



Report of WCC ePanel August 2015 Survey

This consultation asked two, linked, questions. Respondents were asked how important a list of attributes, in the box below, were in making a place somewhere good to live. They were then asked to rank the same attributes in terms of what needed improving in their local area.

Access to nature	Parks and open spaces
Activities for teenagers	Public transport
Affordable decent housing	Road and pavement repairs
Clean streets	Shopping facilities
Education provision	The level of crime
Health services	The level of traffic congestion

This was the first ePanel using the email addresses from the city council's MyApps database. From an original list of 6,000+ addresses the survey was sent to 4,792 who had valid Winchester post codes. Of these 180 had previously opted out of Survey Monkey surveys and 92 emails 'bounced' as undeliverable. This left 4,520 emails successfully delivered.

After an initial email, a reminder was sent a week later. There were 846 responses to the first email and 433 to the second, a total of 1,279 a response rate of 28.3%.

The rationale behind asking respondents to firstly rank what they think makes an area a good place to live and then ask which of those most need improving is to help the council to target those activities and services which residents believe will make the most difference to the area where they live.

Of the twelve categories residents were asked to rank, over 50% ranked six of them as important for somewhere good to live.

Important for Somewhere Good to Live	
The level of crime	69.4%
Health services	64.8%
Education provision	58.9%
Affordable decent housing	55.3%
Parks and open spaces	53.5%
The level of traffic congestion	51.1%

However when asked to rank what needed the most improvement only four were ranked 50% or higher, implying a high level of satisfaction with the other eight categories.

Most Need Improving	
The level of traffic congestion	64.0%
Road and pavement repairs	61.2%
Affordable decent housing	56.3%
Public transport	53.3%

By combining the two types of ranking in one 'Scatter Point' chart it is possible to have a visual impression of what residents see as most important and what also needs improving. From the chart below it can be seen that only two categories (The level of Traffic Congestion and Affordable Decent Housing) both scored over 50% in Importance and Improvement.

The chart also shows that the four categories that can be loosely described as street/traffic issues all scored highly in terms of needing improvement. Three of them over 50%, although only one of them scored over 50% in terms of a good place to live.

