

## Council Tax Customer Feedback Survey 2012

The council conducted a survey between March and April 2012 on the proposed expansion of the current council tax online account, into a personal account enabling access to a wide range of council services.

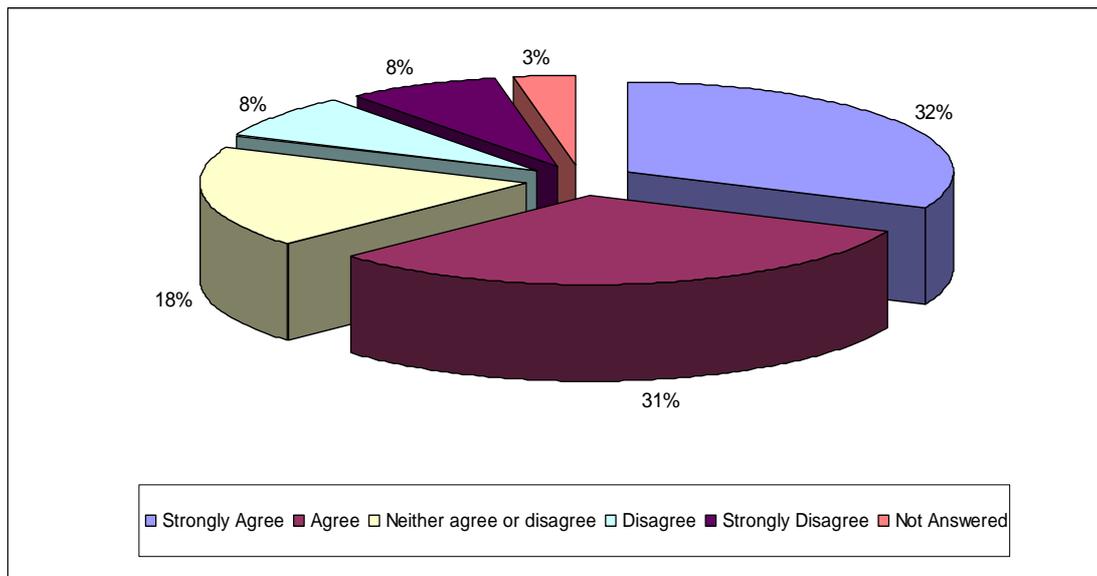
In total, there were 2201 responses, with residents taking part in the survey over the phone, by post, online and when visiting the Civic Centre.

Overall, the majority of residents agree with the expansion of the online personal account to access a wider range of services.

The results also show that when residents contact us about council tax the majority of residents find it useful to be able to discuss other council services.

### Online personal account

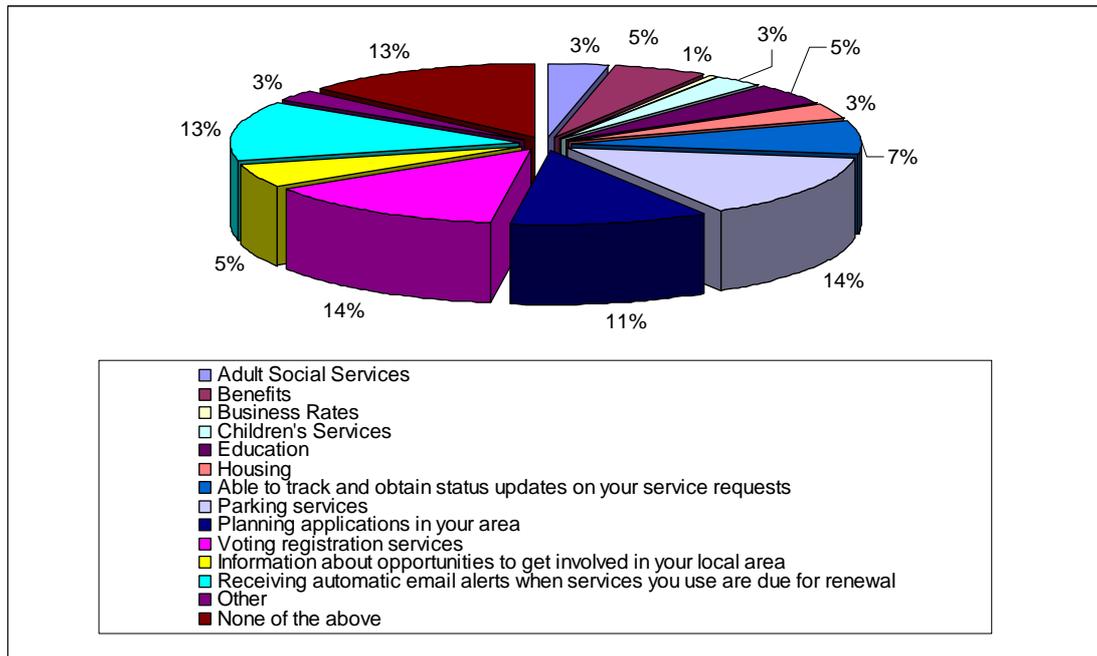
Q1. Do you agree or disagree that it would be useful to access a range of services using a secure on line personal account?



63% of residents surveyed said they agreed that it would be useful to access a range of services via the online personal account, with 16% disagreeing.

29% of the residents that disagreed stated they did not have a computer/internet access. Of these residents, 90% completed their survey by post. 30% were aged over 60; but 60% did not state their age.

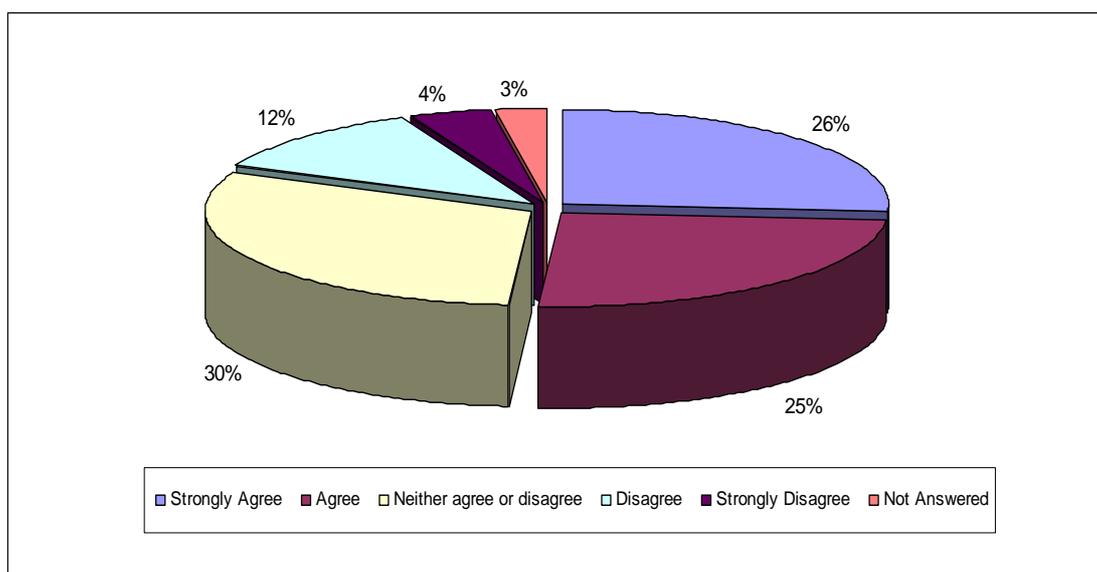
Q2. If you were to use a secure on line personal account which services in addition to managing your council tax account would you like to access?



The top 3 services residents said they would like to access were:

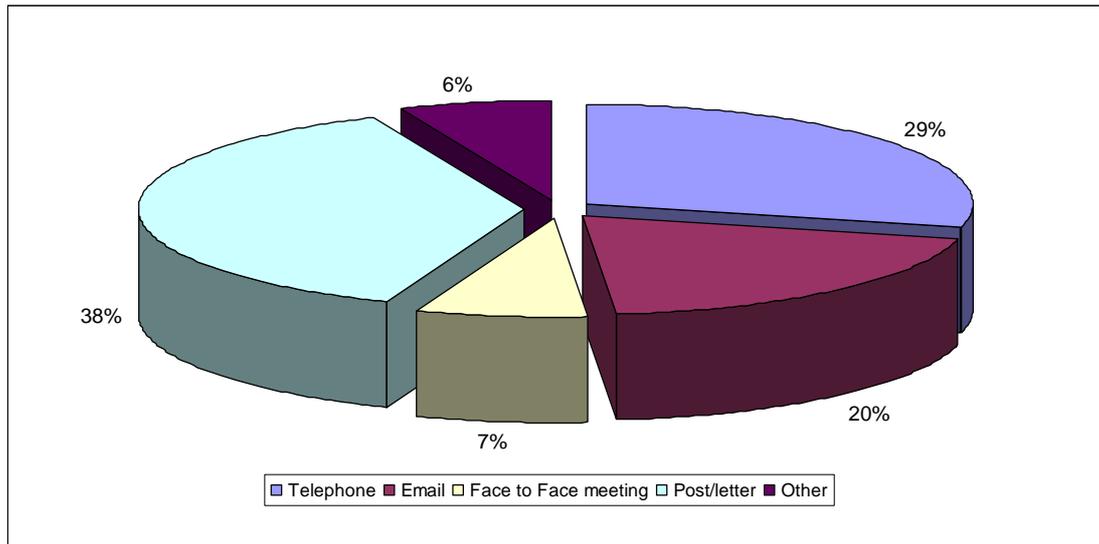
- Voting registration services – 14%
- Parking Services – 14%
- Receiving automatic email alerts when services are due for renewal - 13%

Q3. When you call the council with an enquiry about your council tax do you agree or disagree that it is useful to talk about other council services?



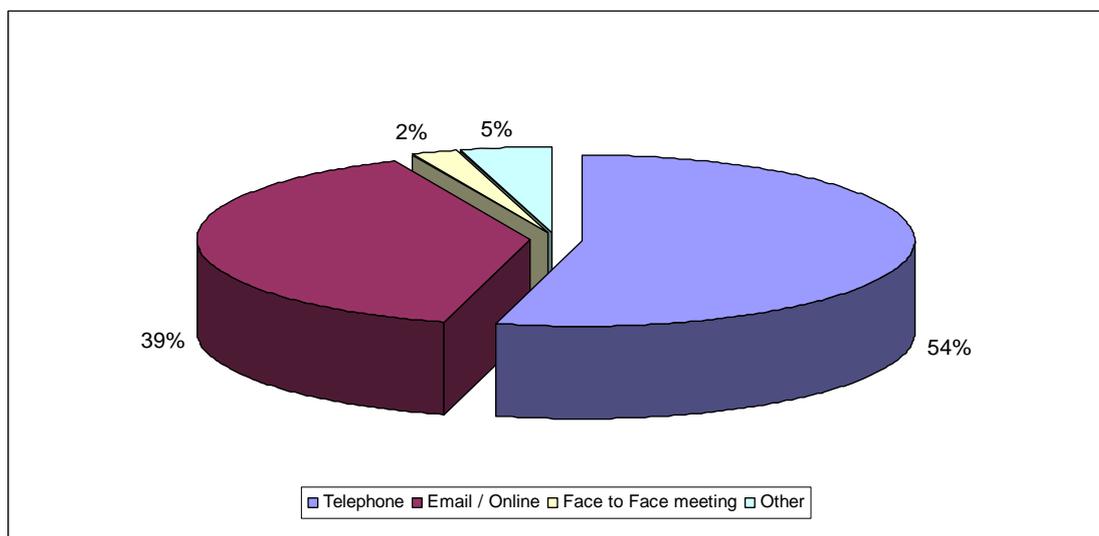
51% of residents said they agreed it was useful to discuss other services when contacting the council about their council tax. 16% disagreed and 30% said they neither agreed nor disagreed.

Q5. How would you prefer to be contacted about your council tax?



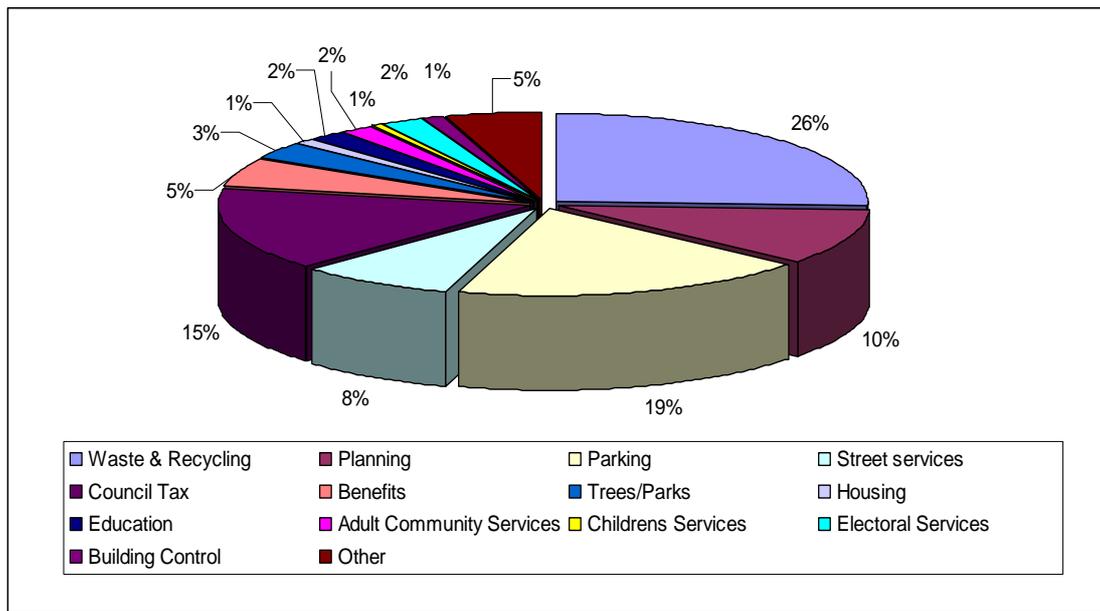
38% of the residents surveyed said they would prefer to be contacted by post, 29% said they would prefer telephone and 20% prefer email.

Q6. How do you prefer to contact us about your council tax?



54% of residents said they would prefer to contact the council by telephone; 39% prefer email or online and 5% answered 'other'.

Q4. Which services have you contacted the council about in the last six months?



The top 3 services residents said they had contacted the Council about in the last six months were:

- Waste & Recycling – 26%
- Parking – 19%
- Council Tax – 15%