

Isle of Wight Council

Residents' Survey 2007

June 2007

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Introduction

The results of the survey are based on 800 interviews with Isle of Wight residents aged 16+. The survey was carried out by telephone between 19 April and 8 May 2007. 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 did not need to be weighted to the known profile of the Isle of Wight population as quotas were exactly met. 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.

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.

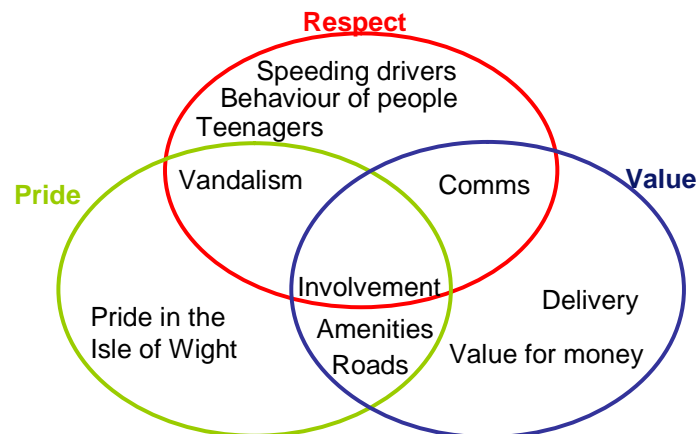
As the survey was conducted among a sample of Isle of Wight residents sampling tolerances apply and the findings are the findings are reliable to +/- 3%. That is if a finding for a certain group is 50% we can be 95% certain that the results for all residents is between 47% and 53%, but most likely will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

Where appropriate results are compared to findings from a survey conducted by QA Research. The survey was carried out by telephone among a sample of 400 Isle of Wight residents. Participants were chosen at random with quotas set by age, gender and work status. Data was weighted back to this profile. Fieldwork was carried out between 28 July and 10 August 2006.

Executive Summary

The key 'hot button' issues to be tackled from the 2006 survey were:

2006 Survey: IOW hot button issues



This fed into the One Island programme of change. Some issues, such as vandalism, behaviour of teenagers, amenities and roads still remain as issues to be dealt with but there have been noticeable improvements to the reputation of the Council since 2006. Advocacy, satisfaction, informed ratings and the perception of the island and the local area as a place to live have all improved. It is clear that expectations of the council have risen and that the council has to maintain the momentum and deliver.

Isle of Wight as a place to live

Although the proportion of those who think the Island has got better over the last three years as a place to live has stayed constant from 2006, the proportion who feel it has got worse has dropped by 6% (from 39% to 33%) and more people now feel that the Island will not change. Also in relation to their local area fewer residents think it is worse as a place to live than the past three years and less think it will get worse over the next three years.

Opinion of the Council

Opinion of the council has improved slightly since 2006. The proportion of advocates has increased by 2% and the number of critics has decreased by 8%. In 2006 for every one advocate, praising the council, three were critics. Now for every one advocate two residents are critics. This is an improvement but there is still work to do so that advocates outnumber critics.

Encouragingly there are now 10% more residents who feel satisfied with the way the council is running things, and 7% less who are dissatisfied.

The residents who are most positive about the council are generally aged over 65, retired and in lower social grades C2DE. Those who generally less satisfied with the council are working full time, aged between 25 and 64 and in higher social grades (ABC1). The council needs to consider why this is. It is likely that older and younger people have different expectations of the council, use different services, and have a different view of what it is like to live on the Island. This might be a good avenue to investigate further in terms of communication messages and improving service delivery.

Areas of improvement

The direction of travel is improving as satisfaction is up from 44% to 54% and critics are down from 47% to 39%. This is seen to be due to improved management style/trust, communications and consultation/involvement. More residents now feel the council works well with the police, local health services, voluntary groups and town and parish councils than they did in 2006.

Although residents feel better informed about plans for the future of the Island than they did in 2006, they feel about the same in relation to information about services and benefits provided. Ensuring residents are informed about the council and its services is a key challenge for the council. Residents who feel well informed about services are more likely to be advocates of the council and feel positive about it in all respects.

Around half of residents (47%) say they have heard of One Island programme and this is an excellent start for a programme less than a year old. The highest awareness and knowledge of the One Island policy is among those who have seen One Island magazine (72%), and advocates (60%). A third (36%) of residents have seen the recently launched Council's magazine 'One Island'. There is clear evidence therefore that improved communications, in particular about plans for the island, have helped to boost ratings of the council.

Challenges

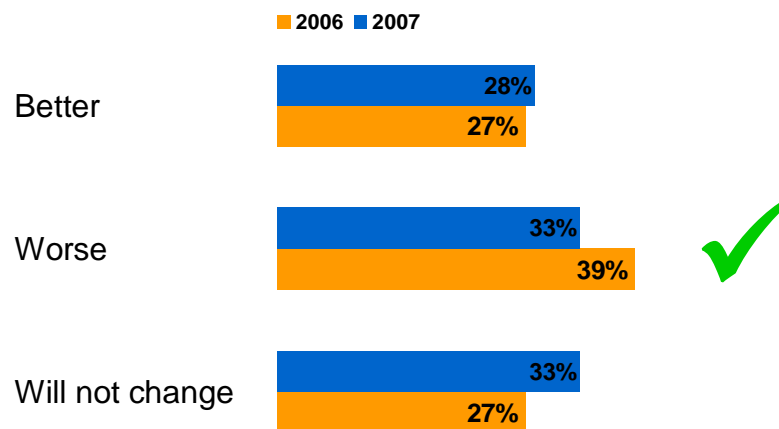
Communications can only go so far. When asked if the council can do better at delivering services, half of residents think it can do a lot better and this has remained constant from 2006. There have been some very encouraging results that have come out of this survey which show the council is starting to tackle the issues which are important to residents and therefore improve its reputation. However, there is still much work to be done and now that expectations have been raised the council must continue to meet these. The key challenge is delivery of service improvements.

Isle of Wight as a place to live

The Island

Although the proportion of those who think the Island has got better over the last three years as a place to live has stayed constant from 2006, the proportion who feel it has got worse has dropped by 6% (from 39% to 33%) and more people now feel that the Island will not change. This is also the case when residents are asked about the next three years, the proportion who think it will get worse has dropped by 3% (from 36% to 33%).

Isle of Wight – last three years



Question: On the whole, do you think that over the past three years the Isle of Wight has got better or worse as a place to live?

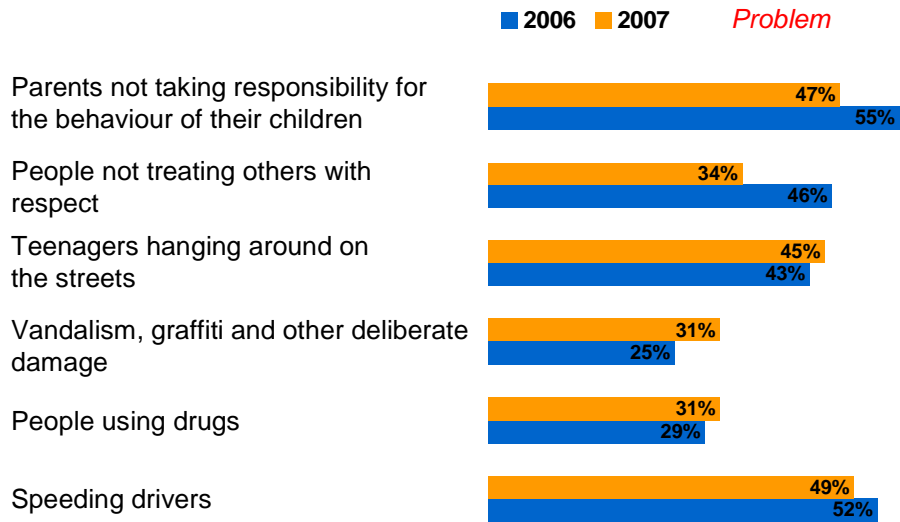
Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

The local area

Again in relation to local area fewer residents think it is worse as a place to live than the past three years and fewer think it will get worse over the next three years.

There have been a number of positive responses in relation to problems in the local area. Fewer residents now think people not treating others with respect, parents not taking responsibility for the behaviour of their children, noisy neighbours, vandalism and graffiti, and people using and dealing drugs is a problem. Although these are seen as less of a problem than in 2006 there are still a large proportion of residents who think these issues are a problem.

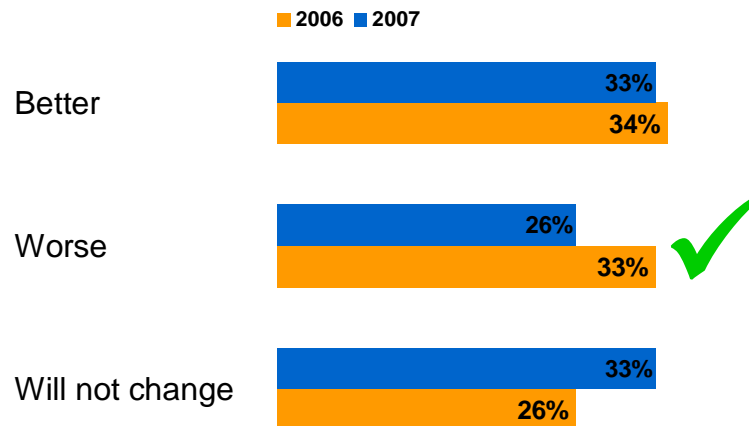
Problems in the local area



Question: How much of a problem, if at all, do you think the following are in your local area?
Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

The proportion of residents who are worried about being a victim of crime has remained stable from 2006, with three in ten feeling worried. Slightly more residents feel informed about what is being done to tackle anti-social behaviour in their local area than in 2006 (28% and 32%).

Local area – next three years

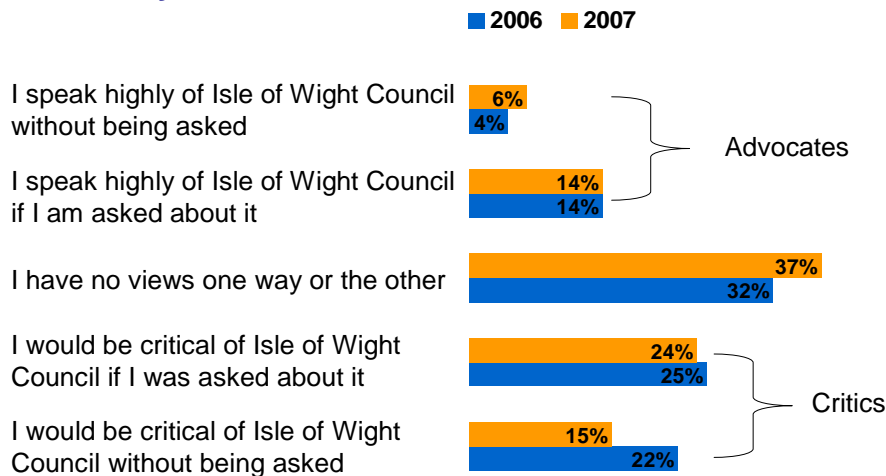


Question: And, do you think that over the next three years your local area will get better or worse as a place to live?
Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

Opinion of the Council

Opinion of the council has improved slightly since 2006. The proportion of advocates has increased by 2% and the number of critics has decreased by 8%. Those who say they are neither advocates nor critics has increased by 5%, some of these people may have been critics in 2006. Now for every one advocate two residents are critics. This is an improvement but there is still work to do so that advocates outnumber critics.

Advocacy



Question: Which one of these statements comes closest to how you feel about Isle of Wight Council as a whole?

Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

Break down by gender, age, work status and social grade:

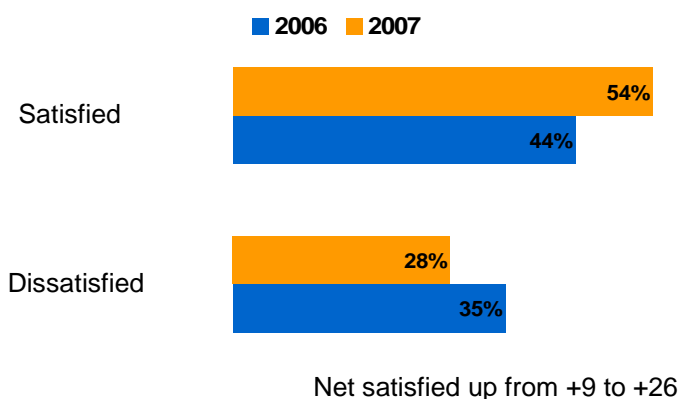
Which one of the following comes closest to how you feel about Isle of Wight Council?			
Base: 800			
	Advocate (%)	Critic (%)	Net advocate (%)
Overall	20	39	-19
Male	21	39	-18
Female	19	38	-19
16 -24	17	38	-21
25-44	15	44	-28
45-64	20	40	-20
65+	30	29	1
Working full time	15	44	-29
Retired	29	30	-2
Other	17	41	-25
ABC1 ¹	18	45	-27
C2DE	22	35	-13

The groups most likely to be advocates are retired people and over 65. Critics are most likely to be working full time, aged between 25 and 64 and in social grades ABC1.

¹ Definition of occupational groups in appendix B.

Satisfaction with the council has also improved. Encouragingly there are now 10% more residents who feel satisfied with the way the council is running things, and 7% less who are dissatisfied. A realistic target for the council to aim at is 60% of residents satisfied with around 20% dissatisfied.

Satisfaction with the Council



Question: Taking everything into account, how satisfied or dissatisfied are you with the way Isle of Wight Council runs things?

Source: 800 Isle of Wight residents aged 16+ , 19 April to 8 May 2007(Infocorp)

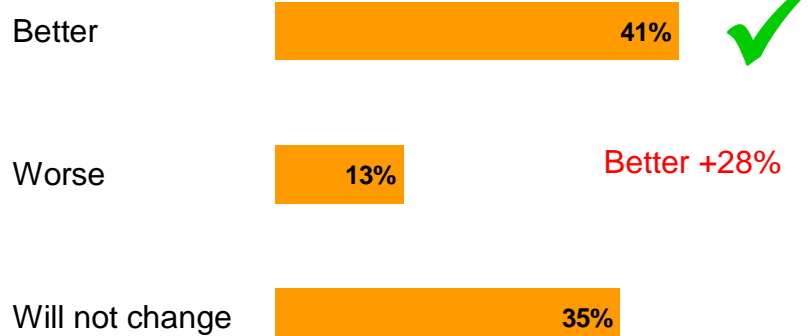
Break down by gender, age, work status and social grade:

Taking everything into account, how satisfied or dissatisfied are you with the way Isle of Wight Council runs things?			
Base: 800			
	Satisfied (%)	Dissatisfied (%)	Net satisfied (%)
Overall	54	28	+26
Male	52	30	+22
Female	56	25	+31
16 -24	40	26	+14
25-44	52	32	+20
45-64	54	29	+25
65+	62	20	+42
Working full time	45	35	+10
Retired	63	20	+43
Other	56	26	+30
ABC1	50	34	+16
C2DE	57	23	+34

Residents who are aged over 65 and those who are retired are more likely to be satisfied with the council than those in younger age groups or working full time.

Around a third of residents (30%) think Isle of Wight services have got better over the last 12 months, half think they have not changed. However, they are more positive about the future with two in five (41%) saying they think they will get better.

Pride – Raising Expectations – next 12 months?



Question: And, do you think that Isle of Wight Council services will get better or worse over the next 12 months?

Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

Break down by gender, age, work status and social grade:

And, do you think Isle of Wight Council services will get better or worse over the next 12 months?			
Base: 800			
	Better (%)	Worse (%)	Won't change (%)
Overall	41	13	35
Male	37	15	39
Female	45	11	32
16 -24	52	5	33
25-44	40	17	36
45-64	42	13	35
65+	39	9	34
Working full time	38	16	39
Retired	42	10	30
Other	45	11	35
ABC1	40	15	38
C2DE	42	11	33

Women and residents aged between 16 and 24 are more likely to feel optimistic about the next 12 months in relation to council services than other groups.

Trust in the council has grown by 5% since 2006 and those who do not trust it have fallen by 10%.

Trust in the Council

I trust Isle of Wight Council as an organisation

■ 2006 ■ 2007



Question: 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?

Source: 800 Isle of Wight residents aged 16+ , 19 April to 8 May 2007(Infocorp)

Break down by gender, age, work status and social grade:

Here are some things that people have said about Isle of Wight Council. To what extent do you agree or disagree with the following? I trust Isle of Wight Council as an organisation.

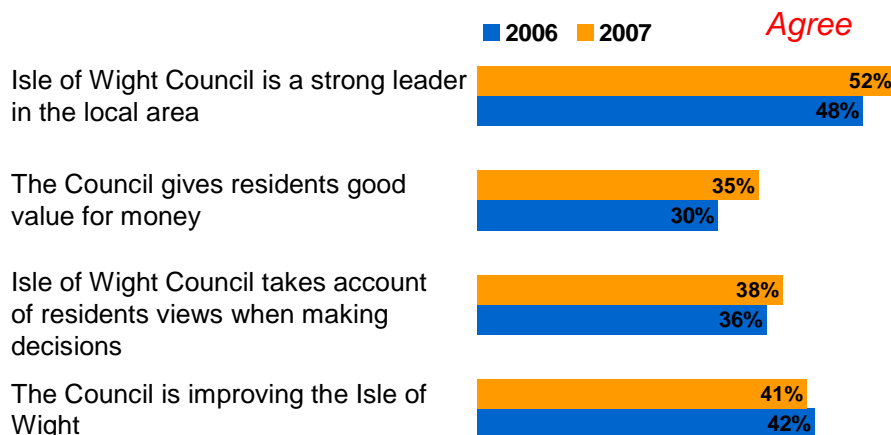
Base: 800

	Agree (%)	Disagree (%)	Net agree (%)
Overall	44	32	+12
Male	39	35	+4
Female	49	30	+19
16 -24	52	19	+33
25-44	38	37	+1
45-64	45	37	+8
65+	51	22	+31
Working full time	38	38	+/-0
Retired	53	22	+31
Other	43	36	+7
ABC1	42	38	+4
C2DE	46	28	+18

Half of female residents (49%) trust the council whereas two in five male residents do (39%). Also half of those aged between 16 and 24 and over 65 trust the council.

Again, opinion in relation to how the council is giving value for money and that it is a strong leader in the area, has seen increases.

Opinion of the Council



Question: 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?

Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

Resident's views

There is little difference in opinion about resident's views being considered between demographic groups.

Break down by advocacy, satisfaction, informed rating and contact with the council:

Here are some things that people have said about Isle of Wight Council. To what extent do you agree or disagree with the following? Isle of Wight Council takes account of resident's views when making decisions.			
Base: 800			
	Agree (%)	Disagree (%)	Net agree (%)
Overall	35	37	-2
Advocate	68	14	+54
Critic	20	57	-37
Satisfied	48	24	+24
Dissatisfied	15	65	-50
Informed	47	27	+20
Uninformed	21	50	-29
Contacted the council	32	48	-16
Not contacted the council	36	34	+2

However, those who are advocates, satisfied with the council and feel informed about services are more likely to agree residents views are taken into account. Whether residents have contacted the council has little effect on their views about decision making.

Value for money

Break down by gender, age, work status and social grade:

Here are some things that people have said about Isle of Wight Council. To what extent do you agree or disagree with the following? The Council gives residents good value for money.			
Base: 800			
	Agree (%)	Disagree (%)	Net agree (%)
Overall	38	37	+1
Male	38	37	+1
Female	38	36	+2
16 -24	33	36	-3
25-44	30	44	-14
45-64	41	38	+3
65+	47	26	+21
Working full time	32	42	-10
Retired	46	28	+18
Other	37	39	-2
ABC1	37	41	-4
C2DE	39	34	+5

The opinion about value for money varies quite significantly according to age and work status. Those aged over 45 are more likely to agree the council gives good value for money, this is also true of those who are retired rather than working full time.

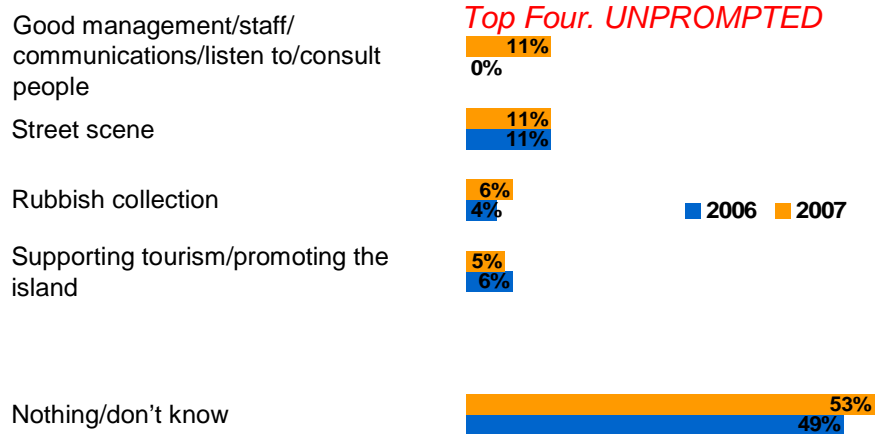
Again, those who are advocates, satisfied with the council and feel informed about services are more likely to think they get good value for money from the council.

Areas of improvement

The direction of travel is improving as satisfaction is up from 44% to 54% and critics are down from 47% to 39%. This is mainly due to improved management style/trust, communications and consultation/involvement.

The top four mentions when asked about key strengths were as follows:

Improving reputation



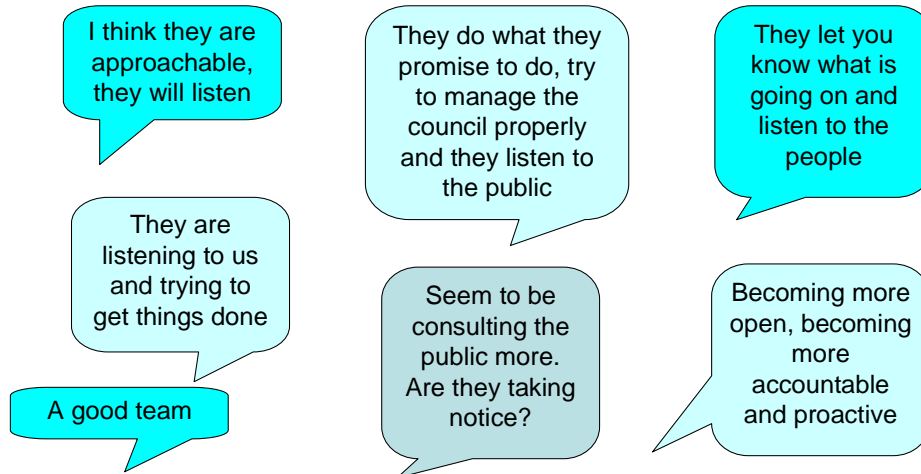
Question: What two or three things do you think are the key strengths of Isle of Wight Council?
UNPROMPTED
Source: 800 Isle of Wight residents aged 16+ , 19 April to 8 May 2007 (Infocorp)

These answers are unprompted and in 2006 no residents said good management/staff /communications were a strength but now one in ten residents feels this is. However the council must be careful how it communicates this as most people still think the council could improve a lot.

Demographics has little effect on opinion about good management/staff /communications but when looking at other factors there is a definite link. Advocates, those who think they have influence in decision making, those who are satisfied with the council and agree that their views are taken into account are more likely to list this as a strength.

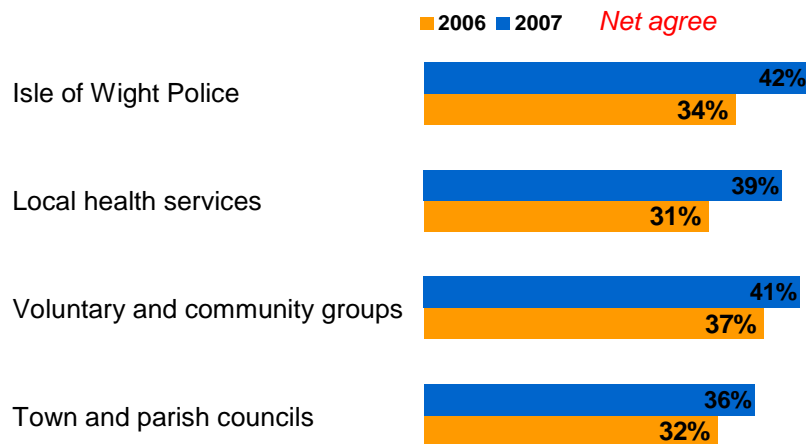
Some of the verbatim comments given about strengths of the council can be seen below:

Verbatim comments



More residents now feel the council works well with the police, local health services, voluntary groups and town and parish councils than they did in 2006:

The council works well with...

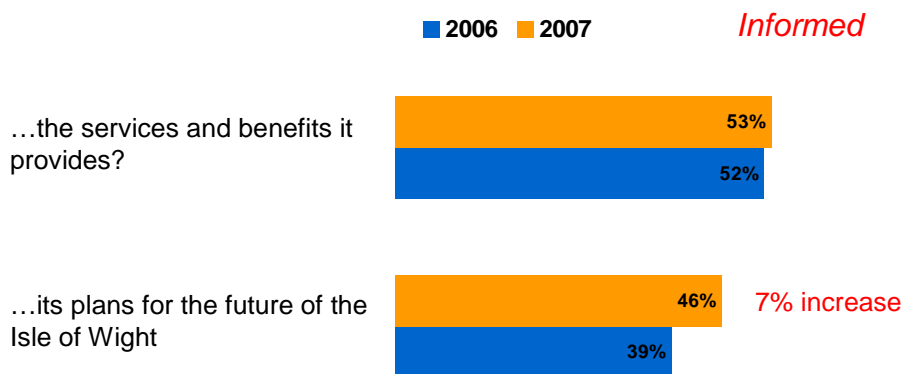


Question: To what extent do you agree or disagree that Isle of Wight Council works well with...?
Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

Information

Residents feel better informed about plans for the future of the Island than they did in 2006, but feel about the same in relation to information about services and benefits provided:

Information



Question: How well do you think Isle of Wight Council keeps residents informed about...
Source: 800 Isle of Wight residents aged 16+ , 19 April to 8 May 2007(Infocorp)

Around a half of residents say they do not feel well informed about how to get involved in local decision making, whether they are delivering on their promises or how well they are performing.

Break down by gender, age, work status and social grade:

How well do you think Isle of Wight Council keeps residents informed about... the services and benefits it provides?			
Base: 800			
	Informed (%)	Uninformed (%)	Net informed (%)
Overall	53	42	+11
Male	52	44	+12
Female	54	40	+14
16 -24	48	48	+/-0
25-44	44	51	-7
45-64	60	37	+23
65+	54	38	+16
Working full time	48	48	+/-0
Retired	59	34	+25
Other	53	42	+11
ABC1	52	45	+7
C2DE	54	40	+14

Those aged over 45 and those who are retired are more likely to feel informed about the services and benefits provided by the Council. Those aged 25 to 44 say they feel least well informed.

Break down by advocacy, satisfaction, views taken into account and receipt of 'One Island' magazine:

How well do you think Isle of Wight Council keeps residents informed about... the services and benefits it provides?			
Base: 800			
	Informed (%)	Uninformed (%)	Net informed (%)
Overall	53	42	+11
Advocate	76	18	+58
Critic	43	53	-10
Satisfied	63	32	+31
Dissatisfied	40	56	-16
Takes account of views	72	25	+47
Doesn't take account of views	39	56	-17
Received 'One Island'	70	27	+43
Not received 'One Island'	41	53	-12

Residents who are satisfied with the council, advocates, those who feel they have influence on decision making, are more likely to feel informed about services and benefits.

One Island policy

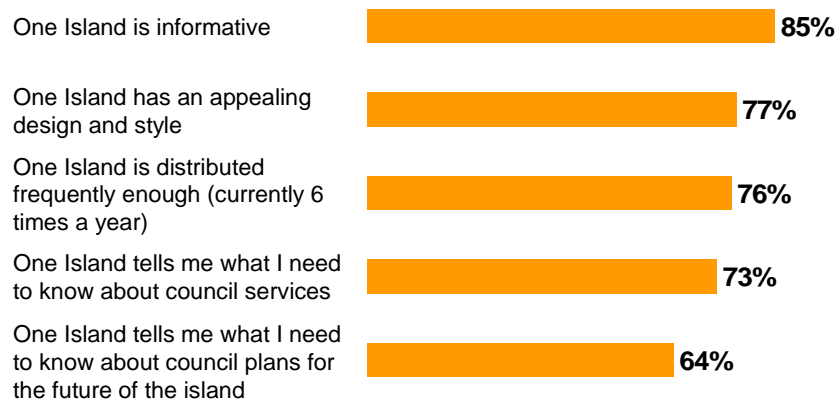
Around half of residents (47%) say they have heard of One Island. This is made up of 3% who know a great deal, 9% know a fair amount, 28% know just a little, 7% have heard of it, but know nothing about it.

The highest awareness and knowledge of the One Island policy is among those who have seen One Island magazine (72%), advocates (60%) and those who say the council takes account of their views (56%).

One Island magazine

Around a third (36%) of residents have seen the One Island magazine and these residents are very positive in their views of it.

Rating One Island magazine



Question: To what extent, if at all, do you agree or disagree with the following about the "One Island" magazine?

Source: 290 Isle of Wight residents aged 16+ who have seen the magazine, 19 April to 8 May 2007 (Infocorp)

As this table shows, those who have received One Island magazine feel better informed about plans for the future than those who have not received it.

Informed about plans for the future?	Received One Island (%)	Not received One Island (%)
Very well informed	15	7
Fairly well informed	44	30
Gives us a limited amount of information	25	32
Doesn't tell us much at all about what it does	11	21

Ensuring residents are informed about the council and its services is a key challenge for the council. Residents who feel well informed about services are more likely to be advocates of the council and feel positive about it in all respects.

Information is vital – Service and benefits

	Overall (%)	Informed (%)	Uninformed (%)
Satisfaction	54	64	42
Advocacy	20	29	9
Council does a good job	30	37	21

Question: How well do you think Isle of Wight Council keeps residents informed about... the services and benefits it provides?

Source: 800 Isle of Wight residents aged 16+ , 19 April to 8 May 2007 (Infocorp)

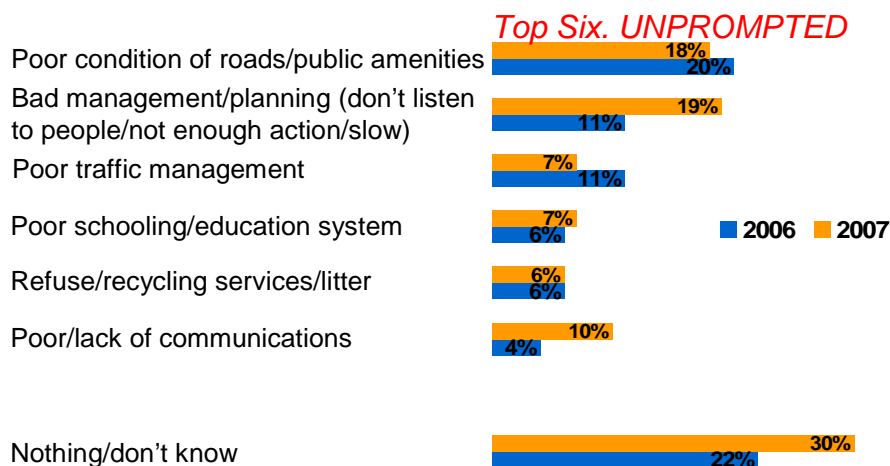
Challenges

Although perceptions of the council as an organisation have improved, when asked if the council can do better at delivering services, half of residents think it can do a lot better and this has remained constant from 2006:

How much better can Isle of Wight Council get at delivering services?				
	A lot better	A little better	No better – it is already good	Good as it can be
2006	47	38	3	6
2007	46	41	4	5

The top six weaknesses which residents think the council has are:

Weaknesses



Question: What two or three things do you think are the key weaknesses of Isle of Wight Council?
UNPROMPTED
Source: 800 Isle of Wight residents aged 16+, 19 April to 8 May 2007 (Infocorp)

These have remained reasonably constant from 2006 but more residents think bad management/planning and lack of communications is a problem now.

Demographics has little effect on opinion about poor management/staff /communications but when looking at other factors there is a definite link. Critics, those who are dissatisfied with the council and do not think their views are taken into account are more likely to list this as a weakness.

Contacting the Council

One in five residents have contacted the council in the last two to three months. The most common enquiries related to road maintenance and planning. Two thirds got in contact with the council via telephone and two thirds who had contact said the first person they spoke to was able to give them the information they needed. Two thirds of those who contacted the council were satisfied with the handling of their enquiry.

Despite these seemingly positive results, those who have contacted the council are still more dissatisfied with many aspects of the council than those who have not contacted it. Also, although the actual the process of complaining might be satisfactory the outcome may not be.

Appendices

A: Questionnaire and full findings

The results of the survey are based on 800 interviews with Isle of Wight residents aged 16+. The survey was carried out by telephone between 19 April and 8 May 2007. 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 did not need to be weighted to the known profile of the Isle of Wight population as quotas were exactly met. 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.

Where appropriate results are compared to findings from a survey conducted by QA Research. The survey was carried out by telephone among a sample of 400 Isle of Wight residents. Participants were chosen at random with quotas set by age, gender and work status. Data was weighted back to this profile. Fieldwork was carried out between 28 July and 10 August 2006.

Isle of Wight

Q1. To what extent, if at all, do you agree or disagree with the following statements about the Isle of Wight? SINGLE CODE. RANDOMISE ORDER							
		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
It is a good place to work (%)	2006	9	35	13	26	5	12
	2007	11	44	13	22	5	5
It is a good place to have a holiday (%)	2006	46	46	2	3	1	2
	2007	36	56	3	3	1	2
It has a good reputation (%)	2006	26	58	7	5	*	4
	2007	24	61	8	5	0	3
It is a good place to invest in (%)	2006	13	41	11	16	1	17
	2007	15	50	11	11	2	11

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

Q2. On the whole, do you think that over the past three years the Isle of Wight has got better or worse as a place to live? SINGLE CODE ONLY.		
	2006 %	2007
Better	27	28
Worse	39	33
Has not changed much	27	33
Have lived here less than three years	5	3
Don't know	2	3
Summary: Net Better (+/-)	-12	-5

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

Local Area

READ OUT: Moving on to thinking about your local area

Q4. On the whole, do you think that over the past three years your local area has got better or worse? SINGLE CODE ONLY.

	2006 %	2007 %
Better	27	25
Worse	37	29
Has not change much	29	40
Have lived here less than three years	7	5
Don't know	1	1
Summary: Net Better (+/-)	-10	-4

Q5. And do you think that over the next three years your local area will get better or worse as a place to live? SINGLE CODE ONLY

	2006 %	2007 %
Better	34	33
Worse	33	26
Will not change much	26	33
Don't know	7	9
Summary: Net Better (+/-)	+1	+7

Q6. How much of a problem, if at all, do you think the following are in your local area? SINGLE CODE ONLY. READ OUT OPTIONS. RANDOMISE ORDER.		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
People not treating other people with respect and consideration (%)	2006	16	30	23	31	1
	2007	12	22	22	43	2
Noisy neighbours or loud parties (%)	2006	6	9	17	68	*
	2007	2	6	21	71	1
Teenagers hanging around on the streets (%)	2006	23	20	24	32	2
	2007	20	25	20	33	2
Rubbish and litter lying around (%)	2006	13	16	24	47	*
	2007	10	21	30	40	*
People being drunk or rowdy in public spaces (%)	2006	10	18	23	46	4
	2007	12	17	26	42	3
Abandoned or burnt out cars (%)	2006	2	3	17	78	1
	2007	1	4	18	75	3
Vandalism, graffiti and other deliberate damage to property or vehicles (%)	2006	8	17	30	44	1
	2007	10	21	28	41	1
People using drugs (%)	2006	14	15	17	40	14
	2007	12	19	15	36	18
People dealing drugs (%)	2006	14	10	15	44	17
	2007	11	16	15	39	19
Speeding drivers (%)	2006	24	28	22	24	1
	2007	19	30	23	27	2
Dog mess (%)	2006	17	18	24	40	*
	2007	13	22	27	38	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
People not treating other people with respect and consideration (%)	2006	46	54	-8
	2007	34	65	-31
Noisy neighbours or loud parties (%)	2006	15	85	-70
	2007	8	92	-84
Teenagers hanging around on the streets (%)	2006	43	56	-13
	2007	45	53	-8
Rubbish and litter lying around (%)	2006	29	71	-42
	2007	31	70	-39
People being drunk or rowdy in public spaces (%)	2006	28	69	-41
	2007	29	68	-39
Abandoned or burnt out cars (%)	2006	5	95	-90
	2007	5	93	-88
Vandalism, graffiti and other deliberate damage to property or vehicles (%)	2006	25	74	-49
	2007	31	69	-38
People using drugs (%)	2006	29	57	-28
	2007	31	51	-20
People dealing drugs (%)	2006	24	59	-35
	2007	27	54	-27
Speeding drivers (%)	2006	52	46	6
	2007	49	50	-1
Dog mess (%)	2006	35	64	-29
	2007	35	65	-30

Q7. Thinking about all types of crime in general, how worried are you about becoming a victim of crime? SINGLE CODE ONLY. READ OUT OPTIONS		
	2006	2007
	%	%
Very worried	5	4
Fairly worried	25	25
Not very worried	39	42
Not at all worried	30	28
Don't know	*	1
Summary:		
Worried	30	29
Not worried	69	70
Net worried (+/-)	-39	-41

Q8. How much, if anything, do you feel you know about what is being done in your local area to tackle anti-social behaviour? SINGLE CODE ONLY. READ OUT OPTIONS.		
	2006	2007
	%	%
A great deal	6	7
A fair amount	22	25
Just a little	20	34
Heard of, but know nothing about	13	8
Nothing at all	35	23
Don't know	4	4
Summary:		
A great deal/fair amount (Informed)	28	32
Just a little/heard of/nothing at all (Uninformed)	68	65
Net Informed (+/-)	-40	-33

Q9. To what extent do you agree or disagree that your local neighbourhood is a place where people from different backgrounds get on well together? SINGLE CODE ONLY		
	2006	2007
	%	%
Definitely agree	29	26
Tend to agree	42	46
Tend to disagree	4	4
Definitely disagree	2	2
Don't know	8	7
Too few people in local area	2	4
All same backgrounds	14	10
Summary:		
Agree	71	72
Disagree	6	6
Net agree (+/-)	+65	+66

Q10. To what extent, if at all, do you think you can influence decisions affecting your area? SINGLE CODE. READ OUT OPTIONS. RANDOMISE ORDER.		
	2006	2007
	%	%
A great deal	4	4
A fair amount	22	19
Not very much	21	25
Very little	23	24
Not at all	23	23
Don't know	7	6
Summary:		
A great deal/fair amount (Influence)	26	23
Not very much/very little/not at all (Not influence)	67	72
Net Influence (+/-)	-41	-49

Q11. Over the last twelve months how often, if at all, have you undertaken a formal volunteering role, for example working in a charity shop or as a school governor? SINGLE CODE ONLY.		
	2006	2007
	%	%
At least four hours a week	13	9
At least two hours a week	8	4
Less than two hours a week	8	7
Never	71	80
Don't know	0	0
Summary:		
Any volunteering	29	20

Isle of Wight Council

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

Q12. Which one of the following comes closest to how you feel about Isle of Wight Council? SINGLE CODE. ROTATE ORDER		
	2006	2007
	%	%
I would speak highly of Isle of Wight Council without being asked (1)	4	6
I would speak highly of Isle of Wight Council if I was asked about it (2)	14	14
I have no views one way or the other (3)	32	37
I would be critical of Isle of Wight Council if I was asked about it (4)	25	24
I would be critical of Isle of Wight Council without being asked (5)	22	15
Don't know	3	4
Summary		
Advocate (1+2)	18	20
Critic (4+5)	47	39
Net advocate (+/-)	-29	-19

Q13. Taking everything into account, how satisfied or dissatisfied are you with the way Isle of Wight Council runs things? SINGLE CODE ONLY		
	2006	2007
	%	%
Very satisfied	4	6
Fairly satisfied	40	48
Neither satisfied nor dissatisfied	18	17
Fairly dissatisfied	25	19
Very dissatisfied	10	9
Don't know	2	2
Summary		
Satisfied	44	54
Dissatisfied	35	28
Net satisfied (+/-)	+9	+26

Q14. What two or three things do you think are the key strengths of Isle of Wight Council? UNPROMPTED. COLLECT VERBATIM		
<u>Coded verbatim answers</u>	2006 %	2007 %
Good management/staff/communication/listen to/consult people	-	11
Clean/keep things clean – streets/beaches	Street scene (11)	6
Maintenance of public/open spaces/gardens		3
Road/highway maintenance		2
Supporting tourism/promoting the island	6	5
Good public facilities/services/social services	5	3
Good/Free public transport	4	4
Parking/Traffic management	4	3
Rubbish collection	4	6
Good communication with the public	3	-
Recycling/Environmental issues	3	4
Low council tax	2	3
Assisting/Organising events	2	-
Local Policing/more police around	2	3
Education/schools	1	4
Consider the elderly/older people/disabled	-	2
Good for children/facilities for kids	-	1
Budgets/control of spending	-	2
Planning/development/investment	6	-
Housing/building affordable housing/improving council houses	-	1
Assisting/organising events/festivals	-	1
Other	11	8
Nothing – no strengths	49	23
Don't know		30

Q15. What two or three things do you think are the key weaknesses of Isle of Wight Council? UNPROMPTED. COLLECT VERBATIM		
	2006	2007
<u>Coded verbatim answers</u>	%	
Poor condition of roads/public amenities	20	18
Bad management/planning (don't listen to people/not enough action/slow)	11	19
Poor traffic management	11	7
Poor/lack of communication	10	4
Poor schooling/education system	6	7
Refuse/recycling services/litter	6	6
Poor housing planning/not enough affordable/council housing	5	3
Poor policing	5	4
Too much building development	5	4
Council tax too high	4	2
Poor public services	3	4
Unsupporting of tourism industry	3	1
Teenagers hanging around on the streets/anti-social behaviour	-	3
Not enough for young people to do/not enough facilities	-	5
Not helping the environment/green issues	-	1
Dog mess	-	1
Ferry transport is too expensive	-	4
Public transport is too expensive	-	1
Travel/transport/more buses/ferries	-	2
Lack of parking	-	3
Car parking is too expensive	-	2
Too many councillors/councillors are old	-	2
Staff/councillor wages are too high	-	1
Underfunding/lack of funds/resources	-	1
Don't do enough for local people/just for visitors	-	2
Creating jobs/seasonal work/lots of unemployment	-	1
Corruption/they're corrupt/too easily bought	-	1
Other	12	9
Nothing	22	11
Don't know		19

Q16. 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? SINGLE CODE. RANDOMISE ORDER		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
The Council gives residents good value for money (%)	2006	2	34	13	32	14	5
	2007	3	35	19	27	9	6
I trust Isle of Wight Council as an organisation (%)	2006	3	37	13	31	11	5
	2007	5	40	18	24	8	6
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
The Council is improving the Isle of Wight (%)	2006	4	44	15	23	8	5
	2007	5	47	19	17	6	6

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
The Council gives residents good value for money (%)	2006	36	46	-10
	2007	38	36	+2
I trust Isle of Wight Council as an organisation (%)	2006	40	42	-2
	2007	45	32	+13
Isle of Wight Council takes account of residents' views when making decisions (%)	2006	30	50	-20
	2007	35	37	-2
The Council is improving the Isle of Wight (%)	2006	48	31	+17
	2007	52	23	+29

Q17. How much better do you think Isle of Wight Council can get at delivering services...? SINGLE CODE ONLY		
	2006	2007
	%	%
A lot better	47	46
A little better	38	41
No better - it is already good	3	4
Good as it can be	6	5
Don't know	5	4
Summary:		
Better	85	87
No better	9	9
Net better (+/-)	+76	+78

Q18. The government rates all Councils on a scale from 0 to 4 stars. How many stars do you think the government gave Isle of Wight Council? SINGLE CODE ONLY		
	2006	2007
	%	%
4	3	5
3	33	30
2	46	41
1	9	9
0	2	2
Don't know	7	13
Report note: Isle of Wight Council is a two star authority		

Q19. To what extent do you agree or disagree that Isle of Wight Council works well with...? SINGLE CODE ONLY. RANDOMISE ORDER							
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
Isle of Wight Police (%)	2006	9	38	5	10	3	35
	2007	10	43	11	8	3	24
Local health services (%)	2006	8	39	5	12	4	33
	2007	9	43	12	10	3	24
Voluntary and community groups (%)	2006	5	42	7	8	2	35
	2007	7	42	12	7	1	31
Town and parish councils (%)	2006	5	41	5	12	2	35
	2007	7	39	12	8	2	32

Summary				
		Agree	Disagree	Net Agree (+/-)
		%	%	%
Isle of Wight Police (%)	2006	47	13	+34
	2007	53	11	+42
Local health services (%)	2006	47	16	+31
	2007	52	13	+39
Voluntary and community groups (%)	2006	47	10	+37
	2007	49	8	+41
Town and parish councils (%)	2006	46	14	+32
	2007	46	10	+36

Q20. On the whole, do you think that Isle of Wight Council services have got better or worse over the last 12 months? SINGLE CODE ONLY	
	%
Better	30
Worse	14
Has not changed	49
Have lived here less than 12 months	1
Don't know	7
Summary:	
Net better (+/-)	+16

Q21. And do you think that Isle of Wight Council services will get better or worse over the last 12 months? SINGLE CODE ONLY	
	%
Better	41
Worse	13
Will not changed	35
Don't know	11
Summary:	
Net better (+/-)	+28

Q22. What, if anything, should Isle of Wight Council do to improve the services it provides to you personally? RECORD VERBATIM	
	%
Road maintenance	13
Rubbish collection/litter lying around	6
Reduce council tax	6
Listen to/consult people	6
Better communications/keep people informed	6
More police on streets/tackle crime	5
More facilities for young people/things for them to do	4
Look into the education system/schools	4
Recycling	4
Better public services/facilities	4
Street cleaning	3
Better parking/more spaces	3
Reduce cost of ferry	3
Better public transport/more buses/trains	3
Tackle anti-social behaviour	2
Teenagers hanging around on the streets	2
More help for the disabled	2
Dog mess	2
Traffic congestion	2
Reduce cost of car parking	2
Reduce cost of public transport	2
Meet the people face-to-face/be more approachable	2
Take more notice of local problems/issues/what can be improved	2
Provide better/more affordable housing/more/better council housing	2
Speeding drivers	1
More help/services for the elderly	1
Too much building development/improve building control	1
Better financial planning/explain what money is spent on	1
Other	9
Nothing	18
Don't know	15

Information

Q23. How well do you think Isle of Wight Council keeps residents informed about... SINGLE CODE ONLY

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

Q23. How well do you think Isle of Wight Council keeps residents informed about... SINGLE CODE ONLY

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

Q24. How interested, if at all are you in receiving more information from Isle of Wight Council about...? SINGLE CODE ONLY.					
	Very interested %	Fairly interested %	Fairly uninterested %	Very uninterested %	Don't know %
...the services and benefits it provides	28	45	15	10	2
...its plans for the future of the Isle of Wight	37	44	11	6	2
...how to get involved in local decision making	26	40	20	12	3
...whether they are delivering on their promises	30	44	13	10	3
...how well they are performing	31	43	13	10	3

Q24. How interested, if at all are you in receiving more information from Isle of Wight Council about...? SINGLE CODE ONLY.			
	Interested %	Not interested %	Net interested +/-
...the services and benefits it provides	73	25	+48
...its plans for the future of the Isle of Wight	81	17	+64
...how to get involved in local decision making	66	32	+34
...whether they are delivering on their promises	74	23	+51
...how well they are performing	74	23	+51

Q25. Have you had a copy of "One Island", the council's magazine, delivered through your door in the last six months or at all? SINGLE CODE ONLY	
	%
Yes, last six months	33
Yes, but over six months ago	3
No, never received it	53
Don't know/can't remember	11
Summary:	
Received	36
Not received	53
Net received (+/-)	-17

Q26. To what extent, if at all, do you agree or disagree with the following about the "One Island" magazine? SINGLE CODE ONLY.						
Base: All who have seen "One Island" (290)	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
One Island is informative	25	60	10	2	1	3
One Island has an appealing design and style	24	53	10	5	1	6
One Island is distributed frequently enough (currently 6 times per year)	22	54	7	8	4	4
One Island tells me what I need to know about council services	15	58	9	8	3	7
One Island tell me what I need to know about council plans for the future of the island	14	50	10	13	4	9

Q26. To what extent, if at all, do you agree or disagree with the following about the "One Island" magazine? SINGLE CODE ONLY.

Base: All who have seen "One Island" (290)	Satisfied (%)	Dissatisfied (%)	Net satisfied (+/-)
One Island is informative	85	3	+82
One Island has an appealing design and style	77	6	+71
One Island is distributed frequently enough (currently 6 times per year)	76	12	+64
One Island tells me what I need to know about council services	73	11	+62
One Island tell me what I need to know about council plans for the future of the island	64	17	+47

Q27. And thinking about the Isle of Wight Council's magazine, One Island, to what extent do you read it? SINGLE CODE

Base: All who have seen "One Island" (290)

	%
Read it thoroughly	37
Read selected articles	39
Glance at it	19
Never read it	3
Don't know/not sure	2

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? SINGLE CODE

	%
A great deal	3
A fair amount	9
Just a little	28
Heard of, but know nothing about	7
Nothing at all	51
Don't know	3

Q29. Thinking back can you remember any of the ideas and policies that the Isle of Wight Council has announced over the last 12 months? MULTICODE OK. DO NOT PROMPT	
	%
Changing 14-19 education provision/schools reorganisation	8
Parking schemes/permits	3
Transport/travel improvements	3
Education/schools (unspecified)	2
Road improvements	2
Free homecare for over 80s	1
Low cost homes for Island people	1
Pan Estate development/regeneration	1
Raising standards in Island schools	1
More things for young people to do	1
Free parking for electric vehicles	1
Improve public conveniences	1
Improve street furniture and environment	1
Reduce number of speeding drivers	1
Tackle dog fouling	1
One Council/improved council organisation	1
Joining up public services across the Island	1
Improved care for vulnerable young people	*
Improved care for vulnerable older people	*
1 million blooms/more flowers	*
Island Games	*
Council boundary review	*
One Island programme	*
Improving customer care/contact with residents	*
More powers for town & parish councils	*
Joining up work with the voluntary sector	*
Free swims for young people	0
SMS/text messaging bus information	0
New Town Centre managers	0
Other	8
None	55
Don't know	18

Q30. Have you contacted Isle of Wight Council with an enquiry or about a problem in the last two to three months? SINGLE CODE ONLY?	
	%
Yes – one query	18
Yes – two or more separate queries	4
No	78
Don't know	0

Q31. What was your [most recent USE IF TWO OR MORE QUERIES] enquiry about? MULTICODE OK Base: All who contacted the council (170)	
	%
Road maintenance	13
Planning	11
Council housing	8
Residents parking/permit	8
Schools and education	8
Home repairs/related issues	8
Domestic waste/rubbish collections	7
Council tax payments	7
Environmental Health	5
Other parking issue	5
Recycling service	4
Traffic congestion	3
Tree/hedge surgery	3
Commercial waste/rubbish collections	2
Anti-social behaviour	1
Libraries	1
Noise	1
Pest control	1
Street cleaning/sweeping	1
Street lighting	1
Leisure services	1
Disabled badges	0
Other (WRITE IN)	10
Can't remember/don't know	2

Q32. And can you tell me how you first got in touch with the council over this issue? MULTICODE OK

Base: All who contacted the council (170)

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

Q33. Was the first person you contacted at the Council able to give you the service or information you wanted? SINGLE CODE ONLY

Base: All who contacted the council (170)

	%
Yes	68
No	26
Neither/don't know	6

Q34. Were you satisfied or dissatisfied with the way the Council handled your enquiry? IF SATISFIED/DISSATISFIED: Is that very/fairly satisfied/dissatisfied? SINGLE CODE ONLY.

Base: All who contacted the council (170)

	%
Very satisfied	39
Fairly satisfied	29
Neither satisfied nor dissatisfied	5
Fairly dissatisfied	9
Very dissatisfied	17
Don't know	1
Summary	
Satisfied	68
Dissatisfied	26
Net satisfied (+/-)	+42

Media

READ OUT: Moving on, we would like to know a little bit about the way in which you get information from local media.

Q35. How often, if at all, have you watched Solent TV news in the last seven days? SINGLE CODE ONLY

	2006 %	2007 %
Every day	2	9
Most days	2	6
Once or twice	8	13
Never	82	70
Don't know	7	2
Summary: Viewer	12	28

Q36. Which, if any, local radio stations have you listened to in the last seven days? MULTICODE. UNPROMPTED

	2006 %	2007 %
Isle of Wight Radio	34	36
BBC Radio Solent	17	11
Wave	16	8
Power FM	11	6
Angel	*	1
Other (Please state)	3	6
None	39	40
Don't know	0	1

Q37. Which if any, local newspapers, newsletters or magazines have you read in the last month? MULTICODE OK. DO NOT PROMPT		
	2006	2007
	%	%
Isle of Wight County Press	87	80
Beacon	22	18
Southwight Chronicle	2	2
Cowes Advertiser	1	1
The Southern Daily Echo	*	*
Portsmouth News	*	*
Other (WRITE IN)	1	5
Don't know	4	8
None	-	4

Q38. How often, if at all, do you read the Isle of Wight County Press? SINGLE CODE ONLY		
	2006	2007
	%	%
Every week	78	70
Once or twice a month	12	18
A couple of times a year	3	5
Never	7	6
Don't know	*	2

Q39. 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? SINGLE CODE ONLY. READ OUT.	
Base: All who have read the Isle of Wight County Press in the last month (623)	
	%
Positively	34
Negatively	16
Neither positively nor negatively	35
Don't know	15

Q40. And do you think that the Isle of Wight County Press has treated the Isle of Wight Council fairly or unfairly in its reporting? SINGLE CODE ONLY. READ OUT.

Base: All who have read the Isle of Wight County Press in the last month (623)

	%
Fair	59
Unfair	6
Neither fair nor unfair	19
Don't know	16

Demographics

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

Gender		
	2006	2007
	%	%
Male	47	46
Female	53	54

Age		
	2006	2007
	%	%
16-24	5	5
25-44	31	32
45-54	18	16
55-64	17	20
65+	29	22
Refused	0	5

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

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

Are you directly employed by the Isle of Wight Council?		
Base: All residents who are working full-time/part-time (212/439)	2006	2007
	%	%
Yes	14	14
No	86	86
Don't know	1	*

Is a member of your household directly employed by the Isle of Wight Council?		
Base: All residents	2006	2007
	%	%
Yes	8	5
No	91	95
Don't know	1	*

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

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
	%	%
Yes	22	19
No	77	81
Don't know	*	0

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

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

Area		
	2006 %	2007
North	35	TBC
East	36	TBC
South	19	TBC
West	10	TBC

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