

# VoG Resident Survey 2023/24



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# Who is Data Cymru?

Data Cymru is funded and wholly owned by the Welsh Local Government Association

We provide a range of specialist data, statistical, and research services to local government, including:

- Sourcing, collecting, and collating data
- Undertaking research and analysis
- Presenting data effectively
- Running surveys to find out what citizens, service users / customers think
- Providing training

# Methodology

- The bilingual survey was co-developed with the VoG council
- The survey ran from 22 August 2023 to 18 December 2023
- We used a digital-first approach, meaning the primary method of response was designed to be online
- However, the VoG council shared leaflets and posters with QR codes to the survey at high footfall areas and events
- When coupled with targeted paper options, a digital-first approach can be a cost-effective means of gathering robust data
- A digital-first approach was used in Census 2021

# Methodology

- The VoG ran an incentive scheme to encourage response
- We provided weekly updates on response rates, allowing VoG to target engagement activity to areas and groups that had relatively low response rates
- This resulted in 4,009 useable responses:

Response type	Number of responses
Completed	3,010
Partial	999
Total	4,009

- This is a very good overall response rate of around 3%\*

\*Based on 2021 Census population estimate

# Data cleaning

	Completed	Partial	Total
Responses before cleaning	3,146	1,395	<b>4,541</b>
Responses removed	136	396	<b>532</b>
Not enough information received	3	8	<b>11</b>
Irregular response	133	13	<b>146</b>
Partial response superseded by a complete response	0	375	<b>375</b>
Responses after cleaning	<b>3,010</b>	<b>999</b>	<b>4,009</b>

# Points to note when interpreting the results

- The sampling relied heavily on online engagement and not all residents have access to the internet
- VoG mitigated by providing alternative, paper options at hubs and events and VoG is doing follow-up qualitative work to address this
- Since the survey is optional, self-selection bias may also be present
- Survey data should always be treated as opinion rather than fact

# Understanding the robustness of results

- For a sample to provide statistically robust data (i.e. to represent the population), it needs to be large enough in relation to the population size
- Analysts use a calculation, known as a margin of error, to assess how much sampling error is present
- In the results dashboard, where possible, we have provided a sample size and margin of error estimate to highlight the robustness of the data behind each question

# Margin of error

- At an overall survey level, the MoE for all respondents = 1.6%
- A margin of error below 5% is generally considered good and between 5% and 10% is generally classed as acceptable
- To provide complete clarity, we also produced MoE statistics at a question level. These are available within the report and the results dashboard that have both been shared with VoG council



# Summary

- Relatively high overall response rate
- Relatively strong overall margin of error results
- Cost-effective process
- Effective partnership
- Great base to build on the sampling approach for future iterations
- Great base to build on the question set for future iterations
- Basis of approach taken in the development of the national resident survey

Thank you and  
any questions?

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