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Northumberland Residents' Survey 2015

Prepared by Ipsos MORI on behalf of Northumberland County Council

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Ipsos MORI
Social Research Institute

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252

Contents

Introduction & methodology

Introduction

- This report presents the key findings from the 2015 Northumberland Residents' Survey. This follows on from a previous, similar survey undertaken by the Council in 2012 as well as the mandatory 2008 Place Survey(1).
- The purpose of this survey is to track changes in residents' views on a wide range of issues covered in the previous research; this information will inform the Council's understanding of local priorities and the planning of local public services.
- The survey covers a wide range of subjects, such as:
  - Overall attitudes to the local area, involvement in the local community and priorities for area improvement;
  - Attitudes towards the County Council and the services it provides;
  - Recent contact with the Council, use of information sources to find out about services that the Council provides; and
  - Perceptions of the local economy.
- The survey includes questions drawn from the 2012 North East Consortium Survey (in which Northumberland participated). Results from 2012 are shown, where possible, for Northumberland and for the average result across the consortium of six local authorities.
- Results are also shown for Darlington's 2012-13 postal residents survey, made publicly available through the LG Inform website, which was set up in response to the 2012 Ipsos MORI research, 'Are you being served?'(2). Another benchmark is provided by Ipsos MORI – these are the results of a postal survey conducted by Ipsos MORI on behalf of another local authority in the North of England, over the same time period in 2015. This survey is to remain anonymous and therefore the results are referred to as 'Council A'(3).

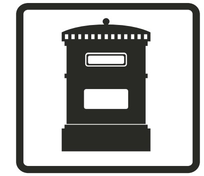
(1) Statutory postal survey undertaken by all local authorities in England and Wales in 2008

(2) This website is based on a review by Ipsos MORI, which identified a set of questions and conditions that would need to be met to ensure that any comparisons between Councils' data are robust http://www.local.gov.uk/web/10171/home/-/journal_content/56/10171/3484891/ARTICLE-TEMPLATE

(3) Council A is one of Northumberland County Council's statistical 'Nearest Neighbours' according to the CIPFA model http://www.cipfastats.net/resources/nearestneighbours/

Methodology

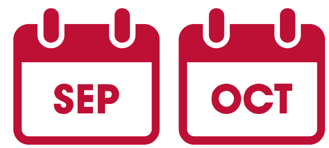
- Ipsos MORI drew a random sample of 8,140 Northumberland addresses from the Royal Mail Postcode Address File, stratified by the four operating areas across the county.



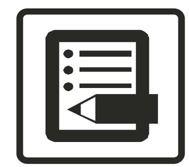
- The sample was disproportionately stratified, using response rates from the 2012 survey to predict the mailout size required in each operating area to achieve an overall response that is reflective of the population spread across the county.

- Recipients were sent a hard copy of the questionnaire, which included a reply paid envelope. A reminder questionnaire was sent to all those who did not respond to the initial mailout.

- Fieldwork took place between 15 September and 30 October 2015.

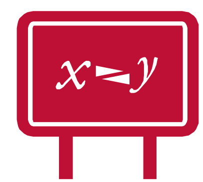


- In total, 2,522 people responded to the survey, representing an overall response rate of 31%. This is a slight decrease on 2012, when the response rate was 34%.



- Data are weighted to the known population profile of the county to counteract non-response bias. Data are weighted by age within gender bands, work status and ethnicity.

- A detailed breakdown of results for all questions, including demographic and attitudinal crossbreaks, is provided via the full computer tables. In addition, a set of topline results has also been provided to Northumberland County Council.

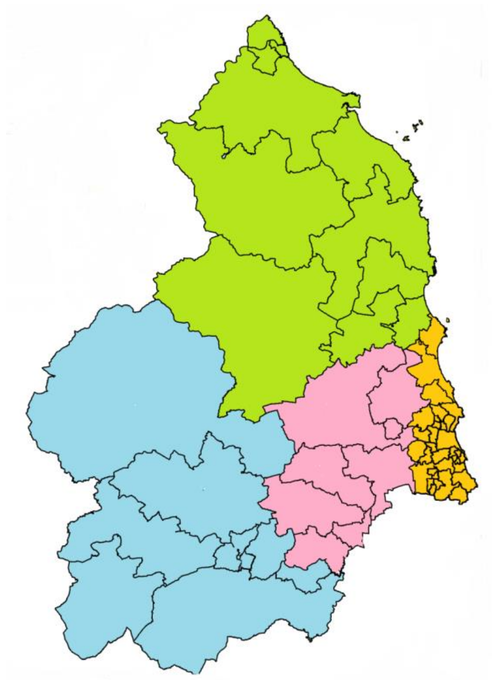


Analysis by area

- The large number of responses to the survey enables data to be broken down by the four operating areas within Northumberland. This will further assist the Council in understanding resident priorities at a local level.

- Below are the response rates to the survey by operating area:

LOCALITY	Completed surveys	Response rate
North	450	33.3%
Central	468	35.3%
South East	1,253	28.1%
West	351	35.1%
TOTAL	2,522	31.0%



- The geographic spread of those responding to the survey was very similar to the breakdown of the population across the County.

LOCALITY	Response profile	Population profile
North	17%	18%
Central	18%	19%
South East	51%	50%
West	14%	14%
TOTAL	100%	100%

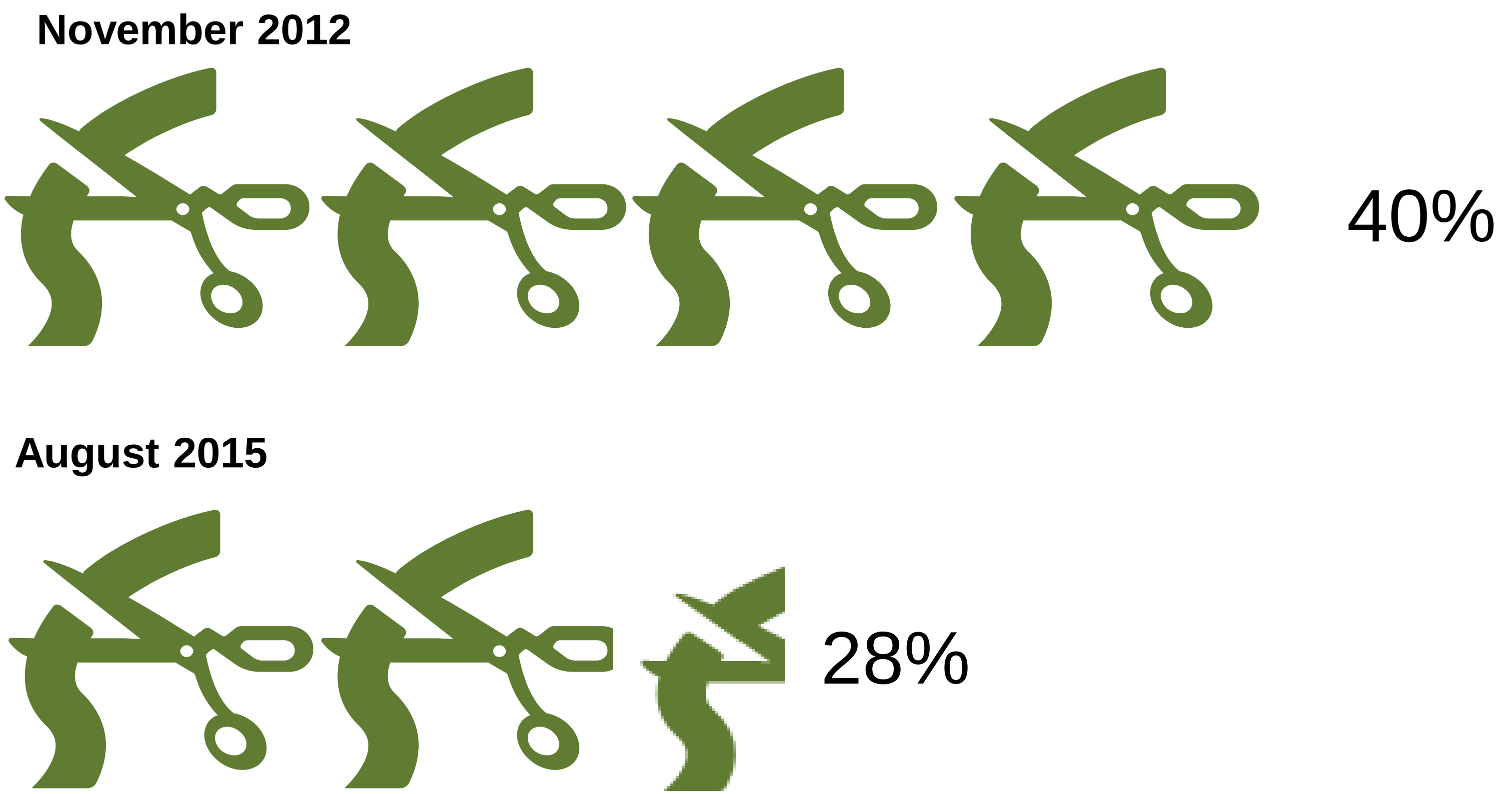
Technical note

- Where figures do not add up to 100%, this is the result of computer rounding or multiple responses.
- An asterisk indicates a score less than 0.5%, but greater than zero.
- To enable comparisons with Place Survey data, results are based on all valid responses (excluding 'don't knows' and those who do not answer the questions) unless otherwise indicated.
- Please treat answers with a base size of less than 100 with caution.
- 'Net' figures represent the balance of opinion on attitudinal questions and provide a useful means of comparing the data for a number of variables (e.g. in the case of a 'net agree' figure, this represents the percentage who agree about a particular issue, less the percentage who disagree).
- Where statistically significant differences occur between the total sample and those of a sub-group, these have been circled as follows: 25% and any reference to these differences is referred to as *significant* within the report.
- A full explanation of statistical significance has been provided in the appendices to this report. Please refer to the full data tables for a detailed breakdown of significant differences between the overall sample and sub-group samples, and between individual sub-group samples.

Results in context :Key findings

By way of background, we know that the public's expectations of cuts and austerity as an 'ongoing feature' of public spending are becoming more strongly held. On average, the general public think only 28% of the government's proposed cuts have now been made, compared to an average of 40% thought to have been made in 2012.

And what proportion of the government's planned cuts to public spending do you think have been carried out so far?*



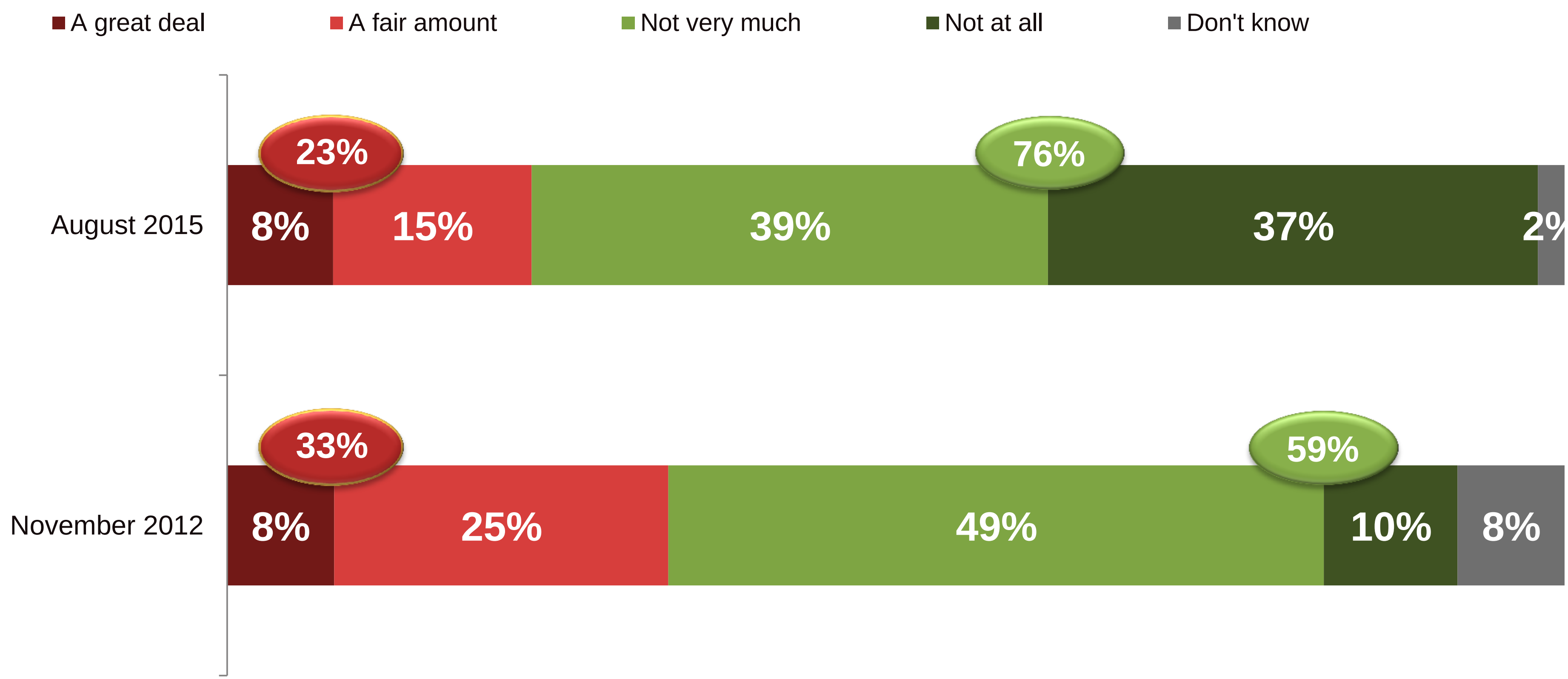
*Please note there are some methodological differences – as the 2012 survey was carried out online among 16-75 year olds).

Base: 1,001 British adults 18+, 8th – 11th August 2015

Source: Ipsos MORI

However, at the same time, the general public now appear to be more resilient with regard to spending cuts – in 2015, they are more likely to state that they are 'not at all' affected by a number of spending cuts (37% vs. 10% in 2012).

As you may know, the government has announced a number of spending cuts to help reduce the national debt to what extent, if at all, have you and your family been affected by the cuts so far?

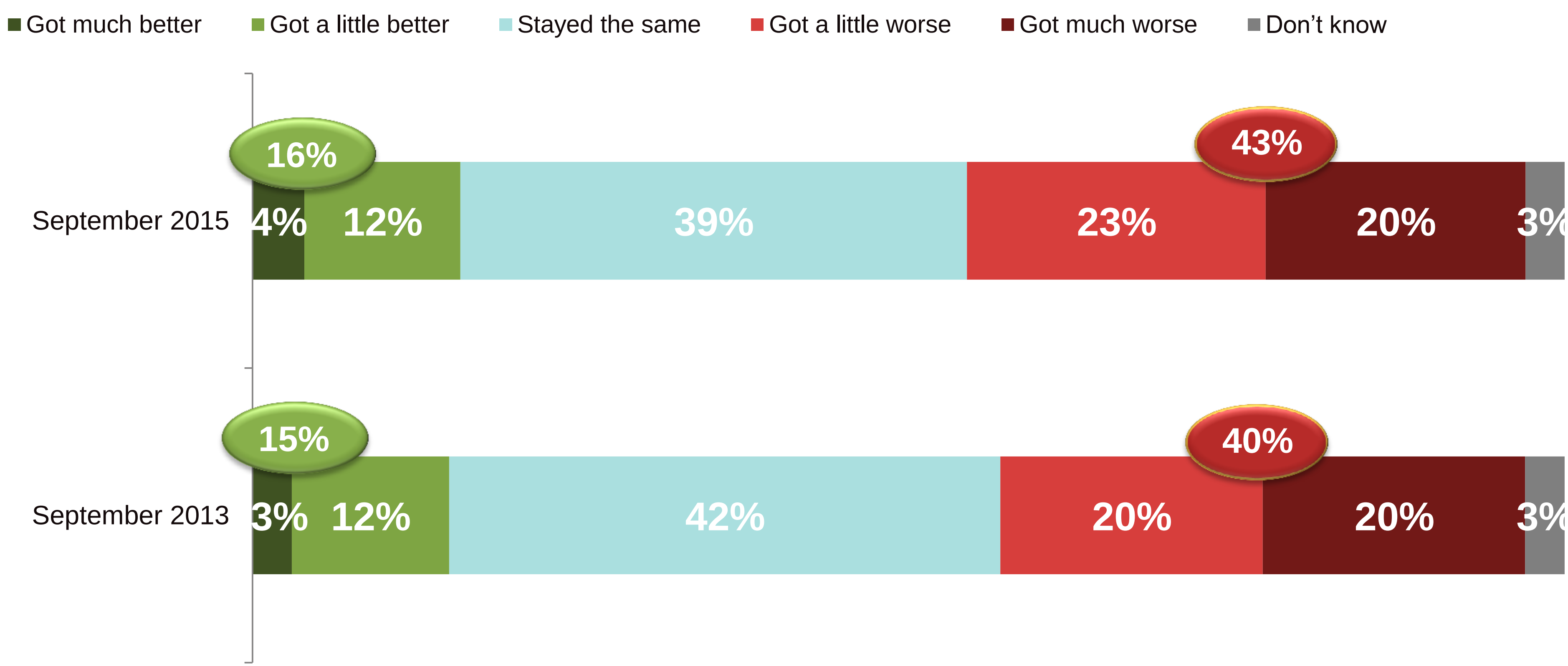


Base: 1,001 British adults 18+, 8th – 11th August 2015

Source: Ipsos MORI

And more importantly, there has been no rapid decline since 2013 in perceptions that public services have deteriorated – although those believing public services have got worse in the last five years outweigh those who believe services have improved by almost three to one (43% vs. 16%).

Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years or has it stayed the same?



Base: 1,006 British adults 18+, 11th – 13th September 2015

Source: Ipsos MORI/2013 BBC Bailout Anniversary poll

Northumberland – key indicators

The findings from Northumberland's survey show that attitudes towards the local area have remained consistent since 2012. However, attitudes towards the Council have improved significantly in terms of overall satisfaction, trust, value for money and a belief that the Council acts on residents' concerns. Compared with the 2012 NE consortium average, some attitudes towards the Council are still somewhat lower in Northumberland (i.e. advocacy and feeling informed). Yet results in Northumberland are generally in line with or better than the more recent 2015 results for Council A.

Key performance measures	Northum-berland 2015	Northum-berland 2012	Council average 2012	Council A 2015
% Satisfied with their local area as a place to live	77%	75%	73%	78%
% Satisfied with the way the Council runs things	53%	43%	50%	54%
% Agree value for money provided by the Council	36%	29%	37%	35%
% Speak positively of the Council (advocacy)	28%	29%	36%	28%
% Say Council acts on the concerns of residents	45%	39%	45%	47%
% Say they trust the Council	50%	46%	53%	53%
% Say Council keeps residents informed about services & benefits	51%	49%	57%	42%
% Say people from different background get on well together (of those who live in a diverse area)	62%	62%	58%	55%

Key findings

- **Key performance indicators for Northumberland County Council** have improved significantly since 2012:
  - Satisfaction with the Council has gone up (by 10 percentage points to 53%);
  - Perceived value for money is up (by 7 percentage points to 36%);
  - More residents believe the Council acts on residents' concerns (up 6 percentage points to 45%);
  - Fewer residents would speak negatively of the Council (down 18 percentage points to 28%).

- Half of residents (51%) also feel well informed about what the Council does, although this figure is in line with 2012 (49%).

- In terms of **attitudes towards Council-run public services,** environmental services have seen the biggest improvements since 2012. In particular, satisfaction has increased significantly with street cleaning (from 50% to 55%) and the upkeep of grass verges and vegetation in public places (from 45% to 56%).

- These positive shifts with regard to environmental services are particularly encouraging as satisfaction with street cleaning is a key driver of local area satisfaction, Council satisfaction and value for money. Clean streets is also seen as the third most important feature in a local area (behind only hospitals and schools), and the third most in need of improvement. Although the latter finding shows there is work still to be done, the increase in satisfaction since 2012 demonstrates good progress has been made in this area.

- In terms of leisure and culture services, satisfaction has increased since 2012 for parks and green spaces, but has fallen with regard to libraries. Notably, however, satisfaction with sport and leisure facilities has flatlined since 2008. This is particularly important given that satisfaction with such facilities is a key driver of local area satisfaction. For those in the South East (who are most likely to be dissatisfied with the Council), these are also features that are more likely than average to be seen as needing improvement, along with activities for teenagers and young people more generally. Sport and leisure provision is also an important factor to bear in mind given the overall levels of self-reported health within Northumberland have fallen significantly since 2012.

Key findings

- Most residents rate **their health** as at least fairly good (63%), which is significantly lower than in 2012 (down from 66%). Based on a series of questions on their recent state of mind, residents' average mental wellbeing score is 24.7 (on a scale between 7 and 35). This is the same as in 2012.

- **Overall satisfaction with the local area** has remained consistent since 2012, with 77% who are satisfied. Most feel they belong to the area (76%) and this figure has also remained stable. Feelings of safety during the day are very high (91%) and most feel safe after dark (68%), indeed more so than the benchmarks for other local authorities. Three in five (62%) agree that residents from different ethnic backgrounds get on well together, which is unchanged from 2012.

- Resident involvement in their communities appears to be waning. Although the proportion of residents who formally volunteer remains static (25% vs. 26% in 2012), the proportion of residents who participate in consultation activities to help improve Council services is decreasing (30% have done nothing, up from 22% in 2012).

- Residents are more likely to do regular informal voluntary work through help they give to someone who is not a relative (35%), although this figure has also fallen since 2012 (down from 40%). Despite this, just over half of residents (52%) agree that local people pull together to improve things in the area, and this figure has improved significantly since 2012 (up from 45%).

- Although most residents remain pessimistic about the **local, regional and national economy**, this is less so than in 2012. For example, a third (35%) think the local economy is now doing well, compared with only one in six in 2012 (16%) – which is particularly important given this is a key driver of local area satisfaction.

Key findings by geography

- The South East region of Northumberland has the highest levels of deprivation in the county. As might be expected, residents there are consistently less positive about their community, their health and their general quality of life. For example:
  - They are less satisfied with the local area (69% vs. 77% overall);
  - They are less likely to say that local people pull together to improve things in the area (38% vs. 52% overall);
  - Fewer of them rate their quality of health as good (58% vs. 63% overall);
  - They are more likely to be dissatisfied with their standard of living (13% vs. 11% overall) and their accommodation (6% vs. 4% overall);
  - They are more likely to think crime and anti-social behaviour are in need of improvement (21% and 32% respectively), and to say they feel unsafe after dark in their local area (28% vs. 18% overall).
- On the other hand, residents in South East Northumberland are *better* disposed towards the Council. For instance, they are more likely than average to speak highly of it (32% vs. 28%), to say it acts on residents' concerns (48% vs. 45%) and to trust it (53% vs. 50%).
- One explanation for this is perhaps that those in the South East are significantly more likely than average to be social tenants (23% vs. 18% overall), a group who we know are more likely to have contacted the Council in the last 12 months (59% vs. 52% overall), to agree that the Council provides value for money (44% vs. 36% overall), and to say they are Council advocates (39% vs. 28% overall).
- It is residents in West Northumberland who are particularly critical of the Council. They are more likely than average to be dissatisfied with the way it runs things (35% vs. 27%), more likely to disagree it offers value for money (39% vs. 32%), more likely to be critics (36% vs. 28%) and more likely to say they trust the Council either not very much or nothing at all (58% vs. 50%). In this operating area, the issues more likely than average to be considered in need of improvement are road and pavement repairs, care and support for older people, and education provision/schools.

Overall attitudes to the local area

Key findings for the local area

- Three in four residents (77%) are satisfied with their local area, compared with only one in eight (13%) who are dissatisfied with it. These results have changed little since 2012. The key drivers of local area satisfaction include feeling safe, people pulling together to improve things and a sense that the local economy is doing well. Other factors include the Council providing value for money and acting on residents' concerns, alongside satisfaction with certain Council services (e.g. sports and leisure, street cleaning).

- Residents are more likely to say their area has got worse (25%) rather than better (12%) over the last 12 months, although most perceive no change (63%). However, the balance of opinion has improved since 2012, with fewer residents who say the area has got worse (down 6 percentage points) and more who say it has got better (up 6 percentage points).

- The great majority of residents feel safe outdoors (91%) and most feel safe after dark as well (68%).

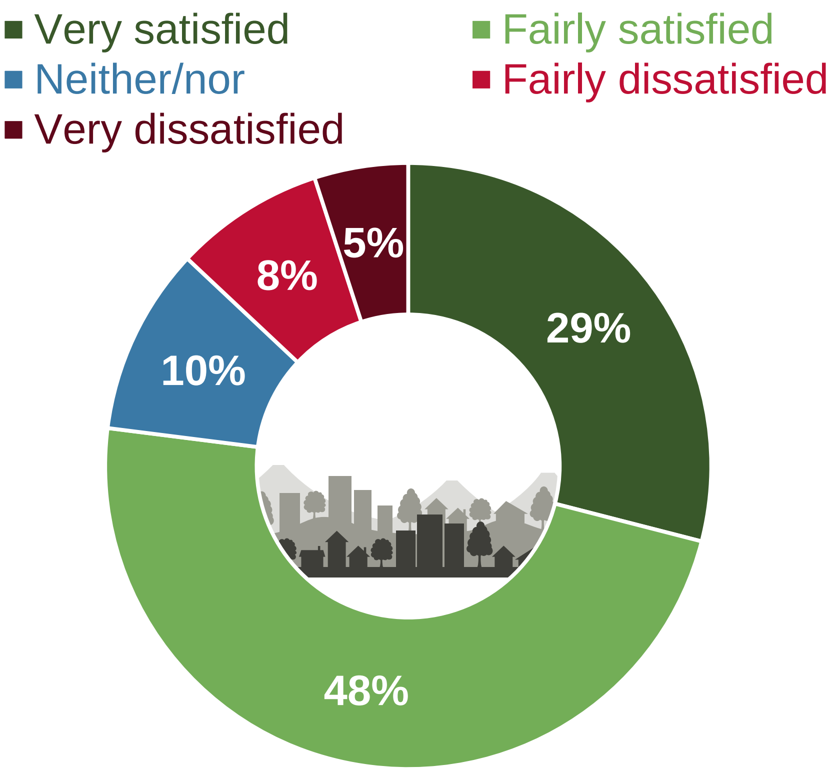
- The aspects of the local area that are most often thought to need improvement are roads and pavements (56%), job prospects (38%) and street cleaning (34%).

- Residents in South East Northumberland are consistently less positive; fewer of them are satisfied with the area, and more of them feel unsafe there after dark. On the other hand, they are also more likely to say the area has got better in the last 12 months.

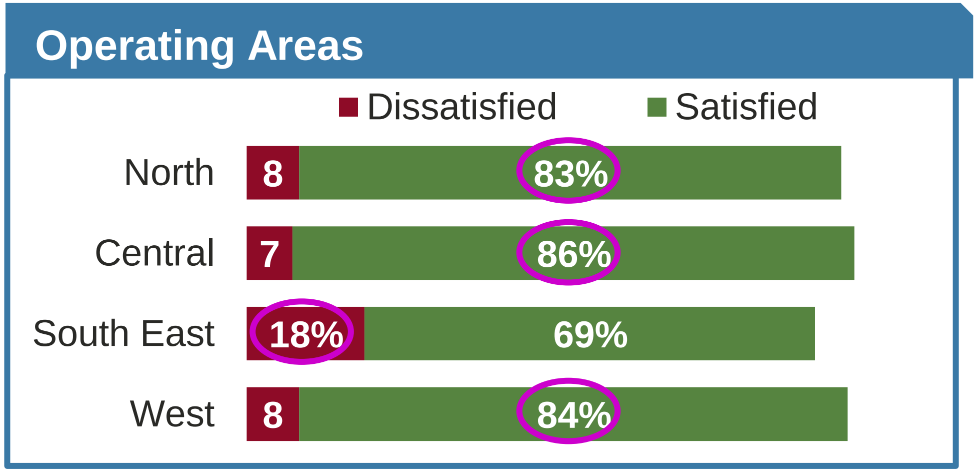
- Where comparison is possible, Northumberland is generally in line with results for other local authorities. However, feelings of safety after dark are higher in Northumberland than the available benchmarks.

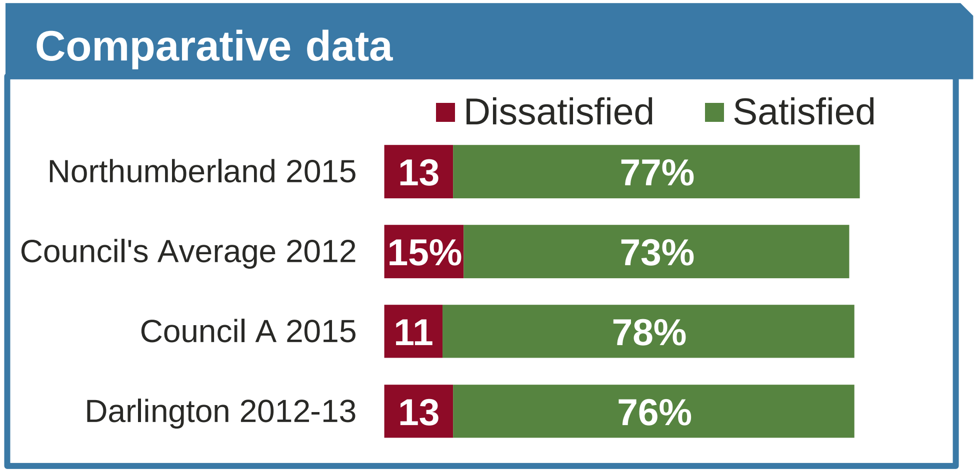
Three in four residents are satisfied with their local area (77%), which is line with the results for the County Council in 2012, as well as with benchmarks for Darlington and Council A. Satisfaction is below average in the South East of Northumberland (69% vs. 77% overall). However, it is higher among older residents aged 65+ (79% vs. 71% of those aged 18-34) as well as private renters (86% vs. 77% overall).

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



	2015	2012	2008
Satisfied	77%	75%	81%
Dissatisfied	13%	15%	9%





Base: All responding (2469) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Positive drivers

Agree Council provides value for money	14%
Feel safe after dark	10%
Feel safe during the day	9%
Agree people pull together to improve the local area	8%
Satisfied with sports & leisure facilities	7%
Local economy is thriving/on the way up	7%
Satisfied with your accommodation	7%
Council acts on the concerns of local residents	6%
Area has got better over the past 12 months	5%
Strong sense of belonging to local area	5%
Satisfied with street cleaning	4%
Been feeling optimistic about the future all of the time	3%

Satisfaction with local area as a place to live

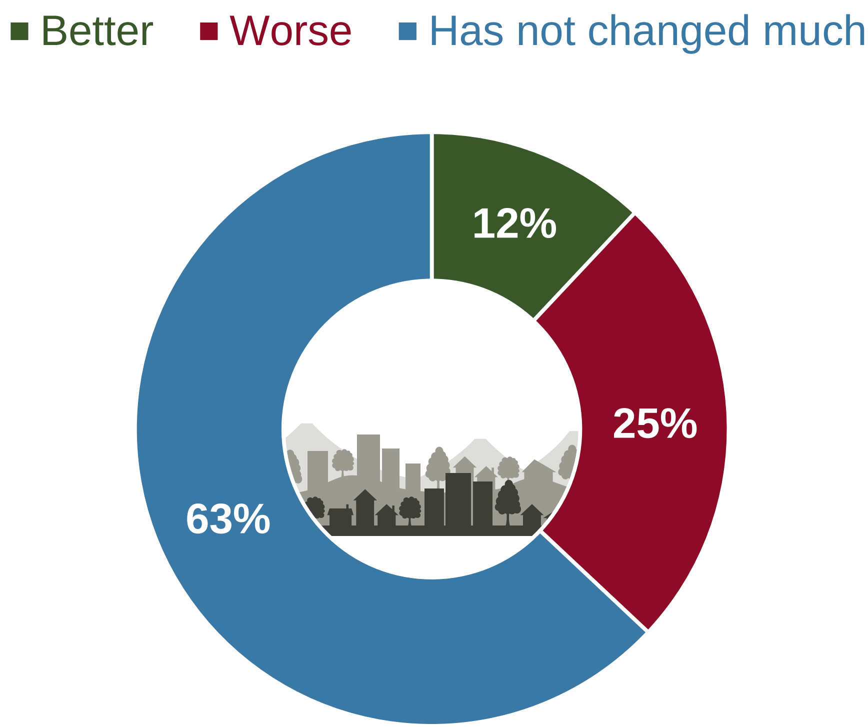
Negative drivers

6%	Health in general is bad
4%	Disagree you can influence decisions affecting your local area
3%	Dissatisfied with winter maintenance
3%	Personal finances will get worse over the next 12 months

39% of the variance explained by the model

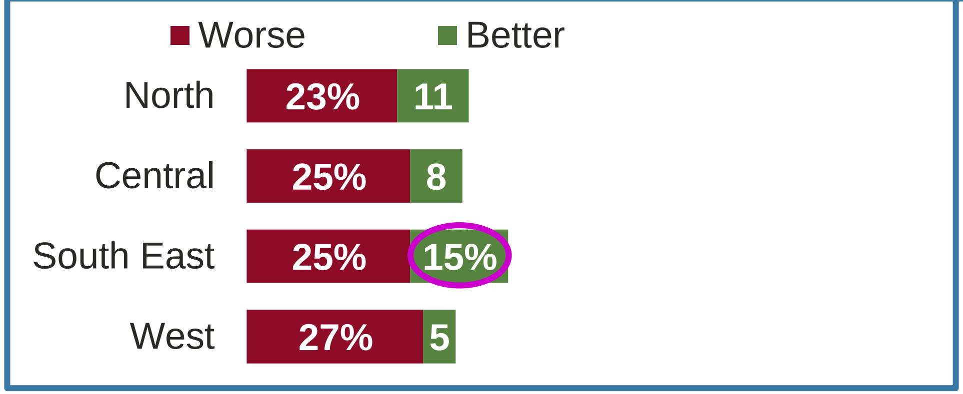
Residents are twice as likely to say the area has got worse (25%) rather than better (12%), although most say it has not changed (63%). However, the balance of opinion has improved since 2012. Residents in South East Northumberland are most likely to say the area has improved (15% vs. 12% overall). Compared with the overall proportion who say the area has worsened (25%), this figure is greater among owner-occupiers (28%), those aged 35-64 (27%) and carers (28%).

Q8. On the whole, do you think over the past 12 months that your local area has got better or worse or not changed much?

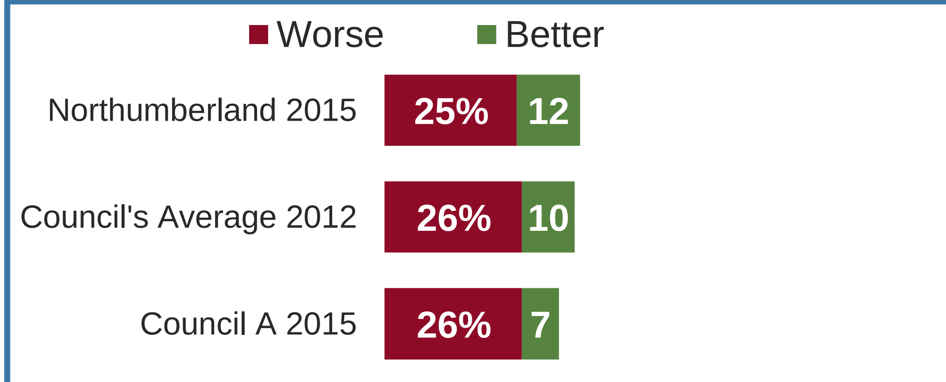


	2015	2012
Got better	12%	6%
Got worse	25%	29%

Operating Areas



Comparative data

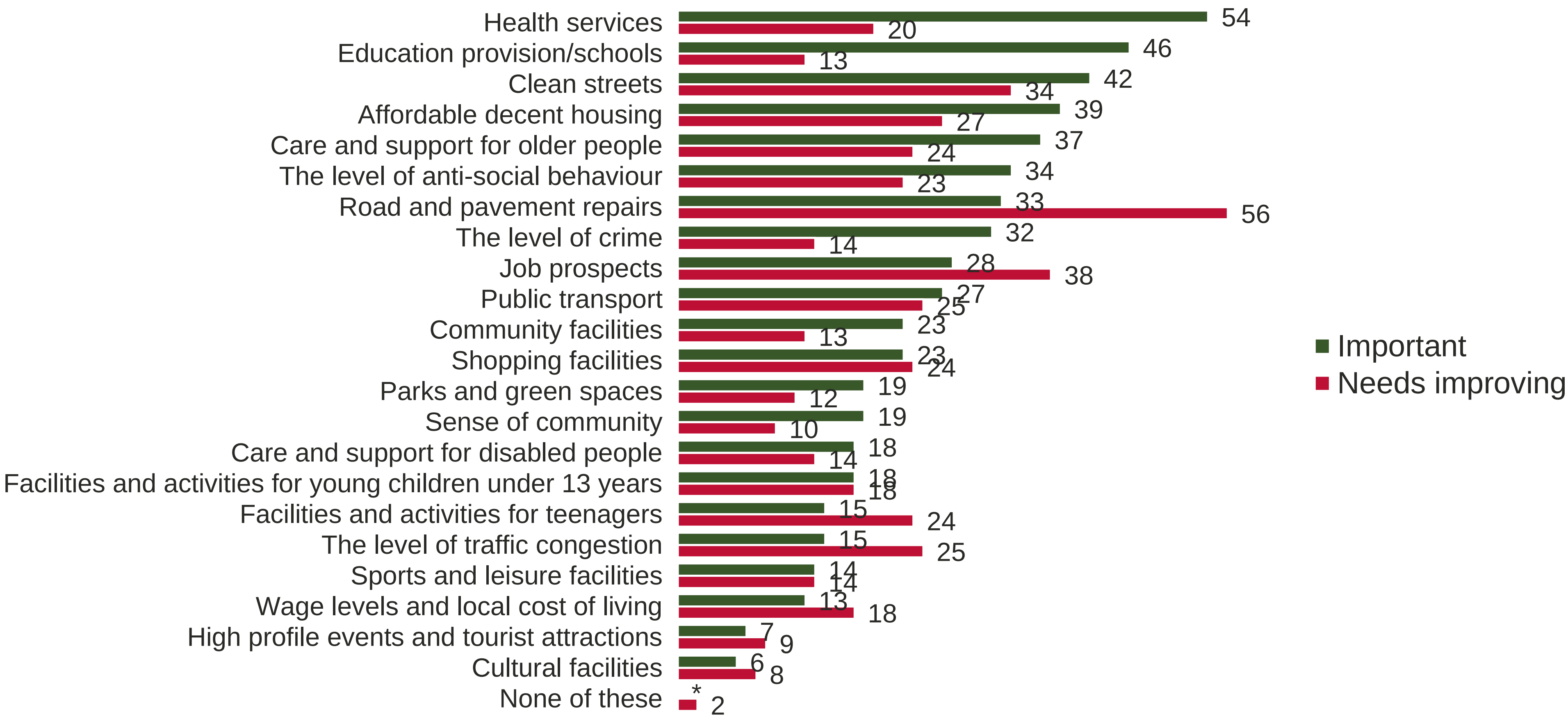


Base: All responding who have lived in the area for at least 12 months (2395) :
Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Residents are most likely to say that health services (54%) education/schooling (46%) and clean streets (42%) make somewhere a good place to live. However, they are most likely to say that road and pavement repairs (56%) and job prospects (38%) most need improvement in the local area.

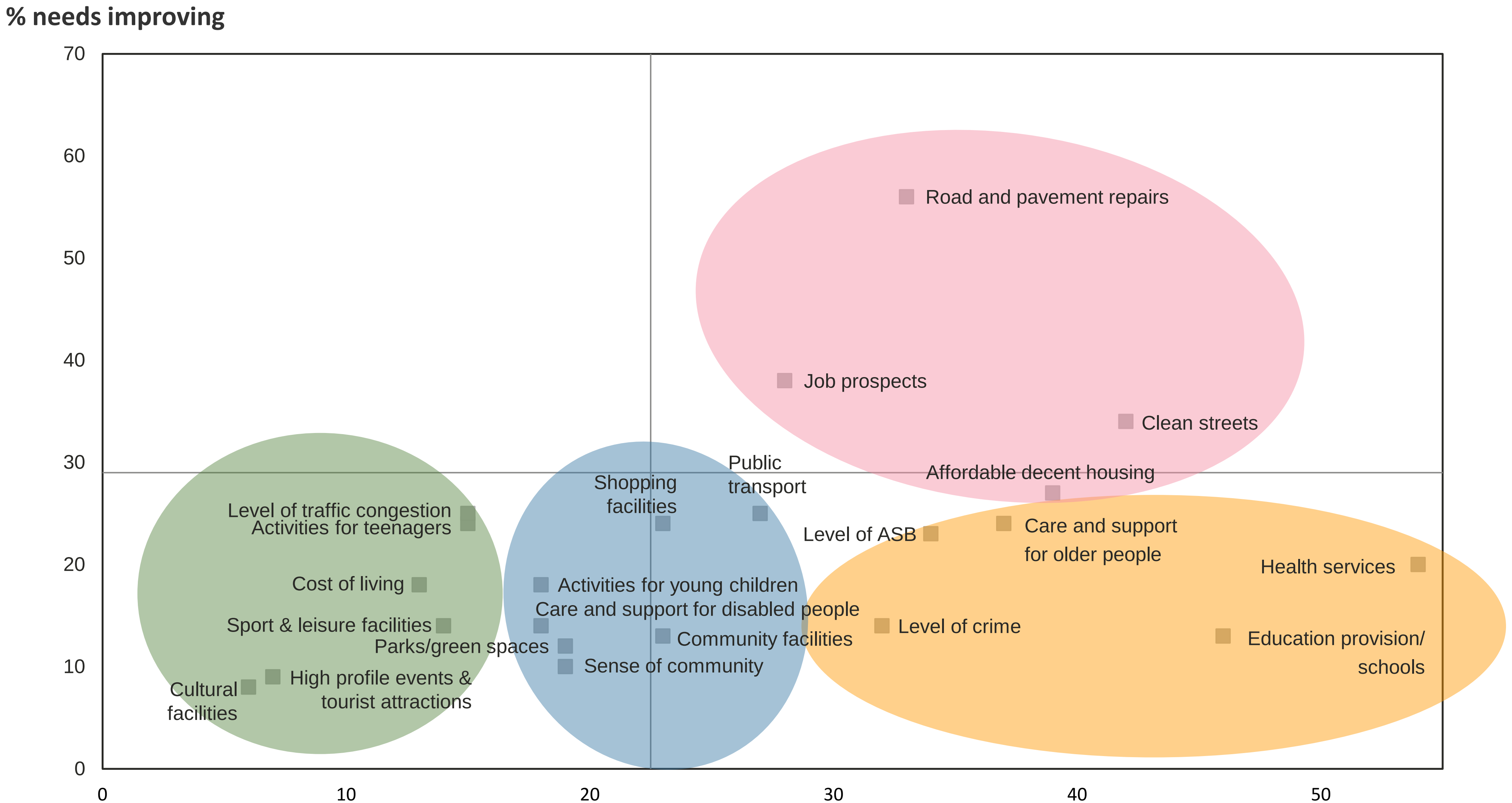
Q9. Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Q10. And thinking about this local area, which of the things below, if any, do you think most need improving?



Base: Q9. All responding (2419); Q10. All responding (2314) :
Fieldwork dates : 15 September – 30 October 2015

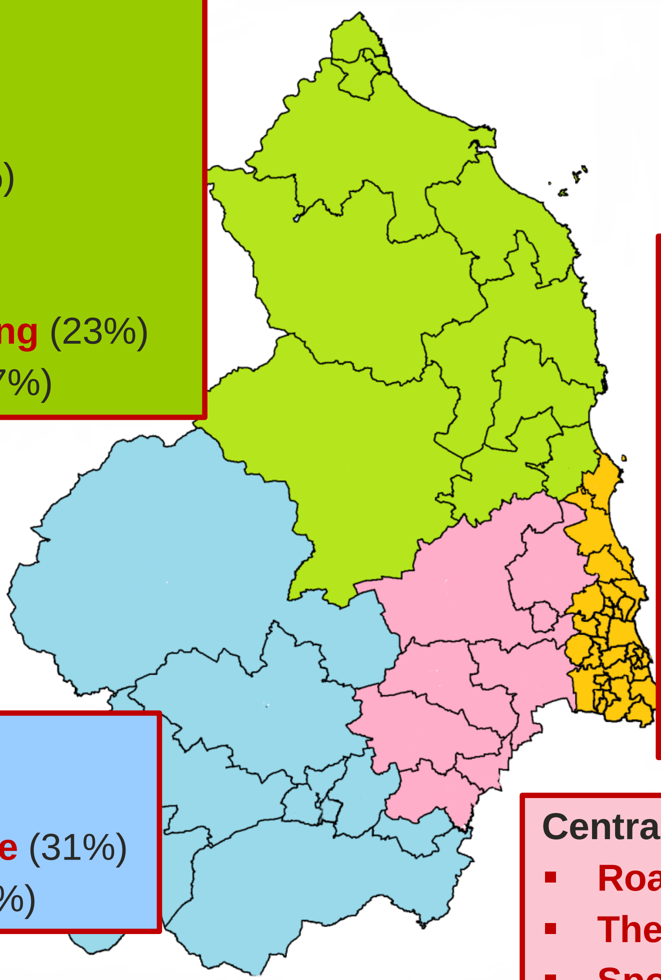
Source: Ipsos MORI

When the most important factors in making an area a good place to live are set against the local issues that need improvement, the priorities are shown to be road and pavement repairs, clean streets, job prospects and affordable housing. Things like health services and local schools are important but are comparatively less urgent local priorities. The lowest priorities (low importance and low need for improvement) include things like the cost of living, cultural facilities, and leisure facilities.



Base: Q9. All responding (2419); Q10. All responding (2314) : Fieldwork dates : 15 September – 30 October 2015

Boxes denote the features that are more likely than average to be seen as requiring improvement in each operating area.



North:

- **Road & pavement repairs** (61%)
- **Job prospects** (48%)
- **Affordable decent housing** (34%)
- **Public transport** (30%)
- **Health services** (28%)
- **Wages levels & local cost of living** (23%)
- **Education provision/schools** (17%)

South East:

- **Clean streets** (42%)
- **The level of anti-social behaviour** (32%)
- **Shopping facilities** (31%)
- **Facilities for teenagers** (29%)
- **Facilities for young children** (24%)
- **The level of crime** (21%)
- **Sports and leisure facilities** (16%)
- **Parks and green spaces** (15%)

West:

- **Road & pavement repairs** (68%)
- **Care and support for older people** (31%)
- **Education provision/schools** (19%)

Central:

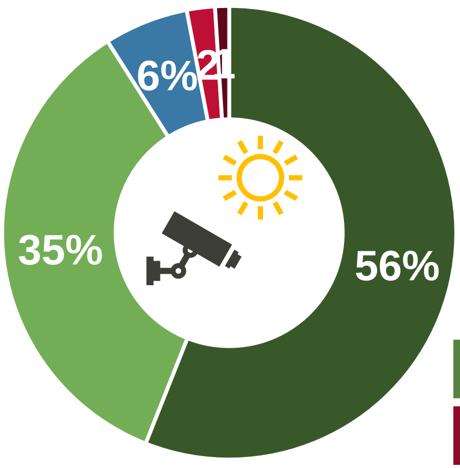
- **Road & pavement repairs** (65%)
- **The level of traffic congestion** (37%)
- **Sports and leisure facilities** (18%)

Base: All responding (2314) : Fieldwork dates : 15 September – 30 October 2015

The great majority of residents feel safe outdoors during the day (91%) and most do so after dark (68%). Feeling safe after dark is higher in Northumberland than for Council A and for Darlington. Residents most likely to feel unsafe after dark are women (22% vs. 13% of men), older residents aged 65+ (20% vs. 16% of those aged 35-64), disabled residents (23% vs. 16% of those who are not disabled) and those who live in South East Northumberland (28% vs. 18% overall).

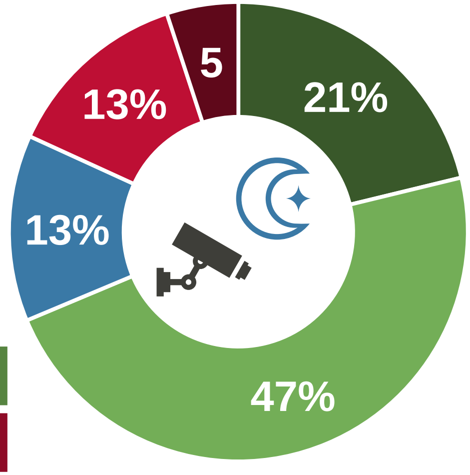
Q11. How safe or unsafe do you feel when outside in your local area……?

■ Very safe ■ Fairly safe ■ Neither/nor ■ Fairly unsafe ■ Very unsafe



Safe	91%
Unsafe	3%

Safe	68%
Unsafe	18%



Comparative data

	% safe
Northumberland 2015	91%
Council A 2015	88%
Darlington 2012-13	86%

Comparative data

	% safe
Northumberland 2015	68%
Council A 2015	55%
Darlington 2012-13	54%

Base: All responding : During the day (2400); After dark (2417) : Fieldwork dates : 15 September – 30 October 2015 Source: Ipsos MORI

Involvement in your area

Key findings for involvement in the community

- The great majority of residents (76%) feel they belong to their local area, and this proportion has changed little since 2012 (74%). Of those who feel there is ethnic diversity in their local area, three in five (62%) agree that residents from different ethnic backgrounds get on well, and this figure is in line with 2012.

- One in four residents (25%) does regular formal voluntary work with groups, clubs and organisations in the local area, which is much the same as in 2012 (26%). Residents are more likely to do regular informal voluntary work through help they give to someone who is not a relative (35%), although this figure has fallen since 2012 (down from 40%).

- Despite this fall in informal volunteering, just over half of residents (52%) agree that local people pull together to improve things in the area, and this figure has improved significantly since 2012 (up from 45%).

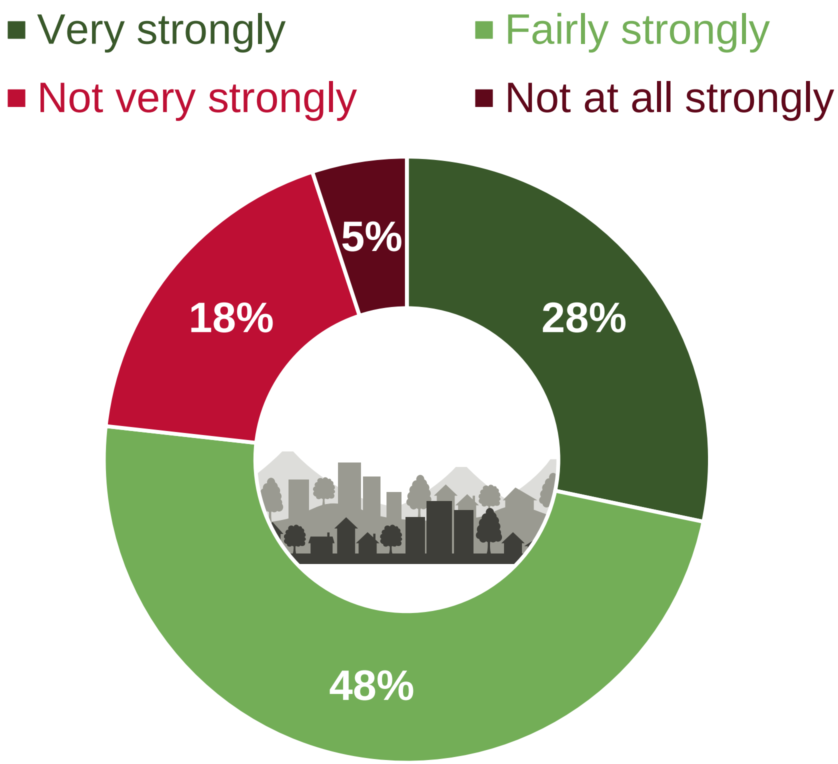
- Only a minority (29%) agree they can influence decisions which affect the local area, but this figure is consistent with results from 2012 and 2008. However, the proportion not having any formal involvement with the Council has risen from 22% in 2012 to 30% in 2015.

- Again, residents in the South East are more negative, with fewer in this region who feel they belong to the area, feel able to influence decisions or who agree that local people pull together. Residents here are also less likely to do regular formal voluntary work, and less likely to experience social cohesion, reflecting their views that anti-social behaviour issues need to be improved (as covered in the previous section).

- Benchmark comparisons are generally favourable, with Northumberland residents more likely than in other areas to feel a sense of belonging to the locality, to say that different ethnic groups get along, and to think that local people pull together.

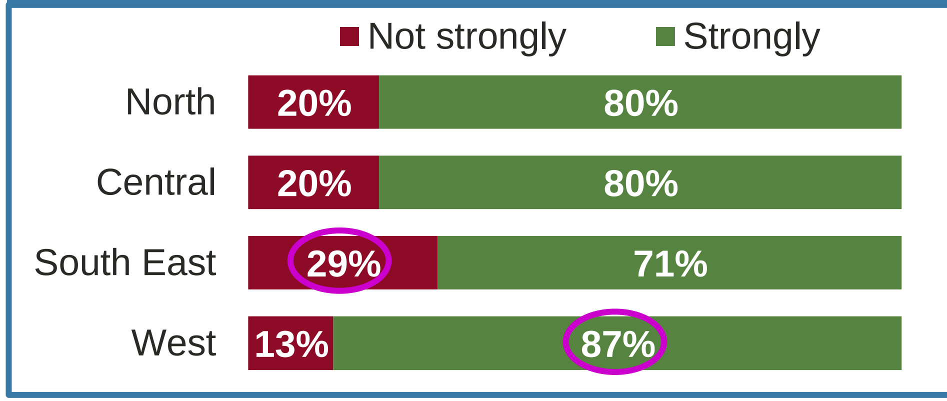
Three in four residents (76%) feel a strong sense of belonging to the local area, which is in line with results from 2012. It is also better than the comparisons with other local authorities, especially Darlington. The sense of belonging is highest in West Northumberland (87%) and lowest in the South East (71%). Compared with the Northumberland average (76%), it is also higher among older residents aged 65+ (79%).

Q17. How strongly do you feel you belong to your local area?

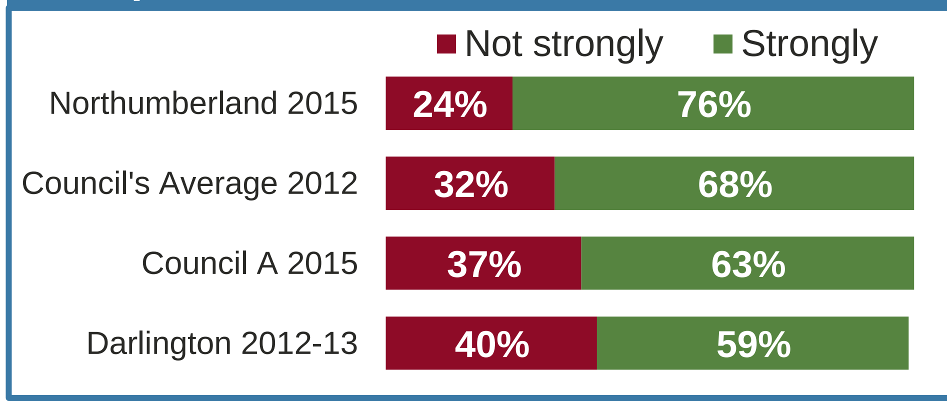


	2015	2012	2008
Strongly	76%	74%	69%
Not strongly	24%	26%	31%

Operating Areas



Comparative data

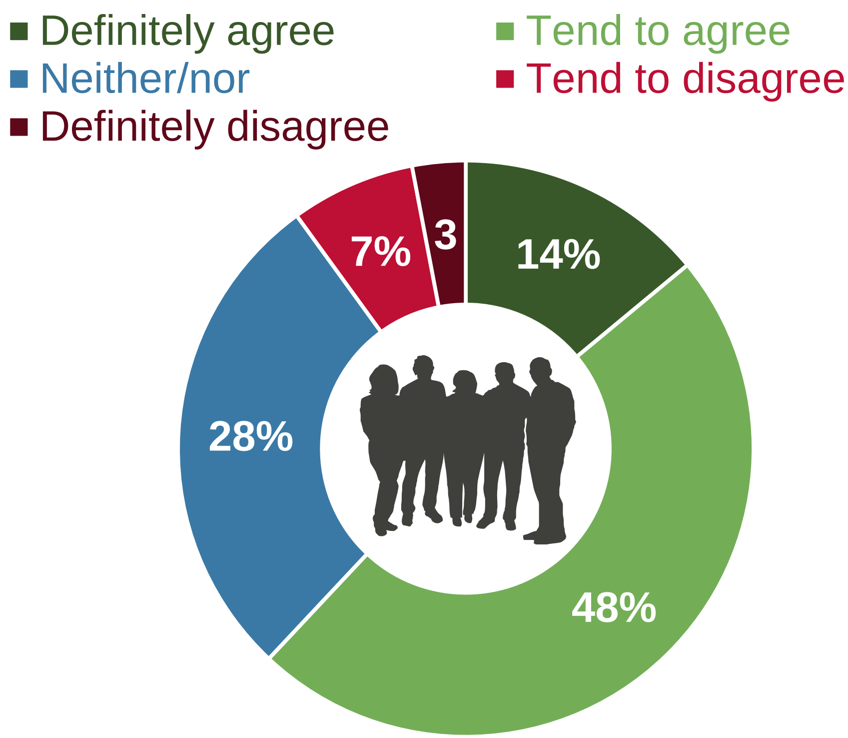


Base: All responding (2380) : Fieldwork dates : 15 September – 30 October 2015

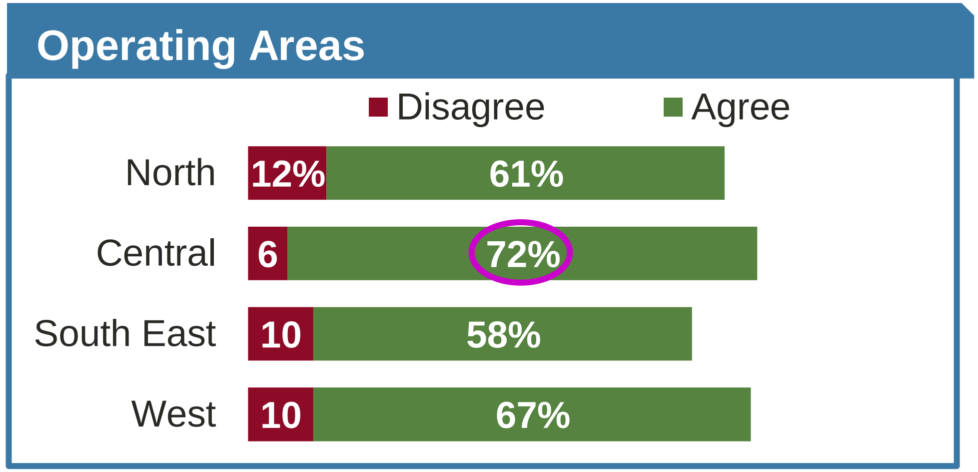
Source: Ipsos MORI

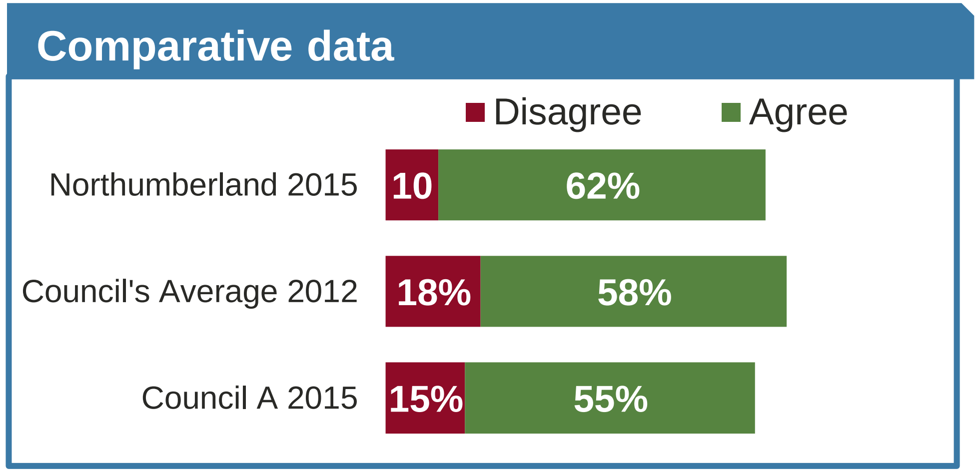
Three in five residents (62%) agree that different ethnic groups get on well in their local area, and only one in ten (10%) disagree. Those in Central Northumberland are more likely to agree (72% vs. 62% overall). Agreement is also greater among women than men (66% vs. 58%) and among older residents aged 65+ (65% vs. 60% of those aged 35-64).

Q18. To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?



	2015	2012
Agree	62%	62%
Disagree	10%	15%



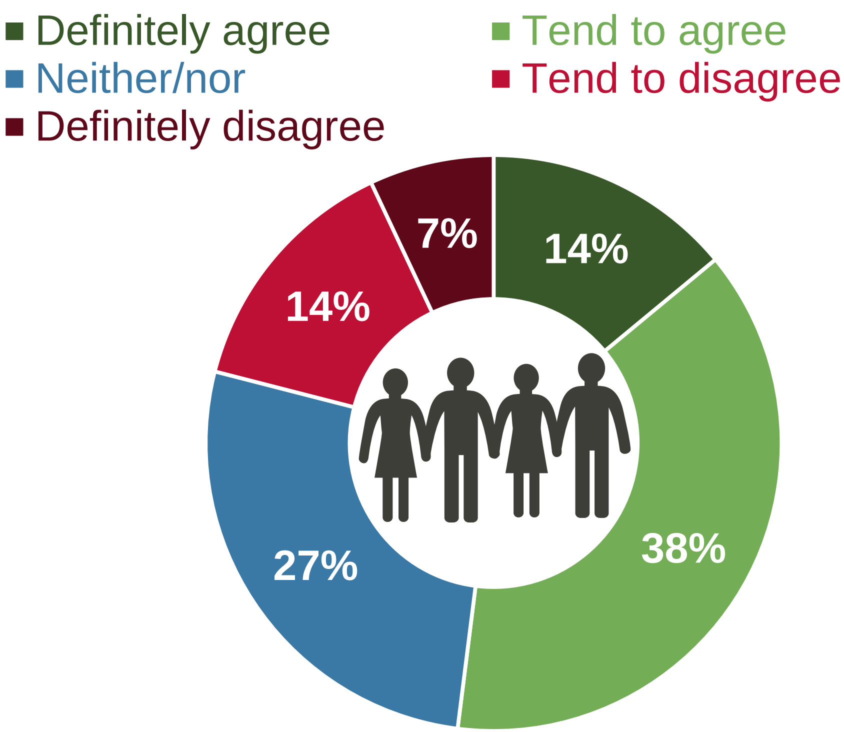


Base: All responding and live in a diverse area (1777) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

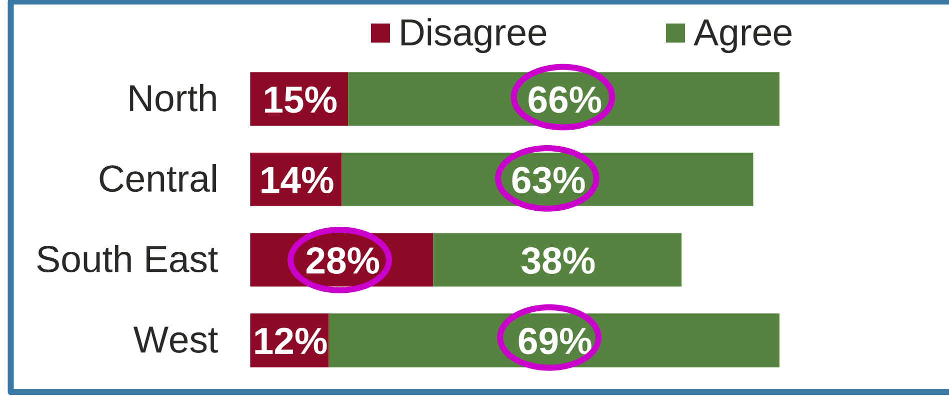
Just over half of residents (52%) agree that local people pull together to improve the area, which is significantly more than in 2012 (up 7 percentage points) and is higher than in other comparable local authority areas. Residents in the South East are much less likely to agree (38% vs. 52% overall). Younger residents aged 18-34 and owner-occupiers are also more likely to disagree (30% and 22% respectively , vs. 21% overall).

Q19. To what extent would you agree or disagree that people in this local area pull together to improve the local area?

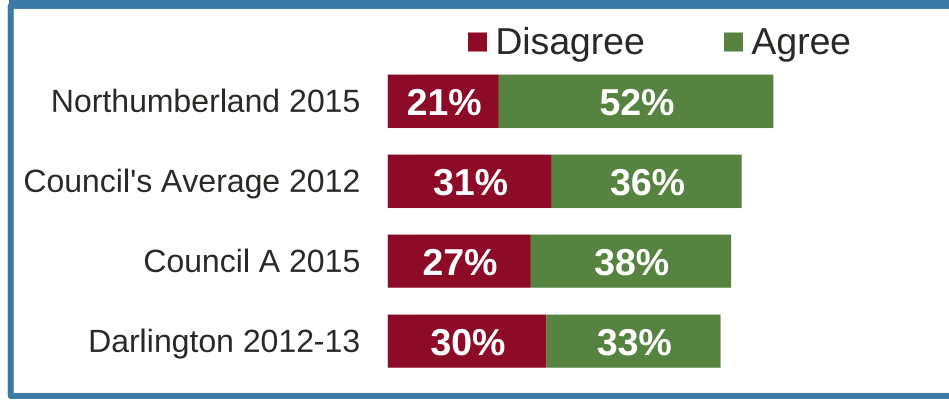


	2015	2012
Agree	52%	45%
Disagree	21%	24%

Operating Areas



Comparative data

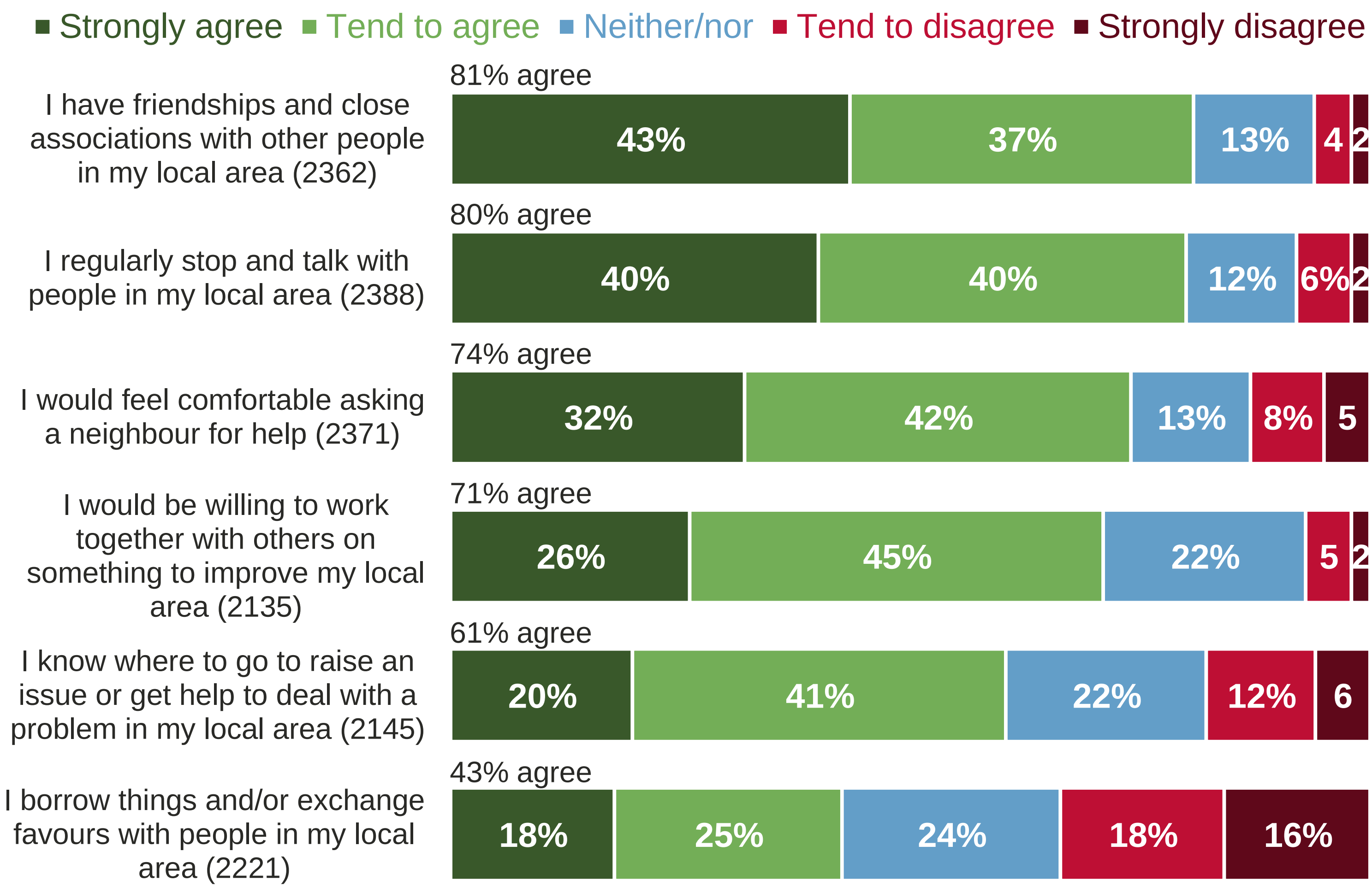


Base: All responding who believe their area needs improving (2272) :
Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Most residents have friendships with other locals (81%) and regularly stop and talk to others in the area (80%). Most would also be willing to ask a neighbour for help (74%) and to work with other locals to improve the area (71%). However, only a minority currently borrow or exchange things with other local people (43%). Results are generally lower than the previous Northumberland survey, especially for borrowing things (6 percentage points).

Q38. To what extent do you agree or disagree with the following statements?



% agree: Council Average 2012	Northumberland 2012
75%	85%
72%	84%
67%	78%
68%	73%
55%	59%
35%	49%

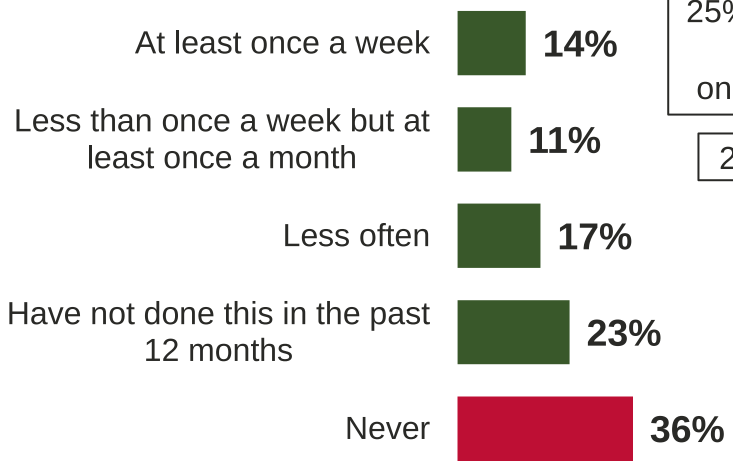
Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

One in four residents do regular formal voluntary work (25%), and one in three volunteer regularly but informally (35%). These results are generally in line with benchmarks for other local authorities, although the proportion who do regular informal voluntary work has fallen in Northumberland since 2012 (down 5 percentage points). Doing regular formal voluntary work is less common in South East Northumberland (20% vs. 25% overall).

Q20. How often, if at all, have you given unpaid help in the following ways?

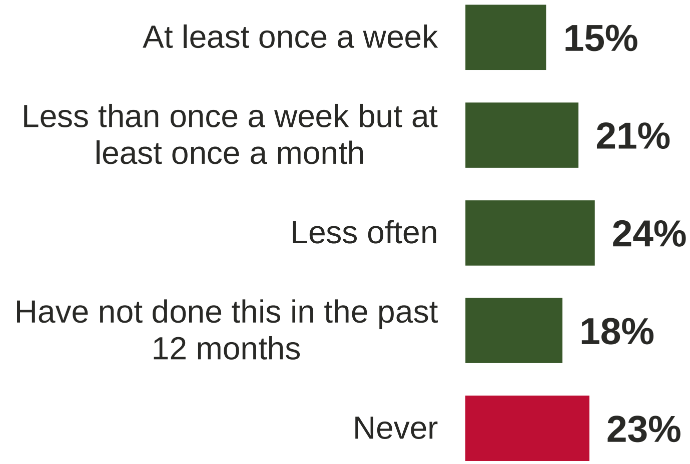
By taking part in or supporting any group, club or organisation (2374)



25% volunteer **formally** once a month

2012 = 26%

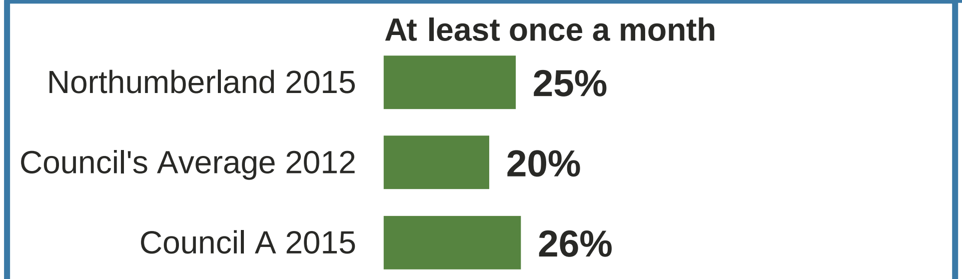
As an individual to someone who is not a relative (2380)



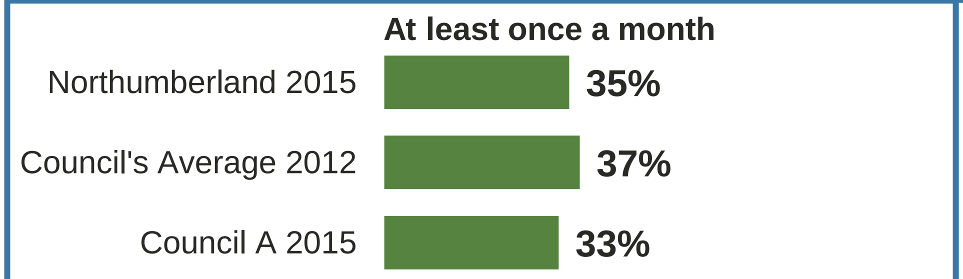
35% volunteer **informally** once a month

2012 = 40%

Comparative data



Comparative data

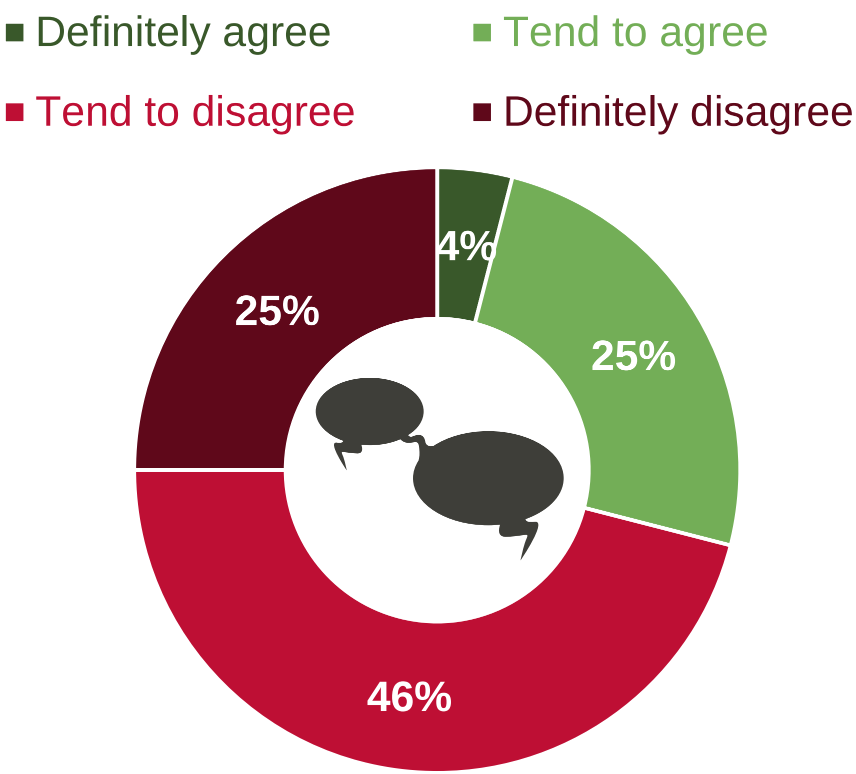


Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

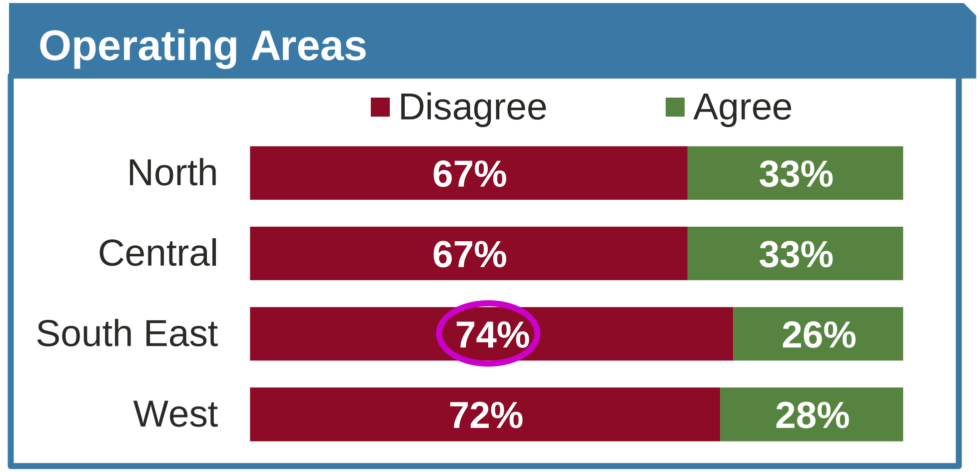
Source: Ipsos MORI

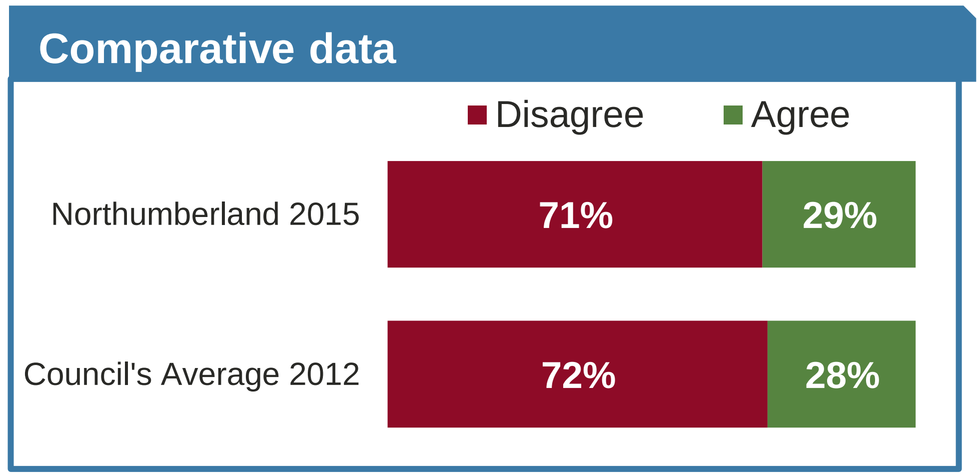
Three in ten residents (29%) agree they can influence decisions which affect their local area, which is line with results from previous surveys in the county. Residents in South East Northumberland are most likely to say they cannot influence decisions (74% vs. 71% overall).

Q21. Do you agree or disagree that you can influence decisions affecting your local area?



	2015	2012	2008
Agree	29%	27%	28%
Disagree	71%	73%	72%





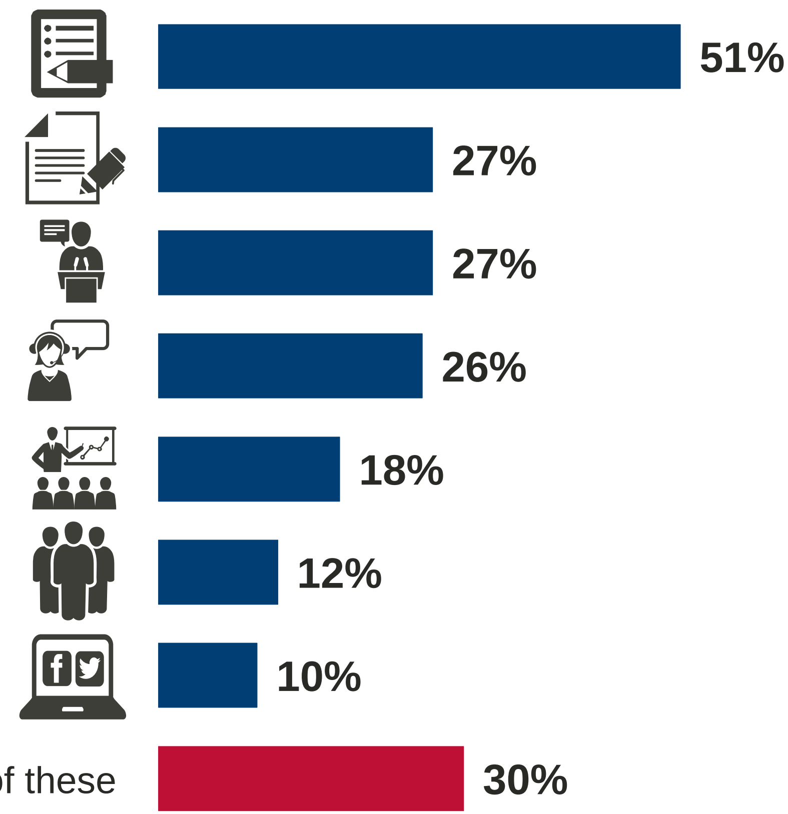
Base: All responding (1966) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

When asked about involvement with local services, residents are most likely to say they have completed a questionnaire (51%), followed by petitioning (27%), contacting a Councillor or MP (27%) and contacting the Council (26%). However, the proportion who say they have <u>not</u> been involved has gone up significantly since 2012 (by 8 percentage points from 22% to 30%).

Northumberland County Council

Q22. Have you done any of the following to become more involved with council services and your local community?



		Council Average 2012	Northumberland 2012
Completed questionnaires like this one about local matters	51%	58%	59%
Signed or organised a petition	27%	29%	32%
Contacted a local Councillor or MP	27%	25%	27%
Contacted the Council to give your views on an issue	26%	25%	27%
Attended local public meetings run by the Council	18%	16%	19%
Became involved in a group set up to discuss services or issues in the local area	12%	9%	11%
Given your views about local services or issues via social networking	10%	6%	6%
None of these	30%	24%	22%

Base: All responding (2349) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Health

Key findings for health and wellbeing

- Almost two in three residents (63%) say they have good health overall, which is below the level of 2012 (down from 66%). Although only a minority (10%) say their health is bad, this has increased significantly since 2012 (up from 8%).

- One in three residents (36%) has a limiting health condition or disability of some kind. A similar proportion of residents (34%) also provides care and support to somebody else; one in ten (10%) provides at least 20 hours of care a week.

- When asked about their recent state of mind, most residents have recently felt able to make up their mind about things (78%) to think clearly (62%), and to have felt close to others (57%). However, they are a good deal less likely to have felt optimistic about the future (36%) or to have felt relaxed (36%).

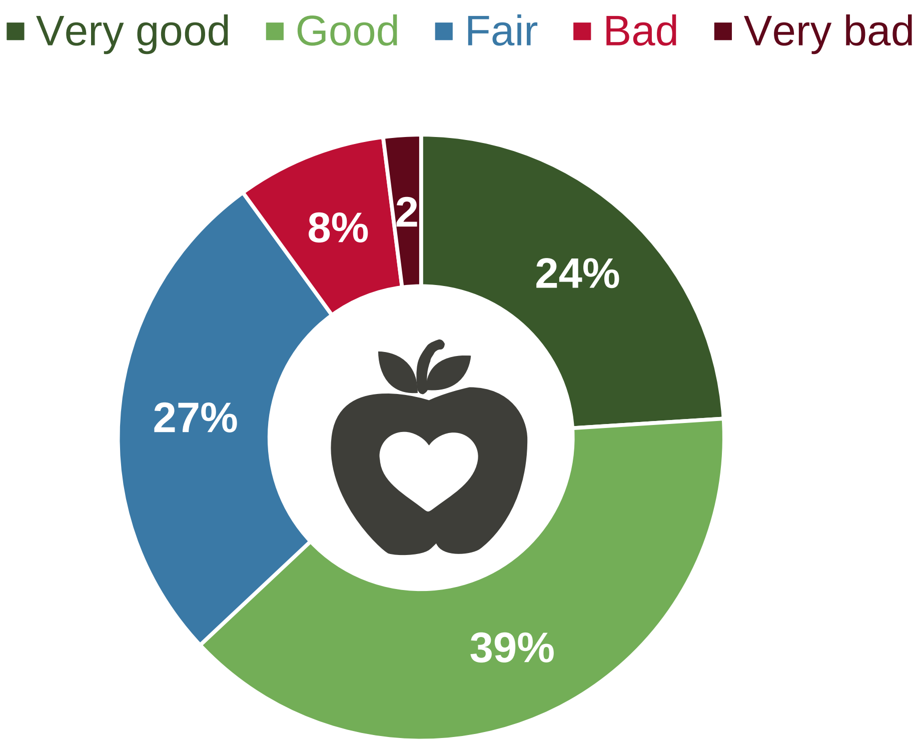
- Based on the questions about their recent state of mind, residents' overall mental wellbeing score is 24.7 (on a scale that runs between 7 and 35). This is unchanged from the average score in 2012.

- As might be expected, older residents aged 65+, social tenants and those who live alone are generally in worse health and are more likely to have limiting conditions or disabilities. With the exception of older people, they also have lower levels of mental wellbeing. Residents in South East Northumberland have similarly lower levels of physical and mental wellbeing.

- A key focus for the Council is to reduce the social problems and anti-social behaviour caused by excessive alcohol consumption or binge drinking. Almost half (48%) would support minimum unit pricing of alcohol. Two in ten are neutral (22%), while three in ten (30%) would oppose the idea.

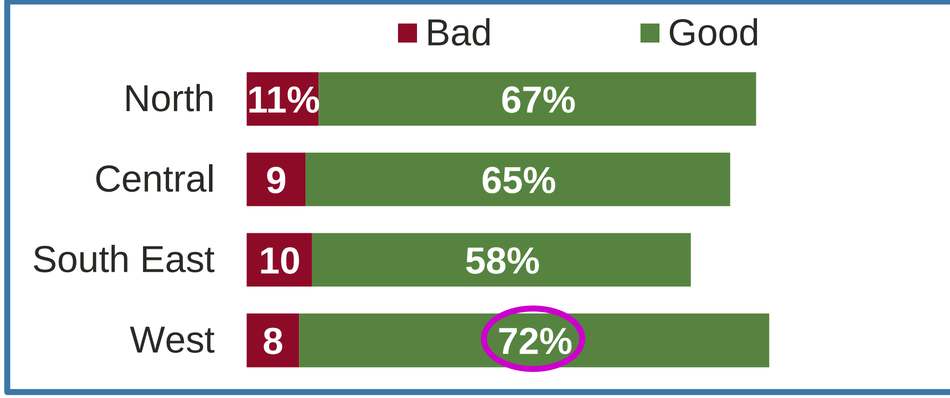
Almost two in three residents (63%) say they have good health, a figure which is highest in West Northumberland (72%) but lowest in the South East (58%). Bad health is more common among older residents aged 65+ (13% vs. 5% of those aged 18-34), and those in rented housing (19% of social renters and 16% of private renters, vs. 7% of owner-occupiers). Bad health is also more common among those who live alone (14% vs. 10% overall).

Q39. How is your health in general? Would you say it is…?

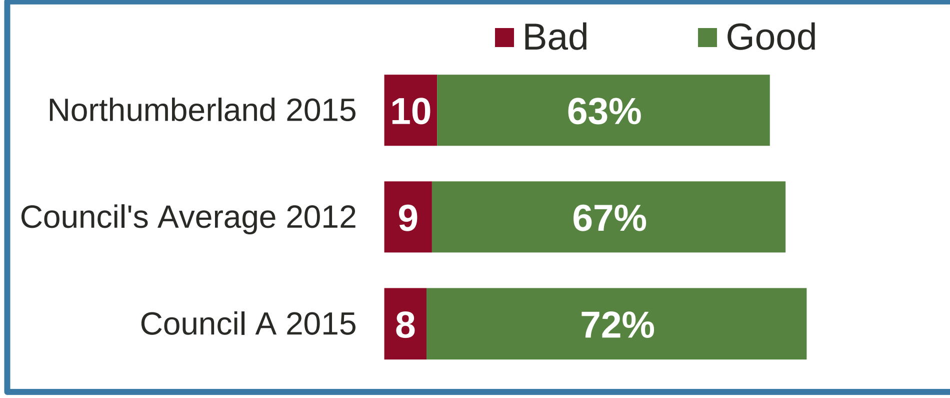


	2015	2012
Good	63%	66%
Bad	10%	8%

Operating Areas



Comparative data

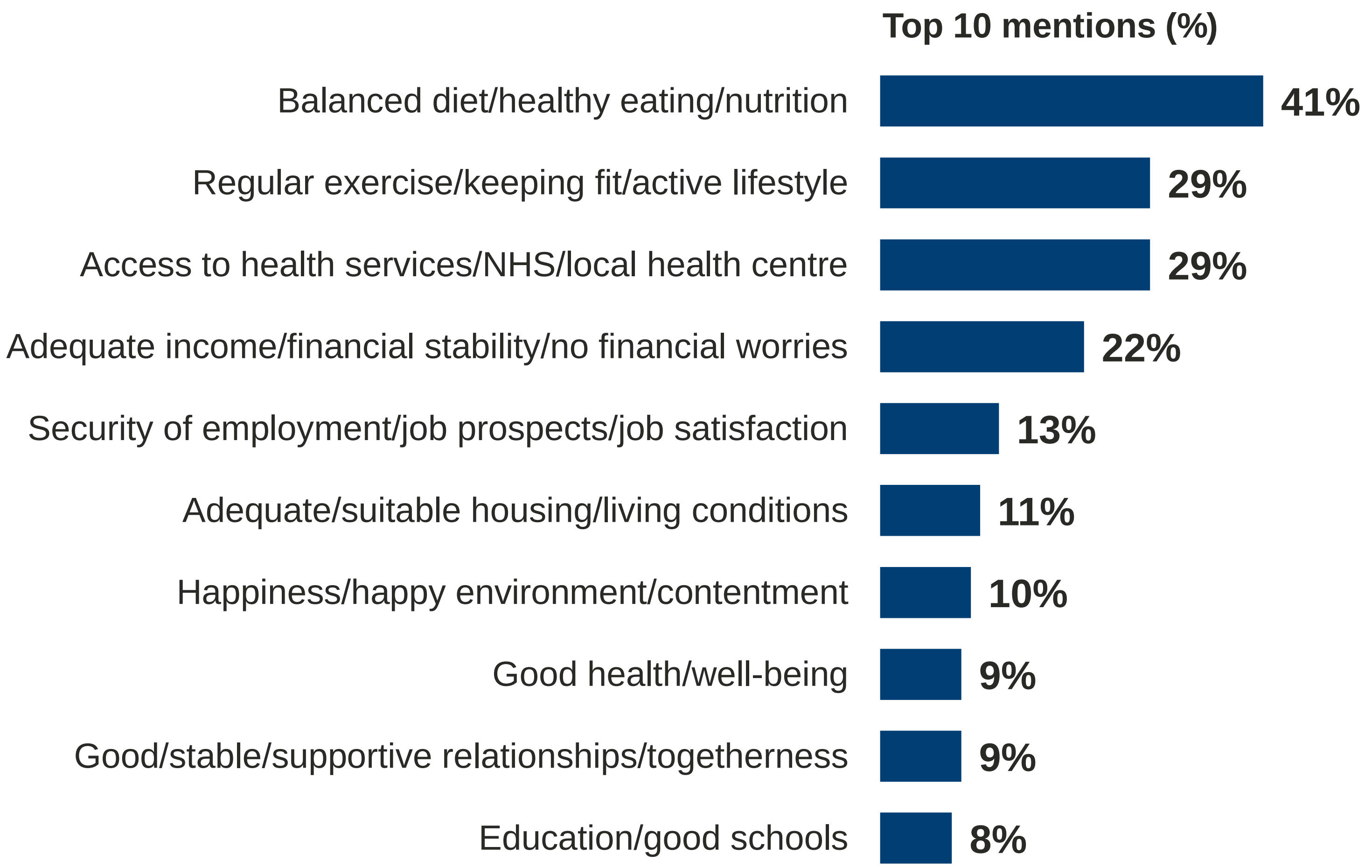


Base: All responding (2462) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Residents were asked an open-ended question about the factors they consider most important in maintaining health and wellbeing. The responses to these questions have been coded and the top ten mentions are shown below. The most important factors are considered to be diet, exercise, access to health services, financial stability and job security.

Q40. What three factors do you consider to be the most important in contributing to the health and well-being of your family?

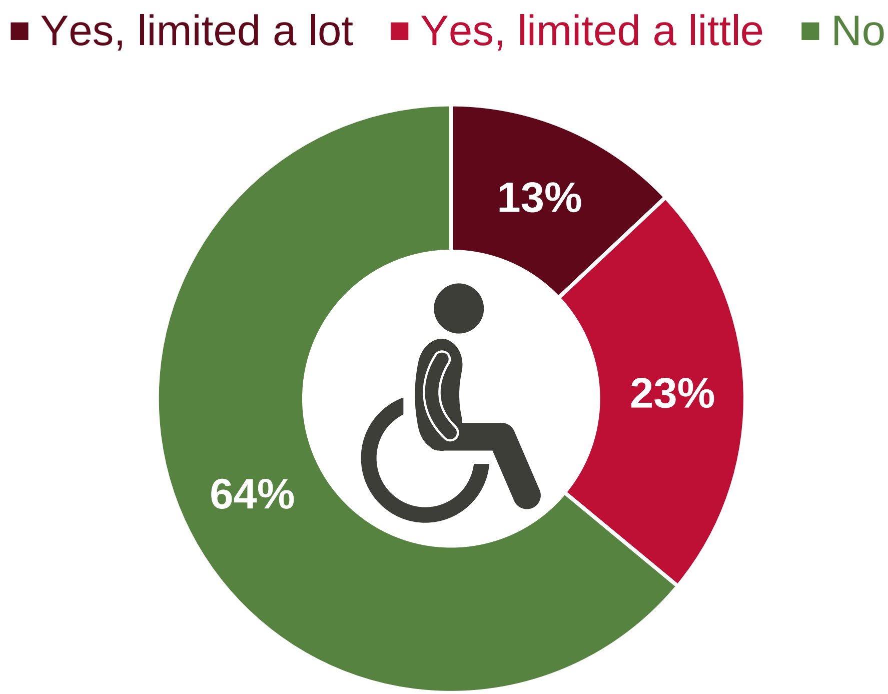


Base: All responding (1605) : Fieldwork dates : 15 September – 30 October 2015

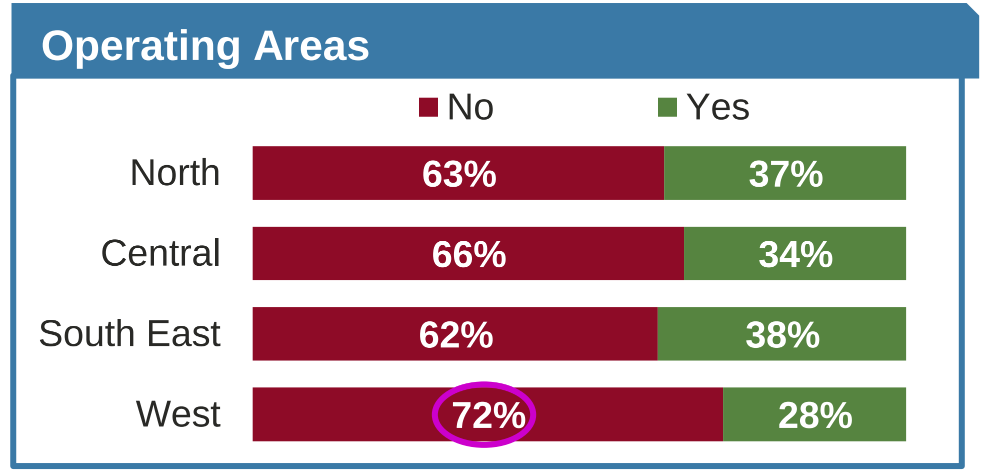
Source: Ipsos MORI

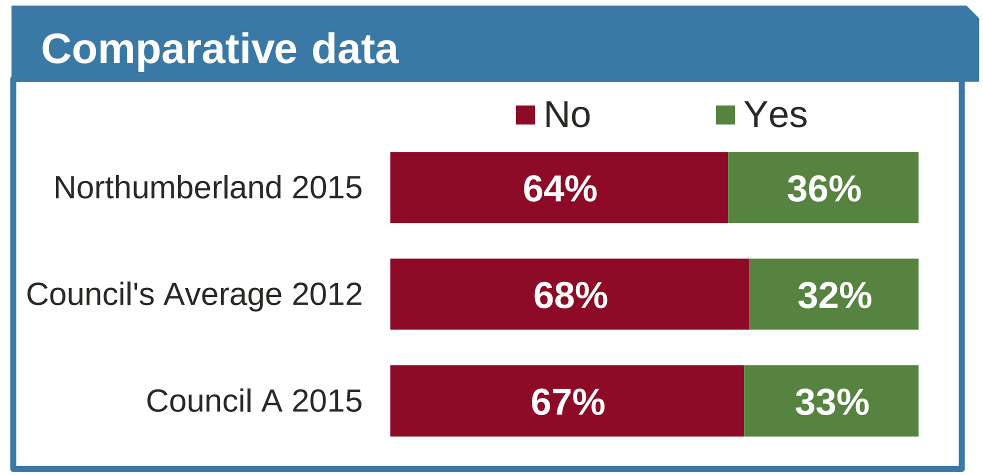
One in three residents (36%) has a limiting long-term health problem or disability, which is significantly more than in 2012 (up 4 percentage points). The proportion is highest among older residents aged 65+ (58%), social tenants (54%), those who live alone (50%) and residents who also care for someone else (39%). However, it is below average in West Northumberland (28% vs. 36% overall).

Q41. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?



	2015	2012
Yes	36%	32%
No	64%	68%



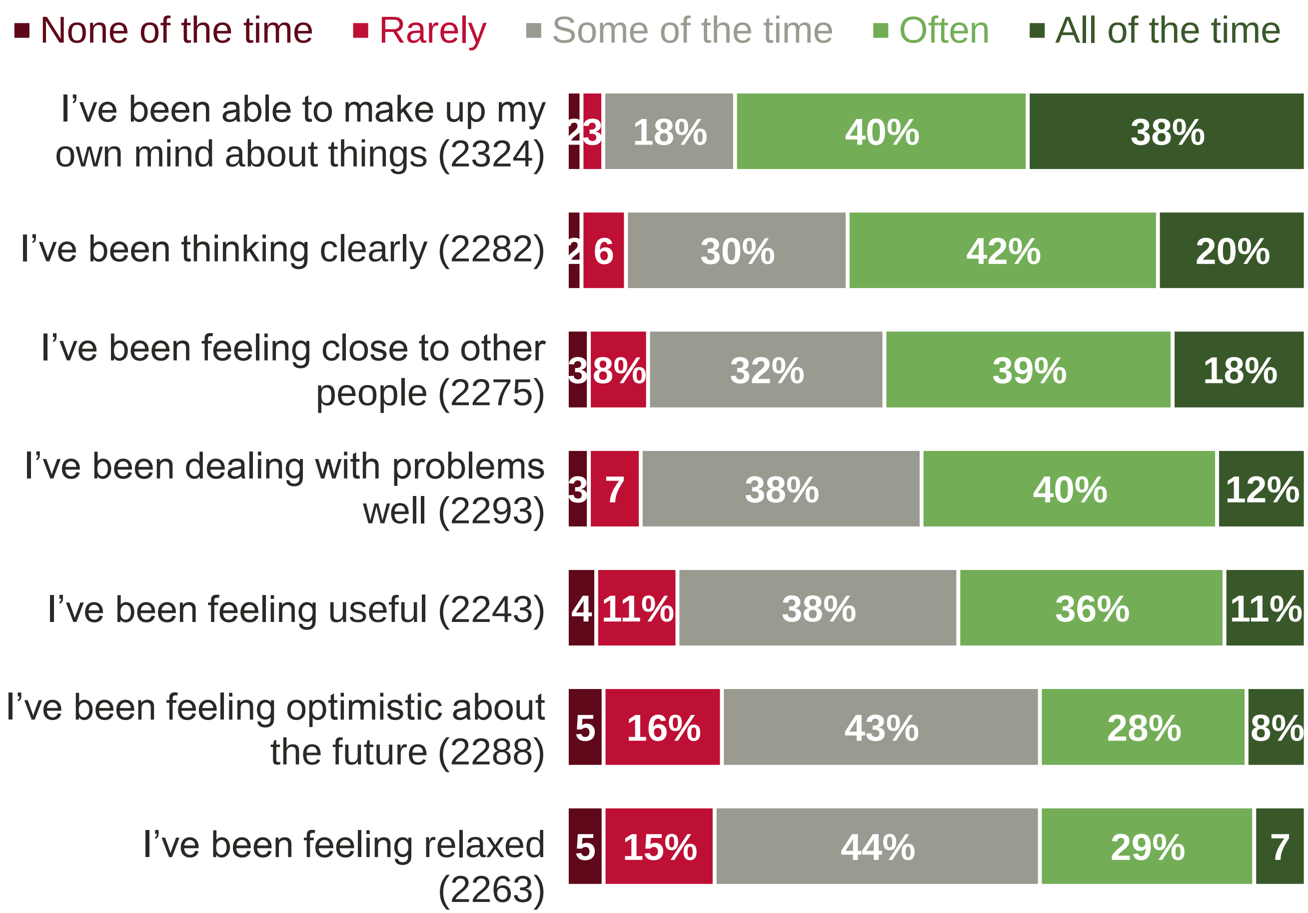


Base: All responding (2378) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Most residents have recently felt able to make up their mind about things (78%) to think clearly (62%), and to have felt close to others (57%). They are least likely to have felt optimistic about the future (36%) or to have felt relaxed (36%). Findings are generally in line with those for Northumberland in 2012, but are also somewhat below the results for Council A in 2015.

Q42. Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last two weeks.



% all of the time/often

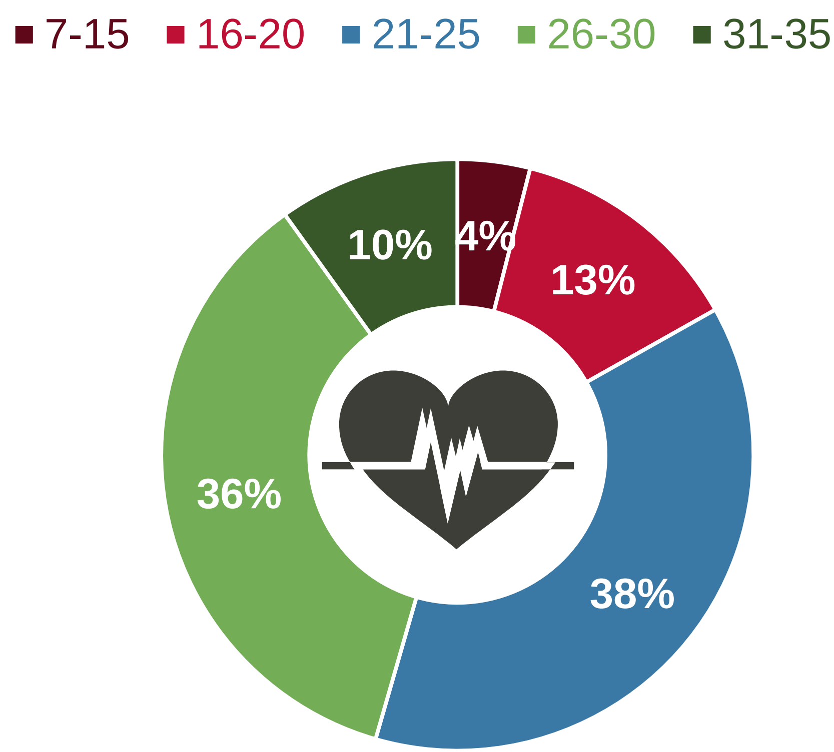
Statement	Council Average 2012	Council A 2015	Northumberland 2012
I've been able to make up my own mind about things	77%	80%	79%
I've been thinking clearly	62%	69%	64%
I've been feeling close to other people	54%	65%	56%
I've been dealing with problems well	49%	61%	52%
I've been feeling useful	42%	58%	44%
I've been feeling optimistic about the future	28%	52%	27%
I've been feeling relaxed	34%	47%	36%

Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

The average score for mental wellbeing is 24.7 (on a scale between 7 and 35). This figure is unchanged from 2012. It is significantly higher in Central and West Northumberland, (25.4 and 25.6 respectively), but significantly lower in the South East (24.1). It is also higher among older residents aged 65+ (25.1 vs. 24.5 for those aged 35-64) and owner-occupiers (25.4 vs. 23.3 for private tenants and only 22.4 for social tenants).

Q42. Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last two weeks.



	2015	2012
Well-being index score	24.7	24.7

Operating Areas

North	24.9
Central	25.4
South East	24.1
West	25.6

Comparative data

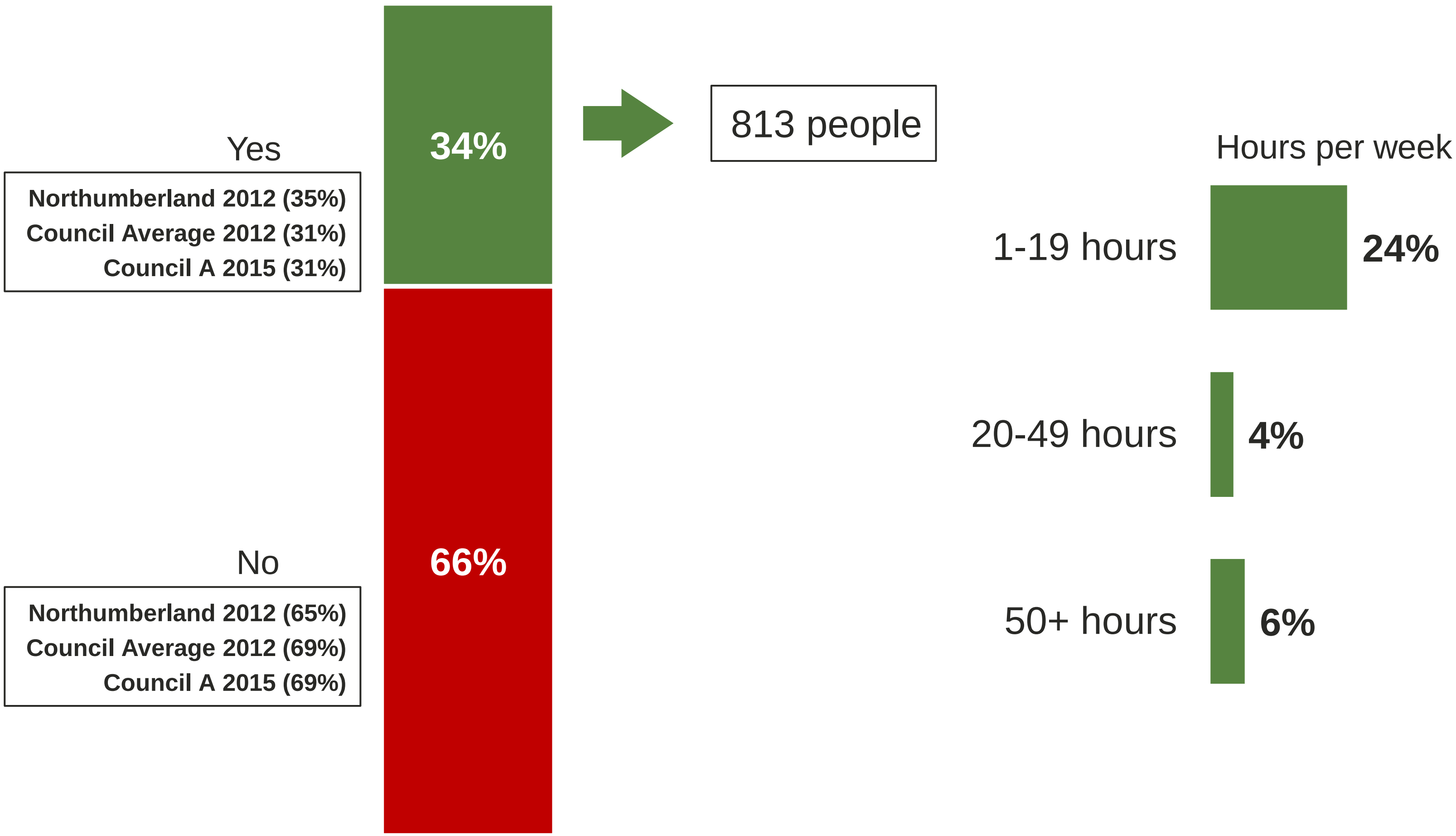
Northumberland 2015	24.7
Council's Average 2012	24.3
Council A 2015	26.1

Base: All responding to all parts of Q42 (2112) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

One in three residents (34%) provide care for someone else, although only one in ten (10%) provides 20 hours or more each week. The proportion who are carers is above average among those aged 35-64 (39%), those who are themselves disabled (39%) and owner-occupiers (36%).

Q43. Do you look after, or give any unpaid help or support to family members, friends, neighbours or others because of either long-term physical or mental ill-health or disability or problems related to old age?

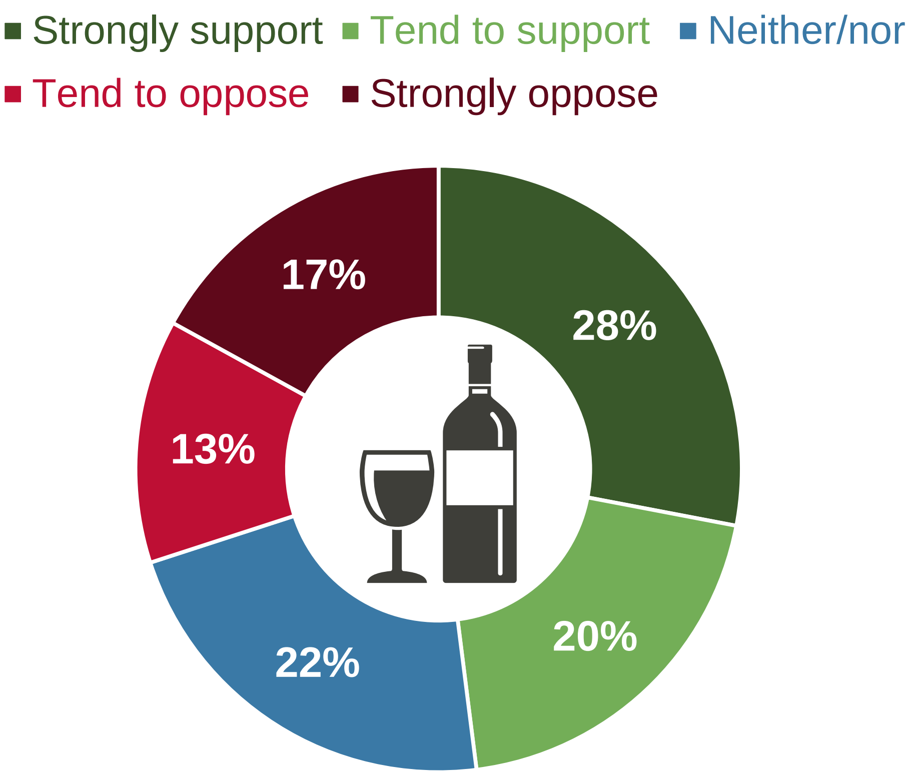


Base: All responding (2366) : Fieldwork dates : 15 September – 30 October 2015

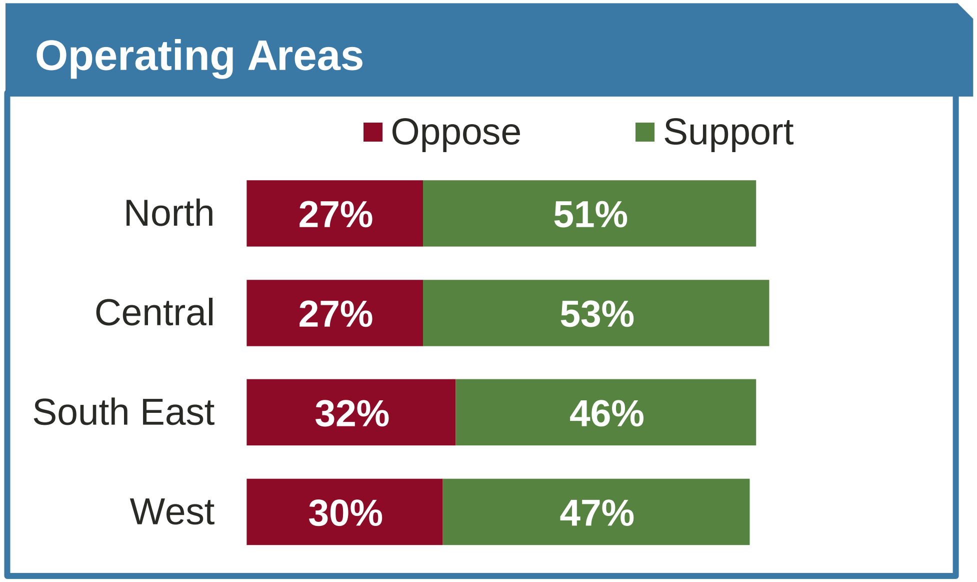
Source: Ipsos MORI

Residents are more likely to support the idea of a minimum price for alcohol (48%) than to be against it (30%). Support for the idea is greater among women than men (52% vs. 44%) and is also above average among older residents aged 65+ (51% vs. 48% overall).

Q44. In principle, do you support or oppose the idea of putting a minimum price on alcohol?



Support	48%
Oppose	30%

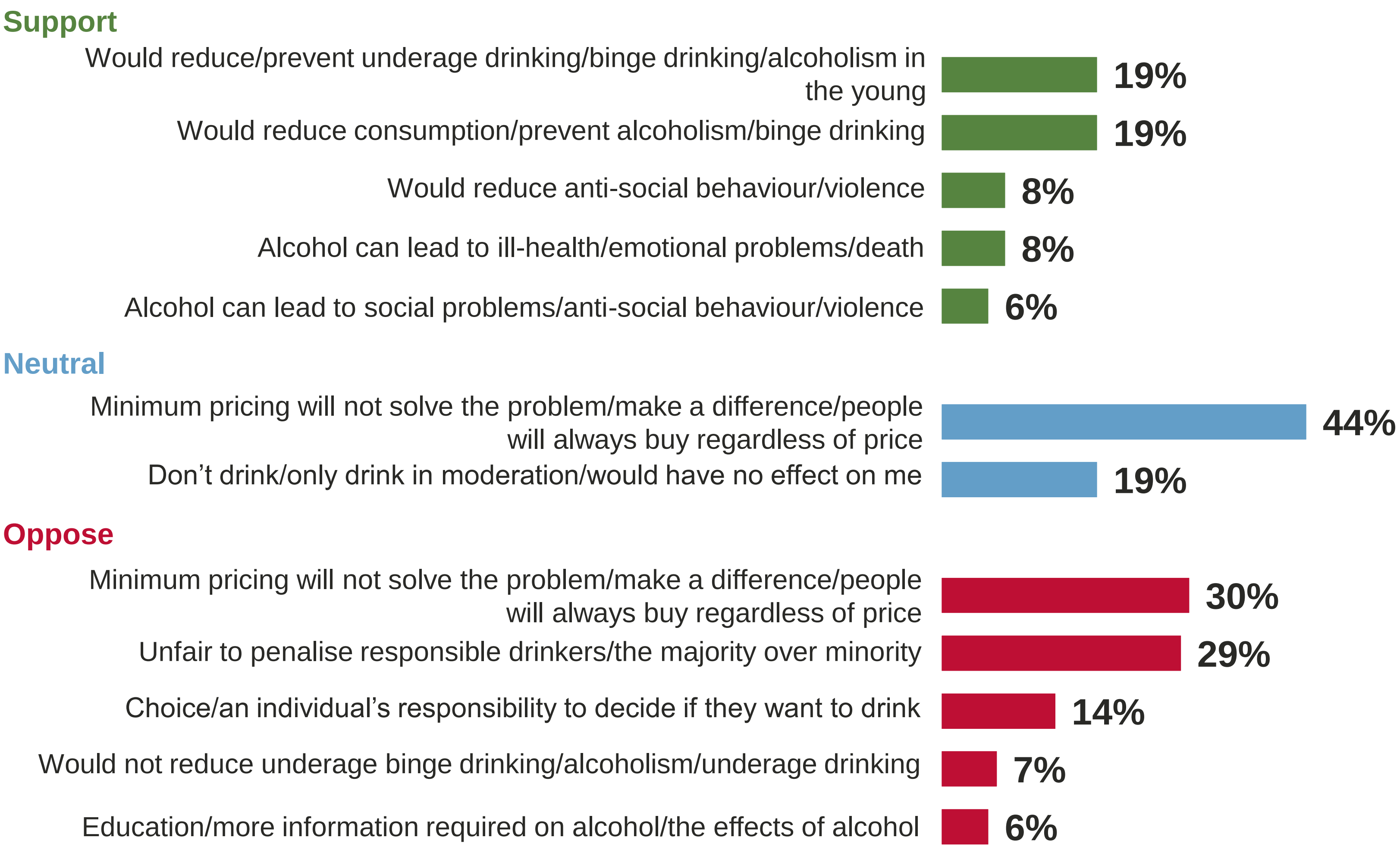


Base: All responding (2290) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Residents were given the opportunity to explain their views about minimum unit pricing via an open-text box. These comments have been coded and the top themes mentioned by supporters, opponents and those who are neutral about the idea are shown below.

Q45. What are the reasons for your opinion on the minimum pricing of alcohol?



Base: All responding (1761) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

The economy

Key findings for attitudes towards the economy

- Residents are much more likely to say the UK economy is doing well (48%) than to say the same about the economy of their local area (35%) or the North East (29%).

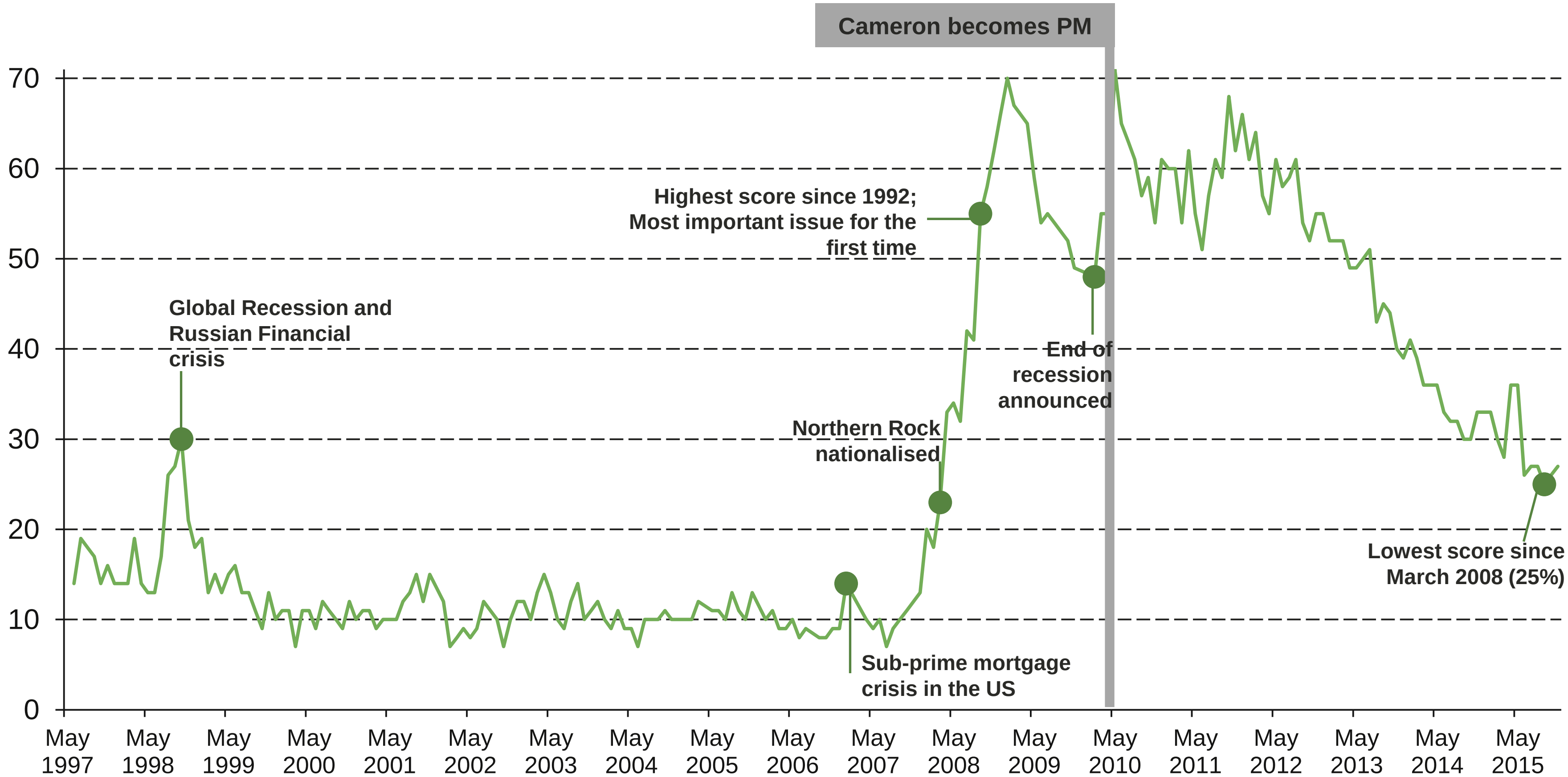
- When compared with 2012, there is an increase in economic optimism. The proportion has gone up most when they are asked about the UK economy (by 41 percentage points), however the increase is lower when they are asked about the economy of their local area (up 20 percentage points) or the North East (up 20 percentage points). Northumberland residents evidently feel the economic recovery has had less effect locally than elsewhere in the UK.

- Residents are most likely to say the economic climate has made it difficult to afford a holiday (24%), made them feel less secure in their job (16%) or has made it harder for them to pay fuel and energy bills (14%). However, fewer residents now say they have been badly affected by the economic climate (57% say they have not been affected in any way, compared with 41% in 2012).

- Residents are more likely to expect their economic circumstances to get worse (22%) rather than better (13%) over the next 12 months. However, the balance of opinion has improved since 2012, as fewer residents now expect things to deteriorate (down 18 percentage points from 40%).

We know from the Ipsos MORI Issues Index that general concern about the economy continues to fall as concern shifts to poverty/inequality and personal economy. In November 2015, 25% of the public mentioned the general economy as the most important issue that faced Britain today, which is the lowest level of concern since March 2008.

What do you see as the most/other important issues facing Britain today?

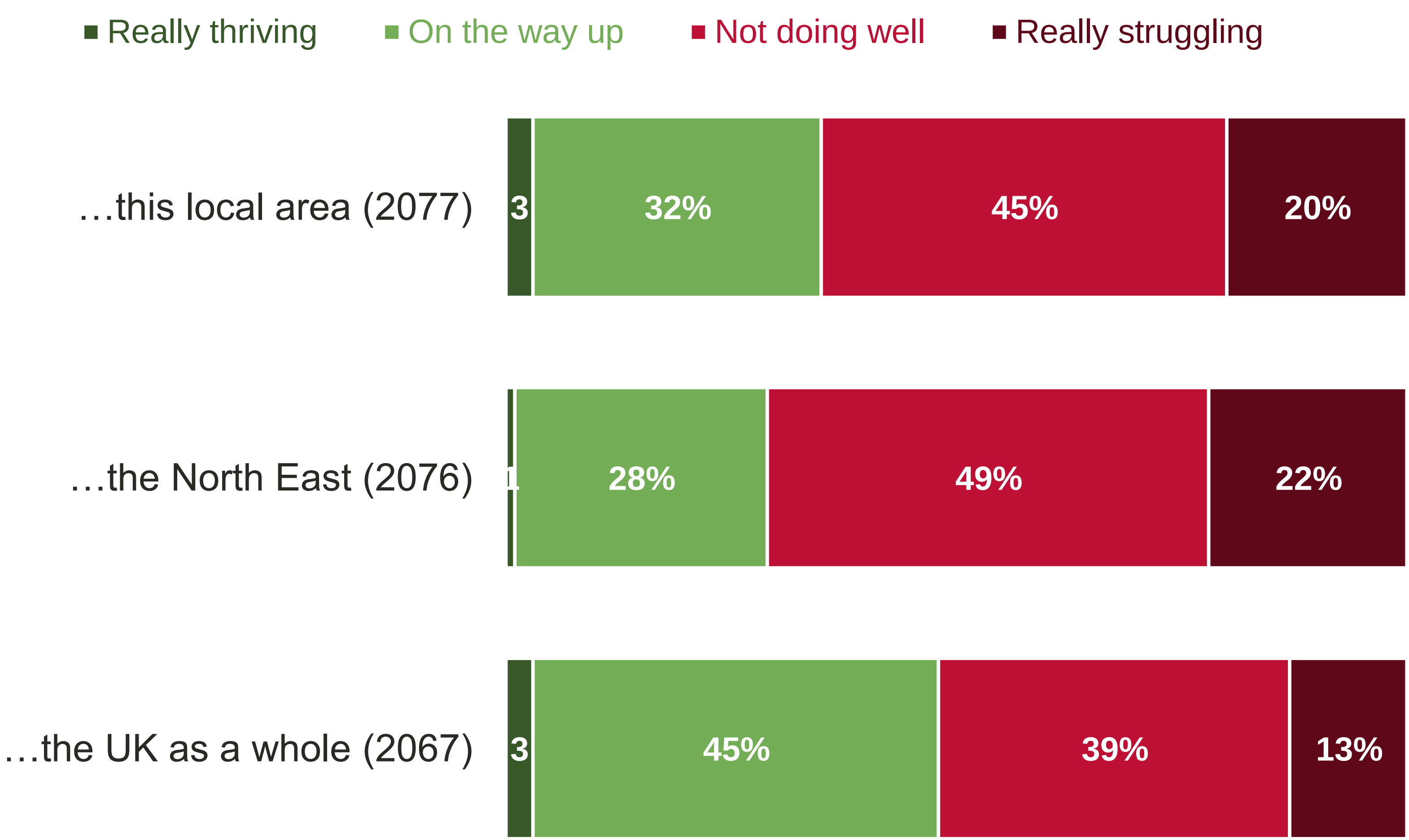


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

About a third of residents are positive about the economy of the local area (35%), and the North East (29%), but they are more likely to be positive about the UK economy as a whole (48%). Reflecting our national findings, residents are consistently more positive than in 2012. Those in Central Northumberland are the most positive about the local economy (50% vs. 35% overall) and those in the South East are the most likely to be negative (72% vs. 65% overall).

Q34. In your view which best describes the state of the economy in…?



% really thriving/on way up Northumberland

	2015	2012
…this local area (2077)	35%	15%
…the North East (2076)	29%	9%
…the UK as a whole (2067)	48%	7%

Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

As in 2012, residents are most likely to say they have not been able to afford a holiday (24%), to feel they have less job security (16%) and to have had problems with energy bills (14%). However, residents are consistently less likely than in 2012 to experience economic problems (57% report none of these problems, compared with 41% in 2012).

Q35. Thinking of the current economic climate, have you been affected by any of the following in the last 12 months?

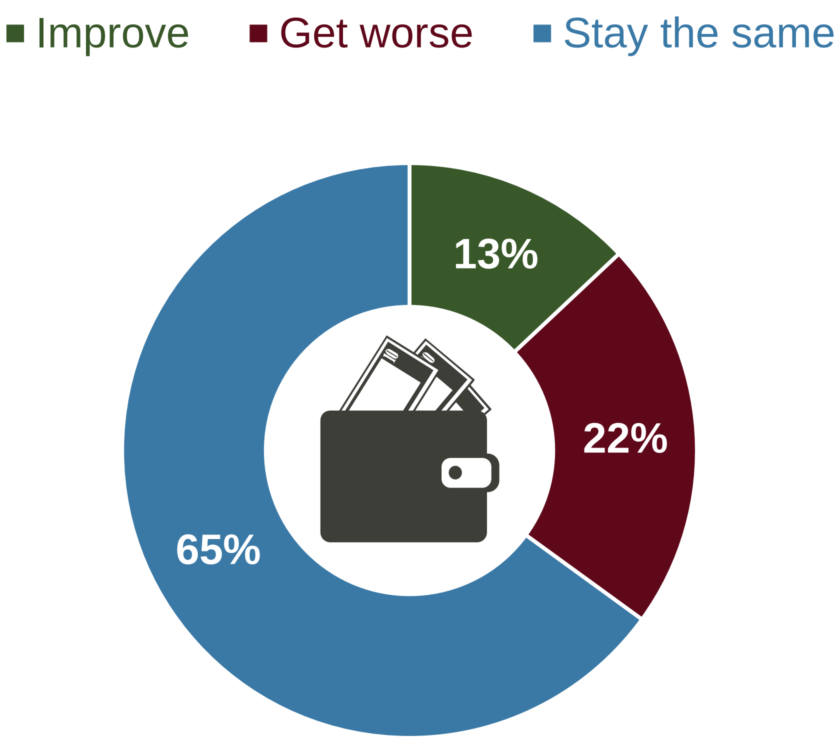
		Council Average 2012	Northumberland 2012
Not being able to afford to go on holiday	24%	37%	33%
Job insecurity or increased risk of losing your job	16%	28%	25%
Difficulties paying fuel and energy bills	14%	24%	25%
Difficulties paying the rent or mortgage	9%	12%	11%
Not being able to buy a home or move home	9%	13%	11%
Difficulties affording to buy food	9%	17%	15%
Difficulties getting access to credit	7%	10%	7%
Loss of job/redundancy	6%	10%	10%
Difficulties paying interest on loans	5%	9%	8%
Difficulties paying for childcare or education	3%	5%	5%
Dependency on high interest money lenders	2%	3%	3%
Other	4%	5%	5%
None	57%	38%	41%

Base: All responding (2270) : Fieldwork dates : 15 September – 30 October 2015

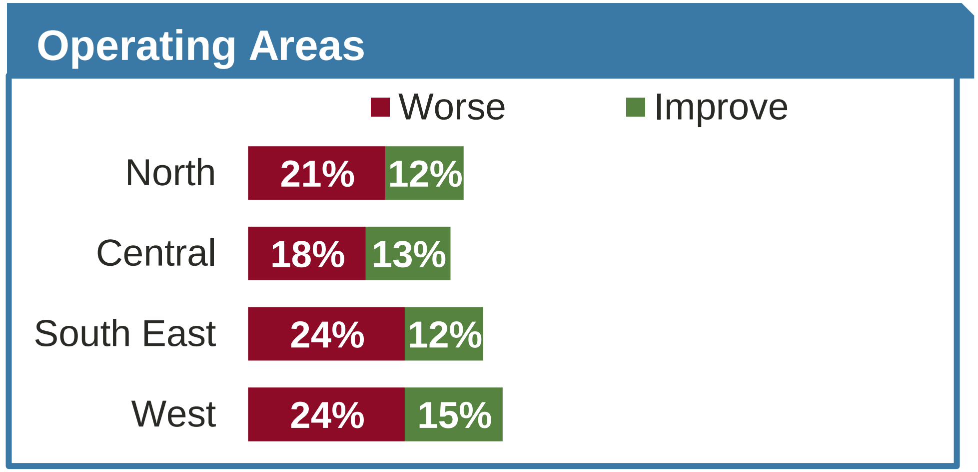
Source: Ipsos MORI

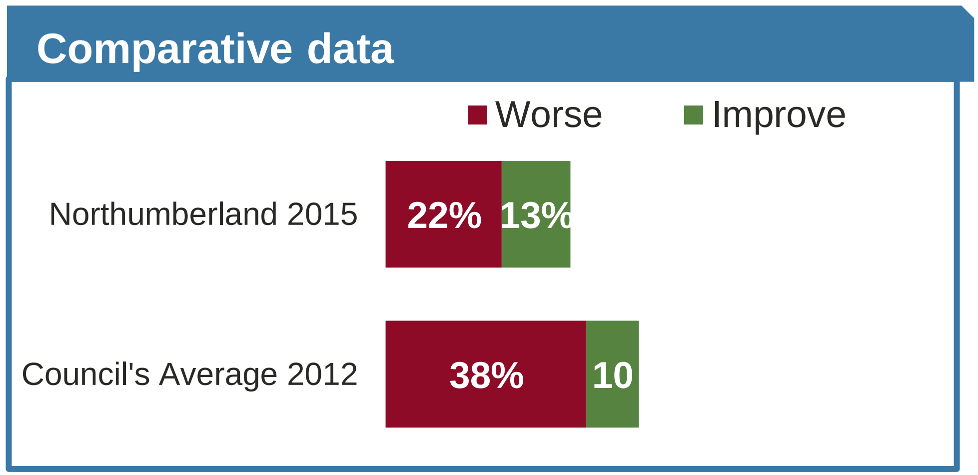
Residents remain more likely to expect their personal economic circumstances to get worse (22%) rather than better (13%). However, the balance of opinion has improved since 2012 (a fall of 18 percentage points in the proportion who expect things to get worse).

Q36. Do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?



	2015	2012
Net improve	-9	-33



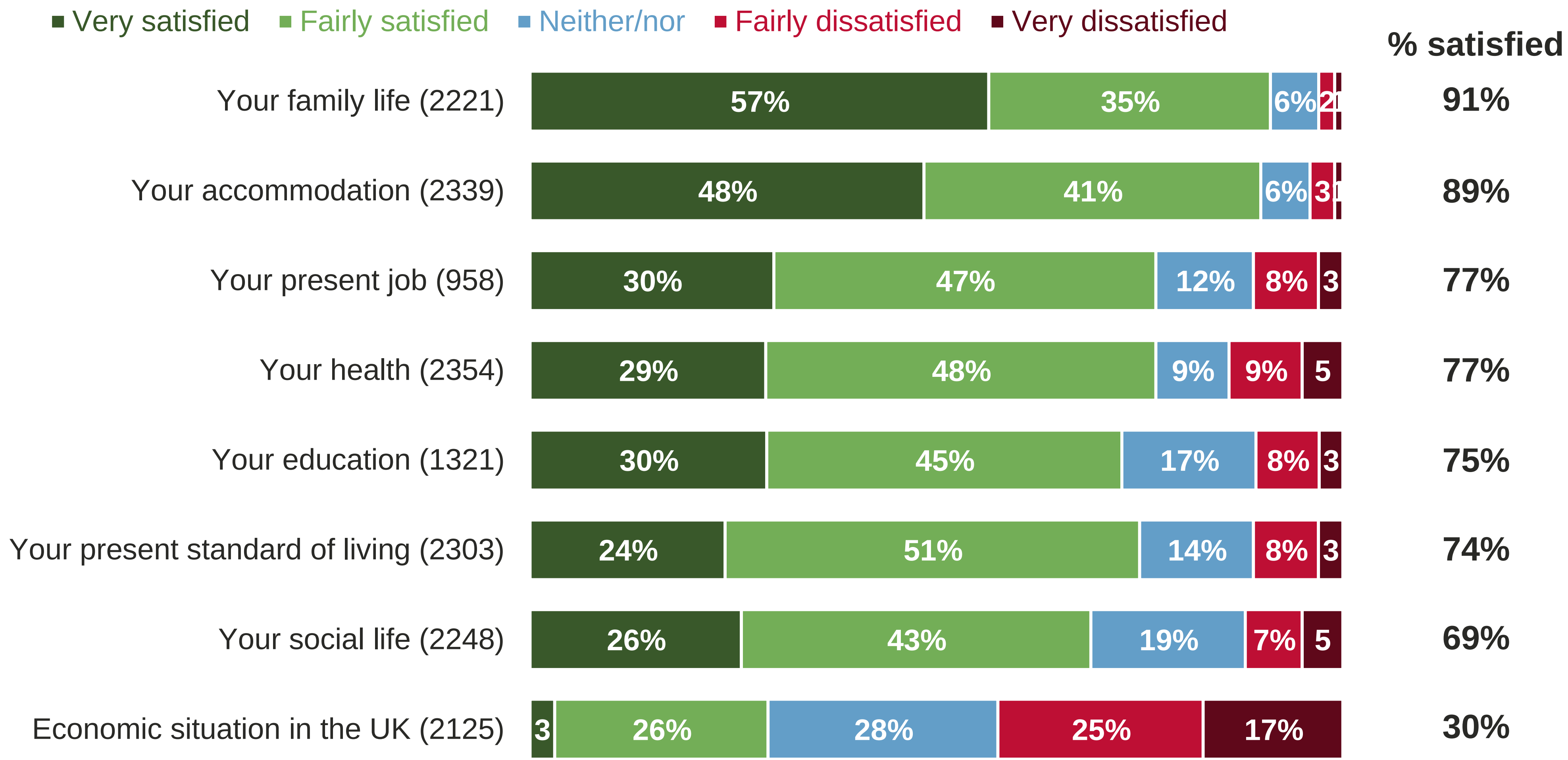


Base: All responding (2299) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

The great majority of residents are satisfied with their family life (91%) and accommodation (89%), and about three in four are satisfied with their work, health, education and standard of living. Satisfaction is lowest of all with the economic situation of the country as a whole (30%).

Q37. Could you please state how satisfied or dissatisfied you are with each of the following?



Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Key demographic differences for each statement are shown in the tables across the next two slides.

Q37. Could you please state how satisfied or dissatisfied you are with each of the following?

Aspect	Significantly more dissatisfied	Significantly more satisfied
Your education	Disabled (11% vs. 8% overall)	Female (78% vs. 75% overall) 65+ (79%) Owner-occupier (78%)
Your present job (if currently in employment)	Disabled (19% vs. 11% overall)	Owner-occupier (79% vs. 77% overall)
Your present standard of living	35-64 (13% vs. 11% overall) Workless (31%) Social tenant (21%) Private tenant (23%) Disability (16%)	65+ (81% vs. 74% overall) Owner-occupier (80%)
Your accommodation	35-64 (6% vs. 4% overall) Workless (11%) Homemaker (10%) Social tenant (12%) Private tenant (10%) Disabled (6%)	65+ (93% vs. 89% overall) Owner-occupier (94%)
Your family life	Private tenant (6% vs 3% overall)	65+ (94% vs. 91% overall) Owner-occupier (93%)

Base: All responding : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Those aged 65+ and owner-occupiers tend to be more satisfied with the different aspects of their lives. Social tenants, workless residents and those with a disability tend to be more dissatisfied.

Q37. Could you please state how satisfied or dissatisfied you are with each of the following?

Aspect	Significantly more dissatisfied	Significantly more satisfied
Your health	Workless (42% vs 14% overall) Social tenant (23%) Disabled (35%)	35-64 (79% vs. 77% overall) Working (84%) Owner-occupier (81%)
Your social life	35-64 (14% vs. 12% overall) Workless (37%) Homemaker (21%) Social tenant (19%) Private tenant (25%) Disabled (22%)	65+ (72% vs. 69% overall) Working (73%) Owner-occupier (76%)
Economic situation in the UK	Workless (59% vs 43% overall) Social tenant (52%) Private tenant (53%) Disabled (51%)	65+ (34% vs. 30% overall) Owner-occupier (32%)

Base: All responding (2469) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Overall satisfaction with the Council and its services

Key findings for attitudes towards the Council

- Just over half of residents are satisfied with the Council (53%), which is significantly more than in 2012 (43%). This is mainly because fewer residents than in 2012 give a neutral ‘neither/nor’ response (down from 27% to 20%). Key drivers of Council satisfaction include perceived value for money, a sense that the Council acts on residents’ concerns and satisfaction with a number of services affecting the appearance of an area.

- Compared with 2012, more residents agree the Council gives good value for money (up from 29% to 36%), believe it acts on residents’ concerns (up from 39% to 45%) and trust it (up from 46% to 50%). Also, there are fewer than in 2012 who would speak critically of the Council (down from 46% to 28%), which is mainly because more residents now say they would be ‘neutral’ (up from 29% to 43%). Feeling informed about what the Council does and the services it provides is at about the same level as in 2012 (51% now compared with 49% in 2012).

- Key drivers of value for money include trust in the Council, feeling they act on residents’ concerns and being kept informed. Satisfaction with local area is also a factor, as well as feeling able to influence decisions.

- Perceptions of environmental services have improved significantly since 2012 – in particular, satisfaction with street cleaning has increased (up from 50% to 55%), as well as the upkeep of green verges and vegetation in public places (up from 45% to 56%). However, satisfaction with local tips has fallen significantly from 77% in 2012 to 73% in 2015.

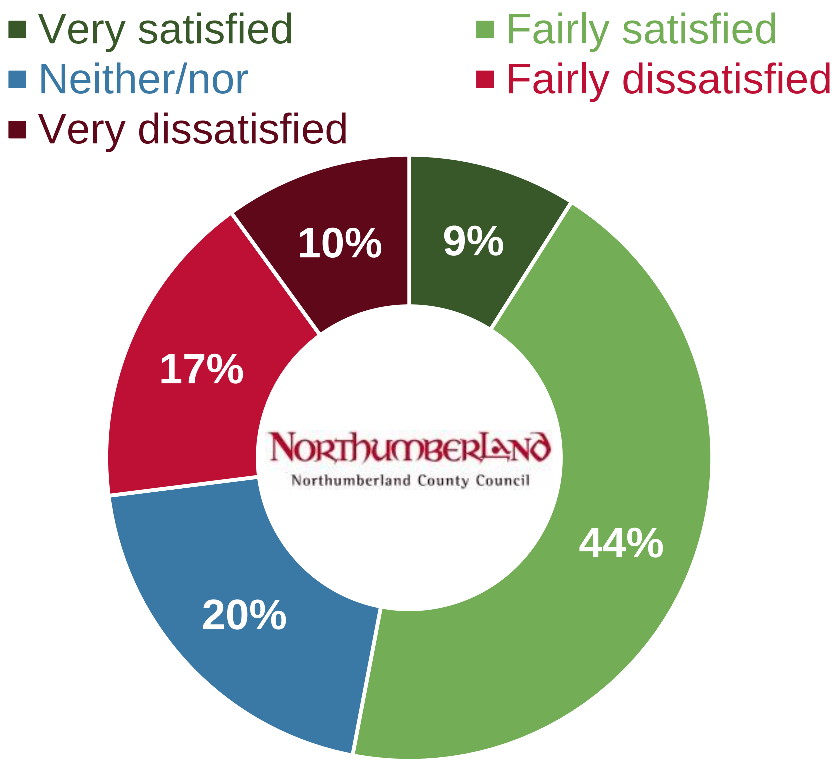
- In terms of leisure and culture services, satisfaction has increased significantly since 2012 for parks and green spaces (up from 64% to 68%), but has fallen with regard to libraries (down from 62% to 59%). Satisfaction with sport and leisure facilities has flat-lined since 2008, which is perhaps of concern given satisfaction with such services is a key driver of local area satisfaction.

- Over four in five of those with children attending state schools would recommend that school to another parent (83%).

- Residents in West Northumberland are generally more negative towards the Council, with lower levels of overall satisfaction, trust, advocacy and perceived value for money. Conversely, it is residents in South East Northumberland who are most likely to trust the Council, to be advocates of it, and to say it responds to residents’ concerns.

Just over half of residents are satisfied with how the County Council runs things (53%) – a major improvement since 2012 (up 10 percentage points). Satisfaction is again higher among older residents aged 65+ (58% vs. 44% of those aged 18-34) and among those who live alone (59% vs. 53% overall). On the other hand, dissatisfaction is higher in West Northumberland (35% vs. 27% overall) and among owner-occupiers (29% vs. 19% of social tenants).

Q2. Overall, how satisfied or dissatisfied are you with the way the council runs things?



	2015	2012	2008
Satisfied	53%	43%	37%
Dissatisfied	27%	30%	27%

Operating Areas

	Dissatisfied	Satisfied
North	27%	54%
Central	22%	57%
South East	26%	55%
West	35%	40%

Comparative data

	Dissatisfied	Satisfied
Northumberland 2015	27%	53%
Council's Average 2012	26%	50%
Council A 2015	25%	54%
Darlington 2012-13	27%	54%

Base: All responding (2467) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Regression analysis shows the most significant drivers of Council satisfaction are perceived value for money and a sense that the Council acts on residents' concerns. Other factors include satisfaction with services affecting the appearance of an area (e.g. street cleaning, refuse collection), feeling safe in the local area, and thinking that people pull together to improve things. Negative drivers include a sense of poor community cohesion and not feeling able to affect decisions.

Positive drivers

Agree Council provides value for money	32%
Council acts on concerns of local residents	12%
Satisfied with street cleaning	8%
Satisfied with road maintenance	8%
Trust the Council	7%
Satisfied with refuse and waste collection	6%
Area has got better over the past 12 months	5%
Feel safe during the day	5%
Satisfied with street lighting	4%
Agree people pull together to improve the local area	3%

Northumberland County Council

Satisfaction with the local Council

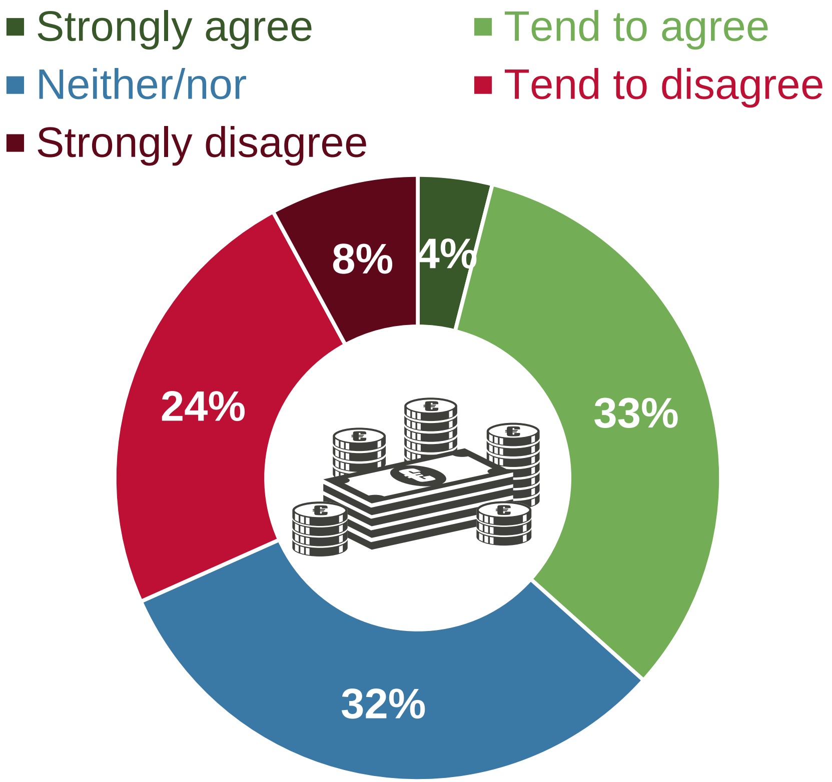
Negative drivers

4%	Disagree you can influence decisions affecting your local area
3%	Children do not make good progress at school
3%	Disagree people from different backgrounds get on well together

59% of the variance explained by the model

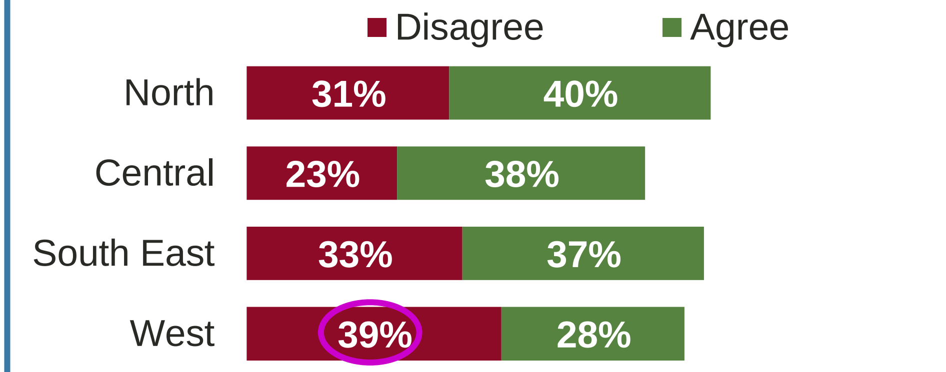
Just over a third of residents (36%) agree the Council provides value for money, up 7 percentage points since 2012. This is in line with most of the benchmark results for other local authorities. Older residents are most likely to agree (45% vs. 33% of those aged 18-64), followed by social tenants (44% vs. 34% of owner-occupiers) and those who live alone (44% vs. 36% overall). It is West Northumberland residents who are most likely to disagree (39% vs. 32% overall).

Q3. To what extent do you agree or disagree that the council provides value for money?

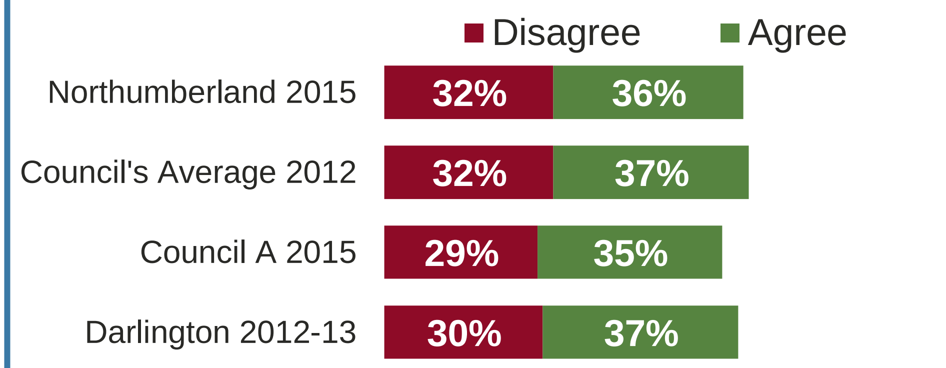


	2015	2012	2008
Agree	36%	29%	27%
Disagree	32%	38%	35%

Operating Areas



Comparative data



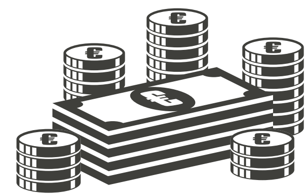
Base: All responding (2402) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

The key drivers of value for money are trust in the Council, feeling they act on residents' concerns and being kept informed. Satisfaction with local area is also a factor, as well as feeling able to influence decisions. As with the Council satisfaction model, other positive drivers include satisfaction with a range of Council services that affect the appearance of an area – street cleaning, refuse and waste collection, road maintenance, and parks and green spaces.

Positive drivers

Trust the Council	**25%**
Council acts on the concerns of local residents	**18%**
Satisfied with the local area as a place to live	**15%**
Council keeps residents informed about services and benefits is provides	**10%**
Satisfied with street cleaning	**9%**
Satisfied with refuse and waste collection	**7%**
Satisfied with road maintenance	**7%**
Satisfied with parks and green spaces	**5%**
Agree you can influence decisions affecting your local area	**5%**

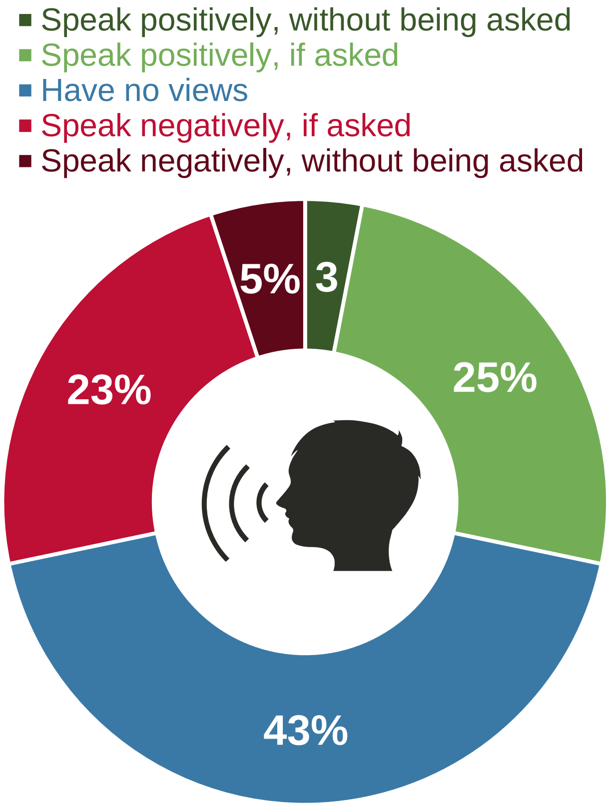


Satisfaction with value for money

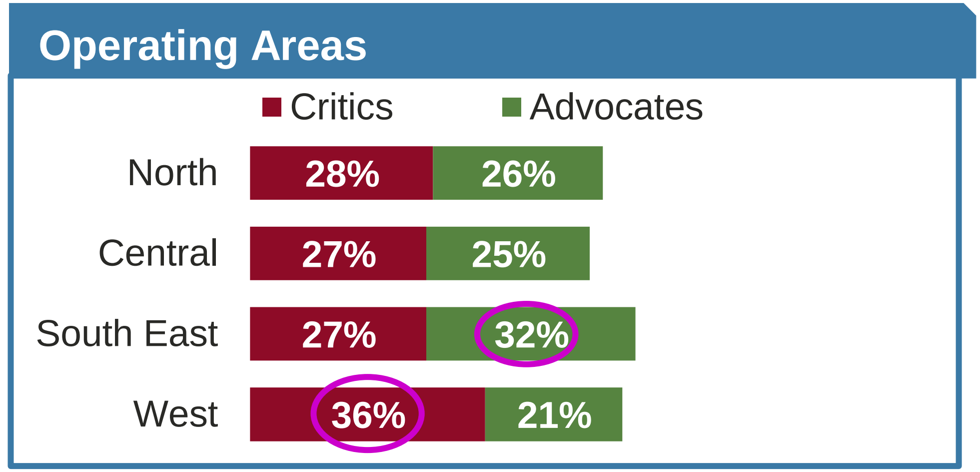
53% of the variance explained by the model

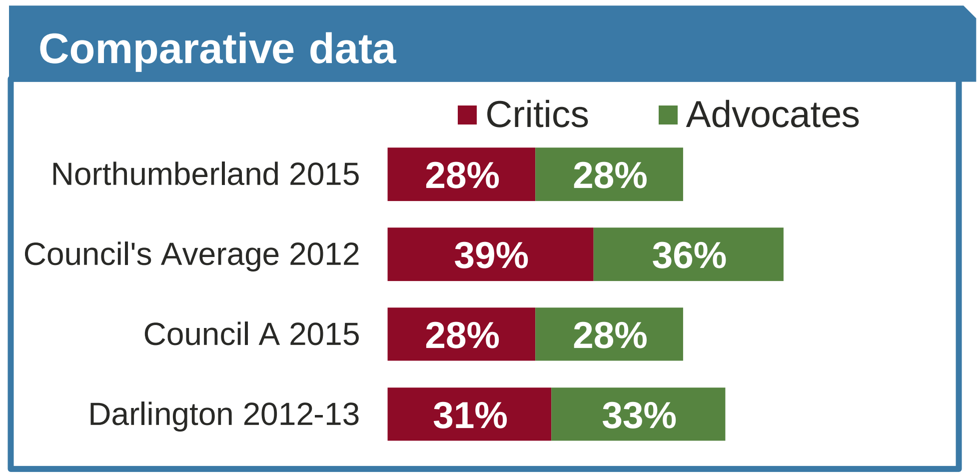
Residents are as likely to be advocates of the Council (28%) as to be critics (28%), although the proportion who are critics has fallen since 2012 (down 18 percentage points). The highest level of advocacy is found among social tenants (39%), those who live alone (34%), disabled residents (33%) and those aged 65+ (34%), Again, those living in West Northumberland and owner-occupiers are more likely to be critics of the Council (36% and 31% respectively vs. 28% overall).

Q4. On balance, which of the following statements comes closest to how you feel about the council?



	2015	2012
Advocates	28%	29%
Critics	28%	46%



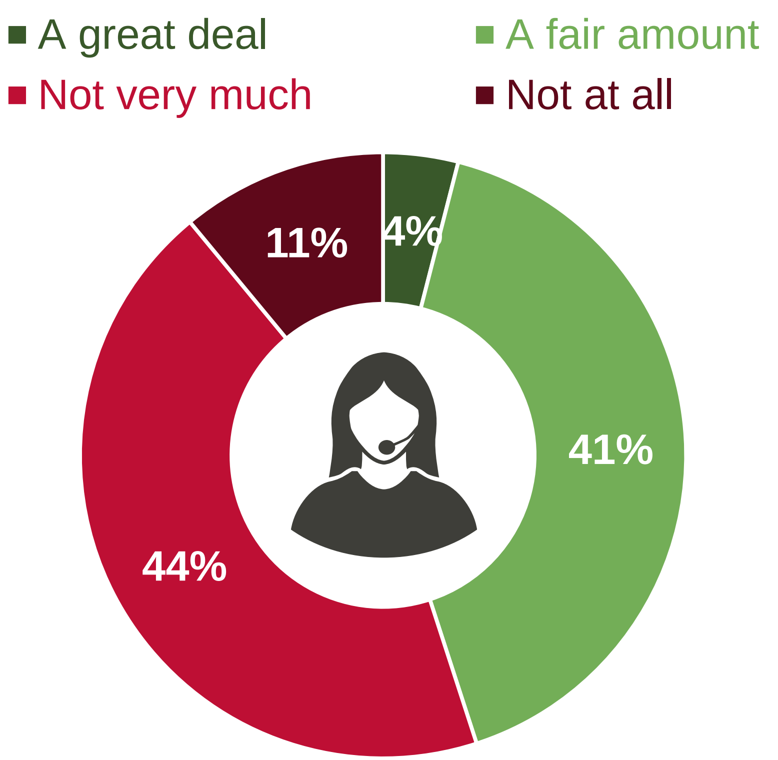


Base: All responding (2406) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

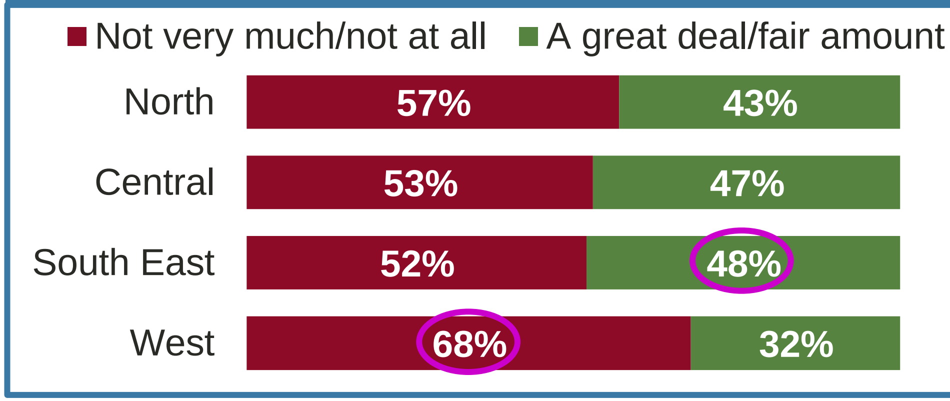
Just under half of residents think the County Council acts on residents' concerns (45%), which is more than in 2012 (up from 39%). This is comparable with the North East average and Council A, but lower than Darlington 2012-13. Those most likely to say the Council takes action are social tenants (58%), those who live alone (52%), residents aged 65+ (49%) and those in the South East (48%). West Northumberland residents are again most likely to say the Council does not take action (68% vs. 55% overall).

Q5. To what extent do you think the council acts on the concerns of local residents?

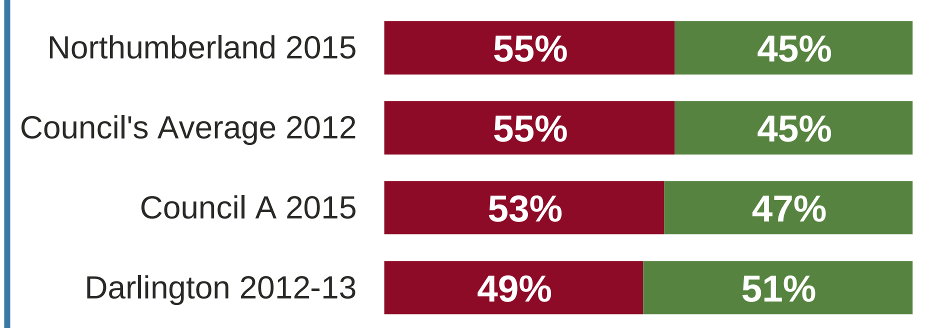


	2015	2012	2008
Great deal/fair amount	45%	39%	44%
Not very much/not at all	55%	61%	56%

Operating Areas



Comparative data

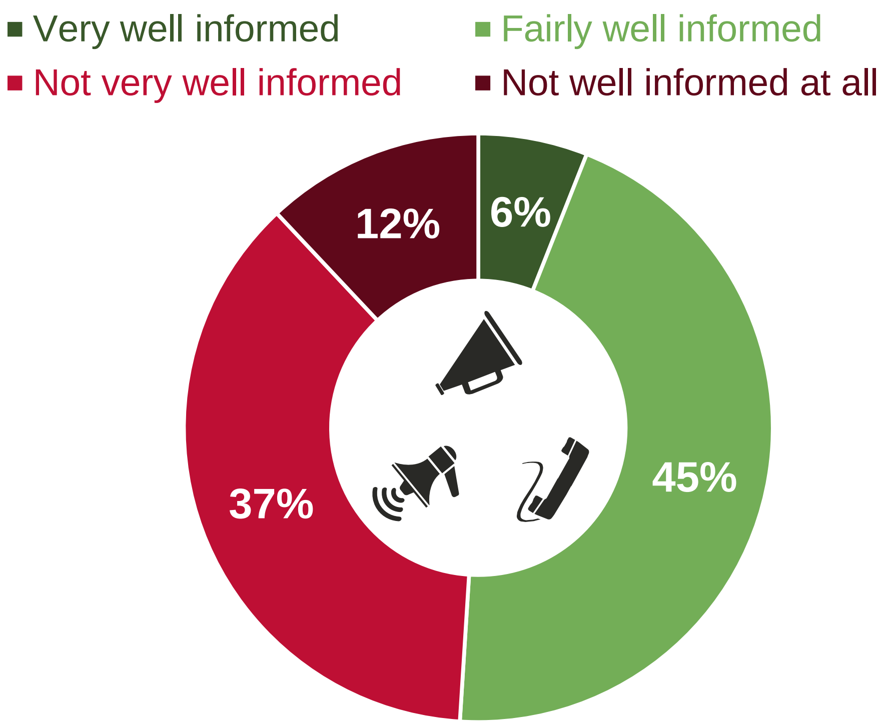


Base: All responding (2189) : Fieldwork dates : 15 September – 30 October 2015

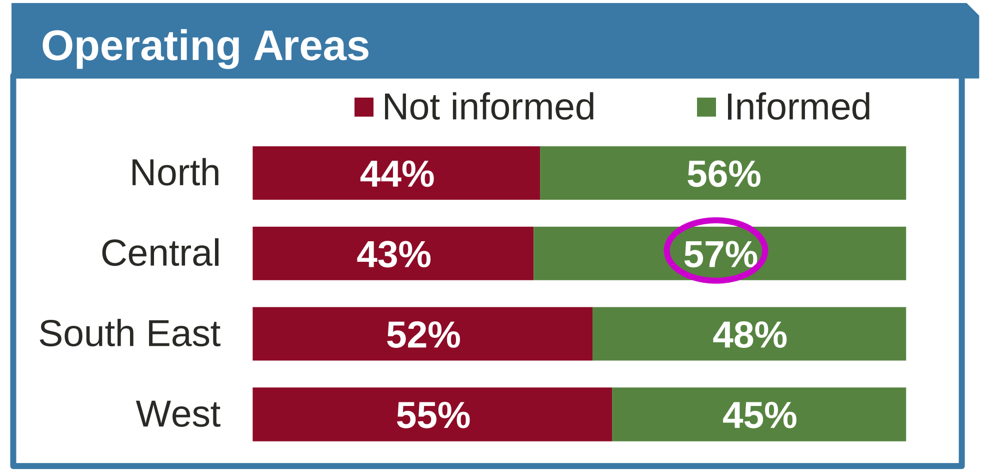
Source: Ipsos MORI

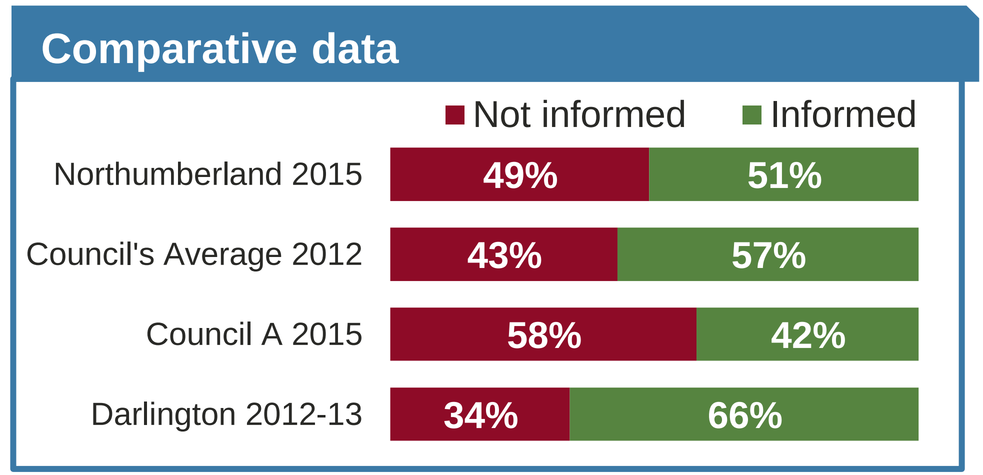
Half of residents (51%) feel well informed about what the Council does, which is in line with 2012 results. It is significantly better than findings for Council A in 2015, although below the proportion for Darlington in 2012. Compared with the average across the county (51%), feeling informed is highest in Central Northumberland (57%), as well as among social tenants (63%), those who live alone (58%) and older residents aged 65+ (57%).

Q6. Overall, how well informed do you think the council keeps residents about the services and benefits it provides?



	2015	2012	2008
Informed	51%	49%	39%
Not informed	49%	51%	61%





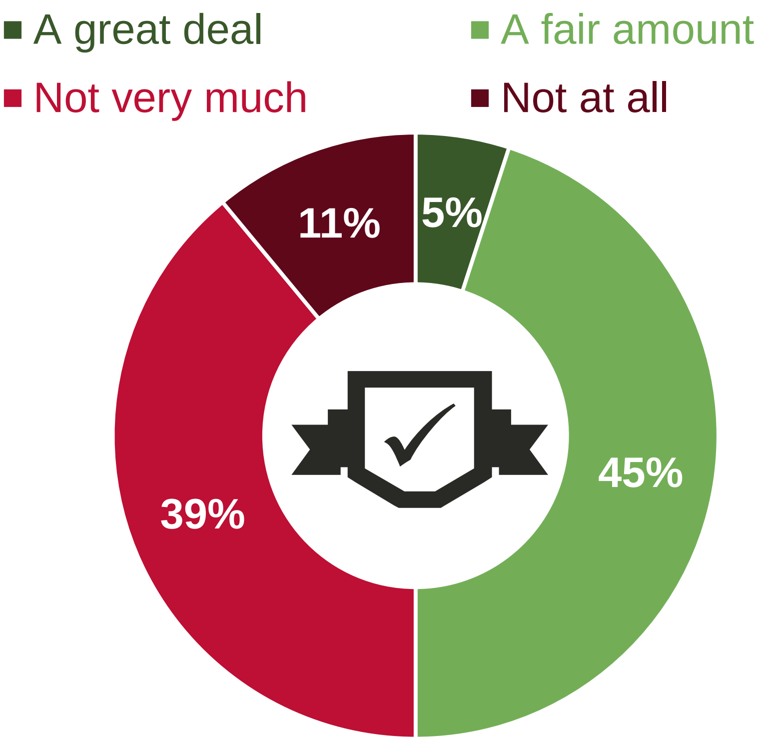
Base: All responding (2345) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Residents are as likely to trust the Council (50%) as to distrust it (50%), although the level of trust has gone up since 2012 (by 4 percentage points) and it is in line with benchmarks for Council A and Darlington. Trust is highest in the South East (53%) but lowest in the West (42%). Distrust of the Council is greater among residents aged 35-64 and owner-occupiers (52% and 54% respectively, vs. 50% overall).

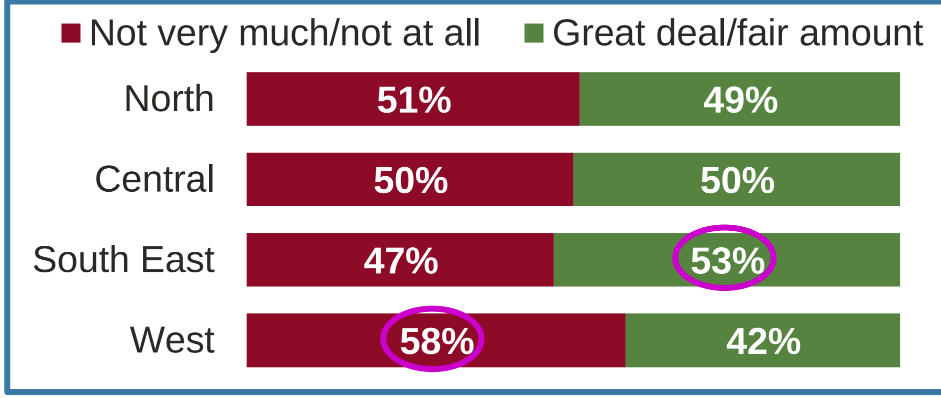
Northumberland County Council

Q7. How much do you trust the council?

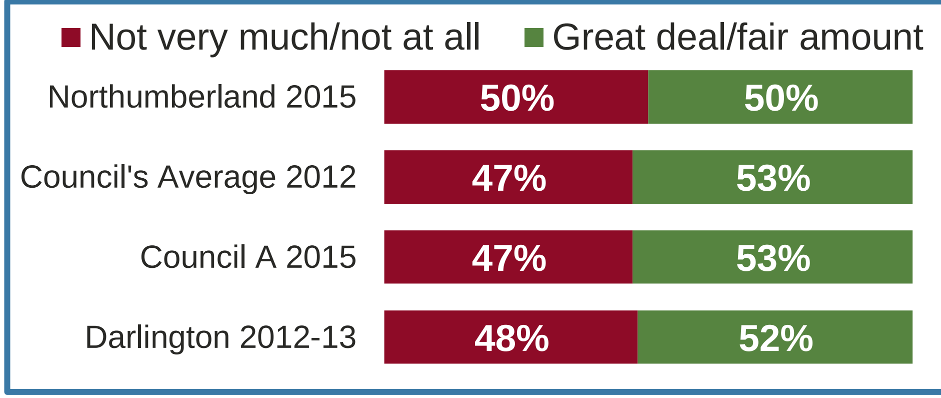


	2015	2012
Great deal/fair amount	50%	46%
Not very much/not at all	50%	54%

Operating Areas



Comparative data

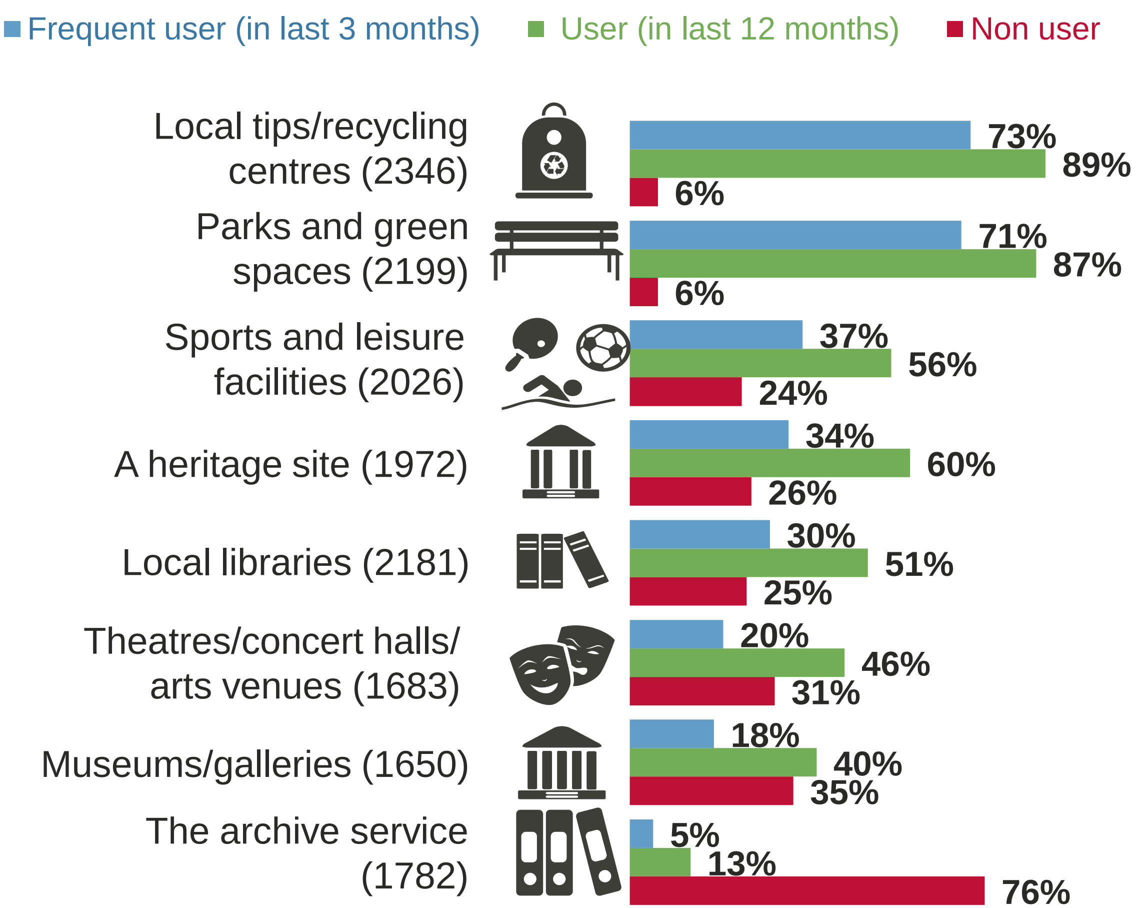


Base: All responding (2253) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Local tips, parks and green spaces are the most widely used local services, followed by sports and leisure facilities, heritage sites and libraries. Usage is generally comparable with results from 2012, although it tends to be higher than usage of services in Council A.

Q16. Please indicate how frequently you have used or visited the following public services or destinations provided or supported by the council?



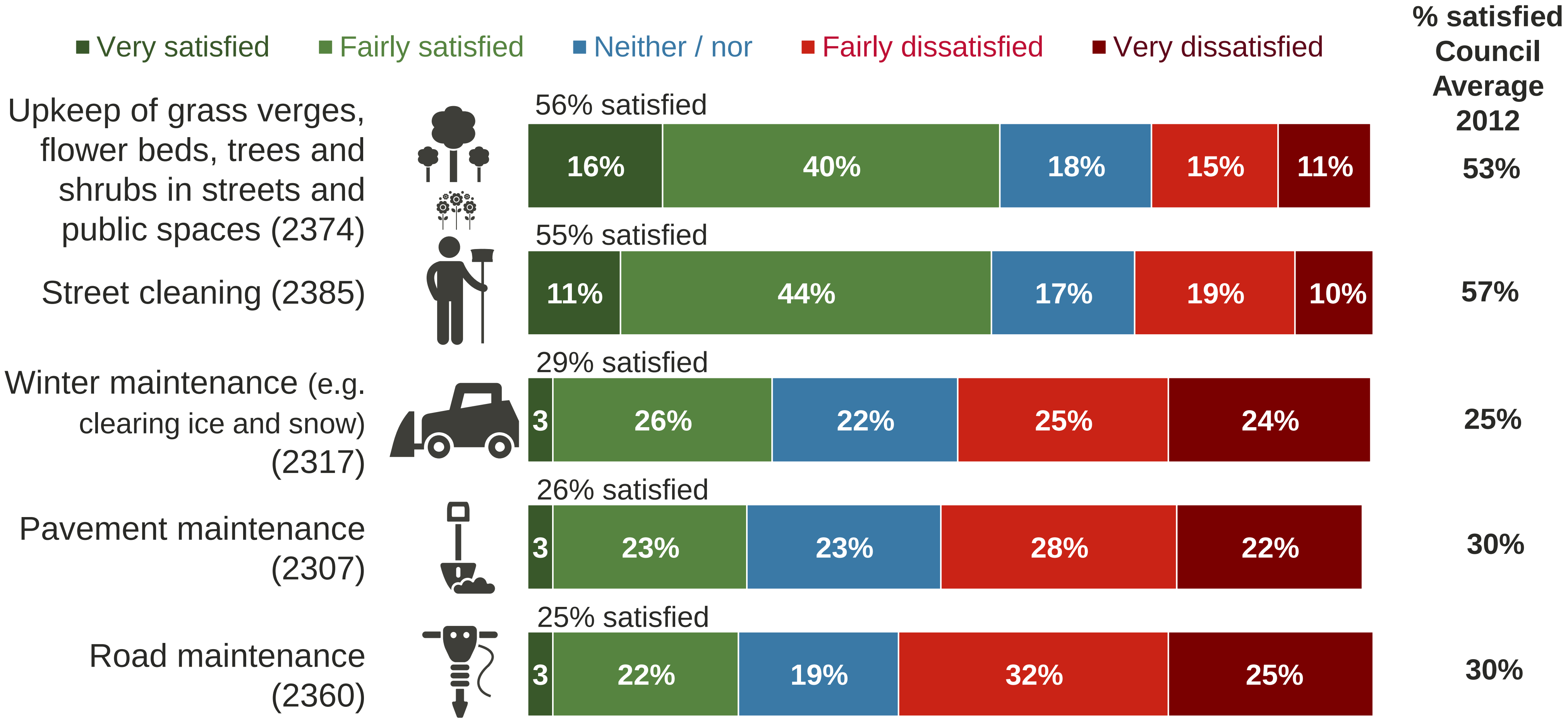
Frequent User		
Northumberland 2012	**Council Average 2012**	**Council A 2015**
75%	56%	N/A
72%	70%	67%
40%	39%	33%
N/A	N/A	N/A
34%	36%	26%
22%	24%	10%
17%	22%	12%
N/A	N/A	N/A

Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Satisfaction with environmental services is highest with the upkeep of grass verges and vegetation in public places (56%) and with street cleaning (55%). It is much lower with the repair and upkeep of roads (25%), pavements (26%) and winter maintenance (29%).

Q12. How satisfied or dissatisfied are you with each of the following services provided or support by the Council? ENVIRONMENTAL SERVICES

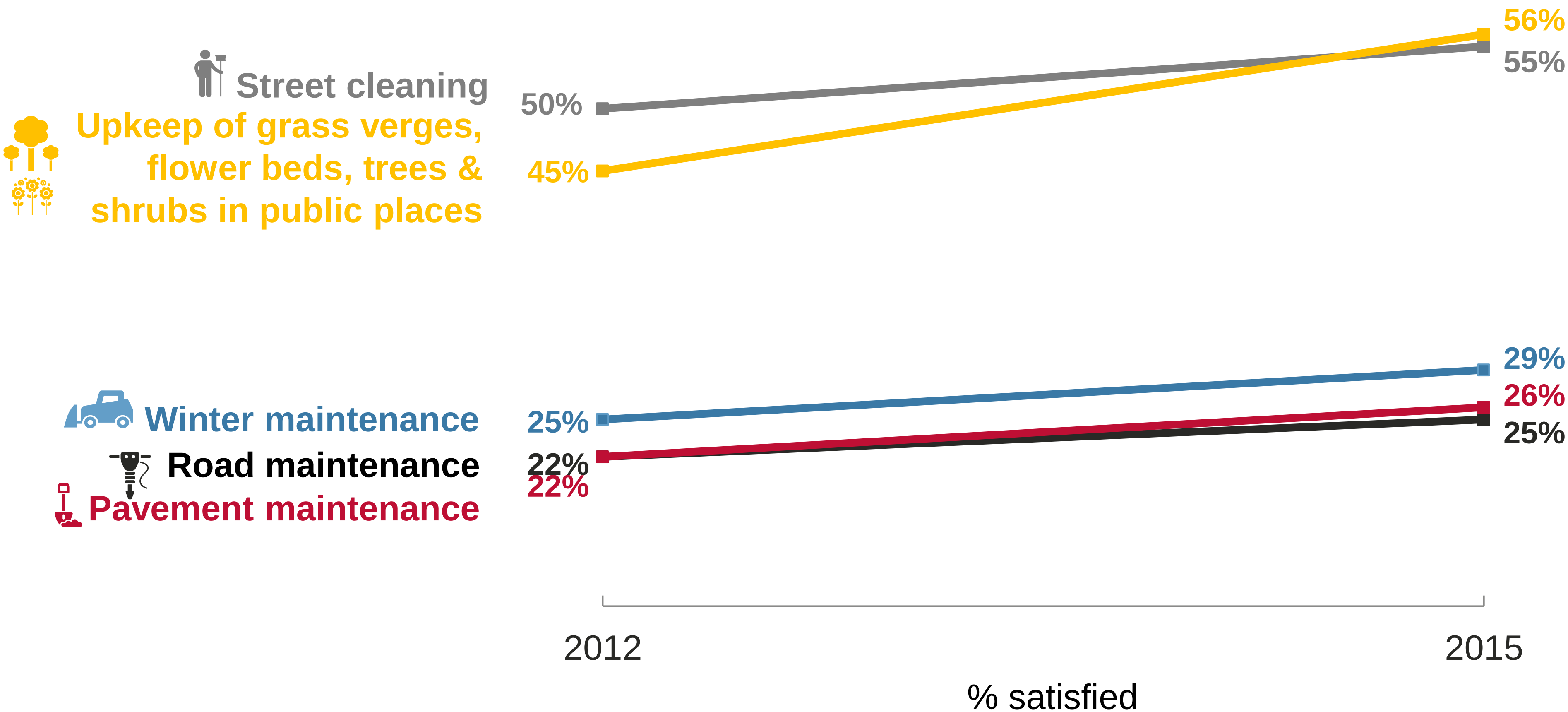


Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Satisfaction with environmental services have all increased significantly in Northumberland since 2012 – particularly with regard to the upkeep of grass verges and vegetation in public areas (up 11 percentage points), street cleaning (up 5 percentage points) and winter / pavement maintenance (both up 4 percentage points).

Q12. How satisfied or dissatisfied are you with each of the following services provided or support by the Council? ENVIRONMENTAL SERVICES



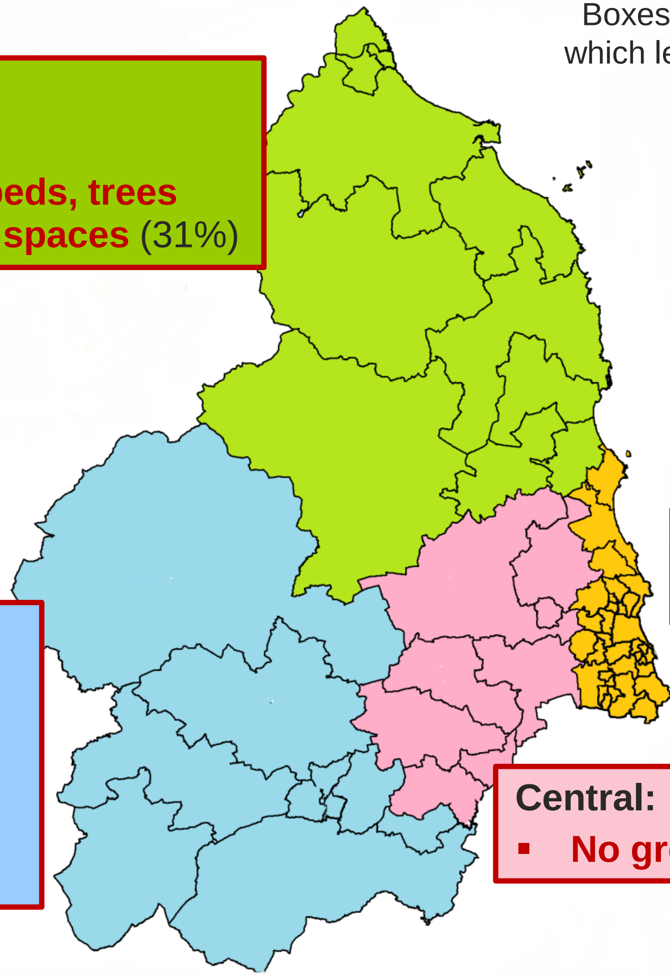
Base: All responding : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Dissatisfaction with environmental services is more marked in North and West Northumberland, although those in the South East of the county are more dissatisfied than average with the standard of street cleaning.

Boxes denote the services in each operating area for which levels of dissatisfaction are higher than average

North:
- **Road maintenance** (67%)
- **Upkeep of grass verges, flower beds, trees and shrubs in streets and public spaces** (31%)



West:
- **Road maintenance** (69%)
- **Pavement maintenance** (59%)
- **Upkeep of grass verges, flower beds, trees and shrubs in streets and public spaces** (38%)

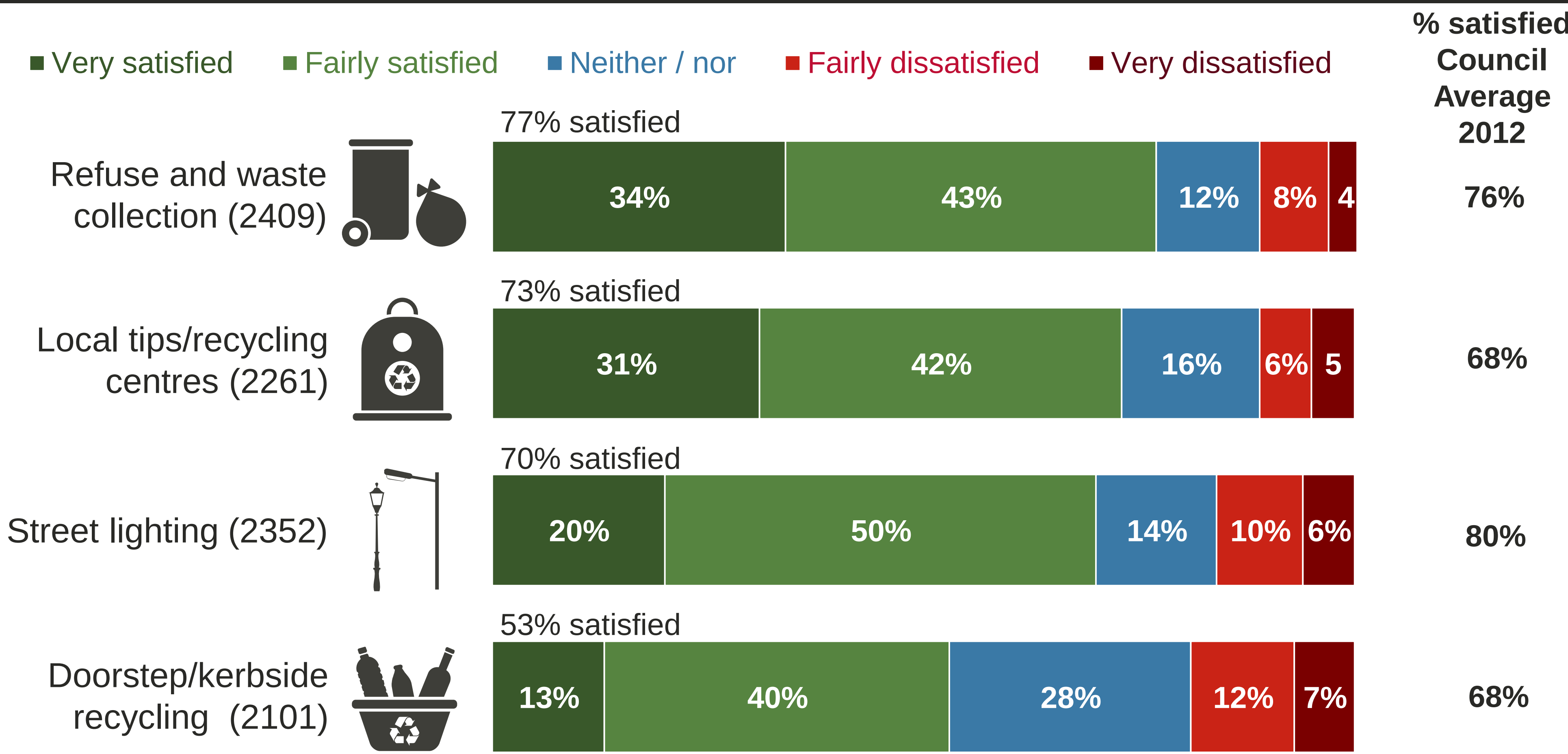
South East:
- **Street cleaning** (32%)

Central:
- **No greater dissatisfaction in this area**

Base: All responding (ranging from 2307 to 2385) : Fieldwork dates : 15 September – 30 October 2015

Amongst street cleansing issues, satisfaction is highest with refuse collection (77%), and local tips (73%), followed by street lighting (70%). However, only just over half (53%) are satisfied with doorstep recycling. Satisfaction is lower in Northumberland than the 2012 consortium average for street lighting and doorstep recycling, which may reflect the difficulties in maintaining these services in a largely rural local authority area.

Q12. How satisfied or dissatisfied are you with each of the following services provided or support by the Council? STREET CLEANSING ISSUES

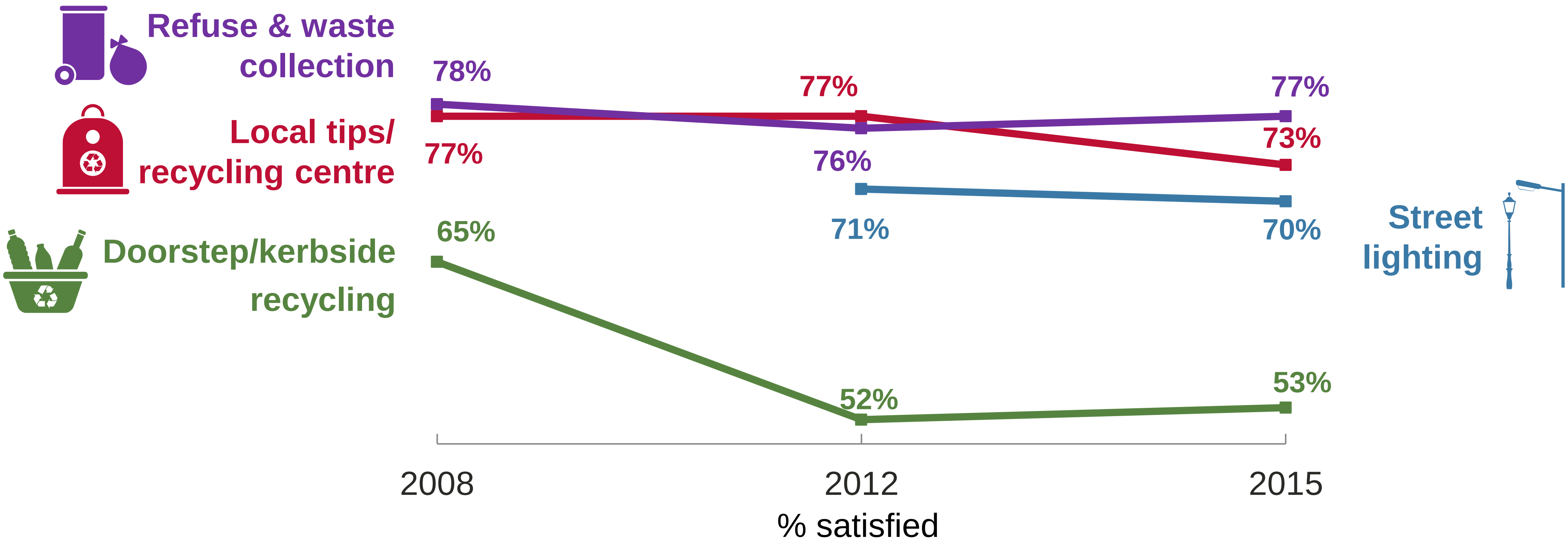


Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Satisfaction with refuse collection, doorstep recycling and street lighting has changed little since 2012, although satisfaction with local tips/recycling centres has decreased significantly (by 4 percentage points). Satisfaction with doorstep recycling remains significantly below the level found in the 2008 Place Survey.

Q12. How satisfied or dissatisfied are you with each of the following services provided or support by the Council? STREET CLEANSING ISSUES



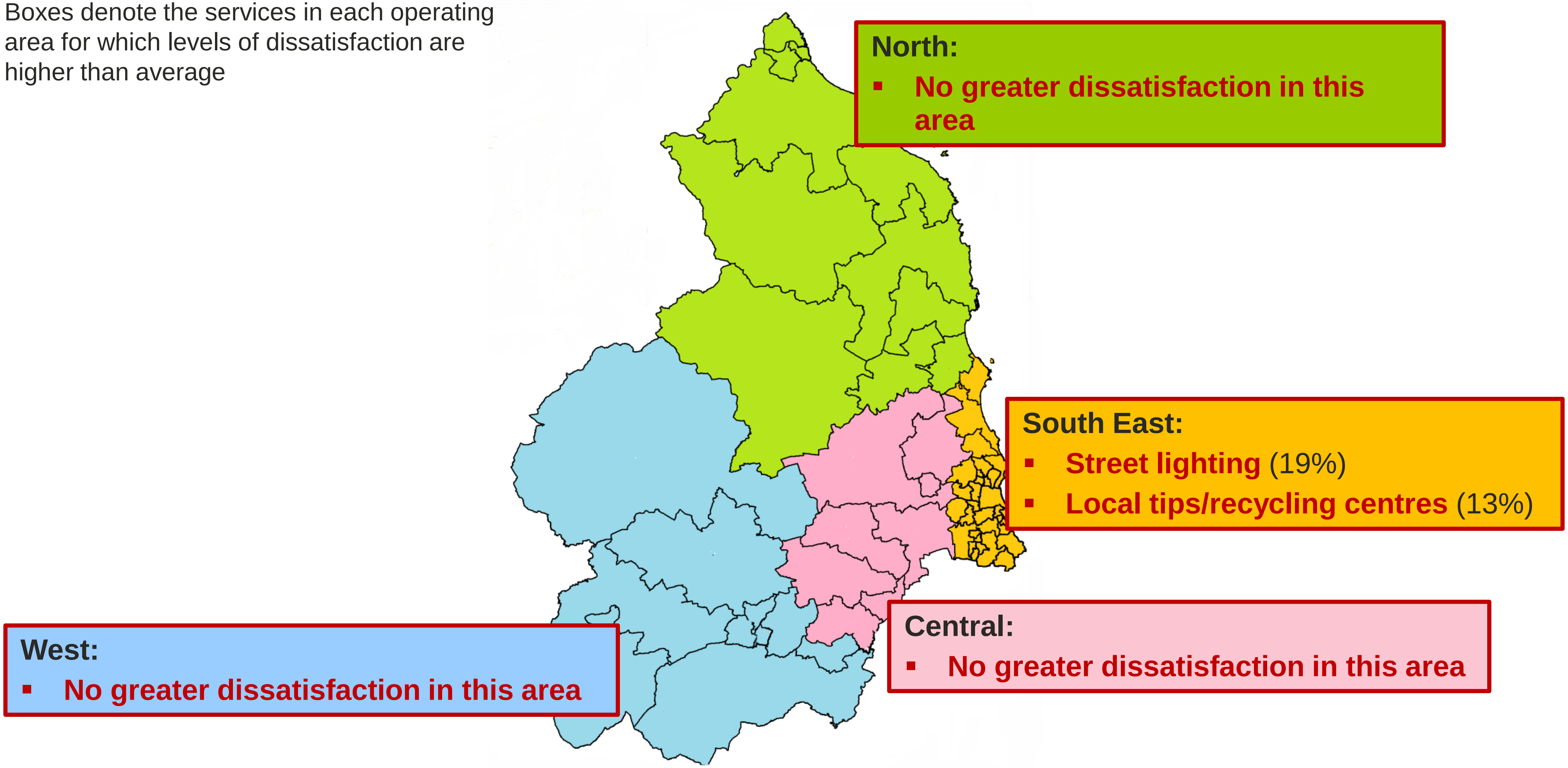
Base: All responding : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Only in the South East of Northumberland are residents more likely to be dissatisfied with street cleansing issues – namely with the standard of local street lighting and local tips and recycling centres.

Northumberland
Northumberland County Council

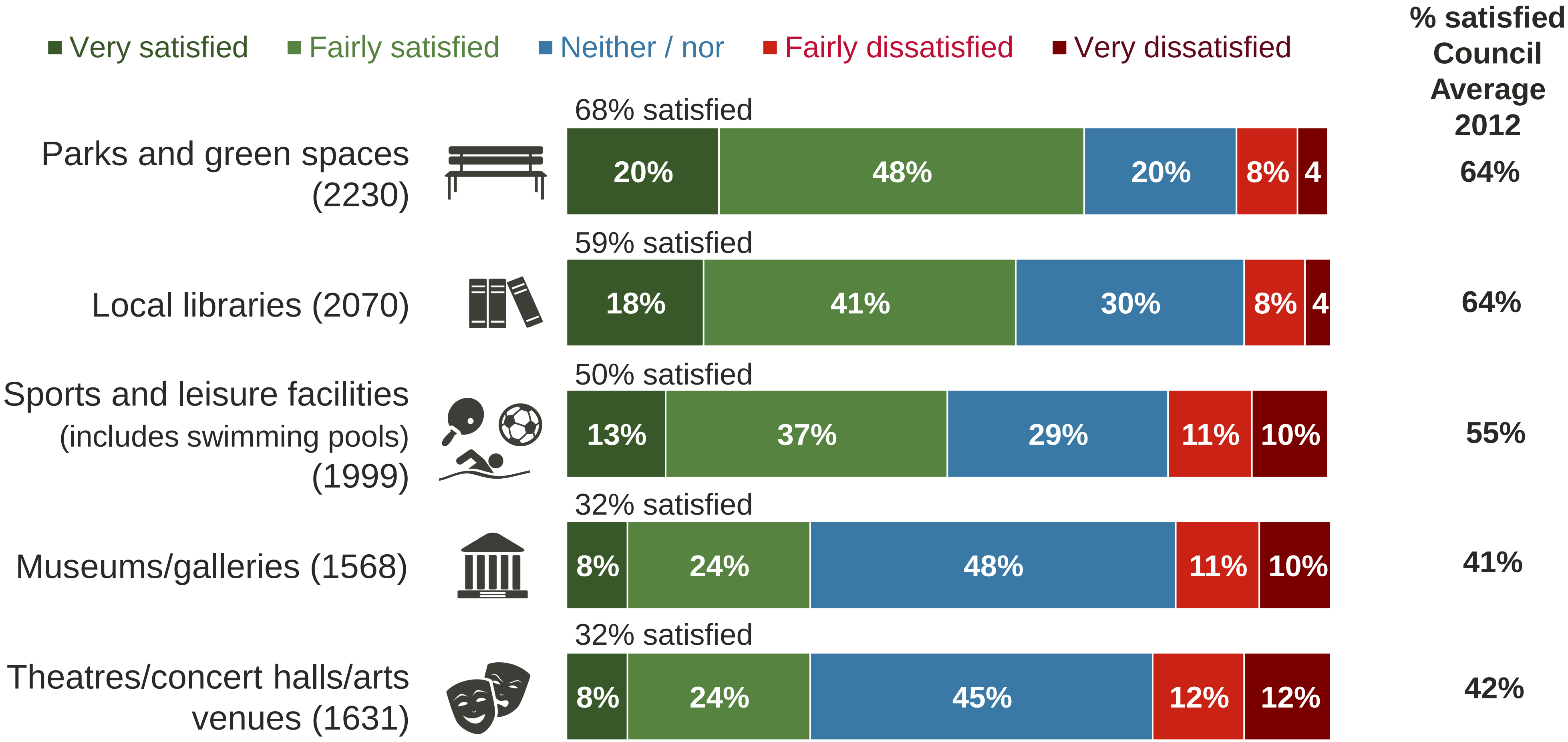
Boxes denote the services in each operating area for which levels of dissatisfaction are higher than average



Base: All responding (ranging from 2101 to 2409) : Fieldwork dates : 15 September – 30 October 2015

Amongst leisure and cultural services, parks and green spaces have the highest satisfaction (68%). The next most highly rated are local libraries (59%) and sport and leisure facilities (50%). However, only a third of residents are satisfied with local museums/galleries and with theatres/concert halls (32% in both cases). Satisfaction is generally somewhat below the 2012 consortium average, especially for museums/galleries and theatres/concert halls.

Q12. How satisfied or dissatisfied are you with each of the following services provided or support by the Council? LEISURE AND CULTURE

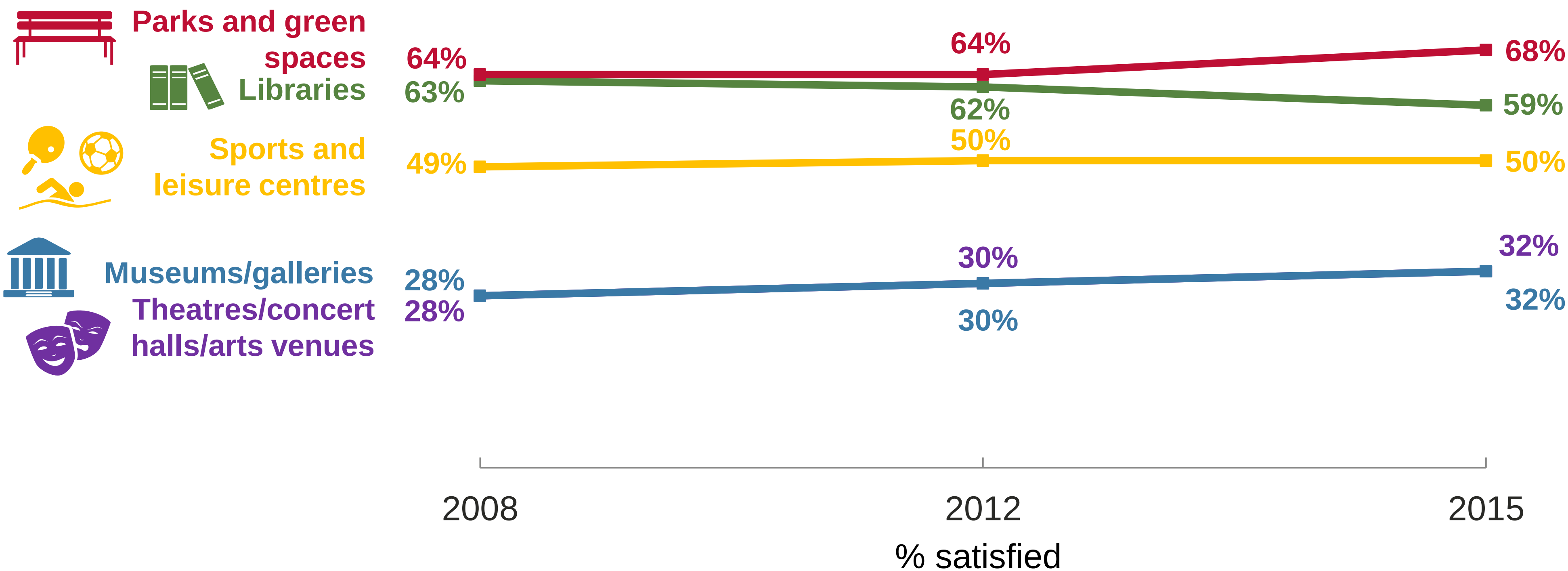


Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Satisfaction with leisure and cultural services in Northumberland is generally in line with the levels recorded in 2012. However, satisfaction with parks and green spaces has increased significantly since 2012 (up 4 percentage points), while satisfaction with libraries has decreased over the same time period (down 3 percentage points).

Q12. How satisfied or dissatisfied are you with each of the following services provided or support by the Council? LEISURE AND CULTURE



Base: All responding : Fieldwork dates : 15 September – 30 October 2015

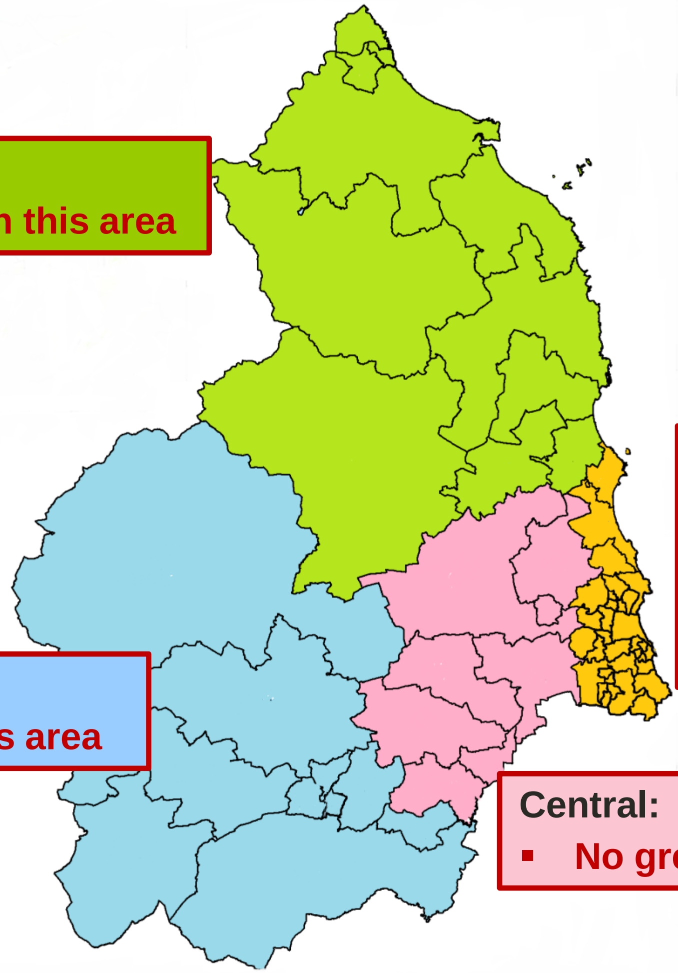
Source: Ipsos MORI

Dissatisfaction with leisure and cultural facilities is quite clearly concentrated in South East Northumberland, where residents are more often dissatisfied with theatres and concert halls, museums and galleries, and sports and leisure facilities. This supports earlier findings that sports and leisure facilities, and activities for both young children and teenagers are seen to be requiring improvement in this area.

Boxes denote the services in each operating area for which levels of dissatisfaction are higher than average

North:
- **No greater dissatisfaction in this area**

West:
- **No greater dissatisfaction in this area**



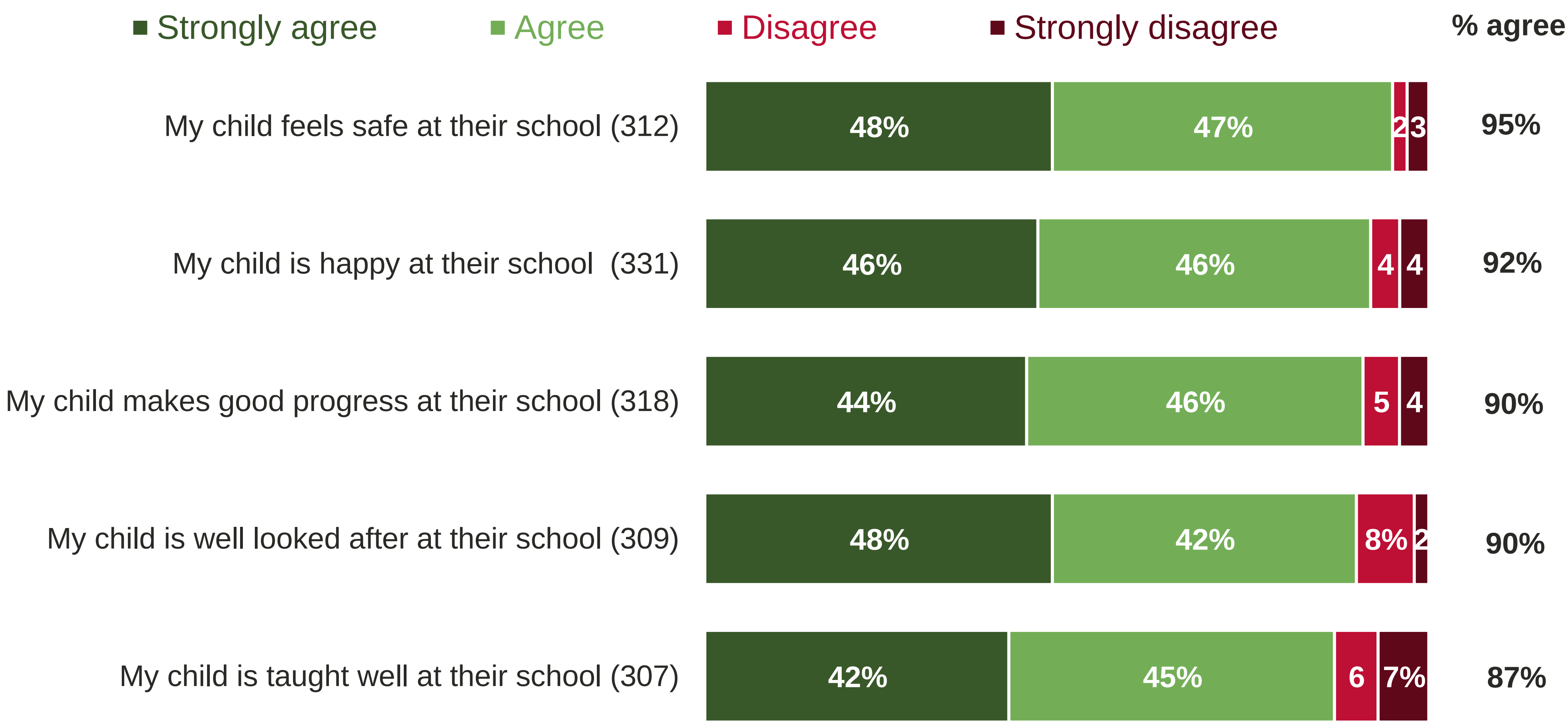
South East:
- **Theatres/concert halls/arts venues** (30%)
- **Museums/galleries** (25%)
- **Sports and leisure facilities** (25%)

Central:
- **No greater dissatisfaction in this area**

Base: All responding (ranging from 1568 to 2230) : Fieldwork dates : 15 September – 30 October 2015

Local schools are consistently rated very positively. The great majority of residents say their child feels safe (95%) and is happy there (92%). Similarly, nine in ten say their child makes good progress at the school and is looked after well there (90% in both cases). Residents are least likely to say their child is well taught at the school, but the great majority still agree this is the case (87%).

Q13. In the following question we would like you to tell us about five aspects of your child's school. To what extent do you agree or disagree with the following statements?

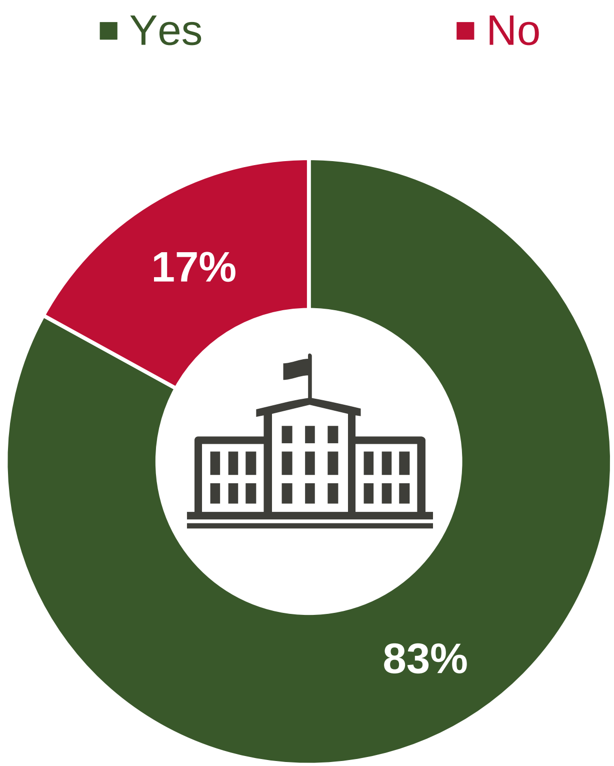


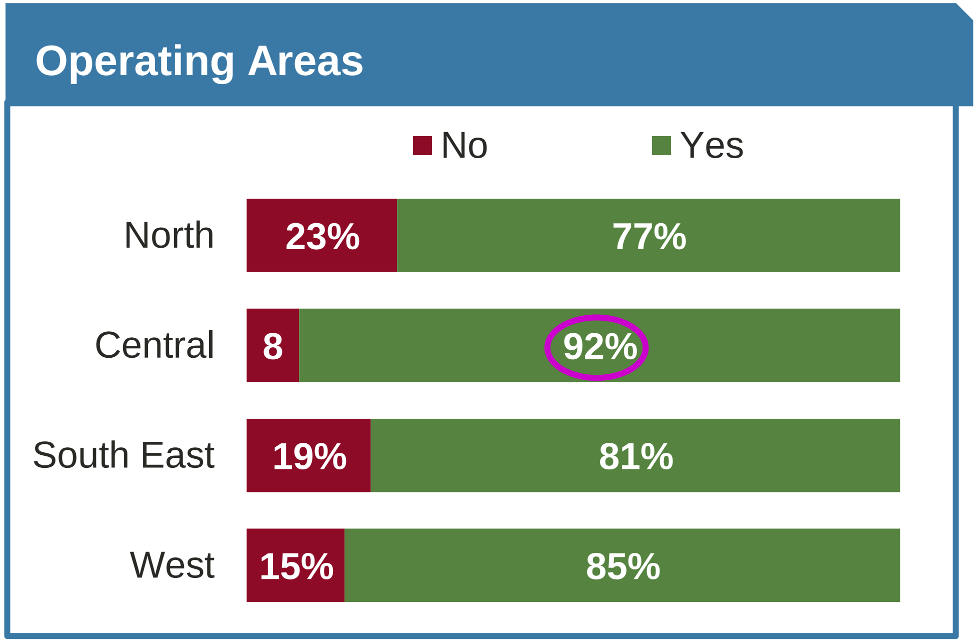
Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

More than 4 in 5 residents would recommend the school their child attends to another parent (83%). This proportion is particularly high in Central Northumberland (92%). Across other groups of residents, willingness to recommend the school is higher among women than men (87% vs. 76%).

Q14. Would you recommend this school to another parent?





Recommendation levels by individual schools are held by the Council under separate cover.

Base: All responding (325) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

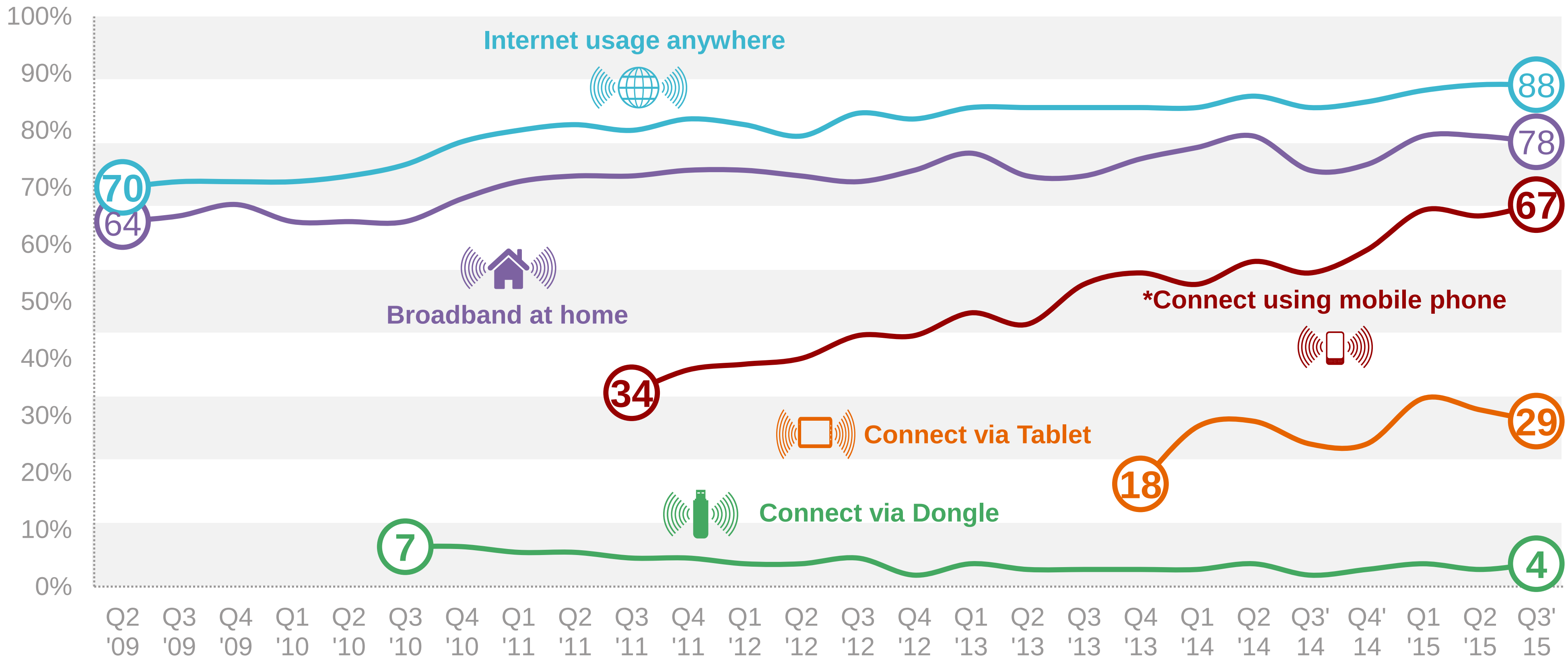
Contacting the Council and communications

Key findings for contacting the Council and communication

- The great majority of residents (81%) have some form of internet access, most often through a personal computer (64%). Two in five residents also access the internet through a mobile phone (41%) or a tablet (40%). The great majority of those with internet access (91%) feel confident about using the internet.
- Just over half of residents (52%) have contacted the Council in the last 12 months. They are most likely to have done so by telephone (45%), although three in ten (29%) also got in touch electronically via the internet.
- Reporting a problem of some kind is by far the main reason that residents have contacted the Council (58%). This is followed by obtaining advice or information (30%), applying for a service (16%) and making a payment (15%).
- The most commonly used source of information on the Council is local media (e.g. newspaper, radio and TV) (54%). This is followed by the Council's own website (41%) and Northumberland News (39%). These are also the sources of information that residents would most often prefer to use to find out about the Council.

The Ipsos MORI Tech Tracker is a quarterly tracking survey of c1,000 GB adults and show that in Quarter 3 this year, 88% of people access the internet (81% in Northumberland).

% How people connect to the internet



* The wording used for measuring 'internet connection by mobile phone' has been updated which means earlier data is not strictly comparable and is therefore not shown

Base: circa 2,000 interviews per wave until Quarter 1 2010, circa 1000 GB adults aged 15+ per wave thereafter

Source: Ipsos MORI

Four in five residents (81%) use the internet through some means, most often by a computer (64%). The proportion who are internet users is significantly lower among older residents aged 65+ (57%), social tenants (62%), disabled residents (65%), those who live alone (65%), and also those who live in South East Northumberland (78%).

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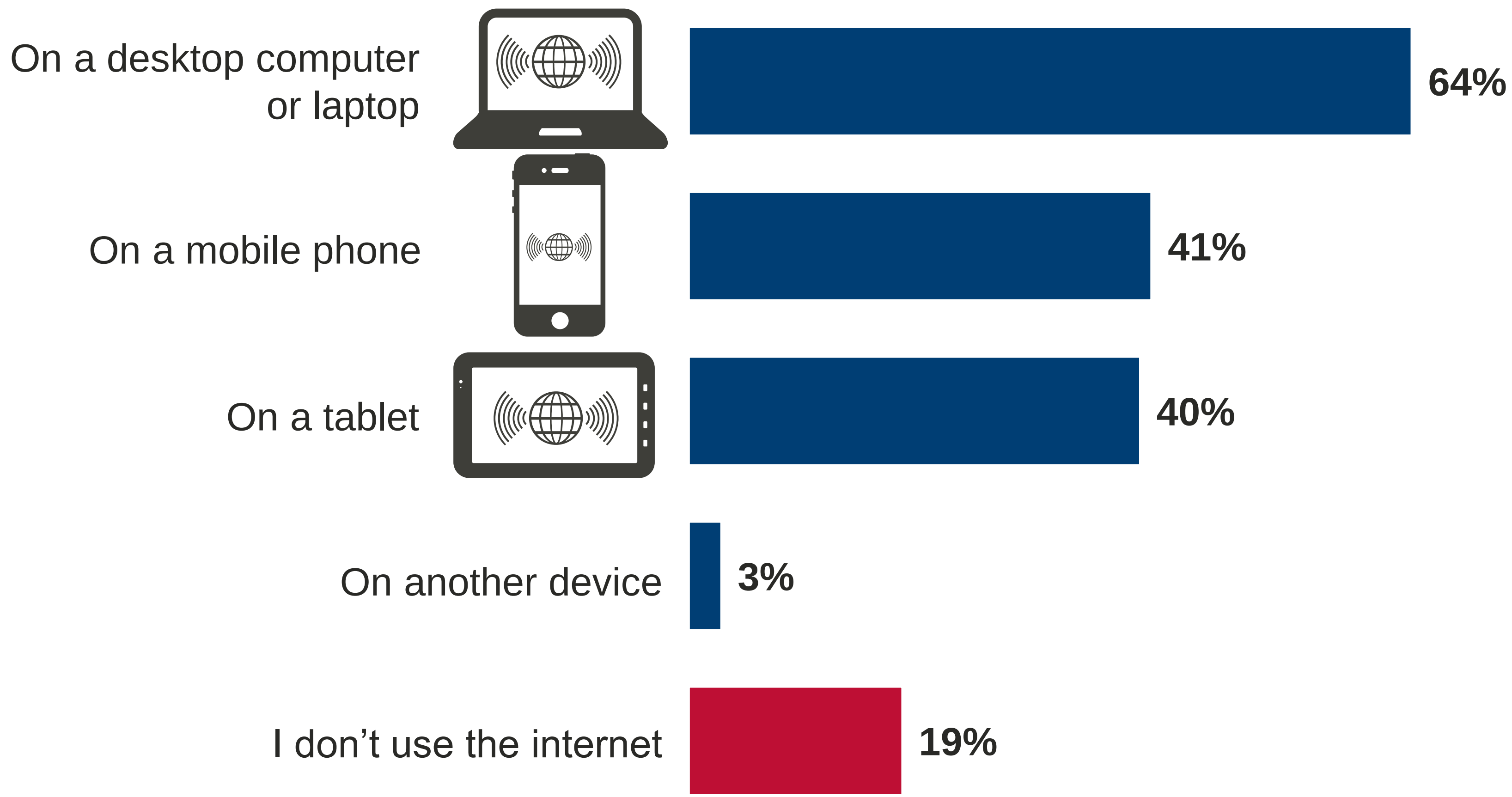
Q26. In which of the following ways do you access the internet?

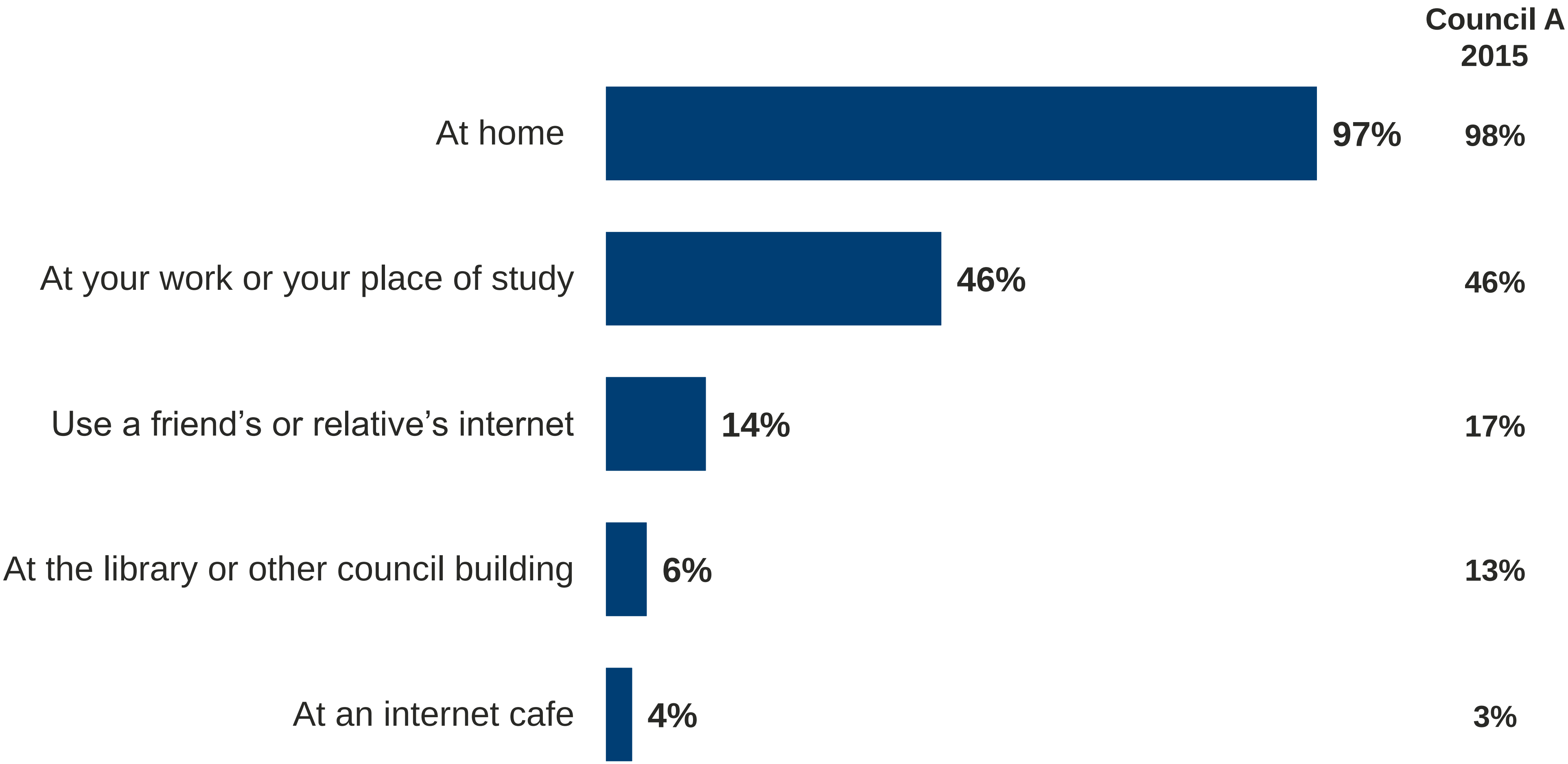


Base: All responding (2445) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Almost all those who use the internet say they do so at home (97%), followed by almost half who say they use the internet at work or their place of study (46%). One in seven (14%) use the internet via a friend or relative. Residents are significantly less likely to use a library or other council building to access the internet than in Council A (6% vs. 13%).

Q28. In which of the following places do you access the internet?

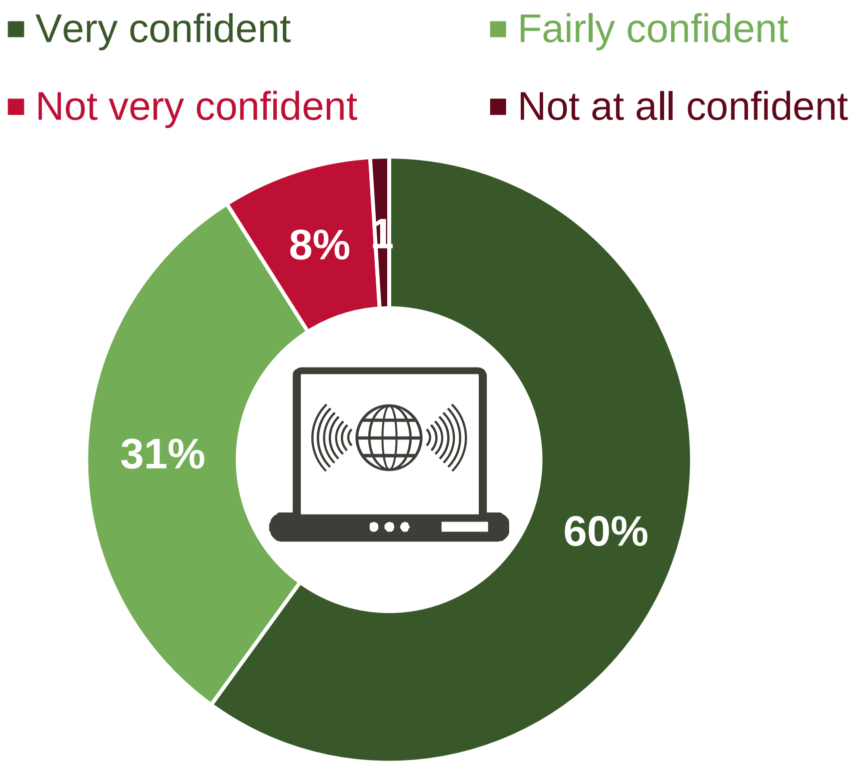


Base: All responding who access the internet (1729) : Fieldwork dates : 15 September – 30 October 2015

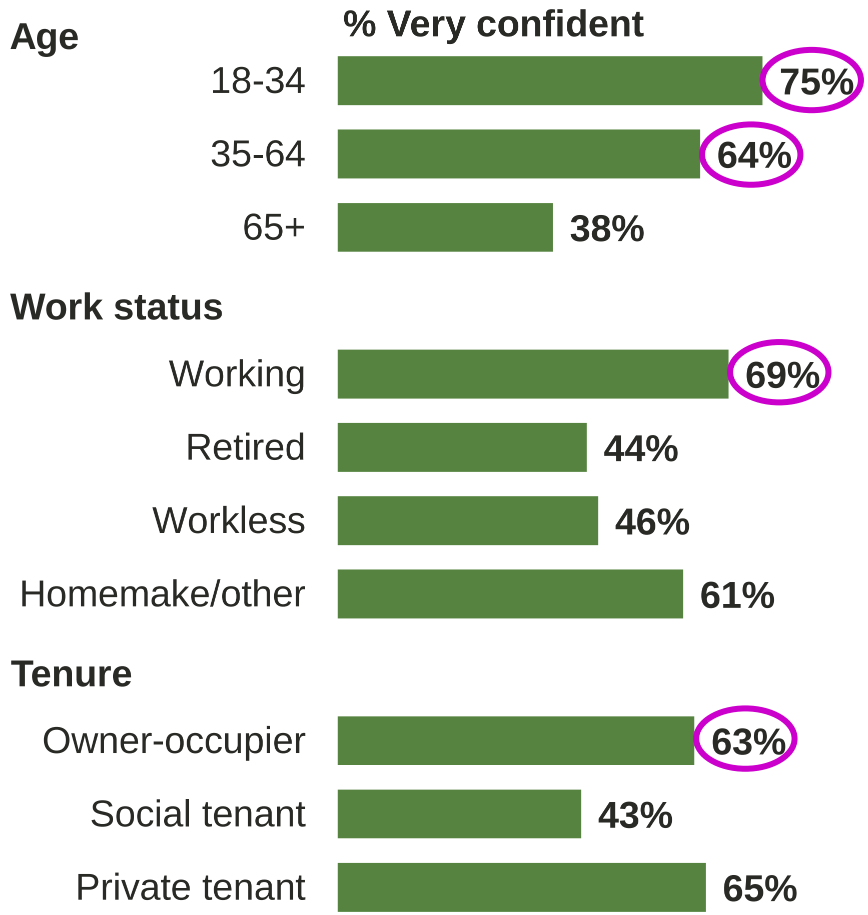
Source: Ipsos MORI

Of those who use the internet, almost all (91%) feel confident about accessing the internet, with three in five (60%) feeling *very* confident. Those less likely than average to feel very confident include those aged 65+ (38%), retired and workless residents (44% and 46% respectively), social tenants (43%) and those with a disability (49%).

Q29. How confident do you feel in accessing the internet?



Confident	91%
Not confident	9%

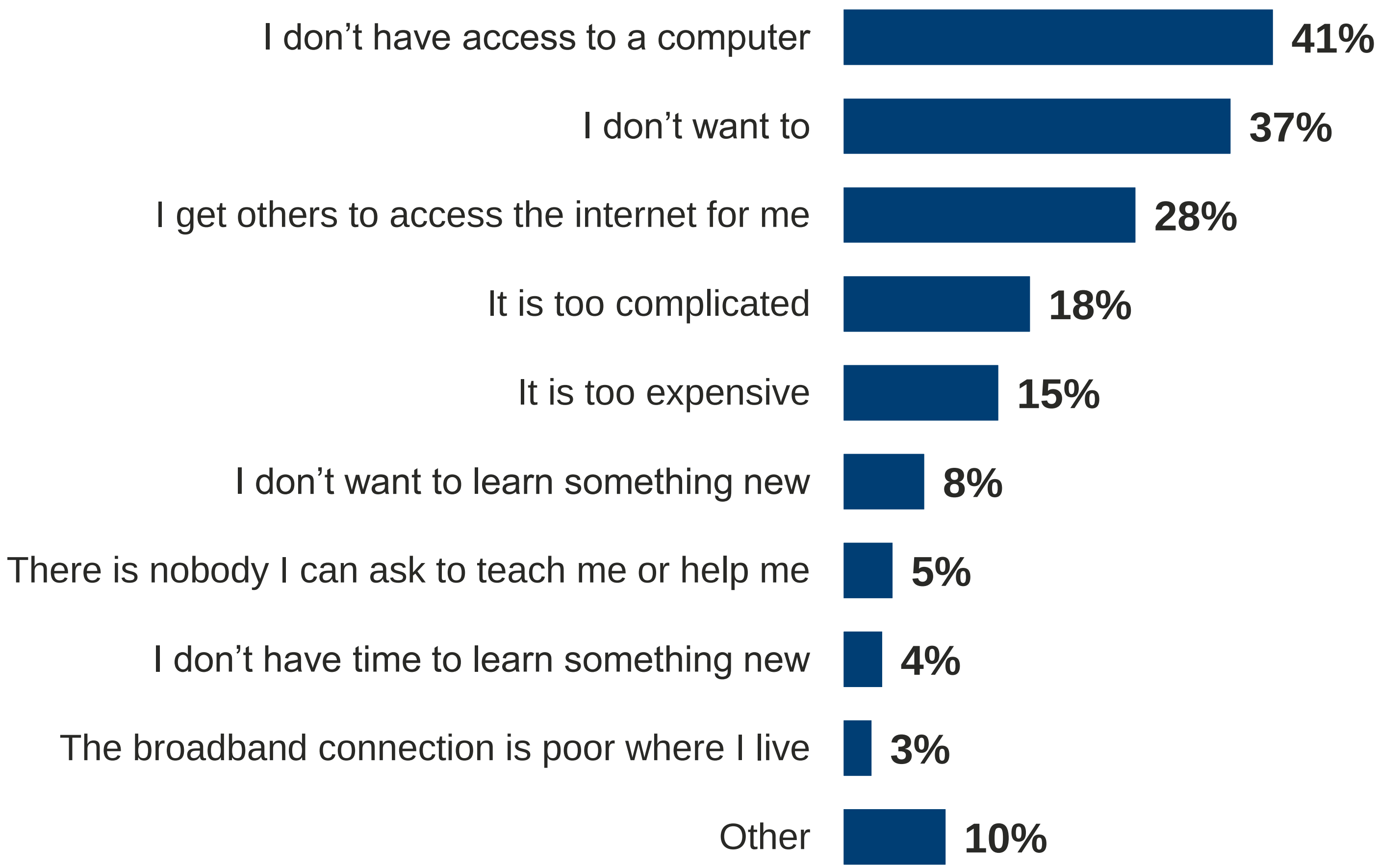


Base: All responding who access the internet (1760) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Lack of access to a computer is the most common reason why residents do not use the internet (41%), although this is closely followed by simply not wanting to use it (37%). One in four (28%) get someone else to use the internet on their behalf.

Q27. Why do you not use the internet?

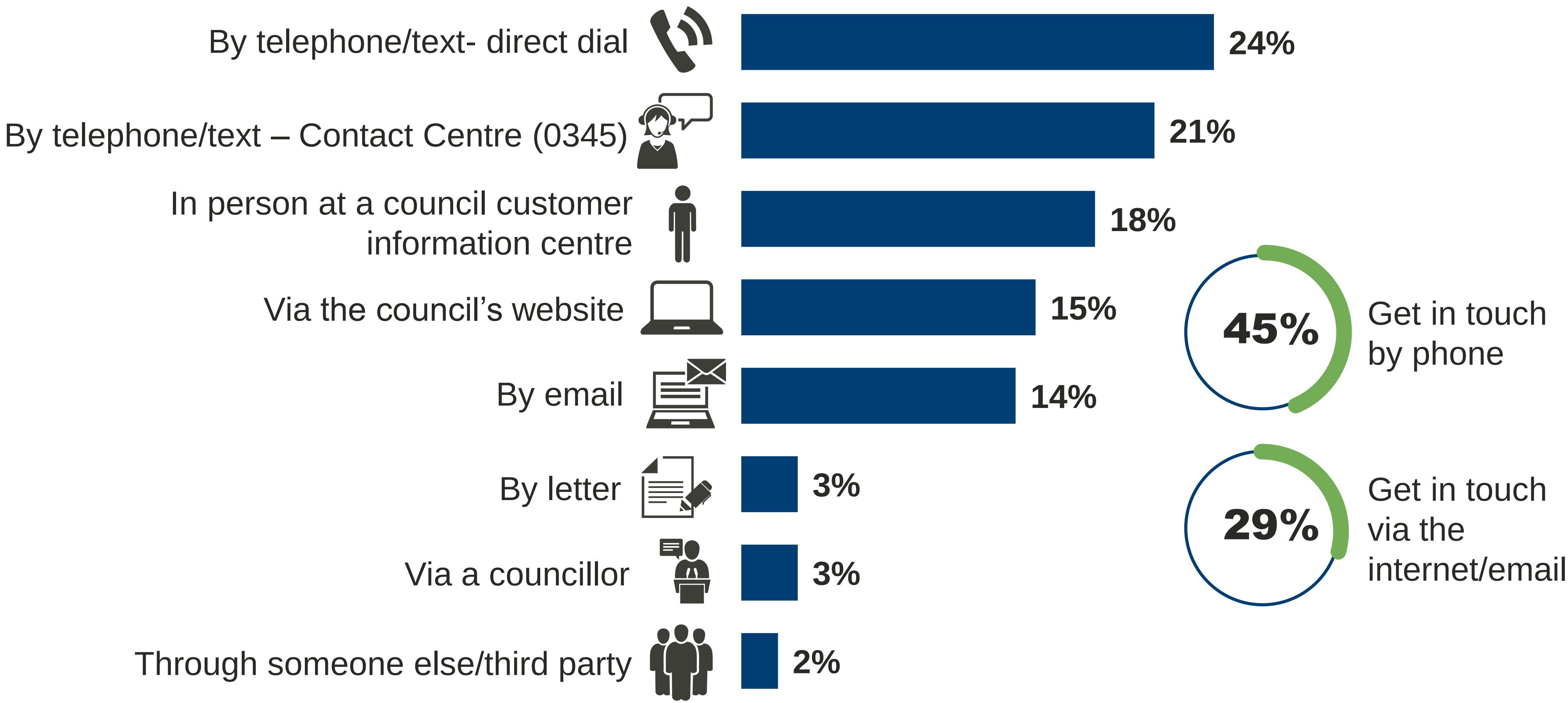


Base: All responding who do not access the internet (598) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Half of residents have contacted the Council in the last 12 months (52%). This proportion is greatest among social tenants (59%), carers (59%) and those aged 35-64 (56%).Telephone is the most common means by which residents contact the Council (45%), and this figure is particularly high among social tenants (56%). Three in ten (29%) used the internet to contact the Council, and this figure is greatest among those aged 35-64 (34%) and owner-occupiers (36%).

Q24. How did you get in contact with the council on the last occasion that you contacted them?

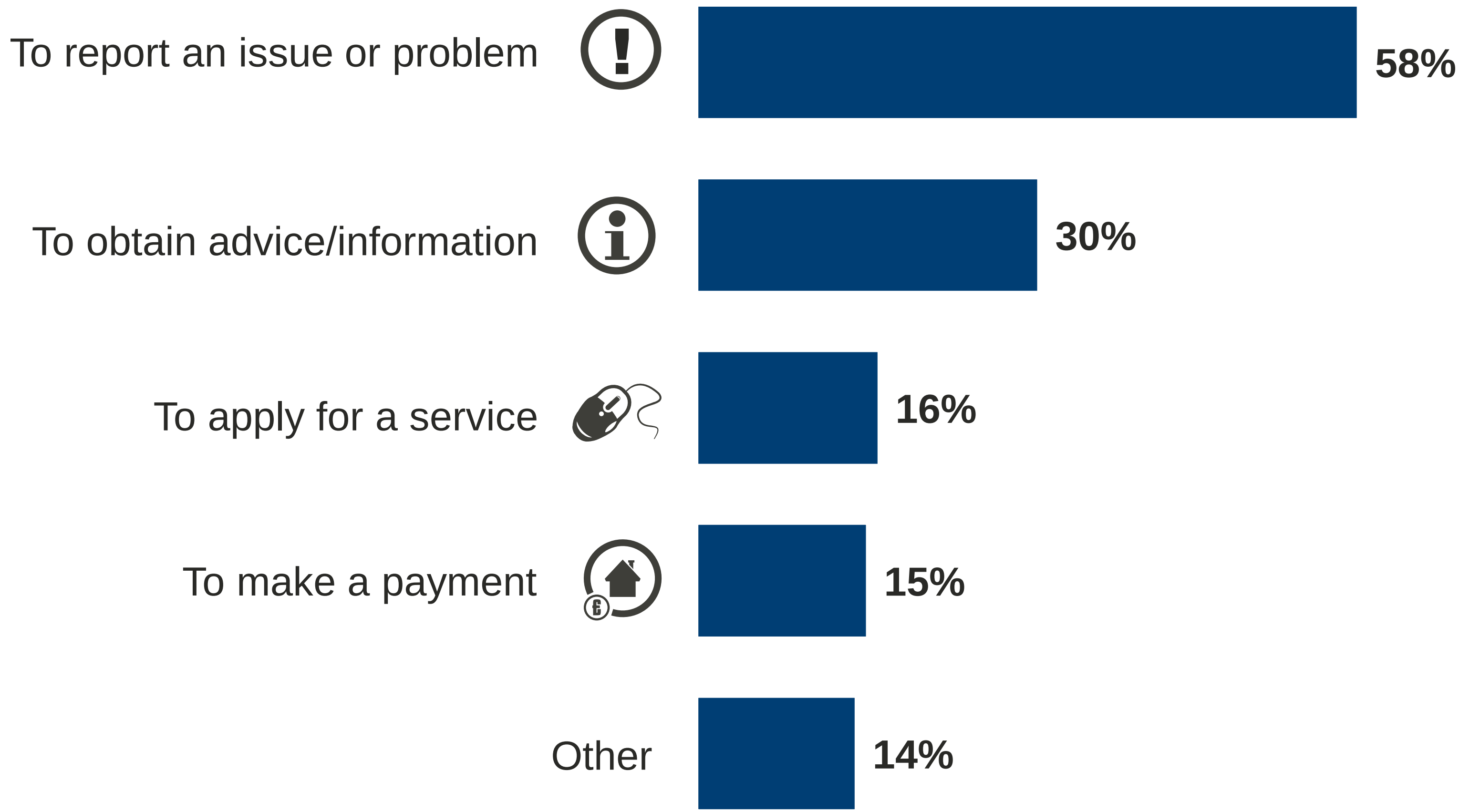


Base: All responding who have contacted the Council in the last 12 months (969) :
Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Those who have recently contacted the Council most often did so to report an issue or problem (58%), followed by to get advice or information (30%). As might be expected, those dissatisfied with the Council are more likely to have got in touch to report a problem (63% vs. 53% of those who are satisfied with it), as are residents in South East Northumberland (65% vs. 58% overall).

Q25. Which of these describes the reason(s) why you made contact with the council on this last occasion?

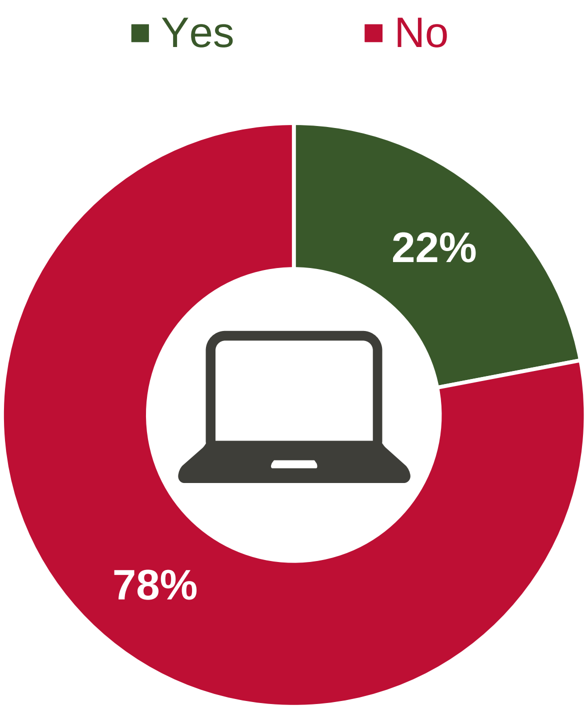


Base: All responding who have contacted the council in the last 12 months (1164) :
Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

One in five (22%) residents have been unable to do something they wanted to do on the Council's website. These participants were asked for more details about issues they have experienced – examples of some of the common themes mentioned are shown on the right below.

Q30. Have you ever logged on to the council's website www.northumberland.gov.uk and been unable to do something? This could be to complete a transaction, request or apply for a service or find some information.



Q33. Please can you write in the box below, what it was that you wanted to do or find out about on the council's website but couldn't?

"Planning applications – service was down frequently"

"The site has been down a lot lately"

"School term time table"

"Register child at school"

"Tip opening times"

"Bin collections"

Base: All responding (1738) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Local media (e.g. newspapers, radio) are the most widely used sources of information on the County Council (54%), followed by the Council website (41%), and Northumberland News (39%). These are also the sources that residents would most *prefer* to use (although half as many would prefer to hear about the Council through the local media as those who do so currently).

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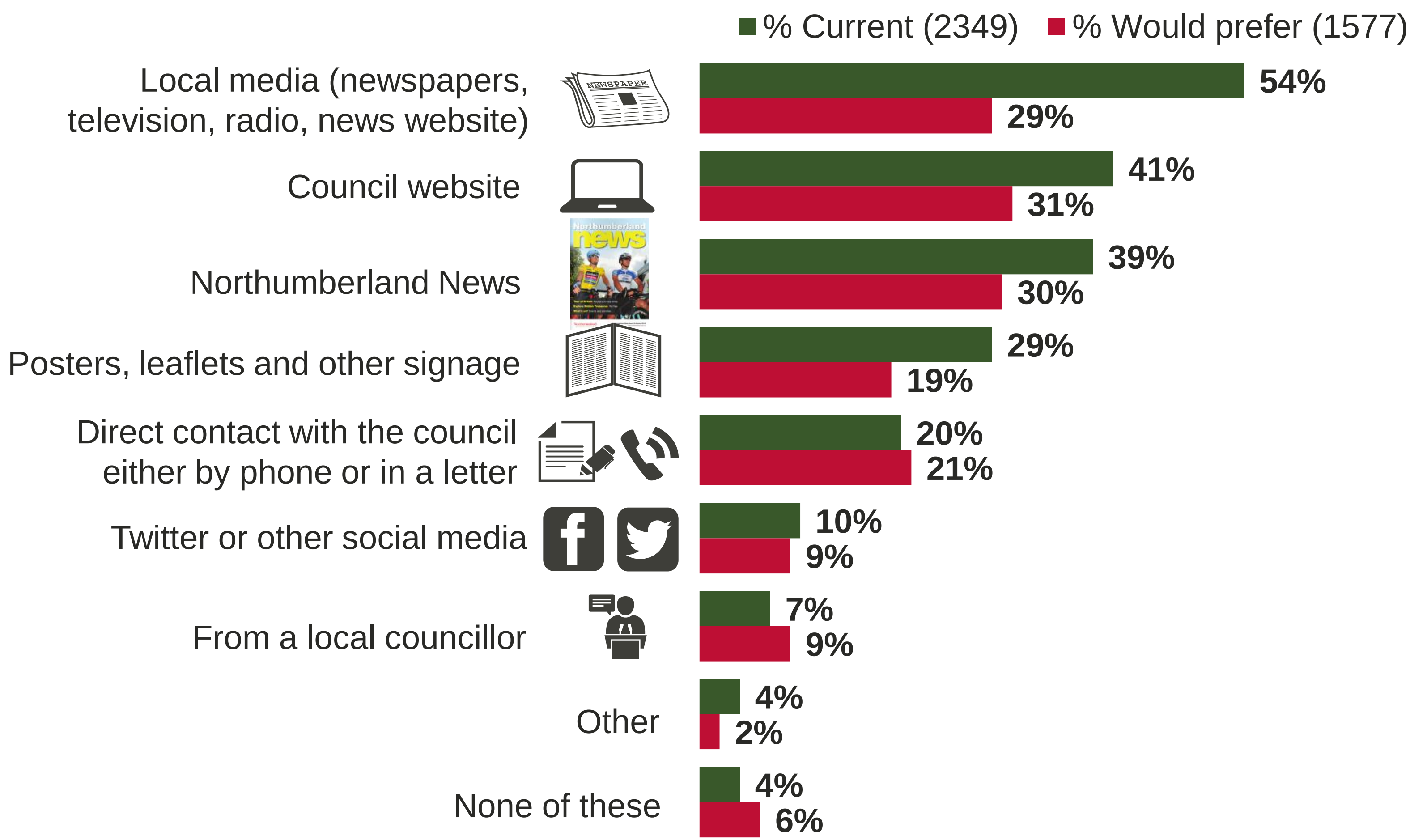
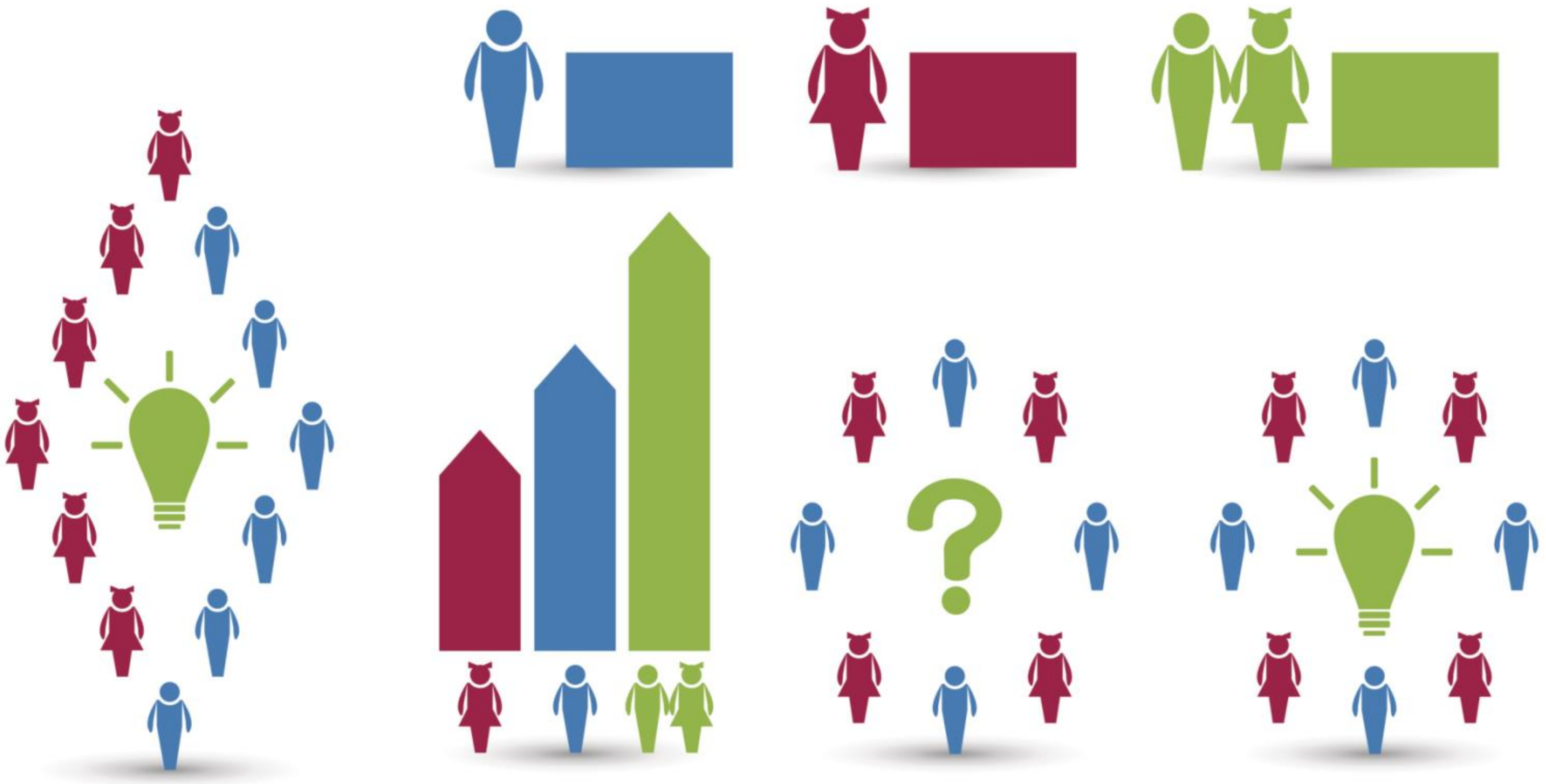
Q32. From which sources, if any, do you currently obtain most of your information about Northumberland County Council and the services it provides? Q33. How would you prefer to find out such information?



Council A 2015	Current	Prefer
Local media (newspapers, television, radio, news website)	59%	41%
Council website	26%	23%
Northumberland News	N/A	N/A
Posters, leaflets and other signage	N/A	N/A
Direct contact with the council either by phone or in a letter	20%	20%
Twitter or other social media	9%	13%
From a local councillor	11%	11%
Other	3%	5%
None of these	6%	4%

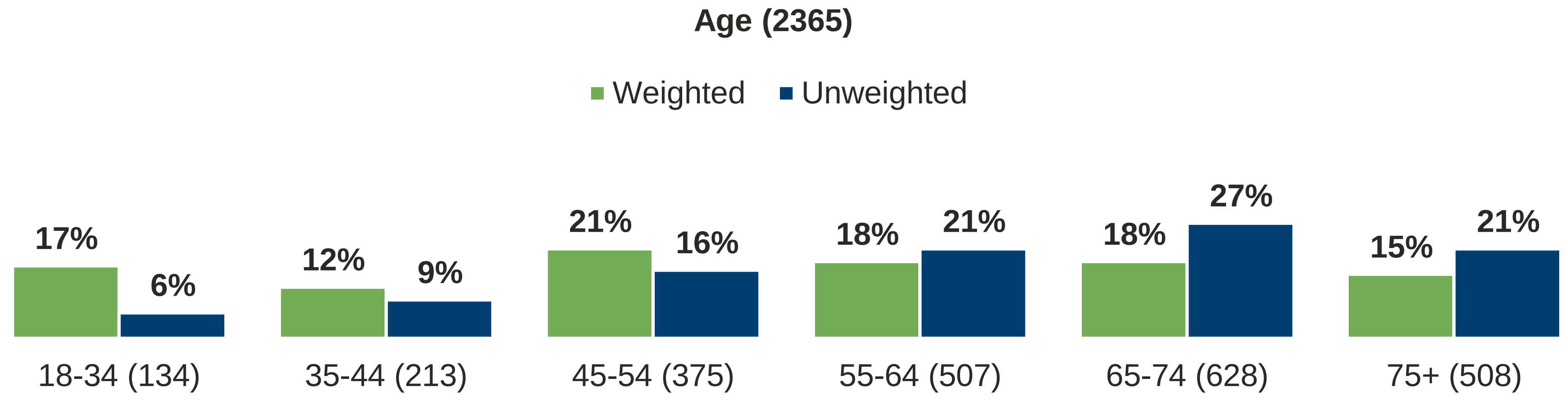
Base: All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

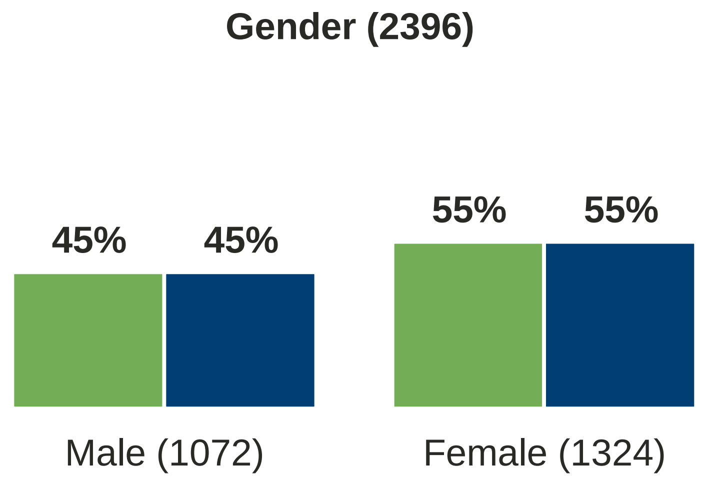
Source: Ipsos MORI

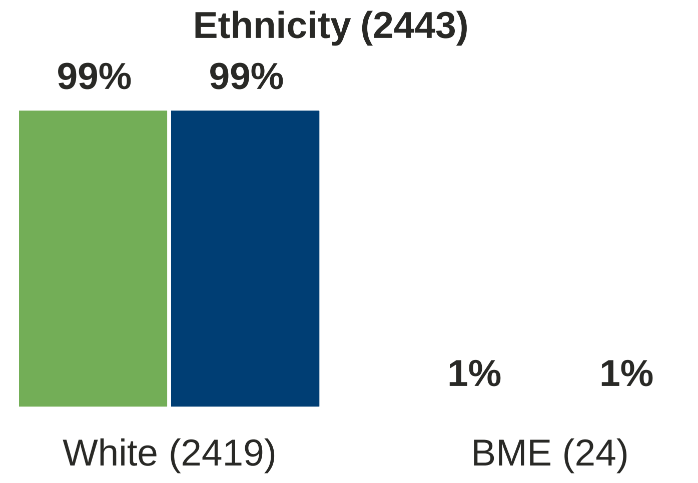


Demographics

Respondent profile 1: Weighted vs. Unweighted (gender, age, ethnicity)







Base : All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Respondent profile 2: household size and tenure

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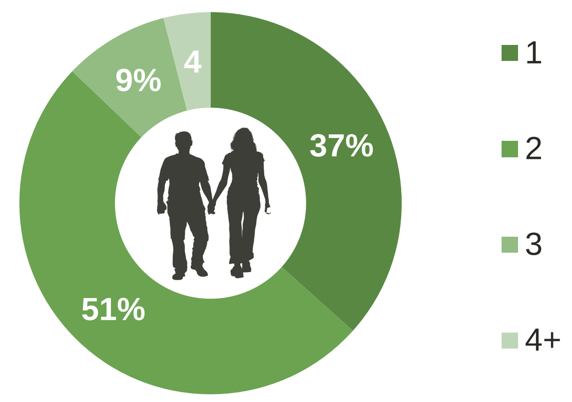

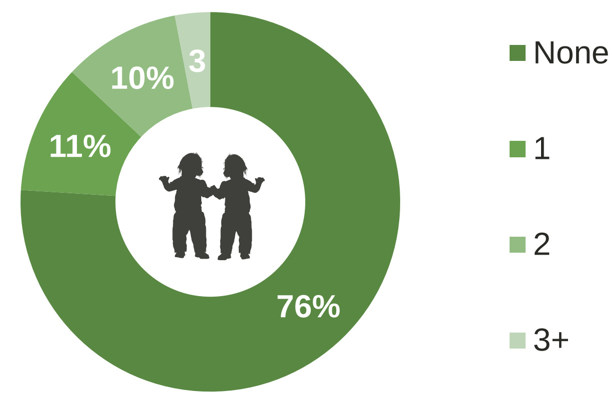

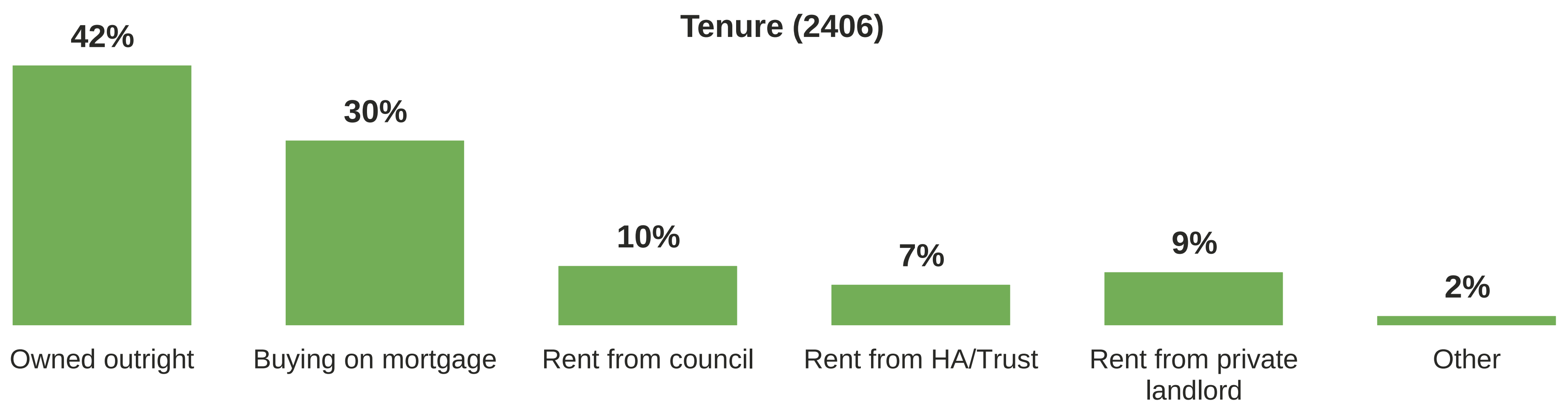

Base : All responding (see above) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

The working status of Northumberland residents is little changed since 2012 and is generally in line with benchmarks for comparable local authorities. However, Northumberland residents are more likely to be retired than the average for the 2012 North East consortium.

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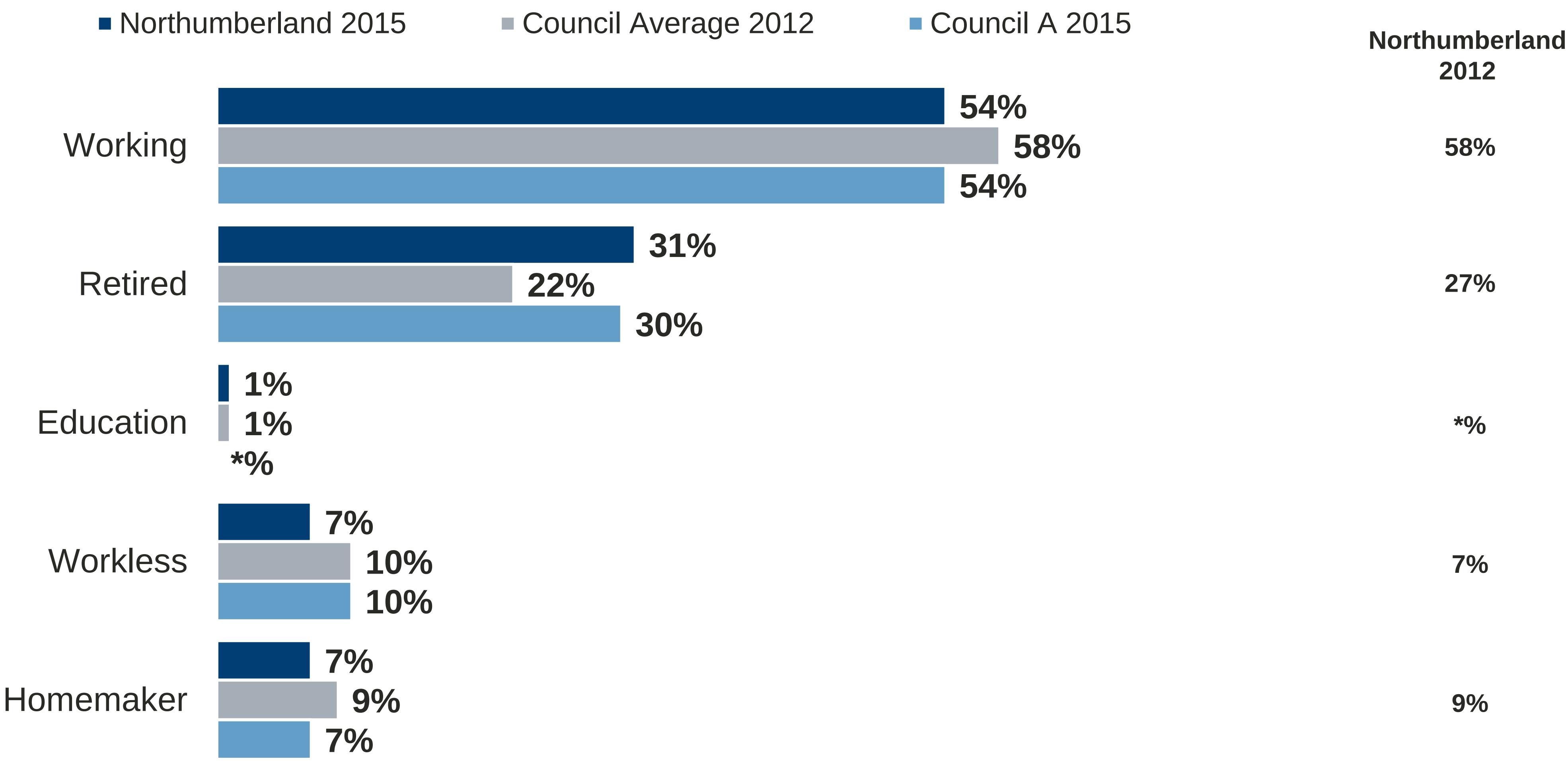
Q51. Which of these best describes what you are doing at present?

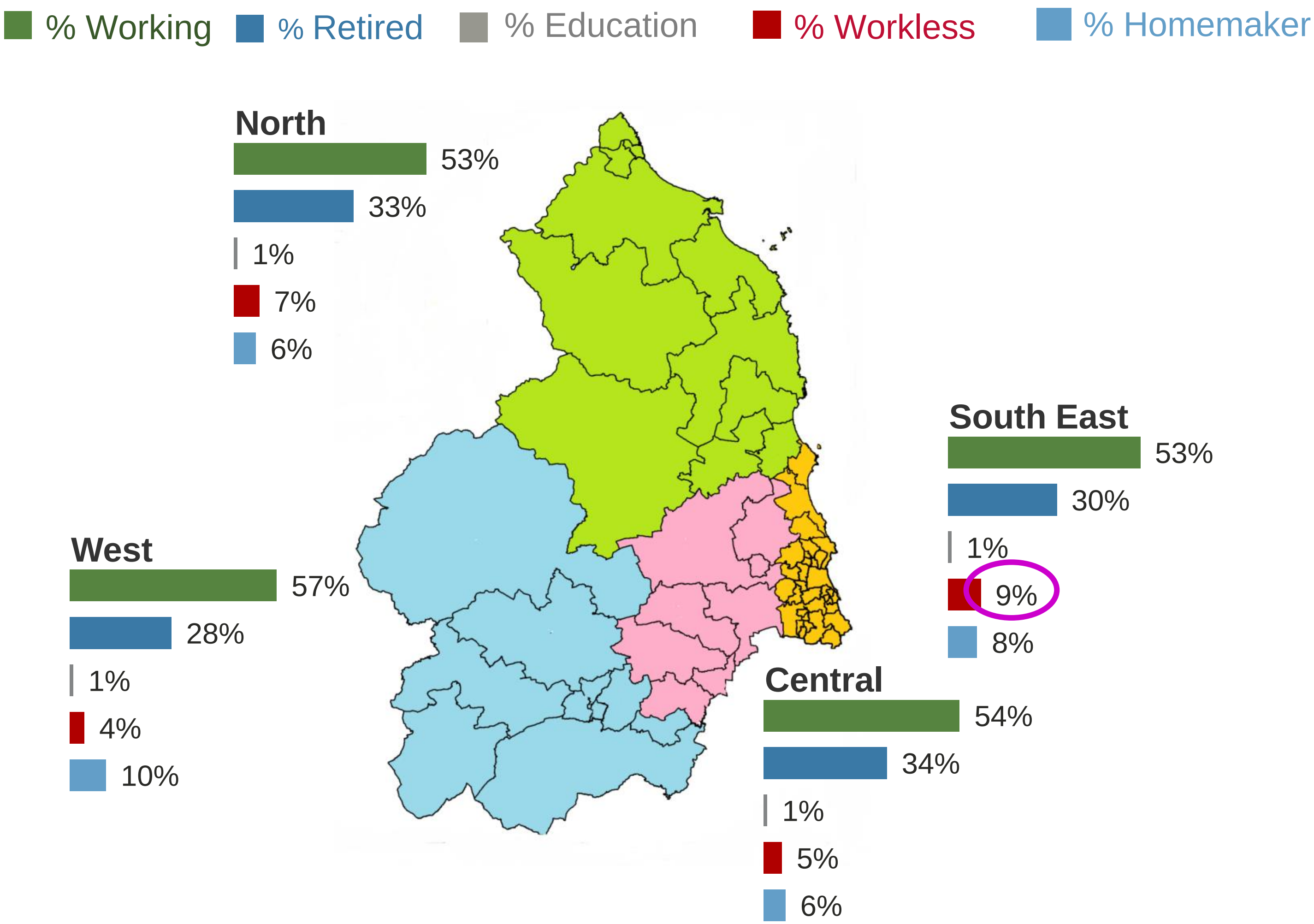


Base: All responding (2224) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

The fact that area satisfaction, community involvement, health and wellbeing are all lower in South East Northumberland may be partly explained by the greater prominence of workless residents in this region – this group is less positive about many aspects of the local area and about their own quality of life.

Q51. Which of these best describes what you are doing at present?



Base: All responding (2224) : Fieldwork dates : 15 September – 30 October 2015

Source: Ipsos MORI

Appendices

Guide to statistical reliability

The residents who took part in the survey are only a sample of the total "population" of Northumberland residents, so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given.

The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 responses	5.9	9.0	9.8
500 responses	2.6	4.0	4.4
2,522 responses	**1.2**	**1.8**	**1.9**

For example, with a sample size of 2,522 where 70% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if the whole population had been interviewed) will fall within the range of ±1.8 percentage points from the survey result (i.e. between 68% and 72%).

NB: Strictly speaking the tolerances shown here apply only to random probability sampling.

Guide to statistical reliability (cont…)

When results are compared between separate groups within a sample (e.g. males versus females), different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen.

If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 vs. 100	8	13	14
200 vs. 200	6	9	10
500 vs. 500	4	6	6

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Thank you

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