



# Nottinghamshire Resident Survey 2019

Report

Nottinghamshire County Council

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# 1. Executive Summary

## 1.1 Introduction

This report presents the findings from the Resident Survey 2019 conducted for Nottinghamshire County Council by independent research agency Enventure Research. The Resident Survey plays an important role in capturing local people's views, experiences and perceptions of value for money, council services and quality of life.

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

## 1.2 Methodology overview

The research was conducted via a face-to-face on-street survey with residents aged 18 and over across Nottinghamshire. A representative sample of 1,050 respondents was interviewed between 22 October 2019 and 4 December 2019. Quotas were set on gender, age, working status and ethnicity according to the most up to date population data (Census 2011). To identify differences between districts, 150 respondents were interviewed in each.

## 1.3 Key findings

### **Satisfaction with the local area**

Three quarters of survey respondents (76%) were satisfied with their local area, which is a decrease since last year (80%) and is at its lowest since Enventure Research started conducting the survey in 2012. However, the proportion of those who were dissatisfied has stayed the same as last year (13%).

### **Satisfaction with the Local Authority**

The level of satisfaction with Nottinghamshire County Council has decreased by 3% from 62% in 2018 to 59% this year. However, the level of dissatisfaction with the Council has also decreased by 3% from 22% in 2018 to 19% this year.

### **Value for money**

Although the level of satisfaction with Nottinghamshire Council has decreased since last year, the proportion of respondents who agreed the Council provides value for money stayed the same as last year (48%), which continues the upwards trend since 2015. The proportion who disagreed that the Council provides value for money has decreased from 28% last year to 23% this year.

### **Information provision**

The proportion of respondents who felt Nottinghamshire County Council keeps residents well informed about the services and benefits it provides has remained fairly steady since 2016, with a similar proportion feeling this way (51%) as last year (52%). The proportion who felt the Council did not keep residents well informed has stayed the same as last year (42%).

## **Community safety**

The proportion of those who felt safe in their local area after dark has decreased from 61% last year to 57% this year to the same level seen in 2017 (57%). The proportion who felt unsafe after dark has remained steady over the last years (28% in 2017, 29% in 2018 and 29% in 2019).

When considering how safe they feel when outside during the day in their local area, nine in ten (90%) of the overall sample said they feel safe, which is similar to last year (92%), however it is lower than the high of 97% seen in 2017. The proportion who felt unsafe is also similar this year (4%) to last year (5%).

The proportion of respondents who said they feel safe when they are at home alone at night has been on a downwards trajectory since 2017 when 95% said they felt safe. This year 88% felt safe, lower than in 2018 (92%). The proportion who felt unsafe has increased slightly from 4% in 2018 to 7% this year.

## **Community cohesion**

The proportion of respondents who agree that people from different ethnic backgrounds get along well together is similar this year (60%) to last year (62%) and this is higher than in the years 2012 to 2017. The proportion who disagreed has also been on a downwards trend since the high of 20% in 2016 and is at 10% this year.

## **Influence on local decision making**

A third (32%) of respondents agreed to some extent that they could influence decisions affecting their local area, which is similar to last year (33%). The proportion who disagreed that they could influence decisions has fallen since last year from 45% to 38%.

## **Council services**

Half (49%) of respondents said they agreed that Nottinghamshire County Council provides high quality services, which is similar to last year (47%). Around a fifth (21%) disagreed this year, which is also similar to last year (22%).

## **Children and young people**

When asked if they agreed or disagreed that the Council provides high quality services that protect the safety and welfare of children and young people, 40% said they agreed. A further 21% neither agreed nor disagreed and 20% said they disagreed. A fifth (20%) said they did not know.

## **Transport**

Nine in ten respondents (90%) thought that repairing roads and pavements should be a priority for the Council. A smaller proportion (68%) said investing in electric buses or other alternative fuel powered public transport should be a priority. Six in ten felt the same about cutting grass verges less frequently to encourage more wildflower species to thrive (62%) and about charging points for electric vehicles (61%).

Over half thought that better facilities for cyclists and traffic calming should be priorities for the Council (both 55%). However, 40% thought that traffic calming should not be a priority and a third (34%) felt the same about cycling facilities.

When asked what would most influence their decision to change from using a car to using electric buses or other alternative fuel powered public transport if they were available in their

local area, 26% said the cost of fare, 18% the frequency of the service and 17% helping the environment.

### **Mobile app**

In regard to the mobile app that the Council is developing, respondents were most likely to say that they would be likely to use it for finding out what events and attractions are on in their area and to report potholes and streetlight faults (both 64%). A smaller proportion said they would be likely to use it for registering births and deaths (45%) and 42% said they would not use it for this purpose. A larger proportion said they would not be likely to use the app for searching for job vacancies at the Council (45%) than would be likely to use it for this purpose (41%). Almost half (47%) said they would not be likely to use the app to apply for a school place, 31% said they would be likely to use it for this purpose and 23% said they did not know or did not have an opinion.

Almost six in ten (58%) respondents said they would be likely to download the app and use it, whereas 35% said they would not be likely to.

### **Nottinghamshire as a place**

The proportion of respondents who would recommend Nottinghamshire as a place to bring up a family has steadily decreased over the last three years to 85% this year (88% in 2018 and 93% in 2017), while the proportion who would not recommend it has steadily increased to 13% this year (10% in 2018 and 6% in 2017).

Seven in ten respondents (71%) would recommend Nottinghamshire as a place to enjoy later life, a decrease from 76% last year. The proportion who would not recommend it for enjoying later life has also increased steadily over the last three years to 21% this year (17% in 2018 and 11% in 2019).

The proportion of respondents who would recommend Nottinghamshire as a place to fulfil ambition has also been on a steady decline since 2017 (77%) to 65% this year (68% in 2018). At the same time the proportion who would not recommend the county as a place to fulfil ambition has increased to 28% (26% in 2018 and 20% in 2017).

Just under half (47%) of respondents would recommend Nottinghamshire as a place to start and grow a business, which is the same as last year (also 47%). However, the proportion who would not recommend the county as a place to start and grow a business has increased to 31% from 27% last year (20% in 2017).

This year respondents were asked if they would recommend Nottinghamshire as a place to visit as a tourist destination. Two thirds (66%) said they would recommend it, whilst 31% said they would not.

## 2. The Research Programme

### 2.1 Introduction

This report presents the findings from the Resident Survey 2019 conducted for Nottinghamshire County Council by independent research agency Enventure Research.

The Annual Resident Survey plays an important role in capturing local people's views, experiences and perceptions of value for money, council services, and quality of life. This is the eighth Resident Survey conducted by Enventure Research for Nottinghamshire County Council, with the first one run in 2012.

### 2.2 Detailed methodology

The research was conducted via a face-to-face, on-street survey with residents aged 18 and over, across Nottinghamshire. A sample of 1,050 respondents was interviewed between 22 October 2019 and 4 December 2019. To identify differences between districts, 150 respondents were interviewed in each. **Figure 1** shows the breakdown of interviews by district.

**Figure 1 – Interviews by district**

District	Number of interviews
Ashfield	150
Bassetlaw	150
Broxtowe	150
Gedling	150
Mansfield	150
Newark & Sherwood	150
Rushcliffe	150
<b>Overall</b>	<b>1,050</b>

The questionnaire was designed in partnership between Nottinghamshire County Council and Enventure Research. Some questions from previous years' Resident Surveys were included and some new bespoke questions were added. Each interview took approximately 12 minutes to administer with interviewers using hand-held tablets to record respondents' answers. A copy of the questionnaire can be found in the **Appendix**.

Before conducting the fieldwork, the questionnaire was piloted in Bassetlaw by an experienced interviewer to ensure it was fit for purpose. The survey was then 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 a full briefing specifically related to the project, including information about the research aims and objectives. The team was supervised by a local fieldwork supervisor with significant experience of training and supervising interviewing staff.

Interviewer shifts took place at different times, on both weekdays and weekends (including peak times) up to 8pm, to ensure that all segments of the community had an equal opportunity to participate.

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

Based on a total population of 785,800 (from Census 2011 data), a sample of 1,050 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%.

## 2.3 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 or chart
- 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 0.4% are displayed as 0%

This survey has been conducted for Nottinghamshire County Council by Enventure Research since 2012. In order for the Council to understand how levels of satisfaction and perceptions have changed over time, trends over time have been analysed, where the same questions have been asked in previous years.

For the analysis of some questions, response options have been grouped together to provide a level of agreement or satisfaction. For example, in some instances 'Strongly agree' and 'Tend to agree' have been grouped and shown as 'Agree', and 'Very satisfied' and 'Fairly satisfied' have been grouped as 'Satisfied'.

Furthermore, levels of satisfaction and agreement have been analysed in the report using a 'satisfaction score' or an 'agreement score'. To calculate these, each response option from a five-point scale is assigned a score. This varies from +2 for the most positive response (i.e. 'very satisfied' or 'strongly agree') to -2 for the most negative response (i.e. 'very dissatisfied' or 'strongly disagree'), with the middle response (i.e. 'neither satisfied nor dissatisfied' or 'neither agree nor disagree') assigned 0. The mean of all the responses to a question is then calculated to provide the score. 'Don't know' responses are not included when calculating these scores. These scores are then displayed in charts within the report.

Where appropriate, subgroup analysis has been undertaken to explore the results provided by different demographic groups, such as age, gender, ethnic group, working status, and disability status. This analysis has only been carried out where the sample size is seen to be sufficient for comment. Where sample sizes are not large enough for robust analysis, 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. The z-test is a commonly used statistical test used to highlight whether differences in results are 'significant'. By this we mean that we can say with 95% confidence that we would see a difference if all people in the group took part in the survey.

Throughout this report, those who took part in the survey are referred to as 'respondents'.



## 2.4 Acknowledgments

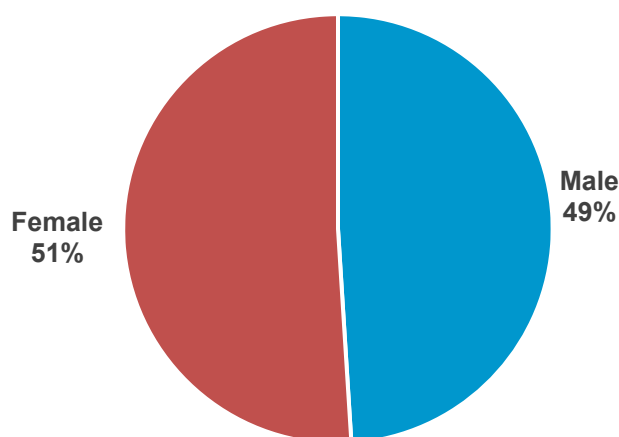
Enventure Research would like to express its gratitude to everyone who took part in the survey. We would also like to thank Paul Belfield from Nottinghamshire County Council for his help throughout the survey process.

## 3. Research Findings

### 3.1 Respondent profile

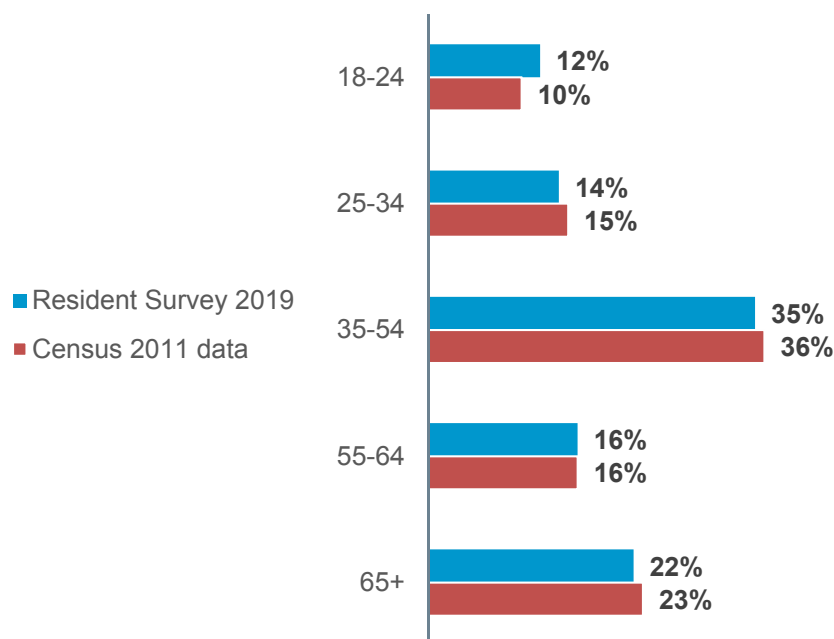
As shown in **Figure 2**, the sample was evenly split between females (51%) and males (49%), the same as the 2011 Census data (51% and 49% respectively) and similar to surveys in previous years, which also used quota sampling.

**Figure 2 – Sex**  
**Base: All respondents (1,050)**



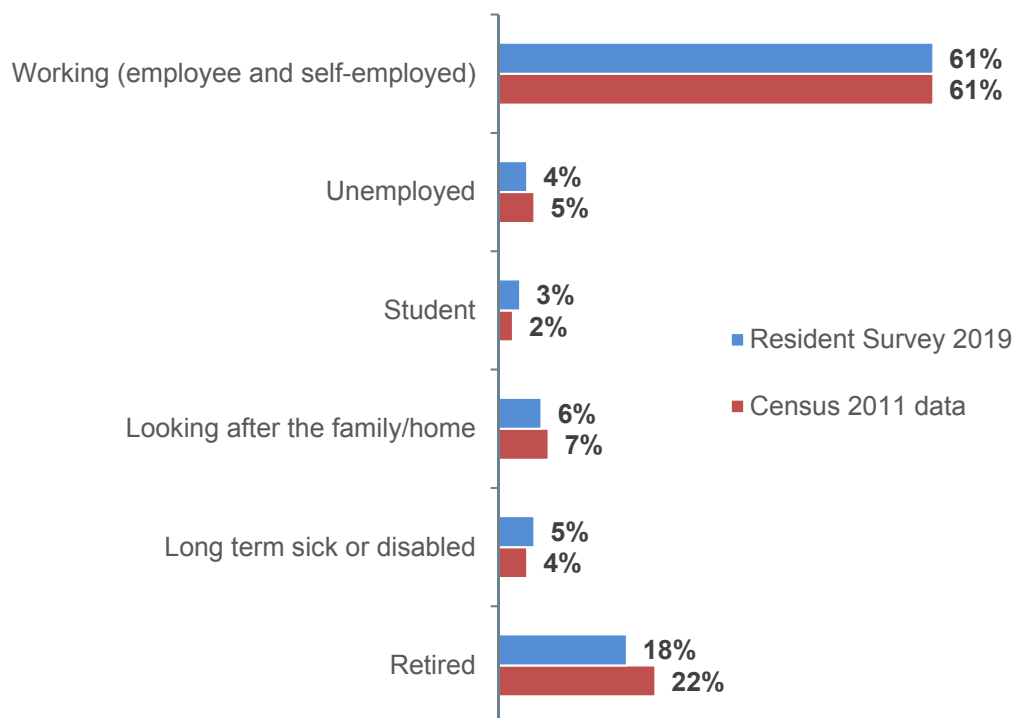
A broad spread of age groups took part in the survey, closely matching the 2011 Census data, as shown in **Figure 3**.

**Figure 3 – Age**  
**Base: All respondents (1,050)**



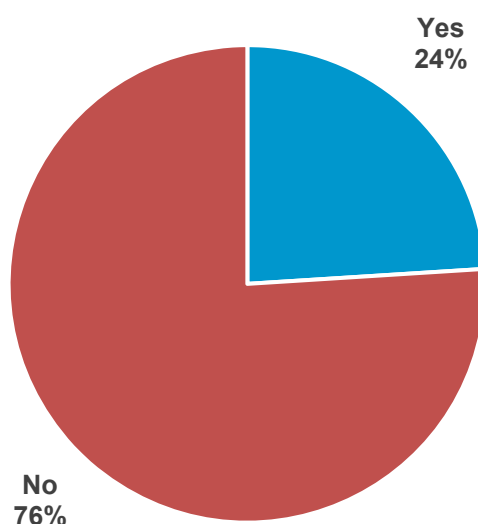
Respondents who were between the age of 18 and 74 were asked about their employment status. Six in ten (61%) respondents were employed, with 18% indicating that they were retired. As shown in **Figure 4**, these figures are broadly representative of the Census 2011 data.

**Figure 4 – Employment status**  
**Base: Respondents aged 18 to 74 (981)**

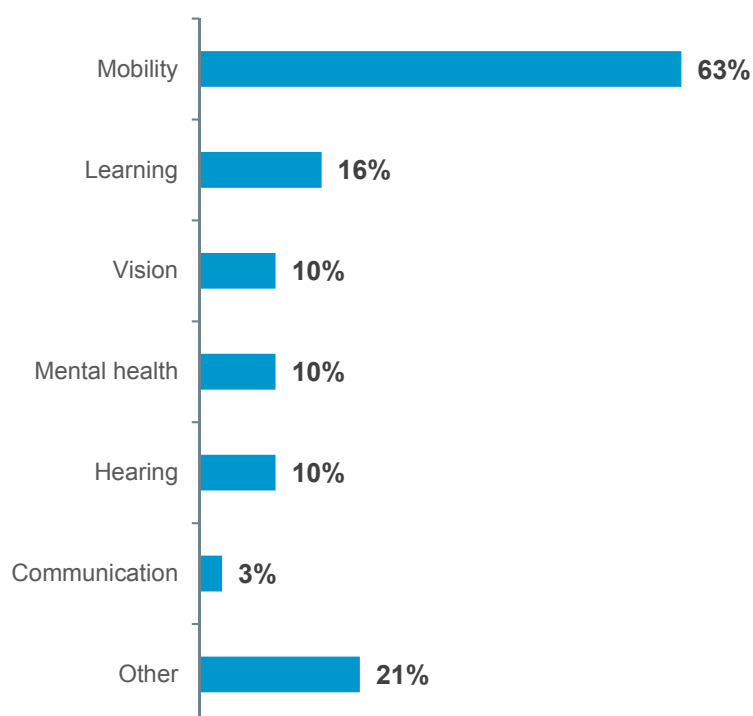


As shown in **Figure 5**, a quarter (24%) of respondents reported that they had a disability. Of those who considered themselves to be disabled, the most common type of impairment was mobility at 63%, as shown in **Figure 6**.

**Figure 5 – Disability**  
**Base: All respondents (1,050)**

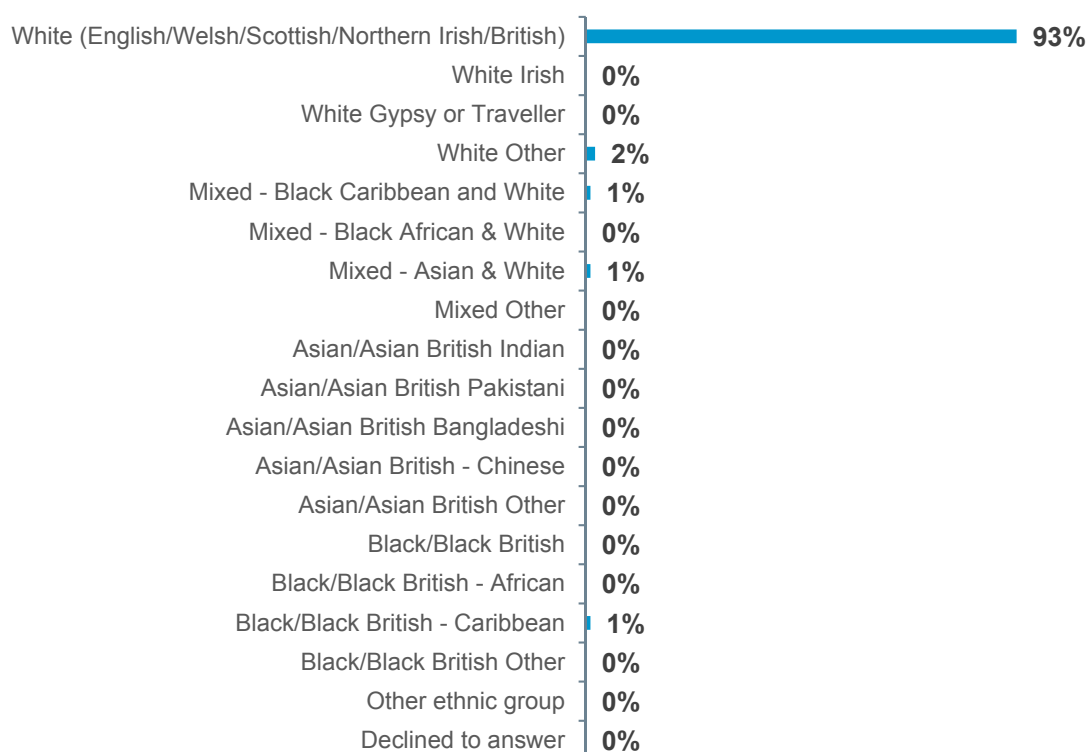


**Figure 6 – Type of disability / impairment**  
**Base: Respondents who considered themselves to be disabled (179)**



As can be seen in **Figure 7**, the majority of respondents (93%) identified themselves as White (English / Welsh / Scottish / Northern Irish / British / Irish / Any other White background).

**Figure 7 – Ethnicity**  
**Base: All respondents (1,050)**



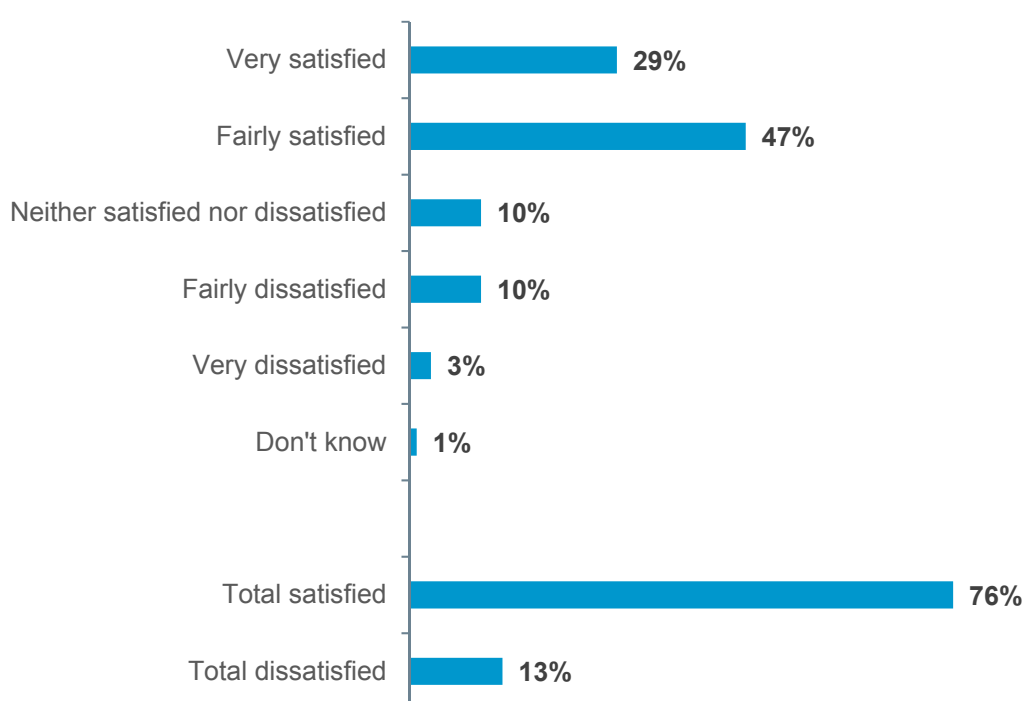
## 3.2 Satisfaction with local area

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 8**, three quarters of respondents (76%) felt satisfied with their local area as a place to live (29% very satisfied and 47% fairly satisfied). Overall 13% said they were dissatisfied (10% fairly dissatisfied and 3% very dissatisfied) and a further 10% were neither satisfied nor dissatisfied.

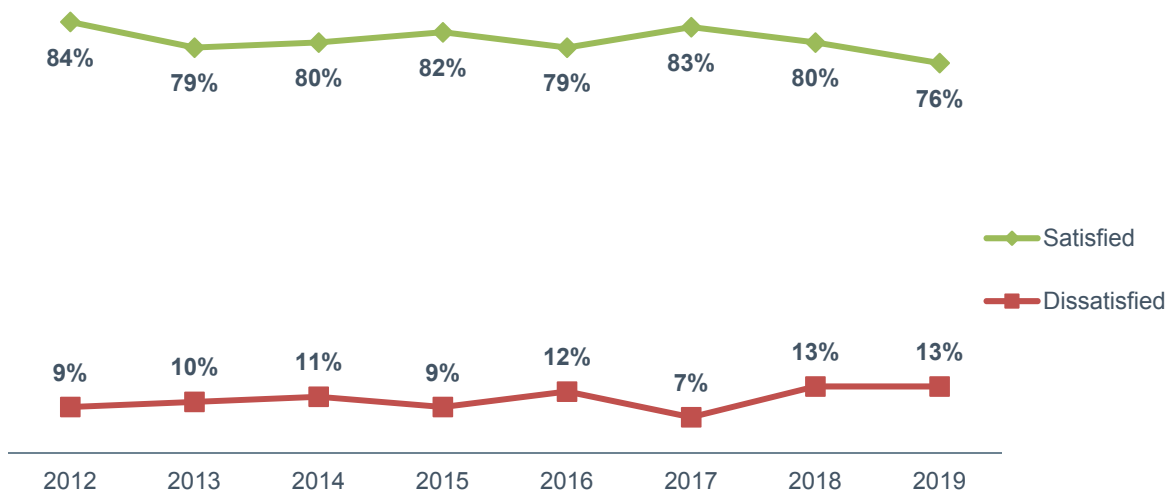
**Figure 8 – Overall, how satisfied or dissatisfied are you with your local area as a place to live?**

**Base: All respondents (1,050)**



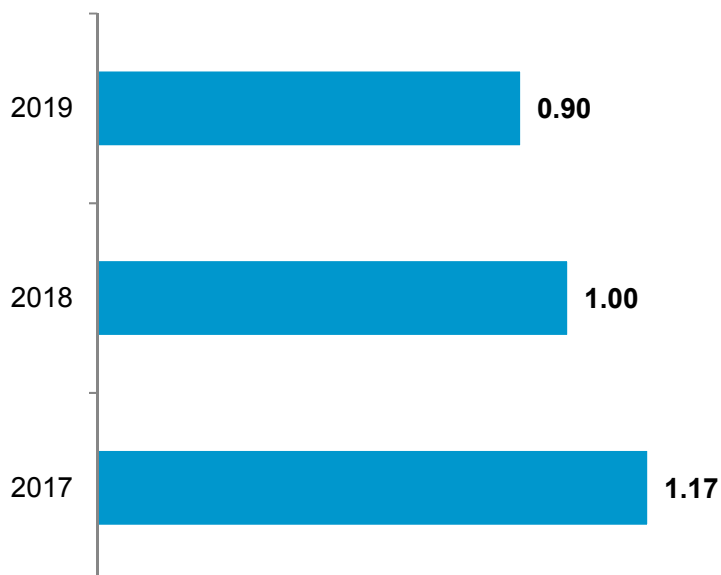
There has been another decrease in the level of satisfaction with the local area since last year (-4%), which follows on from a decrease between 2017 and 2018 (-3%). This year satisfaction is at the lowest it has been since Enventure Research started conducting the survey in 2012. However, the level of dissatisfaction has stayed the same as last year (13%), but still higher than the low of 7% seen in 2017. The trend over time is shown in **Figure 9**.

**Figure 9 – Overall, how satisfied or dissatisfied are you with your local area as a place to live? Comparisons by year**  
 Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)



In terms of satisfaction with the local area, this year saw a slightly lower satisfaction score than last year (0.90 out of 2 compared with 1.00) and this was also lower than in 2017 (1.17), as shown in **Figure 10**.

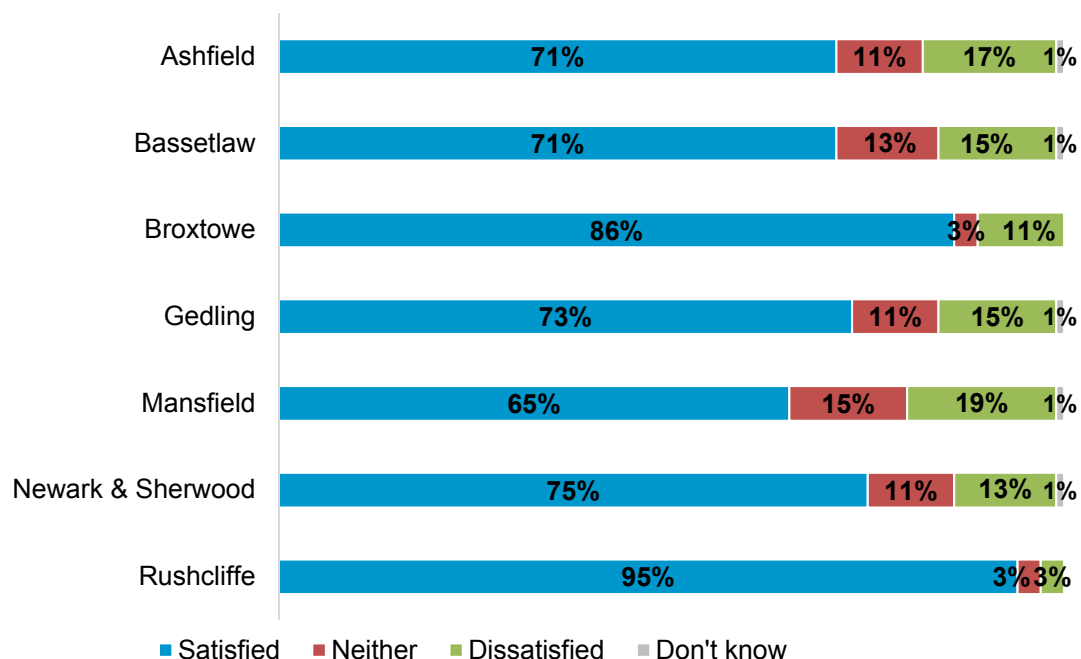
**Figure 10 – Overall, how satisfied or dissatisfied are you with your local area as a place to live? Satisfaction score by year**  
 Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)



This year satisfaction was highest in Rushcliffe, where 95% of respondents were either satisfied or fairly satisfied. Satisfaction was also high in Broxtowe (86%). This year, Mansfield saw the smallest proportion saying they were satisfied (65%) and the largest proportion who were dissatisfied (19%). **Figure 11** shows the levels of satisfaction and dissatisfaction with the local area by district.

**Figure 11 – Overall, how satisfied or dissatisfied are you with your local area as a place to live? By district**

Base: All respondents (1,050)



Since 2018, satisfaction has increased in Bassetlaw (+1%) and Mansfield (+1%). Decreases in satisfaction were recorded in Ashfield (-6%), Broxtowe (-5%) and Gedling (-15%). Satisfaction has remained the same in Newark & Sherwood (75%) and Rushcliffe (95%). This is shown in **Figure 12**.

**Figure 12 – Overall, how satisfied or dissatisfied are you with your local area as a place to live? By district and by year**

Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)

District	Overall satisfaction 2017	Overall satisfaction 2018	Overall satisfaction 2019
Ashfield	67%	77%	71%
Bassetlaw	78%	70%	71%
Broxtowe	89%	91%	86%
Gedling	80%	88%	73%
Mansfield	86%	64%	65%
Newark & Sherwood	85%	75%	75%
Rushcliffe	91%	95%	95%
<b>Overall</b>	<b>83%</b>	<b>80%</b>	<b>76%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they were **satisfied** with their local area (76% overall) included those who:

- Were economically active (79%) compared with those who were not (72%)
- Did not have a long term health problem or disability (79%) compared with those who did (70%).

Subgroups more likely to say that they were **dissatisfied** with their local area (13% overall) included those who:

- Were aged 55-64 (18%), particularly compared with those aged 18-24 (8%)
- Were economically inactive (15%) compared with those who were active (11%)
- Had a long term health problem or disability (17%) compared with those who did not (11%).

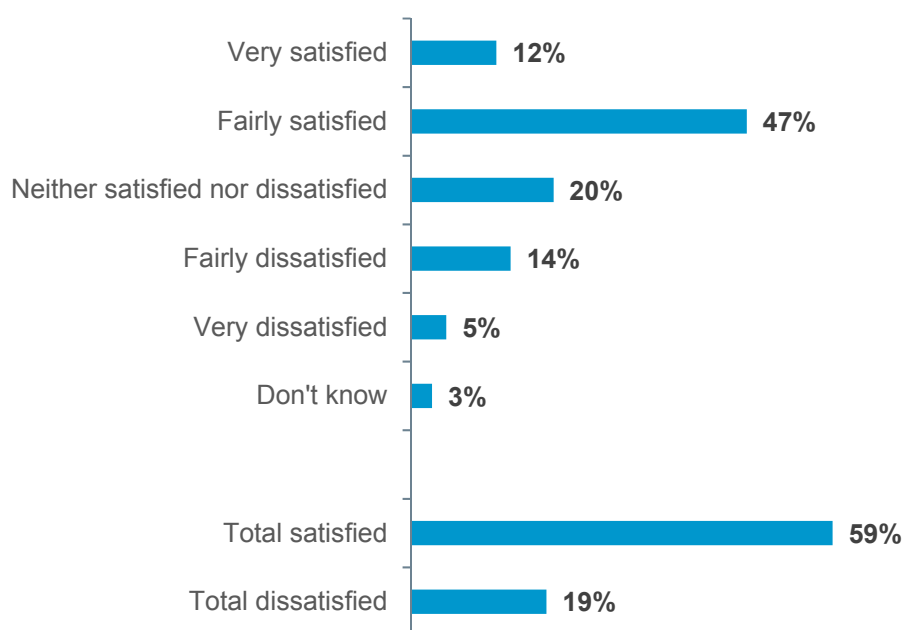
## 3.3 Satisfaction with Local Authority

Survey respondents were 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. At a time of austerity and budget cuts, it should be kept in mind that satisfaction with local authorities may be low at a national level.

As seen in **Figure 13**, 59% of respondents in the survey reported that they were satisfied with the way the Council runs things (12% very satisfied and 47% fairly satisfied). One in five (19%) were dissatisfied and a further 20% were neither satisfied nor dissatisfied.

**Figure 13 – Overall, how satisfied or dissatisfied are you with the way Nottinghamshire County Council runs things?**

**Base: All respondents (1,050)**

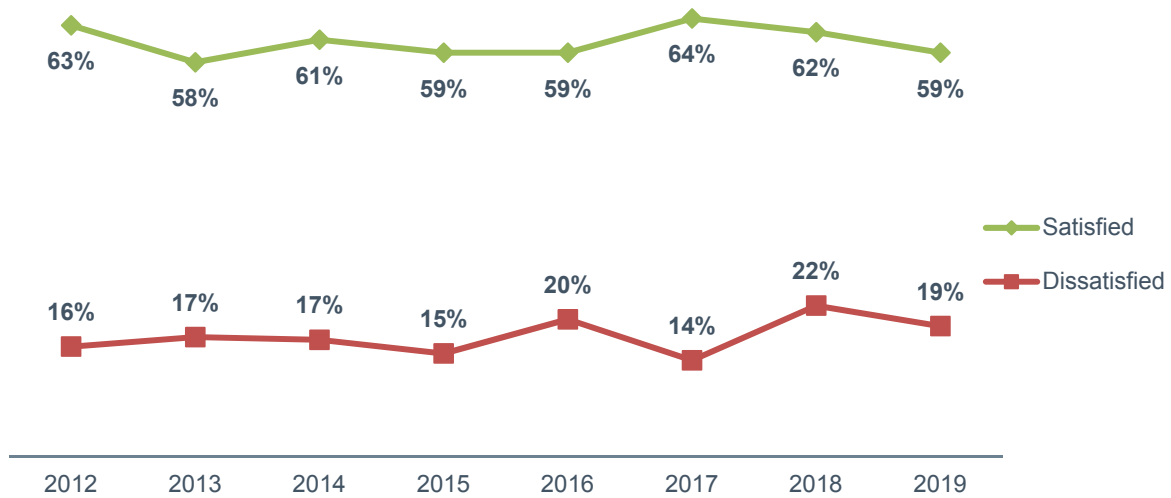




This year’s level of satisfaction in the way the Council runs things (59%) is lower than last year (62%) and is 5% lower than the high seen in 2017 (64%), as shown in **Figure 14**. However, the level of dissatisfaction this year (19%) is lower than last year (22%).

**Figure 14 – Overall, how satisfied or dissatisfied are you with the way Nottinghamshire County Council runs things? Comparisons by year**

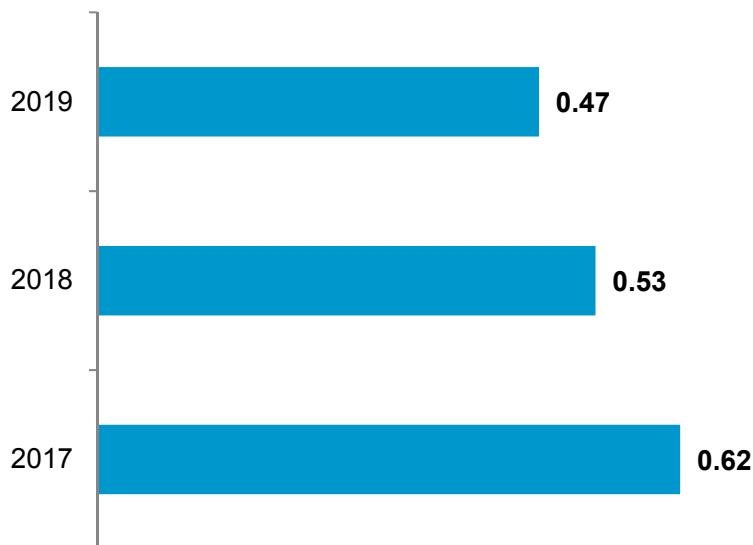
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)**



In terms of satisfaction with the way Nottinghamshire County Council runs things, the satisfaction score has decreased again this year to 0.47 (out of 2) from 0.53 last year and this is also lower than in 2017 (0.62). Satisfaction scores for the last three years are shown in **Figure 15**.

**Figure 15 – Overall, how satisfied or dissatisfied are you with the way Nottinghamshire County Council runs things? Satisfaction score by year**

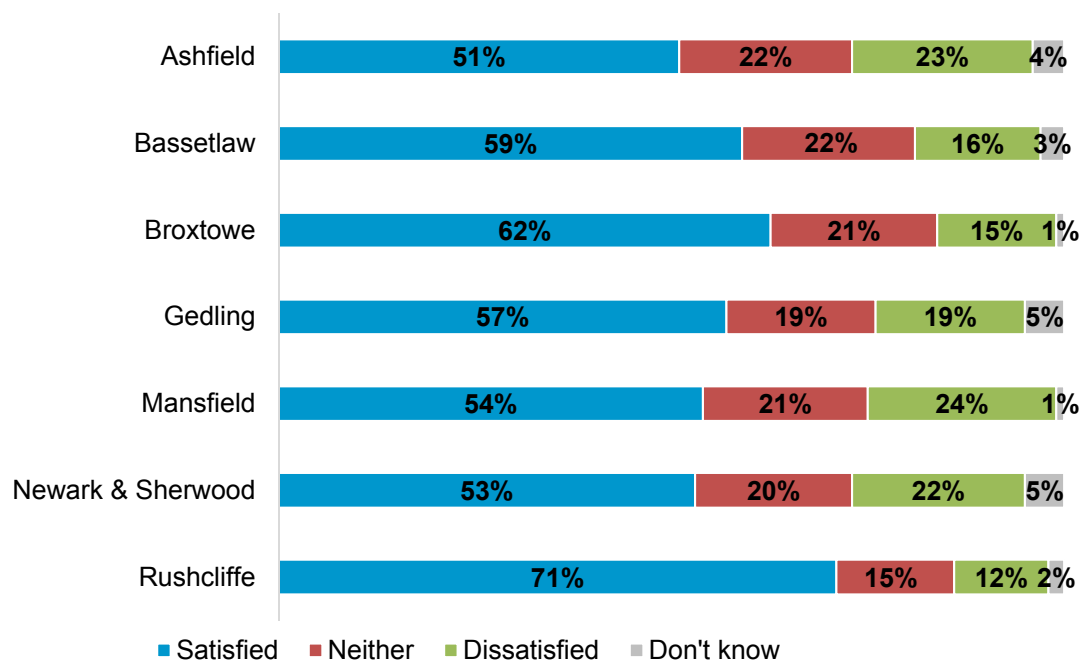
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**



Again, satisfaction is highest in Rushcliffe (71%), followed by Broxtowe (62%). By contrast, satisfaction was lowest this year in Ashfield (51%). The level of dissatisfaction was highest in

Mansfield (24%), closely followed by Ashfield (23%) and Newark & Sherwood (22%). This is summarised in **Figure 16**.

**Figure 16 – Overall, how satisfied or dissatisfied are you with the way Nottinghamshire County Council runs things? By district**  
**Base: All respondents (1,050)**



Satisfaction (those who were either very or fairly satisfied) with the way the County Council runs things reported by respondents from each district in the last three surveys is presented in **Figure 17**. Increases in satisfaction were seen in Bassetlaw (+3%), Mansfield (+1%) and Newark & Sherwood (+2%).

Satisfaction has fallen, however, in Ashfield (-14%), Broxtowe (-6%), Gedling (-9%) and Rushcliffe (-8%).

**Figure 17 – Overall, how satisfied or dissatisfied are you with the way Nottinghamshire County Council runs things? By district and by year**  
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall satisfaction 2017	Overall satisfaction 2018	Overall satisfaction 2019
Ashfield	56%	65%	51%
Bassetlaw	54%	56%	59%
Broxtowe	66%	68%	62%
Gedling	56%	66%	57%
Mansfield	86%	53%	54%
Newark & Sherwood	65%	51%	53%
Rushcliffe	65%	79%	71%
<b>Overall</b>	<b>64%</b>	<b>62%</b>	<b>59%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they were **satisfied** with the way Nottinghamshire County Council runs things (59% overall) included those who:

- Were female (63%) compared with male (54%)
- Were aged 25-34 (66%), particularly compared with those aged 65+ (54%)
- Were economically active (61%) compared with those who were not (53%).

Subgroups more likely to say that they were **dissatisfied** with the way Nottinghamshire County Council runs things (19% overall) included those who had a long term health problem or disability (24%) compared with those who did not (17%).

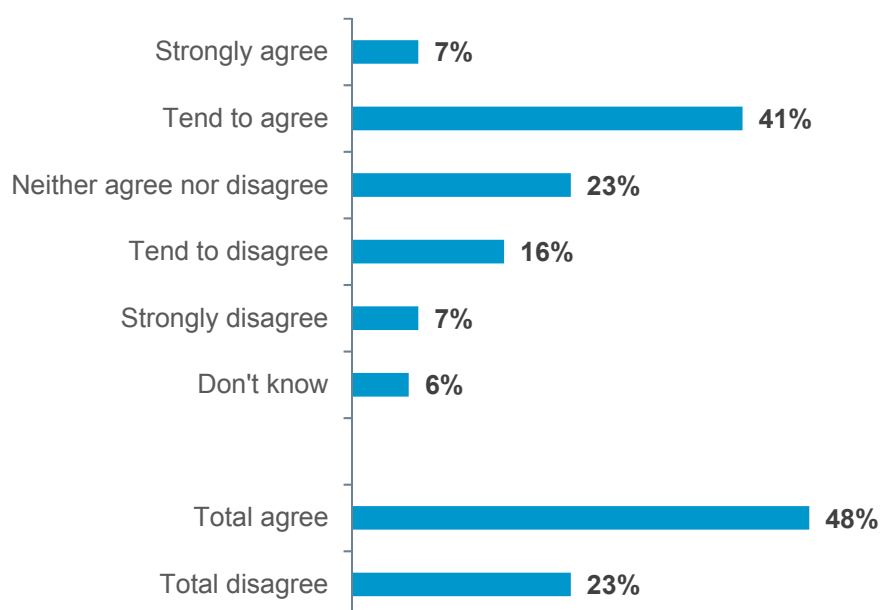
## 3.4 Value for money

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 (e.g. the Library Service, waste management and recycling etc.) 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 County Council provides value for money.

As shown in **Figure 18**, this year just under half (48%) of respondents agreed to some extent that Nottinghamshire County Council provides value for money (7% strongly agree and 41% tend to agree), whilst 23% neither agreed nor disagreed. Almost a quarter (23%) disagreed (16% tend to disagree and 7% strongly disagree).

**Figure 18 – To what extent do you agree or disagree that Nottinghamshire County Council provides value for money?**

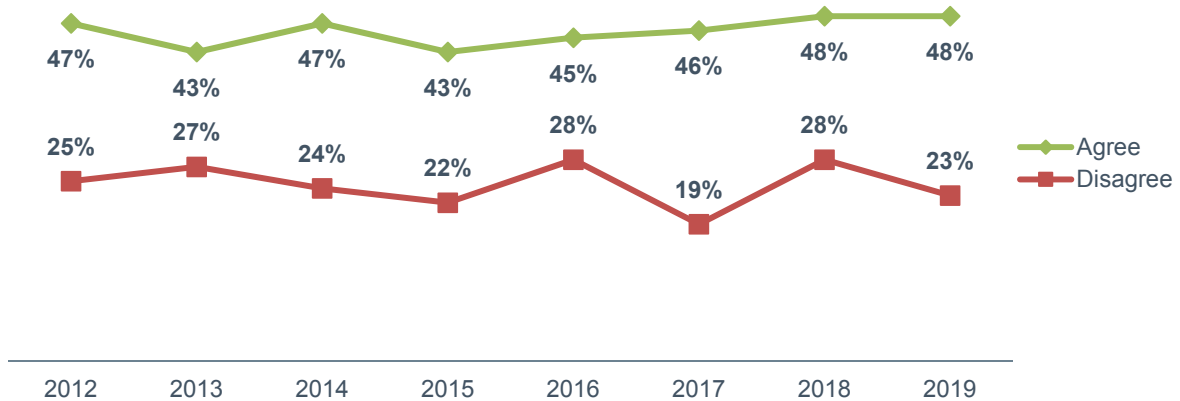
**Base: All respondents (1,050)**



The level of agreement that the Council provides value for money has stayed the same as last year (48%) and continues the upwards trend since 2015. The level of disagreement that the Council provides value for money has decreased from 2018 (28%) to 23% this year, although

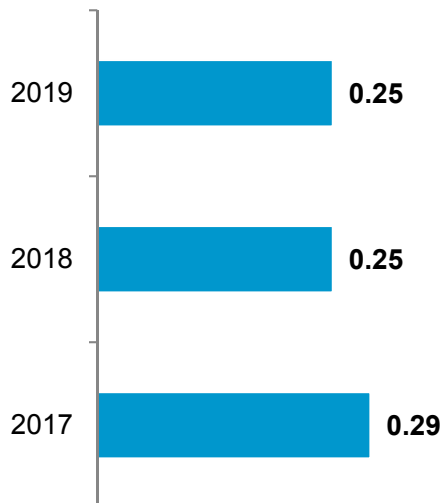
this is still higher than the low of 19% seen in 2017. **Figure 19** shows the levels of agreement and disagreement each year since 2012.

**Figure 19 – To what extent do you agree or disagree that Nottinghamshire County Council provides value for money? Comparisons by year**  
 Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)



As shown in **Figure 20**, the agreement score this year was the same as in 2018 (0.25 out of 2), but is slightly lower than in 2017 (0.29).

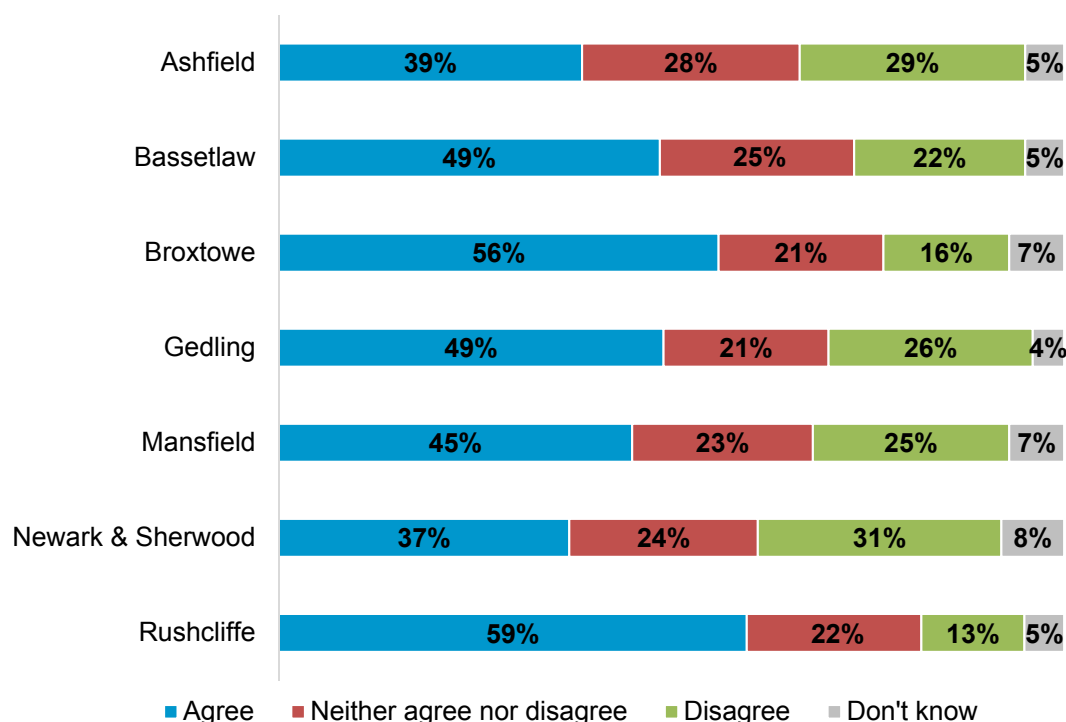
**Figure 20 – To what extent do you agree or disagree that Nottinghamshire County Council provides value for money? Agreement score by year**  
 Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)



Newark & Sherwood respondents reported the lowest level of agreement that the County Council provides value for money, with 37% agreeing. Three in ten (31%) respondents from Newark & Sherwood disagreed. By comparison, 59% of Rushcliffe respondents said they agreed, which was the largest proportion of all districts. **Figure 21** shows the levels of agreement and disagreement that the Council provides value for money by district.

**Figure 21 – To what extent do you agree or disagree that Nottinghamshire County Council provides value for money? By district**

Base: All respondents (1,050)



Overall agreement (strongly agree and tend to agree responses) that the County Council provides value for money is presented in **Figure 22**. Agreement has increased since 2018 in Bassetlaw (+2%), Broxtowe (+3%), Gedling (+4%) and Newark & Sherwood (+7%). On the other hand, it has decreased in Ashfield (-5%) and Rushcliffe (-11%) and stayed the same in Mansfield (45%).

**Figure 22 – To what extent do you agree or disagree that Nottinghamshire County Council provides value for money? By district and by year**

Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)

District	Overall agreement 2017	Overall agreement 2018	Overall agreement 2019
Ashfield	36%	44%	39%
Bassetlaw	37%	47%	49%
Broxtowe	47%	53%	56%
Gedling	39%	45%	49%
Mansfield	71%	45%	45%
Newark & Sherwood	49%	30%	37%
Rushcliffe	46%	70%	59%
<b>Overall</b>	<b>46%</b>	<b>48%</b>	<b>48%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say they **agreed** that Nottinghamshire County Council provides value for money (48% overall) included those who were aged 25-34 (54%), particularly compared with those aged 35-54 (44%).

Subgroups more likely to say that they **disagreed** that Nottinghamshire County Council provides value for money (23% overall) included those who:

- Were aged 25-34 (20%), 35-54 (27%), 55-64 (27%) and 65+ (25%) compared with those aged 18-24 (9%)
- Had a long term health problem or disability (29%) compared with those who did not (22%).

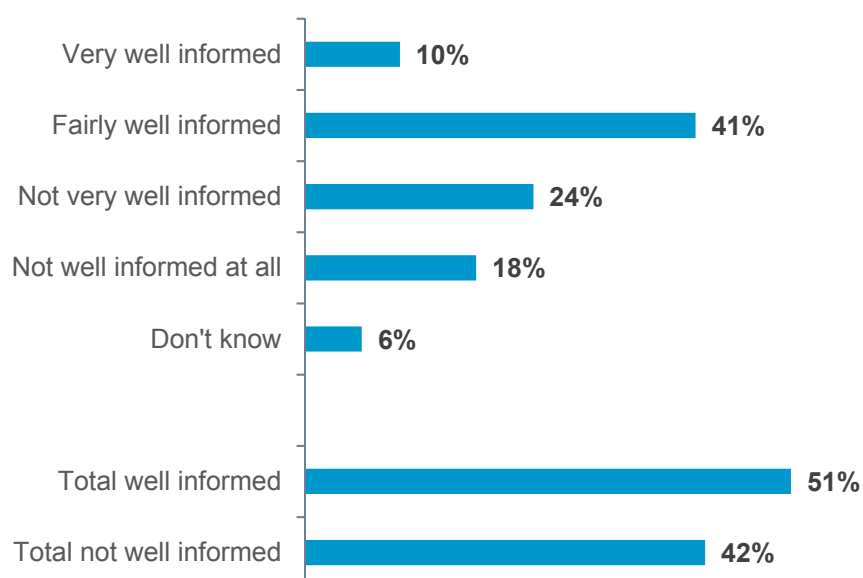
## 3.5 Information provision

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 County Council communications and as one of the most important drivers of reputation among local residents.

Respondents participating in the 2019 Nottinghamshire Resident Survey were asked for their overall view about how well informed they feel the County Council keeps residents about the services and benefits it provides. Just over half (51%) of respondents felt that Nottinghamshire County Council keeps residents well informed about the services and benefits it provides (10% very well informed and 41% fairly well informed). However, just over four in ten (42%) felt the Council does not keep residents well informed (24% not very well informed and 18% not well informed at all). This can be seen in **Figure 23**.

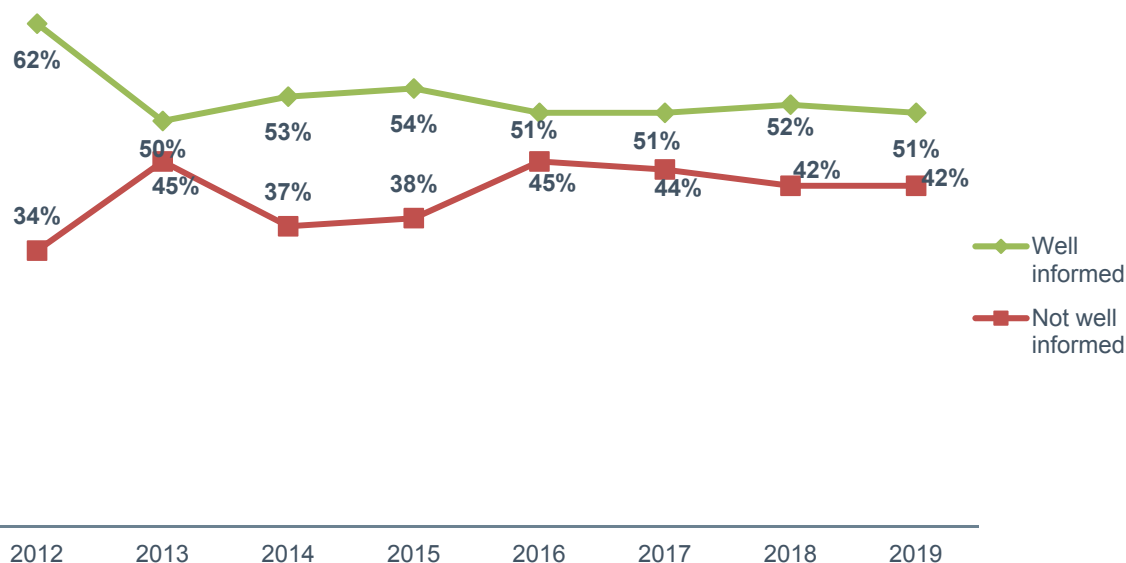
**Figure 23 – Overall, how well informed do you think Nottinghamshire County Council keeps residents about the services and benefits it provides?**

**Base: All respondents (1,050)**



As shown in **Figure 24**, the proportion of respondents who thought that the Council keeps residents well informed has remained steady since 2016, with a similar proportion (51%) as last year (52%) saying they were well informed. The proportion who felt the Council does not keep residents well informed has been consistent over the last two years (42%).

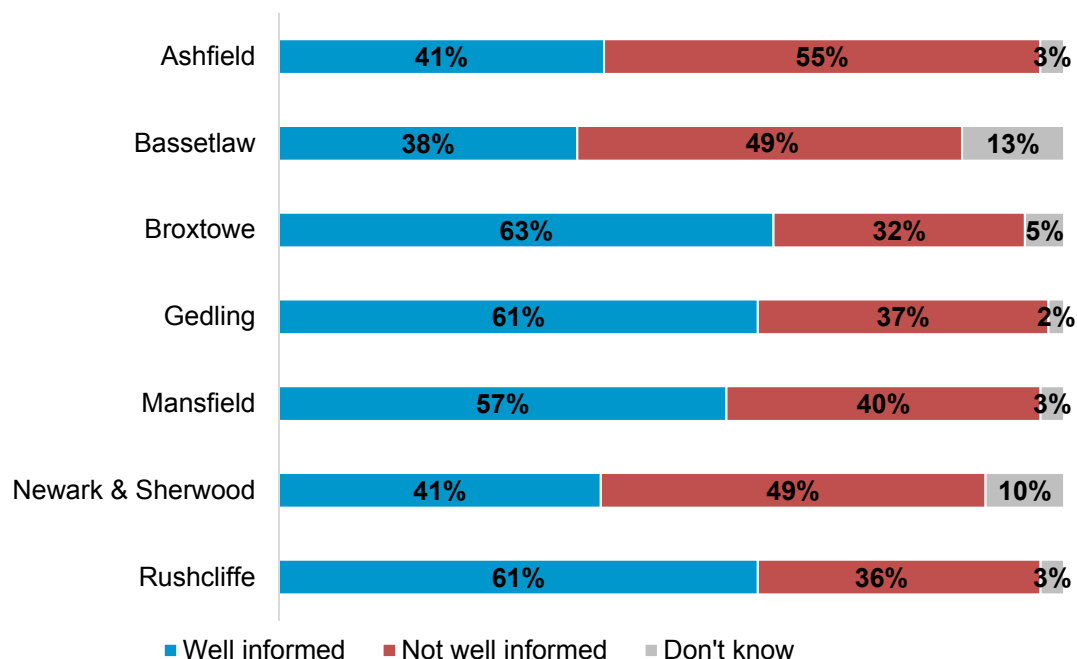
**Figure 24 – Overall, how well informed do you think Nottinghamshire County Council keeps residents about the services and benefits it provides? Comparisons by year**  
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)**



The level to which the Council keeps residents well informed by district is shown in **Figure 25**. Over six in ten respondents in Broxtowe (63%), Gedling (61%) and Rushcliffe (61%) felt that the County Council keeps residents well informed. By contrast, only 38% of Bassetlaw respondents felt the same. More than half (55%) of respondents from Ashfield felt residents were not kept well informed and 49% of Bassetlaw and Newark & Sherwood respondents felt the same.

**Figure 25 – Overall, how well informed do you think Nottinghamshire County Council keeps residents about the services and benefits it provides? By district**

Base: All respondents (1,050)



The proportions of respondents in each district who felt well informed (either very well or fairly well informed) by Nottinghamshire County Council for the last three years of the Resident Survey are presented in **Figure 26**. The proportion of respondents who felt well informed by the Council has increased in Broxtowe (+10%), Gedling (+4%), Mansfield (+19%), and Newark & Sherwood (+1%) since last year. Respondents from Ashfield (-7%), Bassetlaw (-16%) and Rushcliffe (-13%) felt less informed than in the 2018 survey.

**Figure 26 – Overall, how well informed do you think Nottinghamshire County Council keeps residents about the services and benefits it provides? By district and by year**

Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)

District	Overall well informed 2017	Overall well informed 2018	Overall well informed 2019
Ashfield	44%	48%	41%
Bassetlaw	40%	54%	38%
Broxtowe	51%	53%	63%
Gedling	48%	57%	61%
Mansfield	60%	38%	57%
Newark & Sherwood	48%	40%	41%
Rushcliffe	71%	74%	61%
<b>Overall</b>	<b>51%</b>	<b>52%</b>	<b>51%</b>

**Subgroup analysis for the Resident Survey 2019**

Subgroups more likely to say that Nottinghamshire County Council **does not keep** residents **well informed** (43% overall) included those who had a long term health problem or disability (49%) compared with those who did not (41%).



## 3.6 Community safety

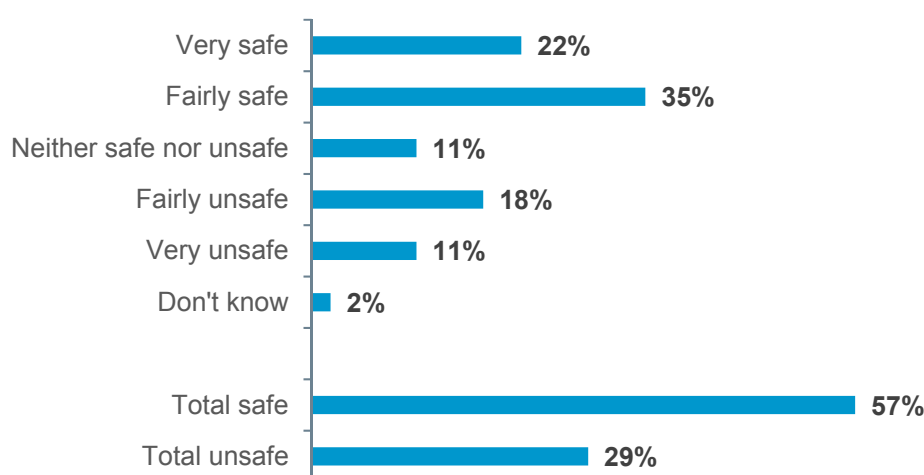
### Safety in the local area after dark

Respondents from across Nottinghamshire were asked a series of questions which focussed 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 27**, 57% of respondents indicated that they felt safe when outside in their local area after dark (22% very safe and 35% fairly safe). Three in ten (29%) reported they felt unsafe (18% fairly unsafe and 11% very unsafe) and a further 11% felt neither safe nor unsafe.

**Figure 27 – How safe or unsafe do you feel when you are outside in your local area after dark?**

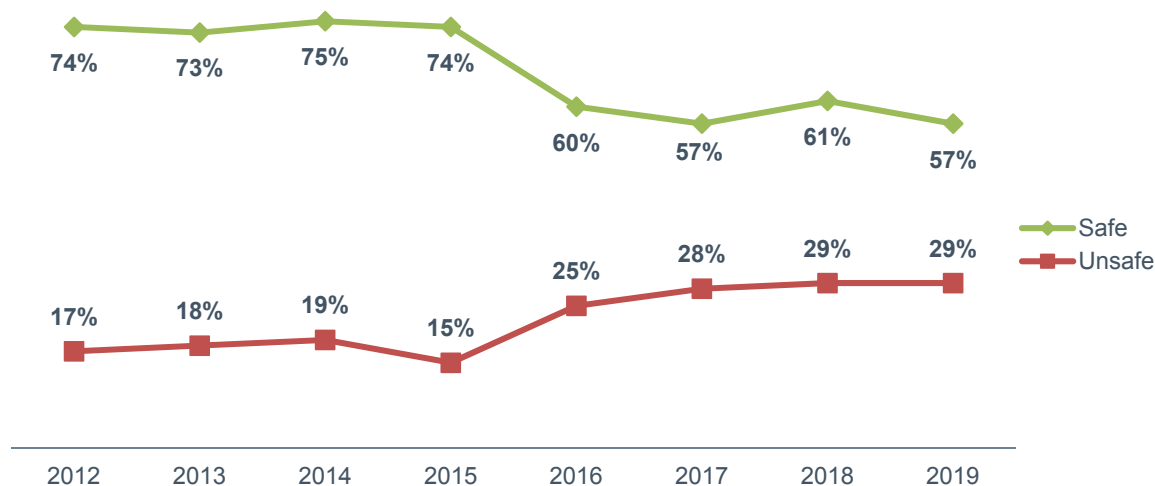
**Base: All respondents (1,050)**



As shown in **Figure 28**, the proportion of those feeling safe in the local area after dark has fallen to 57% this year from 61% in 2018, whilst the level of those feeling unsafe has remained fairly consistent over the last three years (28% to 29%).

**Figure 28 – How safe or unsafe do you feel when you are outside in your local area after dark? Comparisons by year**

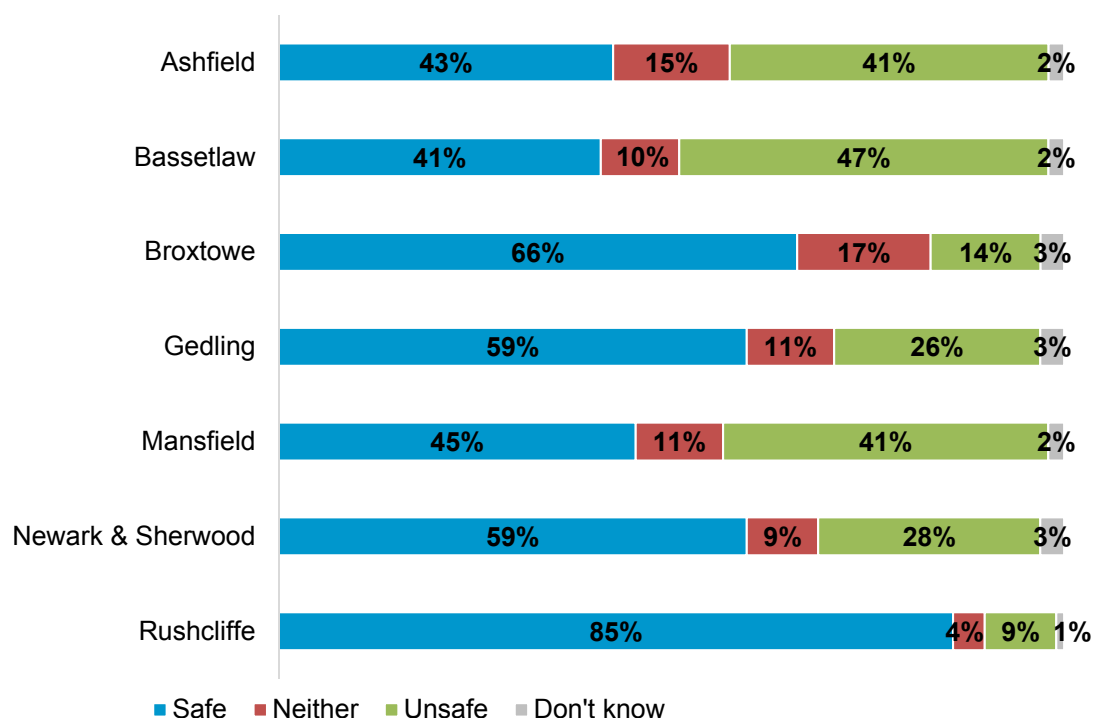
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)**



As shown in **Figure 29**, respondents were most likely to feel safe in their local area after dark in Rushcliffe (85%). Almost half of Bassetlaw respondents (47%) did not feel safe and nor did 41% of Ashfield and Mansfield respondents.

**Figure 29 – How safe or unsafe do you feel when you are outside in your local area after dark? By district**

**Base: All respondents (1,050)**



As can be seen in **Figure 30**, perceptions of safety after dark have decreased in most districts, except for Gedling (+3%). The proportion of respondents who felt safe in their local area has decreased most dramatically in Bassetlaw (-14%), but decreases were also noted in Ashfield (-3%), Broxtowe (-6%), Mansfield (-2%), Newark & Sherwood (-6%) and Rushcliffe (-3%).

**Figure 30 – How safe or unsafe do you feel when you are outside in your local area after dark? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall safe 2017	Overall safe 2018	Overall safe 2019
Ashfield	35%	46%	43%
Bassetlaw	39%	55%	41%
Broxtowe	50%	72%	66%
Gedling	74%	56%	59%
Mansfield	88%	47%	45%
Newark & Sherwood	36%	65%	59%
Rushcliffe	79%	88%	85%
<b>Overall</b>	<b>57%</b>	<b>61%</b>	<b>57%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they feel **safe** when they are outside in the local area after dark (57% overall) included those who:

- Were male (62%) compared with female (52%)
- Were economically active (61%) compared with those who were not (53%)
- Did not have a long term health problem or disability (61%) compared with those who did (46%).

Subgroups more likely to say that they that they feel **unsafe** when they are outside in the local area after dark (29% overall) included those who:

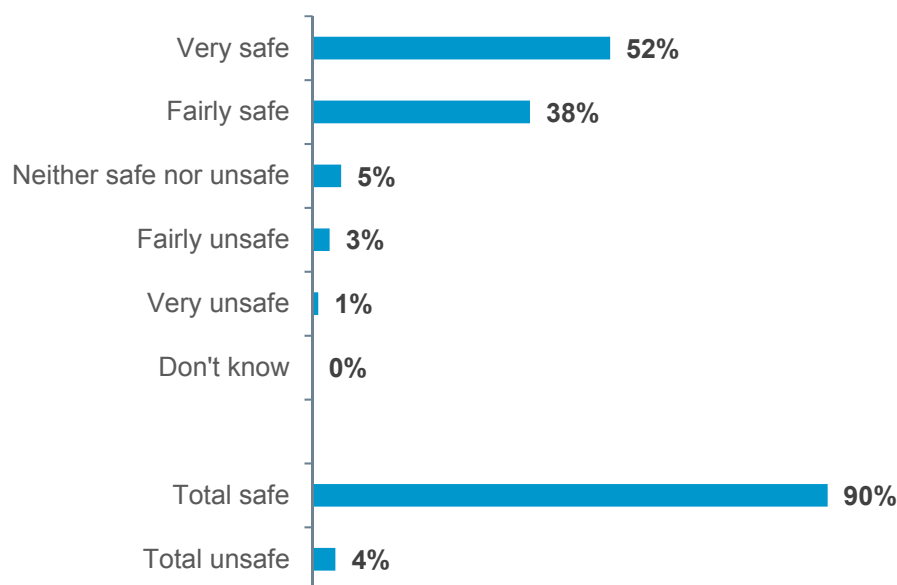
- Were female (34%) compared with male (24%)
- Were economically inactive (37%) compared with those who were economically active (25%)
- Had a long term health problem or disability (41%) compared with those who did not (26%).

### 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. Nine in ten (90%) respondents indicated that they felt either very (52%) or fairly (38%) safe. Only 4% felt unsafe and a further 5% felt neither safe nor unsafe.

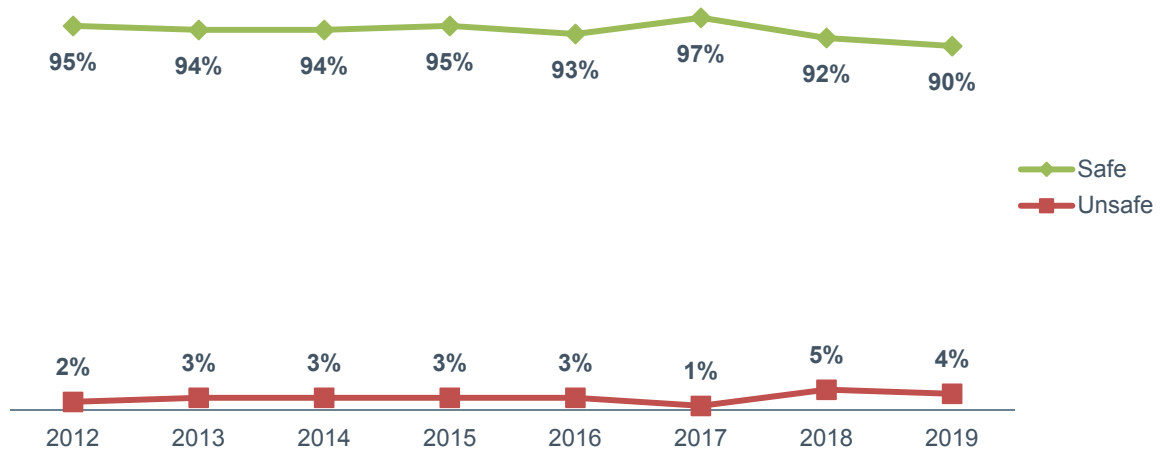
**Figure 31 – How safe or unsafe do you feel when you are outside in your local area during the day?**

**Base: All respondents (1,050)**



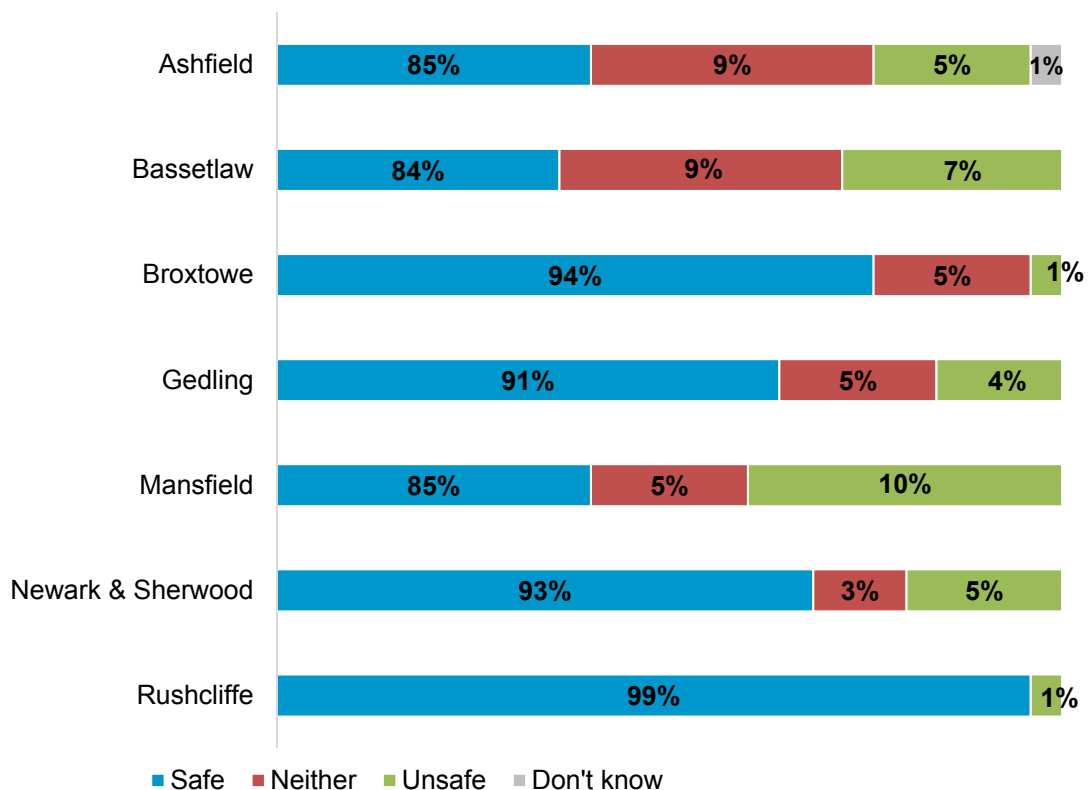
The proportion of those who felt safe outside in the local area during the day is similar this year (90%) to last year (92%), however it lower than the high of 97% seen in 2017. The level of those feeling unsafe is similar to last year (4% and 5%), as shown in **Figure 32**.

**Figure 32 – How safe or unsafe do you feel when you are outside in your local area during the day? Comparisons by year**  
 Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)



As shown in **Figure 33**, perceptions of feeling safe (either very or fairly safe) when outside in the local area during the day were very high in Newark & Sherwood (93%), Broxtowe (94%) and Rushcliffe (99%). One in ten (10%) Mansfield respondents felt unsafe, which was the highest in any district.

**Figure 33 – How safe or unsafe do you feel when you are outside in your local area during the day? By district**  
 Base: All respondents (1,050)



Mansfield (+2%) and Newark & Sherwood (+1%) were the only districts to see increases in the proportions of respondents who felt safe when outside in their local area. All other districts saw decreases, most notably Ashfield (-7%), as shown in **Figure 34**.

**Figure 34 – How safe or unsafe do you feel when you are outside in your local area during the day? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall safe 2017	Overall safe 2018	Overall safe 2019
Ashfield	95%	92%	85%
Bassetlaw	95%	90%	84%
Broxtowe	100%	96%	94%
Gedling	97%	92%	91%
Mansfield	97%	83%	85%
Newark & Sherwood	98%	92%	93%
Rushcliffe	100%	100%	99%
<b>Overall</b>	<b>97%</b>	<b>92%</b>	<b>90%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they that they feel **safe** when they are outside in the local area during the day (90% overall) included those who:

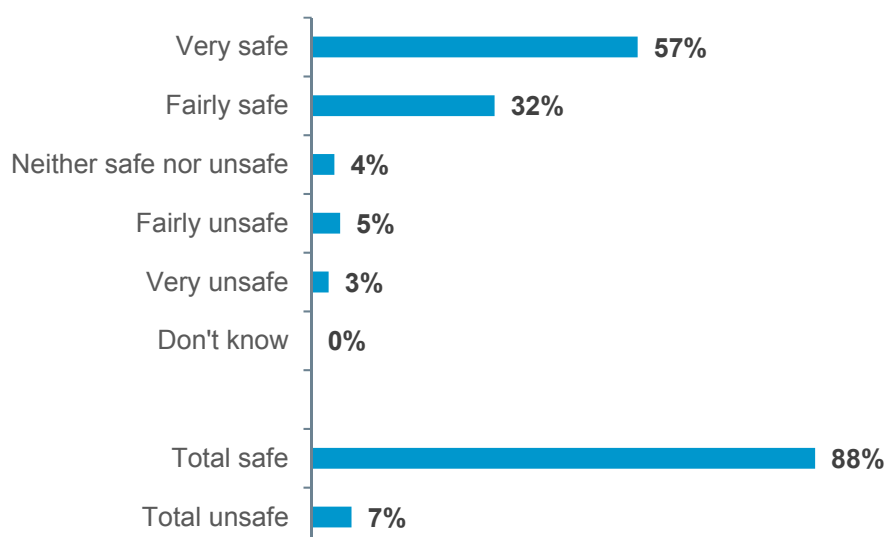
- Were male (93%) compared with female (88%)
- Were aged 55-64 (94%) and 65+ (93%), particularly compared with those aged 18-24 (86%) and 25-34 (87%).

### Safety when home alone at night

Respondents were also asked about how safe they feel when in their home alone at night. As shown in **Figure 35**, 88% said they felt safe (57% very safe and 32% fairly safe), whereas only 7% said they felt unsafe.

**Figure 35 – How safe do you feel when you are alone in your home at night?**

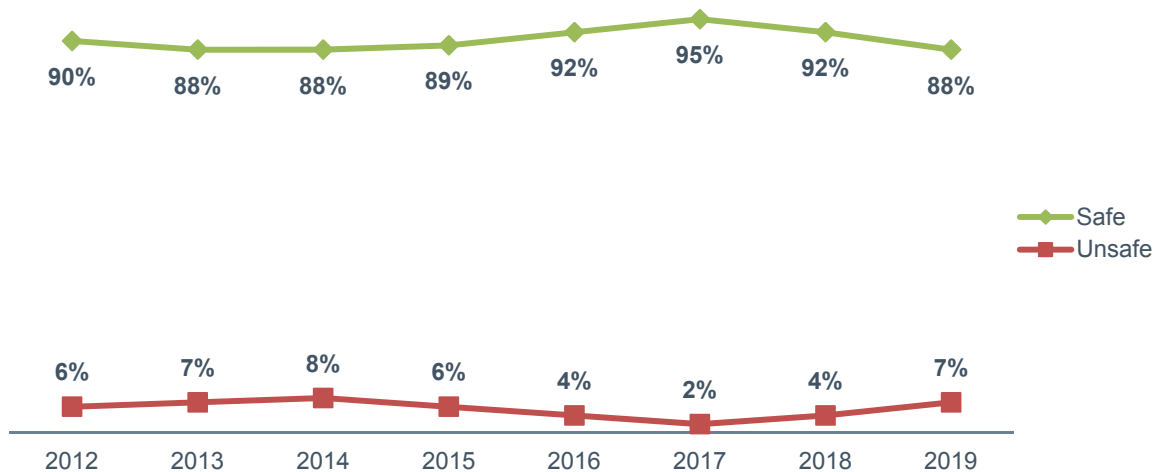
**Base: All respondents (1,050)**



The proportion of respondents indicating that they felt safe alone in their home at night has decreased this year to 88% from 92% in 2018 and is back to the same level as 2013 and 2014, as shown in **Figure 36**. The proportion of those who reported they felt unsafe (7%) has increased since last year (4%).

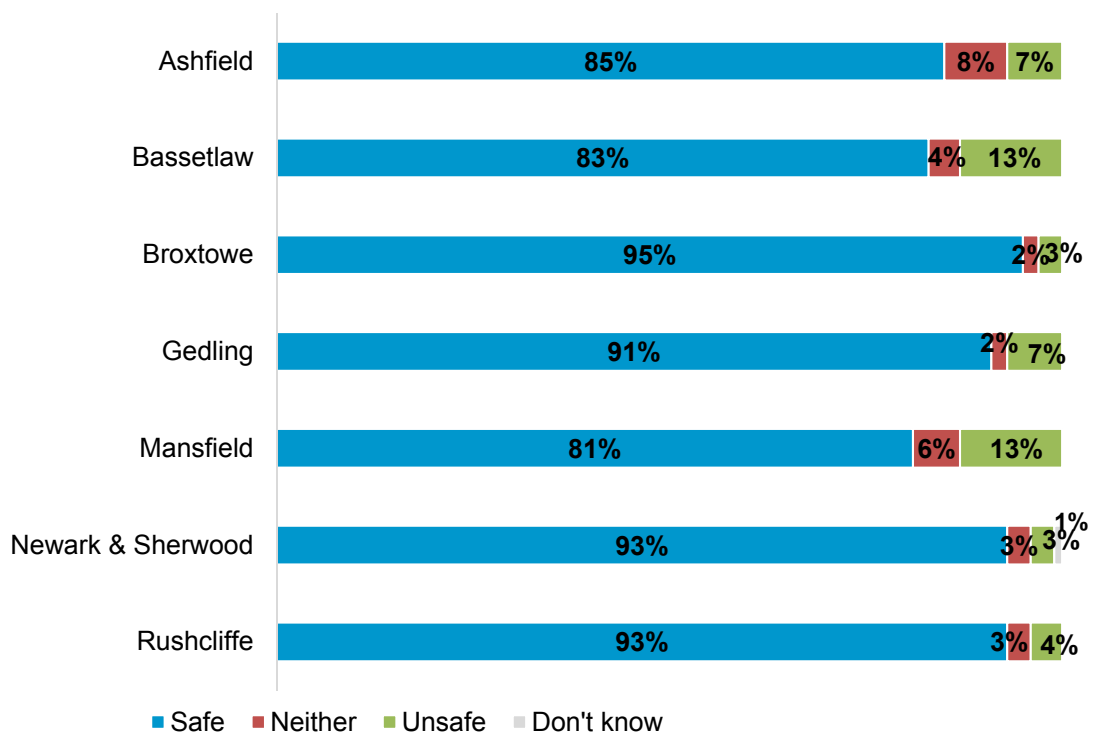
**Figure 36 – How safe do you feel when you are alone in your home at night? Comparisons by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)**



Perceptions of feeling safe when home alone at night were high in most districts as shown in **Figure 37**, particularly in Broxtowe (95%), Newark & Sherwood (93%) and Rushcliffe (93%). However, smaller proportions of respondents from Mansfield and Bassetlaw (81% and 83% respectively) reported feeling safe (either very or fairly safe).

**Figure 37 – How safe do you feel when you are alone in your home at night? By district**  
**Base: All respondents (1,050)**



As shown in **Figure 38**, perceptions of feeling safe have increased in Broxtowe (+2%) this year, but in all the other districts the level of feeling safe when home alone at night has decreased since the 2018 survey: Ashfield (-2%), Bassetlaw (-1%), Gedling (-5%), Mansfield (-7%), Newark & Sherwood (-2%), and Rushcliffe (-2%).

**Figure 38 – How safe do you feel when you are alone in your home at night? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall safe 2017	Overall safe 2018	Overall safe 2019
Ashfield	94%	87%	85%
Bassetlaw	96%	84%	83%
Broxtowe	99%	93%	95%
Gedling	87%	96%	91%
Mansfield	99%	88%	81%
Newark & Sherwood	98%	95%	93%
Rushcliffe	96%	95%	93%
<b>Overall</b>	<b>95%</b>	<b>92%</b>	<b>88%</b>

**Subgroup analysis for the Resident Survey 2019**

Subgroups more likely to say that they that they feel **safe** when they are home alone at night (88% overall) included those who:

- Were male (93%) compared with female (84%)
- Were aged 35-54 (92%), 55-64 (89%) and 65+ (93%) compared with those aged 18-24 (76%) and 25-34 (83%).

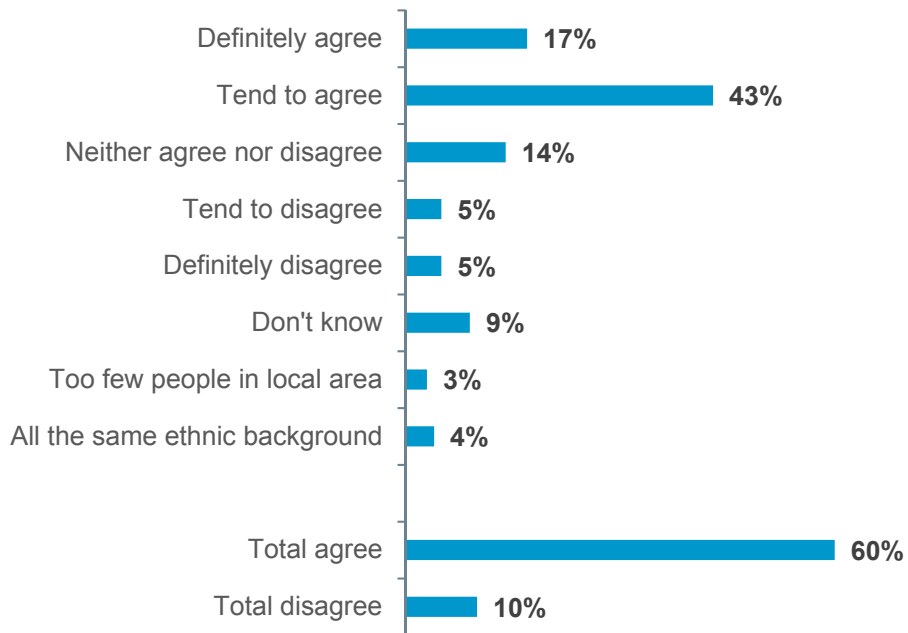
### 3.7 Community cohesion

A recognised measure of community cohesion is achieved by asking people about the degree to which they agree that their local area is one where people from different ethnic backgrounds get on well together. Respondents in Nottinghamshire were, therefore, asked the extent to which they agree or disagree with this statement.

As can be seen in **Figure 39**, six in ten (60%) of the overall sample agreed that people from different ethnic backgrounds get along well together in their local area (17% definitely agree and 43% tend to agree). A further 14% neither agreed nor disagreed.

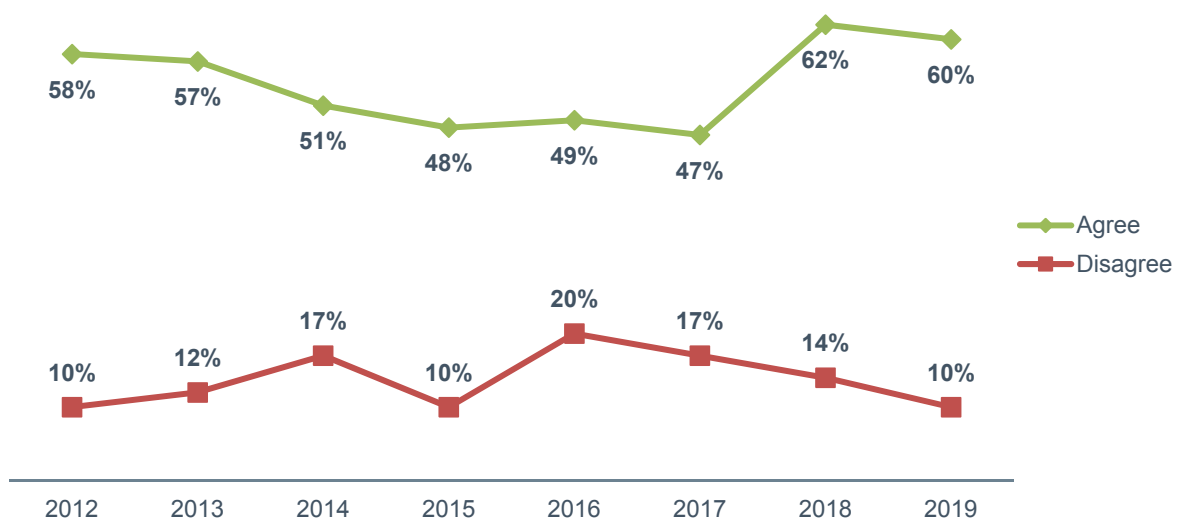
This year one in ten (10%) disagreed, with 5% tending to disagree and 5% definitely disagreeing.

**Figure 39 – To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?**  
**Base: All respondents (1,050)**



The level of agreement that people from different ethnic backgrounds get along (60%) is similar to last year (62%) and is higher than in previous years, as shown in **Figure 40**. The proportion who disagreed has been on a downwards trajectory from 20% in 2016 to 10% in 2019.

**Figure 40 – To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? Comparisons by year**  
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)**

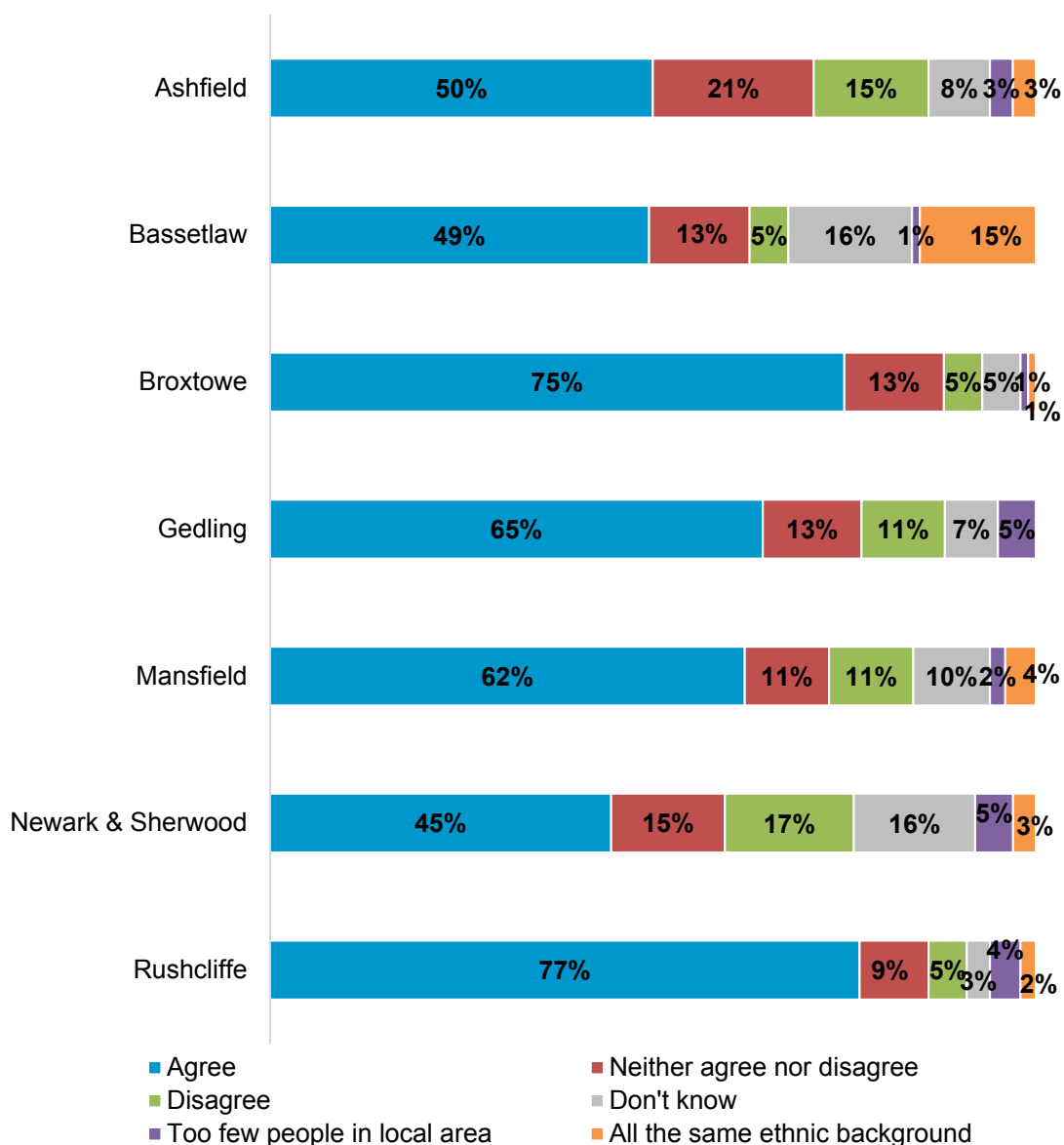




Looking across the districts, agreement was highest in Broxtowe (75%) and Rushcliffe (77%). By contrast, the level of agreement was much lower in Newark & Sherwood (45%).

Disagreement that people from different ethnic backgrounds get on well together was particularly high amongst respondents from Newark & Sherwood (17%) and Ashfield (15%). **Figure 41** summarises the differences in agreement and disagreement by district.

**Figure 41 – To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By district**  
 Base: All respondents (1,050)



Since the 2018 survey, the proportion of respondents who agreed has increased in Ashfield (+6%) and Mansfield (+11%). This is shown in **Figure 42**. By contrast, the level of agreement has fallen in Bassetlaw (-4%), Broxtowe (-5%), Gedling (-8%), Newark & Sherwood (-4%) and Rushcliffe (-3%).

**Figure 42 – To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall agreement 2017	Overall agreement 2018	Overall agreement 2019
Ashfield	34%	44%	50%
Bassetlaw	32%	53%	49%
Broxtowe	42%	80%	75%
Gedling	63%	73%	65%
Mansfield	66%	51%	62%
Newark & Sherwood	31%	49%	45%
Rushcliffe	61%	80%	77%
<b>Overall</b>	<b>47%</b>	<b>62%</b>	<b>60%</b>

#### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they that they **agree** that people from different ethnic backgrounds get on well together (60% overall) included those who:

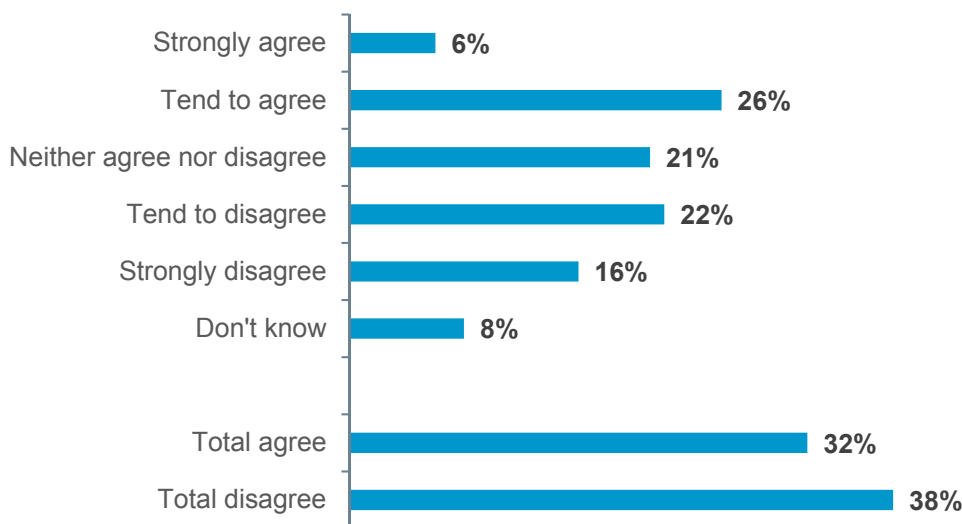
- Were aged 18-24 (66%), 25-34 (66%), 35-54 (60%) and 55-64 (65%), compared with those aged 65+ (50%)
- Were economically active (66%) compared with those who were not (53%)
- Did not have a long term health problem (64%) compared with those who did (50%).

### 3.8 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. As shown in **Figure 43**, this year a third (32%) agreed at least to some extent that they can influence decisions affecting their local area (6% strongly agree and 26% tend to agree). A larger proportion (38%), however, said they disagreed to some extent (22% tend to disagree and 16% strongly disagree).

**Figure 43 – Do you agree or disagree that you can influence decisions affecting your local area?**

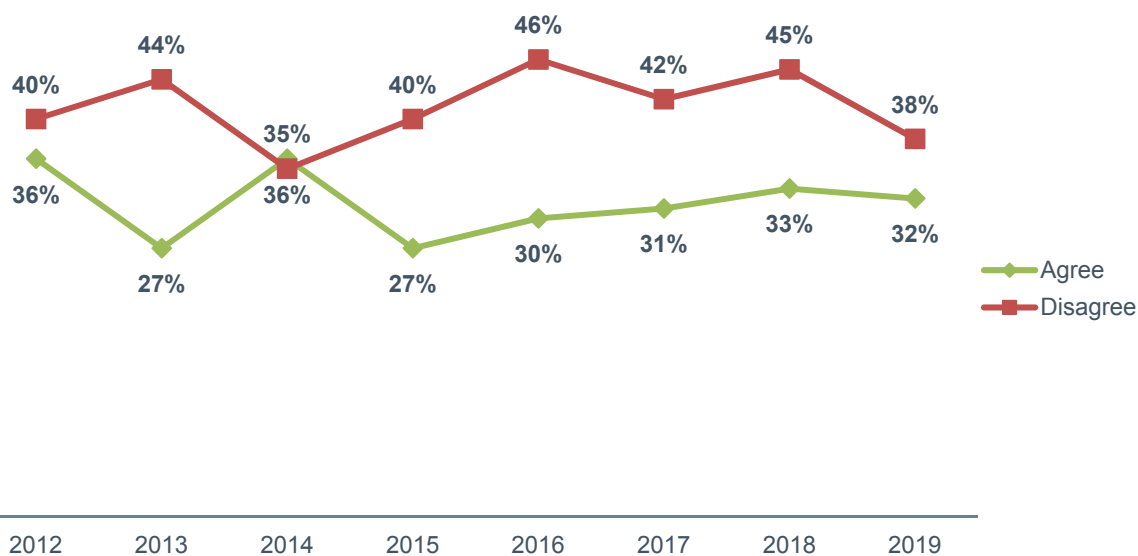
**Base: All respondents (1,050)**



As shown in **Figure 44**, the level of agreement has been steadily increasing since 2015, with 32% agreeing this year, similar to last year (33%). This year the level of disagreement has also fallen to 38% from 45% last year.

**Figure 44 – Do you agree or disagree that you can influence decisions affecting your local area? Comparisons by year**

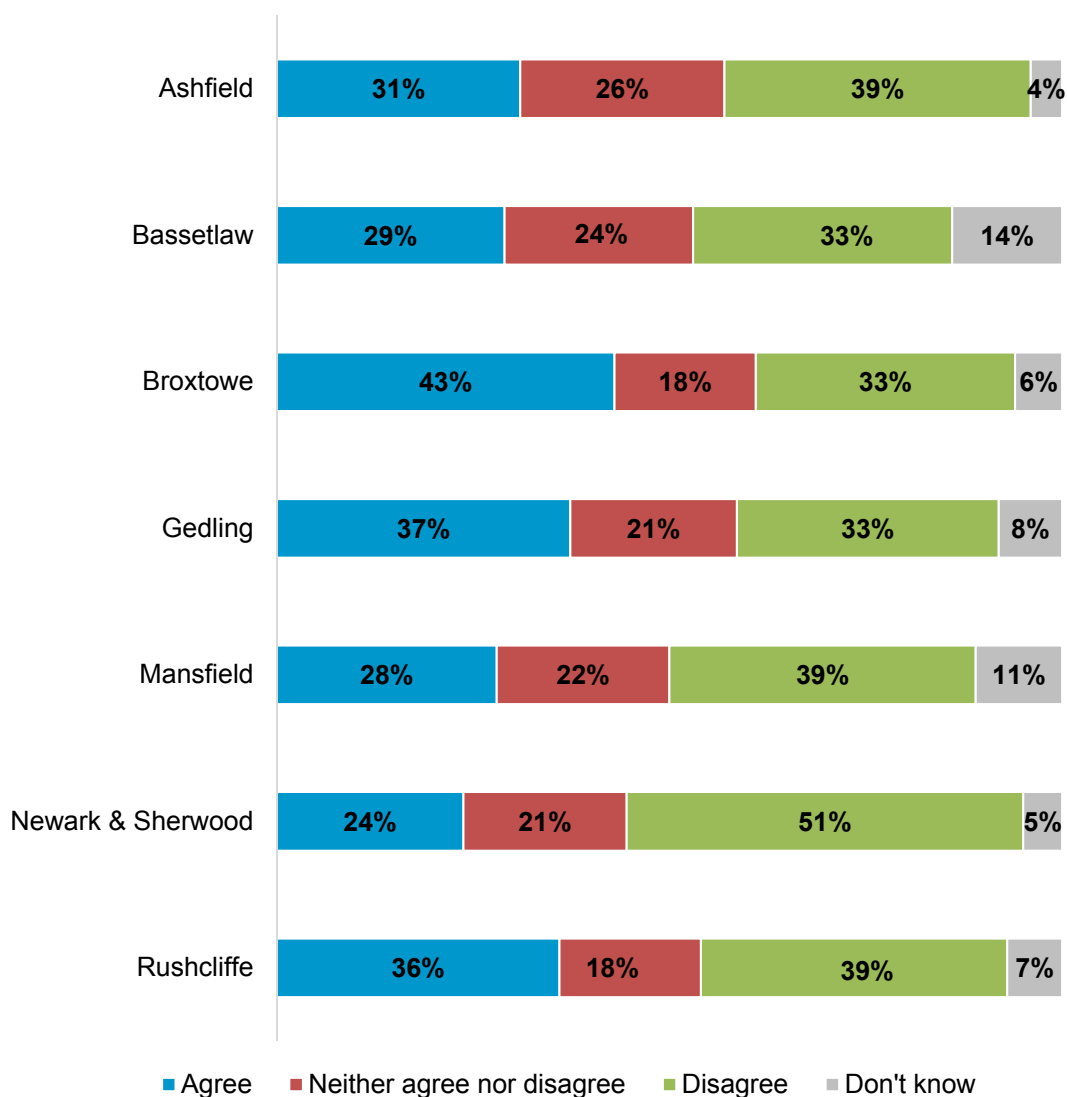
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058; 2016: 1,069; 2015: 1,081; 2014: 1,053; 2013: 1,202; 2012: 1,063)**



Agreement that local people can influence decisions affecting their local area (including those who strongly agreed and those who tended to agree) was highest in Broxtowe this year (43%), as shown in **Figure 45**. Disagreement, on the other hand, was highest in Newark & Sherwood (51%).

**Figure 45 – Do you agree or disagree that you can influence decisions affecting your local area? By district**

**Base: All respondents (1,050)**



As can be seen in **Figure 46**, the proportion of those agreeing has increased in Ashfield (+4%), Bassetlaw (+3%), Gedling (+4%), and Newark & Sherwood (+5%). However, it has decreased in Broxtowe (-6%), Mansfield (-2%), and Rushcliffe (-10%).

**Figure 46 – Do you agree or disagree that you can influence decisions affecting your local area? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall agreement 2017	Overall agreement 2018	Overall agreement 2019
Ashfield	23%	27%	31%
Bassetlaw	33%	26%	29%
Broxtowe	35%	49%	43%
Gedling	17%	33%	37%
Mansfield	49%	30%	28%
Newark & Sherwood	35%	19%	24%
Rushcliffe	26%	46%	36%
<b>Overall</b>	<b>31%</b>	<b>33%</b>	<b>32%</b>

#### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they that they **agree** that they can influence decisions affecting their local area (32% overall) included those who were aged 18-24 (41%) and 25-34 (40%), particularly compared with those aged 35-54 (25%).

Subgroups more likely to say that they that they **disagree** that they can influence decisions affecting their local area (38% overall) included those who:

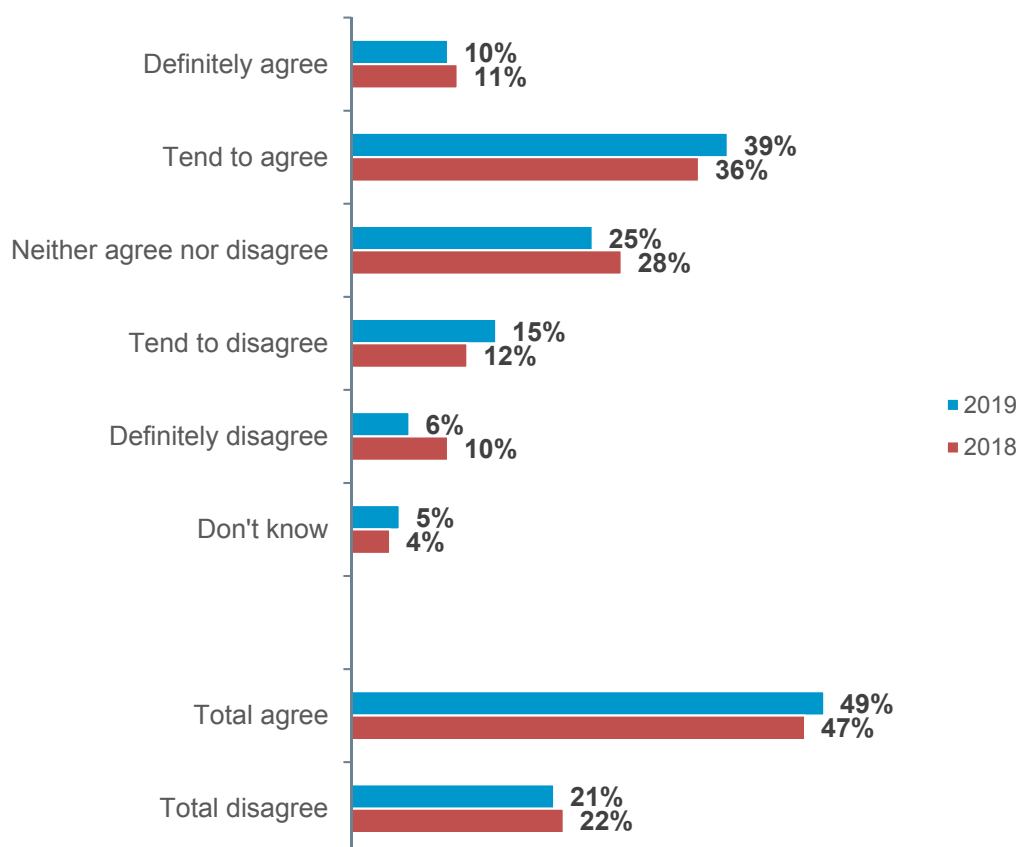
- Were aged 65+ (46%), 55-64 (42%) and 35-54 (41%), particularly compared with those aged 18-24 (19%)
- Were economically inactive (43%) compared with those were economically active (36%).

### 3.9 Council services

This year, respondents were asked the extent to which they agree or disagree that the Council provides high quality services. This question was also asked in last year’s survey.

Around half (49%) of respondents agreed that that the Council provides high quality services (10% definitely agree and 39% tend to agree), which was similar to last year (47%). This year 21% disagreed, which was also similar to last year (22%), as shown in **Figure 47**.

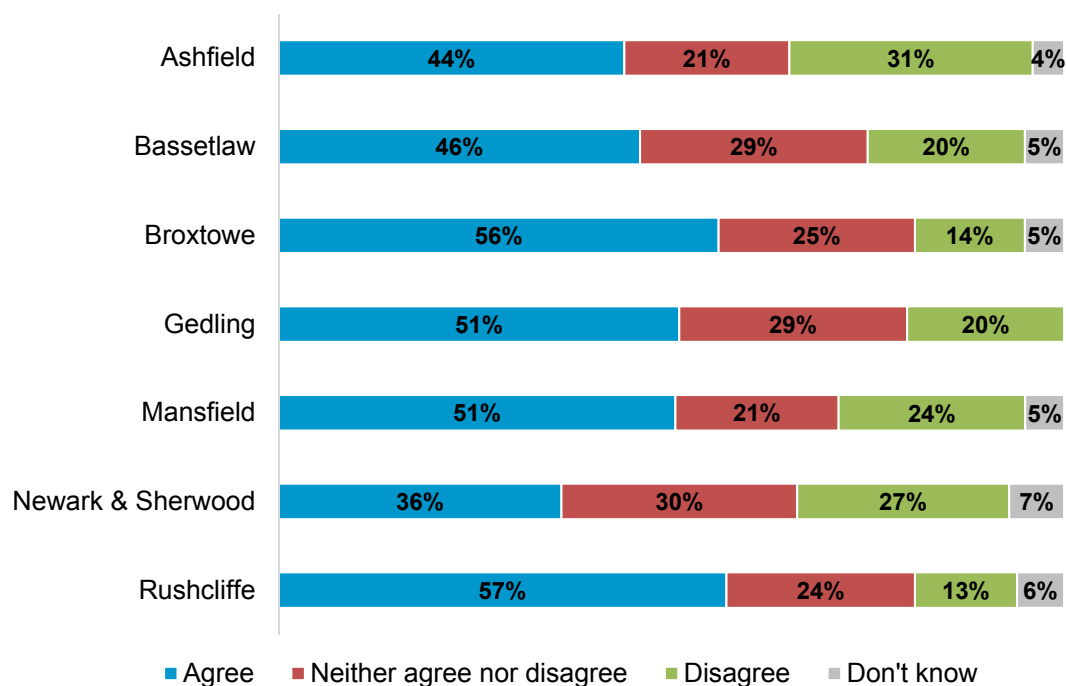
**Figure 47 – To what extent do you agree or disagree that Nottinghamshire County Council provides high quality services? By year**  
**Base: All respondents (2019: 1,050; 2018: 1,068)**



Respondents from Rushcliffe were most likely to agree that the Council provides high quality services (57%), closely followed by Broxtowe (56%). By comparison, only 36% agreed in Newark & Sherwood. Three in ten Ashfield respondents (31%) and 27% of Newark & Sherwood respondents disagreed. **Figure 48** summarises the differences by district.

**Figure 48 – To what extent do you agree or disagree that Nottinghamshire County Council provides high quality services? By district**

Base: All respondents (1,050)



As can be seen in **Figure 49**, the proportion of those agreeing has increased in Bassetlaw (+6%), Broxtowe (+7%), Gedling (+4%), Mansfield (+11%), and Newark & Sherwood (+5%). However, it has decreased in Ashfield (-3%), and Rushcliffe (-17%).

**Figure 49 – To what extent do you agree or disagree that Nottinghamshire County Council provides high quality services? By district and by year**

Base: All respondents (2019: 1,050; 2018: 1,068)

District	Overall agreement 2018	Overall agreement 2019
Ashfield	47%	44%
Bassetlaw	40%	46%
Broxtowe	49%	56%
Gedling	47%	51%
Mansfield	40%	51%
Newark & Sherwood	31%	36%
Rushcliffe	74%	57%
<b>Overall</b>	<b>47%</b>	<b>49%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to **agree** that the Council provides high quality services (49% overall) included those who:

- Were female (52%) compared with male (45%)
- Were aged 18-24 (57%) and 25-34 (54%), particularly compared with those aged 55-64 (42%) and 65+ (44%).

Subgroups more likely to **disagree** that the Council provides high quality services (21% overall) included those who were aged 65+ (25%), 55-64 (27%) and 35-54 (23%), particularly compared with those aged 18-24 (10%) and 25-34 (16%).

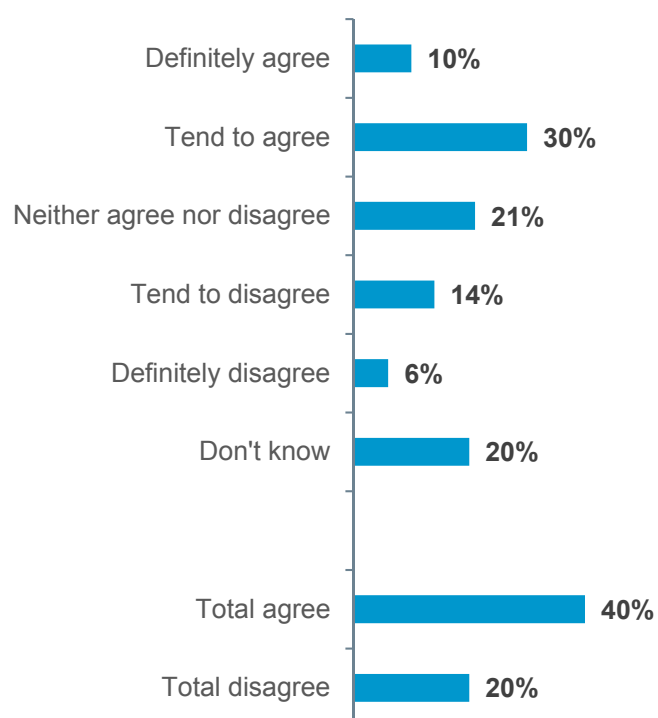
## 3.11 Children and young people

This year respondents were asked the extent to which they agreed or disagreed that the Council provides high quality services that protect the safety and welfare of children and young people.

As shown in **Figure 50**, four in ten (40%) respondents agreed (10% definitely and 30% to some extent). A further 21% neither agreed nor disagreed and 20% disagreed (14% tend to disagree and 6% definitely disagree). A fifth (20%) said they did not know.

**Figure 50 – To what extent do you agree or disagree that Nottinghamshire County Council provides high quality services that protects the safety and welfare of children and young people?**

**Base: All respondents (1,050)**

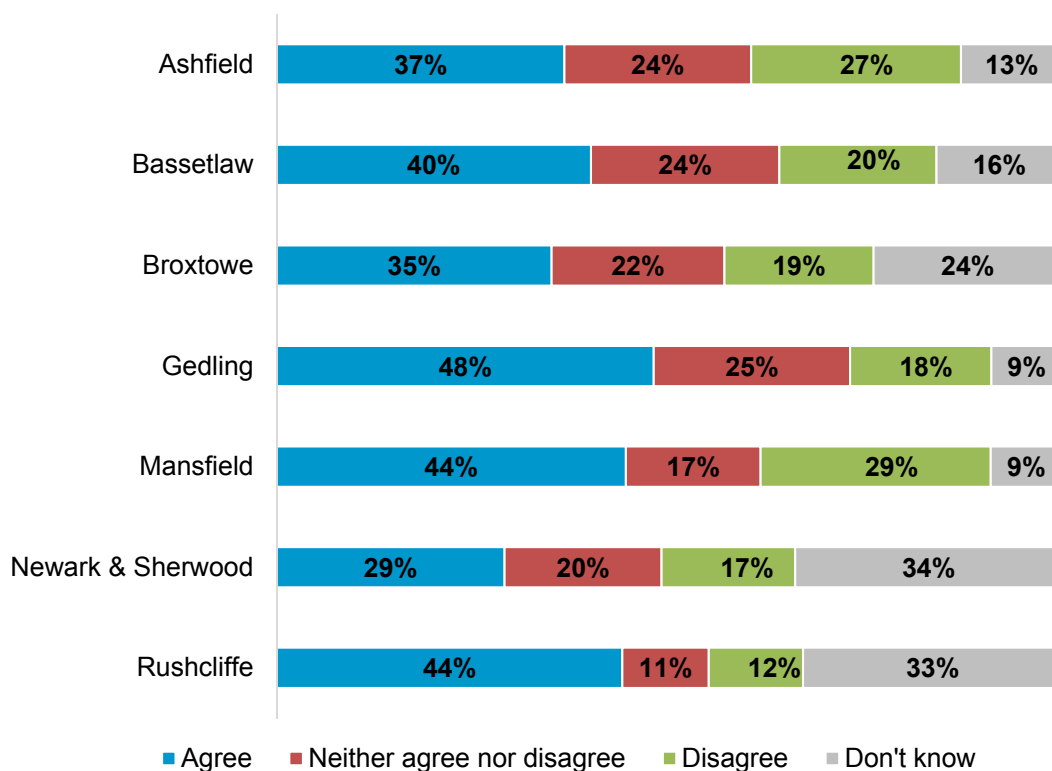




Agreement was highest in Gedling (48%) and disagreement was highest in Mansfield (29%), as shown in **Figure 51**.

**Figure 51 – To what extent do you agree or disagree that Nottinghamshire County Council provides high quality services that protect the safety and welfare of children and young people? By district**

**Base: All respondents (1,050)**



### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they **agreed** that the Council provides high quality services that protect the safety and welfare of children and young people (40% overall) included those who:

- Were aged 18-24 (50%) and 25-34 (47%), particularly compared with those aged 55-64 (35%) and 65+ (31%)
- Were economically active (43%) compared with those who were not (34%).

Subgroups more likely to say that they **disagreed** that the Council provides high quality services that protect the safety and welfare of children and young people (20% overall) included those who:

- Were economically inactive (24%) compared with those who were active (18%)
- Had a long term health problem (28%) compared with those who did not (18%).

### 3.12 Transport

Respondents were shown a list of possible priorities in regard to the county’s transport network and asked the extent to which they thought that they should be priorities. **Figure 52** summarises how respondents felt about these priorities.

Nine in ten (90%) respondents thought the Council should prioritise repairing roads and pavements a great deal or to some extent. Only 7% said they thought the Council should not prioritise it very much or at all.

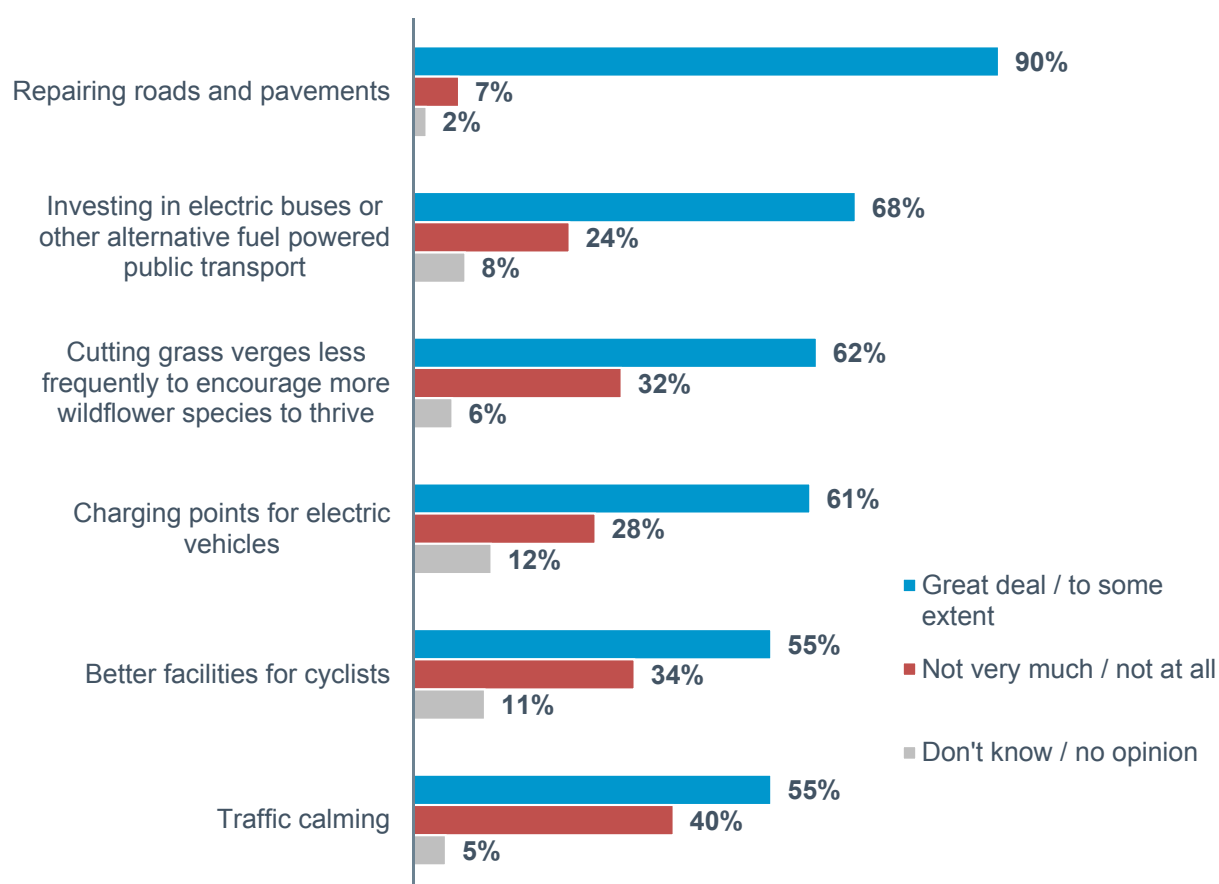
Two thirds (68%) thought the Council should prioritise investing in electric buses or other alternative fuel powered public transport a great deal or to some extent. A quarter (24%) thought this should not be a priority.

Six in ten (62%) thought the Council should prioritise cutting grass verges less frequently to encourage more wildflower species to thrive a great deal or to some extent. However, a third (32%) thought that this should not be a priority. Six in ten (61%) also thought that charging points for electric vehicles should be a priority, but 28% thought it should not.

Just over half (55%) thought that better facilities for cyclists and traffic calming should be priorities. However, 40% thought traffic calming should not be a priority and 34% thought the same about better facilities for cyclists.

**Figure 52 – In regard to the county’s transport network, to what extent do you think the Council should prioritise...**

**Base: All respondents (1,050)**



### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they thought the Council should **prioritise repairing roads and pavements a great deal or to some extent** (90% overall) included those who:

- Were from Newark & Sherwood (94%) and Rushcliffe (95%), particularly compared with those from Bassetlaw (85%)
- Were aged 25-34 (89%), 35-54 (92%), 55-64 (94%) and 65+ (95%) compared with those aged 18-24 (75%)
- Were economically active (92%) compared with those who were inactive (87%).

Subgroups more likely to say that they thought the Council should **prioritise investing in electric buses or other alternative fuel powered public transport a great deal or to some extent** (68% overall) included those who:

- Were from Rushcliffe (75%), Gedling (78%) and Broxtowe (75%), particularly compared with those from Ashfield (61%) and Newark & Sherwood (54%)
- Were male (72%) compared with female (65%).

Subgroups more likely to say that they thought the Council should **prioritise cutting grass verges less frequently to encourage more wildflower species to thrive a great deal or to some extent** (62% overall) included those who:

- Were from Newark & Sherwood (71%), particularly compared with those from Ashfield (59%), Gedling (57%) and Mansfield (57%)
- Were female (66%) compared with male (59%).

Subgroups more likely to say that they thought the Council should **prioritise charging points for electric vehicles a great deal or to some extent** (61% overall) included those who:

- Were from Broxtowe (68%), Gedling (66%) and Mansfield (65%), particularly compared with those from Newark & Sherwood (48%)
- Were male (64%) compared with female (57%).

Subgroups more likely to say that they thought the Council should **prioritise better facilities for cyclists a great deal or to some extent** (55% overall) included those who were from Broxtowe (67%), particularly compared with those from Bassetlaw (49%), Gedling (52%), Mansfield (54%) and Newark & Sherwood (51%).

Subgroups more likely to say that they thought the Council should **prioritise traffic calming a great deal or to some extent** (55% overall) included those who:

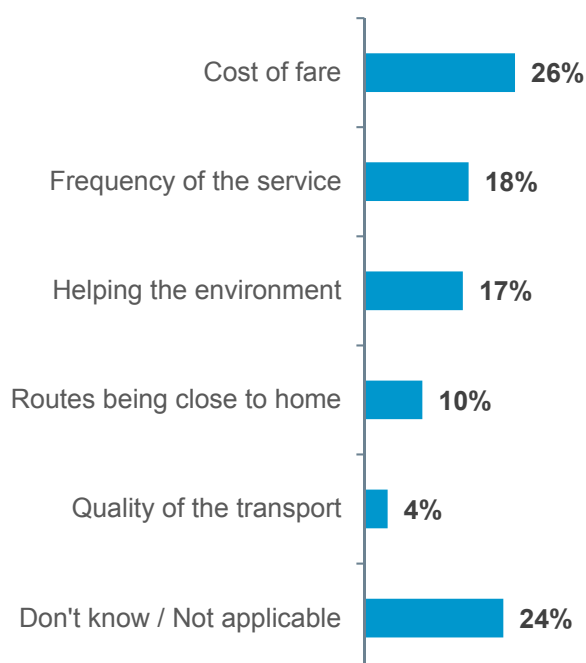
- Were from Bassetlaw (65%), particularly compared with those from Broxtowe (49%) and Gedling (43%)
- Were female (60%) compared with male (49%)
- Were aged 18-24 (64%), 25-34 (60%) and 35-54 (55%), particularly compared with those aged 65+ (46%).

Respondents in the 2019 survey were asked what most would influence their decision to change from using a car to using electric buses or other fuel powered public transport if they were available and were shown a list of factors on a showcard.

As shown in **Figure 53**, the cost of the fare was the most common factor (26%). The second most common was frequency of the service (18%), closely followed by helping the environment (17%). One in ten (10%) said routes being close to home and 4% the quality of transport. A quarter (24%) said they did not know or that the question was not applicable to them.

**Figure 53 – Which of the following would most influence your decision to change from using a car to using electric buses or other alternative fuel powered public transport if they were available in your area?**

**Base: All respondents (1,050)**



#### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that the **cost of fare** would most influence their decision (26% overall) included those who:

- Were from Bassetlaw (33%) and Gedling (37%), particularly compared with those from Ashfield (19%), Broxtowe (20%) and Newark & Sherwood (19%)
- Were female (29%) compared with male (24%)
- Were aged 18-24 (47%) compared with all other age groups (16% to 29%).

Subgroups more likely to say that the **frequency of the service** would most influence their decision (18% overall) included those who were from Newark & Sherwood (31%) and Rushcliffe (25%), particularly compared with those from Bassetlaw (13%) and Broxtowe (10%).

### 3.13 Mobile app

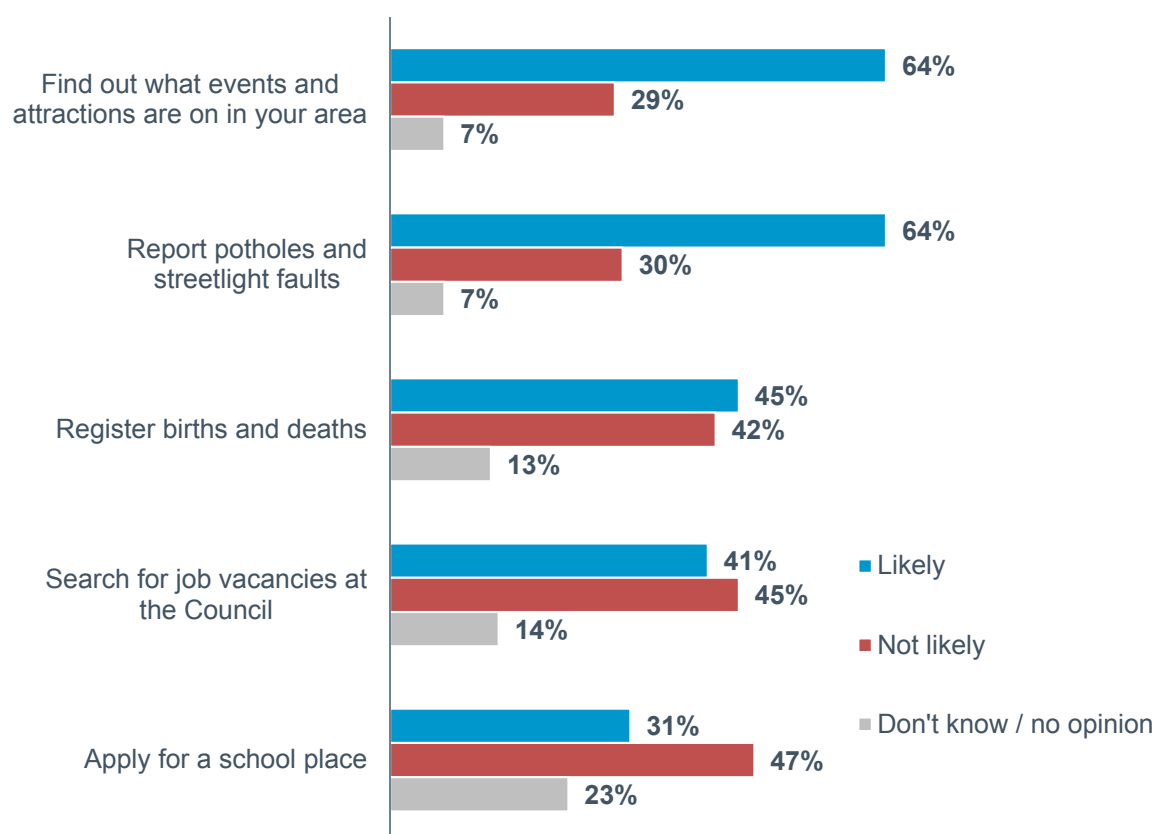
This year respondents were informed that the Council is developing a mobile app so that residents can easily access a range of Council services. Respondents were informed about the services that would be available on the app and were asked how likely they were to use the app to access these services.

As shown in **Figure 54**, respondents were most likely to use the app to find out what events and attractions are on in their local area and to report potholes and streetlight faults (both 64%). A further 45% said they would be likely to use it to register births and deaths, although 42% said they were not likely to use it for this function.

Four in ten (41%) said they would be likely to use the app to search for job vacancies at the Council and 45% said they would not. Respondents were least likely to use the app to apply for a school place (31%); almost half (47%) said they would not be likely to use the app for this.

**Figure 54 – The Council is currently developing a mobile app so residents can easily access a range of Council services. How likely would you be to use the app to do the following?**

**Base: All respondents (1,050)**



#### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they were **likely to use the app to find out what events and attractions were on in their local area** (64% overall) included those who:

- Were from Bassetlaw (71%) and Rushcliffe (72%), particularly compared with those from Broxtowe (59%) and Newark & Sherwood (55%)
- Were female (69%) compared with male (59%)
- Were aged 18-24 (81%) and 25-34 (84%), particularly compared with those aged 55-64 (55%) and 65+ (33%)
- Were economically active (76%) compared with those who were inactive (54%)
- Did not have a long term health problem (70%) compared with those who did (48%).

Subgroups more likely to say that they were **likely to use the app to report potholes and streetlight faults** (64% overall) included those who:

- Were from Mansfield (68%) and Rushcliffe (71%), particularly compared with those from Newark & Sherwood (53%)
- Were female (67%) compared with male (60%)
- Were aged 18-24 (67%), 25-34 (82%) and 35-54 (73%), particularly compared with those aged 65+ (38%)
- Were economically active (74%) compared with those who were inactive (52%)
- Did not have a long term health problem (68%) compared with those who did (51%).

Subgroups more likely to say that they were **likely to use the app to register births and deaths** (45% overall) included those who:

- Were from Bassetlaw (53%) and Mansfield (53%), particularly compared with those from Newark & Sherwood (38%) and Rushcliffe (39%)
- Were female (52%) compared with male (38%)
- Were aged 18-24 (57%), 25-34 (66%) and 35-54 (51%), particularly compared with those aged 65+ (17%)
- Were economically active (52%) compared with those who were inactive (40%)
- Did not have a long term health problem (48%) compared with those who did (35%).

Subgroups more likely to say that they were **not likely to use the app to search for job vacancies at the Council** (45% overall) included those who:

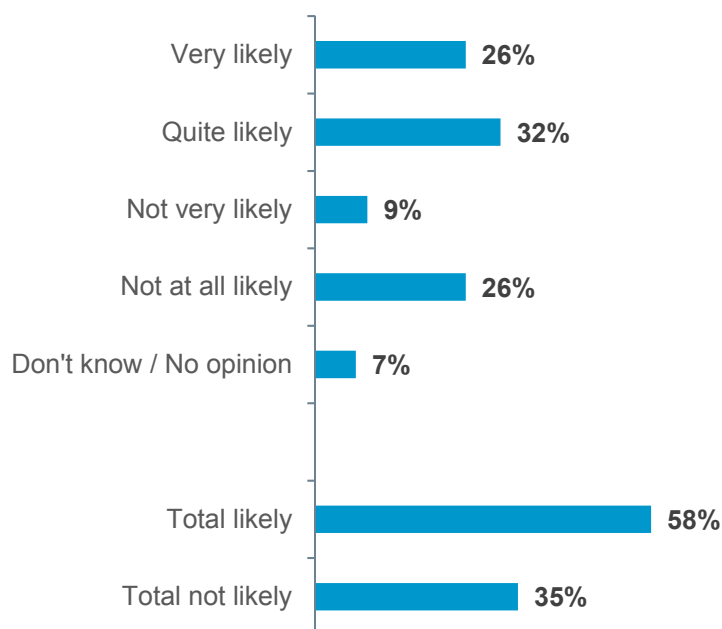
- Were from Newark & Sherwood (58%) and Rushcliffe (58%), particularly compared with those from Bassetlaw (39%), Broxtowe (35%), Gedling (40%) and Mansfield (35%)
- Were male (51%) compared with female (39%)
- Were aged 55-64 (56%) and 65+ (64%), particularly compared with those aged 18-24 (16%)
- Were economically inactive (50%) compared with those who were active (42%)
- Had a long term health problem (51%) compared with those who did not (43%).

Subgroups more likely to say that they were **not likely to use the app to apply for a school place** (47% overall) included those who:

- Were from Newark & Sherwood (61%) and Rushcliffe (61%) compared with other districts (37% to 47%)
- Were male (52%) compared with female (41%)
- Were aged 55-64 (63%) and 65+ (65%) compared with other age groups (24% to 44%)
- Were economically inactive (54%) compared with those who were active (42%)
- Had a long term health problem (54%) compared with those who did not (44%).

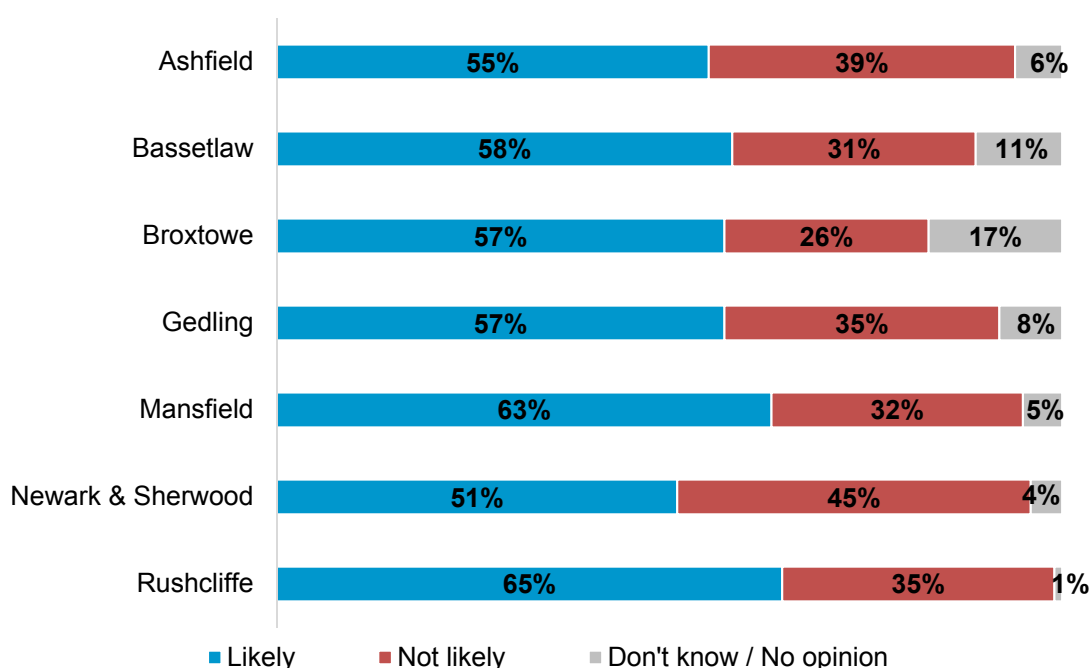
Respondents were then asked how likely they would be to download and use the app. As shown in **Figure 55**, 58% said they would be likely to download and use it (26% very likely and 32% quite likely). More than a third, however, said they would not be likely to (9% not very and 26% not at all).

**Figure 55 – Overall, how likely would you be to download and use this app?**  
**Base: All respondents (1,050)**



As shown in **Figure 56**, respondents from Mansfield and Rushcliffe were most likely to say they would download and use the app (63% and 65% respectively). By contrast, 45% of respondents from Newark & Sherwood said they would not be likely to download and use it.

**Figure 56 – Overall, how likely would you be to download and use this app? By district**  
**Base: All respondents (1,050)**



### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they **were likely to download and use the app** (58%) included those who:

- Were from Mansfield (63%) and Rushcliffe (65%), particularly compared with those from Newark & Sherwood (51%)
- Were female (63%) compared with male (53%)
- Were aged 18-24 (62%), 25-34 (80%) and 35-54 (68%) compared with those aged 55-64 (49%) and 65+ (32%)
- Were economically active (68%) compared with those who were not (49%).

Subgroups more likely to say that they **were not likely to download and use the app** (35%) included those who:

- Were from Newark & Sherwood (45%), particularly compared with those from Bassetlaw (31%), Broxtowe (26%) and Mansfield (32%)
- Were male (39%) compared with female (30%)
- Were aged 55-64 (44%) and 65+ (61%) compared with those aged 18-24 (29%), 25-34 (12%) and 35-54 (25%)
- Were economically inactive (47%) compared with those who were active (24%)
- Had a long term health problem (47%) compared with those who did not (31%).

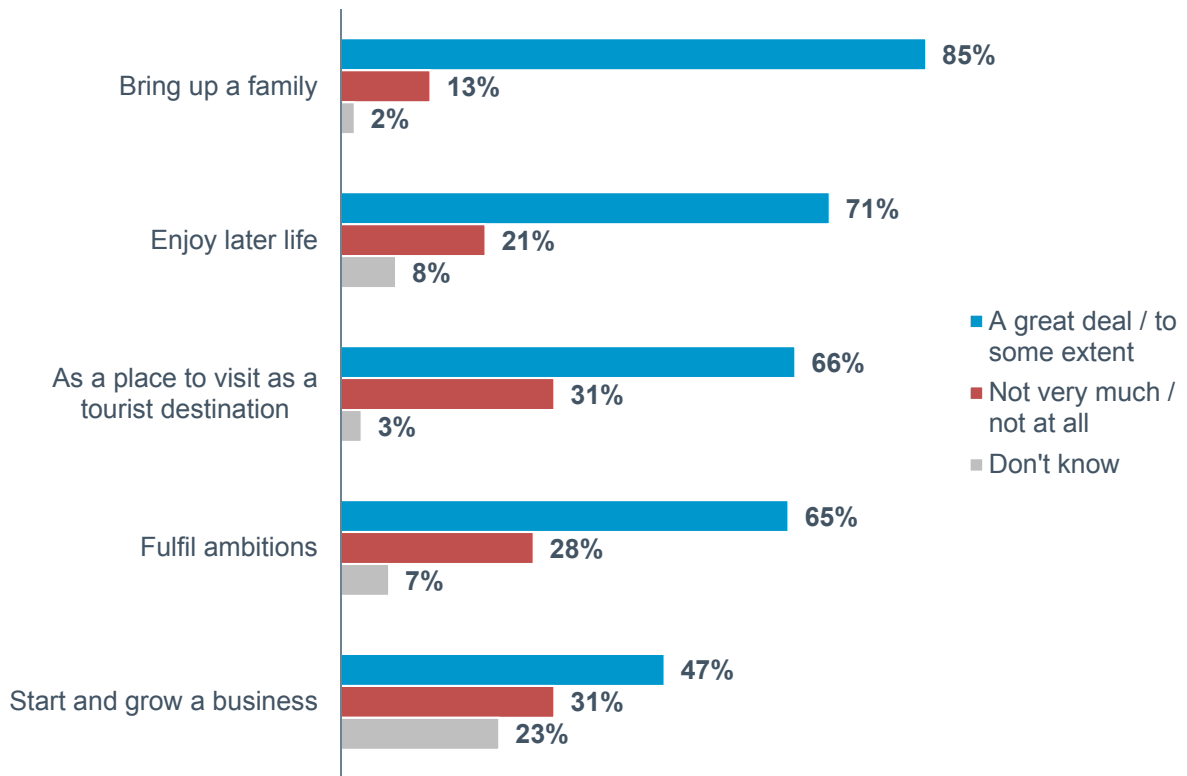
## 3.14 Nottinghamshire as a place

The survey asked respondents to what extent they would recommend Nottinghamshire as a place to bring up a family, fulfil ambitions, enjoy later life, start and grow a business and to visit as a tourist destination. These questions have been asked since 2017, although this year recommending as a place to visit as a tourist destination was asked for the first time.

As shown in **Figure 57**, 85% of respondents said they would recommend Nottinghamshire as a place to bring up a family a great deal or to some extent. A smaller proportion (71%) would recommend it as a place to enjoy later life a great deal or to some extent and 21% would not recommend it very much or at all. Two thirds (66%) would recommend it as a place to visit as a tourist destination; 31% would not. A further 65% would recommend it as a place to fulfil ambitions a great deal or to some extent, but 28% said they would not very much or at all. Almost half (47%) would recommend Nottinghamshire as a place to start and grow a business a great deal or to some extent. Although 31% said they would not recommend it very much or at all, almost a quarter (23%) said they did not know.



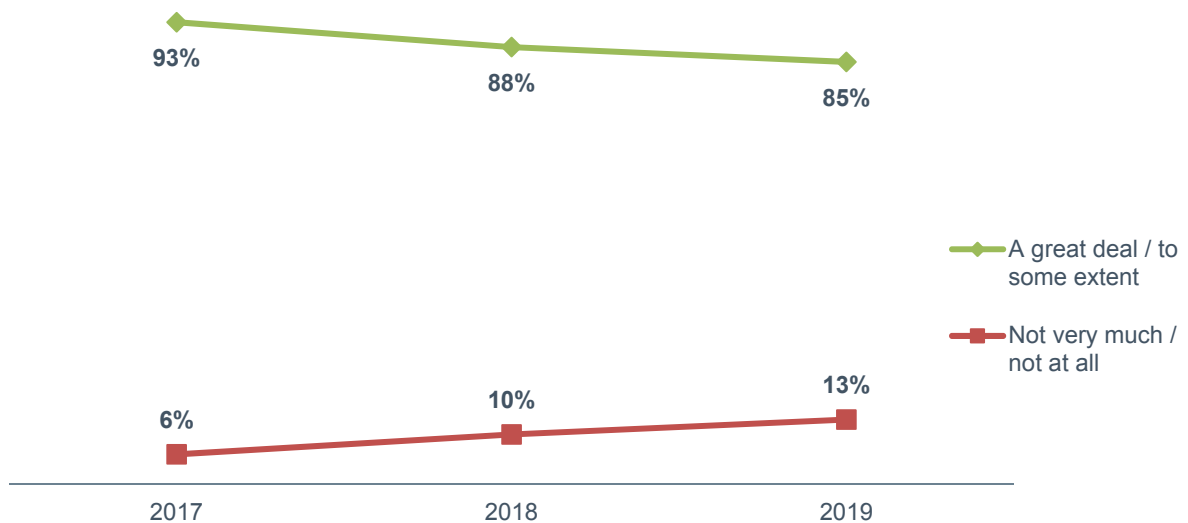
**Figure 57 – Would you recommend Nottinghamshire as a place to...?**  
**Base: All respondents (1,050)**



**Nottinghamshire as a place to bring up a family**

As shown in **Figure 58**, the proportion of those who said they would recommend Nottinghamshire as a place to bring up a family a great deal or to some extent has fallen steadily over the last three years from 93% in 2017 to 88% in 2018 and to 85% this year. The proportion who would not recommend it has also increased from 6% in 2017 to 10% in 2018 and to 13% this year.

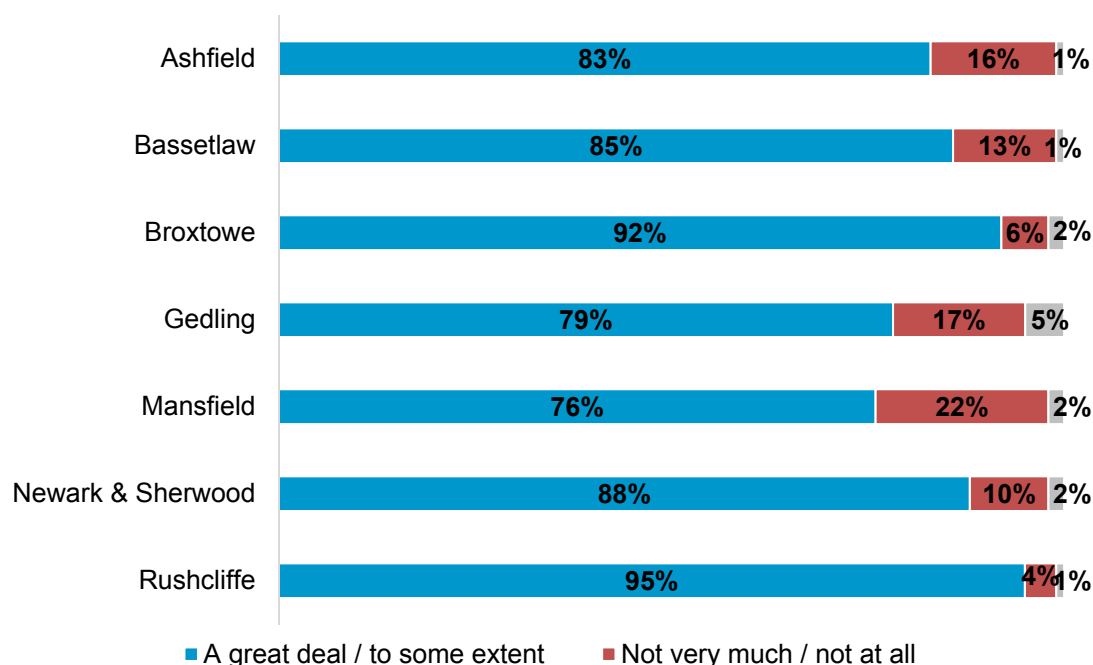
**Figure 58 – Would you recommend Nottinghamshire as a place to bring up a family? By year**  
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**



Respondents from Rushcliffe (95%) and Broxtowe (92%) were most likely to recommend Nottinghamshire as a place to bring up a family a great deal or to some extent. By contrast 22% of Mansfield respondents would not recommend the county very much or at all.

**Figure 59 – Would you recommend Nottinghamshire as a place to bring up a family? By district**

**Base: All respondents (1,050)**



As shown in **Figure 60**, the proportion who said they would recommend Nottinghamshire as a place to bring up a family has increased in Bassetlaw (+5%) and Newark & Sherwood (+5%), but it has decreased in other districts, most notably in Gedling (-12%).

**Figure 60 – Would you recommend Nottinghamshire as a place to bring up a family? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall a great deal / to some extent 2017	Overall a great deal / to some extent 2018	Overall a great deal / to some extent 2019
Ashfield	89%	86%	83%
Bassetlaw	88%	80%	85%
Broxtowe	97%	93%	92%
Gedling	89%	91%	79%
Mansfield	98%	82%	76%
Newark & Sherwood	97%	83%	88%
Rushcliffe	90%	98%	95%
<b>Overall</b>	<b>93%</b>	<b>88%</b>	<b>85%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they would **recommend** Nottinghamshire as a place to **bring up a family a great deal or to some extent** (85% overall) included those who:

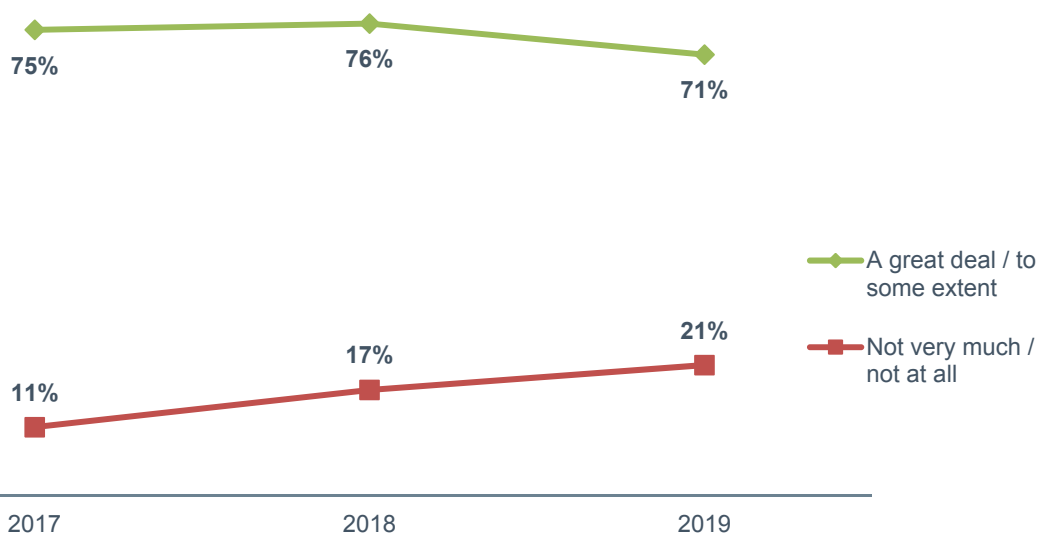
- Were aged 25-34 (88%), 35-54 (87%), 55-64 (85%) and 65+ (86%) compared with those aged 18-24 (78%)
- Were economically active (88%) compared with those who were not (81%)
- Did not have a long term health problem (87%) compared with those who did (81%).

### Nottinghamshire as a place to enjoy later life

As shown in **Figure 61**, the proportion of those who said they would recommend Nottinghamshire as a place to enjoy later life a great deal or to some extent has decreased from 76% last year to 71% this year. The proportion of those who would not recommend it very much or at all has steadily increased over the last three years from 11% in 2017 to 17% in 2018 and to 21% in 2019.

**Figure 61 – Would you recommend Nottinghamshire as a place to enjoy your later life? By year**

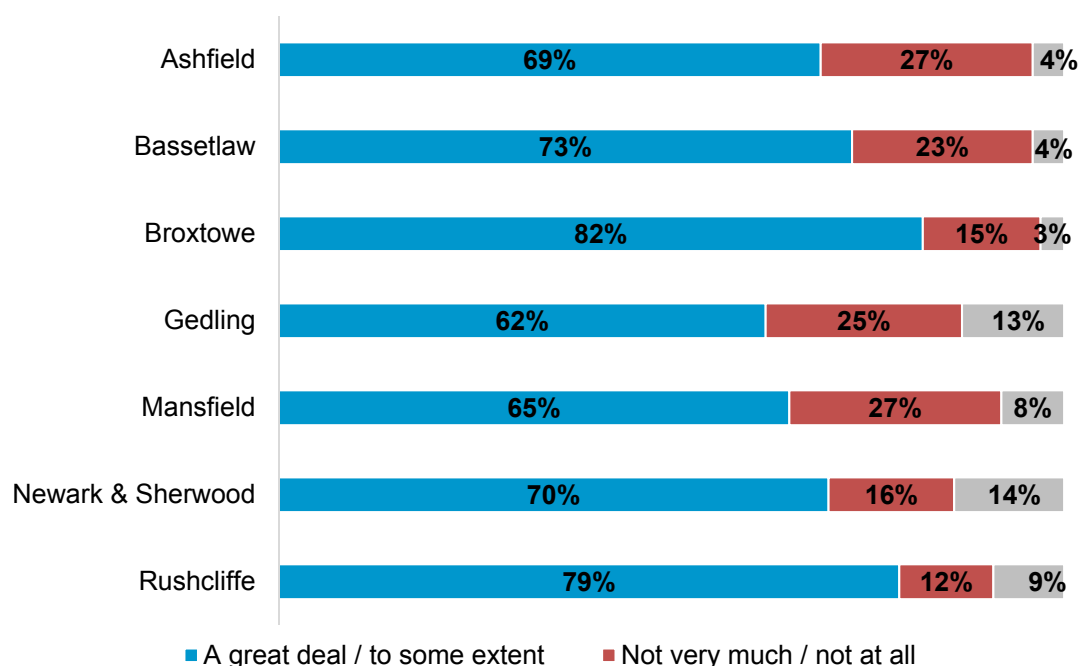
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**



Respondents from Broxtowe (82%) were most likely to recommend Nottinghamshire as a place to enjoy later life a great deal or to some extent. By contrast, 27% of respondents from Ashfield and Mansfield would not recommend the county very much or at all and 25% of Gedling respondents felt the same. **Figure 62** shows the differences by district.

**Figure 62 – Would you recommend Nottinghamshire as a place to enjoy your later life?  
By district**

Base: All respondents (1,050)



As shown in **Figure 63**, Bassetlaw (+2%) and Newark & Sherwood (+13%) saw increases in the proportion who would recommend Nottinghamshire as a place to bring up a family. All other districts saw decreases, most notably Gedling (-19%) and Rushcliffe (-15%).

**Figure 63 – Would you recommend Nottinghamshire as a place to enjoy your later life?  
By district and by year**

Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)

District	Overall a great deal / to some extent 2017	Overall a great deal / to some extent 2018	Overall a great deal / to some extent 2019
Ashfield	65%	75%	69%
Bassetlaw	56%	71%	73%
Broxtowe	69%	83%	82%
Gedling	77%	81%	62%
Mansfield	93%	69%	65%
Newark & Sherwood	77%	57%	70%
Rushcliffe	86%	94%	79%
<b>Overall</b>	<b>75%</b>	<b>76%</b>	<b>71%</b>

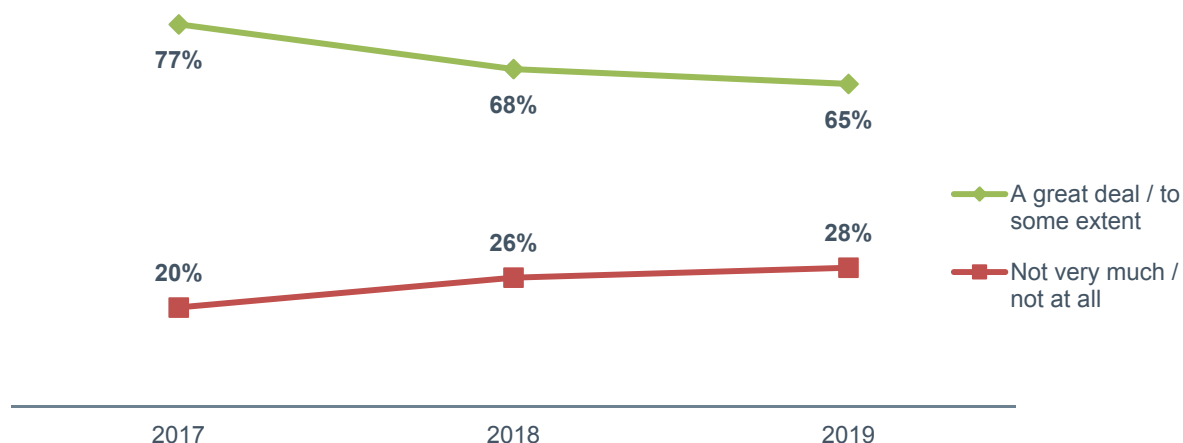
#### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they would **recommend** Nottinghamshire as a place to **enjoy later life a great deal or to some extent** (71% overall) included those who were aged 55-64 (79%) and 65+ (81%) compared with other age groups (63% to 68%).

### Nottinghamshire as a place to fulfil ambition

This year the proportion of those who said they would recommend Nottinghamshire as a place to fulfil ambition a great deal or to some extent has fallen to 65% from 68% last year and is somewhat short of the 77% seen in 2017. The proportion of those who would not recommend it very much or at all has been steadily increasing over the last three years to 28% this year, as shown in **Figure 64**.

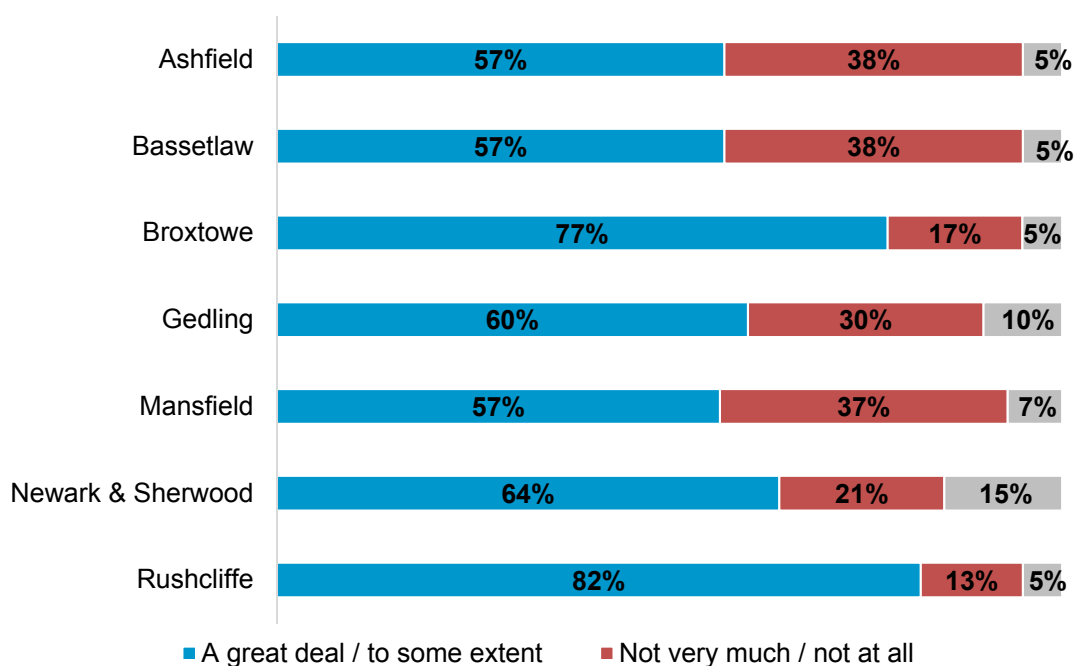
**Figure 64 – Would you recommend Nottinghamshire as a place to fulfil your ambition?**  
 Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)



Respondents from Rushcliffe (82%) were most likely to recommend Nottinghamshire as a place to fulfil ambition a great deal or to some extent. This was followed by Broxtowe (77%). By contrast, 38% of Ashfield and Bassetlaw respondents would not recommend it and nor would 37% of Mansfield respondents, as shown in **Figure 65**.

**Figure 65 – Would you recommend Nottinghamshire as a place to fulfil your ambition?**  
 By district

Base: All respondents (1,050)



As shown in **Figure 66**, increases in the proportion who would recommend Nottinghamshire as a place to fulfil ambition have been seen amongst Ashfield respondents (+10%), Bassetlaw respondents (+4%), Broxtowe respondents (+2%) and Newark & Sherwood respondents (+11%). Decreases were seen in Gedling (-17%), Mansfield (-5%) and Rushcliffe (-7%).

**Figure 66 – Would you recommend Nottinghamshire as a place to fulfil your ambition? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall a great deal / to some extent 2017	Overall a great deal / to some extent 2018	Overall a great deal / to some extent 2019
Ashfield	65%	67%	57%
Bassetlaw	68%	53%	57%
Broxtowe	85%	75%	77%
Gedling	73%	77%	60%
Mansfield	83%	62%	57%
Newark & Sherwood	82%	53%	64%
Rushcliffe	86%	89%	82%
<b>Overall</b>	<b>77%</b>	<b>68%</b>	<b>65%</b>

#### Subgroup analysis for the Resident Survey 2019

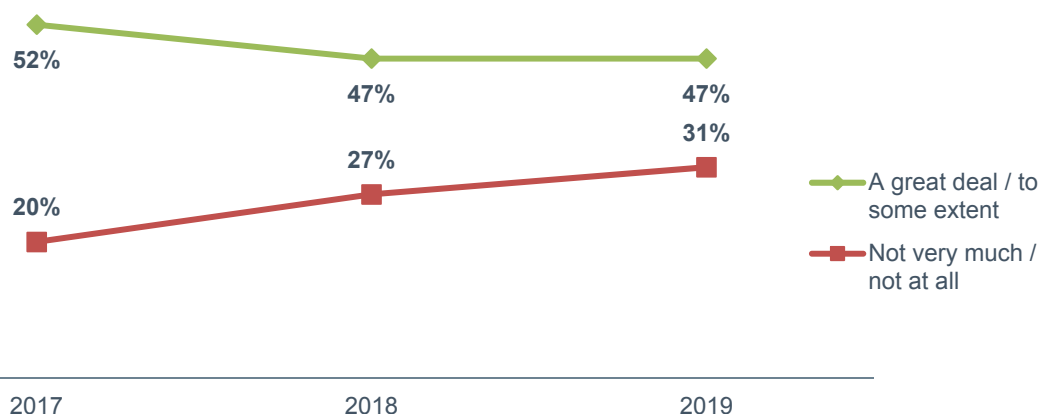
Subgroups more likely to say that they would **not recommend** Nottinghamshire as a place to **fulfil ambition very much or at all** (28% overall) included those who were aged 35-54 (31%), particularly compared with those aged 65+ (21%).

#### Nottinghamshire as a place to start and grow a business

As shown in **Figure 67**, the proportion of those who said they would recommend Nottinghamshire as a place to start and grow a business a great deal or to some extent is the same this year as last year (both 47%), whilst the proportion who would not recommend it very much or at all has increased to 31% from 27% in 2018 and was as low as 20% in 2017.

**Figure 67 – Would you recommend Nottinghamshire as a place to start and grow your business? By year**

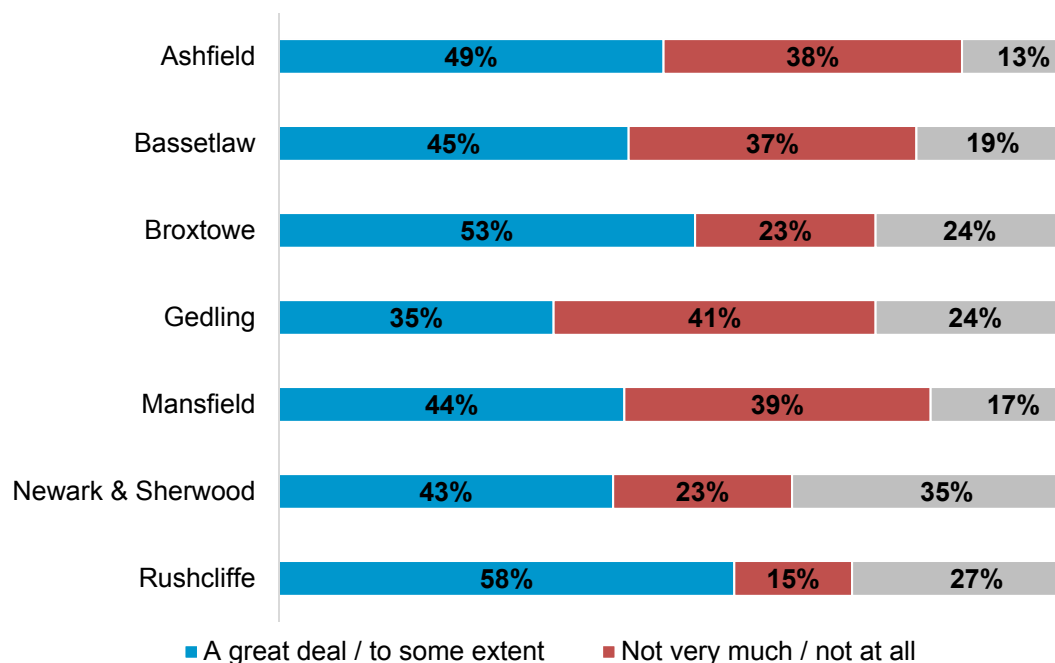
**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**



Again, respondents from Rushcliffe (58%) were most likely to recommend Nottinghamshire as a place to start and grow a business a great deal or to some extent and 53% of Broxtowe respondents said the same. Four in ten (41%) respondents from Gedling said they would not recommend the county as a place to start and grow a business very much or at all.

**Figure 68 – Would you recommend Nottinghamshire as a place to start and grow your business? By district**

**Base: All respondents (1,050)**



This year there have been small increases in the proportion who would recommend Nottinghamshire as a place to start and grow a business amongst respondents from Ashfield (+2%), Bassetlaw (+1%) and Mansfield (+3%). Decreases were seen for Broxtowe (-2%), Gedling (-7%) and Newark & Sherwood (-1%). The proportion who would recommend it as a place to start and grow a business has stayed the same in Rushcliffe (58%).

**Figure 69 – Would you recommend Nottinghamshire as a place to start and grow your business? By district and by year**

**Base: All respondents (2019: 1,050; 2018: 1,068; 2017: 1,058)**

District	Overall a great deal / to some extent 2017	Overall a great deal / to some extent 2018	Overall a great deal / to some extent 2019
Ashfield	42%	47%	49%
Bassetlaw	36%	44%	45%
Broxtowe	45%	55%	53%
Gedling	56%	42%	35%
Mansfield	83%	41%	44%
Newark & Sherwood	39%	44%	43%
Rushcliffe	62%	58%	58%
<b>Overall</b>	<b>52%</b>	<b>47%</b>	<b>47%</b>

### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they would **recommend** Nottinghamshire as a place to **start and grow a business a great deal or to some extent** (47% overall) included those who:

- Were aged 18-24 (62%) and 25-34 (53%), particularly compared with those who were aged 65+ (38%)
- Did not have a long term health problem (49%) compared with those who did (37%).

Subgroups more likely to say that they would **not recommend** Nottinghamshire as a place to **start and grow a business very much or at all** (31% overall) included those who:

- Were aged 35-54 (35%), particularly compared with those aged 18-24 (25%) and 65+ (27%)
- Had a long term health problem (38%) compared with those who did not (29%).

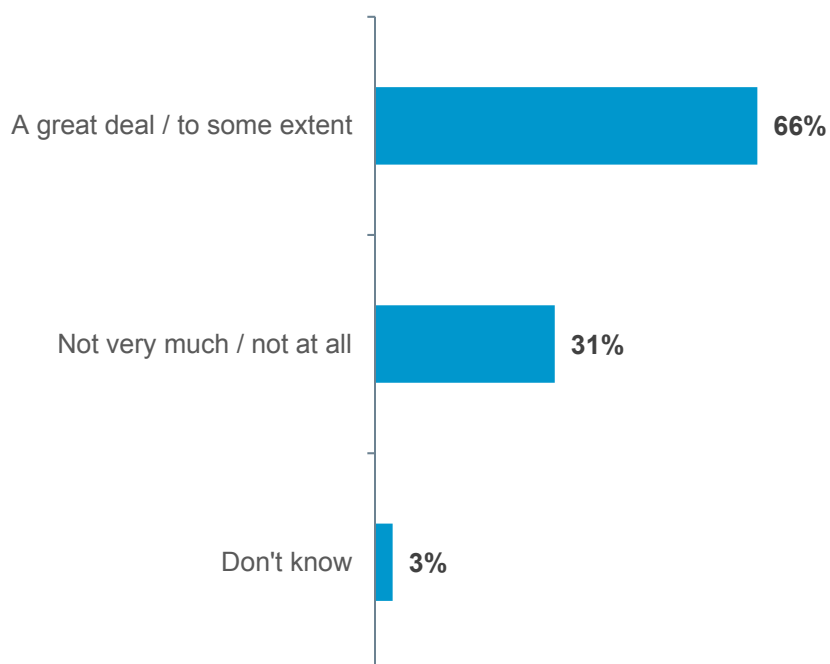
### Nottinghamshire as a place to visit as a tourist destination

This year respondents were also asked if they would recommend Nottinghamshire as a place to visit as a tourist destination. This was not asked in previous years.

As shown in **Figure 70**, two thirds (66%) said they would recommend Nottinghamshire as a place to visit as a tourist destination a great deal or to some extent. Three in ten (31%) said they wouldn't very much or not at all.

**Figure 70 – Would you recommend Nottinghamshire as a place to visit as a tourist destination?**

**Base: All respondents (1,050)**

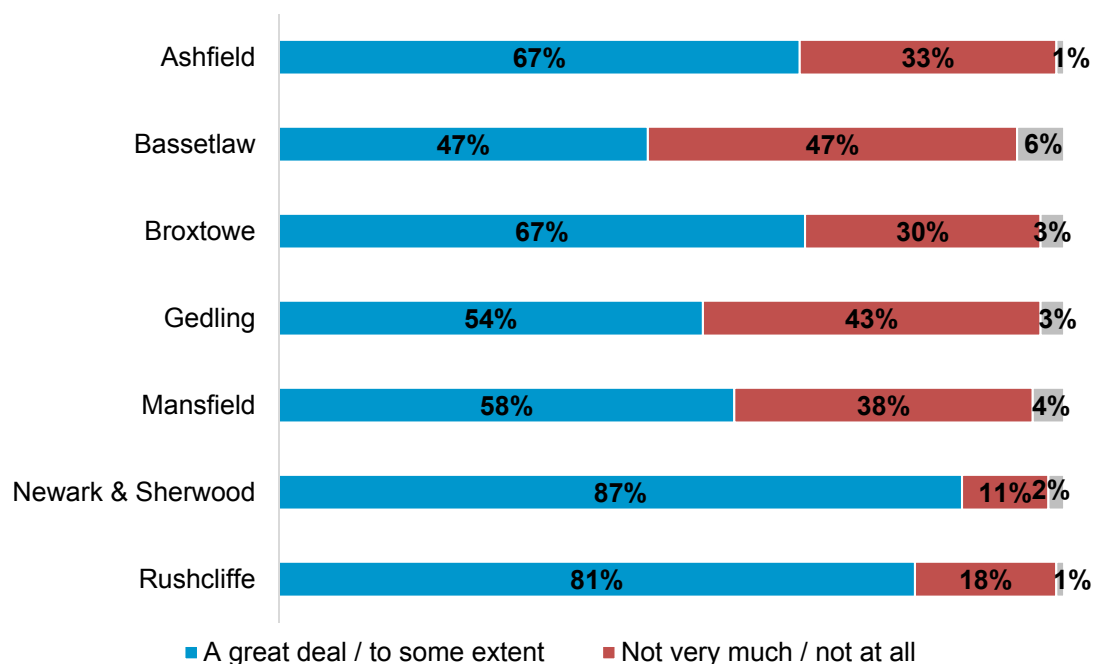




As can be seen in **Figure 71**, 87% of respondents from Newark & Sherwood said they would recommend Nottinghamshire as a place to visit as a tourist destination and 81% of Rushcliffe respondents said the same. By contrast, almost half (47%) of respondents from Bassetlaw said they would not recommend the county as a place to visit and 43% of Gedling respondents felt the same.

**Figure 71 – Would you recommend Nottinghamshire as a place to visit as a tourist destination? By district**

**Base: All respondents (1,050)**



### Subgroup analysis for the Resident Survey 2019

Subgroups more likely to say that they would **recommend** Nottinghamshire as a place **to visit as a tourist destination** (66%) included those who were aged 55-64 (74%), particularly compared with those aged 18-24 (59%), 25-34 (60%) and 35-54 (65%).

Subgroups more likely to say that they would **not recommend** Nottinghamshire as a place **to visit as a tourist destination** (31%) included those who were aged 25-34 (36%), particularly compared with those aged 55-64 (25%).

# Appendix – Questionnaire