



Llywodraeth Cymru  
Welsh Government

## E-mail request

Our ref: ATISN 15046

Date: 4 May 2021

Dear

### **ATISN 15046**

Thank you for your request which I received on 1 April 2021. You asked the following:

How many £15 vouchers have you issued to people you have been telephone surveying and what is the point of it? Are the citizens of Wales getting value for money from this scheme?

Thank you for your enquiry into the £15 vouchers which we offer as a thank you to respondents who have taken part in the National Survey for Wales.

Incentives of this type help to improve response rates, and therefore to reduce overall survey costs because less interviewer time is needed to encourage people to participate. Higher response rates also help to ensure that the survey results are robust. It is important to have robust results because the survey results are used in decision-making by Welsh Government, local councils, and other public organisations such as NHS Wales.

The £15 vouchers have been offered since January 2021 and are sent as an electronic voucher (e-voucher) by default, although some respondents instead ask to be sent a paper voucher. The latest records show that, on 24 March 2021, 1,158 paper vouchers had been issued, and 1,600 e-vouchers. However, 880 or 55% of the e-vouchers had not been used by respondents by that date. Welsh Government is not charged for e-vouchers which are not used.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

Please remember to quote the ATISN reference number above.



**BUDDSODDWR** | **INVESTORS**  
**MEWN POBL** | **IN PEOPLE**

Parc Cathays • Cathays Park  
Caerdydd • Cardiff  
CF10 3NQ

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office,  
Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire,  
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely