Employee intranet survey 2007

Prepared for
Corporate Web and Intranet Strategy Group

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1 Executive summary

The intranet is an important facility for employees to use to find out information from the county council and perform various functions. The 2007 intranet was designed to ascertain how useful the site is and gain an understanding as to the improvements required.

This is the second time the survey has been completed, following a similar survey in 2004. A total of 1,847 employees completed a questionnaire in 2007, a significant increase on the number completing the previous survey.

The findings show that the majority of respondents have the county council's intranet as their homepage. The major exception is the Environment Directorate, which shows a much lower propensity to have the intranet used as the homepage.

Almost three-quarters of respondents use the intranet every day. This is a significant increase from 2004 when just over half used the intranet every day. This would suggest that the intranet is becoming an increasingly important resource for our employees. Most respondents access the intranet from their usual office base, possibly due to the fact that flexible working opportunities are at an early stage within the organisation.

It can be seen between the two pieces of research respondents are saying it is becoming easier to find information on the intranet. However, most people are only saying it is fairly easy to use. It should be a target to increase the number of respondents in future research saying that the intranet is very easy to use. Also, the number of respondents saying that the amount of links on the homepage is about right is increasing, with the vast majority now saying this.

Almost half of respondents said they have tried to look for something on the intranet that they could not find. This can be annoying for people and will surely impact on their feelings about using the intranet. It is also wasting employees' valuable time.

Overall people find the intranet useful. But again it should be a target to make the intranet very useful to more people, rather than it just being fairly useful.

Finally, the homepage links is the way that respondents most often look for information on the intranet, followed by the A to Z and then the search facility. This hasn't changed significantly since 2004, but given the fact that most employees think that the homepage has the number of links on the page underlines the importance of getting this entry page fit for purpose.

2 Introduction

The intranet is a key resource for many staff and an important communication channel. The Intranet Survey 2007 was designed to test out the use of the intranet and look at ways the functionality of the site could be improved.

This is the second time research has been conducted with employees for the intranet. A survey was run in 2004 and where the questions are the same comparisons are drawn in this report between the two.

The results of the survey will be used by Corporate Web and Intranet Strategy Group to develop their plans.

3 Research objectives

The main objectives of the research were to find out:

- how employees currently use the county council intranet;
- ascertain how easy the intranet is to use and those sections that are most useful;
- the functionality they would like to see developed on the site that would improve their personal work.

A copy of the questionnaire can be found in Appendix 1.

4 Methodology

The survey was conducted using the ClickQuestionnaire software hosted on the Lancashire County Council intranet. This meant it was available to all employees with intranet access, which is estimated to be around 10,000 employees. The fieldwork ran from 30 March to 30 April. An incentive of a three-night break to the Lake District was offered to a winner drawn at random from the completed entries. There were a number of communications before and during the fieldwork to stimulate response to the survey.

The data in this report are unweighted. A total of 1,847 employees completed the questionnaire giving a response rate of approximately 18%.

This is the second time a survey on the intranet has been undertaken with employees, following the research in 2004. Because the 2004 survey had less than 300 respondents comparisons between the two surveys are difficult as any significant differences have to be large to be statistically valid, ie +/- 6% at the 95% confidence interval.

The response rates from the directorates and DSOs were varied. This will depend on the availability of intranet access to potential respondents and could also be affected by the homepage they use or the communications they have received about the survey. The response rates are shown in the table below:

Directorate/DSO	Number responding
Adult and Community Services	517
Children and Young People	423
Resources	209
Environment	177
Office of the Chief Executive	130
Engineering Services	16
Commercial Services	13
Care Services	13
Total	**1,498**

As would be expected the two largest directorates make up a significant part of the sample. The DSOs, with probably only headquarters staff able to access the intranet, all have low sample sizes. Any analysis of the areas where respondents' views differ does not include the DSOs due to their small sample size.
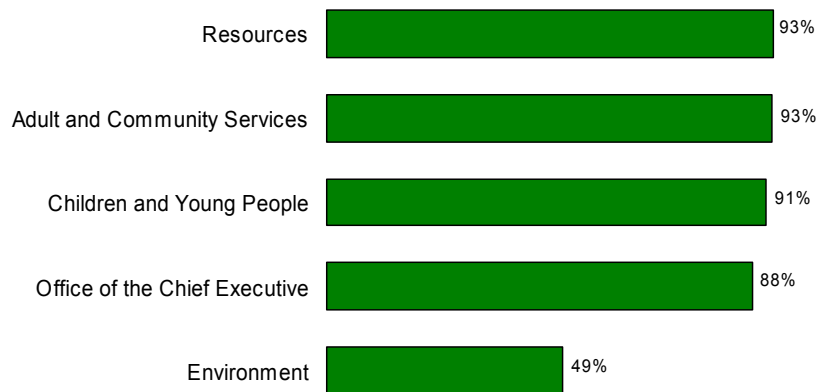
5 Main Research Findings

The questionnaire was structured into three main areas: how employees use the intranet; how they find information on the intranet; and what functions they use or would like to use in the future.

5.1 Using the intranet

The first question asked if the county council's main intranet page was respondents' home page when they opened their browser. 87% of respondents said that the main intranet page was their home page. However, there are some differences when the responses are broken down by directorate, shown in chart 1.

Chart 1 -   *Is Lancashire County Council's intranet http://lccintranet your home page when you open your browser?*

Directorate	Percentage
Resources	93%
Adult and Community Services	93%
Children and Young People	91%
Office of the Chief Executive	88%
Environment	49%

Base: all respondents (1,494)

It can be seen that the most directorates have the majority of staff using intranet as their home page. Only the Environment Directorate is different, with less that half (49%) of their respondents using the corporate page.

When the research was carried out in 2004, the same question was asked. In 2004 89% of respondents said that the county council intranet was their home page when they opened their browser. This is not a significant difference when compared to the 87% in 2007.

The frequency of using the intranet is an important consideration. Chart 2 shows how often those responding use the site.

Chart 2 - *How often do you use Lancashire county council's intranet?*

Every day	71%
Most days	24%
Around once a week	5%
Around once a month	1%
Less often	0%
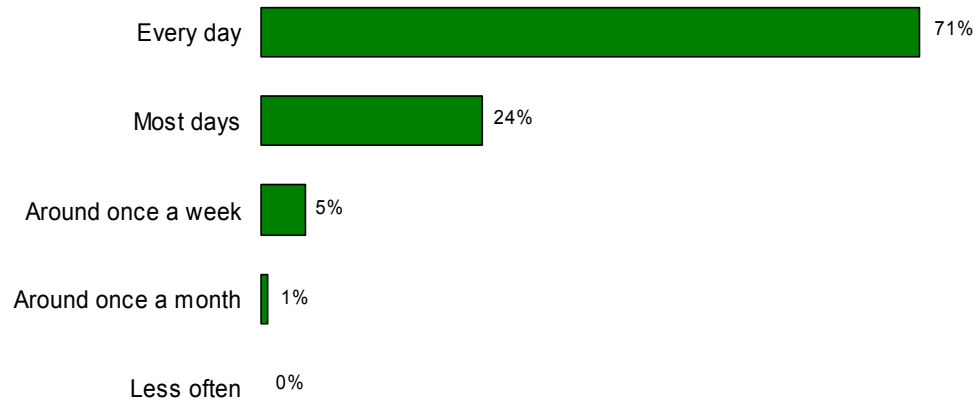
Base: all respondents (1,492)

Almost three-quarters (71%) of respondents use the intranet everyday and a quarter (24%) most days. As the survey was intranet-based it could potentially be less representative of the overall population of intranet users, as those using the site less often may well not have seen the survey (but may have received other communications).

In 2004 56% of respondents were using the intranet every day and 34% were using it most days. An increase in daily use to 71% is a significant change.

Chart 3 shows where respondents most frequently access the intranet.

Chart 3 - *From where do you most frequently access the Intranet?*

I mainly access the Intranet from my usual office base	97%
I mainly access the Intranet from my local office/touchdown centre	2%
I mainly access the Intranet when working from home	1%
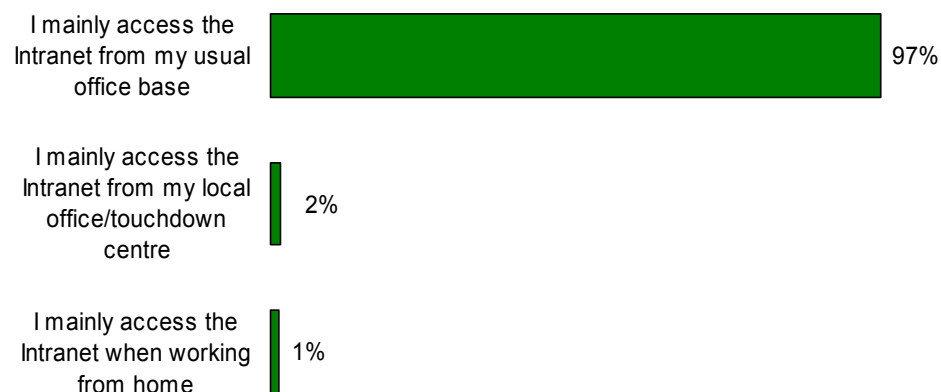
Base: all respondents (1,490)

Most respondents (97%) access the intranet from their usual office base. This could be due to the fact that remote working is not particularly prevalent within the council. It could also suggest a skew in the sample, where remote workers are less likely could be outside communication loops or potentially not access the intranet on a regular basis.

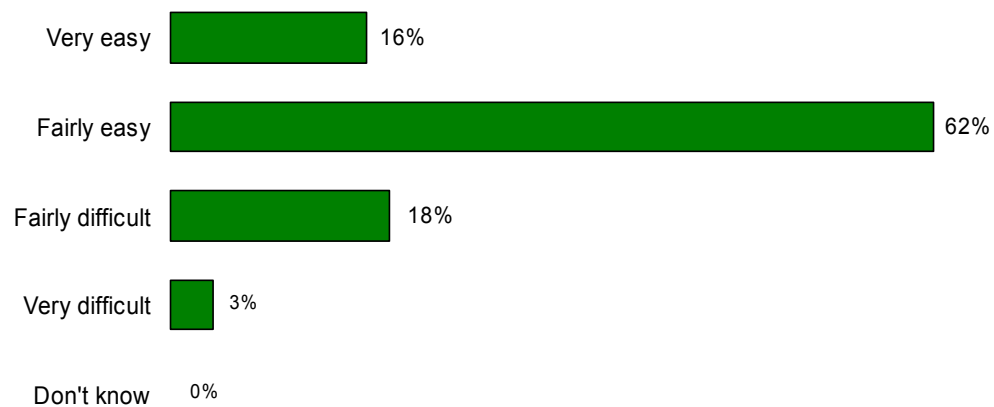## 5.2   Finding information on the intranet

Previous research has shown that the one of the criticisms levelled at the intranet is that information is difficult to find. The next chart shows the responses to the question in the most recent survey.

Chart 4 -   *In your experience how easy is it to find the information you are after in Lancashire County Council's intranet?*

Very easy   16%
Fairly easy   62%
Fairly difficult 18%
Very difficult   3%
Don't know   0%

Base: all respondents (1,492)

One-in-seven (16%) respondents find the information they are after very easy to find. A further two-thirds (62%) say the information is fairly easy to find. Whilst it can be said that 78% find the intranet easy to use, it should be remembered that the vast majority say it is fairly easy. The aim should be to make information retrieval easier for people and aim to push people towards responding that information is very easy to find.

In 2004 16% found the intranet very easy to use and 53% found it fairly easy to use. Whilst neither of these is a large increase, the trend is in the right direction, and the improvement in those that found it fairly easy to use is statistically significant.

The questionnaire then went on to explore if respondents had tried to look for something on the intranet that they could not find. 46% of those responding to the survey said they had tried to look for something on the intranet that they could not find.

Respondents were asked to detail what they could not find on the intranet. A pick list was given from which respondents were able to pick those sections or features they could not find and this is shown in the table below.

Have you tried to look for something in Lancashire County Council's Intranet that you could not find? If so, tell us what you could not find?	Count
Policy and Guidance	181
Corporate Information	115
Support and Training	54
Schools Portal	48
Children and Young People pages	45
Telephone directory	42
News and Information	42
DSO Websites	34
ICT Services pages	23
Employee Services Online	22
Constitutional Information - My Council	22
Conferencing Venues	22
Adult and Community Services pages	22
Environment pages	19
Tools and Applications	18
Pensions	17
PAMIS	16
ICT Customer Services Desk	16
Transport	15
Resources pages	14
MapZone	14
Library pages	14
Communications Toolkit	14
Staff Notices	13
Procurement Pages	11
Job vacancies	8
Electronic News Service	7
Internet Access	6
Clocking System	5
OCE pages	4
Go Travel Shop	4
Using email	3
Reflections	2
Chief Officer Reports	1

5.3   The function of the intranet

Respondents were asked which section of the intranet they used the most frequently.

Which four or five sections of the Lancashire County Council intranet do you use most frequently?	Count
Telephone directory	1165
Employee Services Online	814
Clocking System	732
Homepage	664
A to Z	602
Job vacancies	569
Internet Access	304
MapZone	291
Staff Notices	282
Search	203
Using email	140
News and Information	92
Reflections	89
Support and Training	85
Policy and Guidance	79
Adult and Community Services	77
Children and Young People pages	51
Corporate Information	45
Electronic News Service	33
Schools Portal	32
Pensions	31
Tools and Applications	26
Communications Toolkit	26
PAMIS	23
Go Travel Shop	20
Constitutional Information	20
Conferencing Venues	18
Environment pages	16
ICT Customer Services Desk	14
Resources pages	12
DSO Websites	11
Procurement Pages	8
ICT Services pages	8
Library pages	7
Transport - Please specify	4

| OCE pages | 2 |
| Adult and Community Services pages | 1 |

By far the most used section by respondents was the telephone directory, followed by the online employee services and the clocking system. The results from this survey should be compared to the page impression data for the intranet, which is actual activity as opposed to the perceived frequency shown here.

Chart 5 shows respondent's views on the number of links on the intranet home page.

Chart 5 - *In your opinion, the amount of links in Lancashire County Council's intranet home page is:*

Base: all respondents (1,476)

Again, the majority (81%) of people responding to the questionnaire say the number of links on the home page is about right. Around one-in-ten say there are not enough links (9%) or too many links (10%).

In 2004, 70% said the number of links was about right, with 16% saying not enough and 14% saying there were too many. The reduction of both those saying there were too many and not enough across the surveys suggests that the number of links is now about right for most people.

Next question asked those completing the survey how useful they found the intranet. The responses are shown in chart 6.

Chart 6 - *Overall how useful do you find Lancashire County Council's intranet (http://lccintranet)?*
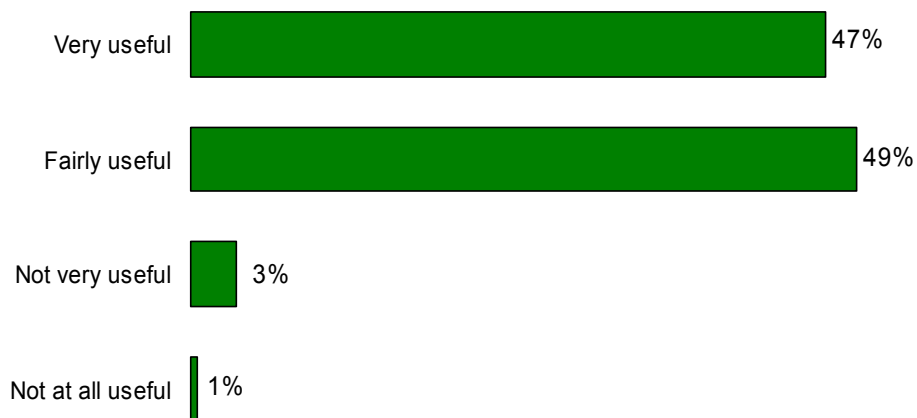
Base: all respondents (1,493)

The majority of people (96%) find the intranet useful. Again, however, it is difference between those saying 'fairly' and 'very'. The intranet obviously has a purpose for its users, but again it should be a target to increase the number of people responding that they find the intranet very useful. There is little differences between the directorates, but the Office of the Chief Executive is more likely to find the intranet very useful and the Environment Directorate is more likely to find the intranet fairly useful.

The results for this question from the 2007 research are similar to those found in 2004.

There are a number of ways to find information on the intranet. One is to save pages into a list of favourites. Respondents were asked if they'd saved pages to their favourites list and the counts are shown in the table below.

Have you saved any pages from Lancashire County Council's intranet in your "favourites"?	Count
Employee Services Online	197
Clocking system	157
Telephone directory	146
MapZone	90
Children and Young People pages	85
Job vacancies	71
Policy and Guidance	69
Schools Portal	67
Homepage	62
Internet Access	58
Adult and Community Services pages	51

Pensions	37
Support and Training	36
Library pages	36
Environment pages	36
PAMIS	33
A to Z	33
ICT Services pages	32
Resources pages	28
Tools and Applications	27
Corporate Information	27
News and Information	24
ICT Customer Services Desk	24
Communications Toolkit	22
Conferencing Venues	18
Electronic News Service	17
Reflections	15
Procurement Pages	13
Staff Notices	11
Using email	9
OCE pages	9
Go Travel Shop	8
Constitutional Information - My Council	8
Transport	7
Search	6
DSO Websites	3

The final question asked how respondents looked for information on the intranet and how frequently they used each of the methods available. The results are shown in chart 7.

Chart 7 - *How often do you use each of the following to look for information on the intranet?*

Method	Often	Rarely	Never
Homepage links	73%	23%	3%
A to Z	63%	32%	5%
Search	52%	42%	6%
Favourites links	39%	29%	32%
Other links	22%	53%	25%

Legend: ■ Often □ Rarely ■ Never
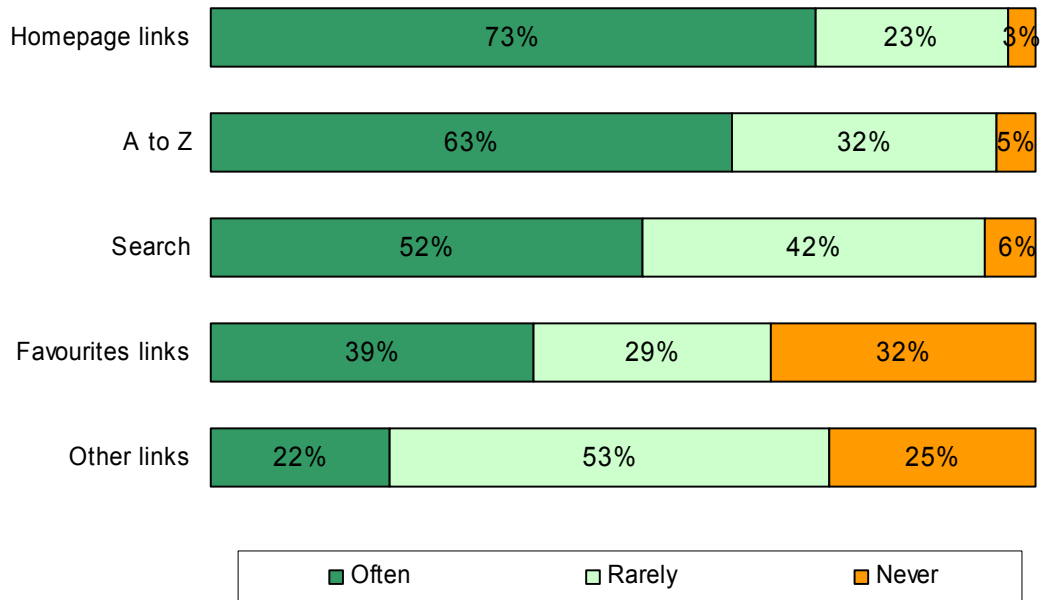
Base: all respondents (1,368)

The links on the homepage are the most frequently used method of looking for information on the intranet, and they are used more often than other methods. The second method used most often is the A to Z listing followed by the search facility. The only methods that have a high number of people saying they never use them are links used in favourites and other links.

A similar question was asked in 2004. The results are broadly similar and because of the small sample size from 2004 there are no significant differences.

6 Conclusions

The 2007 survey has provided a much higher number of respondents and therefore a more reliable sample. The use of a prize draw as an incentive for completion has probably helped to influence this and should be borne in mind for future online employee research.

The findings show that the majority of respondents have the county council's intranet as their homepage. The major exception is the Environment Directorate, which shows a much lower propensity to have the intranet used as the homepage.

Almost three-quarters of respondents use the intranet every day. This is a significant increase from 2004 when just over half used the intranet every day. This would suggest that the intranet is becoming an increasingly important resource for our employees. Most respondents access the intranet from their usual office base, possibly due to the fact that flexible working opportunities are at an early stage within the organisation.

It can be seen between the two pieces of research respondents are saying it is becoming easier to find information on the intranet. However, most people are only saying it is fairly easy to use. It should be a target to increase the number of respondents in future research saying that the intranet is very easy to use. Also, the number of respondents saying that the amount of links on the homepage is about right is increasing, with the vast majority now saying this.

Almost half of respondents said they have tried to look for something on the intranet that they could not find. This can be annoying for people and will surely impact on their feelings about using the intranet. It is also wasting employees' valuable time.

Overall people find the intranet useful. But again it should be a target to make the intranet very useful to more people, rather than it just being fairly useful.

Finally, the homepage links is the way that respondents most often look for information on the intranet, followed by the A to Z and then the search facility. This hasn't changed significantly since 2004, but given the fact that most employees think that the homepage has the number of links on the page underlines the importance of getting this entry page fit for purpose.

7 Appendices

7.1 Appendix 1: Questionnaire

Q1 Is Lancashire County Council's Intranet http://lccintranet **your home page when you open your browser?**	
Yes	
No	
If you answered 'No' which page is your Intranet Homepage	

Q2 How often do you use Lancashire County Council's Intranet?	
Every day	
Most days	
Around once a week	
Around once a month	
Less often	
Never	

Q3 From where do you most frequently access the Intranet?	
I mainly access the Intranet from my usual office base	
I mainly access the Intranet from my local office/touchdown centre	
I mainly access the Intranet when working from home	
Somewhere else – please tell us where	

Q4 In your experience how easy is it to find the information you are after in Lancashire County Council's Intranet?	
Very easy	
Fairly easy	
Fairly difficult	
Very difficult	
Don't know	

Q5 Have you tried to look for something in Lancashire County Council's Intranet that you <u>could not</u> find? If so, tell us what you could not find?	
Telephone directory	
Clocking System	
Employee Services Online	
Pensions	
MapZone	
Reflections	
Job vacancies	
Go Travel Shop	

Q5 Have you tried to look for something in Lancashire County Council's Intranet that you could not find? If so, tell us what you could not find?	
Internet Access	
Schools Portal	
DSO Websites Please state which DSO	
Communications Toolkit	
Using email	
Conferencing Venues	
Electronic News Service	
Staff Notices	
Corporate Information	
News and Information	
Support and Training	
ICT Customer Services Desk	
PAMIS	
Transport	
Constitutional Information – My Council	
Policy and Guidance	
Tools and Applications	
Adult and Community Services pages	
Procurement Pages	
Library pages	
Children and Young People pages	
Environment pages	
Resources pages	
ICT Services pages	
OCE pages	
Other – please specify and add any comments you may have	

Q6 Which four or five sections of the Lancashire County Council Intranet do you use most frequently?	
Homepage	
A to Z	
Search	
Telephone directory	
Clocking System	
Employee Services Online	
Pensions	
MapZone	
Reflections	
Job vacancies	
Go Travel Shop	
Internet Access	
Schools Portal	
DSO Websites Please state which DSO	
Communications Toolkit	
Using email	

Q6 Which four or five sections of the Lancashire County Council Intranet do you use most frequently?	
Conferencing Venues	
Electronic News Service	
Staff Notices	
Corporate Information Please specify the links you use most	
News and Information Please specify the links you use most	
Support and Training Please specify the links you use most	
ICT Customer Services Desk	
PAMIS	
Transport Please specify the links you use most	
Constitutional Information – My Council Please specify the links you use most	
Policy and Guidance Please specify the links you use most	
Tools and Applications Please specify the links you use most	
Adult and Community Services pages Do you have any comments to make on these pages?	
Procurement Pages Do you have any comments to make on these pages?	
Library pages Do you have any comments to make on these pages?	
Children and Young People pages Do you have any comments to make on these pages?	
Environment pages Do you have any comments to make on these pages?	
Resources pages Do you have any comments to make on these pages?	
ICT Services pages Do you have any comments to make on these pages?	
OCE pages Do you have any comments to make on these pages?	
Other – please specify and add any comments you may have	

Q7 In your opinion, the amount of links in Lancashire County Council's Intranet home page is:	
Not enough	
About right	
Too many	

Q8 Overall how useful do you find Lancashire County Council's Intranet (http://lccintranet)?

Very useful	
Fairly useful	
Not very useful	
Not at useful	

Q9 Have you saved any pages from Lancashire County Council's Intranet in your "Favourites"? If so please tell us the pages you have saved.

Homepage	
A to Z	
Search	
Telephone directory	
Clocking System	
Employee Services Online	
Pensions	
MapZone	
Reflections	
Job vacancies	
Go Travel Shop	
Internet Access	
Schools Portal	
DSO Websites Please state which DSO	
Communications Toolkit	
Using email	
Conferencing Venues	
Electronic News Service	
Staff Notices	
Corporate Information	
News and Information	
Support and Training	
ICT Customer Services Desk	
PAMIS	
Transport	
Constitutional Information – My Council	
Policy and Guidance	
Tools and Applications	
Adult and Community Services pages	
Procurement Pages	
Library pages	
Children and Young People pages	
Environment pages	
Resources pages	
ICT Services pages	
OCE pages	
Other – please specify and add any comments you may have	

Q10 How often do you use each of the following to look for information on the Intranet?			
	Often	Rarely	Never
Search			
A to Z			
Homepage links			
Directorate Homepage links			
Favourites links			
Other links			

Q11 Tell us about any information that would help you if it were on the Intranet eg: policies, processes, information sheets, links to sites to assist you	
Free text comments	

Q12 Which paper based forms would be easier for you to fill in electronically on the Intranet?	
Free text comments	

Q13 How could the Intranet help you complete tasks or communicate better? eg: gathering and processing information from a group of people situated in different buildings and/or directorates.?	
Free text comments	

Q14 In which directorate/DSO do you work?	
Children and Young People	
Adult and Community Services	
Resources	
Environment	
Office of the Chief Executive	
Care Services	
Commercial Services	
Engineering Services	

Q15 If you would like to enter the competition please complete the following	
Confidentially statement – the answers you give will not be linked to your personal details	
Name	
email address	