



Mid Devon Community Survey

March 23, 2023

Purpose and Context

Community Survey

Purpose: Survey Mid Devon District Council service users to learn who they are, what services they use, and how they prefer to request and receive those services. Identify key trends and opportunities for deeper investigation through virtual focus groups.

Distribution

- Open from March 1 to March 17
- Distributed via email, online form, on the website, and via customer service phone calls

Reception

- 62% of participants completed the 37-question study, with 644 people abandoning before they finished
- Median time taken to complete the survey: 7:03.
- 275 people provided an email or a complete phone number for a followup conversation

Today: Who took the survey, how they prefer to complete tasks, and ease of completing tasks. We'll use the extent of the detailed survey data in the Digital Transformation Roadmap.

What do we know about your survey respondents?

Community Survey



Number of Participants:
1,072 (62.5%)

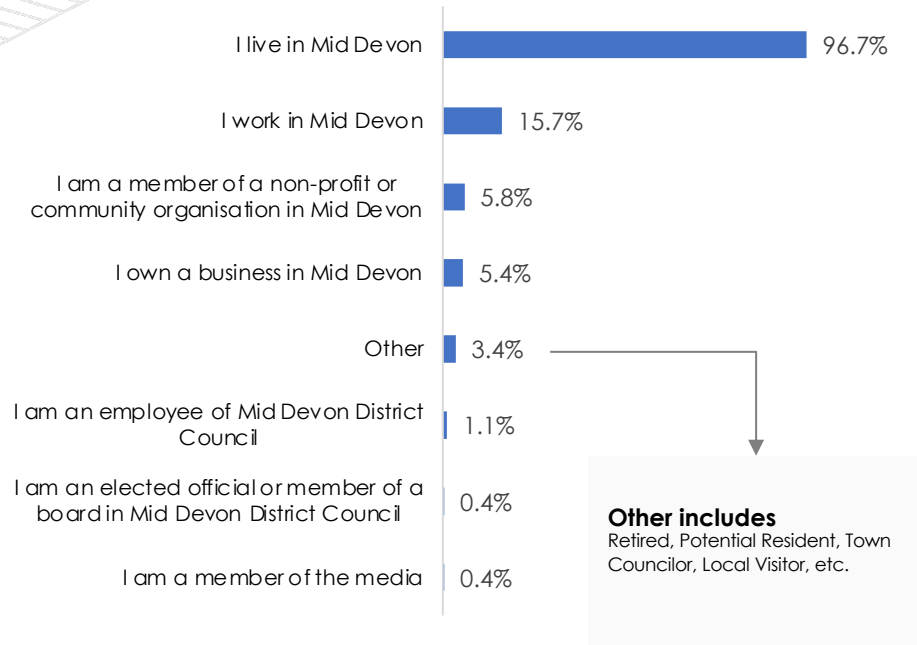


Mid Devon Residents:
96.7%

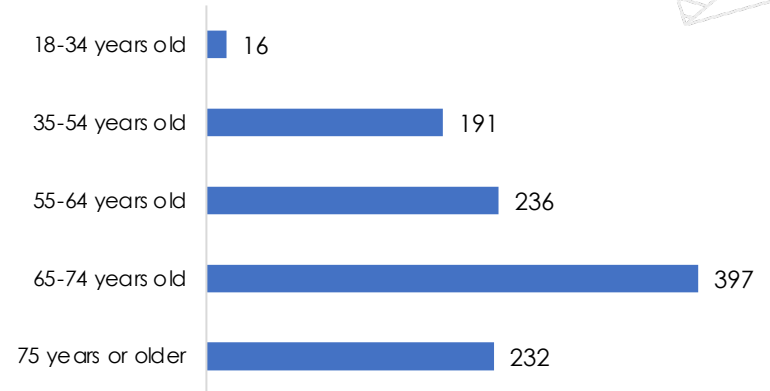


Respondents 65 years and older:
58.7%

Select all that describe you.



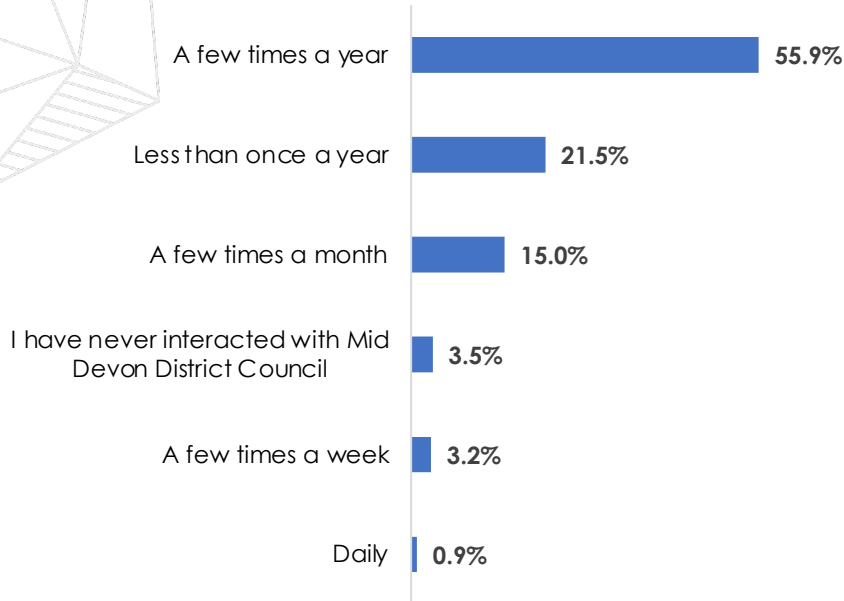
What is your age?



How are survey respondents interacting with the website?

Community Survey

How often do you interact with Mid Devon District Council?



How would you prefer to complete a task with Mid Devon District Council? Rank from 1 – Most prefer, to 5, least prefer.

Most Preferred Method

- 1 Online
- 2 Email
- 3 Phone Call
- 4 Post
- 5 In Person

Least Preferred Method

- 1 In Person
- 2 Post
- 3 Online
- 4 Phone Call
- 5 Email



1,072 Respondents



19.1% Respondents interacting with MDDC at least monthly



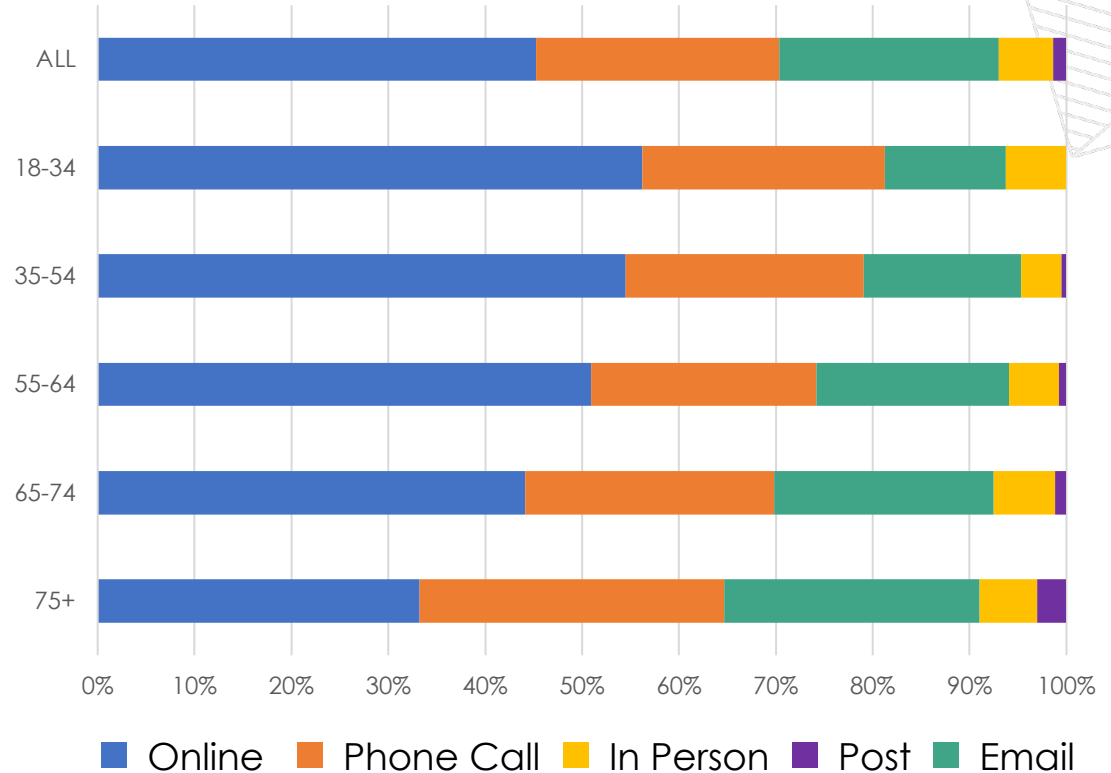
93% Prefer digital methods to complete a task.

What is the most preferred method for completing a task?

Key Takeaways:

- **Online** is the preferred method for at least 50% of respondents under 65 years old.
- **Phone call** and **email** grows in preference in later age groups.

Most Preferred Method by Age

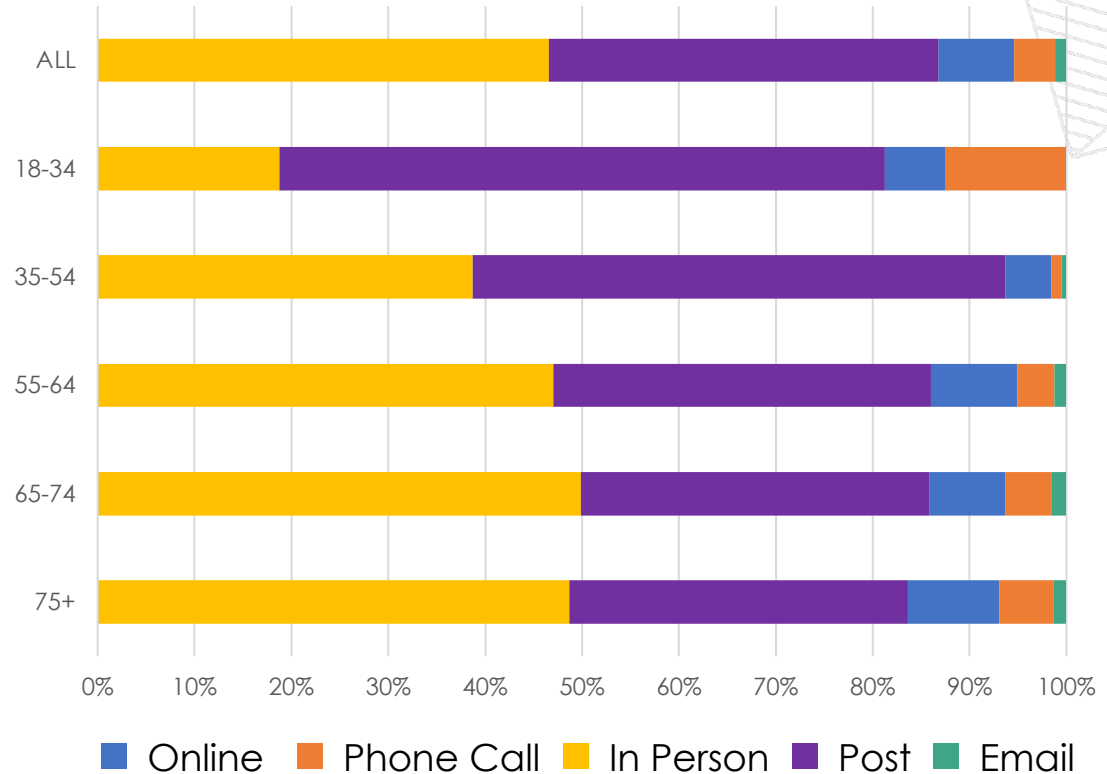


What is the least preferred method for completing a task?

Key Takeaways:

- **In Person** grows as the least preferred method for respondents to complete a task as they grow older.
- Younger respondents indicated a lowest preference in **Post**.

Least Preferred Method by Age



What is the preferred method for completing a task?

Community Survey

Key Takeaways:

- 91% of respondents **completed a task** with Mid Devon District Council in the last 2 years.
- **Online** and **Phone Call** is the most used method by respondents to complete a task.



Number of Participants:
1,072



Completed at least 1 task?
Yes: 980 | No: 92



Used 2 or more methods?
Yes: 693 | No: 287

Have you completed a task ___ with Mid Devon District Council in the last 2 years?

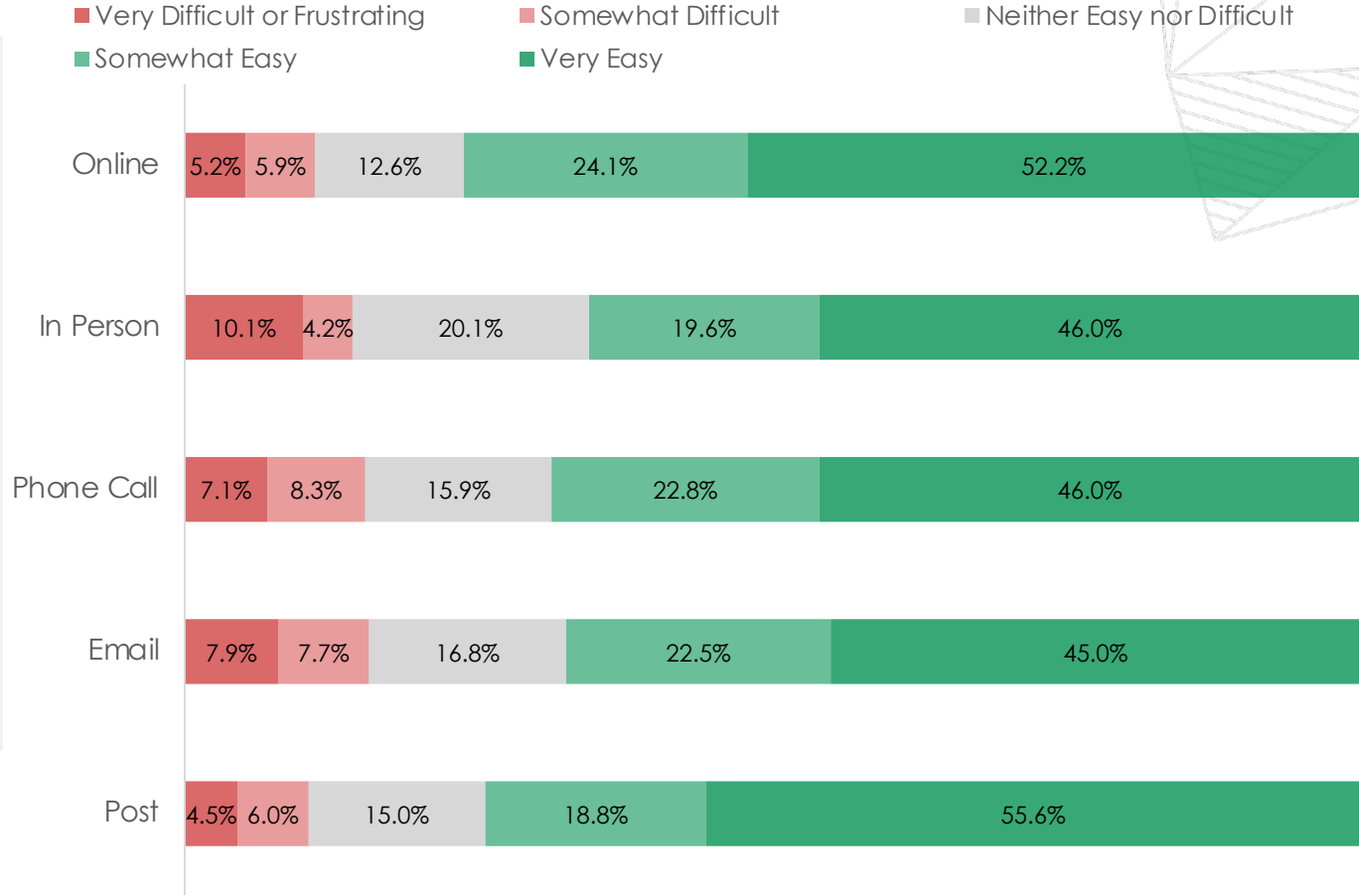
| Method | Yes |
|------------|--------------|
| Online | 71.6% |
| Phone Call | 52.9% |
| Email | 42.3% |
| In Person | 17.6% |
| Post | 12.4% |

How easy is it to complete tasks?

Community Survey

Key Takeaways:

- **In Person** was the only method to not receive at least 2/3 easy responses.
- **Online** and **Post** were the easiest method to use to complete a task.



Summary of Findings

Community Survey

The survey audience is engaged.

- 91% had completed at least one task with MDDC in the past two years.
- Most respondents have used multiple methods to complete those tasks.

There is a strong preference for online services across users.

- Across all age groups, online is the most popular method to complete a task.
- Phone calls are the second most popular option for all age groups.

Users prefer online methods over in-person and postal methods.

- As people age, they look less favorably on visiting an office in person.
- Post is the least preferred method overall. Post and the phone are particularly unpopular among the 18–34 age group, compared to other age groups.

MDDC's online services are the simplest route for most users.

- In person visits, emails and phone calls inspired the most frustration in the respondents.
- The few people who prefer to do business by post are very pleased with it.
- Online ranks as the easiest method. ("Very Easy" + "Somewhat Easy")