

Isle of Wight Council

Residents' Survey 2008

Executive Summary

July 2008

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Introduction

The results of the survey are based on 804 interviews with Isle of Wight residents aged 16+. The survey was carried out by telephone between 9 and 20 June 2008. Fieldwork was conducted by Infocorp who are full members of the Market Research Society and abide by their code of practice (www.mrs.org.uk). A representative sample was interviewed with quotas set by age, gender and work status. Data is weighted to the known profile of the Isle of Wight population.

In the appendices full findings are listed. If results do not add up to 100% this may be due to more than one response being given, or figures being rounded up or down. If an asterisk "*" is used this means that a result of less than 1%, but more than zero, has been given. The results are based on all respondents giving an answer, unless it is stated otherwise.

As the survey was conducted among a sample of Isle of Wight residents sampling tolerances apply and the findings are the findings are reliable to +/- 3%. That is if a finding for a certain group is 50% we can be 95% certain that the results for all residents is between 47% and 53%, but most likely will be 50%.

Where appropriate results are compared to findings from the following residents surveys:

- July/August 2006: 400 residents aged 16+, telephone interviews, QA Research
- June 2007: 800 residents aged 16+, telephone interviews, Infocorp

Executive Summary

Key Findings

Satisfaction with the council has increased by nine percentage points since 2007 (from 54% to 63%) and is a significant improvement since 2006 (44%). This is a very positive result but four out of five residents (84%) still think the council can get better at delivering services.

Generally residents feel less pessimistic than in previous years about the future of their local area and the Isle of Wight as a whole. Encouragingly, resident perception about problems in the area has dropped significantly. Nine of the 12 issues which could be perceived as a problem in the local area have decreased since 2006 and the remaining three have remained stable.

Good customer services are vital in promoting advocacy of the council. Four in five residents who have contacted the council and were satisfied with handling of their enquiry speak highly of the council (80% compared to 20% of residents as a whole).

Areas of concern for residents in relation to services are road maintenance, parking and public toilets. Road maintenance is considered as the most important service on the island by two in five (38%) residents but 65% are dissatisfied with it. A third of residents have heard that the council is receiving money to improve roads but the evidence suggests they have not seen a difference on the ground.

There is a feeling at the moment that although the council is making changes to improve its services (as seen from the positive results relating to problems on the island) residents are not necessarily crediting the council for these improvements. Reinforcing the messages that the council has been the driving force behind improvements will ensure the council is recognised for its good work.

Isle of Wight as a place to live

Opinion about the island being a good place to live, work, have a holiday have remained consistent with previous results. Slightly fewer residents feel the island is a good place to invest in but this could be due to the current economic downturn.

The proportion of residents who think the Island has got better as a place to live over the last 12 months has dropped since 2007 but so too has the proportion who think it has got worse. More residents think not much has changed. This is also the case in relation to opinion about the local area.

One of the most encouraging results relates to perception of problems in the local area. Of the 12 possible problems listed, nine are now seen as less of a problem than in 2007, most seeing a drop of between three and eight percentage points. Opinion about the remaining three problems has stayed reasonably constant.

Opinion of the Council

Satisfaction with the council has continued to significantly increase since 2006, rising 10 percentage points in 2007 and nine percentage points to 63% in 2008. The proportion of those who speak highly of the council and those who are critical has remained the same as 2007 (20% and 39% respectively). This indicates there is still work to be done to increase advocacy by encouraging those who are on the fence (37%) to speak highly of the council.

Residents who are on the fence about the council are likely to be aged 16 to 44, satisfied with the council, think the council provides good value for money and feel that services have and will get better over the next 12 months. These are similar characteristics to those who speak highly of the council and so could be swayed in the right direction.

The number of people who think that the council takes account of residents views has dropped from 35% to 31% and the number of those who disagree has risen from 37% to 44% (the rest are neither agree nor disagree). Those who agree that the council is improving the Isle of Wight has dropped from 52% to 45% and those who disagree has risen from 23% to 32%. Both are areas the council should consider addressing.

The chart below shows comparative data with eight areas where Westminster have carried out reputation and media surveys. Whereas satisfaction is performing reasonably well, this shows that other authorities have been able to establish a stronger overall reputation performance.

Reputation dashboard



Source: c.8 local authorities Westminster City Council have carried out surveys (2007-2008)

Residents are generally satisfied with street level services; the majority (around four out of five) are satisfied with refuse collection, beaches, street sweeping and parks and open spaces. Among users of services residents are most satisfied with libraries (87%), beaches (86%) and parks and open spaces (82%). However, users of parking services and public toilets are more likely to dissatisfied than satisfied with these services (45% and 51% dissatisfied respectively).

Contact with the council

One in five residents (22%) have contacted the council at least once in the last two or three months. The top issues the council was contacted about were planning issues (13%), council tax payments (9%), road maintenance (8%), rubbish collections (7%) and the recycling service (7%). The number of queries for road maintenance has decreased from 13% to 8%. Telephone is the most popular method of contact (72%). Two thirds (66%) of residents say the first person they contacted was able to give them the information needed (68% in 2007). However, satisfaction of handling of an enquiry has dropped by 10 percentage points (from 68% to 58%) and dissatisfaction is up by nine percentage points (from 26% to 35%) since 2007.

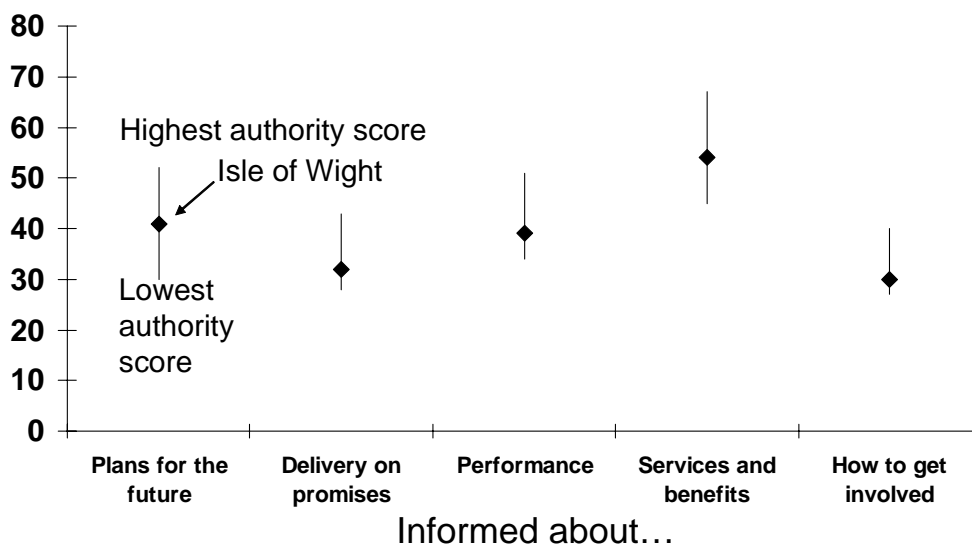
Residents who are dissatisfied with the handling of their enquiry are likely to be critical of the council (41%) and do not think the council gives good value for money (43%). These residents are also more likely to be dissatisfied with the council (48%). These findings indicate that customer service can have a significant impact on how a resident feels about the council. Those who feel their enquiry was handled well are much more likely to speak highly of the council (80%) than residents in general (20%).

Informed level and One Island

Informed level regarding services and benefits has remained stable since 2007. However, informed level in relation to plans for the future, how to get involved in local decision making, delivery of promises and performance have all decreased by around five percentage points. In 2007 there was a considerable push on improving communications and the launch of One Island which increased informed levels and ratings of the council. Expectations were raised and the effect of this launch has started to wear off. These results reinforce the importance of constantly communicating effectively with residents and delivering on promises.

The chart below shows comparative data with other authorities on informed levels. These are strongest for plans for the future and services and benefits. The council could still do more to inform residents on how to get involved in decision making.

Informed dashboard

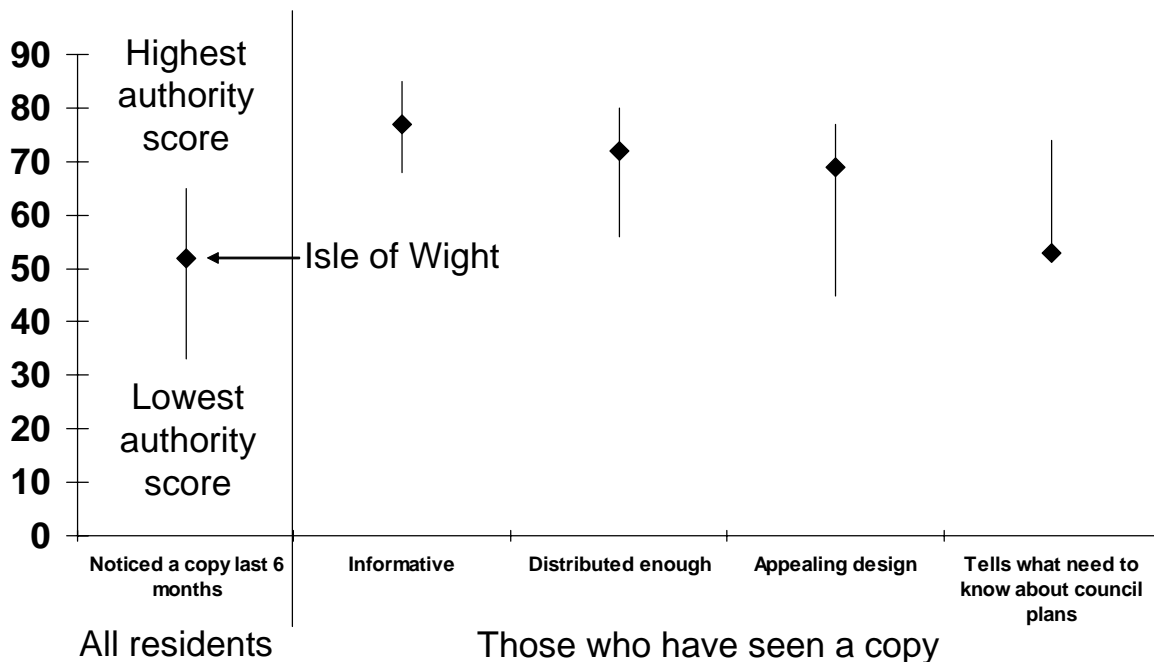


Source: c.8 local authorities Westminster City Council have carried out surveys (2007-2008)

The number of residents who have seen One Island in the last six months has increased by 17 percentage points from 2007, half (52%) now see the magazine. Those who have seen the magazine are more likely to feel well informed about services and benefits (64%), plans for the future of the island (51%), local decision making (37%), performance (48%) and whether the council is delivering on promises (38%) than those who have not seen it. Those who feel well informed about aspects of the council are more positive in their opinion of it and the island. This demonstrates the vital role which communication messages and publications play in improving the reputation of the council.

The chart below shows a good performance against other councils, including many who have long established magazines/newspapers. More could be done to include content which residents believe tells them what they need to know about council plans.

Council magazine/newspaper dashboard



Source: c.8 local authorities Westminster City Council have carried out surveys (2007-2008)

To assess the impact of One Island it is useful to compare the value for money rating from 2006 and those who have not seen One Island in 2008. As can be seen from the table below, the results are similar. Value for money is now 39% overall and 42% among those who have seen the magazine. This indicates the effect the magazine has had on this rating and in turn on satisfaction ratings.

	2006 – Overall (before One Island launched)	2008 - Not seen one Island	2008 – Seen One Island	2008 - Overall
Value for money rating	36%	35%	42%	39%

Media coverage

Three in five residents read the Isle of Wight County Press every week and 56% of those who read it think coverage of the council is fair.

Seven in ten (71%) think the County Press coverage has been either positive (38%) or neutral (33%) about the council in the last few months. This is a drop of 10 percentage points from 2007. However, it is perhaps surprising that there has only been a relatively small drop in perceived positive/neutral coverage due to recent negative coverage about the council in relation to education.

Residents who have heard of council organised events are more likely to be satisfied with the council than those who have not (68% and 56%) whereas those who have heard of the schools re-organisation story are more likely to be critical of the council and not trust the council than those who have not heard of it.

Residents who have heard of older persons care, the Island Plan and plans for tourism are more likely to feel the council gives local people good value for money which is an important factor in increasing satisfaction. These are all good examples of the importance of communicating positive messages about the council as this can change opinion for the better.

Nearly two thirds (63%) of residents have heard of Eco Island, with 14% knowing a great deal or a fair amount and 34% knowing just a little. Nearly three in ten residents say they know how to get involved in making the Eco Island vision a reality. This is a high level of recall for a new initiative.

Areas of concern

Road maintenance is a serious issue for a significant number of residents and although a third are aware of the council being awarded money to improve roads, two thirds (65%) are dissatisfied with road maintenance. This indicates that residents are not aware of changes on the ground in relation to roads on the island and therefore continue to be dissatisfied. Road maintenance is considered the most important service the council provides by two in five residents (38%).

When asked what services the council should improve for residents around a quarter mentioned something relating to road maintenance (24%) and a similar proportion mentioned parking or traffic management (26%).

Trust in the council is an issue which has a significant effect on how residents view the council. Three quarters (74%) of those who are dissatisfied with the council say they do not trust it as an organisation. Rebuilding trust in the council will increase satisfaction and the most efficient way to do this is by communicating positive reassuring messages to residents about what the council is doing.

Conclusions

The increase to satisfaction levels is a real boost for the council and pushes the council closer to obtaining three star status in the CPA. It is vital that this level is not allowed to drop back to levels seen in 2006.

From the evidence presented above, it is clear that a combination of factors are affecting the way residents feel about the council. Only comprehensive communications and service planning which make a real difference on the ground to residents will improve the council's reputation.

Appendices

A: Questionnaire and full findings

The results of the survey are based on 804 interviews with Isle of Wight residents aged 16+. The survey was carried out by telephone between 9 and 20 June 2008. Fieldwork was conducted by Infocorp who are full members of the Market Research Society and abide by their code of practice (www.mrs.org.uk). A representative sample was interviewed with quotas set by age, gender and work status. Data is weighted to the known profile of the Isle of Wight population. If results do not add up to 100% this may be due to more than one response being given, or figures being rounded up or down. If an asterisk "*" is used this means that a result of less than 1%, but more than zero, has been given. The results are based on all respondents giving an answer, unless it is stated otherwise.

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Isle of Wight

Q1. To what extent, if at all, do you agree or disagree with the following statements about the Isle of Wight?		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
It is a good place to live (%)	2006	57	38	3	3	1	0
	2007	40	54	3	2	1	0
	2008	54	39	3	3	1	0
It is a good place to work (%)	2006	9	35	13	26	5	12
	2007	11	44	13	22	5	5
	2008	16	36	12	17	10	9
It is a good place to have a holiday (%)	2006	46	46	2	3	1	2
	2007	36	56	3	3	1	2
	2008	46	42	5	5	1	1
It has a good reputation (%)	2006	26	58	7	5	*	4
	2007	24	61	8	5	0	3
	2008	32	50	8	5	1	3
It is a good place to invest in (%)	2006	13	41	11	16	1	17
	2007	15	50	11	11	2	11
	2008	17	39	13	13	4	15

Q1. Summary:		Agree	Disagree	Net Agree (+/-)
It is a good place to live (%)	2006	95	4	+91
	2007	94	3	+91
	2008	93	4	+89
It is a good place to work (%)	2006	44	31	+13
	2007	55	27	+28
	2008	52	27	+25
It is a good place to have a holiday (%)	2006	92	4	+88
	2007	92	4	+88
	2008	88	6	+82
It has a good reputation (%)	2006	84	5	+79
	2007	85	5	+80
	2008	82	6	+76
It is a good place to invest in (%)	2006	54	17	+37
	2007	65	13	+52
	2008	56	17	+39

Q2. On the whole, do you think that over the past twelve months the Isle of Wight has got better or worse as a place to live? (In 2006/7 residents asked about last three years)			
	2006	2007	2008
	%		%
Better	27	28	21
Worse	39	33	25
Has not changed much	27	33	46
Have lived here less than three years	5	3	3
Don't know	2	3	5
Summary: Net Better (+/-)	-12	-5	-4

Q3. And do you think that over the next twelve months the Isle of Wight will get better or worse as a place to live? (In 2006/7 residents asked about next three years)			
	2006	2007	2008
	%	%	%
Better	34	33	31
Worse	36	33	24
Will not change much	22	22	33
Don't know	7	12	12
Summary: Net Better (+/-)	-2	+/-0	+7

Local Area

READ OUT: Moving on to thinking about your local area

Q4. On the whole, do you think that over the past twelve months your local area has got better or worse? (In 2006/7 residents asked about past three years)			
	2006	2007	2008
	%	%	%
Better	27	25	26
Worse	37	29	22
Has not change much	29	40	45
Have lived here less than three years	7	5	4
Don't know	1	1	3
Summary: Net Better (+/-)	-10	-4	+4

Q5. And do you think that over the next twelve months your local area will get better or worse as a place to live? (In 2006/7 residents asked about next three years)			
	2006	2007	2008
	%	%	%
Better	34	33	34
Worse	33	26	24
Will not change much	26	33	30
Don't know	7	9	12
Summary: Net Better (+/-)	+1	+7	+10

Q6. How much of a problem, if at all, do you think the following are in your local area?						
		A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Don't know
Parents not taking responsibility for the behaviour of their children (%)	2006	28	27	22	20	4
	2007	21	26	19	29	5
	2008	18	23	19	34	5
People not treating other people with respect and consideration (%)	2006	16	30	23	31	1
	2007	12	22	22	43	2
	2008	11	18	23	46	3
Noisy neighbours or loud parties (%)	2006	6	9	17	68	*
	2007	2	6	21	71	1
	2008	4	7	17	71	1
Teenagers hanging around on the streets (%)	2006	23	20	24	32	2
	2007	20	25	20	33	2
	2008	16	22	21	39	2
Rubbish and litter lying around (%)	2006	13	16	24	47	*
	2007	10	21	30	40	*
	2008	8	15	27	50	0
People being drunk or rowdy in public spaces (%)	2006	10	18	23	46	4
	2007	12	17	26	42	3
	2008	12	18	21	47	2
Abandoned or burnt out cars (%)	2006	2	3	17	78	1
	2007	1	4	18	75	3
	2008	2	5	16	74	3
Vandalism, graffiti and other deliberate damage to property or vehicles (%)	2006	8	17	30	44	1
	2007	10	21	28	41	1
	2008	9	14	21	54	3
People using drugs (%)	2006	14	15	17	40	14
	2007	12	19	15	36	18
	2008	10	14	16	44	16
People dealing drugs (%)	2006	14	10	15	44	17
	2007	11	16	15	39	19
	2008	10	11	16	45	18
Speeding drivers (%)	2006	24	28	22	24	1
	2007	19	30	23	27	2
	2008	19	27	24	28	1
Dog mess (%)	2006	17	18	24	40	*
	2007	13	22	27	38	1
	2008	14	17	24	44	1

Summary				
		Problem	Not a problem	Net Problem (+/-)
Parents not taking responsibility for the behaviour of their children (%)	2006	55	42	+13
	2007	47	48	+1
	2008	41	53	-12
People not treating other people with respect and consideration (%)	2006	46	54	-8
	2007	34	65	-31
	2008	29	69	-40
Noisy neighbours or loud parties (%)	2006	15	85	-70
	2007	8	92	-84
	2008	11	88	-77
Teenagers hanging around on the streets (%)	2006	43	56	-13
	2007	45	53	-8
	2008	38	60	-22
Rubbish and litter lying around (%)	2006	29	71	-42
	2007	31	70	-39
	2008	23	77	-54
People being drunk or rowdy in public spaces (%)	2006	28	69	-41
	2007	29	68	-39
	2008	30	68	-38
Abandoned or burnt out cars (%)	2006	5	95	-90
	2007	5	93	-88
	2008	7	90	-83
Vandalism, graffiti and other deliberate damage to property or vehicles (%)	2006	25	74	-49
	2007	31	69	-38
	2008	23	75	-52
People using drugs (%)	2006	29	57	-28
	2007	31	51	-20
	2008	24	60	-36
People dealing drugs (%)	2006	24	59	-35
	2007	27	54	-27
	2008	21	61	-40
Speeding drivers (%)	2006	52	46	6
	2007	49	50	-1
	2008	46	52	-6
Dog mess (%)	2006	35	64	-29
	2007	35	65	-30
	2008	31	68	-37

Q7. To what extent do you agree or disagree that your local neighbourhood is a place where people from different backgrounds get on well together?			
	2006 %	2007 %	2008 %
Definitely agree	29	26	37
Tend to agree	42	46	33
Tend to disagree	4	4	6
Definitely disagree	2	2	4
Don't know	8	7	5
Too few people in local area	2	4	3
All same backgrounds	14	10	11
Summary:			
Agree	71	72	70
Disagree	6	6	10
Net agree (+/-)	+65	+66	+60

Q8. To what extent, if at all, do you think you can influence decisions affecting your area?			
	2006 %	2007 %	2008 %
A great deal	4	4	5
A fair amount	22	19	18
Not very much	21	25	24
Very little	23	24	22
Not at all	23	23	24
Don't know	7	6	8
Summary:			
A great deal/fair amount (Influence)	26	23	23
Not very much/very little/not at all (Not influence)	67	72	70
Net Influence (+/-)	-41	-49	-47

Isle of Wight Council

READ OUT: Moving on and thinking about Isle of Wight Council

Q9. Which one of the following comes closest to how you feel about Isle of Wight Council?			
	2006 %	2007 %	2008 %
I would speak highly of Isle of Wight Council without being asked (1)	4	6	7
I would speak highly of Isle of Wight Council if I was asked about it (2)	14	14	13
I have no views one way or the other (3)	32	37	37
I would be critical of Isle of Wight Council if I was asked about it (4)	25	24	24
I would be critical of Isle of Wight Council without being asked (5)	22	15	15
Don't know	3	4	4
Summary			
Advocate (1+2)	18	20	20
Critic (4+5)	47	39	39
Net advocate (+/-)	-29	-19	-19

Q10. Taking everything into account, how satisfied or dissatisfied are you with Isle of Wight council services? (previously asked 'satisfaction with the way the council runs things').			
	2006	2007	2008
	%	%	%
Very satisfied	4	6	13
Fairly satisfied	40	48	50
Neither satisfied nor dissatisfied	18	17	15
Fairly dissatisfied	25	19	14
Very dissatisfied	10	9	6
Don't know	2	2	1
Summary			
Satisfied	44	54	63
Dissatisfied	35	28	20
Net satisfied (+/-)	+9	+26	+43

Q11. Here are some things that people have said about Isle of Wight Council. To what extent do you agree or disagree with the following statements?							
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
Isle of Wight Council is a strong leader in the local area (%)	2006	4	38	14	28	6	10
	2007	5	36	18	23	6	13
	2008	10	32	16	16	11	15
The Council gives residents good value for money (%)	2006	2	34	13	32	14	5
	2007	3	35	19	27	9	6
	2008	7	32	18	22	16	6
I trust Isle of Wight Council as an organisation (%)	2006	3	37	13	31	11	5
	2007	5	40	18	24	8	6
	2008	9	34	15	21	17	5
Isle of Wight Council takes account of residents' views when making decisions (%)	2006	3	27	11	34	16	10
	2007	3	32	17	27	10	11
	2008	5	26	13	24	20	12
The Council is improving the Isle of Wight (%)	2006	4	44	15	23	8	5
	2007	5	47	19	17	6	6
	2008	10	35	18	19	13	5
The council has good new ideas to tackle local problems (%)	2008	7	26	16	24	12	15
The council is well run (%)	2008	7	28	17	19	15	14

Summary		Agree	Disagree	Net Agree (+/-)
Isle of Wight Council is a strong leader in the local area (%)	2006	42	34	+8
	2007	41	29	+12
	2008	42	27	+15
The Council gives residents good value for money (%)	2006	36	46	-10
	2007	38	36	+2
	2008	39	38	+1
I trust Isle of Wight Council as an organisation (%)	2006	40	42	-2
	2007	45	32	+13
	2008	43	38	+5
Isle of Wight Council takes account of residents' views when making decisions (%)	2006	30	50	-20
	2007	35	37	-2
	2008	31	44	-13
The Council is improving the Isle of Wight (%)	2006	48	31	+17
	2007	52	23	+29
	2008	45	32	+13
The council has good new ideas to tackle local problems (%)	2008	33	36	-3
The council is well run (%)	2008	35	34	+1

Q12. How much better do you think Isle of Wight Council can get at delivering services...?			
	2006	2007	2008
	%	%	%
A lot better	47	46	48
A little better	38	41	36
No better - it is already good	3	4	5
Good as it can be	6	5	8
Don't know	5	4	3
Summary:			
Better	85	87	84
No better	9	9	13
Net better (+/-)	+76	+78	+71

Q13. On the whole, do you think that Isle of Wight Council services have got better or worse over the last 12 months?		
	2007	2008
	%	%
Better	30	25
Worse	14	19
Has not changed	49	47
Have lived here less than 12 months	1	2
Don't know	7	7
Summary:		
Net better (+/-)	+16	+6

Q14. And do you think that Isle of Wight Council services will get better or worse over the next 12 months?		
	2007	2008
	%	%
Better	41	37
Worse	13	16
Will not changed	35	33
Don't know	11	14
Summary:		
Net better (+/-)	+28	+21

Q15. I am going to read out a number of different types of services that are provided by Isle of Wight Council. I would like you to tell me how satisfied or dissatisfied are you with each service.						
	2008					
	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
Services for older people	14	32	13	10	5	26
Services for vulnerable people	11	24	13	11	6	34
Libraries	32	41	9	4	1	12
Swimming pools and sports facilities	17	38	12	12	5	16
Museums, theatres and arts venues	15	39	14	11	3	18
Parks and open spaces	25	51	11	6	2	4
Beaches	35	46	7	5	2	5
Youth clubs and other facilities for young people	5	19	13	18	11	36
Nursery education	13	25	13	3	3	43
Primary schools	16	23	10	9	7	35
Middle schools	8	23	12	10	8	39
High schools	7	21	14	11	9	37
Adult education	14	33	12	7	3	30
Door step recycling collection	26	38	9	12	7	8
Community recycling bins	21	38	12	14	6	8
Parking services	10	28	13	20	21	8
Street cleaning	27	50	9	8	4	2
Street lighting	26	53	10	7	2	3
Refuse collection	38	47	6	5	3	1
Road maintenance	6	17	10	23	42	1
Pavement maintenance	9	33	17	21	16	4
Traffic control/safety	11	42	13	16	12	5
Planning decisions	5	22	16	16	16	26
Public toilets	6	26	11	20	24	14

Q15. Summary: Satisfaction among all residents			
	2008		
	Satisfied	Dissatisfied	Net satisfied (+/-)
Refuse collection	85	8	+77
Beaches	81	7	+74
Street lighting	79	9	+70
Street cleaning	77	12	+65
Parks and open spaces	76	8	+68
Libraries	73	5	+68
Door step recycling collection	64	19	+45
Community recycling bins	59	20	+39
Swimming pools and sports facilities	55	17	+38
Museums, theatres and arts venues	54	14	+40
Traffic control/safety	53	28	+25
Adult education	47	10	+37
Services for older people	46	15	+31
Pavement maintenance	42	37	+5
Primary schools	39	16	+23
Nursery education	38	6	+32
Parking services	38	41	-3
Services for vulnerable people	35	17	+18
Public toilets	32	44	-12
Middle schools	31	18	+13
High schools	28	20	+8
Planning decisions	27	32	-5
Youth clubs and other facilities for young people	24	29	-5
Road maintenance	23	65	-42

Q15. Summary: Satisfaction among users of non universal services			
	2008		
	Satisfied	Dissatisfied	Net satisfied (+/-)
Services for older people	62	14	+48
Services for vulnerable people	49	39	+10
Libraries	87	4	+83
Swimming pools and sports facilities	69	17	+52
Museums, theatres and arts venues	72	11	+61
Parks and open spaces	82	70	+12
Beaches	86	7	+79
Youth clubs and other facilities for young people	55	34	+21
Adult education	74	11	+63
Door step recycling collection	78	13	+65
Community recycling bins	70	15	+55
Parking services	38	45	-7
Public toilets	42	51	-9

Q16. And thinking about that list, which four or five would you say are the most important local services?	
	2008
	%
Road maintenance	38
Refuse collection	25
Primary schools	22
High schools	22
Middle schools	20
Services for older people	17
Youth clubs and other facilities for young people	16
Street cleaning	12
Traffic control/safety	12
Services for vulnerable people	11
Community recycling bins	11
Pavement maintenance	11
Swimming pools and sports facilities	10
Parks and open spaces	10
Beaches	10
Libraries	9
Door step recycling collection	9
Parking services	9
Nursery education	6
Adult education	5
Street lighting	5
Public toilets	5
Planning decisions	4
Emergency services (police, fire ambulance etc)	3
Museums, theatres and arts venues	2
Schools/Education	2
Public transport	2
Health service/hospitals (coded from others)	2
Ferries (coded from others)	1
Dog mess enforcement (coded from others)	1
Other	3
Don't know	6
None of these	1

Q17. And, which if any of the following services have you or someone in your household personally used in the last three months?	
	2008
	%
Beaches	62
Parks and open spaces	58
Parking services	46
Libraries	44
Door step recycling collection	43
Community recycling bins	41
Swimming pools and sports facilities	39
Public toilets	35
Museums, theatres and arts venues	26
Adult education	10
Services for older people	8
Youth clubs and other facilities for young people	8
Services for vulnerable people	6
None of these	8
Don't know	0

Q18. What, if anything, should Isle of Wight Council do to improve the services it provides to you personally? UNPROMPTED		
	2007	2008
	%	%
Road/highway maintenance	13	23
Better parking/more spaces	3	13
Parking /Traffic management	4	13
Recycling/environmental issues	4	12
Listen to/consult people	6	9
Education/schools	4	9
Better public services/facilities	4	7
Good public facilities/services/social services	N/A	7
Low council tax	6	6
Good for children/facilities for kids	4	6
Rubbish collection/litter lying around incl. garden waste	6	5
Good communication with the public	6	5
Clean/keep things clean/streets/beaches	3	5
Good/free public transport	5	5
Maintenance of public/open spaces/gardens	N/A	4
Good communications information	N/A	3
Local Policing/more police around	5	3
Consider the elderly/older people/disabled	3	3
Planning/development/investment	1	3
Public toilets	N/A	3
Budgets/control of spending	1	3
Ferry crossing	3	1
Housing/building affordable housing/improving council houses	2	1
Assisting/organising events	N/A	1
Supporting tourism/promoting the island	N/A	1
Good management/staff	N/A	1
Other	9	6
Nothing	18	12
Don't know	15	14

Contact with the council

Q19. Have you contacted Isle of Wight Council with an enquiry or about a problem in the last two to three months?

	2007	2008
	%	%
Yes – one query	18	16
Yes – two or more separate queries	4	6
No	78	77
Don't know	0	0

Q20. What was your [most recent USE IF TWO OR MORE QUERIES] enquiry about?

Base: All who contacted the council (2007:170, 2008:173)

	2007	2008
	%	%
Planning	11	13
Council tax payments	7	9
Road maintenance	13	8
Domestic waste/rubbish collections	7	7
Recycling service	4	7
Council housing	8	6
Residents parking/permit	8	5
Schools and education	8	5
Other parking issue	5	5
Commercial waste/rubbish collections	2	4
Anti-social behaviour	1	4
Environmental Health	5	3
Tree/hedge surgery	3	3
Noise	1	3
Disabled badges	0	3
Street cleaning/sweeping	1	2
Traffic congestion	3	1
Crime	N/A	1
Pest control	1	1
Home repairs/related issues	8	0
Libraries	1	0
Graffiti/Fly posting	N/A	0
Street lighting	1	0
Leisure services	1	0
Other (WRITE IN)	10	19
Can't remember/don't know	2	2

Q21. And can you tell me how you first got in touch with the council over this issue?

Base: All who contacted the council (2007:170, 2008:173)

	2007	2008
	%	%
Wrote a letter	10	4
Telephone	68	72
In person at a Council One Stop Shop	2	5
In person at a specific building or office	4	5
Via a councillor	3	2
Via council website (www.iwight.com)	3	2
Sent an email	7	9
Other (WRITE IN)	3	1
Don't know/can't remember	0	0

Q22. Was the first person you contacted at the Council able to give you the service or information you wanted?

Base: All who contacted the council (2007:170, 2008:173)

	2007	2008
	%	%
Yes	68	66
No	26	28
Neither/don't know	6	6

Q23. Were you satisfied or dissatisfied with the way the Council handled your enquiry? IF SATISFIED/DISSATISFIED: Is that very/fairly satisfied/dissatisfied?

Base: All who contacted the council (2007:170, 2008:173)

	2007	2008
	%	%
Very satisfied	39	37
Fairly satisfied	29	21
Neither satisfied nor dissatisfied	5	4
Fairly dissatisfied	9	11
Very dissatisfied	17	24
Don't know	1	3
Summary		
Satisfied	68	58
Dissatisfied	26	35
Net satisfied (+/-)	+42	+23

Information

Q24. How well do you think Isle of Wight Council keeps residents informed about...

	...the services and benefits it provides?			...its plans for the future of the Isle of Wight?		
	2006	2007	2008	2006	2007	2008
	%	%	%	%	%	%
Keep us very well informed	10	16	18	8	10	11
Keeps us fairly well informed	42	37	36	31	36	30
Gives us only a limited amount of information	24	26	23	26	28	25
Doesn't tell us much at all about what it does	19	16	19	27	17	23
Don't know	5	5	4	7	9	10
Summary:						
Informed	52	53	54	39	46	41
Not informed	43	42	42	53	45	48
Net informed (+/-)	+9	+11	+12	-14	+1	-7

Q24. Summary						
	...how to get involved in local decision making?		...whether they are delivering on their promises?		...how well they are performing?	
	2007 %	2008 %	2007 %	2008 %	2007 %	2008 %
Keep us very well informed	7	7	6	6	9	8
Keeps us fairly well informed	30	23	31	26	35	31
Gives us only a limited amount of information	29	23	25	23	25	23
Doesn't tell us much at all about what it does	24	33	22	31	19	26
Don't know	11	14	15	14	13	11
Summary:						
Informed	37	30	37	32	44	39
Not informed	53	56	47	54	44	49
Net informed (+/-)	-16	-28	-10	-22	+/-0	-10

Q25. Which, if any, of the following produced by Isle of Wight Council have you seen in the last six months or at all?	
	2008 %
One Island (the Council's magazine)	51
Council website (www.iow.gov.uk)	27
A-Z of services	24
Advertising	19
Events	18
Leaflets	12
Posters	11
Road shows	7
Other	10
None	25
Don't know	1

Q26. Have you had a copy of "One Island", the council's magazine, delivered through your door in the last six months or at all?		
	2007 %	2008 %
Yes, last six months	33	52
Yes, but over six months ago	3	1
No, never received it	53	37
Don't know/can't remember	11	9
Summary:		
Received	36	53
Not received	53	37
Net received (+/-)	-17	+16

Q27. To what extent, if at all, do you agree or disagree with the following about the "One Island" magazine?							
Base: All who have seen "One Island" (2007:290, 2008:442)		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
One Island is informative	2007	25	60	10	2	1	3
	2008	32	45	10	4	3	7
One Island has an appealing design and style	2007	24	53	10	5	1	6
	2008	27	42	13	5	3	9
One Island is distributed frequently enough (currently 6 times per year)	2007	22	54	7	8	4	4
	2008	37	35	9	9	2	8
One Island tells me what I need to know about council services	2007	15	58	9	8	3	7
	2008	22	42	12	9	5	11
One Island tell me what I need to know about council plans for the future of the island	2007	14	50	10	13	4	9
	2008	17	36	14	15	6	13

Q27. Summary				
Base: All who have seen "One Island" (2007:290, 2008:442)		Satisfied (%)	Dissatisfied (%)	Net satisfied (+/-)
One Island is informative	2007	85	3	+82
	2008	77	7	+70
One Island has an appealing design and style	2007	77	6	+71
	2008	69	8	+61
One Island is distributed frequently enough (currently 6 times per year)	2007	76	12	+64
	2008	72	11	+61
One Island tells me what I need to know about council services	2007	73	11	+62
	2008	64	14	+50
One Island tell me what I need to know about council plans for the future of the island	2007	64	17	+47
	2008	53	21	+32

Q28. One Island is also the name given by the Council to a range of policies to improve quality of life on the island. How much, if anything, do you feel you know about the Council's One Island programme of policies?		
	2007 %	2008 %
A great deal	3	1
A fair amount	9	7
Just a little	28	25
Heard of, but know nothing about	7	12
Nothing at all	51	52
Don't know	3	4
Great deal/fair amount	12	8
Just a little/heard of	35	37

Media

Q29. How often, if at all, do you read the Isle of Wight County Press?			
	2006 %	2007 %	2008 %
Every week	78	70	60
Once or twice a month	12	18	23
A couple of times a year	3	5	7
Never	7	6	9
Don't know	*	2	1

Q30. Overall, do you think that the Isle of Wight County Press has viewed Isle of Wight Council positively or negatively in the last few months? Base: All who have read the Isle of Wight County Press in the last month (2007:623, 2008:728)			
	2007 %	2008 %	
Positively	34	31	
Negatively	16	24	
Neither positively nor negatively	35	27	
Don't know	15	19	
Excluding 'Don't knows'			
Positively	40	38	
Negatively	19	29	
Neither positively nor negatively	41	33	
Pos/Neutral	81	71	

Q31. And do you think that the Isle of Wight County Press has treated the Isle of Wight Council fairly or unfairly in its reporting? Base: All who have read the Isle of Wight County Press in the last month (2007:623, 2008:728)			
	2007 %	2008 %	
Fair	59	56	
Unfair	6	7	
Neither fair nor unfair	19	16	
Don't know	16	21	

Q32. And, have you heard of the following Isle of Wight Council initiatives/projects?	
	2008 %
School re-organisation	66
Council organised events (e.g. Big Green Picnic, Walking Festival)	57
Eco Island	55
Inter-active speed signs	47
Anti-speed campaign	45
Money being awarded to improve Island roads	33
Plans for Tourism	29
Million Blooms	24
Older Persons Care	22
Island Plan (Planning framework)	19
None of these	9
Don't know/can't remember	2

Q33. Eco-Island is the Island's sustainable community strategy from 2008 to 2020. It sets out how the Island will become a thriving dynamic and confident community, in balance with its local environment. How much, if anything, do you feel you know about Eco-Island?	
	2008 %
A great deal	3
A fair amount	11
Just a little	34
Heard of, but know nothing about	15
Nothing at all	33
Don't know	4
Great deal/Fair amount	14

Q34. And how much, if anything, do you know about how to get involved in making the Eco-Island vision a reality?	
	2008 %
A great deal	2
A fair amount	6
Just a little	20
Heard of, but know nothing about	10
Nothing at all	54
Don't know	8
Great deal/Fair amount	8

Demographics

We would just like to know a little more about the type of people who have taken part in our survey.

QA. Gender			
	2006	2007	2008
	%	%	%
Male	47	46	47
Female	53	54	53

QB. Age			
	2006	2007	2008
	%	%	%
16-24	5	5	7
25-44	31	32	32
45-64	35	36	34
65+	29	22	24
Refused	0	5	0

QC. Are you			
	2006	2007	2008
	%	%	%
Working full-time (30+ hours)	38	38	38
Working part-time (8-29 hours)	15	17	15
Government training	N/A	N/A	0
Registered unemployed (Job seekers allowance)	1	1	1
Unemployed, not registered seeking work	1	2	3
Not working, not seeking work	1	2	2
Retired	39	32	32
At home/looking after family	3	4	5
Permanently sick/disabled	1	1	3
Full-time student	1	1	1
Other	1	1	1
Don't know	*	*	0

QD. Do you work on the Isle of Wight or the mainland?			
Base: All residents who are working full-time/part-time (212/439/373)	2006	2007	2008
	%	%	%
Isle of Wight	89	91	91
Mainland	7	5	6
Both	3	3	1
Work abroad	*	0	N/A
Don't know	1	1	2

QE1. Are you, or a member of your household, directly employed by the Isle of Wight Council?			
Base: All residents who are working full-time/part-time (212/439/373)	2006	2007	2008
	%	%	%
Yes	14	14	16
Yes other household member	N/A	N/A	7
No	86	86	78
Don't know	1	*	0

QE2. Is a member of your household directly employed by the Isle of Wight Council?			
Base: 2008: 431	2006	2007	2008
	%	%	%
Yes	8	5	2
No	91	95	97
Don't know	1	*	1

QF. Social grade		2008
		%
A		3
B		14
C1		30
C2		21
D		15
E		13

QG. Are there any children/young people under the age of 16 who live in your household?			
	2006	2007	2008
	%	%	%
Yes	30	30	29
Age: 2 or under	5	13	6
3-5	6	8	9
6-10	13	11	12
11-14	13	9	11
15-16	5	4	5
No	70	70	70

QH. Do you have any long-standing illness, disability or infirmity? (Long-standing means anything that has troubled you over a period or time or that is likely to affect you over a period of time)			
	2006	2007	2008
	%	%	%
Yes	22	19	21
No	77	81	79
Don't know	*	0	0

QI. Does this illness or disability limit your activity in any way?			
Base: All with an illness/disability/infirmity (89/154)	2006	2007	2008
	%	%	%
Yes	60	75	80
No	40	25	20
Don't know	0	0	0

QJ/K. Which town, village or area do you live in on the Isle of Wight?			
	2006 %	2007 %	2008 %
North			
Cowes	7	8	9
East Cowes	6	4	5
Newport	17	16	16
Wootton	2	3	2
East			
Bembridge	3	3	2
Brading	2	2	1
Ryde	21	17	22
Sandown	9	9	9
South			
Shanklin	9	7	6
St Lawrence	*	0	1
Ventnor	10	6	5
West			
Brighstone	1	1	1
Calbourne	*	1	0
Freshwater	6	5	4
Yarmouth	1	1	1
Other	8	17	14

QL. Which of the following best describes you?	
	2008 %
White	
British	94
Irish	1
Eastern European	1
Western European	1
Any other White background	0
Mixed	
White and Black Caribbean	0
White and Black African	0
White and Asian	0
Any other mixed background	0
Asian or Asian British	
Indian	0
Pakistani	0
Bangladeshi	0
Any other Asian background	0
Black or Black British	
Caribbean	0
African	0
Any other Black background	0
Other ethnic group	
Arab	0
Chinese	0
Any other background	0
Don't know	0
Refused	2

B: Definition of Occupational Groups

A (approximately 3% of the total GB population)	These are professional people, very senior managers in business or commerce or top-level civil servants. Retired people, previously grade A, and their widows.
B (approximately 20% of the total GB population)	Middle management executives in large organisations, with appropriate qualifications. Principle officers in local government and civil service. Top management or owners of small business concerns, educational and service establishments. Retired people, previously grade B, and their widows.
C1 (approximately 28% of the total GB population)	Junior management, owners of small establishments, and all others in non-manual positions. Jobs in this group have very varied responsibilities and educational requirements. Retired people, previously grade C1, and their widows.
C2 (approximately 21% of the total GB population)	All skilled manual workers, and those manual workers with responsibility for other people. Retired people, previously grade C2, with pensions from their job. Widows, if receiving pensions from their late husband's job.
D (approximately 18% of the total GB population)	All semi-skilled and un-skilled manual workers, and apprentices and trainees to skilled workers. Retired people, previously grade D, with pensions from their job. Widows, if receiving a pension from their late husband's job.
E (approximately 10% of the total GB population)	All those entirely dependant on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months (otherwise classify on previous occupation). Casual workers and those without a regular income. Only households without a Chief Income Earner will be coded in this group.

Taken from Occupation Groupings: A Job Dictionary, 5th ed, 2003