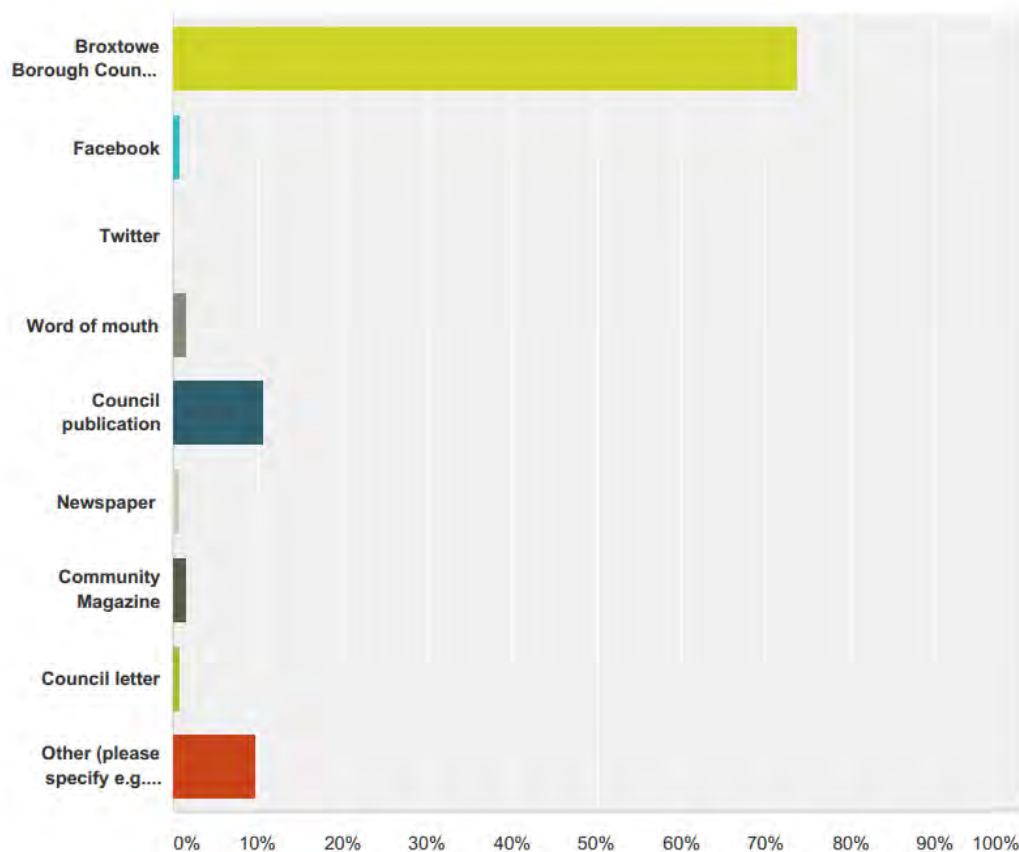


EMAIL ME SERVICE – ANNUAL FEEDBACK SURVEY 2017

How did you hear about the Email Me Service?

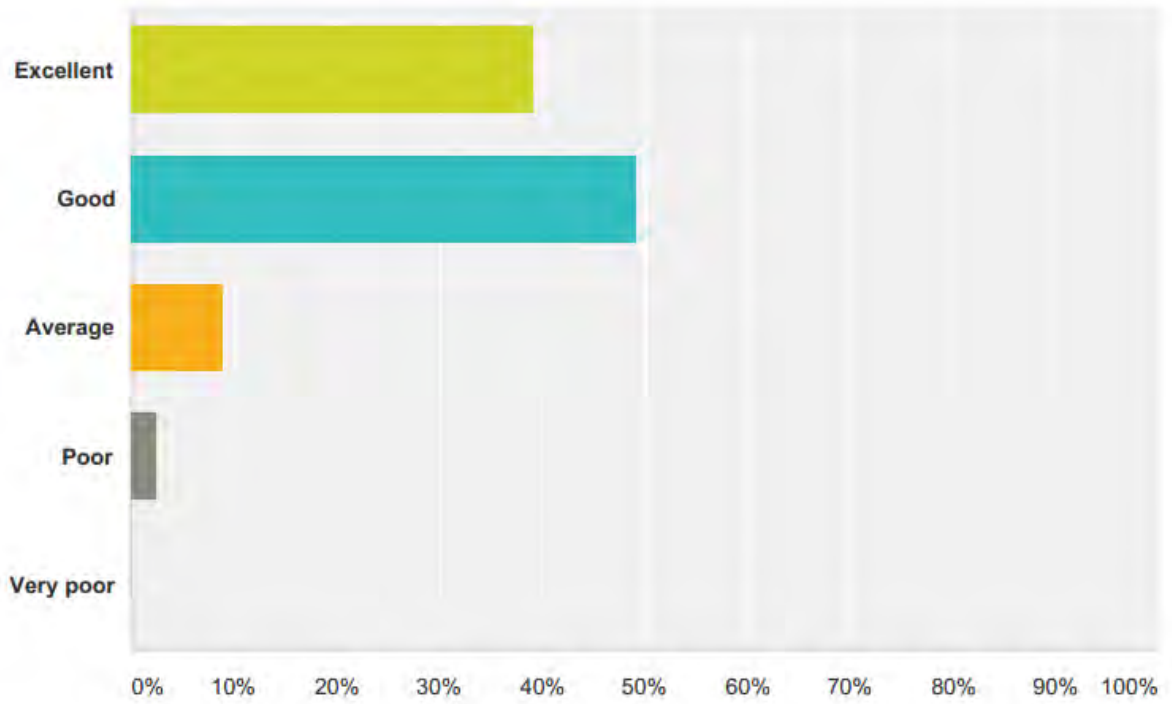


Broxtowe Borough Council website	73.77%
Facebook	0.82%
Twitter	0%
Word of mouth	1.64%
Council publication	10.66%
Newspaper	0.82%
Community Magazine	1.64%
Council letter	0.82%
Other e.g. another website	9.84%

Other answers included:

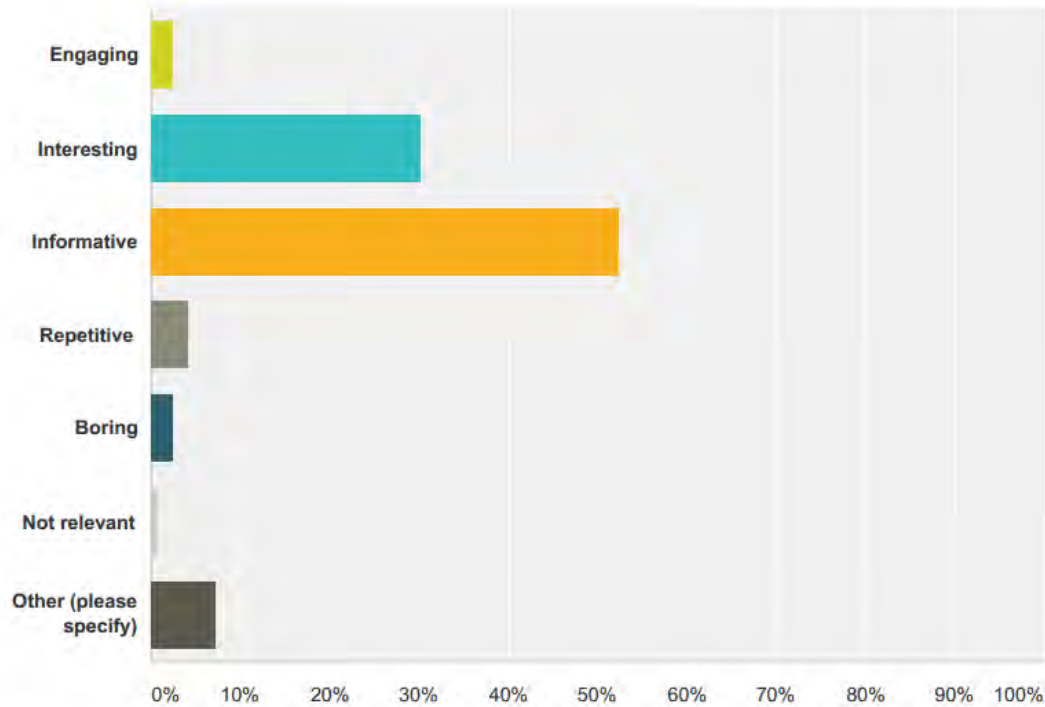
- After paying for an online service
- Members of staff
- On a van
- Couldn't remember/not sure
- Circular
- Gym membership

How would you rate our Email Me Service overall?



Excellent	39.34%
Good	49.18%
Average	9.02%
Poor	2.46%
Very poor	0.00%

What do you think about the content of our email bulletins? Please tick all that apply.

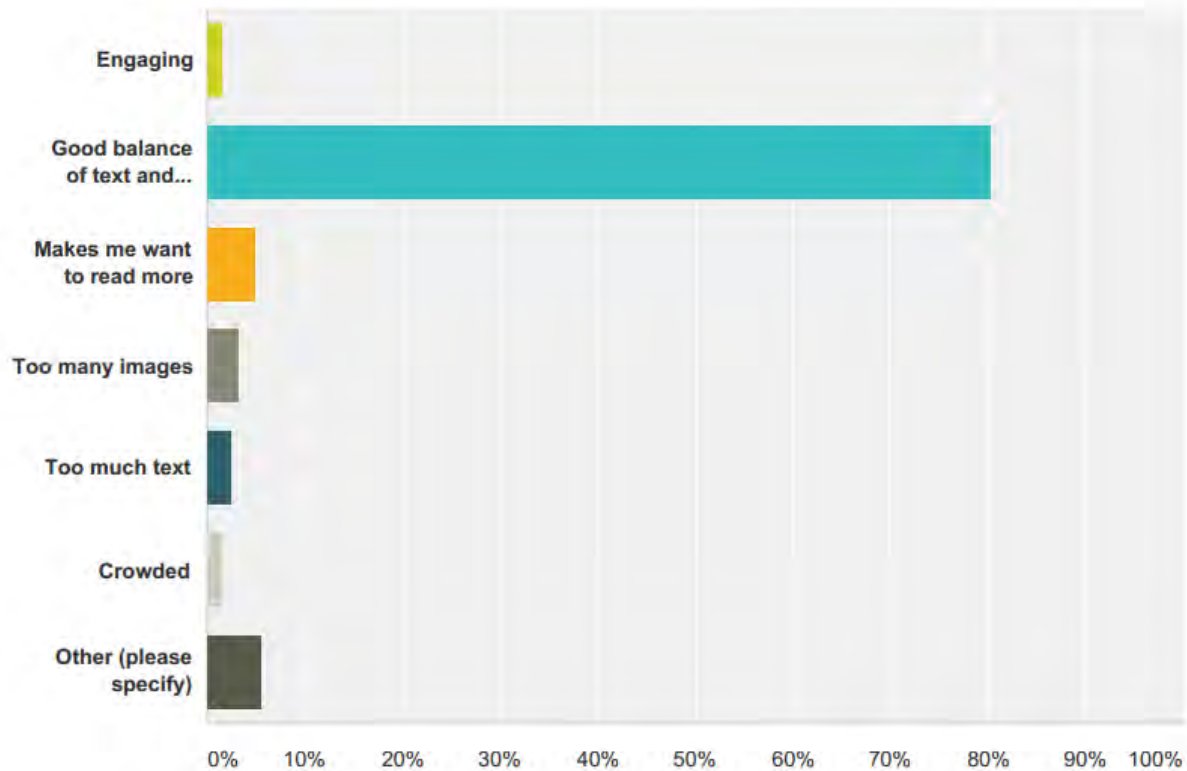


Engaging	2.46%
Interesting	30.33%
Informative	52.46%
Repetitive	4.10%
Boring	2.46%
Not relevant	0.82%
Other (please specify)	7.38%

Other answers included:

- I receive a receipt for payment
 - Engaging, interesting, informative. Wouldn't allow me to select all 3
 - Very helpful
 - Not very informative
 - I'd like to know more about the other alerts available and how to sign up to them
 - The first three but it won't let me tick them all
 - Informative, repetitive (I can't select all that apply, as the question suggest I should be able to)
 - Don't think I've received any
 - Only able to tick one
-

What do you think about the design and layout of our email bulletins? Please tick all that apply.

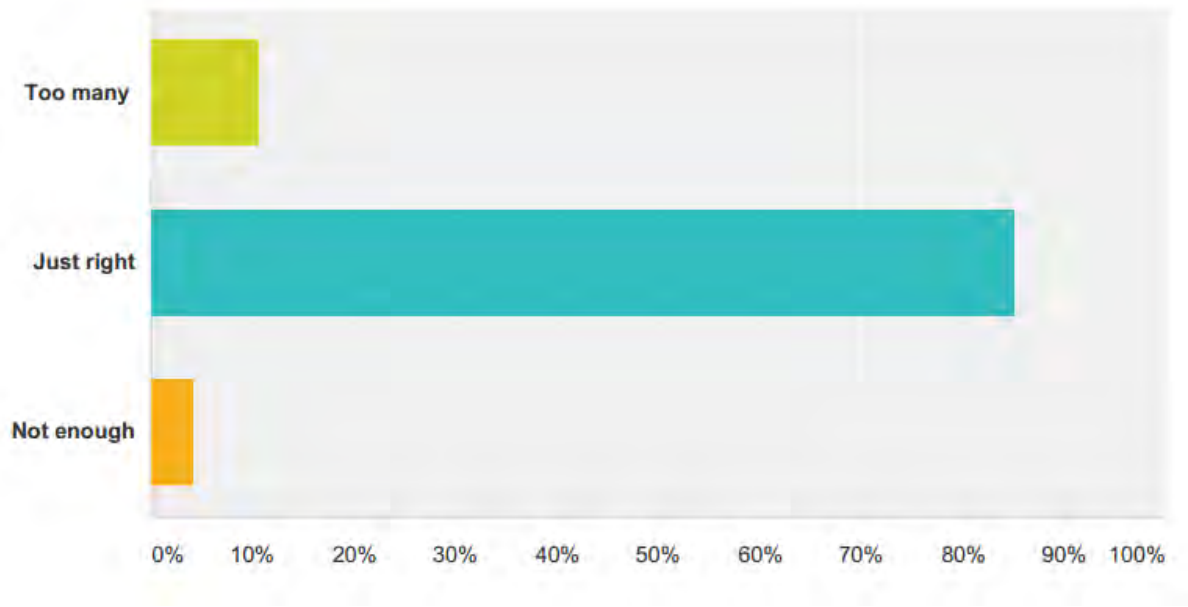


Engaging	1.64%
Good balance of text and images	80.33%
Makes me want to read more	4.92%
Too many images	3.28%
Too much text	2.46%
Crowded	1.64%
Other (please specify)	5.74%

Other answers included:

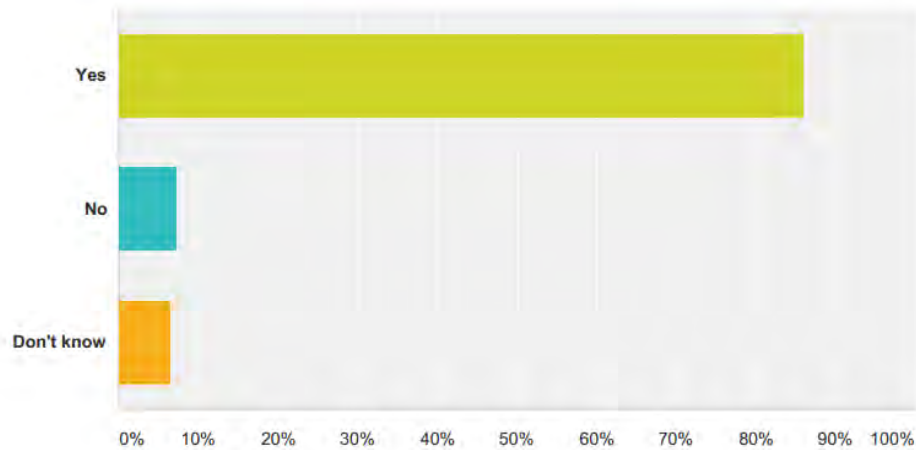
- it's quite basic and old fashioned compared to other what's on bulletins I receive about the area
 - See other comments (answer in the next section because I have to select one to carry on)
 - Names, job titles, and direct line phone numbers and email addresses (not generic ones) should ALWAYS be included.
 - The first three but it won't let me tick them all
 - Simple and easy to follow (Same extra comment as above; I can't select all that apply)
 - No received any
 - Only able to tick one
-

How would you rate the frequency of our email bulletins?



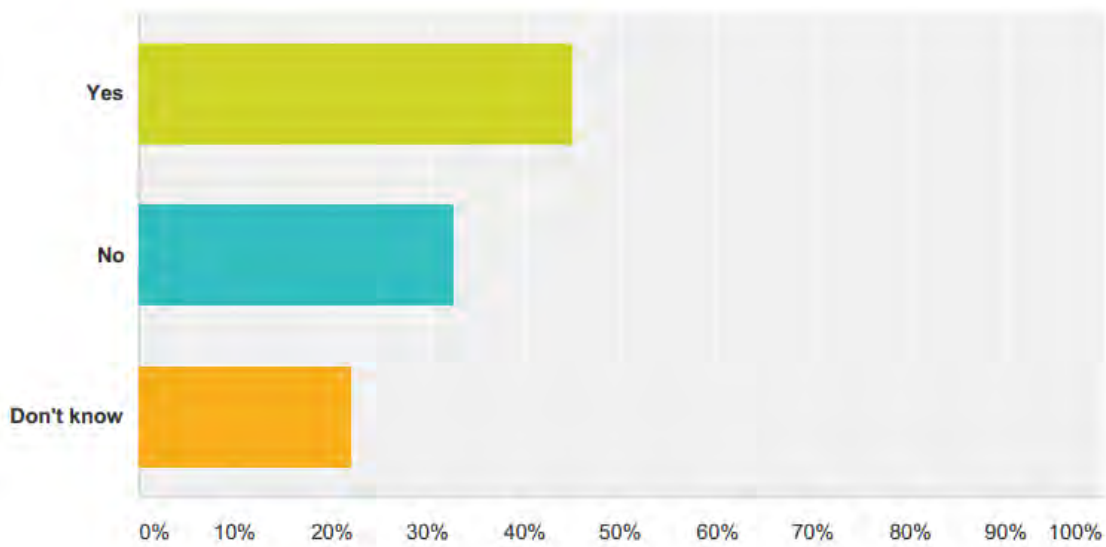
Too many	10.66%
Just right	85.25%
Not enough	4.10%

Do you think our Email Me Service has made you feel more informed about the Council and its services?



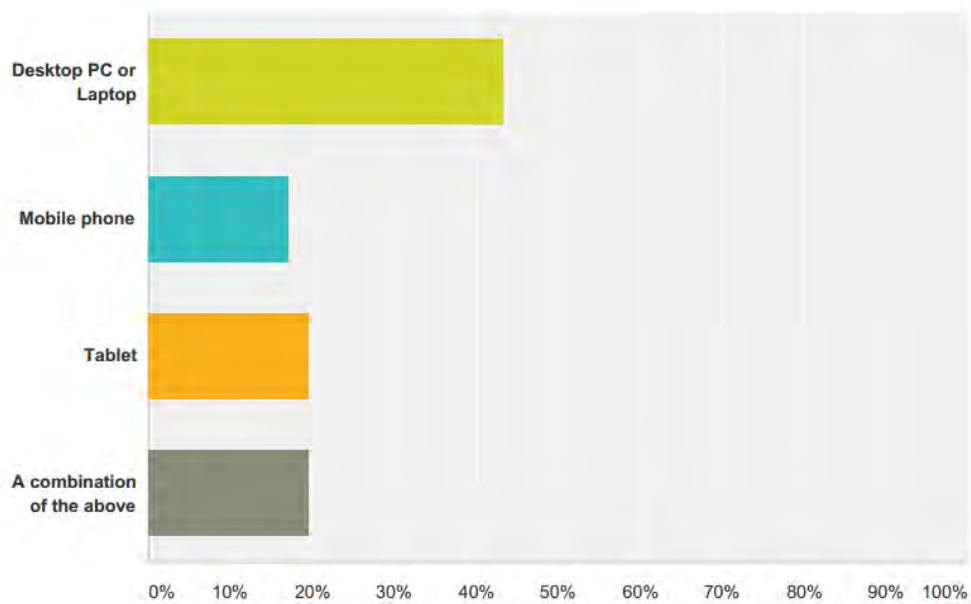
Yes	86.07%
No	7.38%
Don't know	6.56%

Has receiving email bulletins prevented you from needing to contact the Council in another way e.g. telephone call, email, in person?



Yes	45.08%
No	32.79%
Don't know	22.13%

How do you normally view our email bulletins?



Desktop PC or Laptop	43.44%
Mobile phone	17.21%
Tablet	19.67%
A combination of the above	19.67%

What other Council services would you be interested in receiving information about via the Email Me Service?

See attachment 1

Do you have any other comments, suggestions or improvements about Email Me?

See attachment 2

Demographics

Gender

Male	46.67%
Female	53.33%
Transgender	0.00%

Do you consider yourself as disabled or have any long term health problems that limit daily activity?

Yes	16.53%
No	83.47%

Do you use accessibility settings when you visit the website such as access keys, contrast, font size or speak it plus?

Yes	7.50%
No	92.50%

Age

Under 18	0.00%
19-29	0.00%
30-49	17.65%
50-64	41.18%
65 and over	41.18%