



**Nottinghamshire County  
Council and the Office for the  
Nottinghamshire Police and  
Crime Commissioner**

**Nottinghamshire Annual  
Satisfaction Survey 2014**

**Final Report**

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# Executive Summary

## Introduction and Methodology

This report presents the findings from the 2014 Residents' Satisfaction Survey conducted for Nottinghamshire County Council and the Nottinghamshire Police and Crime Commissioner by independent market research agency Enventure Research. The Annual Satisfaction Survey plays an important role in capturing local people's views, experiences and perceptions of value for money, communication channels, quality of life and policing and crime.

The results for Nottinghamshire County Council are made up from an amalgamation of the seven Districts and Boroughs: Ashfield District Council, Bassetlaw District Council, Broxtowe Borough Council, Gedling Borough Council, Mansfield District Council, Newark & Sherwood District Council and Rushcliffe Borough Council.

The research was conducted via a face-to-face, on-street survey with residents aged 18 or over, across Nottinghamshire. A representative sample of 1,053 respondents were interviewed between 1 October 2014 and 29 October 2014. Quotas were set on gender, age, working status and ethnicity according to the most up to date population data (i.e. the Census 2011). To identify differences between Districts and Boroughs, approximately 150 respondents were interviewed in each.

## Summary of Key Findings

### Satisfaction with the Local Area

Four in five survey respondents (80%) were satisfied with their local area (33% very satisfied and 47% fairly satisfied), an increase of 1% since the 2013 survey. Overall satisfaction remains 4% lower than the 2012 high of 84%. Just 11% said that they were dissatisfied (6% fairly dissatisfied and 5% very dissatisfied).

Satisfaction was highest in Rushcliffe, where 96% were either satisfied or fairly satisfied, and lowest in Newark & Sherwood (73% overall satisfaction).

### Satisfaction with the Local Authority

Just over two thirds of respondents (61%) were satisfied with the way Nottinghamshire County Council runs things, with 12% indicating that they were very satisfied and almost half (49%) that they were fairly satisfied, representing an increase of 3% since the survey conducted in 2013. Almost a fifth (19%) were neither satisfied nor dissatisfied with the way the Council runs things, whilst 18% were either fairly dissatisfied (10%) or very dissatisfied (8%).

Overall satisfaction with Nottinghamshire County Council was highest amongst Rushcliffe respondents (77%) and lowest amongst Newark & Sherwood respondents (41%).

### Value for Money

Almost half (47%) of respondents agreed that Nottinghamshire County Council provides value for money (7% strongly agreed and 40% tended to agree). This represents an overall increase of 4% in the proportion of respondents who agree since the 2013 survey and marks a return to the same level of agreement reported in 2012. Almost a quarter (24%) neither agreed nor disagreed and the same proportion disagreed that the Council provides value for money (12% each tended to disagree and strongly disagreed).



A greater proportion of Rushcliffe respondents agreed at 62%, in comparison to just 25% of Newark & Sherwood respondents. Agreement was also low in Mansfield, where 37% agreed to some extent that Nottinghamshire County Council provides value for money.

### **Advocacy**

Just over a third of the overall sample (35%) stated that they speak positively of the Council, either without being asked (12%) or if they are asked (29%), representing a decrease of 1% since 2013. As in previous years, the greatest proportion of respondents (44%) indicated that they had no views one way or the other about the Council.

Larger proportions of Rushcliffe (53%), Ashfield (48%) and Broxtowe (41%) indicated that they speak positively of the Council in comparison to the overall sample, whilst advocacy of the Council was lowest in Bassetlaw (17%), Newark & Sherwood (26%) and Mansfield (30%).

### **Information Provision**

Over half of respondents (53%) felt either very well informed (11%) or fairly well informed (42%) by Nottinghamshire County Council about the services and benefits it provides. This is an increase of 2% since the previous year's survey, however remains 9% lower than the proportion who felt well informed in 2012. Overall 37% did not feel well informed, with 19% indicating that they were not very well informed and 18% that they were not at all informed.

Almost four in five (78%) Rushcliffe respondents felt that they were well informed by the Council, in comparison to just over half (53%) of the overall sample. Those living in Bassetlaw were less positive, with just a third (33%) indicating that they were well informed, however almost half (46%) reported that they did not know (compared to just 11% of the overall sample).

### **Respect and Consideration**

The majority of respondents felt that they had been treated with respect and consideration by their local public services most of the time, at 39%. Just over one in five (22%) respondents felt that they had been treated with respect and consideration all of the time. The overall proportion feeling respected all or most of the time (61%) has decreased by 4% since the 2012 survey (this question was not asked in 2013).

A greater proportion of Rushcliffe respondents (75%) felt respected, whilst Newark & Sherwood and Bassetlaw respondents were less likely to indicate that they were treated with respect, with just 43% and 44% feeling respected all or most of the time.

### **Community Safety**

Three quarters (75%) of all respondents reported feeling safe (either very or fairly safe) in their local area when outside after dark, however one in five (19%) felt unsafe (9% fairly unsafe and 10% very unsafe), an increase of 1% since the 2012 and 2013 surveys. Large proportions of Bassetlaw (97%) and Rushcliffe (91%) respondents felt safe, compared to just 56% of Mansfield respondents.

When considering how safe they felt when outside during the day, 95% of the overall sample felt either very safe (70%) or fairly safe (25%). Just 3% overall felt either fairly unsafe or very unsafe. Few differences were identified between respondents from different Districts and Boroughs, although slightly higher proportions of Bassetlaw and Gedling respondents (97% each) felt safe compared to Mansfield respondents (85%).



The proportion of respondents who indicated that they felt very safe when home alone at night has decreased steadily from 76% in 2012 to 67% in 2013 to 59% in 2014. However, 88% overall reported that they felt either very (59%) or fairly (29%) safe, the same proportion as in the 2013 survey. Just 8% reported that they felt either fairly or very unsafe (4% each). Perceptions of feeling safe when home alone at night were high in most Districts and Boroughs, although a smaller proportion of Mansfield respondents (75%) and a higher proportion of Bassetlaw respondents (97%) reported feeling either very or fairly safe.

### **Community Cohesion**

Just over half (51%) of respondents agreed that people from different ethnic backgrounds get along well together in Nottinghamshire (10% definitely agreeing and 41% tending to agree). One in nine (11%) said there were too few people in their local area to say whether or not this was true, whilst 4% said that the people in their local area were all from the same ethnic background.

Agreement was highest in Broxtowe and Bassetlaw (67% and 66% respectively) and low in Newark & Sherwood (14% agreement), however over half of Newark & Sherwood respondents (51%) said that they did not know.

### **Influence on Local Decision-Making**

Over a third (35%) of 2014 survey respondents agreed to some extent that they could influence decisions affecting their local area (with 5% definitely agreeing and 31% tending to agree), however the same proportion disagreed (with 16% tending to disagree and 18% definitely disagreeing). The proportion who agreed has increased by 8% since the 2013 survey, returning to the same level as recorded in the 2012 survey. Agreement was higher in Broxtowe (67%), Rushcliffe (45%) and Ashfield (42%) in comparison to Bassetlaw (12%) and Gedling (25%).

### **Participation in Volunteering**

The majority of respondents (86%) indicated that they had not participated in any voluntary activities over the last twelve months, however 13% had volunteered for at least one hour over this time period.

Few differences were identified across respondents from different Districts and Boroughs, however slightly smaller proportions of Mansfield, Newark & Sherwood and Rushcliffe respondents (82% each) said that they had not volunteered compared to Bassetlaw and Ashfield respondents (96% and 87% respectively).

Of those respondents who had volunteered over the last twelve months (n=140), 39% had done so for local community or neighbourhood groups, whilst 21% said that they volunteered in health, disability and social welfare positions.

### **Perceptions of Anti-Social Behaviour**

Respondents considered how much of a problem a range of anti-social behaviours were in their local area. The majority of respondents felt that each of the behaviours considered were not a problem at all, ranging from 53% (rubbish or litter lying around) to 87% (abandoned or burnt out vehicles). Over a quarter (26%) of survey respondents felt that rubbish or litter lying around was a problem (either a very big problem or a fairly big problem), an increase of 2% since 2013 and of 7% since 2012. A fifth (20%) said that people using or dealing drugs was a problem (the same proportion as in 2013, remaining 6% higher than the 2012 figure).

Only a very small proportion of respondents overall felt that abandoned or burnt out vehicles were a problem, at 2% (representing a decrease of 1% since 2013 and 2012), whilst just 5% felt that people being attacked or harassed because of their skin colour, ethnic origin or religion was a problem. This is the same proportion as in 2013, and represents an increase of 2% since 2012. The proportion of respondents who indicated



that noisy neighbours or loud parties and vandalism, graffiti and other deliberate damage to property were problem behaviours in their local area have both decreased by 3% since the 2013 Annual Satisfaction Survey.

### **Internet Usage**

A series of questions about how people access and use the internet were asked of respondents to the 2014 Annual Satisfaction Survey. The majority of respondents used only one type of broadband at home, with just 264 in total indicating that they used two or more types. The most frequently used broadband type was wireless broadband, used by over one in three (34%). A further 17% and 14% used fibre and mobile broadband most frequently. Three in ten respondents (29%) indicated that they either did not know their broadband type or did not use the internet.

Over four in five (85%) respondents were not aware of the Better Broadband for Nottinghamshire programme, which aims to roll out fibre broadband across the country. Awareness was slightly higher in Bassetlaw and Broxtowe respondents (29% and 27% respectively) and lower in Mansfield respondents (5%).

Almost three in ten (29%) respondents used a laptop computer to access the internet most frequently at home, whilst 18% used a smartphone. Over half of respondents (52%) used more than one type of device to access the internet. The most common uses of the internet were shopping, social networking and banking (52%, 50% and 43% respectively).

### **Memory of Receiving Council Publications**

Almost a quarter (23%) of survey respondents could remember receiving a copy of 'County Life' magazine, whilst 71% said that they had not received it. Of those who had received 'County Life', 55% read it either thoroughly (18%) or read selected articles (39%) whilst 43% had either not read it (10%) or had glanced at it (33%). Over seven in ten (71%) of those who received 'County Life' found it informative (14% very informative and 57% fairly informative).

Just 13% recalled receiving a copy of 'Family Life' magazine, whilst 78% said they had not. Where respondents had received 'Family Life', 64% said they had read it (17% read it thoroughly and 47% read selected articles). Over a third (35%) did not read it. Almost four in five (79%) who received 'Family Life' said they had found it somewhat informative (14% very informative and 65% very informative).

### **Police and Crime**

A number of questions were asked around policing and crime. Respondents were asked to rank a number of Police and Crime Plan priorities in terms of importance. Of the priorities considered, 49% said that the most important was 'protect, support and respond to victims, witnesses and vulnerable people', whilst 17% ranked 'focus on those local areas that are most affected by crime and disorder and anti-social behaviour' as most important. One in nine (11%) felt that 'spend your money wisely' was the most important priority.

Four fifths (80%) of survey respondents said that they did not currently access any information about the Nottinghamshire Police and Crime Commissioner, but just 37% indicated that they would prefer not to receive such information. The most common methods of accessing information were via local newspapers (12%) and from newsletters and information leaflets (6%), whilst 20% and 23% respectively said these were their preferred methods of finding out information. These results are consistent with the findings from the 2013 survey, in which local newspapers and newsletters and information leaflets were also the most common current and preferred methods of obtaining information.

When considering a number of areas of business identified for review by the Nottinghamshire Police Independent Advisory Group (IAG), the majority of respondents felt that all areas were important (either very important or important). 'Recruitment and



retention of police officers' was felt to be important by 95% of respondents, whilst 90% said that 'hate crime related to disability' was important. 'Stop and search' was felt to be either important or very important by the smallest proportion of respondents, at 79%.

Over half (53%) said that they would be prepared to pay more towards policing, whilst a third (33%) said they would not. One in seven (14%) were undecided. Respondents from Mansfield, Broxtowe and Rushcliffe appeared most open to the idea of paying more, with 77%, 70% and 61% respectively indicating that they would be willing to do so. In contrast, just 23% of Newark & Sherwood respondents were willing to pay more. Of those who said they would not be prepared to pay more towards policing, 45% said that this was because they could not afford to, or felt that they paid enough already.

When asked about where potential savings could be made, 44% suggested that the Nottinghamshire Office of the Police and Crime Commissioner was one such area whilst 31% said that savings should be made in support functions such as estates and buildings costs. Support was lowest for making savings related to investigations/investigative support (4%) and local policing (5%).

### **Democratic Engagement**

One in fourteen (6%) respondents wished to pass on their contact details to Nottinghamshire County Council in order to be kept informed about its services, consultations and events via email, whilst 3% chose to provide their contact details in order to receive further information about the Citizens Panel.





# The Research Programme

## Introduction

This report presents the findings from the 2014 Residents' Satisfaction Survey conducted for Nottinghamshire County Council and the Nottinghamshire Police and Crime Commissioner by independent market research agency Enventure Research.

The Annual Satisfaction Survey plays an important role in capturing local people's views, experiences and perceptions of value for money, communication channels, quality of life and health and wellbeing from the Council's public services.

## Methodology

The research was conducted via a face-to-face, on-street survey with residents aged 18 or over, across Nottinghamshire. A sample of 1,053 respondents were interviewed between 1 October 2014 and 29 October 2014. To identify differences between Districts and Boroughs, 150 respondents were interviewed in each, with the exception of Ashfield, Bassetlaw and Gedling, where 151 respondents were interviewed (as shown in **Table 1**).

**Table 1 – Interviews across the Districts/Boroughs**

District/Borough Council	Number of interviews
Ashfield District Council	151
Bassetlaw District Council	151
Broxtowe Borough Council	150
Gedling Borough Council	151
Mansfield District Council	150
Newark & Sherwood District Council	150
Rushcliffe Borough Council	150
<b>Overall</b>	<b>1,053</b>

The survey was designed in partnership between Nottinghamshire County Council, the Nottinghamshire Police and Crime Commissioner and Enventure Research.

The majority of questions from previous years' surveys were included, whilst some additional bespoke questions for the 2014 survey were also included. Each street survey interview questionnaire took approximately 15 minutes to administer and a copy can be found in **Appendix A**.

Before conducting the fieldwork the questionnaire was piloted in Nottinghamshire by an experienced interviewer to ensure it was fit for purpose. The survey was undertaken by an experienced team of local Interviewer Quality Control Scheme (IQCS) trained interviewers. The IQCS is an independently run scheme which requires members to adhere to a set of benchmark market research industry standards. The interviewing team also received comprehensive training specifically related to the project, including information about the research aims and objectives. The team was supervised by a local fieldwork supervisor with many years' experience of training interviewing staff.

Interviewer shifts took place at different times, on both weekdays and weekends (including peak times) up to 8.00 pm, to ensure that all segments of the community had an equal opportunity to participate.



Quotas were set on gender, age, working status and ethnicity according to the most up to date population data (i.e. the Census 2011).

Based on a total population of 785,800 (i.e. Census 2011 data) a sample of 1,053 respondents will give results that are accurate to approximately +/-3% at the 95% confidence interval. This means with a result of 50%, we can be 95% sure that if we interviewed all residents then the result would be between 47% and 53%.

## Interpreting the Data

This report contains several tables and charts that present the survey results. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- The question may have been passed over by the respondent, therefore the base size may vary slightly by question
- Percentages of less than 1% are not displayed

In order for Nottinghamshire County Council and the Nottinghamshire Police and Crime Commissioner to understand how levels of satisfaction and perceptions have changed, comparisons have been made with the identical 2012 and 2013 surveys which were also conducted by Enventure Research. Where there are significant differences, these have been highlighted.

Where appropriate, subgroup analysis has been undertaken to explore the results provided by different demographic groups, such as age, gender, working status, and disability status. Where sample sizes were not large enough, subgroups have been combined (for example, working status groups) to create a larger group. Only those differences that are statistically significant according to the z-test have been commented on within the report.

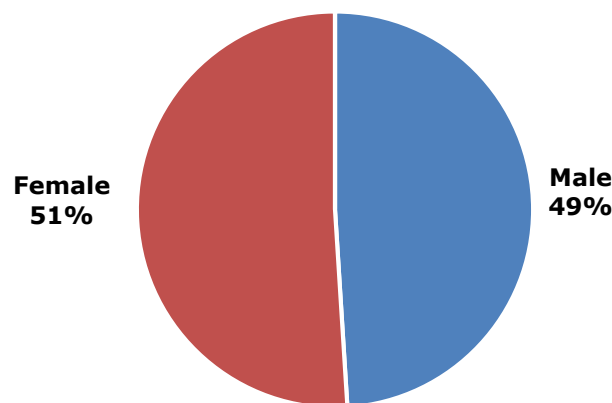


# Research Findings

## Sample Profile

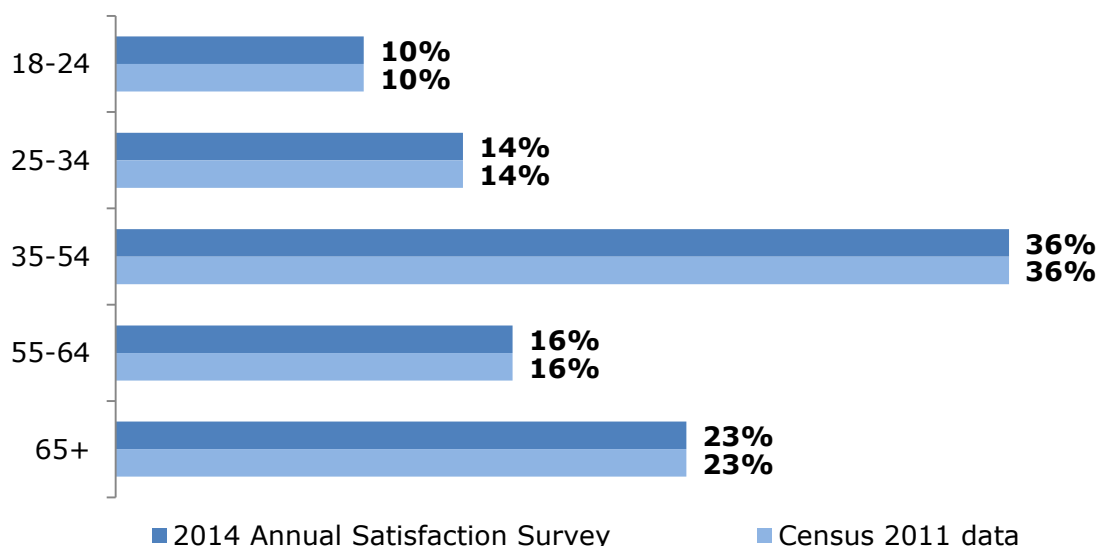
**Figure 1** shows that the sample was evenly split between females (51%) and males (49%), replicating the Census data for 2011 (51% and 49% respectively).

**Figure 1 – Gender**  
**Base: All respondents (1,053)**



As can be seen in **Figure 2**, a broad spread of age groups responded to the survey, matching the 2011 Census data.

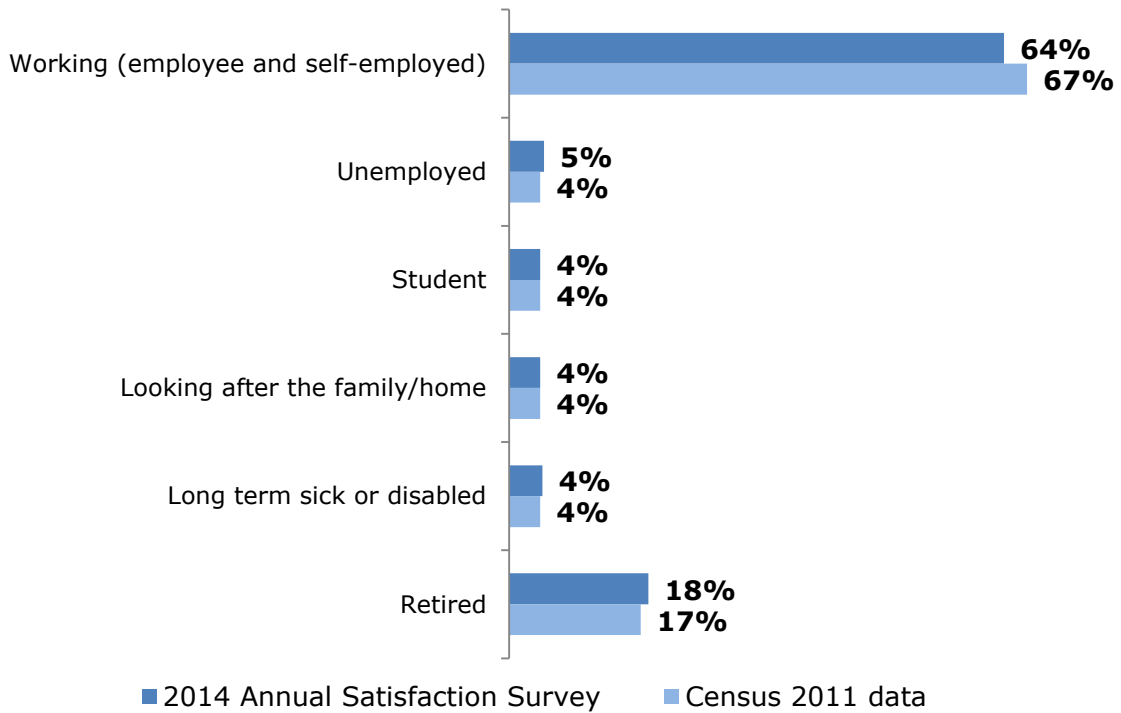
**Figure 2 – Age**  
**Base: All respondents (1,053)**



Respondents who were between the age of 18 and 74 were asked about their employment status. Almost two thirds (64%) respondents were employed, with almost one in five (18%) indicating that they were retired. These figures are broadly representative of the Census 2011 data. The breakdown of employment status is shown in **Figure 3**.

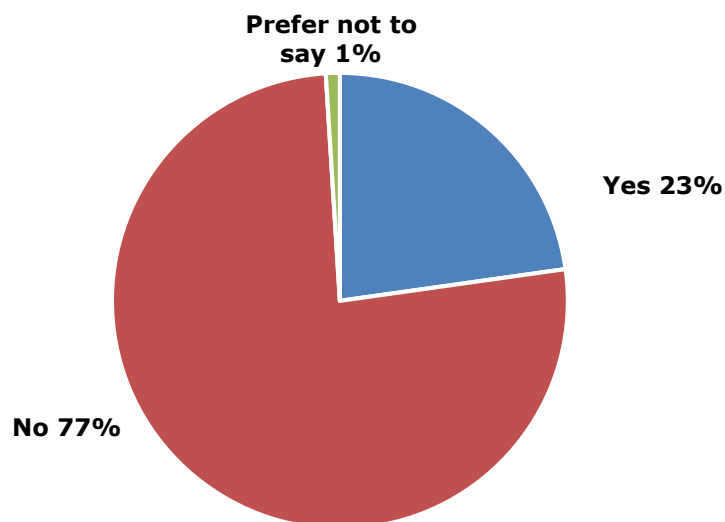


**Figure 3 – Employment status**  
**Base: All respondents (984)**



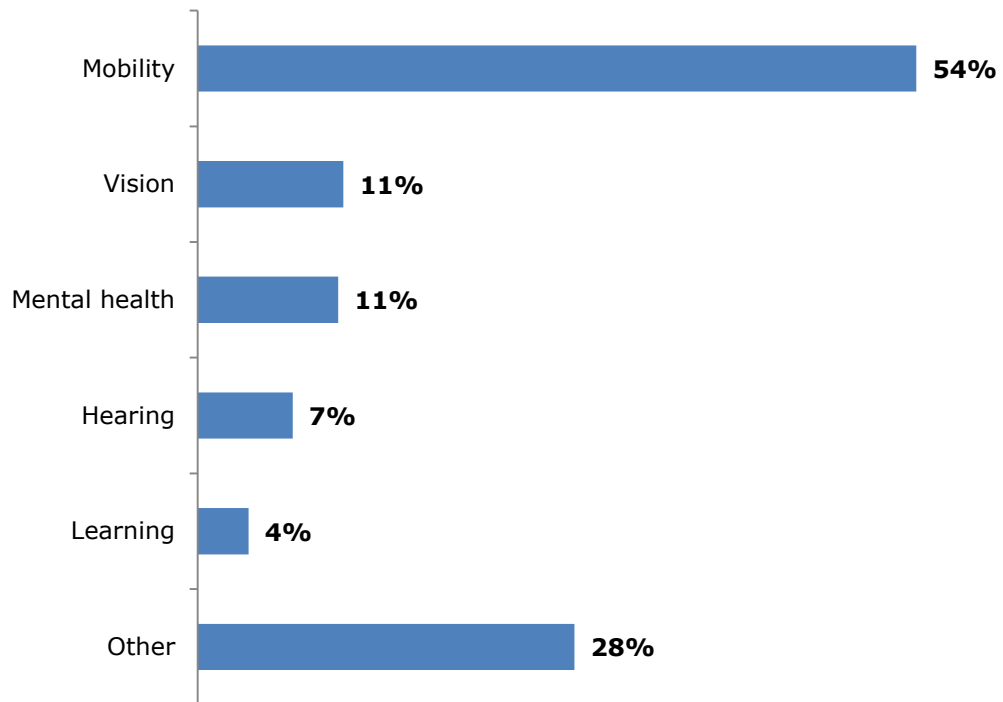
Almost a quarter (23%) of respondents reported that they had a disability, an increase of 9% from 2013. Of those who considered themselves to be disabled, the most common type of impairment was mobility at 54%, followed by visual and mental health impairments (11% each). These results are presented in **Figures 4 and 5**.

**Figure 4 - Disability**  
**Base: All respondents (1,053)**



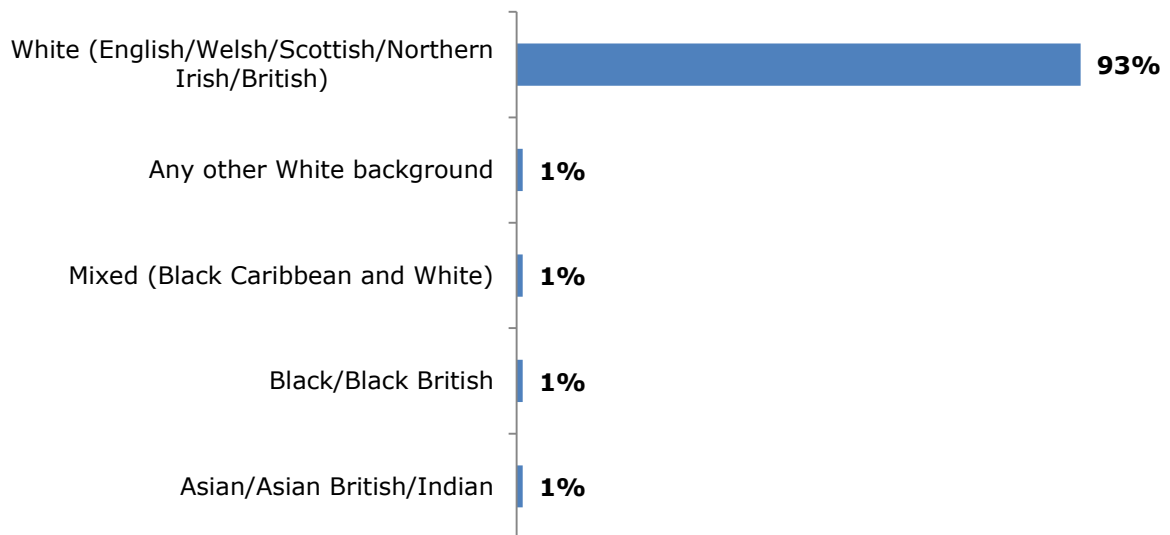


**Figure 5 - Disability - type of impairment**  
**Base: All respondents considering themselves to be disabled (238)**



Over nine in ten respondents (93%) identified themselves as White (English/Welsh/Scottish/Northern Irish/British) (see **Figure 6**).

**Figure 6 - Ethnicity**  
**Base: All respondents (1,053)**





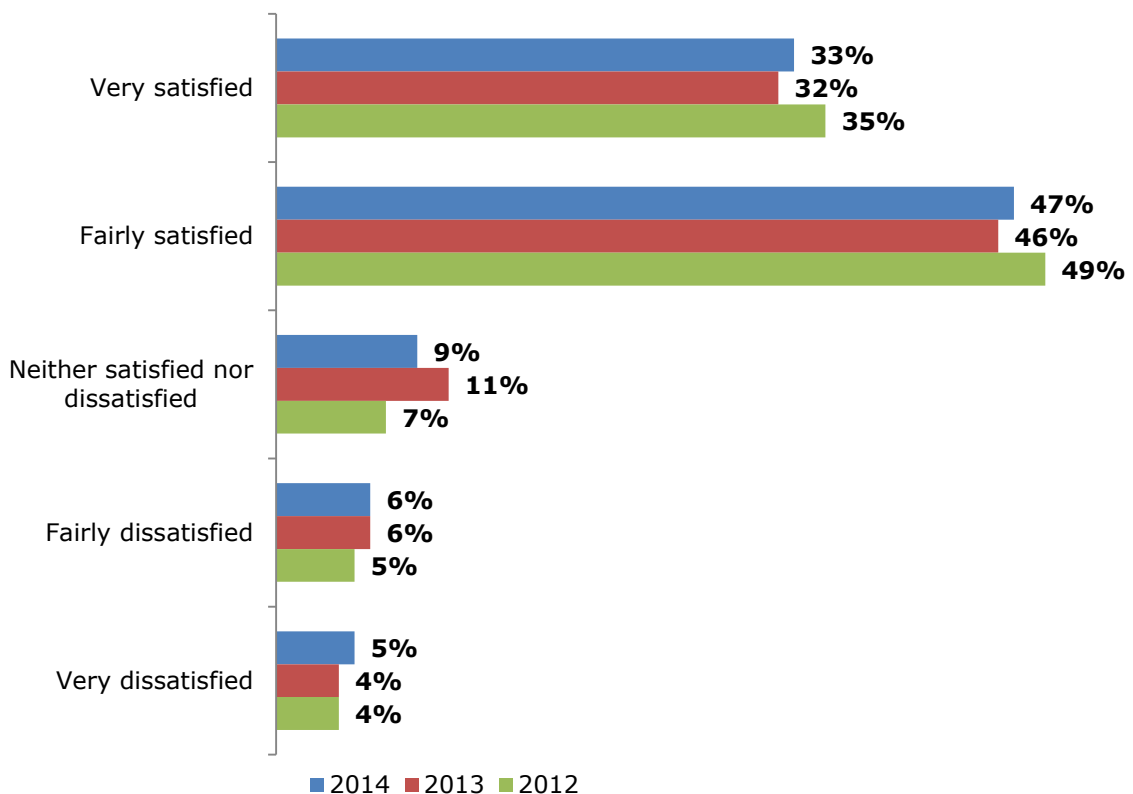
## Satisfaction with the Local Area

Understanding how people feel about where they live provides important context to help Nottinghamshire County Council understand attitudes on other local issues. Respondents were asked how satisfied or dissatisfied they were with their local area as a place to live (their local area was defined as the area within 15-20 minutes' walking distance from their home).

As shown in **Figure 7**, four in five respondents (80%) indicated that they were satisfied with their local area (33% very satisfied and 47% fairly satisfied). This represents an increase from 2013 (where 78% of respondents were satisfied) but satisfaction levels have not yet returned to the 2012 high of 84%.

Just 11% overall were dissatisfied (6% fairly dissatisfied and 5% very dissatisfied), representing a slight increase of 1% since the 2013 survey.

**Figure 7 – Satisfaction with the local areas as a place to live**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

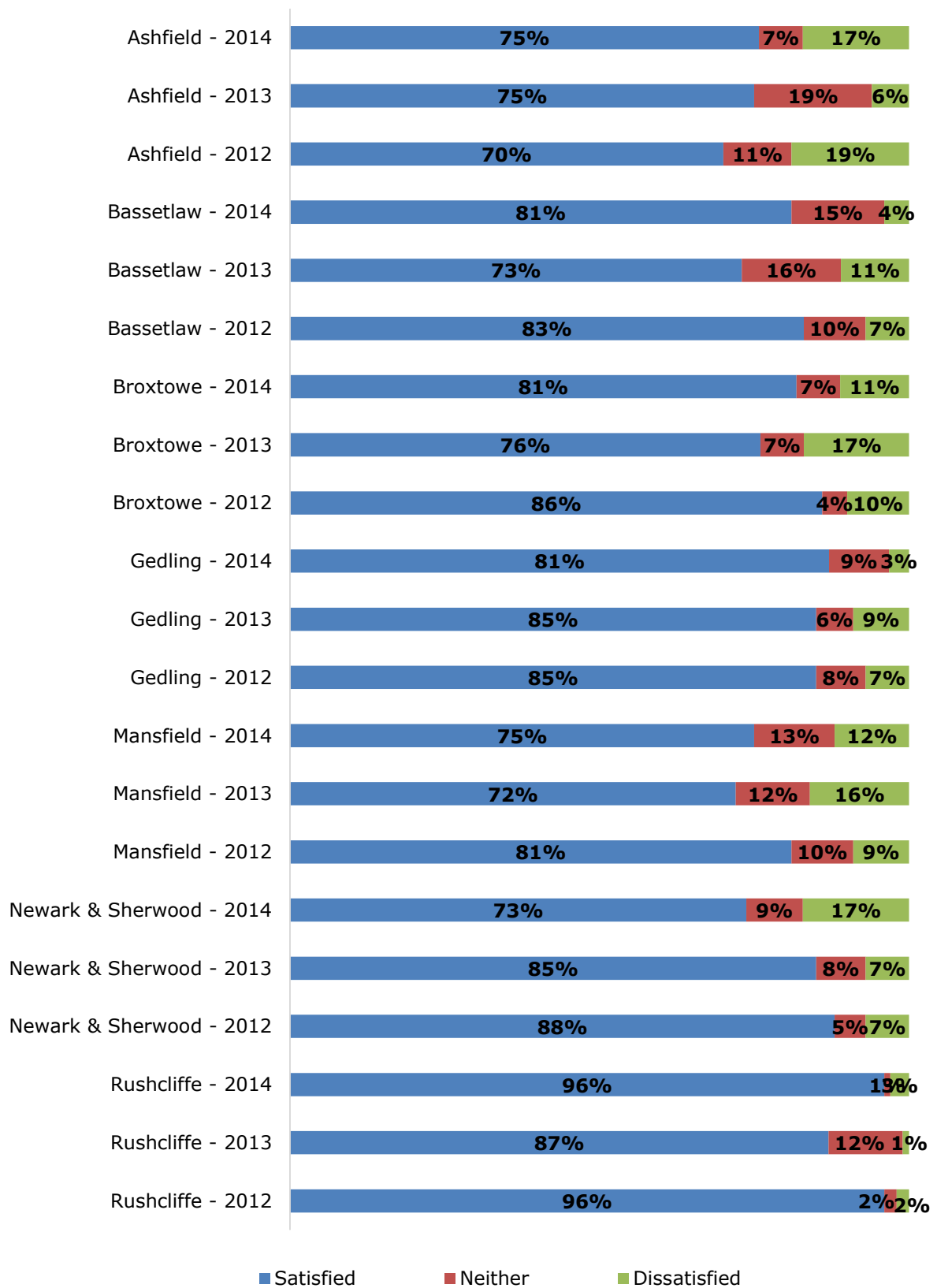


**Figure 8** presents the satisfaction levels reported by respondents in each District or Borough. As found in both the 2013 and 2013 surveys, satisfaction in 2014 was highest in Rushcliffe, where 96% of respondents were either satisfied or fairly satisfied. In Bassetlaw and Broxtowe, 81% indicated that they were satisfied, representing increases of 8% and 5% respectively since the 2013 survey. A further 81% of Gedling respondents were satisfied with their local area; however this represents a slight decrease in satisfaction of 4% since 2013. Satisfaction was lowest in Newark & Sherwood at 73%, compared to the 80% who were satisfied overall.



**Figure 8 – Satisfaction with the local area as a place to live, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





The overall levels of satisfaction (including both very satisfied and fairly satisfied responses) for each year's Satisfaction Survey are presented in **Table 2**. Overall, satisfaction has increased by from 79% to 80% since 2013, however this still represents a decrease of 4% since the 2012 survey.

Since 2013, satisfaction has increased in Bassetlaw (+8%), Broxtowe (+5%), Mansfield (+3%) and Rushcliffe (+9%), whilst satisfaction has remained the same in Ashfield at 75%. Decreases were recorded in Gedling and Newark & Sherwood (-4% and -12% respectively).

**Table 2 – Satisfaction with the local area as a place to live, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall satisfaction 2012	Overall satisfaction 2013	Overall satisfaction 2014
Ashfield District Council	70%	75%	75%
Bassetlaw District Council	83%	73%	81%
Broxtowe Borough Council	86%	76%	81%
Gedling Borough Council	85%	85%	81%
Mansfield District Council	81%	72%	75%
Newark & Sherwood District Council	88%	85%	73%
Rushcliffe Borough Council	96%	87%	96%
<b>Overall</b>	<b>84%</b>	<b>79%</b>	<b>80%</b>

As can be seen in **Figure 9**, respondents aged 55-64 were least satisfied with their local area as a place to live (71% were satisfied, compared to 80% of the overall sample). One in six (16%) in this age category reported that they were dissatisfied.

Satisfaction was highest amongst those aged 65-75 (86%), followed by those aged 18-24 and 35-44 (83% each). Just 6% of those aged 18-24 indicated that they were dissatisfied. This represents a change from the 2012 and 2013 Satisfaction Surveys, in which those aged 18-24 were least satisfied of all the age groups.

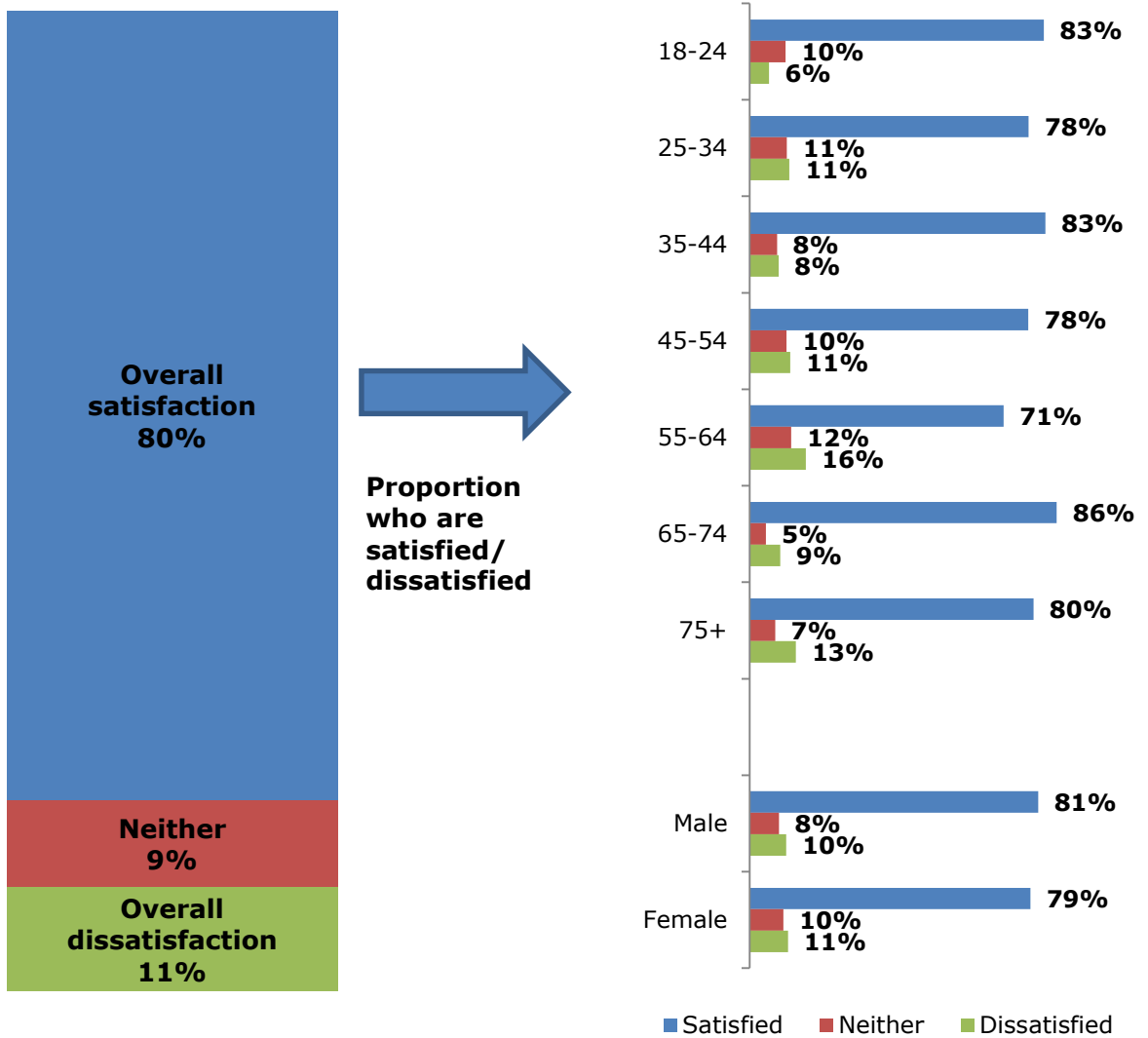
Levels of satisfaction were similar in male and female respondents, with 81% and 79% respectively reporting that they were either very or fairly satisfied.

A smaller proportion of those who indicated having a health problem or disability reported being satisfied with their local area as a place to live (74%) in comparison to those who were not disabled (82%).





**Figure 9 – Satisfaction with the local area as a place to live, by age and gender**  
**Base: All respondents (1,053)**





## Satisfaction with the Local Authority

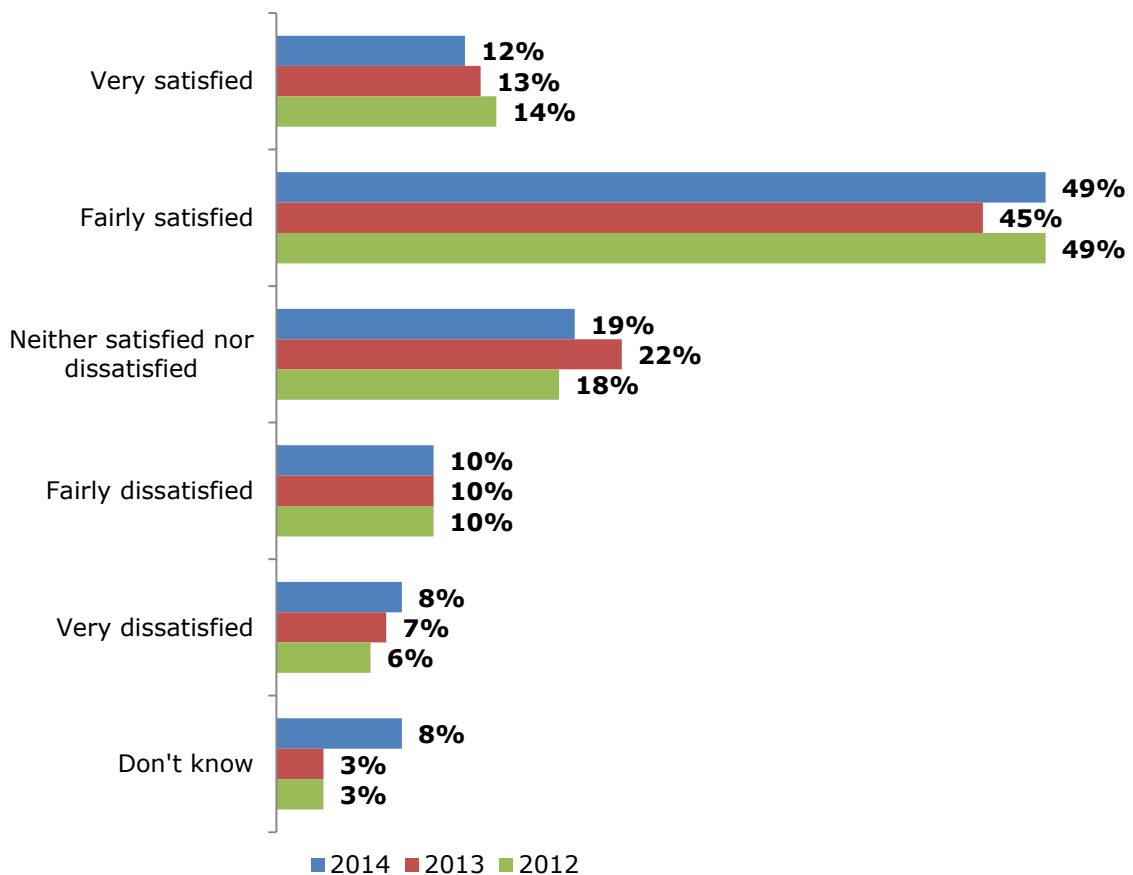
Survey respondents were next asked how satisfied or dissatisfied they were with the way Nottinghamshire County Council runs things. The purpose of this question is to monitor overall attitudes and is generally considered the key perceptual indicator of how well regarded the Council is by its residents.

**Figure 10** presents the results received for this question for the 2012, 2013 and 2014 Annual Satisfaction Surveys. Just over two thirds (61%) of respondents in the 2014 survey reported that they were satisfied with the way the Council runs things (12% very satisfied and 49% fairly satisfied), representing an increase of 3% since the 2013 survey. The proportion that were either very satisfied or fairly satisfied has not yet returned to the 2012 high of 63% however.

Almost a fifth (19%) reported that they were neither satisfied or dissatisfied with the way Nottinghamshire County Council runs things, a decrease of 3% since last year's survey. The proportion of those indicating that they were either fairly or very dissatisfied has remained approximately the same, at 18%, although there has been an increase in the proportion of respondents who said that they did not know (8%, up from 3% in 2013 and 2012).

**Figure 10 – Satisfaction with the way Nottinghamshire County Council runs things**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**



Levels of satisfaction (those who were either very or fairly satisfied) with the Local Authority reported by respondents in each District or Borough are presented in **Figure 11**. Overall satisfaction with the way Nottinghamshire County Council runs things has

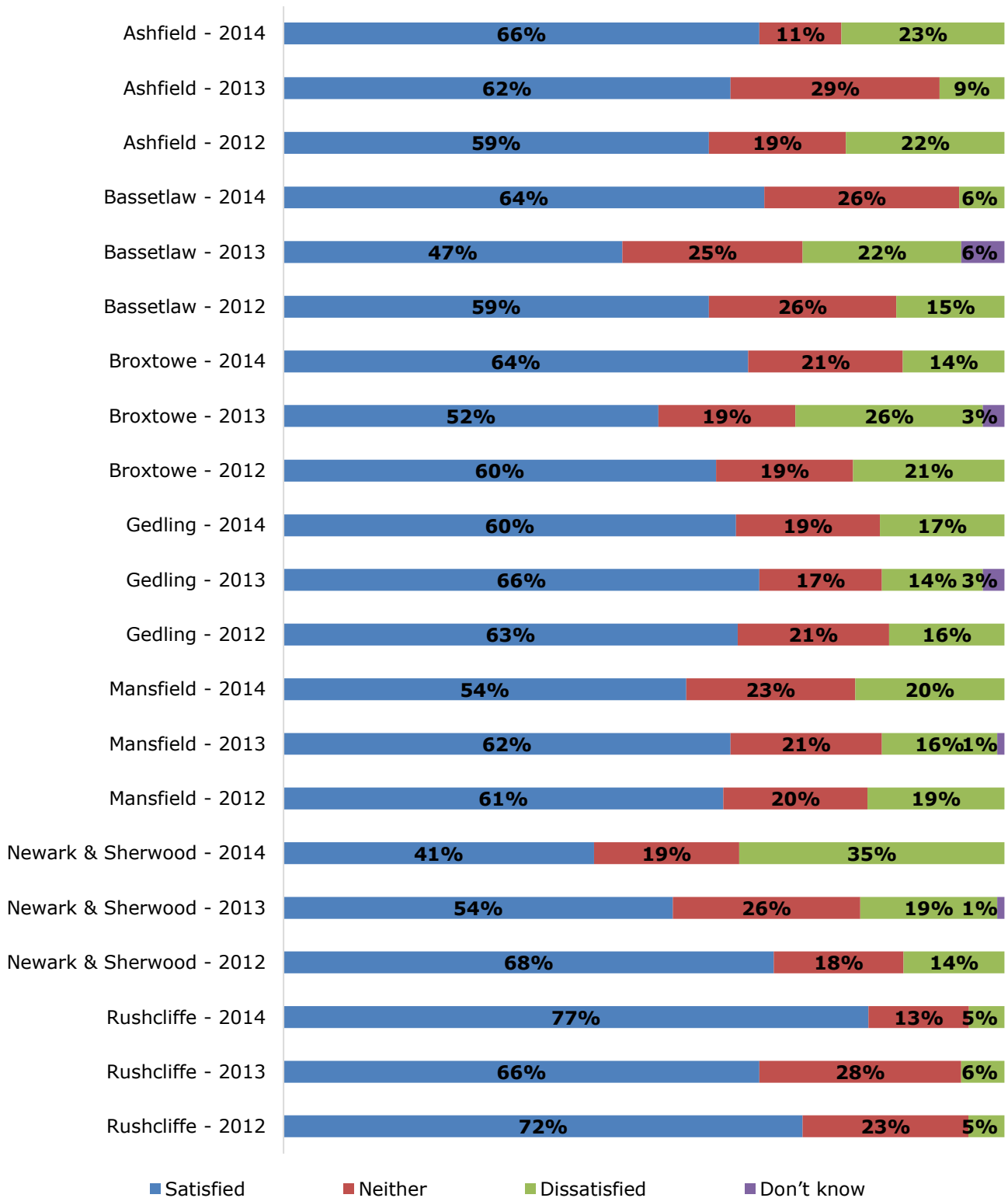


increased by 3% to 61% since the previous year's survey. Satisfaction is highest in Rushcliffe, at 77%, followed by Ashfield (66%).

Respondents of Newark & Sherwood were least satisfied, with just 41% indicating that they were either very or fairly satisfied. Just over a third of respondents (35%) in Newark & Sherwood area were dissatisfied, in comparison to just 17% of the overall sample.

**Figure 11 - Satisfaction with the way Nottinghamshire County Council runs things, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





Satisfaction (those who were either very or fairly satisfied) with the way the Council runs things reported by respondents from each District or Borough in each year's survey is presented below in **Table 3**. As can be seen, increases in satisfaction have been reported in Ashfield (+4%), Bassetlaw (+17%), Broxtowe (+12%) and Rushcliffe (+11%) since the 2013 survey.

Satisfaction has fallen in Gedling (-6%), Mansfield (-8%) and Newark & Sherwood (-13%), where satisfaction levels have decreased steadily since 2012, when 68% reported that they were satisfied.

**Table 3 – Satisfaction with the way Nottinghamshire County Council runs things, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall satisfaction 2012	Overall satisfaction 2013	Overall satisfaction 2014
Ashfield District Council	59%	62%	66%
Bassetlaw District Council	59%	47%	64%
Broxtowe Borough Council	60%	52%	64%
Gedling Borough Council	63%	66%	60%
Mansfield District Council	61%	62%	54%
Newark & Sherwood District Council	68%	54%	41%
Rushcliffe Borough Council	72%	66%	77%
<b>Overall</b>	<b>63%</b>	<b>58%</b>	<b>61%</b>

**Figure 12** shows the breakdown of responses by age and gender subgroups. As with the responses to the previous question about satisfaction with the local area, those aged 55-64 were least satisfied with the way the Council runs things, with just 49% either very or fairly satisfied. This age group also reported the highest levels of dissatisfaction, at 27% in comparison to 17% of the overall sample.

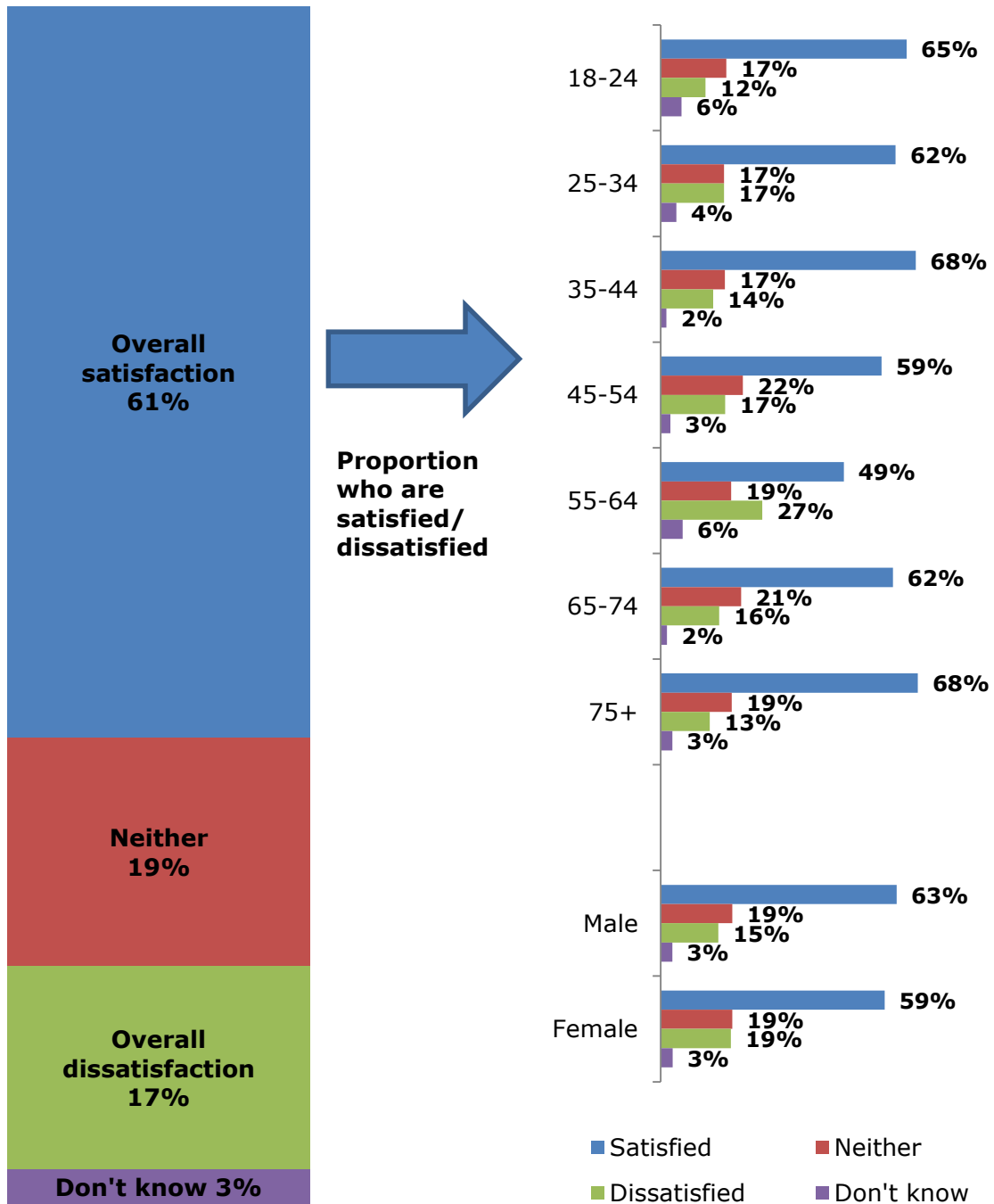
Higher proportions of respondents aged 35-44 and 75+ indicated that they were satisfied (68%) than any other age group.

Few differences could be seen between male and female respondents, although a slightly higher proportion of males indicated that they were satisfied (63%, compared to 59% of females).

Just 52% of respondents who reported having a health problem or disability were satisfied with the way Nottinghamshire County Council runs things, in comparison to 63% of those who were not disabled. No significant differences were identified between working status subgroups.



**Figure 12 – Satisfaction with the way Nottinghamshire County Council runs things, by age and gender**  
**Base: All respondents (1,053)**





## Value for Money

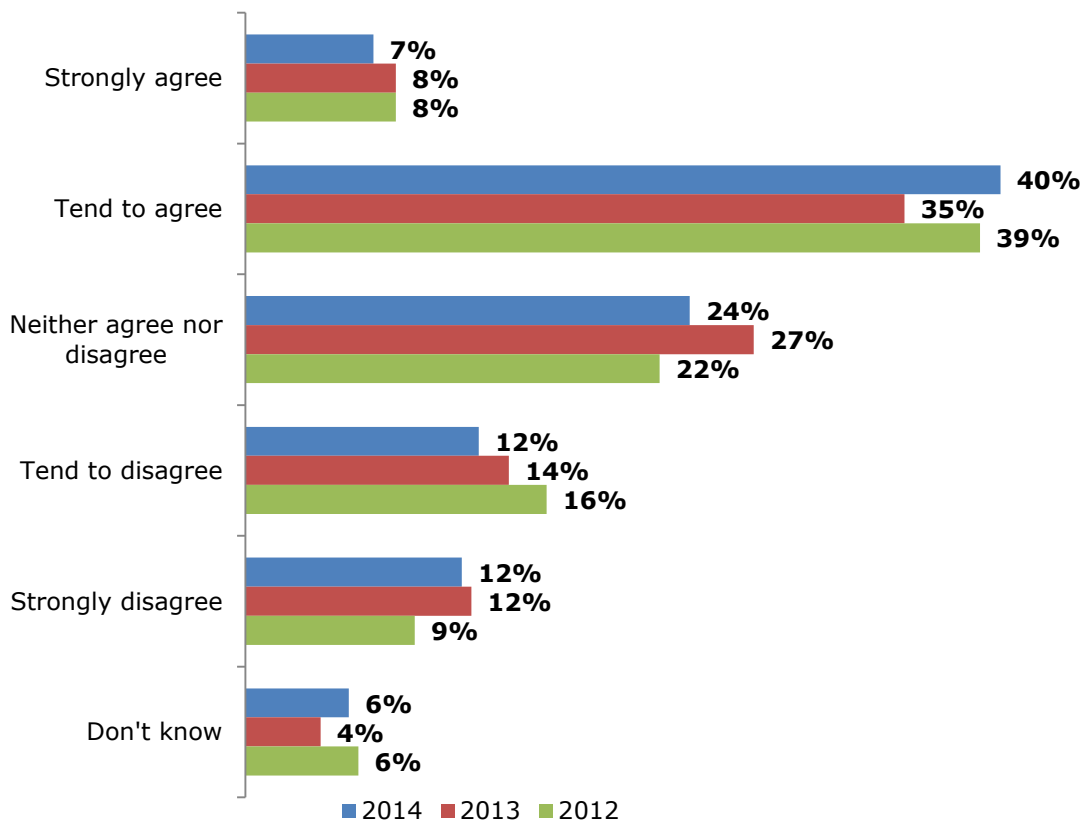
A key driver of the reputation of all Councils is whether or not residents believe they receive value for money. In this section of the questionnaire, respondents were asked to think about the range of services Nottinghamshire County Council provides to the community as a whole, as well as the services their household uses. They were then asked to consider the extent to which they agree or disagree that the Council provides value for money. **Figure 13** presents these results.

Almost half (47%) of respondents agreed to some extent that Nottinghamshire County Council provides value for money (7% strongly agree and 40% tend to agree), whilst almost a quarter (24%) neither agreed or disagreed. This represents an overall increase of 4% in those who agree since the 2013 survey, and marks a return to the same level of agreement reported in 2012.

One in eight (12%) tended to disagree or strongly disagreed (24% overall disagreement).

**Figure 13 – Agreement that Nottinghamshire County Council provides value for money**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**



Responses received in each District or Borough are presented below in **Figure 14**. A higher proportion of respondents from Rushcliffe reported that they were satisfied in terms of Nottinghamshire County Council providing value for money at 62%, followed by Broxtowe and Ashfield (57% each).

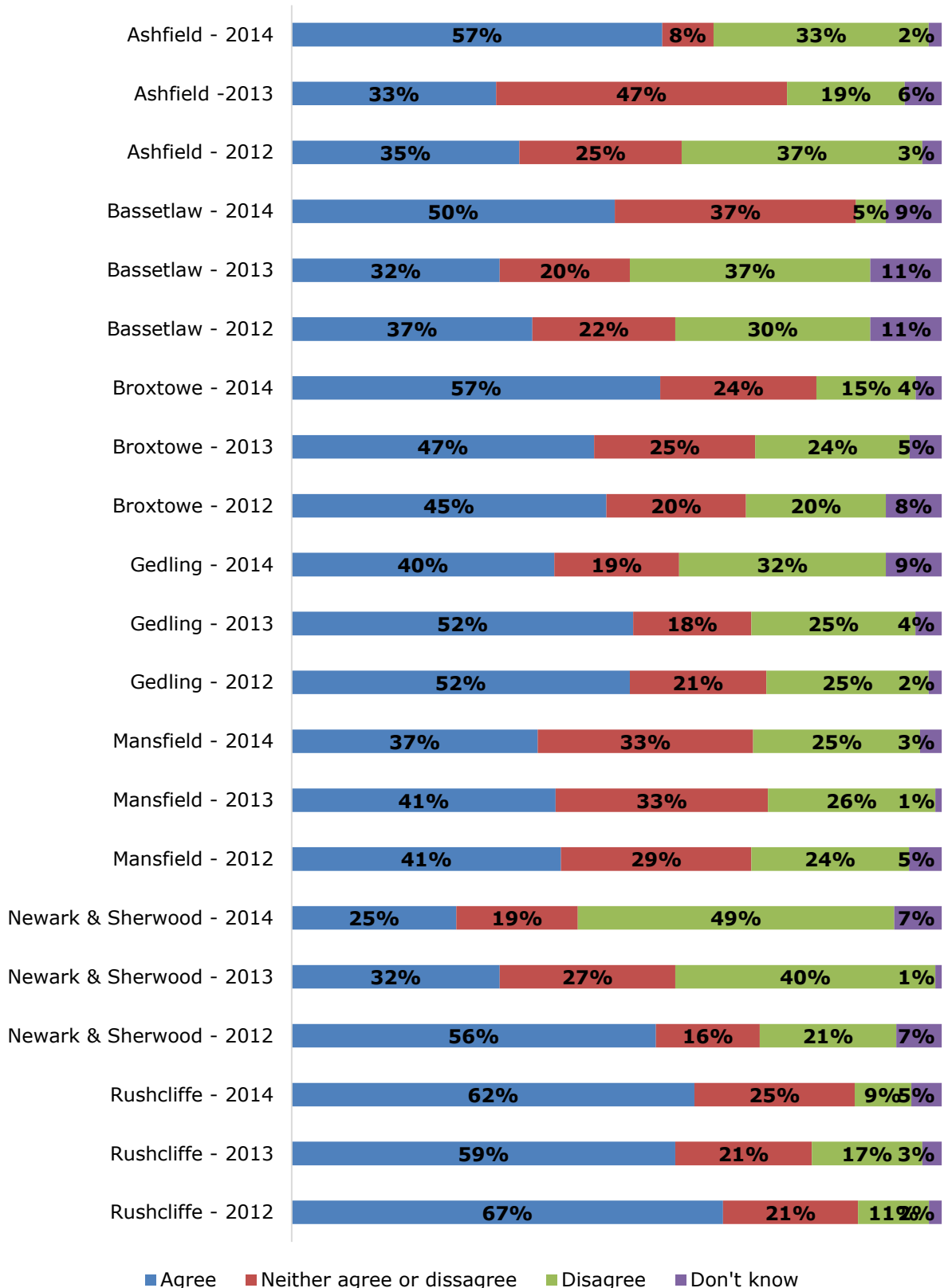
Newark & Sherwood respondents reported the lowest level of agreement that the Council provides value for money, with just 25% either strongly agreeing or tending to agree. This follows the pattern recorded in 2013, where again Newark & Sherwood respondents were the least likely to agree. Two fifths of respondents in this area disagreed that



Nottinghamshire County Council provides value for money. Agreement was also low in Mansfield, with 37% either strongly agreeing or tending to agree, compared to 47% of the overall sample.

**Figure 14 – Agreement that Nottinghamshire County Council provides value for money, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





Overall agreement (strongly agree and tend to agree responses) that the Council provides value for money is presented below in **Table 4**. As can be seen, agreement has increased since 2013 in Ashfield (+24%), Bassetlaw (+18%), Broxtowe (+10%) and Rushcliffe (+3%) but has decreased in Gedling (-12%), Mansfield (-3%) and Newark & Sherwood (-7%).

Overall, agreement has increased by 4% to 47% since 2013, matching the results of the 2012 Annual Satisfaction Survey.

**Table 4 – Agreement that Nottinghamshire County Council provides value for money, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall satisfaction 2012	Overall satisfaction 2013	Overall satisfaction 2014
Ashfield District Council	35%	33%	57%
Bassetlaw District Council	37%	32%	50%
Broxtowe Borough Council	45%	47%	57%
Gedling Borough Council	52%	52%	40%
Mansfield District Council	41%	41%	37%
Newark & Sherwood District Council	56%	32%	25%
Rushcliffe Borough Council	67%	59%	62%
<b>Overall</b>	<b>47%</b>	<b>43%</b>	<b>47%</b>

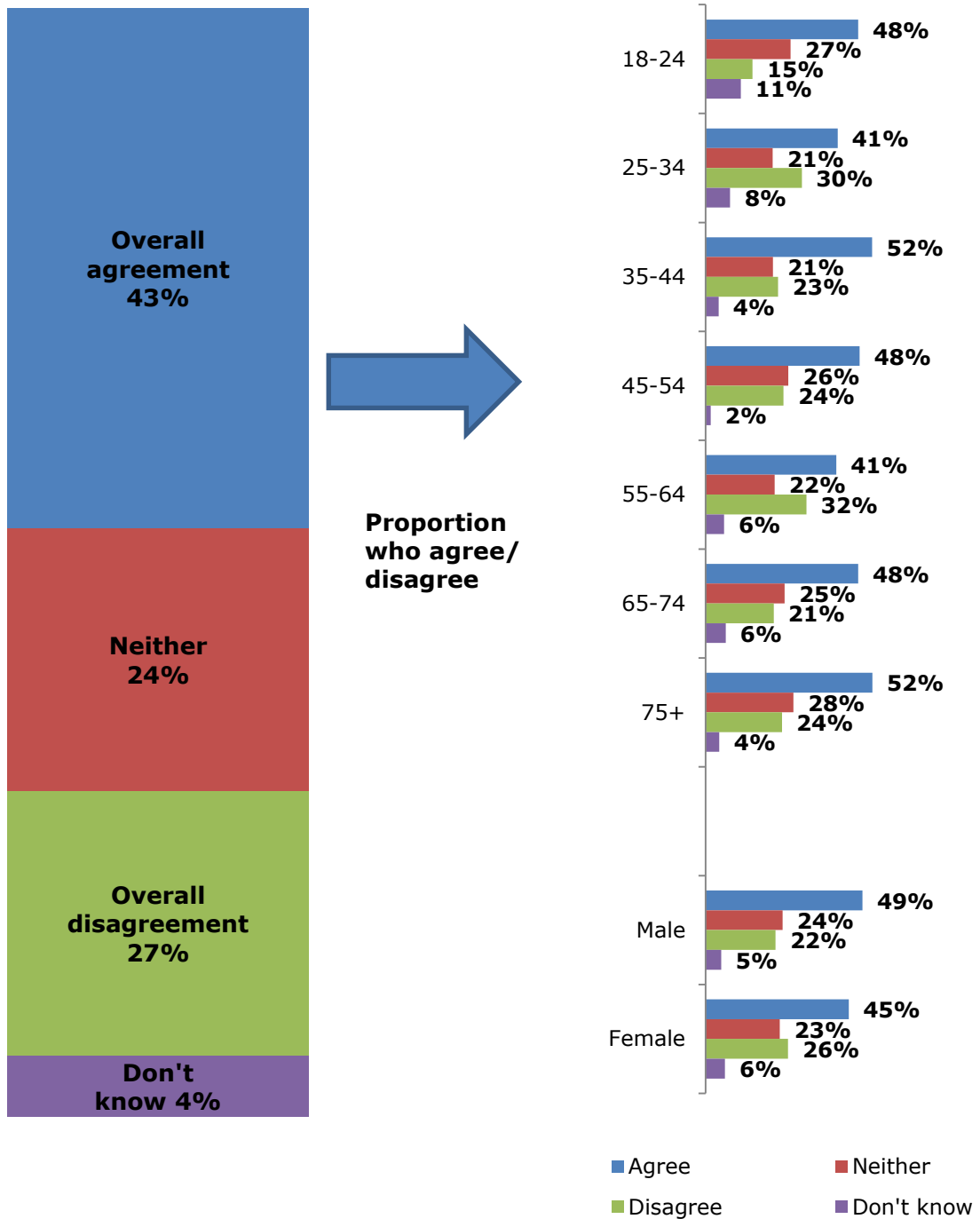
Demographic subgroup analysis demonstrates there was not a great deal of variation in agreement that Nottinghamshire County Council provides value for money across the different age groups, however larger proportions of those aged 35-44 and 75+ agreed (52% each). **Figure 15** shows these results. Agreement was lowest in the 25-34 and 55-64 year categories, at 41% each. A greater proportion of respondents aged 25-34 did not feel that the Council provides value for money, with three in ten (30%) indicating that they disagreed.

Almost half of male respondents agreed that the Council provides value for money, at 49%, in comparison to 45% of females indicating their agreement. No significant differences were identified between disability and working status subgroups.





**Figure 15 – Agreement that Nottinghamshire County Council provides value for money, by age and gender**  
**Base: All respondents (1,053)**





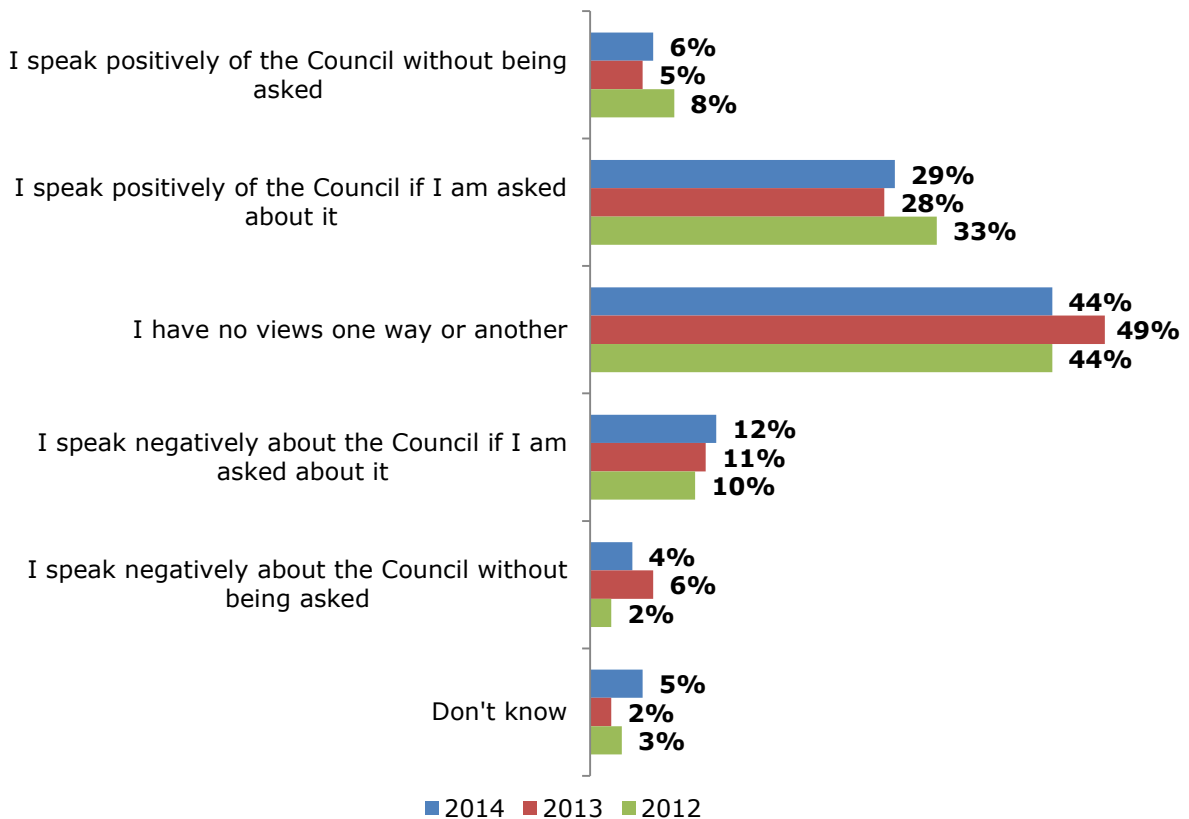
## Advocacy

Respondents were next asked to indicate which of a number of statements came the closest to how they felt about Nottinghamshire County Council. The responses received to this question are presented in **Figure 16**. Just over a third in total (35%) stated that they speak positively of the Council, either without being asked (6%), or if they are asked (29%), representing an increase of 2% since the 2013 Satisfaction Survey.

Overall, one in six (16%) reported that they speak negatively of the Council if they are asked (12%) or without being asked about it (4%). This is a slight decrease of 1% since 2013. As in previous years, the greatest proportion of respondents (44%) indicated that they had no views one way or the other about the Council.

**Figure 16 – Statements about the way respondents feel about Nottinghamshire County Council**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

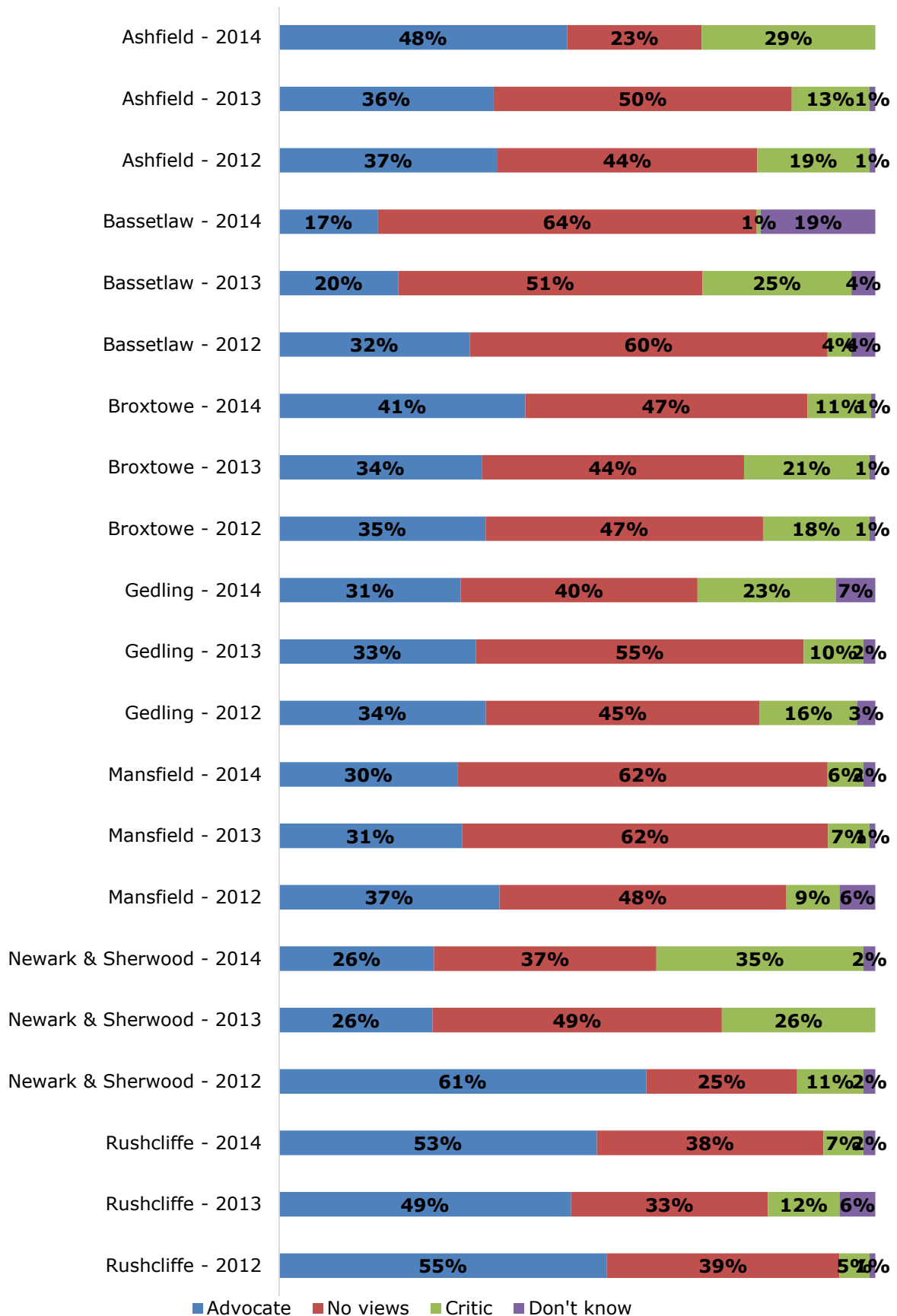


Looking across the Districts and Boroughs about perceptions of Nottinghamshire County Council, larger proportions of respondents in Rushcliffe (53%), Ashfield (48%) and Broxtowe (41%) indicated that they speak positively of the Council in comparison to the overall sample (35%). Advocacy of the Council was lowest in Bassetlaw at 17% (representing a 3% decrease since 2013), Newark & Sherwood (26%) and Mansfield (30%).

In the majority of areas, the largest proportion of respondents indicated that they had no views either way about Nottinghamshire County Council, however the proportion indicating this response in Ashfield (23%) was lower compared to the overall sample (35%) and higher in Bassetlaw (64%). Small proportions in each area said that they did not know how they felt about the Council, but almost a fifth of Bassetlaw respondents (19%) provided this response. These results are presented in **Figure 17**.



**Figure 17 – Statements about the way respondents feel about Nottinghamshire County Council, by Local Authority area**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





Overall, advocacy of the Council (the proportion who speak positively of the Council, either with or without being asked) for each District and Borough is presented in **Table 5**. As can be seen, there is a large amount of variation in advocacy across each of the Districts and Boroughs, from just 17% in Bassetlaw and 26% in Newark & Sherwood, to 53% in Rushcliffe and 48% in Ashfield.

The largest increase in the proportion who advocate for the Council since 2013 can be seen in Ashfield respondents (+12%). Increases were also demonstrated by respondents in Broxtowe (+7%) and Rushcliffe (+4%), whilst advocacy remained the same in Newark & Sherwood, at 26%. This is a significant fall in advocacy since the 2012 Satisfaction Survey, where 61% of Newark & Sherwood respondents claimed to be advocates of the Council.

Slight decreases in the proportion of respondents advocating for Nottinghamshire County Council since 2013 were recorded in Bassetlaw (-3%), Gedling (-2%) and Mansfield (-1%).

Overall advocacy has risen by 2% since 2013, to 35%, however still remains 6% lower than the level recorded in 2012.

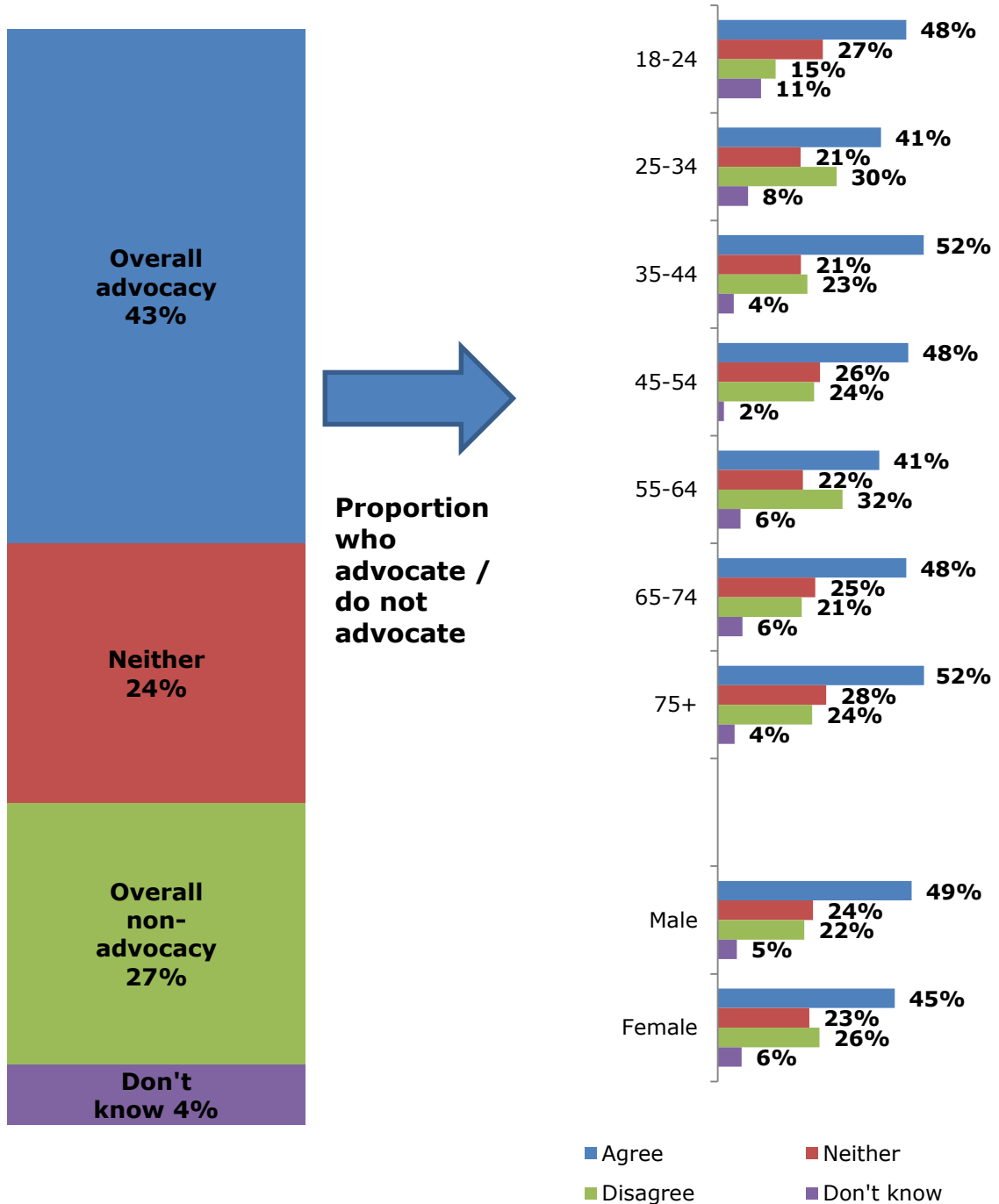
**Table 5 – Advocacy of Nottinghamshire County Council, by Local Authority area  
Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall advocacy 2012	Overall advocacy 2013	Overall advocacy 2014
Ashfield District Council	37%	36%	48%
Bassetlaw District Council	32%	20%	17%
Broxtowe Borough Council	35%	34%	41%
Gedling Borough Council	35%	33%	31%
Mansfield District Council	37%	31%	30%
Newark & Sherwood District Council	61%	26%	26%
Rushcliffe Borough Council	55%	49%	53%
<b>Overall</b>	<b>41%</b>	<b>33%</b>	<b>35%</b>

The results to this question by age and gender subgroups are presented in **Figure 18**. As can be seen, larger proportions of those aged 35-44 and 75+ indicated that they advocated for Nottinghamshire County Council (52% each), whilst smaller proportions of those aged 25-34 and 55-65 were advocates (41% each). A slightly greater proportion of male survey respondents were advocates (49%) in comparison to female respondents (45%).



**Figure 18 – Statements about how respondents feel about Nottinghamshire County Council, by age and gender**  
**Base: All respondents (1,053)**



A smaller proportion of those in employment indicated that they were advocates for the Council, at 32%, in comparison to 40% of those who were not in active employment. There was also a slight difference between disabled respondents (32%) and those who were not disabled (36%).



## Information Provision

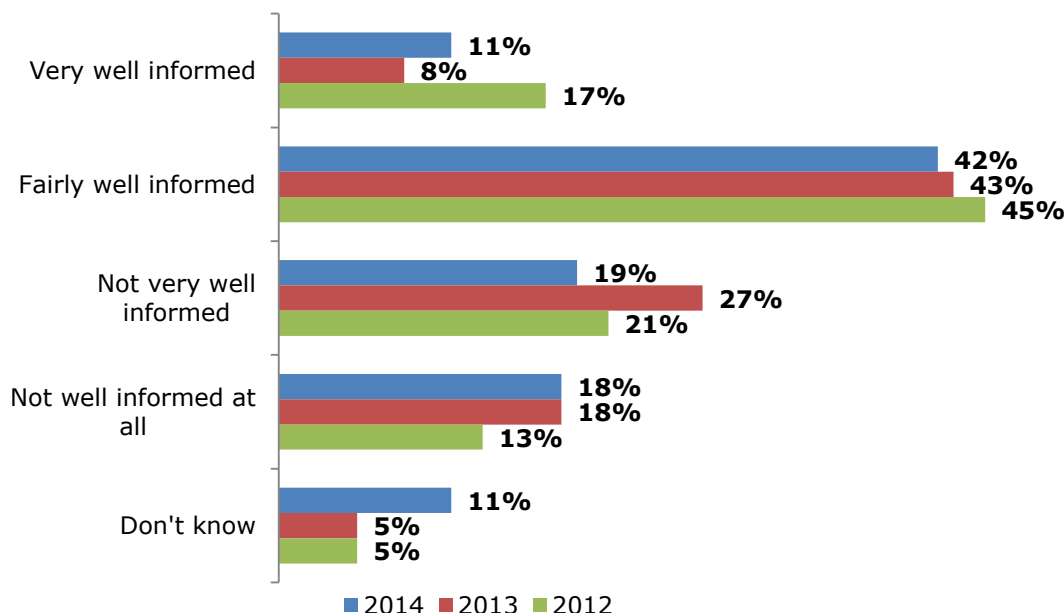
The Duty to Involve came into force in April 2009, and requires Councils to involve residents in decisions made about how they provide services. Good information and communications are important elements of service delivery, and there is a strong relationship between how informed residents feel they are kept by their Council and their perceptions of its performance. Understanding residents' views on this is therefore important both as an indicator of the effectiveness of Council communications and as one of the most important drivers of reputation among local residents.

Respondents participating in the Nottinghamshire Annual Satisfaction Survey were asked for their overall view about how well informed they feel the Council keeps them about the services and benefits it provides. As shown in **Figure 19**, over half (53%) of respondents felt that Nottinghamshire County Council kept them well informed about the services and benefits it provides (11% very well informed and 42% fairly well informed). This represents an increase of 2% in the proportion of respondents stating that they were either very well informed or fairly well informed since the previous Satisfaction Survey took place in 2013, however is still 9% lower than the proportion who felt well informed in 2012.

One in five (19%) indicated that they were not very well informed, a decrease of 8% since 2013, whilst 18% said that they were not well informed at all (the same proportion as in 2013). The proportion of those who said they did not know has more than doubled from 5% in 2013 to 11% in 2014.

**Figure 19 – Agreement that Nottinghamshire County Council keeps residents informed**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

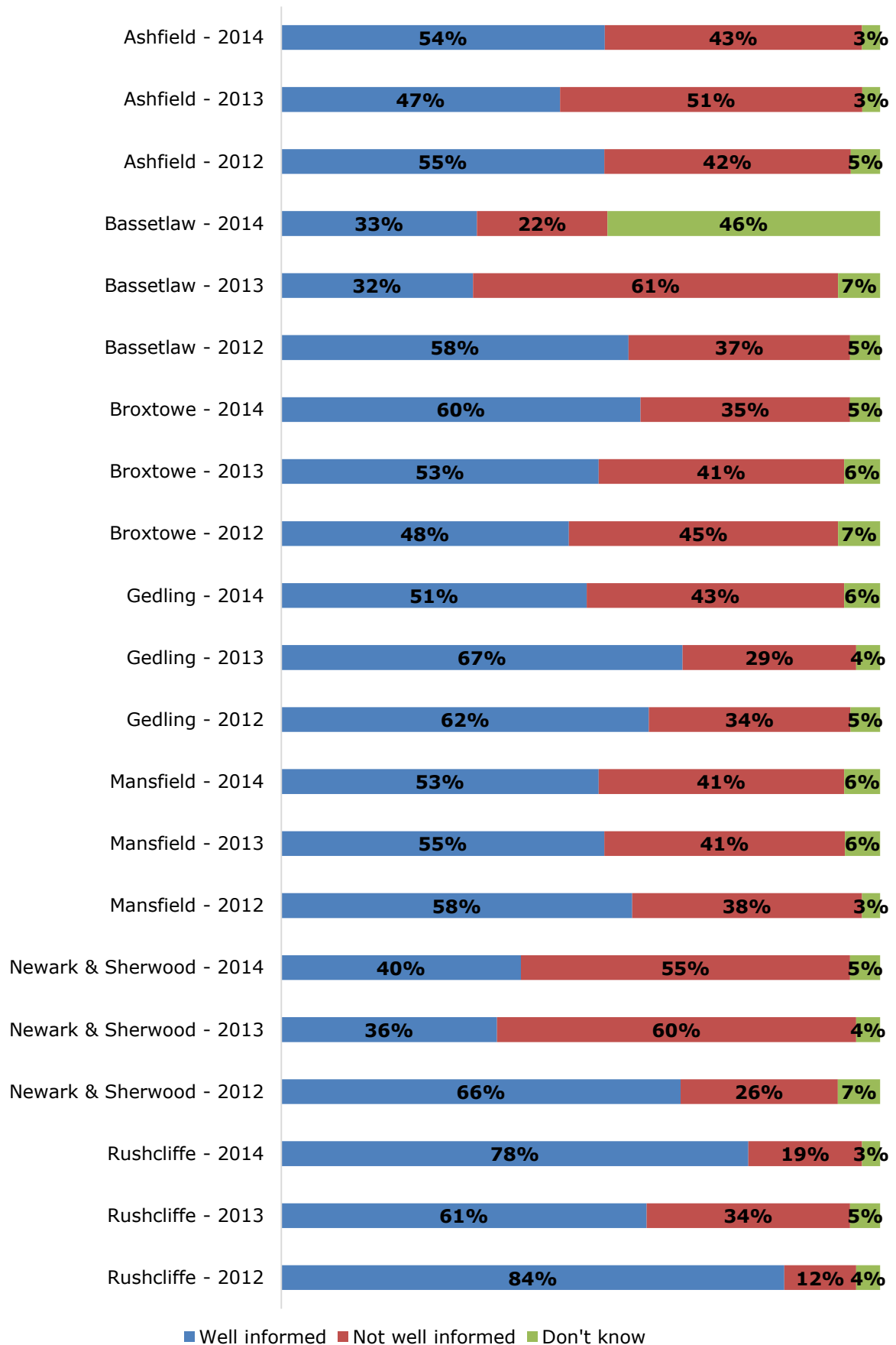


**Figure 20** presents the proportion of respondents in each District or Borough that are satisfied (either very or fairly satisfied) with the way Nottinghamshire County Council keeps residents about its services and benefits. As can be seen, almost four in five (78%) Rushcliffe respondents felt that they were well informed by the Council, in comparison to 53% of the overall sample. A high proportion of respondents from Broxtowe also felt informed by the Council, at 60%. Those living in Bassetlaw were less positive, with just a third (33%) indicating that they were well informed; however almost half (46%) reported that they did not know (in comparison to just 11% of the overall sample).



**Figure 20 – Agreement that Nottinghamshire County Council keeps residents informed, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





The proportions of respondents in each District or Borough who felt well informed (either very well or fairly well informed) by Nottinghamshire County Council in each year of the Annual Satisfaction Survey are presented below in **Table 6**. As shown, the proportion of respondents who felt informed by the Council has increased in Ashfield (+7%), Bassetlaw (+1%), Broxtowe (+7%), Newark & Sherwood (+7%) and Rushcliffe (+17%) since 2013. Respondents from Gedling and Mansfield feel less informed than in the 2013 survey, at -16% and -2% respectively.

Overall, the proportion of respondents who felt well informed has risen by 13% since the previous year's survey, but remains 9% lower than in 2012.

**Table 6 – Agreement that Nottinghamshire County Council keeps residents informed, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall 2012	Overall 2013	Overall 2014
Ashfield District Council	55%	47%	54%
Bassetlaw District Council	58%	32%	33%
Broxtowe Borough Council	48%	53%	60%
Gedling Borough Council	62%	67%	51%
Mansfield District Council	58%	55%	53%
Newark & Sherwood District Council	66%	36%	40%
Rushcliffe Borough Council	84%	61%	78%
<b>Overall</b>	<b>62%</b>	<b>40%</b>	<b>53%</b>

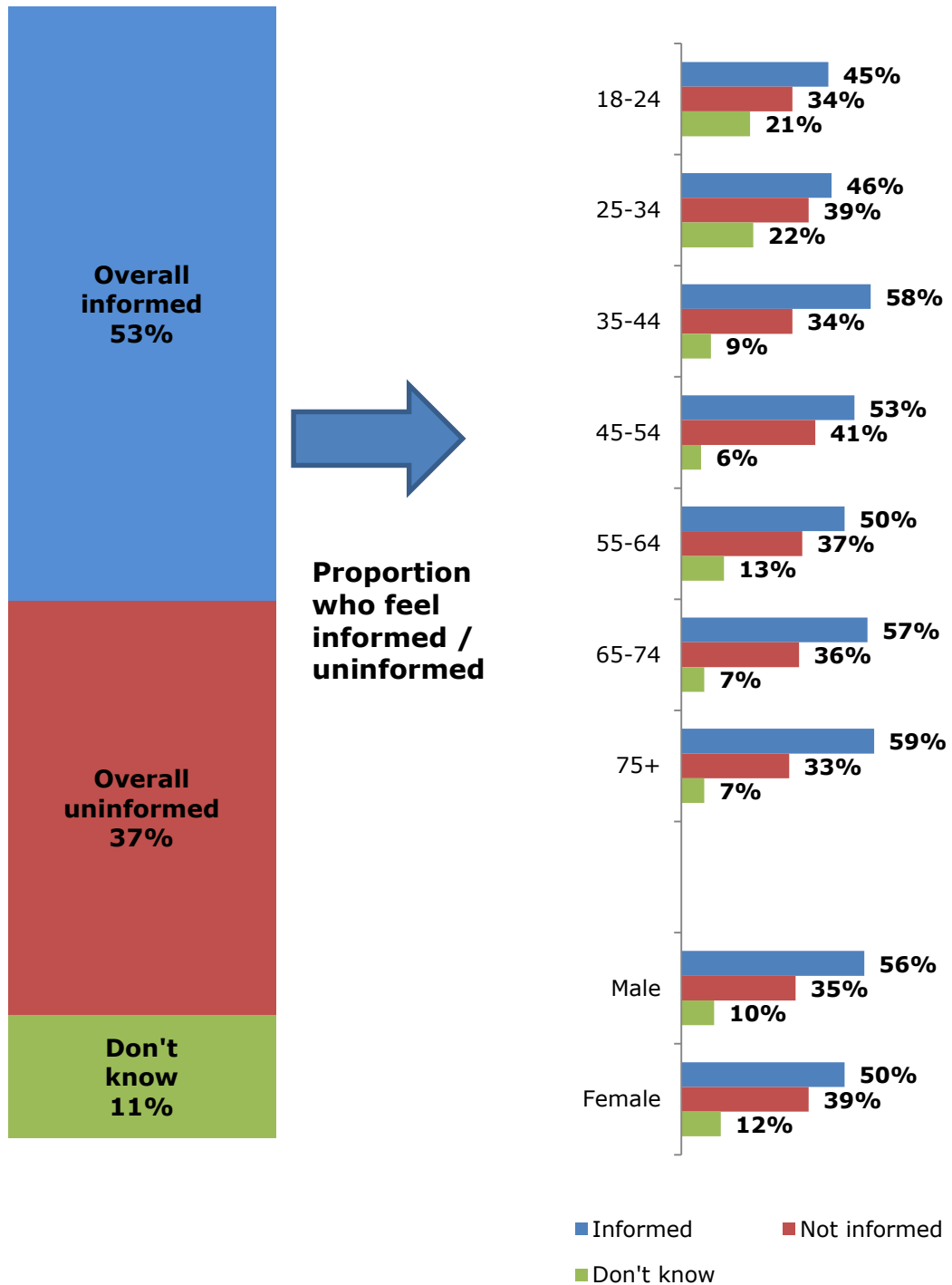
**Figure 21** presents the responses by age and gender. As can be seen, respondents aged 75+ and 35-44 felt most informed by Nottinghamshire County Council (59% and 57% respectively). Those aged 18-24 and 25-24 felt less informed, with just 45% and 46% respectively indicating that the Council kept them either very or fairly well informed.

A larger proportion of male respondents also felt well informed, at 56%, in comparison to 50% of female respondents. No significant differences were identified between disability and working status subgroups.





**Figure 21 – Agreement that Nottinghamshire County Council keeps residents informed, by age and gender**  
**Base: All respondents (1,053)**



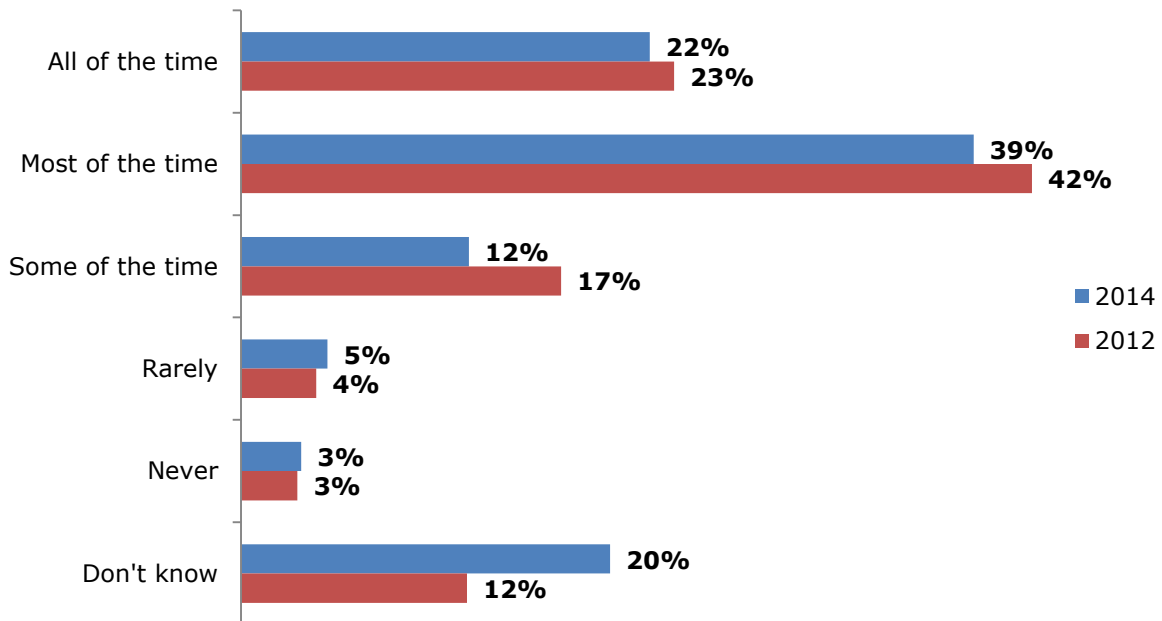


## Respect and Consideration

Local Authorities and their partners are encouraged to take action to promote strong communities with shared values, where local people treat one another with respect and consideration. Accordingly, respondents were asked how often (in the last year) they had been treated with respect and consideration by local public services. The results to this question are presented below in **Figure 22** and are compared to the results from the 2012 survey (this question was not asked in 2013).

Just over one in five (22%) felt that they had been treated with respect all of the time by their local public services. The majority felt that they had been treated with respect most of the time, at 39%. A fifth (20%) felt less well respected (12% some of the time, 5% rarely and 3% never), whilst the same proportion indicated that they did not know.

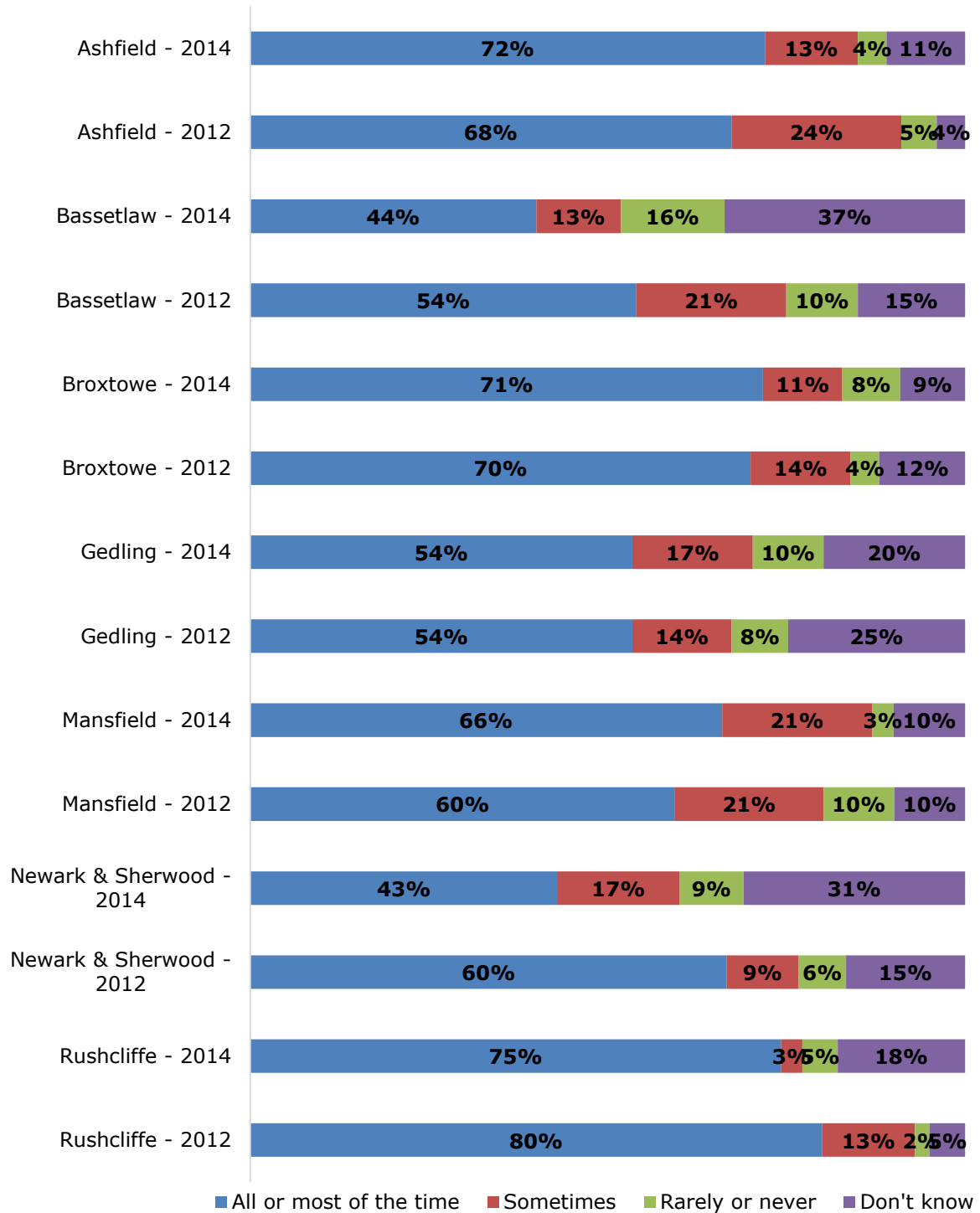
**Figure 22 – Being treated with respect and consideration by local public services**  
Base: (2014 = 1,053 / 2012 = 1,063)



The results received to this question by respondents in each Local Authority area are presented below in **Figure 23**. As shown, a greater proportion of Rushcliffe (75%), Ashfield (72%) and Broxtowe (71%) respondents felt that they were generally treated with respect by their local public services, in comparison to 61% of the overall sample. Newark & Sherwood and Bassetlaw respondents were less likely to indicate that they were treated with respect, with just 43% and 44% respectively feeling respected all or most of the time.



**Figure 23 – Being treated with respect and consideration by local public services, by Local Authority area**  
**Base: All respondents (2014 = 1,053 / 2012 = 1,063)**



The proportions of respondents who felt respected by their local public services (either all or most of the time) for each year's survey are presented in **Table 7**. Since the 2012 survey, the proportion of respondents feeling respected by their local public services has fallen slightly, from 65% in 2012 to 61% in 2014. However, greater proportions of respondents in Ashfield (+4%), Broxtowe (+1%) and Mansfield (+6%) indicated that they felt respected.



Decreases were recorded in Bassetlaw (-10%), Newark & Sherwood (-17%) and Rushcliffe (-5%), whilst the proportion of respondents feeling respected in Gedling remained the same, at 54%.

**Table 7 – Being treated with respect and consideration by local public services, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2012 = 1,063)**

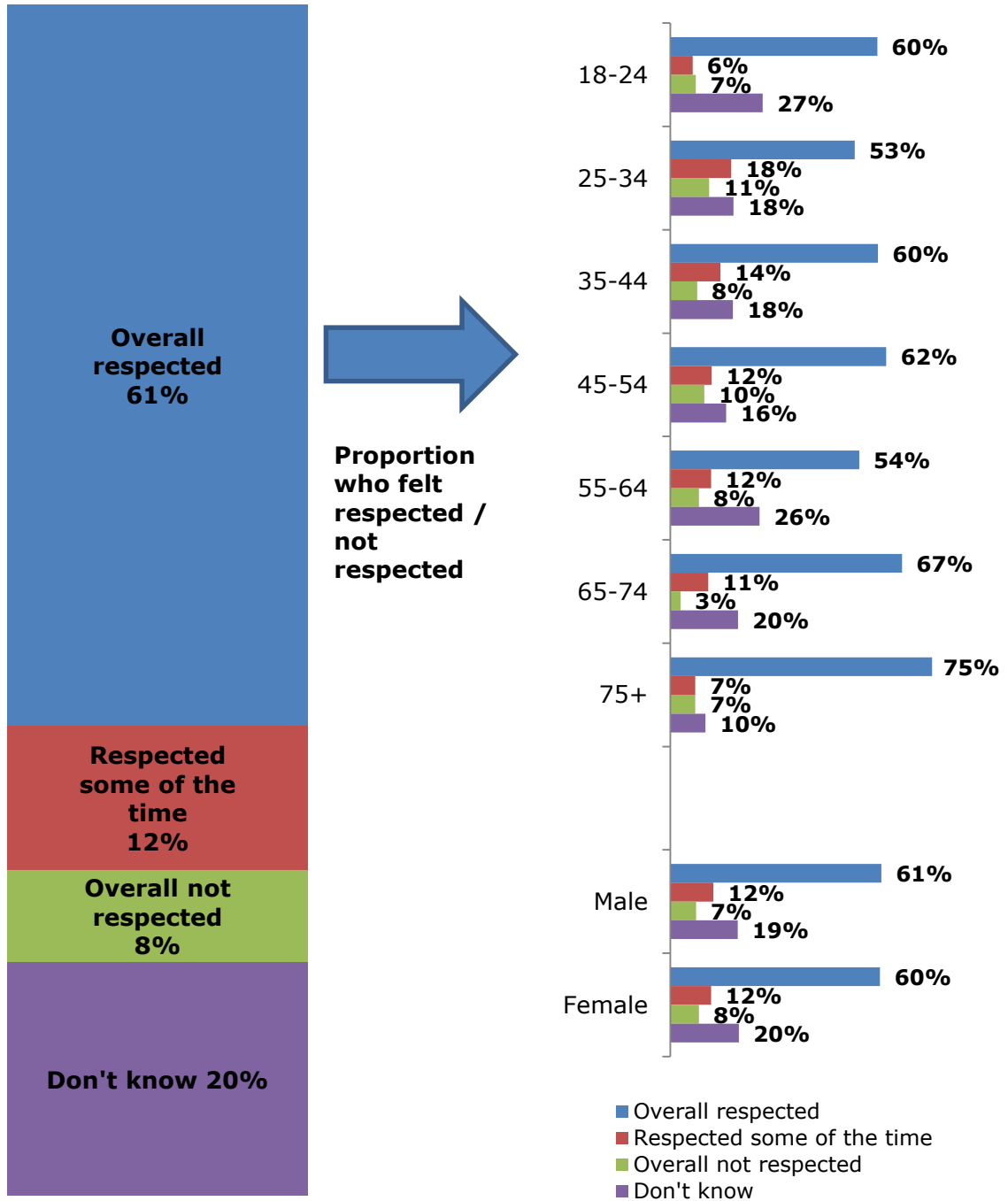
District/Borough Council	Overall respected 2012	Overall respected 2014
Ashfield District Council	68%	72%
Bassetlaw District Council	54%	44%
Broxtowe Borough Council	70%	71%
Gedling Borough Council	54%	54%
Mansfield District Council	60%	66%
Newark & Sherwood District Council	60%	43%
Rushcliffe Borough Council	80%	75%
<b>Overall</b>	<b>65%</b>	<b>61%</b>

**Figure 24** presents the results to this question by age and gender. A higher proportion of respondents aged 75+ felt respected by their local public services all or most of the time (75%) in comparison to the overall sample (61%). Similarly, those aged 65-74 also felt more respected, at 67%. Over a quarter of those aged 55-64 (26%) and those aged 18-24 (27%) said that they did not know how well respected they felt.

Few differences could be identified between male and female respondents, with very similar proportions indicating each response. Differences could be identified by working status subgroups, with 58% of those in active employment indicating that they were treated with respect and consideration all or most of the time, in comparison to 65% of those who were not in active employment.



**Figure 24 – Being treated with respect and consideration by local public services, by age and gender**  
**Base: All respondents (1,053)**





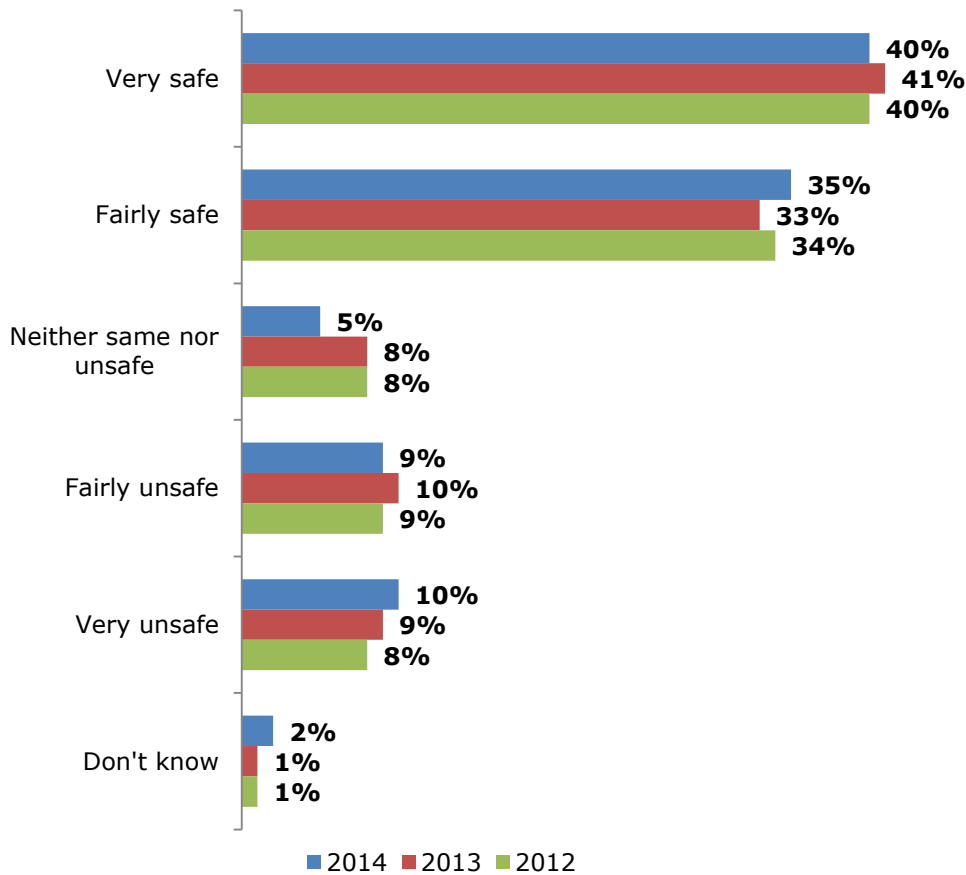
# Community Safety

## Safety in the local area after dark

Respondents across Nottinghamshire were asked a series of questions which focus on the degree to which they feel safe in their local area after dark, during the day and at home at night.

As shown in **Figure 25**, three quarters (75%) of all respondents indicated that they felt safe when outside in their local area after dark (40% very safe and 35% fairly safe). One in five (19%) however, felt unsafe (9% fairly unsafe and 10% very unsafe).

**Figure 25 – Feeling of being safe in the local area after dark**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

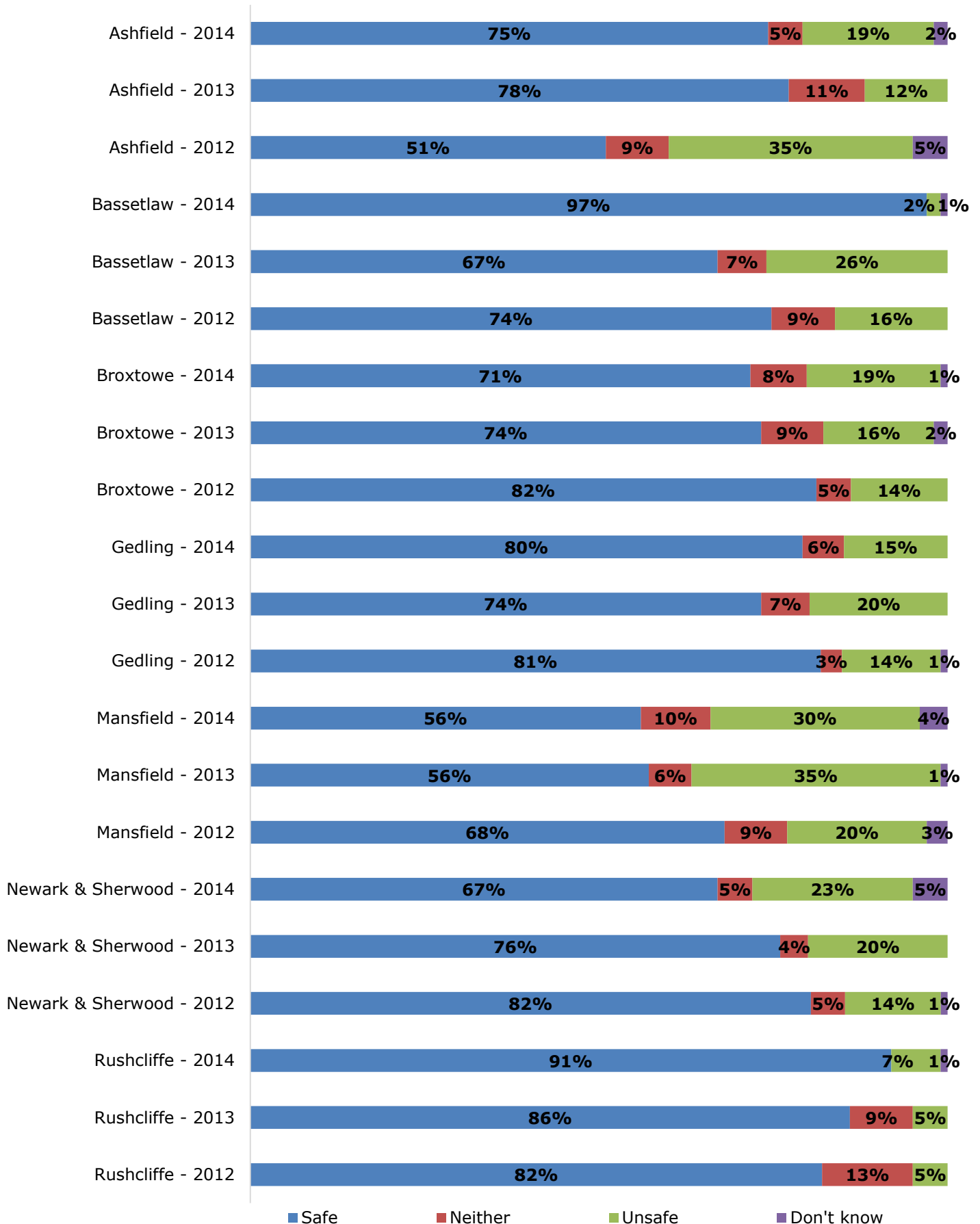


**Figure 26** presents the results to this question by Local Authority area. As can be seen, large proportions of respondents from Bassetlaw (97%) and Rushcliffe (91%) reported feeling safe (either very or fairly safe) in their local area after dark, in comparison to 75% of the overall sample. Mansfield respondents felt least safe, with just 56% indicating that they felt either very safe or fairly safe.



**Figure 26 – Feeling safe outside in the local area after dark, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





The proportion of respondents indicating that they felt safe (either very or fairly safe) in their local area after dark in each year of the Annual Satisfaction Survey are presented below in **Table 8**. As can be seen, the proportion of respondents indicating that they felt safe in their local area after dark has increased slightly by 1% to 75%.

The proportion of respondents feeling safe in Bassetlaw, Gedling and Rushcliffe have increased since the survey conducted in 2013 (+30%, +6% and +5% respectively).

Perceptions of safety have decreased in Ashfield (-3%), Broxtowe (-3%), Newark & Sherwood (-9%), and have remained the same in Mansfield (56%).

**Table 8 – Feeling safe outside in the local area after dark, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall safe 2012	Overall safe 2013	Overall safe 2014
Ashfield District Council	51%	78%	75%
Bassetlaw District Council	74%	67%	97%
Broxtowe Borough Council	82%	74%	71%
Gedling Borough Council	81%	74%	80%
Mansfield District Council	68%	56%	56%
Newark & Sherwood District Council	82%	76%	67%
Rushcliffe Borough Council	82%	86%	91%
<b>Overall</b>	<b>74%</b>	<b>74%</b>	<b>75%</b>

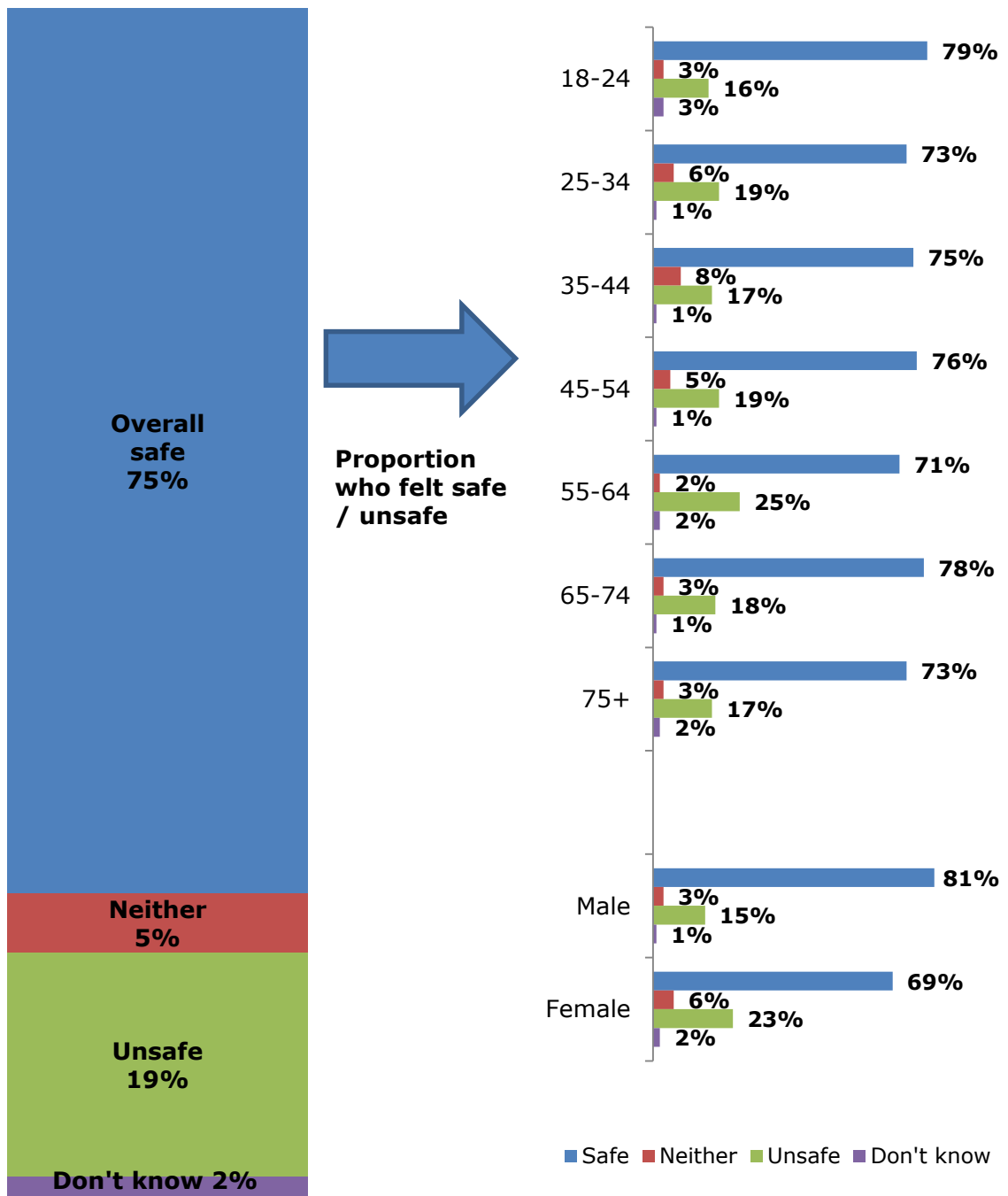
The results of the 2014 survey by age and gender are presented below in **Figure 27**. As can be seen, there are few differences between subgroups, however a smaller proportion of female respondents (69%) reported feeling safe in their local area after dark in comparison to male respondents (81%).

Almost four in five (78%) respondents who were not disabled indicated that they felt either very or fairly safe when outside in the local area after dark, compared to just 63% of disabled respondents. A greater proportion of those who were in employment also reported that they felt safe, at 78%, whilst just 71% of those who were not employed reported feeling safe.





**Figure 27 – Feeling safe outside in the local area after dark, by age and gender**  
**Base: All respondents (1,053)**

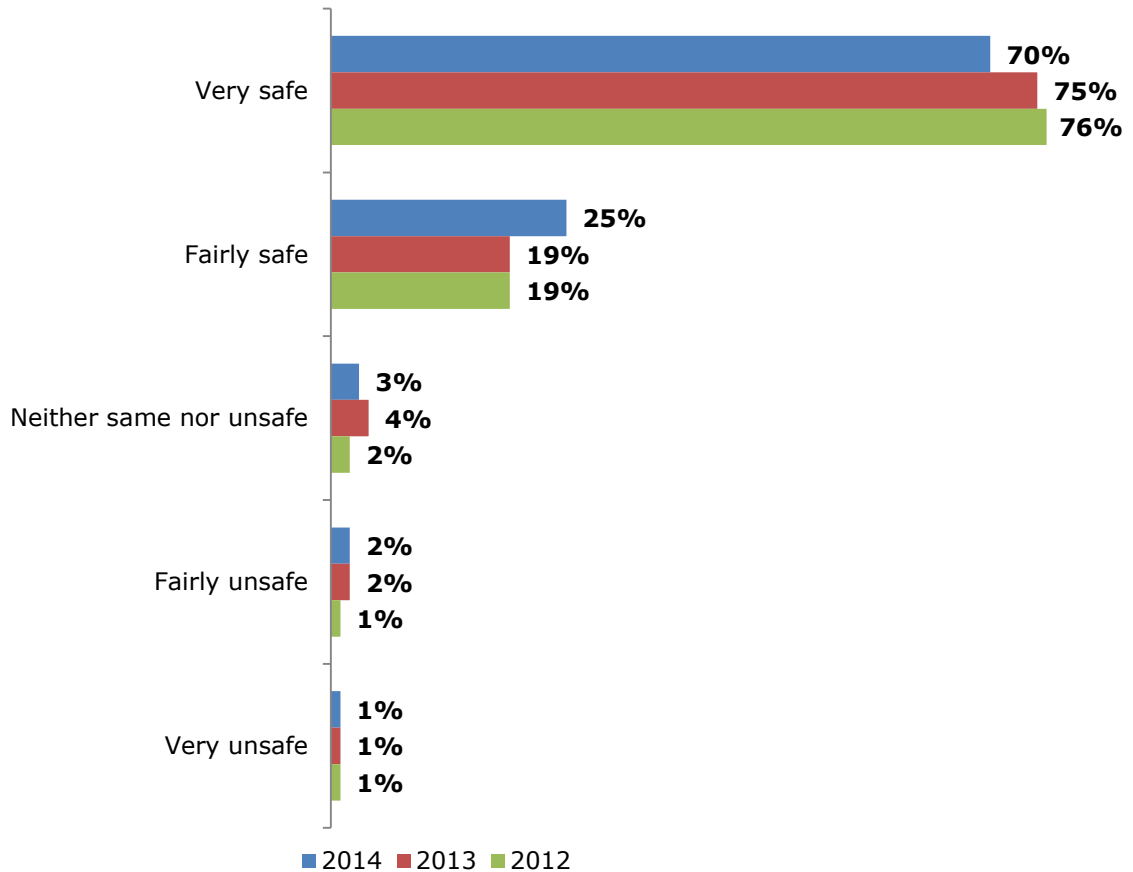




**Safety in the local area during the day**

Respondents were next asked about their perceptions of feeling safe when outside in their local area during the day. As shown in **Figure 28**, 95% of respondents indicated that they felt either very (70%) or fairly (25%) safe.

**Figure 28 – Feeling safe outside in the local area during the day**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

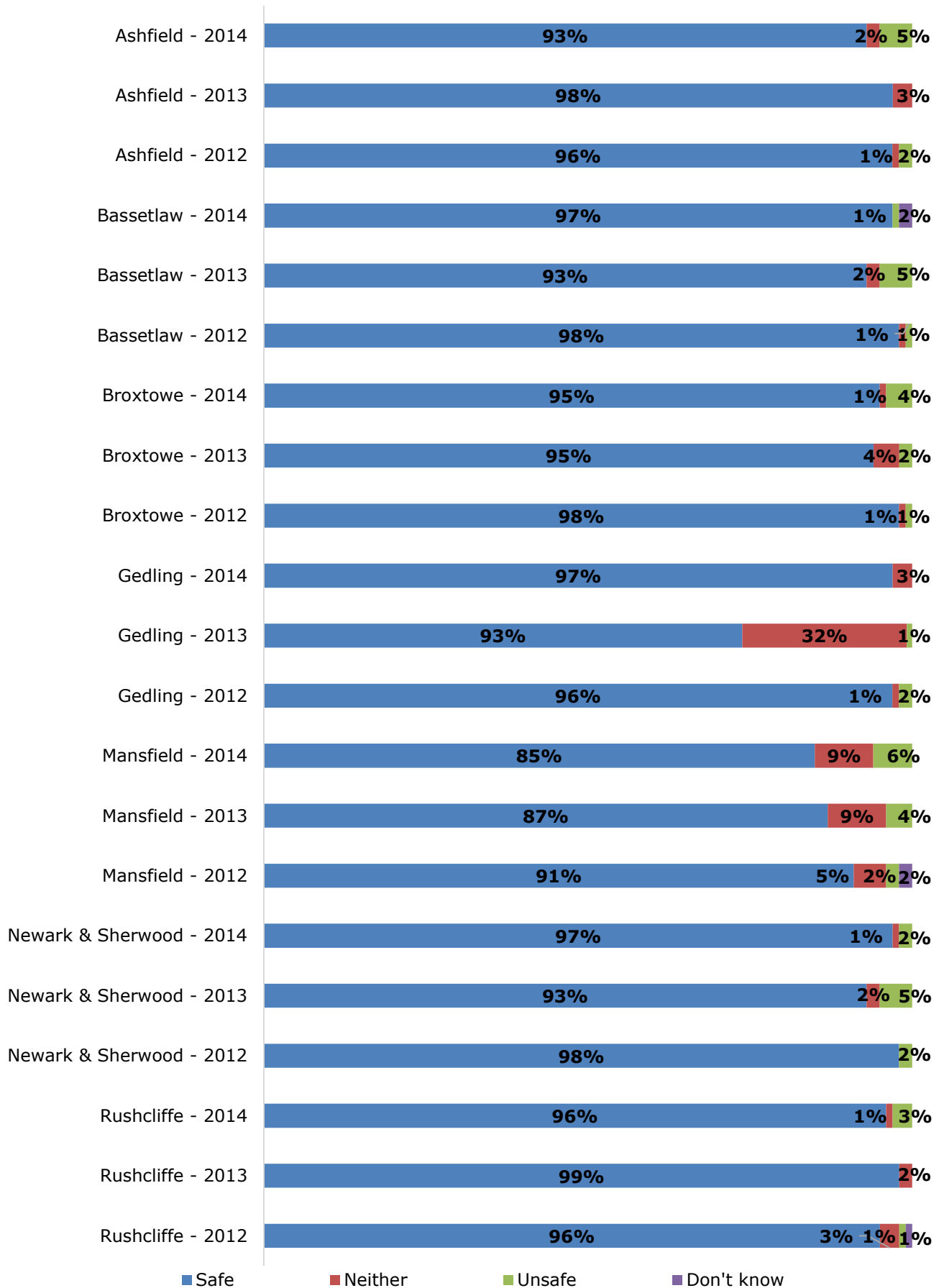


Looking at the results for each District and Borough, there are few differences to be identified in the responses. Perceptions of feeling safe (either very or fairly safe) when outside in the local area during the day are high in each area, ranging from 97% in Bassetlaw and Gedling to 85% in Mansfield (where 9% indicated that they felt unsafe). These results are presented in **Figure 29**.



**Figure 29 – Feeling safe outside in the local area during the day, by local authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





The proportion of respondents feeling safe (either very or fairly safe) when outside during the day are presented below in **Table 9**. As can be seen, perceptions of safety are high in each District or Borough, but have increased in Bassetlaw (+4%), Gedling (+4%) and Newark & Sherwood (+4%) since 2013, remaining the same in Broxtowe (95%).

Perceptions of feeling safe have decreased in Ashfield (-5%), Mansfield (-2%) and Rushcliffe (-3%).

Overall, perceptions of feeling safe when outside during the day have remained the same as the results from the 2013 survey, at 94%, but have not reached the high of 95% recorded in the 2012 survey.

**Table 9 – Feeling safe outside in the local area outside during the day, by Local Authority area**

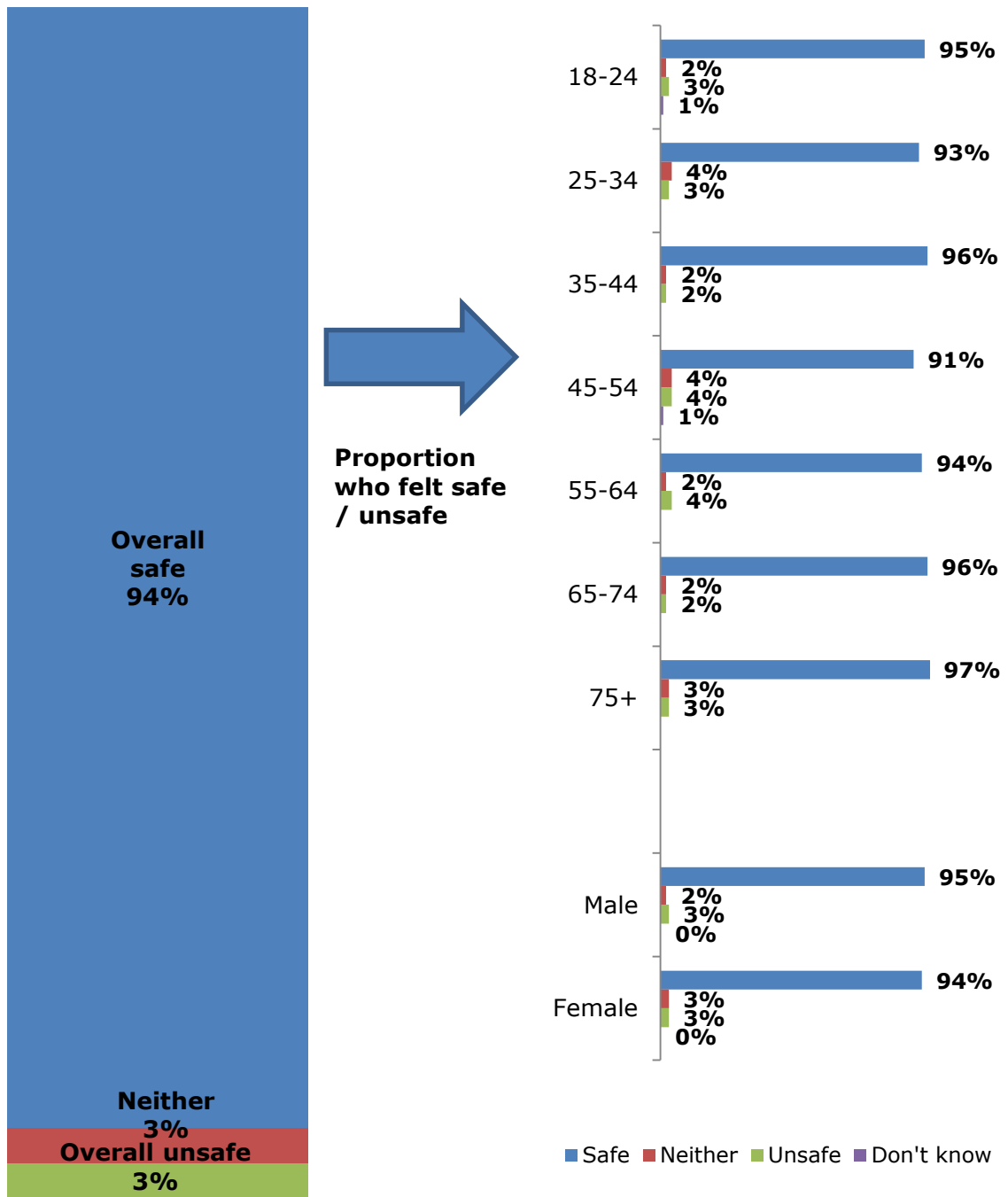
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall safe 2012	Overall safe 2013	Overall safe 2014
Ashfield District Council	96%	98%	93%
Bassetlaw District Council	98%	93%	97%
Broxtowe Borough Council	98%	95%	95%
Gedling Borough Council	96%	93%	97%
Mansfield District Council	91%	87%	85%
Newark & Sherwood District Council	98%	93%	97%
Rushcliffe Borough Council	96%	99%	96%
<b>Overall</b>	<b>95%</b>	<b>94%</b>	<b>94%</b>

The results by age and gender are presented below in **Figure 30**. There are few subgroup differences to be identified, as the proportion of respondents feeling safe remains high in all age categories and in both males and females.



**Figure 30 – Feeling safe outside in the local area during the day, by age and gender**



Again, a slight difference could be identified between respondents who reported that they had a health problem or disability and those who did not. Almost nine in ten (89%) disabled respondents reported feeling safe when outside during the day, whereas this proportion rose to 96% in those who were not disabled.

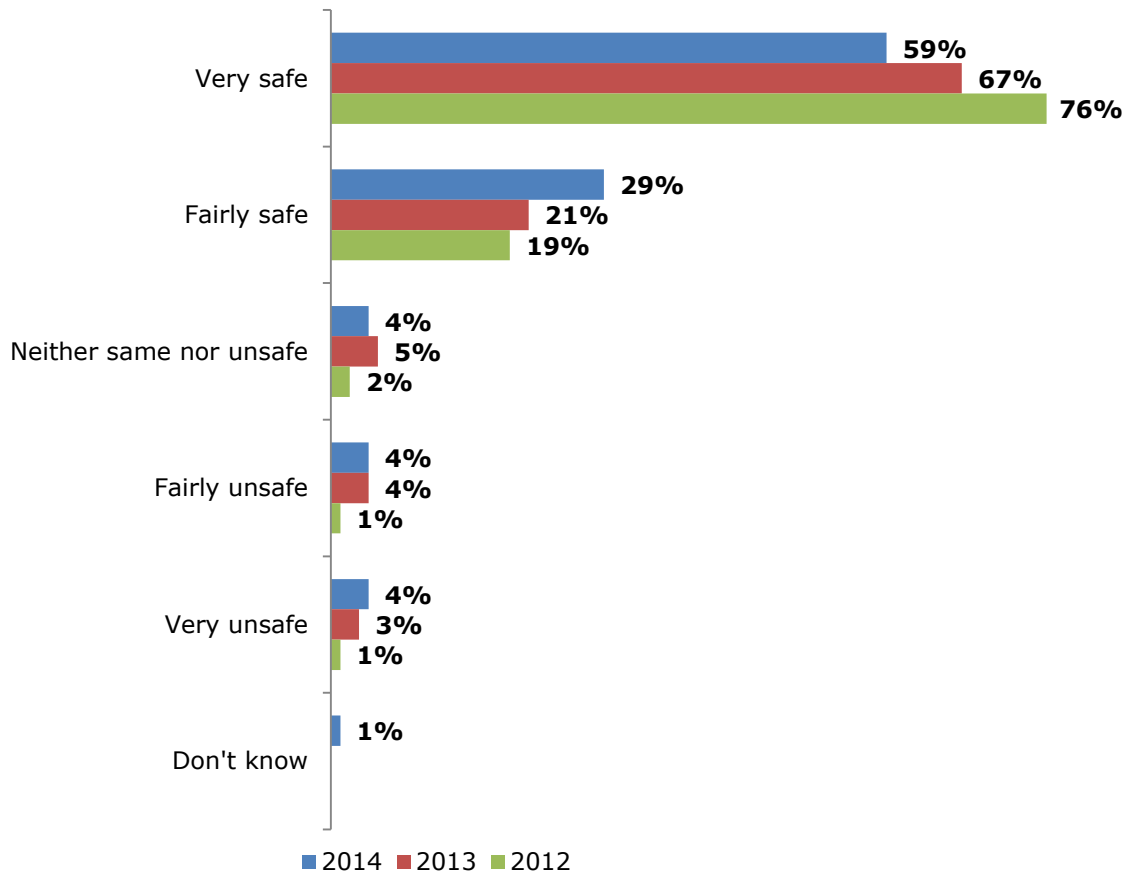


**Safety when home alone at night**

Respondents were also asked about how safe they feel when in their home alone at night. **Figure 31** presents these results. As can be seen, the proportion of respondents indicating that they felt very safe has decreased steadily, from 76% in 2012 to 67% in 2013 to 59% in 2014. However, 88% overall reported that they felt either very (59%) or fairly (29%) safe when home alone at night, the same proportion as in the 2013 Annual Satisfaction Survey.

Just 8% of respondents reported that they felt either fairly unsafe or very unsafe (4% each).

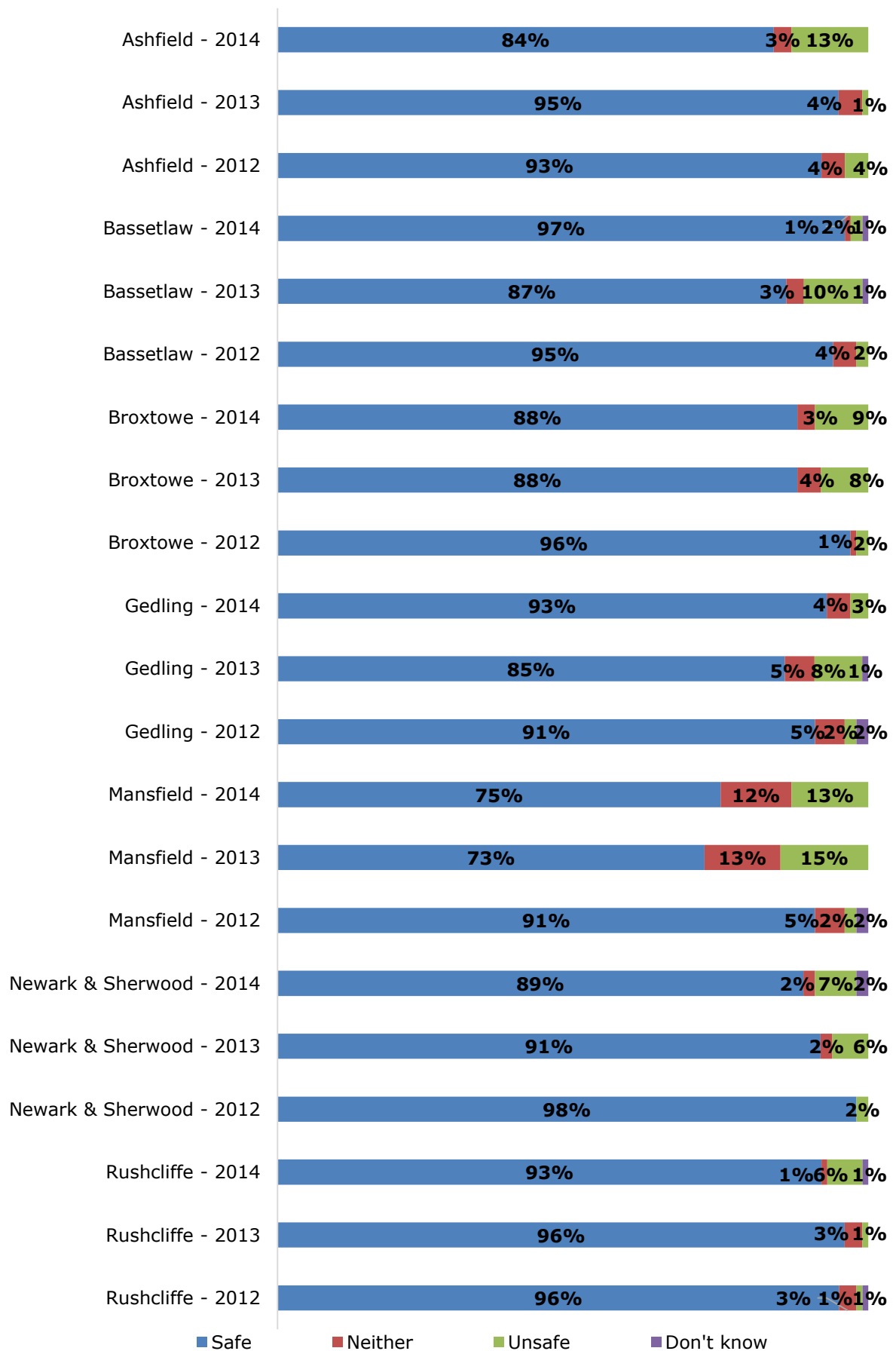
**Figure 31 – Feeling safe when home alone at night**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**



Perceptions of feeling safe when home alone at night were high in most Districts and Boroughs, however a smaller proportion of Mansfield respondents (75%) reported feeling safe (either very or fairly safe) in comparison to the overall sample (88%). Nearly all Bassetlaw respondents reported feeling either very or fairly safe, at 97% overall. These results are presented in **Figure 32**.



**Figure 32 – Feeling safe when home alone at night, by Local Authority area**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





The proportions of respondents indicating that they feel safe (either very safe or fairly safe) when home alone at night in each District or Borough are presented below in **Table 10**.

As can be seen, perceptions of feeling safe have increased in Bassetlaw (+10%), Gedling (+8%) and Mansfield (+2%) since the 2013 survey, and have remained the same in Broxtowe, at 88%. Perceptions of safety have decreased in Ashfield (-11%), Newark & Sherwood (-2%) and Rushcliffe (-3%).

Across all Districts and Boroughs, perceptions of safety when home alone at night are high at 88% (the same proportion as felt safe in the 2013 survey), but remain 7% lower than the results from the 2012 survey.

**Table 10 – Feeling safe when home alone at night, by Local Authority area**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall safe 2012	Overall safe 2013	Overall safe 2014
Ashfield District Council	93%	95%	84%
Bassetlaw District Council	95%	87%	97%
Broxtowe Borough Council	96%	88%	88%
Gedling Borough Council	91%	85%	93%
Mansfield District Council	91%	73%	75%
Newark & Sherwood District Council	98%	91%	89%
Rushcliffe Borough Council	96%	96%	93%
<b>Overall</b>	<b>95%</b>	<b>88%</b>	<b>88%</b>

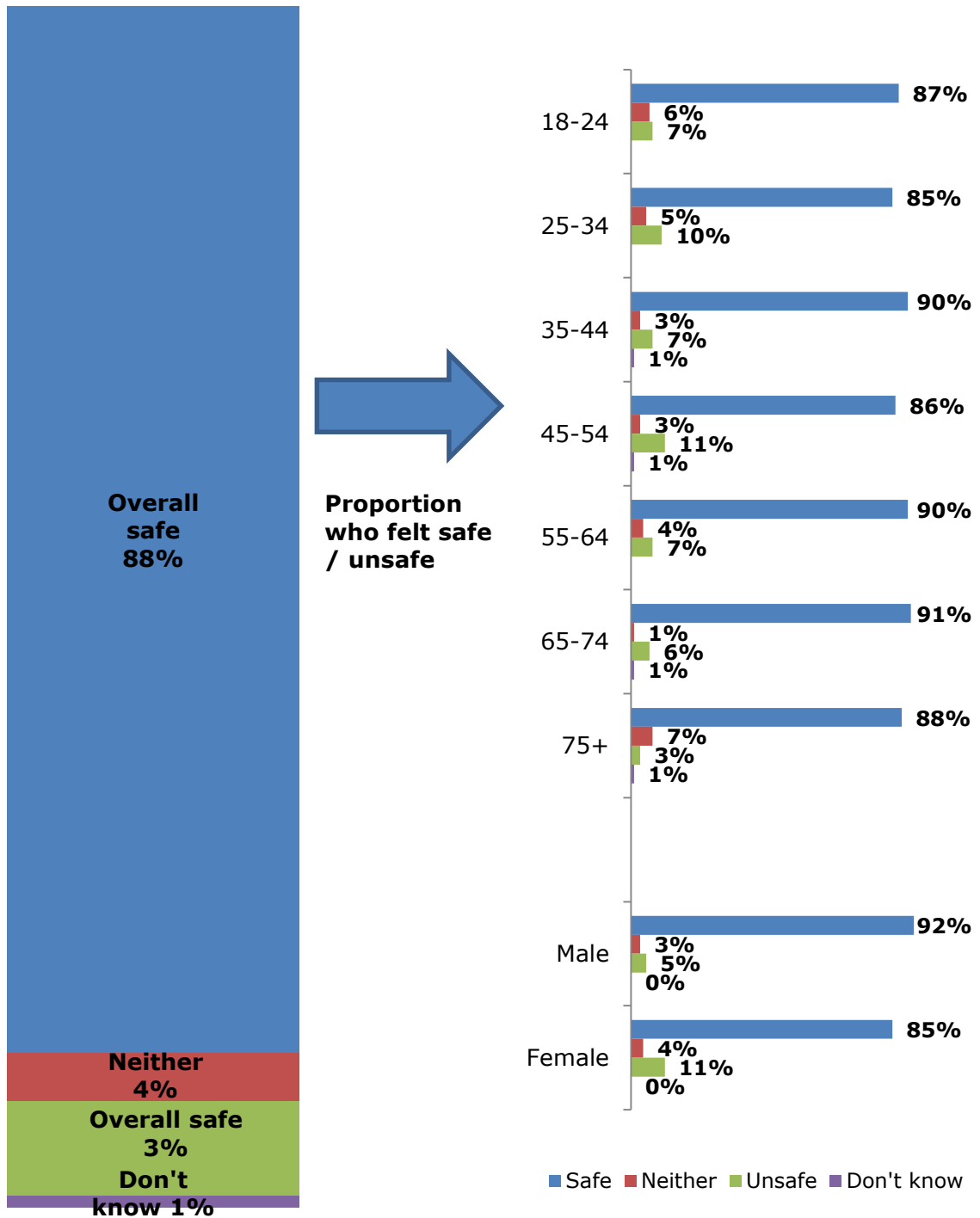
The results by age and gender are presented below in **Figure 33**. There are few differences to be seen in the responses received from those in different age groups, however slightly larger proportions aged 45-54 (11%) and 25-34 (10%) reported feeling unsafe (either very or fairly unsafe) when home alone at night compared to the overall sample (8%).

A greater proportion of male respondents (92%) reported feeling safe when home alone at night in comparison to female respondents (85%). Over four in five (85%) disabled respondents said that they felt safe whilst in their home alone at night. This proportion rose to 89% in those who were not disabled.





**Figure 33 – Feeling safe at home during the day, by age and gender**  
**Base: All respondents (1,053)**



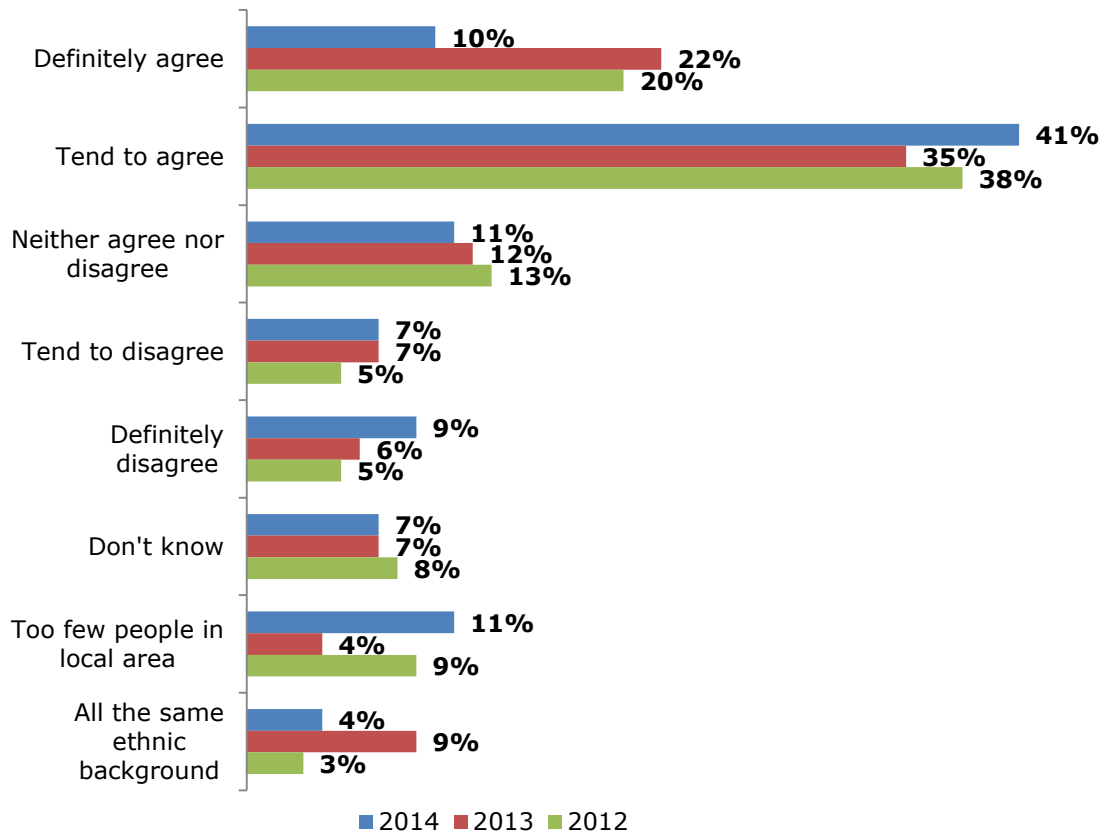


## Community Cohesion

A recognised measure of community cohesion is achieved by asking people about the degree to which people agree that their local area is one where people from different backgrounds get on well together. Respondents in Nottinghamshire were therefore asked the extent to which they agree or disagree that their local area is one where people from different ethnic backgrounds get on well together. The results are shown in **Figure 34**.

Just over half (51%) of the overall sample agreed that people from different ethnic backgrounds get along well together in Nottinghamshire (10% definitely agree and 41% tend to agree). Just one in ten (10%) definitely agreed, representing a fall of 12% since the previous survey took place in 2013. One in six (17%) disagreed, with 7% tending to disagree and 10% definitely disagreeing. One in nine (11%) felt that there were too few people in their local area to say whether people from different backgrounds get along, whilst 4% said that the people in their local area were all from the same ethnic background.

**Figure 34 – Agreement that people from different ethnic backgrounds get along**  
**Base: All respondents (1,053)**



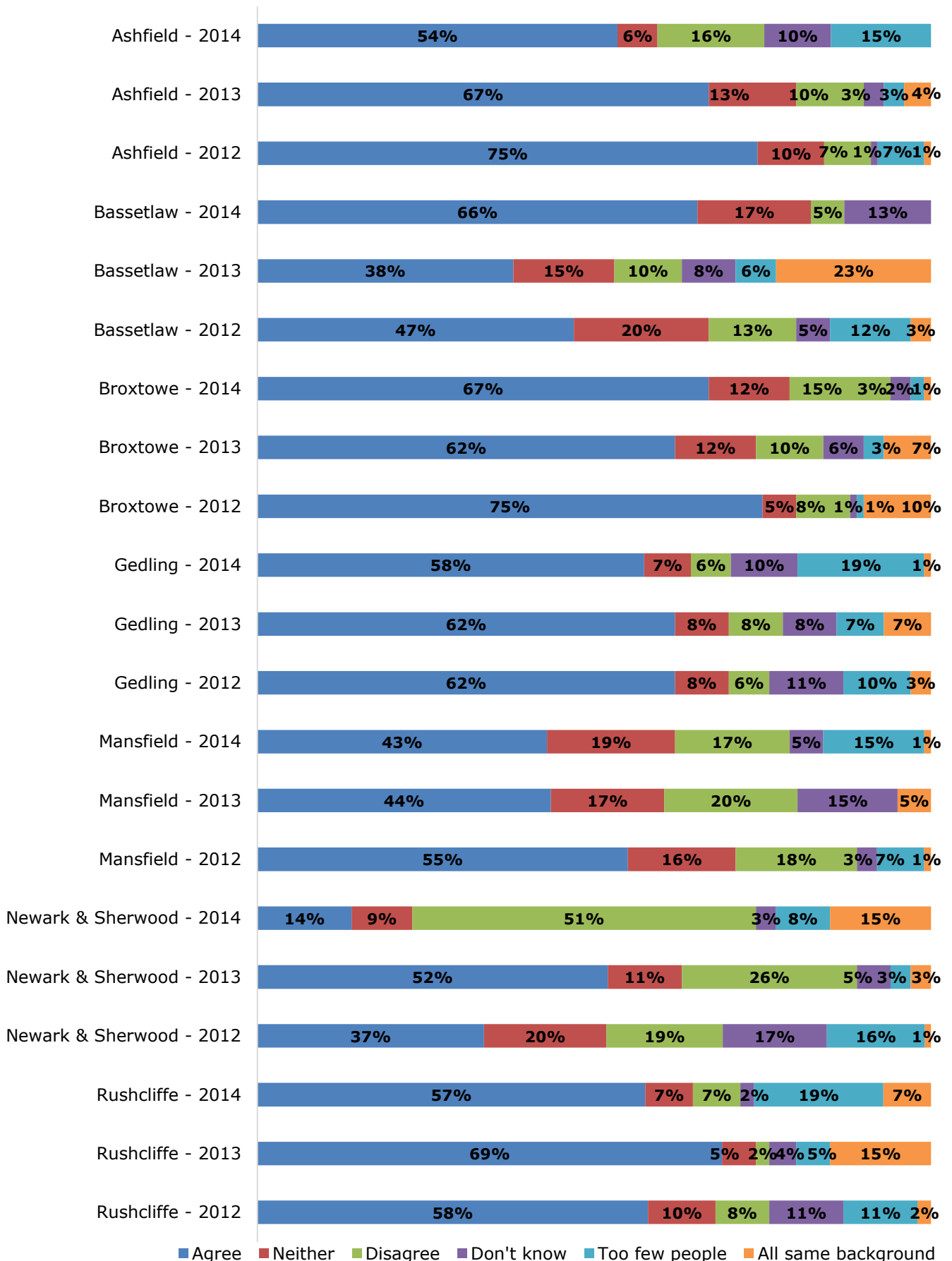
Looking across the Districts and Boroughs, agreement was highest in Broxtowe and Bassetlaw (67% and 66% respectively). Agreement was low in Newark & Sherwood, with just 14% overall agreeing to some extent (1% definitely agree and 13% tend to agree), however over half of respondents from this area said they did not know (51%). Larger proportions of Gedling and Rushcliffe respondents (19% each) said there were too few people in the local area to comment.

These results are presented in **Figure 35**.



**Figure 35 – Agreement that people from different ethnic backgrounds get along together, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





**Table 11** shows the proportions of respondents agreeing (either definitely agreeing or tending to agree) that people from different ethnic backgrounds get along well together. Since the 2013 survey, the proportion of respondents who agree has increased in Bassetlaw (+28%) but has decreased in all other Districts and Boroughs, falling by 38% in Newark & Sherwood to just 14% (however it should be noted that a very high proportion of these respondents stated that they did not know).

**Table 11 – Agreement that people from different ethnic backgrounds get along together, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

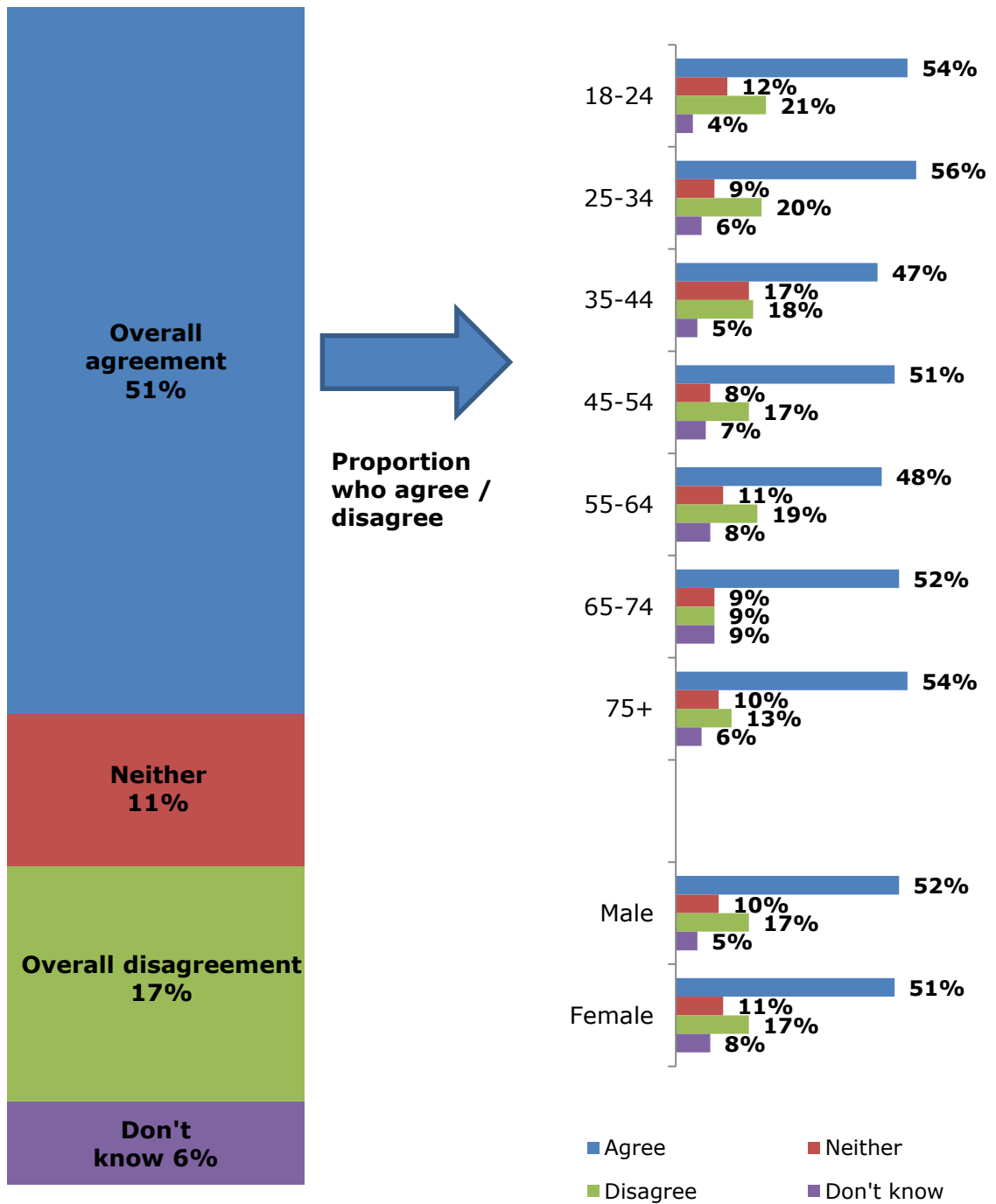
District/Borough Council	Overall agreement 2012	Overall agreement 2013	Overall agreement 2014
Ashfield District Council	75%	67%	54%
Bassetlaw District Council	47%	38%	66%
Broxtowe Borough Council	75%	62%	67%
Gedling Borough Council	62%	62%	58%
Mansfield District Council	55%	44%	43%
Newark & Sherwood District Council	37%	52%	14%
Rushcliffe Borough Council	58%	69%	57%
<b>Overall</b>	<b>58%</b>	<b>57%</b>	<b>51%</b>

The results presented by age and gender subgroups are shown in **Figure 36**. As can be seen, slightly larger proportions of those aged 25-34 (56%), 18-24 (54%) and 75+ (54%) agreed (either definitely agreed or tended to agree) that people from different ethnic backgrounds got along well together. In comparison to the overall sample (17%), a greater proportion of respondents in the youngest two age categories disagreed (21% of those aged 18-25 and 20% of those aged 25-34). Respondents aged 35-44 were most ambivalent, with 17% suggesting that neither agreed nor disagreed.

Few differences were identified between male and female respondents, although a slightly greater proportion of females said that they did not know (8%) in comparison to males (5%). No significant differences were identified between disability and working status subgroups.



**Figure 36 – Agreement that people from different ethnic backgrounds get along together, by age and gender**

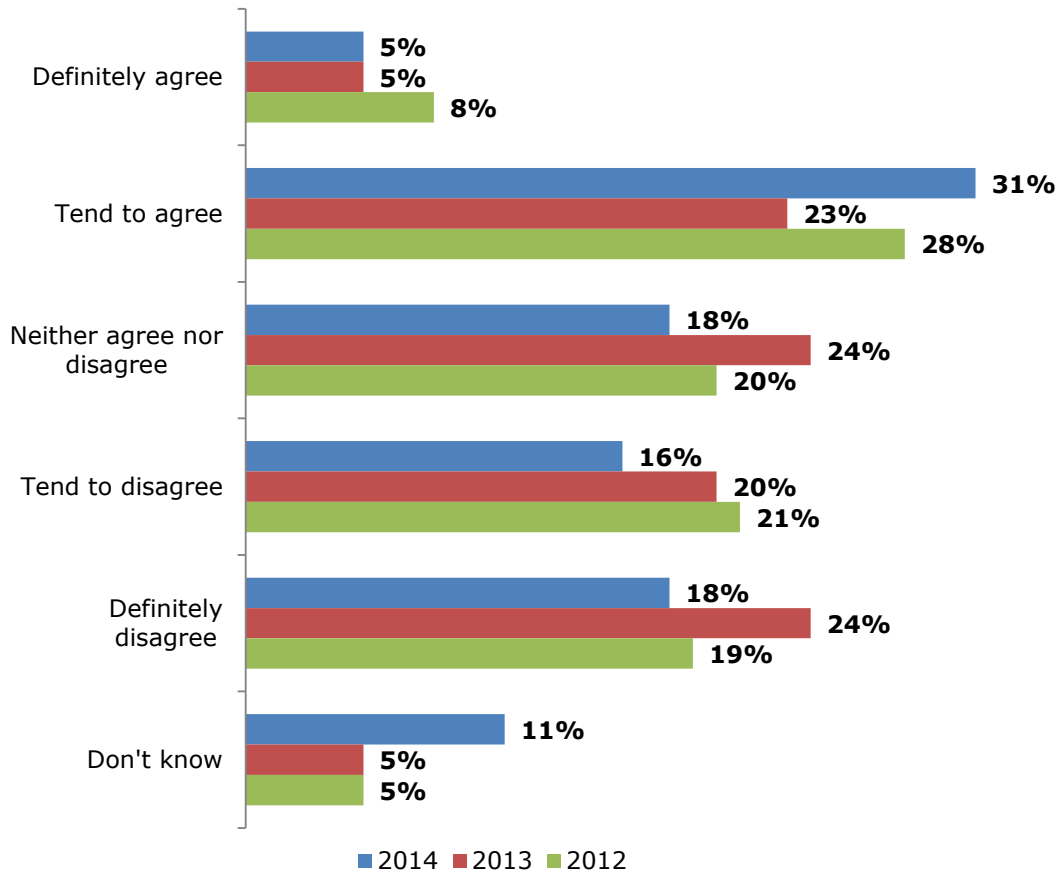




## Influence on Local Decision Making

Respondents in Nottinghamshire were asked the extent to which they agree or disagree that they can influence decisions affecting their local area. These results are presented in **Figure 37**. As shown in **Figure 37**, just over a third (35%) agreed to some extent that they can influence decisions (5% definitely agree and 31% tend to agree), however the same proportion disagree (16% tend to disagree and 18% definitely disagree).

**Figure 37 – Influence on decisions affecting the local area**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

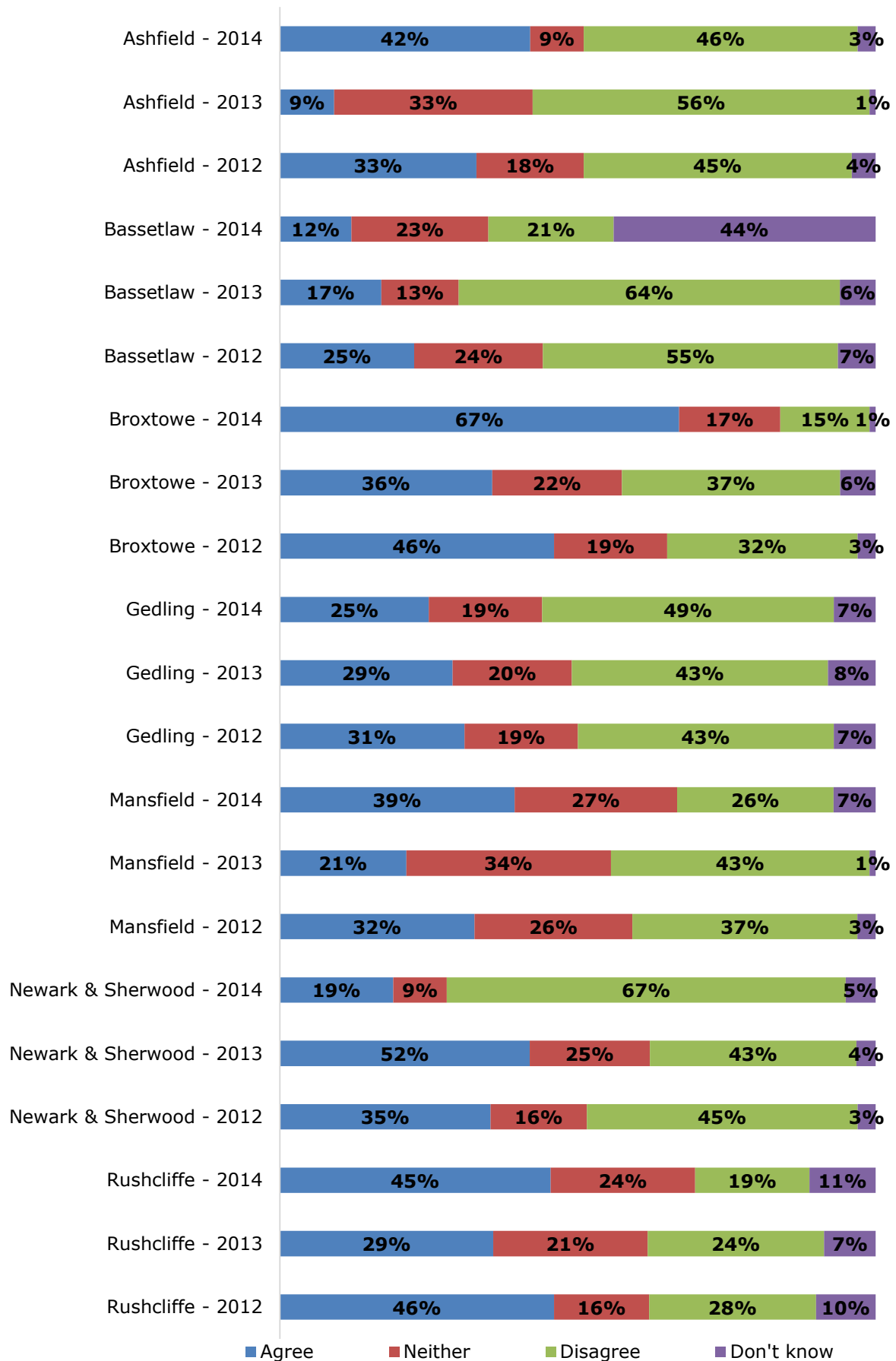


Agreement that local people can influence decisions affecting their local area (including those who definitely agreed and those who tended to agree) is higher in Broxtowe (67%), Rushcliffe (45%) and Ashfield (42%), in comparison to Bassetlaw (12%) and Gedling (25%). Just over a third of Gedling and Newark & Sherwood respondents (36% and 35% respectively) definitely disagreed that they could influence decisions. A large proportion of Bassetlaw respondents indicated that they did not know at 44%, in comparison to just 11% of the overall sample who gave this response. **Figure 38** presents these results.



**Figure 38 – Influence on decisions affecting the local area, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





The overall agreement (those definitely agreeing and those tending to agree) from respondents in each District or Borough that they can influence decisions in their local area is presented in **Table 12**.

As can be seen, the proportion of those agreeing has increased in Ashfield (+33%), Broxtowe (+31%), Mansfield (+18%) and Rushcliffe (+16%). However, it has decreased in Bassetlaw (-5%), Gedling (-4%) and Newark & Sherwood (-31%).

Overall, agreement has increased since the 2013 survey by 8%, returning to the same level as recorded in the 2012 survey.

**Table 12 – Influence on decisions affecting the local area, by Local Authority area**

**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

District/Borough Council	Overall agreement 2012	Overall agreement 2013	Overall agreement 2014
Ashfield District Council	33%	9%	42%
Bassetlaw District Council	25%	17%	12%
Broxtowe Borough Council	46%	36%	67%
Gedling Borough Council	31%	29%	25%
Mansfield District Council	32%	21%	39%
Newark & Sherwood District Council	35%	52%	21%
Rushcliffe Borough Council	46%	29%	45%
<b>Overall</b>	<b>36%</b>	<b>28%</b>	<b>36%</b>

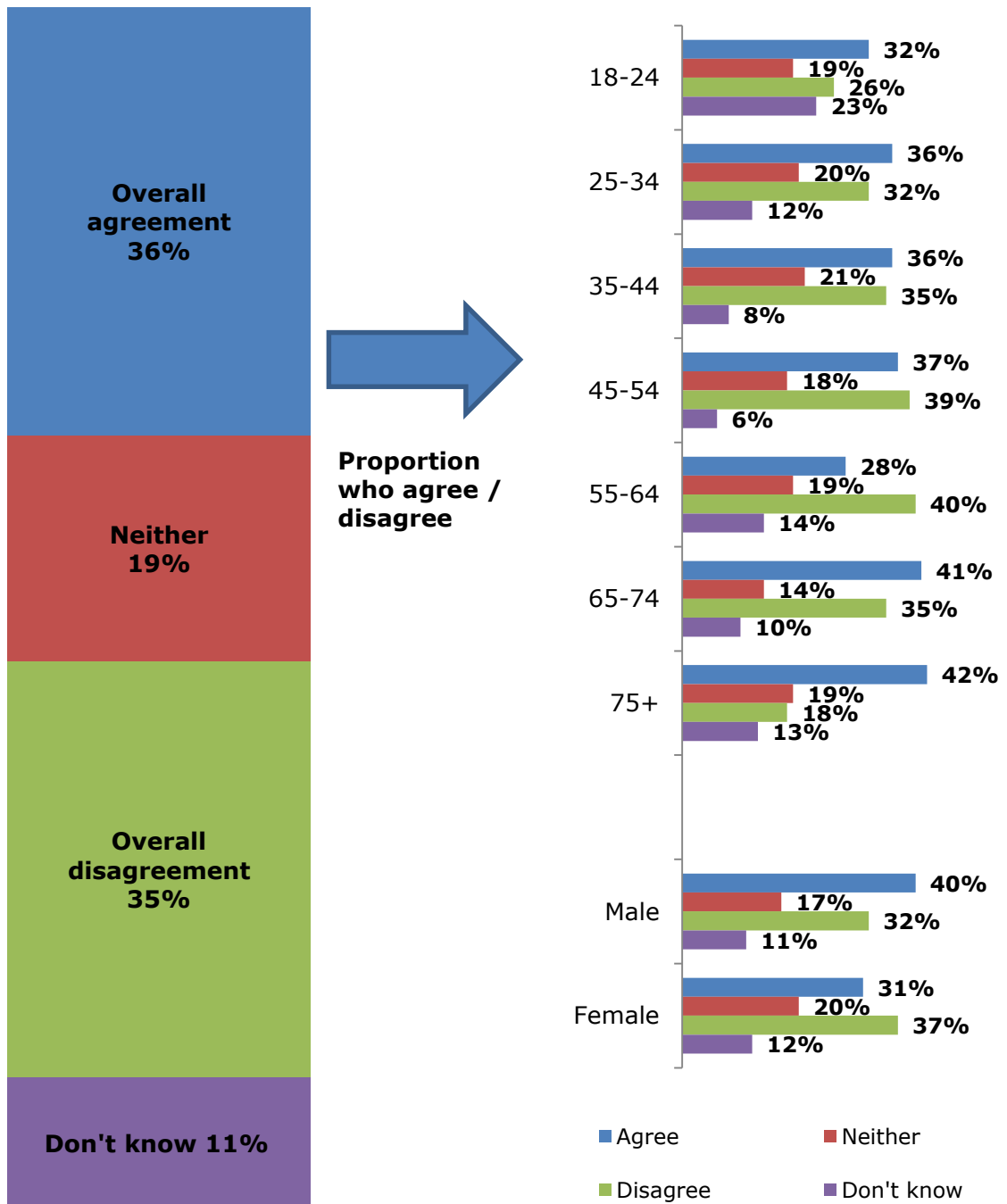
**Figure 39** presents the proportions of respondents who agreed and disagreed that they could influence decisions affecting their local area by age and gender subgroups. As can be seen, the proportion of respondents who agree that they can influence decisions rises steadily by age categories, at 32% for those aged 18-24 to 42% in those aged 75+. The exception is in those aged 55-64, where just 28% agree that they can influence decisions affecting their local area. Almost a quarter (23%) of those aged 18-24 indicated that they did not know to what extent they could influence decisions.

A greater proportion of male respondents felt that they could have an influence on decisions about their local area, with two fifths (40%) agreeing in comparison to just over three in ten (31%) females. No significant differences were identified between disability and working status subgroups.





**Figure 39 – Influence on decisions affecting the local area, by age and gender**  
**Base: All respondents (1,053)**





## Participation in Volunteering

Volunteering is seen by local and central government to have a key part to play in terms of promoting sustainable communities. There are clear links between increases in volunteering and a range of policies encouraging active citizenship such as the Localism Act. Volunteering is defined as giving unpaid help through groups, clubs or organisations, which support social, environmental, cultural or sporting objectives.

Respondents were asked how many hours they had spent doing voluntary (unpaid) activities in their local community over the last twelve months. The results are shown in **Figure 40**.

The majority of Nottinghamshire respondents (86%) indicated that they had not participated in any voluntary activities over the last twelve months, however 13% had volunteered for at least one hour over this period. Where respondents indicated that they had volunteered, the highest proportion said that this was for over two and up to five hours per week (4%).

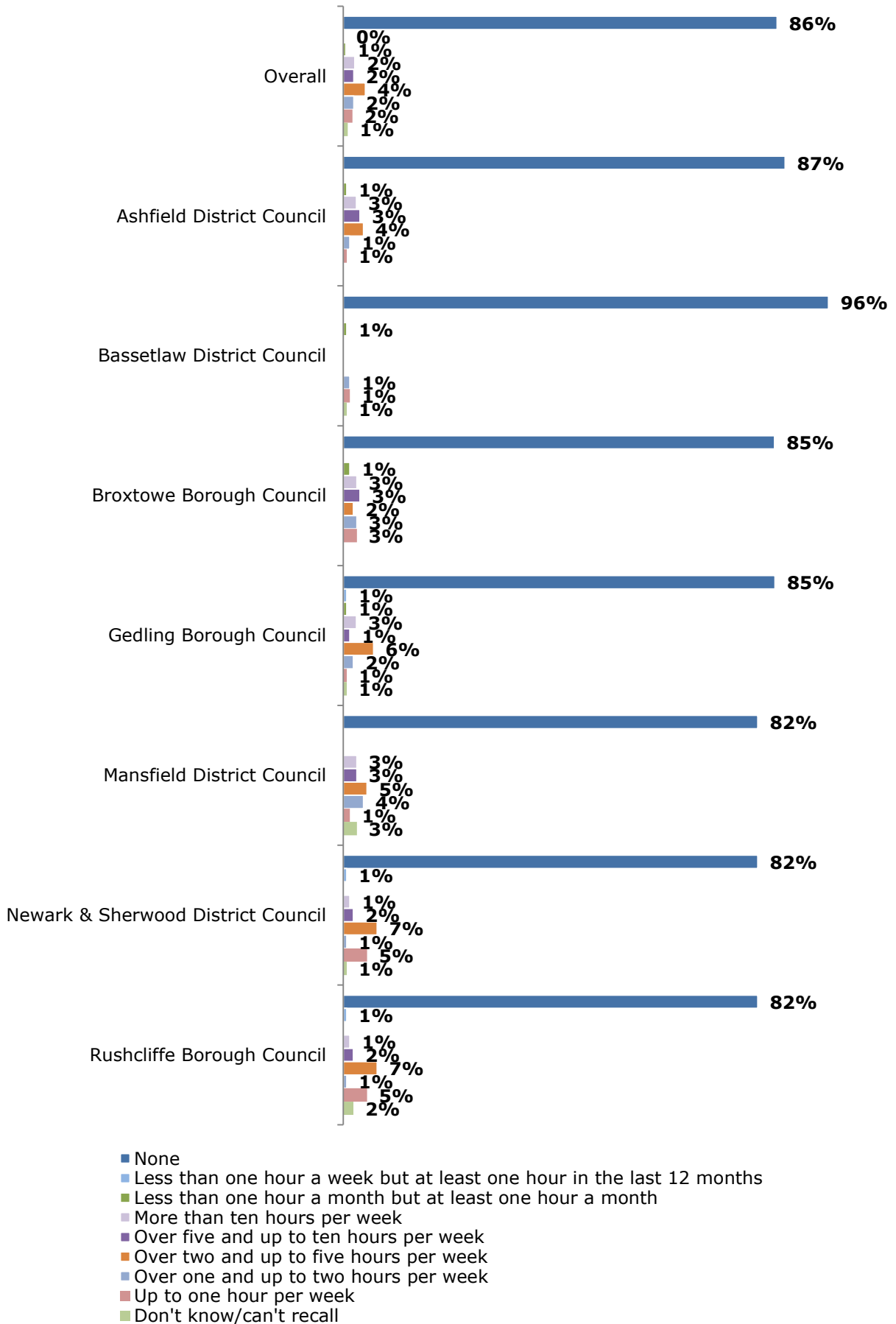
The results are fairly similar across each of the Districts and Boroughs, however slightly smaller proportions of those in Mansfield, Newark & Sherwood and Rushcliffe said that they did not volunteer (82%), in comparison to Bassetlaw and Ashfield respondents (96% and 87% respectively).

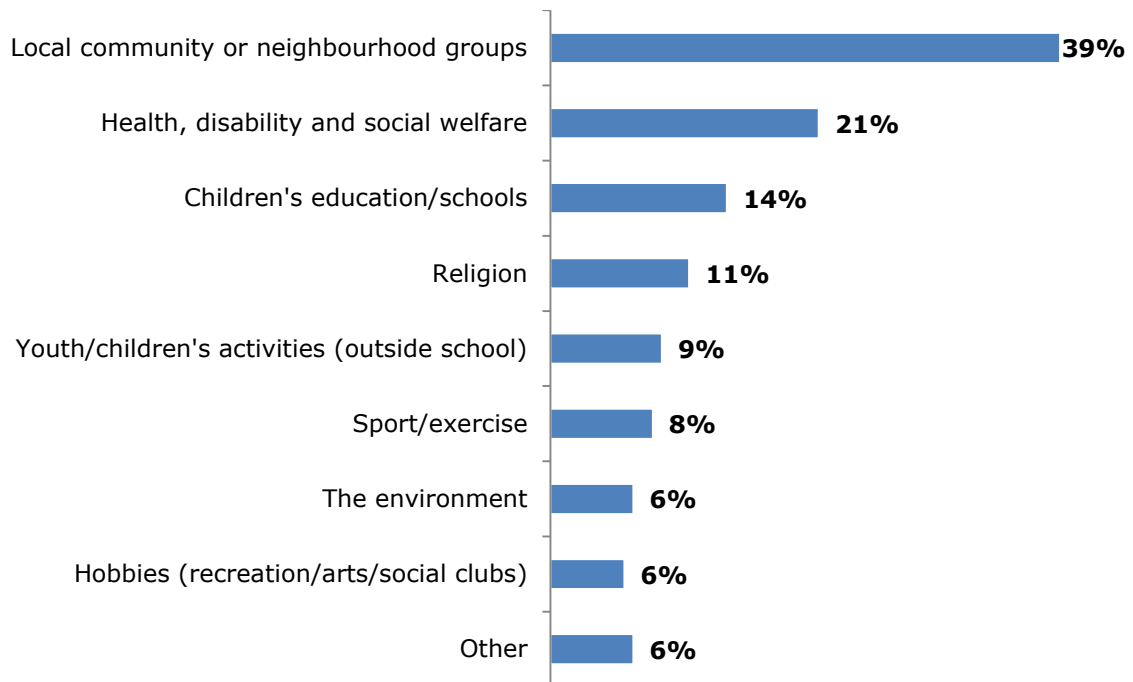
When asked what type of voluntary activity respondents undertook, a range of responses were given. Working in local community or neighbourhood groups was the most common response, cited by 39% of respondents, whilst 21% said that they volunteered in health, disability and social welfare positions. The full range of responses is presented in **Figure 41**.

'Other' responses included working in a charity shop (7 responses), working for the British Legion and participation in ethical farming (1 response each).



**Figure 40 – Participation in volunteering over the last twelve months**  
**Base: All respondents (1,053)**



**Figure 41 – Areas of volunteering activity****Base: Respondents who had volunteered over the last twelve months (140)**

Questions about volunteering have been asked differently in the previous years' surveys and are therefore not comparable to the results of the 2014 Annual Satisfaction Survey, whilst age, disability and working status subgroups are too small to demonstrate any significant differences.

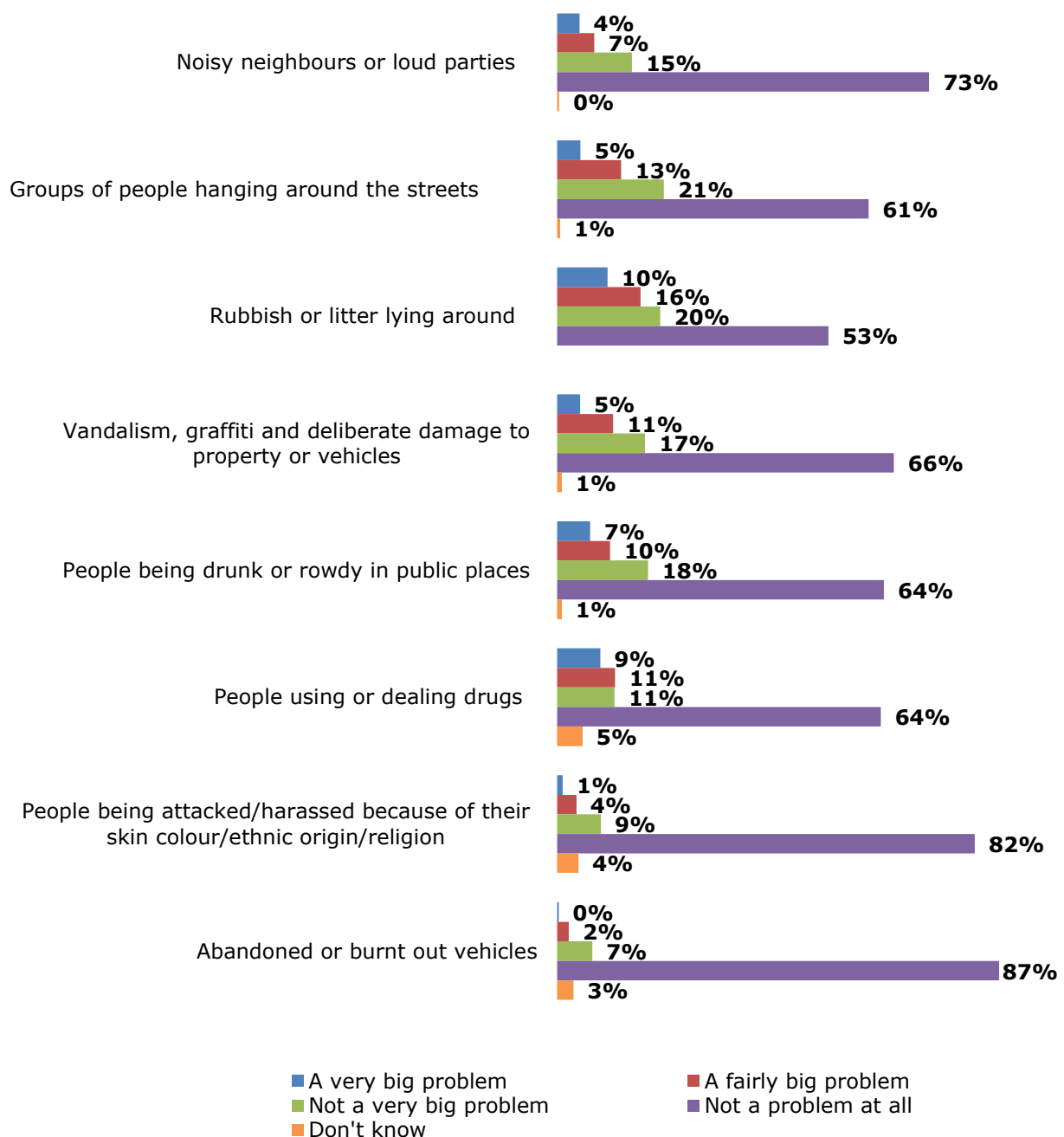


## Perceptions of Anti-Social Behaviour

Respondents in Nottinghamshire were next asked how much of a problem certain types of anti-social behaviour were in their local area. **Figure 42** presents the findings from the 2014 survey. As can be seen, the majority of respondents felt that each of the types of anti-social behaviour were not a problem at all, ranging from 53% (rubbish or litter lying around) to 87% (abandoned or burnt out vehicles).

The biggest problem perceived by survey respondents was rubbish or litter lying around, with 26% indicating that this was a problem (10% a very big problem and 16% a fairly big problem).

**Figure 42 – Perceptions of anti-social behaviour in Nottinghamshire**  
**Base: All respondents (1,053)**





**Figure 43** and **Table 13** present the proportions of respondents indicating that each of the aspects of anti-social behaviour were a problem (either a very big problem or a fairly big problem) across each year of the Annual Satisfaction Survey.

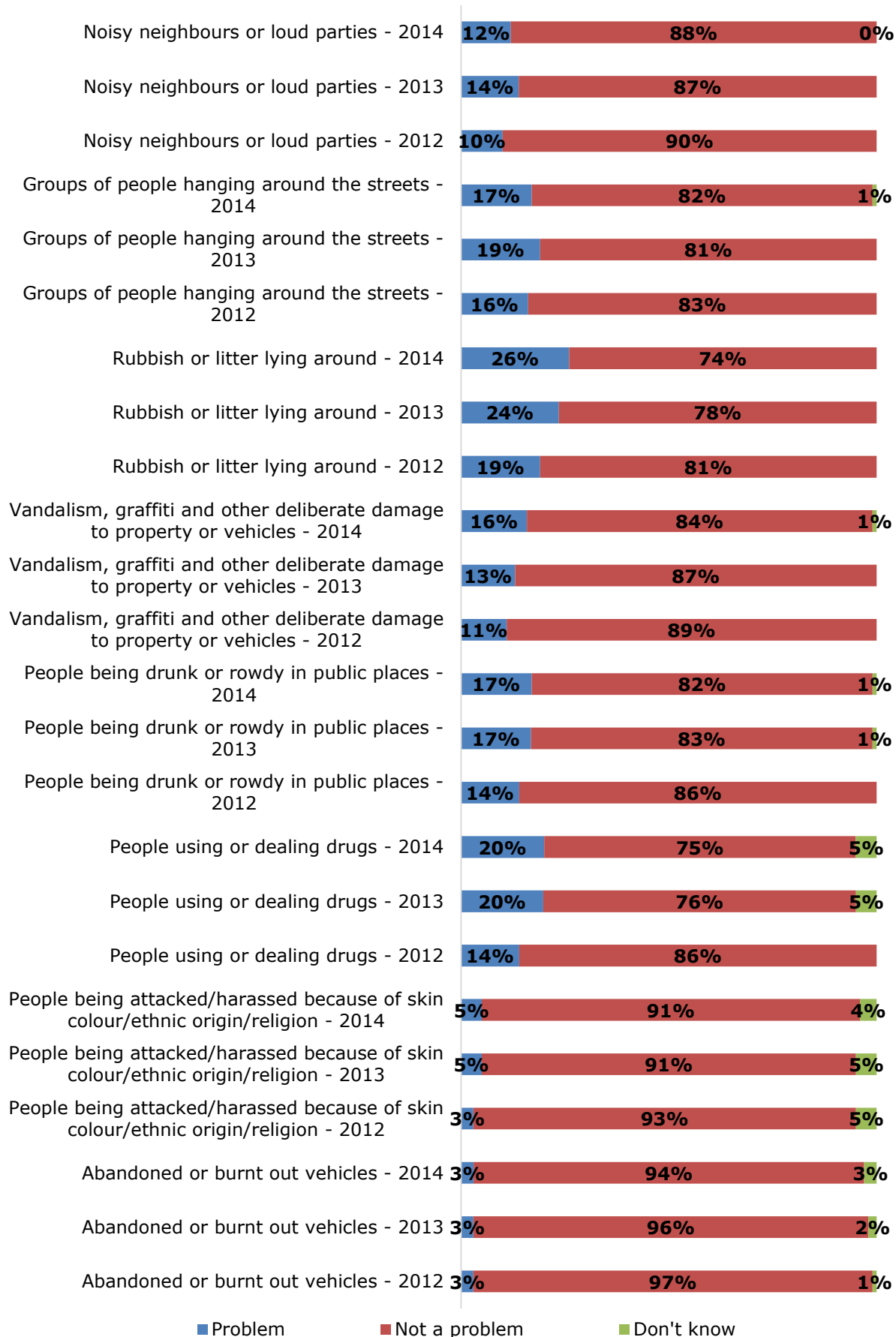
As can be seen in **Figure 43** and **Table 13**, rubbish or litter lying around was perceived to be a problem by over a quarter of respondents to the 2014 survey (26%), an increase of 2% since 2013 and 7% since 2012. A fifth (20%) of 2014 survey respondents said that people using or dealing drugs was a problem (the same proportion as in 2013, remaining 6% higher than the 2012 figure).

Only a very small proportion of respondents overall felt that abandoned or burnt out vehicles were a problem, at 2% (representing a decrease of 1% since 2013 and 2012), whilst just 5% in 2014 felt that people being attacked or harassed because of their skin colour, ethnic origin or religion was a problem. This is the same proportion as in 2013 and represents an increase of 2% since 2012.

The proportion of respondents indicating that noisy neighbours or loud parties and vandalism, graffiti and other deliberate damage to property were problem behaviours in Nottinghamshire have both decreased by 3% since the 2013 Annual Satisfaction Survey.



**Figure 43 – Perceptions of anti-social behaviour in Nottinghamshire**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**





**Table 13 - Perceptions of anti-social behaviour in Nottinghamshire**  
**Base: All respondents (2014 = 1,053 / 2013 = 1,202 / 2012 = 1,063)**

Type of anti-social behaviour	Overall problem in 2012	Overall problem in 2013	Overall problem in 2014
Noisy neighbours or loud parties	10%	14%	11%
Groups of people hanging around the streets	16%	19%	18%
Rubbish or litter lying around	19%	24%	26%
Vandalism, graffiti and deliberate damage to property or vehicles	11%	13%	16%
People being drunk or rowdy in public places	14%	17%	17%
People using or dealing drugs	14%	20%	20%
People being attacked/harassed because of their skin colour/ethnic origin/religion	3%	5%	5%
Abandoned or burnt out cars	3%	3%	2%

Notable differences between Borough/District, age, gender, working status and disability status subgroups are commented on below. These results should be treated with caution however, as some of the subgroup sample sizes are small.

#### **Noisy neighbours or loud parties**

Whilst the majority of respondents overall did not think that noisy neighbours or loud parties were a problem, 19% of Broxtowe respondents felt that this was a problem. Only 3% of Bassetlaw respondents and 7% of Rushcliffe respondents said that noisy neighbours or loud parties were a problem.

Just 6% of those aged 65-74 and 7% of those aged 75+ felt that this was either a very big problem or a fairly big problem, in comparison to 17% of those aged 45-54. A slightly higher proportion of respondents who identified themselves as disabled felt that noisy neighbours or loud parties were a problem (14%) compared to those who were not disabled (11%). There were no significant differences between male and female respondents.

#### **Groups of people hanging around the streets**

Further analysis suggests that respondents in Broxtowe and Ashfield were more likely to think that people hanging around the streets was a problem (25% each), whereas just 9% each in Gedling and Rushcliffe identified this as a problem behaviour.

A greater proportion of female respondents indicated that groups of people hanging around the streets were a problem (20%) in comparison to male respondents (15%), whilst just 9% of those aged 65-74 felt that such groups were a problem. On the other hand, 23% of those aged 25-34 said this was a problem. A slightly higher proportion of respondents who were employed (18%) said this was a problem, in comparison to 16% of those who were not in work. Almost a quarter (23%) of disabled respondents felt that groups of people hanging around the streets was a problem, whereas just 16% of those who were not disabled felt that this was a problem.

#### **Rubbish or litter lying around**

Whilst the majority of respondents do not think that rubbish or litter lying around is a particular problem in Nottinghamshire, further analysis suggests that much higher proportions of Newark & Sherwood (49%) and Ashfield (46%) think it is a problem. Comparatively, just 13% of respondents in Bassetlaw, Gedling and Rushcliffe think that rubbish or litter lying around is either a very or fairly big problem.

A slightly higher proportion of female respondents (28%) think that litter is a problem compared to male respondents (25%), as do slightly higher proportions of those not in





employment (28%) and disabled respondents (30%), in comparison to employed respondents (25%) and those who are not disabled (26%). Three in ten (30%) respondents aged 25-34 felt that litter was a problem, compared to just 23% of those aged 65-74 and 75+.

### **Vandalism, graffiti and deliberate damage to property or vehicles**

Just over a third of Newark & Sherwood respondents (36%) felt that vandalism, graffiti and deliberate damage to property or vehicles was either a very big or a fairly big problem, however just 5% of Rushcliffe respondents felt that this was a problem. There was a fair amount of variation in opinion across the different age categories, ranging from just 7% of those aged 75+ indicating that there was a problem, to 20% in those aged 25-34 and 45-54.

There was little variation in opinion between male and female respondents, however a slightly larger proportion of disabled respondents felt that vandalism, graffiti and damage to property or vehicles was a problem (19%) compared to those who were not disabled (15%).

### **People being drunk or rowdy in public places**

Whilst 17% of the overall sample felt that people being drunk or rowdy in public places was a problem behaviour in Nottinghamshire, just 3% of Bassetlaw and Rushcliffe respondents felt that this was the case. Over a third (35%) of Newark & Sherwood respondents indicated that there was a problem with people being drunk or rowdy in public places. There was a notable difference between male and female respondents, with just 3% of males indicating that there was a problem with this type of behaviour in comparison to 17% of females.

Few differences in opinion were identified between the different age groups, however smaller proportions of those aged 75+ (9%) and 65-74 (11%) considered this behaviour a problem in comparison to the overall sample (17%). A higher proportion of disabled respondents (21%) felt that drunk or rowdy behaviour was a problem than did those who were not disabled (16%).

### **People using or dealing drugs**

Overall, a fifth of the sample (20%) felt that people using or dealing drugs was a problem in Nottinghamshire, however there was variation between the proportions of respondents in each District or Borough who felt that this was the case. Just 5% of Bassetlaw respondents and 6% of Rushcliffe respondents indicated that people using or dealing drugs was a problem in their area, in comparison to 37% of Broxtowe respondents.

A smaller proportion of those aged 65-74 and 75+ felt that drugs were a problem in their area, at 12% and 15% respectively, whereas a quarter (25%) of those aged 25-34 felt it was a problem. Differences were also seen between those who were disabled (25% felt it was a problem) and those who were not disabled (19% felt it was a problem).

### **People being attacked or harassed because of their skin colour, ethnic origin or religion**

Just 5% of the overall sample felt that people being attacked or harassed because of their skin colour, ethnic origin or religion was a problem in Nottinghamshire, and there were few differences to be identified across respondents in different Districts and Boroughs or by gender. However, a slightly higher proportion of those who were employed felt that harassment was a problem (6%), in comparison to those not in employment (4%),

Higher proportions of those aged 18-24 and 45-54 (10% and 8% respectively) felt that harassment was a problem, in comparison to those aged 75+ (1%) and 65-74 (2%).



**Abandoned or burnt out vehicles**

Again, only a very small proportion of the overall sample felt that abandoned or burnt out vehicles were either a very big problem or a fairly big problem in Nottinghamshire (3%). Small differences could be seen between Ashfield, Broxtowe and Mansfield respondents (5% each reporting this to be a problem) and Bassetlaw, Rushcliffe and Gedling respondents (where >0%, >0% and 1% respectively reported a problem).

No significant differences were identified between age, gender, working status or disability status subgroups.



## Internet Usage

In order to help build up a picture of digital usage in Nottinghamshire, respondents were asked a series of questions about accessing the internet.

Respondents were first asked to rank which types of broadband they use at home from a list provided, in order of frequency. As can be seen in **Table 14**, three in ten respondents (29%) indicated that they did not know, or did not use the internet. The majority of respondents used only one type of broadband at home, with only 264 in total indicating that they used more than one type.

One in three (34%) respondents specified that their most frequently used type of broadband was wireless, with a further 17% and 14% stating that the most frequently used type was fibre and mobile broadband respectively.

Where respondents used more than one type of broadband, 67% said that they used mobile broadband second most frequently.

Further analysis indicates that a larger proportion of Bassetlaw respondents (50%) did not know which type of broadband they used, or did not use the internet at home. This is in contrast to Rushcliffe, where just 13% said they did not know or did not use the internet. Much smaller proportions of Bassetlaw respondents used fibre broadband most frequently, at just 2%, whereas satellite broadband was more commonly used by Ashfield respondents (13%) in comparison to 7% of the overall sample. Over two fifths (23%) of Gedling respondents used mobile broadband most frequently.

Greater proportions of male respondents used fibre broadband (22%) most frequently, whereas a greater percentage of female respondents used wireless broadband (37%) most frequently.

Just under three in ten (28%) of the overall sample indicated that they did not know or did not use the internet; however this rose to 83% in those aged 75+. Mobile broadband was more frequently used by the younger age groups, with 31% of those aged 18-24 and 28% of those aged 25-34 indicating that they used this type of broadband most often.

**Table 14 – Types of broadband used at home, ranked by frequency**  
**Base: Rank 1 (1,053) / Rank 2 (264) / Rank 3 (32) / Rank 4 (5)**

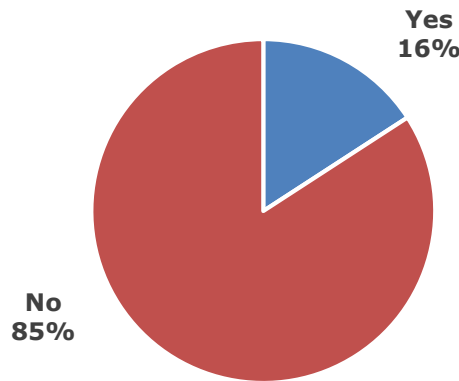
Type of broadband	Rank 1	Rank 2	Rank 3	Rank 4
Fibre broadband (uses fibre optic cables)	17%	8%	16%	20%
Mobile broadband (uses a 3G or 4G signal)	14%	67%	31%	20%
Satellite broadband (uses a satellite receiver)	9%	5%	16%	20%
Wireless broadband (uses radio waves, e.g. WIFI connections)	34%	21%	38%	40%
Don't know or do not use the internet	29%	-	-	-

Respondents were next asked if they were aware of the Better Broadband for Nottinghamshire Programme, which aims to roll out fibre broadband across the county. As can be seen in **Figure 44**, over four in five (85%) respondents said that they were not aware of the programme.

Slightly higher proportions of males were aware (17%) than females (14%), and those aged 25-34 were more aware at 20%. A higher proportion of disabled respondents were unaware of the programme (88%) in comparison to those who were not disabled (83%).

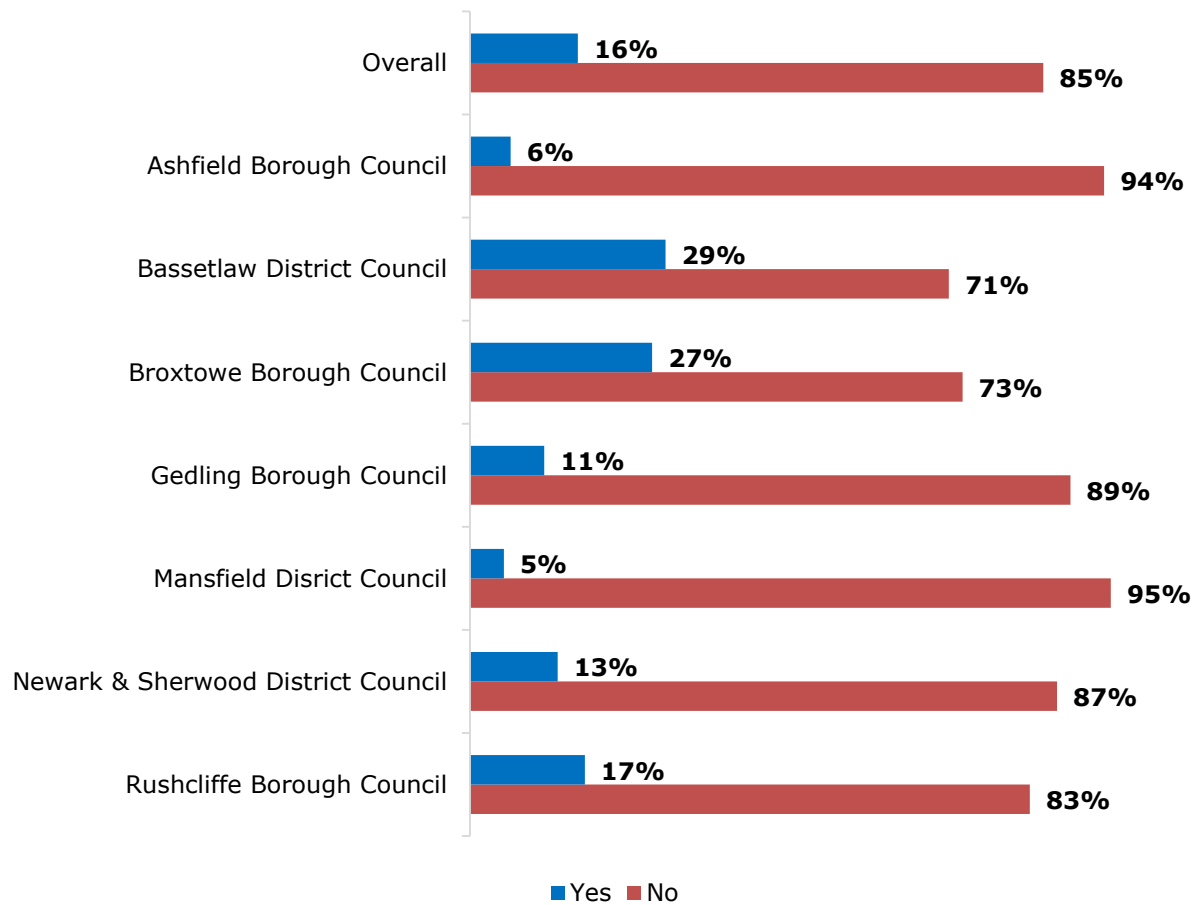


**Figure 44 – Awareness of the Better Broadband for Nottinghamshire Programme**  
**Base: All respondents (1,053)**



Looking at the results to this question across the Districts and Boroughs, a greater proportion of respondents from Bassetlaw and Broxtowe were aware of the Better Broadband for Nottinghamshire Programme (29% and 27% respectively), in comparison to respondents from Mansfield (5%) and Ashfield (6%). These results are presented in **Figure 45**.

**Figure 45 – Awareness of the Better Broadband for Nottinghamshire Programme, by Local Authority area**  
**Base: All respondents (1,053)**





Survey respondents were next asked to indicate which devices they used to access the internet from home, from a list provided. Respondents could select up to four devices, ranked in order of frequency.

As can be seen in **Table 15**, a range of devices were suggested, with 552 respondents reporting that they used two different devices to access the internet when at home, 317 that they used three devices and 157 that they used at least four devices. Not all respondents accessed the internet from home however, with 28% overall stating that they did not access the internet.

Almost three in ten (29%) said that they most frequently used a laptop computer to access the internet, whilst 18% most frequently used a smartphone. Less than 1% stated that they most frequently used a games console to access the internet, however when considering other commonly used devices, 28% used a games console where four or more different devices were used to access the internet.

When asked about the devices respondents used second most frequently to access the internet, 29% each stated that they used a laptop computer, tablet or smartphone.

Looking across the different subgroups, higher proportions of Ashfield (20%) and Broxtowe (18%) respondents used a desktop computer to access the internet most frequently, in comparison to just 3% of Bassetlaw respondents. Over four fifths of Rushcliffe respondents (45%) most frequently used a laptop computer, whilst just 23% of Newark & Sherwood respondents used this device most frequently. Only 5% of Ashfield respondents reported using a smartphone to access the internet most commonly, compared to 31% of Gedling respondents.

A higher proportion of male respondents reported using a laptop computer (32%, compared to 26% of female respondents) as their most common method of accessing the internet.

Those in the younger age categories of 18-24 and 25-34 were significantly more likely to use a smart phone to access the internet, at 38% and 42% respectively, whilst a greater proportion of those aged 35-44 used a tablet device, such as an iPad, at 19%.

Laptop computers were used most frequently by a greater proportion of respondents who were in employment (32%) than those who were not (25%), whilst half (50%) of disabled respondents did not access the internet (compared to 28% of the overall sample).

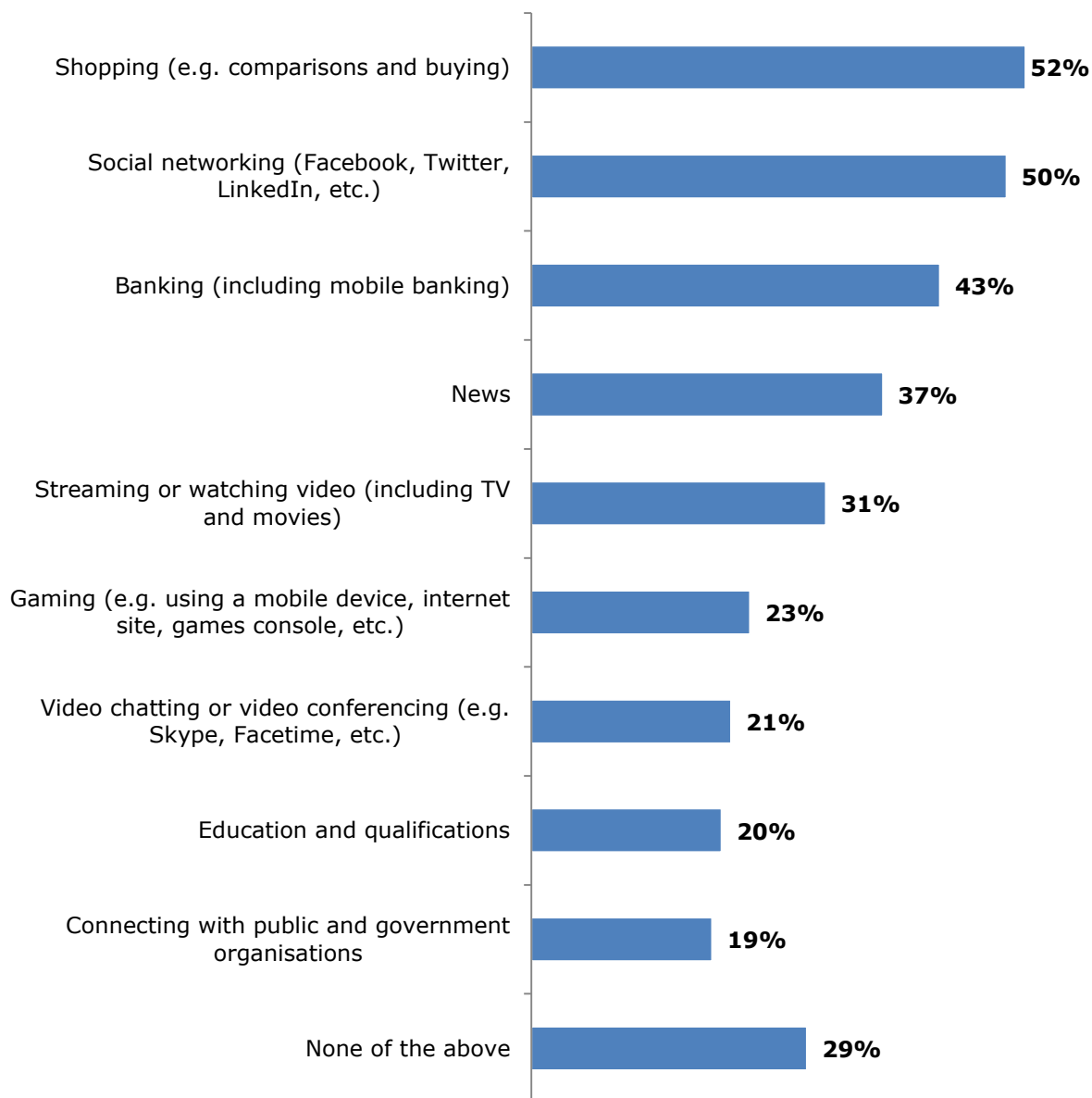
**Table 15 – Devices used to access the internet at home, ranked by frequency**  
**Base: Rank 1 (1,053) / Rank 2 (552) / Rank 3 (317) / Rank 4 (157)**

Type of device	Rank 1	Rank 2	Rank 3	Rank 4
Desktop computer	13%	8%	10%	10%
Laptop computer	29%	29%	12%	8%
Tablet (e.g. iPad)	12%	29%	23%	12%
Smartphone	18%	29%	39%	25%
Games console	0%	3%	11%	28%
Smart TV	0%	2%	6%	18%
I do not access the internet	28%	-	-	-

All respondents were then asked about how they used the internet. The results are presented below in **Figure 46**. As can be seen, the most common uses of the internet were shopping, social networking and banking (52%, 50% and 43% respectively). These results are not comparable to previous years' surveys, when different categories were used.



**Figure 46 – Usage of the internet**  
**Base: All respondents (1,053)**



Looking at the results across the different Districts and Boroughs, a larger proportion of Rushcliffe respondents used the internet for news (65%), shopping (75%), banking (66%) and connecting with public and government organisations (36%), whilst a higher proportion of Ashfield respondents used the internet for gaming (35%). A higher proportion of Mansfield respondents (31%) used the internet for education and qualifications.

Considering those respondents from different age categories, larger percentages of those aged 18-24 (57%) and 25-34 (49%) said that they used the internet for streaming or watching television, in marked contrast to those aged 75+ (4%). Social networking was also used more frequently by respondents in the youngest two age categories (78% of those aged 18-24 and 79% of those aged 25-34), falling to just 7% in those aged 75+. Higher proportions of those aged 25-34 and 35-44 (29% and 28%) reported that they used the internet for education and qualifications.



Few differences were identified between males and females, however higher proportions of female respondents (55%) used the internet for shopping and a greater proportion of male respondents used the internet for streaming (34%) and connecting with public and government organisations (36%).

Significant differences were seen between respondents identifying themselves as disabled and those who were not disabled, with smaller proportions of those who were disabled using the internet for all activities.



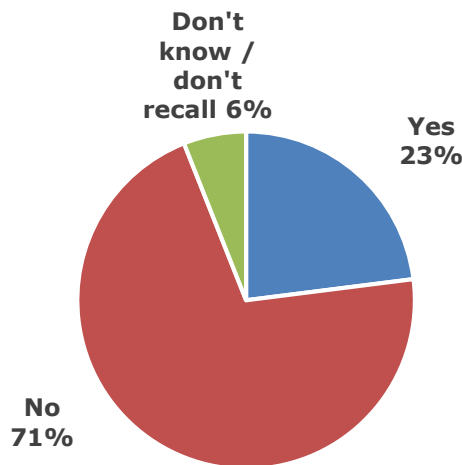
## Memory of Receiving Council Publications

Survey respondents were asked if they could recall receiving copies of various publications which had been sent out to residents over the last twelve months. Interviewers carried copies of these publications to show to survey respondents to aid their recollection. Where respondents remembered receiving the publication, they were asked follow up questions about whether or not they read it and how informative they found it.

### 'County Life'

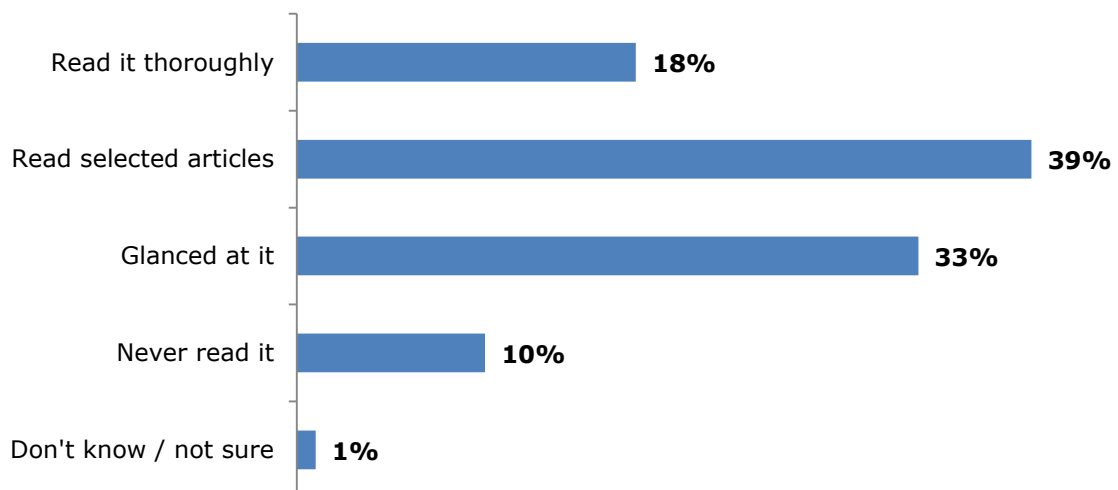
First of all, respondents were asked if they remembered receiving a copy of 'County Life' over the last twelve months. These results are presented in **Figure 47**. Over seven in ten (71%) respondents indicated that they had not received a copy of 'County Life', whereas 23% said that they had received it.

**Figure 47 – Memory of receiving a copy of 'County Life'**  
**Base: All respondents (1,053)**



Where respondents indicated that they had received 'County Life', they were asked to what extent, if at all, they had read it. As can be seen in **Figure 48**, 55% of those respondents who remembered receiving the magazine said that they had read it (either thoroughly, at 18%, or selected articles, at 39%). Just over two in five (43%) said they had either not read it (10%) or had just glanced at it (33%).

**Figure 48 – Extent to which 'County Life' was read**  
**Base: Respondents who remembered receiving 'County Life' (246)**

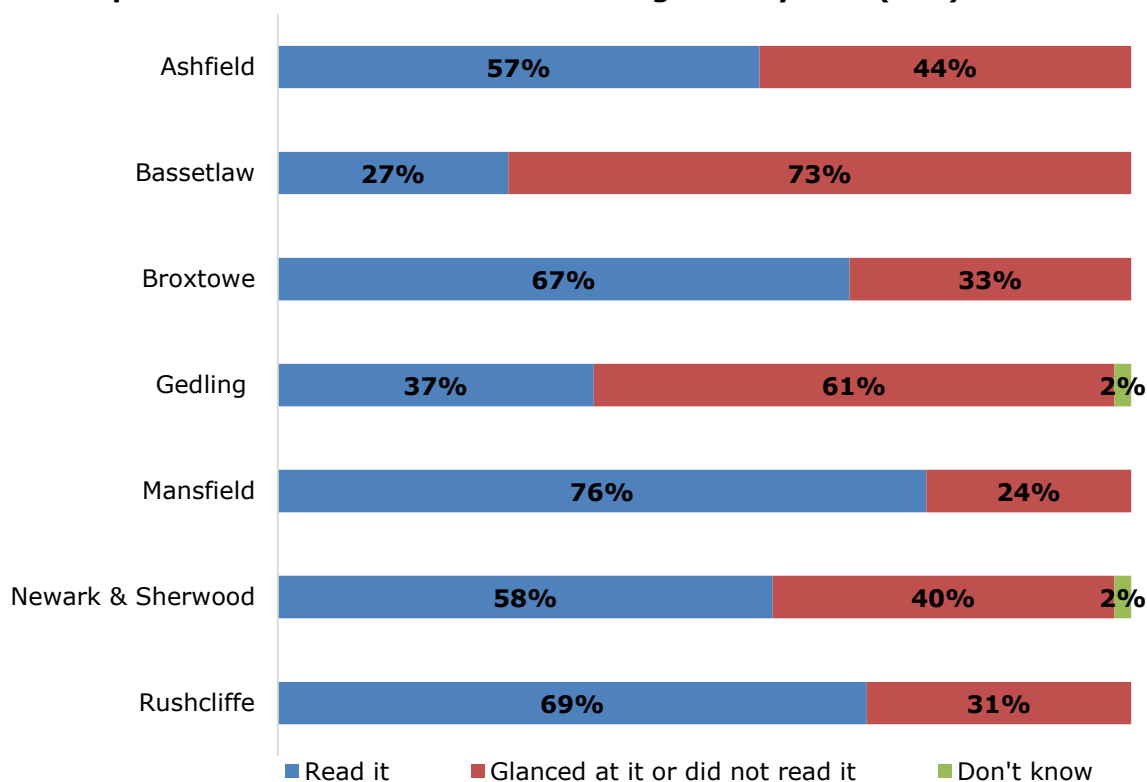






**Figure 49** presents the proportions of respondents who indicated that they had read 'County Life' in each District or Borough (either read it thoroughly or read selected articles). It should be noted that some of the sample sizes for each area are small. Much smaller proportions of Bassetlaw (27%) and Gedling (37%) respondents said that they had read the magazine, compared to over three quarters of Mansfield respondents (76%).

**Figure 49 – Extent to which 'County Life' was read**  
**Base: Respondents who remembered receiving 'County Life' (246)**

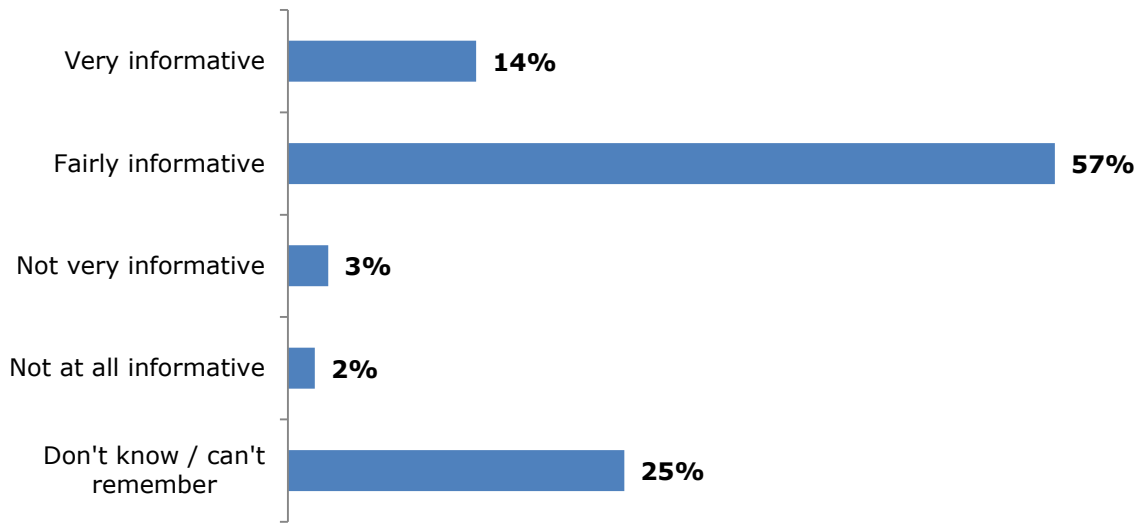


Looking at differences across the other subgroups, higher proportions of those aged 75+ and 65-74 (69% each) had read 'County Life' in comparison to those aged 25-34 and 35-44 (46% each). A higher proportion of those not in employment also read 'County Life' (67%, compared to 49% of employed respondents), as did disabled respondents (76%, compared to 51% of those who were not disabled).

Those respondents who had received 'County Life' were asked how informative they had found the issue. These results are presented in **Figure 50**. Overall, 71% said that had found it informative (14% very informative and 57% fairly informative), whilst 5% said it was not informative (3% not very informative and 2% not at all informative). A quarter, however, said that they did not know or could not remember (25%).

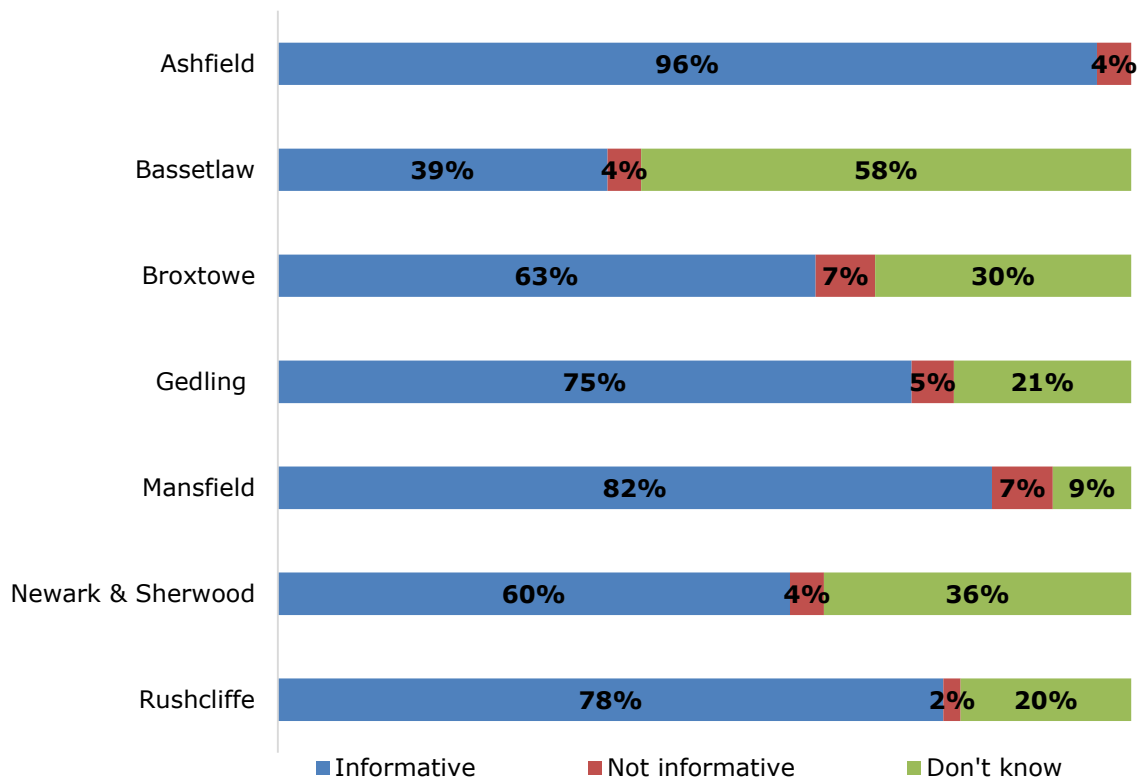


**Figure 50 – How informative ‘County Life’ was found**  
**Base: Respondents who remembered receiving ‘County Life’ (246)**



**Figure 51** presents the proportions of respondents who indicated that they found ‘County Life’ informative (either very or fairly informative) and not informative (either not very informative or not at all informative). It should be noted that some of the sample sizes for each District or Borough are small. A very higher proportion of Ashfield respondents (96%) said that they found the publication either very or fairly informative, followed by 82% of Mansfield respondents. Almost two in five (39%) Bassetlaw respondents found ‘County Life’ informative, however over half of Bassetlaw respondents indicated that they did not know or could not remember.

**Figure 51 – How informative ‘County Life’ was found**  
**Base: Respondents who remembered receiving ‘County Life’ (246)**



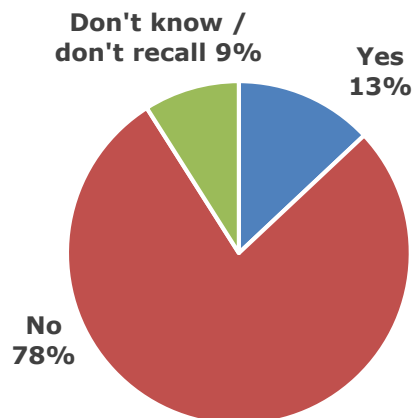


Looking across the other subgroups few significant differences could be identified, however a higher proportion of disabled respondents (83%) felt that 'County Life' was informative, in comparison to 67% of those who were not disabled.

### 'Family Life'

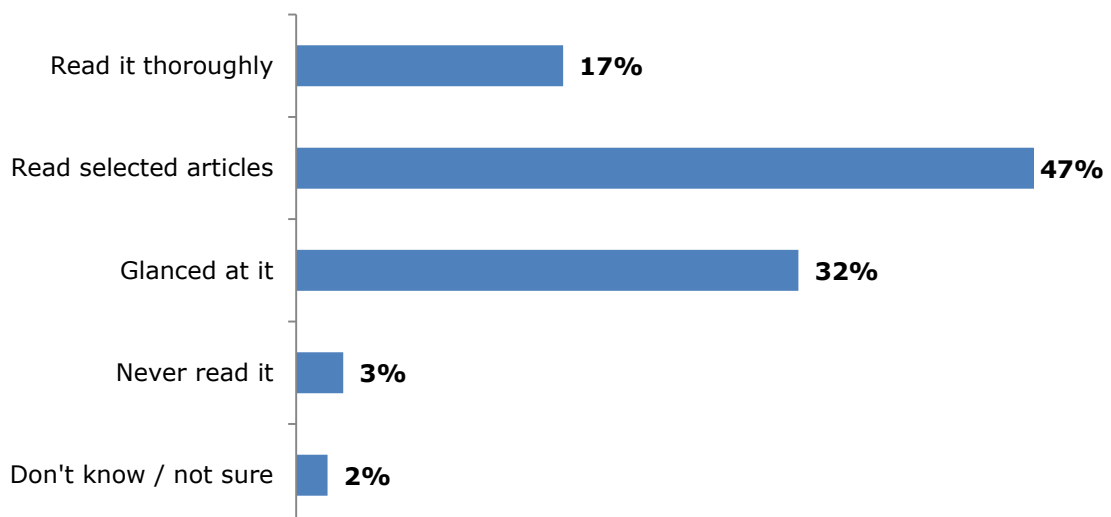
Respondents were next asked if they could remember either receiving or picking up a copy of 'Family Life' magazine. Almost four fifths (78%) said they had not received 'Family Life', but 13% could recall receiving it. These results are presented below in **Figure 52**.

**Figure 52 – Memory of receiving or picking up a copy of 'Family Life'**  
Base: All respondents (1,053)



Where respondents could remember receiving a copy of 'Family Life', they were asked whether or not they had read it. As shown in **Figure 53**, 64% said that they had read the copy they received (17% read it thoroughly and 47% read selected articles), whilst 35% had not read it (32% glanced at it and 3% never read it).

**Figure 53 – Extent to which Family Life' was read**  
Base: Respondents who remembered receiving 'Family Life' (136)



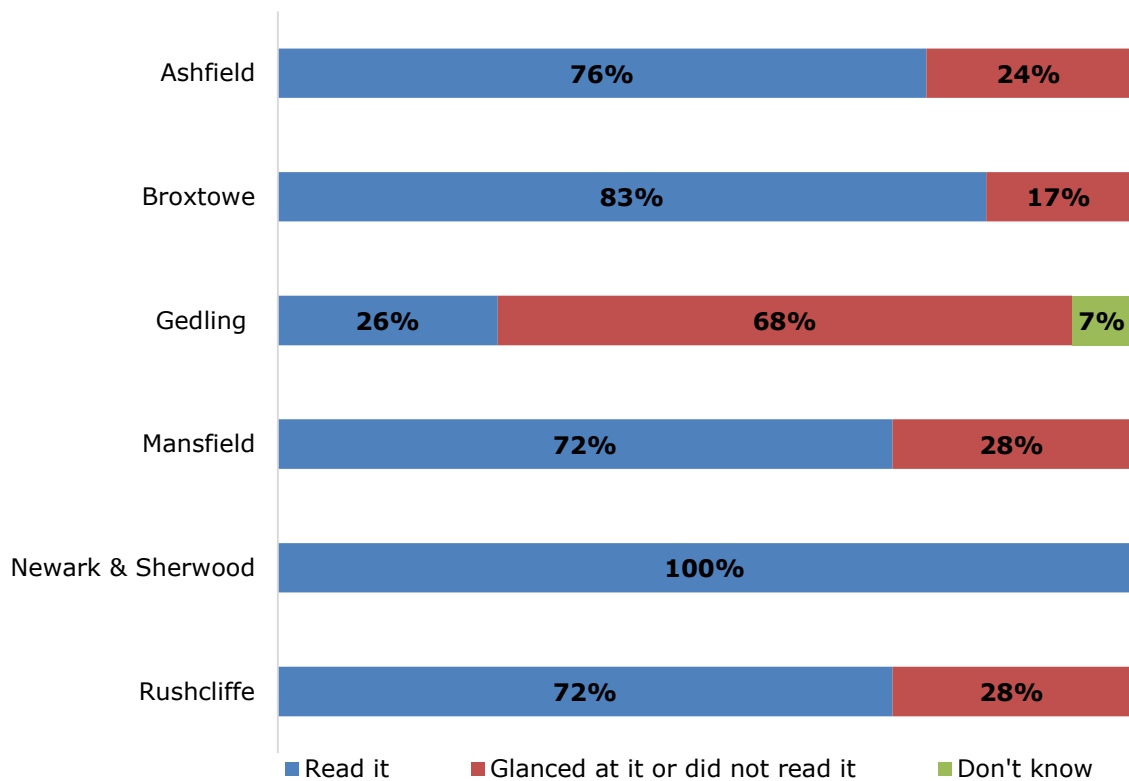
**Figure 54** presents the proportions of respondents who indicated that they had read 'Family Life' in each District or Borough (either read it thoroughly or read selected articles). It should be noted that some of the sample sizes for each area were small. No Bassetlaw respondents could recall receiving a copy of 'Family Life', and therefore Bassetlaw has been excluded from this chart. Whilst 100% of Newark & Sherwood respondents reported



having read 'Family Life', it should be borne in mind that this relates to only two respondents in total.

In comparison to the other Boroughs and Districts, a much small proportion of Gedling respondents had read 'Family Life' (26%).

**Figure 54 – Extent to which 'Family Life' was read**  
**Base: Respondents who remembered receiving 'Family Life' (136)**

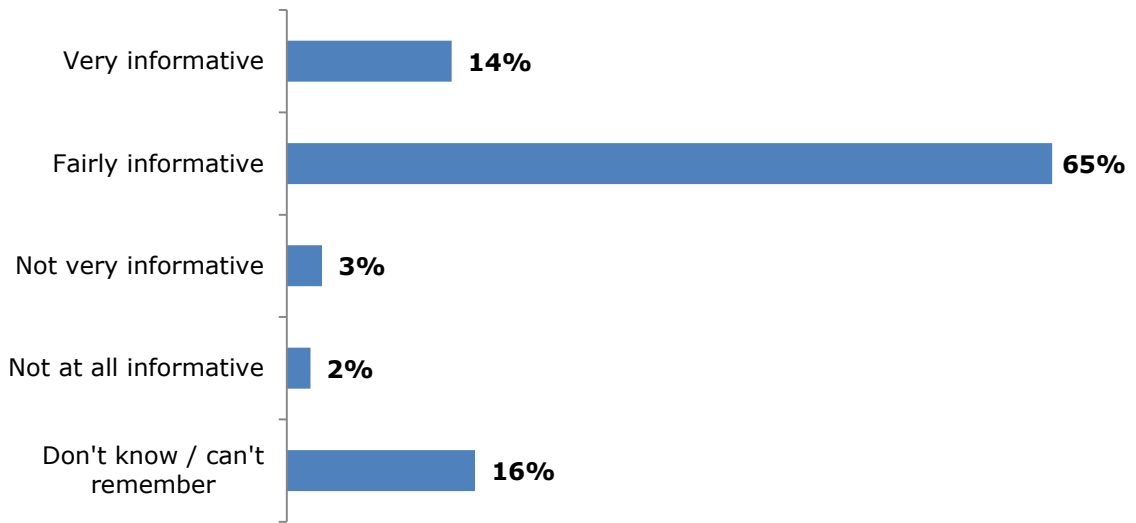


Looking across the other subgroups, a higher proportion of those aged 75+ (82%) and those aged 65-74 (76%) had read 'Family Life', compared to the overall sample. No significant differences were identified between male and female respondents, whilst higher proportions of disabled respondents (76%) and those not in employment (75%) indicated that they had read 'Family Life'.

Respondents who had received 'Family Life' were then asked how informative they had found the magazine (see **Figure 55**). Almost four in five (79%) said that they had found 'Family Life' somewhat informative (14% very informative and 65% fairly informative).

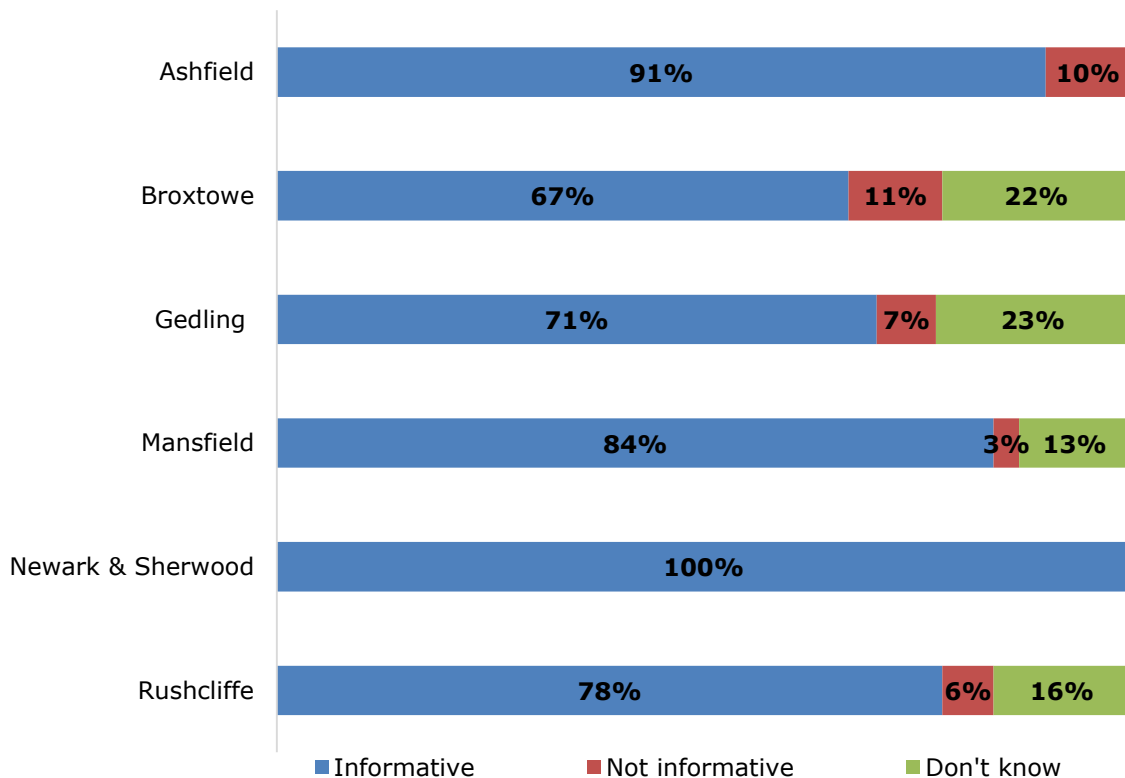


**Figure 55 – How informative ‘Family Life’ was found**  
**Base: Respondents who remembered receiving ‘Family Life’ (136)**



**Figure 56** presents the proportions of respondents who indicated that they found ‘Family Life’ informative (either very or fairly informative) and not informative (either not very informative or not at all informative). It should be noted that some of the sample sizes for each District or Borough are small. No Bassetlaw respondents could recall receiving a copy of ‘Family Life’, and therefore Bassetlaw has been excluded from this chart. Whilst 100% of Newark & Sherwood respondents reported having found ‘Family Life’ informative, it should be borne in mind that this relates to only two respondents in total. Over nine in ten (91%) Ashfield respondents found ‘Family Life’ either very or fairly informative, whereas just 26% of Gedling respondents said that the magazine was informative.

**Figure 56 – How informative ‘Family Life’ was found**  
**Base: Respondents who remembered receiving ‘Family Life’ (136)**



No significant differences were identified across the other subgroups (age, gender, working status or disability status).