

## Analysis of Website Take-up Service data for September 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 Actual |
|----------------------|------------------|------------|
| Council literature   | 12.75            | 9          |
| Council contact      | 5.49             | 5          |
| Non-council contact  | 5.26             | 5          |
| Newspaper advert     | 2.46             | 0          |
| Radio advert         | 0.20             | 1          |
| Bill-board advert    | 0.10             | 0          |
| Internet advert      | 5.08             | 4          |
| Other advert         | 30.7             | 2          |
| Library              | 6.00             | 14         |
| Work for the council | 10.54            | 14         |
| Search engine        | 37.80            | 41         |
| Not answered         | 11.10            | 6          |

## How did you get to the site

| <b>Medium</b>           | <b>Council Averages</b> | <b>WCC Actual</b> |
|-------------------------|-------------------------|-------------------|
| Search engine           | 52.80                   | 53                |
| Guess of address        | 15.52                   | 17                |
| Via Directgov           | 5.02                    | 5                 |
| Via Directgov/mycouncil | 4.03                    | 5                 |
| Another website         | 11.74                   | 13                |
| Not answered            | 10.85                   | 7                 |

## Reason for Visit

| <b>Overall</b> | <b>Service</b>  | <b>WCC Actual</b> |
|----------------|---|-------------------|
| 39             | Other   | 29                |
| 17             | Library information including book renewal or reservation | 14                |
| 15             | Job vacancies   | 9                 |
| 32             | General Schools information                               | 5                 |
|                | Unknown   | 5                 |

## Alternative to using the website

| <b>Medium</b> | <b>Council Average</b> | <b>WCC Actual</b> |
|---------------|------------------------|-------------------|
| Telephone     | 40.54                  | 39                |
| Post          | 3.16                   | 3                 |
| In person     | 8.64                   | 10                |
| Email         | 8.21                   | 8                 |
| Other         | 4.39                   | 6                 |
| Only via web  | 22.48                  | 24                |
| Don't know    | 4.10                   | 5                 |
| Unanswered    | 8.62                   | 5                 |

## Visitor Experience

| <b>Medium</b>            | <b>Council Average</b> | <b>WCC Actual</b> |
|--------------------------|------------------------|-------------------|
| Fully successful         | 58.95                  | 60                |
| Partially successful     | 14.75                  | 17                |
| Information not found    | 17.77                  | 19                |
| Unanswered               | 8.62                   | 5                 |
| Revisit very likely      | 58.79                  | 57                |
| Revisit fairly likely    | 16.92                  | 19                |
| Revisit likely           | 75.70                  | 76                |
| Revisit fairly unlikely  | 3.93                   | 5                 |
| Revisit unlikely         | 9.43                   | 12                |
| Revisit very unlikely    | 5.49                   | 7                 |
| Revisit (net likelihood) | 66.28                  | 64                |
| Don't know               | 1.92                   | 3                 |
| Unanswered               | 8.62                   | 5                 |

### Find way around website

| Medium              | Council Average | WCC Actual |
|---------------------|-----------------|------------|
| Very satisfied      | 24.31           | 21         |
| Fairly satisfied    | 45.57           | 47         |
| Total satisfied     | 69.89           | 68         |
| Fairly dissatisfied | 7.05            | 9          |
| Very dissatisfied   | 2.57            | 4          |
| Dissatisfied        | 9.62            | 13         |
| Net Satisfaction    | 60.26           | 55         |
| Don't know          | 0.95            | 1          |
| Unanswered          | 8.62            | 5          |

### Finding specific information on website

| Medium              | Council Average | WCC Actual |
|---------------------|-----------------|------------|
| Very satisfied      | 24.49           | 19         |
| Fairly satisfied    | 34.51           | 37         |
| Total satisfied     | 59.00           | 56         |
| Fairly dissatisfied | 11.08           | 12         |
| Very dissatisfied   | 8.54            | 10         |
| Dissatisfied        | 19.62           | 22         |
| Net Satisfaction    | 39.38           | 34         |
| Don't know          | 0.62            | 2          |
| Unanswered          | 8.62            | 5          |

### Clarity of information on website

| Medium              | Council Average | WCC Actual |
|---------------------|-----------------|------------|
| Very satisfied      | 29.11           | 27         |
| Fairly satisfied    | 36.84           | 36         |
| Total satisfied     | 65.95           | 63         |
| Fairly dissatisfied | 6.77            | 8          |
| Very dissatisfied   | 4.26            | 16         |
| Dissatisfied        | 11.03           | 14         |
| Net Satisfaction    | 54.92           | 49         |
| Don't know          | 1.20            | 2          |
| Unanswered          | 8.62            | 5          |

### Content quality on website

| <b>Medium</b>       | <b>Council Average</b> | <b>WCC Actual</b> |
|---------------------|------------------------|-------------------|
| Very satisfied      | 26.79                  | 25                |
| Fairly satisfied    | 37.75                  | 37                |
| Total satisfied     | 65.54                  | 62                |
| Fairly dissatisfied | 6.08                   | 7                 |
| Very dissatisfied   | 3.92                   | 4                 |
| Dissatisfied        | 10.00                  | 11                |
| Net Satisfaction    | 54.54                  | 51                |
| Don't know          | 1.61                   | 2                 |
| Unanswered          | 8.62                   | 5                 |

### Content quantity on website

| <b>Medium</b>       | <b>Council Average</b> | <b>WCC Actual</b> |
|---------------------|------------------------|-------------------|
| Very satisfied      | 23.90                  | 22                |
| Fairly satisfied    | 37.10                  | 36                |
| Total satisfied     | 61.00                  | 58                |
| Fairly dissatisfied | 6.90                   | 10                |
| Very dissatisfied   | 4.20                   | 5                 |
| Dissatisfied        | 11.10                  | 15                |
| Net Satisfaction    | 49.90                  | 43                |
| Don't know          | 1.72                   | 2                 |
| Unanswered          | 8.62                   | 5                 |

### General look and feel of website

| <b>Medium</b>       | <b>Council Average</b> | <b>WCC Actual</b> |
|---------------------|------------------------|-------------------|
| Very satisfied      | 24.75                  | 20                |
| Fairly satisfied    | 39.39                  | 43                |
| Total satisfied     | 64.15                  | 63                |
| Fairly dissatisfied | 6.43                   | 10                |
| Very dissatisfied   | 3.07                   | 5                 |
| Dissatisfied        | 9.49                   | 15                |
| Net Satisfaction    | 54.66                  | 48                |
| Don't know          | 0.67                   | 1                 |
| Unanswered          | 8.62                   | 5                 |

## Search facility on website

| Medium              | Council Average | WCC Actual |
|---------------------|-----------------|------------|
| Very satisfied      | 20.62           | 19         |
| Fairly satisfied    | 29.36           | 30         |
| Total satisfied     | 49.98           | 49         |
| Fairly dissatisfied | 7.82            | 11         |
| Very dissatisfied   | 6.00            | 7          |
| Dissatisfied        | 13.82           | 18         |
| Net Satisfaction    | 36.16           | 31         |
| Don't know          | 10.90           | 14         |
| Unanswered          | 8.62            | 5          |

## Profile of visitor

| Profile                                     | Council Averages | WCC Actual |
|---|------------------|------------|
| <b>Age</b>                                  |                  |            |
| Under 18                                    | 1.25             | 2          |
| 18 – 24                                     | 6.70             | 5          |
| 25 – 34                                     | 20.90            | 18         |
| 35 – 44                                     | 23.77            | 25         |
| 45 – 54                                     | 21.05            | 21         |
| 55 - 59                                     | 8.11             | 8          |
| 60 + or unanswered                          | 18.14            | 20         |
| <b>Gender</b>                               |                  |            |
| Male  | 33.28            | 34         |
| Female                                      | 58.05            | 61         |
| Unanswered                                  | 8.62             | 5          |
| <b>Location / Other</b>                     |                  |            |
| Am local resident                           | 60.70            | 64         |
| Work in this area                           | 30.56            | 34         |
| Work for the council                        | 10.28            | 15         |
| Am planning to visit / am visiting          | 3.74             | 5          |
| Am planning to move here                    | 2.89             | 3          |
| Am a local councillor                       | 0.92             | 0          |
| Looking for info myself                     | 37.33            | 40         |
| Am looking for info relating to work        | 23.30            | 28         |
| Am accessing this on behalf of someone else | 9.00             | 13         |
| Other                                       | 5.79             | 5          |