2011 National Highways and Transport Network (NHT) Public Satisfaction Survey results explanation

1. General information

Methodology - The survey was a random postal survey sent to 4500 households across West Sussex. 70 local authorities took part in the 2011 survey.

Response rates - There were 953 responses to the survey in total (21.2% response rate). Please note that not every respondent answers every question, so individual response rates by question will be lower.

Margins of error - There is an approximate ±3% margin of error associated with the results for the whole sample at the county wide level. This error increases as sample sizes reduce (for example, as data at smaller geographical areas are considered), and for comparisons of sub populations within the main sample (for example, comparisons between male and female respondents).

Symbol colouring for scores -
Green – 60 or above; Amber – 50 and above to under 60; Red - under 50

Rankings - There are rankings for each indicator across all 70 local authorities and all 22 county councils taking part in 2011.

Scope to improve - This is calculated by comparing West Sussex to the best overall performing local authority for that survey question.

Weighting - In order to adjust responses to reflect the local population a weighting is applied, but only when all responses are considered across the entire authority area. Weighting is applied based on census and Office for National Statistics population estimates for age, gender, ethnicity and work status.

2. How the survey is scored

Overall average satisfaction scores - Each of the satisfaction questions are scored based on an overall average satisfaction level. Satisfaction responses to each ‘satisfaction’ survey question are scored as follows:

- very satisfied (100)
- fairly satisfied (75)
- neither/nor (50)
- fairly dissatisfied (25)
- very dissatisfied (0)

An overall average satisfaction score for each question is then calculated by taking the spread of responses to each level of satisfaction divided by the total number of responses to that question (excluding respondents ticking don’t know or doesn’t apply).
For an example of 700 responses answering: very satisfied (50 responses), fairly satisfied (250 responses), neither/nor (250 responses), fairly dissatisfied (100 responses), very dissatisfied (50 responses) the calculation would be: 

\[
\frac{(50 \times 100) + (250 \times 75) + (250 \times 50) + (100 \times 25) + (50 \times 0)}{700} = 55.4
\]

**Ease of access (Question 23)** - Responses to ‘ease of access’ questions are scored as follows:

- very easy (100)
- fairly easy (75)
- neither/nor (50)
- fairly difficult (25)
- very difficult (0)

Average scores are calculated in the same way as for the satisfaction scores.

**Overall average importance scores (Question 1)** - The importance question is scored based on an overall average level. Responses to the ‘importance’ question are scored as follows:

- very important (100)
- fairly important (66.66)
- not very important (33.33)
- not at all important (0)

An overall average satisfaction score for each question is then calculated by taking the spread of responses to each level of satisfaction divided by the total number of responses to that question (excluding respondents ticking don't know or doesn't apply).

For an example of 700 responses answering: very important (200 responses), fairly important (300 responses), not very important (150 responses), not at all important (50 responses) 

the calculation would be: 

\[
\frac{(200 \times 100) + (300 \times 66.66) + (150 \times 33.33) + (50 \times 0)}{700} = 64.3
\]

**Most important/in need of improvement rankings (Question 3 and 4)** - Respondents are asked to choose up to 3 issues. Results are presented as the percentage of respondents highlighting that item.

3. **Benchmarking Indicators (BIs)**

Each of the BIs in the benchmarking indicators analysis report relate to consecutive questions in the survey and is calculated using the methodology for calculating overall average satisfaction or ease of access/ease of use described above.
4. Key Benchmarking Indicators (KBIs)

The KBIs are calculated in various ways. They are generally either an average satisfaction score based on responses to the overall satisfaction questions (under question 2) or a combination of average overall satisfaction scores for series of questions under a particular theme from sections of the survey. For further information on how the Key Benchmarking Indicators are calculated please visit the NHT survey website - http://nhtsurvey.econtrack.co.uk/Default.aspx