

Recent Engagement Data

Annual consultations/engagement activity responses

Below is a snapshot of some of the regular larger consultation/engagement activities that are undertaken annually, by response rate in recent years

Consultation	Response rate (online)			
	2023	2022	2021	2020
Budget	1092	682	501	347
Local Council Tax Support	-	274	-	288
Waste and recycling customer satisfaction survey	-	414	571	510

Social media analytics (2023):

Facebook:

Month	Account impressions (number of times content from our account featured in a news feed)	Total page reach (the number of people who saw content from/about our page, including posts, stories, etc.)	Page/profile visits (this may be from clicks on posts or from searching Facebook for IWC)
January 2023	577.8k	72,095	7,010
February 2023	523.9k	73,431	6,030
March 2023	498.8k	70,308	5,385

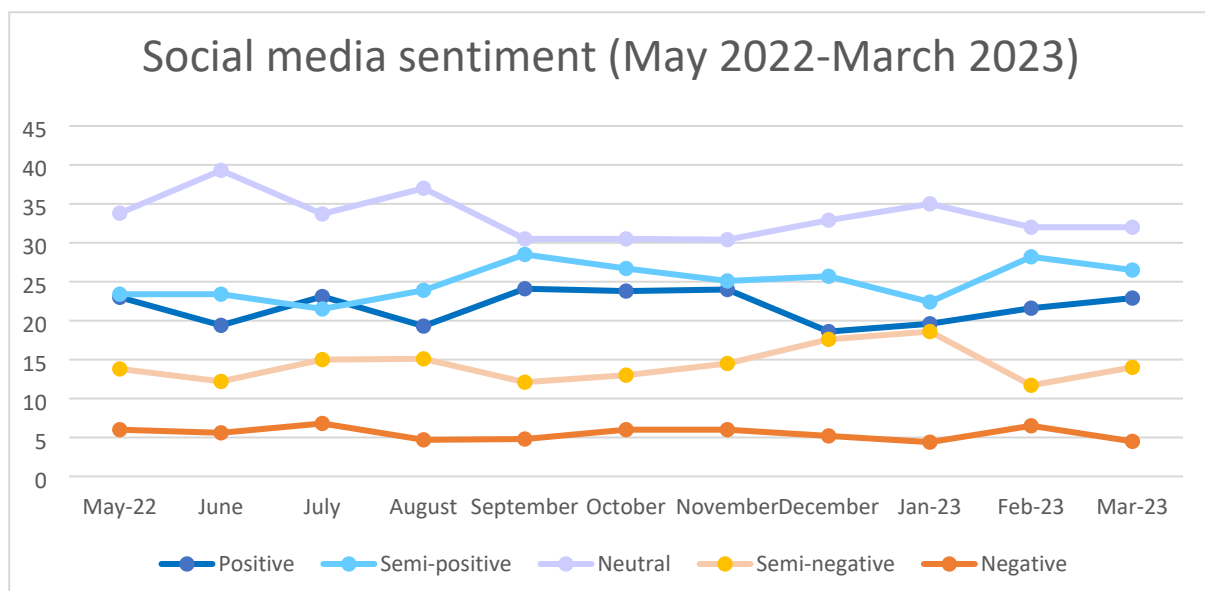
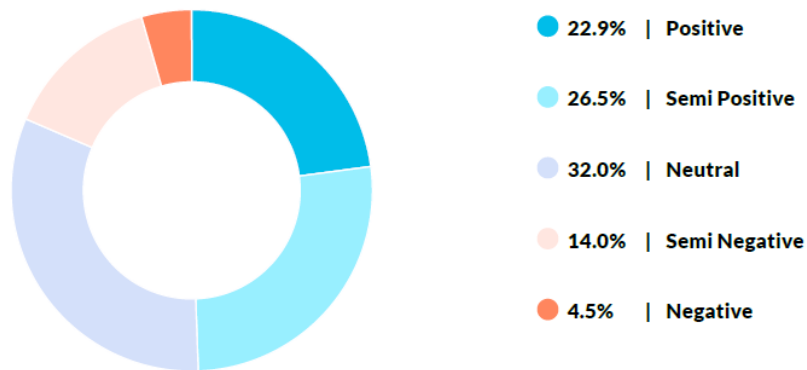
Instagram:

Month	Account impressions (number of times content from our account featured in a news feed)	Total page reach (the number of people who saw content from/about our page, including posts, stories, etc.)	Page/profile visits (this may be from clicks on posts or from searching Facebook for IWC)
January 2023	18k	2,888	149
February 2023	17.6k	2,545	195
March 2023	20.6k	2,694	193

Social media breadth (as engagement channel) – January 2023

Organisation	Approx. likes/follows (k)	Population size (15+ years) (Census 2021 – rounded to nearest 100 people)	% of population (aged 15+) 'liking or following' page
Isle of Wight Council	20	94,500	21.1%
Hampshire County Council	34.2	1,166,500	2.9%
Portsmouth City Council	22.9	173,000	13.2%
Southampton City Council	21	206,900	10.1%

Social media 'sentiment' – analysis of commentary by tone of language used March 2023



Website analytics (March 2023):

There were 111,310 page views in March 2023 (up from 59,423 in February).

Top pages were:

- Book a household waste recycling centre slot – 15,616
- Sign in/My Account – 13,612
- Home – 7,978
- Help with recycling centre bookings – 6,714
- Account home – 4,666

Consultations/engagement is linked from the homepage of the website, so has the potential to engage the transient audience via this route.

NB Not all information was available via a single website during March 2023 (new single website launched 31 March 2023), therefore, these statistics are incomplete.