ystadegau ar gyfer cymru
statistics for wales

Comisiynydd y Gymraeg
Welsh Language Commissioner

Llywodraeth Cymru
Welsh Government

www.gov.wales

Welsh Language Use Survey, 2013-15

Summary of user feedback

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

OGL © Crown copyright 2016 WG28157

For further information about this study please contact:

Glyn Jones
Chief Statistician
Knowledge and Analytical Services
Welsh Government
Cathays Park
Cardiff
CF10 3NQ
Tel: 0300 025 6691
Email:
welshlanguagedata@wales.gsi.gov.uk

Dyfan Sion
Director of Policy and Research
Welsh Language Commissioner
Market Chambers
5-7 St Mary Street
Cardiff
CF10 1AT
Tel: 0845 6033221
Email:
post@welshlanguagecommissioner.wales

For technical information about how the survey was conducted, please contact:

Martin Parry
Knowledge and Analytical Services
Welsh Government
Cathays Park
Cardiff
CF10 3NQ
Tel: 0300 025 0373
Email: welshlanguagedata@wales.gsi.gov.uk

Welsh Government & Welsh Language Commissioner, 24 February 2016
© Crown Copyright 2016

All content is available under the Open Government Licence v3.0, except otherwise stated.
http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/

Contents

1. Introduction 2
2. Background 2
3. Promoting the survey results 3
   3.1. Publications 3
   3.2. Promoting results 4
   3.3. Users making use of the results 6
   3.4. Helping others to analyse our data 6
4. Feedback received to date 7
   4.1. Formal feedback 7
      4.1.1. Responses 7
      4.1.2. Suggested improvements 8
   4.2. Informal feedback 8
      4.2.1. Meetings and conferences 8
5. Response to feedback received 9
6. Appendix 10

1. Introduction

This report provides a summary of the feedback received on the Welsh Language Use Survey results published to date. It describes: what results we have published; how they have been used; how we have engaged with internal and external users to obtain feedback, and what we have done to address the feedback received. The report aims to help identify any shortcomings in the way we present or publish our outputs, and to identify what users have found useful.

2. Background

The Welsh Language Use Survey 2013-15 was commissioned jointly by the Welsh Government and the Welsh Language Commissioner in 2013. The survey was conducted over a period of two years between 2013 and 2015.

The survey was conducted as an additional element of the National Survey for Wales. The randomly selected adults who took part in the National Survey for Wales were asked to identify all members in their household who could speak Welsh. The Welsh Language Use Survey, a self-completion questionnaire, was subsequently left for each Welsh speaker to complete and return by post.

The survey collected information from 7,175 Welsh-speaking adults and young people in order to ascertain how well they can speak Welsh, how often they speak the language, and where, when and with whom they use it.

Both the adult and young person questionnaires had questions on:

- understanding, speaking, reading and writing Welsh;
- ability in spoken Welsh (from being fluent to being able to just say a few words);
- where Welsh was learnt;
- language used in a range of everyday situations;
- frequency of speaking Welsh;
- language used for sending digital messages and using social media;
- attendance at a cultural or sporting event conducted in Welsh.

The adult questionnaire had additional questions on:

- parents' ability in spoken Welsh;
- language of the most recent conversation (outside the family);
- ability to write in Welsh;
- language of education at various stages;
- use of Welsh when dealing with public organisations;
- whether most comfortable using Welsh or English;
- opportunity to use Welsh at work and employer's attitude towards the language.

The young person questionnaire (for 3 to 15 year olds) had additional questions on:

- ability of family members to speak Welsh;
- language school subjects taught in;
- whether the young person or parent completed the questionnaire.

3. Promoting the survey results

3.1. Publications

The results of the first year of the survey were published in an interim report on 29 January 2015, in *National Survey for Wales, 2013-14: Welsh Language Use Survey*. The results of the full two years of the survey were published on 26 November 2015, in *Welsh language use in Wales, 2013-15*. Alongside the reports, technical and quality reports were also published, as well as an infographic summarising a selection of the main findings from the survey.

Both releases contained analyses of the key topics of the survey, looking at how well Welsh speakers speak Welsh, how often they speak the language, and where, when and with whom they use it. While both releases compared findings with the Welsh Language Use Surveys of 2004-06 where possible, *Welsh language use in Wales, 2013-15* also includes analyses at local authority level.

To accompany these releases a series of tables were published on the StatsWales website presenting the results in more detail. The tables were grouped into four sets of tables on:

- Language ability
- Education
- Welsh language at work
- Use of the language

For each of these four sets of tables, around 20-70 detailed tables of results were published. Results were analysed by age, local authority and fluency in the majority of cases. All of the results in the tables were colour-coded to show how robust the results were. Confidence intervals were also presented around the results to show the margin of error around each result and to help users understand whether differences between groups were statistically significant. An example of a StatsWales table is shown below.

Table 1: Language you feel most comfortable using

		%	Lower CI	Upper CI
Q14 Which language do you feel most comfortable using?	Welsh	**21**	*20*	*22*
	English	**52**	*50*	*54*
	Equally comfortable in both	**26**	*25*	*28*
	Other	**0**	*0*	*1*

Sample size: 5,600

Version: 1
Released: November 2015
Source: Welsh Language Use Survey, 2013-15

Key:

	Estimate is precise
	Estimate is reasonably precise
	Estimate is considered acceptable
	Estimate is not reliable
-	Value is suppressed due to small cell size

Notes:
This question was only asked of adults.

3.2. Promoting results

To publicise the results of the survey and to ensure that journalists were able to report on the results accurately, a media briefing was held on Thursday 29 January 2015 (for the interim report) and on Thursday 26 November 2015 (for the full report) to inform the press about the results of the survey.

Following the media briefings, there was coverage on TV (BBC Wales Today and S4C) and on radio (BBC Radio Cymru and BBC Radio Wales), and various other online sources such as those shown below.

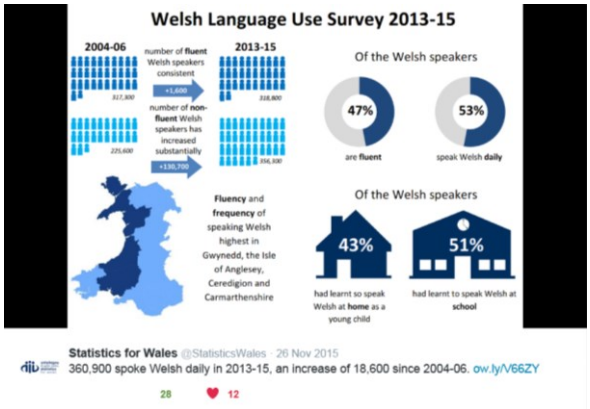
Number of fluent Welsh speakers in Cardiff rises by 7,000

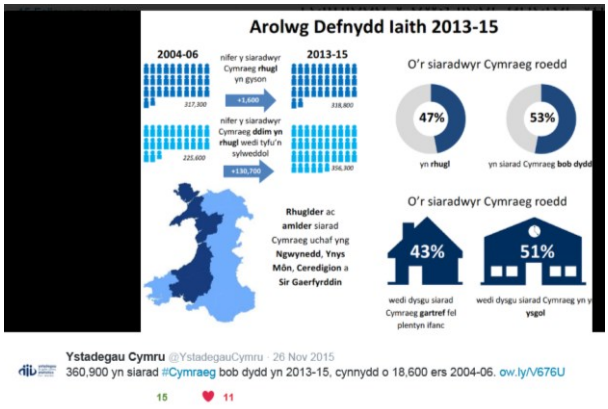
26 November 2015 Last updated at 20:50 GMT

There are more fluent Welsh speakers in Cardiff than there were 10 years ago - with the number in the capital having risen by 7,000.

However, in the traditional heartlands of Anglesey, Carmarthenshire, Ceredigion and Gwynedd, there has been a reduction in those fully competent.

In addition to the media briefing, the Welsh Government e-mailed interested parties, internal and external stakeholders to inform them about the results we released. Welsh Government tweeted about the results of the survey from the @statisticswales and @ystadegaucymru Twitter accounts and included the following infographic. The Welsh Language Commissioner tweeted specific results bilingually via @ComyGymraeg.





Following the publication of the interim report in January 2015, the results from the survey were presented to the following audiences.

- First Minister's Welsh Language Partnership Council – a panel responsible for giving advice and making representations to Welsh Ministers in relation to the Welsh language strategy.
- Welsh Language Commissioner's Advisory Panel – a panel responsible for advising the Commissioner on the Commissioner's functions in accordance with the Welsh Language Measure (Wales) 2011.
- Welsh Statistical Liaison Committee meeting – a meeting of analysts from local authorities, health, fire, police and voluntary sector organisations. A copy of the presentation and the minutes of the discussion at the meeting can be found on the Welsh Government website.
- *Mentrau Iaith* (Welsh Language Initiatives) – a meeting of representatives from the *Mentrau Iaith*, community organisations that promote the use of Welsh throughout Wales.
- BBC Audience Council Wales – the Audience Council scrutinises the BBC's services on behalf of BBC audiences in Wales.
- National Eisteddfod – a presentation was delivered in *Pabell y Cymdeithasau* (Societies Tent) in the National Eisteddfod in Montgomeryshire and the Marches 2015. The presentation was promoted and captured through both the Welsh Government's and Welsh Language Commissioner's Twitter accounts. There was also some media coverage as a result of the presentation, including on BBC Radio Cymru.

3.3. Users making use of the results

The survey results have been used, or will be used, by a wide range of users for a wide range of purposes according to the feedback received from users. Not only do organisations with a specific role in promoting the use of Welsh make use of the data, so do organisations with a wider remit. Some examples of uses of the statistics are:

- to develop, monitor and evaluate policies such as local planning policies;
- as contextual information for service planning, to ensure that the services available reflect the linguistic profiles of specific areas;
- to understand the sociolinguistic profile of Wales and so that further research can be undertaken into the position of the Welsh language in Wales;
- to report on the position of the Welsh language in Wales in the media.

3.4. Helping others to analyse our data

In addition to publishing the key findings on the StatsWales website, the survey datasets will be made available via the UK Data Archive website from March 2016. A variable catalogue will be published to provide users with an overview of the structure of the dataset. A data user guide will also be made available, to provide potential users with some background to

the survey and the survey methodology, a description of the data available and some example SPSS and Stata programming syntax.

4. Feedback received to date

We have sought feedback formally and informally since the first release was published. The methods for obtaining feedback and the feedback we have received to date are summarised below.

4.1. Formal feedback

Between the publication of the interim report in January 2015 and the full report in November 2015, we sent out an online survey in both English and Welsh (see Appendix) to all stakeholders via an online survey platform, SurveyMonkey. The stakeholders comprised external organisations or individuals with an interest in Welsh language statistics and/or research. We received nine responses to the survey in Welsh, and four responses to the survey in English.

We also distributed a paper copy of the online survey to those attending the presentation in the National Eisteddfod. We received six responses to the survey in Welsh, and one response to the survey in English.

4.1.1. Responses

- Of the 20 respondents, 11 worked in the public sector; 4 worked in the private sector; 3 responded as individuals; 1 respondent worked in the voluntary sector and another worked in an 'other' organisation. None of the responses were from officials working in the Welsh Government or the Welsh Language Commissioner.
- Respondents were asked how important data from the Welsh Language Use Survey was to them. All but one of the respondents said that the data was either very important or important to them (13 said 'very important', 6 said 'important').
- Respondents were also asked how useful the data was to them. All but two of the respondents said that the data was useful to them (13 said 'very useful', 5 said 'useful').
- The survey asked respondents about the use that they made, or intend to make, of the Welsh Language Use Survey. Some examples of uses given were for service planning and provision, to develop policies, as contextual information, for research purposes and for political purposes.
- The survey also asked respondents which topics in the Welsh Language Use Survey they found most useful and least useful. The majority of respondents stated that they found the information relating to Welsh language use most useful, in particular for the younger age groups, and information relating to fluency and comparisons with previous surveys. Some of the topics respondents stated that they found least useful were the language of the most recent conversation and self-reported fluency (as it

was said that this may not always be an accurate reflection of an individual's ability in Welsh). Other respondents stated that they found the information relating to older people less useful, and asking Welsh speakers if they used only Welsh in situations that would usually require them to use both English and Welsh.
- Respondents were also asked how often information on Welsh language use should be collected. Seven respondents said that it should be collected every one to two years, ten respondents said every three to five years and three respondents said that it should be collected every six to ten years.

4.1.2. Suggested improvements

We received many suggestions from stakeholders on additional analyses that they would have liked to see included in the full report in November 2015, as well as topics that they would like further information about in any future surveys.

- Some users wanted the survey results analysed by local authority.
- While one user wanted further analyses by age and fluency, another user said that the analysis was already too detailed.
- One user wanted to know the sample size for each estimate.
- A couple of users wanted to have further information in future surveys about where Welsh is learnt. One of the users specifically wanted to know how many adults learn to speak Welsh through a Welsh for Adults course.
- One user wanted qualitative information to complement the survey data, specifically regarding the factors that lead to being able to use Welsh successfully.
- A couple of users would like to see information collected regarding attitudes to the Welsh language and confidence in speaking Welsh. A couple of users also would like to see information collected regarding intergenerational language transmission.

4.2. Informal feedback

4.2.1. Meetings and conferences

Both the Welsh Government and Welsh Language Commissioner attended a number of meetings and seminars as listed in section 3.2 to present the results of the 2013-14 survey. At the end of each presentation we asked the audience for their feedback.

- One common theme among the majority of the meetings and seminars was the need for analysing the survey results by local authority so that it would be more useful for Welsh language service planning and provision.
- Another common theme was the need for caution when analysing the survey results owing to the subjective nature of self-reported fluency, particularly for the youngest Welsh speakers given that parents may not report their children's ability and use accurately.
- Reflecting the feedback from the online survey, some users wanted to see more qualitative information collected, such as what factors would encourage Welsh speakers to use the language. Other examples of further possible research

suggested included looking at the reasons behind why some Welsh speakers who tried using Welsh with public organisations failed to do so, and why young people were less likely to speak Welsh with their friends than at school.

- In some of the meetings and seminars, there were discussions around the importance of presenting the actual numbers as well as percentages in the report.
- In one meeting, users suggested that it would be interesting to look at Welsh language use by place of birth/upbringing and looking at more detailed age groups should the sample sizes allow, in order to see if there was any within group variation.
- In another meeting there was a discussion around the survey findings that suggested that 16-29 year old Welsh speakers do not use Welsh as much as Welsh speakers in the other age groups and the possible reasons for this.
- Other users also asked about the continuation of the Welsh Language Use Survey, noting its importance to the evidence base on the health of the Welsh language.

In addition to presenting the results of the interim report at various meetings and seminars, the interim report was also peer reviewed by Welsh Government statisticians during peer review training. Despite not being users of the output, the peer reviewers provided feedback with a view to improve the quality of the statistical commentary. The feedback received included the need to provide additional context, restructure the report so that the main findings were clearer to users, consider using a variety of chart types and improve the interpretation of the results.

The Welsh Government and Welsh Language Commissioner also worked closely with the UK Statistics Authority Good Practice Team during the production of the final report. The Good Practice Team provided advice and guidance regarding effective presentation of data and provided feedback on various drafts of the final report.

5. Response to feedback received

In response to the feedback received on the interim report, the following actions were taken in time for the publication of the full report in November 2015.

- Much of the data was analysed at local authority level, where sample sizes allowed. Maps and charts were included in the final report and tables at local authority level were published on the StatsWales website.
- Additional context was included alongside the survey results, including policy context and a brief explanation for each topic of the survey of its relevance to the Welsh language.
- The statistical commentary and use of charts, maps and tables were improved in order to be more interpretative and less mechanical when highlighting patterns and trends in the data.
- A brief section was also included in the full report to inform users about the subjective nature of self-reported fluency and language use, particularly for younger Welsh speakers (as the information is reported by parents and may not be accurate).

6. Appendix

Welsh Language Use Survey user feedback survey

The Welsh Government and the Welsh Language Commissioner published the 'National Survey for Wales, 2013-14: Welsh Language Use Survey' on 29 January 2015.

We would like to seek your views with regards to the publication in order to inform the next report due to be published in November 2015. We would also like to seek your views on any future research in this area.

1. What type of organisation do you work for?
    a. Welsh Government
    b. Welsh Language Commissioner
    c. Public sector
    d. Voluntary sector
    e. Private sector
    f. Individual
    g. Other

2. Thinking about the data and information included in the Welsh Language Use Survey 2013-14, how important is this data to you or to your organisation?
    a. Very important
    b. Important
    c. Unimportant
    d. Not important at all

3. How useful is the data and information included in the Welsh Language Use Survey 2013-14 to you or to your organisation?
    a. Very useful
    b. Useful
    c. Of little use
    d. Not useful at all

4. What use do you or your organisation make, or intend to make, of the Welsh Language Use Survey?

5. If you or your organisation have used the results of the Survey, what sections or topics did you find most useful and why?

6. If you or your organisation have used the results of the Survey, what sections or topics did you find least useful and why?

7. Are there any additional analyses that you would like to see in the Welsh Language Use Survey 2013-15 report, in addition to the analyses already included in the 2013-14 report?

8. In your opinion, how often should information regarding Welsh language use be collected?
    a. Every one to two years
    b. Every three to five years
    c. Every six to ten years
    d. Less often

9. Are there any other questions or topics in relation to the Welsh language that should be included in any future Welsh Language Use Survey?

10. Do you have any other comments regarding the Welsh Language Use Survey?