

# **Bulletin Survey Results & Analysis 2009**

## **Introduction**

A survey was placed in the Winter 2009 edition of Bulletin, which was distributed to every household in West Lothian.

The purpose of the survey is to gain customer insight and customer satisfaction for Bulletin and to request any suggestions/good ideas for future issues.

To help achieve a good response rate the survey was incentivised - respondents were given the chance to be entered into a prize draw with the chance to win a £50 or £25 gift card to spend at The Centre, Livingston.

## **Background**

Bulletin is distributed to every household in West Lothian (approximately 76,000).

A free quarterly council newspaper targeting householders and families, Bulletin provides residents with information on council services, developments and future plans, councillors, community information, including activities and general advice.

## **Results**

### **Sample Size**

We received a total of 197 responses out of a possible 77,000. This is approximately a 5-fold increase from previous survey responses for Bulletin.

### **Sex**

- 40 Males
- 157 Females

### **Age groups**

- Under 20: No responses
- 21-35: 32 responses
- 36-50: 52 responses
- 51-65: 66 responses
- Over 65: 47 responses

### **Access to internet**

- 137 respondents have access to the internet
- 60 respondents do not have access to the internet

As Bulletin is targeted at householders and families, the age group breakdown is as anticipated (i.e. no responses from the Under 20 age group).

Although Bulletin does contain information for young people, the assumption is made that the house owner/resident/parent would complete the survey.

### **Frequency of Bulletin being read**

The respondents were asked how frequently they read Bulletin:

- Always: 142 responses
- Usually: 37 responses
- Sometimes: 17 responses
- Hardly ever: 1 response
- Never: No responses

N.B. The majority of the respondents are frequent readers of Bulletin. The majority of the results are therefore from residents who are already engaging with the council by reading Bulletin.

### **Content**

1. Respondents were asked if they found the information in Bulletin easy to understand. Respondents were asked to mark the level of understanding from a score of 1 to 6 (where 6 is 'very easy' to understand and 1 is 'very difficult' to understand).

Results:

- 1: No responses
- 2: 2 responses
- 3: 3 responses
- 4: 10 responses
- 5: 42 responses
- 6: 140 responses

2. Respondents were asked to indicate their views of Bulletin on a scale of 1 to 6. (With 1 being a positive score and 6 negative. i.e. Interesting = 1 and Uninteresting = 6).

Results:

Figures below show responses for each view – i.e. 122 respondents marked 1 for Bulletin as being very interesting.

<b>SCALE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Not answered</b>	<b>SCALE</b>
Interesting	122	46	23	1	0	0	5	Uninteresting
Informative	131	48	12	0	0	0	6	Uninformative
Well presented	124	40	17	2	2	0	12	Poorly presented
Relevant	120	45	12	3	1	0	16	Irrelevant

3. Respondents were asked if they thought Bulletin provided sufficient information on: Council developments, Plans for the future, Councillors, Local communities and Council services.

Results:

Results show the amount of respondents that agree we provide sufficient information.

- Council developments: 150 responses
- Plans for the future: 135 responses
- Councillors: 90 responses
- Local Communities: 129 responses
- Council services: 141 responses

4. Respondents were asked if they had found any recent articles/features in Bulletin particularly interesting?

Results:

Respondents found the following articles/topics of interest:

- Lifestyle type sections
- Council housing articles
- Education articles
- New Parks in Livingston
- Charity work
- Christmas in West Lothian & Christmas events
- Business Gateway articles
- Children awarded for good attendance at school
- Winter services
- Food health & safety
- Information for pensioners and pensioner's rights
- Improvements at St John's
- Recycling
- Flash light article
- Awards
- Health articles
- Crime updates
- New school developments

### **Suggestions & Improvements**

Respondents were asked if they could suggest any improvements or changes to Bulletin.

Results:

## Comments from respondents:

### Content:

- More information on children's activities
- More information on older people's services
- Too much information on councillors
- Supply a breakdown of all services offered by council
- More information on history and historical personalities
- More on council housing and home swaps
- Advertise job vacancies
- More business help information
- Entertainment section: Crossword/puzzles section
- Children's puzzle section/Kid's corner
- More safety initiatives published
- More health articles
- More personal stories, advice on health and fashion
- More information for ethnic minority groups
- Publish the annual Garden competition results
- A what's on section
- Readers letters
- People's news
- Competitions
- Bin collection information
- Option to have Bulletin emailed instead of posted
- Information on smaller areas of West Lothian, not just the main towns
- Council's financial situation
- Sports facilities
- More direct input from public
- 'Council won't tolerate' section
- Less telling people how good we are, and more facts on what we have done for people
- Plan for climate change

### Format:

- Articles placed in a more relevant order
- Contents section
- Use cheaper paper
- Produce it more regularly – monthly
- More colour
- Make it more like a newsletter than a newspaper
- Reduce to A4 size
- More pages
- More adverts
- Less dry and use of unnecessary words, jargon and no spelling errors
- Include/enclose printed form for feedback

### Positive feedback:

- Bulletin is good
- Don't change it carry on doing a great job!
- WL council is excellent
- A great resource that wasn't provided by in my previous area
- All articles interesting
- Keep up the good work
- Well written, keeps us up to date, interesting, all areas well covered
- Caters for all tastes
- Very good paper, enjoy reading it
- Good paper, much better than other council's newsletters

### **Overall Quality & Satisfaction**

1. Respondents were asked to rate the overall quality of Bulletin.

Results:

- Excellent: 102 responses
- Good: 84 responses
- Adequate: 9 responses
- Unsatisfactory: 2 responses

2. Respondents were asked to rate their overall satisfaction of Bulletin.

Results:

- Very satisfied: 119 responses
- Satisfied: 73 responses
- Unsatisfied: 5 responses

### **Analysis**

- Approximately 80% of respondents are female. This could either demonstrate that females tend to read Bulletin more than males; or it could demonstrate that females tend to fill in surveys more than males
- 57% of respondents are over the age of 51, with the remaining 43% in the 21 to 50 age group. This demonstrates that our target audience of families, home owners and older people is being reached
- 69% of respondents have access to the internet
- 72% of respondents usually read the newspaper and 19% usually read the newspaper. This demonstrates that residents who do read Bulletin, always read Bulletin, which infers that it is engaging them
- 92% of respondents find the information in Bulletin very easy/easy to read

- Overall respondents answered positively on the scale for content being interesting, informative, well presented and relevant with the majority (86%) grading us with a 1 or a 2
- 76% of respondents think sufficient information is provided on Council developments; 69% on Plans for the future; 46% on Councillors; 65% on Local Communities and 71% on Council services. 46% for Councillors is the lowest percentage, however in the respondents comments later, they also said that there was too much information on councillors
- Suggestions and improvements from respondents contained a few patterns:
  - Respondents in the over 65 group tended to request for more information for pensioners and respondents in the 21-50 age group requested more information about children and activities and events
  - Respondents were keen to have an interactive fun area – crossword etc
  - A lot of positive feedback was received, and praised Bulletin
  - Small amount of negative feedback suggested Bulletin need to be made more lively and less dry
  - Suggestions were made to have a letters page or more direct input from the public
  - Suggestions about Bulletin being available electronically (70% of respondents have access to the internet)
  - Feedback suggestion that it should be more of a newsletter than a newspaper
  - Bulletin should be more regular – monthly
  - Contents section required

## **Actions**

- Introduce a crossword
- Introduce a contents section
- Pursue a livelier copy style
- Introduce a features page which centres on a local theme –i.e. historical, famous WL person etc