

# West Berkshire County Council

## Give My View Executive Summary

11.04 - 09.05.2022



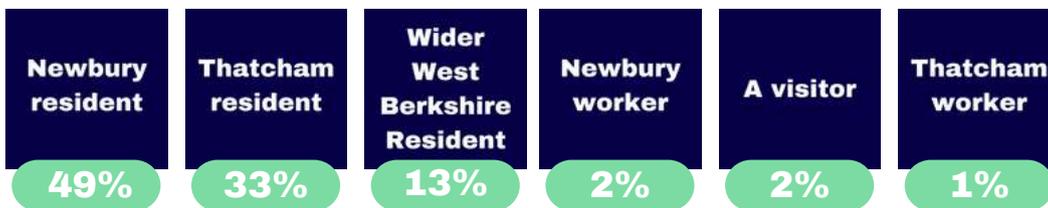
**10,885**  
Votes

**2,273**  
Voters

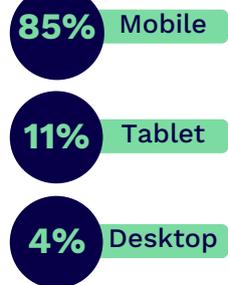
**2,335**  
Written  
feedback

**677**  
Emails  
gathered

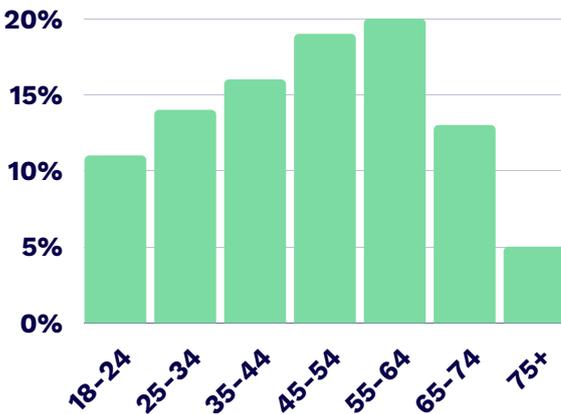
### Relationship to the area



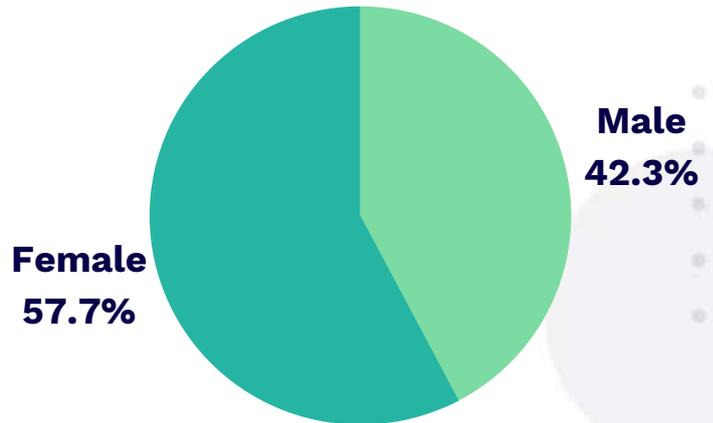
### Voter Devices



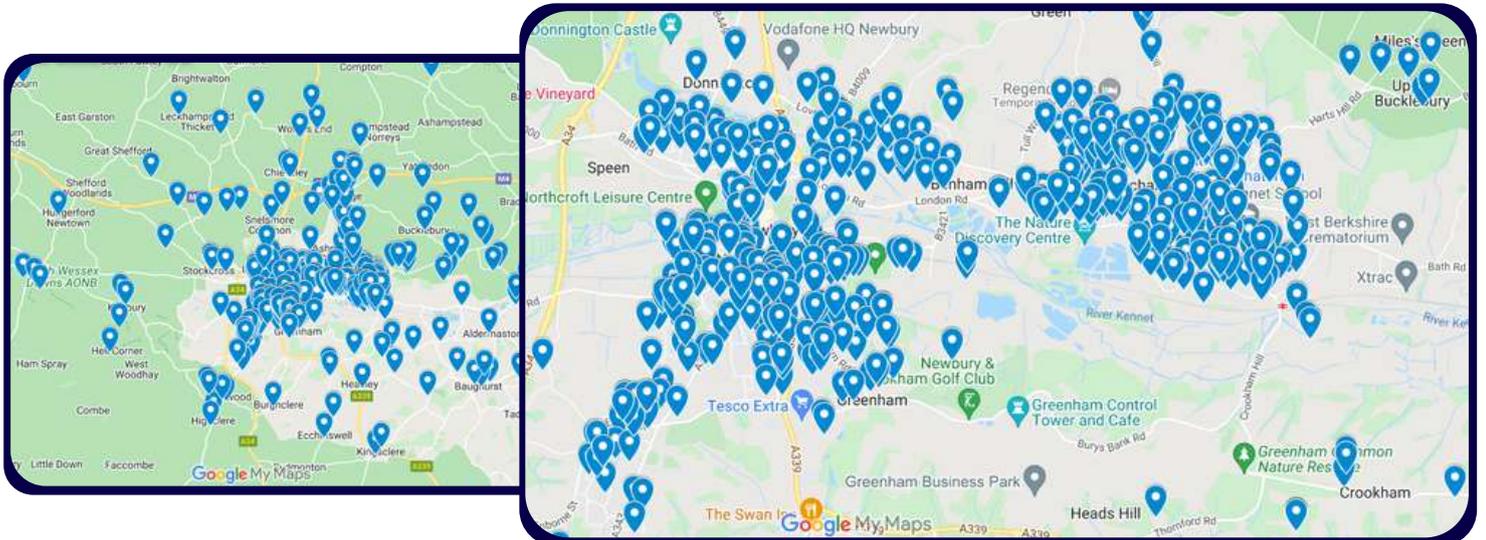
### Age breakdown From Demographics



### Gender breakdown From Demographics



### Voter locations





# Newbury & Thatcham resident results

## Newbury

86% of respondents voted neutral to positive when asked how they feel about living or working in West Berkshire

When asked what was their favourite thing about where they live or work, 63% of respondents said Parks and open spaces, followed by Connectivity to other areas with 28%

42% of respondents said that Better leisure/retail/culture would make West Berkshire a better place to live/work, followed by Better health facilities with 28%

When asked how they would like people to travel in the future 54% of people selected Sustainable public transport

## Thatcham

86% of respondents voted neutral to positive when asked how they feel about living or working in West Berkshire

When asked what was their favourite thing about where they live or work, 67% of respondents said Parks and open spaces, followed by Connectivity to other areas with 32%

38% of respondents said that Better leisure/retail/culture would make West Berkshire a better place to live/work, followed by Better health facilities with 35%

When asked how they would like people to travel in the future 58% of people selected Sustainable public transport

# Digital Marketing Results Facebook & Instagram



**7,931**

**Link Clicks**

from the digital advertising

**98,494**

**Reach**

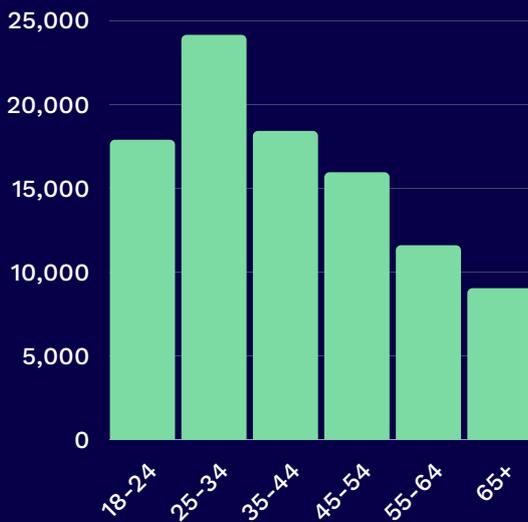
The amount of people who were shown the ads at least once

**833,714**

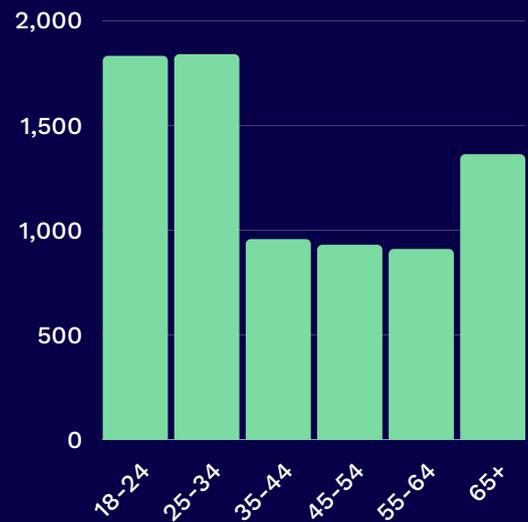
**Impressions**

The number of times that adverts were viewed in total

## Ages Targeted

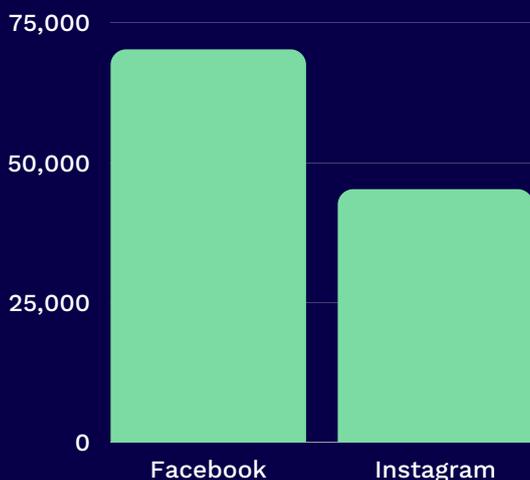


Reach

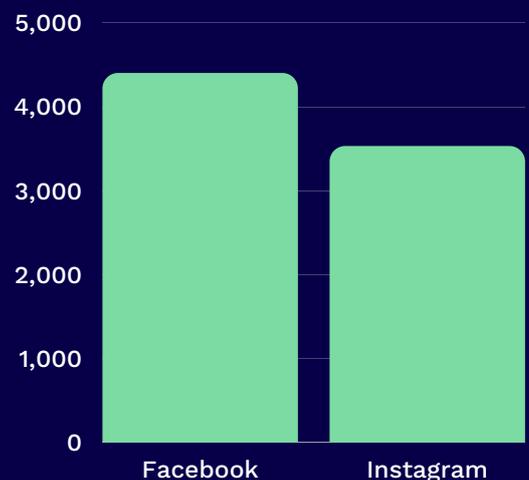


Link Clicks

## Ad Placement

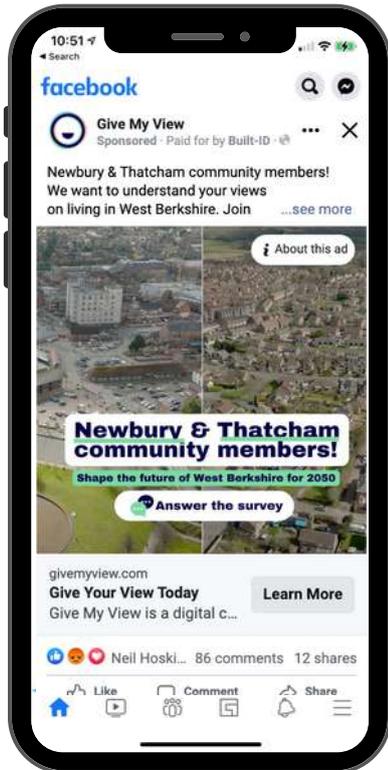


Reach

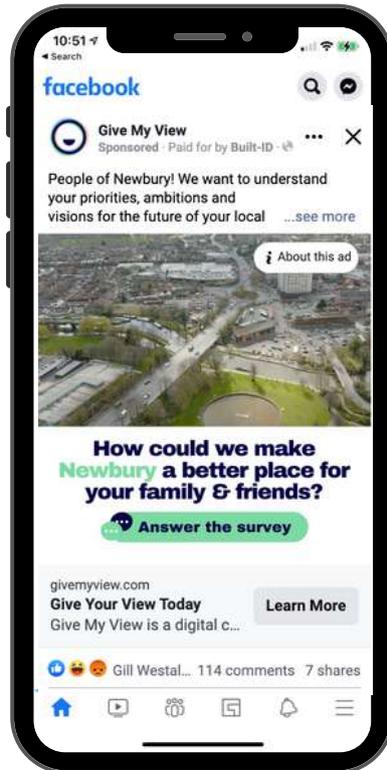


Link Clicks

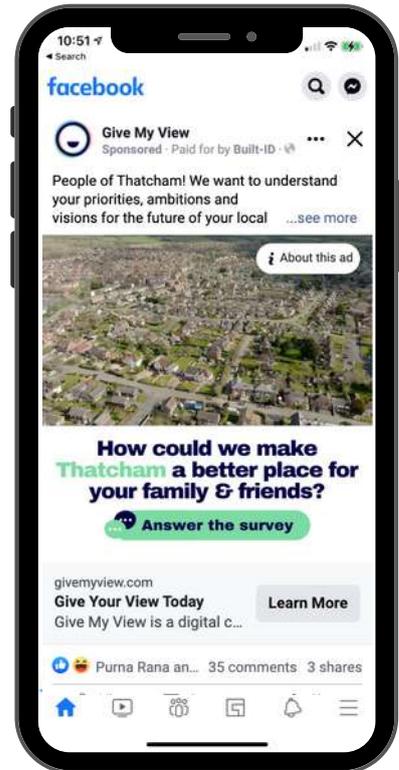
# Top Performing Ads Facebook & Instagram



**Clicks: 2,432**  
**Reach: 74,782**  
**Impressions: 296,506**



**Clicks: 2,107**  
**Reach: 47,711**  
**Impressions: 185,224**



**Clicks: 1,232**  
**Reach: 25,832**  
**Impressions: 74,760**

## Digital Marketing Summary

This campaign had the highest level of engagement with 25-34-year-olds followed by 35-44-year-olds. Overall, the adverts were seen by 48,239 women and 48,703 men.

Adverts displayed on Facebook was also the most successful method in the campaign, followed by Instagram.