Research Report

Isle of Wight Residents' Survey – January 2010

Prepared for: Isle of Wight Council

bmg research

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Prepared for: Isle of Wight Council

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1 Introduction

1.1 Background

In August 2009, Isle of Wight Council commissioned BMG research to carry out their annual residents' survey and budget consultation workshop. Each year Isle of Wight Council undertakes a budget consultation exercise with residents and stakeholder groups to help guide and inform the annual budget setting process. This has traditionally consisted of 6-8 focus groups to obtain qualitative information and a quantitative paper based survey carried either in the Council's residents' magazine or in the local paper.

The Council also consults residents each year through a telephone based annual survey seeking their views on a number of issues relating to satisfaction with Council services, identifying those services considered to be most in need of improvement and seeking to understand how residents are generally feeling about living on the Island.

Mindful of the need to make savings in the current climate and with the advantage of budget setting processes having been brought forward this year, the Council wanted to combine both these exercises this year into one single telephone survey to fulfil both of these objectives. This survey is part of a wider consultation which includes a qualitative workshop consisting of eight focus groups. The results of this workshop can be viewed in a separate document.

The data from the survey will be used to highlight budget priorities and determine where there is room for efficiencies and/or a reduction in the provision of lower priority services to residents.

1.2 Survey Method

A total of 1,106 interviews were conducted over the phone with residents using CATI (Computer Aided Telephone Interviewing) technology. Interviews took place between November and December 2009. During interviewing, quotas were set for age, gender, and ethnicity at a ward level to ensure the sample is as representative as possible to Isle of Wight's population.

1.2.1 Sampling

The target population for the survey was the adult population (16+) of the Isle of Wight. The survey was conducted via a telephone methodology, using a database purchased from UK Changes, a telenumbering service that obtains residents' numbers from the electoral roll. A total of 6,500 contacts were bought in, proportionately representative of the 48 wards in Isle of Wight.

Interviews were monitored by age, ethnicity and area to prevent the data being skewed towards any particular group. All quotas were based on 2001 Census figures.

1.2.2 Questionnaire design

The questionnaire was based on previous annual residents' surveys conducted since 2006 to allow for comparisons. As mentioned above, the residents' survey has been combined with the budget consultation and therefore the questionnaire has been designed to reflect this. New questions were developed by the Council in conjunction with BMG Research in order to explore particular issues relating to the budget.

1.3 Data

In total, 1,106 interviews were completed with respondents aged 16+ years. The sample size of 1,106 is subject to a maximum standard error of ±2.9% at the 95% confidence level on an observed statistic of 50%. Thus, for the quantitative survey, we can be 95% confident that responses are representative of those that would be given by the total population of the Isle of Wight, if a census had been conducted, to within ±2.9% of the percentages reported.

This means that if the total population of the Island had conducted the survey and a statistic of 50% was observed, we can be 95% confident that the response lies between 47.1% and 52.9%.

To ensure that the results are representative of the population, the data has been weighted at a ward level by gender, age, and ethnicity to match the 2001 Census data.

1.4 Reporting

Throughout this report the word significant is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies 'real differences' (i.e. differences that would occur if we were able to interview all residents on the Island rather than just a sample). However, as already noted the actual percentages reported in the data may vary by ±2.9% at the 95% confidence level on an observed statistic of 50%.

Figures and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than +/-1%. These occur where rating scales have been added to calculate proportions of respondents who are satisfied at all (i.e. either very or fairly satisfied).

On receipt of each completed questionnaire, BMG coded the verbatim (open-ended) questions, input and then analysed the data. Throughout this report there is analysis at both a total and sub sample level, e.g. gender, age and area. For more detailed analysis, refer to the separate cross tabulated data report.

2 Summary of findings

2.1 Introduction

1,106 interviews were conducted over the phone with Isle of Wight residents aged 16+ using CATI (Computer Aided Telephone Interviewing) technology. Interviews took place between November and December 2009. During interviewing, quotas were set for age, gender, and ethnicity at a ward level to ensure the sample is as representative as possible to Isle of Wight's population.

2.2 Views of the Island

Positive findings are seen with regard to residents' perceptions of their local area. Nearly all respondents say it is a good place to live (98%), whilst the vast majority (91%) think it is a good place to have a holiday and that it has a good reputation (90%). These three areas show an increase in agreement since 2008, where 93% of respondents thought the Island was a good place to live, 88% thought it was a good place for a holiday and 82% agreed that it had a good reputation.

However, there is a percentage decrease since 2008 in the proportion of respondents who think that the Island is a good place to invest in (49% compared with 56% in 2008) and a good place to work (48% compared with 52% in 2008). Much of this decrease can be attributed to the economic downturn nationally and residents' concerns about the economy of the Island.

2.2.1 Views over last 12 months

Approaching three fifths (58%) of respondents say that the Island has not changed much as a place to live, whilst a quarter (25%) feel that it has got worse. A further 15% of respondents say that the Isle of Wight has got better as a place to live.

2.2.2 Views over next three years

Many residents remain optimistic, with just over a third (34%) saying that the Island will get better as a place to live, whilst slightly fewer (31%) say that it will stay the same. A quarter (25%) of respondents feel that the Island will become worse as a place to live, whilst a further 9% don't know.

2.3 Perceptions of anti social behaviour

In order to record how serious residents perceive anti-social behaviour to be in their local area, residents were asked to indicate how big a problem they believe twelve particular issues to be. The majority of residents are more likely to describe these issues as not a very big problem or not a problem at all. The issue of parents not taking responsibility for the behaviour of their children is most commonly described as a fairly or very big problem (44% of residents).

2.4 Cohesion

More than four fifths (83%) of respondents agree that their local area is a place where people from different backgrounds get on well together. The remaining 6% give the opposing view.

2.5 Views on the Council

Residents are most likely to agree that the Council is improving the Isle of Wight (46%) and that it is a strong leader (44%). Conversely, residents are least likely to agree that the Council has good new ideas to tackle local problems (34%) and that it takes account of residents' views when making decisions (35%).

2.6 Council advocates and critics

Approaching a fifth (19%) of respondents say they would speak highly of Isle of Wight Council, whilst more than two fifths (45%) say they would be critical. More than a third (36%) have no views one way or the other. In 2008, a fifth (20%) of respondents were advocates of the Council, whilst just under two fifths (39%) were critics. Therefore, the proportion of critics has increased by 6-percentage points.

2.7 Council services

All respondents were provided with a list of Council services and asked which they had used in the last twelve months. Respondents are most likely to have used parks and open spaces (80%), beaches (78%) and parking services (74%).

2.7.1 Satisfaction with services

Respondents who had used Council services were then asked how satisfied they are with each. High levels of satisfaction are seen with pre-schools (96%), refuse collection and libraries (both 95%). Far lower satisfaction is seen with road maintenance (27%) and pavement maintenance (47%).

2.7.2 Importance of services

Respondents were further asked which services they felt were most important. Road maintenance is seen as the most important local service (49%), followed by refuse collection (32%). Considering the low level of satisfaction given for road maintenance above (27%), it is vital that road maintenance is prioritised for improvements.

2.7.3 Services over time

More than three fifths (63%) of respondents think that Council services have not changed much over the last 12 months. Encouragingly, just over a fifth (21%) of respondents think that services have got better, whilst 12% feel they have got worse. A further 4% don't know.

2.7.4 Overall satisfaction with services

Taking everything into account, the majority, two thirds (66%) of respondents are satisfied with Council services (63% in 2008). A further 16% are dissatisfied and 18% are neither satisfied nor dissatisfied.

2.8 Budget spend

2.8.1 Priorities

All respondents were provided with a list of six services and asked to rank them in order of importance from 1 to 6, where 1 is the most important and 6 is least important.

The service most likely to be ranked highest was care in people's own homes, ranked as first choice by a quarter (25%) of respondents. This is followed by keeping vulnerable children on the Island (24%) and highway maintenance and street cleaning (22%).

2.8.2 Allocation of resources

All respondents were then provided with a list of services and asked to prioritise these in order of importance. Again, older people and highways are a main priority for residents (76% and 74%). However, perhaps due to job losses on the Island, respondents are also keen to prioritise tourism and economic regeneration (74%).

Respondents are least likely to prioritise planning and building control (60%) and libraries, museums, theatres and arts (57%).

2.8.3 Fees and charges

There is a clear choice in terms of where respondents feel fees should come from. Approaching two fifths (37%) of respondents think that planning and building control fees could be an area where the Council gets its income from. Although homecare and supporting older people is seen as a priority, this area is least popular as an area to raise fees or charges (3%).

2.9 Contact with the Council

Almost three quarters (74%) of respondents have not had contact with the Isle of Wight Council in the last two or three months. A quarter (25%) of respondents have had at least one query with the Council during this time.

2.9.1 Reason for contact and method of contact

The most popular reason for contact with the Council was 'planning' (20%). Approaching seven tenths (69%) of respondents used telephone as a method of contacting the Council.

2.9.2 Contact outcome and satisfaction

Where respondents had made recent contact with the Council, they were further questioned about whether the first person they contacted was able to help with their query. Approaching two thirds (63%) of respondents say that the first person they contacted was able to help them, whilst for more than a third (36%) of respondents this was not the case.

Almost three fifths (59%) of respondents are satisfied with the way in which their query was handled and three tenths (30%) are dissatisfied.

2.10 Information and One Island magazine

2.10.1 Feeling Informed

All respondents were asked to what extent they feel informed about certain aspects of the Council.

Encouragingly, more than half (55%) of respondents are well informed about services and benefits provided by the Council, with just over two fifths (43%) not well informed. Furthermore, just over two fifths (42%) of respondents are well informed about how to get involved in local consultation, whereas this was 30% in 2008[1].

However, lower scores are found in other aspects in particular, approaching three fifths (58%) of respondents say they are not well informed about whether the Council is delivering on their promises, whilst less than a third (31%) say that they are well informed.

2.10.2 One Island magazine

More than two fifths (42%) of respondents have received One Island magazine in the last six months, whilst a further 2% have received it but more than six months ago. However, more than two fifths (45%) have never received this magazine and a further 11% don't know/can't remember.

Respondents are most likely to say that One Island is informative (84%) and is distributed frequently enough (81%). However, respondents are least likely to agree that the magazine tells them what they need to know about Council plans for the future of the Island (65%) or about the work of the Police and Isle of Wight NHS and voluntary sector (67%).

2.11 Media

Two fifths (41%) of respondents say that they have not listened to any local radio station in the last seven days. The most listened to radio station is Isle of Wight Radio with just over third (34%) of respondents having listened to this station in the last seven days.

The most read local newspaper in the last month is Isle of Wight County Press (84%) followed by the Beacon (32%). Seven tenths (71%) of respondents read the Isle of Wight County Press every week, whilst 17% read this once or twice a month. A further 7% of respondents read this paper a couple of times a year and 5% never read it.

2.12 Source of information

All respondents were asked how they currently receive information about Isle of Wight Council services or plans. Half (51%) of respondents currently receive information from One Island magazine, whilst a fifth (21%) use local media.

All respondents were asked which method they would prefer to receive information about Council services in the future. Approaching half (46%) of respondents would

[1] Question in 2008 asked '…how to get involved in local decision making whilst 2009 asked '…how to get involved in local consultations'.

prefer to get their information from One Island, whilst a fifth (20%) would like to get information from leaflets/brochures. A similar proportion (19%) would prefer to use local media (19%).

2.13 Websites

All respondents were asked which websites they regularly visit as a source of local information and news. Almost three fifths (59%) of respondents do not use any local websites. However, just over a fifth (22%) of respondents use the Council website and 17% use the County Press website (17%).

One in seven (14%) respondents use Facebook as a source of news however, more than four fifths (83%) of respondents do not use social media sites as a source of news about the Island. When asked if they would be interested in hearing about Council services, policies and plans via these social media sites, three quarters (76%) of respondents say ‘no’. Just over a fifth (22%) of respondents are interested.

2.14 Awareness of initiatives/projects

All respondents were asked which Council initiatives/projects they are aware of. Respondents are mostly aware of school re-organisation (82%), followed by improving Island roads (52%). This may be due to media attention surrounding these projects. Lesser known are the Council’s internal transformation programme (18%) and the transforming social care initiative (17%).

2.15 Eco-Island

Almost a fifth (19%) of respondents know either a great deal (4%) or a fair amount (15%) about the Eco-Island initiative. More than two fifths (44%) of respondents have either heard of but know nothing about it (21%) or know nothing at all (23%). Just over a third (35%) know just a little about this initiative and 1% don’t know.

Respondents were further asked to what extent they know about how to get involved in making the Eco-Island vision a reality. More than two thirds (68%) of respondents either know nothing at all (51%) or have heard of it but know nothing (17%). One fifth (21%) of respondents know just a little about getting involved, whilst a further 2% don’t know. Just under one in ten (9%) know either a great deal (2%) or a fair amount (7%) about how to get involved.

2.16 Influence decision making

Finally, all respondents were asked to what extent they think they can influence decisions affecting their area. Approaching three fifths (58%) of respondents say they can influence either very little (30%) or not at all (28%). Only one in seven (15%) respondents feel they can influence decisions either a great deal (2%) or a fair amount (13%). Approaching a quarter (23%) of respondents say they can influence decisions but not very much.

3 Local area

3.1 Introduction

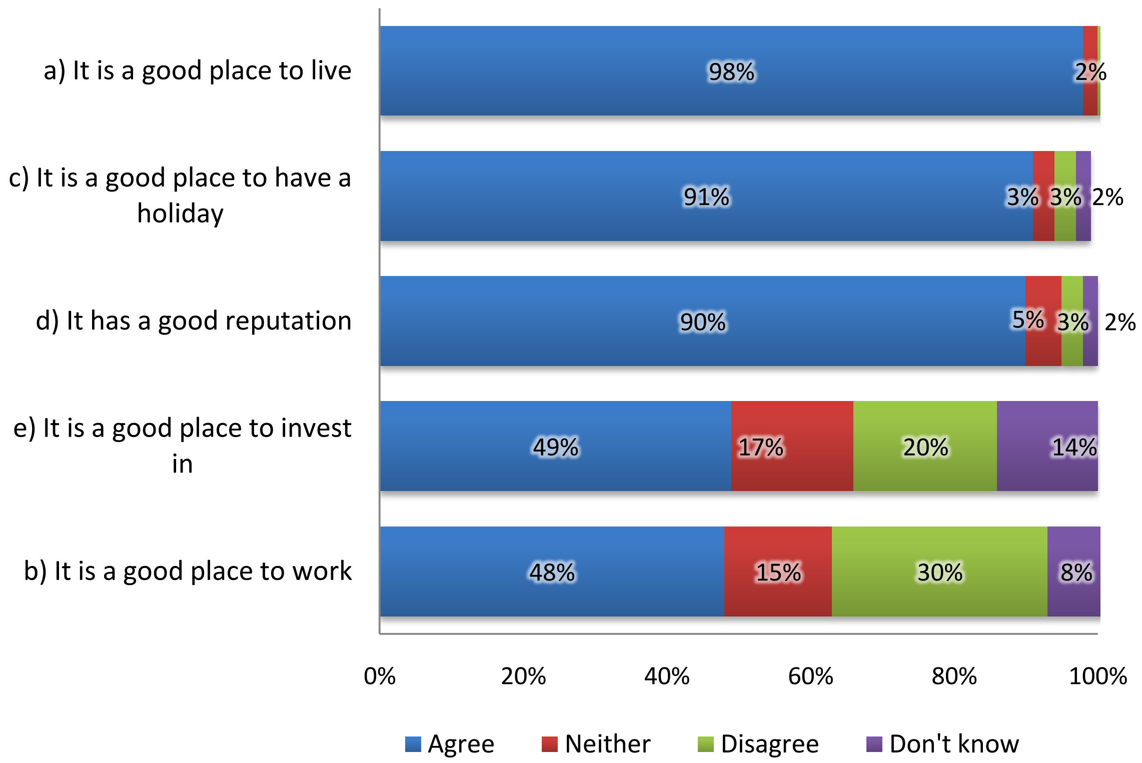
The first section of the questionnaire explores residents' views of the Isle of Wight generally as a place to live as well as their local area. For the latter, local area was defined as the area within 15-20 minutes walking distance from the respondents' home.

3.2 Views of the Island

All respondents were asked to what extent they agree or disagree with statements about the Isle of Wight. Nearly all respondents say it is a good place to live (98%), whilst the vast majority (91%) think it is a good place to have a holiday and that it has a good reputation (90%). These three areas show an increase in agreement since 2008, where 93% of respondents thought the Island was a good place to live, 88% thought it was a good place for a holiday and 82% agreed that it had a good reputation.

However, there is a percentage decrease since 2008 in the proportion of respondents who think that the Island is a good place to invest in (49% compared with 56% in 2008) and that it is a good place to work (48% compared with 52% in 2008). Much of this decrease can be attributed to the economic downturn nationally and residents' concerns about the economy of the Island.

Figure 1: To what extent, if at all, do you agree or disagree with the following statements about the Isle of Wight? (All respondents) Q4



Unweighted sample bases vary

The table below shows that all net balance scores are positive for all statements. The highest disagreement is seen with the Isle of Wight as a place to work (30%) and to invest in (20%). However, both of these statements show a higher level of ambivalence (15% and 17% respectively), which may be due to awareness of job losses both on the Island and nationally and a lack of awareness about the Island's potential for investment.

The table below shows comparisons with 2008 data. The net balance scores are positive for three of the five aspects with the biggest improvement seen in terms of reputation, an 8-percentage point increase. However, a 7-percentage point decrease is seen in terms of residents views that the Island is a good place to invest.

Table 1: Extent to which respondents agree with statements – 2008/2009 comparisons (All respondents) % agree Q4

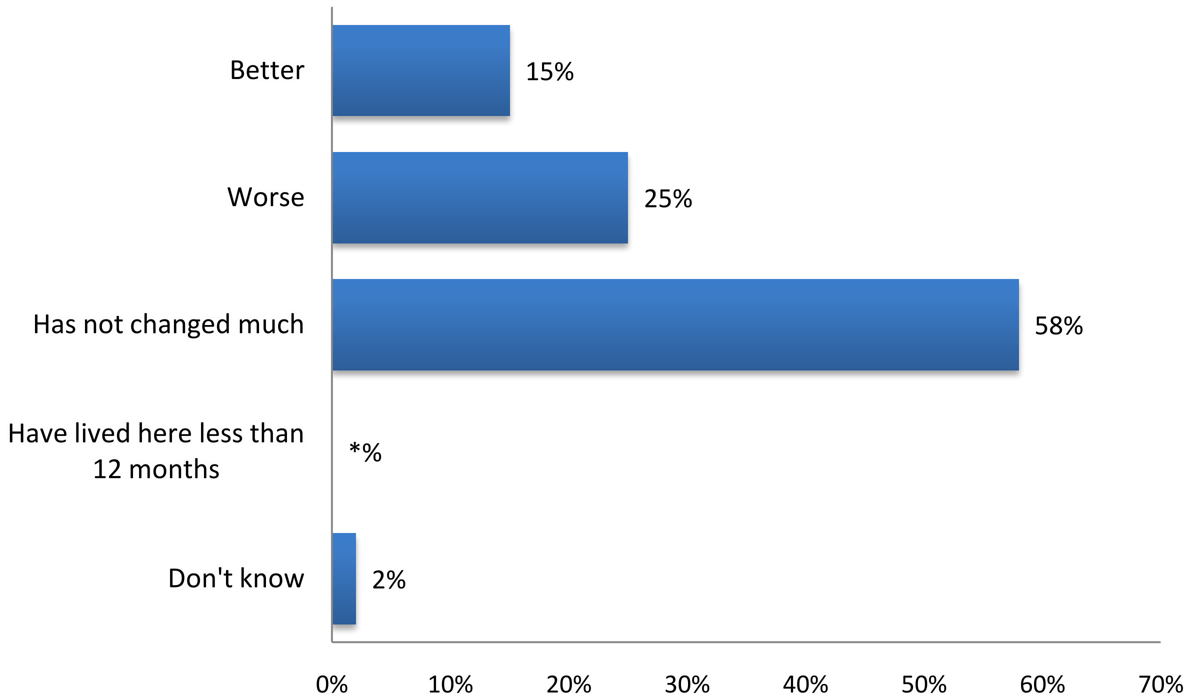
Statement	2009	2008	Net balance score (2009 - 2008)
a) It is a good place to live	98%	93%	+5%
b) It is a good place to work	48%	52%	-4%
c) It is a good place to have a holiday	91%	88%	+3%
d) It has a good reputation	90%	82%	+8%
e)It is a good place to invest	49%	56%	-7%
Unweighted bases	1,106	800	

3.3 Views of the area over time

3.3.1 Views of the area in the last 12 months

All respondents were asked whether they felt that the Isle of Wight has got better or worse as a place to live over the last 12 months. Approaching three fifths (58%) of respondents say it has not changed much, whilst a quarter (25%) feel it has got worse. A further 15% of respondents say that the Isle of Wight has got better as a place to live.

Figure 2: On the whole, do you think that over the last 12 months, the Isle of Wight has got better or worse as a place to live? (All respondents) Q5

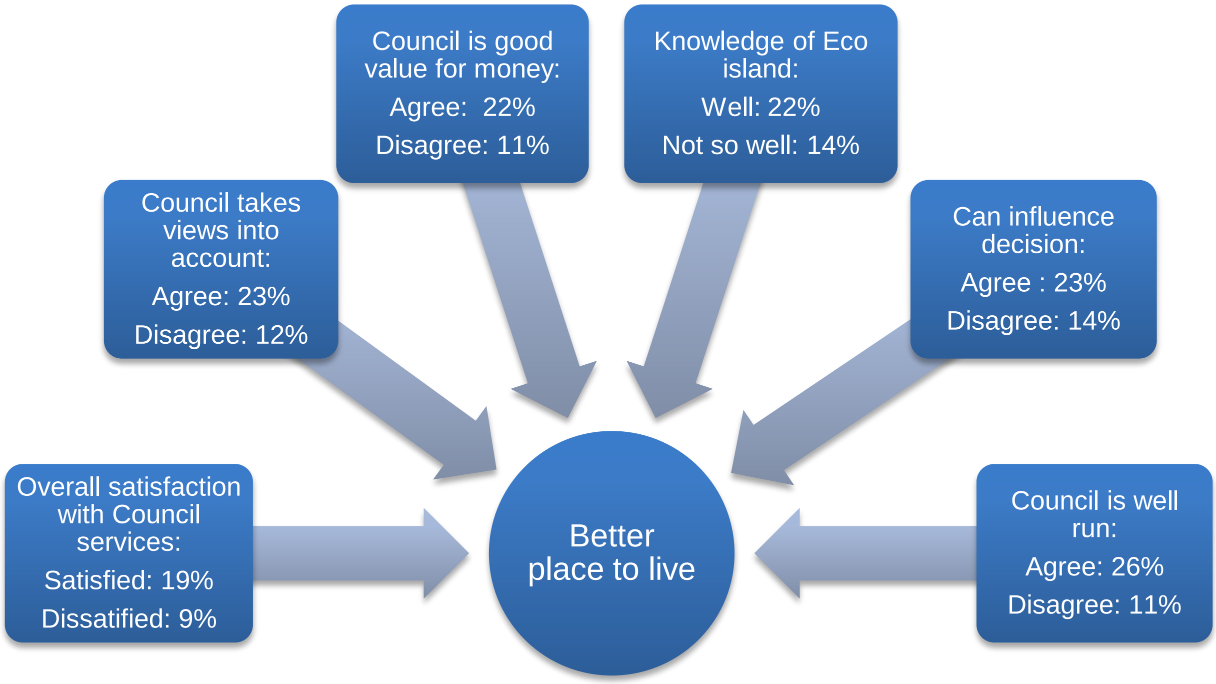


Unweighted sample base = 1106

No significant variations can be seen between demographic groups or spatial areas except that respondents aged 45 – 54 years are more likely to feel that their local area has got worse (31%) over the last 12 months.

The interrelated nature of views that the Isle of Wight has got better as a place to live and other aspects recorded in this survey is shown in Figure 3 below. This illustrates the proportion of respondents giving a particular view or response who think that the Isle of Wight has got better as a place to live. So to cite an example, among those who agree that they can influence decisions in their local area, 23% feel that the Isle of Wight has got better, whereas among those who disagree this is the case this proportion is significantly lower at 14%. Each of the differences shown below is statistically significant, suggesting they all contribute to feelings of improvement on the Island.

Figure 3: The proportion of residents with a particular opinion who think Isle of Wight has <u>got better</u> as a place to live (All valid responses) Q5



Unweighted sample bases vary

3.3.2 Reasons for decline since last year

All respondents who said that they feel that the Isle of Wight has got worse as a place to live over the last twelve months were asked to give reasons why. Table 2 below shows a list of these comments, most of which relate to economic downturn on the Island.

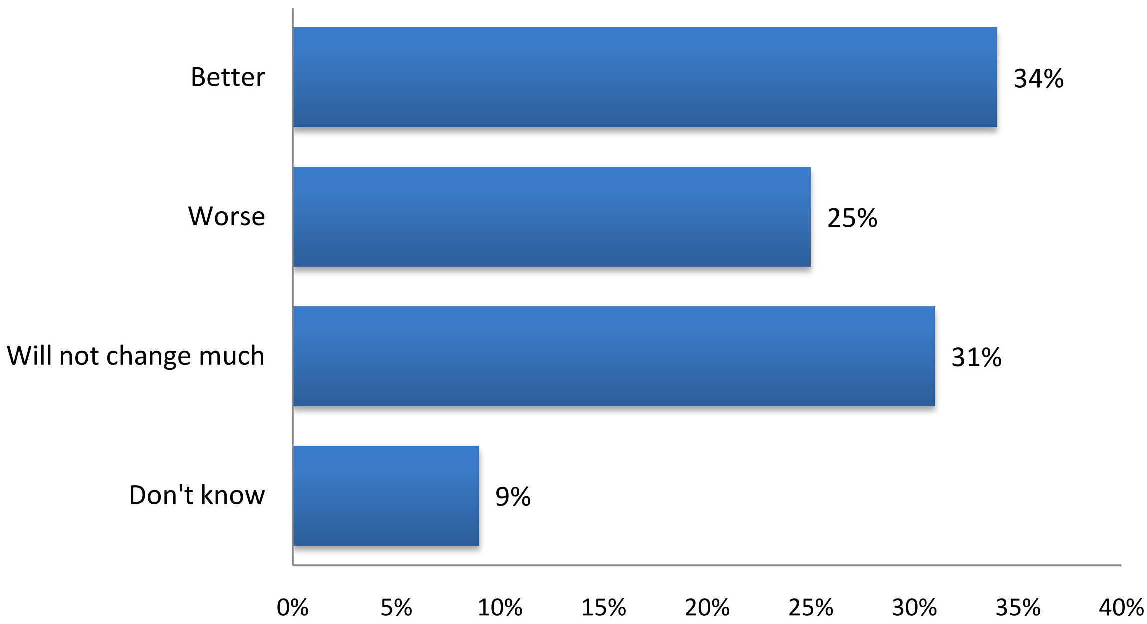
Table 2: If you think that the Isle of Wight has got worse as a place to live, please tell us why you say this (All respondents – where feel it has got worse) Q6

Comments	%
Work situation / lack of jobs available / unemployment	37%
Overpopulation / too many people moving here	13%
Economic climate generally / recession / 'credit crunch'	13%
Too much traffic on the roads / congestion	12%
Council policies / attitudes / services have deteriorated / can't cope	10%
Poor state of the roads / pavements	9%
Anti-social behaviour has increased	6%
Travel costs are too high	6%
Businesses closing down / moving off the Island	5%
Loss of identity / uniqueness / natural beauty	5%
Overdevelopment / less open spaces	4%
Crime rate has increased	4%
Infrastructure is overstretched / can't cope / access problems	4%
Things are more expensive generally / cost of living is high	4%
Public transport issues	4%
The state of the Island in general	4%
Lack of investment	4%
Lack of shopping facilities / shops are closing down	3%
Wrong type of people are moving here	3%
Education system has deteriorated	3%
There are too many young people hanging around / causing trouble	3%
Ferry service is poor	3%
Parking issues	2%
Feel insecure / it isn't safe to go out	2%
Pay is poor	2%
There's nothing to do here now	2%
There are many problems	2%
Traffic management has deteriorated	2%
Tourism isn't being encouraged	1%
Need more variety / choice of shops	1%
The elderly aren't being catered for	1%
Noise pollution issues	1%
Litter problems	1%
Nothing is changing	1%
Other	12%
Unweighted base = 269	

3.3.3 Views of the area over the next 3 years

All respondents were asked whether they felt that the Isle of Wight will get better or worse as a place to live over the next three years. Many residents remain optimistic, with just over a third (34%) saying that it will get better, whilst slightly fewer (31%) say that it will stay the same. A quarter (25%) of respondents feel that the Island will become a worse place to live and a further 9% don't know.

Figure 4: Do you think that over the next 3 years the Isle of Wight will get better or worse as a place to live? (All respondents) Q7



Unweighted sample base: 1106

Respondents who are significantly more likely to think that the Isle of Wight will get worse as a place to live include:

- Respondents aged 25-34 years (47%); and
- Those in C2 Social Economic Group (32%).

Many factors relating to feelings about the Council appear to impact on respondents' views of the future of the Island. For example, respondents not employed by the Council (27%) are more likely to feel that the Isle of Wight will become a worse place to live in three years compared with those that are Council employees (17%) or have a family member that is (12%). Other aspects where respondents feel the Island will become a worse place to live include:

- Respondents who are dissatisfied with Council services (46%), and disagree that they trust the Council or that it is well run (both 39%);
- Those who disagree that their views are taken into account (35%), or that the Council is good value for money (37%); and
- Respondents who would be critical of the Council (84%), compared with those who are advocates (26%).

3.3.4 Reasons for decline over next three years

Respondents who feel that the Isle of Wight will become worse as a place to live were further asked to give reasons why they say this. Just over a quarter (26%) say this is due to unemployment, whilst approaching a quarter (23%) cite overcrowding as a problem.

Table 3: If you think that over the next three years the Isle of Wight will get worse as a place to live, please tell us why you say this (All respondents – where feel it has got worse) Q7a

Comments	%
Not enough work / no jobs available / unemployment	26%
Overpopulation / too many people moving here / immigration / overcrowding	23%
Overdevelopment / houses / building volume will get worse / poor housing plans	18%
Council policy issues / attitudes / corruption / money is being wasted / aren't doing their job / services will deteriorate	13%
Traffic volume will increase / too much traffic on the roads / congestion / driving issues	10%
There will be no infrastructure / will be overstretched / won't cope / access problems	9%
Lack of investment / more cuts in spending	8%
Economic climate generally / no cash around / recession	6%
Education reorganisation / demolition / changes to the schooling system / the mess being made of the schools	6%
Poor state of the roads / pavements	6%
Too much interference from the mainland	4%
Wrong type / groups of people are moving here	4%
Trade / businesses gone off the Island / are closing down	3%
Destruction of scenery / horrible housing developments / village life is being threatened / loss of character / natural beauty	3%
There will be many changes / reasons / everything gets worse	3%
Increase in second home owners / people only staying for a short time	3%
Nothing is moving forward / improving generally	3%
Lack of shopping facilities / shops are closing down	3%
Environmental issues	3%
Anti-social behaviour will increase / be uncontrollable / gangs are hanging around	2%
Lack of work / opportunities for younger people	2%
Countrywide problems / decline in general conditions	2%
Parking issues	2%
Crime rate will increase	2%
Things are more expensive generally / increase in charges / prices keep going up / cost of living is high	2%
Tourism has gone / will be affected / isn't being encouraged	2%
Too many supermarkets are being built	2%
Policing issues / police can't control crime / anti-social behaviour	1%
Public transport issues / is poor	1%
There's nothing to do here now / to stay here for	1%

Hospital services are in decline	1%
Travel costs are too high	1%
People come here and don't work / live off benefits	1%
There are too many young people causing trouble / with the wrong attitude	1%
Litter problems	1%
Other	17%
Don't know	1%
Unweighted base = 255	

4 Anti-social behaviour

4.1 Introduction

Anti-social behaviour (ASB) is a high profile national priority for Government. Local authorities are the key partner in tackling ASB and have statutory duties to enforce ASB legislation. In this context, several questions were included in the survey in order to explore this issue.

4.2 Perceptions of anti-social behaviour

In order to record how serious residents perceive anti-social behaviour to be in their local area, residents were asked to indicate how big a problem they believe twelve particular issues to be.

The majority of residents are more likely to describe these issues as not a very big problem or not a problem at all. The issue of parents not taking responsibility for the behaviour of their children is most commonly described as a fairly or very big problem (44% of residents), as is speeding drivers (45%) (see Table 4).

Table 4: How much of a problem, if at all, do you think the following are in your local area? (All respondents) Q9

	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Net balance score (not a problem-problem)
a) Parents not taking responsibility for the behaviour of their children	14%	30%	32%	21%	+9%
b) People not treating other people with respect and consideration	10%	22%	38%	30%	+36%
c) Noisy neighbours or loud parties	2%	5%	22%	70%	+85%
d) Teenagers hanging around on the streets	10%	24%	22%	43%	+31%
e) Rubbish and litter lying around	7%	17%	31%	45%	+52%
f) People being drunk or rowdy in public spaces	5%	16%	30%	46%	+55%
g) Abandoned or burnt out cars	1%	2%	16%	79%	+92%
h) Vandalism, graffiti and other deliberate damage to property or vehicles	5%	14%	35%	46%	+62%
I) People using drugs	9%	17%	20%	43%	+37%
j) People dealing drugs	8%	15%	17%	44%	+38%
k) Speeding drivers	13%	32%	28%	26%	+9%
l) Dog mess	12%	21%	30%	32%	+29%

The table below shows a summary of spatial difference in findings. Areas where a problem is 3-percentage points greater than the total are highlighted red. Where percentage scores are lower than 3-percentage points (compared to the total) cells have been highlighted in green.

Residents of East Wight are more likely to complain of problems in their area for most aspects compared with other areas. Of concern is that half (50%) of residents of East Wight say that parents not taking responsibility for the behaviour of their children is a problem. On a positive note, residents of West Wight are less likely to say that they have anti social behaviour problems in their area.

Table 5: Problems in area by spatial area (All respondents) % fairly or very big problem Q9

	% Problem (very big + fairly big problem)				
	Total	East Wight	North Wight	South Wight	West Wight
a) Parents not taking responsibility for the behaviour of their children	44%	50%	43%	31%	31%
b) People not treating other people with respect and consideration	32%	33%	32%	22%	27%
c) Noisy neighbours or loud parties	7%	8%	8%	6%	3%
d) Teenagers hanging around on the streets	34%	37%	37%	13%	24%
e) Rubbish and litter lying around	24%	25%	28%	17%	14%
f) People being drunk or rowdy in public spaces	21%	25%	21%	14%	8%
g) Abandoned or burnt out cars	3%	3%	3%	4%	2%
h) Vandalism, graffiti and other deliberate damage to property or vehicles	19%	22%	18%	17%	7%
I) People using drugs	26%	30%	25%	19%	16%
j) People dealing drugs	24%	27%	22%	16%	17%
k) Speeding drivers	45%	48%	45%	42%	41%
l) Dog mess	34%	36%	36%	31%	18%

Comparison with 2008 data can be seen in the table below. Cells have been highlighted in red where problems have increased and in green where a problem has decreased since 2008. Although there are some increases in the proportion of respondents saying something is a problem, this is no higher than 3-percentage points for any aspect. Encouragingly, the largest difference can be seen with people being drunk and rowdy in public spaces, 9-percentage point decrease in the proportion of respondents who say this is a problem.

Table 6: Comparison of local problems 2008 – 2009 (All respondents) % fairly or very big problem

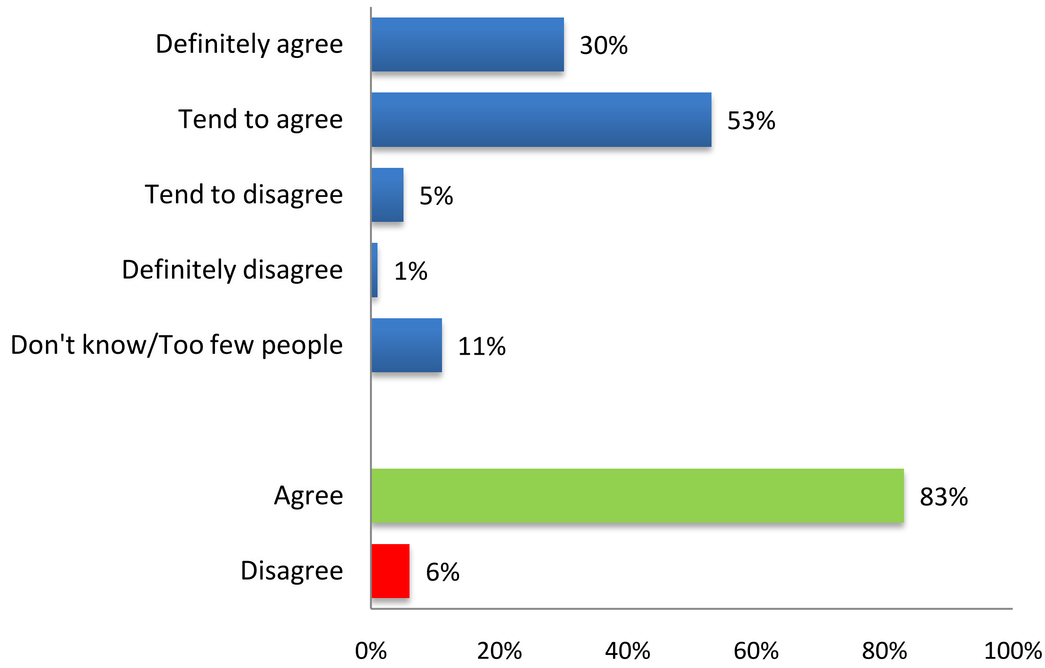
	Problem % 2009	Problem % 2008	Net balance score (2009 - 2008)
a) Parents not taking responsibility for the behaviour of their children	44%	41%	+3%
b) People not treating other people with respect and consideration	32%	29%	+3%
c) Noisy neighbours or loud parties	7%	11%	-4%
d) Teenagers hanging around on the streets	34%	38%	-4%
e) Rubbish and litter lying around	24%	23%	+1%
f) People being drunk or rowdy in public spaces	21%	30%	-9%
g) Abandoned or burnt out cars	3%	7%	-4%
h) Vandalism, graffiti and other deliberate damage to property or vehicles	19%	23%	-4%
I) People using drugs	26%	24%	+2%
j) People dealing drugs	24%	21%	+3%
k) Speeding drivers	45%	46%	-1%
l) Dog mess	34%	31%	+3%
Unweighted bases	1,106	800	-

4.3 Cohesion

The Local Government White Paper sets out the Government's aim of creating strong and cohesive communities – thriving places in which a fear of difference is replaced by a shared set of values and a shared sense of purpose and belonging. The aim in doing so is to ensure that the economic and cultural benefits of diversity are experienced by everyone in each community. As a measure of community cohesion all residents were asked to what extent they agree or disagree that their local area is a place where people from different backgrounds get on well together.

As shown in Figure 5, among the respondents 83% agree (70% in 2008) that their local area is a place where people from different backgrounds get on well together. The remaining 6% (10% in 2008) give the opposing view.

Figure 5: To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (All responses) Q10



Unweighted sample base: 1106

Looking at responses in more detail shows that there are no significant differences evident by demographic groups or area. However, respondents belonging to Socio-Economic Group B are most likely to disagree that people from different backgrounds get on well in their local area (13%).

5 Isle of Wight Council

5.1 Introduction

This section looks at respondents' views on Isle of Wight Council, including aspects such as value for money and taking residents' views into account.

5.2 Views on the Council

All respondents were asked to what extent they agree or disagree with a list of statements about the Council. Table 7 below shows a summary of the findings, in most cases respondents are more likely to agree with the statements rather than disagree which is reflected in the positive net balance scores.

Residents are most likely to agree that the Council is improving the Isle of Wight (46%) and that it is a strong leader (44%). Conversely, residents are least likely to agree that the Council has good new ideas to tackle local problems (34%) and that it takes account of residents' views when making decisions (35%). For these latter two issues, respondents are more likely to disagree with the statements than to agree. Furthermore, all statements show a high level of ambivalence; particularly in terms of it being a strong leader (22%) and that the Council is improving the Isle of Wight (21%).

Table 7: To what extent do you agree or disagree with the following statements? (All responses) Q11

Statement	Agree	Neither agree nor disagree	Disagree	Net balanced agree +/- %
a) Isle of Wight Council is a strong leader in the local area	44%	22%	28%	+16%
b) The council gives residents good value for money	42%	16%	38%	+4%
c) I trust Isle of Wight Council as an organisation	43%	15%	39%	+4%
d) Isle of Wight council takes account of resident's views when making decisions	35%	15%	42%	-7%
e) The council is improving the Isle of Wight	46%	21%	29%	+17%
f) The council has good new ideas to tackle local problems	34%	20%	36%	-2%
g) The council is well run	36%	20%	35%	+1%
Unweighted base = 1106	*** table does not show data for 'don't know'**			

Few significant variations exist between areas and demographic groups. However, some interesting findings include:

- Respondents aged 65+ are significantly more likely to agree that the Council is good value for money (57%) and trust the Council as an organisation (58%).

This group is also most likely to agree that the Council takes residents' views into account (43%), that it is improving the Island (53%) and that the Council has good new ideas to tackle local problems (43%).

- Residents of West Wight are most likely to feel that the Council is improving the Isle of Wight (53% compared with the average of 46%).

Comparison with 2008 data show encouraging results when compared with data for this survey. An increase in positive net balance (albeit slight) can be seen for almost all aspects of the Council. The biggest difference can be seen in terms of the Council taking residents' views into account when making decisions (+4%).

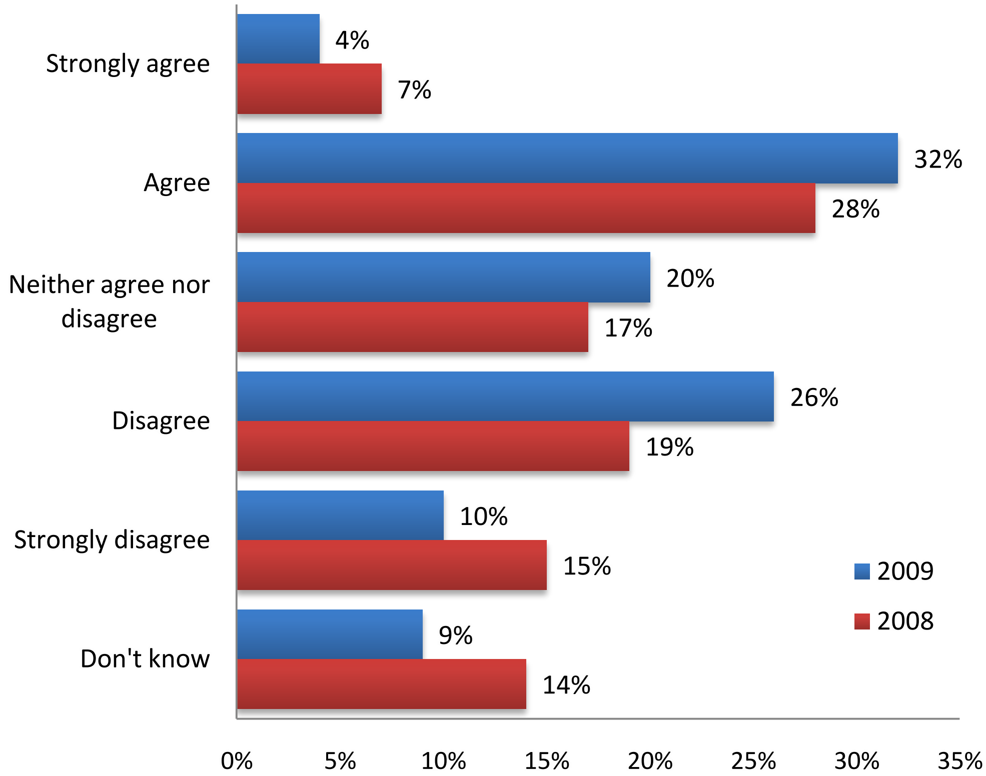
Table 8: To what extent do you agree with the following statements? 2008 and 2009 comparison (All responses - % agree) Q11

Statement	2009	2008	Net balanced agree +/- %
a) Isle of Wight Council is a strong leader in the local area	44%	42%	+2%
b) The council gives residents good value for money	42%	39%	+3%
c) I trust Isle of Wight Council as an organisation	43%	43%	-
d) Isle of Wight council takes account of resident's views when making decisions	35%	31%	+4%
e) The council is improving the Isle of Wight	46%	45%	+1%
f) The council has good new ideas to tackle local problems	34%	33%	+1%
g) The council is well run	36%	35%	+1%
Unweighted bases	1,106	800	-

5.3 Satisfaction with the way Council is run

The figure below shows respondents' agreement with how well the Council is run in comparison with data found in 2008. Overall more than a third (36%) of respondents agree that the Council is well run whilst the same proportion (36%) disagree. Comparison with 2008 data show similar levels of agreement (35%) as well as disagreement (34%).

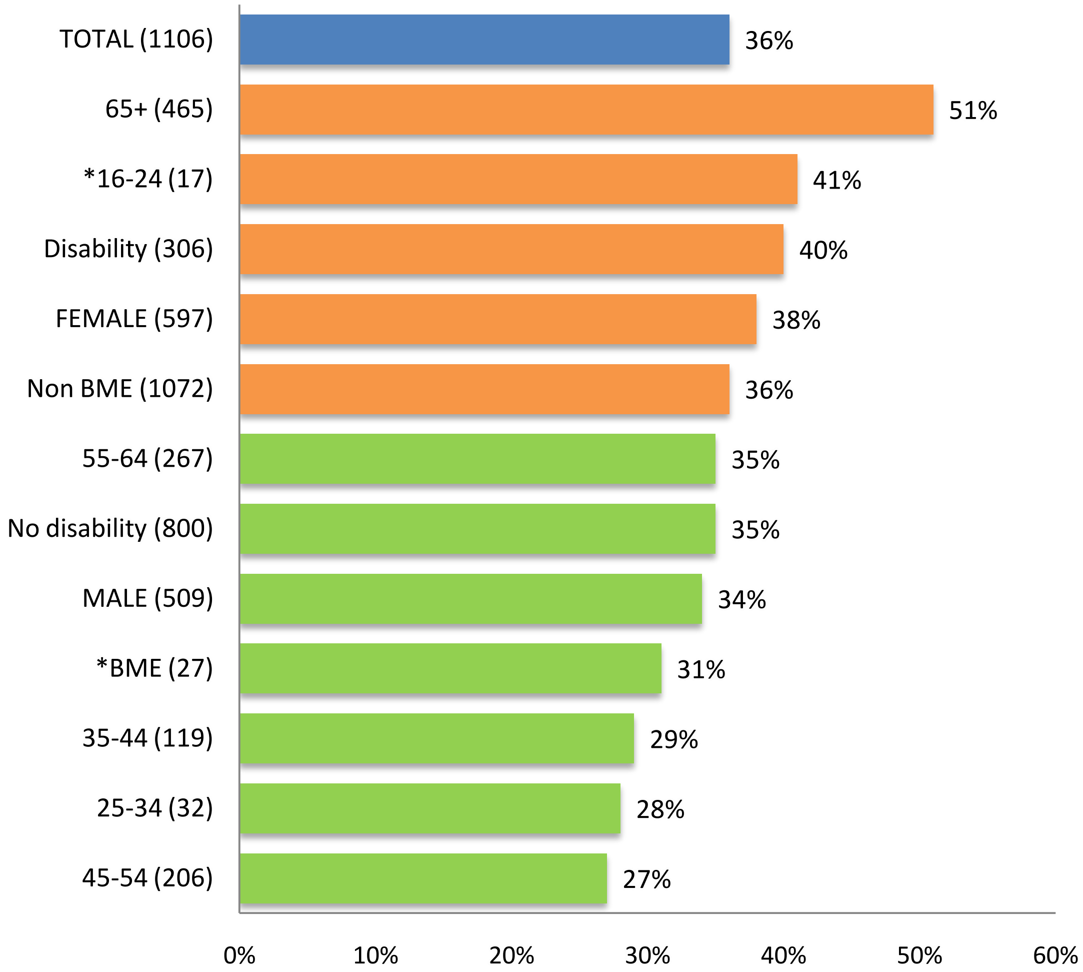
Figure 6: To what extent do you agree or disagree that the Council is well run? (All responses) Q11/g



UNWEIGHTED SAMPLE BASE 2009: 1106; 2008: 800

Overall, more than a third (36%) of respondents agree that the Council is well run. Further analysis shows that respondents aged 65+ are most likely to agree that the Council is well run (51%). Those aged 45-54 years are least likely to agree with this statement (27%).

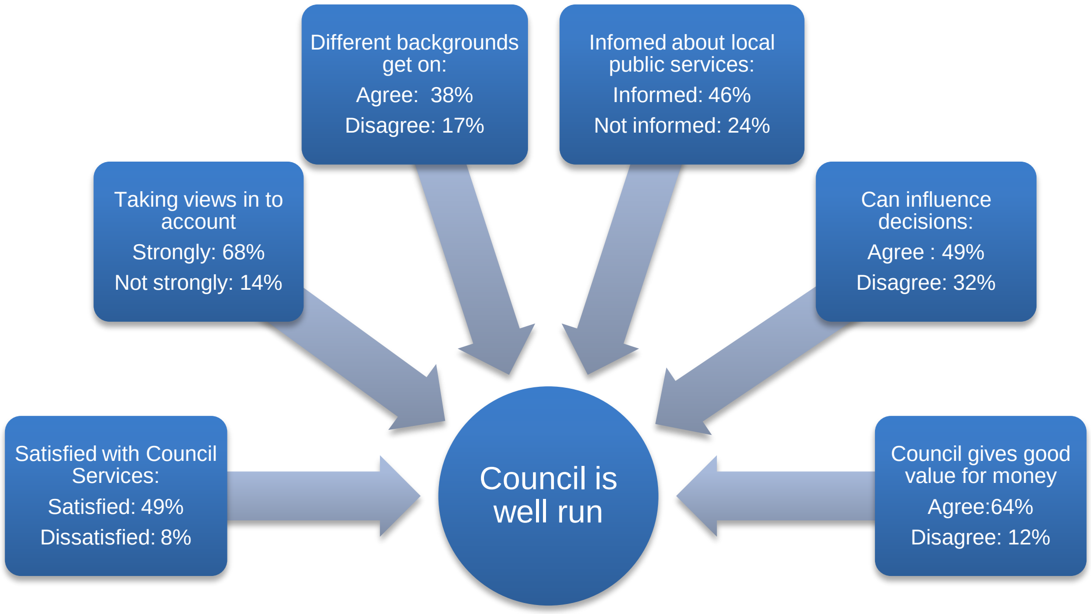
Figure 7: Levels of agreement that the Council is well run by key demographic groups - % agree (All responses) Q11/g



UNWEIGHTED SAMPLE BASES SHOWN ON LABEL *= Caution due to low base size

Looking at agreement with how well the Council is run more closely, again there are aspects within the survey which impact on respondents' view of the Council. Figure 8 shows that there is a clear link between residents' views of whether the Council is well run and whether it provides value for money.

Figure 8: The proportion of residents with a particular opinion who agree that the Council is well run (All valid responses) Q11/g



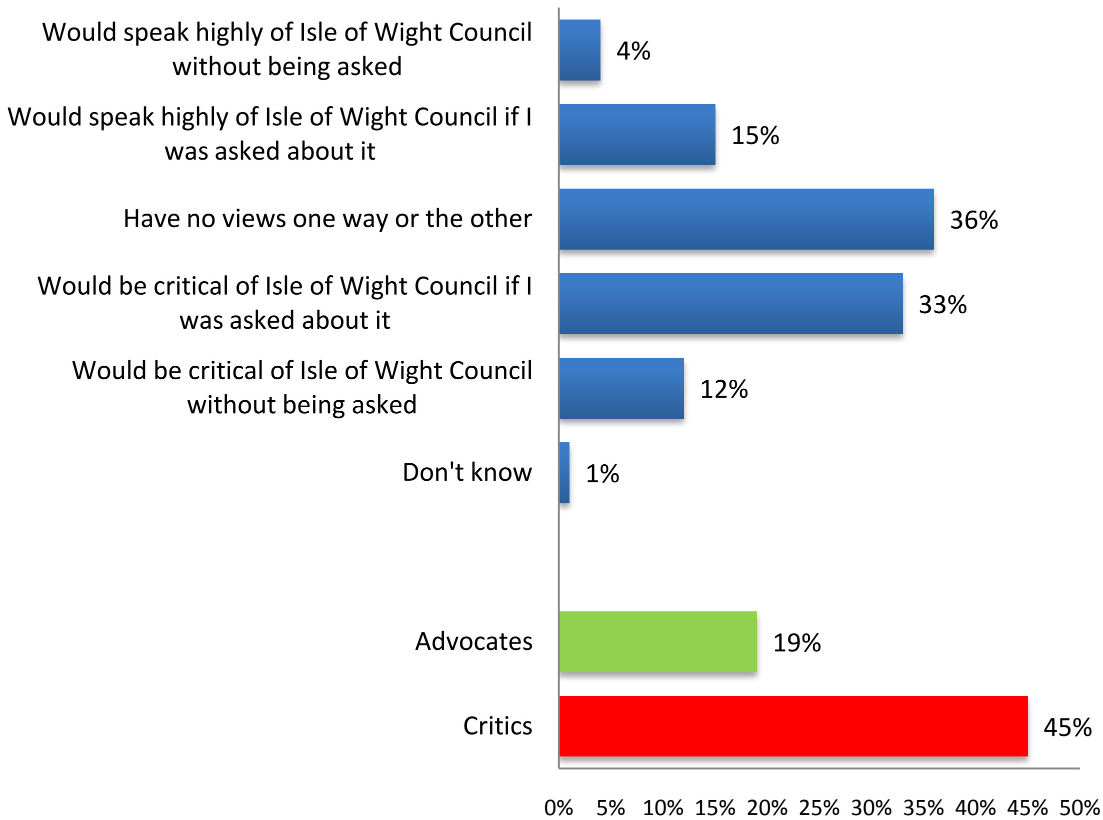
BASES VARY

5.4 Council advocates and critics

Exploring the extent to which residents are advocates of the Council they were asked whether they would speak highly or critically of the Council to others. Approaching a fifth (19%) of respondents say they would speak highly of Isle of Wight Council, whilst more than two fifths (45%) say they would be critical. More than a third (36%) have no views one way or the other.

In 2008, a fifth (20%) of respondents were advocates of the Council, whilst just under two fifths (39%) were critics. Therefore the proportion of critics has increased by 6-percentage points during this time.

Figure 9: Which one of the following comes closest to how you feel about the Council (All respondents) Q12

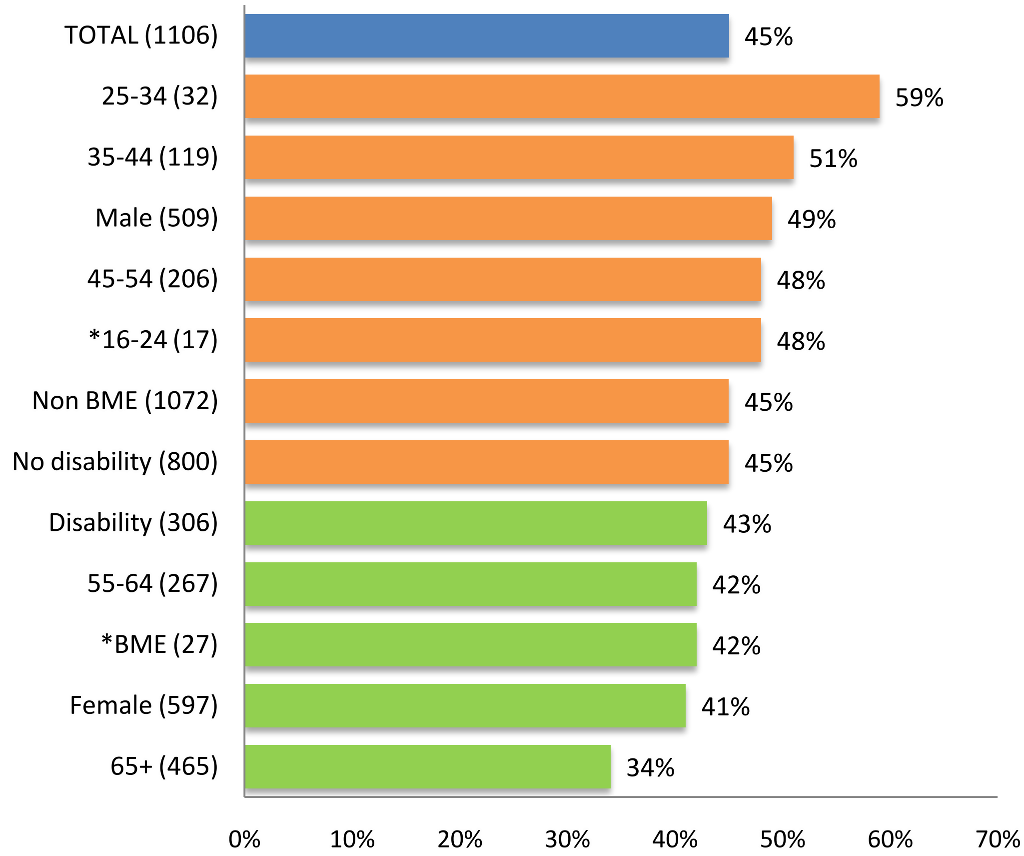


Unweighted sample base: 1106

There are no significant variations between areas. However, the figure overleaf shows some variation by key demographic groups. Furthermore, as seen earlier, respondents from lower Socio Economic Groups are more likely to be advocates of the Council compared with the higher groups. Respondents belonging to groups D (24%) and E (23%) are significantly more likely to speak highly of the Council, compared with those in groups B (14%) and C1 (17%).

The figure below shows that respondents aged 25-35 years (59%) and 35-44 years (51%) are most likely to be critical of the Council. Respondents aged 65+ years are least likely to be critical of the Council (34%) as evidenced earlier.

Figure 10: Proportion of respondents that are critical of the Council by key demographics (All responses – where critical of Council) Q12 % critical



UNWEIGHTED SAMPLE BASES BY LABEL * = Caution due to low sample bases

6 Council Services

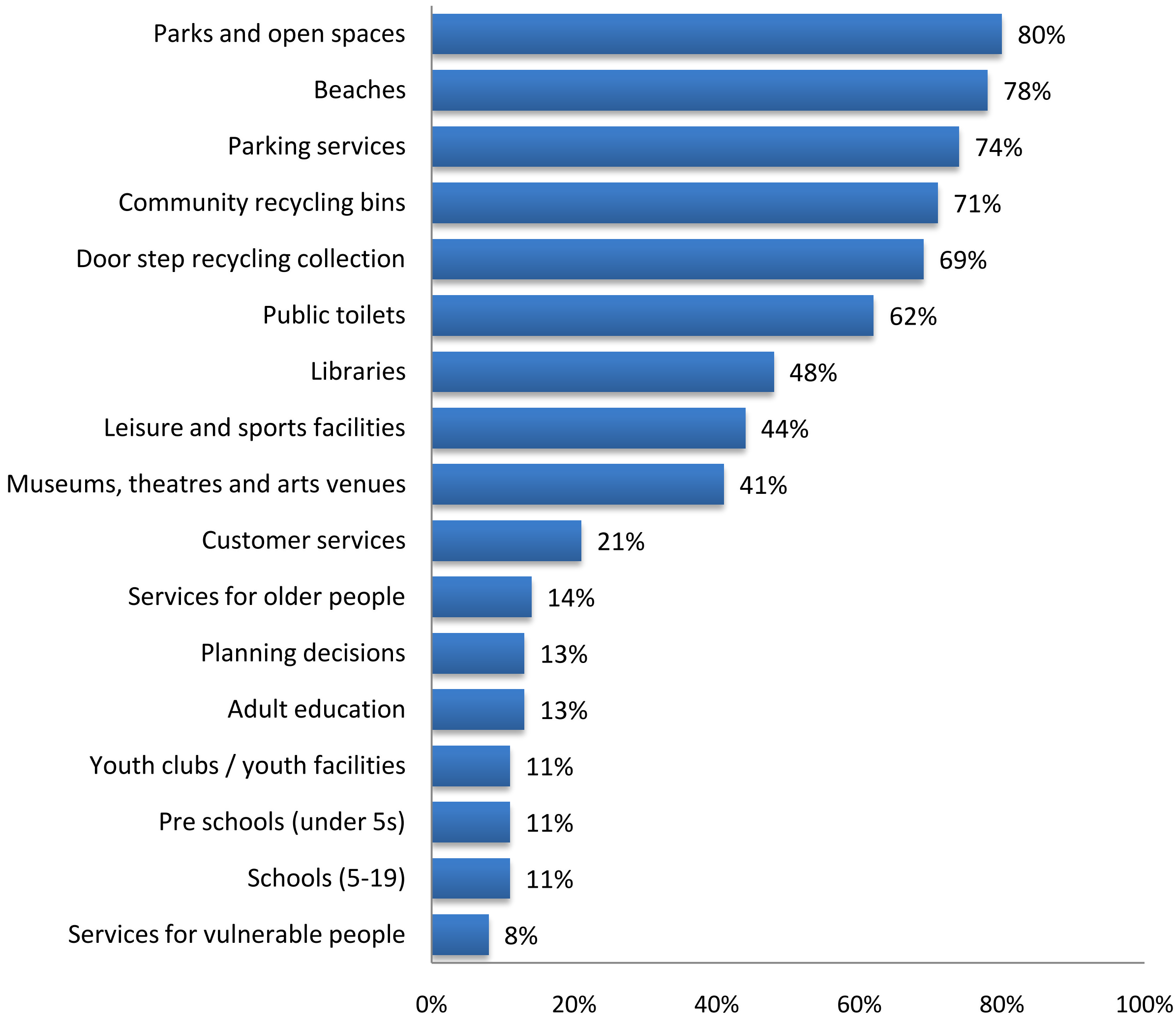
6.1 Introduction

As highlighted earlier, respondent views of the Council are affected by other aspects, particularly satisfaction with Council services. This section looks at the proportion of service users and their satisfaction with these services.

6.2 Users and non users

All respondents were provided with a list of Council services and asked which they had used in the last twelve months. Respondents are most likely to have used parks and open spaces (80%), beaches (78%) and parking services (74%).

Figure 11: Which services have you used in last 12 months? (All respondents) Q13

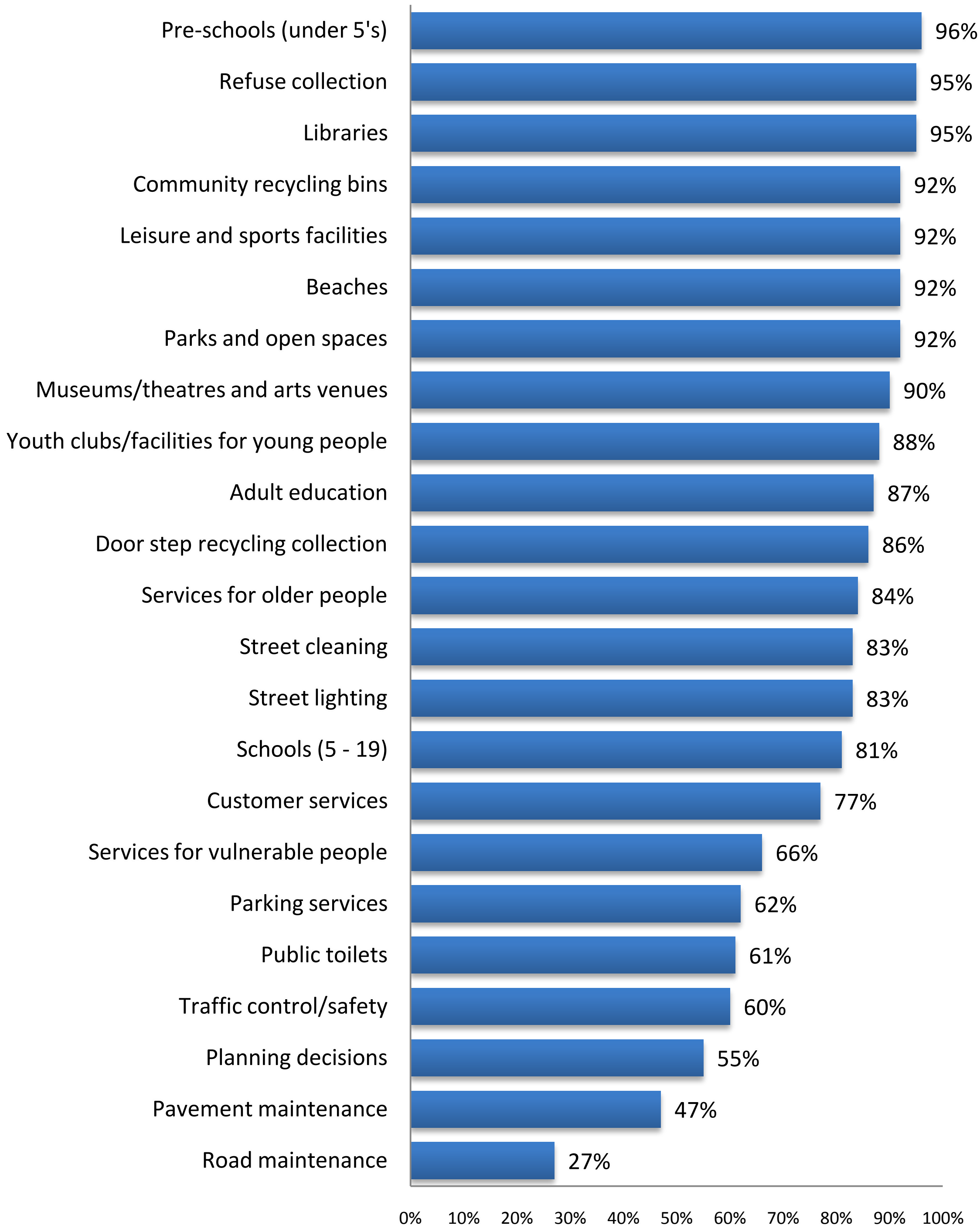


UNWEIGHTED BASE: 1,106

6.3 Satisfaction with services

Respondents who had used the services were then asked how satisfied they are with these services. High levels of satisfaction are seen with pre-schools (96%), and refuse collection and libraries (both 95%). Lower satisfaction is seen with road maintenance (27%) and pavement maintenance (47%).

Figure 12: How satisfied were you with this service? (All respondents – where used service in last 12 months) Q13b % Satisfied

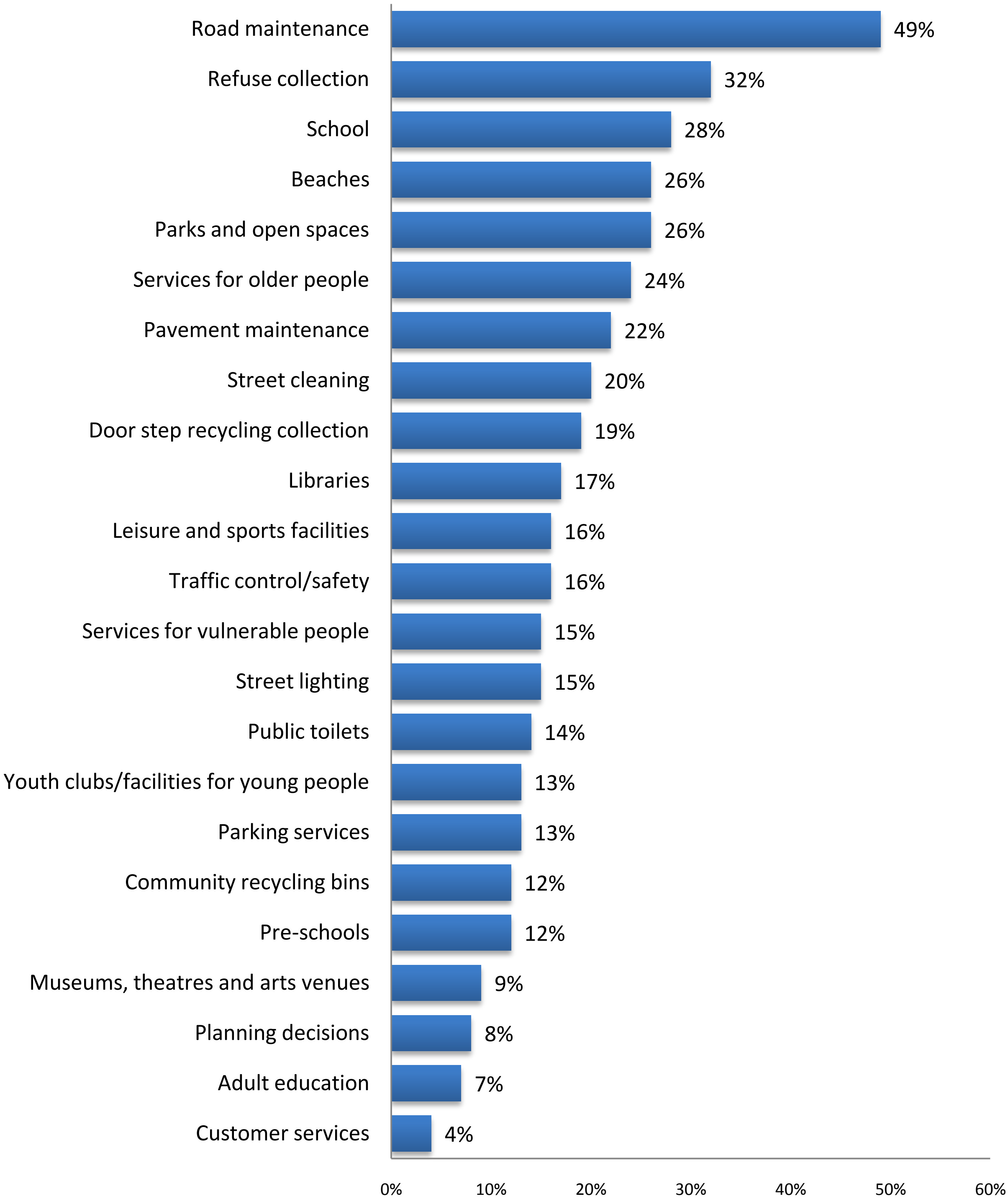


Unweighted sample bases vary

6.4 Importance of services

Respondents were further asked which services they felt were most important. Road maintenance is seen as the most important local service (49%), followed by refuse collection (32%). Considering the low level of satisfaction given for road maintenance above, it is vital that road maintenance is prioritised for improvements.

Figure 13: Graph to show importance of local services (All respondents) Q14



Unweighted sample base =1106

The table below shows road maintenance and refuse collection to be considered as highly important service for residents. Slight variations can be seen with parks and open spaces being most important for those in the North Wight (30%), schools for those in the East Wight (29%) and perhaps due to its popularity with both residents and tourists, beaches in the West Wight (28%). It is encouraging to note that residents of South Wight rank doorstep recycling as highly important (31%), slightly ahead of refuse collection (28%).

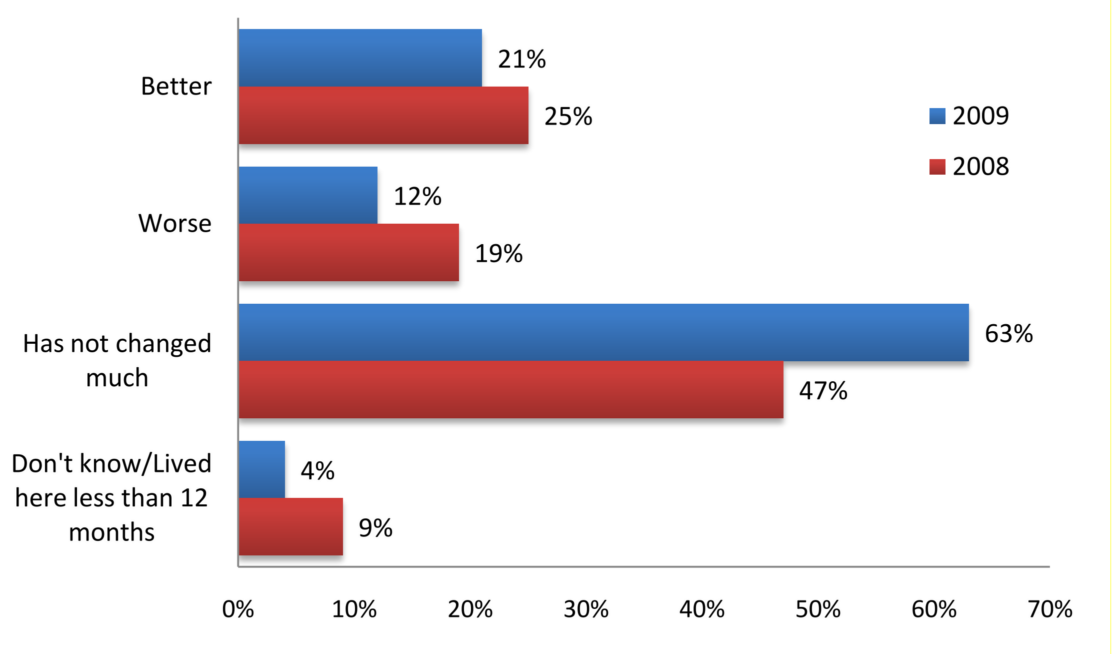
Table 9: Top three most important services by area (All responses) % important

Area	Top three important services by area
NORTH WIGHT	Road maintenance (51%), Refuse collection (34%), Parks and opens spaces (30%)
EAST WIGHT	Road maintenance (46%), Refuse collection (31%), Schools (29%)
SOUTH WIGHT	Road maintenance (50%), Doorstep recycling (31%), refuse collection (28%)
WEST WIGHT	Road maintenance (53%), Refuse collection (35%), Beaches (28%)

6.5 Service change over time

More than three fifths (63%, 47% in 2008) of respondents think that Council services have not changed much over the last 12 months. Just over a fifth (21%, 25% in 2008) of respondents think that services have got better. Encouragingly, only 12% feel they have got worse, a decrease from 19% in 2008.

Figure 14: On the whole, do you think that Isle of Wight Council services have got better or worse over the last 12 months? (All responses) Q15



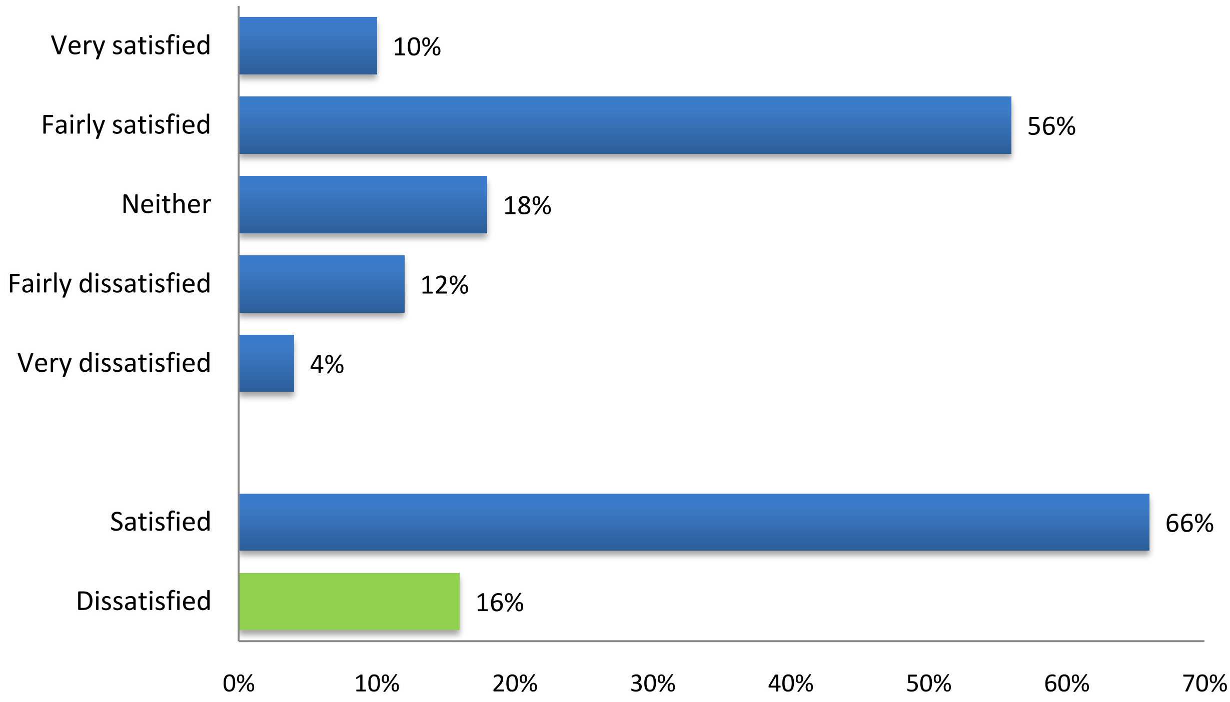
Unweighted sample base =1106

There are no significant differences found between demographic groups or by area.

6.6 Overall satisfaction with the Council

Respondents were asked taking everything into account how satisfied or dissatisfied are they with Isle of Wight Council services. The majority, two thirds (66%) of respondents are satisfied (63% in 2008) and further 16% are dissatisfied. The remaining 18% are neither satisfied nor dissatisfied.

Figure 15: Taking everything into account, how satisfied or dissatisfied are you with Isle of Wight Council services? (All respondents) Q16a



Unweighted sample base =1106

There are few significant variations, with those aged 65+ most likely to feel satisfied (77%). Similarly, respondents in Socio Economic Group D (71%) are most likely to be satisfied. Meanwhile, those in Socio Economic Group B are more likely to be dissatisfied (25%).

Respondents who are dissatisfied with services were further asked to provide suggestions for how they could be improved. The top three suggestions are:

- They listen to/consult people (26%);
- Budgets/control of spending (22%); and
- Education/schools (18%).

7 Budget spend

7.1 Introduction

The Council is experiencing budget pressures in a number of key service areas. Due to the economic downturn on the national economy, the Council is likely to have reduced resources from Central Government in future years. Rather than increase Council Tax levels by significant amounts the Council will be considering options to improve efficiency and reduce the provision of lower priority services to residents. Therefore, this section asks respondents to prioritise services and look at where the Council may be able to raise fees and charges for the provision of certain services to residents.

7.2 Priorities

All respondents were provided with a list of six services below and asked to rank them in order of importance from 1 to 6, where 1 is the most important and 6 is least important.

1) Keeping vulnerable children on the Island

- One of the Council's aims is to keep young people in its care (fostering and adoption) on the Island wherever possible. This has two primary benefits, one, that it keeps the young person in familiar surroundings and secondly, that it is a much more effective approach than placing them on the mainland.

2) Providing care in people's own home

- This is where a paid worker comes into a residents' home and helps them with homecare/personal care (help with washing, dressing, getting in/out of bed).

3) Learning disability services of vulnerable people

- Offers additional support (to people with learning disabilities) such as homecare/personal care, residential care, day services, employment support, respite, community support (e.g. accessing social activities, support when shopping, etc).

4) Waste collection, disposal and recycling

5) Carbon reduction and environmental initiatives

6) Highway maintenance and street cleaning

The table below shows how priorities were placed in order of importance. The service ranked highest is care in people's own homes chosen by a quarter (25%) of respondents. This is followed by keeping vulnerable children on the Island (24%) and highway maintenance and street cleaning (22%).

Table 10: List of services ranked as first choice in term of priority (All respondent) % Q17

Service area	%
Providing care in people's own homes	25
Keeping vulnerable children on IOW	24
Highway maintenance and street cleaning	22
Collection, disposal and recycling	10
Carbon reduction and environmental initiatives	10
Learning disability services for vulnerable people	9
Unweighted base = 1,106	

Further analysis shows where significant differences lie in terms of which service was ranked as first choice by respondents. Providing care in people's own homes is more likely to be ranked first choice by female respondents (30% c.f. 19% males) and respondents aged 65+ years (38%). On the other hand, those aged 25-34 years are significantly more likely to rank vulnerable children as first priority (40%).

In terms of highway maintenance and street cleaning, males are significantly more likely to rank this service as first choice (28% c.f. 17% females), whereas, learning disability services for vulnerable people is ranked highest by respondents aged 25-34 years (22%).

7.3 Allocation of resources

All respondents were then provided with a list of services and asked to prioritise these in order of importance. Initially, respondents were asked to rank issues from 1 to 10, however this proved difficult to conduct over the phone as respondents had to rely on memory and the ability to recall services that were being read out. The results for this can be viewed in separate cross tabulated data report.

BMG Research reworked this question and asked respondents to rate each service on a scale of 1 to 100 in terms of importance, where 1 is least important and 100 is most important. A scale of 100 was used to give respondents more variation of scores than a rating of 1 to 10. Results of this can be seen below (with smaller sample base). Please note that these findings remain statistically significant.

Again, table 11 (below) shows that older people and highways are a main priority for residents (76 and 74). However, perhaps due to job losses on the Island, respondents are also keen to prioritise tourism and economic regeneration (74).

Respondents are least likely to prioritise planning and building control (60) and libraries, museums, theatres and arts (57).

Table 11: List of services with mean scores for importance (All respondents) Q18

Service areas	Mean scores (importance)
Services for older people is homecare/personal care	76
Highways and traffic management	74
Tourism and economic regeneration	74
Children's Social Care	73
Waste management	71
Services for people with learning disabilities is offering additional support	69
Leisure and sports facilities, parks, gardens and beaches	66
Planning and building control	60
Libraries, museums, theatres and arts	57
Unweighted base = 976	

The table below shows little variation between areas in terms of which service is most important. Areas which are perhaps more reliant on tourism, i.e. the West Wight and South Wight are more likely to rank chose tourism and economic regeneration as important.

Table 12: Top three services with mean scores for importance by area (All respondents) Q18

Area	Top three services in terms of importance
NORTH WIGHT	Services for older people (75), Children's Social Care (74), Highways & traffic management (74).
EAST WIGHT	Services for older people (77), Tourism and economic regeneration (76), Children's Social Care (73), Highways & traffic management (73).
SOUTH WIGHT	Services for older people (78), Highways & traffic management (75), Waste management (72), Tourism and economic regeneration (72).
WEST WIGHT	Services for older people (77), Tourism and economic regeneration (75), Children's Social Care (73), Waste management (73), Highways & traffic management (73).

7.4 Fees and charges

To conclude this section on budgets, respondents were asked from which areas they would prefer to have fees or charges raised if the Council had to increase income. There is a clear choice in terms of where respondents feel fees should come from. Approaching two fifths (37%) of respondents would prefer income to come from planning and building control fees. Although homecare and supporting older people is seen as a high priority, this area is least popular as an area to raise fees or charges from (3%).

Table 13: Areas where respondents would prefer an increase in fees or charges (All respondents) Q19

Service areas	%
Planning and building control fees	37
Parking permits	11
Parking fees – ticket machine	8
Library fees	8
Public transport and Cowes Chain ferry	8
Student Rider – bus pass	7
Crematorium charges	6
Leisure and sports facility fees	6
Museums, theatre and arts fees	6
Home care charges	3
Unweighted base = 976	

8 Contact with the Council

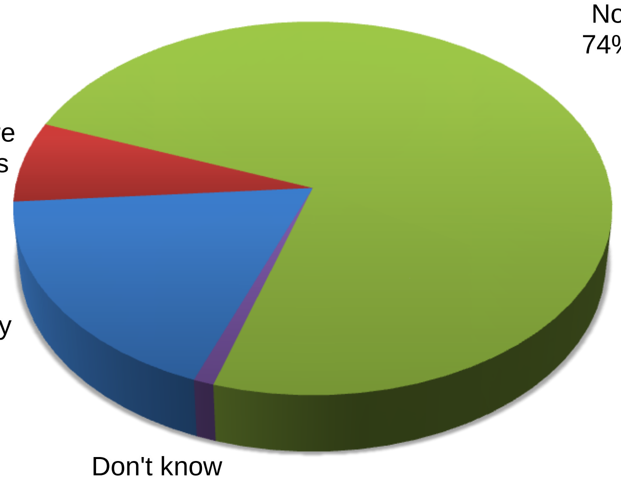
8.1 Introduction

This section explores respondents' level of contact with the Council, including method used and views of their experience.

8.2 Recent contact

Almost three quarters (74%) of respondents have not had any contact with Isle of Wight Council in the last two or three months. A quarter (25%; 22% in 2008) of respondents have had at least one query with the Council during this time.

Figure 16: Have you contacted Isle of Wight Council with an enquiry or about a problem in the last two or three months? (All respondents) Q20



Unweighted sample base =1106

Residents of South Wight are most likely to have had contact, with more than a third (35%) making at least one enquiry in the last two or three months.

It is useful to note that respondents who are dissatisfied with Council services overall are significantly more likely to have contacted the Council with an enquiry (44%) compared to 21% of those that are satisfied.

8.2.1 Reason for contact

Respondents who have had recent contact with the Council were asked what the most important query was. The most popular reason for contact with the Council was planning (20%), followed by Council tax payments (9%) and road maintenance (8%).

Table 14: What was your most important query about? (All respondents – where made contact in last two to three months) Q21

Query	%
Planning	20%
Council tax payments	9%
Road maintenance	8%
Environmental Health	6%
Schools and education	5%
Domestic waste/rubbish collections	4%
Other parking issue e.g parking charges	4%
Leisure services	2%
Housing	2%
Residents parking/permit	2%
Traffic control	1%
Recycling service	1%
Commercial waste/rubbish collections	1%
Pest control	1%
Street cleaning/sweeping	1%
Street lighting	1%
Traffic congestion	1%
Noise	1%
Anti-social behaviour	1%
Social Services/ services for the elderly	1%
Other	27%
Unweighted base = 266	

8.2.2 Method of contact

When asked what method they used to make the contact, approaching seven tenths (69%) of respondents used the telephone, whilst 9% wrote a letter.

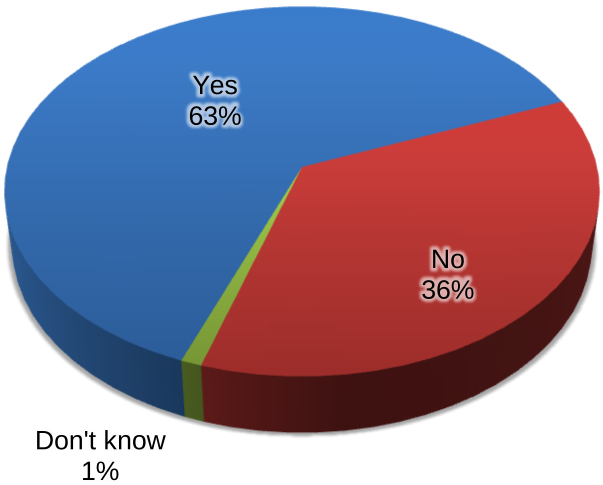
Table 15: How first got in touch with the council over issue (All respondents – where contacted Council) Q22

Method of contact	%
Telephone	69%
Wrote a letter	9%
Sent an email	7%
In person at a specific building or office	6%
Via council website (www.iwight.com)	4%
Via a councillor	3%
In person at a Council One Stop Shop	1%
Other	2%
Unweighted base = 266	

8.2.3 Contact outcome

Where respondents had made recent contact with the Council, they were further questioned about whether the first person they contacted was able to help with their query. Approaching two thirds (63%) of respondents say that the first person they contacted was able to help them, whilst for more than a third (36%) of respondents this was not the case.

Figure 17: Whether the first person contacted was able to provide the service or information wanted. (All respondents – where contacted Council) Q23



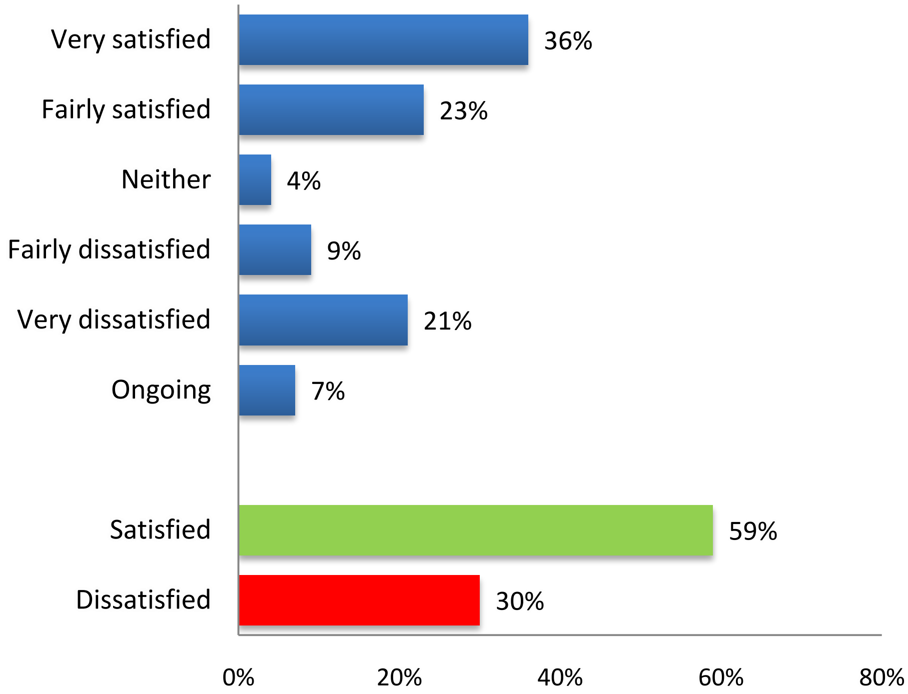
Unweighted sample base = 266

Male respondents are significantly more likely to say that their query had been dealt with (70%), compared to females (57%). No other significant variations exist.

8.2.4 Satisfaction with contact

Respondents who had made contact were further asked to what extent they are satisfied with the way in which their enquiry was handled. Almost three fifths (59%; 58% in 2008) of respondents are satisfied, whilst three tenths (30%; 35% in 2008) are dissatisfied.

Figure 18: Satisfaction with the way Council handled the query (All respondents) Q24



Unweighted sample base: 266

Residents of West Wight are significantly more likely to be satisfied with the way in which their query was handled (79%).

9 Information and One Island Magazine

9.1 Introduction

Observations from previous residents' surveys show that where residents feel well informed they are more likely to give positive responses to questions about their local area and the Council on the whole. One of the ways in which Isle of Wight Council informs its residents is via One Island, the Council's Community magazine, distributed in the County Press Newspaper.

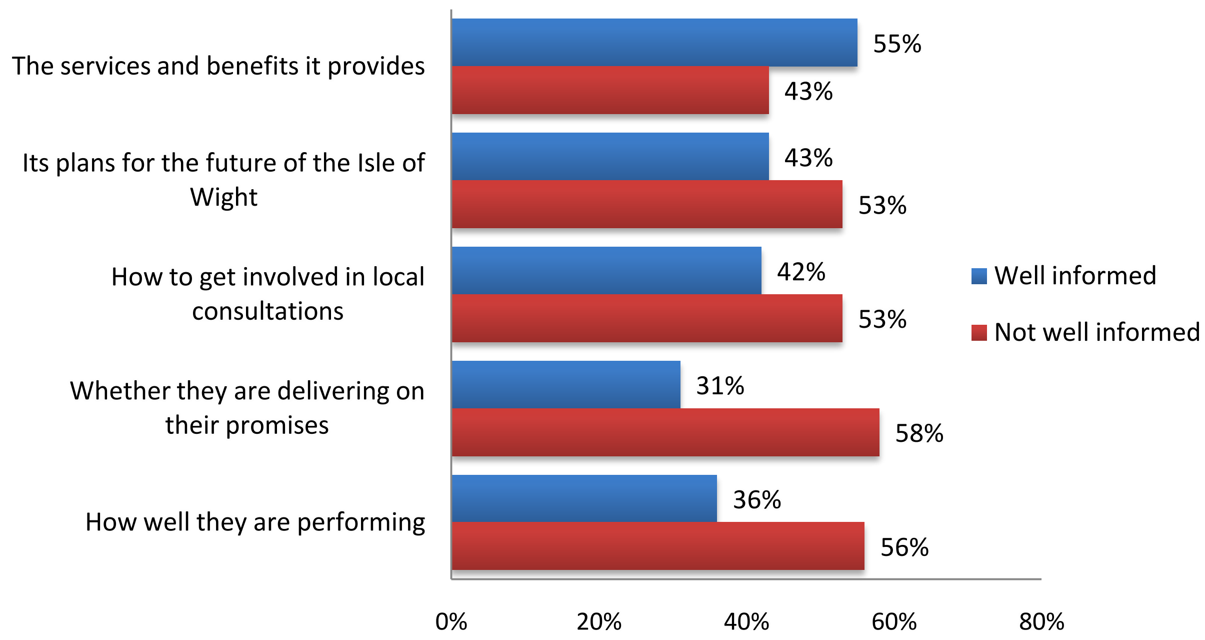
9.2 Feeling informed

All respondents were asked to what extent they feel informed about a range of aspects of the Council, shown in figure 19.

Encouragingly, more than half (55%) of respondents are well informed about services and benefits provided by the Council, with just over two fifths (43%) not well informed. Furthermore, just over two fifths (42%) of respondents are well informed about how to get involved in local consultation, whereas this was 30% in 2008[2].

However, lower scores are found in other aspects in particular, approaching three fifths (58%) of respondents say they are not well informed about whether the Council is delivering on their promises, whilst less than a third (31%) say that they are well informed.

Figure 19: How well Isle of Wight council keeps residents informed (All respondents) Q25



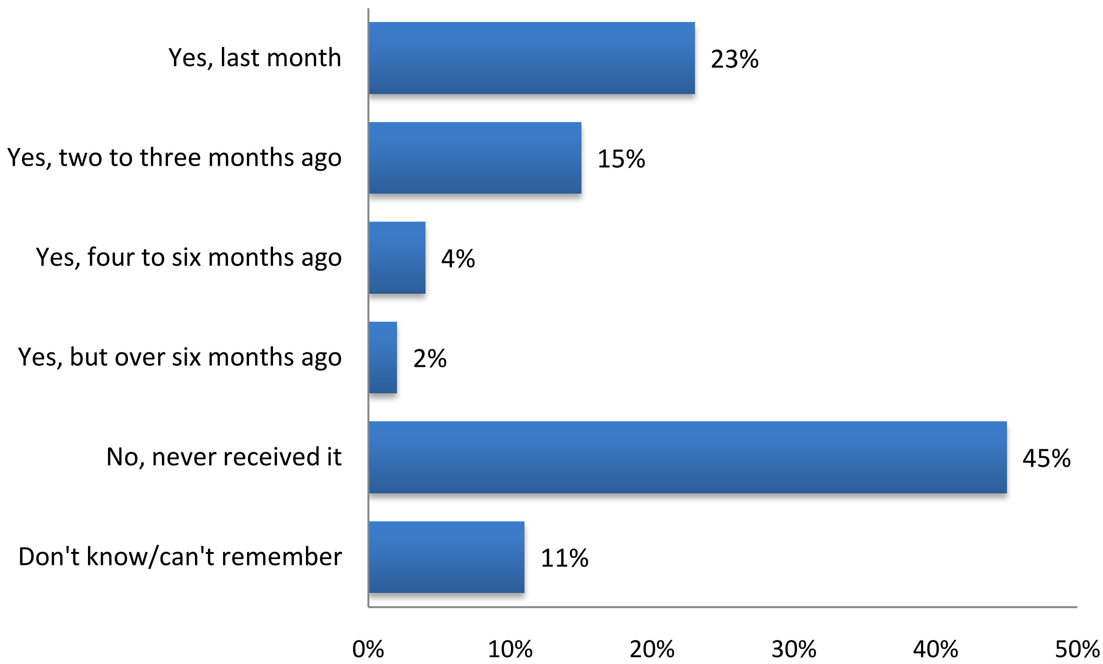
Unweighted sample base: 1106

[2] Question in 2008 asked '…how to get involved in local decision making whilst 2009 asked '…how to get involved in local consultations'.

9.3 One Island Magazine

All respondents were asked if they had received the 'One Island' Council magazine in the last six months. More than two fifths (42%) of respondents have received the magazine in the last six months, whilst a further 2% have received it but more than six months ago. However, more than two fifths (45%) have never received this magazine and a further 11% don't know/can't remember.

Figure 20: Have you had a copy of 'One Island' magazine in the last 6 months? (All respondents) Q26



Unweighted sample base: 1106

Residents of the South Wight are most likely to have received One Island in the last six months (52%), followed by those in East Wight (46%). Residents of North Wight (37%) and West Wight (33%) are least likely to have received the magazine in the last six months.

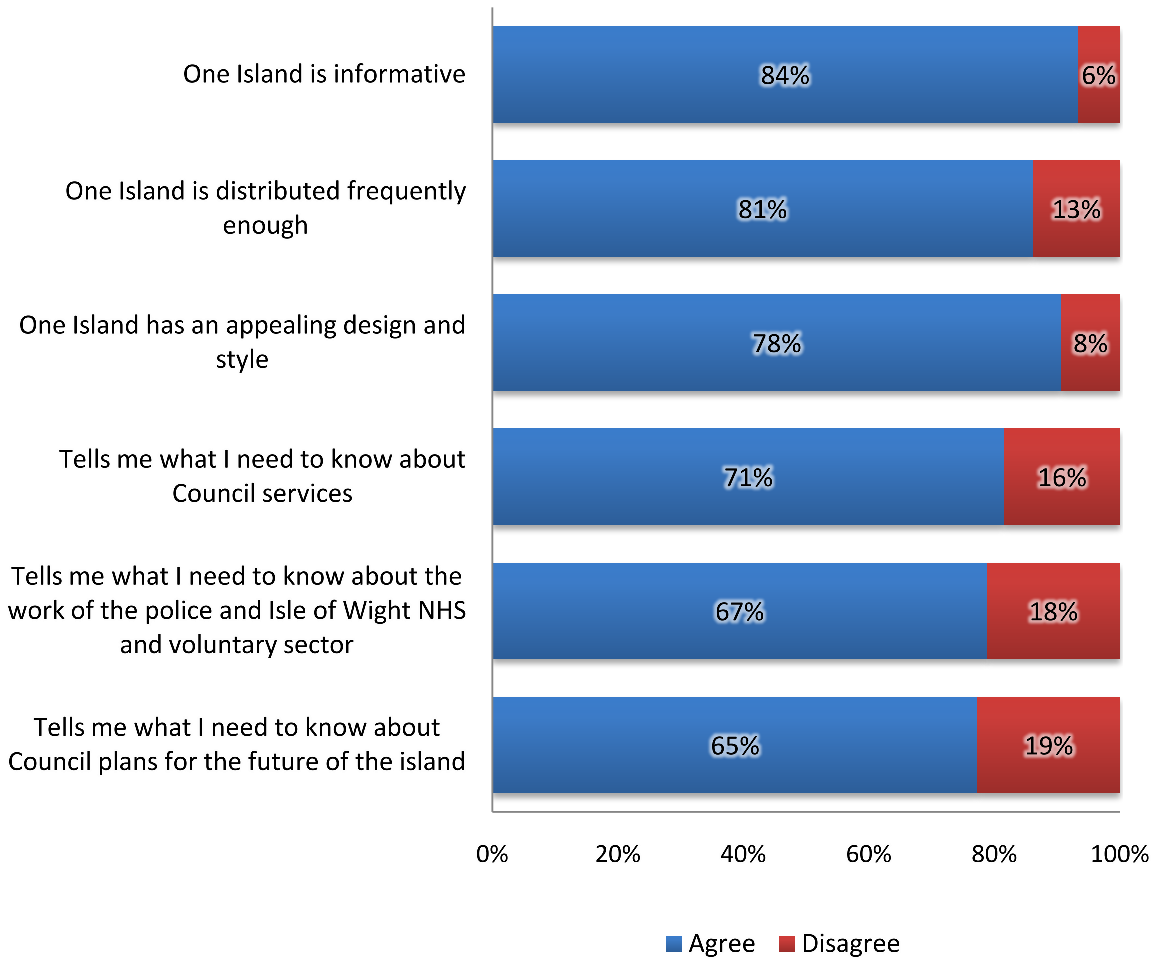
Of those respondents who say they are well informed of services and benefits that the Council provides, a significant number are more likely to say they have received One Island magazine in the last six months (52%), compared to those that are not informed (31%).

9.3.1 Aspects of 'One Island' magazine

Respondents are more likely to agree with positive statements about One Island magazine than to disagree, with at least two thirds in agreement with all six aspects. Respondents are most likely to say that One Island is informative (84%) and is distributed frequently enough (81%).

However, respondents are least likely to agree that the magazine tells them what they need to know about Council plans for the future of the Island (65%) or about the work of the Police and Isle of Wight NHS and voluntary sector (67%). This may be due to the fact that historically, the magazine focused on the Council only. However, this has now been addressed and future issues will contain information about the work of other public bodies on the Island.

Figure 21: To what extent, if at all, do you agree with the following about the 'One Island' magazine (All respondents) Q27



Unweighted sample bases vary

10 Media

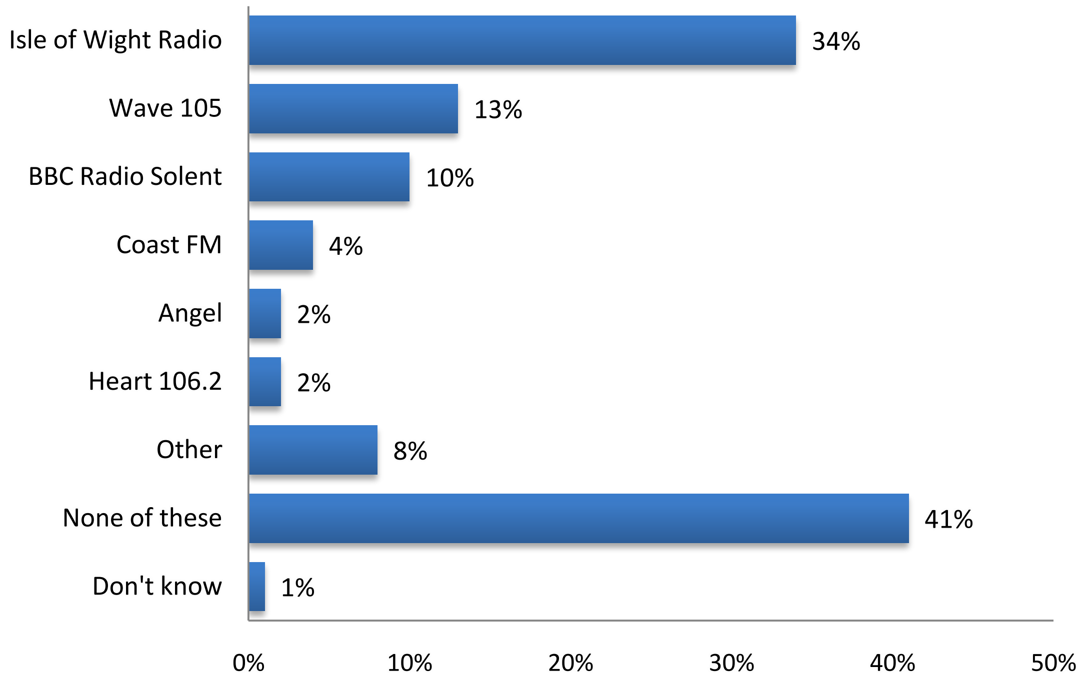
10.1 Introduction

Media coverage can have a great impact on residents' views of the Council and their local area. News on job losses both nationally and on the Island have meant that some residents have lost confidence about the future of the economy of the Island as seen in section one. A quarter (25%) of respondents feel that the Isle of Wight is a worse place to live over the last 12 months and that it will continue to decline over the next three years. Similarly, as seen earlier, information provided to residents via One Island has a positive impact on residents' views about the Island. This section looks at the method of media used by respondents.

10.2 Radio stations

All respondents were asked which local radio stations they had listened to in the last seven days. Two fifths (41%) of respondents say that they have not listened to any. The most listened to radio station is Isle of Wight Radio with just over third (34%) of respondents having listened to this station in the last seven days.

Figure 22: Local radio stations listened to by respondents in the last seven days (All respondents) Q28

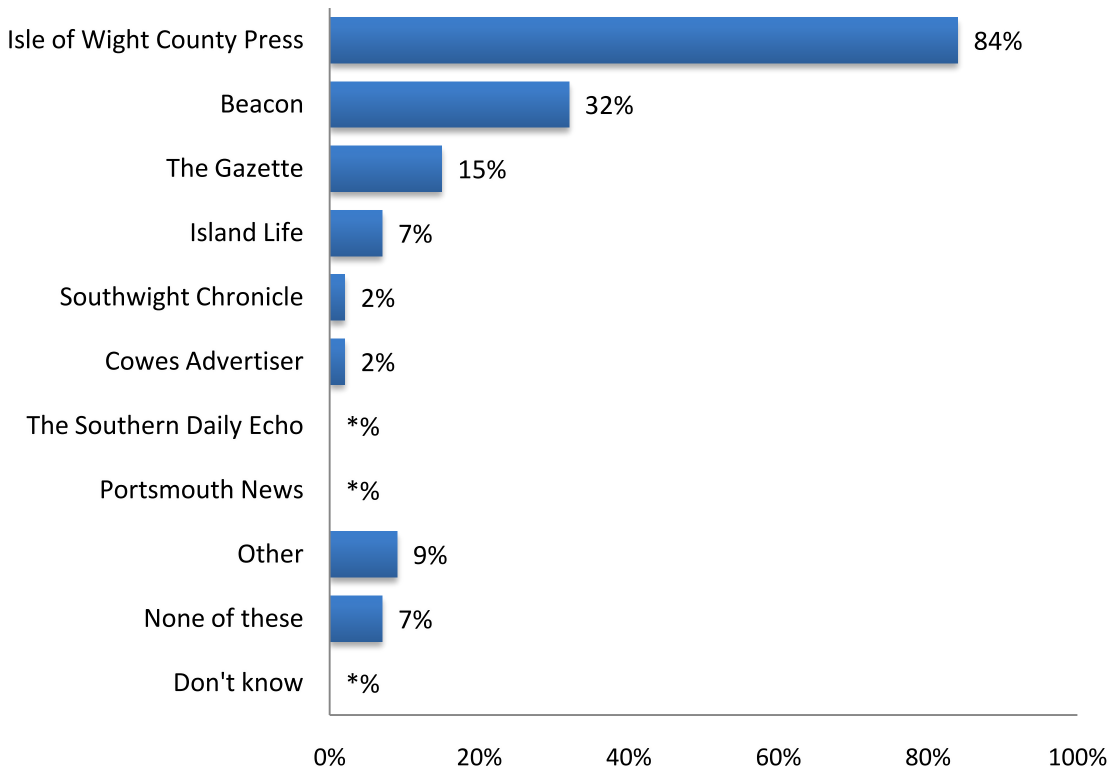


Unweighted sample base: 1106

10.3 Newspapers, newsletters and magazines

The most read newspaper in the last month is Isle of Wight County Press (84%), followed by the Beacon (32%).

Figure 23: Local newspapers, newsletters and magazines read in the last month (All respondents) Q29



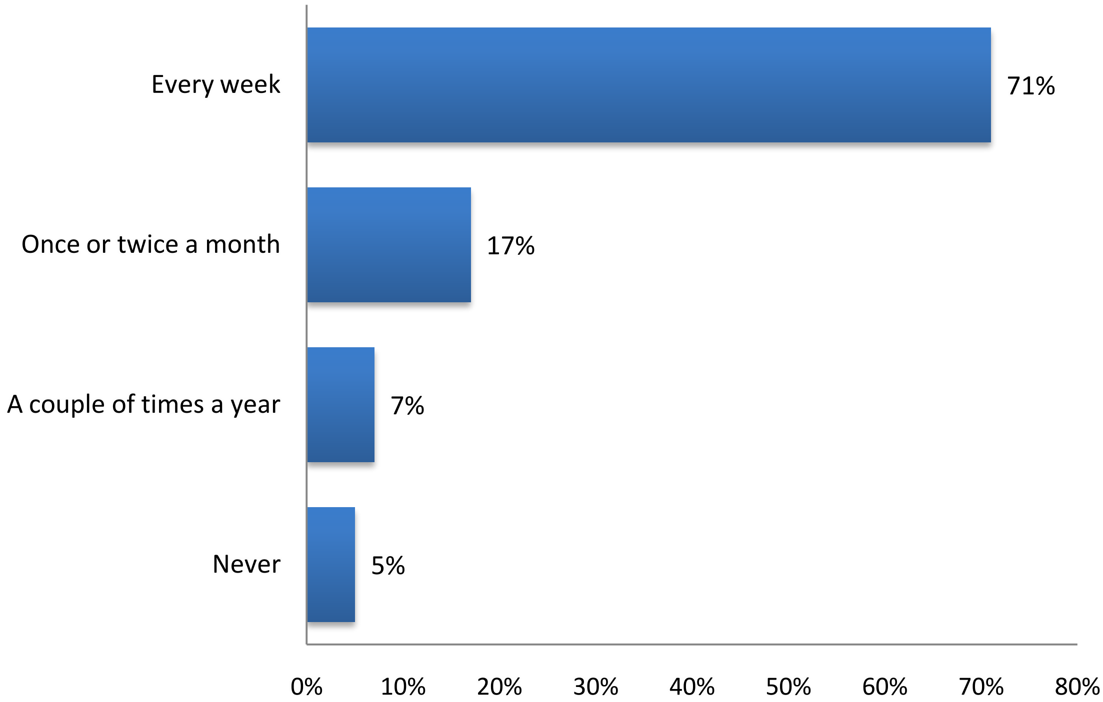
Unweighted sample base: 1106 * denotes <0.5%

Some area variations occur, with residents of East Wight more likely to read the Gazette (21%), whilst those in South Wight more likely to read Southwight Chronicle (26%) compared to the average (15% and 2% respectively).

10.3.1 Isle of Wight County Press

Respondents were also asked how often they read the Isle of Wight County Press. Seven tenths (71%) of respondents read this every week, whilst 17% read this once or twice a month. A further 7% of respondents read this paper a couple of times a year, whilst 5% never read it.

Figure 24: How often respondents read the Isle of Wight County Press (All respondents) Q30

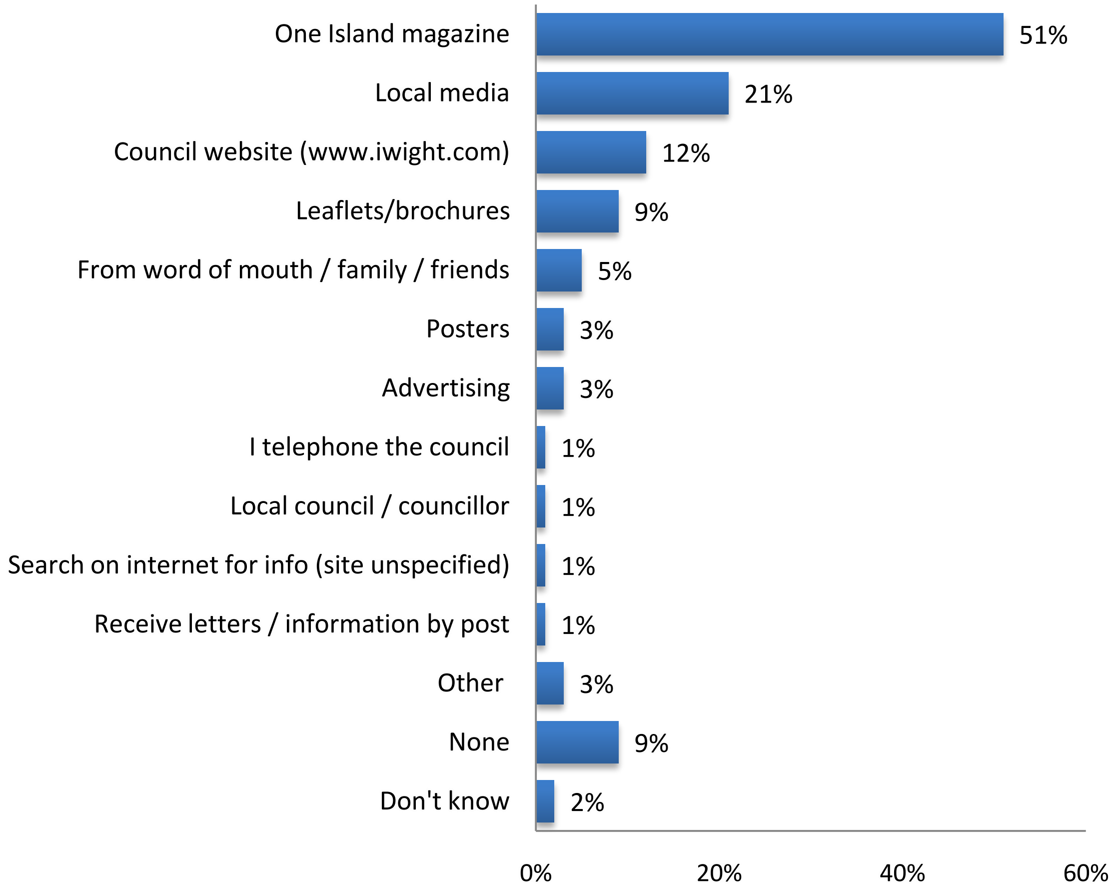


Unweighted sample base: 1106

10.4 Source of information

The survey then asked how residents currently receive information about Isle of Wight Council services or plans. Half (51%) of respondents currently receive information from One Island magazine, whilst a fifth (21%) use local media.

Figure 25: How respondents currently receive information about Isle of Wight Council services or plans (All respondents) Q31



Unweighted sample base: 1106

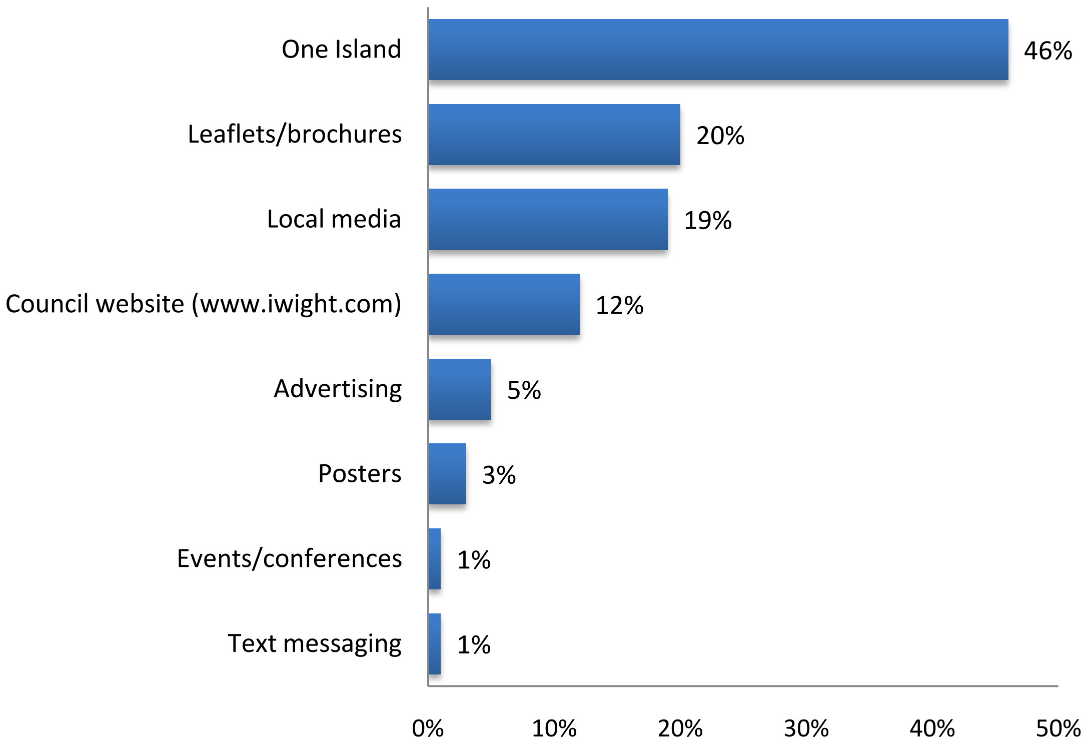
Respondents aged 25-34 years are least likely to receive information about services from One Island magazine (28%), however they are most likely to get information from the Council website (31%). No other significant variations occur.

10.5 Preferred methods for gaining information

All respondents were asked which method they would prefer to receive information about Council services in the future. Approaching half (46%) of respondents would prefer to get their information from One Island, whilst a fifth (20%) would like to get information from leaflets/brochures. A similar proportion (19%) would prefer to use local media (19%).

Looking back at figure 25 (above), it is evident that on the whole, the way in which respondents currently receive information and how they would prefer to receive it in the future is about the same. However, less than one in ten (9%) respondents currently receive information via leaflets/brochures and figure 26 (below) shows that twice as many (20%) would like to receive information in this format in the future.

Figure 26: Preferred method of receiving information in the future (All respondents) Q32



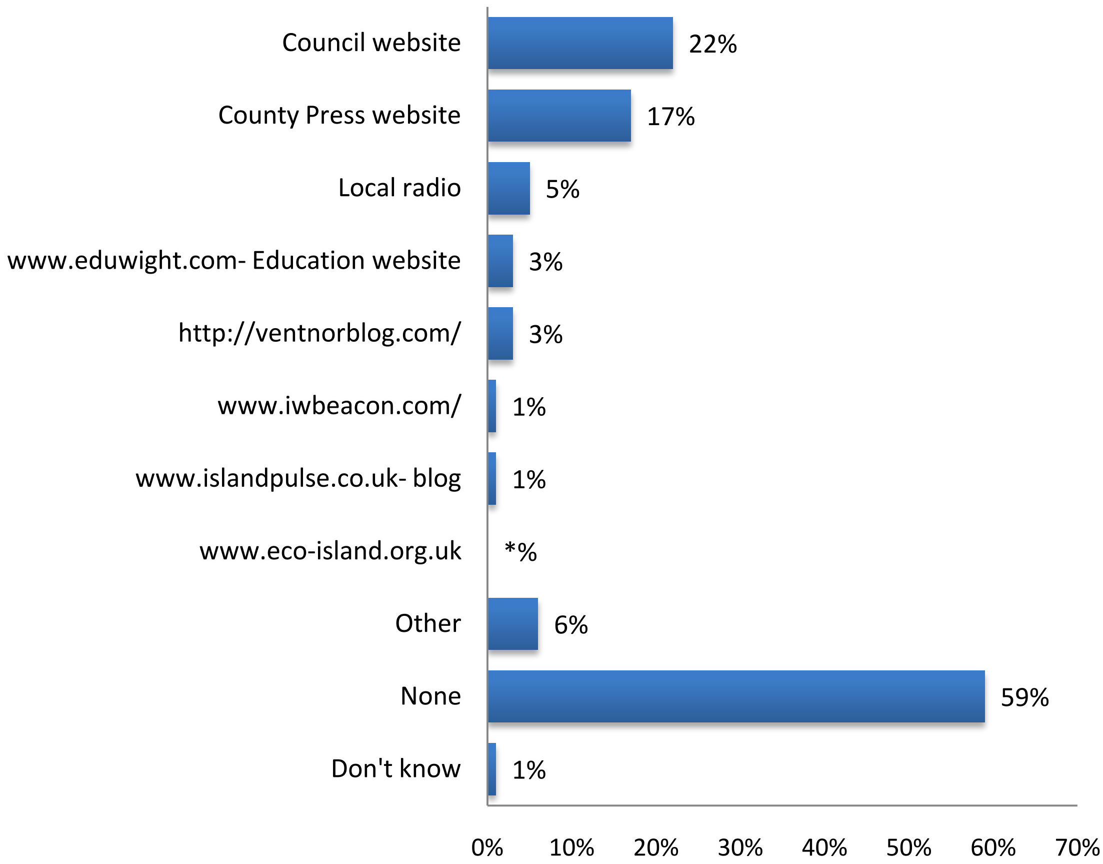
Unweighted sample base: 1106

Looking at spatial variations, residents of East Wight (22%) and North Wight (21%) are significantly more likely to prefer brochures/leaflets, compared to residents of South Wight (8%) and West Wight (13%). Furthermore, respondents aged 25-34 years are significantly more likely to prefer brochures/leaflets (38%) and the Council website (22%).

10.6 Websites

All respondents were asked which websites they regularly visit as a source of local information and news. Almost three fifths (59%) of respondents do not use any local websites. However, the Council website is more likely to be used by residents who do use the internet. Just over a fifth (22%) of respondents use the Council website, whilst 17% use the County Press website.

Figure 27: Websites regularly viewed by respondents for local information and news (All respondents) Q33

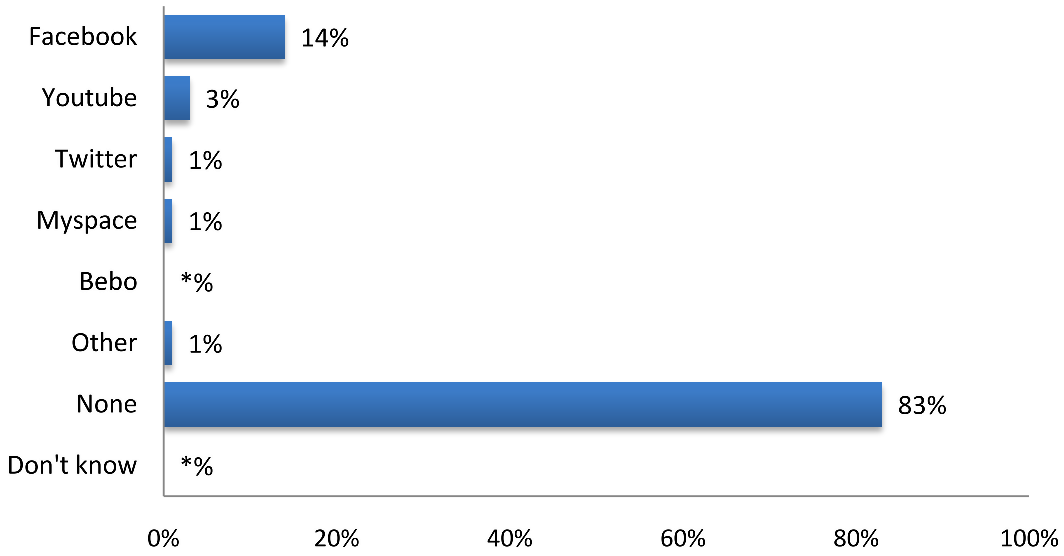


Unweighted sample base: 1106

10.6.1 Social media

More than four fifths (83%) of respondents do not use social media sites as a source of news about the Island. However, 14% of respondents use Facebook as a source of news.

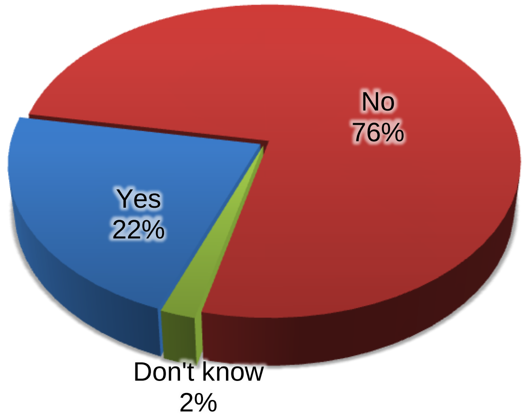
Figure 28: Social media sites used by respondents as a source of news about the Island (All respondents) Q34



Unweighted sample base: 1106

When asked if they would be interested in hearing about Council services, policies and plans via these social media sites, three quarters (76%) of respondents say they would not be interested, whilst just over a fifth (22%) of respondents are.

Figure 29: Interest in hearing about Council services through social media sites (All respondents) Q35



Unweighted sample base: 1106

Residents of East Wight and North Wight areas are more likely to be interested in using social media sites for information (21% and 26% respectively), compared to residents of South Wight (11%) and West Wight (15%). Again, respondents aged 25-34 years are most likely to be interested in gaining information in this way (31%).

11 Awareness of initiatives/projects

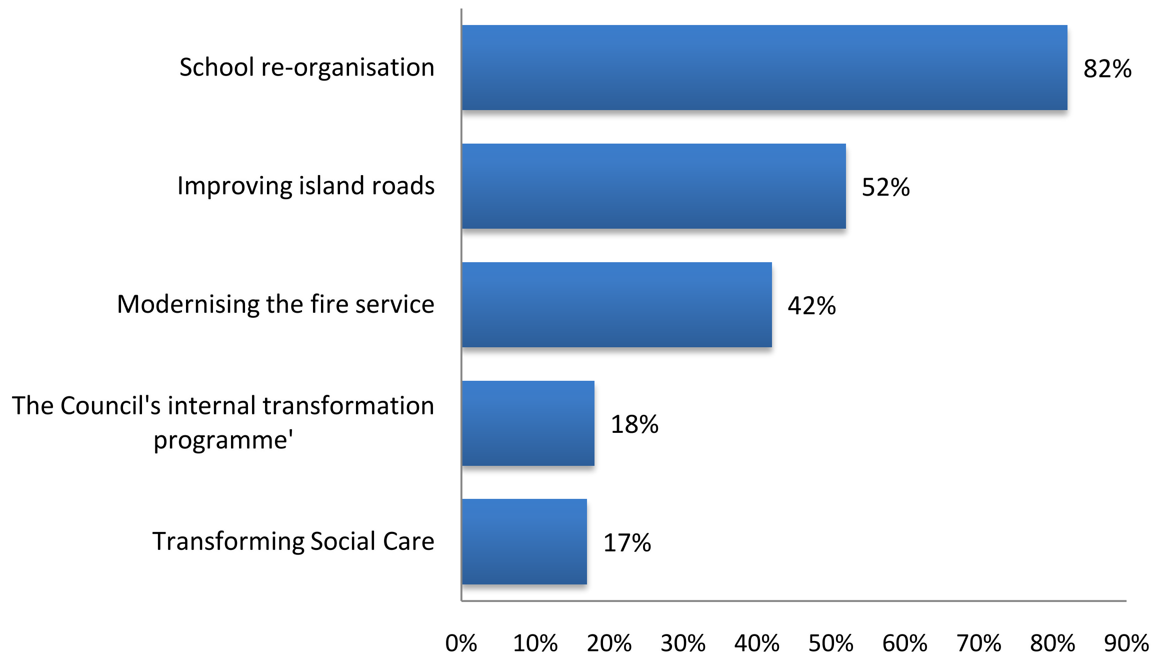
11.1 Introduction

This section relates to Isle of Wight initiatives and projects, such as Eco-Island and respondents' awareness of these projects.

11.2 Awareness of initiatives/projects

Respondents were given a list of Council initiatives/projects and asked which ones they had heard of. Respondents are mostly aware of the school re-organisation initiative (82%), followed by improving Island roads (52%). This may be due to media attention surrounding these projects and as seen earlier, the importance placed on highways maintenance. Lesser known are the Council's internal transformation programme (18%) and the transforming social care initiative (17%).

Figure 30: Awareness of Isle of Wight Council initiatives/projects (All respondents) Q36



Unweighted sample base: 1,106

Residents of South Wight are significantly more likely to be aware of the transforming social care project (27%). No other significant differences are evident.

Not surprisingly, respondents who work for the Council are more likely to be aware of initiatives/projects compared to those who are not Council employees. However, findings are reversed for improving Island roads project (employees 46% c.f. 52% non-employees).

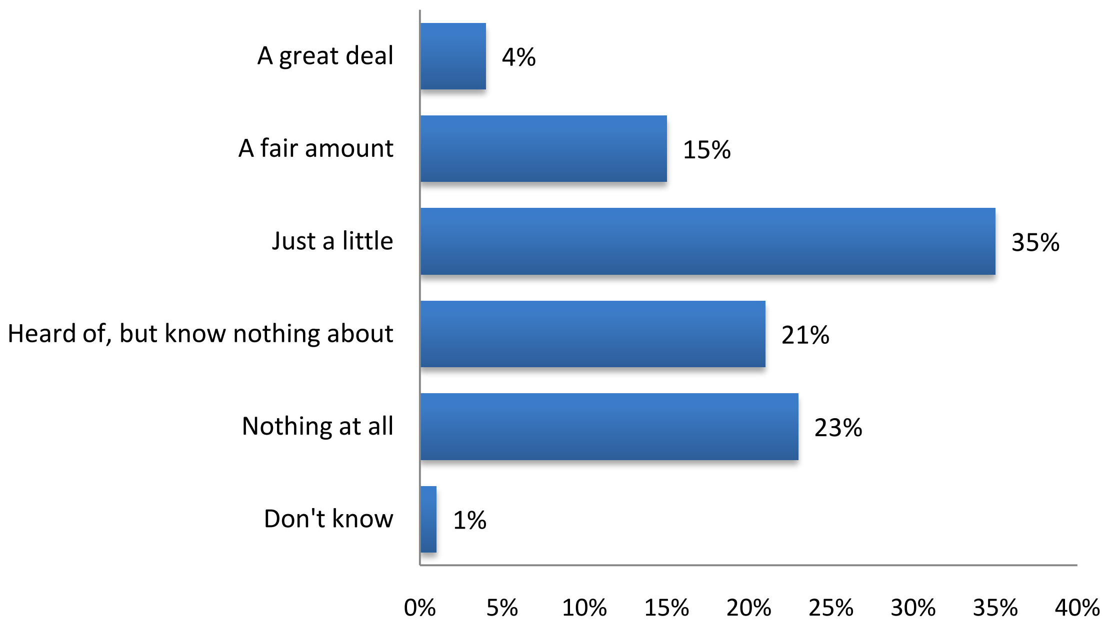
11.3 Eco-Island

Eco-Island is the Island's sustainable community strategy from 2008 to 2020. It sets out how the Island will become a thriving dynamic and confident community, in balance with its local environment.

11.3.1 Awareness of Eco-Island

All respondents were asked to what extent they are aware of this initiative. Almost a fifth (19%) of respondents know either a great deal (4%) or a fair amount (15%). More than two fifths (44%) of respondents have either heard of but know nothing about it (21%) or know nothing at all (23%). Just over a third (35%) know just a little about this initiative and 1% don't know.

Figure 31: Extent to which respondents know about Eco-Island (All respondents) Q37



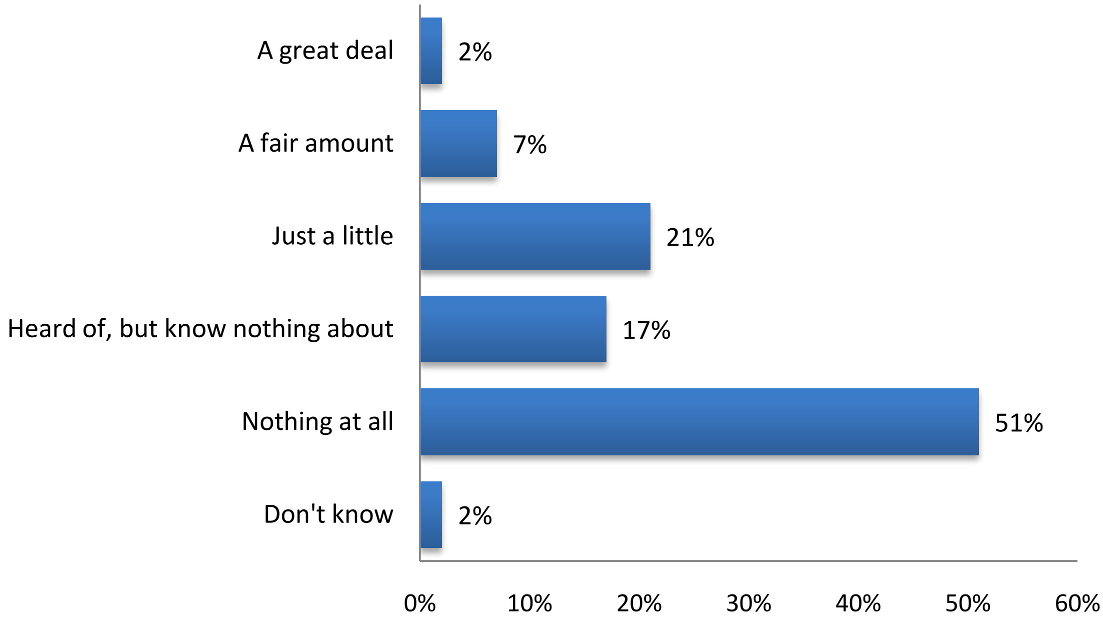
Unweighted sample base: 1,106

Residents of the South Wight (26%) and West Wight (28%) are significantly more likely to know either a great deal or fair amount about Eco-Island compared to residents of North Wight and East Wight (both 17%).

11.3.2 Involvement in Eco-Island

Respondent were further asked to what extent they know about how to get involved in making the Eco-Island vision a reality. More than two thirds (68%) of respondents either know nothing at all (51%) or have heard of it but know nothing (17%). One fifth (21%) of respondents know just a little about getting involved, whilst a further 2% don't know. Just under one in ten (9%) know either a great deal (2%) or a fair amount (7%) about how to get involved.

Figure 32: Knowledge of how to get involved in making Eco-Island vision a reality (All respondents) Q38



Unweighted sample base: 1106

12 Influencing decisions in the local area

12.1 Introduction

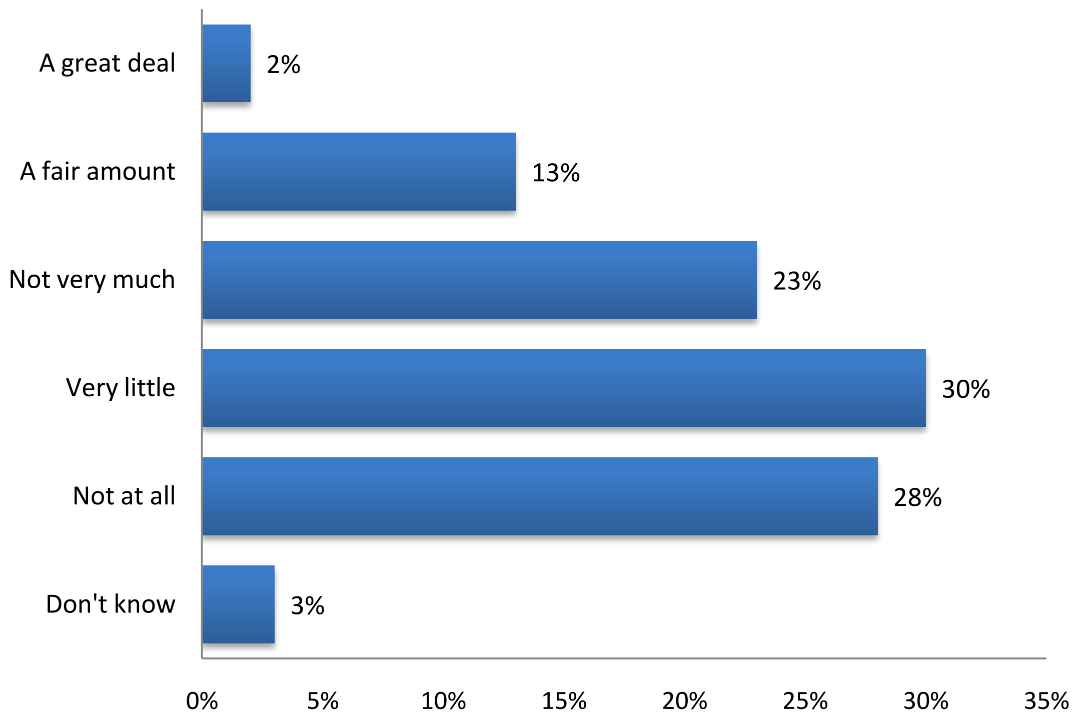
The Government aims to build communities where individuals are empowered to make a difference both to their own lives and to the area in which they live. A key indicator of community empowerment is the extent to which people feel able to influence decisions affecting their local area. The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey.

12.2 Ability to influence decision

All respondents were asked to what extent they think they can influence decisions affecting their local area. Approaching three fifths (81%; 70% in 2008) of respondents say they can influence not very much (23%), very little (30%) or not at all (28%).

Only one in seven (15%; 23% in 2008) of respondents feel they can influence decisions either a great deal (2%) or a fair amount (13%).

Figure 33: To what extent, if at all, do you think you can influence decisions affecting your area? (All respondents) Q39



Unweighted sample base: 1,106

There are no significant differences spatially or by demographic groups.

12.3 Future participation

Finally Isle of Wight Council and its partners are keen to involve residents in decision making and are setting up a panel of people to represent Island views. All respondents were asked if they would be interested in taking part. More than a third (36%, 400 respondents) are interested in taking part or finding out more information. Nearly two thirds (64%, 706 respondents) are not interested.

13 Appendix 1: Respondent profile

The following table details the demographic profile of the respondent sample (n=1,106), showing proportion breakdown and unweighted sample bases.

Table 16: Respondent profile

Demographic	Proportion (%)	Unweighted base
Area		
East	45.5%	503
North	37.9%	419
South	6.0%	66
West	10.7%	118
Male	48.0%	531
Female	52.0%	575
16 – 19 years	2.1%	23
20 – 24 years	1.9%	21
25 – 29 years	3.5%	39
30 – 34 years	4.0%	45
35 – 39 years	13.2%	146
40 – 44 years	14.7%	163
45 – 49 years	6.9%	76
50 – 54 years	7.6%	84
55 – 59 years	8.2%	91
60 – 64 years	10.6%	117
65 – 69 years	7.3%	80
70 – 74 years	6.8%	75
75+ years	13.2%	146
White – British	96.7%	1069
White – Irish	0.4%	4
White – Eastern European	0.1%	1
White – Western European	0.4%	4
White – Other	0.9%	9

Asian – Indian	0.2%	2
Asian – Bangladeshi	0.2%	2
Asian – Other	0.5%	6
Prefer to say	0.7%	7
Employment status		
Working full time	34.2%	378
Working part time	15.5%	171
Government training	0.2%	3
Registered unemployed	1.4%	16
Unemployed, not registered but seeking work	2.1%	23
Not working – not seeking work	0.8%	9
Retired	34.3%	379
At home/looking after family	3.5%	39
Permanently sick/disabled	1.8%	20
Student	2.2%	24
Other	3.9%	43
Don't know	0.2%	2
Council employment		
Yes – Respondent	8.0%	88
Yes – Other household member	4.0%	44
No	87.9%	973
Don't know	0.1%	1
Chief income earner		
Respondent	63.0%	696
Partner or spouse	26.4%	292
Other	7.2%	79
Refused	3.5%	39
Socio-Economic Group		
A	1.9%	21
B	10.9%	121
C1	17.5%	193
C2	16.0%	177
D	11.1%	123
E	20.0%	221

Can't code	22.6%	250
Children under 16 in household		
None	69.6%	769
One	12.8%	142
Two	12.4%	137
Three	3.9%	43
Four	0.7%	8
More than four	0.3%	3
Prefer not to say	0.3%	3
Disability in household		
Yes	22.0%	243
No	78.0%	863
Limiting disability in household		
Yes – limiting	71.5%	174
No – not limiting	28.5%	69

14 Appendix 2: Definitions of Occupational Groups

Table 17: Definitions of Occupational Groups[3]

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

[3] Taken from Occupational Groupings: A Job Dictionary, 5th ed, 2003.

15 Appendix 3: Comparison with previous surveys

Below is the data from 2006, 2007, 2008 and 2009.

Table 18: Data 2006 to 2009

Q1. To what extent, if at all, do you agree or disagree with the following statements about the Isle of Wight							
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
It is a good place to live (%)	2006	57	38	3	3	1	0
	2007	40	54	3	2	1	0
	2008	54	39	3	3	1	0
	2009	61	37	2	1	0	0
It is a good place to work (%)	2006	9	35	13	26	5	12
	2007	11	44	13	22	5	5
	2008	16	36	12	17	10	9
	2009	15	32	15	23	7	8
It is a good place to have a holiday (%)	2006	46	46	2	3	1	2
	2007	36	56	3	3	1	2
	2008	46	42	5	5	1	1
	2009	49	43	3	3	*	2
It has a good reputation (%)	2006	26	58	7	5	*	4
	2007	24	61	8	5	0	3
	2008	32	50	8	5	1	3
	2009	37	53	5	3	*	2
It is a good place to invest in (%)	2006	13	41	11	16	1	17
	2007	15	50	11	11	2	11
	2008	17	39	13	13	4	15
	2009	13	36	17	18	2	4

Q4. Summary:		Agree	Disagree	Net Agree (+/-)
It is a good place to live (%)	2006	95	4	+91
	2007	94	3	+91
	2008	93	4	+89
	2009	98	1	+97
It is a good place to work (%)	2006	44	31	+13
	2007	55	27	+28
	2008	52	27	+25
	2009	47	30	+17
It is a good place to have a holiday (%)	2006	92	4	+88
	2007	92	4	+88
	2008	88	6	+82
	2009	92	3	+89
It has a good reputation (%)	2006	84	5	+79
	2007	85	5	+80
	2008	82	6	+76
	2009	90	3	+87
It is a good place to invest in (%)	2006	54	17	+37
	2007	65	13	+52
	2008	56	17	+39
	2009	49	20	+29

Q5. On the whole, do you think that over the past twelve months the Isle of Wight has got better or worse as a place to live? (In 2006/7 residents asked about last three years)				
	2006	2007	2008	2009
Better	27	28	21	15
Worse	39	33	25	25
Has not changed much	27	33	46	58
Have lived here less than three years	5	3	3	*
Don't know	2	3	5	2
Summary: Net Better (+/-)	-12	-5	-4	-10

Q6. And do you think that over the next three years the Isle of Wight will get better or worse as a place to live? (In 2006/7 residents asked about next three years, and 2007/8 asked about next 12 months)				
	2006	2007	2008	2009
Better	34	33	31	34
Worse	36	33	24	25
Will not change much	22	22	33	31
Don't know	7	12	12	9
Summary: Net Better (+/-)	-2	+/-0	+7	+9

Summary Q9.		Problem	Not a problem	Net Problem (+/-)
Parents not taking responsibility for the behaviour of their children (%)	2006	55	42	+13
	2007	47	48	+1
	2008	41	53	-12
	2009	44	44	-
People not treating other people with respect and consideration (%)	2006	46	54	-8
	2007	34	65	-31
	2008	29	69	-40
	2009	42	68	-26
Noisy neighbours or loud parties (%)	2006	15	85	-70
	2007	8	92	-84
	2008	11	88	-77
	2009	7	92	-85
Teenagers hanging around on the streets (%)	2006	43	56	-13
	2007	45	53	-8
	2008	38	60	-22
	2009	34	55	-21
Rubbish and litter lying around (%)	2006	29	71	-42
	2007	31	70	-39
	2008	23	77	-54
	2009	24	76	-52

People being drunk or rowdy in public spaces (%)	2006	28	69	-41
	2007	29	68	-39
	2008	30	68	-38
	2009	21	76	-55
Abandoned or burnt out cars (%)	2006	5	95	-90
	2007	5	93	-88
	2008	7	90	-83
	2009	3	95	-92
Vandalism, graffiti and other deliberate damage to property or vehicles (%)	2006	25	74	-49
	2007	31	69	-38
	2008	23	75	-52
	2009	19	81	-62
People using drugs (%)	2006	29	57	-28
	2007	31	51	-20
	2008	24	60	-36
	2009	26	63	-37
People dealing drugs (%)	2006	24	59	-35
	2007	27	54	-27
	2008	21	61	-40
	2009	26	43	-17
Speeding drivers (%)	2006	52	46	6
	2007	49	50	-1
	2008	46	52	-6
	2009	55	54	-1
Dog mess (%)	2006	35	64	-29
	2007	35	65	-30
	2008	31	68	-37
	2009	33	62	-29

Q10. To what extent do you agree or disagree that your local neighbourhood is a place where people from different backgrounds get on well together? (2009/10 Don't know and too few people merged together)				
	2006	2007	2008	2009
Definitely agree	29	26	37	30
Tend to agree	42	46	33	53
Tend to disagree	4	4	6	5
Definitely disagree	2	2	4	1
Don't know	8	7	5	11*
Too few people in local area	2	4	3	
All same backgrounds	14	10	11	
Summary:				
Agree	71	72	70	83
Disagree	6	6	10	6
Net agree (+/-)	+65	+66	+60	+77

Q39. To what extent, if at all, do you think you can influence decisions affecting your area?				
	2006	2007	2008	2009
A great deal	4	4	5	2
A fair amount	22	19	18	13
Not very much	21	25	24	23
Very little	23	24	22	30
Not at all	23	23	24	28
Don't know	7	6	8	3
Summary:				
A great deal/fair amount (Influence)	26	23	23	15
Not very much/very little/not at all (Not	67	72	70	58
Net Influence (+/-)	-41	-49	-47	+81

Q12. Which one of the following comes closest to how you feel about Isle of Wight Council?				
	2006	2007	2008	2009
I would speak highly of Isle of Wight	4	6	7	4
I would speak highly of Isle of Wight	14	14	13	15
I have no views one way or the other	32	37	37	36
I would be critical of Isle of Wight	25	24	24	33
I would be critical of Isle of Wight	22	15	15	12
Don't know	3	4	4	1
Summary				
Advocate (1+2)	18	20	20	19
Critic (4+5)	47	39	39	45
Net advocate (+/-)	-29	-19	-19	-26

Q16a. Taking everything into account, how satisfied or dissatisfied are you with Isle of Wight council (Services)				
	2006	2007	2008	2009
Very satisfied	4	6	13	10
Fairly satisfied	40	48	50	56
Neither satisfied nor dissatisfied	18	17	15	18
Fairly dissatisfied	25	19	14	12
Very dissatisfied	10	9	6	4
Don't know	2	2	1	*
Summary				
Satisfied	44	54	63	66
Dissatisfied	35	28	20	16
Net satisfied (+/-)	+9	+26	+43	+50

Q11. Here are some things that people have said about Isle of Wight Council. To what extent do you agree or disagree with the following statements?							
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Isle of Wight Council is a strong leader in the local area (%)	2006	4	38	14	28	6	10
	2007	5	36	18	23	6	13
	2008	10	32	16	16	11	15
	2009	8	36	22	21	7	7
The Council gives residents good value for money (%)	2006	2	34	13	32	14	5
	2007	3	35	19	27	9	6
	2008	7	32	18	22	16	6
	2009	5	37	16	30	8	4
I trust Isle of Wight Council as an organisation (%)	2006	3	37	13	31	11	5
	2007	5	40	18	24	8	6
	2008	9	34	15	21	17	5
	2009	6	37	15	27	11	3
Isle of Wight Council takes account of residents' views when making decisions (%)	2006	3	27	11	34	16	10
	2007	3	32	17	27	10	11
	2008	5	26	13	24	20	12
	2009	5	30	15	32	10	7
The Council is improving the Isle of Wight (%)	2006	4	44	15	23	8	5
	2007	5	47	19	17	6	6
	2008	10	35	18	19	13	5
	2009	6	40	21	22	7	4
The council has good new ideas to tackle local problems (%)	2008	7	26	16	24	12	15
	2009	4	30	20	28	8	11
The council is well run (%)	2008	7	28	17	19	15	14
	2009	4	32	20	26	10	9

Summary Q11.		Agree	Disagree	Net Agree (+/-)
Isle of Wight Council is a strong leader in the local area (%)	2006	42	34	+8
	2007	41	29	+12
	2008	42	27	+15
	2009	44	28	+16
The Council gives residents good value for money (%)	2006	36	46	-10
	2007	38	36	+2
	2008	39	38	+1
	2009	42	38	+4
I trust Isle of Wight Council as an organisation (%)	2006	40	42	-2
	2007	45	32	+13
	2008	43	38	+5
	2009	43	38	+5
Isle of Wight Council takes account of residents' views when making decisions (%)	2006	30	50	-20
	2007	35	37	-2
	2008	31	44	-13
	2009	35	42	-7
The Council is improving the Isle of Wight (%)	2006	48	31	+17
	2007	52	23	+29
	2008	45	32	+13
	2009	46	29	+17

Q15. On the whole, do you think that Isle of Wight Council services have got better or worse over the last 12 months?			
	2007	2008	2009
Better	30	25	15
Worse	14	19	25
Has not changed	49	47	58
Have lived here less than 12 months	1	2	*
Don't know	7	7	2
Summary:			
Net better (+/-)	+16	+6	-15

Q15. Summary: Satisfaction among all residents			
	2008		
	Satisfied	**Dissatisfied**	**Net satisfied (+/-)**
Refuse collection	85	8	+77
Beaches	81	7	+74
Street lighting	79	9	+70
Street cleaning	77	12	+65
Parks and open spaces	76	8	+68
Libraries	73	5	+68
Door step recycling collection	64	19	+45
Community recycling bins	59	20	+39
Swimming pools and sports facilities	55	17	+38
Museums, theatres and arts venues	54	14	+40
Traffic control/safety	53	28	+25
Adult education	47	10	+37
Services for older people	46	15	+31
Pavement maintenance	42	37	+5
Primary schools	39	16	+23

Nursery education	38	6	+32
Parking services	38	41	-3
Services for vulnerable people	35	17	+18
Public toilets	32	44	-12
Middle schools	31	18	+13
High schools	28	20	+8
Planning decisions	27	32	-5
Youth clubs and other facilities for young people	24	29	-5
Road maintenance	23	65	-42

Q13. Summary: Satisfaction among all residents

	2009		
	Satisfied	**Dissatisfied**	**Net satisfied (+/-)**
Services for older people	84%	7%	+77%
Services for vulnerable people	66%	23%	+43%
Libraries	95%	2%	+93%
Leisure and sports facilities	92%	3%	+89%
Museums/theatres and arts venues	90%	2%	+88%
Parks and open spaces	92%	5%	+87%
Beaches	92%	4%	+88%
Youth clubs and other facilities for young people	88%	7%	+81%
Pre-schools (under 5's)	96%	1%	+95%
Schools (5 - 19)	81%	13%	+68%
Adult education	87%	12%	+75%
Door step recycling collection	86%	10%	+76%
Community recycling bins	92%	4%	+88%
Parking services	62%	31%	+31%
Street cleaning	83%	10%	+73%
Street lighting	83%	9%	+74%
Refuse collection	95%	3%	+92%

Road maintenance	27%	64%	-37%
Pavement maintenance	47%	41%	+6%
Traffic control/safety	60%	28%	+32%
Planning decisions	55%	39%	+16%
Public toilets	61%	27%	+34%
Customer services	77%	16%	+61%
Other	70%	22%	+48%

Q20. Have you contacted Isle of Wight Council with an enquiry or about a problem in the last two to three			
	2007	2008	2009
	%	%	%
Yes – one query	18	16	18
Yes – two or more separate queries	4	6	7
No	78	77	74
Don't know	0	0	1

Q20. What was your [most recent USE IF TWO OR MORE QUERIES] enquiry about?		
	2007	**2008**
	%	%
Planning	11	13
Council tax payments	7	9
Road maintenance	13	8
Domestic waste/rubbish collections	7	7
Recycling service	4	7
Council housing	8	6
Residents parking/permit	8	5
Schools and education	8	5
Other parking issue	5	5
Commercial waste/rubbish collections	2	4
Anti-social behaviour	1	4

Environmental Health	5	3
Tree/hedge surgery	3	3
Noise	1	3
Disabled badges	0	3
Street cleaning/sweeping	1	2
Traffic congestion	3	1
Crime	N/A	1
Pest control	1	1
Home repairs/related issues	8	0
Libraries	1	0
Graffiti/Fly posting	N/A	0
Street lighting	1	0
Leisure services	1	0
Other (WRITE IN)	10	19
Can't remember/don't know	2	2
Q21. And can you tell me how you first got in touch with the council over this issue?		
	2007	2008
	%	%
Wrote a letter	10	4
Telephone	68	72
In person at a Council One Stop Shop	2	5
In person at a specific building or office	4	5
Via a councillor	3	2
Via council website (www.iwight.com)	3	2
Sent an email	7	9
Other (WRITE IN)	3	1
Don't know/can't remember	0	0

Q22. And can you tell me how you first got in touch with the council over this issue?	
	2009
	%
Wrote a letter	9%
Telephone	69%
In person at a Council One Stop Shop	1%
In person at a specific building or office	6%
Via a councillor	3%
Via council website (www.iwight.com)	4%
Sent an email	7%
Other (WRITE IN)	2%
Don't know/can't remember	*%

Q23. Was the first person you contacted at the Council able to give you the service or information you wanted?

	2007	2008	2009
	%	%	%
Yes	68	66	63
No	26	28	36
Neither/don't know	6	6	1

Q24. Were you satisfied or dissatisfied with the way the Council handled your enquiry?	Base: All who contacted the council (2007:170, 2008:173, 2009: 266)		
	2007	2008	2009
Very satisfied	39	37	36
Fairly satisfied	29	21	24
Neither satisfied nor dissatisfied	5	4	4
Fairly dissatisfied	9	11	9
Very dissatisfied	17	24	21
Don't know	1	3	*
Summary			
Satisfied	68	58	60
Dissatisfied	26	35	30
Net satisfied (+/-)	+42	+23	+30

Q25. How well do you think Isle of Wight Council keeps residents informed about…				
	…the services and benefits it		**…its plans for the future of the**	
	2008	2009	2008	2009
Keep us very well informed	18	12	11	8
Keeps us fairly well informed	36	43	30	35
Gives us only a limited amount of	23	25	25	33
Doesn't tell us much at all about	19	18	23	20
Don't know	4	3	10	5
Summary:				
Informed	54	55	41	43
Not informed	42	43	48	53
Net informed (+/-)	+12	+12	-7	-10

Q24. Summary						
	…how to get involved in local decision making?		**…whether they are delivering on their promises?**		**…how well they are performing?**	
	2008	2009	2008	2009	2008	2009
Keep us very well informed	7	8	6	4	8	5
Keeps us fairly well informed	23	34	26	27	31	31
Gives us only a limited amount of information	23	29	23	29	23	32
Doesn't tell us much at all about what it does	33	24	31	29	26	24
Don't know	14	6	14	11	11	8
Summary:						
Informed	30	40	32	31	39	36
Not informed	56	53	54	58	49	56
Net informed (+/-)	-28	-11	-22	-27	-10	-20

Q26. Have you had a copy of "One Island", the council's magazine, delivered through your door in the last six months or at all?			
	2007	2008	2009
Yes, last six months	33	52	42
Yes, but over six months ago	3	1	2
No, never received it	53	37	45
Don't know/can't remember	11	9	11
Summary:			
Received	36	53	44
Not received	53	37	45
Net received (+/-)	-17	+16	-1

Q27. To what extent, if at all, do you agree or disagree with the following about the "One Island"							
Base: All who have seen "One Island" (2007:290, 2008:442, 2009: 514)		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
One Island is informative	2007	25	60	10	2	1	3
	2008	32	45	10	4	3	7
	2009	26	59	9	4	1	1
One Island has an appealing design and style	2007	24	53	10	5	1	6
	2008	27	42	13	5	3	9
	2009	24	54	12	6	3	2
One Island is distributed frequently enough (currently 6 times per year)	2007	22	54	7	8	4	4
	2008	37	35	9	9	2	8
	2009	27	53	4	11	2	2
One Island tells me what I need to know about council services	2007	15	58	9	8	3	7
	2008	22	42	12	9	5	11
	2009	15	56	9	12	4	
One Island tell me what I need to know about council plans for the future of the Island	2007	14	50	10	13	4	9
	2008	17	36	14	15	6	13
	2009	12	53	11	15	4	6

Q27. Summary				
Base: All who have seen "One Island" (2007:290, 2008:442, 2009: 514)		Satisfied (%)	Dissatisfied (%)	Net satisfied (+/-)
One Island is informative	2007	85	3	+82
	2008	77	7	+70
	2009	85	5	+80
One Island has an appealing design and style	2007	77	6	+71
	2008	69	8	+61
	2009	78	9	+69

One Island is distributed frequently enough (currently 6 times per year)	2007	76	12	+64
	2008	72	11	+61
	2009	80	13	+67
One Island tells me what I need to know about council services	2007	73	11	+62
	2008	64	14	+50
	2009	71	16	+55
One Island tell me what I need to know about council plans for the future of the Island	2007	64	17	+47
	2008	53	21	+32
	2009	65	19	+46

Q30. How often, if at all, do you read the Isle of Wight County Press?

	2006	2007	2008	2009
Every week	78	70	60	71
Once or twice a month	12	18	23	17
A couple of times a year	3	5	7	7
Never	7	6	9	5
Don't know	•	2	1	*

Q37. Eco-Island is the Island's sustainable community strategy from 2008 to 2020. It sets out how the Island will become a thriving dynamic and confident community, in balance with its local environment. How much, if anything, do you feel you know about Eco-Island?

	2008	2009
A great deal	3	4
A fair amount	11	15
Just a little	34	35
Heard of, but know nothing about	15	21
Nothing at all	33	23
Don't know	4	1
Great deal/Fair amount	14	19

Q38. And how much, if anything, do you know about how to get involved in making the Eco-Island vision a reality?		
	2008	2009
A great deal	2	2
A fair amount	6	7
Just a little	20	21
Heard of, but know nothing about	10	17
Nothing at all	54	51
Don't know	8	2
Great deal/Fair amount	8	9

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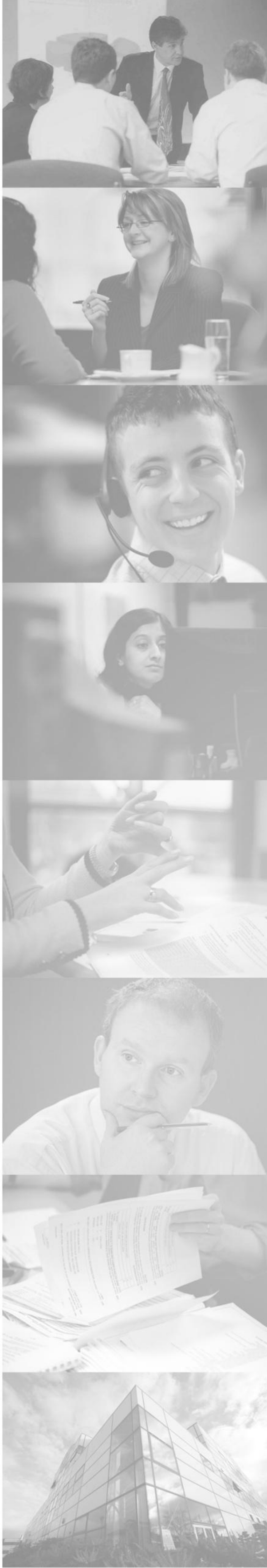

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