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National Survey for Wales

2016 Pilot test: Executive Summary

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

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Available at: <http://gov.wales/statistics-and-research/national-survey/?tab=current&lang=en>

The full report is available on request.

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

For further information please contact:

Gowan Watkins
Social Research and Information Division
Welsh Government
Cathays Park
Cardiff
CF10 3NQ
Tel: 029 2082 6340
Email: gowan.watkins@wales.gsi.gov.uk

Executive summary

Background and aims

This report presents findings from the pilot survey carried out by the Office for National Statistics, ONS, in advance of the main 2016-17 fieldwork for the National Survey for Wales. The pilot took place in January and February 2016.

The main aims of the pilot were to:

- check the questionnaire works well;
- test the new survey documents and field materials;
- test the new survey on internal ONS systems;
- gather interviewer and respondent feedback;
- provide more accurate interview timings;
- gain a better understanding of response rates;
- test the take up of the self completion module; and
- test the questionnaire in a Welsh language context.

Methodology

The sampling for the pilot followed the same random probability sampling design as the main 2016-17 survey. The exception was that rather than work all interviewer areas in Wales, the Field Office Area Manager purposively selected interviewer 'quotas' of work, ensuring areas were selected that covered different parts of Wales, and a mix of urban and rural areas.

Findings

Overall, it was found that the survey worked well. No major issues were identified.

A total of 199 interviews were achieved from 406 issued addresses, including one interview conducted in Welsh. This represented a response rate of 56.1% from eligible addresses, in line with expectations. A higher response rate might be expected at the main stage of fieldwork as this will include a reissue of addresses to boost response.

The median interview length was 48.6 minutes (excluding anomalies and outlier cases), slightly longer than the target of 45 minutes. However, this was in line with expectations; the

interview length would be expected to fall to approximately 45 minutes as interviewers become more familiar with administering the survey.

A higher proportion of respondents completed the modules designed for Computer Assisted Self Interviewing (CASI) compared with the 2015 large scale test (83% compared with 73-76%).

Pilot feedback came from a variety of sources. All pilot interviewers were issued with a general feedback form, and an 'address anecdote form' to note experiences at each sampled address. A handful of respondents were asked to provide brief feedback on the interviewing experience. Ten of the 13 pilot interviewers fed back their experiences at a pilot debrief meeting.

Advance documents were reported to have been read by respondents more than usual, according to interviewer feedback. Most interviewers felt that the Welsh Government branded advance documents were very positive tools, and there were no reported problems with the two stage process of advance communication (Welsh Government letter and leaflet approximately two weeks before personal visit, ONS letter and leaflet a few days before personal visit).

Minor amendments were suggested by interviewers across most survey documents. A new 'thank you' leaflet was proposed to replace the 'useful contacts' leaflet.

The new survey worked well on ONS systems. The routing and sub-sampling programmed into the Computer Assisted Personal Interviewing (CAPI) script generally worked well, with only a few minor corrections needed for the main stage.

A number of minor questionnaire improvements were suggested by interviewers.

The full report is available on request
