

Registration Feedback Survey

Results for LB Hammersmith & Fulham

Survey conducted by ERS Research - January 2009

Registration Feedback Survey - LB Hammersmith & Fulham

Background

Residents are asked to complete their electoral registration forms from July each year.

Those who had no change to their details could confirm either by post or via the ERS automated service.

Residents who registered online were invited to take part in a short survey after completing their registration.

Objectives

1. To understand more about the profile of those who used the online registration system.
2. To understand their opinion of the online registration service system.
3. To measure their attitudes with respect to communicating online with their council.

Methodology

Residents who wanted to register no change to their electoral details via automated methods had the option of using telephone, online or SMS text methods.

Those who registered via the ERS automated online service were then invited to complete the Registration Feedback Survey. Participation in the survey was purely voluntary. No incentive was offered for completion.

Standard questions have been benchmarked so councils can measure their results against all participating authorities. There is no benchmarking data for bespoke questions. A copy of your questionnaire is shown in the Appendix.

The results of this survey are based on 354 respondents from your council and 31540 respondents from all 34 participating councils.

Survey dates for your council were from 01 September 2008 to 05 December 2008

These are the results for your council.

Registration Feedback Survey - LB Hammersmith & Fulham

Survey Response and Respondent Profile

Table 1 below shows the numbers of residents using the automated registration service. 7% of those using the online service responded to the survey.

Table 2 opposite shows the profile of respondents by gender, age and where they have completed the survey, based on information they have declared in the survey.

When compared with the population profiles of the participating councils, the responding sample is under-represented in the 18-34 age group.

Table 1 - Overall Response

	Your council	All councils
No. households using ERS automated registration services	14,451	717,846
Those registered by telephone	7,450	448,284
Those registered by SMS text	1,567	32,449
Those registered by online	5,434	237,113
<i>of those who registered online:</i>		
Those who completed the survey	354	31,540
Response rate (%)	7%	13%

Table 2 - Respondent Profiles

	Your council		All councils	
	Base sizes	Profile	Base sizes	Profile
All respondents	354	100%	31,540	100%
<u>Gender:</u>				
Male	213	60%	16,730	53%
Female	138	39%	14,574	46%
Not stated	3	1%	236	1%
<u>Age:</u>				
18 - 34	120	34%	4,640	15%
35 - 54	150	42%	13,805	44%
55+	82	23%	12,902	41%
Not stated	2	1%	193	1%
<u>Place of survey completion:</u>				
At home	298	84%	28,315	90%
At work	44	12%	2,717	9%
Elsewhere	8	2%	312	1%
Not stated	4	1%	196	1%

These are the base sizes that apply to the charts and tables within these results.

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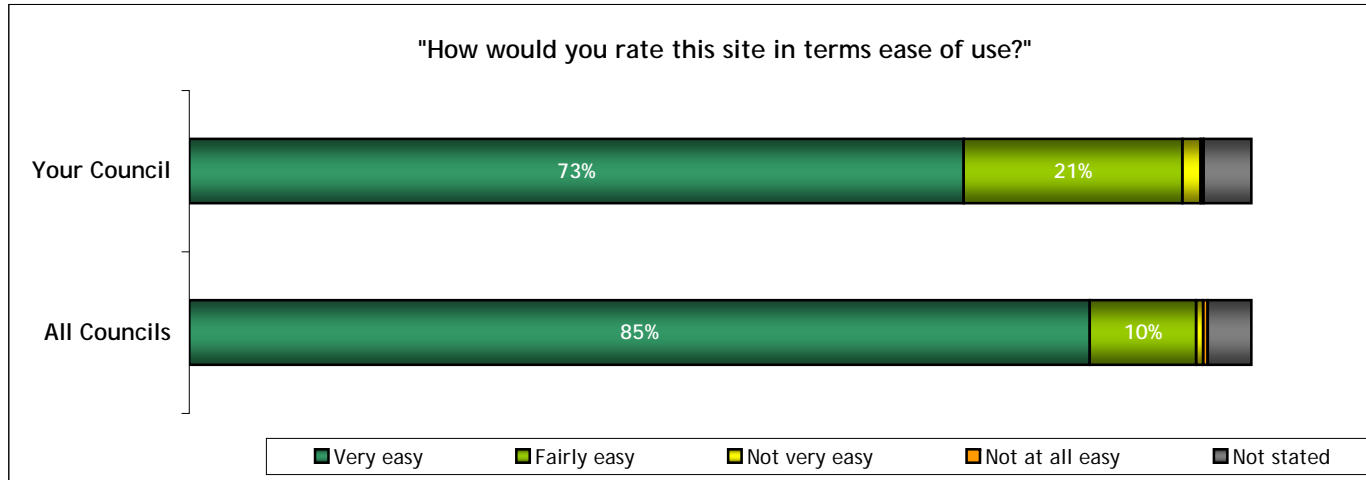


Table 3 - Rating of ease of use by gender and age

	Your Council		All Councils
All saying very or fairly easy	94%		95%
Men	93%		94%
Women	94%		96%
18-34	98%		97%
35-54	95%		96%
55+	87%		93%

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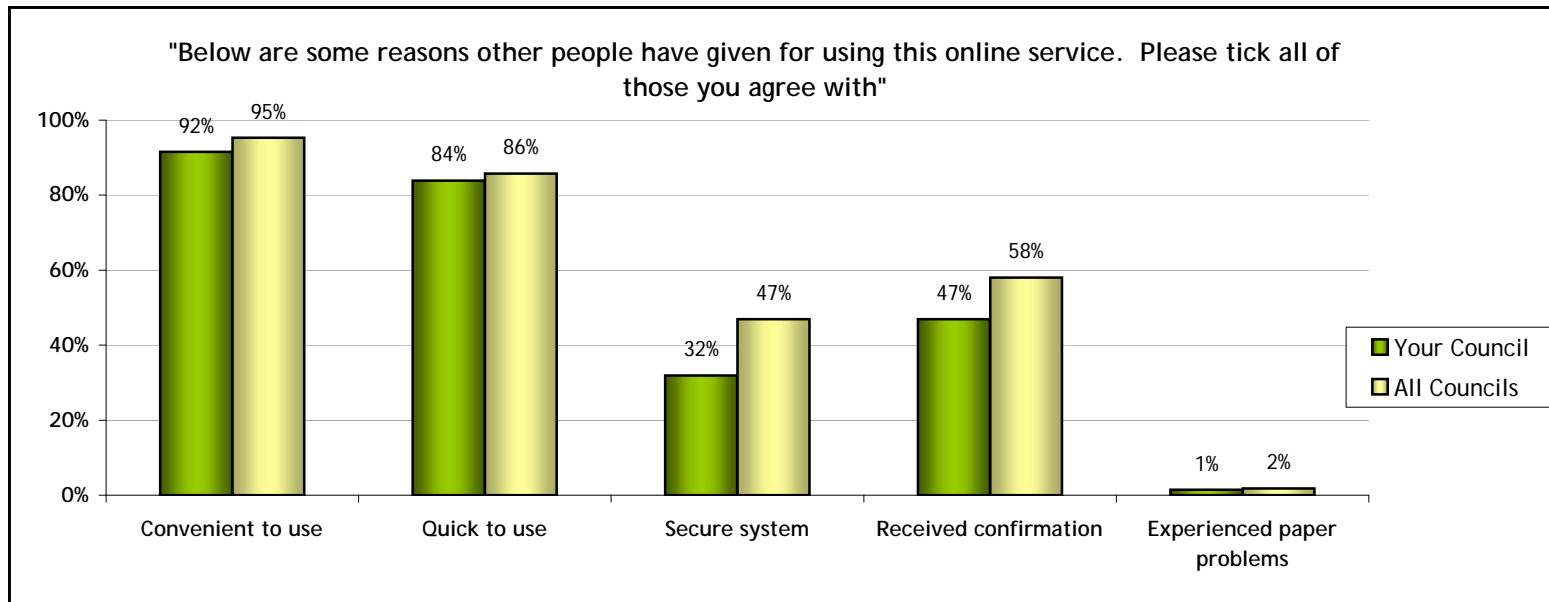


Table 4 - Variation by gender and age

	Convenient to use		Quick to use		Secure system		Received confirmation	
	Your Council	All Councils	Your Council	All Councils	Your Council	All Councils	Your Council	All Councils
All	92%	95%	84%	86%	32%	47%	47%	58%
Men	91%	95%	84%	84%	33%	45%	49%	57%
Women	93%	96%	86%	88%	30%	49%	44%	60%
18-34	90%	93%	86%	86%	31%	35%	38%	42%
35-54	90%	96%	81%	86%	29%	44%	43%	54%
55+	98%	96%	89%	86%	40%	54%	68%	69%

Due to the small numbers of those who stated "Experienced paper problems" there is no further analysis of this category

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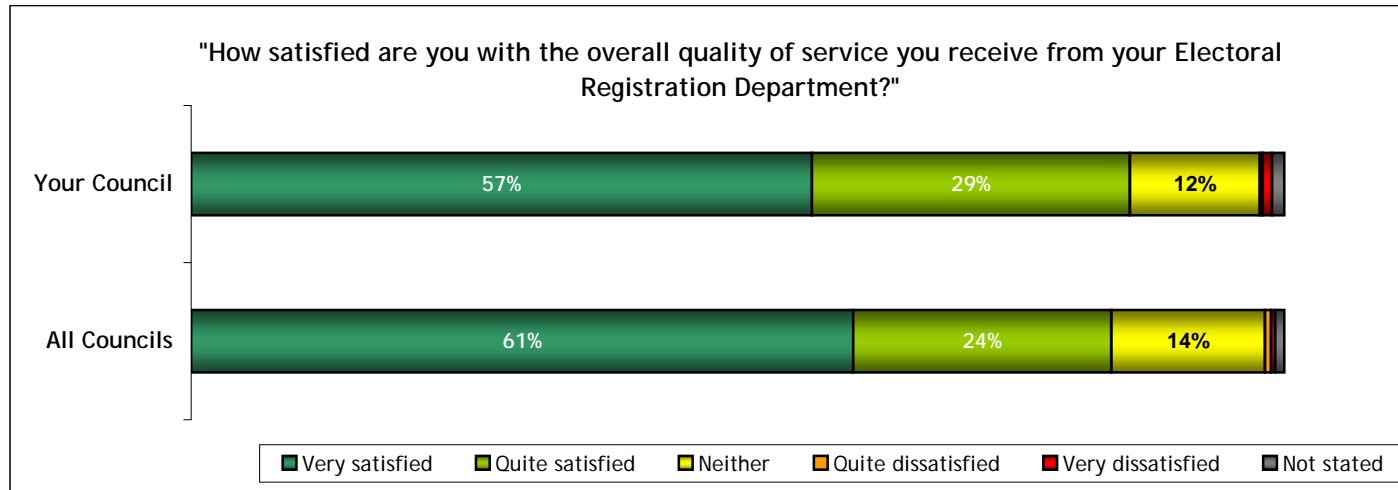


Table 5 - Rating of Department by gender and age

	Your Council	All Councils
All saying very or quite satisfied	86%	84%
Men	88%	85%
Women	83%	83%
18-34	87%	80%
35-54	84%	82%
55+	89%	89%

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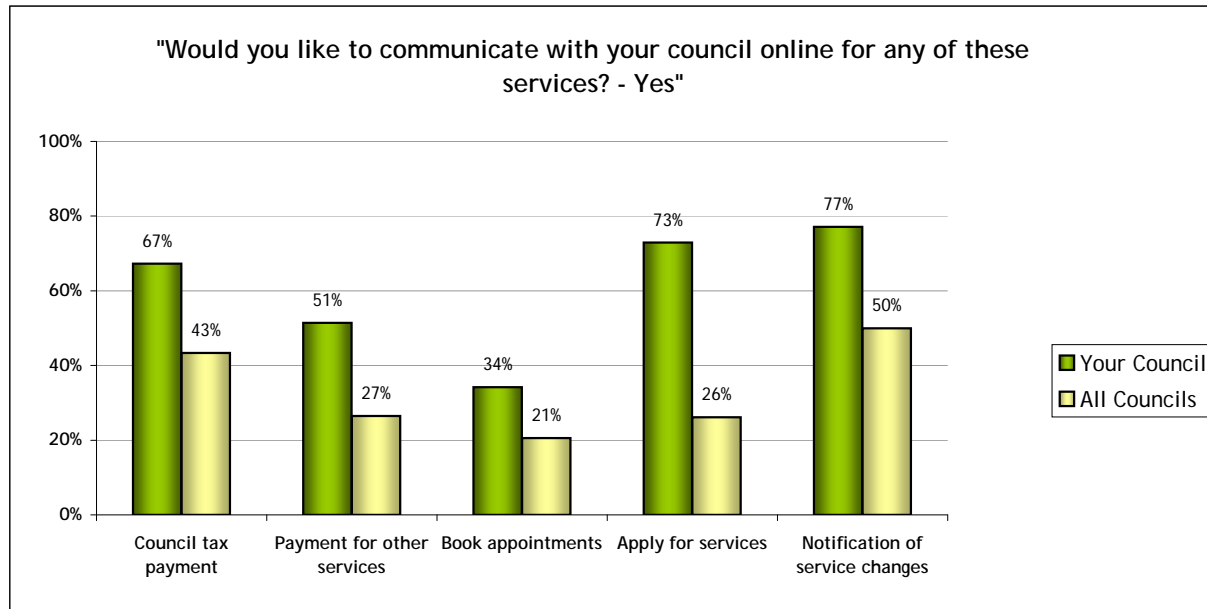


Table 6 - Variation by gender and age

	Council tax payment		Payment for other services		Book appointments		Apply for services		Notification of service changes	
	Your Council	All Councils	Your Council	All Councils	Your Council	All Councils	Your Council	All Councils	Your Council	All Councils
All	67%	43%	51%	27%	34%	21%	73%	26%	77%	50%
Men	69%	45%	55%	29%	38%	22%	74%	28%	77%	51%
Women	65%	42%	46%	24%	28%	19%	72%	24%	78%	50%
18-34	75%	52%	51%	31%	35%	26%	69%	33%	69%	47%
35-54	69%	45%	59%	28%	36%	22%	77%	27%	82%	51%
55+	55%	39%	40%	23%	30%	18%	73%	23%	82%	50%

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Contact Details

Project Director

Cynthia Pinto

Director and Head of Research

Direct line: 020 8889 3457

Switchboard: 020 8365 8909

Cynthia.Pinto@electoralreform.co.uk

Project Manager

Rhona Long

Research Manager

Direct line: 020 8889 6093

Switchboard: 020 8365 8909

Rhona.Long@electoralreform.co.uk



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Appendix - The questionnaire for your council

Q1 How would you rate this site in terms of ease of use?

- Very easy
- Fairly easy
- Not very easy
- Not at all easy

Q2 Below are some reasons other people have given for using this online service. Please tick all those you agree with.

- Convenient to use
- Quick to use
- Is a secure system
- Receive confirmation that form has been received
- Experienced problems with completing paper version of form

Q3 How satisfied are you with the overall quality of service you receive from your Electoral Registration Department?

- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied

Q4 Would you like to communicate with your council online for any of these services?

- Council tax payment
- Payment for other services
- Booking appointments eg with housing officer or social worker
- Applying for services eg parking permit
- Being notified about changes to service eg dates for refuse collection over bank holidays

Q5 Are you

- Male
- Female

Q6 Which is your age group?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 64-74
- 75+

Q7 Where did you complete this survey?

- At home
- At work
- At a place of study
- At a library or leisure centre
- At an internet café
- Somewhere else