



HERTS RESIDENTS' SURVEY

(AUTUMN 2015)

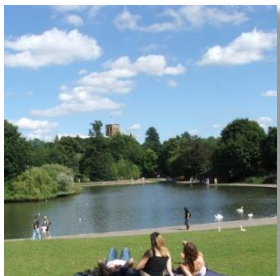
Results for all Questions

This study was conducted in accordance with ISO 20252:2012

- » **Council Satisfaction**
- » **Local Area**
- » **Getting Involved**
- » **Hertfordshire County Council Website**
- » **Communications**
- » **Public Health**
- » **Mosaic Groups**



Hertfordshire Telephone Omnibus Hertfordshire County Council Results Autumn 2015

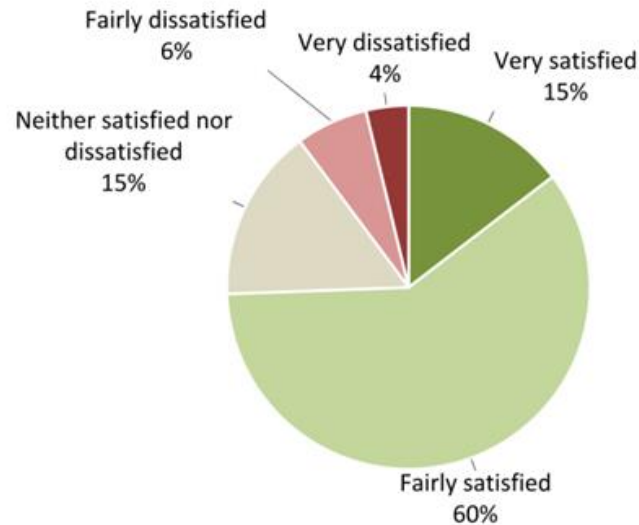


INTRODUCTION AND OVERVIEW

- This report presents residents' attitudes towards services provided by the Council, their local area, getting involved, Hertfordshire County Council's website and communications, and public health.
- The Autumn 2015 findings are based on a survey of around 1,000 telephone interviews, with around 100 in each of the districts. This report shows results from this wave only.
- The sample was statistically weighted by age, gender, working status, ethnicity and the local authority area of residents to ensure that the proportionate distribution of the survey accurately reflects the distribution of adult residents across the county.
- Differences mentioned within the text of this presentation are statistically significant at the 95% level of confidence.
- Where percentages do not sum to 100, this may be due to rounding, the exclusion of 'don't know' categories, or multiple answers.
- In some cases figures of 2% or below are not shown in the graphs.
- Where possible the colours used in the charts have been standardised with a 'traffic light' system in which: green shades represent positive responses, beige represents neither positive nor negative responses, red shades represent negative responses and the bolder shades are used to highlight responses at the 'extremes' – for example, very satisfied or very dissatisfied.
- National results taken from:
 - LGA/LGinsight National Poll (June 2015), a telephone survey with a representative cross-section of 1,008 GB residents aged 18+. Figures rebased to exclude "Don't know" responses
 - Community Life Survey 2014-15 a face to face survey with randomly selected adults aged 16+ in England. Figures based on cumulative data (2,022 interviews) across 2014-15.



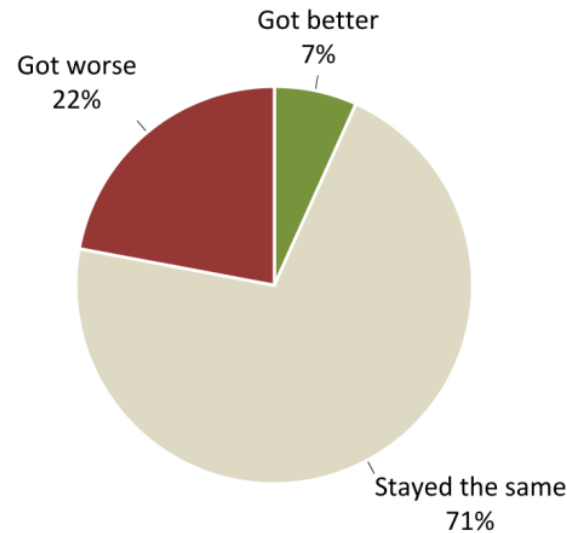
COUNCIL SATISFACTION



Base: All residents (1,003)

- Three quarters (74%) of Hertfordshire residents are satisfied with the way the County Council runs things, with 15% being very satisfied. Only 10% of residents are dissatisfied with the way the Council runs things.
- This compares to 67% nationally being satisfied with the way their local council runs things (LGA/LGinsight National Poll (June 2015)).
- Residents living in **East Hertfordshire** are significantly more likely to be satisfied with the way the County Council runs things.

Have services Hertfordshire County Council provide got better, stayed the same or got worse?



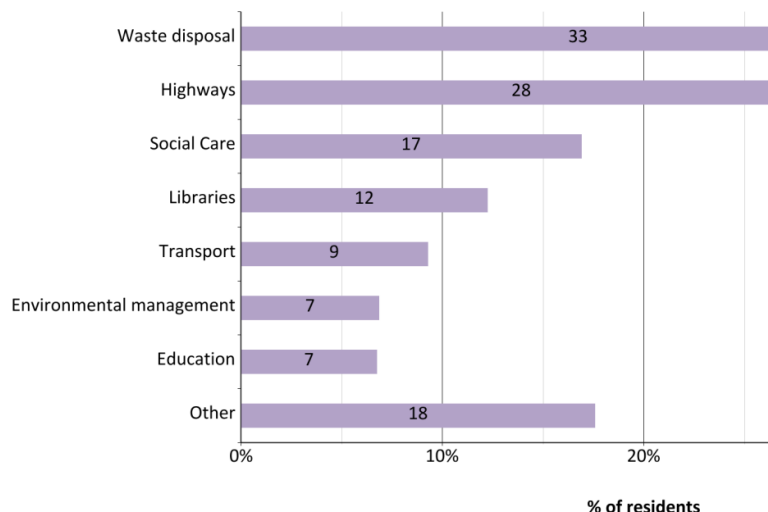
Base: All residents (979)

- Over 7 in 10 residents (71%) think that the services Hertfordshire County Council provide have stayed the same, whilst a further 7% say they have got better. However, around a fifth (22%) of residents state that they have got worse.
- Residents living in **St Albans** and residents aged **45-64 years** are significantly more likely to say that the services the County Council provide have got worse while residents aged **16-24 years** are significantly more likely to say that the services have got better.

Which Services have got Better/Worse?

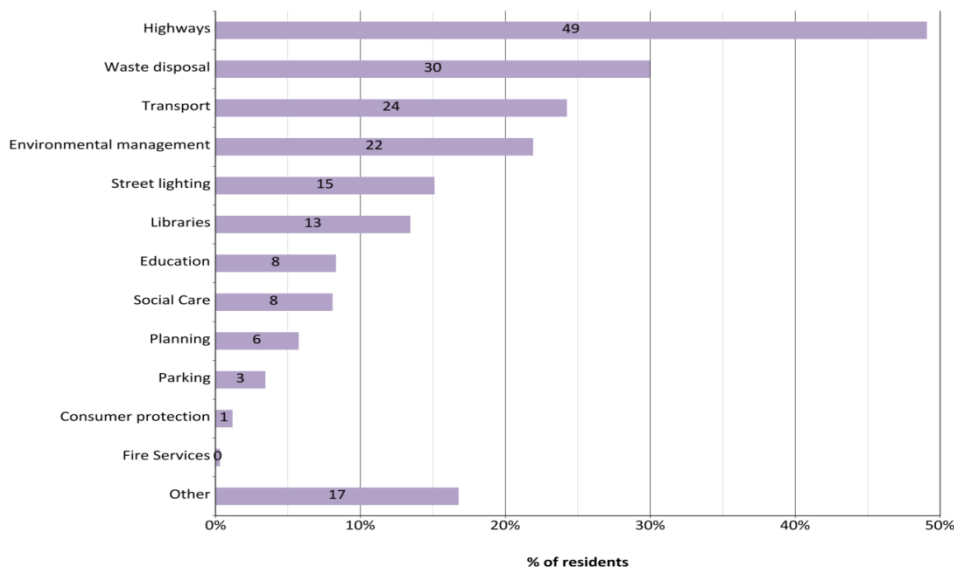


Better



Base: All respondents who said services had got better (49)

Worse

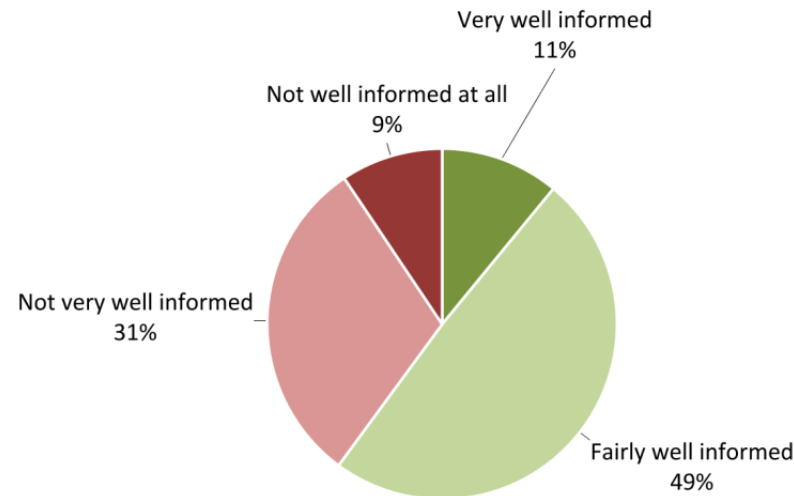


Base: All respondents who said services had got worse (226)

- The most frequently stated services which residents feel have got better are Waste Disposal (33%) and Highways (28%).
- However, 49% of those who feel services have got worse in general feel that Highways have got worse, while 30% feel Waste Disposal has got worse.
- Residents aged **75+ years** are significantly more likely to feel that transport has got worse.

Note: Despite clarification of services provided by HCC earlier in the survey, some respondents may be referring to district waste *collection* rather than waste *disposal* so caution so be exercised when using this result.

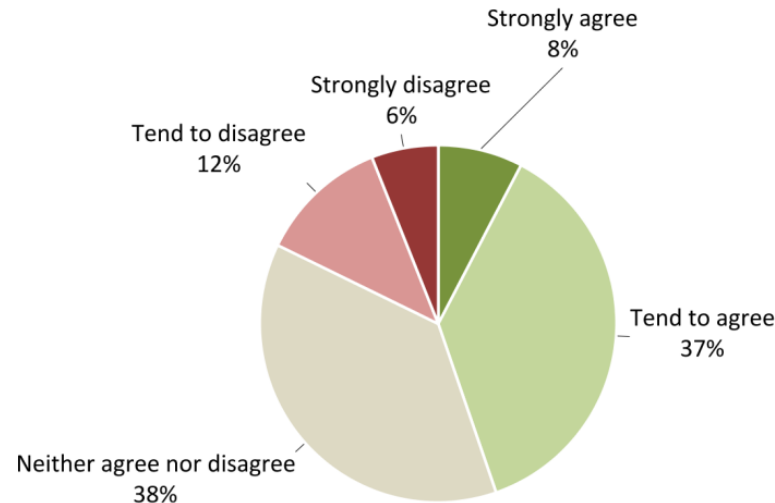
How well informed residents are about HCC services and benefits



Base: All residents (988)

- Three fifths (60%) of Hertfordshire residents feel that Hertfordshire County Council keeps them well informed about the services and benefits it provides, with 11% feeling they are very well informed.
- Residents aged 65+ years are significantly more likely to feel they are kept well informed about the services and benefits Hertfordshire County Council provides.

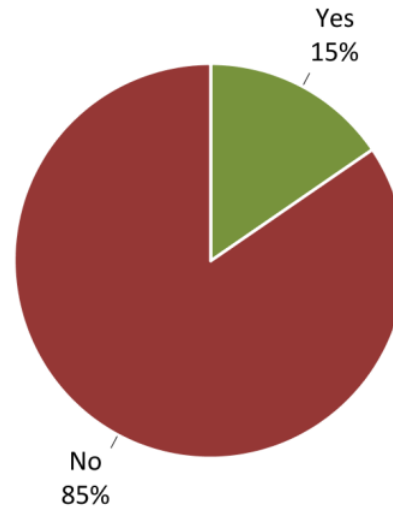
Agreement that Hertfordshire County Council provides value for money...



Base: All residents (967)

- Over three fifths (45%) of Hertfordshire residents agree that Hertfordshire County Council (HCC) provides value for money, with 8% strongly agreeing. Just under a fifth (18%) disagree that the Council provides value for money, while almost three fifths (38%) neither agree nor disagree.
- This compares to 52% nationally agreeing that their local Council provides value for money (LGA/LGinsight National Poll (June 2015)).
- Residents aged **65+ years** are significantly more likely to agree that HCC provide value for money while residents in **St Albans** are significantly more likely to disagree.

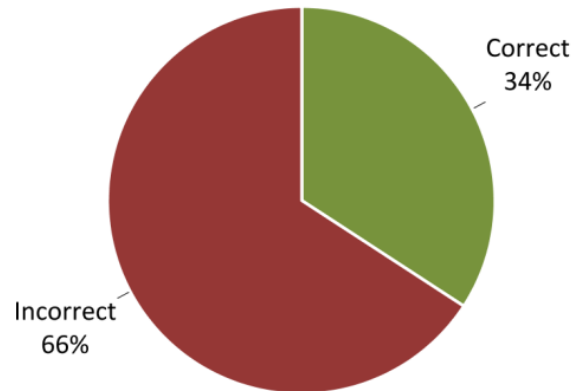
Do you know who your local County Councillor is?



Base: All residents (1005)

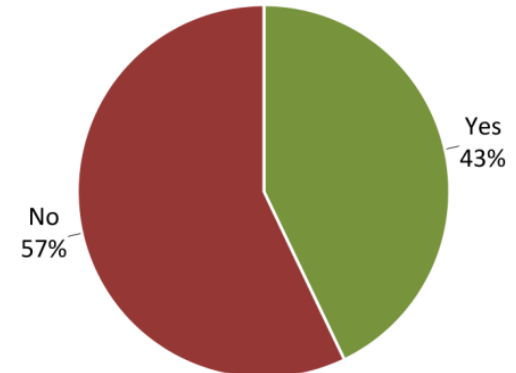
- Only 15% of residents claim to know who their local County Councillor is while the majority (85%) do not know this.
- Residents aged **16-24** and those living in **Broxbourne** are significantly less likely to claim to know who their local County Councillor is.

Could you tell me their name?



Base: Residents who said they knew who their County Councillor was (150)

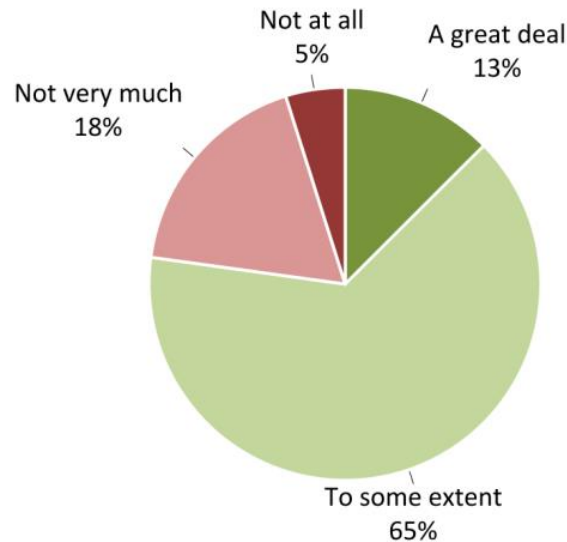
Have you previously heard of Councillor xxx?



Base: Residents who didn't know or couldn't name their County Councillor (925)

- Of those who said that they knew who their local County Councillor was, around two thirds (66%) could not correctly name them. Therefore, of *all residents* only 5% knew and could correctly name their local County Councillor.
- Those who could not name their County Councillor were prompted with the name of the relevant person and on this occasion 43% had heard of their local County Councillor. When calculated as a proportion of *all residents* 46% have at least *heard* of their local County Councillor.
- Residents aged **16-24 years**, and residents living in **Broxbourne** are significantly less likely to know who their local County Councillor is.

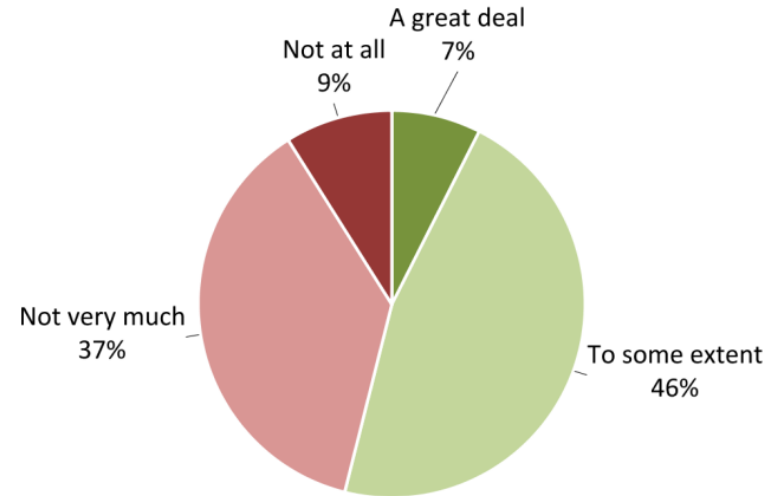
To what extent, if at all, do you trust Hertfordshire County Council?



Base: All residents (973)

- Over three quarters (77%) of residents trust Hertfordshire County Council at least to some extent.
- Residents aged 16-24 years are significantly more likely to trust Hertfordshire County Council at least to some extent.

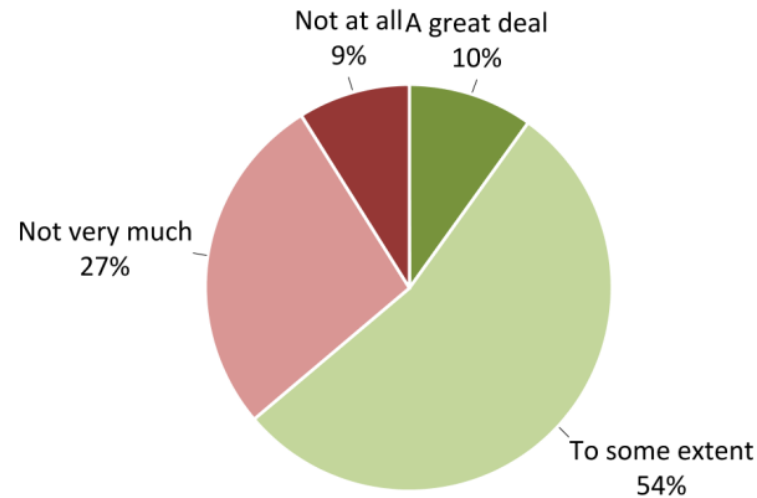
To what extent, if at all, do you think Hertfordshire County Council is innovative?



Base: All residents (910)

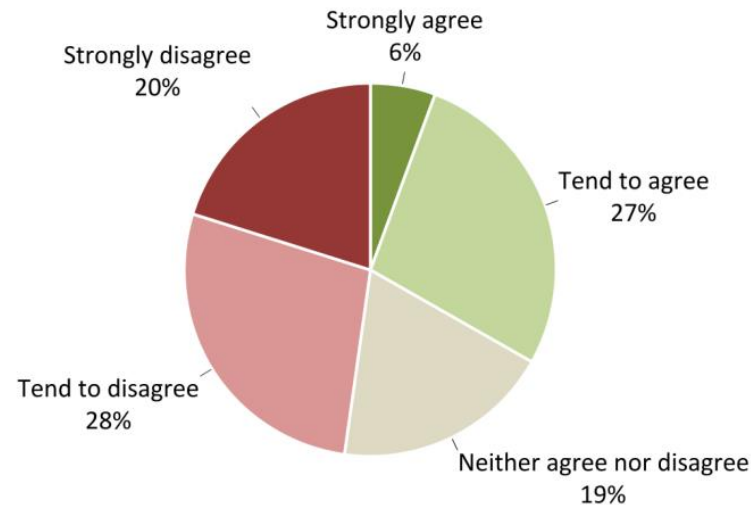
- Over half (54%) of Hertfordshire residents think that Hertfordshire County Council is innovative at least to some extent.
- Residents living in **Broxbourne** are significantly more likely to think that Hertfordshire County Council is innovative at least to some extent.

To what extent, if at all, do you think that Hertfordshire County Council acts on the concerns of residents?



Base: All residents (908)

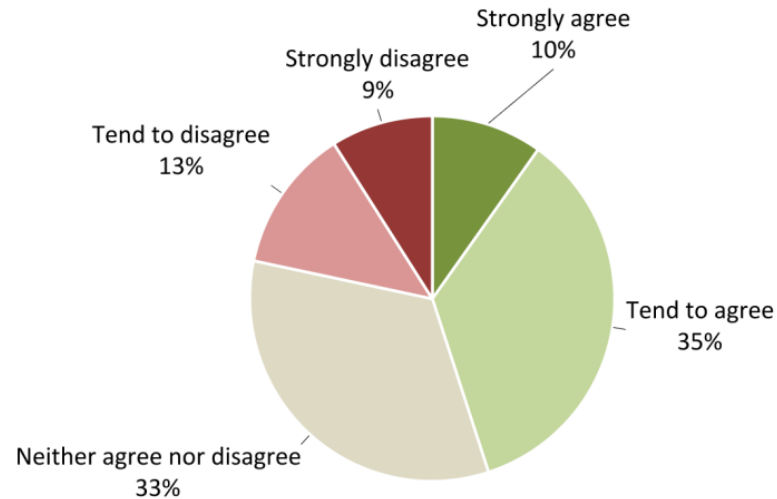
- Over three fifths (64%) of residents believe that Hertfordshire County Council acts on the concerns of residents at least to some extent.
- Residents living in **Dacorum** are significantly more likely to think that Hertfordshire County Council acts on the concerns of residents at least to some extent.



Base: All residents (976)

- A third (33%) of Hertfordshire residents agree that they can influence decisions affecting the local area with 6% strongly agreeing. However, almost half (48%) disagree that they can influence decisions with a fifth (20%) strongly disagreeing that this is the case.
- This compares to 35% nationally who agree they can influence decisions affecting the local area (Community Life Survey 2014-15).
- Residents aged 16-24 years are significantly more likely to agree that they can influence decisions affecting the local area while those living in Stevenage are significantly less likely to agree.

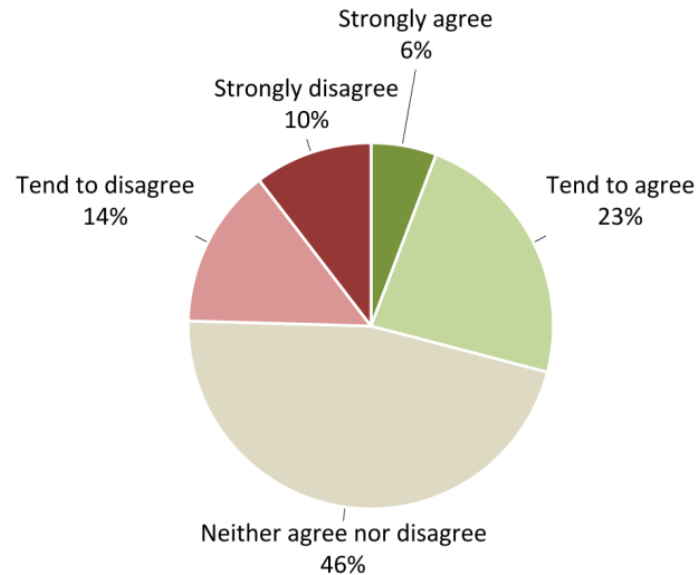
Agreement that the Council does enough to look after people most in need



Base: All residents (897)

- Over two fifths (45%) of residents agree that the Council does enough to look after people most in need, while over a fifth (22%) disagree.
- Residents aged **16-24 years** and residents living in **Hertsmere** are significantly more likely to agree that the Council does enough to look after people who are most in need. Residents aged **45-54 years** are significantly less likely to agree.

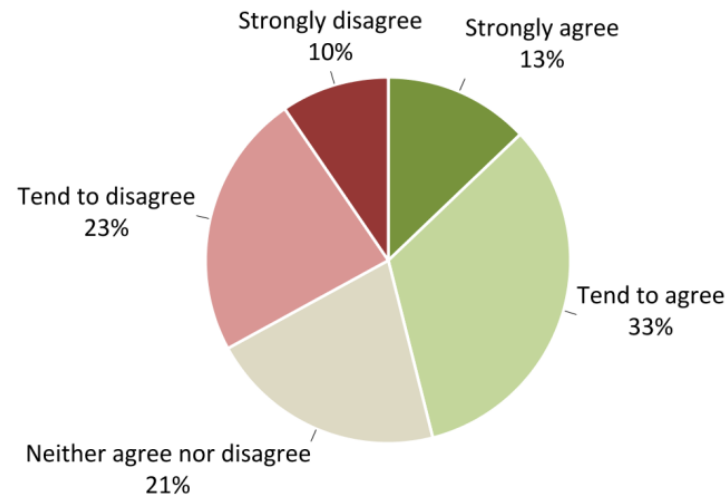
Agreement that the Council helps people into work



Base: All residents (760)

- Over a quarter (29%) of residents agree that the Council helps people into work, while a quarter of residents disagree (25%).
- Residents aged 16-24 are significantly more likely to agree that the Council helps people into work. Conversely, residents aged 45-64 are significantly less likely to agree.

Agreement that the Council encourages residents to get involved in their local community



Base: All residents (952)

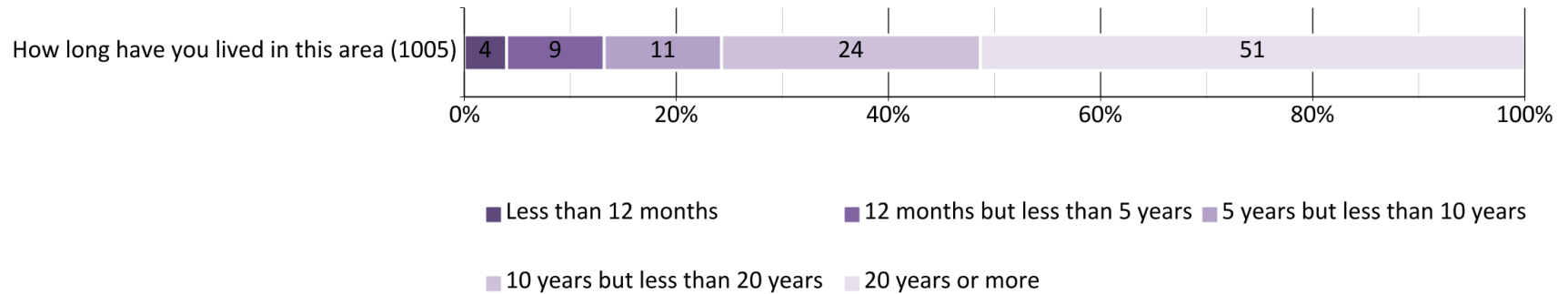
- Over four fifths (46%) of residents agree that the Council encourages residents to get involved in their local community, while around a third (33%) disagree.
- Residents aged 65-74 years and those living in Dacorum are significantly more likely to agree that the Council encourages residents to get involved. Conversely, residents aged 45-54 years are significantly less likely to agree.



LOCAL AREA



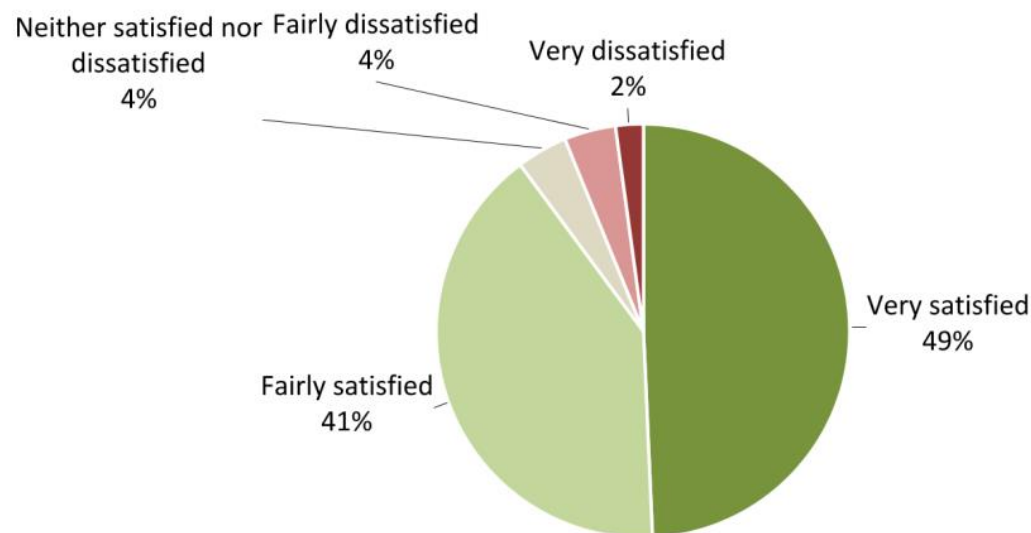
Length of time resident in local area



Base: All residents (1005)

- Over three quarters (76%) of residents have lived in their local area for 10 years or more, with over half (51%) having lived there for 20 years or more. Only 4% of residents have lived in the area for less than 12 months.
- Residents aged 55 years or over are significantly more likely to have lived in the area for 20 years or more while residents aged 16-34 years are significantly more likely to have lived in the area for less than 12 months.

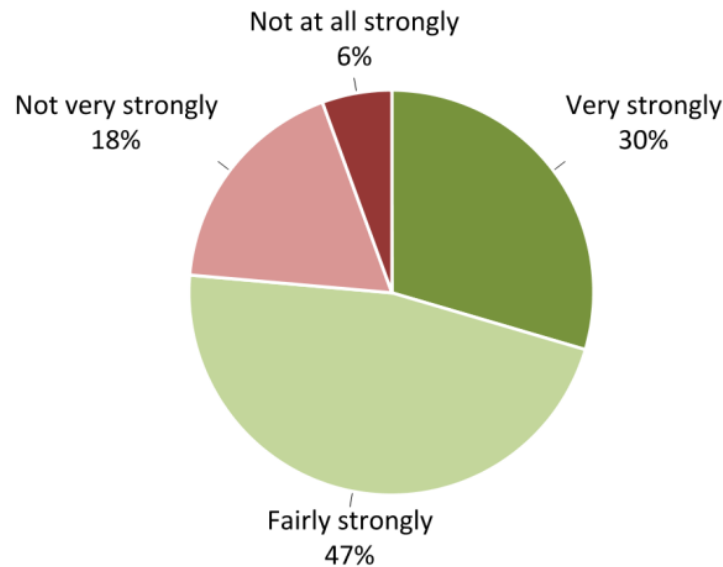
Satisfaction with area as a place to live...



Base: All residents (1003)

- 9 in 10 residents (90%) are satisfied with their local area as a place to live with almost half (49%) being very satisfied. Only 6% are dissatisfied with their area as a place to live.
- This compares with 82% nationally who are satisfied with their local area as a place to live (LGA/LGinsight National Poll (June 2015)).
- Residents living in **East Hertfordshire** and **Three Rivers** are significantly more likely to be satisfied with the area as a place to live.

How strongly do you feel you belong to your local area?

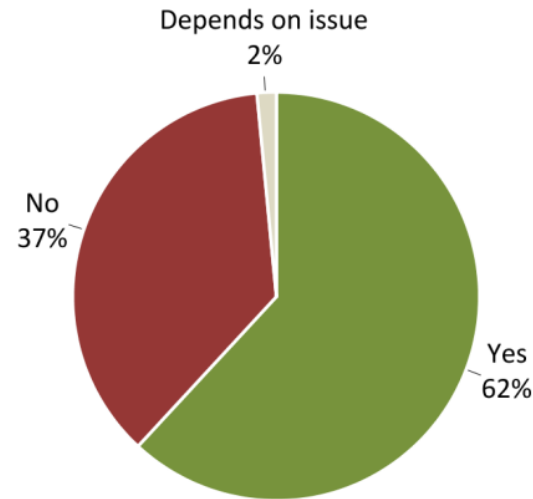


Base: All residents (998)

- Almost a third (30%) of residents feel they belong very strongly to their local area, whilst a further 47% feel they belong fairly strongly (76% combined). Only 6% feel they belong not at all strongly.
- This compares to 72% nationally who feel they belong very or fairly strongly to their local area (Community Life Survey 2014-15*)
- Residents aged 55- 64 years or 75+ years are significantly more likely to feel that they belong very or fairly strongly to their local area, while residents aged 16-24 years and those living in Stevenage are significantly less likely to feel they belong very or fairly strongly to their local area.

* The question in the Community Life surveys asks about 'neighbourhood' as opposed to 'local area'.

Would you like to be more involved in the decisions that affect your local area?

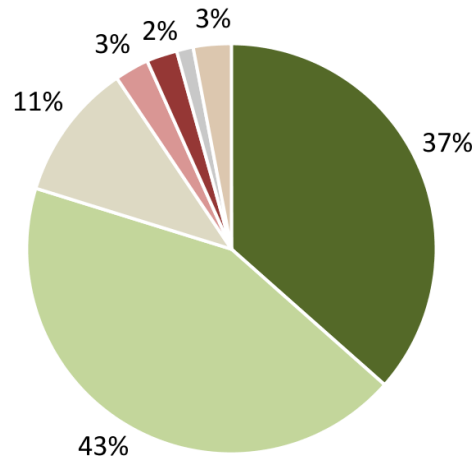


Base: All residents (995)

- Over three fifths (62%) of all residents would like to be more involved in decisions that affect their local area. However, almost two fifths (37%) would not like to be more involved and 2% feel that it would depend on the issue.
- This compares to 43% nationally who would like to be more involved in decisions that affect their local area (Community Life Survey 2014-15*).
- Residents aged **25-34 years** are significantly more likely to want to become more involved in decisions that affect their area while residents **aged 75+ years** and those living in **Broxbourne** are significantly less likely to want to be more involved in decisions that affect their local area.

* Community Life survey prompts a 'Depends on issue' whereas this is only taken as a spontaneous response in the Hertfordshire survey.

Extent of agreement that their local area is a place where people from different ethnic backgrounds get on well together



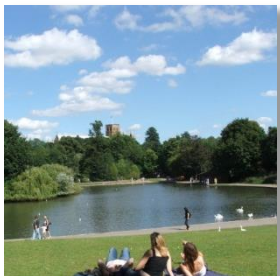
- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Too few people in local area
- All people from the same ethnic background

Base: All residents (990)

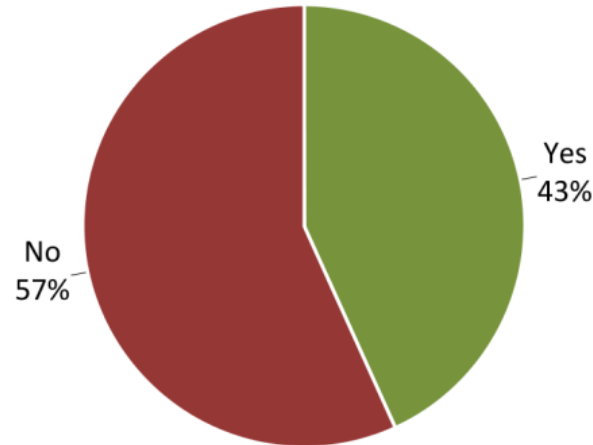
- Four fifths (80%) of residents agree their local area is one in which people from different ethnic backgrounds get on well together – that is living alongside each other with respect. Only 5% disagree with this.
- Residents living in **Watford** are significantly more likely to agree that their local area is one in which people from different ethnic backgrounds get on well together.



GETTING INVOLVED



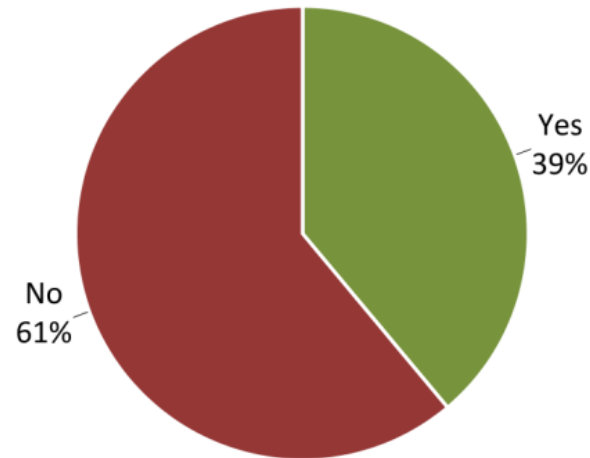
Participation in activities as part of a local or community group, club or organisation in the last 12 months



Base: All residents (1004)

- Over two fifths of residents (43%) have participated in activities as part of local or community groups, clubs or organisations within the last 12 months, while the remaining 57% have not.
- Residents aged 75+ years and those living in East Hertfordshire are significantly more likely to have participated in activities as part of local or community groups, clubs or organisations in the last 12 months, while residents aged 25-34 years and those living in Stevenage are significantly less likely to have participated in community activities.

Participation in voluntary work in the last 12 months

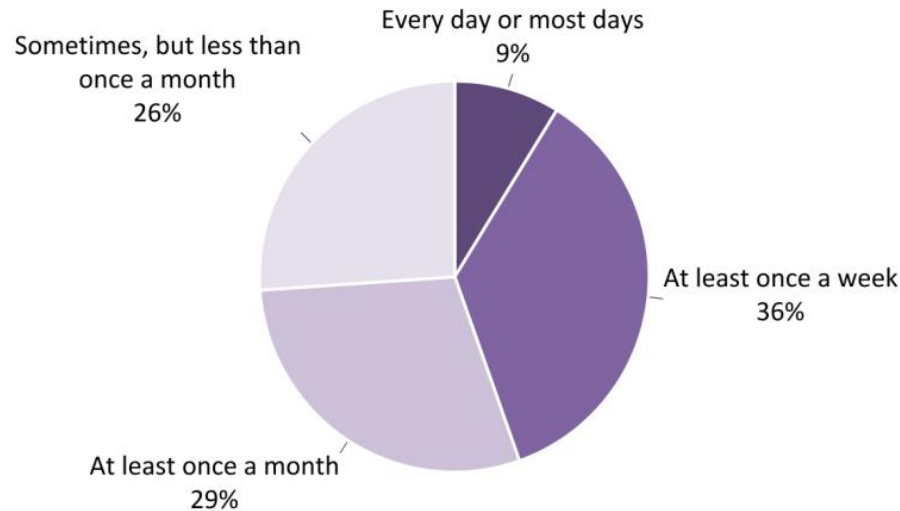


Base: All residents (1001)

- Nearly two fifths (39%) of residents have taken part in voluntary work of some sort in the last 12 months, whilst 61% have not.
- This compares to 42% nationally who participate in formal volunteering (Community Life Survey 2014-15*).
- Residents aged **25-34 years** and those living in **Hertsmere** are significantly less likely to have taken part in voluntary work in the last 12 months.

* The question in the Community Life surveys asks about 'formal volunteering' whereas this survey asks about 'volunteering' in general.

Frequency of participation in voluntary work

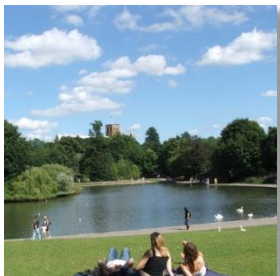


Base: Residents that have taken part in voluntary work (380)

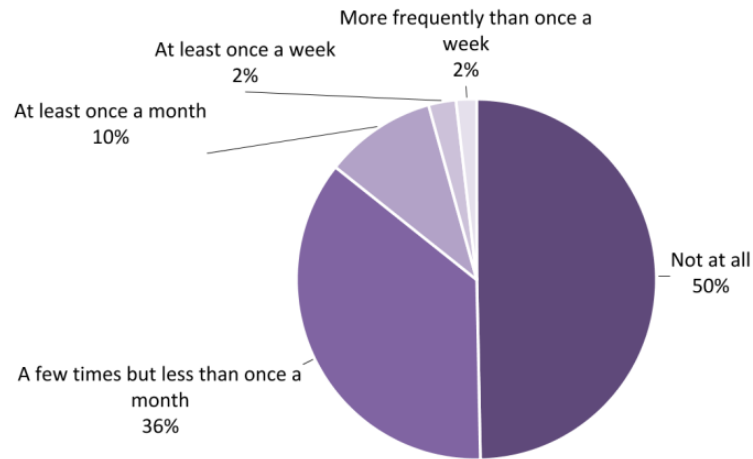
- Of those who have taken part in voluntary work, over two fifths (45%) participate at least once a week and just under three quarters (74%) participate at least once a month.
- Residents aged 65-74 years and residents living in Watford and Welwyn Hatfield are significantly more likely to take part in voluntary work at least once a month.



HERTFORDSHIRE COUNTY COUNCIL WEBSITE



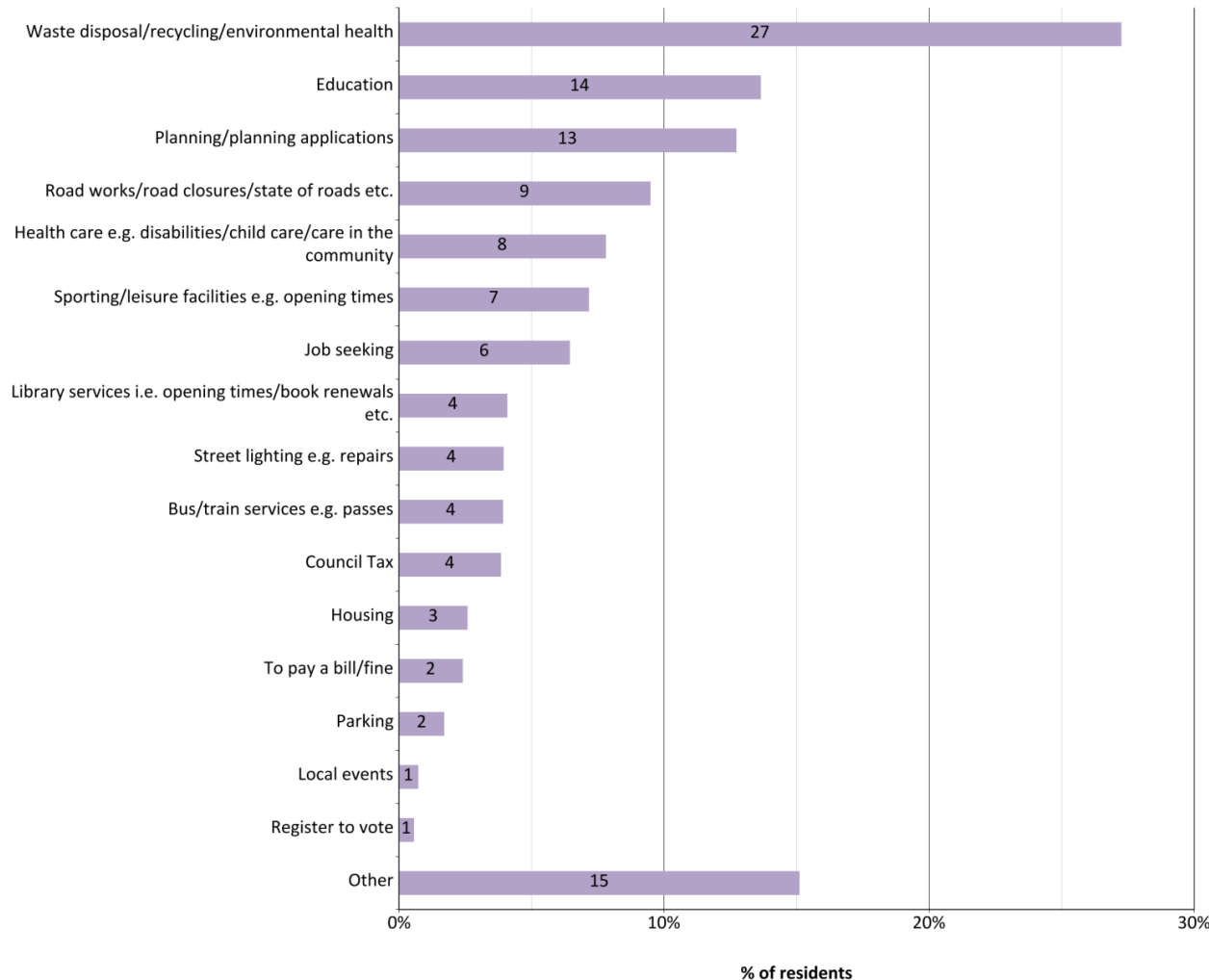
Frequency of accessing www.hertsdirect.org in the last six months



Base: All residents (1005)

- Half (50%) of all residents have not accessed the council's website at all in the last six months while a further 36% have only accessed the website a few times, but less than once a month.
- 14% have accessed the council's website at least once a month over the last six months, while 4% have accessed the website at least once a week.
- Residents aged **16-24 years** or **65+** are significantly more likely not to have visited the Council's website at all.

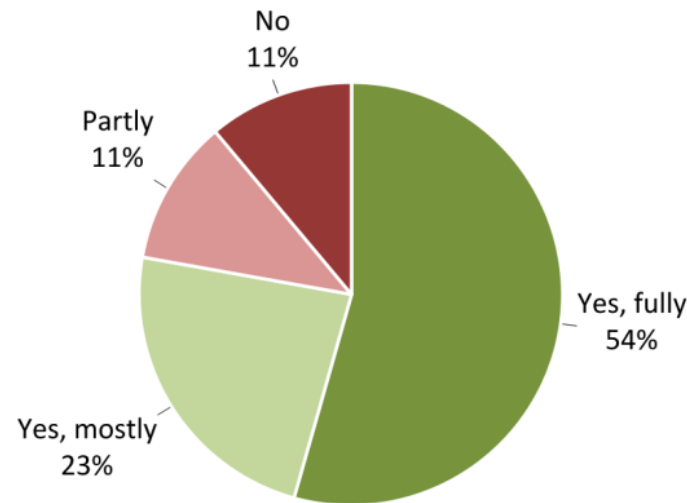
Information Looked for on Council Website



- The information most frequently looked for on the council website is related to *waste disposal/recycling/health (27%)*, followed by *Education (14%)* and *planning/planning applications (13%)*.
- Residents aged **16-24 years** are significantly more likely to be looking for information about jobs, while residents aged **25-34 years** are significantly more likely to be looking for information on council tax, and those aged **55-64 years** are significantly more likely to be looking for information on road work/closures/state of roads.

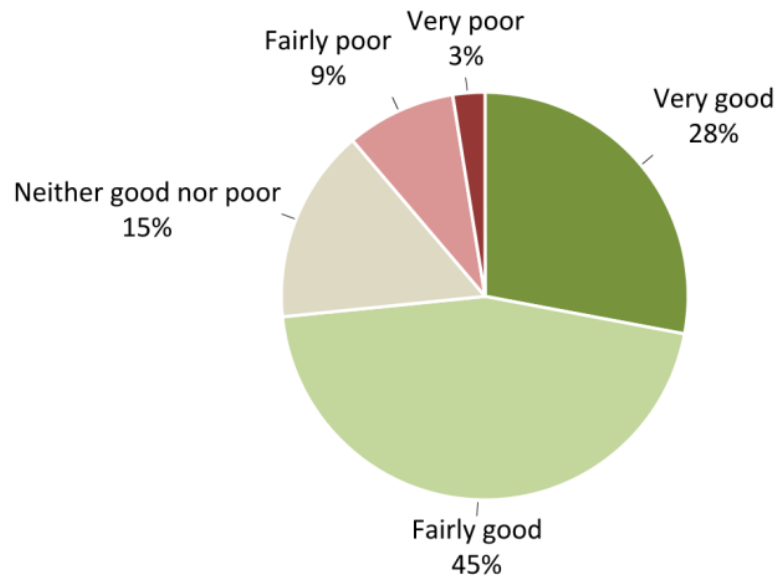
Base: All residents who have visited the Herts Direct in the last 6 months (472)

Thinking about your most recent visit to Herts Direct, did you find all the information you were looking for?



Base: Residents who visited Herts Direct in the last 6 months (493)

- The majority of residents (78%) fully, or mostly, found what they were looking for when they accessed the Council's website. 11% failed to find the information they were looking for, while a further 11% only partly found what they were looking for on the Council's website.



Base: Residents who visited Herts Direct in the last 6 months (498)

- Almost three quarters (73%) of residents found their experience of using the council website very or fairly good, the last time they visited. Only 11% found the website poor, with 15% stating it was neither good nor poor.



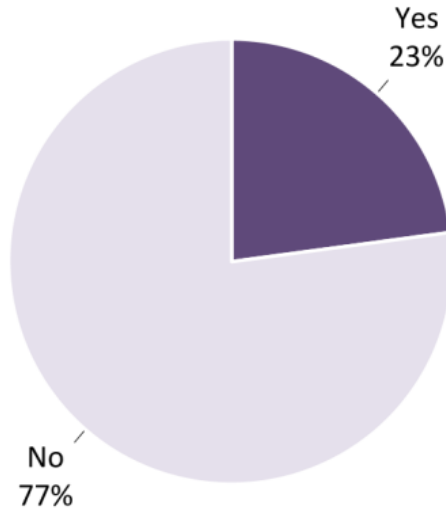
COMMUNICATIONS



Council Increasing Council Tax by 2%

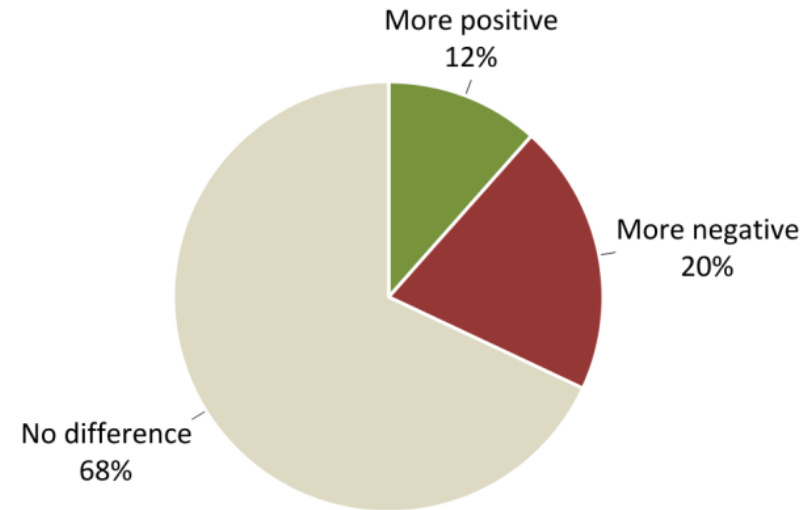


Seen or heard something about....



Base: All residents (999)

Feel more positive, negative or no different?



Base: All residents who are aware (242)

- Just fewer than a quarter (23%) have recently seen or heard something about the council having increased Council Tax by 2% for the first time in 5 years.
- Residents aged **55 -74 years** are significantly more likely to have seen or heard something about the council increasing Council Tax, while those aged **16-24 years** or living in **St Albans** are significantly less likely.
- Of those who have seen or heard something, 12% state that this has made them feel generally more positive towards the council while a fifth (20%) state this has made them feel more negative towards the council.
- Residents aged **16-24 years** and those living in **Watford** are significantly more likely to state that this has made them feel more negative towards the council.

Changes to Opening Times of Household Waster Recycling Centres

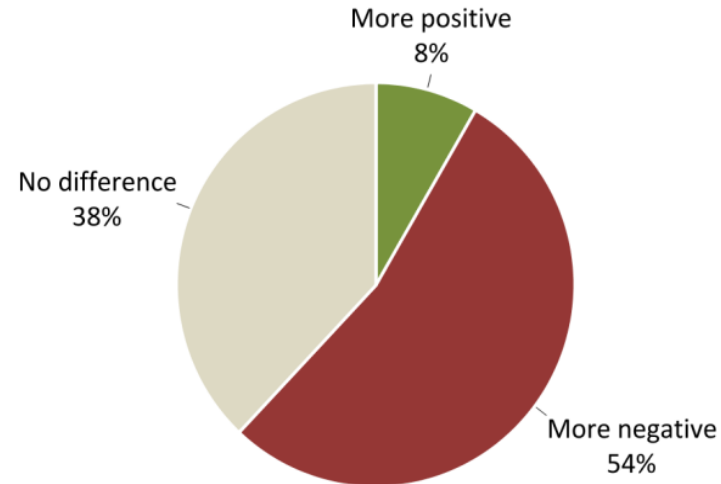


Seen or heard something about....

Feel more positive, negative or no different?



Base: All residents (1001)



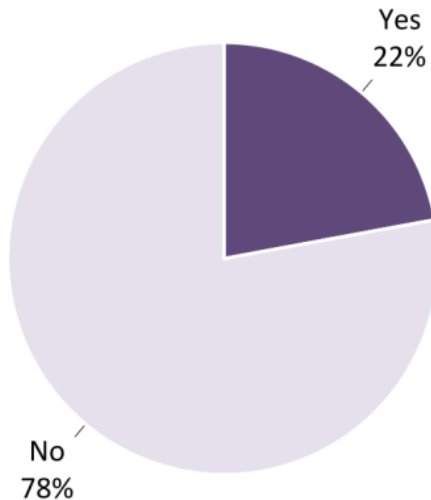
Base: All residents who are aware (450)

- Over two fifths (43%) have recently seen or heard something about changes to opening hours of household waste recycling centres.
- Residents aged **55 + years** and those living in **Stevenage** are significantly more likely to have seen or heard something about the changing in opening times of Household water Recycling Centres (HWRCs), while those aged **16-34 years** or living in **Hertsmere** or **Welwyn Hatfield** are significantly less likely to have heard about the changes.
- Of those who have seen or heard something, 8% state that this has made them feel generally more positive towards the council while over half (54%) state this has made them feel more negative towards the council.

Hertfordshire Trading Standards Protecting Vulnerable Residents from Scams

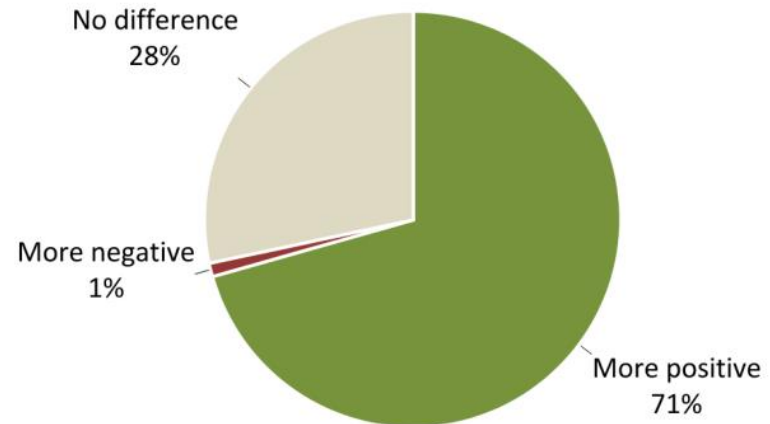


Seen or heard something about....



Base: All residents (997)

Feel more positive, negative or no different?



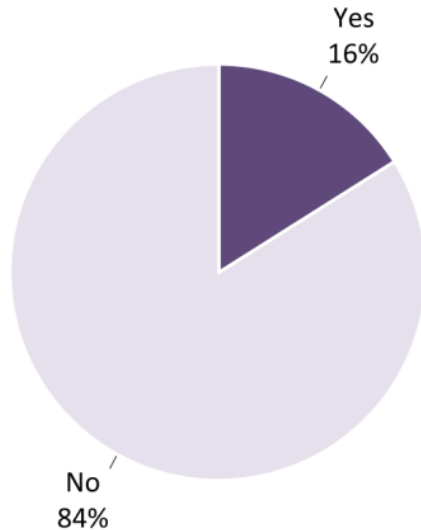
Base: All residents who are aware (230)

- Just over a fifth (22%) of residents have recently seen or heard something about how Hertfordshire Trading Standards has protected vulnerable residents from scams.
- Of those who have seen or heard something, over 7 in 10 (71%) state that this has made them feel generally more positive towards the council while only 1% state this has made them feel more negative towards the council.
- Residents aged **16-24 years** are significantly more likely to state that this has made them feel more positive towards the council, while residents aged **65+ years** are significantly less likely to state this has made them feel more positive towards the council.

HCC Campaign to Recruit more Care Workers

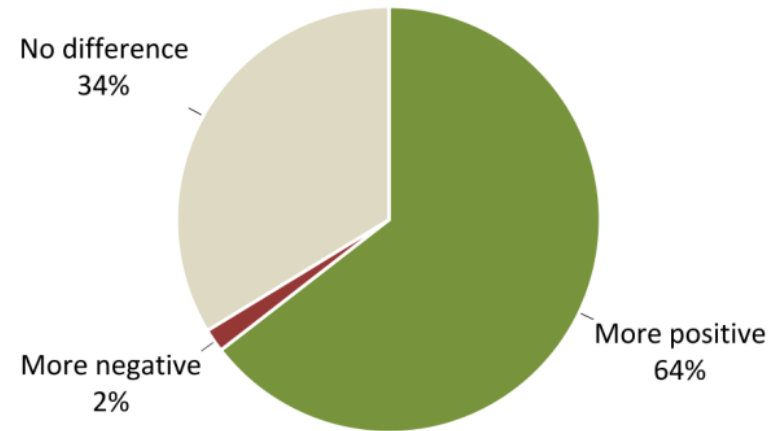


Seen or heard something about....



Base: All residents (997)

Feel more positive, negative or no different?



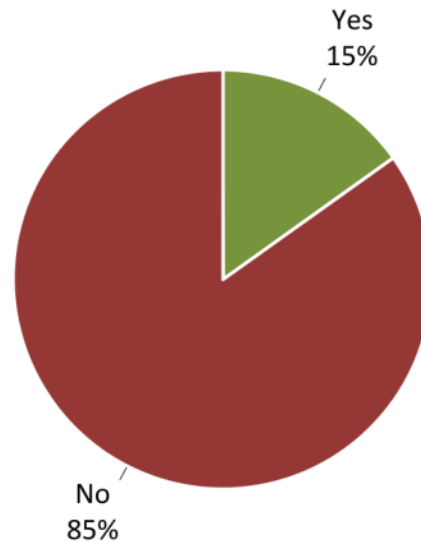
Base: All residents who are aware (230)

- Less than a fifth (16%) of residents have recently seen or heard something about how a campaign to recruit more care workers.
- Residents aged **45-54 years** and those living in **Watford** are significantly less likely to have seen or heard something about a campaign to recruit more care workers.
- Of those who have seen or heard something, over three fifths (64%) state that this has made them feel generally more positive towards the council while only 2% state this has made them feel more negative towards the council.
- Residents aged **16-24 years** are significantly more likely to state that this has made them feel more positive towards the council.



PUBLIC HEALTH

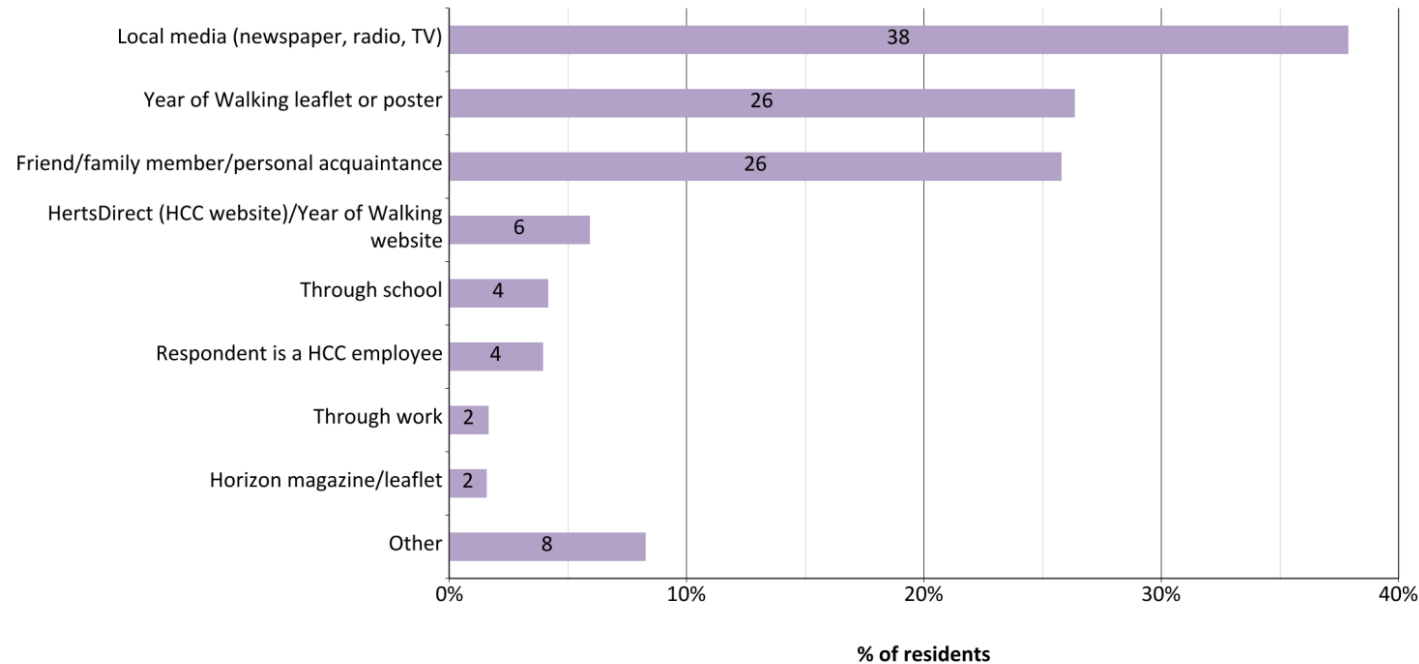




Base: All residents (1005)

- Of all residents only 15% were previously aware of the Hertfordshire Year of Walking.
- Residents aged 65+ years are significantly more likely to have been aware of the Hertfordshire Year of Walking, while those aged 16-24 years are significantly less likely to have been aware.

Where did you Hear about the Hertfordshire Year of Walking



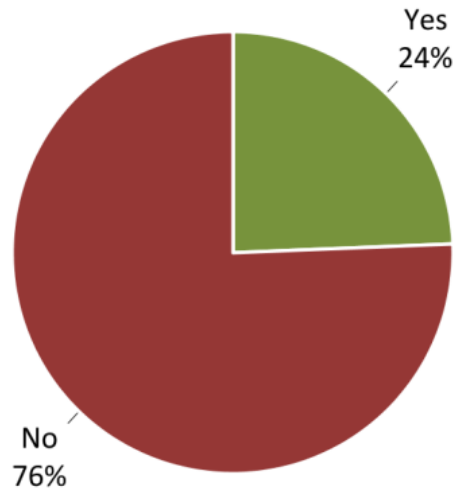
Base: All residents who were previously aware of the Hertfordshire Year of Walking (154)

- Of the residents who were previously aware of the Hertfordshire Year of Walking almost two fifths (38%) heard about it via local media (newspapers, radio or TV), while around a quarter (26%) saw a leaflet or poster and around a quarter (26%) heard about it via a friend, family member or acquaintance.
- Residents aged 75+ years are significantly more likely to have heard about the Year of walking through local media.

Awareness of the Hertfordshire Year of Walking Website and Pledges to Walk

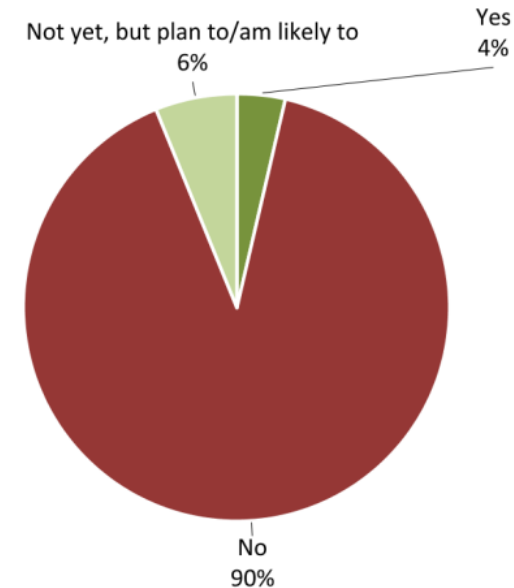


Aware of the Year of Walking website?



Base: All residents who were aware of the Hertfordshire Year of Walking (162)

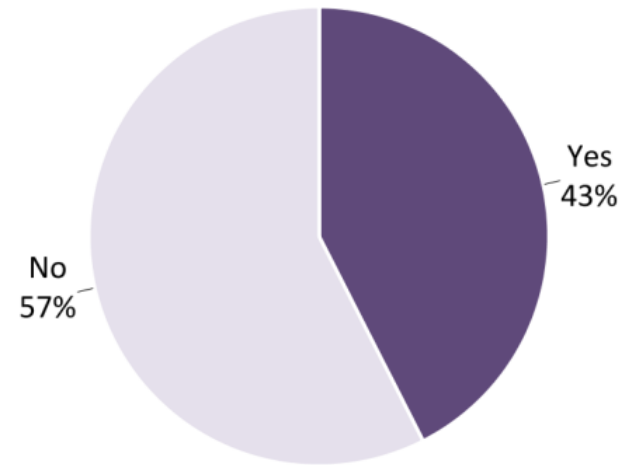
Have you pledged to walk?



Base: All residents who were aware of the website (42)

- Of the residents who were aware of the Hertfordshire Year of Walking around a quarter (24%) were also aware of the year of Walking website (hertsdirect.org/walking).
- Of those who were aware of the website, 4% have pledged to walk by completing the form on the website, while a further 6% state that they haven't yet but are likely to plan to.

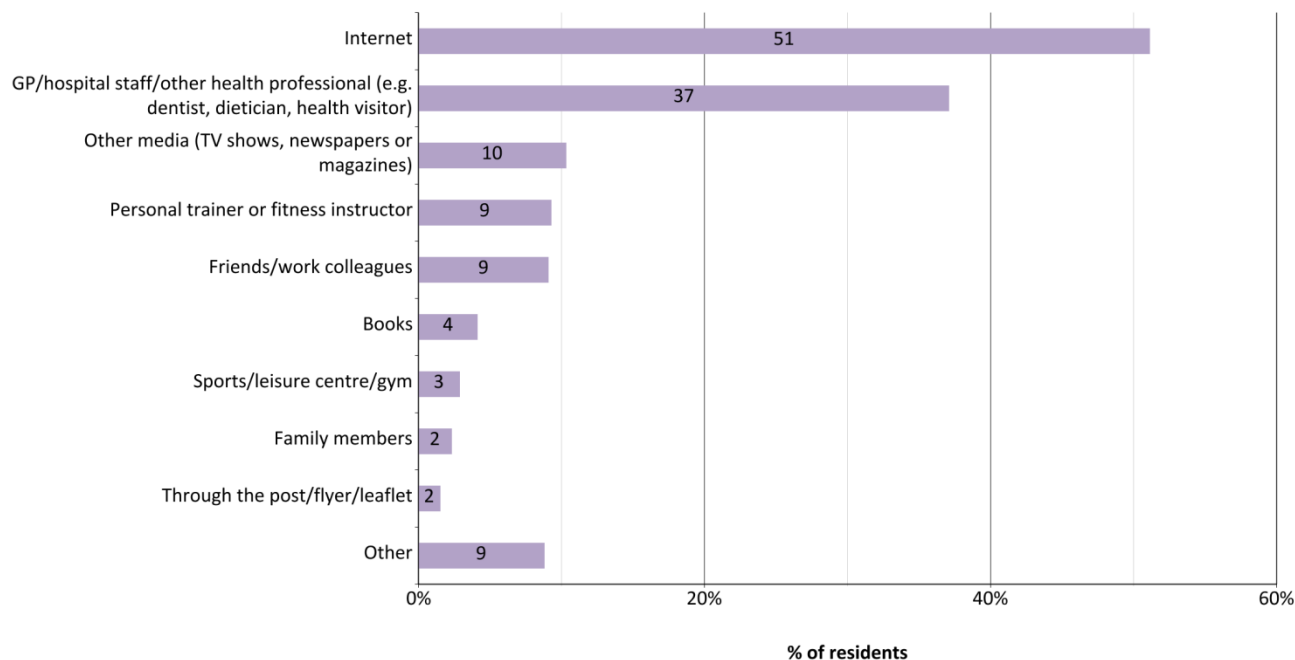
Have you sought information on Improving General Health or Living a Healthier Lifestyle in Last 12 Months?



Base: All residents (1005)

- Of all residents over two fifths (43%) have sought information on improving their general health or living a healthier lifestyle in the last 12 months.
- Residents aged **16-24 years** are significantly more likely to sought information on general health or living a healthier lifestyle while residents aged **75+ years** are significantly less likely to have sought this information in the last 12 months.

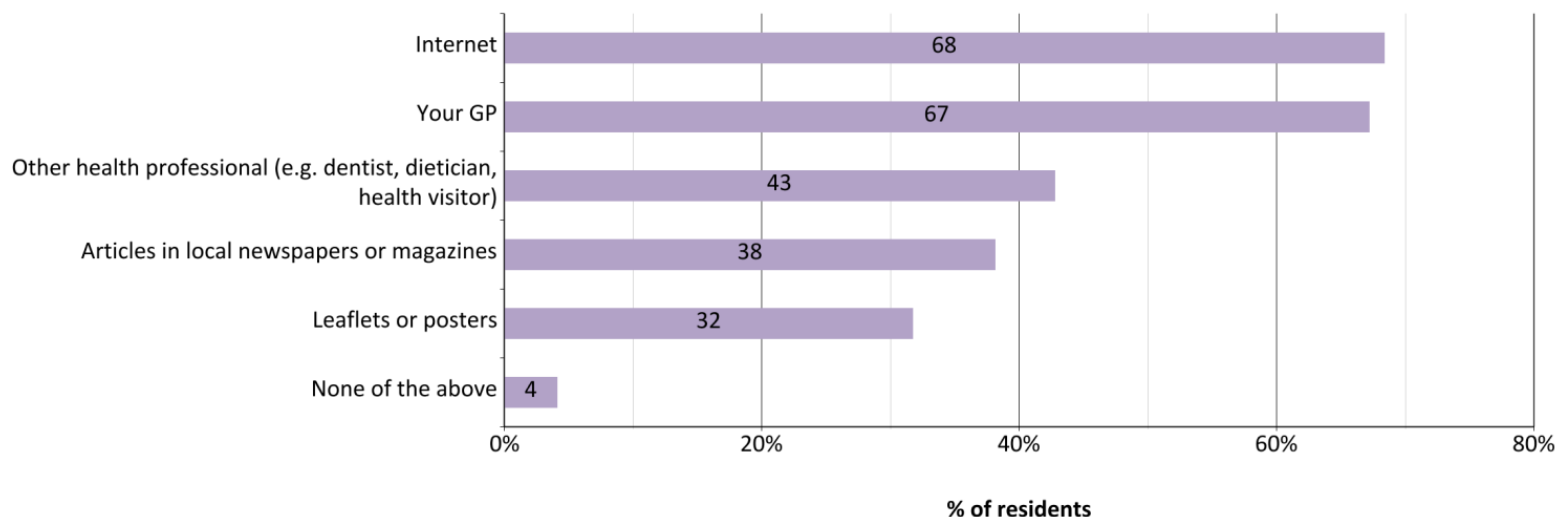
Where did you go to find this information?



Base: All residents who have sought information on health in the last 12 months(425)

- Of the residents who have sought information on improving their general health or living a healthier lifestyle in the last 12 months, around half (51%) used the internet to find this information, while over a third (37%) went to their GP, hospital staff or other health professionals.
- Residents aged 35-44 years are significantly more likely to sought information from the internet while residents aged 65-74 years are significantly more likely to have sought this information from their GP or other health professional.

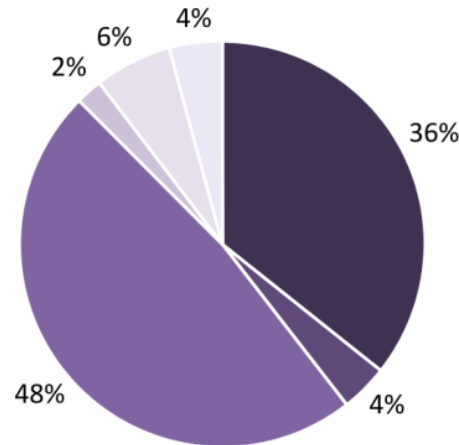
Sources Residents would Use to Access Health Information



Base: All residents (1004)

- All residents were asked which sources they would use to access information on improving their general health or living a healthier lifestyle and the most frequently given responses were *Internet* (68%); *Your GP* (67%) and *Other health professionals* (43%).
- Residents aged 16-44 years are significantly more likely to seek information via the internet while residents aged 65+ years are significantly more likely to seek this information from their GP.

Preferred Method of Accessing Health Information



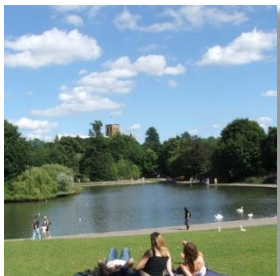
- Your GP
- Other health professional (e.g. dentist, dietician, health visitor)
- Internet
- Leaflets or posters
- Articles in local newspapers or magazines
- None of these

Base: All residents (988)

- The internet is the preferred method of accessing information on improving general health or living a healthier lifestyle for the largest proportion of residents (48%), while over a third would prefer to get this information from their GP.
- Residents aged 16-44 years are significantly more likely to prefer to access information via the internet while residents aged 65+ years are significantly more likely to prefer to access this information from their GP.



HERTFORDSHIRE MOSAIC GROUPS



» **Significantly less likely to:**

- Feel well informed about the services and benefits HCC provides.
- Trust HCC a great deal or to some extent
- Be satisfied with their local area as a place to live
- Feel they belong strongly to their local area
- Have taken part in activities as part of a local community group, club or organisation in the last 12 months.
- Have heard about the changes to the opening times of Household waste Recycling Centres

» Significantly more likely to:

- Trust HCC a great deal or to some extent
- Be satisfied with their local area as a place to live
- Feel they belong strongly to their local area

» Significantly less likely to:

- Have heard about how Hertfordshire Trading Standards are protecting vulnerable residents from scams.
- Have heard about a campaign to recruit more care workers
- Have heard about the Hertfordshire Year of Walking

» **Significantly more likely to:**

- Have heard about the changes to the opening times of Household waste Recycling Centres

» Significantly more likely to:

- Agree that the council helps people into work

» Significantly less likely to:

- Have taken part in activities as part of a local community group, club or organisation in the last 12 months.



» Significantly more likely to:

- Feel well informed about the services and benefits HCC provides.
- Less likely to:
- Have heard about HCC increasing Council Tax by 2% for the first time in 5 years.



» Significantly less likely to:

- Know who their local County Councillor is.

» Significantly more likely to:

- Be satisfied with their local area as a place to live
- Feel they belong strongly to their local area
- Have taken part in activities as part of a local community group, club or organisation in the last 12 months.

» Significantly more likely to:

- Rate their experience of using the HertsDirect website as good.
- Have heard about the changes to the opening times of Household waste Recycling Centres
- Have heard about a campaign to recruit more care workers
- Have used the internet to access information on improving their general health or living a healthier lifestyle.

» Significantly less likely to:

- Have heard of their local County Councillor



» **Significantly more likely to:**

- Have heard of their local County Councillor

» Significantly more likely to:

- Agree their local area is a place where people from different ethnic backgrounds get on well together.

» Significantly less likely to:

- Know who their local County Councillor is.
- Have taken part in any voluntary work in the last 12 months

» Significantly more likely to:

- To feel that services HCC provide have got worse
- Use the internet for information on improving their general health or living a healthier lifestyle

» Significantly less likely to:

- Trust HCC a great deal or to some extent
- Agree that the council encourages residents to get involved in their local community

» Significantly more likely to:

- Be satisfied with the way HCC runs things
- Feel well informed about the services and benefits HCC provides.
- Agree that HCC provides value for money
- Think HCC acts on the concerns of residents a great deal or to some extent
- Agree that the council encourages residents to get involved in their local community
- Be satisfied with their local area as a place to live
- Go to their GP for information on improving their general health or living a healthier lifestyle