

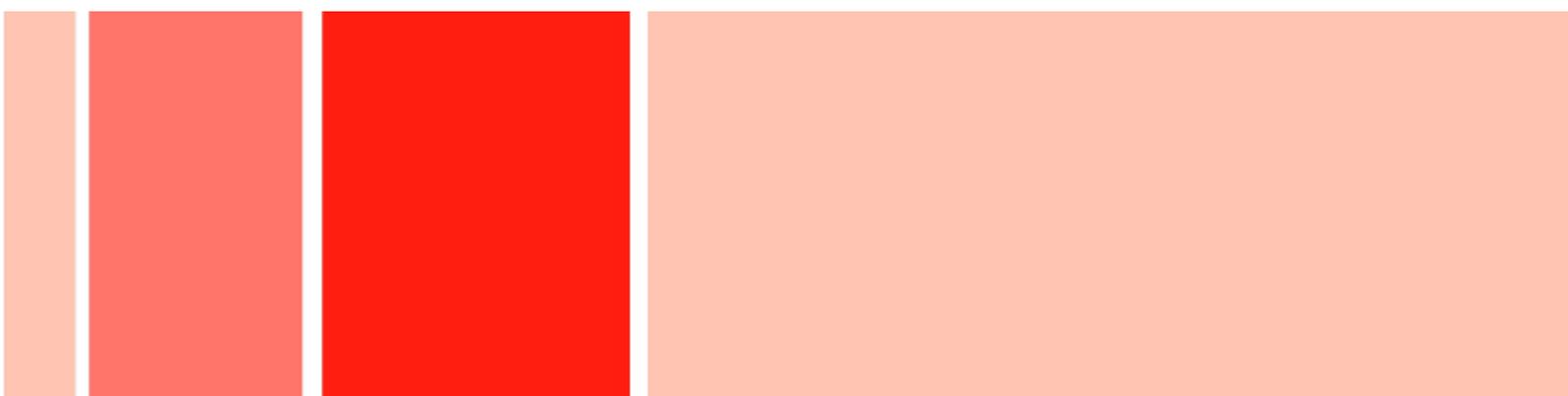


Social research number: 38/2026

Publication date: 19/02/2026

# National Survey for Wales 2024 to 2025 Technical Report

Version 1



Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

# National Survey for Wales 2024 to 2025

## Technical Report

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Full Research Report: Grant, S, Williams, J., Crawshaw, R., Xu, D., George, M. and Holley, T. (February 2026). National Survey for Wales 2024 to 2025 Technical Report. Cardiff: Welsh Government, GSR report number 38/2026.]

Available at: <https://www.gov.wales/national-survey-wales-technical-information>

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

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# Glossary

## **CATI**

Computer-assisted telephone interviewing

## **CAWI**

Computer-assisted web interviewing

## **CAPI**

Computer-assisted personal interviewing

## **CASI**

Computer-assisted self-interviewing

## **LA**

Local authority

## **PAF**

Royal Mail Postcode Address File

## **WG**

Welsh Government

## **2024-25**

April 2024 to March 2025

# **1. Introduction and survey overview**

The National Survey for Wales is a survey commissioned by Welsh Government (WG), Sport Wales, Natural Resources Wales, and Arts Council of Wales. The 2024-25 survey was carried out by Verian and Beaufort Research.

The survey has typically achieved around 12,000 responses a year. However, due to a reduction in the overall budget and a weaker than expected performance during the curtailed field test, the 2024-25 target sample size was revised down to 8,000 shortly before the start of mainstage fieldwork; and then revised down further mid-year to 6,500. The final achieved sample size was 5,926.

## **1.1. Overview of the 2024-25 survey**

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.

As a result of the Covid pandemic, the National Survey has gone through considerable changes since 2020, moving from face-to-face to telephone during the pandemic itself. In 2024-25, the survey was carried out by telephone (CATI) and face-to-face (CAPI). The telephone survey was followed by an online self-completion section (CAWI), while the face-to-face survey was followed by a self-completion section on the interviewer's tablet (CASI).

## **1.2. 2024–25 mainstage fieldwork**

Mainstage fieldwork ran from late March 2024 until the end of March 2025. It involved interviews with people aged 16 and over based on a randomly selected sample of residential addresses across Wales.

The main body of the survey was consistent across telephone and face-to-face modes and comprised of 70 modules. Some topics were asked of all respondents while others were sub-sampled to maximise efficient use of the available survey time. The topics in the main questionnaire content section included:

- employment and education, for example fair work and ageism
- local area and community, for example local authorities and community safety
- finance, for example household material deprivation and food poverty
- parents and children, for example schools and childcare

- wellbeing, health and physical activity, for example unpaid carers and long-term illness
- Sports Wales, for example participation and latent demand
- health services, for example hearing and eye care
- satisfaction modules, for example satisfaction with health services and Welsh Government
- arts and culture, for example arts attendance and arts participation

The self-completion section was shorter (16 modules), although each respondent only completed a sub-set of these modules. This section was usually completed by the respondent themselves, either online or (in face-to-face interviews) via the interviewer's tablet. It could also be administered by the interviewer (over the telephone or face-to-face). Modules that included any sensitive questions were not asked if the section was completed with the support of an interviewer or another household member. The topics in the self-completion section are shown below with the modules including any sensitive questions marked with '(\*)':

- non-GP healthcare services
- EQ-5D-5L health (\*)
- Natural Resources Wales (flood risk, biodiversity, environmental concerns, environmental action, environmental behaviours, green and natural spaces)
- Noise 2024-25
- global citizenship
- physical punishment of children (\*)
- Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) or Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) (\*)
- discrimination and bullying (\*)
- volunteering

The full questionnaire is explored in more detail in [Chapter 3](#), while the questions can be viewed in the 2024-25 questionnaire at [National Survey for Wales: questionnaires | GOV.WALES | April 2024 – March 2025](#).

Respondents had to complete both the main survey and the self-completion section in order to receive a £15 gift voucher as a 'thank you' for taking part in the survey.

The questionnaire and all supporting materials (see [Chapter 4](#) and [Appendix C](#)) were available in both Welsh and English at all stages (mainstage and pilot, see [section 1.4](#)). Welsh interviewing was primarily carried out by Beaufort Research Agency. Other

languages were also available with the help of a household or external translator if required.

The sample was stratified by the 22 Welsh local authorities (LAs), and a reserve sample was selected in the same way.

From late March 2024 until the end of March 2025, a total of 5,926 telephone and face-to-face interviews were completed. The overall response rate was 12.5% (telephone stage) + 6.2% (face-to-face stage) = **18.7%**.

The response rate was substantially lower than the 41% anticipated at the time of contract start and lower than the 38.4% that was achieved in the previous survey year, 2022-23. Potential reasons for the low response rate are set out in sections [3.7](#) and [4.15](#).

A total of 5,851 went on to do the self-completion section. Of those that took part by telephone (3,949), 3,342 did the self-completion section online, with a further 386 completing with an interviewer over the telephone. Of those that took part face-to-face (1,977), 1,530 did the self-completion on a tablet, with a further 411 completing with the interviewer<sup>1</sup>. The overall response rate for the self-completion section was 98.7% (including those completed with an interviewer). The overall attrition rate between the interviewer-led section and the self-completion section was 1.3%.

The number of interviews achieved in each LA ranged from 183 in Blaenau Gwent to 583 in Powys.

The overall number of completed interviews was lower than the original target of 12,000 included in the specification for the survey when fieldwork was scheduled to begin in March 2023. This target was reduced to 8,000 in February 2024 due to weaker than expected performance during the curtailed Field Test ([see section 1.3](#)) as well as cost increases and budgetary constraints prior to the start of fieldwork. The target was then increased to 9,400 in May 2024 after additional budget was made available, before reducing again to 6,500 in October 2024. The number of interviews achieved was significantly below the original target: assumptions underpinning the 2024-25 survey design (in particular the opt-in rates), based on field performance from January 2021 to March 2023, were not achieved in practice, while there were also some practical challenges as to how fieldwork was conducted. These are discussed further in sections [2.5](#), [3.6](#) and [4.16](#).

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<sup>1</sup> NB: the numbers shown do not match the overall totals as some respondents refused the self-completion or did not progress this after their initial acceptance.

### **1.3. 2023 Field Test**

Due to a break in main stage fieldwork for the National Survey during 2023-24, a large-scale Field Test was initially scheduled for October to December 2023. However, due to set-up taking substantially longer than expected, fieldwork was delayed and the target sample size for the Field Test was reduced from 2,000 interviews to 600 interviews on a 'best efforts' basis. In the event, 219 interviews were achieved: 166 by telephone and 53 face-to-face.

Fieldwork began on the 5th December 2023 and ran until 7th January 2024 (inclusive). The first few weeks focused primarily on the telephone (CATI) phase, with in-home interviewing starting w/c 18th December 2023.

It was originally envisaged that interviewers would initially be given access to just the opt-in telephone numbers for the first two weeks of fieldwork, with the tele-match phone numbers being made available at the start of week 3. However, with the delay to fieldwork leading to a shorter than planned fieldwork period (down from 12 weeks to 5 weeks), it was decided that the tele-match phase would instead begin at the end of the first week of fieldwork to allow a small window of tele-match fieldwork before the in-home phase began.

A more detailed summary of the Field Test is included in the Appendix ([Appendix H](#)).

### **1.4. 2024–25 piloting**

A quota-based pilot was run in January 2024, with the aim of identifying any major issues with the finalised survey content and processes and to allow any such issues to be rectified before the main survey. The pilot was also used to gather interviewer feedback about the questionnaire and to provide a more detailed understanding of the potential interview length.

Overall, the pilot delivered 226 completed interviews, with 123 telephone and online surveys and 103 face-to-face surveys.

The pilot was the first opportunity to evaluate several modules that had not been included in previous survey years. These included Welsh Language Transmission, Accommodation Suitable for Needs, Sport Wales – Level of Participation, and Noise 2024-25.

## **1.5. Structure of the report**

This technical report is intended to provide an overview of the approach taken to collecting and processing the National Survey data. The remainder of this report is divided into seven chapters, as follows:

- Chapter 2 – Sample design and implementation
- Chapter 3 – Questionnaire content and development
- Chapter 4 – Fieldwork
- Chapter 5 – Data processing and output
- Chapter 6 – Weighting, non-response and analysis
- Chapter 7 – Q2 letter experiment

## 2. Sample design and implementation

### 2.1. Target population

There are two linked target populations for the National Survey of Wales: (i) private residential households in Wales, and (ii) adults aged 16+ living in such households. The annual sample is therefore set up as a stratified, single-stage random selection of addresses across Wales.

### 2.2. Sample frame

The sample frame was the Royal Mail Postcode Address File (PAF)<sup>2</sup>, filtered to include only addresses coded as 'residential'. Addresses sampled for previous years of the National Survey of Wales or for any ONS probability sample survey since April 2020 were also excluded.

This additional constraint significantly reduced the number of residential addresses available to sample, to between 52% (Powys) and 66% (Cardiff) of the total in each local authority. However, the set of excluded addresses in each local authority may be treated as an equal probability random sample from the whole, meaning that the set of *available* addresses in each local authority may be treated the same way.

An ONS statistician drew the 'master sample' (see below) following instructions provided by Verian. Sampled addresses were provided in both Welsh and English languages where both were available.

### 2.3. Sample structure

The sample was designed to be unclustered over the course of any 12-month period, but clustered over shorter periods.

### 2.4. Assignment areas

Verian commissioned the data science company CACI to agglomerate all 1,917 Census 2021 LSOAs in Wales into 419 assignment areas, with a preset number per local authority.<sup>3</sup> Within each local authority, the assignment areas were designed to have (i) approximately equal household populations, and (ii) practical within-area driving times.

The number of assignment areas in each local authority was determined by the original target sample sizes. These were revised over the course of the 2024-25 survey period, but the assignment area definitions were retained.

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<sup>2</sup> More information on PAF licensing Centre can be found here:

<https://www.poweredbypaf.com/postcode-address-file/>

<sup>3</sup> <https://www.caci.co.uk/>

Within each local authority, Verian sorted the assignment areas on the basis of (i) whether its constituent LSOAs were all classified as urban, all classified as rural, or a mix of the two, and then (ii) the average index of multiple deprivation of its constituent LSOAs. The sorted assignment areas were allocated systematically to sample quarter using a simple repeated sequence (Q1-Q2-Q3-Q4) and then in the same way to month within quarter (M1-M2-M3).

## **2.5. Response targets and revisions**

Within each local authority, the original issued sample size was determined by two factors:

- (i) Setting a baseline number of interviews that would – if all went as planned – deliver the minimum sample size sought by the Welsh Government in that local authority.
- (ii) Subsequently making amendments to the baseline number in each local authority so that the *sum across local authorities* equalled 12,000 and the national effective sample size<sup>4</sup> was maximised within that general constraint.

The original targets ranged from 350 in Blaenau Gwent, Monmouthshire, Torfaen and Denbighshire to 1,120 in Powys. Furthermore, for budgetary reasons, these local authority level targets were overlaid with general targets per data collection mode: 6,960 (58%) of the 12,000 interviews were to be carried out by telephone interview and 5,040 by face-to-face interview (42%).

The same principles were used when the national sample size target was reduced from 12,000 to 8,000 achieved interviews prior to the start of fieldwork following a cost review. However, there was an additional constraint that the smallest local authority level target needed to be at least 315. The revised targets ranged from 315 in fifteen local authorities to 742 (Powys). The existing ratio between telephone and face-to-face interviews (58:42) was retained (4,640:3,360).

In May 2024, the available budget was increased and so the national sample size target was revised again, up from 8,000 households to 9,400. Local authority level targets were increased proportionally. The new targets ranged from 370 in fifteen local authorities to 872 (Powys). This revised design was implemented from July 2024 (sample release month 4).

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<sup>4</sup> The complex nature of the sample design must be taken into account when computing the potential range of sampling errors. The impact of the design is often represented by the 'design effect' statistic. For example, a design effect of 1.3 indicates that the actual sample size should be divided by 1.3 to obtain the statistically effective sample size. The statistically effective sample size is the equivalent simple random sample size that would yield the same magnitude of sampling errors. The design effect varies for each measure in the survey

In October 2024, the national target was reduced to 6,500 following a new cost review amid lowering contact and cooperation rates. The minimum local authority level target was set at 255 and the final targets ranged from 255 (Caerphilly and Merthyr Tydfil) to 604 (Powys). The ratio between telephone and face-to-face interviews was also revised from 58:42 to 65:35 (4,200 telephone interviews and 2,300 face-to-face interviews). This new design was implemented from December 2024 (sample release month 9).

**Table 2.1 shows the target sample sizes for each local authority (original, first second and final revisions) as well as the number of assignment areas.**

Local authority	Health board	Target responding households				Assignment areas
		Original	Revision #1	Revision #2	Final	
Neath Port Talbot	Abertawe Bro Morgannwg	487	315	370	256	17
Swansea		821	426	501	347	29
Blaenau Gwent	Aneurin Bevan	350	315	370	256	12
Caerphilly		597	315	370	255	21
Monmouthshire		350	315	370	256	12
Newport		560	378	444	307	20
Torfaen		350	315	370	256	12
Isle of Anglesey		Betsi Cadwaladr	385	315	370	256
Conwy	408		315	370	256	14
Denbighshire	350		315	370	256	12
Flintshire	560		378	444	307	20
Gwynedd	399		315	370	256	14
Wrexham	453		315	370	256	16
Cardiff	Cardiff & Vale	1,151	598	703	486	40
Vale of Glamorgan		449	315	370	256	16
Merthyr Tydfil	Cwm Taf	420	315	370	255	15
Rhondda Cynon Taf		808	420	494	340	28
Bridgend		488	315	370	256	17
Carmarthenshire	Hywel Dda	640	333	392	271	22
Ceredigion		420	315	370	256	15
Pembrokeshire		434	315	370	256	15
Powys	Powys	1,120	742	872	604	39
WALES		12,000	8,000	9,400	6,500	419

## 2.6. The master sample

Within each local authority, ONS was asked to draw a 'master sample' from its edition of PAF, equal to twice what was expected to be needed to deliver the original targets (i.e., there was a significant 'buffer' to accommodate lower than expected response rates). Verian provided ONS with the number of addresses to sample in each local

authority as well as instructions for sorting the PAF within each local authority before sampling.

Although Verian had used Census 2021 LSOAs to construct assignment areas, the ONS edition of the PAF was organised by Census 2011 LSOAs. Consequently, the PAF could not be sorted using Census 2021 LSOAs. Instead, Verian supplied ONS with a sort order for Census 2011 LSOAs within each local authority that best grouped together addresses by assignment area. Within these pseudo assignment areas, Census 2011 LSOAs were sorted by (i) urban/rural status, then (ii) index of multiple deprivation.

The sort order for addresses *within* Census 2011 LSOAs was (i) Census 2011 output area code (ascending), (ii) postcode (ascending), and (iii) first line of address (ascending).

A systematic random sample of addresses was drawn from within each local authority after sorting as above. In total, the drawn master sample contained 65,405 addresses. The assumed conversion rate (interviews/issued addresses) was 12,000 (original national target) divided by  $65,405/2 = 37\%$  (equivalent to a response rate of 41% assuming 11% of sampled addresses would prove non-residential).

## **2.7. Sampling for issue from the master sample**

The initial sample of addresses to issue comprised one third of the master sample. This reflected the fact that (i) the master sample was twice the size that was expected to be required, and (ii) since drawing the master sample, the national sample size target had been reduced from 12,000 to 8,000. Within each assignment area, the master sample of addresses was sorted by Census 2021 LSOA code (ascending), then by Census 2021 output area code (ascending), and then by PAF address code. A systematic random sample was drawn based on a 1-in-3 sampling fraction.

The selected addresses were sorted the same way before two in three were allocated to face-to-face interview follow-up if no telephone interview was obtained. This was done to control the relative contributions of telephone and face-to-face interviews to the total (and thereby fit within the budget constraints for the survey as a whole).

## **2.8. Modifications to the issued sample during fieldwork**

As noted in [section 2.5](#), there were several modifications to this initial plan, in response to field outcome patterns and to changes in sample size targets. This included an increase in the proportion of master sample addresses that was issued and a reduction in the proportion of issued addresses that was allocated to face-to-face follow-up. The changes are detailed below.

- Early evidence from sample release months 1 and 2 (April and May 2024) suggested a lower-than-expected telephone response rate. The budget was

insufficient to increase the number of addresses allocated to face-to-face follow-up, but the number of addresses issued ‘telephone-only’ in sample release 3 (June 2024) was increased by nearly 200% in an attempt to ‘catch up’. These addresses were sampled systematically from the very large reserve pool within the master sample.

- Before sample release 4 (July 2024), the national sample size target was increased from 8,000 to 9,400. Combined with a continued assumption of lower-than-expected telephone response rates, sample releases 4-6 (July, August and September 2024) were increased in size by a little over 50% relative to the original plan. The proportion allocated to face-to-face follow-up was, however, reduced from 67% to 55% to keep on track for the budgeted number of face-to-face interviews. The new assumption was that the response rate would be 34% instead of the originally planned 42%.
- The final revision to the sample size targets was agreed in October and November 2024 and implemented from sample release 9 (December 2024). A feature of this design was an attempt to minimise variation between local authority response rates while also achieving fixed national targets for telephone interviews (4,200) and face-to-face interviews (2,300). This led to significant variation between local authorities in both (i) the issued sample sizes (relative to the existing plan), and (ii) the proportion allocated to face-to-face follow-up (which ranged from 0% in Cardiff to 100% in eleven local authorities). Overall, the new response rate assumption was 20%, much lower than either the original plan of 42% or the early (June 2024) revision down to 34%.
- A small additional sample (n=1,027) from Verian’s edition of PAF<sup>5</sup> was also drawn in October 2024 for use in sample release 9-12 (December 2024 to March 2025), following the same principles as described above except that Census 2021 geography was used instead of Census 2011 geography and there were no exclusions due to prior survey samples. The number of additional addresses per local authority were as follows: Blaenau Gwent (+128), Denbighshire (+125), Gwynedd (+188), Anglesey (+111), Monmouthshire (+260), and Torfaen (+215).

The total number of addresses issued per month per local authority is shown in **Table 2.2**, below. **Table 2.3** shows the proportion that were actually allocated to face-to-face follow-up (in the event of non-response at the telephone stage). In total across Wales, 35,186 addresses were issued and 23,779 (68%) allocated to face-to-face follow-up (ranging from 40% (Pembrokeshire and Gwynedd) to 85% (Blaenau Gwent and Denbighshire). Naturally, only a subset of this 23,779 was issued to face-to-face follow-up: addresses were excluded from issue if (i) a telephone interview had already

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<sup>5</sup> The ONS edition was not available at that time

been achieved or was about to be achieved, (ii) a clear household-level refusal had been obtained after the advance letter had been sent, or (iii) information had been obtained that confirmed the address contained no survey-eligible households.

**Table 2.2: Number of issued addresses per local authority per sample month**

	2024									2025			Total
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Neath Port Talbot	89	42	71	127	64	71	221	76	190	201	94	96	1342
Swansea	141	103	169	211	152	240	212	154	146	146	109	93	1876
Blaenau Gwent	50	58	77	75	85	74	103	79	163	196	193	197	1350
Caerphilly	111	100	182	82	168	154	129	155	73	72	37	66	1329
Monmouthshire	52	46	75	67	64	64	90	75	199	200	204	201	1337
Newport	49	106	171	82	162	156	104	157	164	80	177	184	1592
Torfaen	50	44	72	70	72	71	110	70	192	197	205	201	1354
Isle of Anglesey	56	51	99	80	105	85	124	165	205	164	250	191	1575
Conwy	57	58	89	89	81	86	137	166	129	125	122	263	1402
Denbighshire	50	52	77	84	74	76	116	81	162	187	200	178	1337
Flintshire	106	51	176	165	89	170	239	84	132	130	152	61	1555
Gwynedd	58	124	84	89	165	89	133	77	209	244	186	211	1669
Wrexham	49	51	185	90	69	153	109	139	102	98	102	198	1345
Cardiff	153	219	297	318	249	254	487	237	84	88	122	107	2615
Vale of Glamorgan	39	90	71	83	147	67	233	59	104	113	202	119	1327
Merthyr Tydfil	55	52	183	84	106	175	146	101	85	74	105	176	1342
Rhondda Cynon Taf	111	119	263	163	254	163	218	247	78	70	66	103	1855
Bridgend	115	49	79	142	67	68	215	75	87	185	168	84	1334
Carmarthenshire	88	44	142	139	124	130	199	127	127	122	65	123	1430
Ceredigion	52	106	83	90	170	73	153	86	113	102	290	118	1436
Pembrokeshire	106	57	88	191	83	93	123	77	125	273	135	142	1493
Powys	161	193	244	231	242	211	528	270	281	294	343	293	3291
WALES	1798	1815	2977	2752	2792	2723	4129	2757	3150	3361	3527	3405	35186

**Table 2.3: Proportion of issued addresses allocated to face-to-face interview follow-up (in the event of telephone non-response) per local authority per sample month**

	2024									2025			Total
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	%	%	%	%	%	%	%	%	%	%	%	%	%
Neath Port Talbot	66	67	41	55	55	55	86	100	100	100	100	100	82
Swansea	67	67	41	55	55	55	85	100	100	100	100	100	74
Blaenau Gwent	68	67	40	56	55	55	85	100	100	100	100	100	85
Caerphilly	67	68	41	56	55	55	85	100	100	100	100	100	72
Monmouthshire	67	67	41	54	56	56	86	100	46	47	47	46	55
Newport	67	67	41	56	56	56	86	100	100	100	100	100	78
Torfaen	68	66	40	56	56	56	85	100	90	90	90	90	80
Isle of Anglesey	68	67	40	56	55	55	85	100	19	19	19	19	44
Conwy	67	67	40	55	56	56	85	100	30	30	30	30	52
Denbighshire	68	67	40	55	55	57	85	100	100	100	100	100	85
Flintshire	67	67	41	55	55	56	85	100	100	100	100	100	76
Gwynedd	67	67	40	55	56	56	86	100	16	16	16	16	40
Wrexham	67	67	41	56	55	56	85	100	100	100	100	100	78
Cardiff	67	68	41	56	56	56	85	100	0	0	0	0	57
Vale of Glamorgan	67	68	41	55	55	55	85	100	66	67	67	67	68
Merthyr Tydfil	67	67	41	57	55	55	86	100	100	100	100	100	76
Rhondda Cynon Taf	68	67	41	56	56	56	85	100	100	100	100	100	72
Bridgend	68	67	41	55	54	56	86	100	99	99	99	99	80
Carmarthenshire	66	66	41	55	56	55	85	100	86	87	86	86	73
Ceredigion	67	68	41	57	56	55	86	100	100	100	100	100	81
Pembrokeshire	67	67	41	55	54	56	85	100	9	9	9	9	40
Powys	67	67	41	55	55	55	86	100	51	51	51	51	63
WALES	67	67	41	56	55	56	85	100	70	68	70	68	68

## 2.9. Sampling within addresses

It was expected that the vast majority (>97%) of PAF addresses contained a single household but, because addresses were not formally enumerated during the telephone phase, the number of households at the address is only known for a minority (those visited by a face-to-face interviewer). Therefore, at most multiple-household addresses where a response to the survey was achieved, one household self-selected (i.e., picked up the telephone survey invitation letter).

Within identified sampled households, a Verian/Beaufort interviewer selected one permanently resident<sup>6</sup> adult (aged 16+) for interview. This individual was selected via

<sup>6</sup> Anyone aged 16 or over living in the household, including any boarders or lodgers living as part of the household and including anyone who normally lives at the address but who is away (but not / not expected to be away for more than six months).

a random sampling procedure built into the electronic contact sheet used by both telephone and face-to-face interviewers.<sup>7</sup> The name, sex and age of this individual was recorded so that the same individual would be contacted in the event of a change of interviewer between selection and interview. Any subsequent changes in household structure were ignored (i.e. the set of eligible individuals was fixed at the selection date). The selected individual was asked to provide both individual-level and household-level data.

Where tele-matching identified more than one number for an address, both numbers were available to interviewers but the mobile number was prioritised (because it was assumed this would offer a higher likelihood of speaking directly to the respondent from the outset).

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<sup>7</sup> Enumerated household residents aged 16+ were listed in any order with an identification tag (usually name) to distinguish each one. A random integer  $n$  was generated from between 1 and the total number of enumerated residents aged 16+. The  $n^{\text{th}}$  person in the list was selected for interview.

## **3. Questionnaire content and development**

### **3.1. Overview of the questionnaire**

The National Survey for 2024-25 consisted of over 70 modules. These covered a range of topics to meet the needs of by WG, as well as three of WG's sponsored bodies: Sport Wales, Natural Resources Wales and Arts Council of Wales. Some topics were sub-sampled which still allowed the collection of robust estimates at a national level while keeping the average interview length manageable.

Overall, the questionnaire was split into two sections. The questions in the first main section were designed to be asked by the interviewer by telephone or face-to-face in-home. This was followed by a second, shorter self-completion section. This was completed either by computer-assisted web interviewing (CAWI) by telephone respondents or by computer-assisted self-interviewing (CASI) using the interviewer's tablet by face-to-face respondents. In either case this section could be completed with the help of an interviewer where this was requested by the respondent. Where the self-completion section was completed with the assistance of an interviewer or another household member (for accessibility reasons), sensitive question modules were omitted.

### **3.2. Questionnaire content**

The initial specification of the questionnaire provided to Verian focused exclusively on the telephone version of the survey, with Verian and WG working together to finalise questions at the start and end of the survey for in-home completions, as well tweaks to the CAWI and CASI modes.

The final telephone (CATI) and face-to-face (CAPI) components of the survey consisted of just under 60 main modules, which were broadly categorised as follows:

- initial survey admin, for example address check and person selection
- demographics, for example national identity, ethnicity and sexual orientation
- employment and education, for example fair work and ageism
- local area and community, for example local authorities and community safety
- finance, for example household material deprivation and food poverty
- parents and children, for example schools and childcare
- wellbeing, health and physical activity, for example unpaid carers and long-term illness

- Sports Wales, for example participation and latent demand
- health services, for example hearing and eye care
- satisfaction modules, for example satisfaction with health services and Welsh Government
- arts and culture, for example arts attendance and arts participation

The self-completion sections, completed via online (CAWI) or by tablet (CASI), consisted of 16 main modules, as summarised below<sup>8</sup>:

- non-GP healthcare services
- EQ-5D-5L health (\*)
- Natural Resources Wales (e.g. flood risk)
- Noise 2024-25
- global citizenship
- physical punishment of children (\*)
- Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) or Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) (\*)
- discrimination and bullying (\*)
- volunteering

Whilst most modules did not vary by mode, a small number of modules did, with some only relevant to certain modes. For example, the modules introducing and closing the self-completion sections varied depending on whether the survey was completed online or on an interviewer's tablet.

While the interviewer handed over their tablet to facilitate the completion of the in-home self-completion section, the self-completion for the telephone section was completed online.

At the end of the telephone survey, participants with internet access were sent an email with their unique access code and a URL. When they visited the URL they were redirected to the log-in page to complete the online survey at a time that was convenient to them. The full 2024-25 questionnaire can be found at [National Survey for Wales 2024-25 questionnaire](#).

Respondents had to complete both the telephone interview and online survey in order to receive a £15 shopping voucher as a 'thank you' for taking part in the survey. They

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<sup>8</sup> Modules marked with \* included one or more sensitive questions which were not asked if the respondent received assistance or support to complete the self-completion section.

similarly had to complete both components of the survey in-home (that is, CAPI and CASI) in order to receive the £15 voucher.

### **3.3. Questionnaire programming and testing**

The questionnaire was scripted by BMR, Verian's Data Solutions Hub in Bulgaria using Forsta Plus, Verian's survey software. A single script was programmed to accommodate both the telephone and in-home survey.

The script included a series of soft and hard checks to highlight situations where an answer (or combination of answers) were unlikely or answers at different questions were inconsistent.

**Soft checks** alerted the interviewer/respondent to review one or more of the answers given but allowed the survey to continue if the information was subsequently confirmed by the interviewer/respondent.

**Hard checks** similarly alerted the interviewer/respondent to review one or more of the answers, but in these cases the interviewer/respondent could not proceed until one or more of the previous answers had been corrected.

During the scripting process comprehensive checks were conducted by both Verian and WG to ensure the final script was a true reflection of the specified questionnaire. These included checking that:

- question text matched the specification throughout.
- question routing was programmed as specified. To facilitate this, various scenarios (both household-level and response-level) were tested to ensure the routing mirrored the specification throughout.
- response lists matched the questionnaire specification and the order of responses were randomised where appropriate.
- on-screen interviewer/respondent instructions were clear and mirrored the questionnaire specification; information screens were similarly checked.
- text fills displayed correctly – this included both question text fills and response text fills.
- soft and hard checks, as outlined above, were triggered as applicable
- question names/labels matched the questionnaire specification
- script navigation worked as intended so that:
  - interviewers could move forwards/backwards as required during the course of the interview

- respondents could not return to previously completed modules during the self-completion questionnaire, to maintain the security of their data
- language functionality worked correctly:
  - respondents could select the language at the outset
  - respondents could toggle between Welsh and English mid-interview if wished.

### **3.4. Questionnaire changes**

Following the 2024-25 pilot, a small number of changes were made to the questionnaire prior to the start of mainstage fieldwork.

One module (internet skills) was removed completely, while the Noise 2024-25 module was moved from the main survey into the self-completion section of the survey. Alongside this, a number of additional changes were made based on feedback from interviewers and a more general review of the survey instrument.

The changes included:

- the household inter-relationships questions were only asked in relation to the respondent, rather than asked in the context of every single relationship within the household.
- a filter was adjusted in the Sports Wales modules at SWFilter so that the bulk of participation questions were not shown if the respondent had not taken part in games or sports, was elderly or disabled, or had previously indicated they did not do any physical activity.
- questions about the name of schools attended by children in the household were modified to increase the effectiveness of the search functionality (the algorithm was updated based on a 'three-character' search functionality).
- Questions relating to specific health conditions were similarly modified to increase the effectiveness of the search functionality.
- minor wording changes were made in specific Sports Wales modules and to HazNoise2

A number of additional changes were made after the 2024-25 mainstage survey went live, with changes introduced in June 2024 and February 2025. These were:

- additional sub-sampling was introduced in June 2024 because the overall length of the survey was found to be longer than originally estimated (see [Section 3.8](#) for more details).
- a refusal module was also included in the introductory sections of the survey in June 2024. This module was added to provide more detail about those who

refused to take part: who in the household specifically refused to take part, and the reasons for the refusal.

- a further change was introduced in February 2025 when it was identified that the original specification of the Noise 2024-25 module in the self-completion section had included incorrect filtering. The filters were revised to reflect the original intention rather than the original specification.

### **3.5. Welsh translation**

As with all survey materials and the opt-in portal, the National Survey was available in Welsh or English, with the language selected as part of the introduction to the survey or via a language toggle button in the script if the request was made during the survey itself. At the outset WG provided Verian with a questionnaire instrument in both Welsh and English, with the Welsh version being finalised once the English version of the script had been signed off.

The Welsh version of the questionnaire was quality assured by both WG and Beaufort prior to the 2024-25 pilot and interviewers were asked for any feedback on the language or wording used as part of the pilot feedback. Although a Welsh version of the questionnaire was developed and shared by WG, Verian was responsible for the translation of the opt-in portal script (in partnership with Beaufort).

For the portal script and the main survey script the Welsh version of the questionnaire was implemented in the form of an overlay, essentially copying over the Welsh script text into the English script, with all other coding and programming features being identical. In other words, there was only a single script with the option of English or Welsh language rather than two scripts.

All household and respondent information materials were produced and distributed in both Welsh and English.

### **3.6. Interview timings**

Based on previous iterations of the survey it was initially estimated that the main section would take around 30 minutes to complete by telephone, with the follow-up online self-completion section expected to take up to 15 minutes. The in-home interview was expected to take 45 minutes overall, with around 30 minutes being interviewer administered, and around 15 minutes assigned to the self-completion section of the survey.

Although the interview length data was reviewed after the pilot, the calculations underpinning this were found to be incorrect. As such, the pilot survey was assumed to be running shorter than proposed (median) timings. As a result, WG requested the removal of most of the sub-sampling logic prior to the full launch and for the survey to be asked of all respondents where possible.

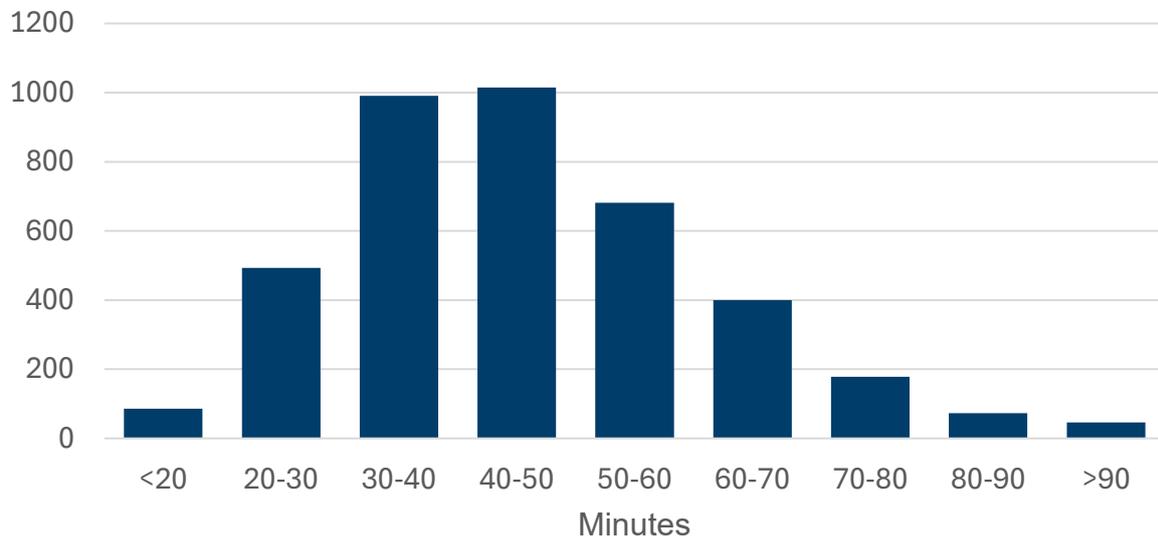
The cause of the miscalculation was identified in late May 2024. The corrected timings indicated that the CAPI survey was running longer than intended and the impact on the CATI interview was even more pronounced. The original sub-sampling was therefore re-introduced into the instrument in June 2024, alongside a limited amount of additional sub-sampling.

Across all respondents the median time recorded for the survey was 52 minutes. **Table 3.1** shows the average interview length by mode across the whole survey year broken down by whether sub-sampling was applied or not. However, due to technical issues, the CATI timings recorded and set out below do not accurately measure how long it took to *actually* ask/answer each question, due in part to a delays in the script moving between questions. These timings are shown in brackets in Table 3.1. Please see [section 3.7](#) for more detail.

<b>Table 3.1: Average interview length by mode</b>						
	<b>Median time (mins)</b>			<b>Mean time (mins)</b>		
<b>Mode</b>	<b>Overall</b>	<b>With no sub-sampling</b>	<b>Sub-sampling applied</b>	<b>Overall</b>	<b>With no sub-sampling</b>	<b>Sub-sampling applied</b>
<b>CATI main</b>	(44)	(48)	(43)	(46)	(51)	(45)
<b>CAWI</b>	13	14	13	15	16	15
<b>CAPI main</b>	29	37	28	32	38	31
<b>CASI</b>	9	10	9	10	11	10

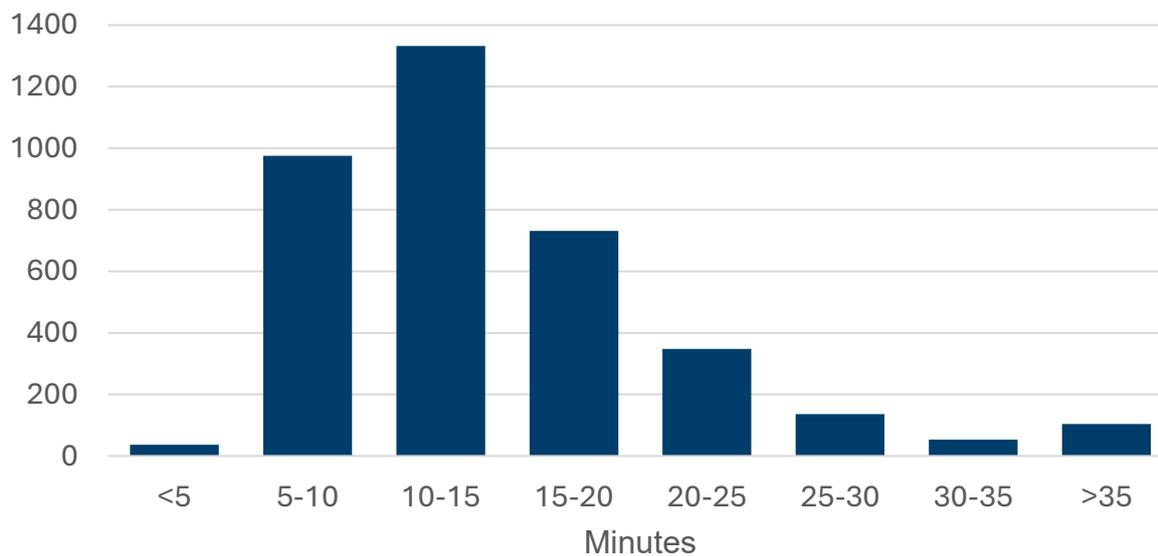
Histograms summarising the timings data by mode are shown in Charts 3.1 to 3.4, below.

**Chart 3.1 CATI interview duration (in minutes; note that CATI timings include additional time due to delays added by the script)**



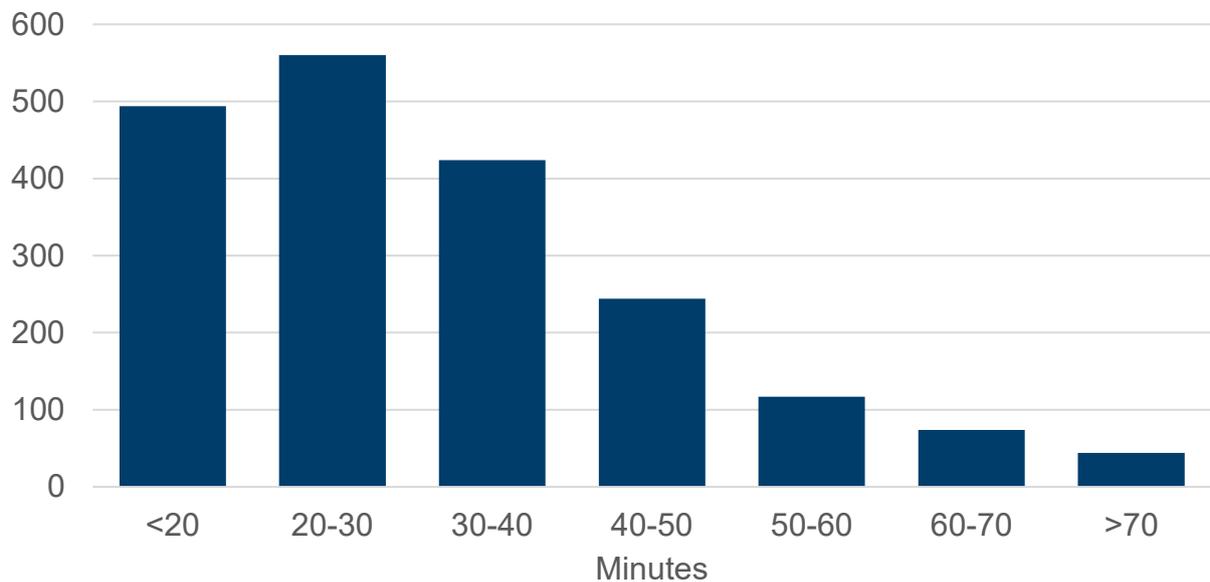
Description of chart 3.1: a bar graph showing the CATI interview duration. Most interviews were between 30 and 60 minutes.

**Chart 3.2 CAWI interview duration**



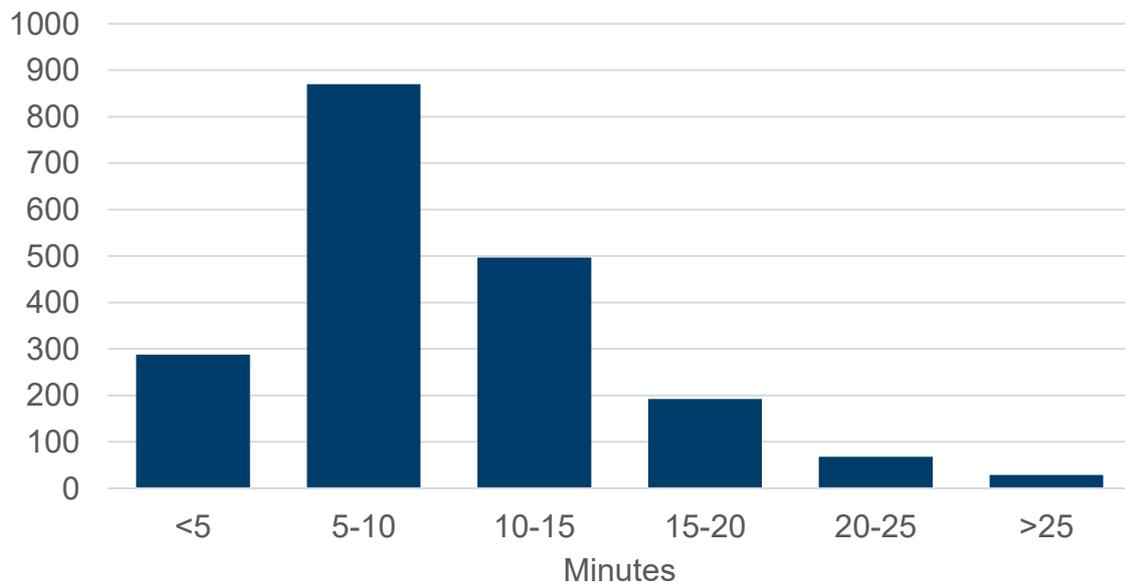
Description of chart 3.2: a bar graph showing the CAWI interview duration. Most interviews were between 5 and 20 minutes.

**Chart 3.3 CAPI interview duration**



Description of chart 3.3: a bar graph showing the CAPI interview duration. Most interviews were between 0 and 40 minutes.

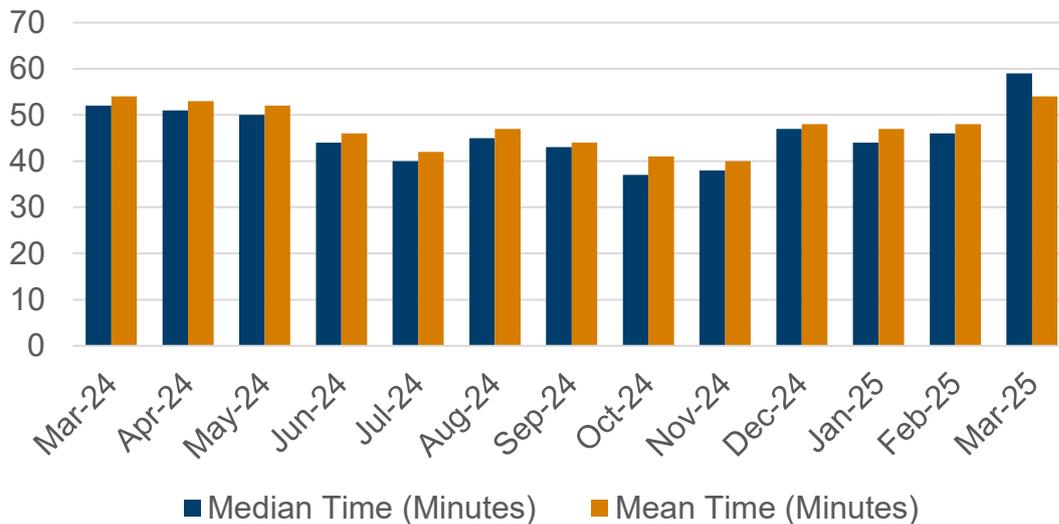
**Chart 3.4 CASI Interview duration**



Description of chart 3.4: a bar graph showing the CASI interview duration. Most interviews were between 5 and 15 minutes.

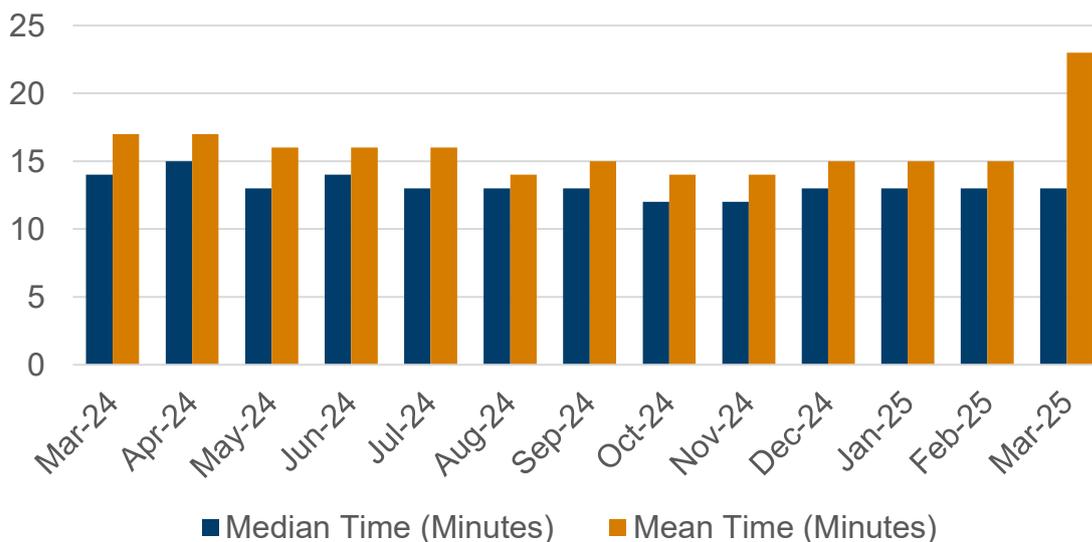
Charts 3.5-3.8 show the interview duration (median and mean) by month starting with telephone and online, followed by in-home and self-completion via tablet.

**Chart 3.5 CATI interview duration by month**



Description of chart 3.5: a bar graph showing the median and mean CATI interview duration from March 2024 to March 2025. The median time ranged from 37 minutes in October, to 59 minutes in March 2025. The mean time ranged from 40 minutes in November, to 54 minutes in March 2025.

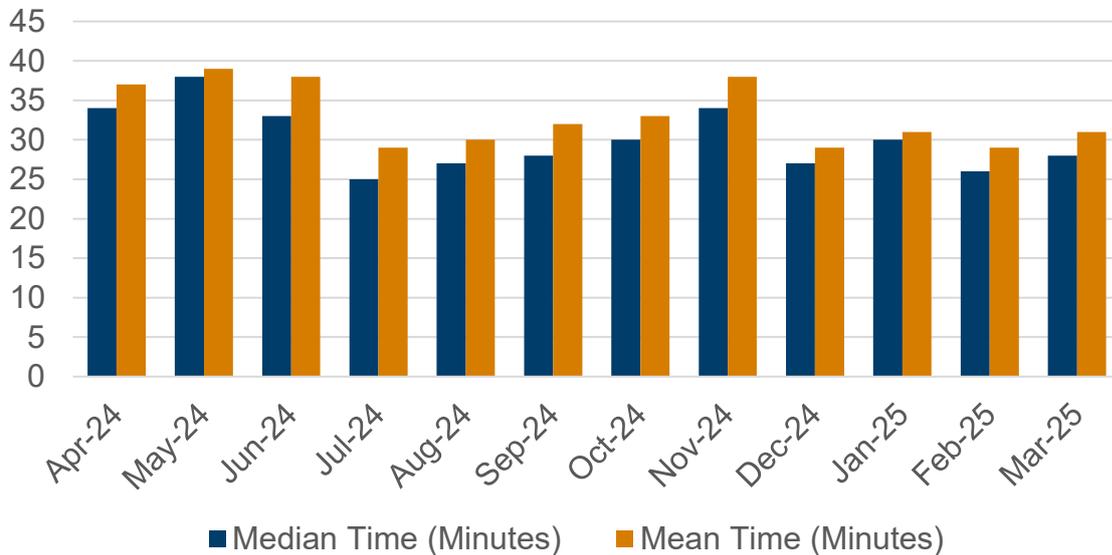
**Chart 3.6 CAWI interview duration by month**



Description of chart 3.6: a bar graph showing the median and mean CAWI interview duration from March 2024 to March 2025. The median time ranged from 12 minutes

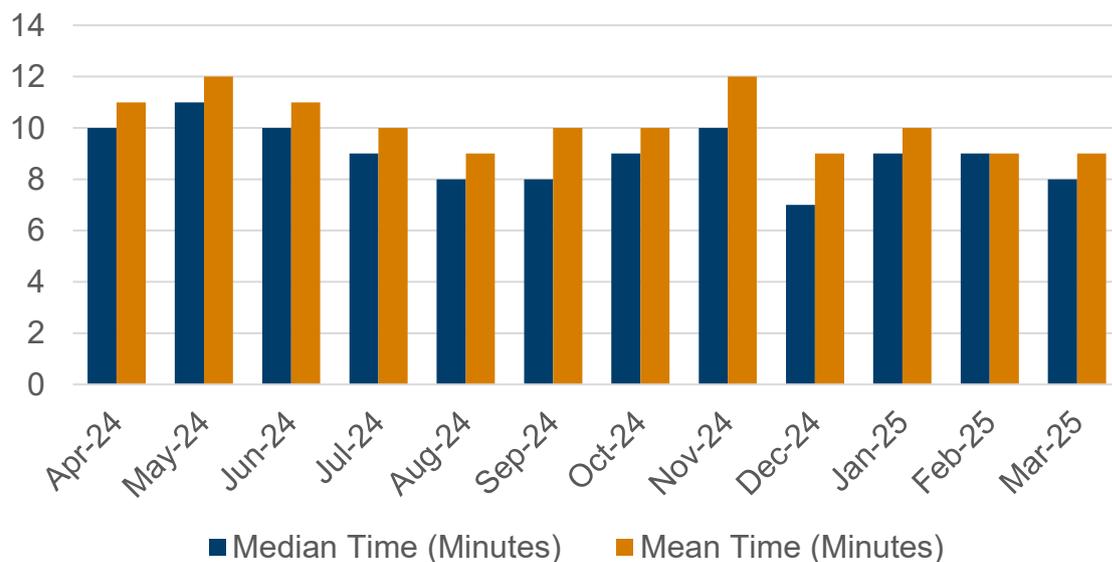
in October and November, to 15 minutes in April. The mean time ranged from 14 minutes in August, October and November, to 23 minutes in March 2025.

**Chart 3.7 CAPI interview duration by month**



Description of chart 3.7: a bar graph showing the median and mean CAPI interview duration from April 2024 to March 2025. The median time ranged from 25 minutes in July, to 38 minutes in May. The mean time ranged from 29 minutes in July and December, to 39 minutes in May 2025.

**Chart 3.8 CASI interview duration by month**



Description of chart 3.8: a bar graph showing the median and mean CASI interview duration from April 2024 to March 2025. The median time ranged from 7 minutes in December, to 11 minutes in May. The mean time ranged from 9 minutes in August and December, to 12 minutes in May and November.

### **3.7. Variation between telephone and in-home interview timings**

As shown in Table 3.1, there was a notable variation in the interview timings by mode (CAPI and CATI), both before and after the sub-sampling adjustment. There were two key drivers of this:

- Inconsistency of internet coverage, particularly in more rural areas of Wales. Whereas the in-home version of the interview was conducted offline and only uploaded into the Forsta data collection platform at the end of each day by the interviewer, the telephone version of the script was uploaded in real time as the interviewer conducted the survey with the respondent. This meant that the load-time (time taken to refresh screens between questions) took longer in the telephone interview compared with the face-to-face interview and the speed varied dependent on the internet coverage in that specific region of Wales.
- As requested by WG at the outset, all questions included in the National Survey had their own (individual) timestamps to allow for a granular understanding of the time taken on each question by mode. While this did not impact the offline version of the survey as used in face-to-face interviews, the number of timestamp variables created a further ‘drag’ on the telephone survey (page load times), which was more pronounced in specific regions of Wales with poorer internet coverage. Due to these technical problems, the telephone timings that were recorded are therefore not an accurate measure of the length of time taken to actually ask and answer each question.

To try and address these issues work was undertaken by Verian once the survey was live, to streamline the timestamp process without impacting the granularity of the timings data. However, a more streamlined technical solution which still provided question-level timings could not be developed during fieldwork. This necessitated the retention of the full set of timestamp variables for the duration of 2024-25 fieldwork.

Verian was also asked to investigate the potential to introduce an offline version of the telephone survey, similar to the approach used for in-home interviews, in order to reduce the length of (and provide accurate timing data for) telephone interviews. However, the scale of the change required to alter the approach for telephone interviews would have necessitated a significant period of development (and QA) in parallel with the existing survey. As such, Welsh Government was advised that it was not feasible to create a bespoke (offline) version of the script during fieldwork.

### **3.8. Sub-sampling fractions**

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 was carried through to the mainstage. For example, the short and longer versions of the Warwick-Edinburgh Mental Well-Being Scale modules were each asked of a random 50% of respondents, with respondents being asked the short or long version of the questions.

The Noise 2021-22 and Noise 2024-25 modules were similarly sub-sampled, based on a 25% (2021-22) and 75% (2024-25) notional split. As the Noise 2024-25 module was in the self-completion section, the 75% notional split was, in reality, lower, as a small number of respondents did not complete the self-completion section, thereby skipping the Noise 2024-25 questions completely. As outlined above, the original specification of the Noise 2024-25 module when it was moved into the self-completion section was incorrect, thereby reducing further the number of respondents who completed the module.

While most sub-sampling was removed prior to the start of fieldwork, as noted above, additional sub-sampling had to be re-introduced during fieldwork to help reduce the overall length of the survey.

The following modules were originally asked of all respondents but from late June 2024 were only asked of a sub-set of respondents.

- satisfaction with education system
- satisfaction with health services
- satisfaction with Welsh Government
- population health: BMI, Pregnant, Physical activity, Smoking, Alcohol, Diet
- arts sub-sample: Arts attendance, Arts participation, ACW – Welsh language arts events, and ACW – Barriers
- eye care
- hearing impairment
- GP services

A full list of the updated sub-sampling can be found in [Appendix A](#).

## 4. Fieldwork

### 4.1. Interviewer recruitment

Recruitment for interviewers started three months before main fieldwork was scheduled to start.

Before the start of fieldwork, both agencies were supplied with the fieldwork assignments by month for the full survey year. This information was considered against the home addresses of interviewers already on the respective panels. This exercise highlighted existing (current) interviewer capacity and allowed both agencies to better understand where additional headcount was needed and to target recruitment activity accordingly.

Regular monthly assessments of recruitment efforts were conducted to identify and address any resource gaps promptly. In some areas where recruitment proved challenging alternative interviewing resources were identified to fill gaps: for example, interviewers who travelled in from other areas, supervisors, or Training and Development Supervisors (TADS).

Regular communication was maintained with existing interviewers on the panel, offering them opportunities to take on National Survey assignments and ensuring their continued involvement. Progress was monitored on a weekly basis, with additional support where progress was below the levels expected.

The actual number of interviewers varied month by month depending on the specific needs of the survey at that time, but the agencies had 50 interviewers (Verian) and 25 interviewers (Beaufort) on their respective panels during the final few months of fieldwork.

Table 4.1 below shows the panel size by agency each month and the number of days worked each month.

**Table 4.1: Panel size by month**

	Verian Panel	Beaufort Panel	Days worked
April 2024	42	25	118
May 2024	42	25	184
June 2024	41	25	186
July 2024	41	25	302
Aug 2024	42	25	279
Sept 2024	42	25	280
Oct 2024	42	25	296
Nov 2024	42	23	293
Dec 2024	54	23	258
Jan 2025	51	25	370
Feb 2025	59	25	345
Mar 2025	54	25	237

Beaufort had four Welsh speaking interviewers available throughout fieldwork to conduct Welsh language interviews, either by telephone or in person.

## **4.2. Overview of interviewer briefings**

All interviewers had to attend an interviewer briefing before they were able to work on the study. Following this briefing, interviewers were asked to undertake a number of practice interviews before attending a second session to address any outstanding queries.

The briefings were a mix of in-person and online (Teams) sessions to ensure that interviewers could be briefed as efficiently as possible.

Briefing locations for the in-person sessions were selected based on the assignments selected and interviewer location. Overall, Verian held five in-person briefings (four in Cardiff and one in Wrexham), supplemented by eight online briefings. During March 2024, two briefings took place in Cardiff, while one briefing took place in Wrexham. Further face-to-face briefings were required in Cardiff during April and June 2024.

Online briefings ran as needed, for example where a small number of interviewers needed to be briefed during Summer 2024 and again across December 2024 and January 2025 to reflect the expansion in Verian's face to face panel in the final few months of the survey. Beaufort held three briefings in Cardiff in March, June and August 2024.

The content of the combined briefings sessions included:

- background and introduction to the study
- the fieldwork timeline and process
- survey materials
- call requirements and response rate targets for interviewers
- how to deal with reluctance to participate
- questionnaire content
- fieldwork administration

Alongside the briefing itself, interviewers were provided with a range of additional support materials – a hard copy of the briefing slides, an interviewer manual and a questionnaire background document. The latter document provided interviewers with an overview of each question in the survey to support and supplement the full day briefing, and to provide additional context in case any specific questions were raised by respondents during the course of the interview.

### **4.3. Overview of supervision and quality control**

A minimum of 10% of all interviews conducted were validated, in accordance with industry standards. For the National Survey, the back-checking processes for interviews conducted face-to-face were also applied for telephone interviews.

Where interviews were completed by telephone, a random sample of 10% of the recorded interviews were listened to via the CATI system by the quality team (when consent to record had been given) to ensure procedures had been correctly followed and results were fed back to interviewers.

Face-to-face interview validation was carried out by telephone with trained validators. Where possible, validation checks were done within two weeks of the interview taking place. If it was not possible to contact the respondent by telephone, contact was attempted by post or in person. Validation checks included 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 had been correctly followed.

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

As well as serial level validation, interviewers had (at minimum) weekly performance calls and were supervised in the field, with all interviewers accompanied in the field by a supervisor as part of their regular performance management process (minimum of one accompaniment per interviewer). During accompaniment, the supervisor observed and assessed all aspects of the interviewer's work, including their contact strategy, doorstep technique, administration of the interview, and adherence to quality control standards. The supervisor provided coaching and support and identified any further field training and support required. Supervision arrangements were tailored to take into account the additional needs of the study, such as CASI completion. The supervisor completed an accompaniment form with the interviewer, which was shared with the interviewer and the interviewer's manager, who followed up on any actions required.

We incorporated online survey acceptance and completion rates as a formal key performance indicator for interviewers working on the National Survey and monitored acceptance and completion rates on an individual interviewer basis. Any interviewers who had acceptance/completion rates significantly lower than average were followed up and, if necessary, given additional training or supervision.

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

Fieldwork began in late March 2024 and ran until 31st March 2025<sup>9</sup>.

Sampled addresses were sent an invitation letter 14 days prior to the start of each monthly fieldwork period<sup>10</sup>. On this letter, respondents were prompted to follow a link which took them to [a landing page](#) on the Welsh Government website. Separate URLs were included in the letter to direct them to either an English language or a Welsh language landing page. From there they could click on another link which re-directed them to the survey 'opt-in' online portal. In addition, the letters included a language-specific QR code which took respondents directly to the same landing page on the Welsh Government website as the URL.

Once respondents were re-directed to the 'opt-in' online portal, they were asked to enter the unique 8-digit numeric access code which was provided in their invitation

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<sup>9</sup> Respondents completing the (CAWI) self-completion section had an extension up to and including 6th April 2025.

<sup>10</sup> These were sent out more than 14 days in advance for January, partly to try to counter the slower postal delivery time at this time of year.

letter, before being asked to provide contact details, including at least one telephone number.

In addition to households opting in to the survey by providing their telephone number, the sampled addresses were also “tele-matched” against commercially available sources in order to identify additional telephone numbers by which to potentially contact a sub-set of addresses.

Interviewers initially used the numbers provided via the ‘opt-in’ portal to start their assignments. Two different reminder letters were sent to addresses that had not opted in on the online portal (Reminder 1) or did not provide a working phone number, or where interviewers were unable to establish contact for some other reason (Reminder 2). Reminder 2 informed participants that the interviewer had not been able to contact them and asked them to contact the office helpline (via telephone or email) to arrange a time for interview, or to ask any questions.

Interviewers had specific call requirements when attempting to contact respondents. They were asked to start working their assignments as early as possible, i.e., as soon as they received contact details for addresses in their assignment. Interviewers were required to make a minimum of 12 telephone calls to the opt-in numbers provided at each sampled address, before an ‘opt-in’ address could be classified as a non-contact at the telephone stage. To count towards the minimum requirement, these calls needed to be on different days and cover a period of four weeks so that households that were temporarily away were able to be contacted. Calls needed to be across a range of days (weekday and weekend) and daytimes, i.e. at least 2 of the calls needed to be on a weekday evening (after 6pm) or at the weekend. If a voicemail was reached on specific calls, interviewers were asked to leave a scripted message to let the respondent know they had attempted to get in touch. Interviewers were encouraged to contact tele-matched CATI sample only at the start of week 3 so that they could prioritise the opt-in numbers which were likely to be more productive.

From week 5 of fieldwork, interviewers could start to contact any addresses in their sample that were eligible for face-to-face fieldwork (see [section 2.7](#) for more details). This meant that although the total length of fieldwork for each month of issued sample lasted 12 weeks, face-to-face fieldwork was only conducted during the last 8 weeks of each fieldwork period.

However, it was agreed that the fieldwork period for January-March 2025 would be adjusted compared with earlier months in order to ensure that sample could be fully worked before the fieldwork cut-off date at the end of March 2025. To help facilitate this, the start date for February and March fieldwork was brought forward to late January and both months ran in parallel during this time. Opt-in CATI fieldwork began on 21 January 2025, with tele-match CATI fieldwork starting on 4 February 2025 and CAPI fieldwork starting a few weeks later. As such, fieldwork for these two months ran for around 10 weeks overall, rather than the full 12 weeks.

Fieldwork was managed by a dedicated team of Field controllers. These Field controllers monitored progress on a regular basis. Weekly fieldwork updates were sent to Welsh Government, including summaries of progress in each of the different modes.

A diary management system was used to track agreed days, which was updated regularly by the Field Project Team, with any days lost due to sickness, bad weather etc. re-booked into the system.

#### **4.5. Fieldwork documents**

The initial advance letters, along with the information leaflet, were sent out 14 days in advance of the sample month fieldwork start date (i.e. around 14 days before the first day of the month in which it would be worked). In January, these were sent more than 14 days in advance to account for slower delivery times in that period. This was followed by an interviewer introduction letter (Reminder 1), which was sent out centrally by Verian to coincide with the start of the relevant sample month CATI period. A second targeted reminder letter was then sent out around 7 days into CATI fieldwork. This reminder was sent to any household that had not provided at least one telephone number via the 'opt-in' portal or via the helpline. A separate targeted reminder letter was sent to any households that had opted-in, but where interviewers had not managed to make contact after a further week or so of fieldwork (Reminder 2).

In addition, online reminder emails were sent out on three separate occasions to those who had completed the telephone (CATI) section of the interview but had yet to complete the self-completion (CAWI) section. A reminder letter for the self-completion section was sent out on a single occasion coinciding with the third online reminder email.

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 face-to-face (CAPI) interview itself. 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 list of all the materials used is shown in the **Table 4.2**, and copies can be found in [Appendix C](#).

All documents were available in Welsh and English.

**Table 4.2: Survey materials description**

<b>Document</b>	<b>Description</b>
Advance letter	<ul style="list-style-type: none"> <li>• Sent to all sampled addresses.</li> <li>• Informed respondents about the study and explained why they have been invited to take part.</li> </ul>
Purpose leaflet	<ul style="list-style-type: none"> <li>• Sent alongside the advance letter.</li> <li>• Included further information about the study to complement the advance letter.</li> </ul>
Interviewer introduction letter (Reminder 1)	<ul style="list-style-type: none"> <li>• Sent out centrally to coincide with start of CATI period.</li> <li>• Encouraged the household to provide at least one telephone number via the opt-in portal or via the helpline.</li> </ul>
Called today card	<ul style="list-style-type: none"> <li>• Left at an address during interviewer fieldwork visits if no one was available.</li> <li>• The Interviewer wrote their name, a phone number and date of visit on the card.</li> </ul>
Helpline leaflet	<ul style="list-style-type: none"> <li>• This was available to give to non-internet users.</li> <li>• It provided these respondents with helpline contact details.</li> </ul>
Appointment card	<ul style="list-style-type: none"> <li>• For interviewers to write appointment date/time and to give to respondents. Also had spaces for the interview location, and the interviewer's name.</li> </ul>
Reminder letter (2)	<ul style="list-style-type: none"> <li>• Sent out centrally by the office.</li> <li>• This letter was sent to cases where no (telephone) contact has been made.</li> </ul>
Conversion letter	<ul style="list-style-type: none"> <li>• Where an interviewer received a doorstep refusal without being able to explain the survey properly, field managers could arrange for this letter to be sent.</li> </ul>
Online Reminder email and letter	<ul style="list-style-type: none"> <li>• Sent to respondents who had not yet completed the online section of the survey.</li> </ul>
Data linking infographic and information	<ul style="list-style-type: none"> <li>• Provided an explanation of the data linking process for respondents. Was used at home visits where necessary.</li> </ul>
Envelope	<ul style="list-style-type: none"> <li>• Used for posting letters and leaflets.</li> <li>• Included Welsh Government and Verian logo and bilingual (Welsh and English) text.</li> </ul>

#### **4.6. Web pages about the survey**

Originally WG asked Verian to build a stand-alone website to host all webpages intended for the 2024-25 National Survey. Although a domain name was purchased and a working version of the site was developed, WG subsequently decided to host the website infrastructure.

The WG website therefore hosted the majority of the respondent-specific survey information. The web address was also included on the survey materials, both to reassure respondents about the legitimacy of the survey and to offer an additional source of information for respondents.

Verian only hosted the online 'opt-in' portal and the online self-completion survey. The web pages for these included links which re-directed people back to the WG website for any further information about the survey.

A separate set of web pages aimed at survey users rather than respondents was also hosted by the WG. This included background information on the survey, a description of the survey method and questionnaire coverage, latest news and further information on data linkage. Electronic copies of the survey materials were also included on the website.

Web pages were available in Welsh and English.

#### **4.7. Welsh language and other language interviews**

All materials were available in both Welsh and English. Participants were able to opt-in to the telephone survey via a dual-language portal that could easily be switched between the two languages. The default option was dependent on whether they logged in via the URL on the Welsh or the English version of the invitation and reminder letters.

The Welsh and English letters and leaflet provided a freephone number for the survey helpline, although three different numbers were used in total. The helpline details were also included on the Verian webpages. The helpline was open Monday-Friday 9am to 7pm and 9am to midday on Saturday.

The English version of the letters and leaflets contained the number for either the Verian helpline or the Beaufort helpline, depending on which agency was due to interview at that address. However, the Welsh version of the letters/leaflets contained a single helpline number, with all Welsh language helpline requests directed to Beaufort. If any of the phone calls related to a Verian serial (address) the update was immediately passed to Verian, or both agencies arranged for the serial to be re-allocated to Beaufort in cases where the respondent was calling to arrange a Welsh-speaking interviewer.

Participants were offered the opportunity to complete the survey in Welsh or English, or in another language, with all Welsh language interviews conducted by Welsh speaking interviewers from Beaufort Research. The language of completion (Welsh or English) was chosen by the respondent either in advance of the survey, if they made contact with the survey helpline for example, or during the introduction to the survey.

A total of 69 interviews (1.2%) were conducted in Welsh. 65 telephone interviews were conducted in Welsh, while a further 4 in-person interviews were conducted in Welsh (**Tables 4.3 and 4.4**).

Where another language was requested, participants were asked if an external interpreter was needed, or whether someone known to the respondent could translate the survey on their behalf (for example, another household member or a friend). Where a household member was asked to translate the survey, the script automatically skipped all sensitive questions/modules, for example sexual orientation.

There was a single case where someone known to the respondent translated the survey on their behalf.

**Table 4.3: Language of interview - telephone**

<b>Language</b>	<b>Frequency</b>	<b>Percent (%)</b>
English	3,883	98.3%
Welsh	65	1.6%
Other	1	0.1%
<b>Total</b>	<b>3,949</b>	<b>100.0%</b>

**Table 4.4: Language of interview – face-to-face**

<b>Language</b>	<b>Frequency</b>	<b>Percent (%)</b>
English	1,973	99.8%
Welsh	4	0.2%
<b>Total</b>	<b>1,977</b>	<b>100.0%</b>

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

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.

Where assistance was needed, the interviewer could continue with the interview if the person giving assistance was available at the time of the initial appointment or could arrange for a later appointment if the person in question was not available. Thirty-six (36) assisted interviews were conducted via telephone, while a further 26 assisted interviews were conducted in person.

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

The initial process for contacting households varied depending on whether the household had provided a telephone number by opting in or had been identified as having a potential telephone 'match' during the initial tele-match exercise.

Any tele-match numbers were made available to interviewers at the start of the third week of CATI fieldwork. This allowed a two-week window of tele-match fieldwork alongside the (four-week) opt-in fieldwork before the face-to-face (CAPI) phase began.

Where an opt-in telephone number was not provided (and the address had not been tele-matched), 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 any such letter(s).

The introduction scripts were tailored to reflect the different entry contact points (i.e. whether the first contact was via telephone or in-person). Additional text was provided to interviewers for those who were contacted via tele-matching to help explain how their number was collected.

Before conducting the interview, it was important that interviewers first confirmed the respondent's address, and their eligibility to take part. When interviewing over the telephone, interviewers would confirm this with the respondent. When interviewing face-to-face, interviewers could confirm this themselves.

Once the address was confirmed as the main residence, a single adult (16+) needed to be selected in each household for interview. The selection was made at random by an algorithm within the script after the interviewer had collected the names of all adults aged 16 or over in the household and confirmed this with the respondent. Where there was only one adult aged 16 or over resident at an address, no person selection was required. Where a selected respondent was aged 16 or 17, the interviewer needed to gain parental permission before undertaking an interview and to record in the script the name and relationship of the person giving permission. Overall, 40 respondents aged 16 or 17 completed an interview.

Once the selection had been made, the interviewer confirmed the respondent's preferred choice of language for the interview, as well as checking if they required any kind of assistance during the interview. This was recorded at the start of the questionnaire.

#### 4.10. Self-completion survey (CAWI/CASI)

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

Where participants did not use the internet, have a device connected to the internet, or could not complete the self-completion section themselves, interviewers were able to complete it on their behalf. This could be carried out either on the same call or at a later date.

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.

Interviewers conducting interviews face-to-face (CAPI) handed their device over to the respondent to complete the self-completion section of the survey themselves (CASI). However, again, this could be completed by the interviewer if the respondent requested this.

#### 4.11. Summary of sample outcomes

Among all addresses eligible for face-to-face visits, 9.6% were found at either the telephone or face-to-face stage to be ineligible; this actual rate split at local authority level is used as a proxy to estimate the eligibility rate for the whole sample as 9.9% (so 90.1% of the 35,186 addresses issued = 31,703 were estimated to be eligible).

The response rate across all addresses at telephone stage (whether opt-in or tele-matched) was 12.5%: 3,949 achieved interviews from 31,703 eligible addresses.

Of the remaining 27,754 eligible addresses at which a telephone interview was not secured, 12,807 (46.1%) had been pre-allocated to receive face-to-face visits.<sup>11</sup> Face-to-face interviews carried out at these addresses increased the overall response rate by 6.2 percentage points: 1,977 achieved interviews divided by 31,703. The overall response rate was therefore 12.5% (telephone stage) + 6.2% (face-to-face stage) = **18.7%**.

For a full list of the outcomes code assigned, see [Appendix G](#).

It is possible that the lower response rate compared with previous years may affect the accuracy of the estimates produced, although it is worth noting that the level of change in estimates compared with 2022-23 is no higher than would typically be expected between survey years.

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<sup>11</sup> A total of 23,779 cases were allocated to be eligible for face-to-face visits at the sampling stage

Compared with the 2022-23 unweighted achieved sample, the 2024-25 sample has a number of differences such as more Welsh speakers, fewer people aged 25-54, more people aged 75+, more people with higher-level qualifications, fewer people with no qualifications, fewer working people, and more people in rural areas.

In terms of household type, there were more single-person households in the sample for 2024-25, and fewer couples (both with and without children). There were fewer people in the areas of lowest income and employment, and more in areas where people have higher levels of qualification and skills. There was also a less-even spread of interviews across the year (for example, proportionately fewer in February and March) compared with previous years.

Weights have been produced to bring the sample closer to the wider population in terms of age, sex, and local authority size, as well as to compensate for variation from target in the numbers of interviews in each health board within each quarter. The weighting reduces but will not eliminate the effects of differences in the achieved sample compared with previous years and with the population. See [Section 6](#) for more information on weighting.

## 4.12. Breakdown of outcomes by mode

Table 4.5 sets out achievement overall and split by mode.

**Table 4.5: Summary of final outcomes**

Outcome	N	% of eligible addresses
Total addresses issued	35,186	
Eligible addresses (based on an estimated ineligibility rate of 9.9%)	31,703	
Addresses for which a telephone number was obtained	14,334	45.2%
Opt-in telephone number obtained <sup>12</sup>	6,542	20.6%
Telematch number obtained	7,665	24.2%
Addresses allocated to visit if no telephone interview achieved		
No telephone interview achieved	10,385	32.8%
<b>All interviews<sup>13</sup></b>		
	<b>5,926</b>	<b>18.7%</b>
Partial completion	64	0.2%
Ineligible	2,396	7.6%
Non-contact	4,055	12.8%
Other outcomes, e.g. unproductive	6,012	19.0%
Refusal	6,111	19.3%
<b>Telephone interviews<sup>14</sup></b>		
	<b>3,949</b>	<b>12.5%</b>
Partial completion	53	0.2%
Ineligible	1,124	3.5%
Non-contact	1,746	5.5%
Other outcomes, e.g. unproductive	4,912	15.5%
Refusal	2,893	9.1%
<b>Telephone interviews – opt-in numbers</b>		
	<b>3,591</b>	<b>11.3%</b>
Partial completion	44	0.1%
Ineligible	163	0.5%
Non-contact	341	1.1%
Other outcomes, e.g. unproductive	1,722	5.4%

<sup>12</sup> Where both a respondent opt-in number and a tele-match number was available for an address, this is counted here as an opt-in.

<sup>13</sup> Some cases were worked both during telephone and face-to-face fieldwork with a different outcome. As such, these numbers cannot be added up to provide final numbers. There are therefore some small discrepancies between figures for “All interviews” and the sum of “Telephone interviews” plus “Face-to-face interviews”

<sup>14</sup> NB: a small number of telephone interviews did not originate from an opt-in or tele-matched number, e.g. an interviewer was asked to move an in-home appointment to a telephone interview.

<b>Outcome</b>	<b>N</b>	<b>% of eligible addresses</b>
Refusal <sup>15</sup>	681	2.1%
<b>Telephone interviews – tele-matched numbers</b>	<b>332</b>	<b>1.0%</b>
Partial completion	9	0.0%
Ineligible	957	3.0%
Non-contact	1,388	4.4%
Other outcomes, e.g. unproductive	3,080	9.7%
Refusal	1,899	6.0%
<b>Face-to-face interviews<sup>16</sup></b>	<b>1,977</b>	<b>6.2%</b>
Partial completion	11	0.0%
Ineligible	1,386	4.4%
Non-contact	2,929	9.2%
Refusal	3,343	10.5%
Unproductive	2,418	7.6%
Transferred to telephone interview	123	0.4%
Not started	620	2.0%

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<sup>15</sup> This was primarily driven by the person selected to take part being someone different to the person who had opted in by providing their telephone number.

<sup>16</sup> As mentioned previously, only a subset of 22,727 cases (64.6% of the total issued sample) were marked as eligible to receive face-to-face visits.

**Table 4.6 Telephone stage by LA**

<b>Local authority</b>	<b>All issued</b>	<b>All estimated eligible<sup>17</sup></b>	<b>Achieved</b>	<b>% of all eligible addresses</b>	<b>Refusals, % of all eligible addresses</b>	<b>Non-contacts, % of all eligible addresses</b>	<b>% of revised annual target</b>
Total interviews	35,186	31,685	3,949	12.5%	9.1% (2,893)	5.5% (1,746)	94.0% (4,200)
Blaenau Gwent	1,350	1,303	83	6.4%	6.7% (87)	4.9% (64)	74.1% (112)
Bridgend	1,334	1,254	153	12.2%	6.7% (84)	3.9% (49)	99.4% (154)
Caerphilly	1,329	1,164	131	11.3%	10.3% (120)	7.4% (86)	87.9% (149)
Cardiff	2,614	2,417	352	14.6%	7.3% (177)	6.3% (153)	98.6% (357)
Carmarthenshire	1,430	1,257	175	13.9%	12.3% (154)	3% (38)	102.9% (170)
Ceredigion	1,436	1,270	178	14.0%	7.9% (100)	3.3% (42)	106.0% (168)
Conwy	1,402	1,241	179	14.4%	8.4% (104)	6% (74)	98.4% (182)
Denbighshire	1,337	1,207	145	12.0%	5.2% (63)	5.6% (67)	95.4% (152)
Flintshire	1,555	1,449	188	13.0%	9.1% (132)	6.8% (98)	95.4% (197)
Gwynedd	1,669	1,369	203	14.8%	11.7% (160)	5.3% (72)	101.5% (200)
Isle of Anglesey	1,572	1,276	150	11.8%	9.9% (126)	7.3% (93)	79.8% (188)
Merthyr Tydfil	1,342	1,244	112	9.0%	13.7% (171)	6.8% (84)	77.8% (144)
Monmouthshire	1,337	1,277	197	15.4%	10.2% (130)	4.6% (59)	101.0% (195)
Neath Port Talbot	1,342	1,197	135	11.3%	8.9% (107)	6.1% (73)	94.4% (143)
Newport	1,592	1,433	164	11.4%	8.3% (119)	8.8% (126)	86.8% (189)
Pembrokeshire	1,493	1,298	174	13.4%	10.4% (135)	5% (65)	96.7% (180)

<sup>17</sup> Eligibility estimated here at an LA level, and without rounding during calculation, so total slightly different from table 4.5

Powys	3,290	2,894	447	15.4%	10% (288)	2.9% (84)	108.8% (411)
Rhondda Cynon Taf	1,856	1,726	173	10.0%	9.6% (166)	7.4% (128)	83.2% (208)
Swansea	1,876	1,731	209	12.1%	9.8% (169)	5% (86)	95.0% (220)
Torfaen	1,354	1266	122	9.6%	8.1% (102)	4.3% (55)	85.3% (143)
Vale of Glamorgan	1,327	1256	156	12.4%	9.2% (115)	5.6% (70)	88.6% (176)
Wrexham	1,345	1156	123	10.6%	7.3% (84)	6.9% (80)	75.9% (162)

Outcomes at the face-to-face stage are covered in Table 4.7.

**Table 4.7 Face-to-face stage by LA**

Local authority	All issued	All estimate d eligible	Achieved	% of all eligible addresses	Refusals, % of all eligible addresses	Non-contacts, % of all eligible addresses	% of revised annual target
Total interviews	35,186	31,685	1,977	6.2%	10.6% (3,343)	9.2% (2,929)	86.0% (2,300)
Blaenau Gwent	1,350	1,303	100	7.7%	10.6% (138)	14.8% (193)	69.4% (144)
Bridgend	1,334	1,254	99	7.9%	13.6% (171)	7.5% (94)	97.1% (102)
Caerphilly	1,329	1,164	74	6.4%	9.6% (112)	10.8% (126)	69.8% (106)
Cardiff	2,614	2,417	163	6.7%	10.5% (253)	8.2% (197)	126.4% (129)
Carmarthenshire	1,430	1,257	98	7.8%	9.9% (124)	13.6% (171)	97.0% (101)
Ceredigion	1,436	1,270	85	6.7%	12.8% (162)	11.3% (143)	96.6% (88)
Conwy	1,402	1,241	72	5.8%	10.5% (130)	5.3% (66)	97.3% (74)
Denbighshire	1,337	1,207	98	8.1%	15.7% (190)	13.9% (168)	94.2% (104)
Flintshire	1,555	1,449	114	7.9%	11.7% (170)	10.7% (155)	103.6% (110)
Gwynedd	1,669	1,369	57	4.2%	6.1% (83)	4.7% (65)	101.8% (56)
Isle of Anglesey	1,572	1,276	61	4.8%	7.9% (101)	2% (26)	89.7% (68)

Merthyr Tydfil	1,342	1,244	75	6.0%	10% (125)	8.2% (102)	67.6% (111)
Monmouthshire	1,337	1,277	57	4.5%	8.8% (113)	4.2% (54)	93.4% (61)
Neath Port Talbot	1,342	1,197	94	7.9%	12.6% (151)	19% (228)	83.2% (113)
Newport	1,592	1,433	86	6.0%	13.7% (197)	7.4% (106)	72.9% (118)
Pembrokeshire	1,493	1,298	80	6.2%	6.6% (86)	7.3% (95)	105.3% (76)
Powys	3,290	2,894	136	4.7%	9.8% (284)	6.4% (184)	70.5% (193)
Rhondda Cynon Taf	1,856	1,726	69	4.0%	9.6% (166)	8.3% (144)	52.3% (132)
Swansea	1,876	1,731	100	5.8%	13.7% (238)	12.2% (211)	78.7% (127)
Torfaen	1,354	1,266	104	8.2%	10.3% (130)	11% (139)	92.0% (113)
Vale of Glamorgan	1,327	1,256	65	5.2%	6.8% (86)	9.1% (114)	81.3% (80)
Wrexham	1,345	1,156	90	7.8%	11.5% (133)	12.8% (148)	95.7% (94)

### 4.13. Outcomes solely for the ‘all modes’ sample

As mentioned in [section 4.12](#), 22,727 (71.7%) of the overall eligible sample was allocated to the full set of available modes (with telephone interview offered first, and if no telephone interview achieved then visits made to addresses by interviewers offering face-to-face interviews).

Achievement solely for the ‘all modes’ sample is set out in Table 4.8 below.

**Table 4.8: Outcomes solely for the ‘all modes’ sample**

Outcome		n	% of eligible addresses
‘All modes’ issued sample		22,727	71.7%
Eligible addresses (based on an estimated ineligibility rate of 9.9%)		20,477	64.6%
Addresses for which a telephone number was obtained		8,835	27.9%
Of which	Opt-ins <sup>18</sup>	4,154	20.3%
	Telematch	4,571	22.3%
No telephone interview achieved		20,346	
<b>All interviews<sup>19</sup></b>		4,358	21.3%
Partial completion		35	0.2%
Ineligible		1,822	8.9%
Non-contact		3,384	16.5%
Other outcomes, e.g. unproductive		4,452	21.7%
Refusal		4,897	23.9%
<b>Telephone interviews<sup>20</sup></b>		2,381	11.6%
Partial completion		24	0.1%
Ineligible		550	2.7%
Non-contact		1,075	5.2%
Other outcomes, e.g. unproductive		16,612	81.1%
Refusal		1,679	8.2%

<sup>18</sup> Where both a respondent opt-in number and a tele-match number was available for an address, this is counted here as an opt-in.

<sup>19</sup> Some cases were worked both during telephone and face-to-face fieldwork with different outcomes. As such, these numbers cannot be added up to provide final numbers. There are therefore some small discrepancies between figures for “All interviews” and the sum of “Telephone interviews” plus “Face-to-face interviews”

<sup>20</sup> NB: a small number of telephone interviews did not originate from an opt-in or tele-matched number, e.g. an interviewer was asked to move an in-home appointment to a telephone interview.

<b>Outcome</b>	<b>n</b>	<b>% of eligible addresses</b>
Telephone interviews – opt-in numbers	2,169	10.6%
Partial completion	21	0.1%
Ineligible	100	0.5%
Non-contact	227	1.1%
Other outcomes, e.g. unproductive	1,215	5.9%
Refusal <sup>21</sup>	422	2.1%
Telephone interviews – tele-matched numbers	186	0.9%
Partial completion	3	0.0%
Ineligible	446	2.2%
Non-contact	831	4.1%
Other outcomes, e.g. unproductive	2,044	10.0%
Refusal	1,061	5.2%
<b>Face-to-face interviews<sup>22</sup></b>	<b>1,977</b>	<b>9.7%</b>
Partial completion	11	0.1%
Ineligible	1,386	6.8%
Non-contact	2,929	14.3%
Refusal	3,343	16.3%
Unproductive	2,418	11.8%
Transferred to telephone interview	123	0.6%
Not started	620	3.0%

<sup>21</sup> This was primarily driven by the person selected to take part being someone different to the person who had opted in by providing their telephone number.

<sup>22</sup> As mentioned previously, only a subset of 22,727 cases (64.6% of the total issued sample) were marked as eligible to receive face-to-face visits.

**Table 4.9 'All modes' sample by LA**

Local authority	All issued	All eligible	Achieved	% of all eligible addresses	Refusals, % of all eligible addresses	Non-contacts, % of all eligible addresses	% of revised annual (telephone) target	% of revised annual (face-to-face) target
Total	22,727	20,564	4,358	21.2%	23.8% (4,897)	16.5% (3,384)	94.0% (4,200)	86.0% (2,300)
Blaenau Gwent	1127	1,088	166	15.3%	18.7% (204)	19.9% (217)	74.1% (112)	69.4% (144)
Bridgend	1023	961	203	21.1%	23% (221)	10.7% (103)	99.4% (154)	97.1% (102)
Caerphilly	913	800	159	19.9%	22.9% (183)	17.4% (139)	87.9% (149)	69.8% (106)
Cardiff	1373	1,269	349	27.5%	26.7% (339)	18.7% (237)	98.6% (357)	126.4% (129)
Carmarthenshire	1010	888	215	24.2%	22% (195)	19.4% (172)	102.9% (170)	97.0% (101)
Ceredigion	1134	1,003	220	21.9%	22.3% (224)	15.3% (153)	106.0% (168)	96.6% (88)
Conwy	683	604	160	26.5%	27.6% (167)	14.4% (87)	98.4% (182)	97.3% (74)
Denbighshire	1136	1,025	213	20.8%	23.1% (237)	18.5% (190)	95.4% (152)	94.2% (104)
Flintshire	1110	1,034	239	23.1%	24.8% (256)	17.6% (182)	95.4% (197)	103.6% (110)
Gwynedd	637	523	123	23.5%	24.9% (130)	16.5% (86)	101.5% (200)	101.8% (56)
Isle of Anglesey	639	519	127	24.5%	28% (145)	7.1% (37)	79.8% (188)	89.7% (68)
Merthyr Tydfil	976	905	154	17.0%	24.7% (223)	14.5% (131)	77.8% (144)	67.6% (111)
Monmouthshire	698	666	155	23.3%	26.7% (178)	10.2% (68)	101.0% (195)	93.4% (61)
Neath Port Talbot	1060	945	195	20.6%	22% (208)	26.8% (253)	94.4% (143)	83.2% (113)
Newport	1215	1,094	205	18.7%	25.7% (281)	14.2% (155)	86.8% (189)	72.9% (118)
Pembrokeshire	567	493	129	26.2%	25.8% (127)	20.5% (101)	96.7% (180)	105.3% (76)
Powys	1921	1,690	383	22.7%	26% (439)	12.1% (205)	108.8% (411)	70.5% (193)
Rhondda Cynon Taf	1227	1,141	188	16.5%	22.6% (258)	16.4% (187)	83.2% (208)	52.3% (132)
Swansea	1351	1,247	236	18.9%	26.7% (333)	17.9% (223)	95.0% (220)	78.7% (127)
Torfaen	1060	991	204	20.6%	20.8% (206)	14.5% (144)	85.3% (143)	92.0% (113)
Vale of Glamorgan	844	799	159	19.9%	19.4% (155)	16.6% (133)	88.6% (176)	81.3% (80)
Wrexham	1023	879	176	20.0%	21.4% (188)	20.6% (181)	75.9% (162)	95.7% (94)

#### 4.14. Achieved online (CAWI / interviewer-administered CATI) surveys

Of the 3,949 respondents who completed the telephone interview, 99% initially agreed to fill in the self-completion section: 89% agreed to complete it online and 10% requested to complete it over the telephone with the interviewer. Less than 1% of respondents declined to complete the section.

A summary of the online sample is shown in **Table 4.10** below.

**Table 4.10: Summary of self-completion (CAWI / interviewer-administered CATI)**

	n	% of all telephone completions
Total who completed the telephone interview	3,949	
<b>CAWI (and interviewer administered CATI) acceptance:</b>		
Accepted self-completion	3,526	89.3%
Interviewer administered	392	10.0%
Refused	31	0.8%
<b>CAWI (and interviewer administered CATI) completion:</b>		
No progress (including refused)	200	5.1%
Partial interviews	21	0.5%
Completed interviews	3,728	94.4%
<b>Completion via CAWI:</b>		
No progress	165	4.7%
Partial interviews	19	0.5%
Completed interviews	3,342	94.8%
<b>Completion via interviewer-administered CATI only:</b>		
No progress	4	1.0%
Partial interviews	2	0.5%
Completed interviews	386	98.5%

Of those who initially accepted an online link to the self-completion survey, 94.8% went on to complete the survey to some extent, while 5.2% failed to fully complete it despite being sent reminders.

For the people who received and attempted to log into the CAWI survey there was a median time of 2hr 34min between the end of the CATI call when the link was sent and their attempt to log on. The minimum time was 19 seconds while the longest was just over 90 days. After starting the CAWI section the median completion time was 13 minutes.

For those completing with the interview over the phone 98.5% completed the survey.

Overall, this meant that 3,728 respondents completed the online survey representing a response rate of 94.4%

#### **4.15. Achieved CASI / interviewer-administered CAPI surveys**

Of the 1,977 respondents who completed the in-home interview, 1,941 (98.2%) went on to complete the CASI section. Of those respondents, 1,530 accepted the request to complete this section of the survey themselves on the interviewer’s computer, whilst 411 requested for this section to be administered by the interviewer. A further 32 respondents refused to do this section.

After starting the CASI section the median completion time was 9 minutes.

A summary of the CASI sample is shown in **Table 4.11** below.

**Table 4.11: Summary of self-completion (CASI / interviewer-administered CAPI) sample**

	<b>n</b>	<b>% of Total sample</b>
Total sample	1,977	
<b>CASI (and interviewer administered CAPI) acceptance:</b>		
Accepted self-completion	1,530	77.4%
Interviewer administered	411	20.8%
Refused	36	1.8%
<b>CASI (and interviewer administered CAPI) completion status</b>		

Partial interviews	0	0.0%
Completed interviews	1,941	98.2%
<b>Completion via CASI:</b>		
Completed interviews	1,530	100%
<b>Completion via interviewer administered CAPI:</b>		
Completed interviews	411	100%

## 4.16. Issues faced during fieldwork

A number of assumptions were made for the 2024-25 survey design, based on field performance from January 2021 to March 2023. However, in the event field performance was lower than expected. This, together with some practical challenges in conducting fieldwork, meant that the number of interviews achieved was significantly below the original target.

A number of the challenges, such as technical issues which led to a substantially longer interview length in telephone mode, have already been covered in previous sections (see sections [2.5](#) and [3.6](#)). Additional issues are summarised below.

### 4.16.1. Lower than expected opt-in rates

The design of the telephone survey was predicated on 25-30% of households opting-in to the telephone survey. These estimates were based on the opt-in rates that had been achieved between January 2021 and March 2023, when the survey used an opt-in telephone approach supported by a knock-to-nudge (KTN) fieldwork stage.

For the 2024-25 survey, no single month achieved this opt-in rate. The opt-in rate for April was 23.5% which, although below target, was the highest monthly opt-in rate achieved across the year. Rates for subsequent months were notably lower. The overall opt-in rate for April-November was 19.2%: ranging from 13.0% (Blaenau Gwent) to 22.4% (Vale of Glamorgan). This meant all local authorities were below the original opt-in levels expected.

Given the reliance on households opting-in to take part, it was agreed in May 2024 that the number of households sampled each month would need to be increased to off-set the shortfall in opt-ins.

While the increase in sample was intended to counter the lower-than-expected opt-in rate, the rate remained low. For the December 2024-March 2025 period it was 17.2%: ranging from 12.6% (Blaenau Gwent) to 23.4% (Vale of Glamorgan).

#### **4.16.2. Interviewing resource conflict between telephone and in-home fieldwork**

The original design was based on the same interviewer contacting and interviewing a household, regardless of whether the household opted in for a telephone interview or was subsequently visited for an in-person interview. While mixed-mode surveys are now relatively common in the UK, where telephone and face-to-face interviewing have been conducted on the same survey, interviewing by mode has generally been conducted by separate interviewer panels. Using the same interviewers to conduct both modes essentially simultaneously is unusual although combining telephone with Knock-to-Nudge visits to addresses worked well in the previous National Survey design, which ran from January 2021 until March 2023.

In 2024-25, the first four weeks of each sample month were reserved for telephone fieldwork only, with in-home interviewing commencing in week five. However, each month this meant the start of face-to-face interviewing coincided with the release of the telephone sample for the following month. Since the intention was for most interviewers to have an assignment every month (to make it an attractive work offer) the fieldwork schedule meant that interviewers were asked to prioritise both their in-home contact strategy / appointments for month 1 and their fresh telephone serials for month 2 at the same time.

Interviewers found these conflicting priorities a challenge to manage, and it resulted in them not working their in-home addresses as effectively or efficiently as they would on a standalone in-home project. To counter this challenge a change of design was agreed in Autumn 2024 and the telephone and in-home fieldwork was separated out between two different groups of interviewers so that each could focus on a single mode. Additionally, it was agreed that Beaufort would work exclusively on telephone fieldwork, while Verian worked on both telephone and in-home.

This change resulted in an improvement in the efficiency of both sets of interviewers; the improvement was particularly evident among the interviewers asked to focus on in-home interviewing<sup>23</sup>. However, since it was only implemented at the end of November 2024 it only had a limited impact on overall numbers.

#### **4.16.3. Time lag between opt-in and initial call back**

Advance letters were sent out 14 days prior to the start of fieldwork each month, with the first reminder also issued in advance of fieldwork. This was intended to ensure a reasonable number of opt-ins had been received by the start of fieldwork to make the interviewers' workload more efficient. However, this (automatically) created a time-lag

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<sup>23</sup> The in-home response rate from issued sample in Q2 was 13%, but 17% in the three months immediately after the change in approach

of up to 10 days for those who opted in on immediate receipt of the letter and who were presumably keen to take part.

While this delay was part of the design from the outset, it was recognised that such a delay could dilute overall interest in taking part. As such, it was agreed to vary this as part of the changes that were introduced during December 2024. As a result of a change to fieldwork protocols, all households received their first call-back within 2-3 days of opting-in from December onwards.

#### **4.16.4. ‘Opt-in selection’ versus random selection**

Households opting-in were expected to have a very high level of conversion once contacted, based on conversion rates achieved on the National Survey between January 2021 and March 2023. However, in 2024-25 relatively high levels of refusal were recorded in opted-in households where an adult other than the person who opted in was selected to take part. Just over 10% of households who initially opted in ultimately refused to take part in the full interview. While the advance materials explained that one adult would be selected at random within all households, including those opting-in, this may not always have been understood. This refusal may have been higher compared with the previous survey when the person selection was done using pseudo-randomisation (next birthday).

#### **4.16.5. Impact of call screening**

At the outset it was agreed that all telephone interviewers should use the same, bespoke (Cardiff-based) number to contact potential respondents and that this number should be used only for the National Survey. This is a change from the approach used on the National Survey between 2020 and 2023, when interviewers made calls from their own mobiles to respondents.

The rationale for having a central geographical number was to reinforce the connection to Wales and the National Survey and to provide a “clean” (white-listed) number that was not associated with any other existing project. It was also agreed that the National Survey number should be included in any correspondence with participants who had opted-in, for example in any confirmation email or confirmation text that they received upon opting-in. However, the number was not included in the advance letter in order to avoid confusion with the Welsh and English helpline details.

Despite these efforts there remained a high chance that households who had opted-in would not know the number when called and so would not answer the phone to an unrecognised number. This was not a major issue previously for the National Survey, including when it ran last in 2022-23, but studies elsewhere have experienced an increase in non-contact since then. This is likely to reflect societal changes in our relationship with the telephone; today many people simply do not answer unrecognised numbers, especially on mobiles.

To try to negate this risk, Verian worked with key telecoms partners to try to include the name of the survey in the caller display, either instead of or alongside the standard number used for the survey. However, while such an approach is possible in other markets, it was eventually confirmed that such an approach was not feasible within the existing UK telecoms infrastructure.

## **5. Data processing and output**

This chapter includes information relating to the coding of the data, the editing and checking processes, and production of any derived variables, as well as details of the final outputs.

The main outputs provided to WG were SPSS datafiles that were delivered at key milestones during fieldwork. Each datafile was initially quality assured by Verian, before additional quality checks were administered by WG ahead of sign off at each stage.

### **5.1. Data coding and editing**

A series of logic checks (and interviewer prompts) were incorporated into the National Survey script from the outset to minimise the risk of inconsistent responses and to ensure that the answers recorded were sensible.

In addition, 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 Verian coders reviewing questions where 'other-specify' had been available as an answer after the completion of the interview.

The aim of this exercise, commonly known as 'back coding', is to see whether any answers provided can be coded into one of the original pre-coded response options included in the question. This coding was done in Ascribe, a Windows-based coding package, by Verian's in-house data team.

Alongside the coding, the data was reviewed in line with the data specification as provided by WG at the outset, to ensure that any deliverable (both interim and final) was consistent with expectations.

### **5.2. Conversion of interview cases into a dataset**

In-home interviews were conducted using the Forsta CAPI app and securely stored on an interviewer tablet until the device was synchronised with the Forsta server at the end of each working day, using TLS v1.2 encryption. Telephone interviews were securely uploaded to Forsta servers in real time during the interview.

At the completion of the telephone questionnaire, respondents were provided with a URL link to access the online questionnaire, using a secure 8-digit numerical Access Code<sup>24</sup>. Again, the online interviews were securely uploaded within Forsta in real time during the completion of this section.

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<sup>24</sup> . NB: the format of both the URL link and the 8-digit Access Code were consistent with the initial opt-in portal and Access Code, but a separate Access Code was provided for additional security.

The interview data was exported from Forsta into SPSS format for further processing. All data checks and the preparation of the SPSS datasets were managed by Verian’s UK Data Team. Additional day-to-day support was provided by the BMR Data Processing Team in Bulgaria. The BMR team’s access was via secure Virtual Desktop in Azure, i.e. the data did not leave the Verian cloud network. Furthermore, it was agreed at the outset that BMR would only be provided with anonymised datasets in their preparation of any syntax or data checks so all identifiable data was removed in any data shared with them.

Overall, BMR worked on:

- Syntax for data formatting (e.g. variable naming, labelling)
- Syntax for editing data based on back coding output
- Data checking for routing
- Syntax for data edits based on routing checks
- Syntax for derived variables

### **5.3. Naming conventions**

In creating the National Survey datafiles, variable names followed the data specification that was agreed on during fieldwork through interim data checking.

### **5.4. Special codes**

The special codes used in 2024-25 were consistent with previous years’ datasets and followed the data specification. In the data files the codes used were.

-99	Refused/Prefer not to say
-98	Interview terminated early
-88	Not selected in sub-sample
-9	Don't know
-8	Question not asked due to routing

### **5.5. Derived variables**

WG provided Verian with a list of the required derived variables at the outset. The derived variables were a mix of data collected during the interview itself and data collated from other sources. The full list of derived variables can be found in [Appendix D](#).

## **5.6. Data outputs**

The respondent file was shared with WG at key points throughout the year. An early dataset was provided to WG in May 2024. While the majority of the survey was the same across modes, it was important to ensure that WG could quality assure both modes at this early stage. This file was based on the raw data for the first 291 CATI interviews and 69 CAPI interviews. Although a small number of edits were identified by WG and subsequently updated by Verian, the review did not identify any significant issues with the script itself.

The six-month (weighted) datafile was subsequently shared in December 2024 based on 1,602 CATI interviews and 561 CAPI interviews. The first draft of the full year data file, with 3,949 CATI and 1,977 CAPI complete interviews and 53 CATI and 11 CAPI usable partial interviews, was shared in May 2025, for QA by Welsh Government, and following a number of iterations was signed off by WG in November 2025.

## **5.7. Content of SPSS datafile**

The interim datafiles sent in May 2024 and December 2024 were the respondent and household data only.

The main outputs for 2024-25 were:

- respondent dataset: May 2025 (unweighted dataset)
- respondent dataset: May 2025 (weighted dataset)

Additional files were sent to WG in July 2025 as follows:

- A household dataset covering every person identified in each responding household
  - Dataset structured at one person per case and contains person-specific data collected in the survey and relevant household level data.
- An anonymised sample file containing the fieldwork outcomes for all addresses
  - Dataset structured at one sampled address per case and contains sample issue information and fieldwork information.
- A non-anonymised file containing the geographic data for all responding households
  - Dataset same as anonymised sample but includes respondent name and the address.
- A re-contact file containing the address details of all respondents that agreed to be recontacted

- Dataset of respondent who agreed to recontact via the survey questions Recontact2 or Recontact3, plus the contact information collected.

Most variables in the respondent dataset are based on specific questions in the questionnaire and can be referenced by their variable names. The respondent data and the other data files also contain derived variables and admin variables. The derived variables are also based on specific questions in the questionnaire with details of derivation available in a separate document (National Survey for Wales Derived Variables Summary Report 2024-25). The admin variables are either sample or fieldwork related and are listed in [Appendix F](#).

## **5.8. Availability of data**

Detailed datasets will be retained by Welsh Government for research purposes only. In addition, anonymised participant and household level datasets will be hosted at the [UK Data Archive](#) and the [SAIL databank](#), to help allow the wider research community to access and use the survey data.

## 6. Weighting, non-response and analysis

### 6.1. Individual weighting

This chapter outlines the process for producing the Individual weight for the National Survey of Wales data. The weighting was carried out in three steps:

1. design weights
2. sample frame-based non-response weights
3. calibration to external population totals

#### 6.1.1. Design weights

An address-level design weight was calculated for each sampled address. This was equivalent to:  $1/p$  (issued sample | LA). This weight accounted for the between-local authority variation in issued sample fractions.

An individual-level design weight was also calculated. This was equivalent to the address-level design weight multiplied by the number of adults in the sample household, capped at five in order to limit the extent of additional variance on the individual-level survey estimates.

A very small minority of sampled addresses will have contained multiple dwelling units or even multiple households sharing a dwelling unit. At such addresses where a telephone interview was achieved, the sampled household will have effectively self-selected (so no compensatory design weight could have been calculated even if the number of dwelling units and households within dwelling units was known).<sup>25</sup>

#### 6.1.2. Sample frame-based non-response weights

A sample frame based non-response weight was calculated for each responding residential address. This weight was equivalent to one divided by the estimated probability of obtaining a response from that 'type' of address.

To calculate this weight, the design-weighted responding addresses were compared to the design-weighted full sample of addresses drawn for the survey year.

Address ineligibility was accounted for using data collected from the face-to-face fieldwork. This data was used to model the probability that each address in the issued sample is eligible for the survey. The variables included in the model were: Local

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<sup>25</sup> If there had been no household contact by telephone but the address was later visited by an in-person interviewer, the target household was sampled using a random number generator built into the contact script. However, because this stage was dependent on an unknown probability (of no prior household contact by telephone), this random selection step cannot be incorporated into the household design weight.

authority, Output Area Classification (2021), and the Census 2021 percentage of residents who were aged 0-34 (in the relevant local Output Area).

The design weight applied to the full sample of addresses was multiplied by the estimated eligibility probability. Once ineligible addresses were excluded in this probabilistic fashion, the design-weighted issued sample of addresses was treated as representative of residential addresses in Wales.

A logistic regression model was used to estimate the probability of obtaining a response at each eligible address, given its characteristics. Several LSOA-level variables were included in the model. These were:

- Welsh index of multiple deprivation (2019 deciles)
- Output Area Classification (2021)
- Census 2021 – LSOA level data:
  - % within LSOA aged 65+
  - % within LSOA aged 25-64 with a degree
  - % of households within LSOA in flats
- Local authority

The non-response weight was equal to one divided by the modelled estimate of the probability of response, given the address characteristics.

### **6.1.3. Calibration to external population totals**

The next step was to calibrate the individual level respondent dataset so that it had the correct distribution by sex, age and local authority. A base weight – the product of the relevant design weight and the address-level non-response weight – was used as the input weight, or starting position, for the calibration.

Population data was sourced from the ONS Mid-2023 Population Estimates for Wales. The tables below show the detailed national population totals for Wales by age and sex, followed by a less detailed version for every local authority.

**Table 6.1: ONS Mid-2023 Population Estimates – Wales population by age and sex**

<b>Age by sex</b>	<b>Number</b>	<b>Percent</b>
Male 16-19	76,210	2.9%
Male 20-24	99,745	3.8%
Male 25-29	95,273	3.6%
Male 30-34	98,491	3.8%
Male 35-39	96,614	3.7%
Male 40-44	91,536	3.5%
Male 45-49	84,458	3.2%
Male 50-54	101,639	3.9%
Male 55-59	108,543	4.1%
Male 60-64	103,109	3.9%
Male 65-69	88,489	3.4%
Male 70-74	81,495	3.1%
Male 75-79	71,558	2.7%
Male 80+	74,605	2.9%
Female 16-19	70,679	2.7%
Female 20-24	91,179	3.5%
Female 25-29	95,241	3.6%
Female 30-34	103,198	3.9%
Female 35-39	102,038	3.9%
Female 40-44	96,687	3.7%
Female 45-49	88,068	3.4%
Female 50-54	107,727	4.1%
Female 55-59	115,180	4.4%
Female 60-64	108,038	4.1%
Female 65-69	93,840	3.6%
Female 70-74	87,389	3.3%
Female 75-79	79,830	3.1%
Female 80+	105,030	4.0%

**Table 6.2: ONS Mid-2023 Population Estimates 2023 – Wales population by local authority, age and sex**

	Male 16-34	Male 35-44	Male 45-54	Male 55-64	Male 65-74	Male 75+	Female 16-34	Female 35-44	Female 45-54	Female 55-64	Female 65-74	Female 75+
Isle of Anglesey	6,373	3,575	3,998	5,294	4,656	4,147	6,210	3,729	4,292	5,427	4,830	5,157
Gwynedd	14,047	6,215	6,965	8,405	6,976	6,129	14,151	6,472	7,284	8,660	7,150	7,670
Conwy	10,404	5,774	6,600	8,670	7,578	7,192	10,157	6,198	7,167	9,412	8,222	8,993
Denbighshire	9,561	4,997	5,668	7,067	5,972	5,361	9,323	5,475	6,198	7,571	6,320	6,669
Flintshire	16,071	9,309	10,090	11,136	8,337	7,400	15,925	9,896	10,651	11,541	9,040	9,269
Wrexham	14,955	8,860	8,734	9,204	7,082	5,981	14,484	8,823	8,951	9,314	7,682	7,535
Powys	12,329	6,650	7,900	10,686	9,604	8,605	11,302	6,967	8,549	11,159	9,892	10,227
Ceredigion	9,422	3,311	3,799	5,239	4,791	4,217	9,032	3,384	4,184	5,663	4,975	4,965
Pembrokeshire	11,991	6,406	6,888	9,367	8,416	7,144	11,593	6,901	7,802	10,068	8,661	9,123
Carmarthenshire	18,781	10,493	11,142	13,682	11,880	10,218	18,218	11,453	11,888	14,981	12,538	12,535
Swansea	34,155	15,032	14,172	15,128	11,904	10,743	30,295	15,825	14,501	15,825	13,289	14,302
Neath Port Talbot	16,399	8,540	8,404	9,705	7,939	6,467	15,791	9,283	8,795	10,476	8,330	8,112
Bridgend	16,208	9,323	9,090	10,189	7,722	6,795	15,364	9,361	9,605	10,676	8,271	8,507
Vale of Glamorgan	13,384	8,409	8,086	8,927	7,284	6,317	13,488	9,093	8,789	9,635	8,132	8,370
Cardiff	64,759	25,181	20,432	19,049	14,039	10,869	65,439	25,798	20,788	20,003	15,014	14,935
Rhondda Cynon Taf	28,728	15,195	14,462	15,749	12,219	10,106	27,908	16,160	15,139	16,432	12,953	12,759
Merthyr Tydfil	6,466	3,850	3,339	3,930	3,046	2,315	6,577	4,109	3,671	4,192	3,160	2,832
Caerphilly	19,351	10,806	10,904	11,949	9,166	7,651	19,359	12,001	11,453	12,317	10,098	9,430
Blaenau Gwent	7,441	4,036	4,169	4,817	3,653	2,938	7,545	4,321	4,210	5,068	3,705	3,576
Torfaen	10,264	5,580	5,373	6,322	4,861	4,146	10,489	6,222	5,774	6,571	5,307	5,323
Monmouthshire	8,843	4,974	5,917	7,314	6,003	5,579	8,230	5,507	6,261	7,712	6,330	6,967
Newport	19,787	11,634	9,965	9,823	6,856	5,843	19,417	11,747	9,843	10,515	7,330	7,604

**Table 6.3: Census 2021 – Wales household level population by local authority, composition and tenure**

<b>Households by LA</b>	<b>Number</b>	<b>Percent</b>
Isle of Anglesey	30,822	2.3%
Gwynedd	51,105	3.8%
Conwy	52,229	3.9%
Denbighshire	42,387	3.1%
Flintshire	66,911	5.0%
Wrexham	57,914	4.3%
Powys	60,181	4.5%
Ceredigion	30,893	2.3%
Pembrokeshire	55,488	4.1%
Carmarthenshire	81,758	6.1%
Swansea	104,964	7.8%
Neath Port Talbot	62,375	4.6%
Bridgend	62,360	4.6%
Vale of Glamorgan	57,450	4.3%
Cardiff	147,334	10.9%
Rhondda Cynon Taf	103,339	7.7%
Merthyr Tydfil	25,783	1.9%
Caerphilly	76,257	5.7%
Blaenau Gwent	30,340	2.3%
Torfaen	40,241	3.0%
Monmouthshire	40,924	3.0%
Newport	66,054	4.9%
<b>Households by Composition</b>	<b>Number</b>	<b>Percent</b>

One person (no children)	429,559	31.9%
Two people (no children)	434,717	32.3%
Three or more people (No children)	161,374	12.0%
One adult plus child(ren)	74,402	5.5%
Two or more adults plus child(ren)	247,063	18.3%
<b>Households by tenure</b>	<b>Number</b>	<b>Percent</b>
Owned/mortgage	894,206	66.4%
Other	452,909	33.6%

### 6.1.4. Recoding variables

The dataset contained 5,990 individual responses (including partially completed responses; all were used for weighting purposes). The age and sex data was recoded to match the structure of Tables 6.1 and 6.2. There was a small amount of missing data (1 record missing age and 4 with uninformative responses at sex). Regression-based imputation was used to assign values for these cases.

Some cells in Table 6.2 were represented by very few responding individuals so, for the purpose of calibration, Health Board was used as the regional class rather than local authority.

Despite this aggregation, a number of cells still contained too few responding households. Some amendments needed to be made to the basic calibration design:

- Abertawe Bro Morgannwg: 16-34 and 35-44 age categories were combined within the Male category.
- Powys: no disaggregation by sex for the 16-44 and 45-54 age categories. Age categories 65-74 and 75+ were combined within sex.

To ensure the weighted sample matched the marginal local authority distribution – despite using Health Board for the age/sex cells – local authority was added as a third calibration variable.

A calibration variable of Health Board by interview quarter was included to ensure that the temporal profile by Health Board was consistent between quarters. **Table 6.4** below, shows the population counts used in the calibration weighting:

**Table 6.4: Population counts used in Individuals calibration weighting**

Age (5-year bands) by sex	Number
Male 16-19	76,210
Male 20-24	99,745
Male 25-29	95,273
Male 30-34	98,491
Male 35-39	96,614
Male 40-44	91,536
Male 45-49	84,458
Male 50-54	101,639
Male 55-59	108,543
Male 60-64	103,109
Male 65-69	88,489
Male 70-74	81,495
Male 75-79	71,558
Male 80+	74,605
Female 16-19	70,679
Female 20-24	91,179
Female 25-29	95,241
Female 30-34	103,198

Female 35-39	102,038
Female 40-44	96,687
Female 45-49	88,068
Female 50-54	107,727
Female 55-59	115,180
Female 60-64	108,038
Female 65-69	93,840
Female 70-74	87,389
Female 75-79	79,830
Female 80+	105,030
<b>Local authority</b>	<b>Number 16+</b>
Isle of Anglesey	57,688
Gwynedd	100,124
Conwy	96,367
Denbighshire	80,182
Flintshire	128,665
Wrexham	111,605
Powys	113,870
Ceredigion	62,982
Pembrokeshire	104,360
Carmarthenshire	157,809
Swansea	205,171
Neath Port Talbot	118,241
Bridgend	121,111
Vale of Glamorgan	109,914
Cardiff	316,306
Rhondda Cynon Taf	197,810
Merthyr Tydfil	47,487
Caerphilly	144,485
Blaenau Gwent	55,479
Torfaen	76,232
Monmouthshire	79,637
Newport	130,364
<b>Health Board</b>	<b>Number</b>
Abertawe Bro Morgannwg-Male 16-44	74,126
Abertawe Bro Morgannwg-Male 45-54	22,576
Abertawe Bro Morgannwg-Male 55-64	24,833
Abertawe Bro Morgannwg-Male 65-74	19,843
Abertawe Bro Morgannwg-Male 75+	17,210
Abertawe Bro Morgannwg-Female 16-34	46,086
Abertawe Bro Morgannwg-Female 35-44	25,108
Abertawe Bro Morgannwg-Female 45-54	23,296
Abertawe Bro Morgannwg-Female 55-64	26,301
Abertawe Bro Morgannwg-Female 65-74	21,619
Abertawe Bro Morgannwg-Female 75+	22,414
Aneurin Bevan-Male 16-34	65,686

Aneurin Bevan-Male 35-44	37,030
Aneurin Bevan-Male 45-54	36,328
Aneurin Bevan-Male 55-64	40,225
Aneurin Bevan-Male 65-74	30,539
Aneurin Bevan-Male 75+	26,157
Aneurin Bevan-Female 16-34	65,040
Aneurin Bevan-Female 35-44	39,798
Aneurin Bevan-Female 45-54	37,541
Aneurin Bevan-Female 55-64	42,183
Aneurin Bevan-Female 65-74	32,770
Aneurin Bevan-Female 75+	32,900
Betsi Cadwaladr-Male 16-34	71,411
Betsi Cadwaladr-Male 35-44	38,730
Betsi Cadwaladr-Male 45-54	42,055
Betsi Cadwaladr-Male 55-64	49,776
Betsi Cadwaladr-Male 65-74	40,601
Betsi Cadwaladr-Male 75+	36,210
Betsi Cadwaladr-Female 16-34	70,250
Betsi Cadwaladr-Female 35-44	40,593
Betsi Cadwaladr-Female 45-54	44,543
Betsi Cadwaladr-Female 55-64	51,925
Betsi Cadwaladr-Female 65-74	43,244
Betsi Cadwaladr-Female 75+	45,293
Cardiff & Vale-Male 16-34	78,143
Cardiff & Vale-Male 35-44	33,590
Cardiff & Vale-Male 45-54	28,518
Cardiff & Vale-Male 55-64	27,976
Cardiff & Vale-Male 65-74	21,323
Cardiff & Vale-Male 75+	17,186
Cardiff & Vale-Female 16-34	78,927
Cardiff & Vale-Female 35-44	34,891
Cardiff & Vale-Female 45-54	29,577
Cardiff & Vale-Female 55-64	29,638
Cardiff & Vale-Female 65-74	23,146
Cardiff & Vale-Female 75+	23,305
Cwm Taf-Male 16-34	51,402
Cwm Taf-Male 35-44	28,368
Cwm Taf-Male 45-54	26,891
Cwm Taf-Male 55-64	29,868
Cwm Taf-Male 65-74	22,987
Cwm Taf-Male 75+	19,216
Cwm Taf-Female 16-34	49,849
Cwm Taf-Female 35-44	29,630
Cwm Taf-Female 45-54	28,415
Cwm Taf-Female 55-64	31,300
Cwm Taf-Female 65-74	24,384

Cwm Taf-Female 75+	24,098
Hywel Dda-Male 16-34	40,194
Hywel Dda-Male 35-54	42,039
Hywel Dda-Male 55-64	28,288
Hywel Dda-Male 65-74	25,087
Hywel Dda-Male 75+	21,579
Hywel Dda-Female 16-34	38,843
Hywel Dda-Female 35-54	45,612
Hywel Dda-Female 55-64	30,712
Hywel Dda-Female 65-74	26,174
Hywel Dda-Female 75+	26,623
Powys-Powys 16-44	37,248
Powys-Powys 45-64	38,294
Powys-Powys Male 65+	18,209
Powys-Powys Female 65+	20,119
<b>Health Board by quarter</b>	<b>Number</b>
Q1-Abertawe Bro Morgannwg	80,853
Q1-Aneurin Bevan	121,549
Q1-Betsi Cadwaladr	143,658
Q1-Cardiff & Vale	106,555
Q1-Cwm Taf	91,602
Q1-Hywel Dda	81,288
Q1-Powys	28,468
Q2-Abertawe Bro Morgannwg	80,853
Q2-Aneurin Bevan	121,549
Q2-Betsi Cadwaladr	143,658
Q2-Cardiff & Vale	106,555
Q2-Cwm Taf	91,602
Q2-Hywel Dda	81,288
Q2-Powys	28,468
Q3-Abertawe Bro Morgannwg	80,853
Q3-Aneurin Bevan	121,549
Q3-Betsi Cadwaladr	143,658
Q3-Cardiff & Vale	106,555
Q3-Cwm Taf	91,602
Q3-Hywel Dda	81,288
Q3-Powys	28,468
Q4-Abertawe Bro Morgannwg	80,853
Q4-Aneurin Bevan	121,550
Q4-Betsi Cadwaladr	143,657
Q4-Cardiff & Vale	106,555
Q4-Cwm Taf	91,602
Q4-Hywel Dda	81,287
Q4-Powys	28,466

### 6.1.5. Individual respondent weight

The product of the individual-level design weight and the sample frame based non-response weight was used as the input weight in the production of the individual-level calibration weight. An iterative-proportional-fitting algorithm (also known as ‘raking’ or ‘rim weighting’) was used to weight the respondent profile so that it closely matched the table 6.4 totals.

The weighted profile by local authority matched the targets exactly. However, the weighting algorithm failed to converge exactly to the national age (5-year band) by sex, Health Board by age and sex, and the Health Board by interview quarter targets. The weighted profile has a maximum category-level difference to the target of +/-0.4%pts.

The estimated design effect of this weight was 2.06, calculated using Kish’s approximation which reflects the impact of unequal weighting but does not account for variable-specific effects of sample stratification or calibration.<sup>26</sup> To reduce the variance of the weights, the weight was trimmed at 4 times the median value of the weight within local authority. The estimated design effect of the trimmed weight was 1.68. The trimmed weight had a maximum category-level difference to the target of +/-1.2%pts<sup>27</sup>.

This weight was used to generate two rescaled weights:

- WalesAdultWeight: Weight to represent all adults (16+) in Wales – weighted base approximately matches the population of Wales (aged 16+)
- SampleAdultWeight: Weight to represent all adults (16+) in Wales – weighted base matches the unweighted base

**Table 6.5**, below shows the respondent profile using WalesAdultWeight:

**Table 6.5: Individual-level weighted profile**

Age (5-year bands) by sex	Number	Percent	Difference to target
Male 16-19	43,733	1.8%	-1.2%
Male 20-24	65,858	2.7%	-1.2%
Male 25-29	87,185	3.5%	-0.1%
Male 30-34	92,636	3.7%	0.0%
Male 35-39	93,886	3.8%	0.1%
Male 40-44	85,883	3.5%	0.0%
Male 45-49	82,871	3.3%	0.1%
Male 50-54	99,663	4.0%	0.1%
Male 55-59	105,922	4.3%	0.1%
Male 60-64	103,831	4.2%	0.2%
Male 65-69	90,073	3.6%	0.2%
Male 70-74	87,406	3.5%	0.4%
Male 75-79	73,173	2.9%	0.2%

<sup>26</sup> Design effect calculated as  $1 + \text{cov}(W)^2$ , where  $\text{cov}(W)$  is the coefficient of variation of the weight.

<sup>27</sup> No other weights (population, household) were trimmed.

Male 80+	76,156	3.1%	0.2%
Female 16-19	41,346	1.7%	-1.0%
Female 20-24	74,278	3.0%	-0.5%
Female 25-29	90,836	3.7%	0.0%
Female 30-34	101,324	4.1%	0.1%
Female 35-39	100,098	4.0%	0.1%
Female 40-44	95,233	3.8%	0.1%
Female 45-49	92,722	3.7%	0.4%
Female 50-54	106,058	4.3%	0.2%
Female 55-59	117,251	4.7%	0.3%
Female 60-64	106,300	4.3%	0.2%
Female 65-69	96,161	3.9%	0.3%
Female 70-74	87,221	3.5%	0.2%
Female 75-79	83,447	3.4%	0.3%
Female 80+	100,800	4.1%	0.0%
<b>Local authority</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
Isle of Anglesey	54,579	2.2%	0.0%
Gwynedd	97,390	3.9%	0.1%
Conwy	95,052	3.8%	0.1%
Denbighshire	72,853	2.9%	-0.1%
Flintshire	123,716	5.0%	0.1%
Wrexham	97,490	3.9%	-0.3%
Powys	103,079	4.2%	-0.2%
Ceredigion	59,732	2.4%	0.0%
Pembrokeshire	98,494	4.0%	0.0%
Carmarthenshire	144,608	5.8%	-0.2%
Swansea	190,983	7.7%	-0.1%
Neath Port Talbot	113,708	4.6%	0.1%
Bridgend	115,482	4.7%	0.0%
Vale of Glamorgan	108,652	4.4%	0.2%
Cardiff	296,773	12.0%	-0.1%
Rhondda Cynon Taf	192,412	7.8%	0.2%
Merthyr Tydfil	45,903	1.8%	0.0%
Caerphilly	144,061	5.8%	0.3%
Blaenau Gwent	52,589	2.1%	0.0%
Torfaen	72,574	2.9%	0.0%
Monmouthshire	76,811	3.1%	0.1%
Newport	124,409	5.0%	0.0%
<b>Health Board / age / sex</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
Abertawe Bro Morgannwg-Male 16-44	61,678	2.5%	-0.3%
Abertawe Bro Morgannwg-Male 45-54	23,776	1.0%	0.1%
Abertawe Bro Morgannwg-Male 55-64	24,721	1.0%	0.0%
Abertawe Bro Morgannwg-Male 65-74	21,037	0.8%	0.1%
Abertawe Bro Morgannwg-Male 75+	17,699	0.7%	0.1%

Abertawe Bro Morgannwg-Female 16-34	34,933	1.4%	-0.4%
Abertawe Bro Morgannwg-Female 35-44	25,721	1.0%	0.1%
Abertawe Bro Morgannwg-Female 45-54	25,766	1.0%	0.1%
Abertawe Bro Morgannwg-Female 55-64	25,999	1.0%	0.0%
Abertawe Bro Morgannwg-Female 65-74	21,027	0.8%	0.0%
Abertawe Bro Morgannwg-Female 75+	22,333	0.9%	0.0%
Aneurin Bevan-Male 16-34	54,674	2.2%	-0.3%
Aneurin Bevan-Male 35-44	33,866	1.4%	-0.1%
Aneurin Bevan-Male 45-54	38,085	1.5%	0.1%
Aneurin Bevan-Male 55-64	40,880	1.6%	0.1%
Aneurin Bevan-Male 65-74	30,786	1.2%	0.1%
Aneurin Bevan-Male 75+	26,374	1.1%	0.1%
Aneurin Bevan-Female 16-34	59,047	2.4%	-0.1%
Aneurin Bevan-Female 35-44	39,619	1.6%	0.1%
Aneurin Bevan-Female 45-54	38,270	1.5%	0.1%
Aneurin Bevan-Female 55-64	43,279	1.7%	0.1%
Aneurin Bevan-Female 65-74	33,869	1.4%	0.1%
Aneurin Bevan-Female 75+	31,694	1.3%	0.0%
Betsi Cadwaladr-Male 16-34	47,802	1.9%	-0.8%
Betsi Cadwaladr-Male 35-44	38,380	1.5%	0.1%
Betsi Cadwaladr-Male 45-54	39,788	1.6%	0.0%
Betsi Cadwaladr-Male 55-64	48,754	2.0%	0.1%
Betsi Cadwaladr-Male 65-74	43,090	1.7%	0.2%
Betsi Cadwaladr-Male 75+	38,525	1.6%	0.2%
Betsi Cadwaladr-Female 16-34	59,804	2.4%	-0.3%
Betsi Cadwaladr-Female 35-44	40,563	1.6%	0.1%
Betsi Cadwaladr-Female 45-54	43,045	1.7%	0.0%
Betsi Cadwaladr-Female 55-64	51,685	2.1%	0.1%
Betsi Cadwaladr-Female 65-74	43,976	1.8%	0.1%
Betsi Cadwaladr-Female 75+	45,668	1.8%	0.1%
Cardiff & Vale-Male 16-34	65,705	2.6%	-0.3%
Cardiff & Vale-Male 35-44	32,779	1.3%	0.0%
Cardiff & Vale-Male 45-54	27,578	1.1%	0.0%
Cardiff & Vale-Male 55-64	28,750	1.2%	0.1%
Cardiff & Vale-Male 65-74	22,571	0.9%	0.1%
Cardiff & Vale-Male 75+	17,419	0.7%	0.0%
Cardiff & Vale-Female 16-34	67,737	2.7%	-0.3%
Cardiff & Vale-Female 35-44	35,564	1.4%	0.1%
Cardiff & Vale-Female 45-54	28,990	1.2%	0.0%
Cardiff & Vale-Female 55-64	30,535	1.2%	0.1%
Cardiff & Vale-Female 65-74	23,583	1.0%	0.1%
Cardiff & Vale-Female 75+	24,214	1.0%	0.1%
Cwm Taf-Male 16-34	43,559	1.8%	-0.2%
Cwm Taf-Male 35-44	28,413	1.1%	0.1%
Cwm Taf-Male 45-54	25,819	1.0%	0.0%
Cwm Taf-Male 55-64	30,854	1.2%	0.1%

Cwm Taf-Male 65-74	23,181	0.9%	0.1%
Cwm Taf-Male 75+	18,599	0.7%	0.0%
Cwm Taf-Female 16-34	47,110	1.9%	0.0%
Cwm Taf-Female 35-44	29,030	1.2%	0.0%
Cwm Taf-Female 45-54	28,700	1.2%	0.1%
Cwm Taf-Female 55-64	30,661	1.2%	0.0%
Cwm Taf-Female 65-74	23,919	1.0%	0.0%
Cwm Taf-Female 75+	23,952	1.0%	0.0%
Hywel Dda-Male 16-34	29,019	1.2%	-0.4%
Hywel Dda-Male 35-54	39,103	1.6%	0.0%
Hywel Dda-Male 55-64	26,215	1.1%	0.0%
Hywel Dda-Male 65-74	26,733	1.1%	0.1%
Hywel Dda-Female 75+	20,997	0.8%	0.0%
Powys-Powys 16-44	33,442	1.3%	-0.1%
Powys-Powys 45-64	44,711	1.8%	0.1%
Powys-Powys Male 65+	29,884	1.2%	0.0%
Powys-Powys Female 65+	26,492	1.1%	0.1%
<b>Health Board / Interview Quarter</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
Q1-Abertawe Bro Morgannwg	77,388	3.1%	0.0%
Q1-Aneurin Bevan	115,108	4.6%	0.0%
Q1-Betsi Cadwaladr	125,162	5.0%	-0.4%
Q1-Cardiff & Vale	94,328	3.8%	-0.3%
Q1-Cwm Taf	85,263	3.4%	-0.1%
Q1-Hywel Dda	64,239	2.6%	-0.5%
Q1-Powys	24,427	1.0%	-0.1%
Q2-Abertawe Bro Morgannwg	75,747	3.1%	0.0%
Q2-Aneurin Bevan	113,942	4.6%	-0.1%
Q2-Betsi Cadwaladr	131,461	5.3%	-0.2%
Q2-Cardiff & Vale	99,997	4.0%	0.0%
Q2-Cwm Taf	90,772	3.7%	0.2%
Q2-Hywel Dda	78,705	3.2%	0.1%
Q2-Powys	24,156	1.0%	-0.1%
Q3-Abertawe Bro Morgannwg	72,348	2.9%	-0.2%
Q3-Aneurin Bevan	116,742	4.7%	0.1%
Q3-Betsi Cadwaladr	142,253	5.7%	0.2%
Q3-Cardiff & Vale	102,557	4.1%	0.1%
Q3-Cwm Taf	87,470	3.5%	0.0%
Q3-Hywel Dda	77,471	3.1%	0.0%
Q3-Powys	26,521	1.1%	0.0%
Q4-Abertawe Bro Morgannwg	79,208	3.2%	0.1%
Q4-Aneurin Bevan	124,651	5.0%	0.4%
Q4-Betsi Cadwaladr	142,206	5.7%	0.2%
Q4-Cardiff & Vale	108,543	4.4%	0.3%
Q4-Cwm Taf	90,292	3.6%	0.1%
Q4-Hywel Dda	82,420	3.3%	0.2%

Q4-Powys	27,975	1.1%	0.0%
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## 6.2. Population weight

A population weight was calculated for all individuals within responding households. This weight was equivalent to:

$$\begin{aligned} & (\text{Adult design weight / number of resident adults aged 16+ (capped at 5)}) * \\ & \text{Sample-frame based non-response weight (as above)} * \\ & \text{New calibration factor} \end{aligned}$$

A 'joint calibration' method was used to weight the all-individuals dataset, so that it was aligned with both individual-level (Wales 0+ population totals derived from ONS 2023 MYPES) and household-level (derived from the 2021 Census) population targets.

Two individual level population weights were produced:

- **WalesPopulationWeight:** Weight to represent the whole population in Wales (all ages) – weighted base matches the population of Wales (aged 0+)
- **SamplePopulationWeight:** Weight to represent the whole population of Wales (all ages) – scaled so that the weighted base matches the unweighted base

The design effect for the population weights was estimated at 1.74, calculated using Kish's approximation (not taking account of the variable-specific effects of sample stratification and calibration).

The table below shows the profile of individuals within responding households using WalesPopulationWeight:

**Table 6.6: Weighted profile of individuals within responding households**

Age (5 year bands) by sex	Number	Percent	Difference to target
Male 0-4	77,285	2.4%	0.0%
Male 5-10	107,403	3.4%	0.0%
Male 11-15	96,465	3.0%	0.0%
Male 16-19	76,210	2.4%	0.0%
Male 20-24	99,745	3.2%	0.0%
Male 25-29	95,273	3.0%	0.0%
Male 30-34	98,491	3.1%	0.0%
Male 35-39	96,614	3.1%	0.0%

Male 40-44	91,536	2.9%	0.0%
Male 45-49	84,458	2.7%	0.0%
Male 50-54	101,639	3.2%	0.0%
Male 55-59	108,543	3.4%	0.0%
Male 60-64	103,109	3.3%	0.0%
Male 65-69	88,489	2.8%	0.0%
Male 70-74	81,495	2.6%	0.0%
Male 75-79	71,558	2.3%	0.0%
Male 80+	74,605	2.4%	0.0%
Female 0-4	72,911	2.3%	0.0%
Female 5-10	102,569	3.2%	0.0%
Female 11-15	91,882	2.9%	0.0%
Female 16-19	70,679	2.2%	0.0%
Female 20-24	91,179	2.9%	0.0%
Female 25-29	95,241	3.0%	0.0%
Female 30-34	103,198	3.3%	0.0%
Female 35-39	102,038	3.2%	0.0%
Female 40-44	96,687	3.1%	0.0%
Female 45-49	88,068	2.8%	0.0%
Female 50-54	107,727	3.4%	0.0%
Female 55-59	115,180	3.6%	0.0%
Female 60-64	108,038	3.4%	0.0%
Female 65-69	93,840	3.0%	0.0%
Female 70-74	87,389	2.8%	0.0%
Female 75-79	79,830	2.5%	0.0%
Female 80+	105,030	3.3%	0.0%

<b>Local authority</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
Isle of Anglesey	69,291	2.2%	0.0%
Gwynedd	119,173	3.8%	0.0%
Conwy	114,410	3.6%	0.0%
Denbighshire	97,156	3.1%	0.0%
Flintshire	155,812	4.9%	0.0%
Wrexham	136,149	4.3%	0.0%
Powys	134,439	4.2%	0.0%
Ceredigion	73,050	2.3%	0.0%
Pembrokeshire	125,006	4.0%	0.0%
Carmarthenshire	190,083	6.0%	0.0%
Swansea	246,742	7.8%	0.0%
Neath Port Talbot	142,898	4.5%	0.0%
Bridgend	146,743	4.6%	0.0%
Vale of Glamorgan	134,733	4.3%	0.0%
Cardiff	383,536	12.1%	0.0%
Rhondda Cynon Taf	241,178	7.6%	0.0%
Merthyr Tydfil	58,593	1.9%	0.0%
Caerphilly	176,437	5.6%	0.0%
Blaenau Gwent	67,356	2.1%	0.0%
Torfaen	93,419	3.0%	0.0%
Monmouthshire	94,572	3.0%	0.0%
Newport	163,628	5.2%	0.0%
<b>Age by sex within Health Board</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
Abertawe Bro Morgannwg-Male 0-15	34,057	1.1%	0.0%

Abertawe Bro Morgannwg-Male 16-44	74,126	2.3%	0.0%
Abertawe Bro Morgannwg-Male 45-64	47,409	1.5%	0.0%
Abertawe Bro Morgannwg-Male 65+	37,053	1.2%	0.0%
Abertawe Bro Morgannwg-Female 0-15	32,171	1.0%	0.0%
Abertawe Bro Morgannwg-Female 16-44	71,194	2.2%	0.0%
Abertawe Bro Morgannwg-Female 45-64	49,597	1.6%	0.0%
Abertawe Bro Morgannwg-Female 65+	44,033	1.4%	0.0%
Aneurin Bevan-Male 0-15	56,119	1.8%	0.0%
Aneurin Bevan-Male 16-44	102,716	3.2%	0.0%
Aneurin Bevan-Male 45-64	76,553	2.4%	0.0%
Aneurin Bevan-Male 65+	56,696	1.8%	0.0%
Aneurin Bevan-Female 0-15	53,096	1.7%	0.0%
Aneurin Bevan-Female 16-44	104,838	3.3%	0.0%
Aneurin Bevan-Female 45-64	79,724	2.5%	0.0%
Aneurin Bevan-Female 65+	65,670	2.1%	0.0%
Betsi Cadwaladr-Male 0-15	60,156	1.9%	0.0%
Betsi Cadwaladr-Male 16-44	110,141	3.5%	0.0%
Betsi Cadwaladr-Male 45-64	91,831	2.9%	0.0%
Betsi Cadwaladr-Male 65+	76,811	2.4%	0.0%
Betsi Cadwaladr-Female 0-15	57,204	1.8%	0.0%
Betsi Cadwaladr-Female 16-44	110,843	3.5%	0.0%

Betsi Cadwaladr-Female 45-64	96,468	3.0%	0.0%
Betsi Cadwaladr-Female 65+	88,537	2.8%	0.0%
Cardiff & Vale-Male 0-15	46,932	1.5%	0.0%
Cardiff & Vale-Male 16-44	111,733	3.5%	0.0%
Cardiff & Vale-Male 45-64	56,494	1.8%	0.0%
Cardiff & Vale-Male 65+	38,509	1.2%	0.0%
Cardiff & Vale-Female 0-15	45,117	1.4%	0.0%
Cardiff & Vale-Female 16-44	113,818	3.6%	0.0%
Cardiff & Vale-Female 45-64	59,215	1.9%	0.0%
Cardiff & Vale-Female 65+	46,451	1.5%	0.0%
Cwm Taf-Male 0-15	41,059	1.3%	0.0%
Cwm Taf-Male 16-44	79,770	2.5%	0.0%
Cwm Taf-Male 45-64	56,759	1.8%	0.0%
Cwm Taf-Male 65+	42,203	1.3%	0.0%
Cwm Taf-Female 0-15	39,047	1.2%	0.0%
Cwm Taf-Female 16-44	79,479	2.5%	0.0%
Cwm Taf-Female 45-64	59,715	1.9%	0.0%
Cwm Taf-Female 65+	48,482	1.5%	0.0%
Hywel Dda-Male 0-15	32,189	1.0%	0.0%
Hywel Dda-Male 16-44	60,404	1.9%	0.0%
Hywel Dda-Male 45-64	50,117	1.6%	0.0%
Hywel Dda-Male 65+	46,666	1.5%	0.0%
Hywel Dda-Female 0-15	30,799	1.0%	0.0%
Hywel Dda-Female 16-44	60,581	1.9%	0.0%
Hywel Dda-Female 45-64	54,586	1.7%	0.0%
Hywel Dda-Female 65+	52,797	1.7%	0.0%

Powys-0-15	20,569	0.7%	0.0%
Powys-16-44	37,248	1.2%	0.0%
Powys-45-64	38,294	1.2%	0.0%
Powys-65+	38,328	1.2%	0.0%

### 6.3. Household weighting

A household level weight was derived from the all-individuals population weight and was equal to the mean individual-level weight within each household.

Two household weights were produced and attached to the respondent and household level files:

- WalesHhWeight: Weight to represent all households in Wales – weighted base is approximate number of households in Wales.
- SampleHhWeight: Weight to represent all households in Wales – scaled so that the weighted base matches the unweighted base.

The design effect for the household weight was 1.70, calculated using Kish's approximation (not taking account of the variable-specific effects of sample stratification and calibration).

The table below shows the profile of responding households using WalesHhWeight.

**Table 6.7: Profile of responding households using WalesHhWeight**

Households by LA (Household level) - Census 2021	Number	Percent	Difference to target
Isle of Anglesey	30,822	2.3%	0.0%
Gwynedd	51,105	3.8%	0.0%
Conwy	52,229	3.9%	0.0%
Denbighshire	42,387	3.1%	0.0%
Flintshire	66,911	5.0%	0.0%
Wrexham	57,914	4.3%	0.0%
Powys	60,181	4.5%	0.0%
Ceredigion	30,893	2.3%	0.0%
Pembrokeshire	55,488	4.1%	0.0%

Carmarthenshire	81,758	6.1%	0.0%
Swansea	104,964	7.8%	0.0%
Neath Port Talbot	62,375	4.6%	0.0%
Bridgend	62,360	4.6%	0.0%
Vale of Glamorgan	57,450	4.3%	0.0%
Cardiff	147,334	10.9%	0.0%
Rhondda Cynon Taf	103,339	7.7%	0.0%
Merthyr Tydfil	25,783	1.9%	0.0%
Caerphilly	76,257	5.7%	0.0%
Blaenau Gwent	30,340	2.3%	0.0%
Torfaen	40,241	3.0%	0.0%
Monmouthshire	40,924	3.0%	0.0%
Newport	66,054	4.9%	0.0%
<b>Household Composition (Household level) – Census 21</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
One person (no children)	429,559	31.9%	0.0%
Two people (no children)	434,717	32.3%	0.0%
Three or more people (No children)	161,374	12.0%	0.0%
One adult plus child(ren)	74,402	5.5%	0.0%
Two or more adults plus child(ren)	247,063	18.3%	0.0%
<b>Household Tenure (Household level) – Census 21</b>	<b>Number</b>	<b>Percent</b>	<b>Difference to target</b>
Owned/mortgage	894,206	66.4%	0.0%
Other	452,909	33.6%	0.0%

The household weight was also attached to cases in the all-individuals file by dividing it by the number of individuals in the household (so the sum of weights among household members equals the household weight).

#### **6.4. Self-completion module weighting**

Weights for the online self-completion module were derived from the initial individual-level, population and household weights by:

1. Stratifying the initial survey respondent sample into ten groups, based on initial survey weight percentiles;
2. For self-completion survey respondents, the initial survey weight was divided by the additional survey response rate for the relevant 'weight stratum';
3. The calibration was reapplied, using (2) as the base weight.

This process was repeated for the individual level, population and household weights.

The weights did not make a substantial difference to estimates, and led to slightly wider confidence intervals. Given the additional complexity they introduce for survey users, it was decided not to include these in the final datasets. All analyses should therefore be undertaken using the standard weights, regardless of whether a topic was in the interviewer-led or the self-completion section.

#### **6.5. Full design effects and factors**

The initial design effects cited above reflect the impact of weighting only, without accounting for the survey's complex design. Full design effects and design factors have been calculated for several variables allowing effective sample sizes to be produced at a national and local level. The full design effects listed below do take the survey design into account.

To estimate the full design effects we have used the SPSS Complex Samples module, specifying:

- Local authority as the stratification variable
- The individual-level survey weight (WalesAdultWeight)

This approach accounts for the correlation between variables, the influence of weighting, and the stratification of the sample by local authority.

Table 6.8 shows the design effects and design factors for a range of questions in the 2024-25 questionnaire that were asked of the whole sample.

**Table 6.8 Design effects and design factors for specific 2024-25 questions**

<b>Variable name</b>	<b>Variable label</b>	<b>Value label</b>	<b>Design effect</b>	<b>Design factor</b>
DvEcoStat3	Derived variable - Economic status (3 classifications) - last 7 days	In employment	1.60	1.27
		Unemployed	2.14	1.46
		Economically inactive	1.56	1.25
		Weighted average	1.60	1.26
DvFinBilCred	Derived variable - Keeping up with bills	Keeping up with all bills and commitments without any difficulties	1.71	1.31
		Keeping up with all bills and commitments but it is a struggle from time to time	1.73	1.32
		Keeping up with all bills and commitments but it is a constant struggle	1.59	1.26
		Falling behind with some bills or credit commitments	1.99	1.41
		Having real financial problems and have fallen behind with many bills or credit commitments	1.97	1.40
		Have no bills	1.46	1.21
		Weighted average	1.71	1.31
GenHealth	Health - Health in general	Very good	1.79	1.34
		Good	1.69	1.30
		Fair	1.56	1.25
		Bad	1.38	1.17
		Very bad	1.17	1.08
		Weighted average	1.66	1.29

WbSatLife	Well-being - Overall satisfaction with life (0-10 scale)	0	0.96	0.98
		1	0.90	0.95
		2	1.27	1.13
		3	1.22	1.11
		4	1.73	1.32
		5	1.57	1.25
		6	1.81	1.34
		7	1.72	1.31
		8	1.66	1.29
		9	1.75	1.32
		10	1.61	1.27
		Weighted average	1.67	1.29
DvFGHealth2	Derived variable - People with 2 or more healthy lifestyle behaviours (not smoking, healthy weight, eat 5 fruit or veg, not drinking above guidelines, active). (FG indicator)	No	1.52	1.23
		Yes	1.52	1.23
		Weighted average	1.52	1.23
DvFGHealth4	Derived variable - People with 4 or 5 healthy lifestyle behaviours (not smoking, healthy weight, eat 5 fruit or veg, not drinking above guidelines, active). (FG indicator)	No	1.66	1.29
		Yes	1.66	1.29
		Weighted average	1.66	1.29
GpSeenDr	GP - Seen a GP/family doctor about own health in last 12 months	No	1.74	1.32
		Yes	1.74	1.32
		Weighted average	1.74	1.32
Dvsmokec	Derived variable - Currently smoke either daily or occasionally	No	1.60	1.26
		Yes	1.60	1.26
		Weighted average	1.60	1.26
Dvmvpa150	Derived variable - MVPA meets guidelines 150 minutes weekly	No	1.63	1.28
		Yes	1.63	1.28
		Weighted average	1.63	1.28

IntPersUse	Internet - Personal use of internet at home, work or elsewhere	Yes	1.02	1.01
		No	1.02	1.01
		Weighted average	1.02	1.01
WelSpk	Welsh language - Speak Welsh	Yes	1.53	1.24
		No	1.62	1.27
		No, but have some Welsh speaking ability (SPONTANEOUS ONLY)	1.81	1.34
		Weighted average	1.64	1.28
DvPrtAny	Derived variable - Participating in any activity	Yes	1.56	1.25
		No	1.56	1.25
		Weighted average	1.56	1.25
Tenure	Accommodation - Tenure	Don't know	1.80	1.34
		I/we own it or live with the person who owns it (includes homes being bought with a mortgage)	1.79	1.34
		It is rented from the local council	1.80	1.34
		It is rented from a housing association or housing trust	1.67	1.29
		It is rented from a private landlord	1.92	1.39
		Other (e.g. live rent free or home comes with job)	2.16	1.47
		Weighted average	1.81	1.34
SmackAgree	Physical punishment of children - Whether agree smacking is sometimes necessary	Refused	0.00	0.00
		Strongly agree	1.52	1.23
		Tend to agree	1.51	1.23
		Neither agree nor disagree	1.53	1.24
		Tend to disagree	1.63	1.28
		Strongly disagree	1.63	1.28
		Weighted average	1.64	1.28
BioChange	Biodiversity - Variety of living things in Wales last 10 years	Increased	1.69	1.30
		Decreased	1.66	1.29
		Stayed the same	1.69	1.30
		Weighted average	1.68	1.28

GreenSpPark	Green and Natural Spaces - Comfortable visiting areas - Parks in cities, towns and villages	Completely comfortable	1.66	1.29
		Fairly comfortable	1.67	1.29
		Not very comfortable	1.54	1.24
		Not at all comfortable	1.46	1.21
		Weighted average	1.66	1.29
DvArts	Derived variable - People attending or participating in arts, culture or heritage activities	Yes	1.54	1.24
		No	1.54	1.24
		Weighted average	1.54	1.24
DvCvDnFreq0	Derived variable - Drinking frequency (incl. non-drinkers)	Almost every day	1.11	1.05
		Five or six days a week	1.42	1.19
		Three or four days a week	1.42	1.19
		Once or twice a week	1.65	1.28
		Once or twice a month	1.80	1.34
		Once every couple of months	1.79	1.34
		Once or twice a year	1.65	1.28
		Non-drinker	1.62	1.27
Weighted average	1.65	1.28		
Dvwalkweek	Derived variable - Any walking in the last 7 days - binary	No	1.40	1.18
		Yes	1.40	1.18
		Weighted average	1.40	1.18
FloRiskHome3	Flood Risk - Home at risk of flooding	Yes	1.77	1.33
		No	1.77	1.33
		Weighted average	1.77	1.33
DvFGComm	Derived variable - Have a sense of community (belonging; different backgrounds get on, treat with respect)	Yes	1.69	1.30
		No	1.69	1.30
		Weighted average	1.69	1.30
DvMatDep	Derived variable - Material deprivation (adults and pensioners combined)	In material deprivation	1.79	1.34
		Not in material deprivation	1.79	1.34

		Weighted average	1.79	1.34
DvReligion	Derived variable - Religion (grouped)	No religion	1.68	1.30
		Christian (all denominations)	1.65	1.28
		Another religion	2.08	1.44
		Weighted average	1.69	1.30
DvFGSafe	Derived variable - People feeling safe (at home, walking in the local area, and travelling)	Yes	1.62	1.27
		No	1.62	1.27
		Weighted average	1.62	1.27
CarUse	Car or van available for use	Yes	1.61	1.27
		No	1.61	1.27
		Weighted average	1.61	1.27

**Table 6.9** provides an overview of the average design effect at LA level based on the questions listed in Table 6.8:

**Table 6.9: Average design effects at LA level**

Local authority	Average design effect	Average effective sample size
Isle of Anglesey	1.47	146
Gwynedd	1.41	188
Conwy	1.35	187
Denbighshire	1.59	153
Flintshire	1.42	217
Wrexham	1.46	147
Powys	1.41	422
Ceredigion	1.44	183
Pembrokeshire	1.42	181
Carmarthenshire	1.49	184
Swansea	1.41	224
Neath Port Talbot	1.40	163
Bridgend	1.22	207
Vale of Glamorgan	1.33	171
Cardiff	1.30	400
Rhondda Cynon Taf	1.42	175
Merthyr Tydfil	1.46	129
Caerphilly	1.38	150
Blaenau Gwent	1.45	126
Torfaen	1.38	164
Monmouthshire	1.40	183
Newport	1.35	185
Full sample	1.61	3,723

## 7. Quarter 2 letter experiment

### 7.1. Experiment background

A letter experiment was embedded within the July, August, and September 2024 sample issues. In total, 8,267 addresses were issued in these months, of which 6,230 were allocated to Verian, and 2,037 to Beaufort.

The Verian issue was systematically allocated (with equal probability) to two conditions: under condition 1 (the control condition,  $n=3,115$ ), the reminder letters were presented as written by the Verian Field Supervisor; under condition 2 (the treatment condition,  $n=3,115$ ), the letters were presented as written by the named interviewer allocated to that particular assignment area. It was hypothesised that a request from the named interviewer who would actually make the call would be more effective than a less personal request from Verian.

The two versions of the invitation letter are included at the end of [Appendix C](#) of this report.

The principal outcomes for analysis are (i) the telephone interview rate, and (ii) the overall interview rate among addresses allocated for face-to-face follow-up ( $n=3,458/6,230 = 55\%$ ,  $n= 1,730/1,728$  respectively per condition).

The telephone interview rate is a record of the direct impact of the treatment: i.e. the letters were intended to encourage sampled households to sign up for a telephone interview.

The overall interview rate is a less direct measure of impact, but a treatment effect may still be expected on the number of additional (face-to-face) interviews because the interviewer named in the letter was generally also the one visiting the address and could reference the name on the letter when he/she did so.

The data has been analysed with sampling weights applied to compensate for differences in sampling probability between local authorities as well as differences in issue probability between months. For analysis of the overall interview rate, this weight has been further adjusted to compensate for differences by month and local authority with respect to face-to-face follow-up allocation rate. The Complex Samples module within SPSS has been used for the analysis, to reflect the stratification and within-month clustering of the sample as well as the effect of sampling weights on the standard errors.<sup>28</sup>

### 7.2. Experiment results

In total, 639 of the 6,230 addresses in the trial (10.3%) yielded a telephone interview.<sup>29</sup> The telephone interview rate was slightly higher where the interviewer name was used (the treatment condition): 10.7% compared to 10.0% where a central management name was

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<sup>28</sup> Specifically, the CSLOGISTIC command was used. The sample design instruction included a first-stage finite population correction due to the fact that one in four assignment areas was allocated to the July-September issue period.

<sup>29</sup> This is not a response rate: an unknown number of ineligible addresses are included in the denominator. The best estimate of the telephone interview response rate over this period is 11.6% (10.3%/89%, the telephone interview rate divided by the pre-survey assumed national PAF eligibility rate).

used (the control condition). However, this difference was not statistically significant ( $t=1.06$ ,  $df=57$ ,  $p=0.29$ ,  $95CI = -0.6\%pts$  to  $+2.3\%pts$ ).

In total, 681 of the 3,458 addresses allocated to face-to-face interview follow-up (19.9%) yielded an interview. The interview rate was very slightly lower where the interviewer name was used (the treatment condition): 19.8% compared to 20.0% where a central management name was used (the control condition). Again, this difference was not statistically significant ( $t=0.16$ ,  $df=57$ ,  $p=0.88$ ,  $95CI = -2.8\%pts$  to  $+2.7\%pts$ ).<sup>30</sup>

In summary, there is little indication that the additional personalisation of the reminder letters had a positive impact on either the telephone interview rate or the overall interview rate (i.e. telephone and face-to-face combined).

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<sup>30</sup> Not all addresses that could have been followed-up were followed-up (see [section 2.7](#) for more detail). However, non-compliance in this respect was orthogonal to treatment allocation, so the results of this analysis are not affected by this error.

# Appendices

[Appendix A – Sub-sampling summary](#)

[Appendix B – Survey timings summary](#)

[Appendix C – Survey materials](#)

[Appendix D – Derived variables for 2024-25 final dataset](#)

[Appendix E – Weights produced for 2024-25 final dataset](#)

[Appendix F – Admin variables for 2024-25 final dataset](#)

[Appendix G – Outcome codes](#)

[Appendix H – 2023 Field Test Summary](#)

## A. Sub-sampling summary

<b>Module</b>	<b>Sub-sample</b>	<b>End of survey year based on a target of 6,500 completes</b>	<b>Beginning of survey year based on a target of 8,000 completes</b>
<b>Noise 2021-22</b>	25%	Asked of a random sample of 1,625 respondents. Not asked Noise 2024-25.	Asked of a random sample of 2,000 respondents.
<b>Noise 2024-25</b>	75%	Asked of a random sample of 4,875 respondents. Not asked Noise 2021-22	Asked of a random sample of 6,000 respondents.
<b>NRW Environmental action</b>	75%	Asked of a random sample of 4,875 respondents. Not asked Global citizenship.	Asked of a random sample of 6,000 respondents.
<b>Global citizenship</b>	25%	Asked of a random sample of 1,625 respondents. Not asked NRW Environmental action.	Asked of a random sample of 2,000 respondents.
<b>WEMWBS</b>	50%	Parallel run of WEMWBS and SWEMWBS. Each asked of a separate random sample of 3,250 respondents. If respondents are asked WEMWBS then they will not be asked SWEMWBS, and vice-versa.	Each asked of a separate random sample of 4,000 respondents.
<b>SWEMWBS</b>	50%		
<b>Satisfaction with education system</b>	22%	Asked of a random sample of 1,430 non-parents/guardians, plus all parents/guardians.	None
<b>Satisfaction with Welsh Government</b>	44%	Asked of a random sample of 2,860 respondents.	None
<b>Population health modules – BMI, Pregnant, Physical activity,</b>	67%	Split equally by Local Health Board. These modules are asked of the same subsample. Pregnancy question only asked of those routed to BMI subsample. Minimum overlap	None

Smoking, Alcohol, Diet		with GP subsample (GP services, Eye care and Hearing)	
<b>Arts modules</b> – attendance, participation, Welsh language arts events, and Barriers	89%	Asked of a random sample of 5,750 respondents. These modules are asked of the same subsample.	None
<b>GP services, Eye care, Hearing impairment</b>	67%	Asked of a random sample of 4,300 respondents, split equally by Local Health Board. Part of GP subsample (GP services, Eye care and Hearing) - minimum overlap with Population health.  GpSeenDr asked of subsample, plus all Welsh speakers.	None
<b>Satisfaction with health services</b>	44%	Asked of a random sample of 2,860 respondents from within the GP subsample (GP services, Eye care and Hearing)	None

## B. Survey timings summary

**Table B.1: 2024-25 National Survey median and mean times (main questionnaire).**

These figures exclude any outliers and any respondents that were not sampled for sub-sampled modules. Therefore, the sum of sample size and missing does not equal the number of respondents who completed full or partial surveys. All times shown are in seconds, rounded to the nearest tenth. Please note that these overall timings include CATI timings, which as noted in [Section 3.6](#) were inflated by delays in the survey computer program when moving between questions.

Section name	Sample size	Median	Mean
National identity, ethnicity and religion (Core)	5,973	40	50.3
Sexual orientation	5,903	10	12.4
Tenure (Core)	5,988	50	56.2
Internet use (Core)	5,985	21	25.2
Welsh language (Core)	5,958	37	47.0
Welsh language transmission	2,107	19	32.9
Economic status and qualifications (Core)	5,980	58	67.1
Car use (Core)	5,956	8	10.9
Armed Forces	5,958	18	20.7
Current work	2,702	33	37.5
Remote Working	2,724	38	41.6
Fair work	2,526	161	168.7
Welsh language in the workplace	2,294	10	11.4
Ageism	3,035	24	27.6
Employability and support	3,141	20	51.7
Local authorities	5,953	29	34.7
Access to services and facilities	5,975	46	52.9
Awareness of local councillors	5,950	85	87.3
Community cohesion	5,948	154	161.7
Community safety	5,881	50	56.0
Noise 2021-22	1,390	14	21.4
Household material deprivation - non-pensioner (Core, FG)	3,541	105	116.9

<b>Section name</b>	<b>Sample size</b>	<b>Median</b>	<b>Mean</b>
Household material deprivation - pensioner (Core, FG)	2,337	124	174.3
Housing – rent and mortgage arrears	2,880	6	8.2
Food poverty	5,874	46	51.7
Primary schools	666	127	133.8
Secondary schools	522	102	100.2
Childcare	921	55	79.9
Unpaid carers (FG)	5,937	17	18.8
Well-being (Core, ONS4)	5,874	65	73.8
Health demographic questions (Core)	5,935	18	21.3
Pregnant	922	7	8.7
BMI (FG)	4,318	32	35.4
Long-term illnesses (Core)	5,869	47	72.5
Accommodation suitable for needs	2,353	14	23.7
Diet (FG)	4,356	126	134.4
Alcohol (FG)	4,312	95	108.7
Smoking and e-cigarette use (FG)	4,306	23	27.2
Physical activity (FG)	4,355	143	148.7
Active travel	5,941	38	42.7
Sport Wales (FG) – Participation and latent demand	5,917	105	141.0
Sport Wales – Encouraging future participation	1,916	71	79.1
Sport Wales – Level of participation	1,609	20	23.0
Sport Wales – Spectating	5,915	15	22.3
Sport Wales – Volunteering and coaching	5,917	15	26.1
Sport Wales – Facilities	3,761	49	61.4
Sport Wales – Attitude statements	3,761	39	42.8
GP registration	3,194	15	17.6
GP services	3,977	56	68.7
GP services – Welsh language	838	23	27.0

<b>Section name</b>	<b>Sample size</b>	<b>Median</b>	<b>Mean</b>
Hearing care	3,483	23	32.3
Eye care	3,480	44	49.4
Satisfaction with health services	2,281	33	38.9
Satisfaction with education system	2,579	27	31.8
Satisfaction with Welsh Government	3,007	26	30.7
Arts attendance (FG, ACW)	5,667	115	133.3
Arts participation (FG, ACW)	5,655	38	64.3
ACW – Welsh language arts events	3,912	12	15.2
ACW – Barriers	5,658	36	39.8

Note: FG = Future Generations; ACW =Arts Council of Wales

**Table B.2: 2024-25 National Survey median and mean times (self-completion section).**

These figures exclude any outliers and any respondents that were not sampled for sub-sampled modules. Therefore, the sum of sample size and missing does not equal the number of respondents who completed full or partial surveys. All times shown are in seconds, rounded to the nearest tenth.

<b>Section name</b>	<b>Sample size</b>	<b>Median</b>	<b>Mean</b>
Non-GP healthcare services	5,691	69	84.7
EQ-5D-5L – CASI/CAWI	4,876	74	86.5
EQ-5D-5L – CATI/CAPI	702	115	125.0
NRW - Flood risk	3,894	49	61.3
NRW – Biodiversity	3,877	34	42.2
NRW – Environmental concerns	3,869	69	81.1
Noise 2024-25	3,217	11	19.5
NRW – Environmental action	3,488	23	29.5
NRW – Environmental behaviours	5,673	15	18.7
NRW – Green and natural spaces	5,663	137	155.5
Global citizenship (FG)	2,180	69	84.4
Physical punishment of children	5,564	77	90.1
Warwick-Edinburgh Mental Well-being Scale (FG)	2,778	112	128.5
Short Warwick-Edinburgh Mental Well-being Scale (FG)	2,781	64	75.8
Discrimination and bullying	2,405	14	17.8
Volunteering (FG)	5,686	24	39.3

Note: FG = Future Generations; NRW = Natural Resources Wales

## C. Survey materials

### a. 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: XXXXXXXXXX

Annwyl Breswlydd,

Mae eich cyfeiriad wedi 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](http://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 cyfwelydd 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 rhyngwyd, 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.

Verian 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 24-25 / Issued February 2024 / Welsh

## 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](http://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.

Verian 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

## b. Purpose leaflet

### Arolwg Cenedlaethol Cymru



**Diolch i'r bobl a gymerodd ran o'r blaen, 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 tren yn ystod y flwyddyn ddiwethaf

Ffynhonnell: Arolwg Cenedlaethol Cymru, 2022-23



### Cwestiynau Cyffredin

**Beth yw Arolwg Cenedlaethol Cymru?**  
Mae 8,000 o bobl y flwyddyn ledled Cymru yn cymryd rhan yn **Arolwg Cenedlaethol Cymru**. Cynhelir yr astudiaeth ar ran Llywodraeth Cymru gan Verian a Beaufort Research. Mae'r canlyniadau'n ein helpu i weithredu ar ystod o faterion fel iechyd, llesiant, a bodlonrwydd ar wasanaethau cyngorau lleol.

**Pam fod yr astudiaeth yn bwysig?**  
Yr Arolwg Cenedlaethol yw eich cyfle chi i ddweud wrthyf 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 oeddrannau, 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 aron. Mae cyfarwyddiadau ar sut i wneud hyn yn y llythyr sy'n cyd-fynd â'r daflen hon.
- Yna bydd cyfweilydd yn eich ffonio. Bydd y cyfweilydd 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 24-25 / Issued February 2024 / Welsh V

**A gaf i gymryd rhan yn Gymraeg?**  
Gallwch. Dywedwch wrth eich cyfweilydd 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 ydych 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 cyfweilydd ateb unrhyw gwestiynau sydd gennyf.

Gallwch hefyd gysylltu â ni trwy:  
**arolwgCenedlaetholCymru@veriangroup.com**

Neu cysylltwch â Llywodraeth Cymru yn uniongyrchol:  
**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 previously, 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



### Frequently asked questions

**What is the National Survey for Wales?**  
The **National Survey for Wales** involves 8,000 people a year across Wales. The study is carried out for the Welsh Government by Verian 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 24-25 / Issued February 2024 V

**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@veriangroup.com**

Or contact Welsh Government directly:  
**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**.

c. Interviewer introduction letter (Reminder 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

Mae llythyr mewn print bras neu Braille, ar gael ar gais drwy ffonio 0800 136 740 neu drwy anfon e-bost i [arolwgenedlaetholcymru@veriangroup.com](mailto:arolwgenedlaetholcymru@veriangroup.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 cynghorau lleol, Llywodraeth Cymru a GIG Cymru i wneud penderfyniadau. Mae'r astudiaeth hon yn cael ei chynnal ar ran Llywodraeth Cymru gan Verian 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/arolwgymru](http://www.llyw.cymru/arolwgymru) neu sganiwch:

A rhowch y cod mynediad hwn:

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

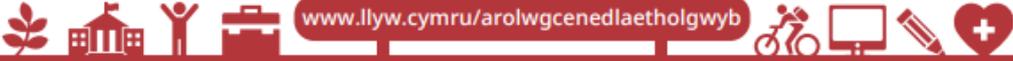
Mae croeso hefyd i chi gysylltu â ni gydag unrhyw gwestiynau ynglŷn â'r arolwg **0800 136 740**.

Neu anfon e-bost [arolwgenedlaetholcymru@veriangroup.com](mailto:arolwgenedlaetholcymru@veriangroup.com)

Edrychwn ymlaen at siarad â chi yn fuan.

*Sabrina Lynch*

**Sabrina Lynch**  
Tim Cyfweiliadau yn y Maes



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

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

3. Introduction Letter (Reminder 1) 24-25 / Issued February 2024 / Welsh v

## 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@veriangroup.com](mailto:nationalsurveywales@veriangroup.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 Verian 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@veriangroup.com](mailto:nationalsurveywales@veriangroup.com)

We look forward to speaking to you soon.

*Sabrina Lynch*

**Sabrina Lynch**  
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

d. Called today 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@veriangroup.com](mailto:arolwgcenedlaetholcymru@veriangroup.com)**

Cofion gorau,  
Enw'r cyfwelydd: \_\_\_\_\_  
Cyfwelydd Maes, Verian

**verian** 

**beaufortresearch**

6. Home Visit Card 24-25 / issued February 2024 / Welsh v

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

## Please get in touch...

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

Kind regards,

Interviewer name: \_\_\_\_\_

Field interviewer, Verian

**verian** 

**beaufortresearch**

## e. Helpline leaflet

**Diolch i chi 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, cynghorau lleol a GIG Cymru i wellhreu 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 ffônio **0800 136 740**

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

**Gwybodaeth a chymorth**

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

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

**Iechyd 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 Ariannol**  
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**  
Llinell gymorth ac arweiniad ynglŷn â chymorth os ydych wedi colli'ch swydd.  
0800 028 4844  
[www.cymrugweithio.llyw.cymru](http://www.cymrugweithio.llyw.cymru)

**Cymorth arall**

**Age Cymru**  
Cymorth a chynghor i bobl hŷn.  
0300 303 4498  
[www.ageuk.org.uk/cymru](http://www.ageuk.org.uk/cymru)

**Byw Heb Ofn**  
Cymorth i ddiolddewyr 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 chynghor am ddim ar broblemau gamblu.  
0808 802 133  
[www.gamcare.org.uk](http://www.gamcare.org.uk)

**Shelter Cymru**  
Cyngor ar dda a digartrefedd.  
08000 495 495  
[www.sheltercymru.org.uk/cy/](http://www.sheltercymru.org.uk/cy/)

**Cyfoeth Naturiol Cymru - Llifogydd**  
Gwybodaeth am beryglon llifogydd a rhybuddion.  
Llinell llifogydd: 0345 988 1188  
[www.cyfoethnaturiol.cymru/llifogydd](http://www.cyfoethnaturiol.cymru/llifogydd)

**Argaeledd bwyd a thlodi bwyd**  
Os ydych mewn angen cysylltwch â'ch meddyg teulu, gwasanaethau cymdeithasol eich awdurdod lleol neu Ganolfan Byd Gwaith a all eich atgyfeirio at fanc bwyd lleol. Gallwch hefyd ffônio Cyngor ar Bopeth ar **0800 702 2020**.

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

**Information and support**

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

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

**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.  
0800 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)

**Shelter Cymru**  
Advice on housing and homelessness.  
08000 495 495  
[www.sheltercymru.org.uk/](http://www.sheltercymru.org.uk/)

**Natural Resources Wales Flooding**  
Information on flood risks and warnings.  
Floodline: 0345 988 1188  
[www.naturalresources.wales/flooding](http://www.naturalresources.wales/flooding)

**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**.

f. Appointment card



## Apwyntiad arolwg

Eich apwyntiad:

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

Lleoliad y cyfweiliad [dilëer 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.



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

7. Appointment Card 24-25 / issued February 2024 / Welsh V/B



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 24-25 / issued February 2024

V/B

## g. Reminder letter (2)

# 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

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

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 **taieb 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 [arolwgenedlaetholcymru@veriangroup.com](mailto:arolwgenedlaetholcymru@veriangroup.com)

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,  
*Sabrina Lynch*

**Sabrina Lynch**  
Tîm Cyfweiliadau yn y Maes

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

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

4. Reminder Letter 2 24-25 / Issued February 2024 / Welsh

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

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

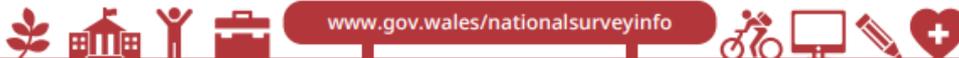
### Why you should take part:

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,

**Sabrina Lynch**  
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

## h. Conversion letter



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

Annwyl Breswlydd

Galwodd cyfwelydd o Verian 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 [arolwgcenedlaetholcymru@veriangroup.com](mailto:arolwgcenedlaetholcymru@veriangroup.com)

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

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



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

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

S. Conversion Letter 24-25 / Issued February 2024 / Welsh v

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

Dear Resident,

An interviewer from Verian 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:

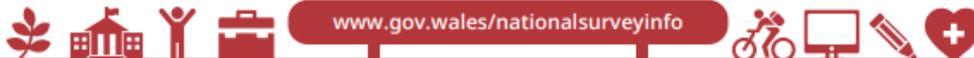
Your interviewer will call round again soon to answer any further questions you may have and to arrange a convenient time for you to take part.

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

i. Online reminder email and letter

Online Reminder Email

Cwestiynau ar-lein Arolwg Cenedlaethol Cymru / National Survey for Wales online questions



(ENGLISH BELOW)

Helo [Name],

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

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

I fewngofnodi, ewch i [www.llyw.cymru/arolwg-cenedlaetholarlein](http://www.llyw.cymru/arolwg-cenedlaetholarlein) a nodi eich cod mynediad: [UAC1] [UAC2].

I ddiolch i chi am orff en yr arolwg, byddwch yn cael taleb gwerth £15.

Os ydych chi'n cael problemau mewngofnodi ffoniwch ein linell gymorth, am ddim, ar [PM\_Help\_Tel\_CY].

Cofion gorau,

[Sign off Name]

[Sign off Title]

Ar ran Llywodraeth Cymru

[www.llyw.cymru/arolwg-cenedlaetholgyby](http://www.llyw.cymru/arolwg-cenedlaetholgyby)





Hi [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.

To log in, just go to [www.gov.wales/nationalsurveyonline](http://www.gov.wales/nationalsurveyonline) and enter your access code: [UAC1] [UAC2].

As a thank you for completing the telephone and online survey, you will receive a £15 voucher.

If you are having any problems logging in then please call our helpline free on [PM\_Help\_Tel\_EN].

Thank you again for your help with this important study.

Best wishes,

[Sign off Name]

[Sign off Title]

On behalf of Welsh Government

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



## 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,

*Sabrina Lynch*

**Sabrina Lynch**  
Tîm Cyfweiliadau yn y Maes

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

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

10. Online Reminder Letter 24-25 / issued February 2024 / Welsh v

## 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,

**Sabrina Lynch**  
Field Interviewing Team



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

Welsh Government, Cathays Park, Cardiff, CF10 3NQ

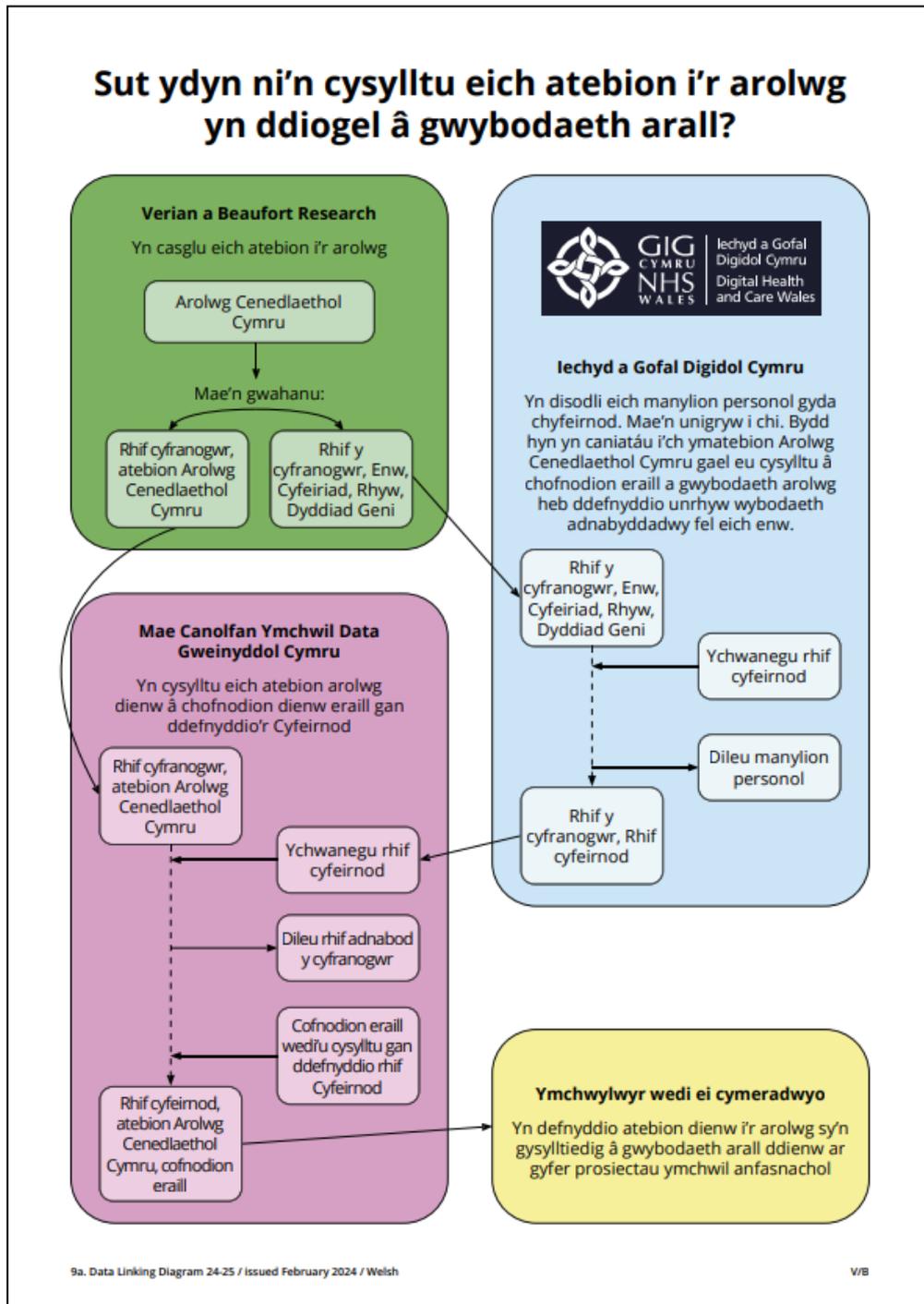
Happy to communicate in Welsh or English

10. Online Reminder Letter 24-25 / issued February 2024

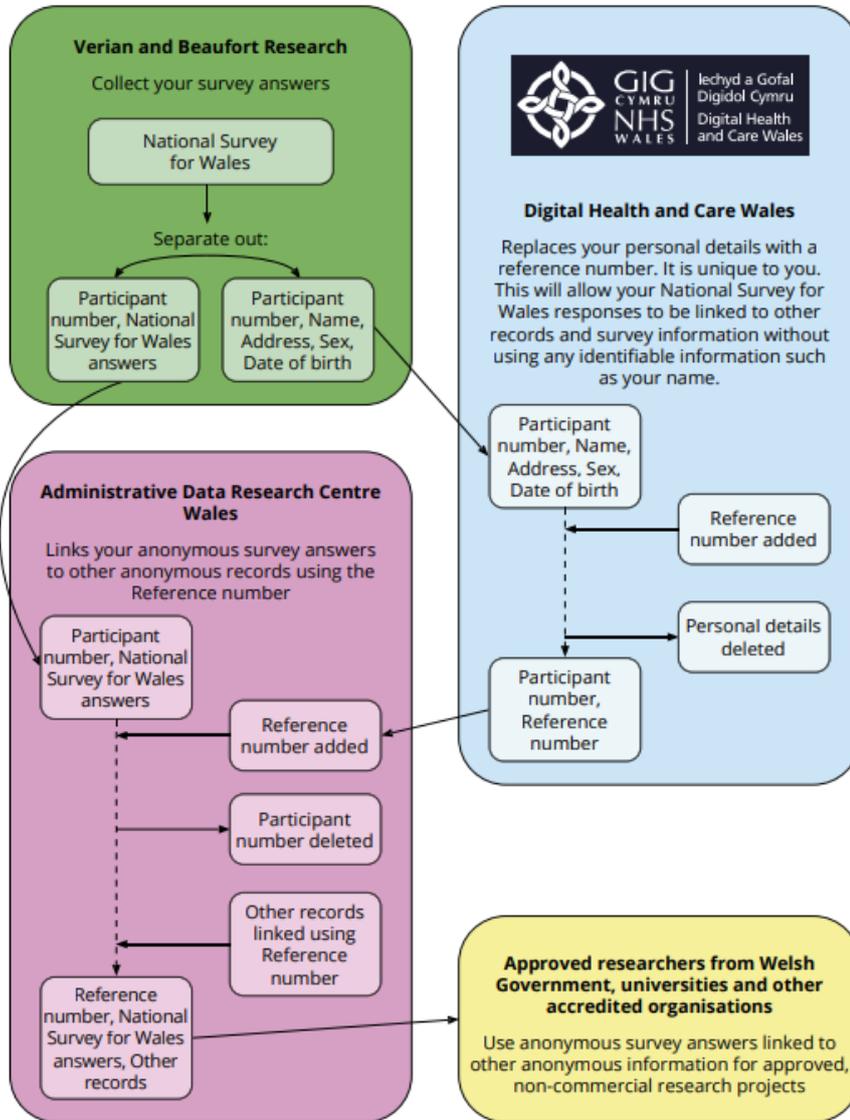
v

j. Data linking infographic and information

Data linking infographic



## 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/arolwgcenedlaetholgwbyb](http://www.llyw.cymru/arolwgcenedlaetholgwbyb)



# 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?

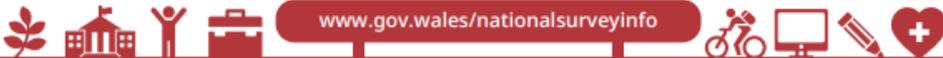
The data will be made available through the Administrative Data Research Centre Wales to approved researchers from the Welsh Government, universities or other accredited organisations for projects that have been approved by the Welsh Government. Only non-commercial research projects will be approved.

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.

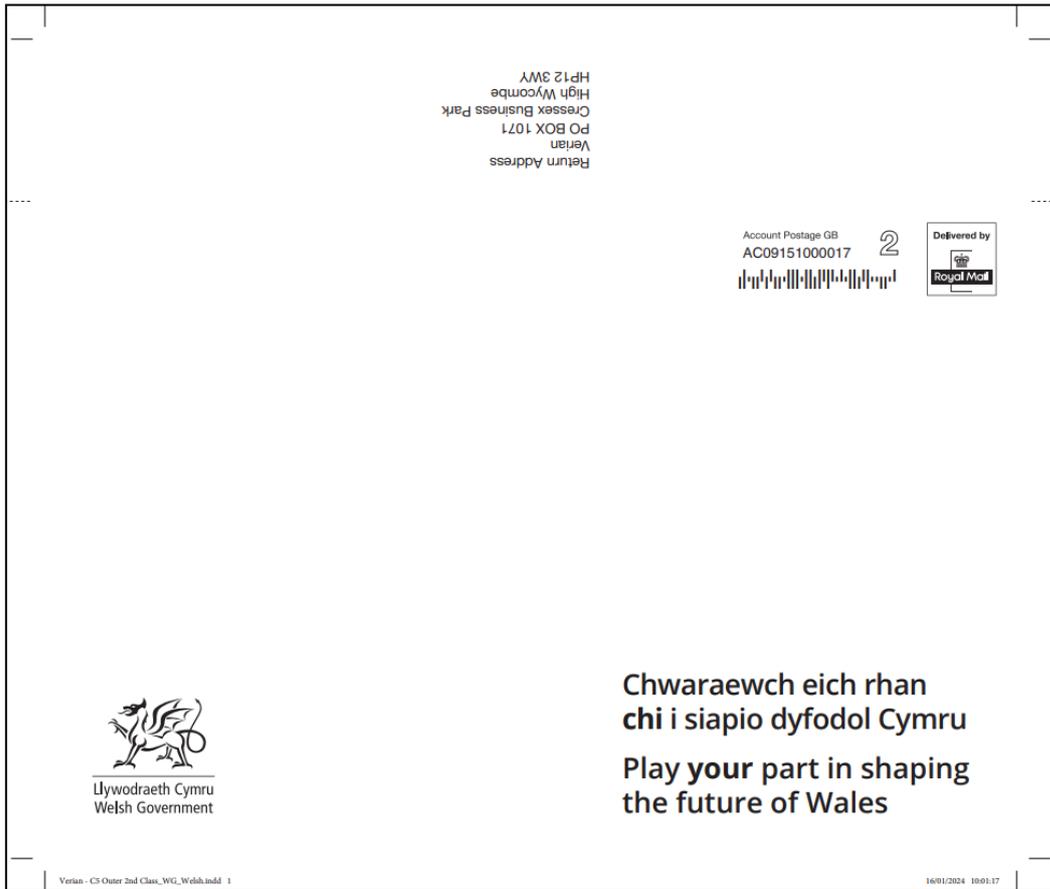
### Where can I get more information about this?

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)



k. Envelope



I. Interviewer introduction letter (Reminder 1 (with a named interviewer))

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



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

Counter  
WebNo

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

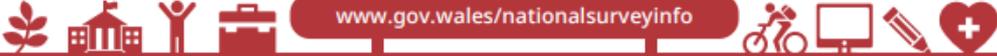
Or, please call the number below with your name and phone number and we'll get back to you to make an appointment.

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

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

I look forward to speaking to you soon.

**FI name**  
Field interviewer



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

Welsh Government, Cathays Park, Cardiff, CF10 3NQ

Happy to communicate in Welsh or English

3. Introduction Letter (Reminder 1) 24-25 / Issued June 2024 v2

m. Reminder letter (2) (with a named interviewer)

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



Llywodraeth Cymru  
Welsh Government

 Counter  
WebNo

The Resident(s)  
ff\_Address1  
ff\_Address2  
ff\_Address3  
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To request a letter in large print or Braille  
please phone 0800 008 3244  
or email [nationalsurveywales@veriangroup.com](mailto:nationalsurveywales@veriangroup.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@veriangroup.com](mailto:nationalsurveywales@veriangroup.com)

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

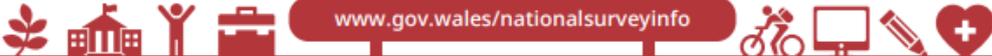
**Why you should take part:**

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.

I look forward to speaking to you soon.

**FI name**  
Field interviewer

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

Welsh Government, Cathays Park, Cardiff, CF10 3NQ  
Happy to communicate in Welsh or English

4. Reminder Letter 2 24-25 / Issued June 2024 v2 v

## D. Derived variables for 2024-25 final dataset

Derived Variable Name	Derived Variable Label
DvAgeGrp3	Derived variable - Age (3 groups)
DvAgeGrp5	Derived variable - Age (5 groups)
DvAgeGrp7	Derived variable - Age (7 groups)
DvAgeGrp80	Derived variable - Age (5 groups, with 80+)
DvWkinAge	Derived variable - Working Age
DvPenFlag	Derived variable - Pensionable age at time of interview
DvHhUnd5	Derived variable - Household contains children aged under 5
DvHhUnd16	Derived variable - Household contains children aged under 16
DvHhUnd19	Derived variable - Household contains children aged under 19
DvHh60OrOvr	Derived variable - Household contains adult aged 60 or over
DvHhType2	Derived variable - Household type (new groups)
DvNeet	Derived variable - Not in education, employment or training (NEET) status (aged 16-18)
DvNeet2	Derived variable - Not in education, employment or training (NEET) status (aged 16-25)
DvEthnicity	Derived variable - Ethnicity (in three groups)
DvReligion	Derived variable - Religion (grouped)
DvTenurGrp2	Derived variable - Tenure (grouped)
DvIntPersUse	Derived variable - Internet - Personal use of internet at home, work or anywhere else
DvWeLang1	Derived variable - Welsh language ability - Can speak, read and write Welsh
DvWeLang2	Derived variable - Welsh language ability - Can speak and read Welsh, but not write Welsh
DvWeLang3	Derived variable - Welsh language ability - Can speak Welsh, but can't read or write Welsh
DvWeLang4	Derived variable - Welsh language ability - Can understand spoken Welsh only
DvFGWelsh	Derived variable - People using Welsh Language in everyday life (FG indicator 36)
DvWelSpkHh	Derived variable - Household members speaking Welsh (aged 3 and over)
DvWkingHh	Derived variable - Household members of working age in paid work, either full-time or part-time
DvEcoStat3	Derived variable - Household members speaking Welsh (aged 3 and over)
DvHours	Derived variable - Hours worked in main job
DvHiQual2	Derived variable - Highest educational qualification
DvFGLocServ	Derived variable - Satisfied with ability to get to services and facilities (FG indicator)
DvFGComm	Derived variable - Have a sense of community (belonging; different backgrounds get on, treat with respect)
DvFGSafe	Derived variable - People feeling safe (at home, walking in the local area, and travelling)
DvAdBdLnMD	Derived variable - Respondent routed to additional adult (non-pensioner) material deprivation questions
DvAdMatDep	Derived variable - Non-pensioner adults in material deprivation
AdDepFlag	Included in the Adult deprivation sub-sample

DvPnBdLnMD	Derived variable - Respondent routed to additional pensioner material deprivation questions
DvPnMatDep	Derived variable - Non-pensioner adults in material deprivation
PenDepFlag	Included in the Pensioner deprivation sub-sample
DvMatDep	Derived variable - Material deprivation (adults and pensioners combined)
DvFinBilCred	Derived variable - Keeping up with bills
DvAtPsModeTravCL	Derived variable - usual mode of travel to primary school - Car or lift
DvAtPsModeTravBus	Derived variable - usual mode of travel to primary school - Bus
DvAtPsModeTravWlk	Derived variable - usual mode of travel to primary school - Walking
DvAtSsModeTravCL	Derived variable - usual mode of travel to secondary school - Car or lift
DvAtSsModeTravBus	Derived variable - usual mode of travel to secondary school - Bus
DvAtSsModeTravWlk	Derived variable - usual mode of travel to secondary school - Walking
DvFormalChildcare	Derived variable - Used formal childcare
DvAtWikBke10	Derived variable - Walks (10mins+) or cycles at least once a week as means of transport
DvArts	Derived variable - People attending or participating in arts, culture or heritage activities
DvArtsAttEv	Derived variable - Attended an arts events in past 12 months
DvArtsFreq	Derived variable - How often attended arts event, in own time or to volunteer, in past 12 months
DvArtsPart	Derived variable - Participated in an arts events in past 12 months
DvArtsPartFreq	Derived variable - How often participated in an arts event, in own time or to volunteer, in past 12 months
DvUrbRur	Derived variable - Urban/rural classification
DvUrbRurCom	Derived variable - Urban/rural classification - combined
DvBUA	Derived variable - Built-up areas
DvLACd	Derived variable - Local authority - geography code
DvLA	Derived variable - Local authority
DvPolReg	Derived variable - Police region
DvFireReg	Derived variable - Fire & Rescue Service region
DvEconDevReg	Derived variable - Economic Development regions
DvRegions	Derived variable - Welsh regions (ACW and Sport Wales)
DvRegions2	Derived variable - Regions of Wales (for Welsh language use analysis)
DvAsEcArea	Derived variable - Assembly Economic Fora Area
DvPSFoot	Derived variable - Public services footprint
DvLSOA2011	Derived variable - Lower super output area (based on 2011 Census)
DvLSOA2021	Derived variable - Lower super output area (based on 2021 Census)
DvMSOA2021	Derived variable - Middle super output area (based on 2021 Census)
DvUSOA2021	Derived variable - Upper super output area (based on 2021 Census)
DvLHB	Derived variable - Local health board (before April 2019)
DvLHBCd	Derived variable - Local health board - geography code
DvLHB2019	Derived variable - Local health board (2019 definition)
DvLHBCd2019	Derived variable - Local health board (2019 definition) - geography code
DvWIMDOvr5	Derived variable – Welsh Index of Multiple Deprivation – overall score (in quintiles)

DvWIMDInc5	Derived variable – Welsh Index of Multiple Deprivation – income score (in quintiles)
DvWIMDEmp5	Derived variable – Welsh Index of Multiple Deprivation – employment score (in quintiles)
DvWIMDHlth5	Derived variable – Welsh Index of Multiple Deprivation – health score (in quintiles)
DvWIMDEdu5	Derived variable – Welsh Index of Multiple Deprivation – education score (in quintiles)
DvWIMDHse5	Derived variable – Welsh Index of Multiple Deprivation – housing score (in quintiles)
DvWIMDEnv5	Derived variable – Welsh Index of Multiple Deprivation – physical environment score (in quintiles)
DvWIMDServ5	Derived variable – Welsh Index of Multiple Deprivation – access to services score (in quintiles)
DvWIMDSafe5	Derived variable – Welsh Index of Multiple Deprivation – community safety score (in quintiles)
DvLLTI	Derived variable - Has a limiting long-standing illness, disability or infirmity
DvWbSatlifeGrp4	Derived variable - Overall satisfaction with life (grouped)
DvWbLifeWrthGrp4	Derived variable - Overall extent of feeling that the things done in life are worthwhile (grouped)
DvWbHapYestGrp4	Derived variable - Overall happiness yesterday (grouped)
DvWbAnxYestGrp4	Derived variable - Overall anxiety yesterday (grouped)
Dvgenhealth3	Derived variable - General health (3 groups)
Dvgoodhealth	Derived variable - Good general health
Dvfairbadhealth	Derived variable - Fair or bad health
Dvhtcm	Derived variable - Height : in cm - computed from feet/inches if necessary
Dvwtkg	Derived variable - Weight : in kg - computed from stones/pounds if necessary
Dvbmi	Derived variable - Body Mass Index
Dvbmi2	Derived variable - Body Mass Index (excl pregnant women)
Dvbmilev2	Derived variable - Body Mass Index classification (excl pregnant women)
Dvbmimorb2	Derived variable - Body Mass Index classification (excl pregnant women) (incl. 40+)
Dvbmihealthy2	Derived variable - Body Mass Index classification (excl pregnant women) (healthy BMI) [SamplePopHlthWeight]
Dvbmiowob2	Derived variable - BMI Overweight or obese (excl pregnant women)
Dvbmiobese2	Derived variable - BMI Obese (excl pregnant women)
Dvsmokec	Derived variable - Currently smoke either daily or occasionally
Dvsmokstat	Derived variable - Smoking status
Dvecigevbi	Derived variable - E-cigarette ever used - binary
Dvecignbi	Derived variable - E-cigarette used now - binary
DvCvnondrink	Derived variable - Non drinker in the last 12 months (not even occasional)
DvCvDnFreq0	Derived variable - Drinking frequency (incl. non-drinkers)
DvCvalcusgrp	Derived variable - Usual weekly consumption groups
DvCvalcusgrp2	Derived variable - Average weekly alcohol consumption extra groups incl non-drinkers
DvCvalcusgrp3	Derived variable - Average weekly alcohol consumption extra groups excl non-drinkers

DvCvalcushazbi	Derived variable - Average weekly alcohol consumption hazardous not harmful (>14 up to 50(m) / 35(f) units)
DvCvalcusharmbi	Derived variable - Average weekly alcohol consumption harmful (>50(m) / 35(f) units)
DvCvalcushazbidr	Derived variable - Average weekly alcohol consumption hazardous not harmful excl non-drinkers (>14 up to 50(m) / 35(f) units)
DvCvalcusharmbidr	Derived variable - Average weekly alcohol consumption harmful excl non-drinkers (>50(m) / 35(f) units)
DvCvalcushibi	Derived variable - Average weekly alcohol consumption above guidelines
DvCvunitswk0	Derived variable - Usual number of weekly units
DvCvunitswk0dr	Derived variable - Usual number of weekly units - drinkers only
DvCvunitsyr0dr	Derived variable - Usual number of annual units - drinkers only
Dvlimany	Derived variable - Limited at all by longstanding illness
Dvlimlot	Derived variable - Limited a lot by longstanding illness
Dvlimnum	Derived variable - Number of limiting illnesses
Dvlimnumgrp	Derived variable - Number of limiting illnesses (grouped)
Dvlsill	Derived variable - Any longstanding illness
Dvlsillnum	Derived variable - Number of longstanding illnesses
Dvlsillnumgrp	Derived variable - Number of longstanding illnesses (grouped)
Dvillness0	Derived variable - Individual has No longstanding illness
Dvillness1	Derived variable - Individual has Cancer (neoplasm) including lumps, masses, tumours and growths and benign (non-malignant) lumps and cysts
Dvillness2	Derived variable - Individual has Diabetes incl. Hyperglycaemia
Dvillness3	Derived variable - Individual has Other endocrine - metabolic
Dvillness4	Derived variable - Individual has Mental illness - anxiety - depression - nerves (nes)
Dvillness5	Derived variable - Individual has learning disability
Dvillness6	Derived variable - Individual has Epilepsy - fits - convulsions
Dvillness7	Derived variable - Individual has Migraine - headaches
Dvillness8	Derived variable - Individual has Other problems of nervous system
Dvillness9	Derived variable - Individual has Cataract - poor eye sight - blindness
Dvillness10	Derived variable - Individual has Other eye complaints
Dvillness11	Derived variable - Individual has Poor hearing - deafness
Dvillness12	Derived variable - Individual has Tinnitus - noises in the ear
Dvillness13	Derived variable - Individual has Meniere's disease - ear complaints causing balance problems
Dvillness14	Derived variable - Individual has Other ear complaints
Dvillness15	Derived variable - Individual has Stroke - cerebral haemorrhage - cerebral thrombosis
Dvillness16	Derived variable - Individual has Heart attack - angina
Dvillness17	Derived variable - Individual has Hypertension - high blood pressure - blood pressure (nes)
Dvillness18	Derived variable - Individual has Other heart problems
Dvillness19	Derived variable - Individual has Piles - haemorrhoids incl. Varicose Veins in anus
Dvillness20	Derived variable - Individual has Varicose veins - phlebitis in lower extremities
Dvillness21	Derived variable - Individual has Other blood vessels - embolic
Dvillness22	Derived variable - Individual has Bronchitis - emphysema

Dvillness23	Derived variable - Individual has Asthma
Dvillness24	Derived variable - Individual has Hayfever
Dvillness25	Derived variable - Individual has Other respiratory complaints
Dvillness26	Derived variable - Individual has Stomach ulcer - ulcer (nes) - abdominal hernia - rupture
Dvillness27	Derived variable - Individual has Other digestive complaints (stomach, liver, pancreas, bile ducts, small intestine - duodenum, jejunum and ileum)
Dvillness28	Derived variable - Individual has Complaints of bowel - colon (large intestine, caecum, bowel, colon, rectum)
Dvillness29	Derived variable - Individual has Complaints of teeth - mouth - tongue
Dvillness30	Derived variable - Individual has Kidney complaints
Dvillness31	Derived variable - Individual has Urinary tract infection
Dvillness32	Derived variable - Individual has Other bladder problems - incontinence
Dvillness33	Derived variable - Individual has Reproductive system disorders
Dvillness34	Derived variable - Individual has Arthritis - rheumatism - fibrositis
Dvillness35	Derived variable - Individual has Back problems - slipped disc - spine - neck
Dvillness36	Derived variable - Individual has Other problems of bones - joints - muscles
Dvillness37	Derived variable - Individual has Infectious and parasitic disease
Dvillness38	Derived variable - Individual has Disorders of blood and blood forming organs
Dvillness39	Derived variable - Individual has Skin complaints
Dvillness40	Derived variable - Individual has Other complaints
Dvillness41	Derived variable - Individual has Unclassifiable
Dvillchap1	Derived variable - Individual has Neoplasms and benign growths
Dvillchap2	Derived variable - Individual has Endocrine and metabolic diseases
Dvillchap3	Derived variable - Individual has Mental disorders
Dvillchap4	Derived variable - Individual has Nervous system illness
Dvillchap5	Derived variable - Individual has Eye complaints
Dvillchap6	Derived variable - Individual has Ear complaints
Dvillchap7	Derived variable - Individual has Heart and circulatory illness
Dvillchap8	Derived variable - Individual has Respiratory system illness
Dvillchap9	Derived variable - Individual has Digestive system illness
Dvillchap10	Derived variable - Individual has Genito-urinary system illness
Dvillchap11	Derived variable - Individual has Musculoskeletal illness
Dvillchap12	Derived variable - Individual has Infectious diseases
Dvillchap13	Derived variable - Individual has Blood and related organs illness
Dvillchap14	Derived variable - Individual has Skin complaints
Dvillchap15	Derived variable - Individual has Other illness
Dvillchap16	Derived variable - Individual has Unclassifiable
Dvlimill1	Derived variable - Cancer (neoplasm) including benign (non-malignant) lumps and cysts limits individual
Dvlimill2	Derived variable - Diabetes incl. hyperglycaemia limits individual
Dvlimill3	Derived variable - Other endocrine/metabolic complaint limits individual
Dvlimill4	Derived variable - Mental illness/anxiety/depression/nerves limits individual

Dvlimill5	Derived variable - Learning disability limits individual
Dvlimill6	Derived variable - Epilepsy/fits/convulsions limits individual
Dvlimill7	Derived variable - Migraine/headaches limits individual
Dvlimill8	Derived variable - Other problems of nervous system limit individual
Dvlimill9	Derived variable - Cataract/poor eye sight/blindness limits individual
Dvlimill10	Derived variable - Other eye complaints limit individual
Dvlimill11	Derived variable - Poor hearing/deafness limits individual
Dvlimill12	Derived variable - Tinnitus/noises in the ear limits individual
Dvlimill13	Derived variable - Meniere's disease/ear complaints causing balance problems limits individual
Dvlimill14	Derived variable - Other ear complaints limits individual
Dvlimill15	Derived variable - Stroke/cerebral haemorrhage/cerebral thrombosis limits individual
Dvlimill16	Derived variable - Heart attack/angina limits individual
Dvlimill17	Derived variable - Hypertension/high blood pressure/blood pressure limits individual
Dvlimill18	Derived variable - Other heart problems limits individual
Dvlimill19	Derived variable - Piles/haemorrhoids limits individual
Dvlimill20	Derived variable - Varicose veins/phlebitis in lower extremities limits individual
Dvlimill21	Derived variable - Other blood vessels/embolic limits individual
Dvlimill22	Derived variable - Bronchitis/emphysema limits individual
Dvlimill23	Derived variable - Asthma limits individual
Dvlimill24	Derived variable - Hayfever limits individual
Dvlimill25	Derived variable - Other respiratory complaints limits individual
Dvlimill26	Derived variable - Stomach ulcer/ulcer/abdominal hernia/rupture limits individual
Dvlimill27	Derived variable - Other digestive complaints (stomach, liver, pancreas etc.) limits individual
Dvlimill28	Derived variable - Complaints of bowel/colon/rectum limits individual
Dvlimill29	Derived variable - Complaints of teeth/mouth/tongue limits individual
Dvlimill30	Derived variable - Kidney complaints limits individual
Dvlimill31	Derived variable - Urinary tract infection limits individual
Dvlimill32	Derived variable - Other bladder problems/incontinence limits individual
Dvlimill33	Derived variable - Reproductive system disorders limits individual
Dvlimill34	Derived variable - Arthritis/rheumatism/fibrositis limits individual
Dvlimill35	Derived variable - Back problems/slipped disc/spine/neck limits individual
Dvlimill36	Derived variable - Other problems of bones/joints/muscles limits individual
Dvlimill37	Derived variable - Infectious and parasitic disease limits individual
Dvlimill38	Derived variable - Disorders of blood and blood forming organs limits individual
Dvlimill39	Derived variable - Skin complaints limits individual
Dvlimill40	Derived variable - Other complaint limits individual
Dvlimill41	Derived variable - Unclassifiable complaint limits individual
Dvlimillchap1	Derived variable - Neoplasms and benign growths (1) limit individual
Dvlimillchap2	Derived variable - Endocrine and metabolic diseases (2-3) limit individual
Dvlimillchap3	Derived variable - Mental disorders (4-5) limit individual

Dvlimillchap4	Derived variable - Nervous system complaints (6-8) limit individual
Dvlimillchap5	Derived variable - Eye complaints (9-10) limit individual
Dvlimillchap6	Derived variable - Ear complaints (11-14) limit individual
Dvlimillchap7	Derived variable - Heart and circulatory complaints (15-21) limit individual
Dvlimillchap8	Derived variable - Respiratory system complaints (22-25) limit individual
Dvlimillchap9	Derived variable - Digestive system complaints (26-29) limit individual
Dvlimillchap10	Derived variable - Genito-urinary system complaints (30-33) limit individual
Dvlimillchap11	Derived variable - Musculoskeletal complaints (34-36) limit individual
Dvlimillchap12	Derived variable - Infectious diseases (37) limit individual
Dvlimillchap13	Derived variable - Blood and related organs complaints (38) limit individual
Dvlimillchap14	Derived variable - Skin complaints (39) limit individual
Dvlimillchap15	Derived variable - Other complaint limits individual
Dvlimillchap16	Derived variable - Unclassifiable complaint limits individual
DvCvfrtpor2	Derived variable - Total portion of fruit
DvCvvegp2	Derived variable - Total portion of vegetables (incl.salad)
DvCvporfv2	Derived variable - Total portion of fruit and veg
DvCvfv5aday2	Derived variable - No of portions of fruit and vegetables eaten yesterday
DvCvfv52	Derived variable - Eaten 5+ fruit or veg the previous day - binary
Dvwalkweek	Derived variable - Any walking in the last 7 days - binary
Dvwalkmv	Derived variable - Walking qualifying as moderate activity
Dvwalkmw	Derived variable - Total minutes walking per week
Dvwalkmvmw	Derived variable - Minutes walking per week qualifying as moderate activity
Dvwalkmvdav	Derived variable - Walking as moderate activity in last 7 days, number of days
Dvwalkday	Derived variable - Walk in last 7 days - number of days (scale)
Dvmodexweek	Derived variable - Any moderate activity in last 7 days - binary
Dvmodexday	Derived variable - Moderate activity in last 7 days - number of days
Dvmodexmw	Derived variable - Total minutes moderate activity per week
Dvvigexweek	Derived variable - Any vigorous activity in last 7 days - binary
Dvvigmvmw	Derived variable - Total minutes vigorous activity per week *2 to give moderate intensity minutes
Dvvigexday	Derived variable - Vigorous activity in the last 7 days - number of days
Dvvigexmw	Derived variable - Total minutes vigorous activity per week
Dvmvpagr2	Derived variable - MVPA minutes per week - 3 groups
Dvmvpamw	Derived variable - MVPA minutes per week
Dvmvpa150	Derived variable - MVPA meets guidelines 150 minutes weekly
Dvmvinact	Derived variable - MVPA inactive <30 minutes weekly
Dvmvdays	Derived variable - Number of at least moderately active days per week
Dvmonx	Derived variable - Moderate or vigorous activity on Monday
Dvtuex	Derived variable - Moderate or vigorous activity on Tuesday
Dvwedx	Derived variable - Moderate or vigorous activity on Wednesday
Dvthux	Derived variable - Moderate or vigorous activity on Thursday

Dvfrix	Derived variable - Moderate or vigorous activity on Friday
Dvsatx	Derived variable - Moderate or vigorous activity on Saturday
Dvsunx	Derived variable - Moderate or vigorous activity on Sunday
DvFGHealth4	Derived variable - People with 4 or 5 healthy lifestyle behaviours (not smoking, healthy weight, eat 5 fruit or veg, not drinking above guidelines, active). (FG indicator)
DvFGHealthyB	Derived variable - Number of healthy lifestyle behaviours (not smoking, healthy weight, eat 5 fruit or veg, not drinking above guidelines, active)
DvFGHealth1	Derived variable - People with fewer than 2 healthy lifestyle behaviours (not smoking, healthy weight, eat 5 fruit or veg, not drinking above guidelines, active).
DvFGHealth2	Derived variable - People with 2 or more healthy lifestyle behaviours (not smoking, healthy weight, eat 5 fruit or veg, not drinking above guidelines, active). (FG indicator)
DvFGSport	Derived variable - Participation in sporting activities three or more times a week (FG indicator)
DvFrqPrtSport4	Derived variable - Frequency of participation in sport (average per week)
DvFrqPrtFitness4	Derived variable - Frequency of participation in any fitness activity (average per week)
DvFrqPrtSportGam4	Derived variable - Frequency of participation in any sport or game (average per week)
DvFrqPrtOutPurs4	Derived variable - Frequency of participation in any outdoor pursuit (average per week)
DvPrtAny	Derived variable - Participating in any activity
DvPrtExclWik	Derived variable - Participating in any activity excluding walking
DvPrtAnyFitness	Derived variable - Participating in any fitness activity
DvPrtAnySportGam	Derived variable - Participating in any sport or game
DvPrtAnyOutPurs	Derived variable - Participating in any outdoor pursuit
DvPrtGymTramp	Derived variable - Participation - Gymnastics and/or trampolining
DvPrtBowls	Derived variable - Participation - Indoor and/or outdoor bowls
DvPrtSkiSnowbd	Derived variable - Participation - Skiing and/or snowboarding
DvPrtCanKayak	Derived variable - Participation - Canoeing and/or kayaking
DvPrtAthRunJog	Derived variable - Participation - Athletics and/or running/jogging
DvLDAny	Derived variable - Latent demand for any activity
DvLDExclWik	Derived variable - Latent demand for any activity excluding walking
DvLDAnyFitness	Derived variable - Latent demand for any fitness activity
DvLDAnySportGam	Derived variable - Latent demand for any sport or game
DvLDAnyOutPurs	Derived variable - Latent demand for any outdoor pursuit
DvLDFitnessFit	Derived variable - Latent demand - Fitness - Fitness classes
DvLDFitnessGym	Derived variable - Latent demand - Fitness - Gym activities, Fitness classes, home workouts
DvLDFitnessDan	Derived variable - Latent demand - Fitness - Dance classes
DvLDFitnessCyc	Derived variable - Latent demand - Fitness - Cycling
DvLDFitnessSwim	Derived variable - Latent demand - Fitness - Swimming or diving
DvLDFitnessWalk	Derived variable - Latent demand - Fitness - Walking over 2 miles
DvLDFitnessJogRun	Derived variable - Latent demand - Fitness - Jogging or running
DvLDSportGamTeam	Derived variable - Latent demand - Sports and games - Team sports
DvLDSportGamRacket	Derived variable - Latent demand - Sports and games - Racket sports

DvLDSportGamIndoor	Derived variable - Latent demand - Sports and games - Indoor games
DvLDSportGamBowl	Derived variable - Latent demand - Sports and games - Bowling or bowls
DvLDSportGamMartial	Derived variable - Latent demand - Sports and games - Combat sports or martial arts
DvLDSportGamGolf	Derived variable - Latent demand - Sports and games - Golf
DvLDSportGamShtArch	Derived variable - Latent demand - Sports and games - Shooting or archery
DvLDSportGamAthl	Derived variable - Latent demand - Sports and games - Athletics
DvLDSportGamMult	Derived variable - Latent demand - Sports and games - Multisport
DvLDOOutPurMount	Derived variable - Latent demand - Outdoor pursuits - Mountain sports
DvLDOOutPurMotor	Derived variable - Latent demand - Outdoor pursuits - Motorsport
DvLDOOutPurFishAng	Derived variable - Latent demand - Outdoor pursuits - Fishing or angling
DvLDOOutPurHorse	Derived variable - Latent demand - Outdoor pursuits - Horse riding
DvLDOOutPurWater	Derived variable - Latent demand - Outdoor pursuits - Watersport
DvLDGymTramp	Derived variable - Latent demand - Gymnastics and/or trampolining
DvLDBowls	Derived variable - Latent demand - Indoor and/or outdoor bowls
DvLDSkiSnowbd	Derived variable - Latent demand - Skiing and/or snowboarding
DvLDCanKayak	Derived variable - Latent demand - Canoeing and/or kayaking
DvLDAthRunJog	Derived variable - Latent demand - Athletics and/or running/jogging
DvLDSkateSkatebd	Derived variable - Participation - Skating and/or skateboarding
DvHlthOverSatGrp	Health Services - Overall satisfaction with the state of health services in Wales (Grouped)
DvEdOverSatGrp	Education - Overall satisfaction with the state of education in Wales (Grouped)
DvWgOverSatGrp	Welsh Government - Overall satisfaction with way Welsh Government is doing its job (Grouped)
DvWEMWBS	Warwick-Edinburgh Mental Well-being Scale - total score
DvWEMWBSGrp	Derived variable - Warwick-Edinburgh Mental Well-being Scale - Grouped
DvFGVol	Derived variable - People who volunteer (formally or informally)
DvEQMob	Derived variable-Health description today - mobility
DvEQSelfC	Derived variable-Health description today - self-care
DvEQActiV	Derived variable- Health description today - usual activities
DvEQPain	Derived variable-Health description today - pain
DvEQAnx	Derived variable -Health description today - anxiety
DvEQHealth	Derived variable - Health description today - health
DvEQIndex	Derived variable EQIndex

## E. Weights produced for 2024-25 final dataset

Respondent data file:

<b>Derived Variable Name</b>	<b>Derived Variable Label</b>
WalesAdultWeight	Weight to represent all adults (16+) in Wales
SampleAdultWeight	Weight to represent all adults (16+) in Wales - weighted base matches un-weighted base
WalesHhWeight	Weight to represent all households in Wales
SampleHhWeight	Weight to make sample reflect the characteristics of all households in Wales

All people data file:

<b>Derived Variable Name</b>	<b>Derived Variable Label</b>
WalesPopulationWeight	Population weight: Scales up the sample to represent the population of individuals (all ages) in Wales (approximately 3.1 million)
SamplePopulationWeight	Sample population weight: Scales up the sample to represent the population of individuals (all ages) in Wales
WalesHhWeight	Weight to represent all households in Wales
SampleHhWeight	Weight to make sample reflect the characteristics of all households in Wales

## F. Admin variables for the 2024-25 final dataset

Respondent and All Person data files:

<b>Admin Variable Name</b>	<b>Derived Variable Label</b>
AddNo	Respondent identification number
Year	Sample issue year
Month	Sample issue month
F2F	Flag for if address was eligible for face-to-face visit
Mode_T	Mode for the interviewer lead section, either CATI or CAPI
Mode_O	Mode for the "online" section, either CAWI or CATI if interviewer aided
AdDepFlag	Flag for if respondent was included in the Adult deprivation sub-sample
PenDepFlag	Flag for if respondent was included in the Pensioner deprivation sub-sample
AddNo	Respondent identification number
Year	Sample issue year
Month	Sample issue month
F2F	Flag for if address was eligible for face-to-face visit
Mode_T	Mode for the interviewer-led section, either CATI or CAPI
Mode_O	Mode for the "online" section, either CAWI or CATI if interviewer aided
AdDepFlag	Flag for if respondent was included in the Adult deprivation sub-sample
PenDepFlag	Flag for if respondent was included in the Pensioner deprivation sub-sample

Recontact data file:

<b>Admin Variable Name</b>	<b>Derived Variable Label</b>
AddNo	Respondent identification number
Recontact	Flag based on Recontact2 and Recontact3 questions in the questionnaire
Recontact2	Question from the questionnaire

Recontact3	Question from the questionnaire
FirstName	Recorded name of respondent from FullName
Surname	Recorded name of respondent from FullName
FullName	Recorded name of respondent from FullName
Address1	Address of respondent
Address2	Address of respondent
Address3	Address of respondent
Address4	Address of respondent
Address5	Address of respondent
Postcode	Address of respondent
PHSTD	Telephone number of respondent
PHNUM	Telephone number of respondent
EMAILV	Email of respondent

Sample data files:

<b>Admin Variable Name</b>	<b>Derived Variable Label</b>
AddNo	Respondent identification number
Area	Sample area classification
MainReserve	Flag for if sample was main or reserve
Fstname	Recorded name of respondent from FullName
Fullname	Recorded name of respondent from FullName
Addr1	Recorded name of respondent from FullName
Addr2	Address of respondent
Addr3	Address of respondent
Addr4	Address of respondent
Addr5	Address of respondent
Postcode	Address of respondent
Year	Sample issue year
Month	Sample issue month
CatiContactDate1	Logged date of telephone contact attempt

...	Logged date of telephone contact attempt
CatiContactDate50	Logged date of telephone contact attempt
CatiContactTime1	Logged time of telephone contact attempt
...	Logged time of telephone contact attempt
CatiContactTime50	Logged time of telephone contact attempt
CapiContactDate1	Logged date of face-to-face contact attempt
...	Logged date of face-to-face contact attempt
CapiContactDate30	Logged date of face-to-face contact attempt
CapiContactTime1	Logged time of face-to-face contact attempt
...	Logged time of face-to-face contact attempt
CapiContactTime30	Logged time of face-to-face contact attempt
LangInt	Questionnaire question
LangIntOT	Questionnaire question
Intnum	Logged interviewer number (pseudo anonymised)
Hout	Logged final outcome
NumAdult	Basedon HouseCompAdul in questionnaire
F2F	Flag for if address was eligible for face-to-face visit
ProdCase	Flag for if respondent interview was deliverable (complete or usable partial)
NumObt	Flag for source of phone number used for telephone survey
Count_CATI	Logged number of telephone call attempts
Count_CAPI	Logged number of face-to-face visit attempts
Sum_ContactMade_CATI	Logged number of telephone call attempts that resulted in contact with respondent
Sum_ContactMade_CAPI	Logged number of face-to-face visit attempts that resulted in contact with respondent

## G. Outcome codes

At the end of fieldwork each address was given a final outcome. Often final outcomes matched the outcome of the final contact, for example for a completed case.

However, 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.

The response rate is calculated as: Interviews achieved / (All addresses issued– ineligible addresses). This provides the fraction of eligible addresses at which an interview was successfully achieved.

**Table G1** summarises the different outcome codes for 'ineligible' and 'non-contact' by mode:

Status	Outcome code	Mode
Ineligible	<ul style="list-style-type: none"> <li>• Fax</li> <li>• Unobtainable</li> <li>• Screened</li> <li>• Dead number</li> <li>• Disconnected number</li> <li>• Wrong number type (business)</li> <li>• Telephone number did not match the address</li> </ul>	Telephone
Ineligible	<ul style="list-style-type: none"> <li>• Address not yet built/under construction</li> <li>• Derelict/demolished</li> <li>• Vacant/empty housing unit</li> <li>• Non-residential address</li> <li>• Communal establishment/institution</li> <li>• Not the main address</li> <li>• Inaccessible</li> <li>• Interviewer unable to locate the address</li> <li>• Unknown whether the address is residential due to non-contact or other reasons</li> </ul>	Face-to-face
Non-contact	<ul style="list-style-type: none"> <li>• Busy</li> <li>• No reply</li> <li>• General call back (not arranged with respondent)</li> </ul>	Telephone
Non-contact	<ul style="list-style-type: none"> <li>• No contact with anyone at the address (no selection done)</li> <li>• No contact with selected respondent</li> <li>• Parental permission required – no contact with parent</li> </ul>	Face-to-face

	<ul style="list-style-type: none"> <li>• Contact made but not with responsible resident</li> <li>• Contact at address but no contact with selected respondent</li> <li>• No contact at address (respondent selection done or no selection done yet)</li> <li>• No reply</li> </ul>	
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A respondent was considered to have an 'other outcome' status if they were part of the issued sample but had an outcome other than: Interviews, Ineligible, Non-contact, Transferred from CAPI, Transferred to CAPI, Fresh Sample.

This was if their final telephone outcome was appointment (general, soft, hard), answer phone, unavailable during fieldwork, deferral, no one aged 16+ on the number, unknown respondent.

## **H. 2023 Field Test Summary**

### **Summary**

Due to a break in main stage fieldwork for the National Survey during 2023-24, a large-scale Field Test was initially scheduled for October to December 2023. However, due to set-up taking substantially longer than expected, fieldwork was delayed and the target sample size reduced from 2,000 interviews to 600 interviews on a 'best efforts' basis. It ran from 5th December 2023 to 7th January 2024 to avoid any potential overlap with the 2024-25 pilot fieldwork period. In the event, 219 interviews were achieved: 166 by telephone and 53 face-to-face.

### **Sampling**

Verian created 419 geographically discrete fieldwork areas that collectively covered the whole country, before systematically allocating these to the four quarters of the year and then evenly to each month of the quarter

The Field Test sample issue was initially scheduled for October-December 2023 and designed to include 104 of the 419 fieldwork areas: 35 in each of October and November, and 34 in December. However, due to the delay in fieldwork 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.

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 to 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, i.e. the assignments were listed in their sample sort order before being systematically allocated to either Verian or Beaufort. 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 as each agency was best placed to cover their allocated assignments.

### **Selection**

Households were initially sent an advance letter and encouraged to provide a telephone number and their name to enable interviewers to contact them for an interview. Reminder letters were then sent out, where households had not provided any contact details.

Alongside this, the sample was tele-matched to help increase the volume of numbers available to interviewers for the initial stages of fieldwork. Overall, just over a quarter of addresses (26.8%; 730) were tele-matched with at least one telephone number.

Households allocated to the two-stage data collection design that did not complete a telephone interview 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.

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. 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.

### Interview timings

Based on previous iterations of the survey it was estimated that the first section of the survey would take 30 minutes to complete by telephone (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 interviewer administered, and 15 minutes assigned to the self-completion (CASI) section of the survey.

Interviewer feedback indicated that the Field Test survey was unexpectedly running longer than the original estimate and the initial timings data reinforced this. Additional sub-sampling was therefore introduced on 18 December 2023 to reduce the length for the remainder of the Field Test. However, the overall median length remained longer than anticipated across both modes, in particular over the telephone<sup>31</sup>. The median telephone (CATI) interview length was 46 minutes, compared to 33 minutes in-home (CAPI; **Table H1**, below), with the CAWI/ CASI recording consistent median interview lengths (16 minutes). While the length was slightly longer than expected for the in-home interview and both the CAWI and the CASI interviews, these were all within expectations for the pilot (once the sub-sampling was revised).

**Table H1: Interview timings**

Time in minutes			
	n full completes	Mean	Median
CATI	163 <sup>32</sup>	47	46
CAWI	161	17	16
CAPI	53	35	33
CASI	53	19	16

<sup>31</sup> More information on the potential reasons for the disparity between the telephone and in-home timings are included in [section 3.7](#) and [4.15](#).

<sup>32</sup> Number of completes is lower than the overall figure as extreme outliers have been removed from the calculations

## **Sub-sampling**

Sub-sampling applied to several modules, or groups of modules, in the questionnaire. This was an automatic process set up in the script which determined who was asked modules based on pre-defined rules. 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.

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 unexpectedly long interview timings in CATI mode.

## **Fieldwork**

Interviewer 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. 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 2023.

Fieldwork began on the 5th December 2023 and ran until 7th January 2024 (inclusive). The first few weeks focused primarily on the telephone (CATI) phase, with in-home interviewing starting w/c 18th December 2023.

The Field Test allowed the process for managing the sample as it was worked across both CATI and CAPI to be reviewed, and if necessary, refined prior to the 2024-25 pilot; in the event, no changes were required. 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.

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 Beaufort interviewers. Although the survey was offered in Welsh from the outset, there were only two requests for Welsh interviews in the Field Test and no interviews were requested in other languages.

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. Four of the 219 participants indicated they would need

help to complete the survey at the assisted interview question, and duly received said assistance.

It was originally envisaged that interviewers would initially be given access to just the opt-in telephone numbers for the first two weeks of fieldwork, with the tele-match phone numbers being made available at the start of week 3. However, with the delay to fieldwork leading to a shorter than planned fieldwork period (down from 12 weeks to 5 weeks), it was decided that the tele-match phase would instead begin at the end of the first week of fieldwork to allow a small window of tele-match fieldwork before the in-home phase began.

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.

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 self-completion section at a time convenient to them. 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.

All participants were also able to refuse the online section, although in doing so they were reminded they would not be eligible to receive the incentive voucher.

The overall response rate for the sample was 7.8%. A summary of final outcomes for the issued sample is show below in **Table H2**.

**Table H2: Summary of final outcomes**

	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.

A summary of the opt-in sample is shown below (**Table H3**), with a table focusing on the tele-match sample shown directly below (**Table H4**). The response rate among opt-ins was 34% based on all eligible addresses (full completes) but was only 3% for the tele-match sample.

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 H3: Summary of opt-in sample**

	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.

**Table H4: Tele-match sample**

	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	13	2	3
(inc. second stage)			
Partial completes*	2	0.3	0.4

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

A summary of the face-to-face sample is shown below (**Table H5**).

It is important to note that the face-to-face sample was intended to be worked over an 8-9 - week period, but due to delays in fieldwork, the final window was c.2 weeks with much of this running over the Christmas period. As a consequence, a high proportion of addresses (70%) were not contacted at all during the limited fieldwork window. With this in mind there are two iterations of the table – one based on all households (**Table H5**) and one based on the households actually contacted as part of the face-to-face fieldwork window (**Table H6**).

The response rate among all face-to-face households was 3% but rose to 10% when only households that were contacted at least once were included.

**Table H5: Summary of face-to-face sample (all households)**

	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 H6: Summary of face-to-face sample (all contacted)**

	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

173 telephone respondents were asked to participate in the self-completion section<sup>33</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 (**Table H7**). 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 H7: Summary of online sample**

	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>

<sup>33</sup> 3 participants dropped out before the end of the CATI and were therefore not asked to take part in the self-completion

### Achieved CASI surveys

Overall, 53 respondents were interviewed in-home and asked to participate in the self-completion section via CASI (**Table HG8**). Of these, 40 accepted the self-completion section 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 H8: Summary of CASI sample**

	n	% of those eligible
Total eligible for self-completion	53	
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>