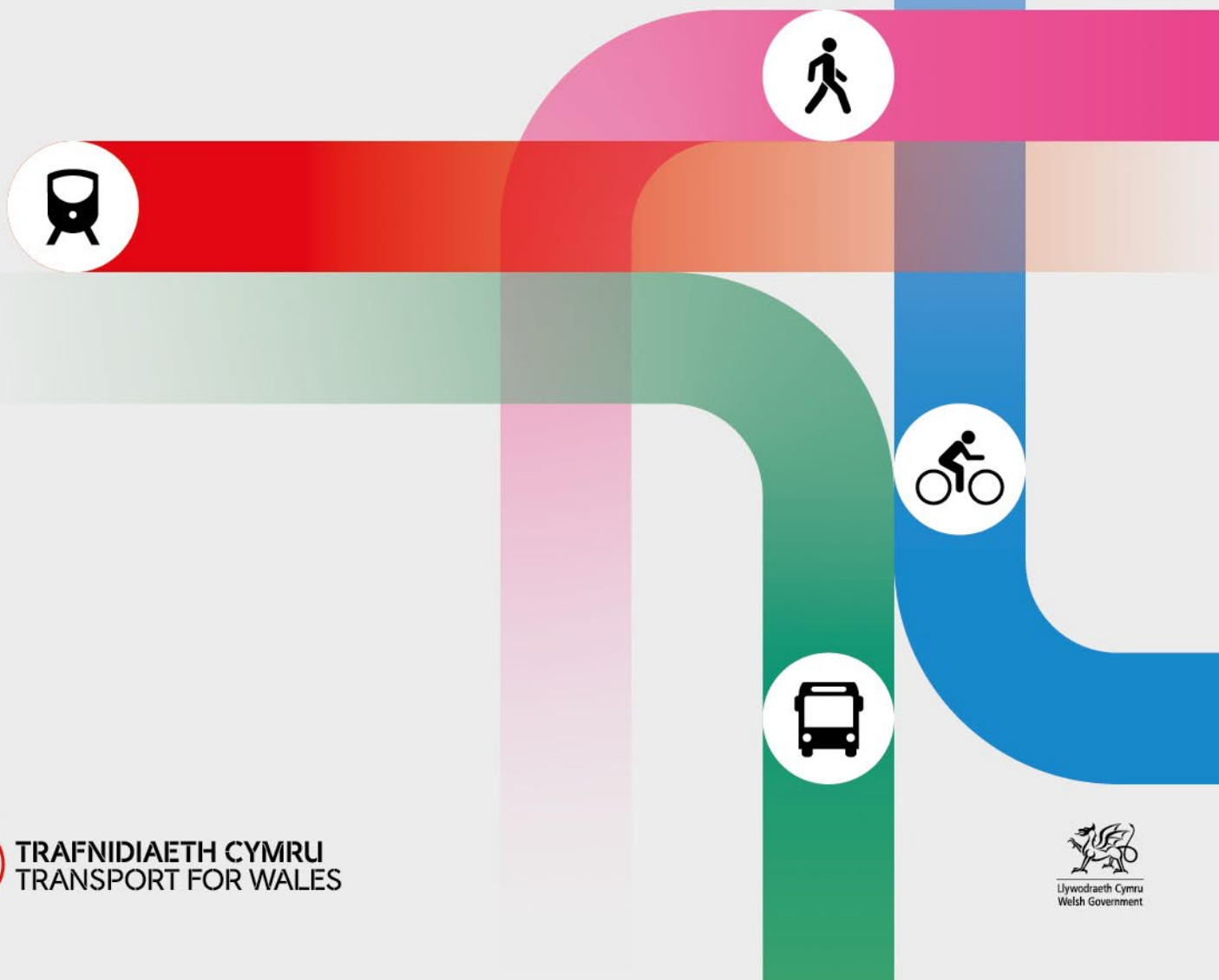
25/11/2026

Wales National Travel Survey Quality Report



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About the Wales National Travel Survey

Introduction to the survey

The Wales National Travel Survey (WNTS) is a large, annual, random-sample survey designed to collect data on travel attitudes and behaviours from people across Wales. It includes questions for users and non-users of different transport modes, as well as a two-day travel diary.

The National Centre for Social Research (NatCen) operates the survey on behalf of Transport for Wales (TfW).

The survey runs continuously throughout the year, with a new batch of respondents invited to take part each week. In total, 14,900 households were be invited to take part in the 2025/26 survey year.

As outlined in the Llwybr Newydd: The Wales transport strategy 2021, the WNTS provides TfW and Welsh Government with reliable, robust data to track progress towards Welsh Government's transport targets and commitments.

Methods used

The WNTS is primarily a web-first survey, with telephone and face-to-face interview completion options also available. Up to two adults per household can complete the survey online. Only one adult per household can participate via telephone or face-to-face interview. Households are selected at random with an invite sent by post.

The survey lasts 40 minutes on average. Respondents are offered a £10 voucher as a thank you for taking part.

The survey was launched on 10 March 2025 and covered a full 12 month period. Subsequent years will run from 1 April to 31 March. The 10 March date was selected as the earliest possible launch date for 2025, with a priority to provide analysis as soon as possible.

Annual data published in November 2026 supersede the provisional estimates published in April 2026. The April estimates were based on the first six months of survey data. The revised estimates use the data collected across the full survey year.

Future publications will be on an annual basis in the autumn.

Purpose of the survey

Since 2012/13, there had been no travel survey covering Wales. As a result, there was limited data available to monitor and evaluate transport-related policies and initiatives.

The WNTS aimed to address this data gap by collecting information on how, why, when and where people travel, as well as individuals' attitudes and satisfaction with different transport modes. In particular, this includes collecting data for measures included in the Wales Transport

Strategy Monitoring Framework, Net Zero Wales Carbon Budget 2 and in the Regional Transport Plans produced by the Corporate Joint Committees (CJCs).

As well as these organisations, there is a wide range of other users of the survey, including:

- transport planners, active travel and public transport groups
- local authorities across Wales, local government organisations and Public Health Wales
- other public sector organisations
- academics
- data linkage with Secure Anonymised Information Linkage (SAIL) Databank and UK Data Service
- the media
- members of the public.

Annual data are deposited each year to the UK Data Archive, to ensure that the results are widely accessible for research purposes. Results are also linked with other datasets via secure research environments, for example the SAIL at Swansea University. Respondents can opt out of having their results linked if they wish.

Methods used

Table 1: Methods used

Topic	Detail
What the survey measures	The survey collects data on travel behaviour and attitudes from users and non-users of different transport modes from across Wales. Demographic questions are also included to allow for analysis by geographic area or by protected characteristics. Only addresses in Wales have been invited to take part. The survey content and materials are available from the WNTS web pages. This includes the question script and the letters sent to households.

Topic	Detail
The travel diary	The WNTS includes a travel diary where respondents detail the journeys they made over the past two days. Respondents record the locations visited using an interactive map. They provide information on journey purpose and transport modes used, alongside mode-specific questions. This will be used to produce estimates for the share of journeys by different modes, average distance travelled per person and the number of multimodal journeys. Only journeys that start and/or end in Wales are used for analysis. Journeys that take place entirely outside of Wales have been removed.
Modes for completion	The WNTS can be completed online, via telephone (opt-in) or in a face-to-face interview.
Frequency	Data is collected continuously throughout the survey year, with a new batch of households invited to take part every week. Data for the full 2025/26 survey year were published in November 2026. Data for subsequent survey years will be published every autumn.
Sample size and response rate	A total of 14,900 households were invited to participate in the WNTS during the first survey period. From this, 5,223 households have at least one individual completing the survey, and 6,116 individuals have completed the survey.
Sample frame	Addresses are sampled randomly from the Royal Mail's Postcode Address File (PAF). The PAF is a list of all UK addresses (excluding institutional accommodation). Only addresses for Wales were used. Respondents must be aged over 16, and proxy completions are not permitted.

Topic	Detail
Sample design	The WNTS is designed to produce a representative sample of individuals living in Wales at the regional and national level. There are different individual selection criteria depending on the mode of completion. For respondents completing via web, up to two individuals may complete the survey. There is no individual selection. For face-to-face interviews, one member of the household is selected randomly using a Kish grid. Telephone interviews are opt-in after receiving an invite letter. Only one individual per household may complete if a telephone interview is selected.
Oversampling	The population of Mid Wales is 6.6% of the Welsh population. This is much smaller than the other three regions. We have oversampled Mid Wales, accounting for 9.9% of the issued sample. We expect an effective sample size of 400 for Mid Wales.
Sampling unit	The survey is an individual-level survey.
Weighting	Two sets of weights have been produced: an interview weight and a diary weight. Interview weights, produced at the individual-level, are used to take account of unequal selection probabilities for different non-responses (e.g., to ensure that age and sex distributions match that of the region). These weights also take into account the differences between respondents in a web and a face-to-face environment. Diary weights are produced at the journey-level and are used to ensure an even spread across a week, and to control for underreporting on the second diary day. These weights have been produced using the six-months dataset and so will be adjusted for annual publications.

Topic	Detail
Imputation	In data collected from the travel diary, journey distance has been imputed where the origin or destination is unidentifiable. Two imputation methods have been used. 1. If the respondent recorded journeys on the same diary day before and after the problematic journey, the mid-point between the origin of the former and the destination of the latter is used. 2. If the travel behaviour recorded does not allow for the mid-point to be used, then the mean journey distance by mode is used. Journey distance has been imputed for 4.0% of recorded journeys, and 4.1% of the total distance travelled.
Outliers	Some origin-destination pairs, previously flagged as outliers, have been adjusted where a location with the same, or similar, name has been incorrectly selected (for example, selecting Newquay in Cornwall rather than New Quay in Ceredigion). This is only undertaken where the error is clear and obvious with a straightforward solution. For the data included in this release, these corrections occurred for fewer than 30 journeys.
Derived variables	A derived variable for commuting journeys has been created. This variable combines the journey purposes "go to work" and a subsample of "return home" journeys, where the respondent has previously made a journey to their place of work. Other "return home" journeys have been recoded as "holiday or day trip" journeys where the respondent is returning from a holiday or day trip or where their first journey is from a non-home location to home. Other "return home" journeys have been recoded as the purpose or activity undertaken at the origin.
Geographical coverage	The annual dataset features data mostly at the national and regional level. Some multivariate outputs are available, where the sample size permits.

Survey content

The WNTS consists of two core elements: a questionnaire and a travel diary, presented in a single survey.

Questionnaire

The questionnaire collects information on respondents' attitudes towards different transport modes, including satisfaction across a range of mode-specific elements and their feelings of safety and welcomeness. We also collect data on transport noise, affordability and accessibility of public transport, and the ability to use the Welsh language in the transport sector. Personal data, including all protected characteristics, are recorded to provide additional insight during the analysis.

Data are collected on the following transport modes:

- Walking and wheeling
- Cycling
- Bus
- Train
- Community Transport
- Taxi
- Car (either as a driver or a passenger)
- Air
- Boat or ferry.

Travel Diary

Travel behaviour is recorded in a travel diary covering the previous two days. Respondents are asked to record where they went, their journey purposes, and the modes of transport used to get to their destinations. Additional journey-specific information such as car fuel type, the price of their public transport journey, and the modes used to and from a bus stop or train station are also recorded.

Only journeys that start and/or end in Wales are used for analysis. Journeys that take place entirely outside of Wales have been removed.

Respondents who complete the survey via web or face-to-face use an interactive map tool to record their journeys. Utilising the Ordnance Survey (OS) Maps application programming interface (API), alongside the OS Names and Places API databases, respondents can select their destinations on a map. Alternatively, they may search for a location or area using the search bar. By indicating specific points as their destination, we combine information origin, destination and transport mode to calculate the distance travelled using the TravelTime Routes API.

The interactive map requires a stable internet connection to complete. Where this is unavailable for face-to-face interviews, respondents can complete the survey using an offline travel diary. This replicates the questions asked in the online diary. Destinations are recorded with as much

detail as possible and recorded by fieldworker interviewers as part of the post-survey data processing. In total, 12.4% of respondents have completed the survey using this alternative.

NatCen have undertook an assessment of responses collected from the offline and online travel diaries recorded in 2025/26. They concluded that there were no notable differences between the number of journeys recorded per person between online and offline completion modes.

Strengths and limitations

Strengths

Detailed travel pattern data collected: The WNTS collects detailed travel data from respondents to understand how, why, where and when people travelled in the two-day travel diary. No other data source collects this information for Wales.

The data we are collecting is used to monitor commitments made in the Llwybr Newydd, Net Zero Wales Carbon Budget 2 and Regional Transport Plans published by CJCs. The data are also being used for monitoring and evaluation and transport modelling within TfW.

Holistic view of transport attitudes and behaviours: In addition to the data collected in the travel diary, the WNTS records the attitudes and satisfaction levels from users and non-users of different modes of transport. The combination ensures the survey is collecting detailed information about how and why people interact with the transport network.

Seasonally adjusted travel information: Respondents are invited to take part in batches, spread equally throughout the year. This means that seasonality in travel attitudes and behaviours is controlled for.

Large and representative sample: The survey has a large sample and a 38.4% household response rate, producing results that are representative of the population of Wales. This allows for robust analysis at the national level from the preliminary dataset. The annual dataset will include analysis by different demographics such as age, gender and region.

Inclusivity and accessibility: As a stratified random sample, every household in Wales has a known probability of being invited to participate in the survey. Letters are bilingual, as is all survey content. Large print or braille letters are available to invited households.

The online version of the survey has been assessed against the Web Content Accessibility Guidelines (WCAG) 2.2., with an accompanying Accessibility Statement published. The inclusion of telephone and face-to-face interviews ensures that respondents can complete the survey in a way that best suits their needs and preferences. The survey is available in both Welsh and English.

TfW is committed to making its website accessible, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. As such, all statistics publications and outputs are accessible.

We have included questions on the following protected characteristics to provide insight into how travel behaviour impacts and varies different demographic groups:

- Age
- Disability
- Sex
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race and ethnicity
- Sexual orientation.

Open data and linking opportunities: The annual WNTS dataset will be available from the UK Data Service and will be uploaded to the SAIL Databank to allow for data linkage.

Stakeholder engagement: To ensure we deliver analysis that is valuable to stakeholders, several stakeholder engagement sessions have been conducted. Results of these are available on the TfW website. We will continue to engage with stakeholders following the publication of the annual data.

Comparable data between modes: Three data collection modes (web, telephone and face-to-face interviews) are available to respondents. Analysis shows that the data collected across these modes are generally comparable. We will continue to review this as the survey progresses.

Wide range of topics: A wide range of questions are asked for users and non-users of nine different transport modes (walking and wheeling, cycling, bus, rail, car, taxi, community transport, planes and ferries). A range of demographic questions are included to allow for analysis by different protected characteristics and other breakdowns.

Tested questions: Many questions have been cognitively tested, and the survey has been trialled with respondents in two pilots. Where possible, questions are aligned to the Government Statistical Service's (GSS) harmonised standards and guidance.

Innovative mapping tool: Journey location data are collected using an online map tool using OS maps. This allows for precise locations to be recorded, improving the accuracy of estimates of journey distance and duration. This online map tool is unique among current transport surveys.

Limitations

Lower-level geographies: The WNTS is designed to produce a representative sample of individuals living in Wales at the regional level. As such, data for local authorities and other smaller geographies are not available for a single survey year. We anticipate the need to combine multiple survey years together to produce estimates for smaller geographies. Due to the changes in weighting for these estimates, we advise caution when evaluating policy impacts on the data at this level.

Difficult to perform multiple breakdowns: Smaller demographic groups, and groups that require multiple demographic breakdowns (for example, cycling journeys by women over 65), may not obtain a sample size large enough to produce robust and precise analysis.

Not fully inclusive and accessible: Sampling by household using the PAF excludes certain groups such as those living in communal establishments (for example, residential care homes)

and those with no fixed abode. Individuals under the age of 16 are not eligible to complete the survey.

Additionally, the online survey design fails several WCAG 2.2. criteria, though work is ongoing to address certain items.

Internet coverage across Wales affecting face-to-face interviews: The face-to-face interviews require a stable internet connection to complete the two-day travel diary. Where this is not possible, an offline paper travel diary has been produced to allow respondents to finish the survey. The data recorded in this way is more descriptive than using the map tool, and so these data may be less accurate. An assessment of online and offline diary completions found no sizeable differences between the number of journeys recorded on an online and offline diary. However, we will continue to monitor the data over time.

Travel diary via telephone: The travel diary is a visual, interactive tool and so the experience of completing the travel diary via telephone interviews is more burdensome and descriptive than online or in face-to-face interviews. As telephone interviews are opt-in, we see very few (2.1%) respondents completing using this mode. However, we will assess how different the data are between telephone and other modes, and work to find solutions over the longer term.

Misreporting of travel behaviour: The travel diary relies on respondents self-reporting their journeys. This has several disadvantages, as respondents may misreport the number of journeys they have made (either wilfully or by forgetting). Validation checks are included as part of the survey, but this source of error cannot be entirely removed.

Nonresponse: Though the participation rate in the WNTS is high, there is a sizeable proportion of the sample who do not take part (61.6% of eligible households). A nonresponse rate like this is standard for social surveys. Weighting and other methods are designed with this in mind. However, nonresponse will still likely affect the accuracy of the estimates produced.

Different selection approaches: The survey is an individual-level survey. However, as the invitation letters are sent to households, individual selection must occur. This differs depending on the mode of completion. For respondents completing online, up to two adults (over the age of 16) may complete the survey. Telephone completions are opt-in for one adult in the household. Face-to-face interviews undertake respondent selection using the Kish grid. Though the online completions are not truly random, testing showed that an individual selection approach did not improve the sample representativeness, with respondents ignoring the selection criteria. We will continue to monitor how the online and face-to-face completions differ over time to see if this finding holds.

Comparability with other surveys: The WNTS has not been designed to be directly comparable with other UK travel surveys (Department for Transport's (DfT) National Travel Survey covering England, or the travel section of the Scottish Household Survey), nor the National Survey for Wales. As a result, care must be taken when interpreting the findings alongside other transport data for both Wales and the rest of the UK.

Respondent burden: The survey typically takes around 40 minutes to complete, though this varies between mode of completion. We appreciate that this may be burdensome on

respondents, which can affect the results. We continue to review the survey content to understand how we can limit the burden placed on respondents when completing the survey.

Comparability and coherence

Where possible, the WNTS uses questions or definitions used elsewhere. Where questions are collecting demographic information, or information about a respondent's health and wellbeing, the Government Statistical Service's Harmonised Standards have been used.

Where no harmonised Welsh translation is available, we have used translators to produce a Welsh-language version. Due to the nature of translation, these may differ slightly from the English-language version.

A full list of definitions used in WNTS are published on the TfW website. We have defined the different transport modes broadly in line with the definitions used in DfT's National Travel Survey.

However, travel behaviours such as main mode share, or journey distance, are recorded differently to other national surveys in the UK and elsewhere. The different number of days included in the travel diary and the different completion environment may limit comparability with outputs from other travel surveys.

Journey purposes included in WNTS are similar to those included in the DfT's National Travel Survey and the travel section of the Scottish Household Survey. One key difference is that WNTS only collects information on travel journeys. Walking journeys for pleasure or exercise, or to walk the dog are therefore not collected in the WNTS but are collected in England (as "Just walk") and in Scotland ("Going for a walk"). These purposes account for approximately 10% of all journeys in England and Scotland. Data for walking and wheeling journeys in Wales may therefore not be comparable with these nations.

More information and results from other UK nations are available from the corresponding surveys in England, Scotland and Northern Ireland.

The WNTS uses a different survey design and completion modes to other surveys. These differences may affect the comparability of the results even where the same question is asked.

The survey design and completion modes may affect the figures on remote working. WNTS uses the same question and response options as the National Survey for Wales. However, caution should be taken when comparing results, due to differences in collection methods and sample frames.

We define a Welsh-language user as a respondent who has answered that they can do any of the following:

- Understand spoken Welsh
- Speak Welsh
- Read Welsh
- Write Welsh.

This is not directly comparable to the National Survey for Wales, which asked respondents yes or no questions about their ability to understand, read and write Welsh. Respondents were also asked about their ability to speak Welsh, with an additional answer "no, but have some Welsh speaking ability".

Additionally, question differs from the question asked in the UK Census (2021), which only allowed for a binary "yes" or "no" answer.

The WNTS does not differentiate by service provider (for example, Transport for Wales, or Great Western Railway services). As such, figures for use or satisfaction may differ from operator-specific figures.

Our estimates of respondents who regularly work remotely are lower than other estimates of the same concept, such as the National Survey for Wales or the UK-wide Opinions and Lifestyle Survey. As such, caution should be taken when reviewing statistics by remote worker status.

We will continue to monitor how remote working patterns change over time, as well as reviewing the way we ask respondents about their working patterns to better understand these differences.

The November 2026 publication supersedes the preliminary results. These were the first publications from the WNTS, so comparisons over time are still not possible. In the future, any question adjustments and the effect on comparability will be highlighted.

Response rates

Full and partial completions of the WNTS have been used for analysis. For a partial complete to be included in the dataset, the respondent must have completed the first half of the questionnaire and the diary.

The number of individuals eligible to complete the survey differs by the completion mode. For web completes, up to two adults may complete the survey. Only one adult may complete the survey via telephone or in face-to-face interviews.

This makes calculating response rates challenging, as the number of potentially eligible adults is unknown for web completions. As a result, the response rates by household and the response rates by total individuals per household are included in Table 2.

Table 2: Response rates

Completion type	Responses	Response rate
Individual responses	6,116	1.2 individuals per responding household
Household responses	5,223	38.4% of eligible households with at least one response
Partial completions	16	0.1% of eligible households
Nonresponses	8,386	61.6% of eligible households
Sampled households	14,900	
Eligible households	13,634	
Deadwood address (for example, non-residential or visibly unoccupied)	1,267	8.5% of all sampled households

Journeys recorded

The travel diary collects data on journeys undertaken on the two days before the completion of the WNTS. The respondent may complete the survey on any given day, so the number of diary days covered are not equal.

We have observed consistent drop-off in the number of journeys recorded on the second diary day. This is not considered genuine behaviour, rather individuals incorrectly reporting their travel patterns on day 2.

Diary weights are applied to adjust for this, upweighting day 2 to match the day 1 rates. Weights are also applied to spread the diary days evenly across the weight, and to ensure they are even across months and quarters of the year.

The unweighted journey days and total journeys recorded are shown in Table 3.

Table 3: Number of journeys recorded

Diary day	Day 1: Journeys recorded	Day 2: Journeys recorded	Total journeys recorded	Share of journeys recorded
Monday	1,706	1,122	2,828	15.6%
Tuesday	1,562	1,124	2,686	14.8%
Wednesday	1,627	1,140	2,767	15.2%
Thursday	1,556	1,070	2,626	14.5%
Friday	1,445	909	2,354	13.0%
Saturday	1,131	1,338	2,469	13.6%
Sunday	1,429	1,005	2,434	13.4%
Total	10,456	7,708	18,164	100.0%

Response rates by mode

In the preliminary dataset, 74.1% of respondents completed the WNTS using the web. Face-to-face completions accounted for 23.8% of the total. Telephone completes accounted for 2.1% of responses, as this was only available if respondents opted in.

We observed more journeys recorded per diary when the survey was completed via face-to-face or telephone (Computer Assisted Personal Interviewing, or CAPI), as shown in Table 4.

Table 4: Journeys recorded by mode of completion

Mode	Day 1: Total journeys	Day 2: Total journeys	Total journeys	Journeys per person
Web complete	7,426	5,293	12,719	2.8
CAPI complete	3,030	2,415	5,445	3.4

Accuracy

It is essential that the statistics produced are an accurate estimate of the people of Wales. Accuracy is affected by both sampling and non-sampling errors.

Sampling error

Sampling error occurs as information is collected from a sample of households, rather than the whole population of Wales. The size of the sampling error depends on the sample size and survey design. In general, a larger sample size will reduce the size of the sampling error.

Where there are breakdowns covering a small number of individuals, sampling error is larger. Users are advised to take care when analysing results with small populations.

Different samples contain different people, who have different travel patterns and behaviours. Therefore, each different sample will give a different set of results. The variability from sampling decreases as the sample size increases. Confidence intervals are included with the estimates to indicate where the true value is likely to be. For a 95% confidence interval, it is expected that 95% of the intervals would contain the true population value if repeated many times.

Survey design

The WNTS uses a complex survey design. Mid Wales has been oversampled, and the survey has been stratified at the regional level. Therefore, there are different probabilities of being included in the sample for each region. Individual weights have been applied to correct for the regional differences, and to ensure that the results match the demographic profile of Wales.

The complex survey design is a cost-effective approach to ensure the survey is representative at a regional level. However, it is less statistically efficient than a simple random sample. Taking into account the design effect, gives the “effective sample size”. As there is also a design effect to the travel diary, we also report the “effective number of journeys” recorded. All analysis takes account of the design effect for each variable.

Confidence Intervals

95% confidence intervals have been produced for all WNTS outputs. These take into account the design effects of the survey.

Estimates with a wide confidence interval are less precise.

Non-sampling error

Non-sampling are errors that occur in the data collection process that are unrelated to the sample design. These errors cannot be eliminated entirely. However, where possible, we have taken actions to reduce the scope of the non-sampling error where possible.

Non-response error

Non-response error occurs as some individuals choose to not participate in the survey. These individuals may have different travel behaviours than those who have completed the survey.

Weights have been applied to account for differences between the responding and non-responding populations. Geography variables, such as region, rural-urban status and Wales Index of Multiple Deprivation, as well as demographic variables such as age and sex have been used to formulate the weights. This aims to reduce the size of the non-sampling error due to these factors. For more information about the weighting process, please see Section 6 of the Technical Report.

Coverage error

Coverage error occurs where the sample frame does not represent the target population. The PAF Sample Frame excludes certain groups such as those living in communal establishments (for example, residential care homes) and those with no fixed abode. The travel behaviour of individuals living in these circumstances is not recorded.

Measurement error

Respondents may misunderstand questions, interpret questions differently to other respondents, or may provide answers that are inaccurate. These are sources of measurement error.

Where possible, questions are aligned to the GSS harmonised standards and guidance. Questions and response options from other government surveys have also been used. All WNTS questions underwent a desk review in English using the Questionnaire Appraisal System-99. Questions considered complex or challenging were cognitively tested, as was the interactive map component of the travel diary. This was completed in both Welsh and English. Help-text is also available within the survey to provide definitions, where appropriate.

By following this approach, we have aimed to ensure all respondents understand and interpret the survey questions in the same way. However, we have observed a consistent drop-off in journeys recorded on the second diary day, which we consider to be respondents incorrectly reporting their behaviour. Diary weights have been designed to up-weight journeys recorded on the second diary day such that they match the day one journey rate.

Mode effects

Mode effects occur where the mode of completion affects how the respondent answers the survey. As a multimodal survey, we understand that the different response modes may alter respondent behaviour.

For instance, the presence of a fieldworker may influence the respondent to answer in a more socially desirable way than if they completed online. Alternatively, fieldwork interviewers may assist with remembering and recording journeys in the travel diary, resulting in less misreporting than in a web environment.

The WNTS has been designed such that the experience when completing face-to-face or online is as similar as possible. We understand that telephone interviews have several differences, particularly as they are non-visual. However, the number of telephone interviews remains small.

The experience completing the travel diary is a significant difference between web responses and the face-to-face interviews that faced connectivity issues. Using the offline diary, fieldworker interviewers ask respondents to be more descriptive with their locations to improve the processing accuracy.

Processing error

Some errors may be introduced when processing the data.

When calculating the distance and duration between a respondent's origin and destination, the most direct available route is used, calculated using the TravelTime Routes API. For instance, journeys by bus use the most direct driving distance between the bus stops, rather than the actual bus route. For all modes, the processed distance and duration will not match the true journey distance and duration.

Error may also be introduced when fieldworker interviewers map the locations recorded on the offline diary. Where possible, respondents are asked to provide more details of their destinations to reduce the amount of processing error.

Timeliness and punctuality

The data were published in November 2026, around seven months after the end of the fieldwork period. This period has been kept as short as possible to ensure results are as timely as possible while still being fully quality assured.

Data confidentiality and security

Data confidentiality

The households selected as part of the sample are sent a letter inviting them to complete the survey. Included with the invitation letter is a Frequently Asked Questions sheet. Respondents are informed that their participation is voluntary and that their answers will be kept confidential.

WNTS information is collected for reasons of public interest. Information provided by respondents is confidential and is not passed on to anyone outside NatCen or the statistics section at TfW in a form that could be used to identify them. More information is available in our privacy notice.

Respondents are provided with a telephone number for NatCen's Operations Department to contact if they have any queries. Any Welsh-language contact is handled by TfW.

Security

Fieldwork interviewers and remote coders (who conduct data entry for the offline travel diary) have a dedicated work laptop and data is transferred directly via NatCen via a secure internet collection. These laptops are Pretty Good Privacy (PGP) encrypted and have secure account logins (managed via Microsoft Active Directory) and require password changes every 30 days.

The servers the data is uploaded to has high security measures in place and access is restricted to the relevant teams. Development is carried out in accordance with ISO27001 for Information and Security Management.

Accessibility

The WNTS can be completed online, via telephone or in a face-to-face interview in both Welsh and English. This allows individuals to complete the survey in a way that best suits their needs and preferences. Invite letters are available in large print or in braille.

The online version of the survey has been assessed against the WCAG 2.2., with an accompanying Accessibility Statement published. Work is ongoing to address items that fail the WCAG 2.2. criteria. Maps are exempt from online accessibility reviews, and we understand that this may pose a barrier to completing online or face-to-face. Additional work is ongoing to improve accessibility, alongside offering other completion options for respondents.

All statistical publications and outputs are accessible. All content is available in both Welsh and English.

Roles of TfW and NatCen

NatCen operates the WNTS on behalf of TfW. This section outlines the roles of NatCen and TfW in the production of statistics.

Development

TfW have worked with NatCen since 2023 to design, develop and test the WNTS. They provided expert social research knowledge to create a suitable survey design and methodology that would meet our information needs whilst incorporating our key design requirements. More information on the development and testing processes can be found in the Survey development area of the WNTS website. A summary of the pre-launch development activities is provided below:

- A review of the requirements and objectives of the survey
- An evaluation of survey modes and designs
- An evaluation of potential travel diary designs
- An assessment of the survey script
- An assessment of the various sampling approaches
- Qualitative and cognitive testing of the survey
- A web-only pilot test
- A second pilot, acting as a dress rehearsal

Following the launch of the WNTS, we have worked with NatCen to undertake further survey development. This includes:

- Refinement of the travel diary, in particular the interactive map
- Improving the accessibility of the web survey

- Changes to the questions asked in the survey
- Including additional validation checks

Data collection

NatCen undertake the data collection on behalf of TfW. Full, technical details of how NatCen collect data from respondents can be found in the technical report. An overview of their activities is listed below:

- Drawing the sample and selecting addresses
- Dispatching all survey invitation letters
- Administering face-to-face fieldwork with interviewers
- Conducting telephone interviews
- Handling respondent queries
- Issuing respondent incentives

Data processing

After data have been collected from respondents, NatCen undertakes various data processing tasks in line with an agreed data protocol before sending to TfW. An overview of these activities is listed below, with full details included in the technical report.

- Reconciling the data from CAPI, CAPI-TEL and web completes into a single dataset
- Data cleaning and within-household harmonisation
- Quality control
- Free-text response coding
- Producing derived variables
- Weighting

Weighting process

Two sets of weights are created using the WNTS survey data:

1. Person-level interview weights
2. Person-journey-level diary weights

Full details are included in the technical report.

Person-level interview weights

Person-level interview weights are created using the following steps:

1. Adjust for the oversampling of Mid Wales
2. Adjust for differences in the probability of an address being issued to an interview (due to the web-first survey approach)
3. Adjust for the differences in the probability of an address responding after being issued to an interviewer
4. Apply household weights, to adjust for bias in the number of completed interviews from households of different sizes

5. Calibrate the responses to the latest available population estimates
6. Review and trim outliers

Person-journey-level diary weights

These weights are applied to the journey information recorded in the travel diary. Weights are produced for all journeys recorded and for any diary days where no journeys were reported.

The person-level interview weights were used as the starting point, with the following steps applied:

1. Apply a day of the week adjustment, with each day of the week receiving 1/7 (14.3%) of the total weight
2. Upweight journeys on diary day 2 to adjust for journey drop-off
3. Review and trim outliers