

YourSay Panel member experience survey 2022

FINAL REPORT

21 January 2022



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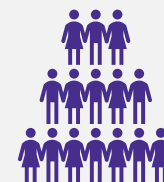
Background

Since its inception, The YourSay Panel has grown to almost 6,000 members, with around 2,000 joining during 2021. Reflecting best practice in community panel engagement, an annual Member Experience Survey is conducted. This is the second member survey, the first having taken place in January 2021.

The survey offers members the opportunity to provide feedback on their experience and will assist with ongoing development and strategies to strengthen engagement and boost recruitment and retention.

Methodological notes:

- All YourSay Panel members were invited to participate (n=5,904)
- The results have been weighted to reflect relative population proportions based on the ABS Census
- The methodology is biased towards those with internet and computer literacy
- In single choice questions, results may not add up to 100% due to rounding



How many?

2,121

Who?

Canberrans 16+

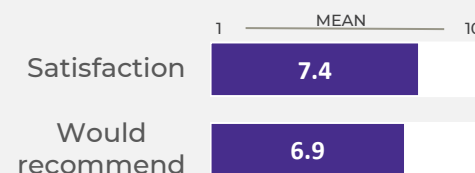
When?

05 – 17 Jan 2022

Key take outs

- Panel members' **overall satisfaction with their experience has improved** to an average of 7.4 out of 10, compared with 6.9 a year ago
- Particular **strengths** identified by members in being involved with the Panel focus on the capacity it provides them to express their views, connect to community and input into local issues and decisions
- The current frequency and provision of **surveys** through the Panel largely hits the mark, with a large majority of members agreeing these are easy to complete, interesting and accessible
- There has also been a large positive shift in the proportion of Panel members who recall **receiving feedback** in terms of survey results, with more accessing the members' hub than a year ago
- However, there are perceived limitations in this feedback, specifically around articulating **how this is used and taken on board** by the ACT Government and what action or steps result

Overall experience



Key improvements from 2021

Receive feedback	+43%
Engage with Members' Hub	+30%
Know what Panel is about	+10%
Influence ACT Gov decisions	+9%
Surveys are interesting	+9%
Allows me to express views	+8%

Key opportunities

Knowing how feedback is used
Knowing that opinion matters
Survey topic mix
Sense of belonging to Panel

Future retention and engagement

- The main drivers for being involved with the Panel centre around **having a voice and contributing to local decision-making**
- However, younger panel members are also more likely to cite the role of **rewards / incentives** as a motivation for joining and staying on the YourSay Panel
- Many Panel members are interested in **other opportunities for engagement** in the future, including finding out about other ACT Government consultations and participating in other (non-survey) research
- Topics of greatest interest for future research and consultation include **environment and climate action, infrastructure and planning and development**
- Younger panel members are significantly more likely than older members to be interested in engaging in research related to the environment, along with specific youth issues, education, travel, leisure and events
- Older panel members are more likely to be interested in research relating to planning, infrastructure and transport and roads

Other engagement

% VERY / QUITE
INTERESTED

Finding out about other ACT Gov consultations	67%
Taking part in non-survey research (e.g. focus gps)	46%
Follow up research on a survey topic	44%

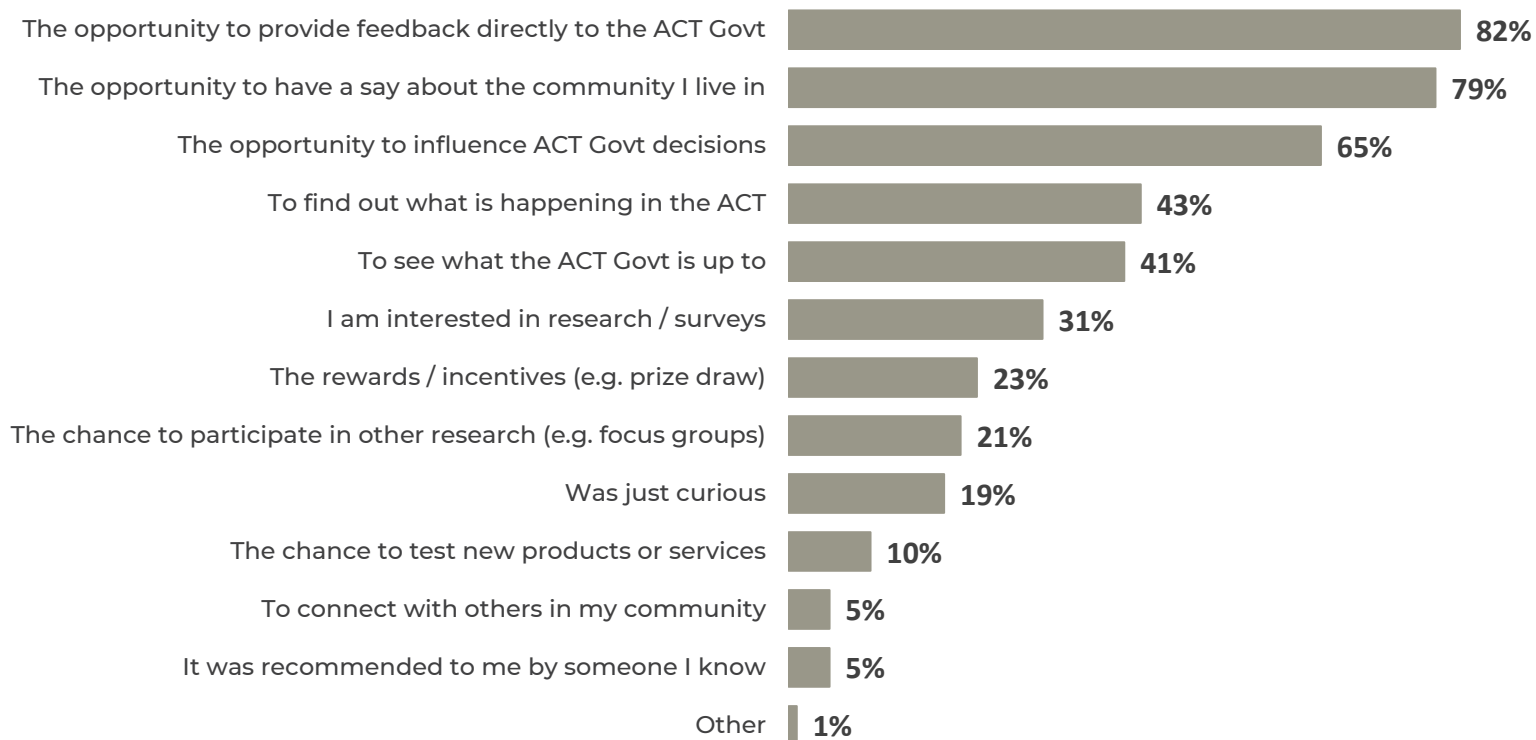
Top topics of interest

Environment & climate action	52%
Infrastructure projects	48%
Planning & development	47%
Health & wellbeing	42%
Transport & roads	39%

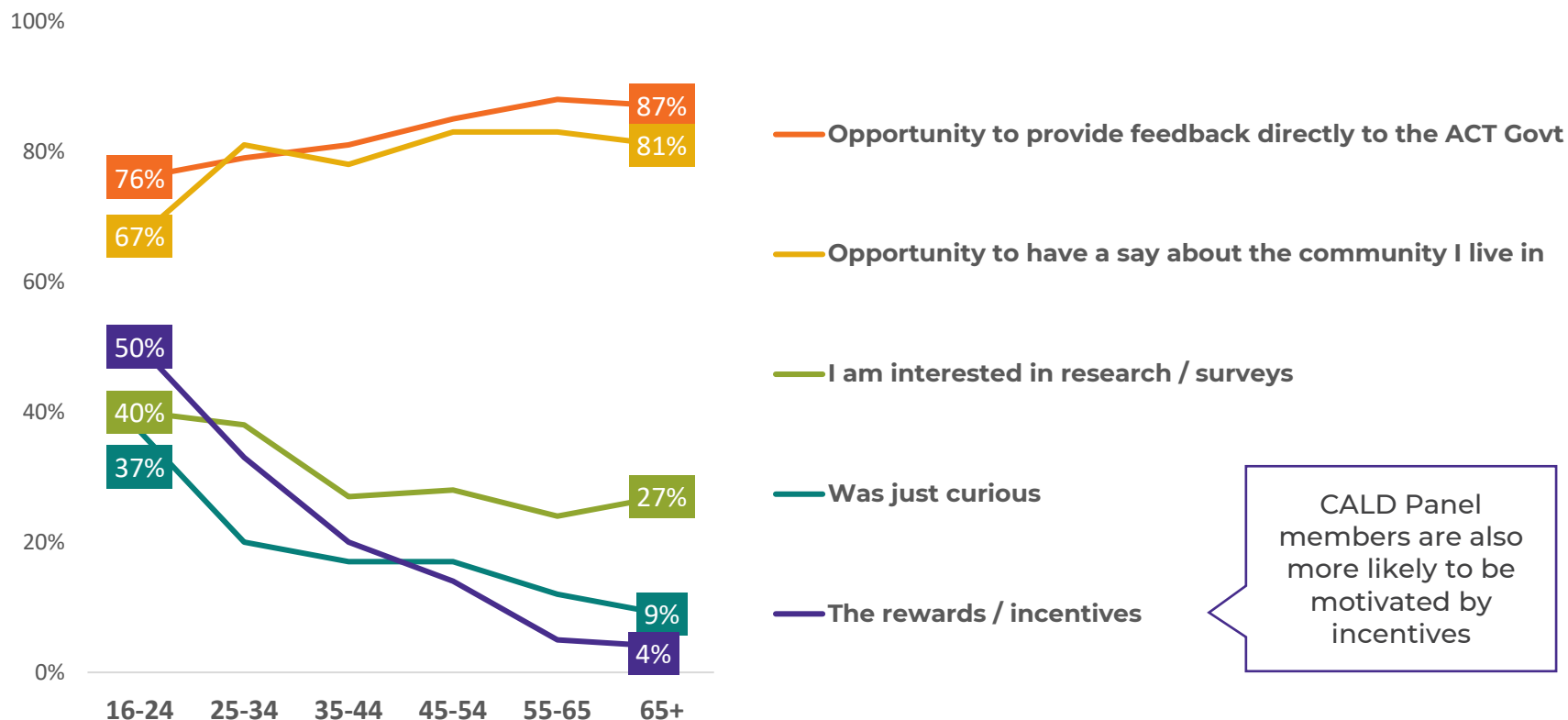
Current expectations and engagement

Overall, having a voice and contributing to decision-making are prime motivators of Panel engagement

Q. What is the main reason/s you decided to become a Panel member?

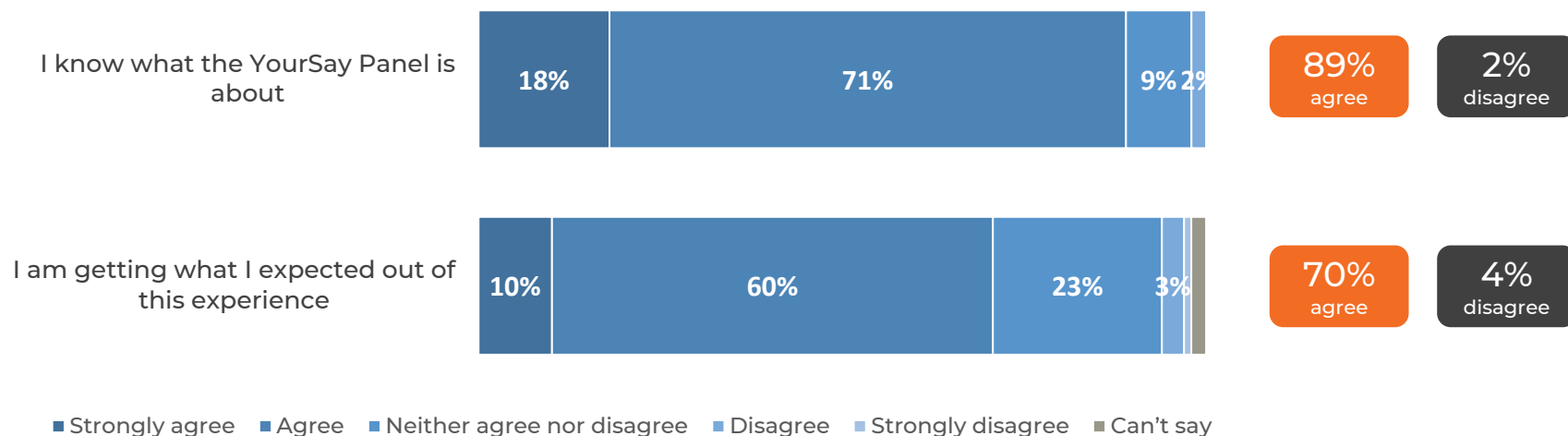


Younger Canberrans are much more motivated by financial incentives and more likely to be prompted by curiosity



Members' understanding of the Panel and its purpose is high, with most getting what they expected out of it

*Q. Listed below are some things to do with being a member of the YourSay Panel.
How much do you agree or disagree with these?*



Understanding of what the Panel is about and whether it has met expectations tend to decrease slightly with age

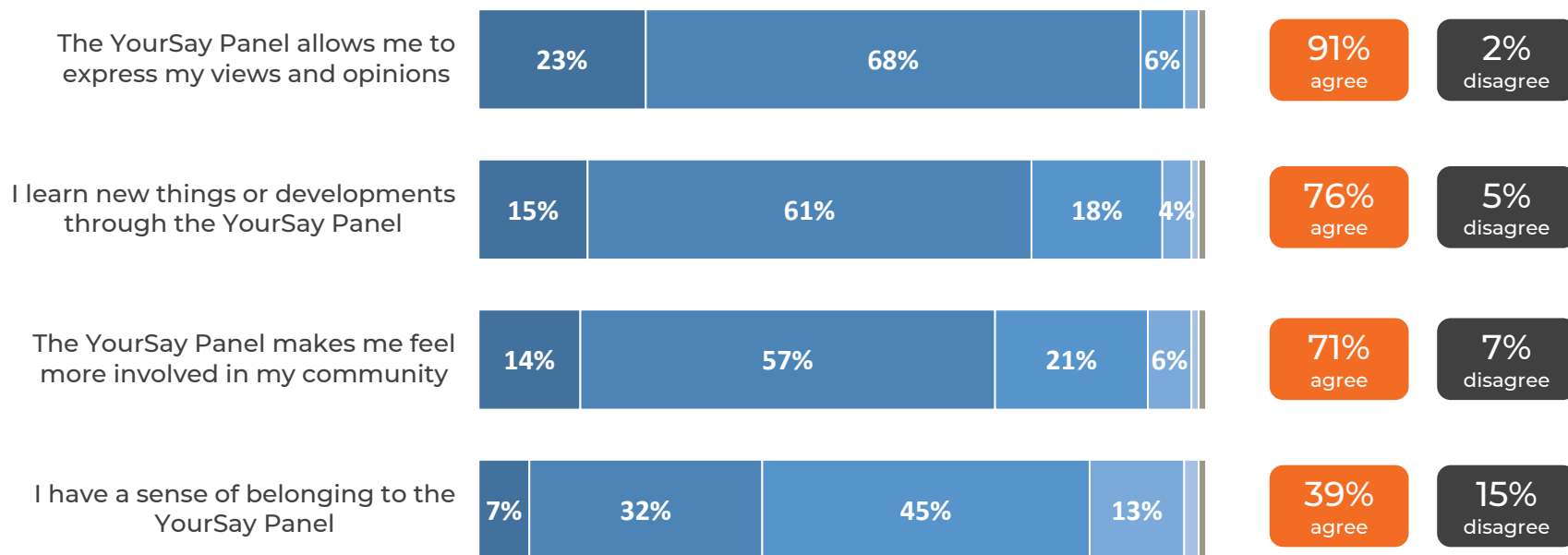


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Panel membership is widely seen to provide an opportunity to comment on and connect to community issues

*Q. Listed below are some things to do with being a member of the YourSay Panel.
How much do you agree or disagree with these?*



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Can't say

While valued as providing a voice to citizens, there is some uncertainty as to how this is used and what influence it has

Q. And how much do you agree or disagree with each of these?

By taking part in the YourSay Panel, I have opportunities to express my views and opinions to the ACT Government



91%
agree

2%
disagree

I receive feedback on the findings from the surveys I complete



60%
agree

13%
disagree

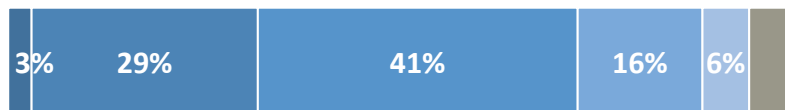
By taking part in the YourSay Panel, I am influencing decisions being made by the ACT Government



42%
agree

13%
disagree

My opinion really matters to the ACT Government



32%
agree

22%
disagree

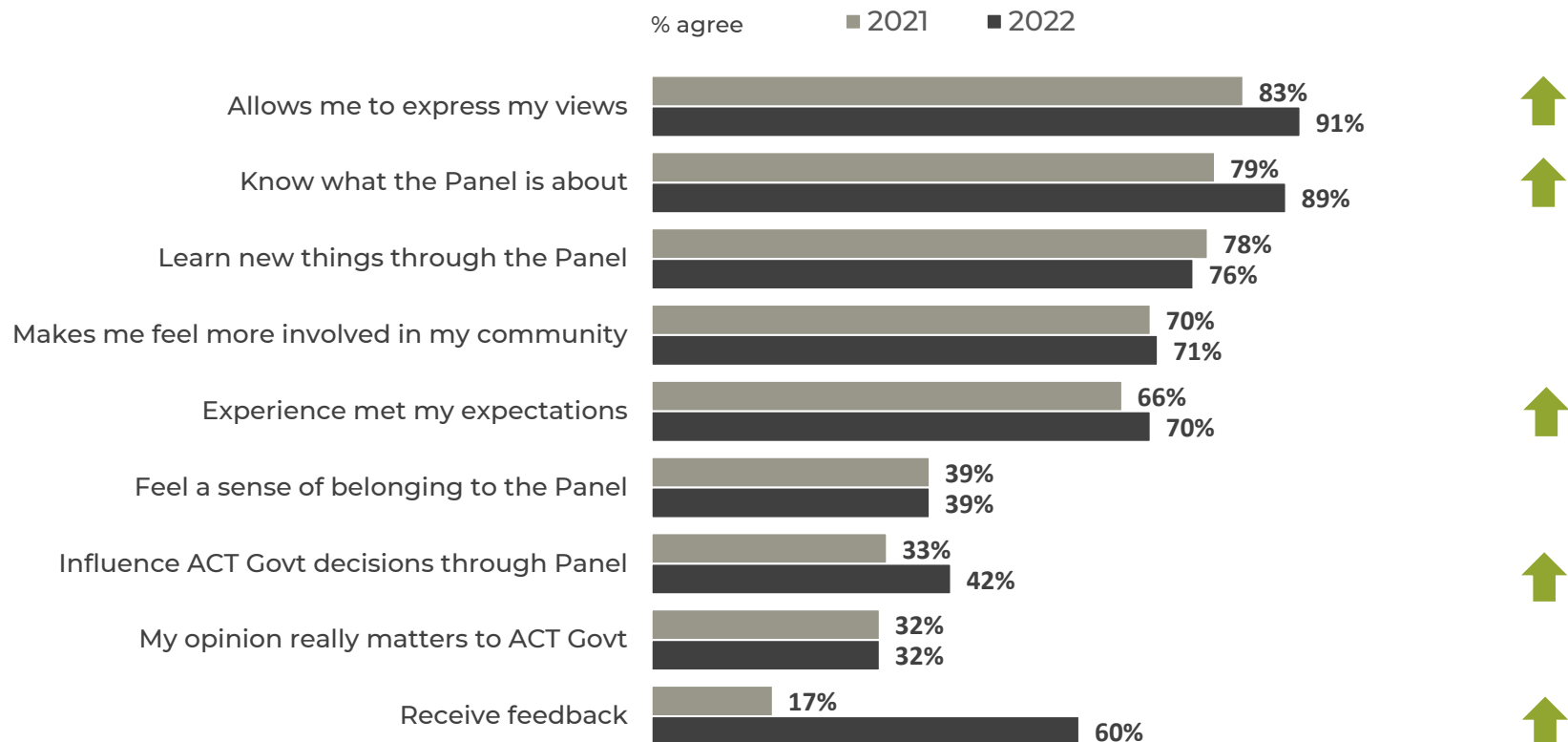
■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree
 ■ Can't say



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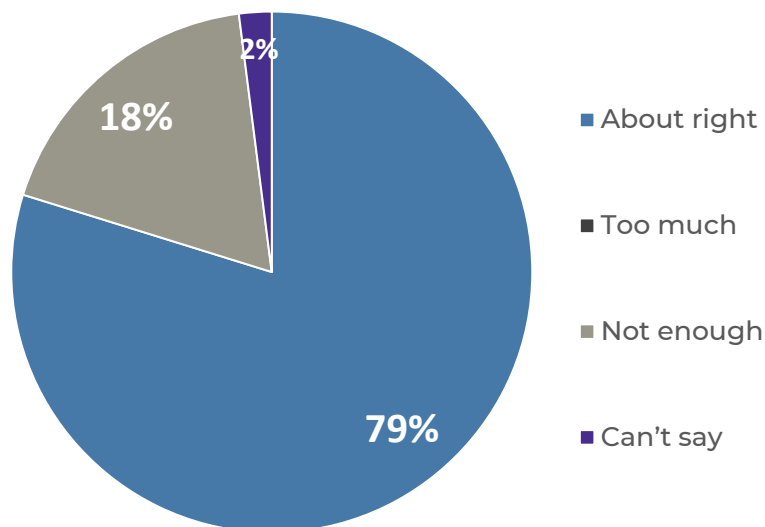
There have been several positive shifts in member perceptions of the Panel and what it offers to them



Perspectives on Panel surveys

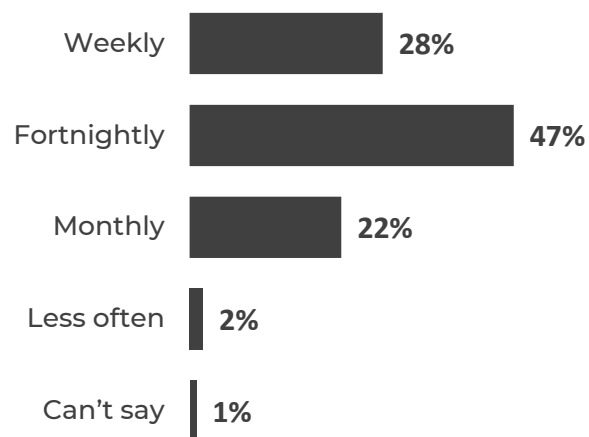
For the majority, the current volume and frequency of surveys on the Panel is considered about right

Q. In general, do you think the amount of surveys you are invited to complete is...



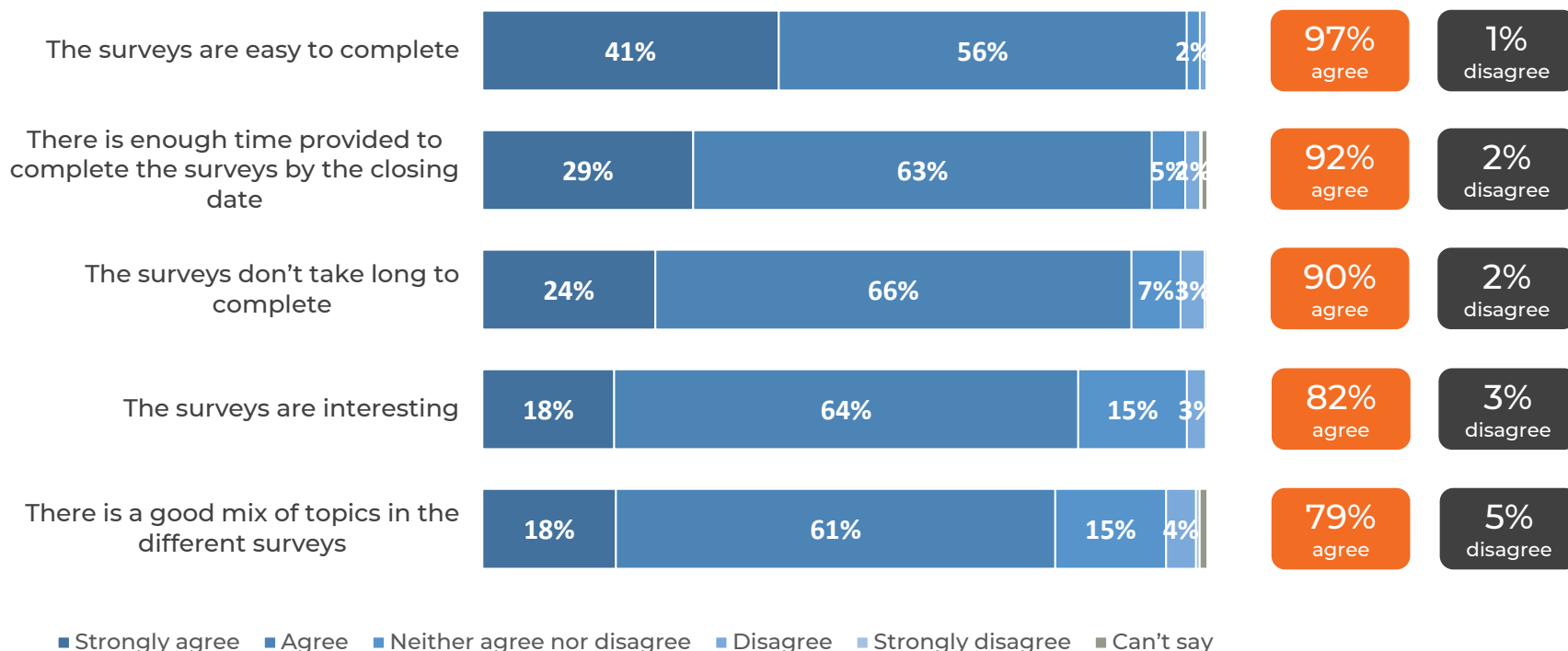
[If too much / not enough]

Q. About how often would you like to receive invitations from us to take part in surveys or other activities?



There is strong positive endorsement of survey design, content and process

Q. How much do you agree or disagree with each of these?

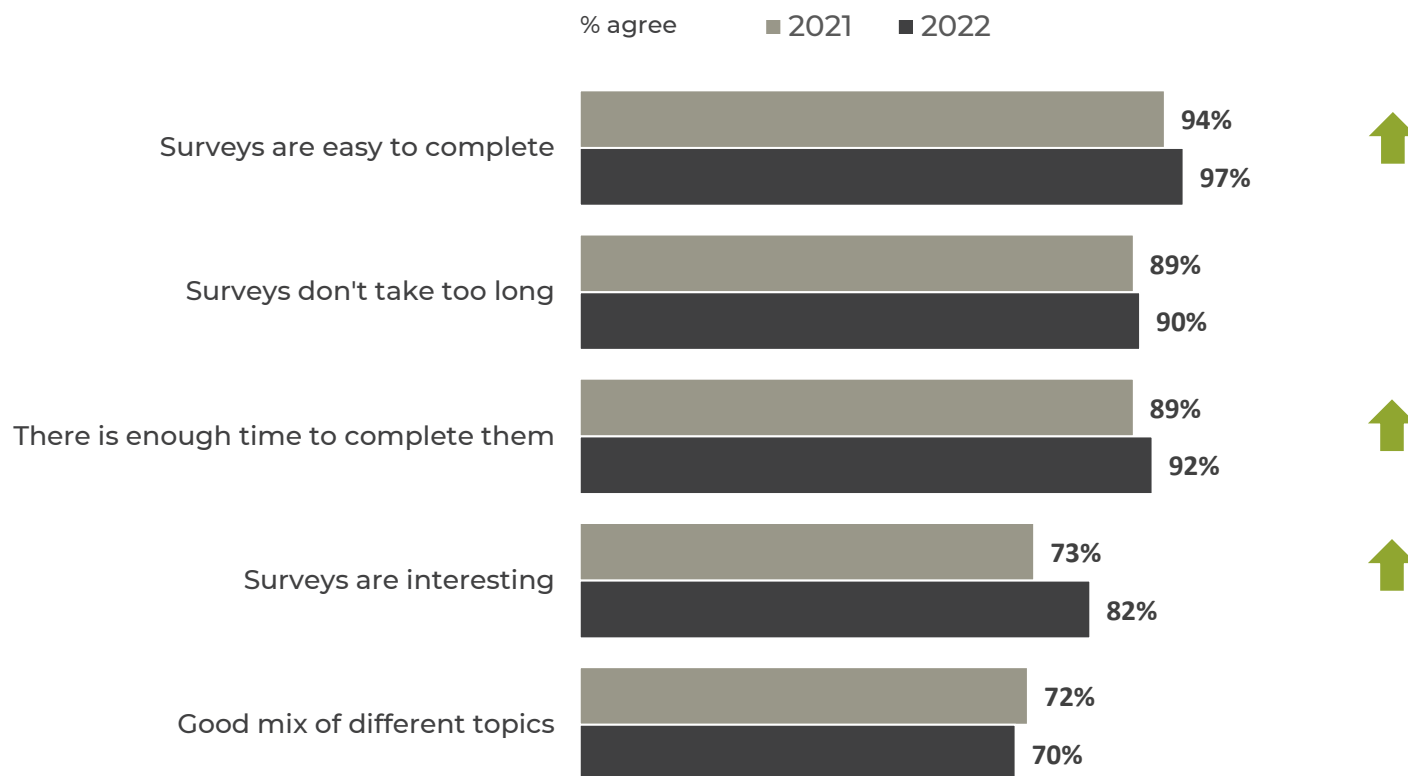




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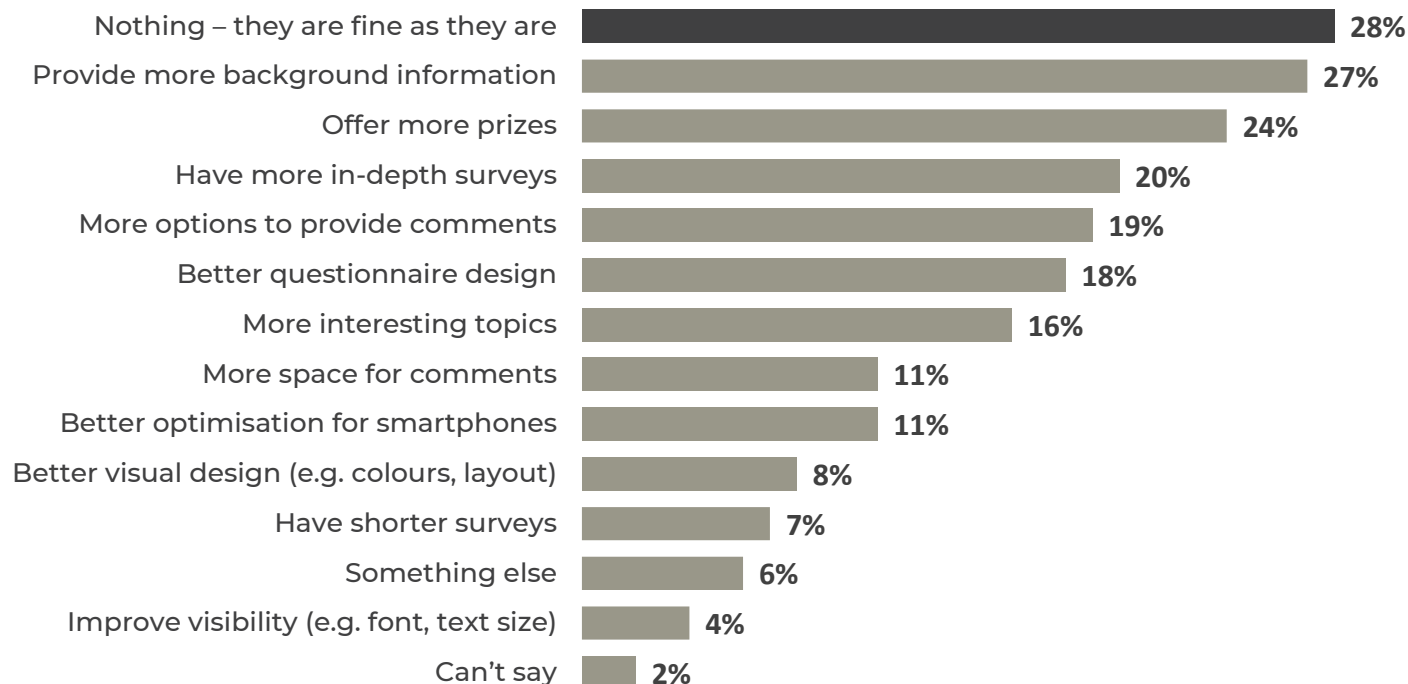
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And from a high benchmark, several aspects of the surveys distributed on the Panel have improved since 2021



Suggested survey improvements vary from contextual information to detail and design

Q. What, if anything, could we do to improve our surveys?

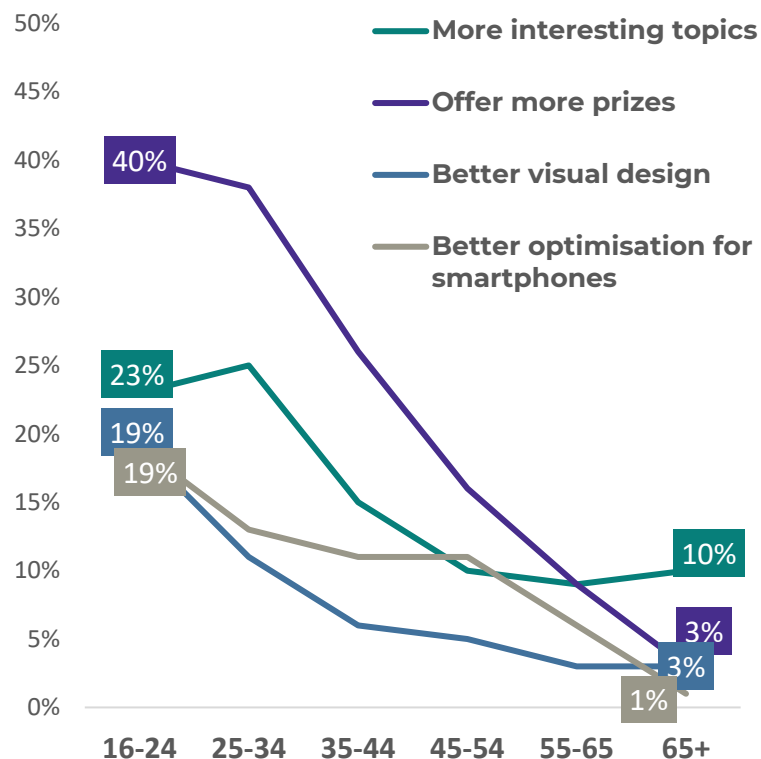
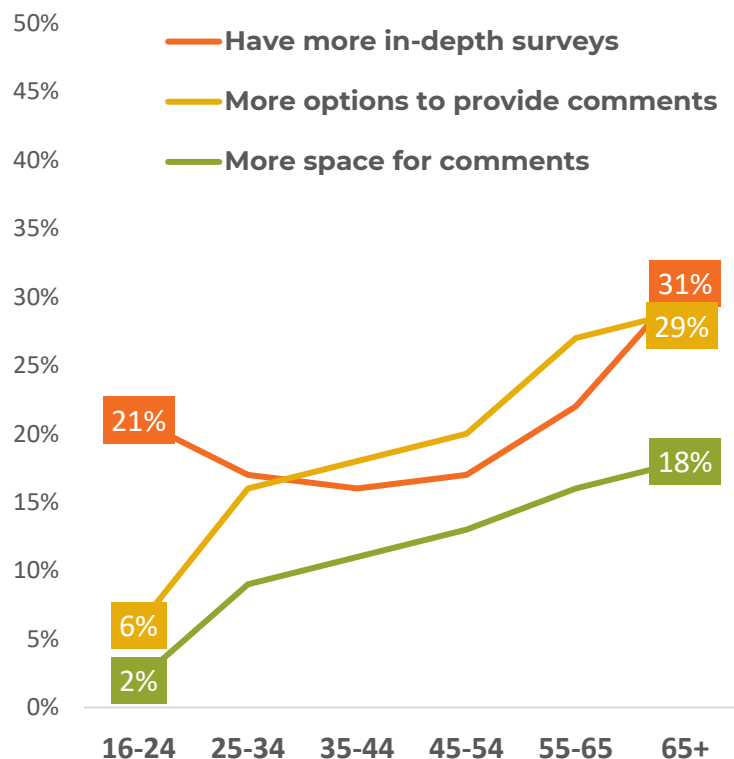




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Older Canberrans are more interested in survey depth and detail, while prizes, variety and design appeal to young



Member communications and feedback



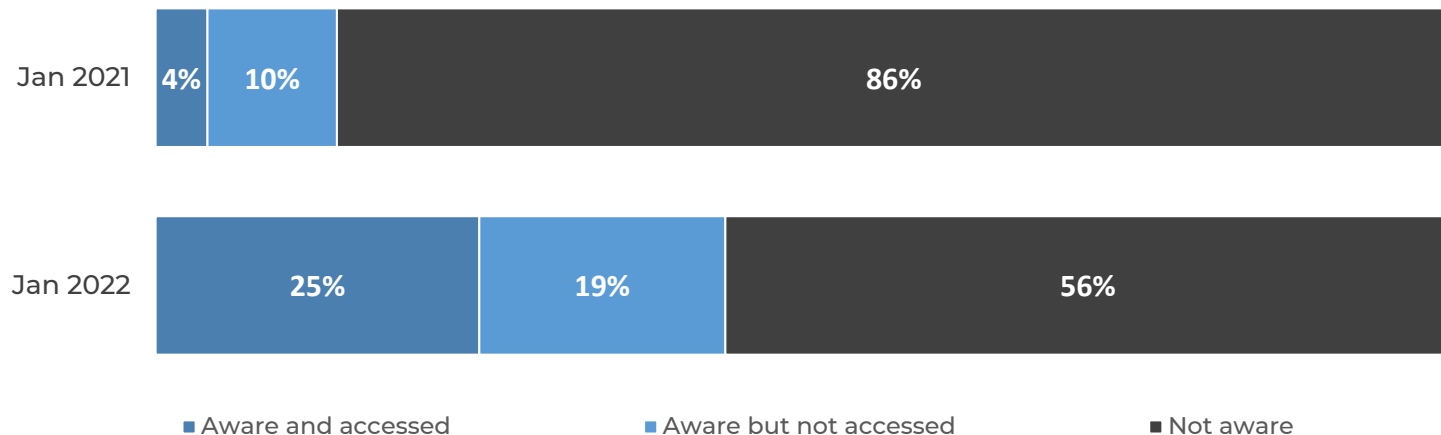
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Awareness and engagement with the Members' Hub has increased significantly over the past year

Q. Are you aware of the 'Members' Hub'?

Q. And have you accessed survey results on the Members' Hub?



Awareness and use of the hub increases with exposure to the Panel, i.e. it is higher among those members who have been on the Panel for longer

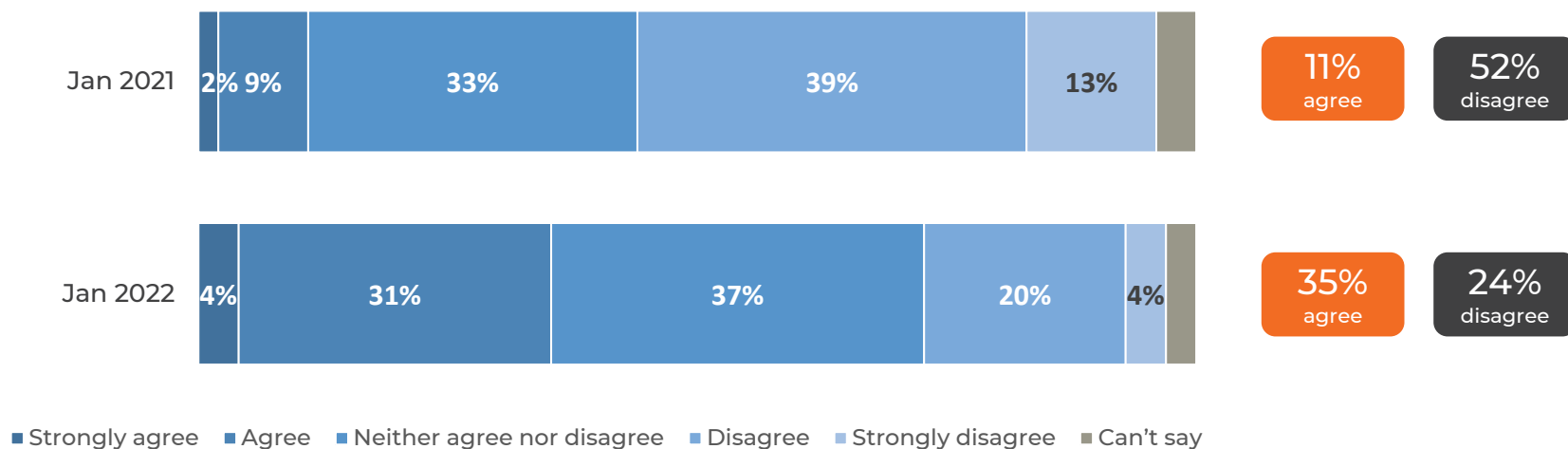


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Communicating around how feedback is used has also improved but could be strengthened further

Q. To what extent do you agree or disagree: I am kept well informed about how the feedback I provide through the YourSay Panel is helping to influence ACT Government decision-making.



There is strong interest among Panel members in seeing the results of the research and how these have been used

Q. How interested are you in the following things?

% very / quite interested

Seeing how the results have been used by the ACT Government



91%

Seeing the results from the research



81%

Finding out what other consultations are happening across the ACT Government



67%

Non-survey research opportunities (e.g. paid focus groups, workshops, interviews)



46%

Engaging in more detailed follow-up discussions or interviews on a survey topic

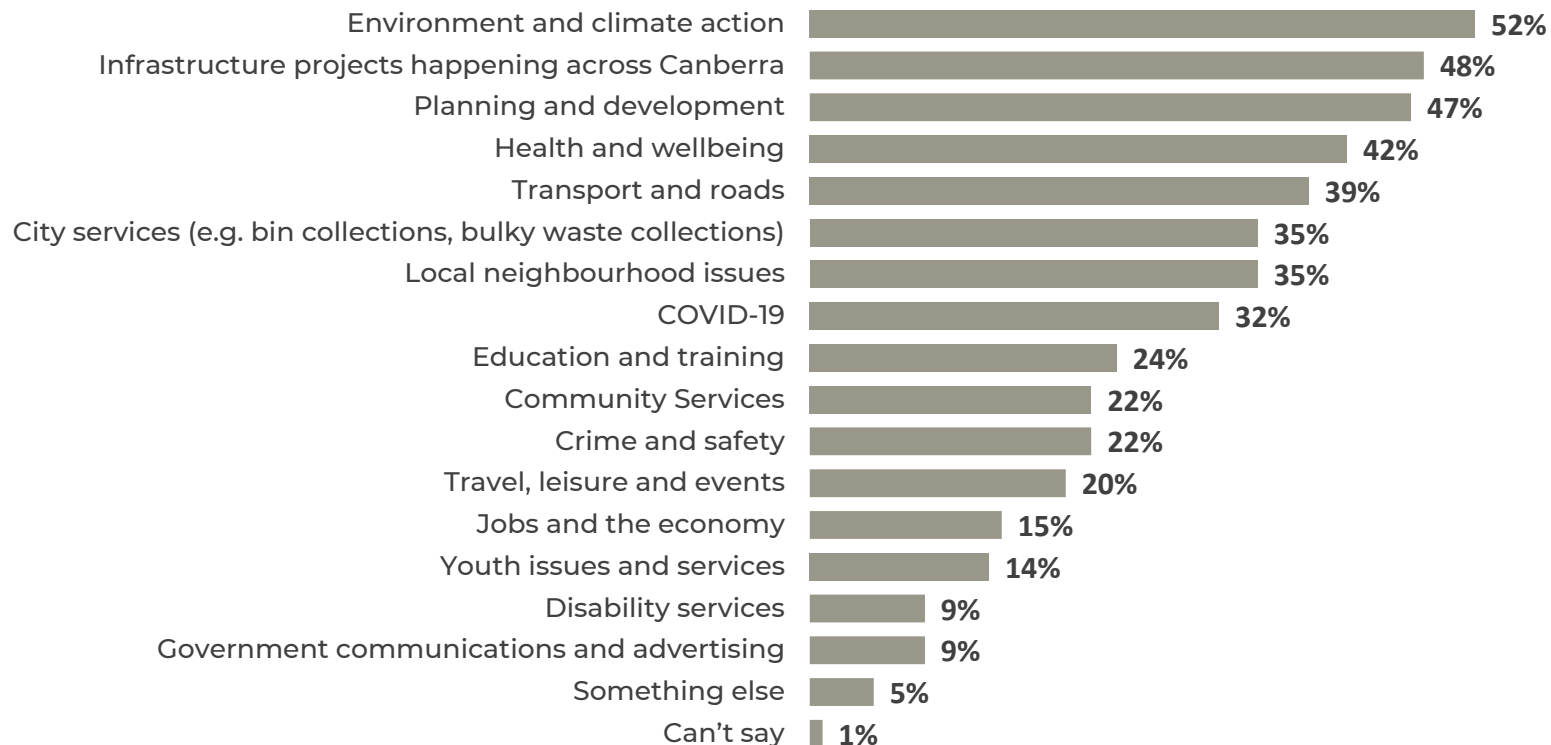


44%

■ Very interested
 ■ Quite interested
 ■ Somewhat interested
 ■ A little interested
 ■ Not at all interested
 ■ Can't say

For future research, environment, infrastructure and planning represent the topics of greatest interest

Q. Which, if any, of the following general topic areas would you be most interested in providing feedback on over the next 12 months?





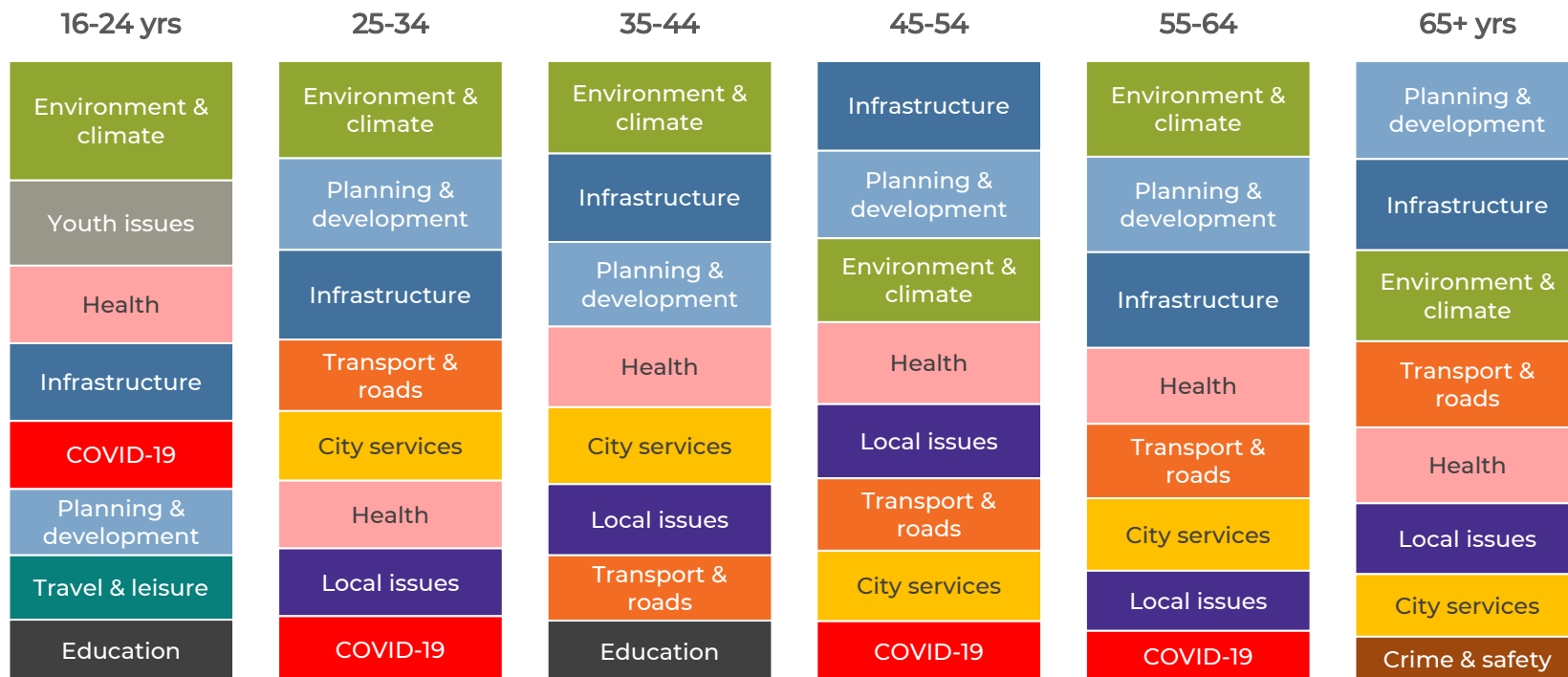
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Relative topic interest by age

While high interest for many, environment and climate action is particularly resonate among young members

Interest in planning, infrastructure and transport is highest among older Panel members



Overall rating of experience

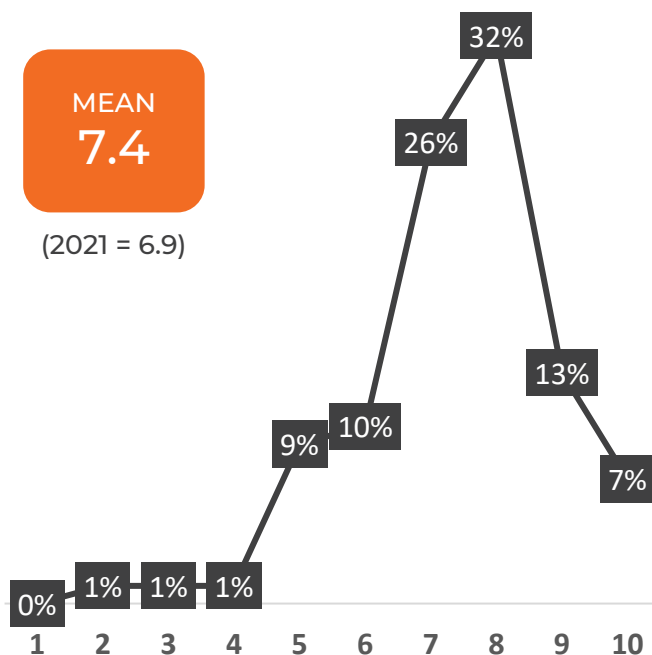


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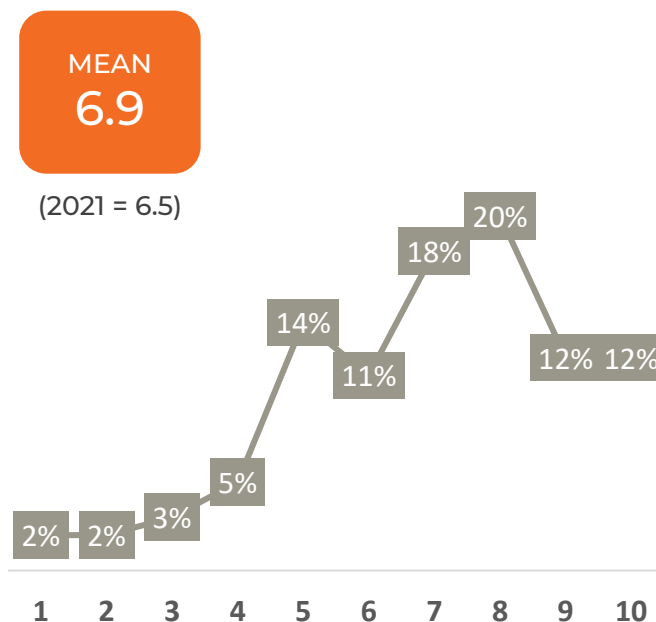
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Overall rating of member experience has increased from the previous year, averaging more than seven out of ten

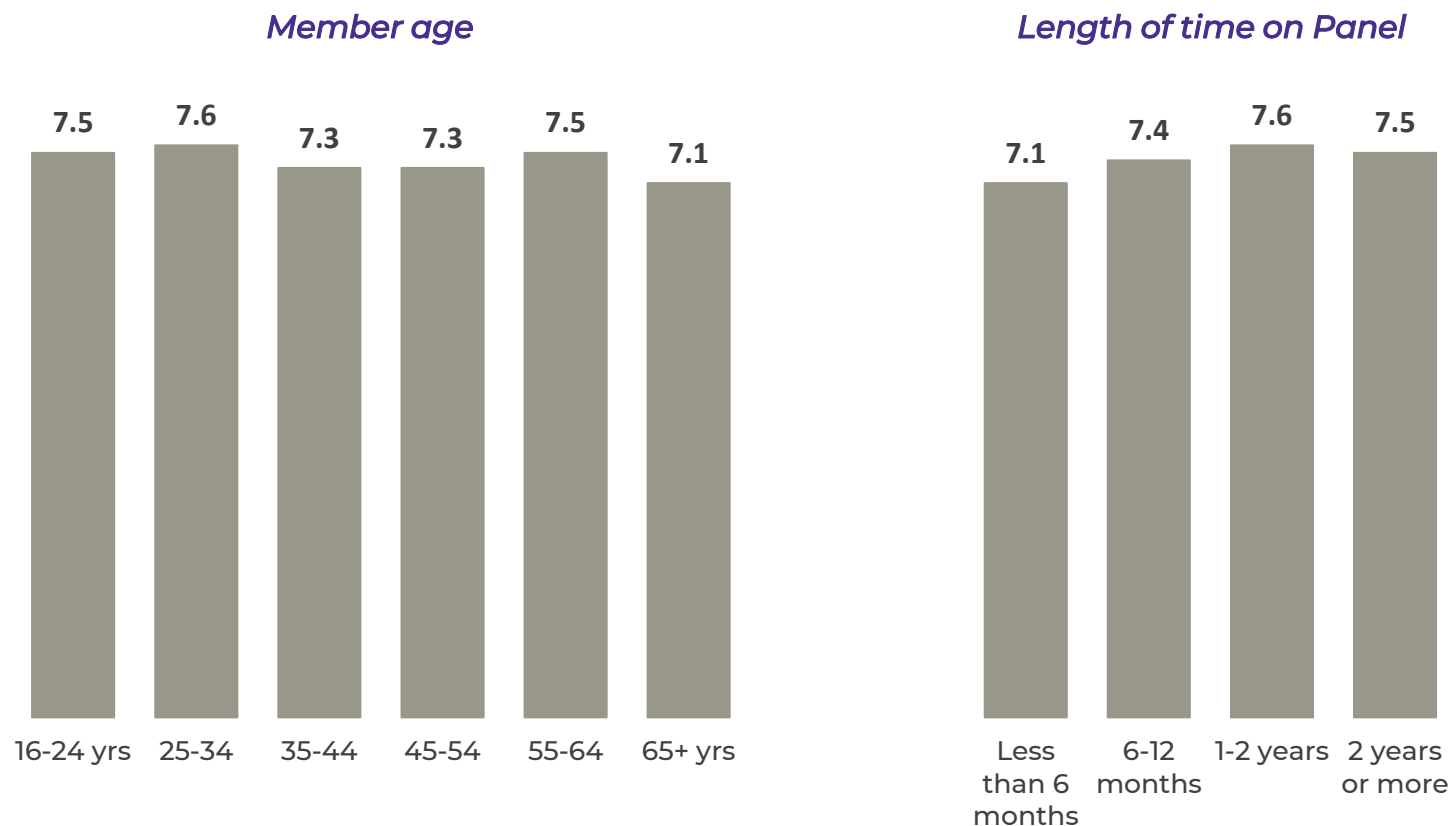
Q. Overall, how satisfied are you with your experience on the YourSay Panel on a scale of 1 to 10?



Q. And how likely are you to recommend joining the YourSay Panel to a friend or colleague?



There are only minor variations in satisfaction according to member age and length of time on the Panel



Panel strengths – what members say they like about it

Having a voice
and being
listened to

Contributing
to decision-
making

Connection to
community

Building
awareness
and
knowledge

Active,
democratic
citizenry

Ease and
convenience

I like being consulted and having the opportunity to provide my thoughts and input to the government on what I think are some pretty important issues. I also appreciate that the panel exists and you use it so well and so often to canvas community perspectives.

I love to be involved in the community, to have my opinion, it is all about the place I live in...I want to know what's happening and to be part of it.

The opportunity to comment on issues raised is a key part of a democracy.

I feel that it is a useful way of expressing my views easily plus mostly concerns issues I am interested in.



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Panel limitations – what they say could be done better

Knowing how
feedback is
used and
acted upon by
Government

Easier access
to Members'
Hub / results

Question
design – e.g.
perceptions of
question bias

More
opportunities
for prizes

More two-way
/ engaging
content

*Provide insight on
how a particular
survey is likely to
impact the
government
decision. That will
make it worthwhile
to participate in.*

*Send me results as
email text – I'm too
lazy to log into the
members hub to
see them.*

*Sometimes the choices provided for
answers only favour or are biased
towards favouring the surveyed
topic...there should be more options.*

*More cool
stuff to
win!*

*The surveys can feel a bit
impersonal. Perhaps the odd video
message from ACT Govt would be
good in terms of connection?*

Appendix



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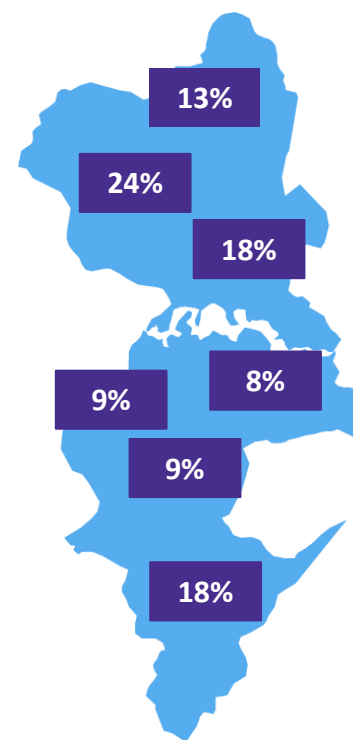
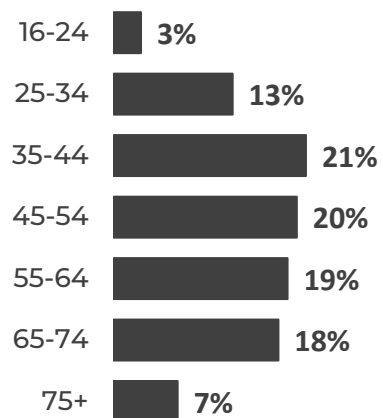
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Survey sample profile (unweighted)



About the YourSay Panel

- Around **6,000** Canberrans have signed up to have their say through the YourSay Community Panel
- The Panel captures the pulse of the community at a given point in time through regular online surveys about a range of topics
- Panellists are recruited through a mix of online and offline channels but must have internet access and an email account to take part
- The Panel closely resembles the overall ACT population by age, gender, region as well as a range of other demographic characteristics
- Members are invited to take part in approximately two activities per month and participation is completely voluntary
- The membership base is highly active with around 4 in 10 members completing each survey on average
- Regular checks are made to ensure results are accurate by comparing them to other independent survey research

5,904

Current members

40%

Survey response rate

40+

Major surveys
completed

15

Unique surveys
completed in 2021



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