

# Feedback from Orkney Opinions Survey 1: June / July 2017

We were pleased to receive a return rate of 57% on our first survey issued in late June and closed on 17 July which asked for thoughts about the Council's website, how it might look in the future, what people would like to see available on the website and questions about broadband speeds, the type of device used to access the internet. At the time there were 119 members on the group, whereas we now have 151 members who are receiving this second survey.

We are conscious that some of the Orkney Opinions members may have felt unable to answer these questions as they do not use the internet and wish to reassure that the questions asked in these surveys will not always relate to digital technologies, but your opinions on the website gave a valuable contribution to the intended improvements coming in the not too distant future.

We hope you find some of the following information arising from the survey interesting.

73% of respondents do visit the Council website, with the vast majority visiting only occasionally.

By far the most popular reason to visit the website was to find information on Council services (60.1%), followed by to find out how to contact the Council (42.6%). Around 4.4% of people use the website to listen to live broadcasts or make payments, and around 5.9% use the website to request a service or make a complaint.

Of the two new design options presented for the website, 73.5% preferred the first option that featured a local photograph at the top, with only 14.7% preferring the second option without the photograph. 11.8% of respondents did not answer this question.

Top reasons for liking the first design included that it would be easier to find what section to go to as the layout and headings were clearer and were logical. Several people however felt that there was too much information on the first page.

There was a fairly even split between whether respondents were able to find information on the Council's current website with 48.5% answering yes and 38.2% answering no (13.3% did not answer this question). A common comment was that users would like to see the website streamlined and made easier to navigate, plus updated more regularly, with old out of date information removed.

Only 8.8% consider their internet connection speed to be fast, with 45.6% selecting medium and 39.7% slow.