

Your Voice Survey May 2016

Background

As part of the budget consultation, a proposal was put forward to review the distribution of 'Your Voice' and to save money by ceasing distribution to all households in the borough and replace by a local pick up edition and promoting an online edition.

This proposal received 21 comments during the budget consultation which were mixed –both for maintaining and cutting.

To aid any final decision on Your Voice's future, a survey was carried out to coincide with distribution of Your Voice in the week 16-20 May, immediately after the latest edition distributed ended.

Methodology

The survey used the following methods.

1. **Face to face surveys** – carried out at a variety of locations in the borough selected using Mosaic profiling to target sections of the population with higher or lower than average preference for using postal, in person and electronic communication channels to give as accurate reflection of responses as possible.
2. **Online survey** – link promoted via News For You and social media channels.
3. **Community Panel** – separate link to online survey sent only to Community Panel members.

The online survey and Community Panel are by nature more engaged groups (they have already opted to receive some form of council information). The face to face groups offer a truer reflection of random selection.

The results of the three groups together however give a statistically robust sample of the borough.

Sample make-up

A total of 1,339 responses were received. Of these, 26% were face to face 65% from the general online survey and 9% from Community Panel members.

There was geographical representation from all wards within the borough. The greatest number of respondents came from Madeley & Sutton Hill ward (93 – 7%) with the fewest from Church Aston & Lilleshall (14 – 1%).

Key overall findings

Recall

- Overall almost **60% of those surveyed recalled seeing the latest Your Voice**. Unprompted 52.2% of respondents recalled having received or seen a copy of 'Your Voice' in the previous week. When prompted this rose to 59.8%.

Engagement

- Almost half** of all respondents (48.9%) said that they had seen or received 'Your Voice' and **had read or intended to read any part of it**.
- 81.8%** of respondents who **recalled seeing or receiving 'Your Voice'** said that they had **read or intended to read it**.
- 23.3%** of overall survey respondents indicated that they **could not recall ever reading 'Your Voice'**.

Alternative delivery channels

- One third of respondents** (32.6%) indicated that they **would pick up and read a copy of 'Your Voice'** if it was only available to collect. More than half of all respondents (51.5%) said that they would not. 15.9% did not know.
- Over half of all respondents** (54.3%) indicated that they **would read an online version of 'Your Voice'**. This is greater than the proportion of respondents who had seen and read the latest copy of 'Your Voice' (48.9%)

Responses by Ward

Ward	Responses	Recalled latest	Recalled & read latest	Read Previous	Would Collect	Would Read Online
Admaston & Bratton	26	8%	8%	25%	31%	62%
Apley Castle	37	59%	54%	53%	38%	73%
Arleston	30	50%	27%	33%	37%	40%
Brookside	79	61%	41%	31%	32%	46%
Church Aston & Lilleshall	14	57%	57%	0%	29%	43%
College	34	62%	50%	71%	46%	59%
Dawley & Aqueduct	60	52%	45%	47%	26%	57%
Donnington	75	59%	39%	32%	31%	30%
Dothill	30	80%	70%	29%	32%	52%

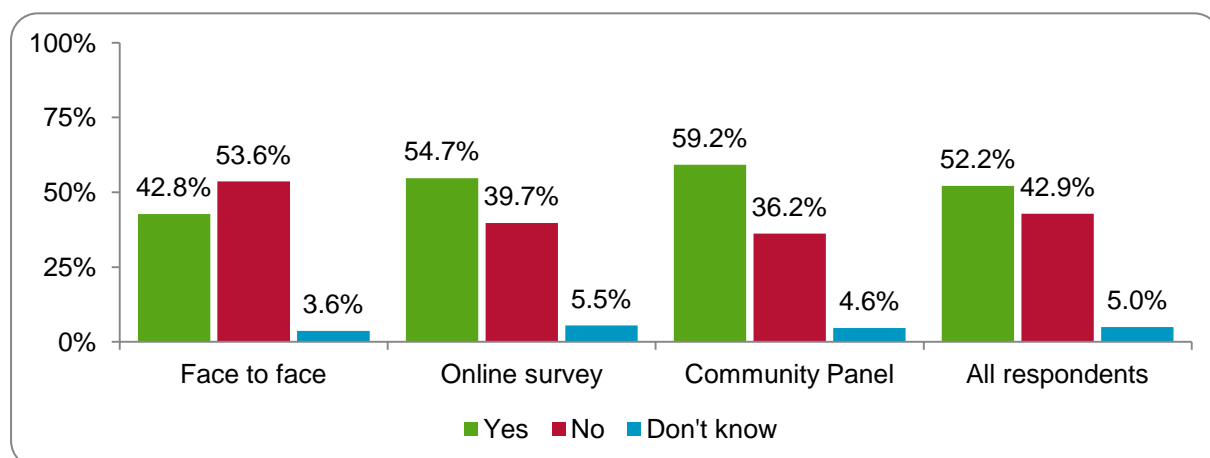
Edgmond & Ercall Magna	31	65%	52%	55%	10%	57%
Ercall	21	38%	43%	17%	29%	33%
Hadley & Leegomery	88	56%	45%	42%	39%	53%
Haygate	20	80%	65%	25%	45%	60%
Horsehay & Lightmoor	23	48%	35%	25%	30%	61%
Ironbridge Gorge	31	13%	6%	33%	39%	81%
Ketley & Overdale	65	60%	49%	50%	35%	58%
Madeley & Sutton Hill	93	62%	48%	51%	46%	52%
Malinslee & Dawley Bank	17	76%	71%	33%	25%	63%
Muxton	67	67%	54%	43%	24%	61%
Newport North & West	48	65%	56%	29%	31%	71%
Newport South & East	47	60%	53%	41%	34%	45%
Oakengates & Ketley Bank	49	65%	55%	41%	35%	65%
Park	17	71%	53%	80%	29%	41%
Priorslee	47	68%	55%	43%	17%	66%
Shawbirch	29	28%	24%	38%	21%	62%
St Georges	33	67%	64%	55%	24%	62%
The Nedge	65	80%	71%	15%	30%	52%
Woodside	30	60%	50%	15%	26%	47%
Wrockwardine	15	67%	60%	60%	27%	80%
Wrockwardine Wood & Trench	40	68%	58%	30%	48%	44%
All respondents	1,261	59%	49%	37%	33%	54%

Section 1: Recall

Q2 Have you received or seen Telford & Wrekin Council's newspaper 'Your Voice' in the last week? (Unprompted)

52.2% of all respondents recalled having received or seen a copy of 'Your Voice' in the previous week.

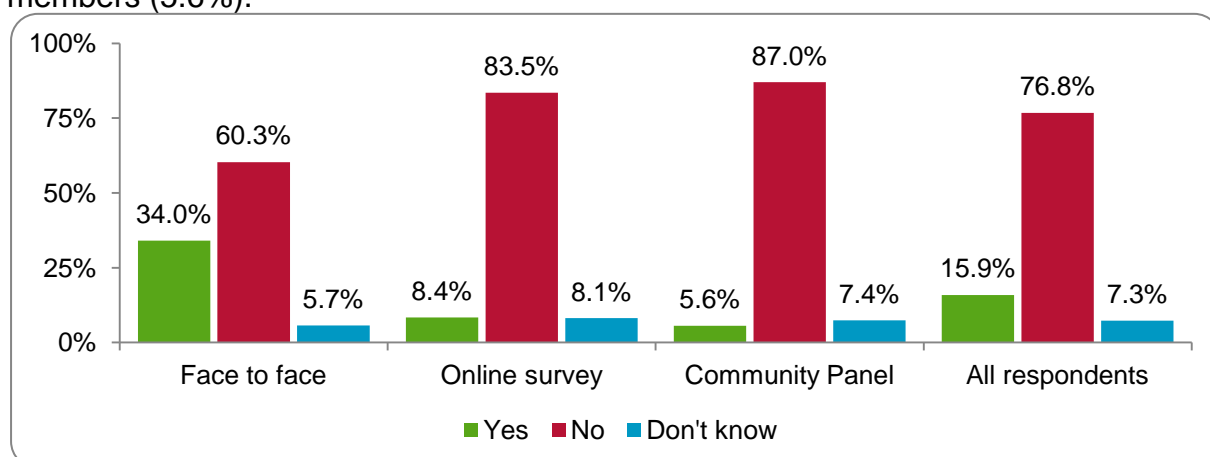
The proportion of respondents answering 'yes' to this question was greatest from Community Panel members (59.2%) and fewest amongst those interviewed face to face (42.8%). The proportion answering 'don't know' was greatest from respondents to the online survey (5.5%).



Q3 Have you received or seen this edition of 'Your Voice'? (Prompted)

Respondents who answered 'no' or 'don't know' to Question 2 were asked the same question again but were prompted by an image of the front cover of the latest copy of 'Your Voice'.

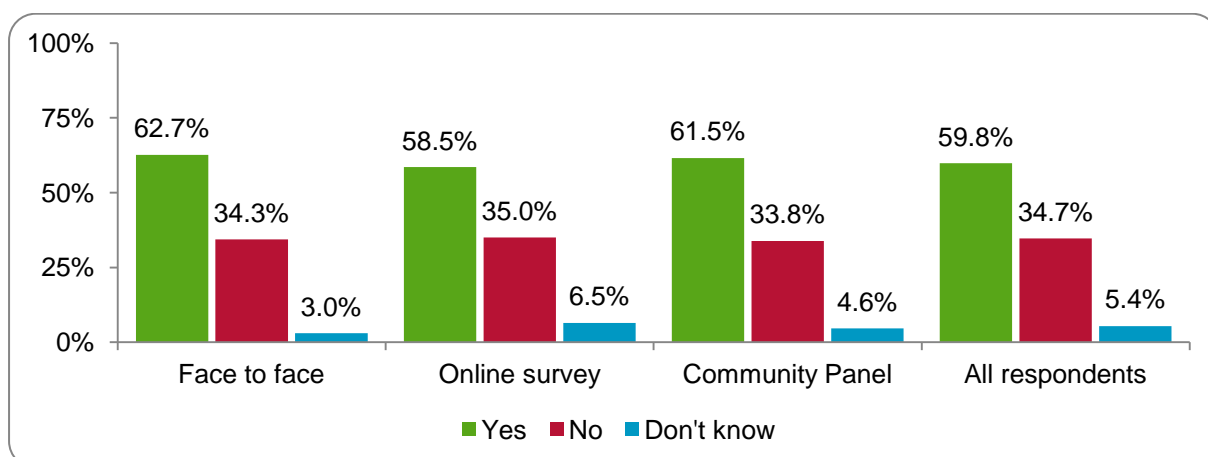
When prompted, 15.9% of respondents recalled receiving or seeing the latest edition of 'Your Voice'. The greatest number of prompted recollections was from those completing the survey face to face (34.0%) with fewest from Community Panel members (5.6%).



Have you seen or received 'Your Voice'? – Unprompted and prompted answers combined.

In total, 59.8% of respondents recalled having seen or received the most recent copy of 'Your Voice'. The proportion was similar across all survey methods with a 4.2 percentage point variance between the three. Despite having the smallest proportion

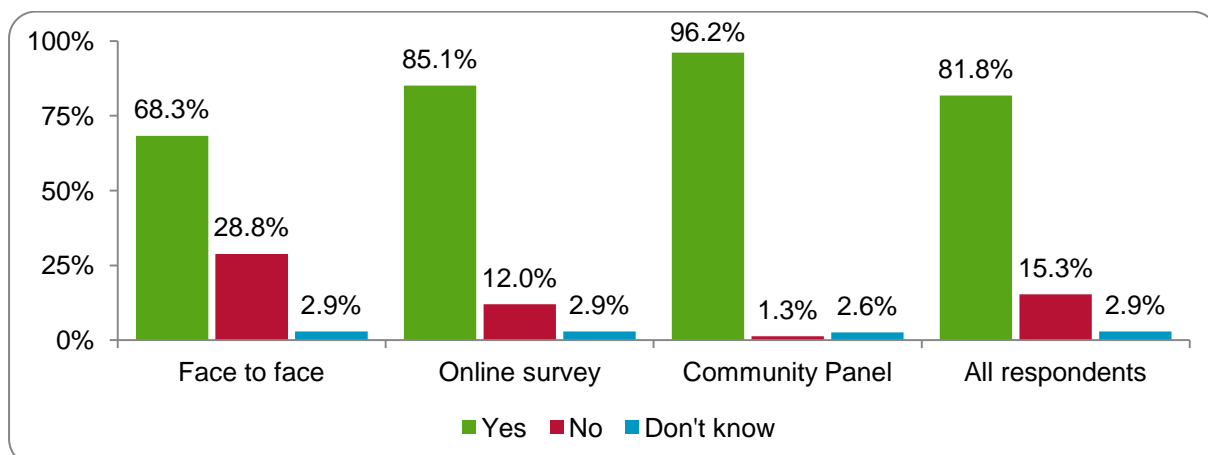
of unprompted recollections, those respondents completing the survey face to face had the greatest proportion of recollections overall (62.7%)



Section 2: Engagement

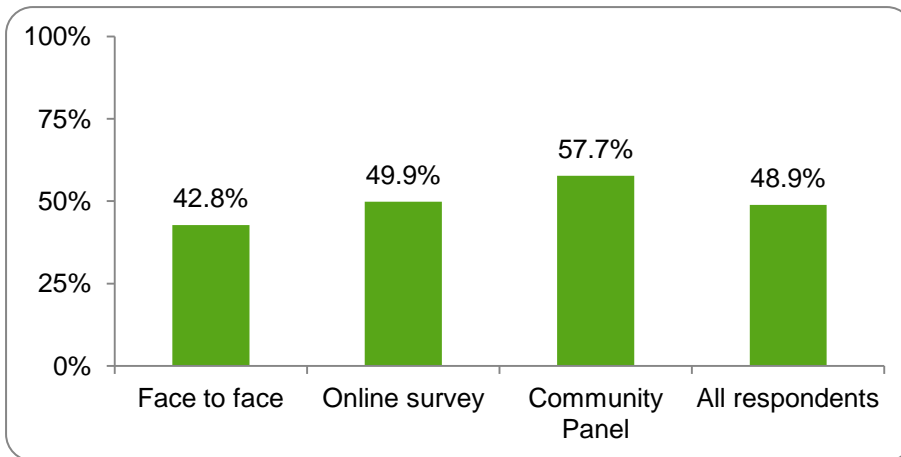
Q4 Did you read or do you intend to read any part of 'Your Voice'?

81.8% of respondents who recalled seeing or receiving 'Your Voice' said that they had read or intended to read it. Community Panel members had the greatest proportion of 'yes' responses (96.2%) with fewest from face to face respondents (68.3%)



Have you seen or received 'Your Voice' and did you read or do you intend to read any part? - combined

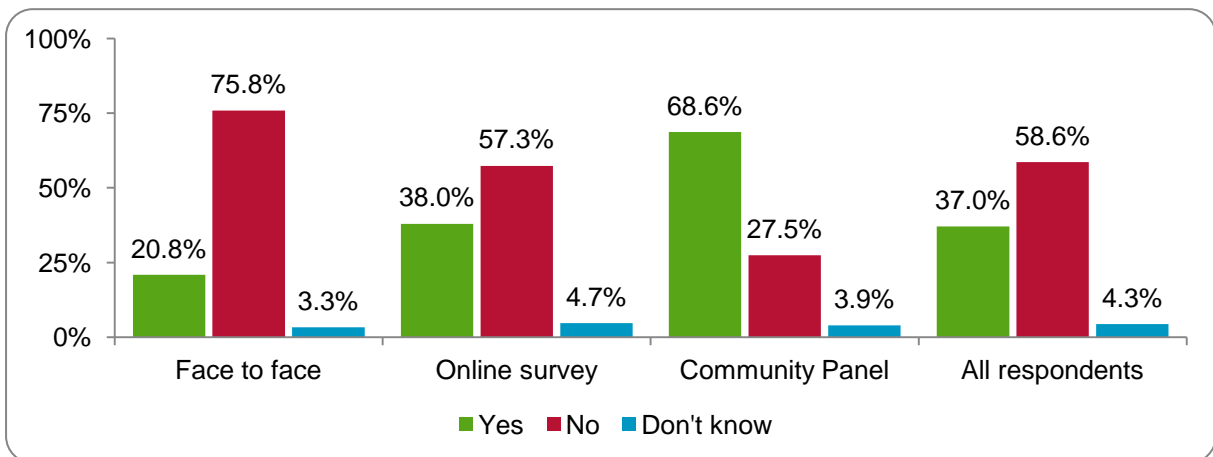
Almost half of respondents (48.9%) said that they had seen or received 'Your Voice' and had read or intended to read any part of it. The proportion was greatest amongst Community Panel members (57.7%) had the greatest proportion, with fewest amongst face to face respondents (42.8%).



Q5 Can you remember ever reading 'Your Voice'?

Those respondents who answered 'no' or 'don't know' to Q3 (Have you received or seen this edition of 'Your Voice'?) were asked if they could recall ever reading 'Your Voice'. The majority of all respondents (58.6%) indicated that they could not remember ever reading 'Your Voice'. This means that 23.3% of overall survey respondents indicated that they could not recall ever reading 'Your Voice'.

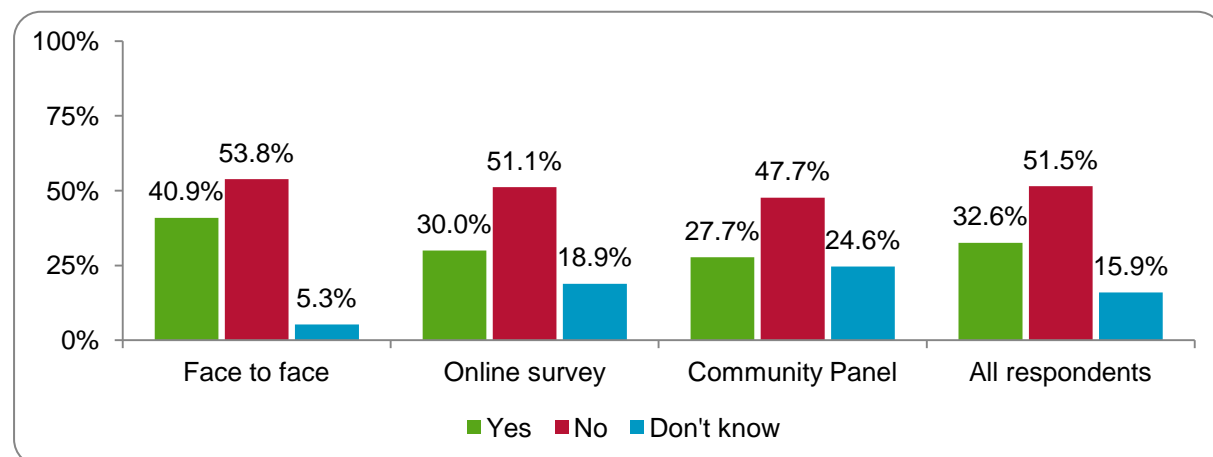
Face to face respondents (75.8) had the greatest proportion answering 'no', with fewest amongst members of the Community Panel (27.5%).



Section 3: Alternative delivery channels

Q6 If 'Your Voice' was only available to collect from a local location (such as a leisure centre, library or local shop) would you pick it up and read it?

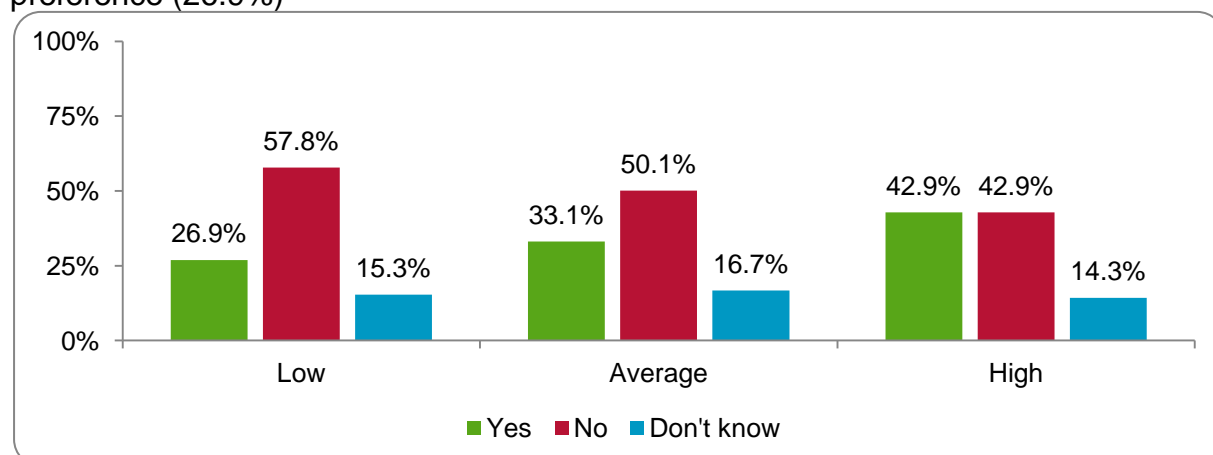
Over half of all respondents (51.5%) indicated that they would not pick up and read a copy of 'Your Voice' if it was only available to collect whilst almost one third (32.6%) indicated that they would. Responses were most polarised amongst face to face respondents who had the both the greatest proportion of 'yes' responses (40.9%) and 'no' responses (53.8%).



Q6 If 'Your Voice' was only available to collect from a local location (such as a leisure centre, library or local shop) would you pick it up and read it? By contacting in person preference

There was a clear difference in the proportion of respondents who said that they would pick up a copy of 'Your Voice' based on their profile for contacting organisations in person.

The proportion who said that they would pick it up and read it was greatest amongst those respondents profiled as having a higher than average preference for face to face contact (42.9%) and fewest amongst those with a lower than average preference (26.9%)

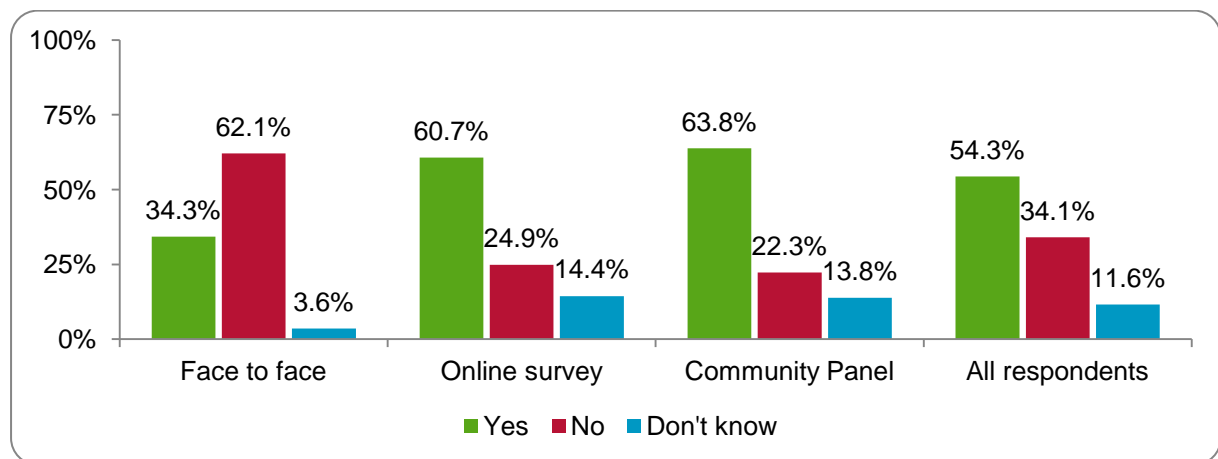


Q7 Would you read an online version of 'Your Voice'?

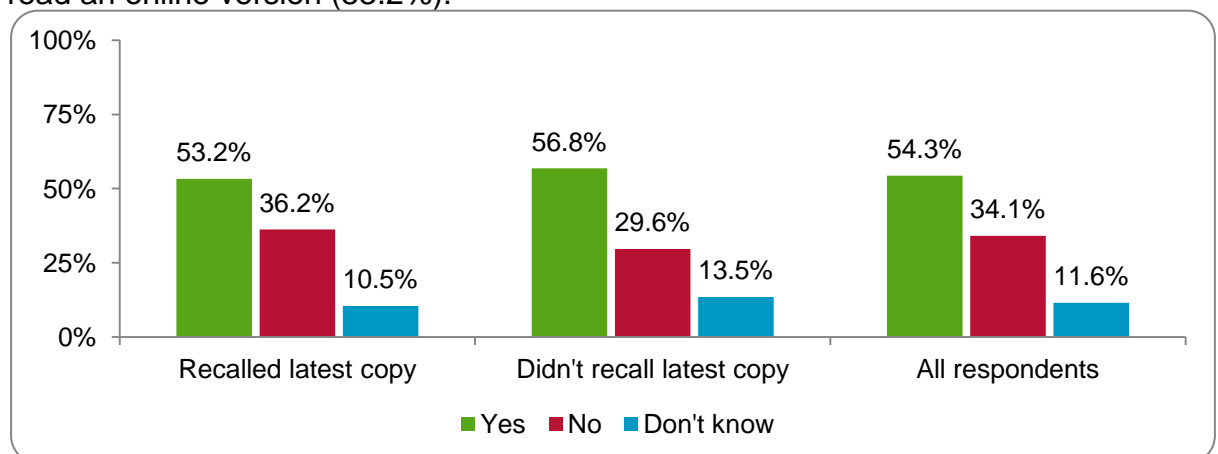
Over half of all survey respondents (**54.3%**) indicated that they would read an **online version** of 'Your Voice'.

The proportion was greater amongst Community Panel members (63.8%) and online survey respondents (60.7%) than face to face respondents (34.3%).

As with Q6, responses from face to face surveys were more clearly divided between 'yes' or 'no' responses with 3.6% of respondents answering 'don't know' compared to 14.4% in the online survey and 13.8% of Community Panel respondents.



The proportion of respondents who **said that they would read an online version** of 'Your Voice' was greatest amongst those respondents who didn't recall having seen the latest copy of 'Your voice' (56.8%)¹. This was 3.6 percentage points greater than the proportion of respondents who had seen the latest copy who said that they would read an online version (53.2%).



¹ Respondents who answered No and Don't Know