

# YourSay Panel member experience survey 2022

FINAL REPORT  
21 January 2022



**YOUR SAY**  
PANEL



## 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+**

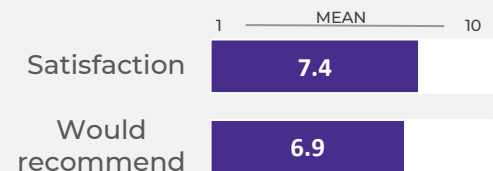
When?

**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%

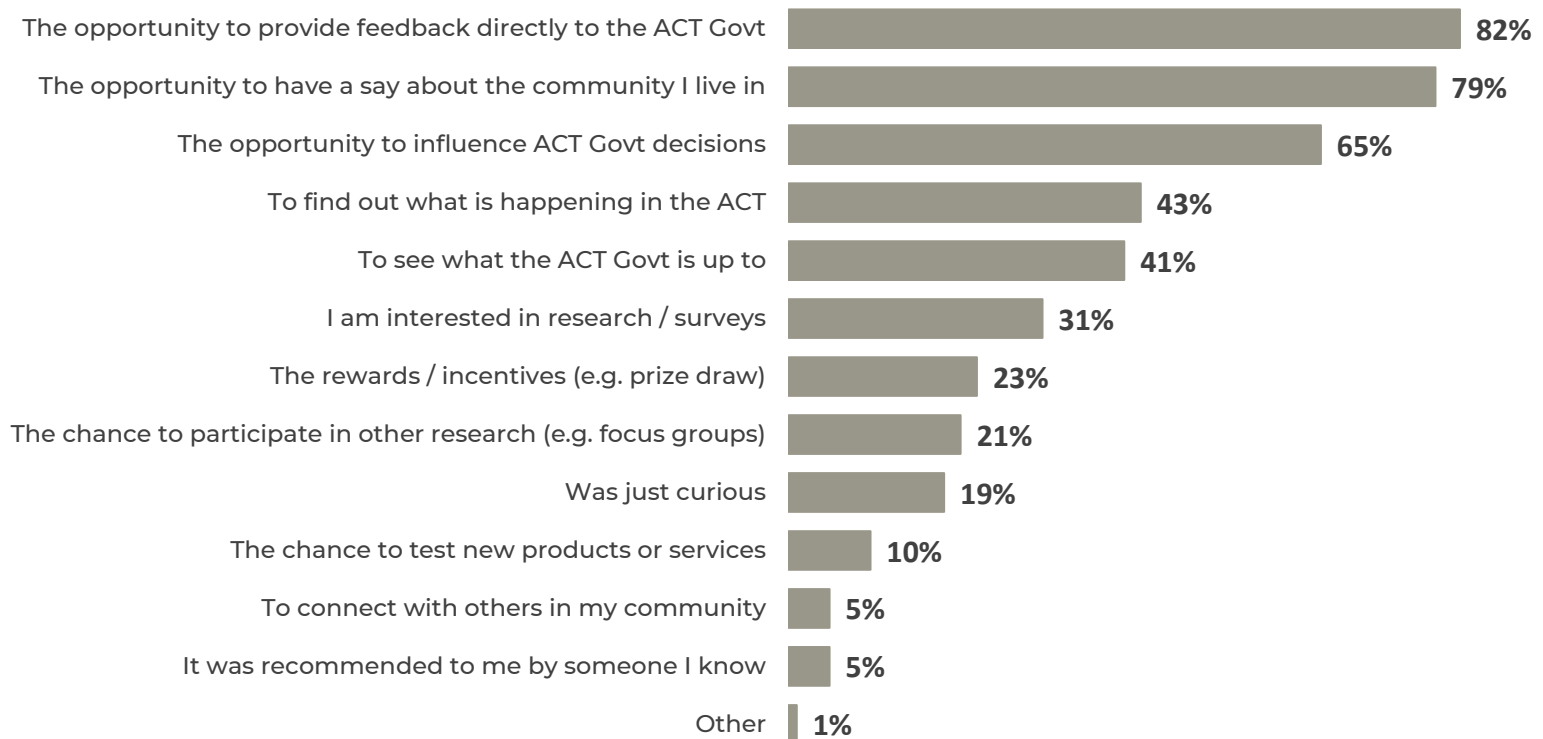
### Top topics of interest

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

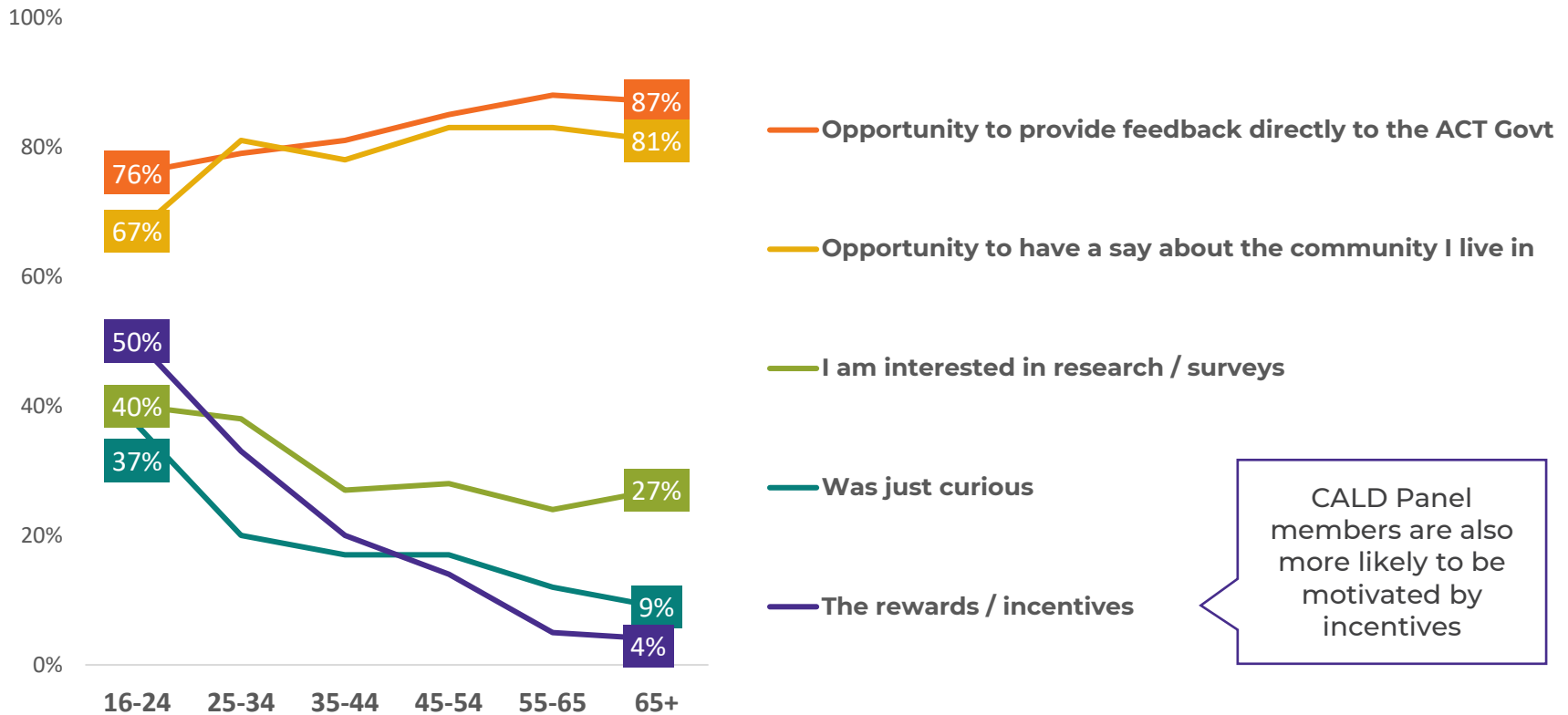
# Current expectations and engagement

## 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

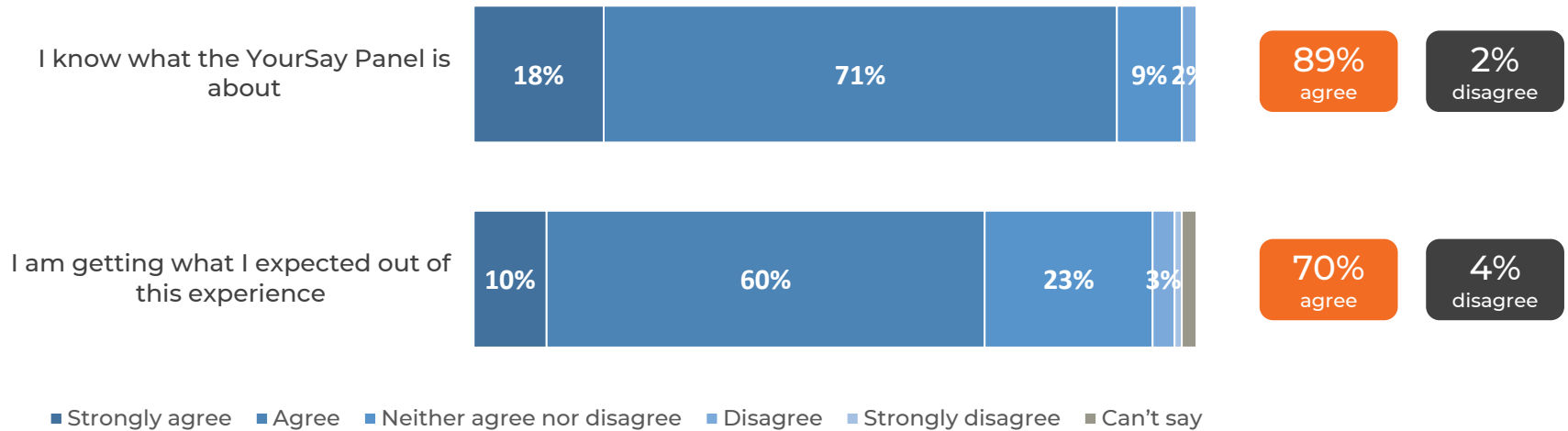


CALD Panel members are also more likely to be motivated by incentives



# 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?*

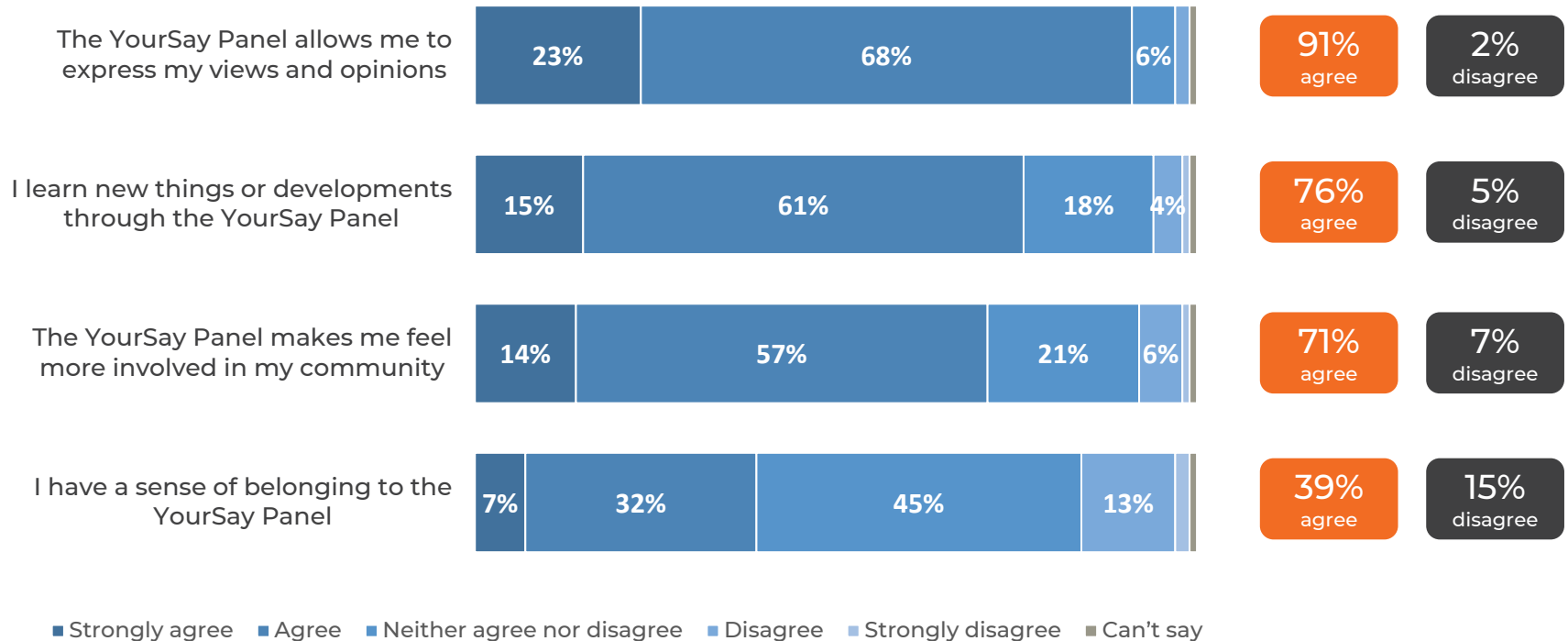


Understanding of what the Panel is about and whether it has met expectations tend to decrease slightly with age



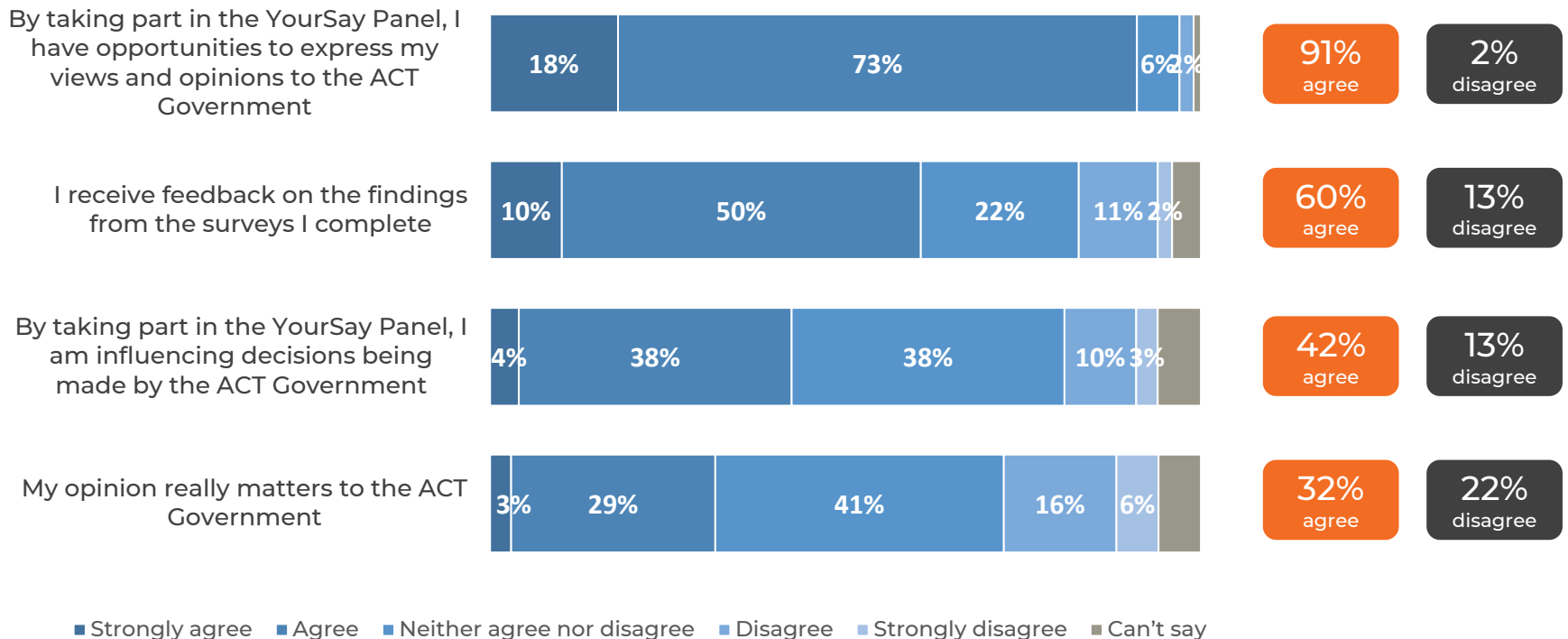
# Panel membership is widely seen to provide an opportunity to comment on and connect to community issues

*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?*



# 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?*

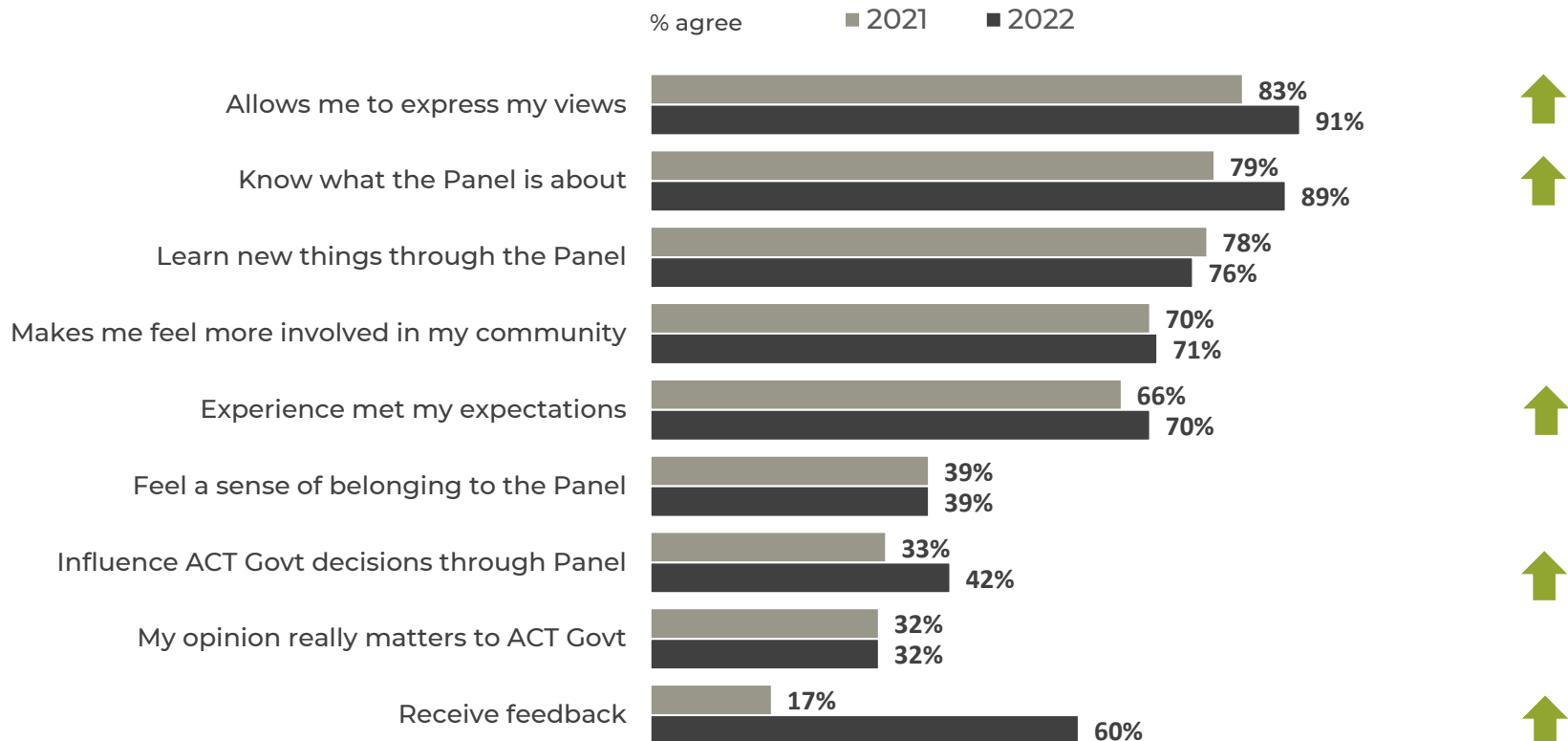




ACT  
Government

YOUR SAY  
PANEL

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

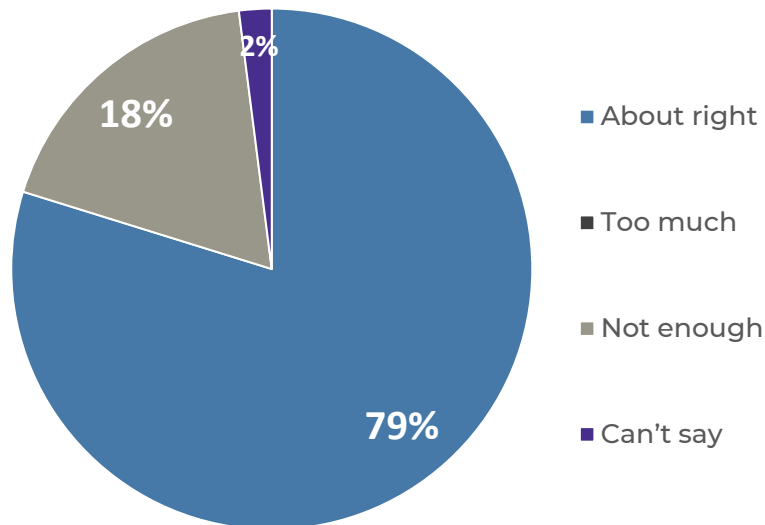


# Perspectives on Panel surveys



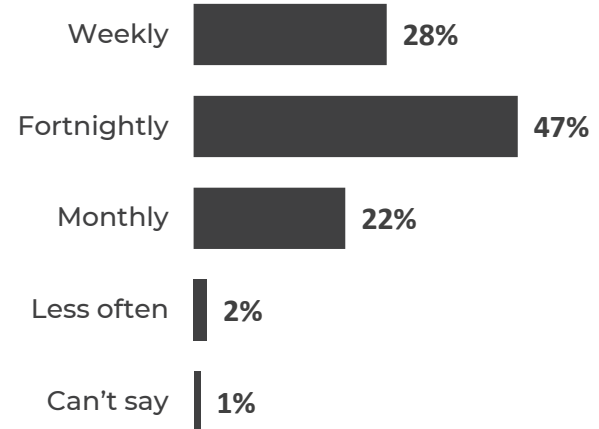
# For the majority, the current volume and frequency of surveys on the Panel is considered about right

*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?*



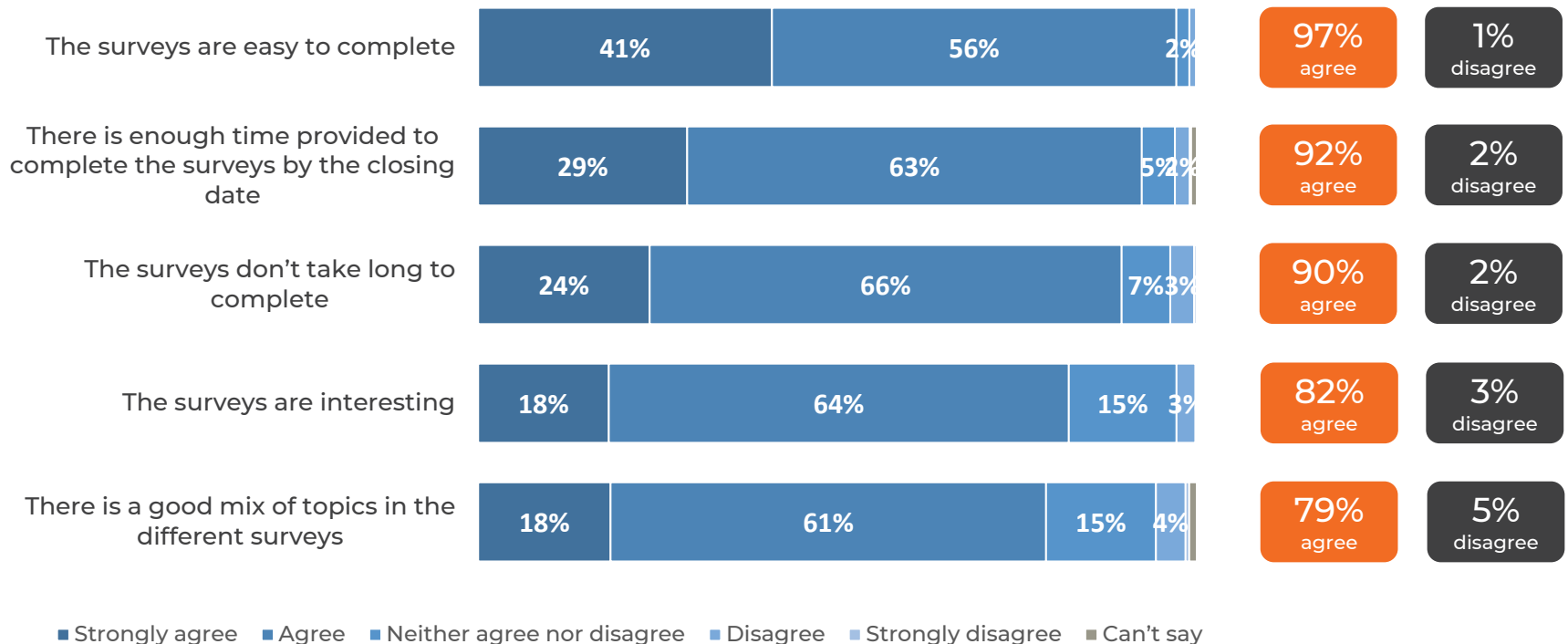


ACT  
Government

YOUR SAY  
PANEL

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

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

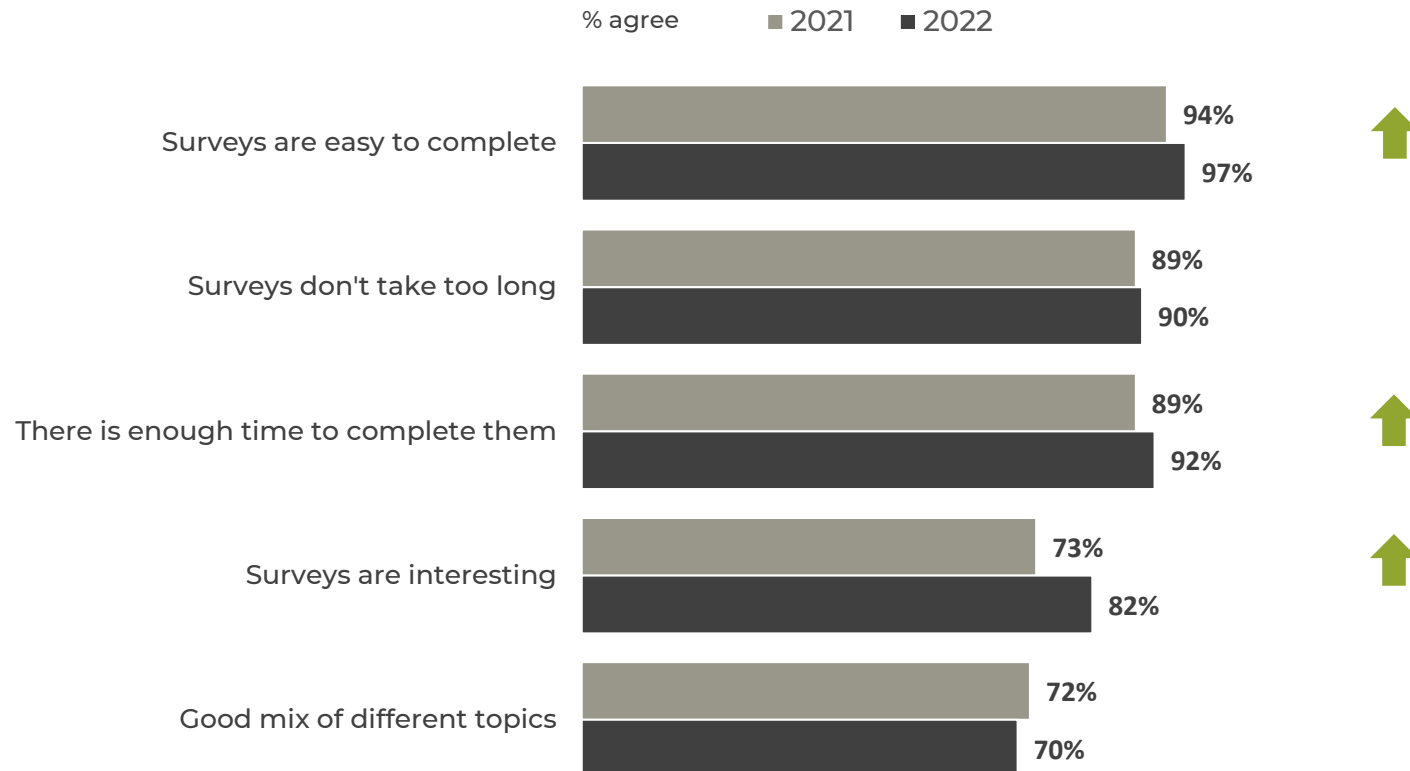




ACT  
Government

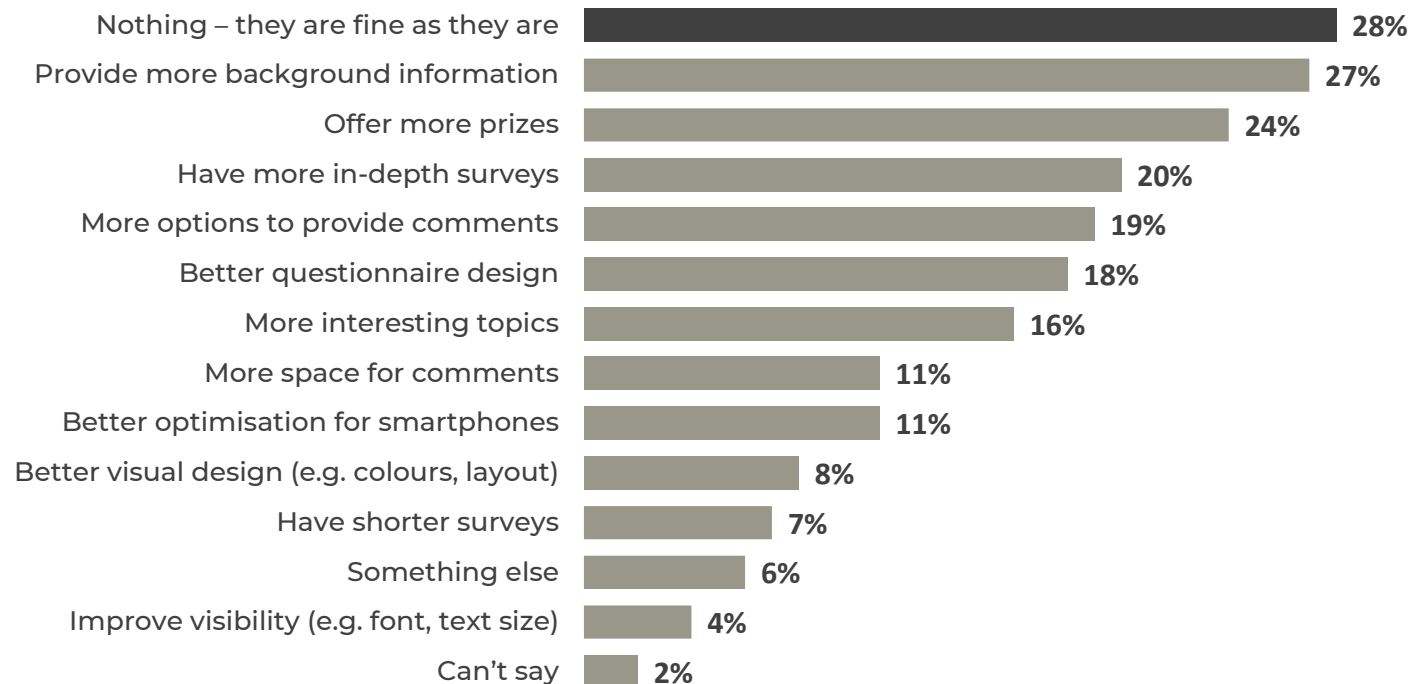
YOUR SAY  
PANEL

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

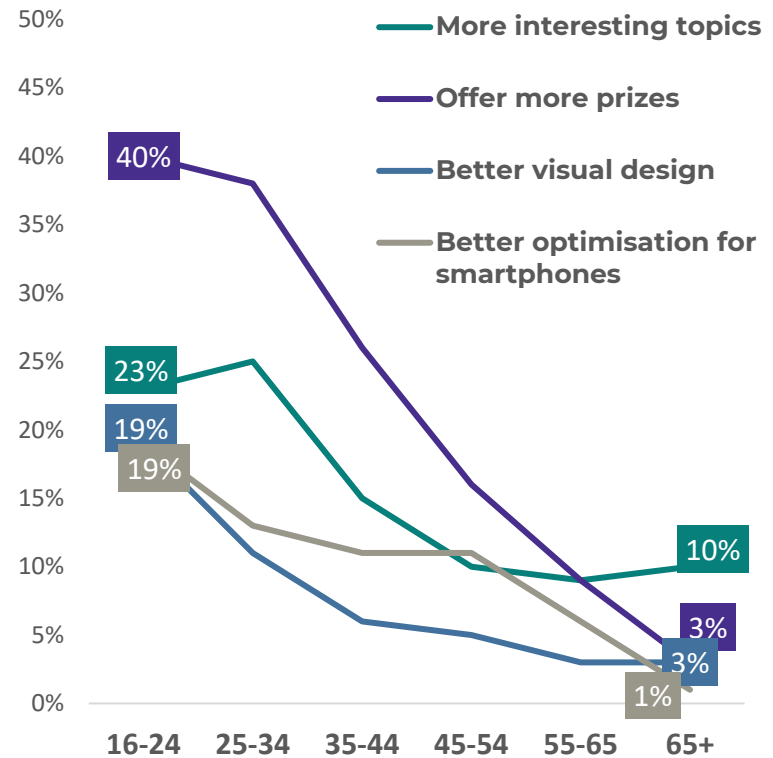
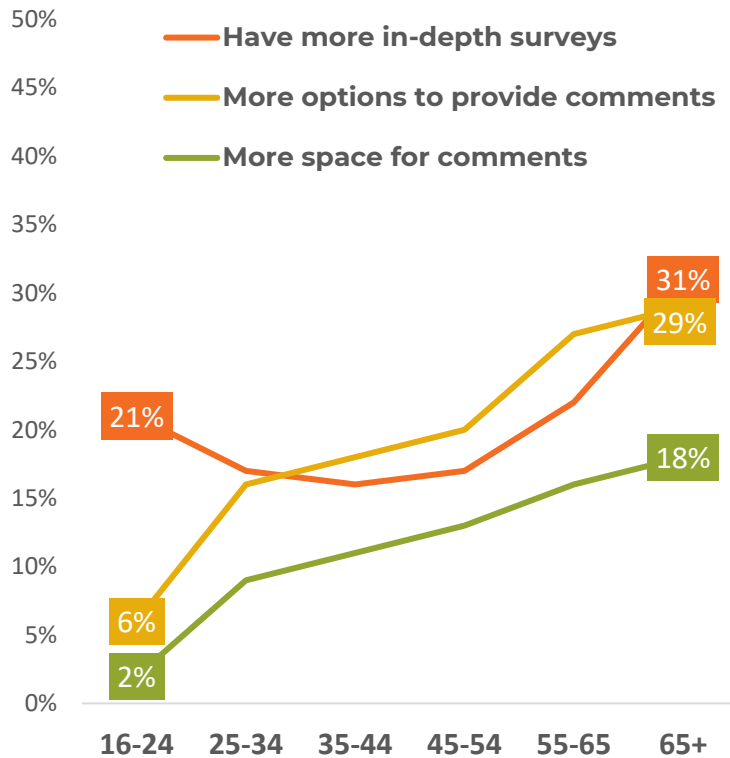
*Q. What, if anything, could we do to improve our surveys?*







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



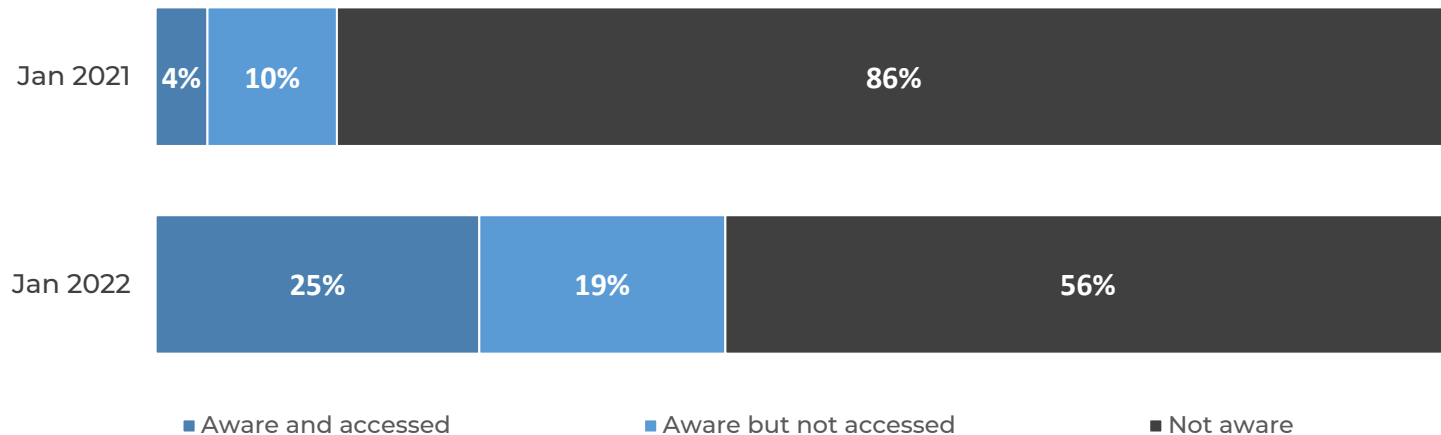
# Member communications and feedback



## 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

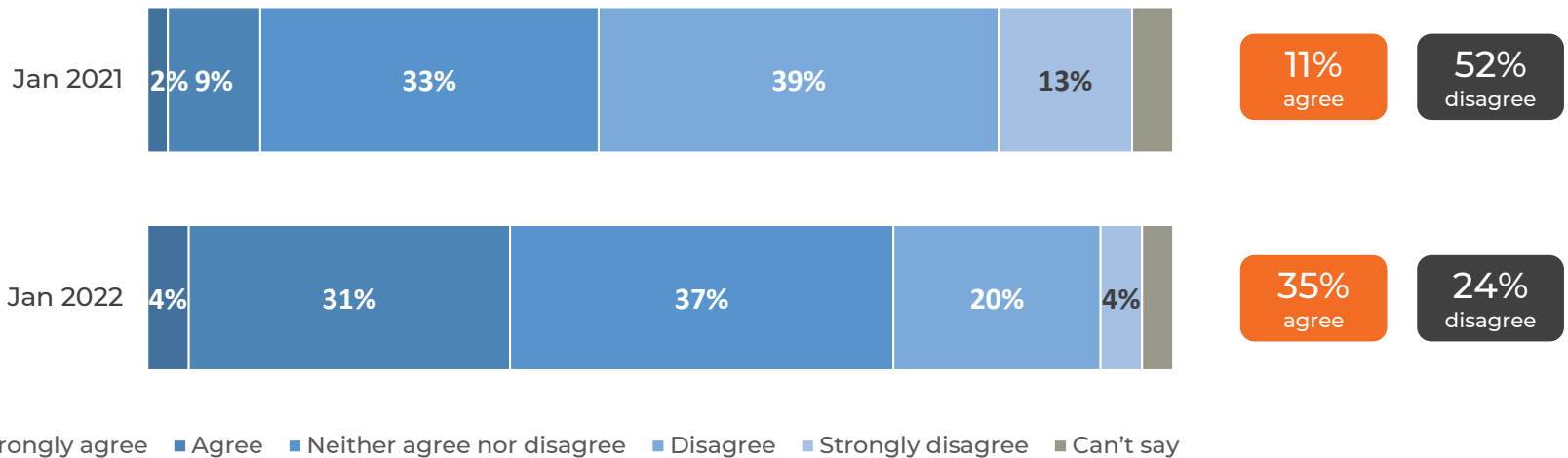


ACT  
Government

YOUR SAY  
PANEL

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

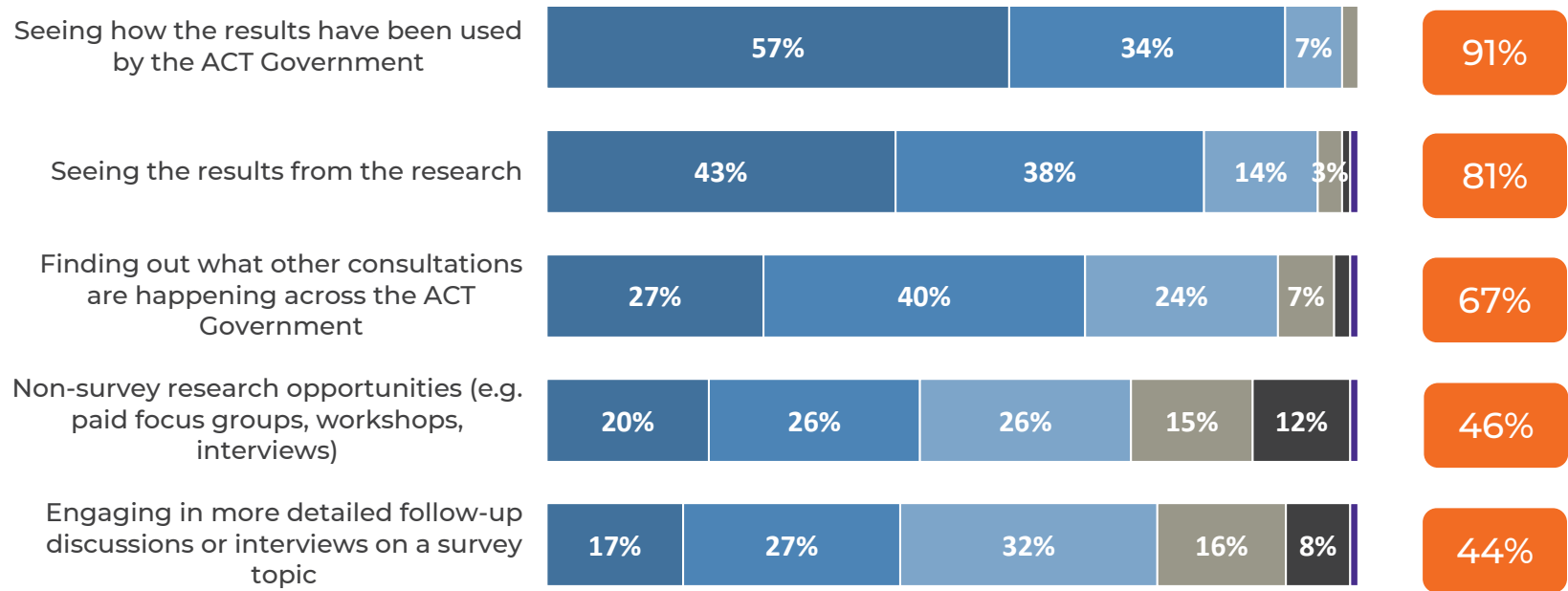
*Q. To what extent do you agree or disagree: I am kept well informed about how the feedback I provide through the YourSay Panel is helping to influence ACT Government decision-making.*



# 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?*

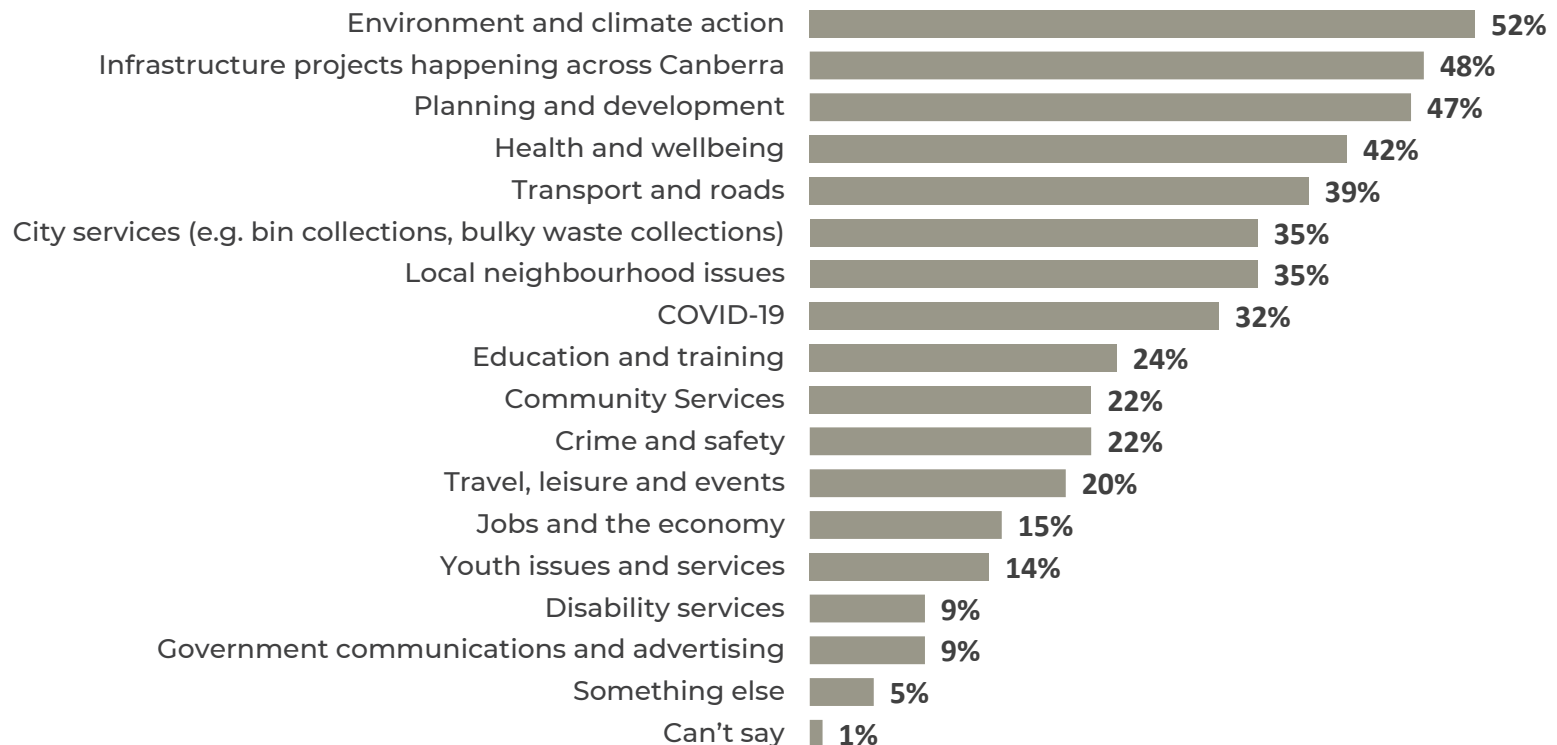
% very / quite interested



■ 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?*





# Overall rating of experience



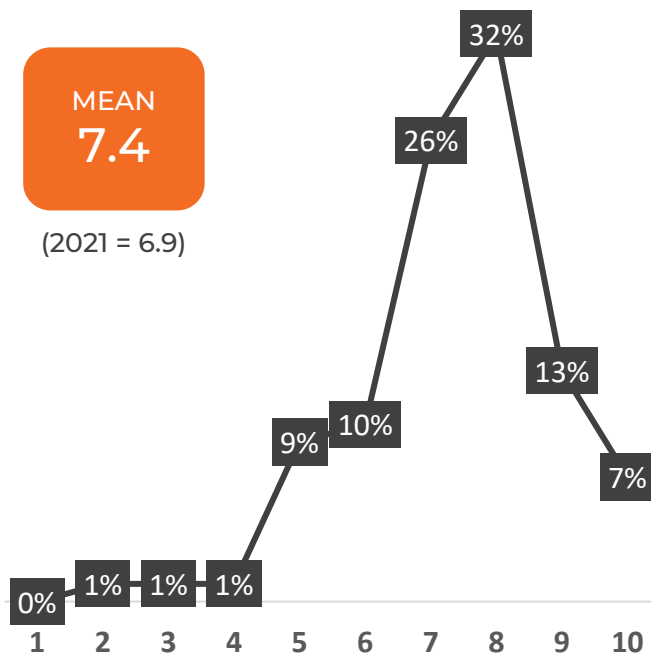


ACT  
Government

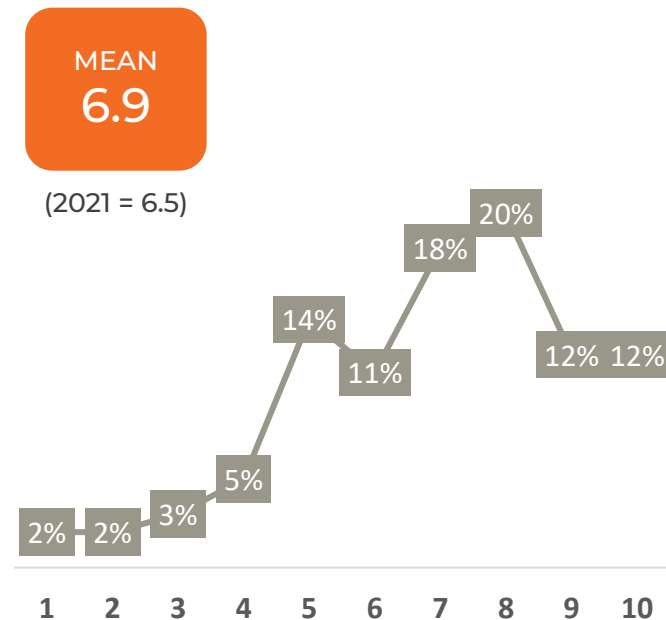
YOUR SAY  
PANEL

# 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?*

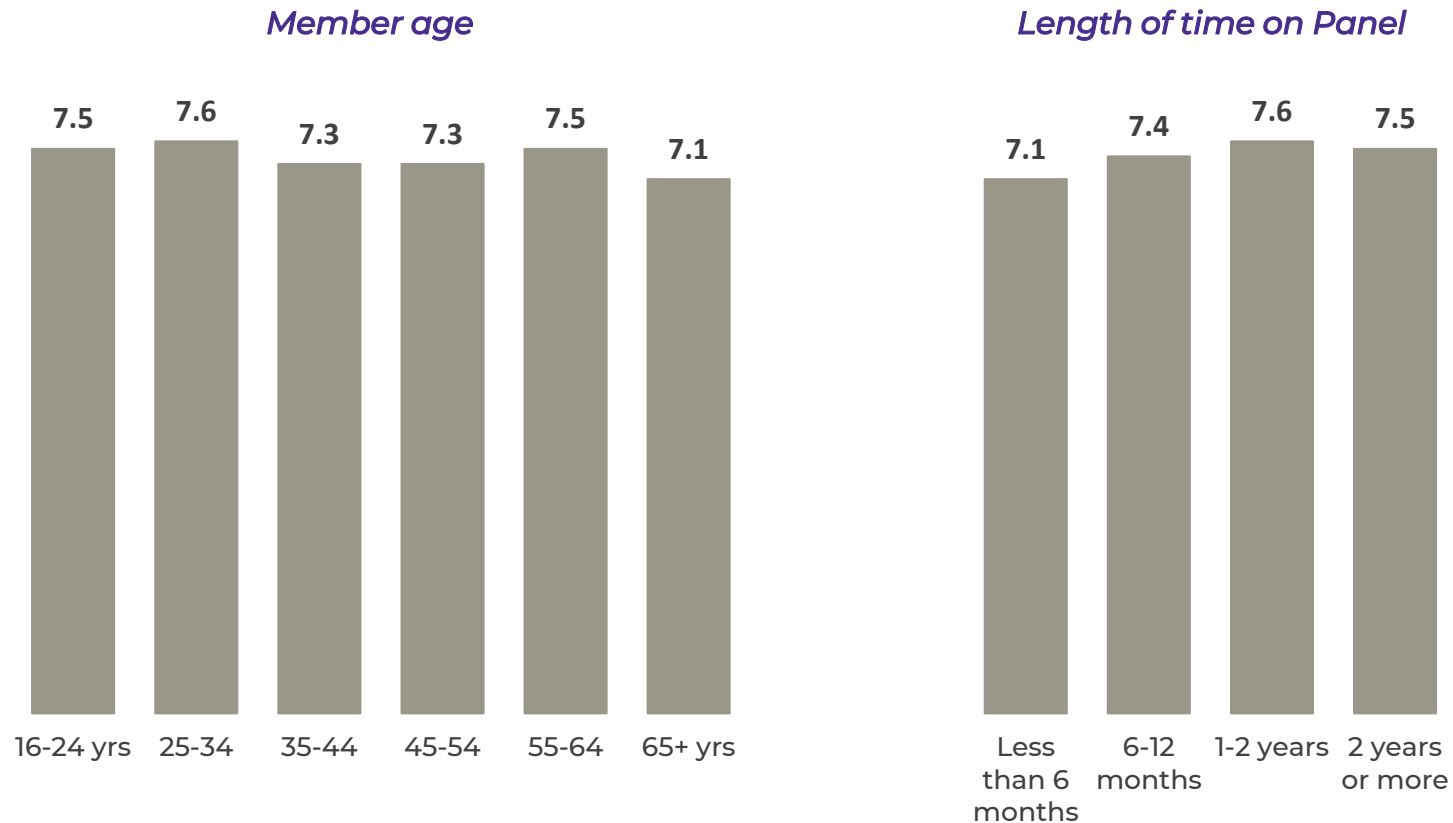


*Q. And how likely are you to recommend joining the YourSay Panel to a friend or colleague?*





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





ACT  
Government

YOUR SAY  
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.*



## 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.*

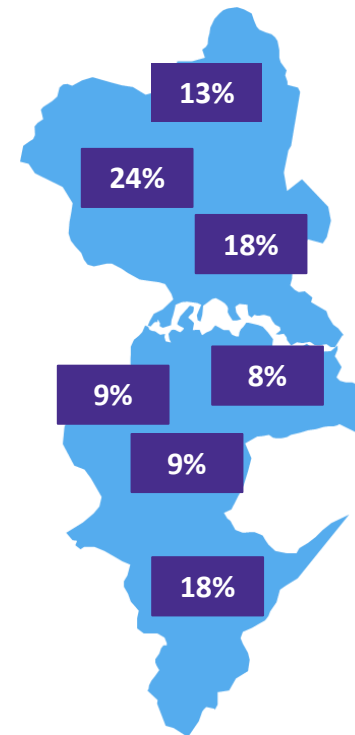
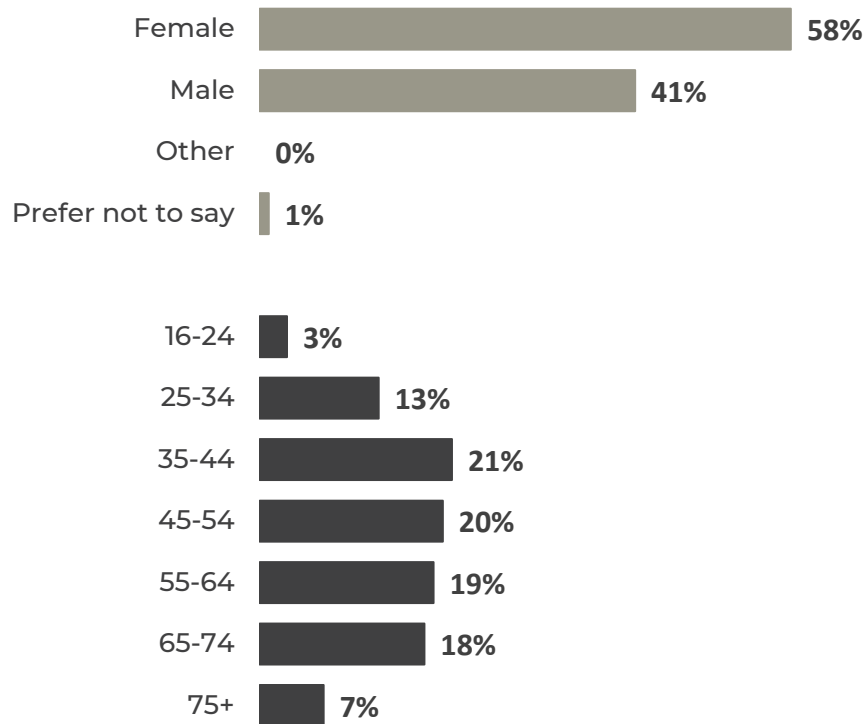
*More cool stuff to win!*

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

# Appendix



## 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



**ACT**  
Government

**YOUR SAY**  
PANEL