

YourSay Panel member experience survey 2023

FINAL REPORT
31 January 2023



YOUR SAY
PANEL

Background

Since its inception in 2019, The YourSay Panel has grown to approximately 6,000 members. Reflecting best practice in community panel engagement, an annual Member Experience Survey is conducted. This is the third annual member survey.

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 Panel members (n=5,988) were invited to participate in the survey
- 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?

1,241

Who?

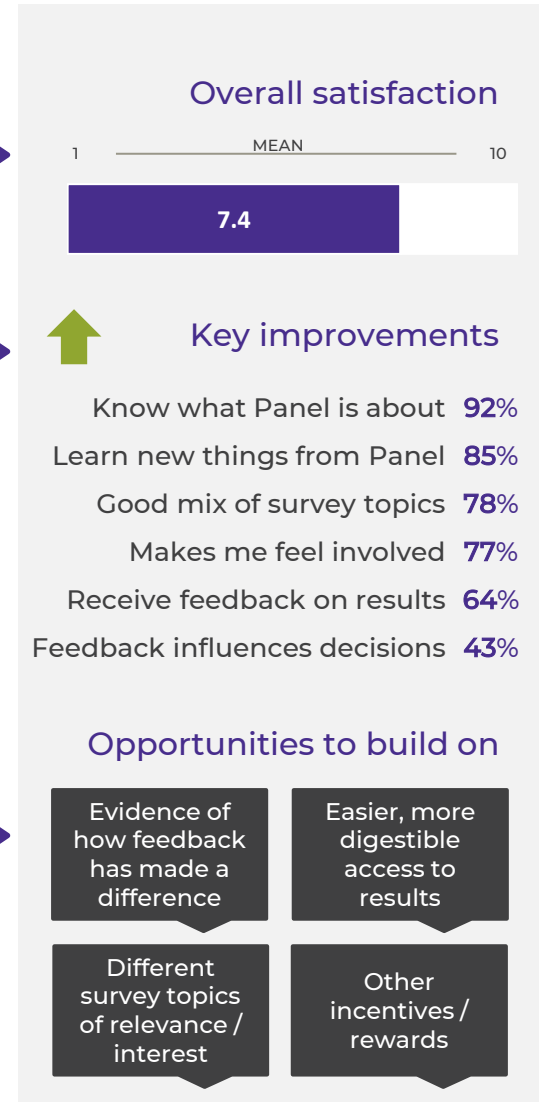
Canberrans 16+

When?

5 – 15 Jan 2023

Key take outs

- Overall, members rated their **experience on the Panel an average of 7.4 out of ten**, consistent with findings in 2022 but higher than 2021
- Several metrics have improved compared to the **2022 survey**, including members' understanding of the Panel and the sense of engagement and involvement in community issues this offers
- Members were also largely **satisfied with the current frequency of surveys** and the accessibility and content of surveys provided
- Member perceptions improved in relation to the extent they felt their **feedback influences ACT Government decision-making**; however, there was still scope to strengthen this aspect and a desire to link feedback to Government steps and actions
- Other areas identified that could enhance member experience included opportunities to provide feedback through **qualitative research**, easier **access to survey findings**, and a more varied **mix of topics** that reflect member interests

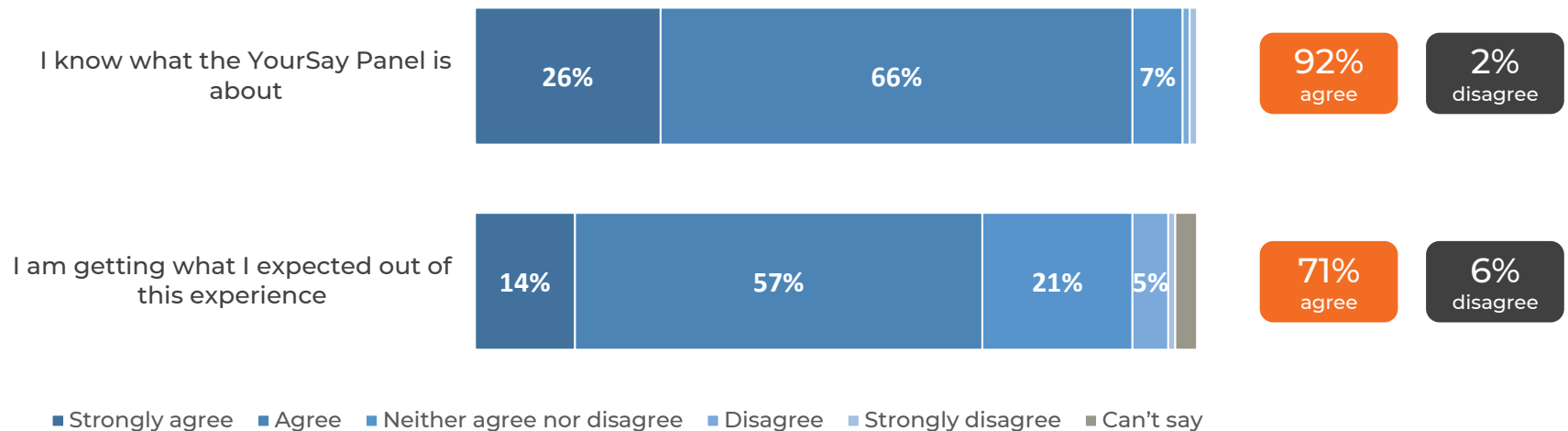


Member expectations and engagement

Meeting expectations

The majority understand what the Panel is about and feel that it is meeting their expectations

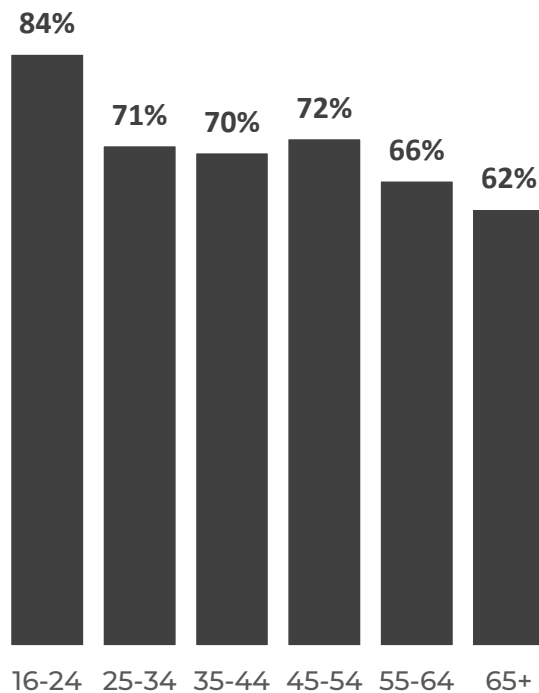
Q. Listed below are some things to do with being a member of the YourSay Panel. How much do you agree or disagree with each of these?



Meeting expectations

Older members are less likely to feel the Panel is meeting their expectations

% agree I am getting what I expected out of this experience, by age group



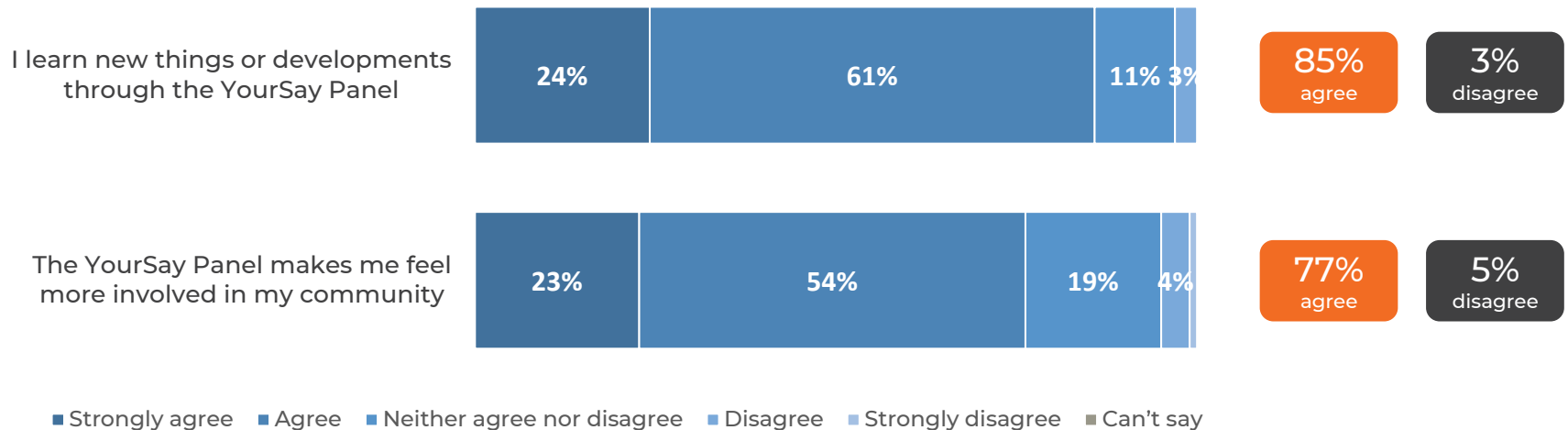
How has experience has differed from expectations?

- Can feel like a 'tick box' exercise
- Expecting to be able to have a say on things that matter to me
- Don't think anything changes as a result of my input
- Expecting to see results of surveys

Connecting to community

Panel membership provides a sense of awareness of and involvement in 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 each of these?

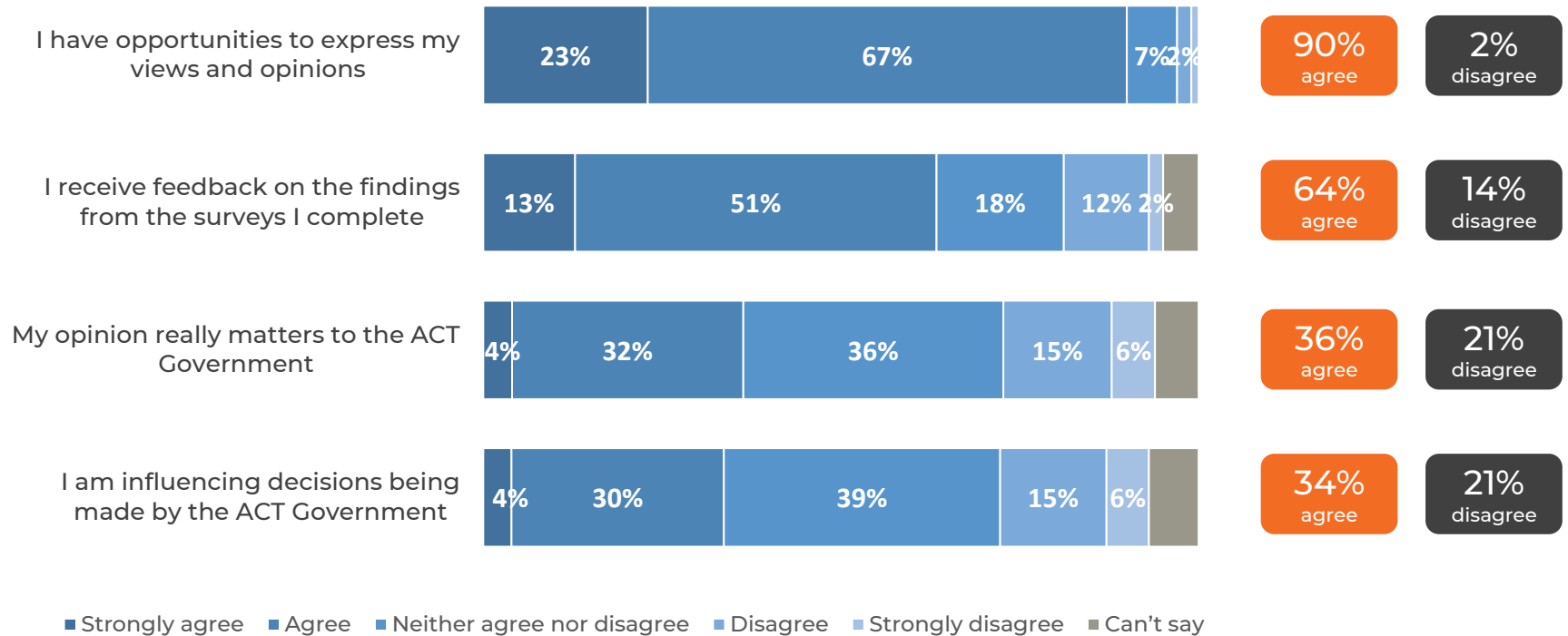


Culturally and Linguistically Diverse members are more likely to agree that Panel membership makes them feel more involved in the community (86%)

Valued engagement

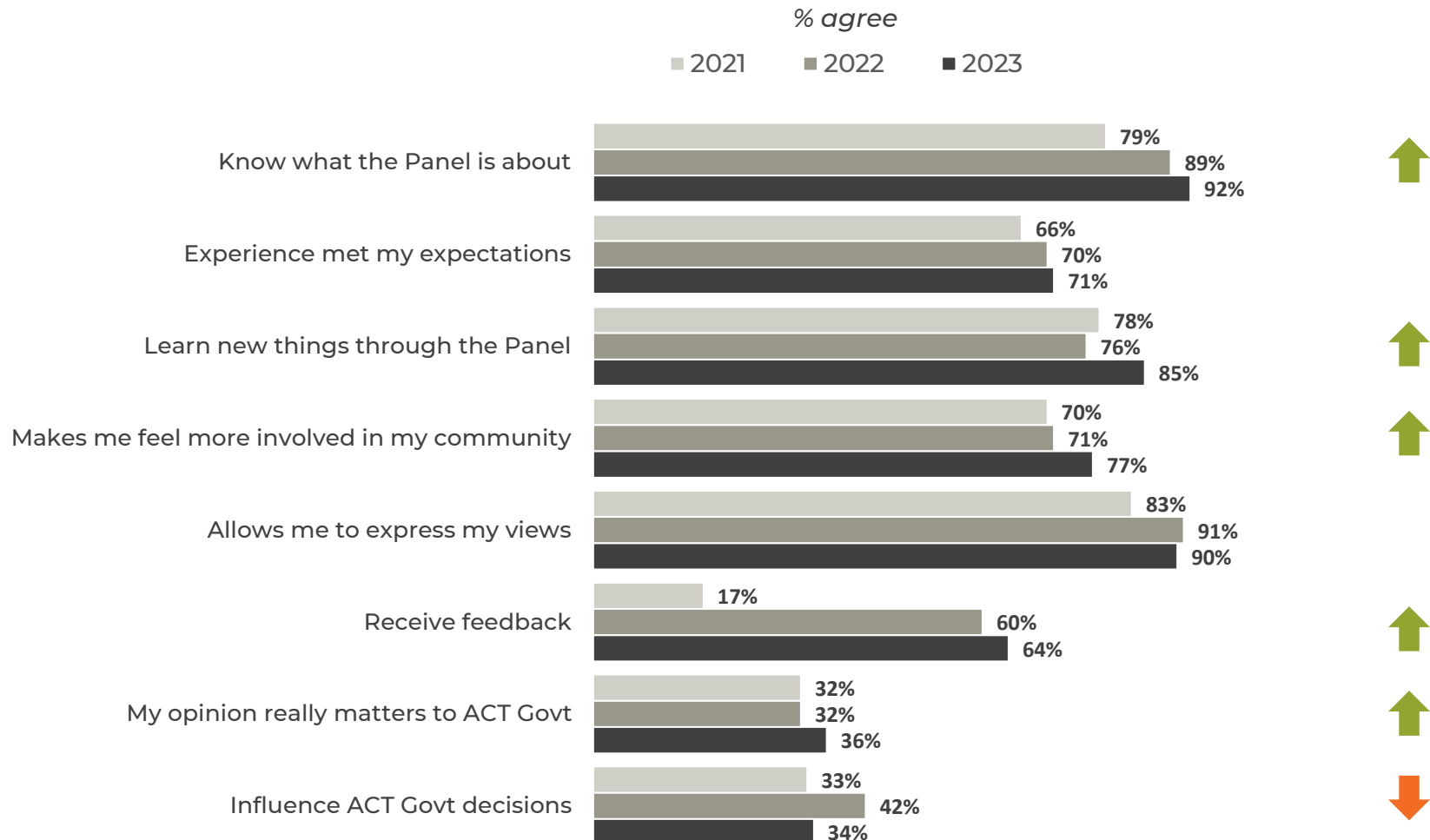
Membership is considered a means to express opinions though there is some uncertainty as to how these are taken on board by Government

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



Trends over time

Many measures have increased with time, exception being extent members feel they influence decision-making

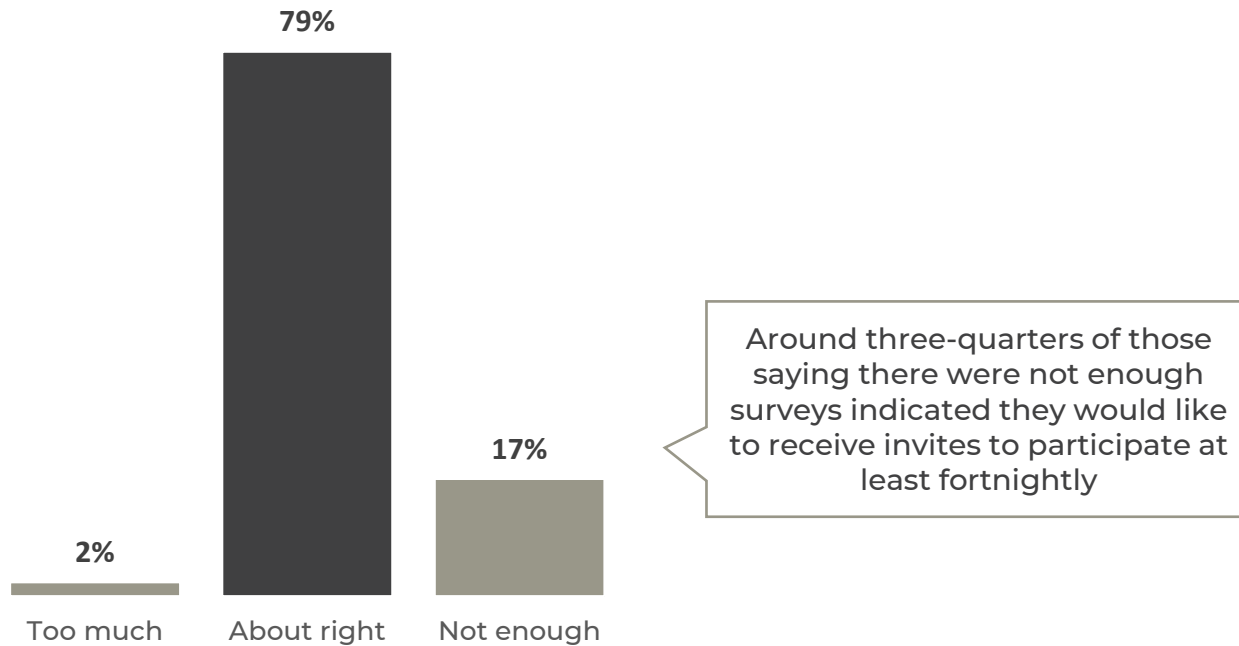


Survey experience

Survey volume

Most members feel the current amount of surveys is about right

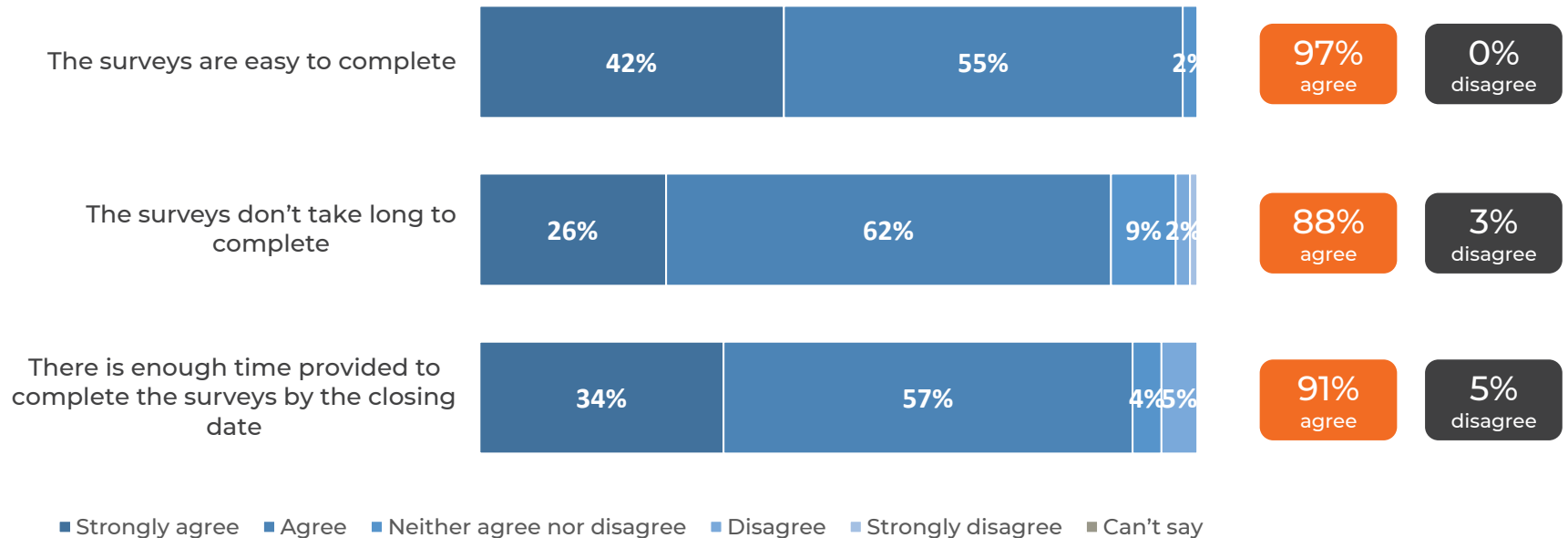
Q. In general, do you think the amount of surveys you are invited to complete is...



Survey accessibility

Widespread agreement that surveys are easy and convenient to complete

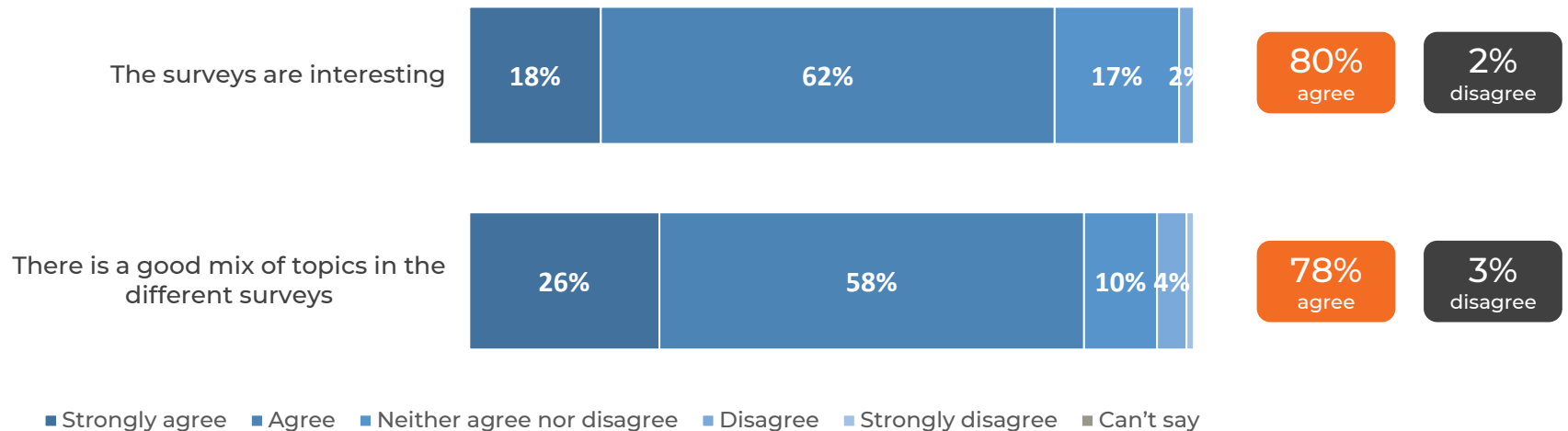
Q. How much do you agree or disagree with each of these?



Survey content

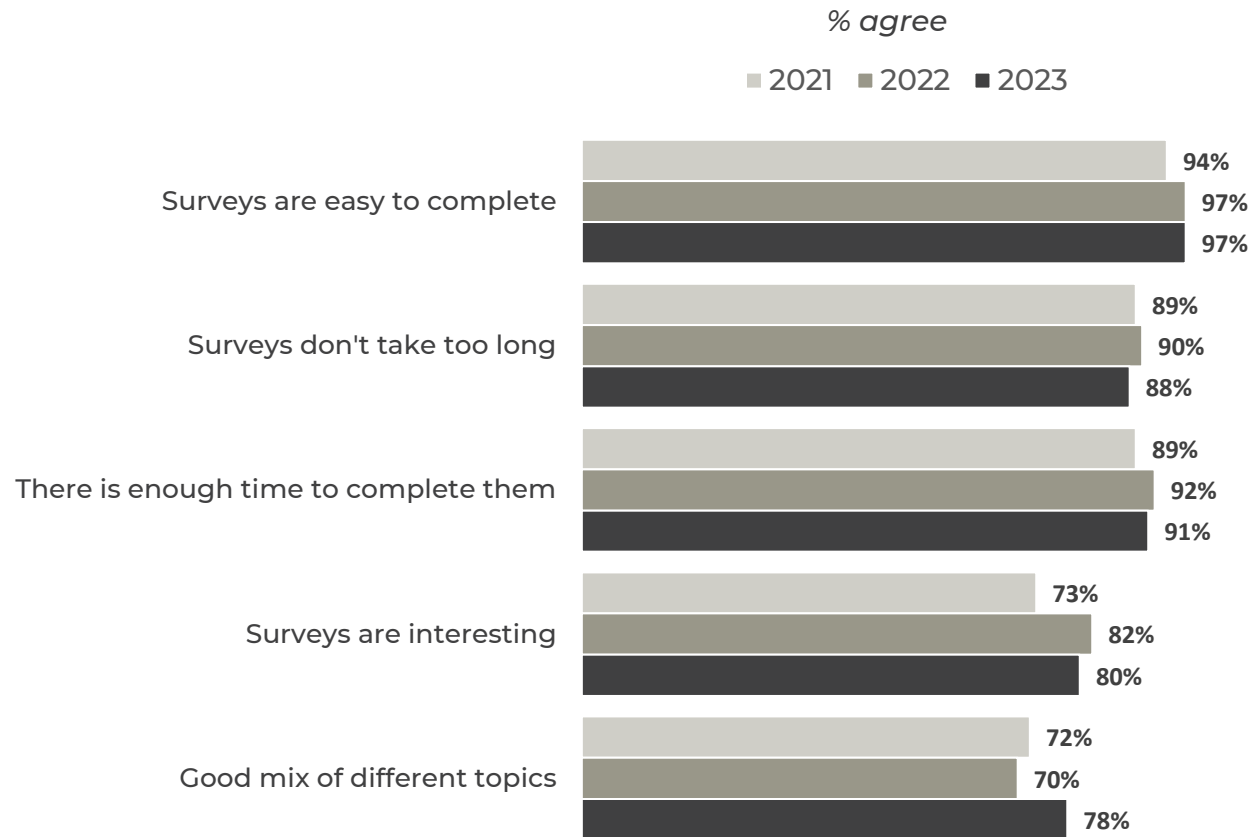
In general, most members also find the surveys to be interesting and providing a good mix of topic areas

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



Trends over time

Most of the survey measures are consistently high, with increasing satisfaction towards the topic mix this year

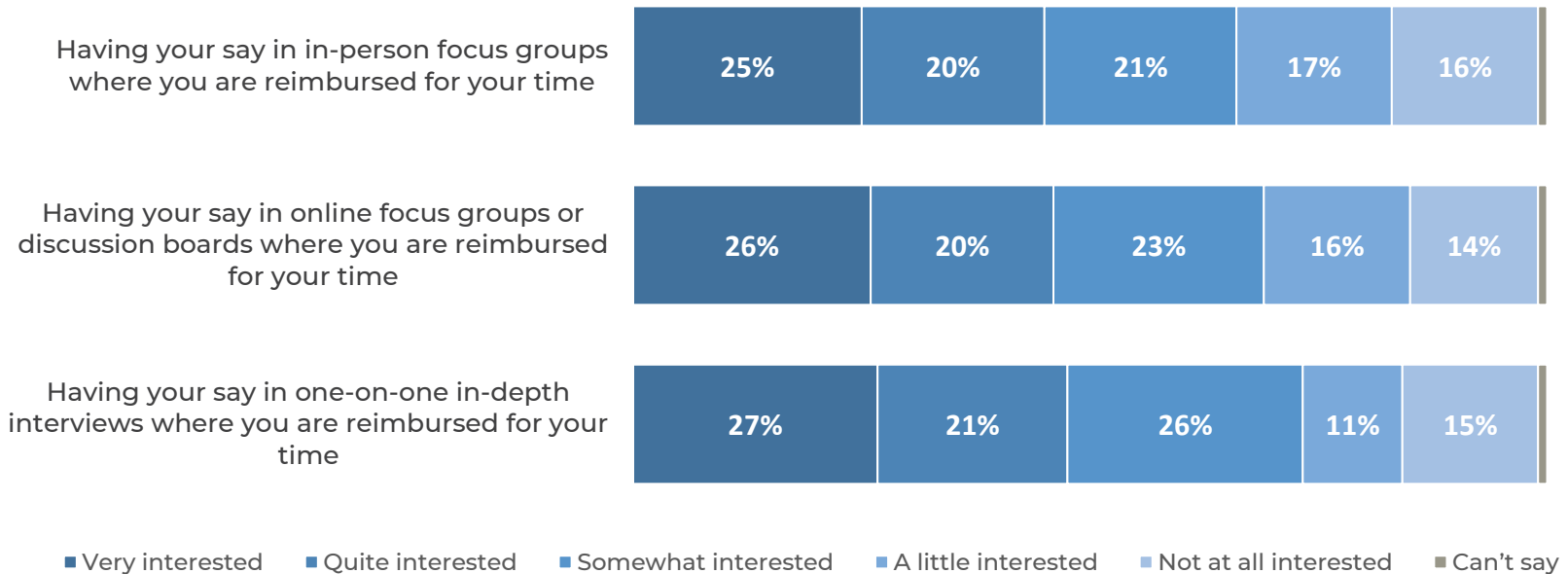


Future engagement opportunities

Interest in qualitative research

Typically approaching half of Panel members are very or quite interested in participating in qualitative research, regardless of format

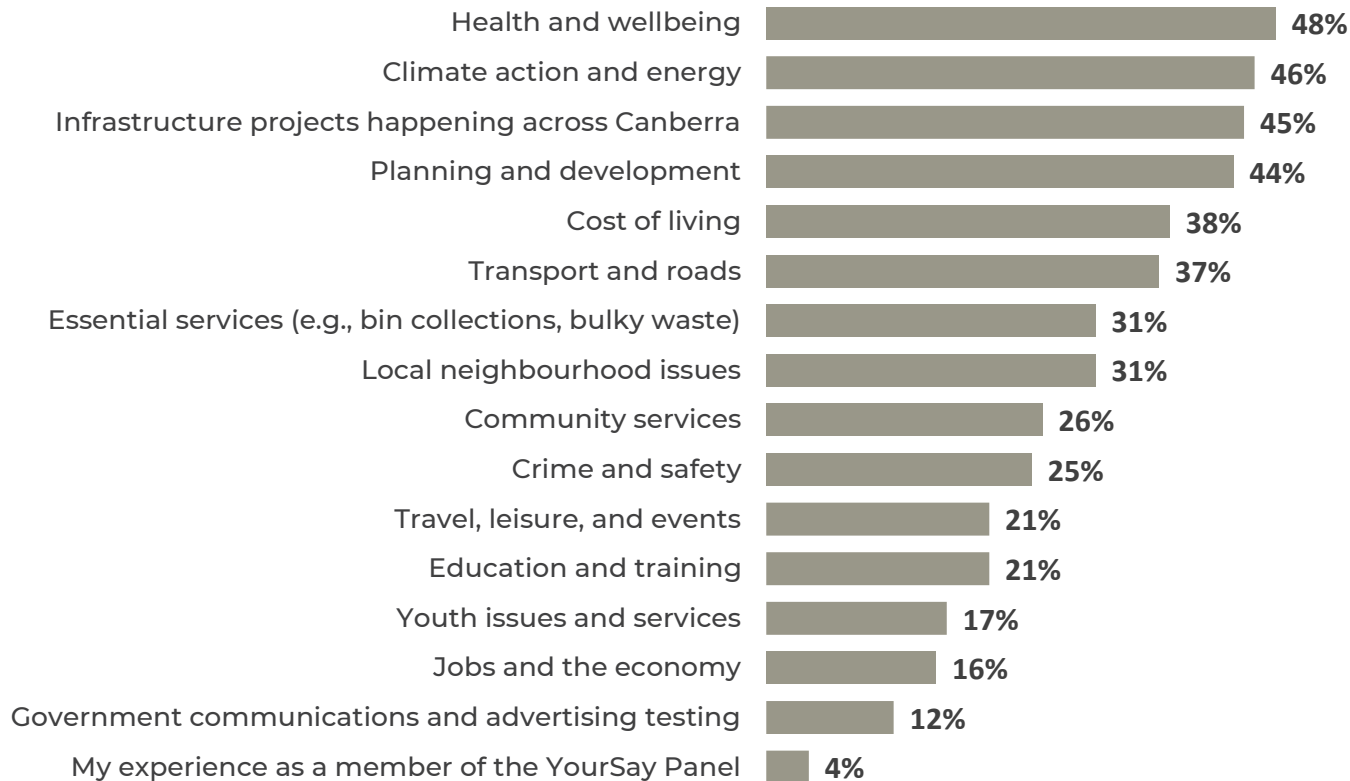
Q. How interested are you in...



Topic interest

Health, climate, infrastructure and planning are the most common areas of interest members would like to have a say about

Q. How interested are you in...

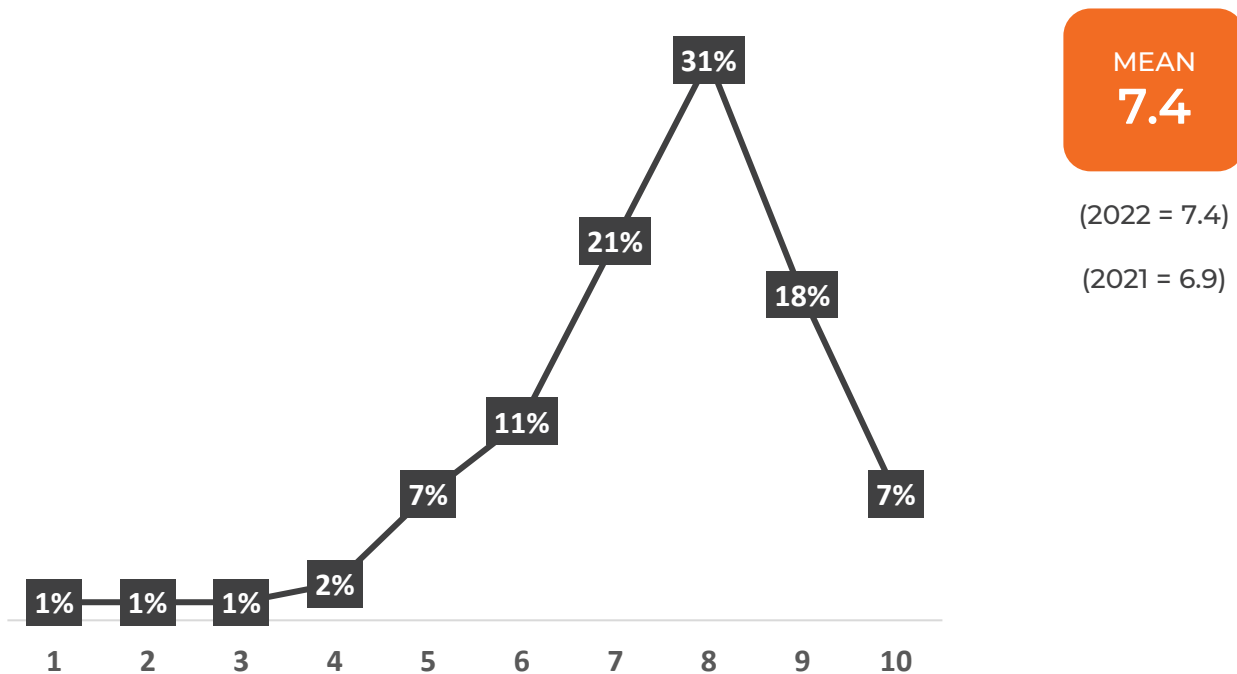


Overall rating of experience

Overall satisfaction with experience

Rating of member experience is unchanged, with a score of 7.4 out of 10

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



Panel strengths

Summary of key themes

Ability to share feedback and feeling listened to

Opportunity to influence government decision-making

Sense of contributing to their community

Increased awareness of government initiatives / community issues

Easy to use and can be done in own time

It's hard for me to find time to be more active in the community in person, so being part of the panel helps me contribute something when otherwise I wouldn't be able to.

Being kept informed of government thinking, and the chance to provide community views before decisions are made.

I like having the opportunity to give my input at a time that suits me.

I find it very interesting and have learnt about things happening in Canberra that I probably wouldn't have heard about.

Areas for improvement

Summary of key themes

Evidence of how survey results & feedback has influenced decisions

Providing more timely and easier access to view survey results

Survey design – e.g. leading questions / restrictive options

More topics of interest and being able to suggest survey topics

More prize / incentive opportunities

Show me exactly how strong - collected, unanimous - survey results directly change government actions.

The questions tend to be too leading towards what seems to be a pre-determined outcome.

Perhaps ask the user base what future survey topics could be.

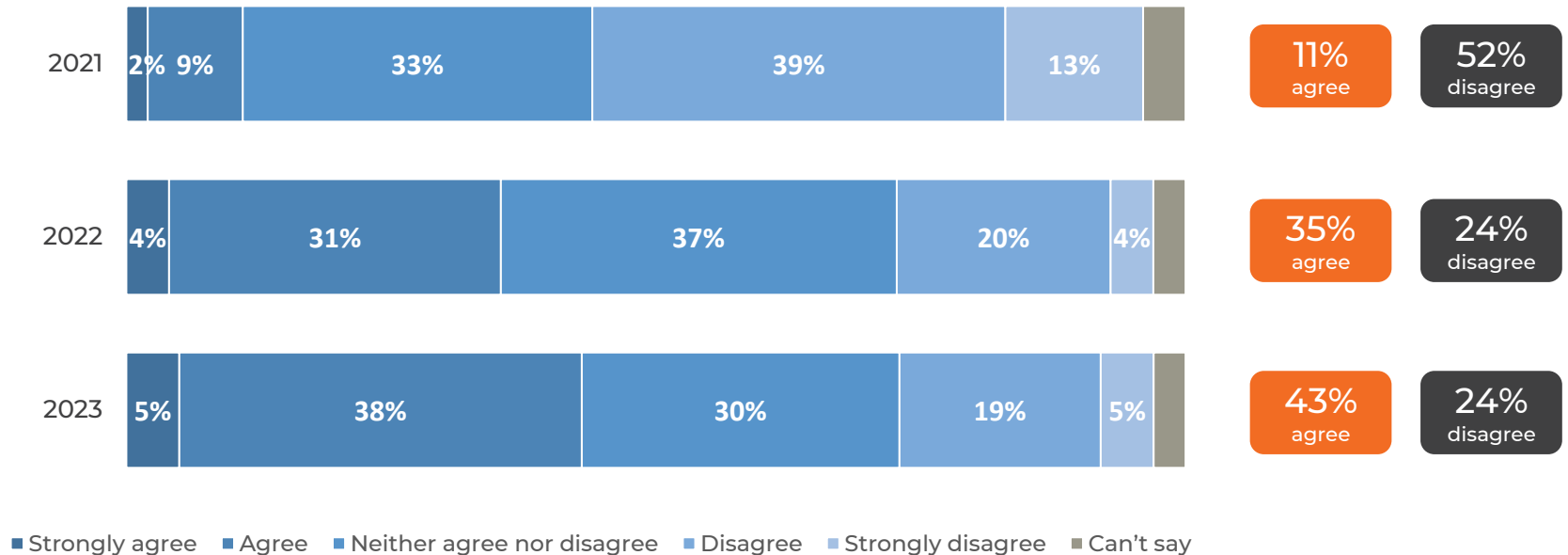
Make it easier to find updates and results from the surveys on the main site.

More prizes for long time contributors.

Closing the loop

Positive trend continues in linking feedback from members to Government decision-making

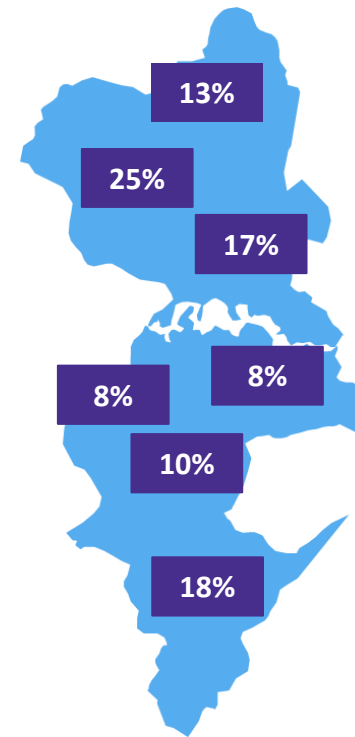
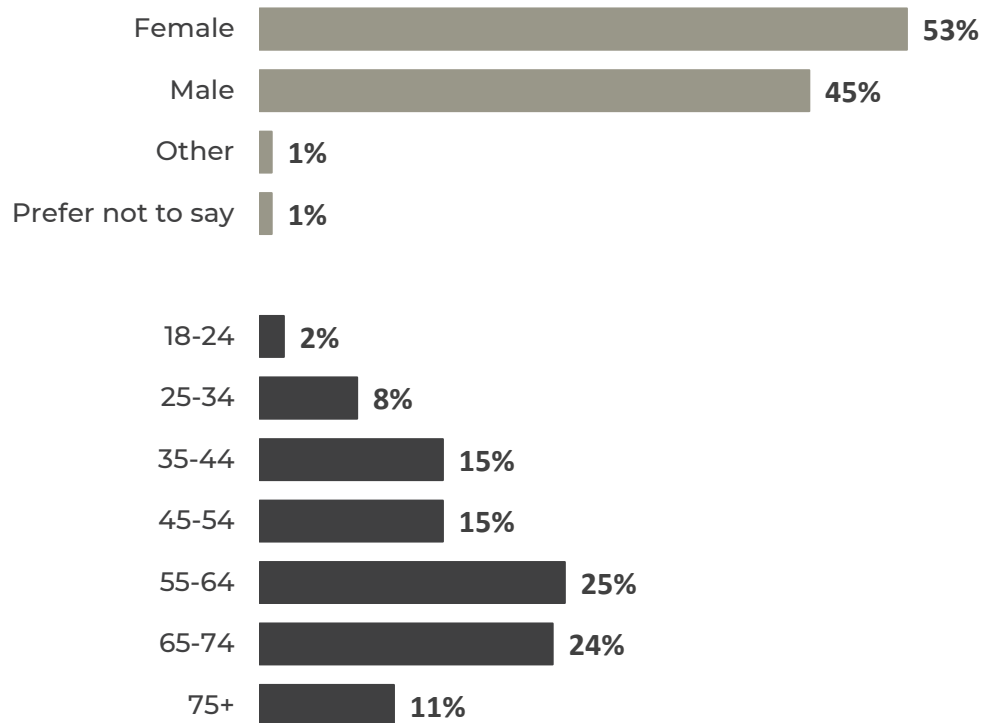
Q. To what extent do you agree or disagree: I am kept well informed about how my feedback is helping to influence ACT Government decision-making.



Appendix

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 broadly reflects 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 one or two activities per month and participation is completely voluntary
- The membership base is highly active with around three in ten members completing each survey on average
- Regular checks are made to ensure results are accurate by comparing them to other independent survey research

5,962

Current members

30%

Survey response rate

50+

Major surveys completed



ACT
Government

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