd ar gael i Lywodraeth Cymru, y GIG neu sefydliadau cyhoeddus eraill.

Mae **Iechyd a Gofal Digidol Cymru** yn sefydliad sydd â chyfleusterau diogel ar gyfer cysylltu data. Mae **Canolfan Ymchwil Data Gweinyddol Cymru** yn amgylchedd ymchwil diogel: lleoliad lle gellir defnyddio gwybodaeth ddiennw i ymchwilio a lle cynhelir gwiriadau i sicrhau nad oes modd adnabod unigolion drwy ganlyniadau'r ymchwil. Bydd eich enw, cyfeiriad a'ch cod post bob amser yn cael eu cadw ar wahân i'ch atebion yn yr arolwg ac ni fyddant yn cael eu cynnwys yn y data cysylltiol.

#### Pwy fydd yn gallu defnyddio'r data cysylltiol?

Bydd y data ar gael drwy Ganolfan Ymchwil Data Gweinyddol Cymru i ymchwilyr sydd wedi'u cymeradwyo o Lywodraeth Cymru, prifysgolion neu sefydliadau achrededig eraill ar gyfer prosiectau a gymeradwywyd gan Lywodraeth Cymru. Dim ond prosiectau ymchwil anfasnachol fydd yn cael eu cymeradwyo.

Cyn y caniateir ymchwilyr i gael gafael ar ddata gan ddefnyddio amgylchedd ymchwil diogel, rhaid iddynt gwblhau cwrs hyfforddi i wneud yn siŵr eu bod yn deall sut i ddelio â data dienw cysylltiedig yn ddiogel, yn gyfreithlon ac yn gyfrifol.

#### Ble gallaf gael mwy o wybodaeth am hyn?

I gael rhagor o wybodaeth ewch i wefan Arolwg Cenedlaethol Cymru. Ceir manylion ar sut yr ydym yn storio a phrosesu gwybodaeth yn:

[www.llyw.cymru/arolwgcenedlaetholgyb](http://www.llyw.cymru/arolwgcenedlaetholgyb)



[www.llyw.cymru/arolwgcenedlaetholgyb](http://www.llyw.cymru/arolwgcenedlaetholgyb)



# National Survey for Wales



Llywodraeth Cymru  
Welsh Government

## Making your survey answers even more valuable

### What do we want to do?

The Welsh Government would like to be able to **link your anonymised survey answers** to other anonymised information about you which is available to the Welsh Government, the NHS or other public organisations. For example: your GP, hospital and education records.

### Why do we want to link your survey answers?

Linking your survey answers will give approved researchers, the Welsh Government, and other public organisations a wealth of extra information, so that they can have a clearer picture of issues in Wales and how to tackle them.

### What will happen to my information?

The Welsh Government, a trusted third party **Digital Health and Care Wales**, and a secure research environment, the **Administrative Data Research Centre Wales**, will work together to link your survey answers with other anonymised information about you which is available to the Welsh Government, the NHS and other public organisations.

**Digital Health and Care Wales** is an organisation with secure facilities for linking data. The **Administrative Data Research Centre Wales** is a secure research environment: a setting in which research can be done using anonymised information and where checks are carried out to make sure that identities are not revealed by the results of the research. Your name, address and postcode will remain separate from your survey answers at all times and will not be included in the linked data.

### Who will be able to use the linked data?

The data will be made available through the Administrative Data Research Centre Wales to approved researchers from the Welsh Government, universities or other accredited organisations for projects that have been approved by the Welsh Government. Only non-commercial research projects will be approved.

Before researchers are allowed to access data using a secure research environment, they must complete a training course to make sure they understand how to handle linked anonymised data safely, lawfully and responsibly.

### Where can I get more information about this?

For more information please visit the National Survey for Wales website. Details on how we store and process information can be found at:

[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)



[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)



## 8.11 Document 10 Online Reminder Letter

# Hawliwch eich £15 diolch



RESP\_Name  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

XX/XX/XXXX

Annwyl [Enw],

Gwnaethom siarad ar y ffôn ychydig ddyddiau yn ôl. Diolch ichi am gwblhau rhan gyntaf **Arolwg Cenedlaethol Cymru**.

Yn ôl pob golwg, dydych chi ddim wedi cwblhau eich holiadur ar-lein eto.

**I ddiolch ichi am orffen yr arolwg, byddwch yn cael taleb gwerth £15.**

Os ydych chi wedi cwblhau'r holiadur ar-lein yn ystod y dyddiau diwethaf, anwybyddwch y nodyn atgoffa hwn.

**Sut i fewngofnodi:**

Ewch i [www.llyw.cymru/arolwgcenedlaetholarlein](http://www.llyw.cymru/arolwgcenedlaetholarlein)

a rhwch eich cod mynediad i mewn:

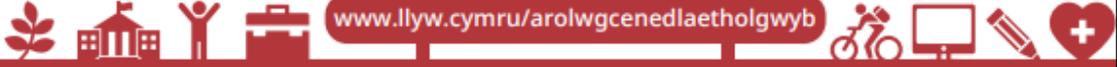
Os ydych chi'n cael problemau mewngofnodi ff oniwch ein llinell gymorth, am ddim, ar **0800 136 740**.

Trwy gymryd rhan yn yr Arolwg Cenedlaethol, rydych chi'n helpu sefydliadau fel cyngorau lleol, Llywodraeth Cymru a GIG Cymru i wneud penderfyniadau. Yn ei dro bydd hyn yn helpu i wella bywyd i bobl yn eich cymuned a ledled Cymru.

Cofion gorau,



**Joanna John**  
Tîm Cyfweiliadau yn y Maes



[www.llyw.cymru/arolwgcenedlaetholgywb](http://www.llyw.cymru/arolwgcenedlaetholgywb)

Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ  
**Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg**

10. Online Reminder Letter 23-24 / Issued October 2023 / Welsh KP

## Claim your £15 thank you



Llywodraeth Cymru  
Welsh Government



RESP\_Name  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

XX/XX/XXXX

Dear [Name],

We spoke on the phone a few days ago. Thank you for completing the first part of the **National Survey for Wales**.

It looks like you haven't yet completed your online questionnaire.

**As a thank you for finishing the survey, you will receive a £15 voucher.**

If you have completed the online questionnaire in the last few days, please ignore this reminder.

### How to log in:

Just go to [www.gov.wales/nationalsurveyonline](http://www.gov.wales/nationalsurveyonline)

and enter your access code:

If you are having any problems logging in then please call our helpline free on **0800 008 3244**.

By taking part in the National Survey, you are helping organisations like local councils, Welsh Government and NHS Wales to make decisions. In turn this will help improve life for people in your community and right across Wales.

Best wishes,

**Joanna John**  
Field Interviewing Team



[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)



Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

## 8.12 Incentive Email



Formerly  
Kantar Public



**Arolwg Cenedlaethol i Gymru:** Diolch am gymryd rhan.

Annwyl MEWNOSODWCH ENW,

Fel diolch, gweler isod eich **cod am e-daleb £15:**

COD TALEB

Dyddiad dod i ben I'W GADARNHAU

I hawlio eich taleb cliciwch yma Dolen unigryw â chod y daleb

Am wybodaeth ynghylch lle gellir defnyddio'r daleb, ewch i <https://www.highstreetvouchers.com/gift/where-to-spend-love2shop-cards>.

Os oes gennych unrhyw gwestiynau, cysylltwch â ni am ddim ar 0800 136 740 neu e-bostiwch ni drwy [arolwgcenedlaetholcymru@veriangroup.com](mailto:arolwgcenedlaetholcymru@veriangroup.com).

Mae cyfarwyddiadau cam wrth gam ar gyfer adbrynu'ch taleb wedi'u cynnwys isod rhag ofn bod hyn yn ddefnyddiol.

Yn gywir

Verian (Kantar Public gynt) / Beaufort Research  
Ar ran Llywodraeth Cymru  
[www.llyw.cymru/arolwgcenedlaetholgwyr](http://www.llyw.cymru/arolwgcenedlaetholgwyr)

Cyfarwyddiadau fesul cam:

1. Cliciwch ar y ddolen ar gyfer y daleb a ddangosir yn yr e-bost er mwyn iddi fynd â chi i dudalen fewngofnodi Merit Incentives
2. Bydd cod eich taleb yn ymddangos ar y sgrîn (os nad yw yno am ba bynnag reswm, copi'wch y cod o'r e-bost a gludwch ef i mewn)
3. Cliciwch 'Yes' i barhau a dewiswch eich taleb Love2Shop
4. Rhowch eich cyfeiriad e-bost i mewn i gael y daleb yn ddigidol a chliciwch ar 'Redeem now'
5. Bydd y daleb ar gael yn yr adran 'My wallet' a bydd yn cael ei hanfon atoch trwy'r e-bost



[www.llyw.cymru/arolwgcenedlaetholgwyr](http://www.llyw.cymru/arolwgcenedlaetholgwyr)

Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ  
**Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg**

Incentive Email 23-24 / issued October 2023 / Welsh V/B

**verian** 

Formerly  
Kantar Public

**beaufortresearch**



Llywodraeth Cymru  
Welsh Government

**National Survey for Wales:** Thank you for taking part.

Dear INSERT NAME,

As a thank you, please find below your **£15 e-voucher code**:

VOUCHER CODE

Expiry date TBC

To claim your voucher please click here Unique link with voucher code

To find out where your voucher can be used, please visit

<https://www.highstreetvouchers.com/gift/where-to-spend-love2shop-cards>.

If you have any questions, please call us for free on 0800 008 3244 or email us on

[nationalsurveywales@veriangroup.com](mailto:nationalsurveywales@veriangroup.com).

Step-by-step instructions to redeem your voucher are included below in case this is helpful.

Yours sincerely

Verian (formerly Kantar Public) / Beaufort Research

On behalf of Welsh Government

[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)

Step-by-step instructions:

1. Click on the voucher link shown in the email to be taken to the Merit Incentives login page
2. Your voucher code will appear on screen (if for any reason it is not there, please copy it from the email and paste it in)
3. Click 'Yes' to proceed and select your Love2Shop voucher
4. Enter your email address to receive the voucher digitally and click on 'Redeem now'
5. The voucher will be available in the 'My wallet' section and will be sent to you by email



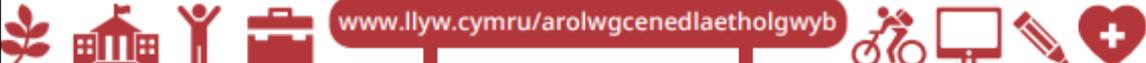
[www.gov.wales/nationalsurveyinfo](http://www.gov.wales/nationalsurveyinfo)



Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

## 8.13 Incentive Letter

<b>verian</b> 	Formerly Kantar Public	
<b>beaufortresearch</b>		Llywodraeth Cymru Welsh Government
FullName_1 FullName_2 PMAAddr1 PMAAddr2 PMAAddr3 PMAAddr4 PMAAddr5 PMPostcode	XX/XX/XXXX	Reference: PMSerialNumber
Annwyl FullName_1 FullName_2,		
Diolch am gymryd rhan yn yr <b>Arolwg Cenedlaethol i Gymru</b> .		
Fel diolch, mae <b>taleb £15</b> wedi ei chynnwys yn y llythyr hwn.		
Am wybodaeth ynghylch lle gellir defnyddio'r daleb, ewch i <a href="https://www.highstreetvouchers.com/gift/where-to-spend-love2shop-vouchers">https://www.highstreetvouchers.com/gift/where-to-spend-love2shop-vouchers</a> .		
Os oes gennych unrhyw gwestiynau, cysylltwch â ni am ddim ar 0800 136 740 neu e-bostiwch ni drwy <a href="mailto:arolwgcenedlaetholcymru@veriangroup.com">arolwgcenedlaetholcymru@veriangroup.com</a> .		
Yn gywir		
Verian (Kantar Public gynt) / Beaufort Research Ar ran Llywodraeth Cymru		
		
<a href="http://www.llyw.cymru/arolwgcenedlaetholgwyrb">www.llyw.cymru/arolwgcenedlaetholgwyrb</a>		
Llywodraeth Cymru, Parc Cathays, Caerdydd, CF10 3NQ		
<b>Hapus i gyfathrebu yn y Gymraeg neu yn Saesneg</b>		
Incentive Letter 23-24 / Issued October 2023 / Welsh		
V/B		



verian 

Formerly  
Kantar Public

beaufortresearch



Llywodraeth Cymru  
Welsh Government



FullName\_1 FullName\_2  
PMAAddr1  
PMAAddr2  
PMAAddr3  
PMAAddr4  
PMAAddr5  
PMPostcode

XX/XX/XXXX

Reference: PMSerialNumber

Dear FullName\_1 FullName\_2,

Thank you for taking part in the **National Survey for Wales**.

As a thank you, your **£15 gift voucher** is enclosed with this letter.

To find out where your voucher can be used, please visit  
<https://www.highstreetvouchers.com/gift/where-to-spend-love2shop-vouchers>.

If you have any questions, please call us for free on 0800 008 3244 or email us on  
[nationalsurveywales@veriangroup.com](mailto:nationalsurveywales@veriangroup.com).

Yours sincerely

Verian (formerly Kantar Public) / Beaufort Research  
On behalf of the Welsh Government



Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

Incentive Letter 23-24 / issued October 2023

V/B