

## Analysis of Website Take-up Service data for December 2006

This documents sets out to show how well Wiltshire County councils website fares in relation to other council websites also using the service.

There are 57 council who use the take-up service. This range from County's to Districts and includes:

- Shire County
- Shire District
- London Borough
- Met District
- English Unitary
- Welsh Unitary
- Scottish Unitary
- NI District

### Questions and Results

The items highlighted in yellow mean they are above the average.

#### How did you become aware of this site

Medium	Council Averages %	WCC %
Council literature	12.84	9.17
Council contact	4.52	0.87
Non-council contact	5.09	3.93
Newspaper advert	1.63	0.00
Radio advert	0.18	0.00
Bill-board advert	0.18	0.44
Internet advert	4.40	4.37
Other advert	2.69	2.18
Library	6.46	14.41
Work for the council	11.37	16.59
Search engine	38.13	37.99
Not answered	11.04	10.04

## How did you get to the site

Medium	Council Averages %	WCC %
Search engine	50.65	48.91
Guess of address	14.82	14.41
Via Directgov	4.96	3.93
Via Directgov/mycouncil	4.41	5.68
Another website	12.44	14.85
Not answered	11.25	12.23

## Reason for Visit

Overall	Service	WCC Actual
39	Other	72
17	Library information including book renewal or reservation	41
	Unknown	20
15	Job Vacancies	18

## Alternative to using the website

Medium	Council Average %	WCC %
Telephone	39.38	33.62
Post	2.65	3.49
In person	9.48	8.73
Email	8.71	10.48
Other	4.71	8.30
Only via web	21.54	22.71
Don't know	4.09	3.93
Unanswered	9.44	8.73

## Visitor Experience

Medium	Council Average %	WCC %
Fully successful	59.93	59.83
Partially successful	13.11	11.35
Information not found	17.53	20.09
Unanswered	9.43	8.73
Revisit very likely	60.03	56.77
Revisit fairly likely	16.08	24.02
Revisit likely	76.11	80.79
Revisit fairly unlikely	3.78	2.18
Revisit unlikely	8.52	4.80
Revisit very unlikely	4.74	2.62
Revisit (net likelihood)	67.58	75.98
Don't know	1.80	2.62
Unanswered	9.44	8.73

## Find way around website

Medium	Council Average %	WCC %
Very satisfied	23.55	18.34
Fairly satisfied	45.84	47.16
Total satisfied	69.39	65.50
Fairly dissatisfied	6.84	11.79
Very dissatisfied	2.25	2.18
Dissatisfied	9.09	13.97
Net Satisfaction	60.29	51.53
Don't know	1.05	2.18
Unanswered	9.45	8.73

## Finding specific information on website

Medium	Council Average %	WCC %
Very satisfied	23.31	15.72
Fairly satisfied	36.04	35.81
Total satisfied	59.36	51.53
Fairly dissatisfied	11.42	13.54
Very dissatisfied	7.77	9.17
Dissatisfied	19.19	22.71
Net Satisfaction	40.17	28.82
Don't know	0.76	2.62
Unanswered	9.45	8.73

### Clarity of information on website

<b>Medium</b>	<b>Council Average %</b>	<b>WCC %</b>
Very satisfied	28.66	24.02
Fairly satisfied	37.41	39.30
Total satisfied	66.07	63.32
Fairly dissatisfied	6.90	6.99
Very dissatisfied	3.59	4.80
Dissatisfied	10.49	11.79
Net Satisfaction	55.58	51.53
Don't know	1.34	2.62
Unanswered	9.45	8.73

### Content quality on website

<b>Medium</b>	<b>Council Average %</b>	<b>WCC %</b>
Very satisfied	26.12	21.40
Fairly satisfied	38.09	42.79
Total satisfied	64.21	64.19
Fairly dissatisfied	5.84	6.99
Very dissatisfied	3.50	2.18
Dissatisfied	9.34	9.17
Net Satisfaction	54.87	55.02
Don't know	1.89	3.49
Unanswered	9.45	8.73

### Content quantity on website

<b>Medium</b>	<b>Council Average %</b>	<b>WCC %</b>
Very satisfied	23.61	17.90
Fairly satisfied	37.04	39.74
Total satisfied	60.65	57.64
Fairly dissatisfied	6.88	8.30
Very dissatisfied	3.72	3.06
Dissatisfied	10.60	11.35
Net Satisfaction	50.04	46.29
Don't know	1.99	3.49
Unanswered	9.45	8.73

### General look and feel of website

<b>Medium</b>	<b>Council Average %</b>	<b>WCC %</b>
Very satisfied	23.82	20.52
Fairly satisfied	40.73	39.74
Total satisfied	65.54	60.26
Fairly dissatisfied	5.96	9.61
Very dissatisfied	2.78	3.49
Dissatisfied	8.74	13.10
Net Satisfaction	55.81	47.16
Don't know	0.83	1.31
Unanswered	9.45	8.73

### Search facility on website

<b>Medium</b>	<b>Council Average %</b>	<b>WCC %</b>
Very satisfied	19.94	13.97
Fairly satisfied	30.04	31.88
Total satisfied	49.98	45.85
Fairly dissatisfied	7.60	9.17
Very dissatisfied	5.48	6.55
Dissatisfied	13.08	15.72
Net Satisfaction	36.90	30.13
Don't know	10.94	14.85
Unanswered	9.45	8.73

## Profile of visitor

<b>Profile</b>	<b>Council Averages %</b>	<b>WCC %</b>
<b>Age</b>		
Under 18	1.21	0.44
18 – 24	6.42	3.06
25 – 34	19.42	13.97
35 – 44	22.92	24.45
45 – 54	20.74	22.71
55 - 59	8.44	8.73
60 + or unanswered	20.56	25.33
<b>Gender</b>		
Male	35.93	33.19
Female	54.62	58.08
Unanswered	9.45	8.73
<b>Location / Other</b>		
Am local resident	60.92	62.88
Work in this area	30.71	28.38
Work for the council	11.47	16.16
Am planning to visit / am visiting	3.10	3.06
Am planning to move here	2.43	1.75
Am a local councillor	0.82	2.18
Looking for info myself	37.03	34.93
Am looking for info relating to work	22.74	25.76
Am accessing this on behalf of someone else	8.57	12.66
Other	5.32	7.42