



National Survey for Wales, 2017-18: Arts, museums, heritage and libraries

11/04/2019
SB 12/2019

In 2017-18, the National Survey for Wales included a set of questions about attendance at arts events, museums and heritage sites, as well as participation in arts activities. These results feed into one of the Well-being of Future Generations indicators: the percentage of people attending or participating in arts, culture or heritage activities at least three times a year. This bulletin contains results for the overall indicator and the individual activities that feed into it, and also results for visits to libraries and archives.

Key findings

- 75% of people attended or participated in arts, culture or heritage activities at least three times in the past year.



- 86% of two adult families and 79% of single parent families made at least three visits a year.
- 83% of 16-24 year olds attend or participate at least three times a year, compared with 57% of over those aged 75 and over.



- 34% used a public library service in the last 12 months.
- 72% of visitors to public libraries used them for borrowing or reading books.

- 22% participated in arts activities, such as visual arts and crafts and music



About this bulletin

This bulletin provides more detailed analysis of the 2017-18 results for questions on **attendance at arts events and activities, museums, heritage sites, libraries and archives.**

The full questionnaire is available on the [National Survey web pages](#).

Additional tables can be accessed via the [Results viewer](#).

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Introduction

This bulletin analyses National Survey results relating to the arts, museums, heritage sites, libraries and archives. These results are used to measure progress against a number of Welsh Government strategies, the background to which is set out in this section.

Fusion programme

The aim of the [Fusion: Creating Opportunities through Culture](#) programme is to remove barriers to cultural participation and boost skills, engagement, self-esteem and aspiration, particularly in areas experiencing economic disadvantage. Fusion works with a range of cultural organisations to develop opportunities for people living in the most deprived communities in Wales.

Arts

The [Arts Council of Wales](#) is responsible for supporting the arts in Wales. In 2016 the Arts in Wales Survey was incorporated into the National Survey, which is now the main source of results for adults on arts attendance and participation.

Museums

The Welsh Government's [Museums Strategy for Wales](#) 2010-2015 set out 3 key aims: museums available for everyone; museums caring for and developing collections for the nation; and managing the museum sector effectively. The Welsh Museums Federation, with the Museums Association, is developing a new vision for museums in Wales to build on these principles. The [Spotlight on museums](#) survey of Wales' museums provides further information on the sector.

Heritage

Cultural and heritage tourism is economically important in Wales. [Cadw](#), the Welsh Government's Historic Environment Service, looks after heritage and historic places and opens many to the public. Wales' heritage attractions include:

- 3 World Heritage Sites
- 30,000+ listed buildings, 500 conservation areas
- 4,100+ scheduled monuments
- 394 registered historic parks and gardens
- 58 registered historic landscapes

Libraries

The Welsh Government supports libraries in public and educational settings. Recent investment based on strategies such as [Libraries Inspire](#) seeks to create library services that improve access to resources, including modernising library spaces to attract more and new audiences. Visits to libraries can also be made online, and the Welsh Government is working with public library services and the National Library of Wales to deliver a national digital library service.

This report also provides evidence for the implementation of [Well-being of Future Generations Act](#)¹: specifically, the national indicator measuring the percentage of people attending or participating in arts, culture or heritage activities at least three times a year.

¹ See [Key quality information](#) for more information on the [National indicators](#).

Attendance or participation in arts, culture and heritage activities at least three times a year²

People were asked questions on arts, culture and heritage, including how often they visit or participate in these kinds of cultural activities. The results are used to report against a national indicator for the [Well-being of Wales](#) report: the percentage of people attending or participating in arts, culture or heritage activities at least three times a year.³

In 2017-18, 75% of people said they did these things at least three times a year.

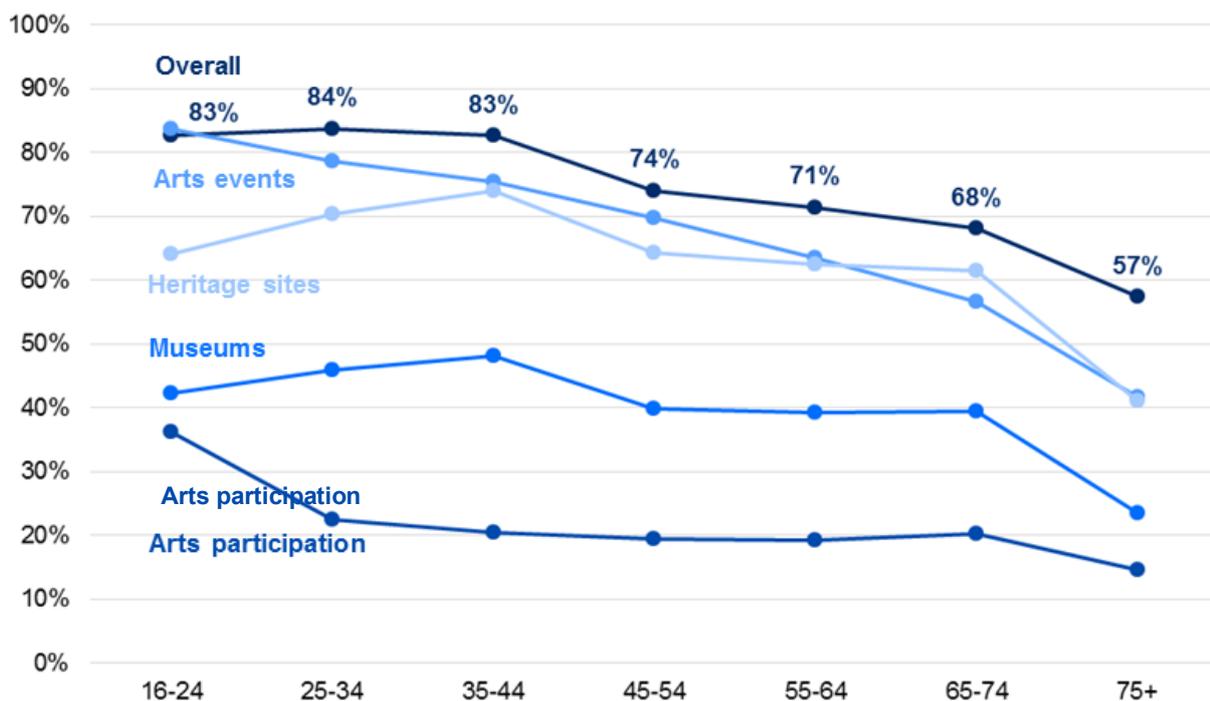
Characteristics of the types of people most likely to regularly attend or participate in arts and cultural activities are discussed in the following section.

Age and sex

Overall, younger people are more likely to regularly attend arts events and cultural activities, with 83% of 16-24 year olds attending at least three times a year compared with 57% of those aged 75 and over.

Chart 1 below shows that museums and heritage sites are most often visited by those aged 35-44, whilst arts attendance and participation is more common in those aged 16-24.

Chart 1: Attendance at / participation in arts events and cultural activities, by age



Women are more likely to attend or participate than men, with 77% of women attending arts events and cultural activities three times a year compared with 73% of men. For single pensioners the difference is more pronounced, with 62% of women attending events compared with 52% of men.

² See [Well-being of Future Generations Act](#)

³ It does **not** include visits to libraries or archives, the results of which are also set out in this bulletin.

Household makeup

Households with dependent children are more likely to attend cultural activities: 87% of two adult families and 79% of single parent families made at least three visits a year, compared with 58% of single pensioners and 70% of single, working-age adults (without dependent children).

Location

Table 1 shows the percentage of people attending arts events and cultural activities by the local authority and region in which they live. 85% of people in Monmouthshire attended such events three or more times a year, compared with 65% in Gwynedd. Other local authorities with high percentages of cultural engagement were Vale of Glamorgan and Cardiff, with 84% and 83% respectively.

Local Authority breakdowns for each art and cultural activity can be found in the [results viewer](#).

As discussed in the introduction, the Fusion programme exists to encourage cultural engagement, with the aim of improving skills and work aspirations. The programme is focused on communities which face the greatest barriers to participation, and is being delivered in parts of:

- Gwynedd
- Conwy
- Torfaen and Caerphilly
- Cardiff
- Swansea
- Neath Port Talbot
- Carmarthenshire
- Newport

67% of people living in Fusion Programme areas attended or participated in cultural activities three or more times a year, compared with 76% of people outside of these areas.

Poverty, health and well-being

Poverty is a major factor affecting whether a person participates in and attends arts events and cultural activities.

60% of those living in material deprivation⁴ attended arts and culture events three times a year, compared with 78% of those who were not materially deprived.

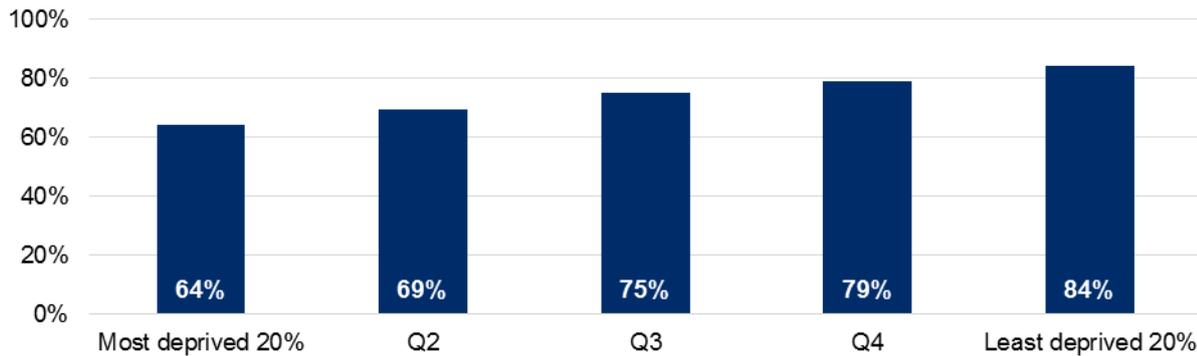
Table 1: Attendance at arts and cultural events, by local authority

Isle of Anglesey	75%
Gwynedd	65%
Conwy	74%
North West Wales	70%
Denbighshire	76%
Flintshire	75%
Wrexham	72%
North East Wales	74%
Powys	76%
Ceredigion	75%
Mid Wales	76%
Pembrokeshire	75%
Carmarthenshire	72%
Swansea	78%
Neath Port Talbot	71%
South West Wales	75%
Bridgend	74%
Vale of Glamorgan	84%
Cardiff	83%
Rhondda Cynon Taf	68%
Merthyr Tydfil	71%
Caerphilly	70%
Blaenau Gwent	69%
Torfaen	74%
Monmouthshire	85%
Newport	77%
South East Wales	76%

⁴ Material Deprivation – see [Terms and definitions](#)

Similarly, there is lower attendance in more deprived areas. Chart 2 shows that 64% of those living in the most deprived 20% of areas, as defined by the Welsh Index of Multiple Deprivation (WIMD)⁵, attend events three times a year compared with 84% in the least deprived 20% of areas.

Chart 2: Attendance at arts and cultural events, by WIMD overall score



As discussed in the National Survey for Wales release on [Poverty](#), material deprivation is linked with a range of other household and lifestyle factors, including poor health and mental well-being.

Health: 47% of those who described their general health as being bad or very bad attended arts events three times a year, compared with 81% of people who felt in good or very good health.

Well-being: Those who attend arts, culture and heritage events are more likely to have high satisfaction with life: 85% of this group said they were satisfied with life, compared with 74% of those who do not attend such events. They are also less likely to feel lonely.

Education: Those with higher levels of qualifications⁶ are more likely to attend – 88% of those with a degree or equivalent attended or participated in cultural activities three times a year, compared with 45% of those with no qualifications.

Those with no or low level qualifications were most likely to say they weren't interested in attending these cultural events, whilst those with higher qualifications who had not made visits said the reason was that they could not find the time. It is important to note here the link between poverty, education, and health. Those with no qualifications were also more likely to say that poor health had prevented them from attending cultural activities.

Further analysis

As discussed above, complex links between characteristics mean that simple cross-analysis cannot fully explain the effects of each factor, as it does not take into account the influence of other factors.

To get a clearer understanding of the relationship between each factor we used statistical methods⁷ to separate out each factor's effects. These methods allow us to look at the relationship with a given factor (attending or participating in a cultural event at least three times in past year), while keeping other factors constant (sometimes referred to as "controlling for other factors").

⁵ Welsh Index of Multiple Deprivation – see [Terms and definitions](#)

⁶ Qualifications – see [Terms and definitions](#)

⁷ This analysis is known as logistic regression. Information about the method can be found in [Regression analysis](#)

Note that this kind of analysis does not allow us to draw conclusions on whether a particular characteristic causes attendance and participation in arts events and cultural activities, or vice versa, although some characteristics (e.g. gender) clearly cannot be ‘caused’ by attendance.

While controlling for other factors,⁸ the following factors each had a separate link with whether a person attends arts events and culture activities at least three times a year:

- having a high or very high satisfaction with life
- being younger (aged 25-34)
- being female
- being of working age, and having children
- not having children under 5 in the household
- living in private rented or owner occupied accommodation
- living in the least deprived 20% of areas
- not being in material deprivation
- living in an urban area (more than 10,000 residents)
- having access to a car
- not having a limiting long-term illness
- participating in sports three or more times a week
- having a degree level qualification or higher
- using the internet.

It’s worth noting that material deprivation experienced by individuals has a separate influence on attendance at events than the area deprivation level of where a person lives. This suggests that attendance at events is restricted by more than the financial ability to pay for entry.⁹

We will now look at each individual type of event/attraction in turn and also discuss results about visits to libraries and archives.



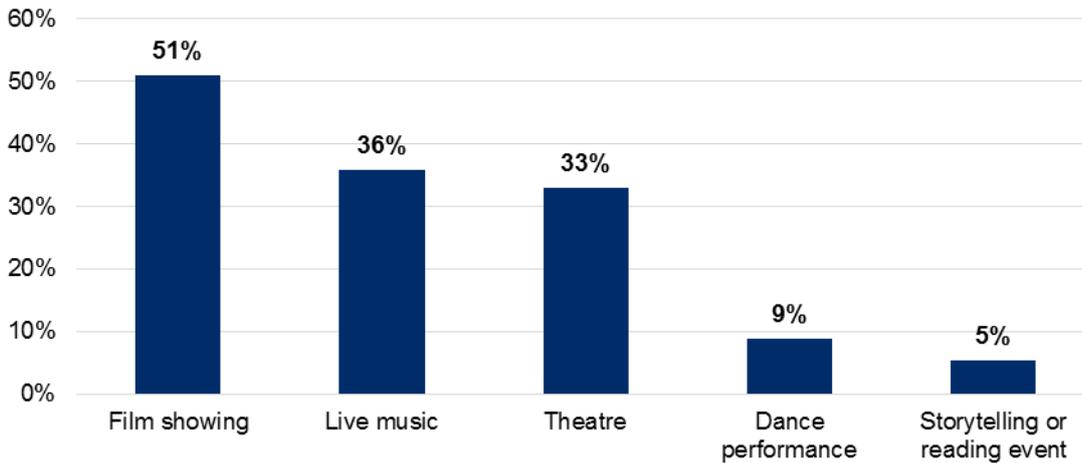
Arts events

68% of people had attended at least one of the arts events shown in Chart 3 in the last 12 months. Arts events were the most commonly-attended activity for all people aged under 65, more than visits to museums, heritage sites or participation in arts activities. The most commonly-attended events were film showings, with 51% of people having seen a film.

⁸ The full list of factors considered in this regression model were: Age, Gender, Tenure, Economic status, Material deprivation, Household type, Car available to use, Limiting long-term illness, WIMD overall score, Highest educational qualification, Whether do sport three or more times a week, Whether in a Fusion programme area, Urban/rural area classification, Ethnicity, Satisfaction with life, Loneliness, Internet use, Household contain child under 5, Working status of household

⁹ Further discussion about the regression model used can be found in [Regression analysis](#)

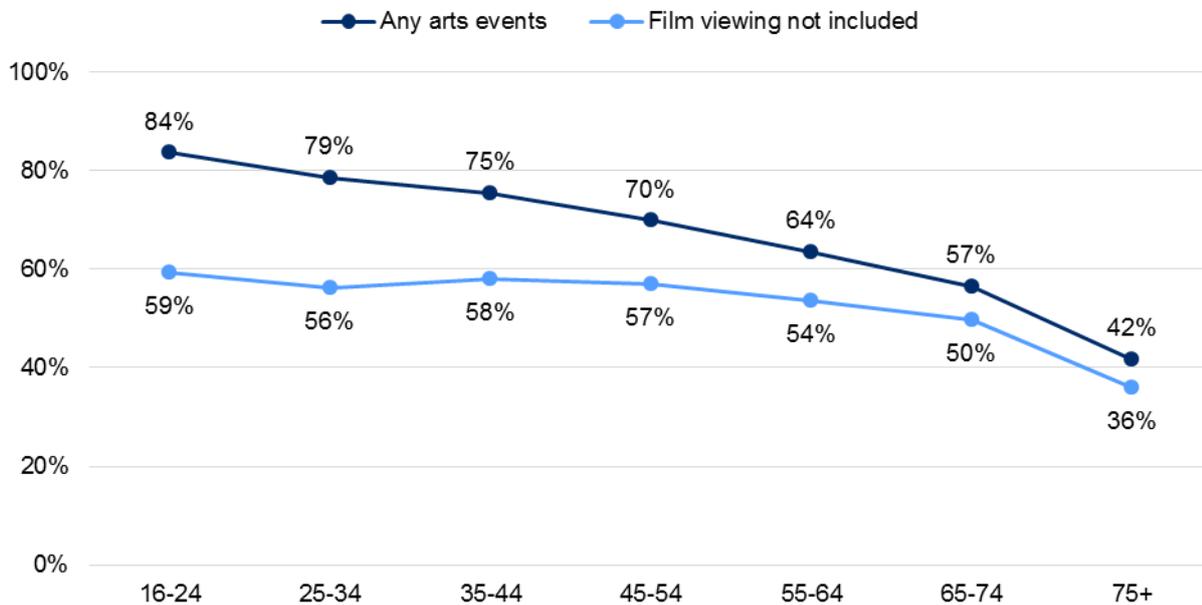
Chart 3: Art events attended in past 12 months



People with children in their household were more likely to have attended an arts event, with 76% of those with children having attended compared with 65% of those without.

The difference between the percentage of younger and older age groups attending all types of arts events (see Chart 1) appears to be mainly driven by film showings: younger people are more likely to attend film showings than those in older age groups. Chart 4 shows that when film showings are not included in results, attendance at arts events is around 50% for all ages (except for those over 75, who are less likely to attend arts events).

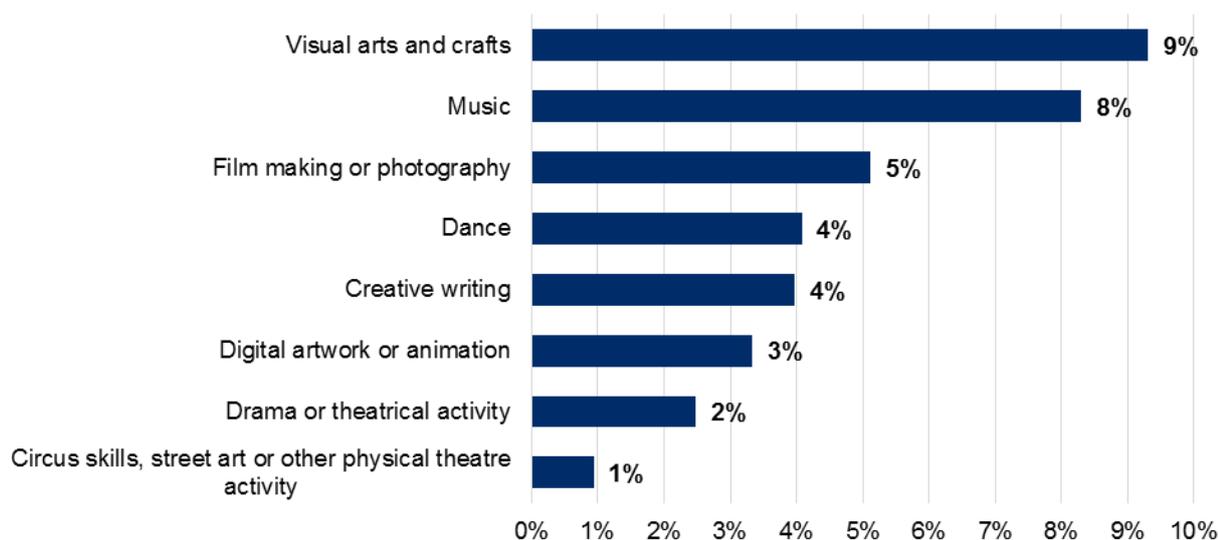
Chart 4: Attendance at arts events (including/not including film showing), by age



Participation in arts activities

Fewer people actively participated in the arts than made visits to arts events, with 22% participating in the past year. Chart 5 shows the types of activity people participated in in their own time (or as a volunteer); the most popular being visual arts and crafts. Half of these people did so every week.

Chart 5: Art activities participated in during past 12 months



Those aged 16-24 were more likely to participate in arts activities: 36% of this age group did one or more of the activities listed in Chart 5, compared with 20% of those between 25 and 74, and 15% of those aged over 75. 14% of people aged 16-24 made music, and 13% took part in film making, photography or visual arts and crafts.

Museums

40% of people had visited a museum in the last 12 months; 71% of these had visited a museum in Wales. Those with higher levels of qualification¹⁰ were more likely to have visited a museum, with 56% of those with a degree level qualification having visited, compared with 18% of those with no qualifications.



When non-visitors were asked why they had not visited a museum, the most common reason given (by 33% of non-visitors) was that they were not interested: see Table 2.

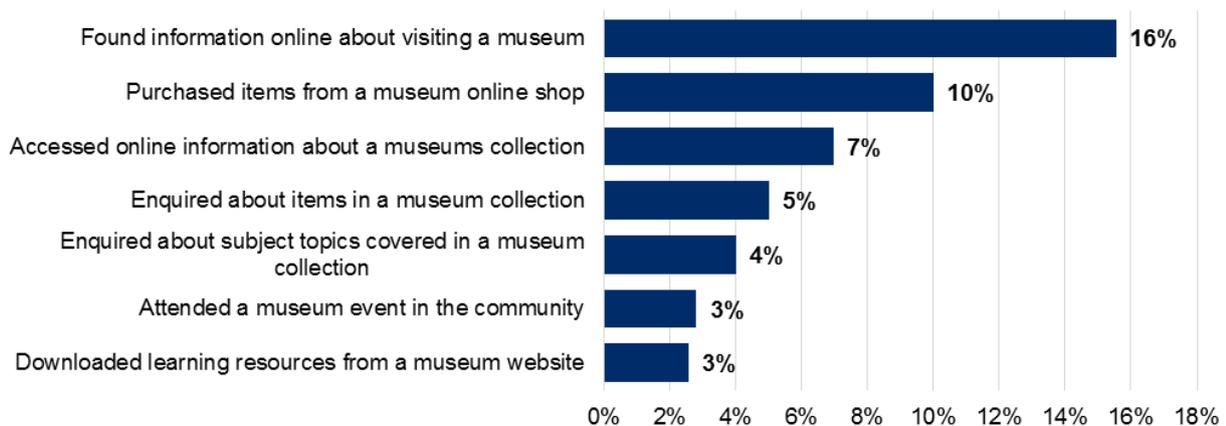
Table 2: Reasons for not visiting a museum

Not really interested	33%	It costs too much	4%
Never occurred to me	20%	Lack of transport / I can't easily get to it	3%
It's difficult to find the time	20%	Visited previously	3%
Health isn't good enough	12%	I don't have anyone to go with	2%
Not enough museums close to where I live	6%	Poor access (e.g. no disabled ramps)	1%

¹⁰ Qualifications – see [Terms and definitions](#)

As well as attending museums, people were asked whether they had used any other services provided by museums. Chart 6 shows the results.

Chart 6: Additional museum services used



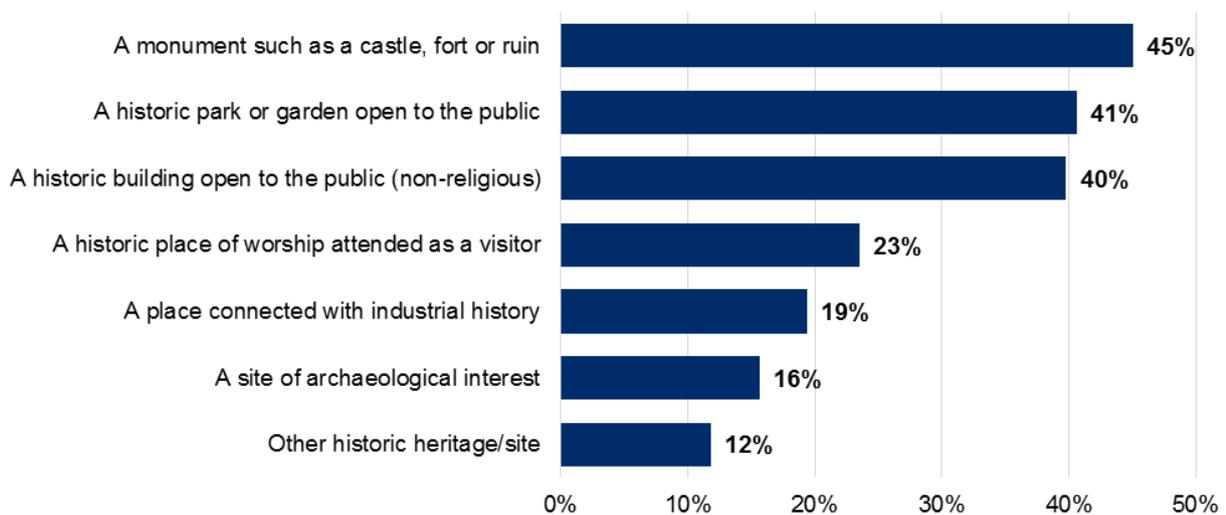
Heritage sites

63% of people had visited a heritage site in the past 12 months; 88% of these people had visited a site that was in Wales.

The most commonly visited type of heritage site were castles, forts or ruins.



Chart 7: Type of historic site visited



The types of historic site visited vary by age: 52% of people aged 16 to 44 visited castles, forts and ruins compared with 32% of people aged 65 and over.

Those living in material deprivation or in deprived areas¹¹ are less likely to have visited a heritage site, with 46% of people in material deprivation visiting compared with 67% of those who aren't. 25% of those in material deprivation who had not made a visit said that it costs too much, and 27% said that their health wasn't good enough (compared with 3% and 16% respectively for those not in deprivation).

¹¹ Material deprivation and Welsh Index of Multiple Deprivation – see [Terms and definitions](#)

Table 3 shows the reasons given by non-visitors for not visiting heritage sites.

Table 3: Reasons for not making visits to heritage sites

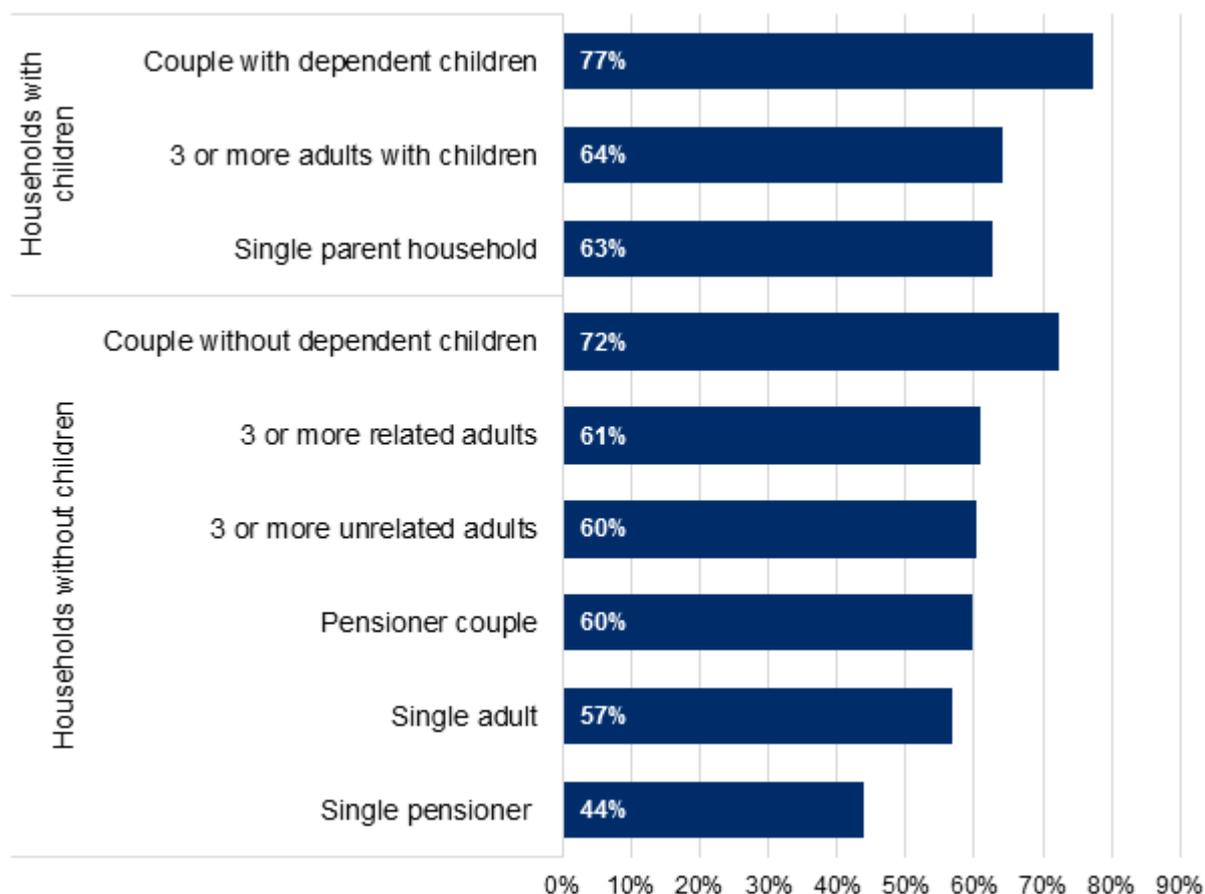
Not really interested	31%	Lack of transport / I can't easily get to it	5%
It's difficult to find the time	22%	Not enough attractions close to where I live	3%
Health isn't good enough	18%	Visited previously	3%
Never occurred to me	15%	I don't have anyone to go with	2%
It costs too much	7%	Poor access (e.g. no disabled ramps)	2%

Chart 8 shows the types of households most likely to have made visits to historic sites in the last 12 months. Working age couples with children were the most likely at 77%, followed by couples without children (72%).

Single pensioners are the household type least likely to have visited a heritage site (44%).

Commonly given reasons for not visiting a heritage site recently were poor health (40% of people who hadn't done so), lack of interest (25%) and not having anyone to go with (10%). Single (non-pensioner) adults are more likely to say that it costs too much – 15%, compared with the all-people average of 7%.

Chart 8: Visited a heritage site, by household type



Libraries

34% of people had used a public library service in the past 12 months; 98% of these had visited a library in Wales. 5% went at least once a week.

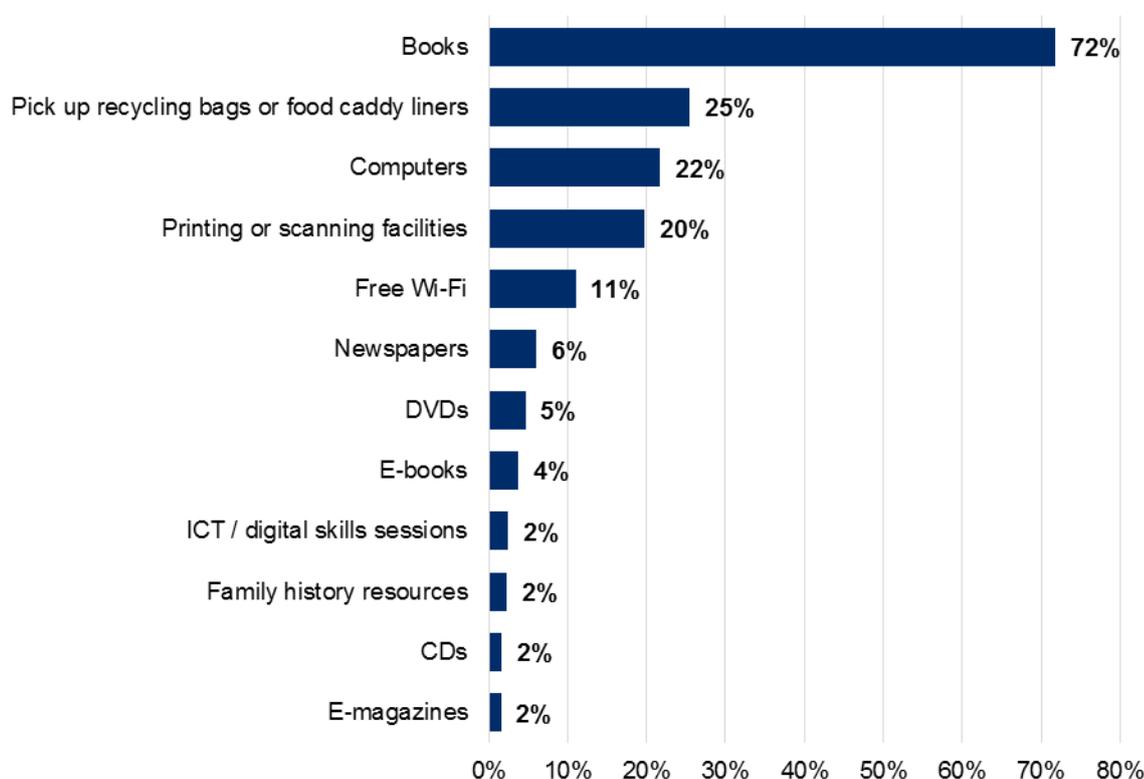
58% of people said they had library in their local area. 39% of people with a library in their local area had visited one in the last 12 months, compared with 28% of those who did not.



People aged 35-44 were the age group most likely to have used libraries in the past year, with 41% of this age group having done so. Those over 75 were the least likely, with 32% making use of libraries. 38% of women used library services compared with 30% of men.

In addition to borrowing books, a substantial number of people used libraries to access technology such as computers, printing services and free Wi-Fi (Chart 9).

Chart 9: Reason for most recent visit to a public library¹²



10% stated there was an 'other' reason for using library services. The concept of a library as part of a wider community hub may explain this, as shown by the 25% who visited a library to pick up recycling bags or food caddy liners. Some of these other reasons given were for attending children's activities or toddler groups, and for accessing advice and local information.

38% of those who did not use a public library stated lack of interest as a reason, with 19% saying that they preferred to buy their own books than borrow. 14% said that they used the internet instead.

¹² As respondents were able to select more than reason, proportions do not add to 100%.

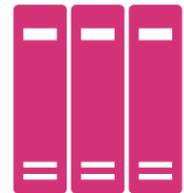
Table 4: Reasons for not using public library services

Not really interested	38%	Not sure what services are available	2%
Prefer to buy books	19%	The right services aren't available	2%
Used internet as an alternative	14%	Can't easily get to it	1%
It's difficult to find the time	9%	Opening hours aren't convenient	1%
Health isn't good enough	6%	I wouldn't enjoy it	1%

Archives

5% of people had visited an archive or records office in the last 12 months, and half of these had visited more than once in that time.

People who visited museums were more likely to have also visited archives – 8% of those who visited museums had visited an archive, compared with 3% of those who hadn't visited a museum.



Terms and definitions

Material deprivation

Material deprivation is a measure which is designed to capture the consequences of long-term poverty on households, rather than short-term financial strain.

Non-pensioner adults were asked whether they had things like 'a holiday away from home for at least a week a year', 'enough money to keep their home in a decent state of decoration', or could 'make regular savings of £10 a month or more'. The questions for adults focussed on whether they could afford these items. These items are really for their 'household' as opposed to them personally which is why they were previously called 'household material deprivation'.

Pensioners were asked slightly different questions such as whether their 'home was kept adequately warm', whether they had 'access to a car or taxi, when needed' or whether they had their hair done or cut regularly'. These also asked whether they could afford them, but also focussed on not being able to have these items for other reasons, such as poor health, or no one to help them etc. these questions were less based on the household and more about the individual.

Those who did not have these items were given a score, such that if they didn't have any item on the list, they would have a score of 100, and if they had all items, they had a score of 0. Non-pensioners with a score of 25 or more were classed as deprived and pensioners with a score of 20 or more were classed as deprived.

Welsh Index of Multiple Deprivation

The Welsh Index of Multiple Deprivation (WIMD) is used as the official measure of deprivation in Wales. Deprivation is a wider concept than poverty. Deprivation refers to wider problems caused by a lack of resources and opportunities. The WIMD is constructed from eight different types of deprivation. These are: income, housing, and employment, access to services, education, health, community safety and physical environment. Wales is divided into, 1,909 Lower-Layer Super Output Areas (LSOA) each having about 1,600 people. Deprivation ranks have been worked out for each of these areas: the most deprived LSOA is ranked 1, and the least deprived 1,909. For this bulletin, we have grouped the people living in the 20 % of LSOAs that are most deprived based on WIMD score and compared them against the 20% of the LSOAs that are least deprived.

Qualifications

Respondents' highest qualifications have been grouped according to the National Qualification Framework (NQF) levels, where level 1 is the lowest level of qualifications and level 8 is doctoral degree or equivalent. For the National Survey, respondents have been grouped into 5 groups, those with no qualifications are in the lowest category and respondents with qualifications at levels 4 to 8 (degree level or above) have been grouped together in the highest qualification category.

Key quality information

Background

The National Survey for Wales is carried out by The Office for National Statistics on behalf of the Welsh Government. The results reported in this bulletin are based on interviews completed in 2017-18 (1 April 2017 – 31 March 2018).

The sample was drawn from the Royal Mail Small Users Postcode Address File (PAF), whereby all residential addresses and types of dwellings were included in the sample selection process as long as they were listed as individual addresses. If included as individual addresses on the PAF, residential park homes and other dwellings were included in the sampling frame but community establishments such as care homes and army barracks are not on the PAF and therefore were not included.

The National Survey sample in 2017-18 comprised 23,517 addresses chosen randomly from the PAF. Interviewers visited each address, randomly selected one adult (aged 16+) in the household, and carried out a 44-minute face-to-face interview with them, which asked for their opinions on a wide range of issues affecting them and their local area. A total of 11,381 interviews were achieved.

Interpreting the results

Percentages quoted in this bulletin are based on only those respondents who provided an answer to the relevant question. Some topics in the survey were only asked of a sub-sample of respondents and other questions were not asked where the question is not applicable to the respondent. Missing answers can also occur for several reasons, including refusal or an inability to answer a particular question.

Where a relationship has been found between two factors, this does not mean it is a causal relationship. More detailed analysis is required to find whether a factor causes change in another.

The results are weighted to ensure that the results reflect the age and sex distribution of the Welsh population.

Quality report

A summary [Quality report](#) is available, containing more detailed information on the quality of the survey as well as a summary of the methods used to compile the results.

Sampling variability

Estimates from the National Survey are subject to a margin of uncertainty. Part of the uncertainty comes from the fact that any randomly-selected sample of the population will give slightly different results from the results that would be obtained if the whole population was surveyed. This is known as sampling error. Confidence intervals can be used as a guide to the size of the sampling error. These intervals are calculated around a survey estimate and give a range within which the true value is likely to fall.

In 95% of survey samples, the 95% confidence interval will contain the 'true' figure for the whole population (that is, the figure we would get if the survey covered the entire population). In general,

the smaller the sample size the wider the confidence interval. Confidence intervals are included in tables of survey results published on StatsWales.

As with any survey, the National Survey is also subject to a range of other sources of error: for example, due to non-response; because respondents may not interpret the questions as intended or may not answer accurately; and because errors may be introduced as the survey data is processed. These kinds of error are known as non-sampling error, and are discussed further in the quality report for the survey.

Significant differences

Where the text of this release notes a difference between two National Survey results (in the same year), we have checked to ensure that the confidence intervals for the two results do not overlap. This suggests that the difference is statistically significant (but as noted above, is not as rigorous as carrying out a formal statistical test), i.e. that there is less than a 5% (1 in 20) chance of obtaining these results if there is no difference between the same two groups in the wider population.

Checking to see whether two confidence intervals overlap is less likely than a formal statistical test to lead to conclusions that there are real differences between groups. That is, it is more likely to lead to "false negatives": incorrect conclusions that there is no real difference when in fact there is. It is also less likely to lead to "false positives": incorrect conclusions that there is a difference when there is in fact none. Carrying out many comparisons increases the chance of finding false positives. Therefore, when many comparisons are made the conservative nature of the test is an advantage because it reduces (but does not eliminate) this chance.

Where National Survey results are compared with results from other sources, we have not checked that confidence intervals do not overlap.

Regression analysis

Where further analysis has been carried out selection of the initial variables used in the regression was based on; the results from cross-analysis, policy direction, and the practicality of using the variable. The results for some factors were only available for a sub-sample of respondents, or there were a large number of 'missing' results which resulted in a substantial drop in the sample size on which the regression model could be tested. For this reason some variables/factors were omitted from the investigation. The final models consisted of those factors that remained significant even after holding the other factors constant. These significant factors are those that have been discussed in this bulletin and the use of regression analysis is indicated by the statement that we have 'controlled for other factors'. It is worth noting that had a different range of factors been available to consider from the survey, then some conclusions about which factors were significant may have been different.

In this bulletin the regression results did not find that living in a Fusion Programme area was linked to the proportion of people who visit cultural events at least 3 times in the past year. However, cross-analysis suggested there was a link and further investigation showed that when the regression model contained both Fusion area and WIMD area factors only WIMD was shown as

being significant. This may be because the WIMD classifications also captures area deprivation in places that are not covered by Fusion initiatives. However, it is worth noting that if the model is run using the Fusion area factor, but excluding WIMD, then living in a Fusion area is significantly associated with being less likely to have visited a cultural event three times or more in the past year.

More details on the methodology used in the regression analysis in this report are available in the [Regression methodology and models: technical report](#).

Technical report

More detailed information on the survey methodology is set out in the [Technical Report](#) for the survey.

National Statistics status

The [United Kingdom Statistics Authority](#) has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the [Code of Practice for Statistics](#).

National Statistics status means that official statistics meet the highest standards of trustworthiness, quality and public value.

All official statistics should comply with all aspects of the Code of Practice for Statistics. They are awarded National Statistics status following an assessment by the UK Statistics Authority's regulatory arm. The Authority considers whether the statistics meet the highest standards of Code compliance, including the value they add to public decisions and debate.

It is Welsh Government's responsibility to maintain compliance with the standards expected of National Statistics. If we become concerned about whether these statistics are still meeting the appropriate standards, we will discuss any concerns with the Authority promptly. National Statistics status can be removed at any point when the highest standards are not maintained, and reinstated when standards are restored.

Well-being of Future Generations Act (WFG)

The Well-being of Future Generations Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. The Act puts in place seven well-being goals for Wales. These are for a more equal, prosperous, resilient, healthier and globally responsible Wales, with cohesive communities and a vibrant culture and thriving Welsh language. Under section (10)(1) of the Act, the Welsh Ministers must (a) publish indicators ("national indicators") that must be applied for the purpose of measuring progress towards the achievement of the Well-being goals, and (b) lay a copy of the national indicators before the National Assembly. The 46 national indicators were laid in March 2016 and this releases includes 1 of the national indicators namely the percentage of people attending or participating in arts, culture or heritage activities at least three times a year.

Information on the indicators, along with narratives for each of the well-being goals and associated technical information is available in the [Well-being of Wales report](#).

As a national indicator under the Act they must be referred to in the analyses of local well-being produced by public services boards when they are analysing the state of economic, social, environmental and cultural well-being in their areas.

Further information on the [Well-being of Future Generations \(Wales\) Act 2015](#).

The statistics included in this release could also provide supporting narrative to the national indicators and be used by public services boards in relation to their local well-being assessments and local well-being plans.

Further details

This bulletin is available at:

<https://gov.wales/national-survey-wales-culture-and-welsh-language>

The [first release](#) for the survey was published on 20 June 2018.

More detailed information on the survey methodology is set out in the [Technical Report](#) for the survey.

Next update

Not a regular output.

We want your feedback

We welcome any feedback on any aspect of these statistics which can be provided by email to surveys@gov.wales.

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