

NORTHUMBERLAND

COUNTY COUNCIL

Panel Consultation Report

On Behalf of Northumberland County Council



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INVESTOR IN PEOPLE



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1.0 Introduction

In May 2010 Northumberland County Council commissioned SMSR Ltd to recruit and manage a residents' panel on their behalf. The panel consists of 1,100 residents who were representative of the population of the Northumberland County. This consultation was the second to be done using the panel.

The panel has previously been used to undertake consultation on strategic priorities, and this consultation gave residents the opportunity to give their opinion on communications from and with the council, and broadband services within the Northumberland area.

For reporting purposes the consultation findings will be discussed in two parts; communication and accessing information and broadband in Northumberland.

2.0 Methodology

The consultation was undertaken using a questionnaire which was designed by SMSR Ltd in conjunction with officers at Northumberland County Council.

All panel members were sent a letter to explain the consultation subject and a copy of the questionnaire. A pre-paid envelope was also included so that residents could return their survey free of charge.

Residents were initially given a three week period in which to complete and return the survey (from 7th July 2011 to 25th July 2011). Respondents who had not returned their questionnaire were then sent a reminder letter and questionnaire, which gave them a further three weeks to complete and return a questionnaire (from 8th August to 26th August).

In total of 527 completed surveys were returned – a 48% response rate.

The demographic and geographic split was as follows:

Area	Number of Responses	Percentage of responses
North	160	30.4
South-East	226	42.9
West	141	26.8

Gender	Number of Responses	Percentage of responses
Male	245	46.5
Female	282	53.5

Age	Number of Responses	Percentage of responses
16-24	6	1.1
25-39	62	11.8
40-59	228	43.3
60-79	187	35.5
80+	37	7.0
Refused	7	1.3

It should be noted that when the results are discussed within the report, often percentages will be rounded up or down to the nearest one per cent. Therefore occasionally figures may add up to 101% or 99%. The full specific breakdown can be seen in the appendices.

When undertaking analysis all missing responses have been excluded, and results used take into account valid responses only. As a result of this, base numbers will vary for each question.

3.0 Summary

3.1 Communications and Accessing Information

Contact with the Council

Telephone was the current method that many respondents used to contact the council. It was also the preferred method of contact when considering circumstances where contact with the council may be required.

Letter/post, email and council website were also frequently mentioned as current ways that respondents contacted the council, and for many the council website was one of the preferred ways to contact the council in the circumstances should they arise.

Almost three fifths of respondents had contacted the council in the last 12 months. During this contact, the professionalism and helpfulness of staff was most frequently rated as excellent or good.

In the six months prior to completing the survey around a fifth of respondents had made contact with their Parish or Town Councillor. In addition to this around a tenth of respondents had made contact with their County Councillor or Member of Parliament.

Electronic Communications

More than a tenth of respondents accessed the website at least once a month however, it was more common for respondents to access the website only when there was something that was of specific interest to them (42%).

Respondents most frequently said that the range of information available on the council website was either excellent or good (61%), however the ease of finding information was most frequently seen to be either poor or very poor (17%). Following on from this, when asked what one thing could be improved about the council's website, 45% of respondents said it should be easier to navigate.

Few respondents to the survey had used the council's Facebook page (2%) or mobile phone app (1%), and no respondents had used the Twitter site. Some accessibility issues were raised as 23% of respondents said they did not know how to communicate with the council in these ways and a further 17% said they did not have access to a computer/mobile phone.

The majority (87%) of respondents did have mobile phone coverage at their home address however; this did vary slightly by area (with fewer respondents in the North having home coverage (84%).

Information from the Council

More than nine tenths (91%) of respondents currently received information from Northumberland County Council by letter/post. Northumberland News (44%) and the council's website (22%) were also common methods of receiving information.

When given example of the types of information the council may give to residents, the council website was selected as the preferred method of receiving four of the six types of information. Letter/post was also frequently selected as a preferred method for receiving information.

Seven tenths of respondents felt either very or fairly well informed about the council and its services; only 2% of respondents said they were not informed at all.

Local Publications

More than a quarter of respondents had registered to receive the online version of the Northumberland News (3%), or intended to register in the future (24%).

The newspaper which was read by respondents most frequently was the News Post Leader, with around two fifths of respondents reading this publication on a weekly basis.

Around three fifths of respondents had recently received a council tax leaflet, and/or an Adult Learning Guide. Of the two publications, the council tax leaflet was considered to be useful by a greater percentage of respondents than the Adult Learning Guide.

Local Libraries

More than two thirds of respondents were library users and the majority of respondents were aware of all of the services offered by their local libraries. In order to improve local libraries, 39% of respondents felt that longer opening hours were needed.

3.2 Broadband in Northumberland

Personal Use

More than four fifths of respondents had access to the internet, and 98% of those who did have access said that this included access in their home.

Among those who were able to access the internet at home, almost all could do so through a home computer or laptop, and 92% said the home was the place they most frequently used the internet.

Three quarters of respondents said either themselves or someone in their household used the internet at home on a daily basis, and a further 16% said that the internet was used most days.

Importance

Almost nine tenths of respondents said the internet was important to their leisure and recreation activity, and 82% of respondents said it was important to their life. In addition to this around seven tenths of respondents said the internet was important to their education, their children's education and their children's life.

Almost nine tenths of respondents agreed that the internet is more important to their family now than five years ago, and 79% agreed that the internet would become even more important to them in the future.

The majority of respondents used the internet for communication (e.g. emails from family and friends) and this was also perceived to be the greatest benefit of the internet. The internet was also frequently used for travel (61%), shopping (61%) and personal interests or hobbies (59%).

Future Provisions

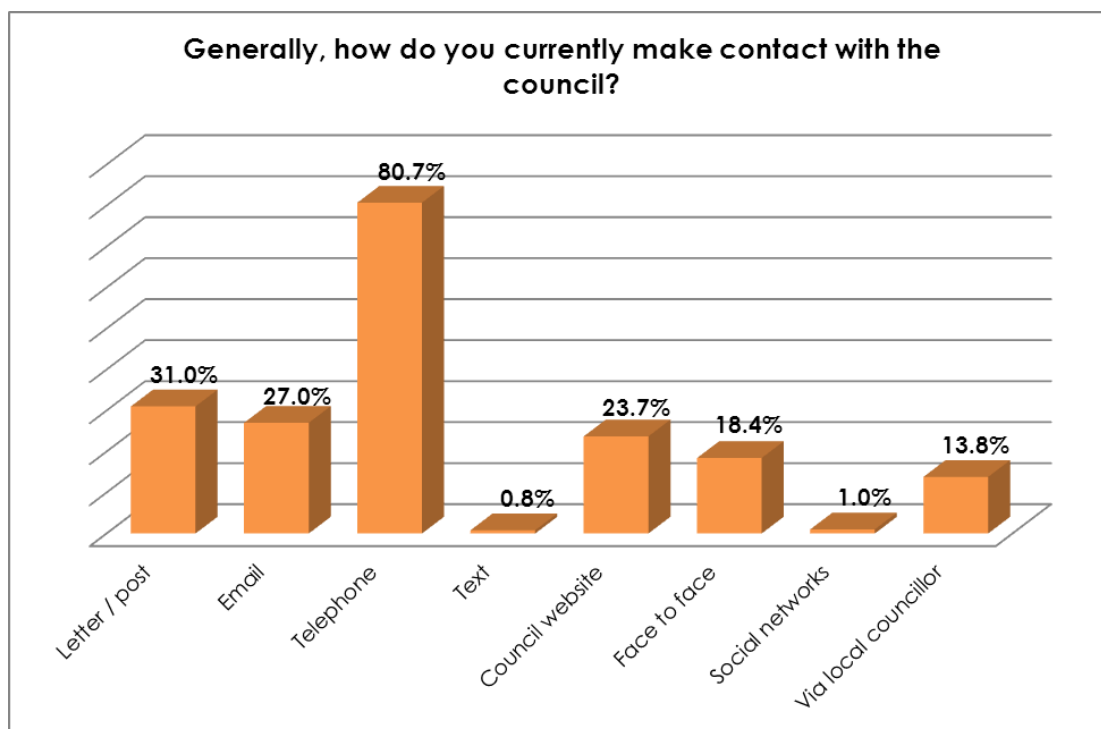
Most respondents would be prepared to pay either £8 (42%) or £15 (49%) per month for a fast and reliable internet service however, the amount did vary by area (with those living in the West being more willing to pay a higher amount and those in the South East showing more reluctance).

39% of respondents who did not have a broadband service in their home or local community believed their community would be willing to develop and manage their own service however, almost half of respondents thought major suppliers (such as BT) had the greatest responsibility for providing their home with a better broadband service.

4.0 Findings (Communications and Accessing Information)

4.1 Contact with the Council

4.1.1 Current Methods of Contact



Telephone was the current method of contacting the council for around eight out of ten respondents to the survey. Letter/post (31%), email (27%) and council website (24%) were also frequently mentioned as current ways that respondents contacted the council.

Few respondents contacted the council using text message (1%) or social networks (1%).

Although telephone was the most frequent method for contacting the council among both male and female respondents, 9% more female respondents said this was the method that they currently used (85% females, 76% males).

When looking at differences between localities, it was more common for respondents living in the South East to contact the council in person (24% face to face; 6% higher than the Northumberland average); whereas respondents living in the North were most likely to say they would contact the council via their local councillor (19%, 5% higher than the Northumberland average).

4.1.2 Preferred Methods of Contact

When you need to make contact with the Council, how would you prefer to make contact?								
Reason	Letter / post (%)	Email (%)	Tele- phone (%)	Text (%)	Council website (%)	Face to face (%)	Social networks (%)	Via local councillor (%)
To find out general information	11.4	10.3	30.9	0.4	42.2	3.1	0.9	0.7
To find out emergency information	2.0	13.3	41.5	3.5	36.1	1.7	1.5	0.4
To report a problem or fault	2.5	16.9	71.3	0.2	5.4	3.3	-	0.4
To make a complaint	13.4	17.7	53.4	0.6	5.1	8.3	-	1.5
To pay a bill	37.3	7.3	16.4	1.3	21.6	15.8	-	0.2
To book a service	3.8	15.1	56.4	1.6	16.5	6.3	0.2	-
To apply for a licence or permit	17.8	12.5	31.4	1.1	22.3	14.1	0.7	-
To register a birth, death or marriage; or to be on the electoral role	16.8	9.2	13.2	0.6	11.3	47.5	1.3	-
To borrow library books	3.0	3.0	7.6	0.2	5.9	77.3	2.7	0.2

The preferred method of contact varied according to the different circumstances, however, in general telephone contact tended to be the preferred method:

- To report a problem or fault (71%)
- To book a service (56%)
- To make a complaint (53%)
- To find out emergency information (42%)
- To apply for a licence or permit (31%)

The more traditional methods of contact were seen as most preferable when paying a bill (37% of respondents preferred to do this by letter/post), registering a birth, death or marriage, or to be on the electoral role (48% preferred face to face), and to borrow library books (77% face to face).

For many of the options listed, the council website was selected by the second largest portion of respondents and it was the most preferred method of finding out general information. At least a fifth of respondents said the council website would be their preferred method of contact:

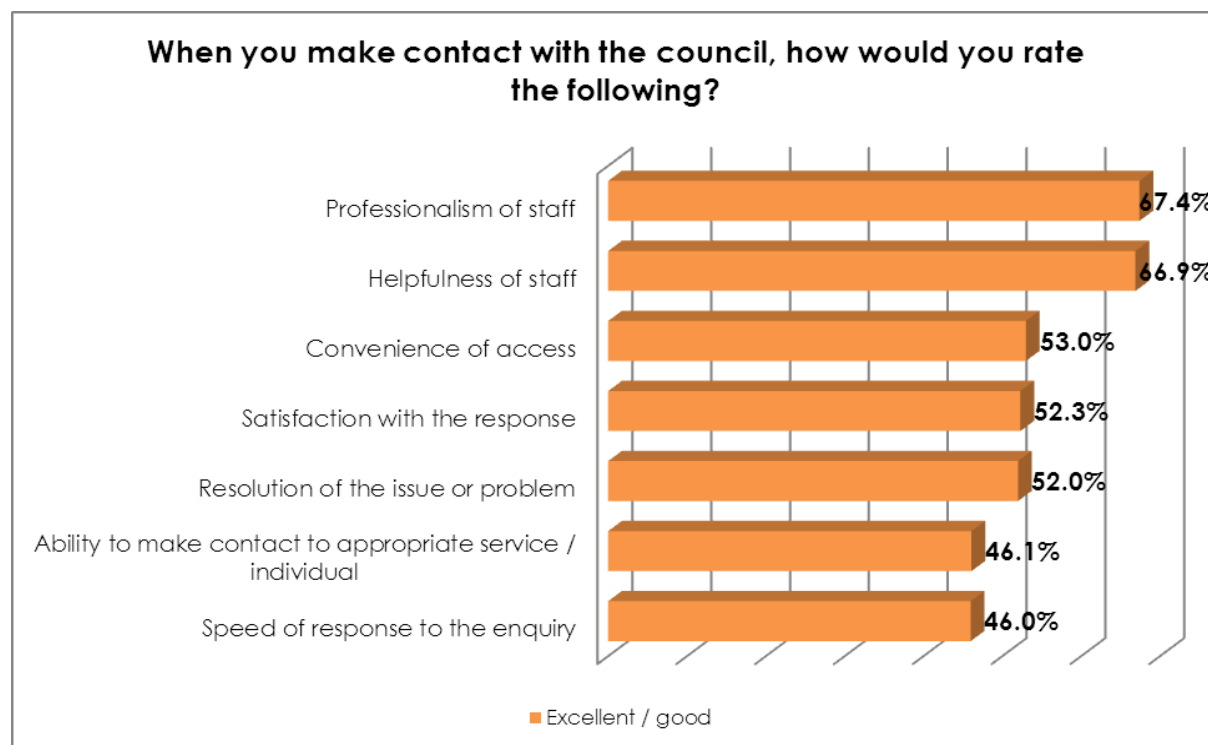
- To find out general information (42%)
- To find out emergency information (36%)
- To apply for a licence or permit (22%)
- To pay a bill (22%)

For all of the scenarios listed, few respondents selected text, social networks or via their local councillor as their preferred method of contact.

4.1.3 Previous Contact with the Council

Almost three fifths (58%) of respondents had contacted the council in the last 12 months. These respondents were then asked to comment on their experiences of contacting the council.

4.1.4 Experience of Contacting the Council



For all aspects of the service received, 46% or more of respondents said it was either excellent or good. Respondents most frequently rated the professionalism (67%) and helpfulness (67%) of staff as excellent or good; ability to make contact to appropriate service/individual (46%) and speed of response to enquiry (46%) were considered to be excellent or good by fewer respondents.

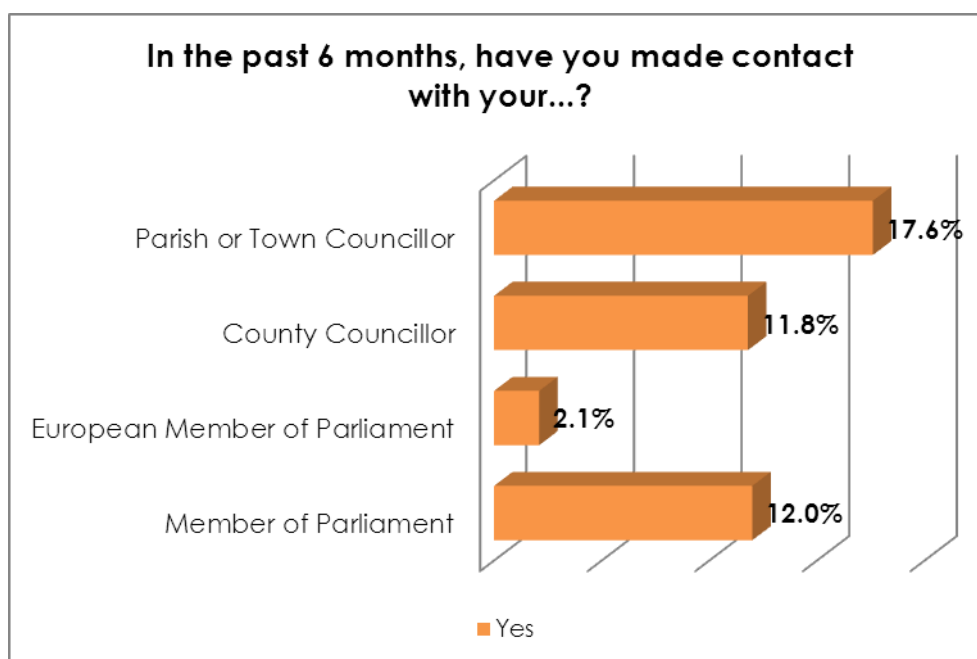
For all of the elements of the service respondents living in the West area of Northumberland were most likely to express an opinion of excellent or good; with difference from the average ranging from +3% (speed of response to enquiry) to +8% (satisfaction with the response). Contrary to this, respondents living in the South East were least likely to express a positive opinion towards each aspect of service mentioned; with differences from the average ranging from -1% (professionalism of staff) to -6% (ability to make contact to appropriate service/individual).

4.1.5 Improvements to Council Service

If you could improve one thing about how the council deals with its customers, what would it be? (Base: 212)		
Improvement	Number	Percentage
Make it easier to contact the right person / department	54	25.5
Quicker response to emails	41	19.3
Improved customer service skills	33	15.6
Improve follow up / updates of enquiries	16	7.5
Local contact centre / number rather than central	12	5.7

Respondents were asked to give one thing they felt could be improved with the way the council deals with its customers. Around a quarter (26%) of respondents said the council should make it easier to contact the right person/department, and 19% said there should be a quicker response to emails. The five most frequently given responses are shown in the table above and a full list can be found in the appendices.

4.1.6 Contact with Councillors / MP's



In the six months prior to completing the survey around a fifth (18%) of respondents had made contact with their Parish or Town Councillor. In addition to this around a tenth of respondents had made contact with their County Councillor (12%) or Member of Parliament (12%).

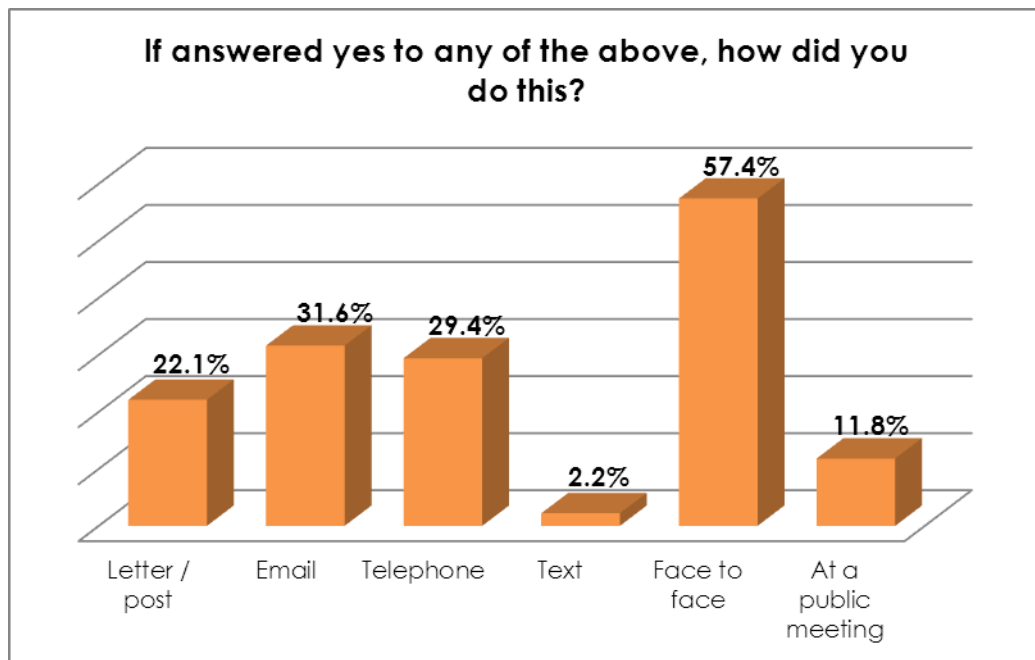
Only 2% of respondents had made contact with their European Member of Parliament in the six months prior to undertaking the survey.

Respondents living in the South East area of Northumberland were least likely to have made contact with all of the elected members mentioned:

- Parish or Town Councillor (11%, 7% below average)
- County Councillor (10%, 2% below average)
- European Member of Parliament (1%, 1% below average)
- Member of Parliament (9%, 3% below average)

For all elected members mentioned, male respondents were more likely than female respondents to say they had made contact in the last six months:

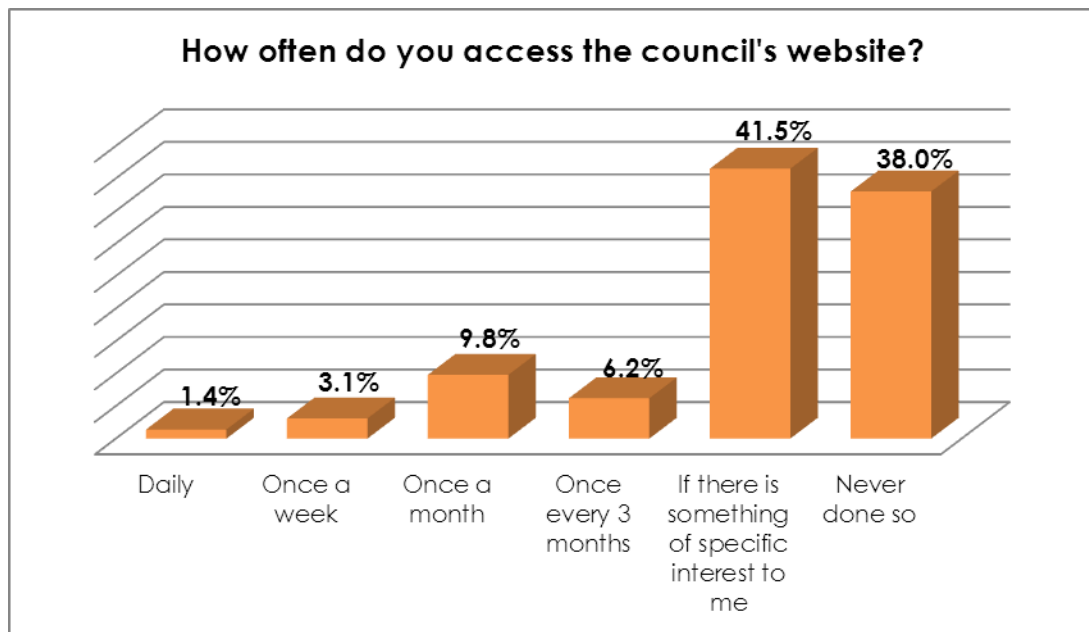
- Parish or Town Councillor (+4%)
- County Councillor (+6%)
- European Member of Parliament (+1%)
- Member of Parliament (+8%)



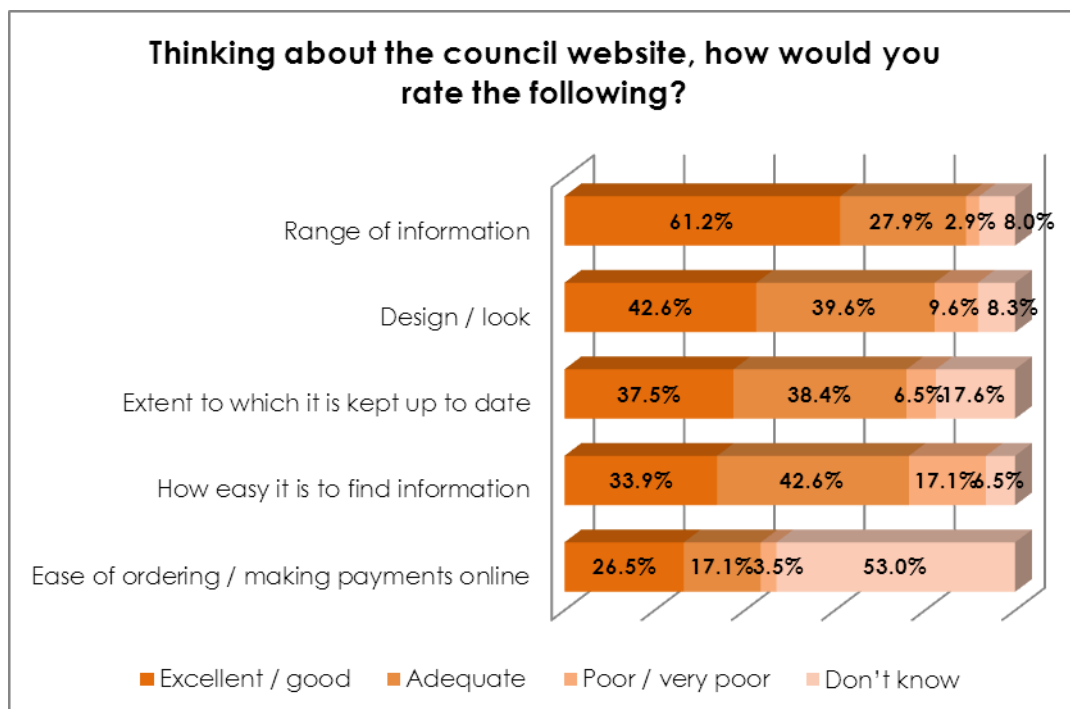
Respondents had contacted an elected member were most likely to have done so face to face (57%); although email (32%), telephone (29%) and letter / post (22%) were all frequently mentioned. As with previous questions, few respondents had used text message to make contact (2%).

4.2 Electronic Communications

4.2.1 Council Website



The majority of respondents did not access the council website on a frequent basis, but instead did so only if there was something that was of specific interest to them (42%). Additionally, a large portion (38%) of respondents had never accessed the council's website. There were however, more than a tenth of respondents who accessed the website at least once a month (14%).



Respondents most frequently said that the range of information available on the council website was either excellent or good (61%), and only 3% of respondents felt this aspect of the website was poor or very poor.

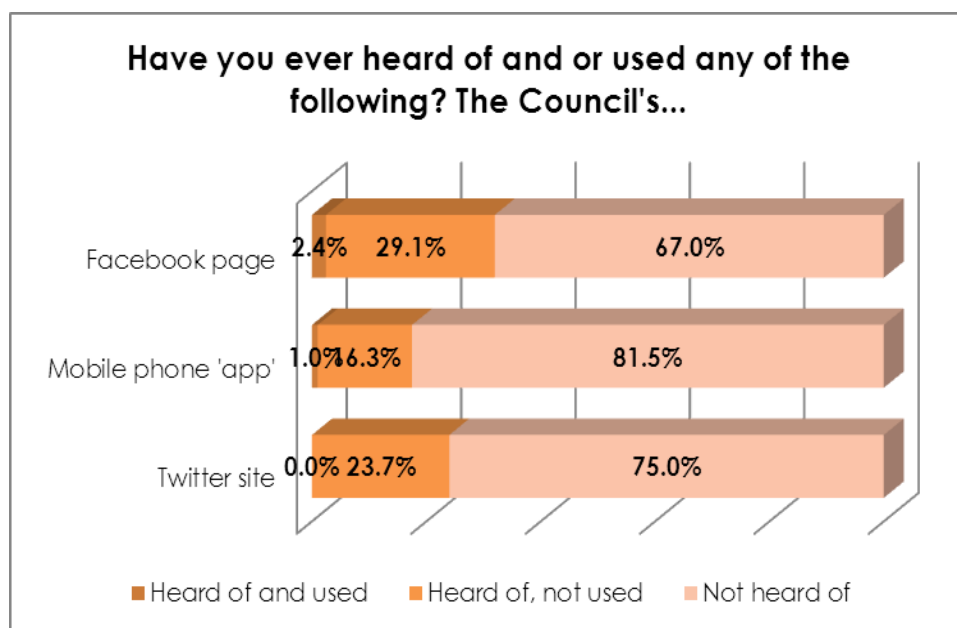
Although fewest respondents said that ease of ordering/making payments online was excellent/good (27%), more than half (53%) said that they did not know what rating should be given to this aspect.

Ratings of poor or very poor were most frequently given when considering how easy it was to find information on the council's website (17%) however, a greater percentage considered this part of the website to be excellent/good (34%).

If you could improve one thing about the Council's website, what would it be? (Base: 101)		
Improvement	Number	Percentage
Easier to navigate	45	44.6
More information available to satisfy queries	12	11.9
Better search facility	10	9.9
More regularly updated	8	7.9
Make sure links are working correctly	7	6.9

Respondents most frequently said the council website could be improved if it was easier to navigate (45%), and 12% of respondents felt that the website could be improved by having more information which could satisfy queries.

4.2.2 Social Networking



Residents are now able to communicate with, and get information from, the council through social networking sites and a mobile phone 'app'. Few respondents to the survey had used the Facebook page (2%) or mobile phone app (1%), and no respondents had used the Twitter site. Although not having used any of the mentioned mediums, more than a fifth of respondents were aware of the Facebook page (29%) and Twitter site (24%), and 16% were aware of the mobile phone app.

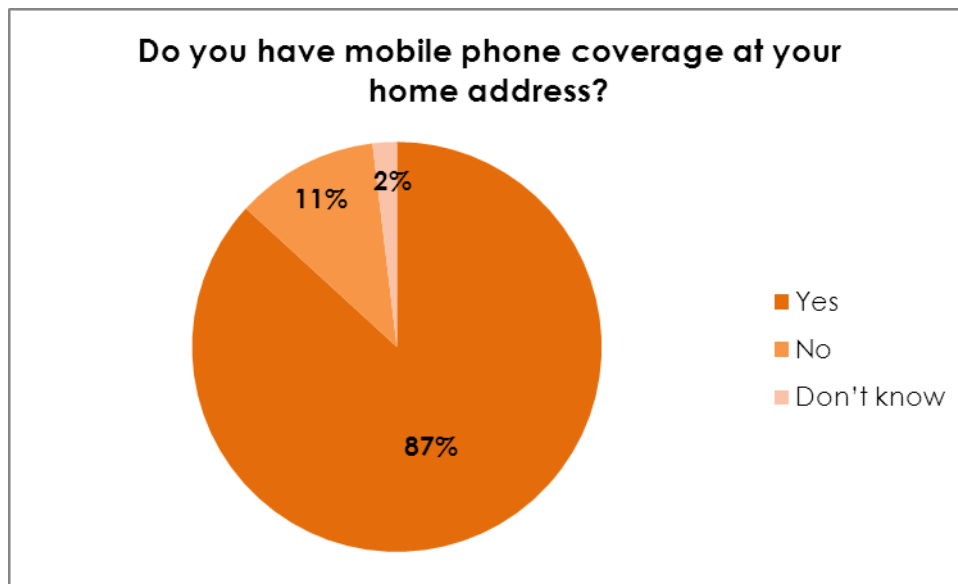
If you have not communicated with the council in any of these ways please specify why. (Base: 447)

Reason	Number	Percentage
Can get same information from other sources	176	39.4
Not interested in their content	167	37.4
Don't know how to	104	23.3
I don't have access to a computer / mobile phone	74	16.6

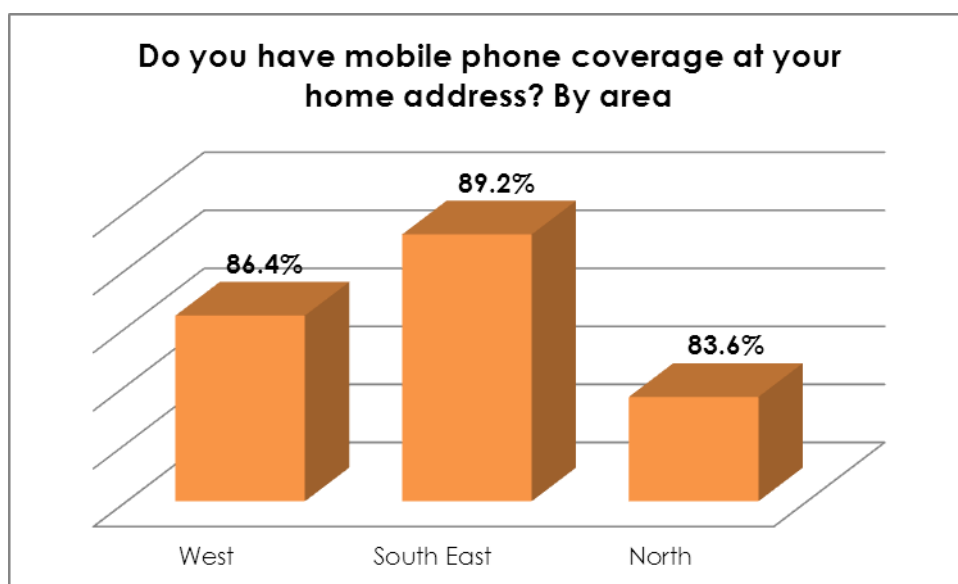
Respondents who had not used these methods to contact the council said it was due to the same information being available from other sources (39%) or they were not interested in their content (37%).

There were also issues with the access to Facebook, Twitter and/or mobile phone apps, as 23% of respondents said they did not know how to communicate with the council in these ways and a further 17% said they did not have access to a computer/mobile phone.

4.2.3 Mobile Phone Coverage

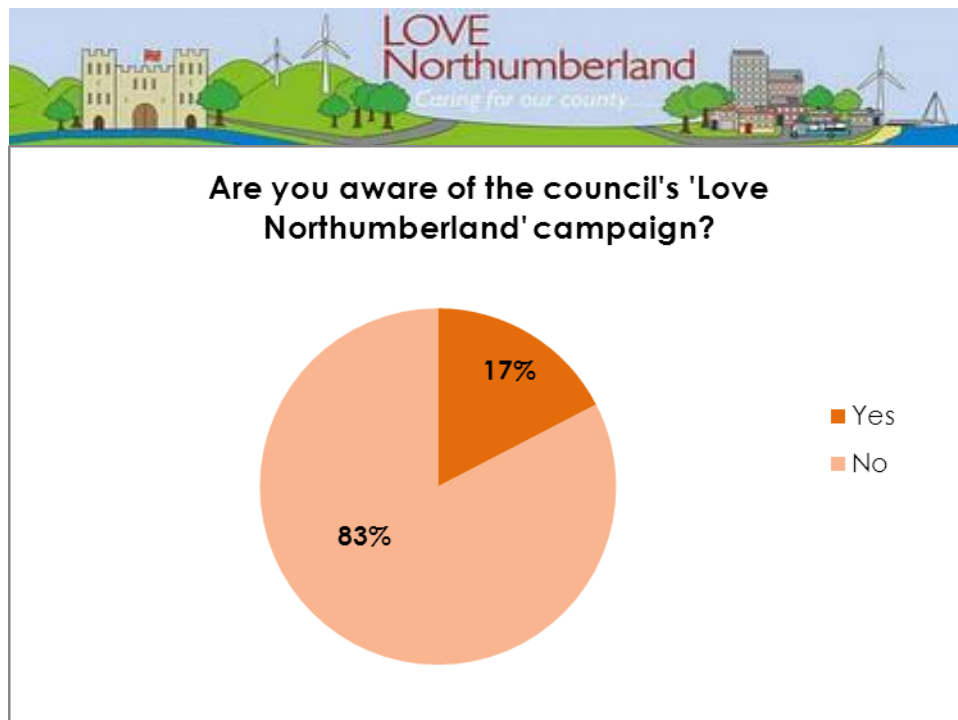


The majority (87%) of respondents did have mobile phone coverage at their home address, however around one in ten respondents did not.



Mobile phone coverage did vary by area, with 89% of respondents in the South East saying their home address had mobile phone coverage whereas only 84% of respondents in the North said that this was the case.

4.2.4 'Love Northumberland' Campaign

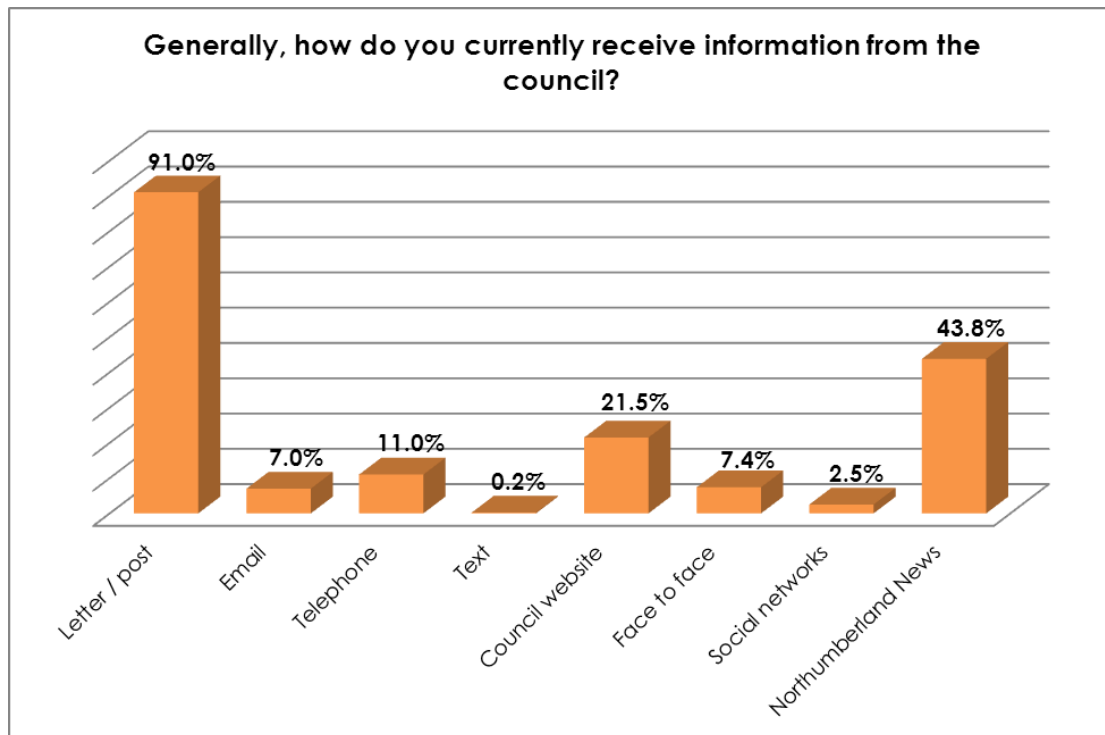


Around a fifth (17%) of respondents were aware of the council's Love Northumberland Campaign, meaning the majority (83%) were not.

Awareness was slightly higher among respondents living in the North area (19%); female respondents (19%); those aged 60 to 79 (22%) and respondents with a disability (22%).

4.3 Information from the Council

4.3.1 Current Methods of Receiving Information



More than nine tenths (91%) of respondents currently received information from Northumberland County Council by letter/post. Northumberland News (44%) and the council's website (22%) were also common methods of receiving information. Few respondents received information from the council via text message (0.2%) or through social networks (3%).

4.3.2 Preferred Methods of Receiving Information

How would you like to receive information from the council?								
Reason	Letter / post (%)	Email (%)	Tele- phone (%)	Text (%)	Council website (%)	Face to face (%)	Social networks (%)	Northumberland News (%)
General information	36.5	16.7	2.9	1.6	30.3	0.7	0.4	10.9
To find out emergency information	12.7	21.1	22.0	8.9	30.4	1.1	1.3	2.5
Range of services	28.4	12.5	4.4	1.1	41.3	1.1	0.2	11.0
Eligibility for services	31.7	13.3	8.1	0.8	34.8	3.1	-	8.1
Availability of services	25.8	13.0	6.1	1.3	40.5	1.0	0.2	12.2
Receiving bills	78.5	16.5	0.6	0.2	3.0	0.6	-	0.6

The council website was the preferred method of receiving four of the six types of information listed:

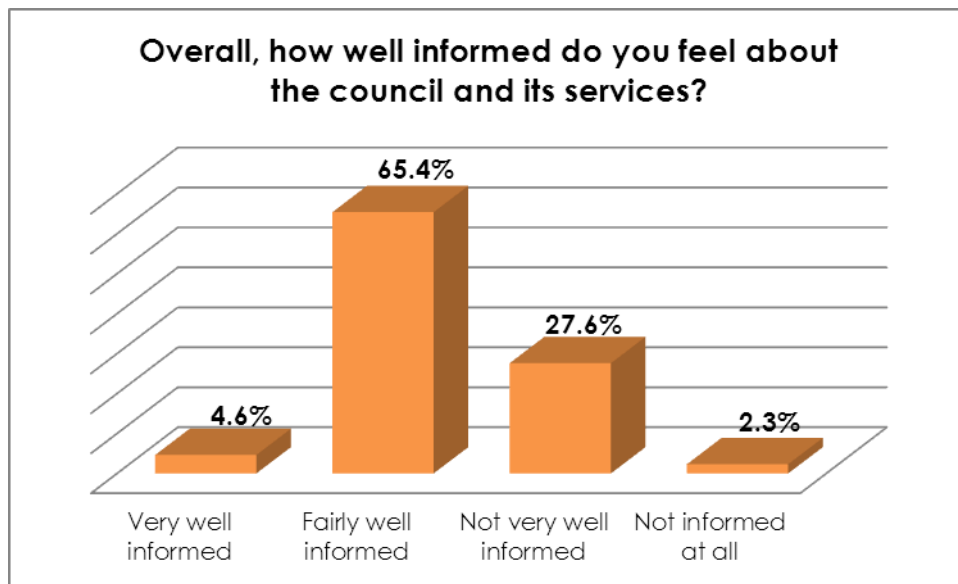
- Range of services (41%)
- Availability of services (41%)
- Eligibility for services (35%)
- To find out emergency information (30%)

Letter/post was the preferred method for receiving bills (79%) or general information (37%), and the second most frequently selected choice for receiving information on eligibility for services (32%), the range of services (28%), and the availability of services (26%).

Overall, letter/post or email communications tended to be the second and third most preferred method of receiving council information (although when considering emergency information, telephone was the second most favoured option).

For all types of information listed, social networks were the least favoured method of communication; with no respondents saying they would use this medium to receive information on eligibility for services or receiving bills.

4.3.3 Feeling Informed



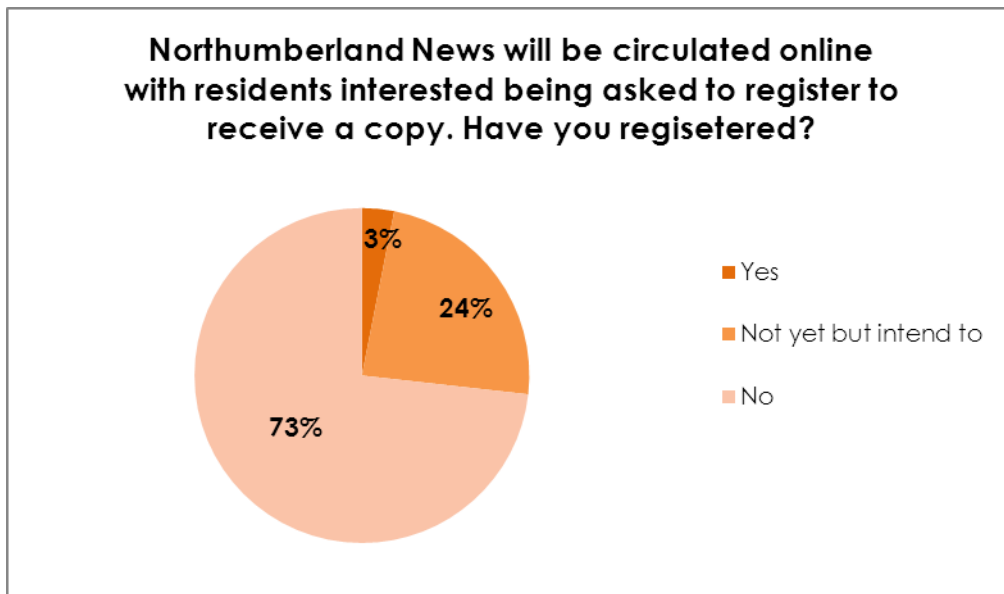
Seven tenths of respondents felt either very or fairly well informed about the council and its services; only 2% of respondents said they were not informed at all.

Female respondents (72% very/ fairly well informed) felt more informed about the council and its services than male respondents (69% very/fairly well informed).

Respondents in the South East were least likely to feel informed about the council and its services, with 37% of respondents living in this area saying they were either not very well informed (34%) or not informed at all (3%).

4.4 Local Publications

4.4.1 Northumberland News



Northumberland County Council is changing the distribution of the Northumberland News to an electronic format, circulated via email. Residents interested in receiving a copy are required to register to receive a copy.

More than a quarter of respondents had either registered already (3%) or intended to register in the future (24%), meaning a large portion of respondents (73%) did not intend to register for the electronic format.

More than four fifths (81%) of respondents in the West area had not registered their interest and did not intend to do so; 8% greater than the Northumberland average.

Respondents living in the North area showed greatest interest in registering to receive the Northumberland News electronically, with 5% of respondents saying they had already registered and a further 27% saying it was something that they intended to do.

**If you have not registered and do not intend to do so, please select the reason why.
(Base: 366)**

Reason	Number	Percentage
Wasn't aware there was one	175	47.8
I don't have access to a computer / internet	81	22.1
Not interested in its content	66	18.0
Get copy (paper based) from the library	35	9.6
Other	48	13.1

Among respondents who had not registered and did not intend to do so, almost half (48%) said they were not aware that there was one. In addition to this around a fifth of respondents said that they did not have access to a computer/internet (22%), or they were not interested in its content (18%).

Other responses for not having an interest in registering included: "I prefer a hard copy" (15 respondents); "I was not aware of a need to register" (14 respondents); and "I think it is a waste of resources" (8 respondents).

**If you could improve one thing about Northumberland News, what would it be?
(Base: 108)**

Improvement	Number	Percentage
Cease publication and save money	40	37.0
More relevant to my local area	18	16.7
More information in general	13	12.0
Reduction of council propaganda	9	8.3
Maintain provision of hard copy	7	6.5

When asked to give one improvement to the Northumberland News, 37% of respondents said that rather than making an improvement the publication should be stopped in order to save money. Improvements frequently given were to make the Northumberland News more relevant to the individual's local area (17%) and to include more information in general (12%).

4.4.2 Local Newspapers

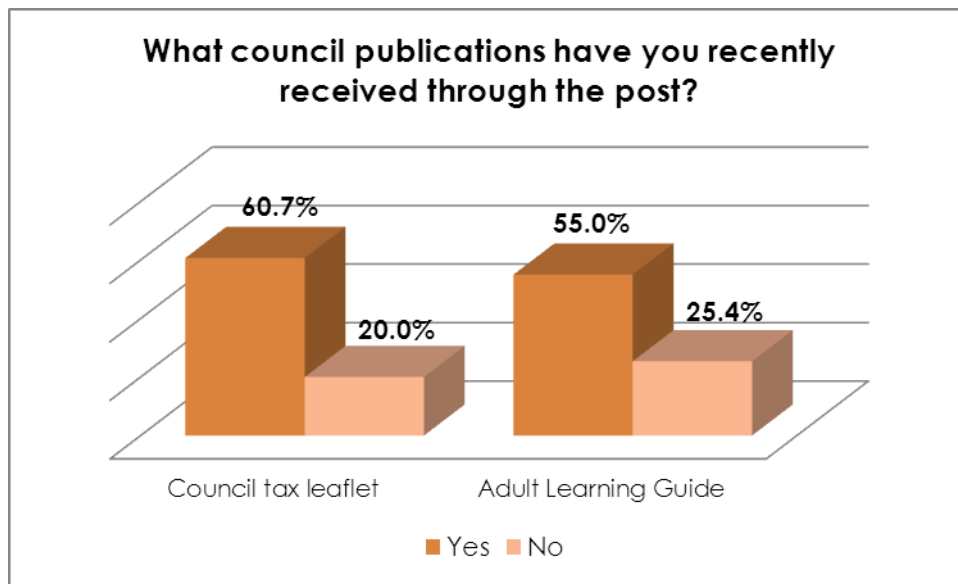
How often do you read the following newspapers...?						
Reason	Every day (%)	Every week (%)	Once a month (%)	Once every 3 months (%)	Only is article of specific interest (%)	Never (%)
News Post Leader	1.0	38.3	5.0	1.0	3.5	51.1
Hexham Courant	0.3	22.7	6.6	3.3	7.7	59.4
Chronicle Extra	0.6	12.8	2.7	1.8	5.4	76.7
Northumberland Gazette	0.3	12.5	1.4	2.0	7.4	76.4
Morpeth Herald	0.3	7.3	1.7	1.2	8.7	80.8
Berwick Advertiser	0.0	7.0	0.3	0.3	4.4	88.0

The newspaper which was read by respondents most frequently was the News Post Leader, with around two fifths (39%) of respondents reading this publication on a weekly basis. The Hexham Courant was also popular among respondents to the survey, as around a quarter (23%) read the paper every week.

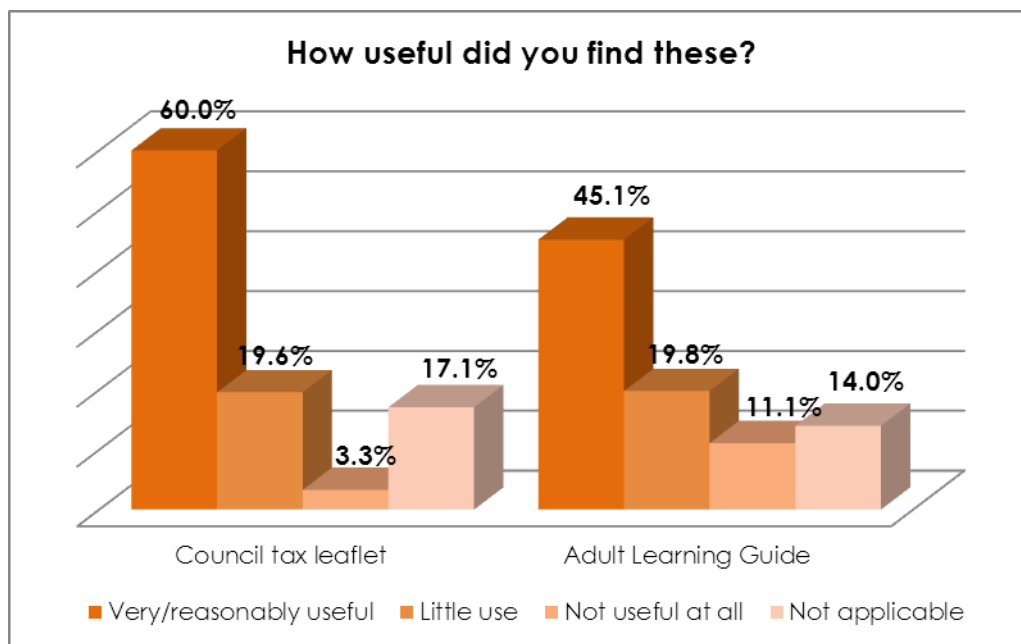
The Berwick Advertiser was the least popular publication, with no respondents reading this paper every day, and the majority (88%) of the sample saying this was a publication that they never read.

For all newspapers listed, at least half of respondents said it was something that they never read.

4.4.3 Council Publications



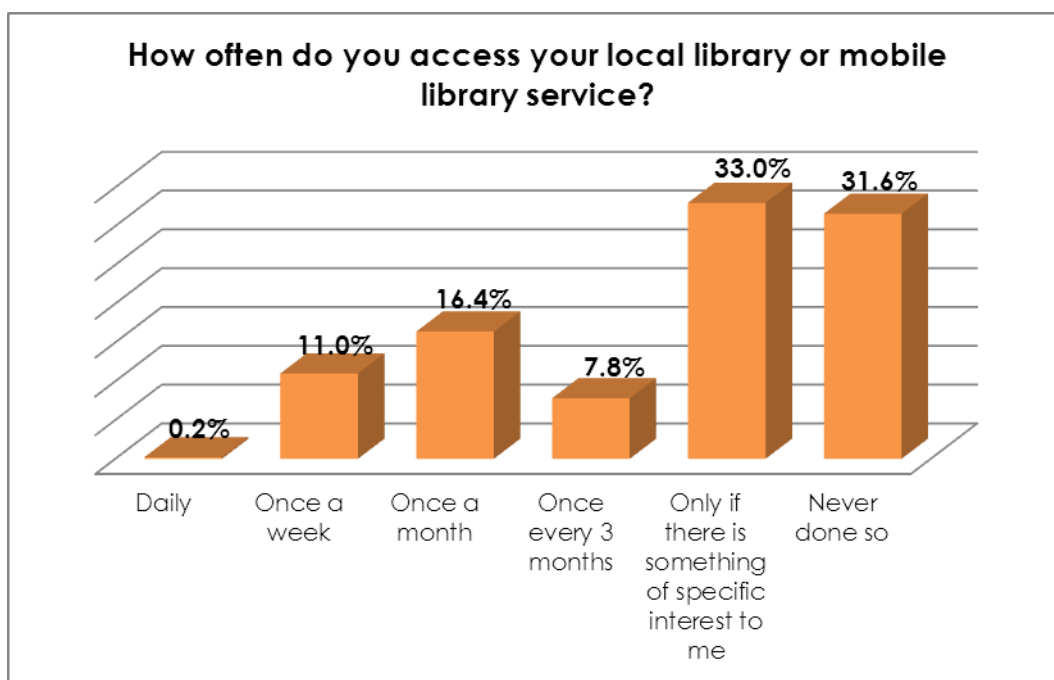
Around three fifths (61%) of respondents had recently received a council tax leaflet, and a similar portion had received an Adult Learning Guide (55%). Respondents also mentioned receiving the Northumberland News (4 respondents) and confirmation of voting (4 respondents).



Three fifths of respondents found the council tax leaflet either very or reasonably useful; 15% higher than respondents who considered the Adult Learning Guide to be very/reasonably useful (45%). Only 3% of respondents considered the council tax leaflet to be not at all useful; whereas 11% of respondents held this view about the Adult Learning Guide.

4.5 Local Libraries

4.5.1 Frequency of Access



More than two thirds (68%) of respondents were library users, although 33% of respondents accessed their local library or mobile library only when there was something which was of specific interest to them. There were however, 28% of respondents who used the library at least once a month, with 11% doing so on a weekly basis.

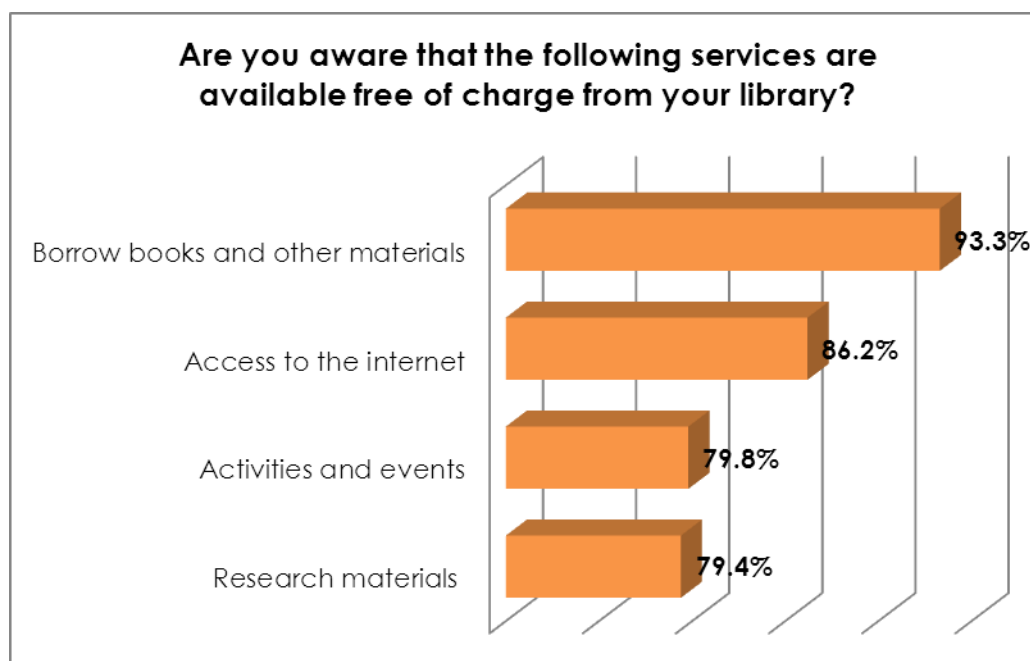
If you don't use your local library or mobile library service, why do you not? (Base: 156)

Improvement	Number	Percentage
Do not wish to access the services it provides	107	68.6
It's located too far away	16	10.3
Inconvenient opening times	13	8.3
Don't know where it is	9	5.8
Other	19	12.2

The main reason given for not using the local or mobile library service was not wishing to access the services that they provide (69%). One in ten respondents said the library was located too far away, and a further 8% said that the opening times were not convenient.

Other reasons for not using the library included: "time constraints" (6 respondents), "I prefer to buy the books" (3 respondents) and "lack of variety/choice" (2 respondents).

4.5.2 Awareness of Library Services



There was high awareness for all library services listed; with awareness being highest that residents are able to borrow books and other materials from their library (93%). Although awareness was still high, fewer respondents were aware of activities and events at their local library (80%) or the ability to use research materials such as local archives and family history (79%).

Females had higher awareness than male respondents of all the services listed; with the greatest difference being in awareness of activities and events (+12%) and research materials (+8%).

4.5.3 Improvements to Libraries

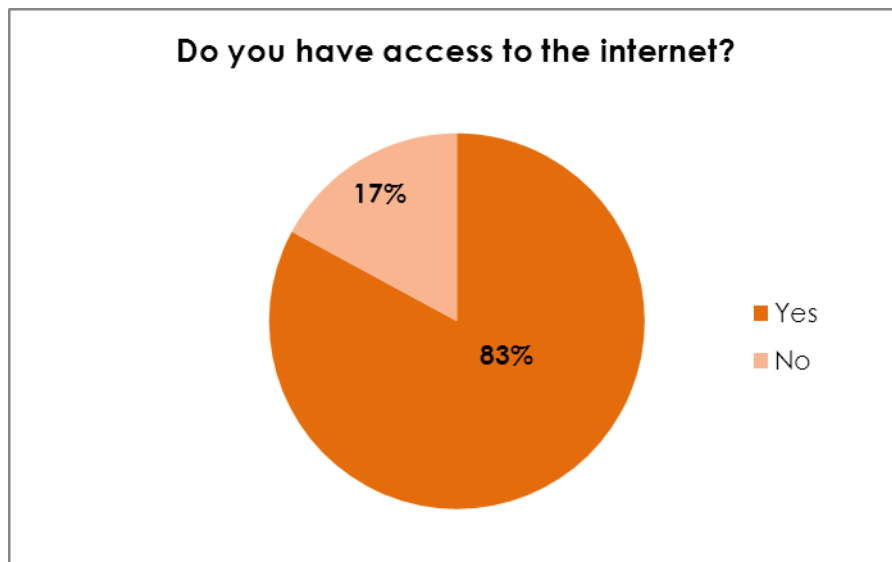
If you could improve one thing about your local library, what would it be? (Base: 138)		
Improvement	Number	Percentage
Longer opening hours	54	39.1
Wider range of products / services	29	21.0
Modernise the service	10	7.2
Better design / layout	6	4.3
Convert to a multi-use venue	5	3.6
Provide refreshment area	5	3.6

The improvement to libraries mentioned most frequently was longer opening hours (39%), followed by a wider range of products/services (21%). A list of all improvements given can be found in the appendices.

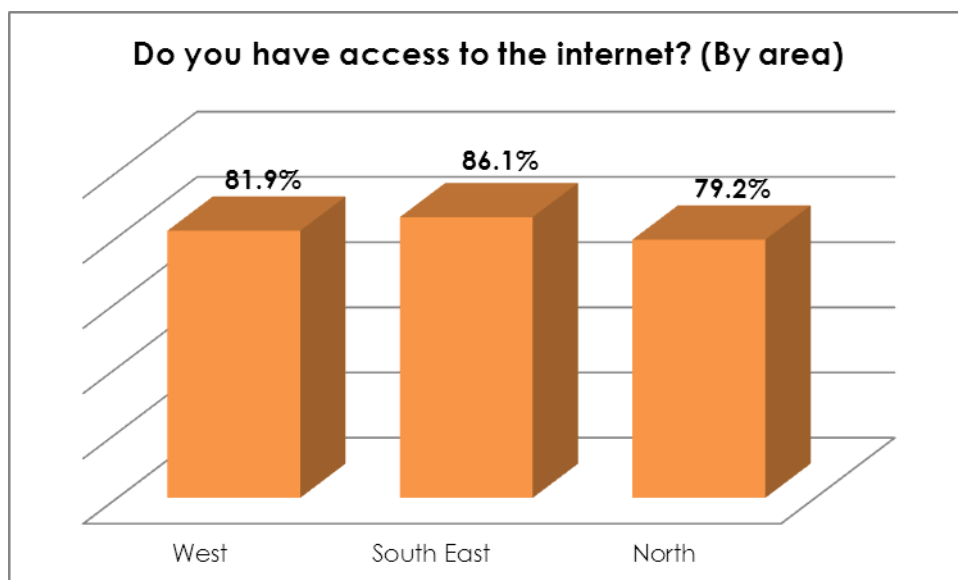
5.0 Findings (Broadband in Northumberland)

5.1 Personal Use

5.1.1 Internet Access

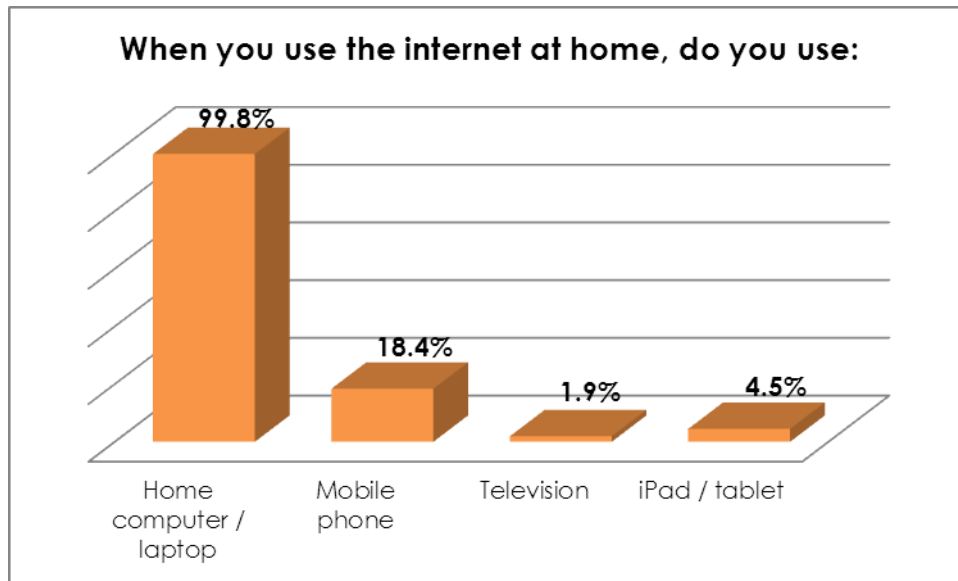


More than four fifths (83%) of respondents had access to the internet however, access was less common among respondents aged 60 and over (70%).



More respondents living in the South East area had access to the internet (86%); internet access was lowest among respondents living in the North (79%).

Among those who did have internet access, 98% said that they had access in their home.

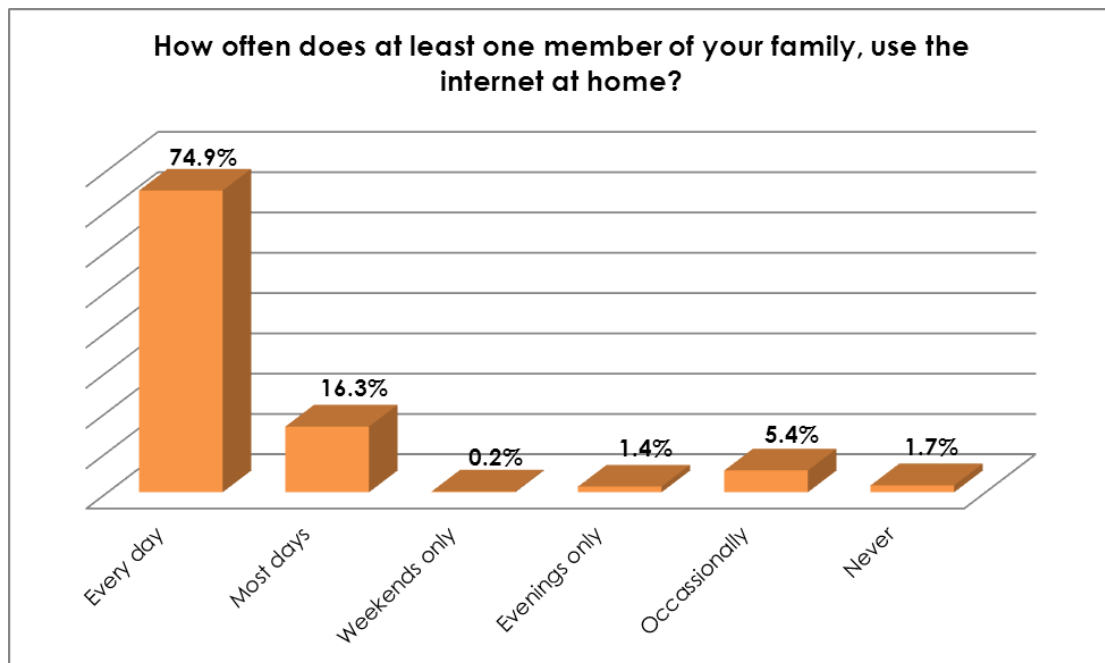


Among respondents who were able to access the internet at home, almost all could do so through a home computer or laptop (99.8%). In addition to this almost a fifth (18%) were able to access the internet through a mobile phone. Few respondents used an iPad or other tablet (5%) or their television (2%) to access the internet.

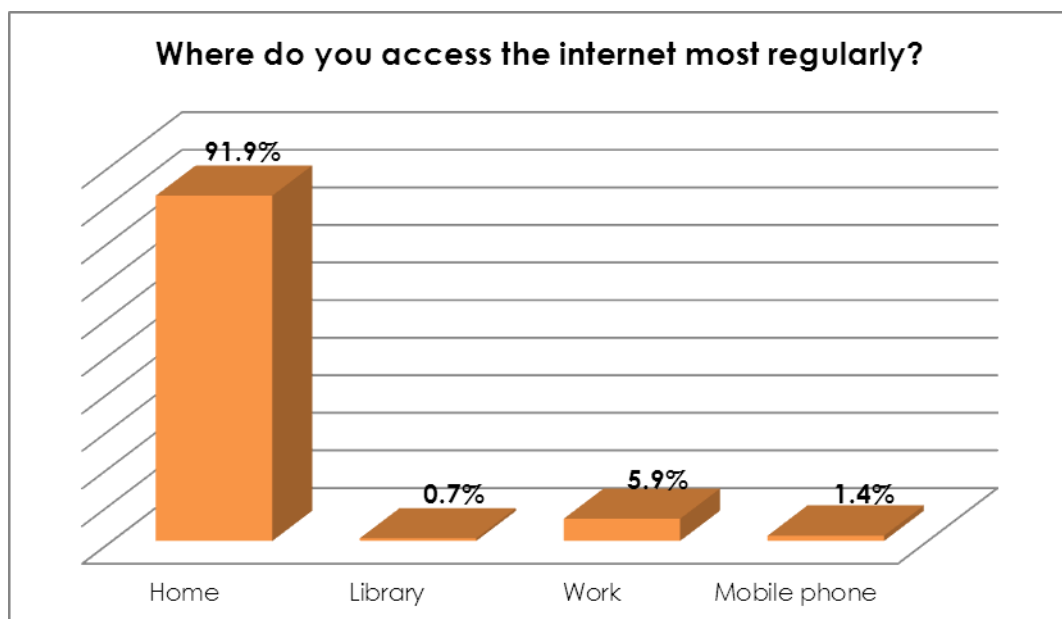
If you cannot access the internet at home, please select the reason why.		
(Base: 5)		
Improvement	Number	Percentage
Cost	2	40.0
Poor quality of broadband connection	2	40.0
Unreliable broadband connection	2	40.0

The five respondents who were not able to access the internet within the home, but who did have access elsewhere, said the barriers to in-home access were cost and poor quality or unreliable broadband connection.

5.1.2 Frequency of Use



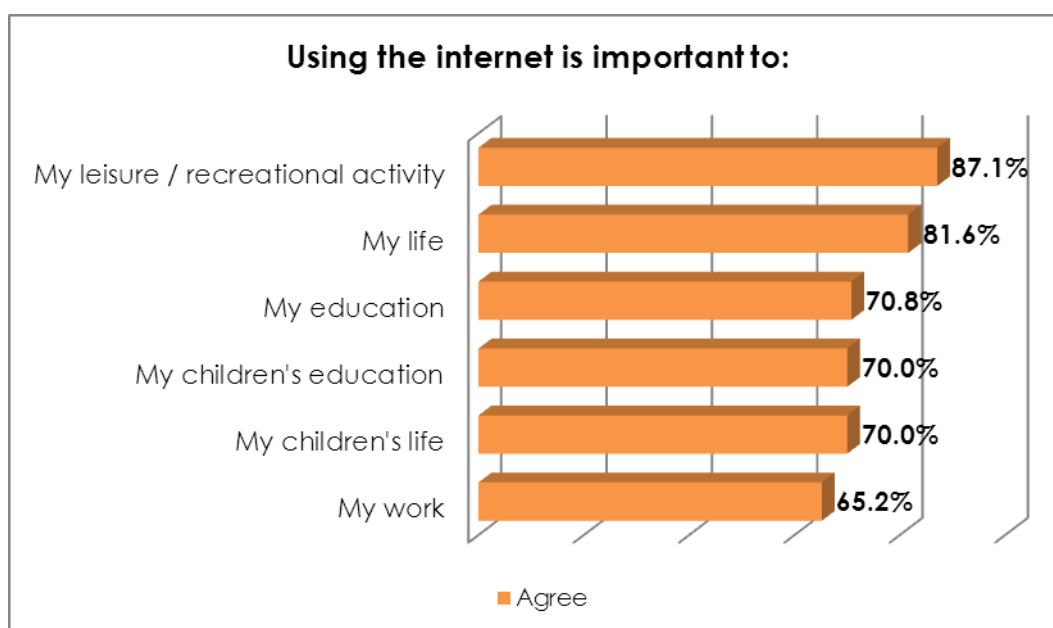
Three quarters of respondents said either themselves or someone in their household used the internet at home on a daily basis, and a further 16% said that the internet was used most days.



The most frequent use of the internet was at home (92%). Few respondents said they most regularly accessed the internet at a library (1%) or using a mobile phone (1%); and within the West area no respondents gave these as their most regularly place of access.

5.2 Importance

5.2.1 Personal Importance



Almost nine tenths (87%) of respondents said the internet was important to their leisure and recreation activity, and 82% of respondents said it was important to their life.

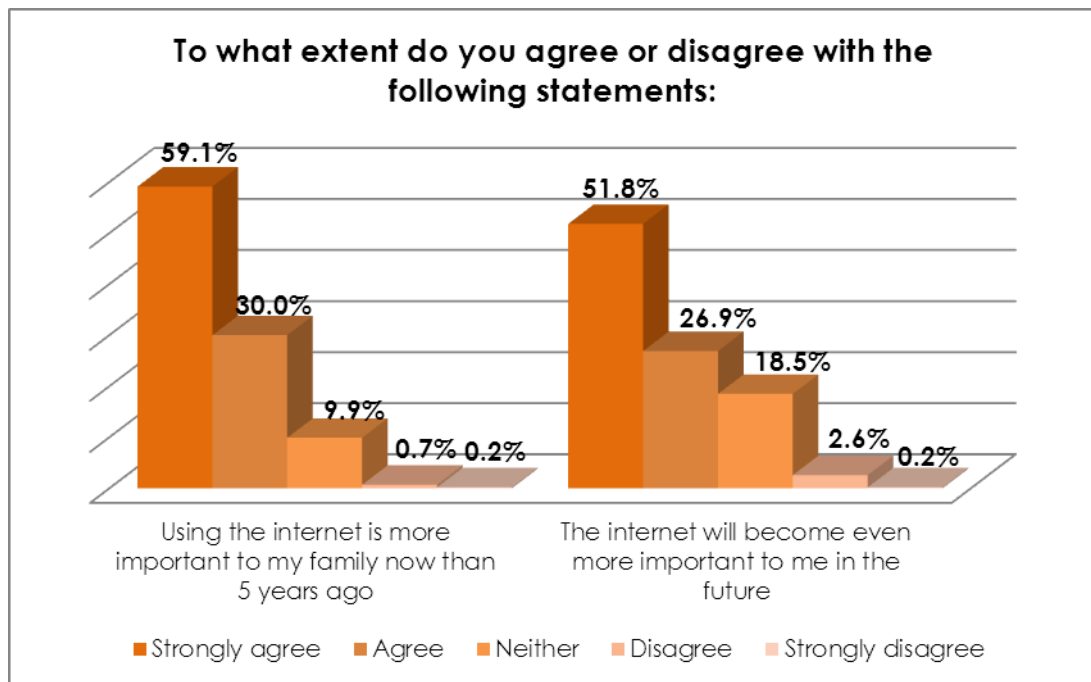
Around seven tenths of respondents said the internet was important to their education (71%), their children's education (70%) and their children's life (70%).

Male respondents viewed the internet as more important to their life (83%, 3% higher than female respondents), whereas female respondents tended to view it as more important to their work (68%, 6% higher than male respondents) and leisure and recreational activity (89%, 4% higher than male respondents).

Respondents living in the South East had lowest agreement for all options given with differences from average ranging from -2% (my leisure and recreation activity) and -8% (my children's life).

The internet was also seen to be important for personal finance (2 respondents) and purchasing goods (2 respondents).

5.2.2 Changes in Importance



Almost nine tenths (89%) of respondents agreed that the internet is more important to their family now than five years ago, and 79% agreed that the internet would become even more important to them in the future.

For both of the statements given, respondents saying that they strongly disagreed was less than 1%.

Female respondents more frequently agreed that the internet is more important to their family now than five years ago (92%); 7% higher than agreement among male respondents.

5.2.3 Reasons for Use

What are your main reasons for using the internet? (Base: 406)		
Reasons	Number	Percentage
Communication	343	84.5
Travel	249	61.3
Shopping	246	60.6
Personal interests or hobbies	238	58.6
Education	103	25.4
Work	101	24.9
Helping the environment	65	16.0
Finding new employment	58	14.3
Health	45	11.1
Other	15	3.7

The majority (85%) of respondents used the internet for communication (e.g. emails from family and friends). The internet was also frequently used for travel (61%), shopping (61%) and personal interests or hobbies (59%).

Other reasons for using the internet were: paying bills (3 respondents); news (3 respondents) and personal finance (2 respondents).

Female respondents were significantly more likely than male respondents to use the internet for education purposes (+11%), helping the environment (+10%) and finding new employment (+8%). Male respondents more frequently said the internet was used for personal interests (+8%).

Reasons for using the internet varied by area; respondents living in the West were more likely than respondents in all other areas to use the internet for work purposes (37%); while those living in the South East used the internet for travel (67%), personal interests (64%), finding new employment (19%) and health (16%).

5.2.4 Benefits

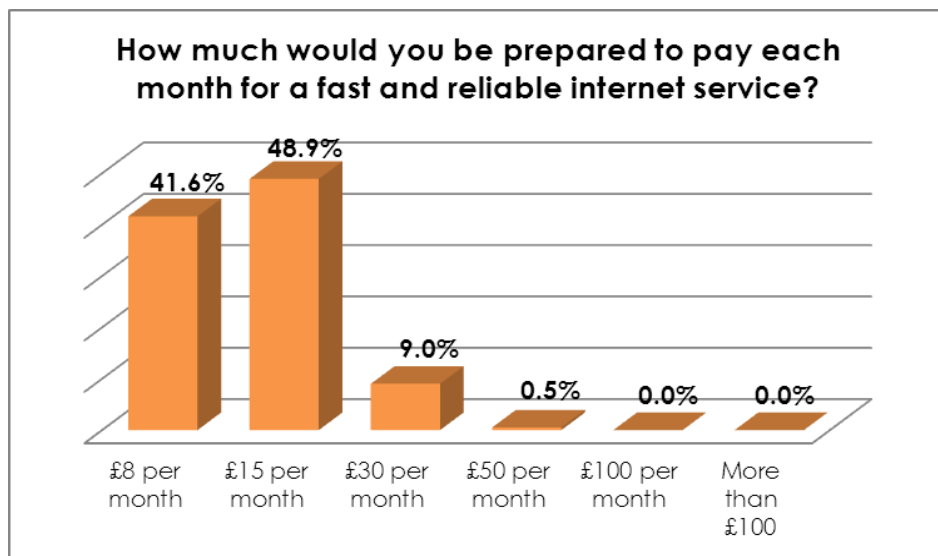
Do you believe that the internet could help...? (Base: 475)		
Benefit	Number	Percentage
Keep contact with your family and friends	418	88.0
Improve your education	331	69.7
Provide more entertainment choices in your home	259	54.5
Reduce your personal household running costs	237	49.9
Improve your health care	195	41.1
Improve your employment chances and opportunities	184	38.7
Improve the environment	169	35.6
Deliver cheap public services	168	35.4
Improve your business	123	25.9
Set up your own business	116	24.4
Make you and your family feel more safe and secure in your home	69	14.5

The main perceived benefits of the internet were to keep contact with family and friends (88%) and improve education (70%). In addition to this, around half of respondents said the internet could help provide more entertainment choices in the home (55%) and reduce the personal household running costs (50%).

Fewer respondents believed the internet was able to increase feelings of security in their home (15%).

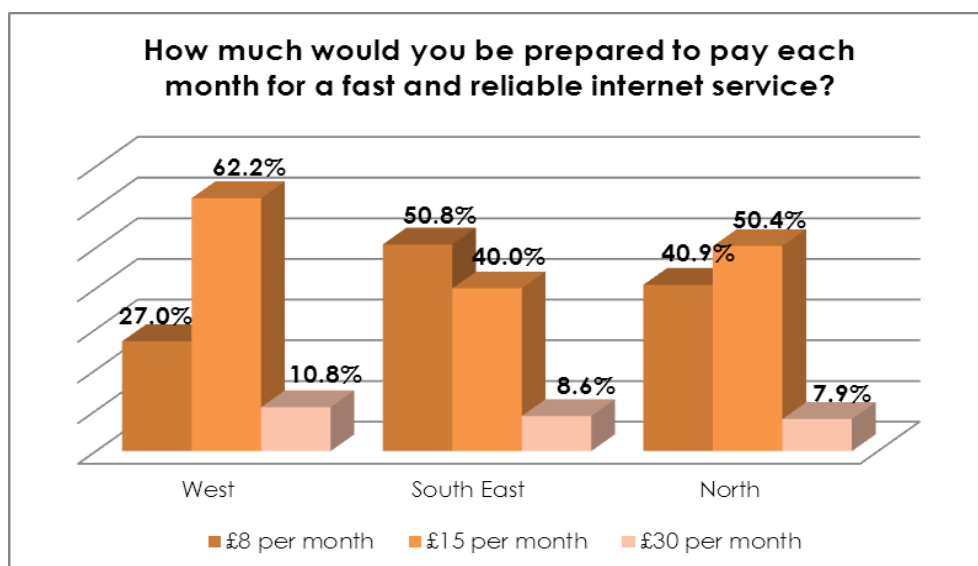
5.3 Future Provisions

5.3.1 Costs



Most respondents would be prepared to pay either £8 (42%) or £15 (49%) per month for a fast and reliable internet service. Less than 1% of respondents were willing to pay £50 per month, and no respondents were prepared to pay more than this amount.

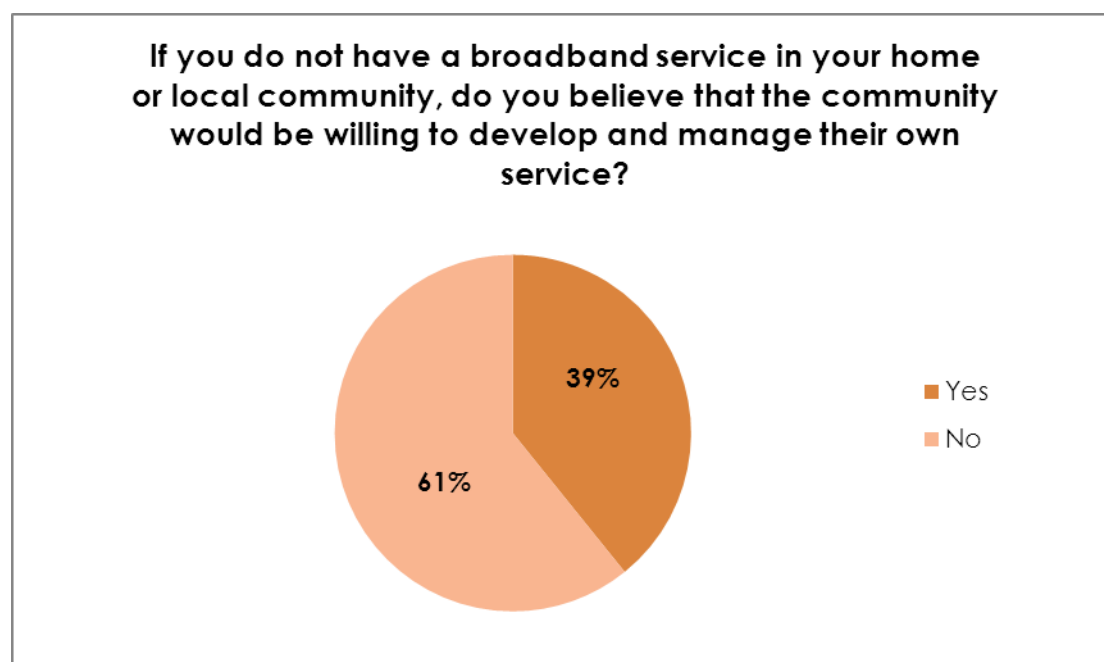
In general, male respondents were willing to pay more than female respondents for their internet service, as 53% said they would pay £15 per month and 10% were willing to pay £30. Almost half (46%) of female respondents said they would be willing to pay £8 per month for a fast and reliable internet service.



Respondents living in the West were most willing to pay £15 per month (62%, 13% higher than the Northumberland average). Respondents living in the South East were more reluctant to pay this amount (40%), and more than half

of respondents in this area said they would pay £8 for a fast and reliable internet service.

5.3.2 Community Development



39% of respondents who did not have a broadband service in their home or local community believed their community would be willing to develop and manage their own service.

This view was more frequently held among respondents living in the South East (32%) and female respondents (41%).

4.3.3 Responsibility for Broadband Services

Who do you think should be responsible for providing your home with a better broadband service?					
Responsibility	Option 1	Option 2	Option 3	Option 4	Option 5
The major suppliers – like BT	47.2	31.4	12.5	5.6	3.3
The government	26.9	32.2	12.6	12.3	15.9
Me as the householder	19.9	9.3	8.0	16.9	45.8
The local authority	4.0	18.2	47.7	18.9	11.3
The local community working together	2.3	9.3	19.0	46.0	23.3

Almost half (47%) of respondents thought major suppliers (such as BT) should have responsibility for providing their home with a better broadband service; a further 32% of respondents selected them as having the second highest responsibility.

The government was also frequently considered to have responsibility for providing a better broadband service, as 59% of respondents said they should either have the most or second most responsibility.

Although around half (46%) of respondents said that as the householder they were least important in providing their home with better broadband services, a fifth of respondents felt that as the home owner they were most responsible.

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

TABLE 1 **1**
Q1 Generally, how do you currently make contact with the Council?
by Demo

TABLE 2 **2**
Q2a When you need to make contact with the Council, how would you prefer to make contact? To find out general information (e.g. school term times)
by Demo

TABLE 3 **3**
Q2b To find out information in an emergency (e.g. road closures in bad weather)
by Demo

TABLE 4 **4**
Q2c To report a problem or fault
by Demo

TABLE 5 **5**
Q2d To make a complaint
by Demo

TABLE 6 **6**
Q2e To pay a bill
by Demo

TABLE 7 **7**
Q2f To book a service
by Demo

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

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Q2g To apply for a licence or permit by Demo	
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Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

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Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

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Q40d The major suppliers - like BT	

by Demo

TABLE 96 **101**

Q40e The local authority
by Demo

TABLE 97 ERROR! BOOKMARK NOT DEFINED.

Q40a Who do you think should be responsible for providing your home with a better broadband service? No 1 responsible
by Demo

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 1

Q1 Generally, how do you currently make contact with the Council?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	523	6	62	227	186	35	7	243	280	139	224	160	66	457
Letter/Post	162	1	-10	74	62	13	2	84	78	46	62	54	25	137
	31.0%	16.7%	16.1%	32.6%	33.3%	37.1%	28.6%	34.6%	27.9%	33.1%	27.7%	33.8%	37.9%	30.0%
Email	141	1	15	+75	45	-2	3	74	67	39	61	41	-9	+132
	27.0%	16.7%	24.2%	33.0%	24.2%	5.7%	42.9%	30.5%	23.9%	28.1%	27.2%	25.6%	13.6%	28.9%
Telephone	422	5	47	183	154	28	5	-185	+237	110	178	134	54	368
	80.7%	83.3%	75.8%	80.6%	82.8%	80.0%	71.4%	76.1%	84.6%	79.1%	79.5%	83.8%	81.8%	80.5%
Text	4	-	1	1	2	-	-	2	2	2	-	2	1	3
	0.8%	-%	1.6%	0.4%	1.1%	-%	-%	0.8%	0.7%	1.4%	-%	1.3%	1.5%	0.7%
Council website	124	2	+24	+73	-21	-1	3	52	72	37	53	34	-2	+122
	23.7%	33.3%	38.7%	32.2%	11.3%	2.9%	42.9%	21.4%	25.7%	26.6%	23.7%	21.3%	3.0%	26.7%
Face to Face	96	-	9	43	37	6	1	46	50	-14	+54	28	+18	-78
	18.4%	-%	14.5%	18.9%	19.9%	17.1%	14.3%	18.9%	17.9%	10.1%	24.1%	17.5%	27.3%	17.1%
Social networks	5	-	2	1	1	1	-	2	3	-	2	3	1	4
	1.0%	-%	3.2%	0.4%	0.5%	2.9%	-%	0.8%	1.1%	-%	0.9%	1.9%	1.5%	0.9%
Via local Councillor	72	-	-1	-22	+40	+9	-	39	33	19	-23	+30	14	58
	13.8%	-%	1.6%	9.7%	21.5%	25.7%	-%	16.0%	11.8%	13.7%	10.3%	18.8%	21.2%	12.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 2

Q2a When you need to make contact with the Council, how would you prefer to make contact? To find out general information (e.g. school term times)

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	446	6	56	206	147	24	7	204	242	124	190	132	55	391
Letter/Post	51	1	8	20	15	5	2	23	28	-7	25	19	9	42
	11.4%	16.7%	14.3%	9.7%	10.2%	20.8%	28.6%	11.3%	11.6%	5.6%	13.2%	14.4%	16.4%	10.7%
Email	46	1	3	24	15	1	2	20	26	11	24	11	4	42
	10.3%	16.7%	5.4%	11.7%	10.2%	4.2%	28.6%	9.8%	10.7%	8.9%	12.6%	8.3%	7.3%	10.7%
Tele-phone	138	-	-5	-46	+69	+16	2	62	76	+49	56	33	+27	-111
	30.9%	-%	8.9%	22.3%	46.9%	66.7%	28.6%	30.4%	31.4%	39.5%	29.5%	25.0%	49.1%	28.4%
Text	2	-	-	1	1	-	-	-	2	-	1	1	-	2
	0.4%	-%	-%	0.5%	0.7%	-%	-%	-%	0.8%	-%	0.5%	0.8%	-%	0.5%
Council website	188	4	+37	+105	-40	-1	1	89	99	55	70	63	-11	+177
	42.2%	66.7%	66.1%	51.0%	27.2%	4.2%	14.3%	43.6%	40.9%	44.4%	36.8%	47.7%	20.0%	45.3%
Face to Face	14	-	3	6	5	-	-	6	8	2	9	3	2	12
	3.1%	-%	5.4%	2.9%	3.4%	-%	-%	2.9%	3.3%	1.6%	4.7%	2.3%	3.6%	3.1%
Social networks	4	-	-	4	-	-	-	2	2	-	3	1	1	3
	0.9%	-%	-%	1.9%	-%	-%	-%	1.0%	0.8%	-%	1.6%	0.8%	1.8%	0.8%
Via local Councillor	3	-	-	-	2	+1	-	2	1	-	2	1	1	2
	0.7%	-%	-%	-%	1.4%	4.2%	-%	1.0%	0.4%	-%	1.1%	0.8%	1.8%	0.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 3
Q2b To find out information in an emergency (e.g. road closures in bad weather)
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	460	6	54	207	160	27	6	212	248	123	192	145	59	401
Letter/Post	9	+1	2	4	--	+2	-	5	4	1	4	4	2	7
	2.0%	16.7%	3.7%	1.9%	-%	7.4%	-%	2.4%	1.6%	0.8%	2.1%	2.8%	3.4%	1.7%
Email	61	1	4	30	20	3	+3	29	32	16	28	17	4	57
	13.3%	16.7%	7.4%	14.5%	12.5%	11.1%	50.0%	13.7%	12.9%	13.0%	14.6%	11.7%	6.8%	14.2%
Tele-phone	191	1	-8	-60	+99	+21	2	92	99	59	72	60	+40	-151
	41.5%	16.7%	14.8%	29.0%	61.9%	77.8%	33.3%	43.4%	39.9%	48.0%	37.5%	41.4%	67.8%	37.7%
Text	16	-	4	7	4	-	1	5	11	3	7	6	-	16
	3.5%	-%	7.4%	3.4%	2.5%	-%	16.7%	2.4%	4.4%	2.4%	3.6%	4.1%	-%	4.0%
Council website	166	3	+32	+99	-31	-1	-	71	95	42	72	52	-12	+154
	36.1%	50.0%	59.3%	47.8%	19.4%	3.7%	-%	33.5%	38.3%	34.1%	37.5%	35.9%	20.3%	38.4%
Face to Face	8	-	-	4	4	-	-	4	4	2	2	4	-	8
	1.7%	-%	-%	1.9%	2.5%	-%	-%	1.9%	1.6%	1.6%	1.0%	2.8%	-%	2.0%
Social networks	7	-	+4	2	1	-	-	5	2	-	5	2	1	6
	1.5%	-%	7.4%	1.0%	0.6%	-%	-%	2.4%	0.8%	-%	2.6%	1.4%	1.7%	1.5%
Via local Councillor	2	-	-	1	1	-	-	1	1	-	2	-	-	2
	0.4%	-%	-%	0.5%	0.6%	-%	-%	0.5%	0.4%	-%	1.0%	-%	-%	0.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 4
**Q2c To report a problem or fault
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	485	6	57	214	172	30	6	222	263	131	205	149	62	423
Letter/Post	12	-	1	2	5	+4	-	8	4	3	3	6	3	9
	2.5%	-%	1.8%	0.9%	2.9%	13.3%	-%	3.6%	1.5%	2.3%	1.5%	4.0%	4.8%	2.1%
Email	82	1	8	42	26	2	+3	+46	-36	22	37	23	10	72
	16.9%	16.7%	14.0%	19.6%	15.1%	6.7%	50.0%	20.7%	13.7%	16.8%	18.0%	15.4%	16.1%	17.0%
Tele-phone	346	5	38	148	129	24	-2	151	195	97	140	109	46	300
	71.3%	83.3%	66.7%	69.2%	75.0%	80.0%	33.3%	68.0%	74.1%	74.0%	68.3%	73.2%	74.2%	70.9%
Text	1	-	1	-	-	-	-	-	1	-	-	1	-	1
	0.2%	-%	1.8%	-%	-%	-%	-%	-%	0.4%	-%	-%	0.7%	-%	0.2%
Council website	26	-	+8	15	-3	-	-	11	15	7	13	6	1	25
	5.4%	-%	14.0%	7.0%	1.7%	-%	-%	5.0%	5.7%	5.3%	6.3%	4.0%	1.6%	5.9%
Face to Face	16	-	1	7	7	-	1	5	11	1	+11	4	1	15
	3.3%	-%	1.8%	3.3%	4.1%	-%	16.7%	2.3%	4.2%	0.8%	5.4%	2.7%	1.6%	3.5%
Social networks	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Via local Councillor	2	-	-	-	2	-	-	1	1	1	1	-	1	1
	0.4%	-%	-%	-%	1.2%	-%	-%	0.5%	0.4%	0.8%	0.5%	-%	1.6%	0.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 5
Q2d To make a complaint
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	470	6	56	210	165	27	6	218	252	126	201	143	62	408
Letter/Post	63	-	5	-20	29	+9	-	34	29	15	22	+26	13	50
	13.4%	-%	8.9%	9.5%	17.6%	33.3%	-%	15.6%	11.5%	11.9%	10.9%	18.2%	21.0%	12.3%
Email	83	2	9	43	25	1	+3	43	40	20	39	24	8	75
	17.7%	33.3%	16.1%	20.5%	15.2%	3.7%	50.0%	19.7%	15.9%	15.9%	19.4%	16.8%	12.9%	18.4%
Tele-phone	251	4	31	115	82	17	2	-105	+146	75	98	78	32	219
	53.4%	66.7%	55.4%	54.8%	49.7%	63.0%	33.3%	48.2%	57.9%	59.5%	48.8%	54.5%	51.6%	53.7%
Text	3	-	1	1	1	-	-	2	1	-	2	1	-	3
	0.6%	-%	1.8%	0.5%	0.6%	-%	-%	0.9%	0.4%	-%	1.0%	0.7%	-%	0.7%
Council website	24	-	+8	13	-3	-	-	12	12	8	12	4	1	23
	5.1%	-%	14.3%	6.2%	1.8%	-%	-%	5.5%	4.8%	6.3%	6.0%	2.8%	1.6%	5.6%
Face to Face	39	-	2	17	19	-	1	16	23	6	+27	-6	6	33
	8.3%	-%	3.6%	8.1%	11.5%	-%	16.7%	7.3%	9.1%	4.8%	13.4%	4.2%	9.7%	8.1%
Social networks	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Via local Councillor	7	-	-	1	+6	-	-	+6	-1	2	1	4	2	5
	1.5%	-%	-%	0.5%	3.6%	-%	-%	2.8%	0.4%	1.6%	0.5%	2.8%	3.2%	1.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 6
Q2e To pay a bill
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	450	6	54	200	161	24	5	211	239	122	192	136	54	396
Letter/Post	168	2	-8	-64	+78	13	3	79	89	+65	-44	59	17	151
	37.3%	33.3%	14.8%	32.0%	48.4%	54.2%	60.0%	37.4%	37.2%	53.3%	22.9%	43.4%	31.5%	38.1%
Email	33	1	3	16	12	1	-	17	16	7	19	7	3	30
	7.3%	16.7%	5.6%	8.0%	7.5%	4.2%	-%	8.1%	6.7%	5.7%	9.9%	5.1%	5.6%	7.6%
Tele-phone	74	-	11	26	30	6	1	30	44	15	32	27	12	62
	16.4%	-%	20.4%	13.0%	18.6%	25.0%	20.0%	14.2%	18.4%	12.3%	16.7%	19.9%	22.2%	15.7%
Text	6	-	2	3	1	-	-	5	1	1	3	2	-	6
	1.3%	-%	3.7%	1.5%	0.6%	-%	-%	2.4%	0.4%	0.8%	1.6%	1.5%	-%	1.5%
Council website	97	1	+23	+58	-14	--	1	51	46	25	43	29	-6	+91
	21.6%	16.7%	42.6%	29.0%	8.7%	-%	20.0%	24.2%	19.2%	20.5%	22.4%	21.3%	11.1%	23.0%
Face to Face	71	2	7	32	26	4	-	29	42	-9	+50	-12	+16	-55
	15.8%	33.3%	13.0%	16.0%	16.1%	16.7%	-%	13.7%	17.6%	7.4%	26.0%	8.8%	29.6%	13.9%
Social networks	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Via local Councillor	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	0.2%	-%	-%	0.5%	-%	-%	-%	-%	0.4%	-%	0.5%	-%	-%	0.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 7
Q2f To book a service
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	443	6	55	208	147	20	7	204	239	119	189	135	52	391
Letter/Post	17	-	1	5	6	+3	+2	8	9	8	-2	7	1	16
	3.8%	-%	1.8%	2.4%	4.1%	15.0%	28.6%	3.9%	3.8%	6.7%	1.1%	5.2%	1.9%	4.1%
Email	67	1	-3	38	22	2	1	31	36	17	31	19	6	61
	15.1%	16.7%	5.5%	18.3%	15.0%	10.0%	14.3%	15.2%	15.1%	14.3%	16.4%	14.1%	11.5%	15.6%
Tele-phone	250	3	31	-102	+97	13	4	114	136	71	-96	83	31	219
	56.4%	50.0%	56.4%	49.0%	66.0%	65.0%	57.1%	55.9%	56.9%	59.7%	50.8%	61.5%	59.6%	56.0%
Text	7	-	+3	3	1	-	-	4	3	1	5	1	1	6
	1.6%	-%	5.5%	1.4%	0.7%	-%	-%	2.0%	1.3%	0.8%	2.6%	0.7%	1.9%	1.5%
Council website	73	2	+15	+46	-10	--	-	39	34	21	32	20	7	66
	16.5%	33.3%	27.3%	22.1%	6.8%	-%	-%	19.1%	14.2%	17.6%	16.9%	14.8%	13.5%	16.9%
Face to Face	28	-	2	13	11	2	-	8	20	-1	+22	5	6	22
	6.3%	-%	3.6%	6.3%	7.5%	10.0%	-%	3.9%	8.4%	0.8%	11.6%	3.7%	11.5%	5.6%
Social networks	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	0.2%	-%	-%	0.5%	-%	-%	-%	-%	0.4%	-%	0.5%	-%	-%	0.3%
Via local Councillor	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 8
**Q2g To apply for a licence or permit
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	439	6	52	205	150	20	6	209	230	117	184	138	54	385
Letter/Post	78	2	5	-22	+39	+8	2	38	40	24	-17	+37	13	65
	17.8%	33.3%	9.6%	10.7%	26.0%	40.0%	33.3%	18.2%	17.4%	20.5%	9.2%	26.8%	24.1%	16.9%
Email	55	1	-1	+35	16	1	1	29	26	14	24	17	3	52
	12.5%	16.7%	1.9%	17.1%	10.7%	5.0%	16.7%	13.9%	11.3%	12.0%	13.0%	12.3%	5.6%	13.5%
Tele-phone	138	1	17	58	51	8	3	58	80	41	63	-34	20	118
	31.4%	16.7%	32.7%	28.3%	34.0%	40.0%	50.0%	27.8%	34.8%	35.0%	34.2%	24.6%	37.0%	30.6%
Text	5	-	1	3	1	-	-	4	1	1	3	1	-	5
	1.1%	-%	1.9%	1.5%	0.7%	-%	-%	1.9%	0.4%	0.9%	1.6%	0.7%	-%	1.3%
Council website	98	1	+19	+57	-21	--	-	50	48	28	41	29	9	89
	22.3%	16.7%	36.5%	27.8%	14.0%	-%	-%	23.9%	20.9%	23.9%	22.3%	21.0%	16.7%	23.1%
Face to Face	62	1	9	28	21	3	-	29	33	-9	+35	18	9	53
	14.1%	16.7%	17.3%	13.7%	14.0%	15.0%	-%	13.9%	14.3%	7.7%	19.0%	13.0%	16.7%	13.8%
Social networks	3	-	-	2	1	-	-	1	2	-	1	2	-	3
	0.7%	-%	-%	1.0%	0.7%	-%	-%	0.5%	0.9%	-%	0.5%	1.4%	-%	0.8%
Via local Councillor	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 9
**Q2h To register a birth, death, or marriage; or to be on the electoral roll
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	469	6	57	213	161	26	6	216	253	128	196	145	56	413
Letter/Post	79	-	-4	30	+35	+9	1	+46	-33	26	-18	+35	14	65
	16.8%	-%	7.0%	14.1%	21.7%	34.6%	16.7%	21.3%	13.0%	20.3%	9.2%	24.1%	25.0%	15.7%
Email	43	1	4	21	16	-	1	21	22	11	22	10	4	39
	9.2%	16.7%	7.0%	9.9%	9.9%	-%	16.7%	9.7%	8.7%	8.6%	11.2%	6.9%	7.1%	9.4%
Tele-phone	62	-	7	-20	27	+7	1	32	30	20	23	19	8	54
	13.2%	-%	12.3%	9.4%	16.8%	26.9%	16.7%	14.8%	11.9%	15.6%	11.7%	13.1%	14.3%	13.1%
Text	3	-	-	2	1	-	-	2	1	-	3	-	-	3
	0.6%	-%	-%	0.9%	0.6%	-%	-%	0.9%	0.4%	-%	1.5%	-%	-%	0.7%
Council website	53	-	+12	30	-11	-	-	28	25	15	22	16	4	49
	11.3%	-%	21.1%	14.1%	6.8%	-%	-%	13.0%	9.9%	11.7%	11.2%	11.0%	7.1%	11.9%
Face to Face	223	5	29	109	69	8	3	-84	+139	54	+105	64	24	199
	47.5%	83.3%	50.9%	51.2%	42.9%	30.8%	50.0%	38.9%	54.9%	42.2%	53.6%	44.1%	42.9%	48.2%
Social networks	6	-	1	1	2	+2	-	3	3	2	3	1	2	4
	1.3%	-%	1.8%	0.5%	1.2%	7.7%	-%	1.4%	1.2%	1.6%	1.5%	0.7%	3.6%	1.0%
Via local Councillor	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 10
**Q2i To borrow library books
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	437	6	55	201	146	24	5	203	234	120	186	131	50	387
Letter/Post	13	-	1	5	4	+3	-	4	9	3	5	5	2	11
	3.0%	-%	1.8%	2.5%	2.7%	12.5%	-%	2.0%	3.8%	2.5%	2.7%	3.8%	4.0%	2.8%
Email	13	+1	-	8	4	-	-	8	5	5	7	1	-	13
	3.0%	16.7%	-%	4.0%	2.7%	-%	-%	3.9%	2.1%	4.2%	3.8%	0.8%	-%	3.4%
Tele-phone	33	-	1	12	13	+6	1	18	15	+14	-8	11	6	27
	7.6%	-%	1.8%	6.0%	8.9%	25.0%	20.0%	8.9%	6.4%	11.7%	4.3%	8.4%	12.0%	7.0%
Text	1	-	-	1	-	-	-	1	-	-	1	-	-	1
	0.2%	-%	-%	0.5%	-%	-%	-%	0.5%	-%	-%	0.5%	-%	-%	0.3%
Council website	26	-	6	15	5	-	-	11	15	8	8	10	4	22
	5.9%	-%	10.9%	7.5%	3.4%	-%	-%	5.4%	6.4%	6.7%	4.3%	7.6%	8.0%	5.7%
Face to Face	338	5	46	156	113	-14	4	157	181	88	151	99	36	302
	77.3%	83.3%	83.6%	77.6%	77.4%	58.3%	80.0%	77.3%	77.4%	73.3%	81.2%	75.6%	72.0%	78.0%
Social networks	12	-	1	4	6	1	-	4	8	2	5	5	2	10
	2.7%	-%	1.8%	2.0%	4.1%	4.2%	-%	2.0%	3.4%	1.7%	2.7%	3.8%	4.0%	2.6%
Via local Councillor	1	-	-	-	1	-	-	-	1	-	1	-	-	1
	0.2%	-%	-%	-%	0.7%	-%	-%	-%	0.4%	-%	0.5%	-%	-%	0.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 11

Q3 Have you contacted the council for any reason in the last 12 months?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	521	6	61	228	183	36	7	241	280	138	224	159	67	454
Yes	303	--	33	+147	99	19	5	135	168	80	130	93	36	267
	58.2%	-%	54.1%	64.5%	54.1%	52.8%	71.4%	56.0%	60.0%	58.0%	58.0%	58.5%	53.7%	58.8%
No	206	+5	26	-76	82	15	2	101	105	54	89	63	28	178
	39.5%	83.3%	42.6%	33.3%	44.8%	41.7%	28.6%	41.9%	37.5%	39.1%	39.7%	39.6%	41.8%	39.2%
Can't remember	12	+1	2	5	2	2	-	5	7	4	5	3	3	9
	2.3%	16.7%	3.3%	2.2%	1.1%	5.6%	-%	2.1%	2.5%	2.9%	2.2%	1.9%	4.5%	2.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 12

Q4a When you make contact with the Council, how would you rate the following? - Convenience of access (opening times)

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	287	-	33	140	94	15	5	130	157	74	122	91	36	251
Excellent	24	-	1	11	11	1	-	15	9	8	8	8	1	23
	8.4%	-%	3.0%	7.9%	11.7%	6.7%	-%	11.5%	5.7%	10.8%	6.6%	8.8%	2.8%	9.2%
Good	128	-	13	60	48	6	1	56	72	34	53	41	17	111
	44.6%	-%	39.4%	42.9%	51.1%	40.0%	20.0%	43.1%	45.9%	45.9%	43.4%	45.1%	47.2%	44.2%
Adequate	108	-	14	58	29	5	2	52	56	24	49	35	16	92
	37.6%	-%	42.4%	41.4%	30.9%	33.3%	40.0%	40.0%	35.7%	32.4%	40.2%	38.5%	44.4%	36.7%
Poor	8	-	1	2	3	1	+1	1	7	3	4	1	-	8
	2.8%	-%	3.0%	1.4%	3.2%	6.7%	20.0%	0.8%	4.5%	4.1%	3.3%	1.1%	-%	3.2%
Very poor	7	-	-	4	2	-	+1	3	4	2	2	3	-	7
	2.4%	-%	-%	2.9%	2.1%	-%	20.0%	2.3%	2.5%	2.7%	1.6%	3.3%	-%	2.8%
Don't know/Can't recall	12	-	+4	5	1	2	-	3	9	3	6	3	2	10
	4.2%	-%	12.1%	3.6%	1.1%	13.3%	-%	2.3%	5.7%	4.1%	4.9%	3.3%	5.6%	4.0%
Excellent/Good	152	-	14	71	+59	7	1	71	81	42	61	49	18	134
	53.0%	-%	42.4%	50.7%	62.8%	46.7%	20.0%	54.6%	51.6%	56.8%	50.0%	53.8%	50.0%	53.4%
Poor/Very poor	15	-	1	6	5	1	+2	4	11	5	6	4	-	15
	5.2%	-%	3.0%	4.3%	5.3%	6.7%	40.0%	3.1%	7.0%	6.8%	4.9%	4.4%	-%	6.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 13
**Q4b Ability to make contact to appropriate service/individual
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	293	-	33	144	95	16	5	132	161	77	124	92	35	258
Excellent	27	-	3	12	10	2	-	14	13	9	8	10	3	24
	9.2%	-%	9.1%	8.3%	10.5%	12.5%	-%	10.6%	8.1%	11.7%	6.5%	10.9%	8.6%	9.3%
Good	108	-	11	54	38	3	2	47	61	31	42	35	12	96
	36.9%	-%	33.3%	37.5%	40.0%	18.8%	40.0%	35.6%	37.9%	40.3%	33.9%	38.0%	34.3%	37.2%
Adequate	94	-	10	45	32	7	-	38	56	18	45	31	9	85
	32.1%	-%	30.3%	31.3%	33.7%	43.8%	-%	28.8%	34.8%	23.4%	36.3%	33.7%	25.7%	32.9%
Poor	38	-	4	22	8	3	1	22	16	11	17	10	6	32
	13.0%	-%	12.1%	15.3%	8.4%	18.8%	20.0%	16.7%	9.9%	14.3%	13.7%	10.9%	17.1%	12.4%
Very poor	24	-	4	11	6	1	+2	10	14	6	12	6	5	19
	8.2%	-%	12.1%	7.6%	6.3%	6.3%	40.0%	7.6%	8.7%	7.8%	9.7%	6.5%	14.3%	7.4%
Don't know/Can't recall	2	-	1	-	1	-	-	1	1	2	-	-	-	2
	0.7%	-%	3.0%	-%	1.1%	-%	-%	0.8%	0.6%	2.6%	-%	-%	-%	0.8%
Excellent/Good	135	-	14	66	48	5	2	61	74	40	50	45	15	120
	46.1%	-%	42.4%	45.8%	50.5%	31.3%	40.0%	46.2%	46.0%	51.9%	40.3%	48.9%	42.9%	46.5%
Poor/Very poor	62	-	8	33	14	4	+3	32	30	17	29	16	11	51
	21.2%	-%	24.2%	22.9%	14.7%	25.0%	60.0%	24.2%	18.6%	22.1%	23.4%	17.4%	31.4%	19.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 14
Q4c Helpfulness of staff
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	299	-	34	142	98	20	5	134	165	78	127	94	37	262
Excellent	47	-	6	19	17	5	-	20	27	11	15	+21	5	42
	15.7%	-%	17.6%	13.4%	17.3%	25.0%	-%	14.9%	16.4%	14.1%	11.8%	22.3%	13.5%	16.0%
Good	153	-	13	78	50	9	3	75	78	45	68	-40	20	133
	51.2%	-%	38.2%	54.9%	51.0%	45.0%	60.0%	56.0%	47.3%	57.7%	53.5%	42.6%	54.1%	50.8%
Adequate	73	-	11	34	23	3	2	28	45	-12	36	25	8	65
	24.4%	-%	32.4%	23.9%	23.5%	15.0%	40.0%	20.9%	27.3%	15.4%	28.3%	26.6%	21.6%	24.8%
Poor	17	-	3	6	5	3	-	7	10	5	6	6	4	13
	5.7%	-%	8.8%	4.2%	5.1%	15.0%	-%	5.2%	6.1%	6.4%	4.7%	6.4%	10.8%	5.0%
Very poor	5	-	-	3	2	-	-	3	2	2	2	1	-	5
	1.7%	-%	-%	2.1%	2.0%	-%	-%	2.2%	1.2%	2.6%	1.6%	1.1%	-%	1.9%
Don't know/Can't recall	4	-	1	2	1	-	-	1	3	+3	-	1	-	4
	1.3%	-%	2.9%	1.4%	1.0%	-%	-%	0.7%	1.8%	3.8%	-%	1.1%	-%	1.5%
Excellent/Good	200	-	19	97	67	14	3	95	105	56	83	61	25	175
	66.9%	-%	55.9%	68.3%	68.4%	70.0%	60.0%	70.9%	63.6%	71.8%	65.4%	64.9%	67.6%	66.8%
Poor/Very poor	22	-	3	9	7	3	-	10	12	7	8	7	4	18
	7.4%	-%	8.8%	6.3%	7.1%	15.0%	-%	7.5%	7.3%	9.0%	6.3%	7.4%	10.8%	6.9%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 15
Q4d Professionalism of staff
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	291	-	34	141	96	15	5	132	159	72	127	92	36	255
Excellent	47	-	6	18	19	4	-	24	23	11	16	20	8	39
	16.2%	-%	17.6%	12.8%	19.8%	26.7%	-%	18.2%	14.5%	15.3%	12.6%	21.7%	22.2%	15.3%
Good	149	-	13	78	49	6	3	74	75	40	68	41	17	132
	51.2%	-%	38.2%	55.3%	51.0%	40.0%	60.0%	56.1%	47.2%	55.6%	53.5%	44.6%	47.2%	51.8%
Adequate	67	-	12	32	19	3	1	-22	+45	-9	35	23	9	58
	23.0%	-%	35.3%	22.7%	19.8%	20.0%	20.0%	16.7%	28.3%	12.5%	27.6%	25.0%	25.0%	22.7%
Poor	17	-	2	8	4	2	1	9	8	7	6	4	2	15
	5.8%	-%	5.9%	5.7%	4.2%	13.3%	20.0%	6.8%	5.0%	9.7%	4.7%	4.3%	5.6%	5.9%
Very poor	5	-	-	1	+4	-	-	2	3	1	1	3	-	5
	1.7%	-%	-%	0.7%	4.2%	-%	-%	1.5%	1.9%	1.4%	0.8%	3.3%	-%	2.0%
Don't know/Can't recall	6	-	1	4	1	-	-	1	5	+4	1	1	-	6
	2.1%	-%	2.9%	2.8%	1.0%	-%	-%	0.8%	3.1%	5.6%	0.8%	1.1%	-%	2.4%
Excellent/Good	196	-	19	96	68	10	3	+98	-98	51	84	61	25	171
	67.4%	-%	55.9%	68.1%	70.8%	66.7%	60.0%	74.2%	61.6%	70.8%	66.1%	66.3%	69.4%	67.1%
Poor/Very poor	22	-	2	9	8	2	1	11	11	8	7	7	2	20
	7.6%	-%	5.9%	6.4%	8.3%	13.3%	20.0%	8.3%	6.9%	11.1%	5.5%	7.6%	5.6%	7.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 16
**Q4e Speed of response to the enquiry
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	298	-	34	143	99	17	5	135	163	78	127	93	37	261
Excellent	44 14.8%	- -%	6 17.6%	22 15.4%	15 15.2%	1 5.9%	- -%	19 14.1%	25 15.3%	16 20.5%	-11 8.7%	17 18.3%	5 13.5%	39 14.9%
Good	93 31.2%	- -%	10 29.4%	47 32.9%	30 30.3%	4 23.5%	2 40.0%	40 29.6%	53 32.5%	22 28.2%	43 33.9%	28 30.1%	11 29.7%	82 31.4%
Adequate	85 28.5%	- -%	5 14.7%	39 27.3%	34 34.3%	7 41.2%	- -%	39 28.9%	46 28.2%	20 25.6%	41 32.3%	24 25.8%	11 29.7%	74 28.4%
Poor	39 13.1%	- -%	7 20.6%	17 11.9%	13 13.1%	2 11.8%	- -%	19 14.1%	20 12.3%	9 11.5%	16 12.6%	14 15.1%	4 10.8%	35 13.4%
Very poor	35 11.7%	- -%	5 14.7%	17 11.9%	7 7.1%	3 17.6%	+3 60.0%	17 12.6%	18 11.0%	9 11.5%	16 12.6%	10 10.8%	6 16.2%	29 11.1%
Don't know/Can't recall	2 0.7%	- -%	1 2.9%	1 0.7%	- -%	- -%	- -%	1 0.7%	1 0.6%	2 2.6%	- -%	- -%	- -%	2 0.8%
Excellent/Good	137 46.0%	- -%	16 47.1%	69 48.3%	45 45.5%	5 29.4%	2 40.0%	59 43.7%	78 47.9%	38 48.7%	54 42.5%	45 48.4%	16 43.2%	121 46.4%
Poor/Very poor	74 24.8%	- -%	12 35.3%	34 23.8%	20 20.2%	5 29.4%	3 60.0%	36 26.7%	38 23.3%	18 23.1%	32 25.2%	24 25.8%	10 27.0%	64 24.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 17
**Q4f Satisfaction with the response
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	298	-	34	144	97	18	5	136	162	79	127	92	37	261
Excellent	48 16.1%	- -%	4 11.8%	25 17.4%	17 17.5%	2 11.1%	- -%	19 14.0%	29 17.9%	+20 25.3%	-12 9.4%	16 17.4%	5 13.5%	43 16.5%
Good	108 36.2%	- -%	11 32.4%	49 34.0%	38 39.2%	8 44.4%	2 40.0%	55 40.4%	53 32.7%	27 34.2%	47 37.0%	34 37.0%	16 43.2%	92 35.2%
Adequate	76 25.5%	- -%	13 38.2%	36 25.0%	23 23.7%	3 16.7%	1 20.0%	36 26.5%	40 24.7%	17 21.5%	+40 31.5%	19 20.7%	7 18.9%	69 26.4%
Poor	32 10.7%	- -%	3 8.8%	17 11.8%	9 9.3%	3 16.7%	- -%	13 9.6%	19 11.7%	6 7.6%	16 12.6%	10 10.9%	2 5.4%	30 11.5%
Very poor	31 10.4%	- -%	2 5.9%	15 10.4%	10 10.3%	2 11.1%	+2 40.0%	11 8.1%	20 12.3%	7 8.9%	12 9.4%	12 13.0%	7 18.9%	24 9.2%
Don't know/Can't recall	3 1.0%	- -%	1 2.9%	2 1.4%	- -%	- -%	- -%	2 1.5%	1 0.6%	2 2.5%	- -%	1 1.1%	- -%	3 1.1%
Excellent/Good	156 52.3%	- -%	15 44.1%	74 51.4%	55 56.7%	10 55.6%	2 40.0%	74 54.4%	82 50.6%	47 59.5%	59 46.5%	50 54.3%	21 56.8%	135 51.7%
Poor/Very poor	63 21.1%	- -%	5 14.7%	32 22.2%	19 19.6%	5 27.8%	2 40.0%	24 17.6%	39 24.1%	13 16.5%	28 22.0%	22 23.9%	9 24.3%	54 20.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 18
**Q4g Resolution of the issue or problem
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	294	-	34	143	95	18	4	135	159	76	126	92	37	257
Excellent	43 14.6%	- -%	4 11.8%	21 14.7%	15 15.8%	3 16.7%	- -%	21 15.6%	22 13.8%	+18 23.7%	-11 8.7%	14 15.2%	5 13.5%	38 14.8%
Good	110 37.4%	- -%	11 32.4%	56 39.2%	36 37.9%	6 33.3%	1 25.0%	49 36.3%	61 38.4%	27 35.5%	49 38.9%	34 37.0%	14 37.8%	96 37.4%
Adequate	72 24.5%	- -%	12 35.3%	36 25.2%	21 22.1%	3 16.7%	- -%	35 25.9%	37 23.3%	14 18.4%	36 28.6%	22 23.9%	9 24.3%	63 24.5%
Poor	31 10.5%	- -%	2 5.9%	15 10.5%	10 10.5%	3 16.7%	1 25.0%	11 8.1%	20 12.6%	6 7.9%	15 11.9%	10 10.9%	4 10.8%	27 10.5%
Very poor	34 11.6%	- -%	4 11.8%	14 9.8%	12 12.6%	2 11.1%	+2 50.0%	17 12.6%	17 10.7%	8 10.5%	15 11.9%	11 12.0%	5 13.5%	29 11.3%
Don't know/Can't recall	4 1.4%	- -%	1 2.9%	1 0.7%	1 1.1%	1 5.6%	- -%	2 1.5%	2 1.3%	+3 3.9%	- -%	1 1.1%	- -%	4 1.6%
Excellent/Good	153 52.0%	- -%	15 44.1%	77 53.8%	51 53.7%	9 50.0%	1 25.0%	70 51.9%	83 52.2%	45 59.2%	60 47.6%	48 52.2%	19 51.4%	134 52.1%
Poor/Very poor	65 22.1%	- -%	6 17.6%	29 20.3%	22 23.2%	5 27.8%	+3 75.0%	28 20.7%	37 23.3%	14 18.4%	30 23.8%	21 22.8%	9 24.3%	56 21.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 19

Q5 If you could improve one thing about how the Council deals with its customers, what would it be?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	212	3	29	94	76	7	3	91	121	56	94	62	30	182
Improved accessibility to Councillors	4 1.9%	- -%	1 3.4%	1 1.1%	1 1.3%	+1 14.3%	- -%	3 3.3%	1 0.8%	1 1.8%	3 3.2%	- -%	+2 6.7%	-2 1.1%
Local contact centre/number rather than central	12 5.7%	- -%	- -%	-2 2.1%	+8 10.5%	1 14.3%	+1 33.3%	6 6.6%	6 5.0%	+8 14.3%	-1 1.1%	3 4.8%	4 13.3%	8 4.4%
Always provide a written response to enquiries	4 1.9%	- -%	1 3.4%	1 1.1%	1 1.3%	+1 14.3%	- -%	1 1.1%	3 2.5%	1 1.8%	1 1.1%	2 3.2%	+2 6.7%	-2 1.1%
More knowledgeable staff	6 2.8%	- -%	1 3.4%	1 1.1%	4 5.3%	- -%	- -%	1 1.1%	5 4.1%	1 1.8%	2 2.1%	3 4.8%	2 6.7%	4 2.2%
Make it easier to contact the right person/department	54 25.5%	1 33.3%	11 37.9%	25 26.6%	15 19.7%	1 14.3%	1 33.3%	21 23.1%	33 27.3%	15 26.8%	26 27.7%	13 21.0%	5 16.7%	49 26.9%
Quicker response to enquiries	41 19.3%	1 33.3%	3 10.3%	19 20.2%	16 21.1%	1 14.3%	1 33.3%	19 20.9%	22 18.2%	10 17.9%	16 17.0%	15 24.2%	9 30.0%	32 17.6%
Improved customer service skills	33 15.6%	- -%	4 13.8%	19 20.2%	9 11.8%	1 14.3%	- -%	10 11.0%	23 19.0%	-2 3.6%	+23 24.5%	8 12.9%	2 6.7%	31 17.0%
Improve follow up/updates of enquiries	16 7.5%	- -%	2 6.9%	9 9.6%	5 6.6%	- -%	- -%	8 8.8%	8 6.6%	5 8.9%	5 5.3%	6 9.7%	1 3.3%	15 8.2%
Provide clearer information	2 0.9%	- -%	- -%	1 1.1%	1 1.3%	- -%	- -%	2 2.2%	- -%	1 1.8%	- -%	1 1.6%	- -%	2 1.1%
Improve access to local public information (e.g. school closures)	4 1.9%	- -%	- -%	2 2.1%	2 2.6%	- -%	- -%	2 2.2%	2 1.7%	2 3.6%	2 2.1%	- -%	- -%	4 2.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 19 (continuation)

Q5 If you could improve one thing about how the Council deals with its customers, what would it be?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	212	3	29	94	76	7	3	91	121	56	94	62	30	182
Increased opening hours	7	-	2	4	1	-	-	2	5	1	2	4	-	7
	3.3%	-%	6.9%	4.3%	1.3%	-%	-%	2.2%	4.1%	1.8%	2.1%	6.5%	-%	3.8%
Increase privacy for enquiries at council offices	4	-	-	-	4	-	-	2	2	-	3	1	1	3
	1.9%	-%	-%	-%	5.3%	-%	-%	2.2%	1.7%	-%	3.2%	1.6%	3.3%	1.6%
More pleasant waiting areas at council buildings	1	-	-	-	1	-	-	1	-	-	1	-	-	1
	0.5%	-%	-%	-%	1.3%	-%	-%	1.1%	-%	-%	1.1%	-%	-%	0.5%
Better use of technology	9	+1	2	4	2	-	-	5	4	4	-1	4	1	8
	4.2%	33.3%	6.9%	4.3%	2.6%	-%	-%	5.5%	3.3%	7.1%	1.1%	6.5%	3.3%	4.4%
Better automated telephone answering system	3	-	-	-	3	-	-	1	2	-	3	-	1	2
	1.4%	-%	-%	-%	3.9%	-%	-%	1.1%	1.7%	-%	3.2%	-%	3.3%	1.1%
Centrally based customer service centre	2	-	-	2	-	-	-	1	1	2	-	-	-	2
	0.9%	-%	-%	2.1%	-%	-%	-%	1.1%	0.8%	3.6%	-%	-%	-%	1.1%
Improve ticket system at council offices	1	-	1	-	-	-	-	-	1	-	1	-	-	1
	0.5%	-%	3.4%	-%	-%	-%	-%	-%	0.8%	-%	1.1%	-%	-%	0.5%
Less bureaucracy	1	-	-	1	-	-	-	1	-	-	1	-	-	1
	0.5%	-%	-%	1.1%	-%	-%	-%	1.1%	-%	-%	1.1%	-%	-%	0.5%
Better relations with other councils	1	-	-	-	-	1	-	1	-	1	-	-	-	1
	0.5%	-%	-%	-%	-%	14.3%	-%	1.1%	-%	1.8%	-%	-%	-%	0.5%
The councillor to hold regular meeting with local residents, proactive	7	-	1	3	3	-	-	4	3	2	3	2	-	7
	3.3%	-%	3.4%	3.2%	3.9%	-%	-%	4.4%	2.5%	3.6%	3.2%	3.2%	-%	3.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 20
Q6 How often do you access the Council's website?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	518	6	62	225	184	34	7	243	275	139	223	156	66	452
Daily	7	-	1	3	3	-	-	3	4	1	3	3	1	6
	1.4%	-%	1.6%	1.3%	1.6%	-%	-%	1.2%	1.5%	0.7%	1.3%	1.9%	1.5%	1.3%
Once a week	16	-	4	10	2	-	-	5	11	--	7	+9	3	13
	3.1%	-%	6.5%	4.4%	1.1%	-%	-%	2.1%	4.0%	-%	3.1%	5.8%	4.5%	2.9%
Once a month	51	-	9	+31	-10	1	-	23	28	15	24	12	6	45
	9.8%	-%	14.5%	13.8%	5.4%	2.9%	-%	9.5%	10.2%	10.8%	10.8%	7.7%	9.1%	10.0%
Once every three months	32	-	6	+21	-3	-	+2	13	19	8	+20	-4	2	30
	6.2%	-%	9.7%	9.3%	1.6%	-%	28.6%	5.3%	6.9%	5.8%	9.0%	2.6%	3.0%	6.6%
Only if there is something of specific interest to me	215	4	31	97	76	-6	1	108	107	64	83	68	-17	+198
	41.5%	66.7%	50.0%	43.1%	41.3%	17.6%	14.3%	44.4%	38.9%	46.0%	37.2%	43.6%	25.8%	43.8%
Never done so	197	2	-11	-63	+90	+27	4	91	106	51	86	60	+37	-160
	38.0%	33.3%	17.7%	28.0%	48.9%	79.4%	57.1%	37.4%	38.5%	36.7%	38.6%	38.5%	56.1%	35.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 21
Q7a Thinking about the council website, how would you rate the following? - Range of information
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	312	4	50	161	91	3	3	147	165	84	136	92	27	285
Excellent	28	-	5	12	10	-	1	13	15	6	13	9	1	27
	9.0%	-%	10.0%	7.5%	11.0%	-%	33.3%	8.8%	9.1%	7.1%	9.6%	9.8%	3.7%	9.5%
Good	163	1	26	92	42	1	1	76	87	48	71	44	12	151
	52.2%	25.0%	52.0%	57.1%	46.2%	33.3%	33.3%	51.7%	52.7%	57.1%	52.2%	47.8%	44.4%	53.0%
Adequate	87	1	10	47	27	2	-	41	46	18	35	+34	9	78
	27.9%	25.0%	20.0%	29.2%	29.7%	66.7%	-%	27.9%	27.9%	21.4%	25.7%	37.0%	33.3%	27.4%
Poor	8	+1	3	2	2	-	-	5	3	1	6	1	1	7
	2.6%	25.0%	6.0%	1.2%	2.2%	-%	-%	3.4%	1.8%	1.2%	4.4%	1.1%	3.7%	2.5%
Very poor	1	-	-	-	-	-	1	1	-	-	1	-	-	1
	0.3%	-%	-%	-%	-%	-%	33.3%	0.7%	-%	-%	0.7%	-%	-%	0.4%
Don't know/Can't recall	25	1	6	-8	10	-	-	11	14	+11	10	4	4	21
	8.0%	25.0%	12.0%	5.0%	11.0%	-%	-%	7.5%	8.5%	13.1%	7.4%	4.3%	14.8%	7.4%
Excellent/Good	191	1	31	104	52	1	2	89	102	54	84	53	13	178
	61.2%	25.0%	62.0%	64.6%	57.1%	33.3%	66.7%	60.5%	61.8%	64.3%	61.8%	57.6%	48.1%	62.5%
Poor/Very poor	9	+1	3	2	2	-	+1	6	3	1	+7	1	1	8
	2.9%	25.0%	6.0%	1.2%	2.2%	-%	33.3%	4.1%	1.8%	1.2%	5.1%	1.1%	3.7%	2.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 22
Q7b Design/look
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	303	4	50	158	86	2	3	144	159	80	134	89	24	279
Excellent	17 5.6%	- -%	2 4.0%	7 4.4%	8 9.3%	- -%	- -%	7 4.9%	10 6.3%	4 5.0%	8 6.0%	5 5.6%	1 4.2%	16 5.7%
Good	112 37.0%	1 25.0%	17 34.0%	+67 42.4%	-24 27.9%	1 50.0%	2 66.7%	54 37.5%	58 36.5%	26 32.5%	55 41.0%	31 34.8%	6 25.0%	106 38.0%
Adequate	120 39.6%	- -%	16 32.0%	62 39.2%	40 46.5%	1 50.0%	1 33.3%	57 39.6%	63 39.6%	32 40.0%	47 35.1%	41 46.1%	11 45.8%	109 39.1%
Poor	25 8.3%	1 25.0%	+8 16.0%	13 8.2%	3 3.5%	- -%	- -%	12 8.3%	13 8.2%	6 7.5%	12 9.0%	7 7.9%	1 4.2%	24 8.6%
Very poor	4 1.3%	+1 25.0%	1 2.0%	1 0.6%	1 1.2%	- -%	- -%	2 1.4%	2 1.3%	1 1.3%	2 1.5%	1 1.1%	- -%	4 1.4%
Don't know/Can't recall	25 8.3%	1 25.0%	6 12.0%	-8 5.1%	10 11.6%	- -%	- -%	12 8.3%	13 8.2%	+11 13.8%	10 7.5%	4 4.5%	+5 20.8%	-20 7.2%
Excellent/Good	129 42.6%	1 25.0%	19 38.0%	74 46.8%	32 37.2%	1 50.0%	2 66.7%	61 42.4%	68 42.8%	30 37.5%	63 47.0%	36 40.4%	7 29.2%	122 43.7%
Poor/Very poor	29 9.6%	+2 50.0%	+9 18.0%	14 8.9%	4 4.7%	- -%	- -%	14 9.7%	15 9.4%	7 8.8%	14 10.4%	8 9.0%	1 4.2%	28 10.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 23
**Q7c How easy is it to find information
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	310	4	50	161	89	3	3	146	164	82	137	91	26	284
Excellent	13 4.2%	- -%	2 4.0%	5 3.1%	6 6.7%	- -%	- -%	6 4.1%	7 4.3%	3 3.7%	7 5.1%	3 3.3%	1 3.8%	12 4.2%
Good	92 29.7%	1 25.0%	16 32.0%	48 29.8%	25 28.1%	1 33.3%	1 33.3%	45 30.8%	47 28.7%	28 34.1%	37 27.0%	27 29.7%	4 15.4%	88 31.0%
Adequate	132 42.6%	1 25.0%	16 32.0%	76 47.2%	37 41.6%	1 33.3%	1 33.3%	58 39.7%	74 45.1%	28 34.1%	63 46.0%	41 45.1%	11 42.3%	121 42.6%
Poor	39 12.6%	- -%	6 12.0%	23 14.3%	9 10.1%	1 33.3%	- -%	22 15.1%	17 10.4%	10 12.2%	15 10.9%	14 15.4%	3 11.5%	36 12.7%
Very poor	14 4.5%	+1 25.0%	+5 10.0%	-3 1.9%	4 4.5%	- -%	+1 33.3%	7 4.8%	7 4.3%	3 3.7%	7 5.1%	4 4.4%	3 11.5%	11 3.9%
Don't know/Can't recall	20 6.5%	1 25.0%	5 10.0%	-6 3.7%	8 9.0%	- -%	- -%	8 5.5%	12 7.3%	+10 12.2%	8 5.8%	2 2.2%	4 15.4%	16 5.6%
Excellent/Good	105 33.9%	1 25.0%	18 36.0%	53 32.9%	31 34.8%	1 33.3%	1 33.3%	51 34.9%	54 32.9%	31 37.8%	44 32.1%	30 33.0%	5 19.2%	100 35.2%
Poor/Very poor	53 17.1%	1 25.0%	11 22.0%	26 16.1%	13 14.6%	1 33.3%	1 33.3%	29 19.9%	24 14.6%	13 15.9%	22 16.1%	18 19.8%	6 23.1%	47 16.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 24
**Q7d Extent to which it is kept up to date
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	307	4	50	157	90	3	3	145	162	82	134	91	27	280
Excellent	13 4.2%	- -%	4 8.0%	4 2.5%	4 4.4%	- -%	+1 33.3%	6 4.1%	7 4.3%	6 7.3%	4 3.0%	3 3.3%	1 3.7%	12 4.3%
Good	102 33.2%	1 25.0%	+23 46.0%	54 34.4%	24 26.7%	- -%	- -%	44 30.3%	58 35.8%	23 28.0%	49 36.6%	30 33.0%	5 18.5%	97 34.6%
Adequate	118 38.4%	2 50.0%	-11 22.0%	66 42.0%	36 40.0%	1 33.3%	2 66.7%	58 40.0%	60 37.0%	-20 24.4%	58 43.3%	40 44.0%	10 37.0%	108 38.6%
Poor	11 3.6%	- -%	2 4.0%	7 4.5%	2 2.2%	- -%	- -%	6 4.1%	5 3.1%	3 3.7%	6 4.5%	2 2.2%	1 3.7%	10 3.6%
Very poor	9 2.9%	- -%	1 2.0%	5 3.2%	3 3.3%	- -%	- -%	2 1.4%	7 4.3%	2 2.4%	3 2.2%	4 4.4%	1 3.7%	8 2.9%
Don't know/Can't recall	54 17.6%	1 25.0%	9 18.0%	-21 13.4%	21 23.3%	+2 66.7%	- -%	29 20.0%	25 15.4%	+28 34.1%	-14 10.4%	12 13.2%	+9 33.3%	-45 16.1%
Excellent/Good	115 37.5%	1 25.0%	+27 54.0%	58 36.9%	28 31.1%	- -%	1 33.3%	50 34.5%	65 40.1%	29 35.4%	53 39.6%	33 36.3%	6 22.2%	109 38.9%
Poor/Very poor	20 6.5%	- -%	3 6.0%	12 7.6%	5 5.6%	- -%	- -%	8 5.5%	12 7.4%	5 6.1%	9 6.7%	6 6.6%	2 7.4%	18 6.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 25
**Q7e Ease of ordering/making payments online
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	287	4	49	153	77	2	2	136	151	79	125	83	26	261
Excellent	15 5.2%	- -%	2 4.1%	7 4.6%	6 7.8%	- -%	- -%	9 6.6%	6 4.0%	5 6.3%	8 6.4%	2 2.4%	3 11.5%	12 4.6%
Good	61 21.3%	- -%	9 18.4%	37 24.2%	14 18.2%	- -%	1 50.0%	33 24.3%	28 18.5%	17 21.5%	26 20.8%	18 21.7%	2 7.7%	59 22.6%
Adequate	49 17.1%	1 25.0%	6 12.2%	28 18.3%	13 16.9%	1 50.0%	- -%	23 16.9%	26 17.2%	8 10.1%	26 20.8%	15 18.1%	5 19.2%	44 16.9%
Poor	9 3.1%	- -%	1 2.0%	6 3.9%	2 2.6%	- -%	- -%	3 2.2%	6 4.0%	2 2.5%	2 1.6%	5 6.0%	2 7.7%	7 2.7%
Very poor	1 0.3%	- -%	- -%	1 0.7%	- -%	- -%	- -%	- -%	1 0.7%	- -%	- -%	1 1.2%	- -%	1 0.4%
Don't know/Can't recall	152 53.0%	3 75.0%	31 63.3%	74 48.4%	42 54.5%	1 50.0%	1 50.0%	68 50.0%	84 55.6%	47 59.5%	63 50.4%	42 50.6%	14 53.8%	138 52.9%
Excellent/Good	76 26.5%	- -%	11 22.4%	44 28.8%	20 26.0%	- -%	1 50.0%	42 30.9%	34 22.5%	22 27.8%	34 27.2%	20 24.1%	5 19.2%	71 27.2%
Poor/Very poor	10 3.5%	- -%	1 2.0%	7 4.6%	2 2.6%	- -%	- -%	3 2.2%	7 4.6%	2 2.5%	2 1.6%	+6 7.2%	2 7.7%	8 3.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 26

Q8 If you could improve one thing about the Council's website, what would it be?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	101	-	17	52	30	1	1	48	53	23	45	33	10	91
Easier to navigate	45	-	5	26	13	-	1	22	23	10	22	13	6	39
	44.6%	-%	29.4%	50.0%	43.3%	-%	100.0%	45.8%	43.4%	43.5%	48.9%	39.4%	60.0%	42.9%
Make sure links are working correctly	7	-	-	5	1	1	-	4	3	1	3	3	-	7
	6.9%	-%	-%	9.6%	3.3%	100.0%	-%	8.3%	5.7%	4.3%	6.7%	9.1%	-%	7.7%
More information available to satisfy queries	12	-	3	-2	+7	-	-	7	5	3	4	5	-	12
	11.9%	-%	17.6%	3.8%	23.3%	-%	-%	14.6%	9.4%	13.0%	8.9%	15.2%	-%	13.2%
More regularly updated	8	-	1	5	2	-	-	-1	+7	2	4	2	-	8
	7.9%	-%	5.9%	9.6%	6.7%	-%	-%	2.1%	13.2%	8.7%	8.9%	6.1%	-%	8.8%
Less wordy - more graphics	2	-	-	2	-	-	-	2	-	1	1	-	1	1
	2.0%	-%	-%	3.8%	-%	-%	-%	4.2%	-%	4.3%	2.2%	-%	10.0%	1.1%
Easier access to frequently accessed information	1	-	-	1	-	-	-	1	-	-	-	1	-	1
	1.0%	-%	-%	1.9%	-%	-%	-%	2.1%	-%	-%	-%	3.0%	-%	1.1%
Better search facility	10	-	3	5	2	-	-	4	6	3	3	4	-	10
	9.9%	-%	17.6%	9.6%	6.7%	-%	-%	8.3%	11.3%	13.0%	6.7%	12.1%	-%	11.0%
Improve the payments system	3	-	-	1	2	-	-	2	1	-	2	1	+2	-1
	3.0%	-%	-%	1.9%	6.7%	-%	-%	4.2%	1.9%	-%	4.4%	3.0%	20.0%	1.1%
Better response to queries made through the site	4	-	1	2	1	-	-	2	2	2	1	1	1	3
	4.0%	-%	5.9%	3.8%	3.3%	-%	-%	4.2%	3.8%	8.7%	2.2%	3.0%	10.0%	3.3%
Less cluttered	5	-	+3	1	1	-	-	1	4	1	1	3	-	5
	5.0%	-%	17.6%	1.9%	3.3%	-%	-%	2.1%	7.5%	4.3%	2.2%	9.1%	-%	5.5%
Publicise the service available on the site	3	-	1	1	1	-	-	2	1	-	3	-	-	3
	3.0%	-%	5.9%	1.9%	3.3%	-%	-%	4.2%	1.9%	-%	6.7%	-%	-%	3.3%

- = Zero

Source: SMSR Ltd.

Date of Analysis: 5 September 2011

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 26 (continuation)

Q8 If you could improve one thing about the Council's website, what would it be?**by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	101	-	17	52	30	1	1	48	53	23	45	33	10	91
Maintain speed during times of high usage	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	1.0%	-%	-%	1.9%	-%	-%	-%	-%	1.9%	-%	2.2%	-%	-%	1.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 27

Q9a Have you ever heard of and or used any of the following: The Council's Facebook page (<http://www.facebook.com/NorthumberlandCC>)

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	506	6	62	223	179	29	7	241	265	138	215	153	65	441
Have heard of and have used	12 2.4%	- -%	+6 9.7%	6 2.7%	-- -%	- -%	- -%	4 1.7%	8 3.0%	2 1.4%	5 2.3%	5 3.3%	- -%	12 2.7%
Have heard of but have not used	147 29.1%	- -%	12 19.4%	59 26.5%	+67 37.4%	9 31.0%	- -%	69 28.6%	78 29.4%	-24 17.4%	70 32.6%	53 34.6%	18 27.7%	129 29.3%
Have not heard of	339 67.0%	6 100.0%	41 66.1%	155 69.5%	111 62.0%	20 69.0%	6 85.7%	165 68.5%	174 65.7%	+109 79.0%	136 63.3%	94 61.4%	45 69.2%	294 66.7%
Not sure	8 1.6%	- -%	+3 4.8%	3 1.3%	1 0.6%	- -%	+1 14.3%	3 1.2%	5 1.9%	3 2.2%	4 1.9%	1 0.7%	2 3.1%	6 1.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 28

Q9b The Council's Twitter site (available at <http://twitter.com/NlandCouncil>)

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	503	6	62	222	177	29	7	241	262	137	213	153	65	438
Have heard of and have used	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Have heard of but have not used	119	-	13	47	+52	7	-	57	62	-19	56	44	16	103
	23.7%	-%	21.0%	21.2%	29.4%	24.1%	-%	23.7%	23.7%	13.9%	26.3%	28.8%	24.6%	23.5%
Have not heard of	377	6	46	172	125	22	6	182	195	+116	154	107	46	331
	75.0%	100.0%	74.2%	77.5%	70.6%	75.9%	85.7%	75.5%	74.4%	84.7%	72.3%	69.9%	70.8%	75.6%
Not sure	7	-	+3	3	-	-	+1	2	5	2	3	2	+3	-4
	1.4%	-%	4.8%	1.4%	-%	-%	14.3%	0.8%	1.9%	1.5%	1.4%	1.3%	4.6%	0.9%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 29
Q9c The Council's mobile phone "app" (available for download)
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	503	6	62	223	175	30	7	239	264	137	214	152	65	438
Have heard of and have used	5 1.0%	- -%	2 3.2%	2 0.9%	1 0.6%	- -%	- -%	3 1.3%	2 0.8%	2 1.5%	1 0.5%	2 1.3%	- -%	5 1.1%
Have heard of but have not used	82 16.3%	- -%	5 8.1%	33 14.8%	+37 21.1%	7 23.3%	- -%	34 14.2%	48 18.2%	-15 10.9%	39 18.2%	28 18.4%	15 23.1%	67 15.3%
Have not heard of	410 81.5%	6 100.0%	52 83.9%	186 83.4%	137 78.3%	23 76.7%	6 85.7%	200 83.7%	210 79.5%	118 86.1%	171 79.9%	121 79.6%	48 73.8%	362 82.6%
Not sure	6 1.2%	- -%	+3 4.8%	2 0.9%	- -%	- -%	+1 14.3%	2 0.8%	4 1.5%	2 1.5%	3 1.4%	1 0.7%	2 3.1%	4 0.9%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 30

Q10 If you have not communicated with the council in any of these ways please specify why.

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	447	6	52	184	170	30	5	204	243	116	196	135	61	386
Not interested in their content	167	2	+28	73	59	-3	2	+93	-74	50	68	49	18	149
	37.4%	33.3%	53.8%	39.7%	34.7%	10.0%	40.0%	45.6%	30.5%	43.1%	34.7%	36.3%	29.5%	38.6%
I don't have access to a computer /mobile phone	74	-	-1	-12	+42	+19	-	31	43	24	-22	28	+20	-54
	16.6%	-%	1.9%	6.5%	24.7%	63.3%	-%	15.2%	17.7%	20.7%	11.2%	20.7%	32.8%	14.0%
Can get same information from other sources	176	1	18	+86	59	10	2	-70	+106	41	78	57	28	148
	39.4%	16.7%	34.6%	46.7%	34.7%	33.3%	40.0%	34.3%	43.6%	35.3%	39.8%	42.2%	45.9%	38.3%
Don't know how to	104	3	8	45	37	9	2	47	57	23	+57	24	15	89
	23.3%	50.0%	15.4%	24.5%	21.8%	30.0%	40.0%	23.0%	23.5%	19.8%	29.1%	17.8%	24.6%	23.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 31
Q11 Do you have mobile phone coverage at your home address?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	521	6	62	226	184	36	7	244	277	140	222	159	65	456
Yes	452	5	+59	+204	158	-19	7	212	240	121	198	133	53	399
	86.8%	83.3%	95.2%	90.3%	85.9%	52.8%	100.0%	86.9%	86.6%	86.4%	89.2%	83.6%	81.5%	87.5%
No	59	-	3	21	22	+13	-	31	28	17	20	22	10	49
	11.3%	-%	4.8%	9.3%	12.0%	36.1%	-%	12.7%	10.1%	12.1%	9.0%	13.8%	15.4%	10.7%
Don't know	10	+1	-	-1	4	+4	-	-1	+9	2	4	4	2	8
	1.9%	16.7%	-%	0.4%	2.2%	11.1%	-%	0.4%	3.2%	1.4%	1.8%	2.5%	3.1%	1.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 32

Q12 Generally, how do you currently receive information from the Council?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	525	6	62	226	187	37	7	245	280	141	224	160	68	457
Letter/Post	478	-4	54	+218	-164	31	7	228	250	130	200	148	61	417
	91.0%	66.7%	87.1%	96.5%	87.7%	83.8%	100.0%	93.1%	89.3%	92.2%	89.3%	92.5%	89.7%	91.2%
Email	37	-	3	19	11	2	+2	17	20	13	12	12	3	34
	7.0%	-%	4.8%	8.4%	5.9%	5.4%	28.6%	6.9%	7.1%	9.2%	5.4%	7.5%	4.4%	7.4%
Telephone	58	1	5	20	26	5	1	22	36	12	30	16	10	48
	11.0%	16.7%	8.1%	8.8%	13.9%	13.5%	14.3%	9.0%	12.9%	8.5%	13.4%	10.0%	14.7%	10.5%
Text	1	-	-	1	-	-	-	1	-	-	-	1	-	1
	0.2%	-%	-%	0.4%	-%	-%	-%	0.4%	-%	-%	-%	0.6%	-%	0.2%
Council website	113	2	14	+72	-22	-1	2	57	56	33	44	36	-7	+106
	21.5%	33.3%	22.6%	31.9%	11.8%	2.7%	28.6%	23.3%	20.0%	23.4%	19.6%	22.5%	10.3%	23.2%
Face to Face	39	-	2	15	+20	1	1	22	17	12	16	11	+10	-29
	7.4%	-%	3.2%	6.6%	10.7%	2.7%	14.3%	9.0%	6.1%	8.5%	7.1%	6.9%	14.7%	6.3%
Social networks	13	-	2	8	2	1	-	6	7	2	8	3	3	10
	2.5%	-%	3.2%	3.5%	1.1%	2.7%	-%	2.4%	2.5%	1.4%	3.6%	1.9%	4.4%	2.2%
Northumberland News	230	3	-13	104	+93	14	3	99	131	61	103	66	+38	-192
	43.8%	50.0%	21.0%	46.0%	49.7%	37.8%	42.9%	40.4%	46.8%	43.3%	46.0%	41.3%	55.9%	42.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 33

Q13a How would you like to receive information from the Council? - General information (e.g. school term times)

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	449	5	56	207	154	21	6	213	236	125	189	135	53	396
Letter/Post	164	2	17	69	59	+13	4	78	86	48	71	45	+31	-133
	36.5%	40.0%	30.4%	33.3%	38.3%	61.9%	66.7%	36.6%	36.4%	38.4%	37.6%	33.3%	58.5%	33.6%
Email	75	1	+16	33	23	1	1	39	36	21	37	17	-3	+72
	16.7%	20.0%	28.6%	15.9%	14.9%	4.8%	16.7%	18.3%	15.3%	16.8%	19.6%	12.6%	5.7%	18.2%
Tele-phone	13	-	2	4	5	2	-	8	5	6	-2	5	3	10
	2.9%	-%	3.6%	1.9%	3.2%	9.5%	-%	3.8%	2.1%	4.8%	1.1%	3.7%	5.7%	2.5%
Text	7	-	1	4	2	-	-	2	5	3	3	1	-	7
	1.6%	-%	1.8%	1.9%	1.3%	-%	-%	0.9%	2.1%	2.4%	1.6%	0.7%	-%	1.8%
Council website	136	2	16	+76	40	-1	1	60	76	37	48	+51	-8	+128
	30.3%	40.0%	28.6%	36.7%	26.0%	4.8%	16.7%	28.2%	32.2%	29.6%	25.4%	37.8%	15.1%	32.3%
Face to Face	3	-	1	1	1	-	-	2	1	1	2	-	1	2
	0.7%	-%	1.8%	0.5%	0.6%	-%	-%	0.9%	0.4%	0.8%	1.1%	-%	1.9%	0.5%
Social networks	2	-	-	1	1	-	-	1	1	-	2	-	-	2
	0.4%	-%	-%	0.5%	0.6%	-%	-%	0.5%	0.4%	-%	1.1%	-%	-%	0.5%
Northumberland News	49	-	3	19	+23	4	-	23	26	9	24	16	7	42
	10.9%	-%	5.4%	9.2%	14.9%	19.0%	-%	10.8%	11.0%	7.2%	12.7%	11.9%	13.2%	10.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 34
Q13b To find out information in an emergency (e.g. road closures in bad weather)
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	473	5	57	210	166	29	6	216	257	130	201	142	59	414
Letter/Post	60	1	6	28	18	6	1	29	31	17	28	15	12	48
	12.7%	20.0%	10.5%	13.3%	10.8%	20.7%	16.7%	13.4%	12.1%	13.1%	13.9%	10.6%	20.3%	11.6%
Email	100	1	10	42	43	2	2	+55	-45	30	44	26	7	93
	21.1%	20.0%	17.5%	20.0%	25.9%	6.9%	33.3%	25.5%	17.5%	23.1%	21.9%	18.3%	11.9%	22.5%
Tele-phone	104	1	7	-24	+55	+16	1	46	58	30	39	35	+23	-81
	22.0%	20.0%	12.3%	11.4%	33.1%	55.2%	16.7%	21.3%	22.6%	23.1%	19.4%	24.6%	39.0%	19.6%
Text	42	-	+10	24	-7	-	1	-12	+30	7	22	13	2	40
	8.9%	-%	17.5%	11.4%	4.2%	-%	16.7%	5.6%	11.7%	5.4%	10.9%	9.2%	3.4%	9.7%
Council website	144	2	22	+82	-35	-2	1	63	81	40	58	46	-10	+134
	30.4%	40.0%	38.6%	39.0%	21.1%	6.9%	16.7%	29.2%	31.5%	30.8%	28.9%	32.4%	16.9%	32.4%
Face to Face	5	-	-	2	3	-	-	5	--	2	2	1	2	3
	1.1%	-%	-%	1.0%	1.8%	-%	-%	2.3%	-%	1.5%	1.0%	0.7%	3.4%	0.7%
Social networks	6	-	2	2	2	-	-	5	1	-	4	2	1	5
	1.3%	-%	3.5%	1.0%	1.2%	-%	-%	2.3%	0.4%	-%	2.0%	1.4%	1.7%	1.2%
Northumberland News	12	-	-	6	3	+3	-	-1	+11	4	4	4	2	10
	2.5%	-%	-%	2.9%	1.8%	10.3%	-%	0.5%	4.3%	3.1%	2.0%	2.8%	3.4%	2.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 35
Q13c Range of services
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	472	5	56	215	163	26	7	219	253	132	200	140	58	414
Letter/Post	134	2	17	-47	49	+15	4	59	75	38	63	33	+25	-109
	28.4%	40.0%	30.4%	21.9%	30.1%	57.7%	57.1%	26.9%	29.6%	28.8%	31.5%	23.6%	43.1%	26.3%
Email	59	1	7	26	24	1	-	32	27	15	30	14	4	55
	12.5%	20.0%	12.5%	12.1%	14.7%	3.8%	-%	14.6%	10.7%	11.4%	15.0%	10.0%	6.9%	13.3%
Tele-phone	21	-	1	-4	11	+5	-	13	8	+10	6	5	+8	-13
	4.4%	-%	1.8%	1.9%	6.7%	19.2%	-%	5.9%	3.2%	7.6%	3.0%	3.6%	13.8%	3.1%
Text	5	-	1	3	1	-	-	1	4	2	2	1	-	5
	1.1%	-%	1.8%	1.4%	0.6%	-%	-%	0.5%	1.6%	1.5%	1.0%	0.7%	-%	1.2%
Council website	195	2	29	+110	-50	-2	2	90	105	52	76	67	-11	+184
	41.3%	40.0%	51.8%	51.2%	30.7%	7.7%	28.6%	41.1%	41.5%	39.4%	38.0%	47.9%	19.0%	44.4%
Face to Face	5	-	-	4	1	-	-	5	--	2	2	1	1	4
	1.1%	-%	-%	1.9%	0.6%	-%	-%	2.3%	-%	1.5%	1.0%	0.7%	1.7%	1.0%
Social networks	1	-	-	1	-	-	-	-	1	-	-	1	-	1
	0.2%	-%	-%	0.5%	-%	-%	-%	-%	0.4%	-%	-%	0.7%	-%	0.2%
Northumberland News	52	-	-1	20	+27	3	1	19	33	13	21	18	9	43
	11.0%	-%	1.8%	9.3%	16.6%	11.5%	14.3%	8.7%	13.0%	9.8%	10.5%	12.9%	15.5%	10.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 36
Q13d Eligibility for services (e.g. concessionary travel)
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	480	5	57	209	175	27	7	220	260	133	203	144	60	420
Letter/Post	152	2	17	-54	61	+14	4	62	90	41	71	40	24	128
	31.7%	40.0%	29.8%	25.8%	34.9%	51.9%	57.1%	28.2%	34.6%	30.8%	35.0%	27.8%	40.0%	30.5%
Email	64	1	8	28	27	--	-	+37	-27	14	34	16	4	60
	13.3%	20.0%	14.0%	13.4%	15.4%	-%	-%	16.8%	10.4%	10.5%	16.7%	11.1%	6.7%	14.3%
Tele-phone	39	-	2	-10	19	+8	-	18	21	+20	-10	9	+10	-29
	8.1%	-%	3.5%	4.8%	10.9%	29.6%	-%	8.2%	8.1%	15.0%	4.9%	6.3%	16.7%	6.9%
Text	4	-	1	2	1	-	-	-	4	1	2	1	-	4
	0.8%	-%	1.8%	1.0%	0.6%	-%	-%	-%	1.5%	0.8%	1.0%	0.7%	-%	1.0%
Council website	167	2	+27	+91	-43	-2	2	74	93	43	61	+63	-9	+158
	34.8%	40.0%	47.4%	43.5%	24.6%	7.4%	28.6%	33.6%	35.8%	32.3%	30.0%	43.8%	15.0%	37.6%
Face to Face	15	-	-	9	6	-	-	10	5	6	7	2	3	12
	3.1%	-%	-%	4.3%	3.4%	-%	-%	4.5%	1.9%	4.5%	3.4%	1.4%	5.0%	2.9%
Social networks	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Northumberland News	39	-	2	15	18	3	1	19	20	8	18	13	+10	-29
	8.1%	-%	3.5%	7.2%	10.3%	11.1%	14.3%	8.6%	7.7%	6.0%	8.9%	9.0%	16.7%	6.9%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 37
Q13e Availability of services (e.g. opening hours, what's on)
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	477	5	57	213	168	27	7	217	260	132	201	144	57	420
Letter/Post	123	2	16	-43	46	+13	3	49	74	32	59	32	+25	-98
	25.8%	40.0%	28.1%	20.2%	27.4%	48.1%	42.9%	22.6%	28.5%	24.2%	29.4%	22.2%	43.9%	23.3%
Email	62	1	9	27	25	--	-	32	30	16	29	17	5	57
	13.0%	20.0%	15.8%	12.7%	14.9%	-%	-%	14.7%	11.5%	12.1%	14.4%	11.8%	8.8%	13.6%
Tele-phone	29	-	2	-3	15	+9	-	16	13	+16	9	-4	+7	-22
	6.1%	-%	3.5%	1.4%	8.9%	33.3%	-%	7.4%	5.0%	12.1%	4.5%	2.8%	12.3%	5.2%
Text	6	-	1	3	2	-	-	1	5	3	2	1	-	6
	1.3%	-%	1.8%	1.4%	1.2%	-%	-%	0.5%	1.9%	2.3%	1.0%	0.7%	-%	1.4%
Council website	193	2	27	+109	-51	-1	3	89	104	54	72	67	-9	+184
	40.5%	40.0%	47.4%	51.2%	30.4%	3.7%	42.9%	41.0%	40.0%	40.9%	35.8%	46.5%	15.8%	43.8%
Face to Face	5	-	-	3	2	-	-	5	--	1	3	1	1	4
	1.0%	-%	-%	1.4%	1.2%	-%	-%	2.3%	-%	0.8%	1.5%	0.7%	1.8%	1.0%
Social networks	1	-	-	1	-	-	-	-	1	-	-	1	-	1
	0.2%	-%	-%	0.5%	-%	-%	-%	-%	0.4%	-%	-%	0.7%	-%	0.2%
Northumberland News	58	-	-2	24	27	4	1	25	33	10	27	21	10	48
	12.2%	-%	3.5%	11.3%	16.1%	14.8%	14.3%	11.5%	12.7%	7.6%	13.4%	14.6%	17.5%	11.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 38
Q13f Receiving bills
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	492	5	60	215	178	27	7	230	262	133	211	148	60	432
Letter/Post	386	3	-38	162	+152	+26	5	173	213	105	164	117	+53	-333
	78.5%	60.0%	63.3%	75.3%	85.4%	96.3%	71.4%	75.2%	81.3%	78.9%	77.7%	79.1%	88.3%	77.1%
Email	81	2	+18	41	-17	1	2	44	37	22	36	23	5	76
	16.5%	40.0%	30.0%	19.1%	9.6%	3.7%	28.6%	19.1%	14.1%	16.5%	17.1%	15.5%	8.3%	17.6%
Tele-phone	3	-	-	1	2	-	-	1	2	1	-	2	-	3
	0.6%	-%	-%	0.5%	1.1%	-%	-%	0.4%	0.8%	0.8%	-%	1.4%	-%	0.7%
Text	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	0.2%	-%	-%	0.5%	-%	-%	-%	-%	0.4%	-%	0.5%	-%	-%	0.2%
Council website	15	-	4	6	5	-	-	7	8	3	7	5	1	14
	3.0%	-%	6.7%	2.8%	2.8%	-%	-%	3.0%	3.1%	2.3%	3.3%	3.4%	1.7%	3.2%
Face to Face	3	-	-	2	1	-	-	3	-	1	2	-	1	2
	0.6%	-%	-%	0.9%	0.6%	-%	-%	1.3%	-%	0.8%	0.9%	-%	1.7%	0.5%
Social networks	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Northumberland News	3	-	-	2	1	-	-	2	1	1	1	1	-	3
	0.6%	-%	-%	0.9%	0.6%	-%	-%	0.9%	0.4%	0.8%	0.5%	0.7%	-%	0.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 39
Q14 Have you registered?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	519	6	62	226	183	35	7	241	278	137	225	157	67	452
Yes	16	-	-	9	4	3	-	11	5	3	6	7	1	15
	3.1%	-%	-%	4.0%	2.2%	8.6%	-%	4.6%	1.8%	2.2%	2.7%	4.5%	1.5%	3.3%
Not yet but intend to	123	-	-8	+69	41	4	1	56	67	-23	58	42	14	109
	23.7%	-%	12.9%	30.5%	22.4%	11.4%	14.3%	23.2%	24.1%	16.8%	25.8%	26.8%	20.9%	24.1%
No	380	6	+54	-148	138	28	6	174	206	+111	161	108	52	328
	73.2%	100.0%	87.1%	65.5%	75.4%	80.0%	85.7%	72.2%	74.1%	81.0%	71.6%	68.8%	77.6%	72.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 40

Q15 If you have not registered and do not intend to do so, please select the reason why.

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	366	6	54	139	135	26	6	171	195	108	153	105	49	317
Wasn't aware that there was one	175	2	+37	71	59	-4	2	80	95	45	+85	45	19	156
	47.8%	33.3%	68.5%	51.1%	43.7%	15.4%	33.3%	46.8%	48.7%	41.7%	55.6%	42.9%	38.8%	49.2%
Not interested in it's content	66	+3	7	22	31	1	2	+39	-27	26	-18	22	10	56
	18.0%	50.0%	13.0%	15.8%	23.0%	3.8%	33.3%	22.8%	13.8%	24.1%	11.8%	21.0%	20.4%	17.7%
I don't have access to a computer/internet	81	-	-3	-19	37	+20	2	35	46	25	-26	30	+19	-62
	22.1%	-%	5.6%	13.7%	27.4%	76.9%	33.3%	20.5%	23.6%	23.1%	17.0%	28.6%	38.8%	19.6%
Get copy (paper based) from the library	35	-	-1	16	15	3	-	14	21	15	13	7	5	30
	9.6%	-%	1.9%	11.5%	11.1%	11.5%	-%	8.2%	10.8%	13.9%	8.5%	6.7%	10.2%	9.5%
Other, please specify	48	1	7	23	16	1	-	21	27	13	20	15	6	42
	13.1%	16.7%	13.0%	16.5%	11.9%	3.8%	-%	12.3%	13.8%	12.0%	13.1%	14.3%	12.2%	13.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 41
**Q15 Please specify Other
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	46	1	7	23	14	1	-	21	25	13	19	14	5	41
I was not aware of need to register	14	1	4	6	3	-	-	4	10	5	6	3	-	14
	30.4%	100.0%	57.1%	26.1%	21.4%	-%	-%	19.0%	40.0%	38.5%	31.6%	21.4%	-%	34.1%
Too busy	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	2.2%	-%	-%	4.3%	-%	-%	-%	-%	4.0%	-%	5.3%	-%	-%	2.4%
I don't often use a computer	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	2.2%	-%	-%	4.3%	-%	-%	-%	-%	4.0%	-%	5.3%	-%	-%	2.4%
I prefer a hard copy	15	-	2	10	2	1	-	7	8	-1	8	6	3	12
	32.6%	-%	28.6%	43.5%	14.3%	100.0%	-%	33.3%	32.0%	7.7%	42.1%	42.9%	60.0%	29.3%
I get information from other sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Think it is a waste of resources	8	-	-	3	+5	-	-	5	3	4	2	2	-	8
	17.4%	-%	-%	13.0%	35.7%	-%	-%	23.8%	12.0%	30.8%	10.5%	14.3%	-%	19.5%
I have it delivered to my home	6	-	1	2	3	-	-	4	2	3	1	2	1	5
	13.0%	-%	14.3%	8.7%	21.4%	-%	-%	19.0%	8.0%	23.1%	5.3%	14.3%	20.0%	12.2%
I download a copy form the website	1	-	-	-	1	-	-	1	-	-	-	1	1	--
	2.2%	-%	-%	-%	7.1%	-%	-%	4.8%	-%	-%	-%	7.1%	20.0%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 42

Q16 If you could improve one thing about Northumberland News, what would it be?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	108	1	6	46	48	5	2	57	51	30	48	30	13	95
Reduction of council propaganda	9	-	1	3	4	1	-	7	2	1	6	2	1	8
	8.3%	-%	16.7%	6.5%	8.3%	20.0%	-%	12.3%	3.9%	3.3%	12.5%	6.7%	7.7%	8.4%
More information in general	13	-	-	+10	-2	-	1	8	5	2	8	3	1	12
	12.0%	-%	-%	21.7%	4.2%	-%	50.0%	14.0%	9.8%	6.7%	16.7%	10.0%	7.7%	12.6%
More relevant to my local area	18	-	1	7	10	-	-	7	11	3	10	5	1	17
	16.7%	-%	16.7%	15.2%	20.8%	-%	-%	12.3%	21.6%	10.0%	20.8%	16.7%	7.7%	17.9%
Improve registration process	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	0.9%	-%	-%	2.2%	-%	-%	-%	-%	2.0%	-%	2.1%	-%	-%	1.1%
Only provide online	4	-	-	1	3	-	-	2	2	1	2	1	1	3
	3.7%	-%	-%	2.2%	6.3%	-%	-%	3.5%	3.9%	3.3%	4.2%	3.3%	7.7%	3.2%
Email a copy to residents	2	-	+1	1	-	-	-	-	2	-	1	1	-	2
	1.9%	-%	16.7%	2.2%	-%	-%	-%	-%	3.9%	-%	2.1%	3.3%	-%	2.1%
More 'what's on' information	5	-	-	3	2	-	-	1	4	2	2	1	-	5
	4.6%	-%	-%	6.5%	4.2%	-%	-%	1.8%	7.8%	6.7%	4.2%	3.3%	-%	5.3%
Cease publication and save money	40	1	1	15	21	2	-	25	15	+17	-8	15	2	38
	37.0%	100.0%	16.7%	32.6%	43.8%	40.0%	-%	43.9%	29.4%	56.7%	16.7%	50.0%	15.4%	40.0%
Reduction of advertisements	2	-	-	2	-	-	-	1	1	-	2	-	1	1
	1.9%	-%	-%	4.3%	-%	-%	-%	1.8%	2.0%	-%	4.2%	-%	7.7%	1.1%
Provide information and explanations behind council decisions	1	-	-	1	-	-	-	1	-	-	1	-	1	--
	0.9%	-%	-%	2.2%	-%	-%	-%	1.8%	-%	-%	2.1%	-%	7.7%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 42 (continuation)

Q16 If you could improve one thing about Northumberland News, what would it be?**by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	108	1	6	46	48	5	2	57	51	30	48	30	13	95
Provide budget and account figures	1 0.9%	- -%	- -%	- -%	1 2.1%	- -%	- -%	1 1.8%	- -%	- -%	1 2.1%	- -%	1 7.7%	-- -%
Maintain provision of hard copy	7 6.5%	- -%	+2 33.3%	2 4.3%	2 4.2%	- -%	+1 50.0%	2 3.5%	5 9.8%	3 10.0%	3 6.3%	1 3.3%	2 15.4%	5 5.3%
Improve index page	1 0.9%	- -%	- -%	- -%	- -%	1 20.0%	- -%	- -%	1 2.0%	1 3.3%	- -%	- -%	1 7.7%	-- -%
Better use of font	2 1.9%	- -%	- -%	- -%	1 2.1%	+1 20.0%	- -%	1 1.8%	1 2.0%	- -%	2 4.2%	- -%	- -%	2 2.1%
Publish more regularly	1 0.9%	- -%	- -%	- -%	1 2.1%	- -%	- -%	- -%	1 2.0%	- -%	1 2.1%	- -%	- -%	1 1.1%
More contact information	1 0.9%	- -%	- -%	- -%	1 2.1%	- -%	- -%	1 1.8%	- -%	- -%	- -%	1 3.3%	1 7.7%	-- -%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 43

Q17a How often do you read (buy or access on line) the following newspapers...? - Morpeth Herald

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	343	5	46	164	112	11	5	164	179	78	147	118	41	302
Every day	1 0.3%	- -%	- -%	- -%	- -%	1 9.1%	- -%	- -%	1 0.6%	- -%	- -%	1 0.8%	1 2.4%	-- -%
Every week	25 7.3%	- -%	1 2.2%	11 6.7%	11 9.8%	2 18.2%	- -%	8 4.9%	17 9.5%	2 2.6%	-2 1.4%	+21 17.8%	3 7.3%	22 7.3%
Once a month	6 1.7%	- -%	- -%	6 3.7%	- -%	- -%	- -%	3 1.8%	3 1.7%	1 1.3%	-- -%	+5 4.2%	- -%	6 2.0%
Once every three months	4 1.2%	- -%	- -%	1 0.6%	3 2.7%	- -%	- -%	2 1.2%	2 1.1%	- -%	1 0.7%	3 2.5%	1 2.4%	3 1.0%
Only if it contains an article of specific interest	30 8.7%	- -%	6 13.0%	14 8.5%	10 8.9%	- -%	- -%	14 8.5%	16 8.9%	6 7.7%	-6 4.1%	+18 15.3%	3 7.3%	27 8.9%
Never	277 80.8%	5 100.0%	39 84.8%	132 80.5%	88 78.6%	8 72.7%	5 100.0%	137 83.5%	140 78.2%	69 88.5%	+138 93.9%	-70 59.3%	33 80.5%	244 80.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 44
Q17b Berwick Advertiser
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	341	5	47	162	110	12	5	165	176	75	146	120	40	301
Every day	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Every week	24	-	5	7	9	2	1	12	12	--	--	24	3	21
	7.0%	-%	10.6%	4.3%	8.2%	16.7%	20.0%	7.3%	6.8%	-%	-%	20.0%	7.5%	7.0%
Once a month	1	-	-	-	-	1	-	1	-	-	-	1	-	1
	0.3%	-%	-%	-%	-%	8.3%	-%	0.6%	-%	-%	-%	0.8%	-%	0.3%
Once every three months	1	-	-	-	1	-	-	1	-	-	-	1	-	1
	0.3%	-%	-%	-%	0.9%	-%	-%	0.6%	-%	-%	-%	0.8%	-%	0.3%
Only if it contains an article of specific interest	15	1	4	-2	8	-	-	4	11	1	4	+10	1	14
	4.4%	20.0%	8.5%	1.2%	7.3%	-%	-%	2.4%	6.3%	1.3%	2.7%	8.3%	2.5%	4.7%
Never	300	4	38	+153	92	9	4	147	153	+74	+142	-84	36	264
	88.0%	80.0%	80.9%	94.4%	83.6%	75.0%	80.0%	89.1%	86.9%	98.7%	97.3%	70.0%	90.0%	87.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 45
Q17c Hexham Courant
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	392	6	48	180	137	15	6	189	203	134	147	111	45	347
Every day	1 0.3%	- -%	- -%	1 0.6%	- -%	- -%	- -%	1 0.5%	- -%	1 0.7%	- -%	- -%	- -%	1 0.3%
Every week	89 22.7%	1 16.7%	9 18.8%	35 19.4%	37 27.0%	6 40.0%	1 16.7%	44 23.3%	45 22.2%	+70 52.2%	-1 0.7%	18 16.2%	12 26.7%	77 22.2%
Once a month	26 6.6%	- -%	1 2.1%	13 7.2%	11 8.0%	- -%	1 16.7%	13 6.9%	13 6.4%	+21 15.7%	-1 0.7%	4 3.6%	1 2.2%	25 7.2%
Once every three months	13 3.3%	- -%	2 4.2%	5 2.8%	4 2.9%	1 6.7%	1 16.7%	8 4.2%	5 2.5%	+10 7.5%	-1 0.7%	2 1.8%	- -%	13 3.7%
Only if it contains an article of specific interest	30 7.7%	- -%	5 10.4%	13 7.2%	9 6.6%	3 20.0%	- -%	14 7.4%	16 7.9%	15 11.2%	-5 3.4%	10 9.0%	5 11.1%	25 7.2%
Never	233 59.4%	5 83.3%	31 64.6%	113 62.8%	76 55.5%	-5 33.3%	3 50.0%	109 57.7%	124 61.1%	-17 12.7%	+139 94.6%	+77 69.4%	27 60.0%	206 59.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 46
Q17d Northumberland Gazette
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	351	5	44	165	119	13	5	172	179	77	145	129	48	303
Every day	1 0.3%	- -%	- -%	1 0.6%	- -%	- -%	- -%	- -%	1 0.6%	- -%	- -%	1 0.8%	- -%	1 0.3%
Every week	44 12.5%	- -%	6 13.6%	-13 7.9%	19 16.0%	+5 38.5%	1 20.0%	19 11.0%	25 14.0%	-2 2.6%	-6 4.1%	+36 27.9%	9 18.8%	35 11.6%
Once a month	5 1.4%	- -%	- -%	4 2.4%	1 0.8%	- -%	- -%	3 1.7%	2 1.1%	2 2.6%	2 1.4%	1 0.8%	+3 6.3%	-2 0.7%
Once every three months	7 2.0%	- -%	1 2.3%	4 2.4%	2 1.7%	- -%	- -%	5 2.9%	2 1.1%	2 2.6%	2 1.4%	3 2.3%	- -%	7 2.3%
Only if it contains an article of specific interest	26 7.4%	- -%	4 9.1%	8 4.8%	+14 11.8%	- -%	- -%	10 5.8%	16 8.9%	5 6.5%	-4 2.8%	+17 13.2%	3 6.3%	23 7.6%
Never	268 76.4%	5 100.0%	33 75.0%	+135 81.8%	-83 69.7%	8 61.5%	4 80.0%	135 78.5%	133 74.3%	+66 85.7%	+131 90.3%	-71 55.0%	33 68.8%	235 77.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 47
Q17e News Post Leader
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	399	5	51	190	130	17	6	189	210	76	215	108	51	348
Every day	4	+1	-	-	-	+3	-	-	4	-	3	1	1	3
	1.0%	20.0%	-%	-%	-%	17.6%	-%	-%	1.9%	-%	1.4%	0.9%	2.0%	0.9%
Every week	153	1	16	77	52	6	1	63	90	--	+143	-10	20	133
	38.3%	20.0%	31.4%	40.5%	40.0%	35.3%	16.7%	33.3%	42.9%	-%	66.5%	9.3%	39.2%	38.2%
Once a month	20	-	5	12	3	-	-	8	12	1	14	5	2	18
	5.0%	-%	9.8%	6.3%	2.3%	-%	-%	4.2%	5.7%	1.3%	6.5%	4.6%	3.9%	5.2%
Once every three months	4	-	1	2	1	-	-	3	1	-	1	+3	1	3
	1.0%	-%	2.0%	1.1%	0.8%	-%	-%	1.6%	0.5%	-%	0.5%	2.8%	2.0%	0.9%
Only if it contains an article of specific interest	14	+1	3	4	5	-	1	9	5	2	6	6	3	11
	3.5%	20.0%	5.9%	2.1%	3.8%	-%	16.7%	4.8%	2.4%	2.6%	2.8%	5.6%	5.9%	3.2%
Never	204	2	26	95	69	8	4	106	98	+73	-48	+83	24	180
	51.1%	40.0%	51.0%	50.0%	53.1%	47.1%	66.7%	56.1%	46.7%	96.1%	22.3%	76.9%	47.1%	51.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 48
Q17f Chronicle Extra
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	335	5	46	153	114	12	5	162	173	74	155	106	42	293
Every day	2 0.6%	+1 20.0%	- -%	- -%	1 0.9%	- -%	- -%	- -%	2 1.2%	- -%	2 1.3%	- -%	- -%	2 0.7%
Every week	43 12.8%	- -%	5 10.9%	16 10.5%	17 14.9%	+4 33.3%	1 20.0%	17 10.5%	26 15.0%	-- -%	+37 23.9%	-6 5.7%	6 14.3%	37 12.6%
Once a month	9 2.7%	- -%	2 4.3%	5 3.3%	2 1.8%	- -%	- -%	4 2.5%	5 2.9%	1 1.4%	7 4.5%	1 0.9%	- -%	9 3.1%
Once every three months	6 1.8%	- -%	- -%	5 3.3%	1 0.9%	- -%	- -%	2 1.2%	4 2.3%	3 4.1%	2 1.3%	1 0.9%	1 2.4%	5 1.7%
Only if it contains an article of specific interest	18 5.4%	- -%	3 6.5%	11 7.2%	4 3.5%	- -%	- -%	8 4.9%	10 5.8%	4 5.4%	10 6.5%	4 3.8%	1 2.4%	17 5.8%
Never	257 76.7%	4 80.0%	36 78.3%	116 75.8%	89 78.1%	8 66.7%	4 80.0%	131 80.9%	126 72.8%	+66 89.2%	-97 62.6%	+94 88.7%	34 81.0%	223 76.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 49
Q17g The Journal
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	421	6	51	194	144	20	6	202	219	106	177	138	52	369
Every day	84	-	-4	37	+37	5	1	36	48	22	-27	35	13	71
	20.0%	-%	7.8%	19.1%	25.7%	25.0%	16.7%	17.8%	21.9%	20.8%	15.3%	25.4%	25.0%	19.2%
Every week	60	1	6	26	22	5	-	32	28	15	24	21	7	53
	14.3%	16.7%	11.8%	13.4%	15.3%	25.0%	-%	15.8%	12.8%	14.2%	13.6%	15.2%	13.5%	14.4%
Once a month	32	-	3	+21	7	-	1	20	12	5	12	15	1	31
	7.6%	-%	5.9%	10.8%	4.9%	-%	16.7%	9.9%	5.5%	4.7%	6.8%	10.9%	1.9%	8.4%
Once every three months	14	-	2	9	2	1	-	4	10	6	5	3	1	13
	3.3%	-%	3.9%	4.6%	1.4%	5.0%	-%	2.0%	4.6%	5.7%	2.8%	2.2%	1.9%	3.5%
Only if it contains an article of specific interest	76	1	7	38	29	1	-	33	43	24	34	18	9	67
	18.1%	16.7%	13.7%	19.6%	20.1%	5.0%	-%	16.3%	19.6%	22.6%	19.2%	13.0%	17.3%	18.2%
Never	155	4	+29	63	47	8	4	77	78	34	+75	46	21	134
	36.8%	66.7%	56.9%	32.5%	32.6%	40.0%	66.7%	38.1%	35.6%	32.1%	42.4%	33.3%	40.4%	36.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 50
Q17h Evening Chronicle
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	387	6	51	193	120	12	5	184	203	91	180	116	47	340
Every day	37	1	-1	23	10	2	-	15	22	4	+26	7	+9	-28
	9.6%	16.7%	2.0%	11.9%	8.3%	16.7%	-%	8.2%	10.8%	4.4%	14.4%	6.0%	19.1%	8.2%
Every week	46	1	9	24	10	2	-	26	20	15	26	-5	5	41
	11.9%	16.7%	17.6%	12.4%	8.3%	16.7%	-%	14.1%	9.9%	16.5%	14.4%	4.3%	10.6%	12.1%
Once a month	28	1	6	16	5	-	-	15	13	5	13	10	--	28
	7.2%	16.7%	11.8%	8.3%	4.2%	-%	-%	8.2%	6.4%	5.5%	7.2%	8.6%	-%	8.2%
Once every three months	20	-	4	13	-2	-	1	-5	+15	5	13	-2	2	18
	5.2%	-%	7.8%	6.7%	1.7%	-%	20.0%	2.7%	7.4%	5.5%	7.2%	1.7%	4.3%	5.3%
Only if it contains an article of specific interest	87	1	9	48	29	-	-	35	52	21	38	28	10	77
	22.5%	16.7%	17.6%	24.9%	24.2%	-%	-%	19.0%	25.6%	23.1%	21.1%	24.1%	21.3%	22.6%
Never	169	2	22	-69	+64	8	4	88	81	41	-64	+64	21	148
	43.7%	33.3%	43.1%	35.8%	53.3%	66.7%	80.0%	47.8%	39.9%	45.1%	35.6%	55.2%	44.7%	43.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 51
Q18a What Council publications have you recently received through the post? - Council tax leaflet
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	484	6	61	209	171	30	7	228	256	128	206	150	63	421
Yes	294	-1	-20	130	+117	21	5	146	148	80	-114	100	39	255
	60.7%	16.7%	32.8%	62.2%	68.4%	70.0%	71.4%	64.0%	57.8%	62.5%	55.3%	66.7%	61.9%	60.6%
No	97	1	+28	-30	31	5	2	39	58	-18	+55	24	15	82
	20.0%	16.7%	45.9%	14.4%	18.1%	16.7%	28.6%	17.1%	22.7%	14.1%	26.7%	16.0%	23.8%	19.5%
Don't know	93	+4	13	+49	-23	4	-	43	50	30	37	26	9	84
	19.2%	66.7%	21.3%	23.4%	13.5%	13.3%	-%	18.9%	19.5%	23.4%	18.0%	17.3%	14.3%	20.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 52
**Q18b Adult Learning Guide
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	464	6	58	209	161	23	7	215	249	127	199	138	57	407
Yes	255	--	25	109	+101	16	4	115	140	71	105	79	30	225
	55.0%	-%	43.1%	52.2%	62.7%	69.6%	57.1%	53.5%	56.2%	55.9%	52.8%	57.2%	52.6%	55.3%
No	118	2	+23	51	34	5	3	51	67	27	56	35	15	103
	25.4%	33.3%	39.7%	24.4%	21.1%	21.7%	42.9%	23.7%	26.9%	21.3%	28.1%	25.4%	26.3%	25.3%
Don't know	91	+4	10	49	26	2	-	49	42	29	38	24	12	79
	19.6%	66.7%	17.2%	23.4%	16.1%	8.7%	-%	22.8%	16.9%	22.8%	19.1%	17.4%	21.1%	19.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 53
**Q18c Please specify Other
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	8	-	2	1	4	1	-	2	6	1	3	4	1	7
Northumberland News	4	-	1	-	3	-	-	2	2	1	1	2	1	3
	50.0%	-%	50.0%	-%	75.0%	-%	-%	100.0%	33.3%	100.0%	33.3%	50.0%	100.0%	42.9%
Confirmation of voting	4	-	1	1	1	1	-	-	4	-	2	2	-	4
	50.0%	-%	50.0%	100.0%	25.0%	100.0%	-%	-%	66.7%	-%	66.7%	50.0%	-%	57.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 54
**Q19a How useful do you find these? - Council tax leaflet
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	485	6	56	212	177	28	6	232	253	131	207	147	63	422
Very useful	88	-	-3	-27	+46	+9	+3	38	50	21	35	32	15	73
	18.1%	-%	5.4%	12.7%	26.0%	32.1%	50.0%	16.4%	19.8%	16.0%	16.9%	21.8%	23.8%	17.3%
Reasonably useful	203	--	18	94	80	10	1	97	106	55	85	63	23	180
	41.9%	-%	32.1%	44.3%	45.2%	35.7%	16.7%	41.8%	41.9%	42.0%	41.1%	42.9%	36.5%	42.7%
Little use	95	1	9	49	31	4	1	47	48	22	47	26	10	85
	19.6%	16.7%	16.1%	23.1%	17.5%	14.3%	16.7%	20.3%	19.0%	16.8%	22.7%	17.7%	15.9%	20.1%
Not useful at all/not relevant	16	-	2	7	6	-	1	9	7	5	5	6	3	13
	3.3%	-%	3.6%	3.3%	3.4%	-%	16.7%	3.9%	2.8%	3.8%	2.4%	4.1%	4.8%	3.1%
N/A	83	+5	+24	35	-14	5	-	41	42	28	35	20	12	71
	17.1%	83.3%	42.9%	16.5%	7.9%	17.9%	-%	17.7%	16.6%	21.4%	16.9%	13.6%	19.0%	16.8%
Very/Reasonably useful	291	--	-21	121	+126	19	4	135	156	76	120	95	38	253
	60.0%	-%	37.5%	57.1%	71.2%	67.9%	66.7%	58.2%	61.7%	58.0%	58.0%	64.6%	60.3%	60.0%
Little use/Not useful at all	111	1	11	56	37	4	2	56	55	27	52	32	13	98
	22.9%	16.7%	19.6%	26.4%	20.9%	14.3%	33.3%	24.1%	21.7%	20.6%	25.1%	21.8%	20.6%	23.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 55
Q19b Adult Learning Guide
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	459	5	57	205	162	24	6	218	241	127	195	137	54	405
Very useful	62	-	5	25	26	2	+4	23	39	19	25	18	7	55
	13.5%	-%	8.8%	12.2%	16.0%	8.3%	66.7%	10.6%	16.2%	15.0%	12.8%	13.1%	13.0%	13.6%
Reasonably useful	145	-	14	68	55	8	-	63	82	36	61	48	14	131
	31.6%	-%	24.6%	33.2%	34.0%	33.3%	-%	28.9%	34.0%	28.3%	31.3%	35.0%	25.9%	32.3%
Little use	91	1	11	39	35	4	1	47	44	24	42	25	10	81
	19.8%	20.0%	19.3%	19.0%	21.6%	16.7%	16.7%	21.6%	18.3%	18.9%	21.5%	18.2%	18.5%	20.0%
Not useful at all/not relevant	51	-	4	20	22	4	1	26	25	11	23	17	6	45
	11.1%	-%	7.0%	9.8%	13.6%	16.7%	16.7%	11.9%	10.4%	8.7%	11.8%	12.4%	11.1%	11.1%
N/A	110	+4	+23	53	-24	6	-	59	51	37	44	29	17	93
	24.0%	80.0%	40.4%	25.9%	14.8%	25.0%	-%	27.1%	21.2%	29.1%	22.6%	21.2%	31.5%	23.0%
Very/Reasonably useful	207	--	19	93	81	10	4	-86	+121	55	86	66	21	186
	45.1%	-%	33.3%	45.4%	50.0%	41.7%	66.7%	39.4%	50.2%	43.3%	44.1%	48.2%	38.9%	45.9%
Little use/Not useful at all	142	1	15	59	57	8	2	73	69	35	65	42	16	126
	30.9%	20.0%	26.3%	28.8%	35.2%	33.3%	33.3%	33.5%	28.6%	27.6%	33.3%	30.7%	29.6%	31.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 56
Q19c Other
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	159	4	22	68	53	10	2	90	69	44	74	41	30	129
Very useful	5 3.1%	- -%	- -%	2 2.9%	2 3.8%	- -%	+1 50.0%	2 2.2%	3 4.3%	- -%	2 2.7%	3 7.3%	1 3.3%	4 3.1%
Reasonably useful	9 5.7%	- -%	1 4.5%	5 7.4%	2 3.8%	1 10.0%	- -%	4 4.4%	5 7.2%	1 2.3%	5 6.8%	3 7.3%	2 6.7%	7 5.4%
Little use	16 10.1%	- -%	- -%	8 11.8%	8 15.1%	- -%	- -%	+13 14.4%	-3 4.3%	5 11.4%	9 12.2%	2 4.9%	3 10.0%	13 10.1%
Not useful at all/not relevant	13 8.2%	- -%	1 4.5%	3 4.4%	7 13.2%	1 10.0%	+1 50.0%	8 8.9%	5 7.2%	3 6.8%	8 10.8%	2 4.9%	3 10.0%	10 7.8%
N/A	116 73.0%	4 100.0%	+20 90.9%	50 73.5%	34 64.2%	8 80.0%	-- -%	63 70.0%	53 76.8%	35 79.5%	50 67.6%	31 75.6%	21 70.0%	95 73.6%
Very/Reasonably useful	14 8.8%	- -%	1 4.5%	7 10.3%	4 7.5%	1 10.0%	+1 50.0%	6 6.7%	8 11.6%	1 2.3%	7 9.5%	6 14.6%	3 10.0%	11 8.5%
Little use/Not useful at all	29 18.2%	- -%	1 4.5%	11 16.2%	+15 28.3%	1 10.0%	1 50.0%	21 23.3%	8 11.6%	8 18.2%	17 23.0%	4 9.8%	6 20.0%	23 17.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 57

Q20 Are you aware of the Council's 'Love Northumberland' campaign?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	488	6	61	215	171	28	7	226	262	131	208	149	60	428
Yes	85	-	-4	39	37	5	-	35	50	22	35	28	13	72
	17.4%	-%	6.6%	18.1%	21.6%	17.9%	-%	15.5%	19.1%	16.8%	16.8%	18.8%	21.7%	16.8%
No	403	6	+57	176	134	23	7	191	212	109	173	121	47	356
	82.6%	100.0%	93.4%	81.9%	78.4%	82.1%	100.0%	84.5%	80.9%	83.2%	83.2%	81.2%	78.3%	83.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 58

Q21a In the past six months, have you made any contact with your Member for Parliament?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	498	6	61	222	171	31	7	234	264	131	216	151	65	433
Yes	60	-	-2	25	27	5	1	+38	-22	19	19	22	10	50
	12.0%	-%	3.3%	11.3%	15.8%	16.1%	14.3%	16.2%	8.3%	14.5%	8.8%	14.6%	15.4%	11.5%
No	438	6	+59	197	144	26	6	-196	+242	112	197	129	55	383
	88.0%	100.0%	96.7%	88.7%	84.2%	83.9%	85.7%	83.8%	91.7%	85.5%	91.2%	85.4%	84.6%	88.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 59

Q21b In the past six months, have you made any contact with your European Member of Parliament?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	480	6	61	213	163	30	7	221	259	127	206	147	63	417
Yes	10	-	-	3	5	2	-	6	4	5	-1	4	+4	-6
	2.1%	-%	-%	1.4%	3.1%	6.7%	-%	2.7%	1.5%	3.9%	0.5%	2.7%	6.3%	1.4%
No	470	6	61	210	158	28	7	215	255	122	+205	143	-59	+411
	97.9%	100.0%	100.0%	98.6%	96.9%	93.3%	100.0%	97.3%	98.5%	96.1%	99.5%	97.3%	93.7%	98.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 60
Q21c In the past six months, have you made any contact with your County Councillor?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	500	6	62	220	173	32	7	234	266	133	216	151	64	436
Yes	59	-	3	-18	+33	5	-	+35	-24	14	21	24	8	51
	11.8%	-%	4.8%	8.2%	19.1%	15.6%	-%	15.0%	9.0%	10.5%	9.7%	15.9%	12.5%	11.7%
No	441	6	59	+202	-140	27	7	-199	+242	119	195	127	56	385
	88.2%	100.0%	95.2%	91.8%	80.9%	84.4%	100.0%	85.0%	91.0%	89.5%	90.3%	84.1%	87.5%	88.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 61
Q21d In the past six months, have you made any contact with your Parish or Town Councillor?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	499	6	61	219	176	30	7	230	269	136	210	153	63	436
Yes	88	-	-2	31	+45	9	1	45	43	+33	-22	33	15	73
	17.6%	-%	3.3%	14.2%	25.6%	30.0%	14.3%	19.6%	16.0%	24.3%	10.5%	21.6%	23.8%	16.7%
No	411	6	+59	188	-131	21	6	185	226	-103	+188	120	48	363
	82.4%	100.0%	96.7%	85.8%	74.4%	70.0%	85.7%	80.4%	84.0%	75.7%	89.5%	78.4%	76.2%	83.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 62

Q22 If you answered yes to any of the above, how did you do this?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	136	-	7	50	66	12	1	73	63	46	40	50	22	114
Letter/Post	30	-	2	8	16	4	-	14	16	10	6	14	6	24
	22.1%	-%	28.6%	16.0%	24.2%	33.3%	-%	19.2%	25.4%	21.7%	15.0%	28.0%	27.3%	21.1%
Email	43	-	3	19	18	2	1	24	19	16	14	13	6	37
	31.6%	-%	42.9%	38.0%	27.3%	16.7%	100.0%	32.9%	30.2%	34.8%	35.0%	26.0%	27.3%	32.5%
Telephone	40	-	1	16	18	4	1	20	20	10	16	14	4	36
	29.4%	-%	14.3%	32.0%	27.3%	33.3%	100.0%	27.4%	31.7%	21.7%	40.0%	28.0%	18.2%	31.6%
Text	3	-	-	2	1	-	-	2	1	1	1	1	1	2
	2.2%	-%	-%	4.0%	1.5%	-%	-%	2.7%	1.6%	2.2%	2.5%	2.0%	4.5%	1.8%
Face to Face	78	-	2	27	39	10	-	+49	-29	30	18	30	+17	-61
	57.4%	-%	28.6%	54.0%	59.1%	83.3%	-%	67.1%	46.0%	65.2%	45.0%	60.0%	77.3%	53.5%
At a public meeting	16	-	-	5	11	-	-	7	9	4	6	6	1	15
	11.8%	-%	-%	10.0%	16.7%	-%	-%	9.6%	14.3%	8.7%	15.0%	12.0%	4.5%	13.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 63
Q23 How often do you access your local library or mobile library service?
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	525	6	62	228	186	36	7	245	280	141	226	158	67	458
Daily	1 0.2%	- -%	- -%	1 0.4%	- -%	- -%	- -%	- -%	1 0.4%	- -%	1 0.4%	- -%	- -%	1 0.2%
Once a week	58 11.0%	- -%	3 4.8%	20 8.8%	+29 15.6%	6 16.7%	- -%	24 9.8%	34 12.1%	17 12.1%	19 8.4%	22 13.9%	11 16.4%	47 10.3%
Once a month	86 16.4%	- -%	10 16.1%	-29 12.7%	+41 22.0%	5 13.9%	1 14.3%	35 14.3%	51 18.2%	+32 22.7%	-26 11.5%	28 17.7%	10 14.9%	76 16.6%
Once every three months	41 7.8%	- -%	5 8.1%	23 10.1%	11 5.9%	2 5.6%	- -%	21 8.6%	20 7.1%	10 7.1%	16 7.1%	15 9.5%	-1 1.5%	+40 8.7%
Only if there is something of specific interest to me	173 33.0%	3 50.0%	25 40.3%	84 36.8%	52 28.0%	7 19.4%	2 28.6%	73 29.8%	100 35.7%	45 31.9%	+89 39.4%	-39 24.7%	24 35.8%	149 32.5%
Never done so	166 31.6%	3 50.0%	19 30.6%	71 31.1%	53 28.5%	16 44.4%	4 57.1%	+92 37.6%	-74 26.4%	37 26.2%	75 33.2%	54 34.2%	21 31.3%	145 31.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 64
Q24 If you don't use your local library or mobile library service, why not?
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	156	3	18	69	50	12	4	88	68	35	70	51	19	137
Inconvenient opening times	13	1	2	7	2	1	-	4	9	1	7	5	-	13
	8.3%	33.3%	11.1%	10.1%	4.0%	8.3%	-%	4.5%	13.2%	2.9%	10.0%	9.8%	-%	9.5%
Its located too far away	16	-	1	4	7	+4	-	-5	+11	3	6	7	3	13
	10.3%	-%	5.6%	5.8%	14.0%	33.3%	-%	5.7%	16.2%	8.6%	8.6%	13.7%	15.8%	9.5%
Don't know where it is	9	-	2	4	1	-	+2	4	5	1	6	2	-	9
	5.8%	-%	11.1%	5.8%	2.0%	-%	50.0%	4.5%	7.4%	2.9%	8.6%	3.9%	-%	6.6%
Do not wish to access the services it provides	107	2	10	50	36	6	3	+69	-38	26	51	30	13	94
	68.6%	66.7%	55.6%	72.5%	72.0%	50.0%	75.0%	78.4%	55.9%	74.3%	72.9%	58.8%	68.4%	68.6%
Other, please specify	19	-	3	6	7	2	1	10	9	5	-4	+10	+5	-14
	12.2%	-%	16.7%	8.7%	14.0%	16.7%	25.0%	11.4%	13.2%	14.3%	5.7%	19.6%	26.3%	10.2%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 65
Q24a Please specify Other
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	13	-	2	4	4	2	1	5	8	3	3	7	4	9
Disability/health issues	1	-	-	-	-	1	-	-	1	-	-	1	1	-
	7.7%	-%	-%	-%	-%	50.0%	-%	-%	12.5%	-%	-%	14.3%	25.0%	-%
Time constraints	6	-	1	2	2	-	1	2	4	1	3	2	1	5
	46.2%	-%	50.0%	50.0%	50.0%	-%	100.0%	40.0%	50.0%	33.3%	100.0%	28.6%	25.0%	55.6%
Not a member	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
My library has been updated and I do not like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
I prefer to buy the books, own them	3	-	1	1	1	-	-	1	2	1	-	2	-	3
	23.1%	-%	50.0%	25.0%	25.0%	-%	-%	20.0%	25.0%	33.3%	-%	28.6%	-%	33.3%
Too old	1	-	-	-	1	-	-	1	-	-	-	1	1	-
	7.7%	-%	-%	-%	25.0%	-%	-%	20.0%	-%	-%	-%	14.3%	25.0%	-%
Because I use Kindle	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Lack of variety, choice	2	-	-	1	-	1	-	1	1	1	-	1	1	1
	15.4%	-%	-%	25.0%	-%	50.0%	-%	20.0%	12.5%	33.3%	-%	14.3%	25.0%	11.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 66

Q25a Are you aware that the following services are available free of charge from your library? - Borrow books and other materials such as DVDs by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	520	6	61	228	186	32	7	243	277	138	225	157	66	454
Yes	485	6	-52	214	175	31	7	222	263	129	210	146	62	423
	93.3%	100.0%	85.2%	93.9%	94.1%	96.9%	100.0%	91.4%	94.9%	93.5%	93.3%	93.0%	93.9%	93.2%
No	35	-	+9	14	11	1	-	21	14	9	15	11	4	31
	6.7%	-%	14.8%	6.1%	5.9%	3.1%	-%	8.6%	5.1%	6.5%	6.7%	7.0%	6.1%	6.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 67
**Q25b Access to the Internet
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	508	6	61	226	182	26	7	237	271	135	220	153	64	444
Yes	438	5	-45	+204	159	-18	7	200	238	116	185	137	53	385
	86.2%	83.3%	73.8%	90.3%	87.4%	69.2%	100.0%	84.4%	87.8%	85.9%	84.1%	89.5%	82.8%	86.7%
No	70	1	+16	-22	23	+8	-	37	33	19	35	16	11	59
	13.8%	16.7%	26.2%	9.7%	12.6%	30.8%	-%	15.6%	12.2%	14.1%	15.9%	10.5%	17.2%	13.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 68
**Q25c Activities and events
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	505	6	61	224	180	27	7	235	270	135	219	151	63	442
Yes	403	5	-41	182	150	18	7	-172	+231	112	-165	126	47	356
	79.8%	83.3%	67.2%	81.3%	83.3%	66.7%	100.0%	73.2%	85.6%	83.0%	75.3%	83.4%	74.6%	80.5%
No	102	1	+20	42	30	9	-	+63	-39	23	+54	25	16	86
	20.2%	16.7%	32.8%	18.8%	16.7%	33.3%	-	26.8%	14.4%	17.0%	24.7%	16.6%	25.4%	19.5%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 69
**Q25d Research materials including local archives and family history
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	510	6	61	226	181	29	7	240	270	135	220	155	65	445
Yes	405	6	-42	187	142	21	7	-181	+224	105	170	130	54	351
	79.4%	100.0%	68.9%	82.7%	78.5%	72.4%	100.0%	75.4%	83.0%	77.8%	77.3%	83.9%	83.1%	78.9%
No	105	-	+19	39	39	8	-	+59	-46	30	50	25	11	94
	20.6%	-%	31.1%	17.3%	21.5%	27.6%	-%	24.6%	17.0%	22.2%	22.7%	16.1%	16.9%	21.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 70

Q26 If you could improve one thing about your local library, what would it be?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	138	3	15	67	44	7	2	55	83	36	61	41	22	116
Convert to a multi-use venue	5 3.6%	- -%	- -%	1 1.5%	3 6.8%	1 14.3%	- -%	1 1.8%	4 4.8%	1 2.8%	2 3.3%	2 4.9%	1 4.5%	4 3.4%
Modernise the service	10 7.2%	1 33.3%	2 13.3%	3 4.5%	4 9.1%	- -%	- -%	5 9.1%	5 6.0%	1 2.8%	7 11.5%	2 4.9%	1 4.5%	9 7.8%
Wider range of products/services	29 21.0%	- -%	2 13.3%	16 23.9%	9 20.5%	1 14.3%	1 50.0%	10 18.2%	19 22.9%	11 30.6%	10 16.4%	8 19.5%	2 9.1%	27 23.3%
Longer opening hours	54 39.1%	1 33.3%	9 60.0%	-20 29.9%	20 45.5%	4 57.1%	- -%	17 30.9%	37 44.6%	11 30.6%	24 39.3%	19 46.3%	9 40.9%	45 38.8%
Reduce opening hours	1 0.7%	- -%	- -%	- -%	1 2.3%	- -%	- -%	- -%	1 1.2%	- -%	1 1.6%	- -%	- -%	1 0.9%
Facility to download E-books	3 2.2%	- -%	- -%	2 3.0%	- -%	- -%	+1 50.0%	3 5.5%	-- -%	1 2.8%	2 3.3%	- -%	1 4.5%	2 1.7%
Reduce ASB surrounding the library	2 1.4%	- -%	- -%	1 1.5%	1 2.3%	- -%	- -%	1 1.8%	1 1.2%	- -%	1 1.6%	1 2.4%	1 4.5%	1 0.9%
More accessible to people with disabilities/health problems	4 2.9%	- -%	- -%	2 3.0%	1 2.3%	1 14.3%	- -%	2 3.6%	2 2.4%	1 2.8%	1 1.6%	2 4.9%	+3 13.6%	-1 0.9%
More links with local schools	1 0.7%	- -%	- -%	1 1.5%	- -%	- -%	- -%	1 1.8%	- -%	- -%	1 1.6%	- -%	1 4.5%	-- -%
Provide internet access	2 1.4%	- -%	1 6.7%	1 1.5%	- -%	- -%	- -%	1 1.8%	1 1.2%	1 2.8%	1 1.6%	- -%	1 4.5%	1 0.9%
Should be closed to save money	3 2.2%	- -%	- -%	3 4.5%	- -%	- -%	- -%	1 1.8%	2 2.4%	1 2.8%	- -%	2 4.9%	- -%	3 2.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 70 (continuation)

Q26 If you could improve one thing about your local library, what would it be?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	138	3	15	67	44	7	2	55	83	36	61	41	22	116
Improved toilet facilities	2	-	-	1	1	-	-	1	1	-	2	-	-	2
	1.4%	-%	-%	1.5%	2.3%	-%	-%	1.8%	1.2%	-%	3.3%	-%	-%	1.7%
Better marketing about the facilities it provides	3	+1	-	2	-	-	-	-	3	1	2	-	1	2
	2.2%	33.3%	-%	3.0%	-%	-%	-%	-%	3.6%	2.8%	3.3%	-%	4.5%	1.7%
Provide refreshment area	5	-	-	4	1	-	-	1	4	-	4	1	-	5
	3.6%	-%	-%	6.0%	2.3%	-%	-%	1.8%	4.8%	-%	6.6%	2.4%	-%	4.3%
Friendlier staff	2	-	1	1	-	-	-	2	-	1	1	-	-	2
	1.4%	-%	6.7%	1.5%	-%	-%	-%	3.6%	-%	2.8%	1.6%	-%	-%	1.7%
Better design/layout	6	-	-	5	1	-	-	6	-	1	2	3	1	5
	4.3%	-%	-%	7.5%	2.3%	-%	-%	10.9%	-%	2.8%	3.3%	7.3%	4.5%	4.3%
Open more often	4	-	-	3	1	-	-	3	1	+3	-	1	-	4
	2.9%	-%	-%	4.5%	2.3%	-%	-%	5.5%	1.2%	8.3%	-%	2.4%	-%	3.4%
To be able to borrow books for longer than 3 weeks	2	-	-	1	1	-	-	-	2	2	-	-	-	2
	1.4%	-%	-%	1.5%	2.3%	-%	-%	-%	2.4%	5.6%	-%	-%	-%	1.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 71
Q27 Overall, how well informed do you feel about the council and its services?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	518	6	62	224	184	35	7	241	277	140	222	156	67	451
Very well informed	24 4.6%	- -%	2 3.2%	9 4.0%	10 5.4%	3 8.6%	- -%	14 5.8%	10 3.6%	6 4.3%	7 3.2%	11 7.1%	3 4.5%	21 4.7%
Fairly well informed	339 65.4%	2 33.3%	36 58.1%	154 68.8%	122 66.3%	20 57.1%	5 71.4%	151 62.7%	188 67.9%	100 71.4%	-134 60.4%	105 67.3%	41 61.2%	298 66.1%
Not very well informed	143 27.6%	2 33.3%	21 33.9%	58 25.9%	49 26.6%	11 31.4%	2 28.6%	67 27.8%	76 27.4%	31 22.1%	+75 33.8%	37 23.7%	22 32.8%	121 26.8%
Not informed at all	12 2.3%	+2 33.3%	3 4.8%	3 1.3%	3 1.6%	1 2.9%	- -%	+9 3.7%	-3 1.1%	3 2.1%	6 2.7%	3 1.9%	1 1.5%	11 2.4%
Very/Fairly well informed	363 70.1%	-2 33.3%	38 61.3%	163 72.8%	132 71.7%	23 65.7%	5 71.4%	165 68.5%	198 71.5%	106 75.7%	-141 63.5%	116 74.4%	44 65.7%	319 70.7%
Not very well/Not informed at all	155 29.9%	+4 66.7%	24 38.7%	61 27.2%	52 28.3%	12 34.3%	2 28.6%	76 31.5%	79 28.5%	34 24.3%	+81 36.5%	40 25.6%	23 34.3%	132 29.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 72
Q28 Do you have access to the internet?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	515	6	62	226	181	33	7	241	274	138	223	154	67	448
Yes	427	5	+59	+207	-141	-9	6	205	222	113	192	122	-44	+383
	82.9%	83.3%	95.2%	91.6%	77.9%	27.3%	85.7%	85.1%	81.0%	81.9%	86.1%	79.2%	65.7%	85.5%
No	88	1	-3	-19	+40	+24	1	36	52	25	31	32	+23	-65
	17.1%	16.7%	4.8%	8.4%	22.1%	72.7%	14.3%	14.9%	19.0%	18.1%	13.9%	20.8%	34.3%	14.5%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 73
Q29 Can you access the internet from home?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	422	5	58	207	139	7	6	204	218	112	189	121	44	378
Yes	415	5	57	203	138	7	-5	202	213	110	188	117	44	371
	98.3%	100.0%	98.3%	98.1%	99.3%	100.0%	83.3%	99.0%	97.7%	98.2%	99.5%	96.7%	100.0%	98.1%
No	7	-	1	4	1	-	+1	2	5	2	1	4	-	7
	1.7%	-%	1.7%	1.9%	0.7%	-%	16.7%	1.0%	2.3%	1.8%	0.5%	3.3%	-%	1.9%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 74

Q30 If your answer is no, please select the reason why.

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	5	-	1	3	1	-	-	1	4	-	1	4	-	5
The cost	2	-	-	1	1	-	-	-	2	-	1	1	-	2
	40.0%	-%	-%	33.3%	100.0%	-%	-%	-%	50.0%	-%	100.0%	25.0%	-%	40.0%
The poor quality of broadband connection	2	-	-	2	-	-	-	1	1	-	-	2	-	2
	40.0%	-%	-%	66.7%	-%	-%	-%	100.0%	25.0%	-%	-%	50.0%	-%	40.0%
Unreliable broadband connection	2	-	1	1	-	-	-	-	2	-	-	2	-	2
	40.0%	-%	100.0%	33.3%	-%	-%	-%	-%	50.0%	-%	-%	50.0%	-%	40.0%
There is no broadband connection in my area	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 75

Q31 How often does at least one member of your family (including yourself), use the internet in your home?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	423	5	56	206	139	11	6	204	219	111	190	122	44	379
Every day	317	4	46	+168	-94	-2	3	150	167	88	136	93	-25	+292
	74.9%	80.0%	82.1%	81.6%	67.6%	18.2%	50.0%	73.5%	76.3%	79.3%	71.6%	76.2%	56.8%	77.0%
Most days	69	1	8	-25	+32	2	1	39	30	15	+40	14	+13	-56
	16.3%	20.0%	14.3%	12.1%	23.0%	18.2%	16.7%	19.1%	13.7%	13.5%	21.1%	11.5%	29.5%	14.8%
Weekends only	1	-	-	-	-	-	1	1	-	-	1	-	-	1
	0.2%	-%	-%	-%	-%	-%	16.7%	0.5%	-%	-%	0.5%	-%	-%	0.3%
Evenings only	6	-	-	3	2	+1	-	3	3	1	3	2	1	5
	1.4%	-%	-%	1.5%	1.4%	9.1%	-%	1.5%	1.4%	0.9%	1.6%	1.6%	2.3%	1.3%
Occasionally	23	-	1	8	10	+4	-	8	15	4	8	+11	4	19
	5.4%	-%	1.8%	3.9%	7.2%	36.4%	-%	3.9%	6.8%	3.6%	4.2%	9.0%	9.1%	5.0%
No-one uses the internet in my home	7	-	1	2	1	+2	+1	3	4	3	2	2	1	6
	1.7%	-%	1.8%	1.0%	0.7%	18.2%	16.7%	1.5%	1.8%	2.7%	1.1%	1.6%	2.3%	1.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 76

**Q32 When you use the internet at home, do you use:
by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	419	5	57	205	138	9	5	202	217	111	188	120	43	376
The home computer/laptop	418	5	57	204	138	9	5	201	217	111	188	119	43	375
	99.8%	100.0%	100.0%	99.5%	100.0%	100.0%	100.0%	99.5%	100.0%	100.0%	100.0%	99.2%	100.0%	99.7%
A mobile phone	77	+3	+21	44	-8	-	1	39	38	19	37	21	-2	+75
	18.4%	60.0%	36.8%	21.5%	5.8%	-%	20.0%	19.3%	17.5%	17.1%	19.7%	17.5%	4.7%	19.9%
The television	8	-	2	4	2	-	-	5	3	1	4	3	-	8
	1.9%	-%	3.5%	2.0%	1.4%	-%	-%	2.5%	1.4%	0.9%	2.1%	2.5%	-%	2.1%
An iPad or tablet computer	19	-	2	+15	-2	-	-	8	11	3	5	+11	-	19
	4.5%	-%	3.5%	7.3%	1.4%	-%	-%	4.0%	5.1%	2.7%	2.7%	9.2%	-%	5.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 77
Q33 Where do you access the internet most regularly?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	421	5	57	206	138	9	6	202	219	112	187	122	43	378
Home	387	5	49	184	+136	9	-4	183	204	103	176	108	+43	-344
	91.9%	100.0%	86.0%	89.3%	98.6%	100.0%	66.7%	90.6%	93.2%	92.0%	94.1%	88.5%	100.0%	91.0%
Library	3	-	-	2	1	-	-	1	2	-	1	2	-	3
	0.7%	-%	-%	1.0%	0.7%	-%	-%	0.5%	0.9%	-%	0.5%	1.6%	-%	0.8%
Work	25	-	4	+20	--	-	1	14	11	9	8	8	-	25
	5.9%	-%	7.0%	9.7%	-%	-%	16.7%	6.9%	5.0%	8.0%	4.3%	6.6%	-%	6.6%
Mobile phone	6	-	+4	--	1	-	+1	4	2	-	2	+4	-	6
	1.4%	-%	7.0%	-%	0.7%	-%	16.7%	2.0%	0.9%	-%	1.1%	3.3%	-%	1.6%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 78

Q34a Please agree or disagree with the following: Using the internet is important to: My life

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	397	5	54	198	127	7	6	191	206	109	177	111	41	356
Agree	324	4	47	162	102	4	5	159	165	95	-134	95	-28	+296
	81.6%	80.0%	87.0%	81.8%	80.3%	57.1%	83.3%	83.2%	80.1%	87.2%	75.7%	85.6%	68.3%	83.1%
Disagree	73	1	7	36	25	3	1	32	41	14	+43	16	+13	-60
	18.4%	20.0%	13.0%	18.2%	19.7%	42.9%	16.7%	16.8%	19.9%	12.8%	24.3%	14.4%	31.7%	16.9%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 79
**Q34b My work
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	342	5	55	182	89	6	5	167	175	91	155	96	29	313
Agree	223	4	38	+128	-47	3	3	104	119	+68	-90	65	-12	+211
	65.2%	80.0%	69.1%	70.3%	52.8%	50.0%	60.0%	62.3%	68.0%	74.7%	58.1%	67.7%	41.4%	67.4%
Disagree	119	1	17	-54	+42	3	2	63	56	-23	+65	31	+17	-102
	34.8%	20.0%	30.9%	29.7%	47.2%	50.0%	40.0%	37.7%	32.0%	25.3%	41.9%	32.3%	58.6%	32.6%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 80
**Q34c My education
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	356	5	56	180	104	6	5	173	183	90	163	103	33	323
Agree	252	4	37	135	69	5	2	122	130	66	107	79	24	228
	70.8%	80.0%	66.1%	75.0%	66.3%	83.3%	40.0%	70.5%	71.0%	73.3%	65.6%	76.7%	72.7%	70.6%
Disagree	104	1	19	45	35	1	3	51	53	24	56	24	9	95
	29.2%	20.0%	33.9%	25.0%	33.7%	16.7%	60.0%	29.5%	29.0%	26.7%	34.4%	23.3%	27.3%	29.4%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 81
Q34d My leisure/recreational activity
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	404	5	56	201	128	8	6	199	205	106	185	113	41	363
Agree	352	5	48	175	113	7	4	169	183	93	158	101	32	320
	87.1%	100.0%	85.7%	87.1%	88.3%	87.5%	66.7%	84.9%	89.3%	87.7%	85.4%	89.4%	78.0%	88.2%
Disagree	52	-	8	26	15	1	2	30	22	13	27	12	9	43
	12.9%	-%	14.3%	12.9%	11.7%	12.5%	33.3%	15.1%	10.7%	12.3%	14.6%	10.6%	22.0%	11.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 82
Q34e My children's life
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	300	4	49	167	72	3	5	147	153	76	140	84	27	273
Agree	210	2	36	+128	-39	1	4	102	108	+61	-87	62	15	195
	70.0%	50.0%	73.5%	76.6%	54.2%	33.3%	80.0%	69.4%	70.6%	80.3%	62.1%	73.8%	55.6%	71.4%
Disagree	90	2	13	-39	+33	2	1	45	45	-15	+53	22	12	78
	30.0%	50.0%	26.5%	23.4%	45.8%	66.7%	20.0%	30.6%	29.4%	19.7%	37.9%	26.2%	44.4%	28.6%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 83
Q34f My children's education
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	293	4	49	163	69	3	5	145	148	76	138	79	24	269
Agree	205	2	+41	+122	-35	1	4	100	105	+60	-88	57	13	192
	70.0%	50.0%	83.7%	74.8%	50.7%	33.3%	80.0%	69.0%	70.9%	78.9%	63.8%	72.2%	54.2%	71.4%
Disagree	88	2	-8	-41	+34	2	1	45	43	-16	+50	22	11	77
	30.0%	50.0%	16.3%	25.2%	49.3%	66.7%	20.0%	31.0%	29.1%	21.1%	36.2%	27.8%	45.8%	28.6%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 84
Q34g Please specify Other
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	8	-	-	5	2	-	1	4	4	2	5	1	4	4
Competitions	1	-	-	1	-	-	-	1	-	1	-	-	1	-
	12.5%	-%	-%	20.0%	-%	-%	-%	25.0%	-%	50.0%	-%	-%	25.0%	-%
Surveys	1	-	-	1	-	-	-	1	-	1	-	-	1	-
	12.5%	-%	-%	20.0%	-%	-%	-%	25.0%	-%	50.0%	-%	-%	25.0%	-%
Personal finance	2	-	-	1	1	-	-	-	2	-	2	-	1	1
	25.0%	-%	-%	20.0%	50.0%	-%	-%	-%	50.0%	-%	40.0%	-%	25.0%	25.0%
Purchasing goods	2	-	-	-	1	-	1	2	-	-	2	-	1	1
	25.0%	-%	-%	-%	50.0%	-%	100.0%	50.0%	-%	-%	40.0%	-%	25.0%	25.0%
Search for employment	1	-	-	1	-	-	-	1	-	1	-	-	-	1
	12.5%	-%	-%	20.0%	-%	-%	-%	25.0%	-%	50.0%	-%	-%	-%	25.0%
Finding recipes	1	-	-	1	-	-	-	-	1	-	1	-	-	1
	12.5%	-%	-%	20.0%	-%	-%	-%	-%	25.0%	-%	20.0%	-%	-%	25.0%
Health	1	-	-	1	-	-	-	-	1	-	-	1	1	-
	12.5%	-%	-%	20.0%	-%	-%	-%	-%	25.0%	-%	-%	100.0%	25.0%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 85
Q35a To what extent do you agree or disagree with the following statements: Using the internet is more important to my family now than 5 years ago
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	423	5	58	207	137	10	6	203	220	113	189	121	43	380
Strongly agree	250	4	34	131	72	4	5	115	135	65	109	76	-16	+234
	59.1%	80.0%	58.6%	63.3%	52.6%	40.0%	83.3%	56.7%	61.4%	57.5%	57.7%	62.8%	37.2%	61.6%
Agree	127	1	21	53	+50	2	-	59	68	36	60	31	17	110
	30.0%	20.0%	36.2%	25.6%	36.5%	20.0%	-%	29.1%	30.9%	31.9%	31.7%	25.6%	39.5%	28.9%
Neither agree nor disagree	42	-	2	22	14	+4	-	+27	-15	11	18	13	+9	-33
	9.9%	-%	3.4%	10.6%	10.2%	40.0%	-%	13.3%	6.8%	9.7%	9.5%	10.7%	20.9%	8.7%
Disagree	3	-	1	1	-	-	+1	1	2	1	2	-	1	2
	0.7%	-%	1.7%	0.5%	-%	-%	16.7%	0.5%	0.9%	0.9%	1.1%	-%	2.3%	0.5%
Strongly disagree	1	-	-	-	1	-	-	1	-	-	-	1	-	1
	0.2%	-%	-%	-%	0.7%	-%	-%	0.5%	-%	-%	-%	0.8%	-%	0.3%
Agree	377	5	55	184	122	-6	5	-174	+203	101	169	107	-33	+344
	89.1%	100.0%	94.8%	88.9%	89.1%	60.0%	83.3%	85.7%	92.3%	89.4%	89.4%	88.4%	76.7%	90.5%
Disagree	4	-	1	1	1	-	+1	2	2	1	2	1	1	3
	0.9%	-%	1.7%	0.5%	0.7%	-%	16.7%	1.0%	0.9%	0.9%	1.1%	0.8%	2.3%	0.8%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 86
Q35b The internet will become even more important to me in the future
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	417	5	58	202	137	9	6	198	219	111	188	118	43	374
Strongly agree	216	3	25	114	66	4	4	102	114	60	93	63	22	194
	51.8%	60.0%	43.1%	56.4%	48.2%	44.4%	66.7%	51.5%	52.1%	54.1%	49.5%	53.4%	51.2%	51.9%
Agree	112	2	17	52	39	1	1	57	55	29	51	32	10	102
	26.9%	40.0%	29.3%	25.7%	28.5%	11.1%	16.7%	28.8%	25.1%	26.1%	27.1%	27.1%	23.3%	27.3%
Neither agree nor disagree	77	-	13	33	29	2	-	33	44	18	38	21	8	69
	18.5%	-%	22.4%	16.3%	21.2%	22.2%	-%	16.7%	20.1%	16.2%	20.2%	17.8%	18.6%	18.4%
Disagree	11	-	3	3	2	+2	+1	5	6	4	6	1	3	8
	2.6%	-%	5.2%	1.5%	1.5%	22.2%	16.7%	2.5%	2.7%	3.6%	3.2%	0.8%	7.0%	2.1%
Strongly disagree	1	-	-	-	1	-	-	1	-	-	-	1	-	1
	0.2%	-%	-%	-%	0.7%	-%	-%	0.5%	-%	-%	-%	0.8%	-%	0.3%
Agree	328	5	42	166	105	5	5	159	169	89	144	95	32	296
	78.7%	100.0%	72.4%	82.2%	76.6%	55.6%	83.3%	80.3%	77.2%	80.2%	76.6%	80.5%	74.4%	79.1%
Disagree	12	-	3	3	3	+2	+1	6	6	4	6	2	3	9
	2.9%	-%	5.2%	1.5%	2.2%	22.2%	16.7%	3.0%	2.7%	3.6%	3.2%	1.7%	7.0%	2.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 87

Q36 What are your main reasons for using the internet?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	406	5	54	199	133	10	5	199	207	107	181	118	43	363
Communication e.g. emails from family and friends	343 84.5%	5 100.0%	45 83.3%	168 84.4%	114 85.7%	8 80.0%	3 60.0%	166 83.4%	177 85.5%	93 86.9%	153 84.5%	97 82.2%	33 76.7%	310 85.4%
Work e.g. working from home	101 24.9%	2 40.0%	18 33.3%	+59 29.6%	-21 15.8%	1 10.0%	- -%	48 24.1%	53 25.6%	+40 37.4%	-30 16.6%	31 26.3%	-2 4.7%	+99 27.3%
Finding new employment e.g. applying for jobs on line	58 14.3%	+5 100.0%	+17 31.5%	32 16.1%	-3 2.3%	- -%	1 20.0%	-20 10.1%	+38 18.4%	11 10.3%	+34 18.8%	13 11.0%	4 9.3%	54 14.9%
Education e.g. for our children's homework, or to develop skills	103 25.4%	- -%	+27 50.0%	+62 31.2%	-11 8.3%	1 10.0%	2 40.0%	-39 19.6%	+64 30.9%	26 24.3%	54 29.8%	23 19.5%	9 20.9%	94 25.9%
Helping the environment e.g. travelling less by using on-line services	65 16.0%	- -%	7 13.0%	28 14.1%	27 20.3%	1 10.0%	2 40.0%	-22 11.1%	+43 20.8%	17 15.9%	34 18.8%	14 11.9%	5 11.6%	60 16.5%
Shopping e.g. having a wider choice	246 60.6%	3 60.0%	38 70.4%	122 61.3%	75 56.4%	4 40.0%	4 80.0%	122 61.3%	124 59.9%	65 60.7%	114 63.0%	67 56.8%	28 65.1%	218 60.1%
Personal interests or hobbies e.g. music, family interest, reading	238 58.6%	1 20.0%	27 50.0%	118 59.3%	86 64.7%	4 40.0%	2 40.0%	125 62.8%	113 54.6%	64 59.8%	+116 64.1%	-58 49.2%	26 60.5%	212 58.4%
Health e.g. booking hospital, doctor, dental appointments	45 11.1%	- -%	6 11.1%	26 13.1%	11 8.3%	- -%	+2 40.0%	19 9.5%	26 12.6%	8 7.5%	+28 15.5%	9 7.6%	6 14.0%	39 10.7%
Travel e.g. booking holidays, transport and timetables	249 61.3%	2 40.0%	33 61.1%	121 60.8%	88 66.2%	-3 30.0%	2 40.0%	113 56.8%	136 65.7%	59 55.1%	+121 66.9%	69 58.5%	22 51.2%	227 62.5%

- = Zero

Source: SMSR Ltd.

Date of Analysis: 5 September 2011

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 87 (continuation)

Q36 What are your main reasons for using the internet?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	406	5	54	199	133	10	5	199	207	107	181	118	43	363
Any other reason: please state	15	-	+5	7	3	-	-	7	8	2	8	5	3	12
	3.7%	-%	9.3%	3.5%	2.3%	-%	-%	3.5%	3.9%	1.9%	4.4%	4.2%	7.0%	3.3%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 88
Q36a Please specify Other
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	11	-	4	4	3	-	-	7	4	2	5	4	3	8
Personal finance	2	-	1	-	1	-	-	2	-	-	2	-	-	2
	18.2%	-%	25.0%	-%	33.3%	-%	-%	28.6%	-%	-%	40.0%	-%	-%	25.0%
News	3	-	1	2	-	-	-	1	2	-	1	2	1	2
	27.3%	-%	25.0%	50.0%	-%	-%	-%	14.3%	50.0%	-%	20.0%	50.0%	33.3%	25.0%
Competitions	1	-	-	1	-	-	-	1	-	1	-	-	1	-
	9.1%	-%	-%	25.0%	-%	-%	-%	14.3%	-%	50.0%	-%	-%	33.3%	-%
Surveys	1	-	-	1	-	-	-	1	-	1	-	-	1	-
	9.1%	-%	-%	25.0%	-%	-%	-%	14.3%	-%	50.0%	-%	-%	33.3%	-%
Sports	1	-	1	-	-	-	-	1	-	-	1	-	-	1
	9.1%	-%	25.0%	-%	-%	-%	-%	14.3%	-%	-%	20.0%	-%	-%	12.5%
General enquiries	1	-	-	-	1	-	-	1	-	1	-	-	-	1
	9.1%	-%	-%	-%	33.3%	-%	-%	14.3%	-%	50.0%	-%	-%	-%	12.5%
Banking, paying bills	3	-	1	1	1	-	-	1	2	-	1	2	1	2
	27.3%	-%	25.0%	25.0%	33.3%	-%	-%	14.3%	50.0%	-%	20.0%	50.0%	33.3%	25.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 89
Q37 Do you believe that the internet could help?
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	475	5	61	221	163	19	6	223	252	126	210	139	54	421
Improve your health care	195	3	19	100	67	-2	4	93	102	54	85	56	25	170
	41.1%	60.0%	31.1%	45.2%	41.1%	10.5%	66.7%	41.7%	40.5%	42.9%	40.5%	40.3%	46.3%	40.4%
Improve your education	331	4	47	+173	-94	-9	4	154	177	91	144	96	34	297
	69.7%	80.0%	77.0%	78.3%	57.7%	47.4%	66.7%	69.1%	70.2%	72.2%	68.6%	69.1%	63.0%	70.5%
Improve your employment chances and opportunities	184	+5	+44	+117	-15	-1	2	84	100	50	86	48	16	168
	38.7%	100.0%	72.1%	52.9%	9.2%	5.3%	33.3%	37.7%	39.7%	39.7%	41.0%	34.5%	29.6%	39.9%
Deliver cheap public services	168	3	26	85	-46	4	4	88	80	43	75	50	16	152
	35.4%	60.0%	42.6%	38.5%	28.2%	21.1%	66.7%	39.5%	31.7%	34.1%	35.7%	36.0%	29.6%	36.1%
Reduce your personal household running costs	237	1	34	117	77	-5	3	119	118	61	106	70	-19	+218
	49.9%	20.0%	55.7%	52.9%	47.2%	26.3%	50.0%	53.4%	46.8%	48.4%	50.5%	50.4%	35.2%	51.8%
Improve the environment	169	3	+30	83	-46	4	3	80	89	45	78	46	17	152
	35.6%	60.0%	49.2%	37.6%	28.2%	21.1%	50.0%	35.9%	35.3%	35.7%	37.1%	33.1%	31.5%	36.1%
Provide more entertainment choices in your home	259	4	+43	+138	-64	-6	4	+140	-119	62	118	79	24	235
	54.5%	80.0%	70.5%	62.4%	39.3%	31.6%	66.7%	62.8%	47.2%	49.2%	56.2%	56.8%	44.4%	55.8%
Keep contact with your family and friends	418	5	56	199	142	14	-2	192	226	111	188	119	45	373
	88.0%	100.0%	91.8%	90.0%	87.1%	73.7%	33.3%	86.1%	89.7%	88.1%	89.5%	85.6%	83.3%	88.6%
Set up your own business	116	2	+29	+67	-16	-1	1	60	56	32	48	36	-7	+109
	24.4%	40.0%	47.5%	30.3%	9.8%	5.3%	16.7%	26.9%	22.2%	25.4%	22.9%	25.9%	13.0%	25.9%
Improve your business	123	2	+27	+72	-20	-1	1	63	60	40	51	32	-7	+116
	25.9%	40.0%	44.3%	32.6%	12.3%	5.3%	16.7%	28.3%	23.8%	31.7%	24.3%	23.0%	13.0%	27.6%
Make you and your family feel more safe and secure in your home	69	1	12	32	20	2	2	35	34	12	36	21	10	59
	14.5%	20.0%	19.7%	14.5%	12.3%	10.5%	33.3%	15.7%	13.5%	9.5%	17.1%	15.1%	18.5%	14.0%

Source: SMSR Ltd.
 Date of Analysis: 5 September 2011

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 90

Q38 How much would you be prepared to pay each month for a fast and reliable internet service?

by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	423	5	58	207	136	11	6	197	226	111	185	127	48	375
£8 per month	176	2	+32	-73	60	7	2	73	103	-30	+94	52	25	151
	41.6%	40.0%	55.2%	35.3%	44.1%	63.6%	33.3%	37.1%	45.6%	27.0%	50.8%	40.9%	52.1%	40.3%
£15 per month	207	2	23	109	66	4	3	104	103	+69	-74	64	22	185
	48.9%	40.0%	39.7%	52.7%	48.5%	36.4%	50.0%	52.8%	45.6%	62.2%	40.0%	50.4%	45.8%	49.3%
£30 per month	38	1	3	23	10	-	1	20	18	12	16	10	1	37
	9.0%	20.0%	5.2%	11.1%	7.4%	-%	16.7%	10.2%	8.0%	10.8%	8.6%	7.9%	2.1%	9.9%
£50 per month	2	-	-	2	-	-	-	-	2	-	1	1	-	2
	0.5%	-%	-%	1.0%	-%	-%	-%	-%	0.9%	-%	0.5%	0.8%	-%	0.5%
£100 per month	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
More than £100 per month	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 91

**Q39 If you do not have a broadband service in your home or local community, do you believe that the community would be willing to develop and manage their own service?
by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	240	3	36	92	93	13	3	105	135	49	124	67	40	200
Yes	94	1	15	37	36	4	1	39	55	23	-40	31	14	80
	39.2%	33.3%	41.7%	40.2%	38.7%	30.8%	33.3%	37.1%	40.7%	46.9%	32.3%	46.3%	35.0%	40.0%
No	146	2	21	55	57	9	2	66	80	26	+84	36	26	120
	60.8%	66.7%	58.3%	59.8%	61.3%	69.2%	66.7%	62.9%	59.3%	53.1%	67.7%	53.7%	65.0%	60.0%

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 92

Q40a Who do you think should be responsible for providing your home with a better broadband service? (please rank the options from 1 to 5 in order of responsibility, with 1 being the most responsible and 5 being the least) - Me as a householder by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	301	3	41	140	108	6	3	142	159	70	134	97	34	267
Option 1	60 19.9%	1 33.3%	5 12.2%	31 22.1%	21 19.4%	1 16.7%	1 33.3%	27 19.0%	33 20.8%	10 14.3%	32 23.9%	18 18.6%	9 26.5%	51 19.1%
Option 2	28 9.3%	- -%	+11 26.8%	-6 4.3%	11 10.2%	- -%	- -%	9 6.3%	19 11.9%	3 4.3%	13 9.7%	12 12.4%	2 5.9%	26 9.7%
Option 3	24 8.0%	- -%	2 4.9%	10 7.1%	11 10.2%	1 16.7%	- -%	14 9.9%	10 6.3%	6 8.6%	12 9.0%	6 6.2%	1 2.9%	23 8.6%
Option 4	51 16.9%	+2 66.7%	5 12.2%	23 16.4%	20 18.5%	1 16.7%	- -%	28 19.7%	23 14.5%	16 22.9%	21 15.7%	14 14.4%	7 20.6%	44 16.5%
Option 5	138 45.8%	- -%	18 43.9%	70 50.0%	45 41.7%	3 50.0%	2 66.7%	64 45.1%	74 46.5%	35 50.0%	56 41.8%	47 48.5%	15 44.1%	123 46.1%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 93
Q40b The local community working together
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	300	3	40	140	108	6	3	142	158	70	133	97	34	266
Option 1	7	-	2	3	1	+1	-	1	6	3	3	1	2	5
	2.3%	-%	5.0%	2.1%	0.9%	16.7%	-%	0.7%	3.8%	4.3%	2.3%	1.0%	5.9%	1.9%
Option 2	28	-	--	18	9	1	-	12	16	8	14	6	4	24
	9.3%	-%	-%	12.9%	8.3%	16.7%	-%	8.5%	10.1%	11.4%	10.5%	6.2%	11.8%	9.0%
Option 3	57	-	9	22	24	1	1	22	35	10	25	22	5	52
	19.0%	-%	22.5%	15.7%	22.2%	16.7%	33.3%	15.5%	22.2%	14.3%	18.8%	22.7%	14.7%	19.5%
Option 4	138	1	20	66	46	3	2	68	70	30	62	46	18	120
	46.0%	33.3%	50.0%	47.1%	42.6%	50.0%	66.7%	47.9%	44.3%	42.9%	46.6%	47.4%	52.9%	45.1%
Option 5	70	2	9	31	28	-	-	39	31	19	29	22	5	65
	23.3%	66.7%	22.5%	22.1%	25.9%	-%	-%	27.5%	19.6%	27.1%	21.8%	22.7%	14.7%	24.4%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 94
Q40c The government
by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	301	3	40	140	109	6	3	142	159	71	133	97	34	267
Option 1	81	1	10	43	26	1	-	45	36	17	37	27	6	75
	26.9%	33.3%	25.0%	30.7%	23.9%	16.7%	-%	31.7%	22.6%	23.9%	27.8%	27.8%	17.6%	28.1%
Option 2	97	1	12	44	35	3	2	51	46	28	43	26	14	83
	32.2%	33.3%	30.0%	31.4%	32.1%	50.0%	66.7%	35.9%	28.9%	39.4%	32.3%	26.8%	41.2%	31.1%
Option 3	38	1	6	17	13	-	1	16	22	9	15	14	4	34
	12.6%	33.3%	15.0%	12.1%	11.9%	-%	33.3%	11.3%	13.8%	12.7%	11.3%	14.4%	11.8%	12.7%
Option 4	37	-	5	18	13	1	-	15	22	10	13	14	4	33
	12.3%	-%	12.5%	12.9%	11.9%	16.7%	-%	10.6%	13.8%	14.1%	9.8%	14.4%	11.8%	12.4%
Option 5	48	-	7	18	22	1	-	-15	+33	7	25	16	6	42
	15.9%	-%	17.5%	12.9%	20.2%	16.7%	-%	10.6%	20.8%	9.9%	18.8%	16.5%	17.6%	15.7%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 95
Q40d The major suppliers - like BT
 by Demo

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	303	3	41	140	110	6	3	143	160	71	135	97	34	269
Option 1	143	1	23	-56	58	3	2	64	79	39	56	48	15	128
	47.2%	33.3%	56.1%	40.0%	52.7%	50.0%	66.7%	44.8%	49.4%	54.9%	41.5%	49.5%	44.1%	47.6%
Option 2	95	2	8	48	36	1	-	48	47	20	43	32	10	85
	31.4%	66.7%	19.5%	34.3%	32.7%	16.7%	-%	33.6%	29.4%	28.2%	31.9%	33.0%	29.4%	31.6%
Option 3	38	-	7	23	-7	1	-	19	19	8	20	10	4	34
	12.5%	-%	17.1%	16.4%	6.4%	16.7%	-%	13.3%	11.9%	11.3%	14.8%	10.3%	11.8%	12.6%
Option 4	17	-	3	6	6	1	+1	8	9	3	10	4	3	14
	5.6%	-%	7.3%	4.3%	5.5%	16.7%	33.3%	5.6%	5.6%	4.2%	7.4%	4.1%	8.8%	5.2%
Option 5	10	-	-	7	3	-	-	4	6	1	6	3	2	8
	3.3%	-%	-%	5.0%	2.7%	-%	-%	2.8%	3.8%	1.4%	4.4%	3.1%	5.9%	3.0%

- = Zero

Northumberland County Council Panel 2011 Summer Survey Result Tables by Demo

Table 96
**Q40e The local authority
 by Demo**

	Age							Gender		Area			Disability	
	Total	18-24	25-39	40-59	60-79	80+	Refused	Male	Female	West	South East	North	Yes	No
Total	302	3	40	140	110	6	3	143	159	71	134	97	34	268
Option 1	12 4.0%	- -%	1 2.5%	7 5.0%	4 3.6%	- -%	- -%	6 4.2%	6 3.8%	2 2.8%	7 5.2%	3 3.1%	2 5.9%	10 3.7%
Option 2	55 18.2%	- -%	10 25.0%	24 17.1%	19 17.3%	1 16.7%	1 33.3%	23 16.1%	32 20.1%	12 16.9%	22 16.4%	21 21.6%	4 11.8%	51 19.0%
Option 3	144 47.7%	2 66.7%	16 40.0%	68 48.6%	54 49.1%	3 50.0%	1 33.3%	71 49.7%	73 45.9%	38 53.5%	61 45.5%	45 46.4%	20 58.8%	124 46.3%
Option 4	57 18.9%	- -%	7 17.5%	27 19.3%	23 20.9%	- -%	- -%	23 16.1%	34 21.4%	11 15.5%	27 20.1%	19 19.6%	-2 5.9%	+55 20.5%
Option 5	34 11.3%	1 33.3%	6 15.0%	14 10.0%	10 9.1%	2 33.3%	1 33.3%	20 14.0%	14 8.8%	8 11.3%	17 12.7%	9 9.3%	6 17.6%	28 10.4%

- = Zero

