

## Analysis of Website Take-up Service data for October 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	12.10	7
Council contact	4.78	5
Non-council contact	4.94	5
Newspaper advert	1.78	1
Radio advert	0.16	1
Bill-board advert	0.05	0
Internet advert	5.14	3
Other advert	2.92	3
Library	6.02	12
Work for the council	10.19	13
Search engine	40.54	36
Not answered	11.08	10

## How did you get to the site

<b>Medium</b>	<b>Council Averages</b>	<b>WCC Actual</b>
Search engine	50	52.9
Guess of address	15	14.81
Via Directgov	5	4.87
Via Directgov/mycouncil	5	4.38
Another website	17	11.98
Not answered	10	11.13

## Reason for Visit

<b>Service</b>	<b>Overall</b>	<b>WCC Actual</b>
Other	24	24
Library information including book renewal or reservation	11	15
Job vacancies	12	10
Planning Application	4	8
Unknown	10	10

## Alternative to using the website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Telephone	40.16	37
Post	2.68	2
In person	8.73	10
Email	8.40	10
Other	4.25	5
Only via web	22.48	22
Don't know	3.92	5
Unanswered	9.33	9

## Visitor Experience

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Fully successful	58.19	60
Partially successful	14.73	11
Information not found	17.79	20
Unanswered	9.33	9
Revisit very likely	58.75	60
Revisit fairly likely	16.10	15
Revisit likely	74.84	75
Revisit fairly unlikely	4.11	5
Revisit unlikely	4.95	5
Revisit very unlikely	9.06	10
Revisit (net likelihood)	65.78	65
Don't know	1.79	2
Unanswered	9.33	9

### Find way around website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Very satisfied	24.06	21
Fairly satisfied	45.38	43
Total satisfied	69.44	64
Fairly dissatisfied	6.48	10
Very dissatisfied	2.38	3
Dissatisfied	8.86	13
Net Satisfaction	60.69	51
Don't know	0.9	1
Unanswered	9.33	9

### Finding specific information on website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Very satisfied	23.57	23
Fairly satisfied	34.62	30
Total satisfied	58.19	53
Fairly dissatisfied	11.57	14
Very dissatisfied	7.68	10
Dissatisfied	19.25	24
Net Satisfaction	38.94	29
Don't know	0.79	1
Unanswered	9.33	9

### Clarity of information on website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Very satisfied	28.79	29
Fairly satisfied	36.86	34
Total satisfied	65.65	63
Fairly dissatisfied	6.83	7
Very dissatisfied	3.37	4
Dissatisfied	10.19	11
Net Satisfaction	55.46	52
Don't know	1.25	1
Unanswered	9.33	9

### Content quality on website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Very satisfied	26.02	28
Fairly satisfied	38.08	35
Total satisfied	64.10	63
Fairly dissatisfied	6.11	6
Very dissatisfied	3.35	3
Dissatisfied	9.46	9
Net Satisfaction	54.63	54
Don't know	1.71	2
Unanswered	9.33	9

### Content quantity on website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Very satisfied	23.16	23
Fairly satisfied	37.46	34
Total satisfied	60.62	57
Fairly dissatisfied	7.02	7
Very dissatisfied	3.52	4
Dissatisfied	10.54	11
Net Satisfaction	50.08	46
Don't know	1.95	2
Unanswered	9.33	9

### General look and feel of website

<b>Medium</b>	<b>Council Average</b>	<b>WCC Actual</b>
Very satisfied	24.33	24
Fairly satisfied	39.98	39
Total satisfied	64.32	63
Fairly dissatisfied	6.06	9
Very dissatisfied	2.97	3
Dissatisfied	9.03	12
Net Satisfaction	55.29	51
Don't know	0.71	0
Unanswered	9.33	9

## Search facility on website

Medium	Council Average	WCC Actual
Very satisfied	20.32	21
Fairly satisfied	29.68	28
Total satisfied	50	49
Fairly dissatisfied	7.56	9
Very dissatisfied	5.52	8
Dissatisfied	13.08	17
Net Satisfaction	36.92	32
Don't know	11.57	11
Unanswered	9.33	9

## Profile of visitor

Profile	Council Averages	WCC Actual
<b>Age</b>		
Under 18	1.37	2
18 – 24	6.79	5
25 – 34	20.89	15
35 – 44	22.76	29
45 – 54	20.79	21
55 - 59	8.11	9
60 + or unanswered	19,21	20
<b>Gender</b>		
Male	34.79	35
Female	55.71	56
Unanswered	9.33	9
<b>Location / Other</b>		
Am local resident	58.51	57
Work in this area	29.67	31
Work for the council	9.79	13
Am planning to visit / am visiting	4	5
Am planning to move here	2.92	2
Am a local councillor	0.73	0
Looking for info myself	36.54	34
Am looking for info relating to work	22.83	28
Am accessing this on behalf of someone else	9.37	8
Other	5.22	6