

Analysis of Website Take-up Service data for October 2007

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 83 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	41.93	37.36
Search engine result e.g. Google, Yahoo, Ask	26.02	28.64
Forms and leaflets	4.31	2.24
Other council advertising	1.16	0.67
Link from www.direct.gov.uk	1.60	2.24
Link from another website	3.63	4.03
Guessed the website address	3.27	3.36
Friends/family told me	1.74	1.12
Someone at the council told me	1.17	0.67
Through my local library	3.22	5.82
I work for the council	6.81	7.83
Other ... free text details available separately	4.51	5.15
Unsure	0.63	0.89

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

Answer	Council Averages	WCC Average
Daily	6.47	4.25
Several times in month	25.46	19.91
Monthly	11.36	11.63
Every few months	13.66	15.66
Very rarely	12.05	14.54
First time visitor	31.01	34.00

What was your reason for coming to the website today?

Answer	Council Averages	WCC Average
Find out information (a)	65.99	65.55
Use a service (b)	13.97	13.42
Complain to the council (c)	1.76	0.45
Contact a council representative or councillor (d)	1.35	1.79
Just browsing (e)	5.23	6.49
Other ... free text details available separately (f)	11.69	12.30

a Find out information about...

Answer	Council Averages	WCC Average
Job vacancies	10.98	7.85
Libraries	5.62	8.53
Planning application	6.10	4.10
Bin collection / recycling	6.10	3.07
Housing	2.98	0.34
Local events	4.16	1.71
Local history	4.04	13.65
Sport / leisure facilities	5.62	3.07
Adult / further education	1.89	2.39
Council tax / budget	1.69	0.68
Policy, strategy, committee meeting documents	5.63	6.48
Schools	7.64	8.87
Accommodation / attractions	1.36	1.71
Benefits	1.15	1.02
Other ... free text details available separately	35.04	36.52

b Use a service for...

Answer	Council Averages	WCC Average
Renew / reserve library book	30.94	46.67
Pay Council Tax	12.15	5.00
Pay parking fine	1.87	0.00
Make other payment	3.27	1.67
Obtain a council form	3.64	1.67
Report fly-tipping/illegal rubbish dumping	0.40	1.67
Report graffiti	0.13	0.00
Report noise nuisance	0.18	1.67
Report abandoned vehicles	0.16	0.00
Report need for pothole repair	0.26	1.67
Report need for pavement repair	0.37	0.00
Book an event or leisure activity	2.03	0.00
Apply for licence	1.13	0.00
Other ... free text details available separately	43.48	40.00

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	45.04	41.39
By Post	6.40	8.05
In person	13.81	15.21
By Email	18.70	19.24
In no other way (only via web)	18.88	18.57
Other (please explain... free text details available separately)	3.76	4.47
Don't know	7.54	7.83

Did you find what you were looking for today?

Answer	Council Average	WCC Average
Yes, completely	48.39	46.76
Yes, partly	30.66	30.43
No, not at all	17.30	19.46
Not looking for anything in particular	3.65	3.36

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

Answer	Council Average	WCC Average
Very dissatisfied	3.54	3.80
2	9.42	8.05
3 OK	33.06	32.44
4	34.42	37.36
5 Very satisfied	19.55	18.34

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

Answer	Council Average	WCC Average
Very dissatisfied	5.51	6.49
2	14.27	14.99
3 OK	28.10	25.50
4	31.77	33.11
5 Very satisfied	20.36	19.91

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

Answer	Council Average	WCC Average
Very dissatisfied	9.97	10.07
2	18.49	21.25
3 OK	27.02	27.74
4	26.73	24.38
5 Very satisfied	17.80	16.55

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

Answer	Council Average	WCC Average
Very dissatisfied	8.43	10.51
2	13.93	13.65
3 OK	33.25	33.11
4	26.51	25.28
5 Very satisfied	17.88	17.45

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

Answer	Council Average	WCC Average
Very dissatisfied	7.49	8.28
2	11.53	12.53
3 OK	23.99	19.69
4	32.41	33.56
5 Very satisfied	24.59	25.95

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

Answer	Council Average	WCC Average
Very dissatisfied	6.61	5.37
2	3.70	4.70
3 Not sure	13.67	15.44
4	18.70	19.02
5 Very likely	57.33	55.48

Overall, how satisfied are you with your visit today?

Answer	Council Average	WCC Average
Very dissatisfied	6.96	7.83
2	9.25	10.29
3 Not sure	27.30	27.07
4	27.93	26.62
5 Very satisfied	28.57	28.19

Visitor, age, gender, postcode

Profile	Council Averages	WCC Average
Age		
Under 18	1.38	1.34
18 – 25	6.73	4.70
26 - 35	19.96	15.21
36 - 45	25.63	21.48
46 - 55	24.51	25.73
56 - 65	15.85	24.16
65 and over	5.45	7.38
Gender		
Male	34.32	32.66
Female	65.68	67.34
postcode if UK resident		
ASSUMED UK resident (free text post codes available separately)	95.70	91.28
ASSUMED non-UK resident (i.e. no post code entered)	4.30	8.72

Visitor Profile

Answer	Council Averages	WCC Average
I live in this area	67.27	62.64
I work in this area	34.67	31.77
I work for the council	12.24	11.19
I am planning to visit	4.59	7.61
I am planning to move to this area	2.51	4.03
I am a local councillor	0.80	2.01
I am looking for information for myself	42.55	50.11
I am looking for information related to my work	23.11	22.82
I am looking for information on behalf of someone else	10.44	9.40
I live in council-owned property	3.70	1.79