

# Analysis of Website Take-up Service data for January 2008

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 85 councils 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 find out about the website?

Answer	Council Averages	WCC Average
Already knew site from previous visit	44.12	40.07
Search engine result e.g. Google, Yahoo, Ask	26.43	33.90
Forms and leaflets	2.76	0.34
Other council advertising	1.63	0.34
Link from www.direct.gov.uk	2.09	1.37
Link from another website	4.05	5.14
Guessed the website address	2.50	2.74
Friends/family told me	2.09	3.08
Someone at the council told me	1.19	0.68
Through my local library	2.72	5.14
I work for the council	5.49	3.08
Other ... <a href="#">free text details available separately</a>	4.34	3.42
Unsure	0.60	0.68

**In the last 6 months, approximately how many times have you visited this website?**

<b>Answer</b>	<b>Council Averages</b>	<b>WCC Average</b>
Daily	5.50	3.08
Several times in month	25.32	26.37
Monthly	11.45	10.62
Every few months	13.35	14.38
Very rarely	12.06	9.59
First time visitor	32.31	35.96

**What was your reason for coming to the website today?**

<b>Answer</b>	<b>Council Averages</b>	<b>WCC Average</b>
Find out about job vacancies	14.70	9.93
Find out about schools	5.40	5.14
Find out about adult / further education	1.75	2.05
Find out about bin collection / recycling	5.43	2.74
Find out about housing	2.99	1.03
Find out about social care	2.17	2.74
View or make planning application	4.36	0.68
Renew / reserve library book	6.71	12.33
Find out about libraries	2.93	2.74
Book an event or leisure activity	1.45	0.68
Find out about / book leisure facilities	4.82	1.03
Find out about policy, strategy, committee meetings	3.48	1.37
Find out about local history	4.30	11.30
Make payment	2.73	0.68

Obtain a council form	1.04	1.37
Apply for license	0.38	0.34
Report a problem	2.72	1.71
Other - please say	32.63	42.12

**If you had not come to the website for this purpose, how else would you have contacted the Council?**

Answer	Council Average	WCC Average
By Telephone	43.12	*36.99
By Post	2.84	*2.05
In person	9.85	*6.85
By Email	23.79	*28.08
In no other way (only via web)	2.66	*2.74
Other (please explain... <a href="#">free text details available separately</a> )	10.68	15.07
Don't know	6.67	7.53

\* Figures are below average which shows telephone, post and face to face have decreased for January

\* Figures are above average which shows Email / Web has increased for January

**Did you find what you were looking for today?**

Answer	Council Average	WCC Average
Yes, completely	45.56	39.38
Yes, partly	30.98	38.26
No, not at all	18.91	18.15
Not looking for anything in particular	3.55	4.11

**How would you rate your satisfaction with the following features of this website? – General look and feel**

Answer	Council Average	WCC Average
Very dissatisfied	4.31	2.74
2	6.18	8.22
3 OK	40.10	45.89
4	27.83	24.32
5 Very satisfied	21.58	18.84

**How would you rate your satisfaction with the following features of this website? - Ease of getting around the site**

<b>Answer</b>	<b>Council Average</b>	<b>WCC Average</b>
Very dissatisfied	5.49	3.77
2	12.58	14.73
3 OK	33.92	37.67
4	26.17	24.66
5 Very satisfied	21.85	19.18

**How would you rate your satisfaction with the following features of this website? - Ease of finding specific information**

<b>Answer</b>	<b>Council Average</b>	<b>WCC Average</b>
Very dissatisfied	9.41	7.19
2	17.28	20.21
3 OK	31.82	35.27
4	22.85	21.92
5 Very satisfied	18.63	15.41

**How would you rate your satisfaction with the following features of this website? - Usefulness of the site search**

<b>Answer</b>	<b>Council Average</b>	<b>WCC Average</b>
Very dissatisfied	8.09	8.56
2	12.30	12.33
3 OK	27.29	28.77
4	20.22	21.58
5 Very satisfied	17.99	14.73
6 Not Used	14.11	14.04

**How would you rate your satisfaction with the following features of this website? - Value of the information**

<b>Answer</b>	<b>Council Average</b>	<b>WCC Average</b>
Very dissatisfied	8.09	8.22
2	10.57	10.96
3 OK	27.92	26.71
4	27.39	29.11
5 Very satisfied	26.03	25.00

### How likely are you to return to this website in the future?

Answer	Council Average	WCC Average
Very dissatisfied	7.00	7.53
2	3.59	4.11
3 Not sure	15.24	17.12
4	18.59	17.12
5 Very likely	55.59	54.11

### Overall, how satisfied are you with your visit today?

Answer	Council Average	WCC Average
Very dissatisfied	7.31	4.11
2	10.03	13.70
3 Not sure	31.36	35.96
4	26.39	27.74
5 Very satisfied	24.92	18.49

### Visitor, age, gender, postcode

Profile	Council Averages	WCC Average
<b>Age</b>		
Under 18	1.46	2.74
18 – 25	6.40	4.79
26 - 35	17.75	8.90
36 - 45	24.43	19.18
46 - 55	24.53	30.48
56 - 65	17.18	20.55
65 and over	7.02	11.99
<b>Gender</b>		
Prefer not to say	1.21	1.37
Male	33.79	34.25
Female	64.24	63.01
Prefer not to say	1.97	2.74
<b>postcode if UK resident</b>		
ASSUMED UK resident (free text post codes available separately)	78.84	71.58
I don't live in the UK	4.70	10.62
Prefer not to say	16.46	17.81

## Visitor Profile

Answer	Council Averages	WCC Average
I live in this area	67.82	63.70
I work in this area	32.50	28.77
I work for the council	10.86	9.93
I am planning to visit	4.96	7.88
I am planning to move to this area	2.49	3.77
I am a local councillor	0.82	2.05
I am looking for information for myself	41.15	49.32
I am looking for information related to my work	19.64	15.41
I am looking for information on behalf of someone else	9.81	9.59
I live in council-owned property	3.45	1.71

## Which one of the following groups do you consider you belong to?

Answer	Council Averages	WCC Average
White British	81.37	80.07
Any other white background	7.63	10.65
Mixed – White and Black Caribbean	0.34	0.00
Mixed - White and Black African	0.15	0.00
Mixed - White and Asian	0.38	0.00
Any other mixed background	0.42	0.00
Black Caribbean	0.85	0.00
Black African	0.97	0.00
Any other Black background	0.21	0.00
Asian - Indian	0.95	0.00
Asian - Pakistani	0.33	0.00
Asian - Bangladeshi	0.14	0.34
Chinese	0.30	0.00
Any other Asian background	0.37	0.00

Any other ethnic background	0.43	0.34
Prefer not to say	5.16	8.59

**If your use of the internet is impeded by any of the following, please indicate how**

<b>Answer</b>	<b>Council Averages</b>	<b>WCC Average</b>
Vision impairment	1.48	1.03
Mobility difficulties	1.74	2.74
Cognitive or learning	0.46	0.34
Hearing impairment	0.94	0.68
None of these	85.32	86.30
Prefer not to say	2.66	3.08