

North Hertfordshire District Council Residents' Tracker Survey 2019/20



Final Report

February 2020

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Opinion Research Services

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1. Project Overview

The Survey

- 1.1 Opinion Research Services (ORS) was commissioned by North Hertfordshire District Council to undertake a survey of residents' general views and perceptions towards the Council, the services it provides and the local area. The questions asked were broadly the same as those asked in the autumn 2015 and 2017 studies.
- 1.2 This report presents the findings from this survey under the following three main topic headings:
 - Your Local Area
 - Information and Communication
 - Contact with the council

Survey Response

- 1.3 The survey was carried out by telephone between 7th October 2019 and 19th January 2020. Quota controls were used to ensure a representative sample and 1,000 responses were achieved overall.
- 1.4 The tables that appear without commentary on the following two pages show the unweighted and weighted profiles of the responses to the survey. Please note that the figures may not always sum to 100% due to rounding.

Weighting the Data

- 1.5 The returned sample was checked against comparative data for age, gender, working status, ethnic group, tenure, and disability, then subsequently weighted by tenure, ethnic group, working status, age and gender. The results presented here are therefore broadly representative of the North Hertfordshire. As the data is representative of the population across North Hertfordshire, the report refers to 'residents' throughout as opposed to 'respondents'.
- 1.6 The tables on the following pages show the profile characteristics of residents to the survey. Any value denoted by an asterisk (*) represents a percentage which is less than 1%.

Profile tables

Table 1: Gender – All Residents (Note: Figures may not sum due to rounding)

Gender	Unweighted Count	Unweighted Valid %	Weighted Valid %
Male	432	43	49
Female	568	57	51
Total	1,000	100	100

Table 2: Age – All Residents (Note: Figures may not sum due to rounding)

Age	Unweighted Count	Unweighted Valid %	Weighted Valid %
16-24	43	4	10
25-34	99	10	15
35-54	411	41	36
55+	447	45	39
Total	1,000	100	100

Table 3: Working Status – All Residents (Note: Figures may not sum due to rounding)

Working Status	Unweighted Count	Unweighted Valid %	Weighted Valid %
Working	612	61	60
Retired	270	27	22
Otherwise not working	118	12	18
Total	1,000	100	100

Table 4: Ethnicity – All Residents (Note: Figures may not sum due to rounding)

Ethnicity	Unweighted count	Unweighted valid %	Weighted valid
White	930	95	91
Mixed/multiple ethnic group	11	1	2
Asian/Asian British	27	3	5
Black/African/Caribbean/Black British	13	1	2
Other ethnic group	2	*	*
Not Known	17	-	-
Total	1,000	100	100

Table 5: Tenure – All Residents (Note: Figures may not sum due to rounding)

Tenure	Unweighted Count	Unweighted Valid %	Weighted Valid %
Owned	728	76	70
Private Rent	51	5	13
Social Rent	178	19	17
Not Known	43	-	-
Total	1,000	100	100

Table 6: Disability – All Residents (Note: Figures may not sum due to rounding)

Disability	Unweighted Count	Unweighted Valid %	Weighted Valid %
Yes	153	16	16
No	825	84	84
Not known	22	-	-
Total	1,000	100	100

Interpretation of the data

- 1.7 It should be remembered that a sample, and not the entire population of North Hertfordshire, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are necessarily statistically significant.
- 1.8 Where differences between demographic groups or between surveys have been highlighted as significant there is a 95% probability that the difference is significant and not due to chance. Differences that are not said to be 'significant' or 'statistically significant' are indicative only. When comparing results between demographic sub-groups and between surveys, on the whole, only results which are significantly different are highlighted in the text.
- 1.9 Some charts and tables display the percentage point difference in results between surveys. Where figures are written in red/green and are bold, this indicates that the difference is significant at a 95% confidence level.
- 1.10 Please note that where percentages do not sum to 100, this may be due to rounding, the exclusion of 'don't know' categories, or multiple answers.
- 1.11 In some cases figures of 2% or below have been excluded from graphs.

- 1.12 Graphics are used extensively in this report to make it as user friendly as possible. The pie charts and other graphics show the proportions (percentages) of residents making relevant responses. Where possible, the colours of the charts have been standardised with a 'traffic light' system in which:
- Green shades represent positive responses
 - Beige and purple/blue shades represent neither positive nor negative responses
 - Red shades represent negative responses
 - The bolder shades are used to highlight responses at the 'extremes', for example, very satisfied or very dissatisfied

Comparisons

- 1.13 Comparisons with national figures are, in the main, taken from the LGA (Local Government Association) national survey which is carried out three times a year with around 1,000 British adults via telephone. The results used in this report are taken from the most recent wave that has been published, which was carried out between 13th and 16th June 2019 with 1,004 residents.
- 1.14 It should be noted that whilst the results are largely comparable, different questionnaires and sample sizes were used between surveys which may have an impact on direct comparability. Differences in methodologies may also affect comparability, although telephone and face-to face methodologies are generally considered to be reasonably comparable as they both involve personal interviews. Any other differences in the way questions were asked are noted where relevant.

Acknowledgements

- 1.15 ORS would like to thank the 1,000 people who took part in the survey, without whose valuable input the research would not have been possible.

2. Executive Summary

Summary of Main Findings

- 2.1 The following paragraphs selectively highlight some key findings, but readers are referred to the detailed graphics for the full story. The suite of ORS reports also includes full cross tabulations.

About Your Local Area and Local Council

- 2.2 Over nine tenths (92%) of North Hertfordshire residents are satisfied with their local area as a place to live.
- 2.3 Just under three quarters (73%) of residents are satisfied with the way North Hertfordshire District Council runs things.
- 2.4 Only just over half of residents (54%) feel that North Hertfordshire District Council provides value for money.
- 2.5 There has been a significant decrease since 2017 (from 79% to 67%) in levels of satisfaction regarding general waste and recycling collection.
- 2.6 Around 1 in 10 residents (11%) thought that the way North Hertfordshire District Council runs things had got better in the last two years. Around three fifths thought it stayed the same (61%), whilst less than one third thought things had got worse (29%).
- 2.7 Slightly over a third (35%) of residents agreed that they could influence decisions affecting their local area, with around half (51%) wanting to be more involved in decisions affecting their local area.

Communication & Information

- 2.8 One tenth (10%) of residents have signed up to receive email bulletins from North Hertfordshire District Council.
- 2.9 Around five sevenths (70%) of residents have seen or had a copy of the Council's news magazine 'Outlook' delivered to their door within the last 12 months, and of those who have, 68% have read some – if not – all of it.
- 2.10 Five sevenths (71%) of residents visited the Council's website within the last 12 months.
- 2.11 Slightly less than two thirds (63%) of residents tended to agree that the website was well designed, whilst nearly five sevenths (71%) tended to agree that the website was simple and easy to use.
- 2.12 The majority of residents were aware of the variety of uses within the website, such as finding information (90%), making a complaint or general enquiry (82%), reporting problem (75%), making a payment (73%), and applying for a service (67%).

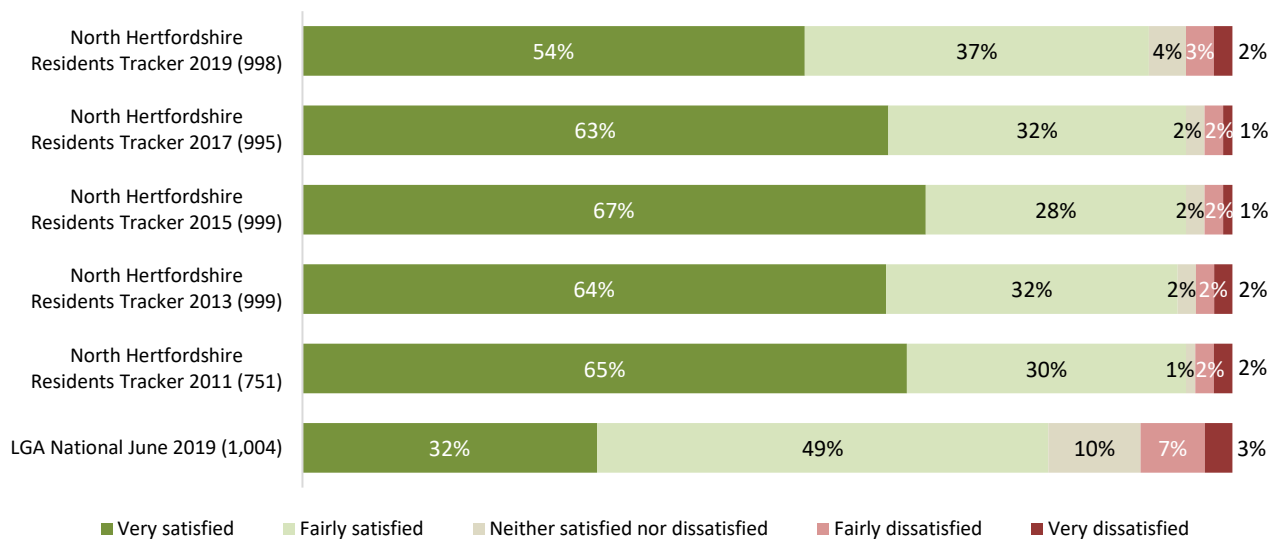
3. About your Local Area



Satisfaction with Local Area as a Place to Live

- 3.1 Over 9 in 10 (92%) North Hertfordshire residents are satisfied with their local area as a place to live, whilst only (4%) are dissatisfied.
- 3.2 Satisfaction has seen a decrease over the last two years – 92% (2015); 95% (2017); 91% (2019) – but remains higher than when compared with June 2019 National data (80%; 12 percentage points difference).

Figure 1: Overall, how satisfied or dissatisfied are you with this area as a place to live?



Base: All Residents (Number of residents shown in brackets)



Satisfaction with the way North Hertfordshire District Council runs things

- 3.3 Nearly three quarters (73%) of residents are satisfied with the way North Hertfordshire District Council runs things, whilst just over one eighth (14%) are dissatisfied.
- 3.4 Residents' satisfaction with North Hertfordshire District Council has decreased by 3 percentage points over the last 12 months (73% in 2019 vs 76% in 2017). Satisfaction levels with the way the Council runs things remain higher than the June 2019 National average (63%; 10 percentage points difference).

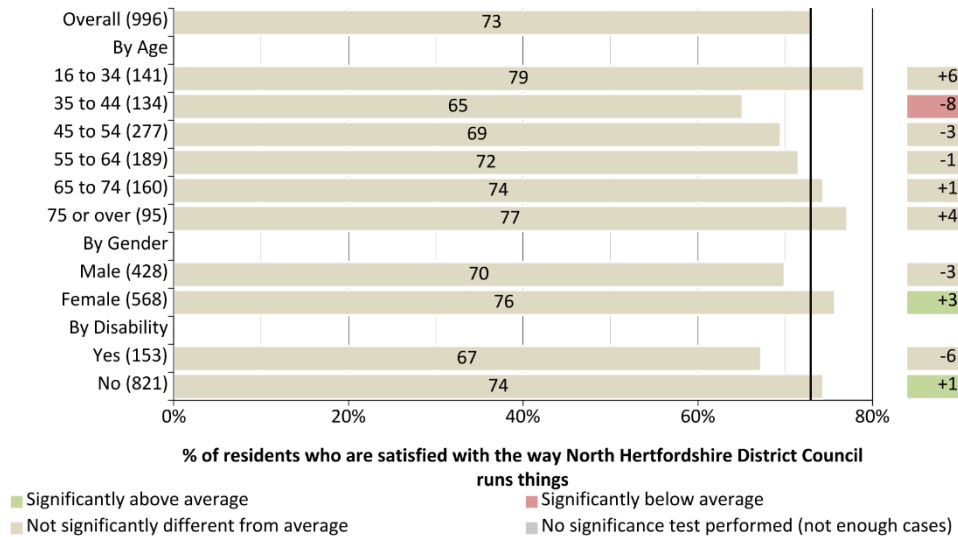
Figure 2: Overall, how satisfied or dissatisfied are you with the way North Hertfordshire District Council runs things?



Base: All Residents (Number of residents shown in brackets)

- 3.5 It can be seen in Figure 3 that residents who are female or do not have a disability are significantly more likely to be satisfied with the way North Hertfordshire Council runs things.
- 3.6 Residents who are aged 35 to 44 are significantly less likely to be satisfied with the way North Hertfordshire Council runs things.

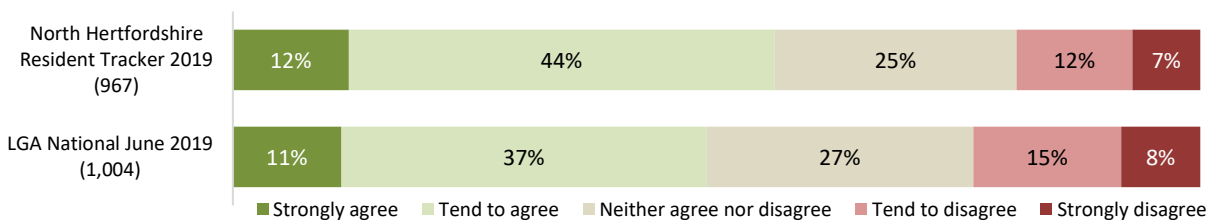
Figure 3: Overall, how satisfied or dissatisfied are you with the way North Hertfordshire District Council runs things? (by sub-group)



Base: (Number of residents shown in brackets)

- 3.7 It can be seen in Figure 4 that over half (56%) of residents agree that North Hertfordshire District Council provides value for money, whilst one quarter (25%) neither agree nor disagree, and just under a fifth (19%) disagree. Overall agreement that the Council provides value for money is higher than the June 2019 National average (48%; 8 percentage points difference).

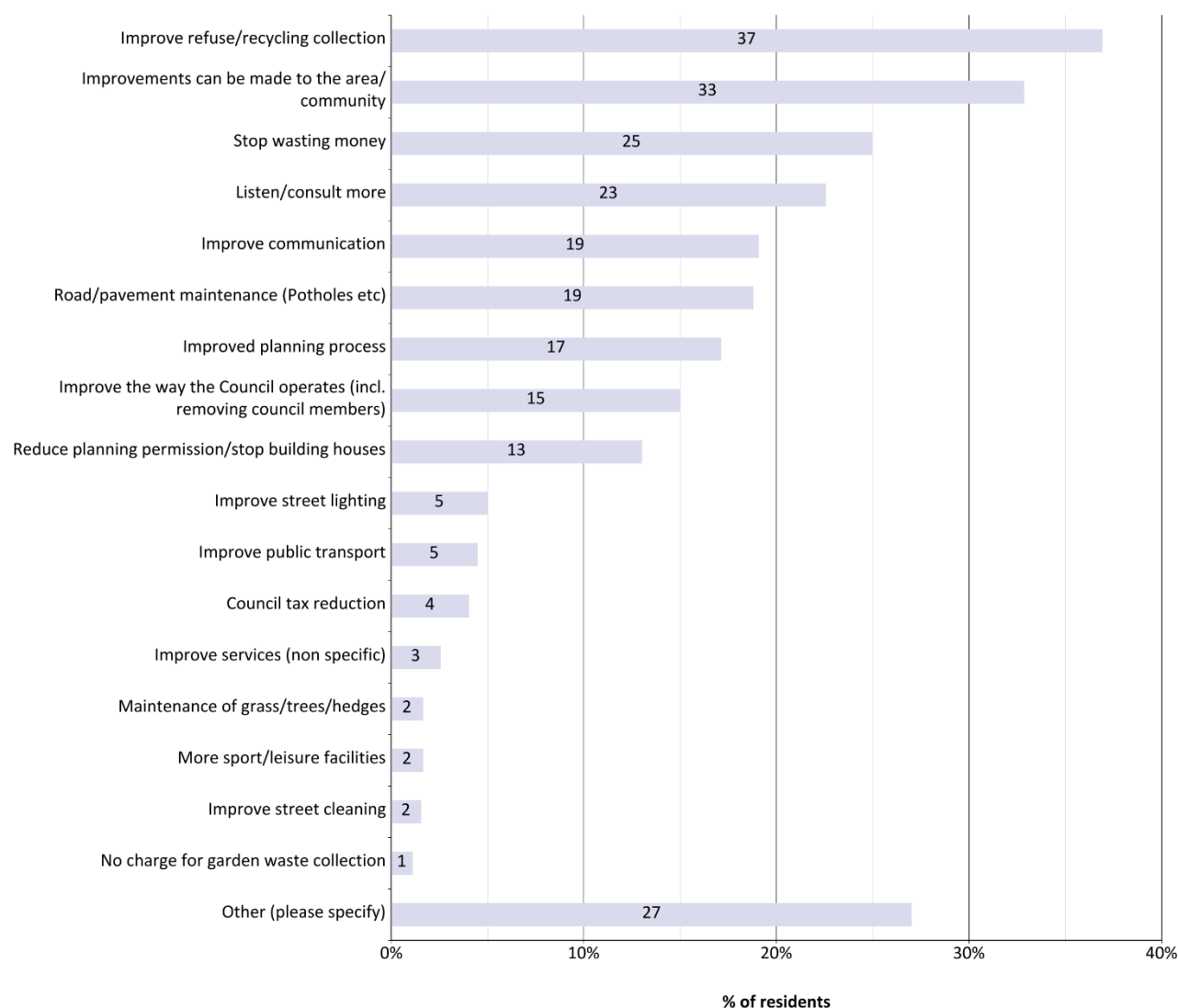
Figure 4: To what extent do you agree or disagree that North Hertfordshire District Council provides value for money?



Base: (Number of residents shown in brackets)

- 3.8 Figure 5 shows that the suggestion given by the highest proportion of residents on how to improve the overall running of North Hertfordshire is to improve refuse/recycling collection (37%).
- 3.9 One third (33%) of residents feel that improvements can be made to the area/community, whilst one quarter (25%) think that the Council should stop wasting money.
- 3.10 Just under one quarter (23%) feel that the Council should listen/consult more with residents about improving the overall running of the Council.
- 3.11 Less than a fifth (19%) of residents feel that the Council should improve communication and road/pavement maintenance, or should have an improved planning process (17%).

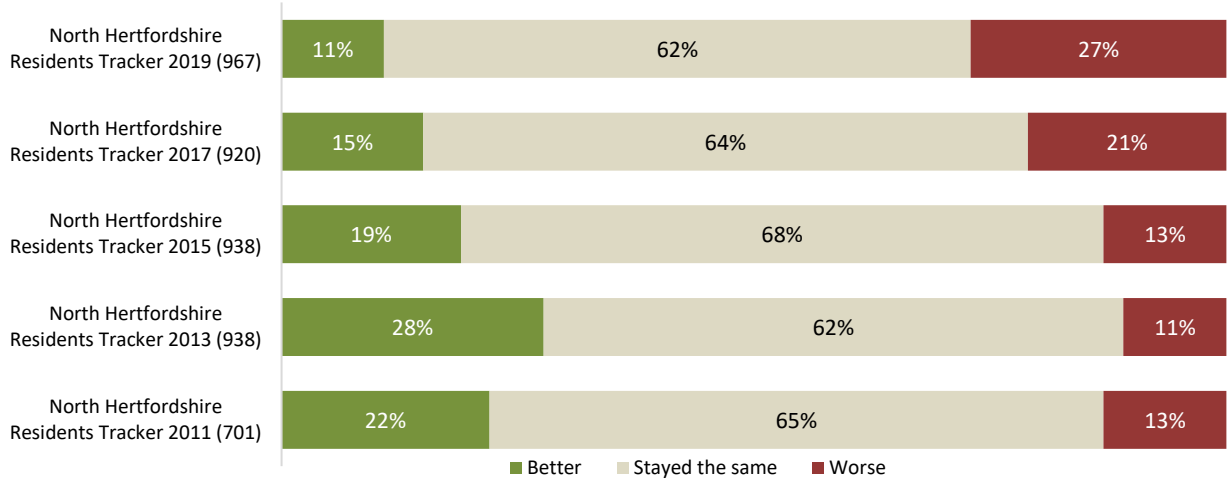
Figure 5: How could the Council improve the overall running of North Hertfordshire?



Base: All Residents (175)

3.12 It can be seen in Figure 6 that just over 1 in 10 (11%) residents think that the way North Hertfordshire District Council runs things has got better over the last two years, which is a significant decrease from 2017 (15%).

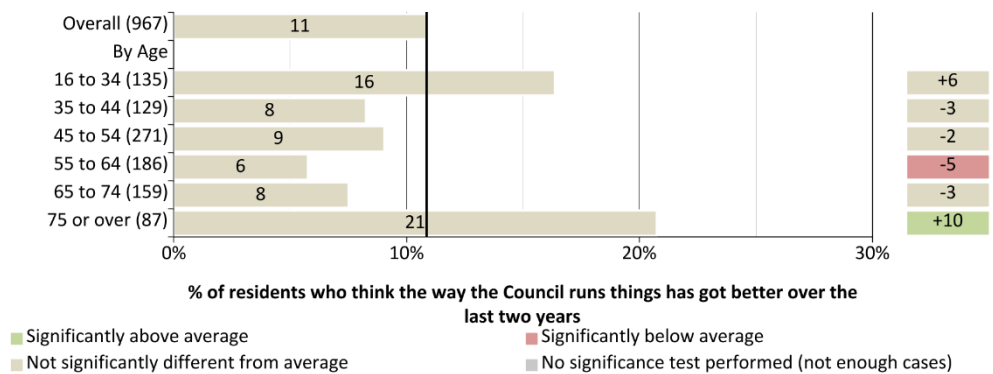
Figure 6: Thinking about the way North Hertfordshire District Council runs things, do you think it has got better, stayed the same or got worse over the last two years?



Base: (Number of residents shown in brackets)

3.13 Figure 7 shows that residents who are 75 or over are significantly more likely to think that the way the Council runs things has got better in the last two years, whereas residents who are aged 55 to 64 are significantly less likely to think this.

Figure 7: Thinking about the way North Hertfordshire District Council runs things, do you think it has got better, stayed the same or got worse over the last two years? (by sub-group)



Base: (Number of residents shown in brackets)

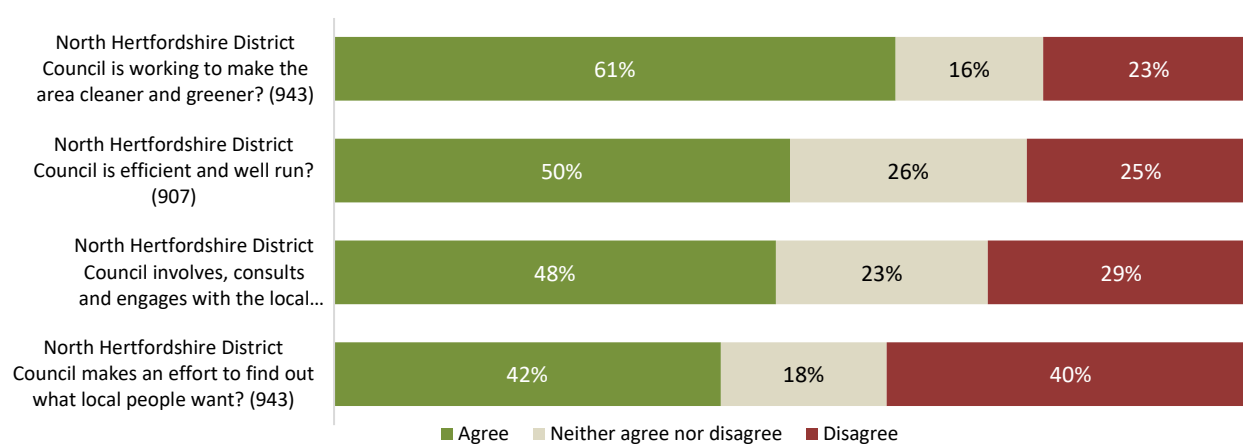
^{3.14} Table 7 shows that residents in the Royston area were significantly more likely to say the area 'Stayed the same'.

Table 7: Residents who think about the way North Hertfordshire District Council runs things, do you think it has got better, stayed the same or got worse over the last two years by Ward area:

	Total	Baldock and District	Hitchin	Southern Rural	Letchworth	Royston
Better	11%	12%	12%	8%	13%	8%
Stayed the same	62%	59%	64%	60%	59%	70%
Worse	27%	29%	24%	32%	28%	22%
Base	967	139	271	157	252	148

- 3.15 It can be seen in Figure 8 that around three fifths (61%) of residents agree that North Hertfordshire District Council is working to make the area cleaner and greener, whilst just under one quarter (23%) disagree.
- 3.16 Half of residents (50%) agree that North Hertfordshire District Council is efficient and well run, whilst one quarter (25%) of residents disagree.
- 3.17 Just under half (48%) of residents agree that North Hertfordshire District Council involves, consults and engages with the local community, whilst just under 3 in 10 (29%) disagree.
- 3.18 Just over two fifths (42%) of residents agree that North Hertfordshire District Council makes an effort to find out what local people want, whilst a similar proportion (40%) disagree.

Figure 8: Do you agree, disagree or neither agree nor disagree with the following...?



Base: All Residents (Number of residents shown in brackets)

- 3.19 On the following page in Table 8, it can be seen that there is a significant increase in the number of residents who agree that North Hertfordshire District Council involves, consults and engages with the local community (2 percentage points); that it makes an effort to find out what local people want (7 percentage points); that it is working to make the area cleaner and greener (by 6 percentage points); and is efficient and well run (by 9 percentage points).
- 3.20 In Table 9, it can be seen that residents in Letchworth are significantly less likely than other wards, to agree that North Hertfordshire District Council involves, consults or engages with the local community.
- 3.21 Residents of Hitchin are significantly more likely to agree that the Council makes an effort to find out what local people want than other wards.
- 3.22 Residents of Royston are significantly less likely than other wards to agree that the Council makes an effort to find out what local people want.

Table 8: Do you agree, disagree or neither agree nor disagree with the following...North Hertfordshire District Council...?

Statements	Agreed % 2011	Agreed % 2013	Agreed % 2015	Agreed % 2017	Agreed % 2019	% change 2017 to 2019
Involves, consults and engages with the local community (932)	55%	56%	53%	46%	48%	+2%
Makes an effort to find out what local people want (943)	49%	48%	48%	35%	42%	+7%*
Working to make the area cleaner and greener (943)	69%	72%	67%	55%	61%	+6%*
Efficient and well run (907)	52%	53%	51%	41%	50%	+9%*

Base: (Number of residents in 2019 is shown in brackets)

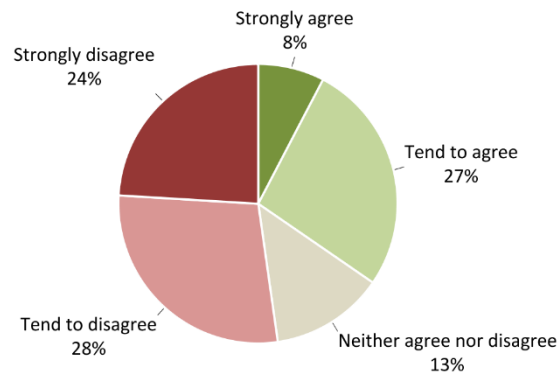
Table 9: Do you agree, disagree or neither agree nor disagree with the following...North Hertfordshire District Council...? (Ward-group analysis)

Statements	Total	Baldock and District	Hitchin	Southern Rural	Letchworth	Royston
Involves, consults and engages with the local community	48% (932)	52% (131)	52% (259)	52% (156)	38% (243)	51% (143)
Makes an effort to find out what local people want	42% (943)	42% (133)	47% (259)	40% (155)	42% (250)	34% (146)
Working to make the area cleaner and greener	61% (943)	60% (134)	65% (256)	57% (154)	63% (252)	56% (147)
Efficient and well run	50% (907)	54% (128)	47% (249)	50% (148)	47% (242)	55% (140)

Base: (Number of residents shown in brackets)

3.23 In Figure 9, it can be seen that over one third (35%) of residents agree that they can influence decisions affecting their local area, whilst more than half (52%) disagree, and around one quarter (24%) of residents strongly disagree.

Figure 9: Do you agree or disagree that you can influence decisions affecting your local area?

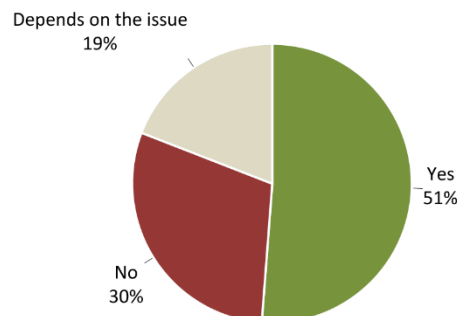


Base: All Residents (971)

3.24 Figure 10 shows that around half (51%) of residents would like to be more involved in the decisions that affect their local area.

3.25 Three in ten (30%) of residents do not want to be involved in decisions that affect their local area, whilst around one fifth (19%) feel that it depends on the issue.

Figure 10: Generally speaking, would you like to be more involved in the decisions that affect your local area?

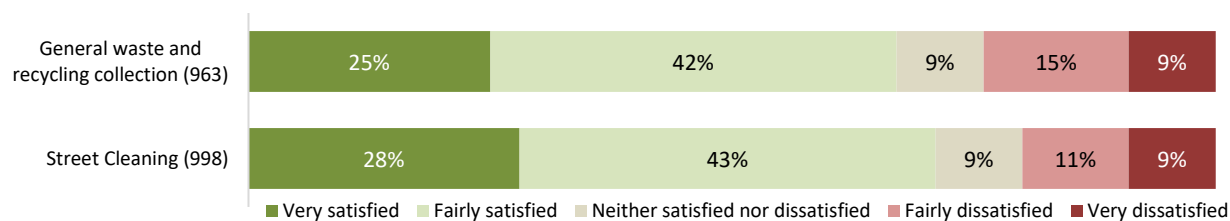


Base: All Residents (992)

Council Services

- 3.26 Figure 11 shows that more than two thirds (67%) of residents are satisfied with general waste and recycling collection, which is significantly lower than the national average (74%)¹; whilst around one quarter (24%) of North Herts residents are dissatisfied.
- 3.27 Around 7 in 10 (71%) are satisfied with the Council's street cleaning, which is in line with the national average (70%); whilst one fifth (20%) are dissatisfied.
- 3.28 Just under 1 in 10 (9%) are neither satisfied nor dissatisfied with the general waste and recycling collection, and the street cleaning.

Figure 11: Are you satisfied or dissatisfied or neither satisfied nor dissatisfied with the following...?



Base: All Residents (Number of residents shown in brackets)

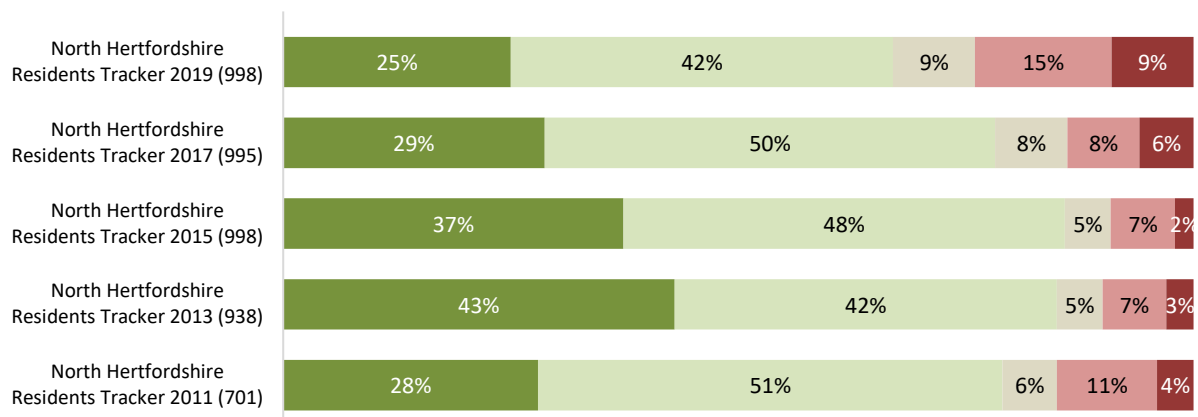
¹ It is important to note that this LGA data does not include recycling.

3.29 When looking at a comparison to previous years, it can be seen in Figure 12 that there has been a significant decrease since 2017 in levels of satisfaction regarding general waste and recycling collection.

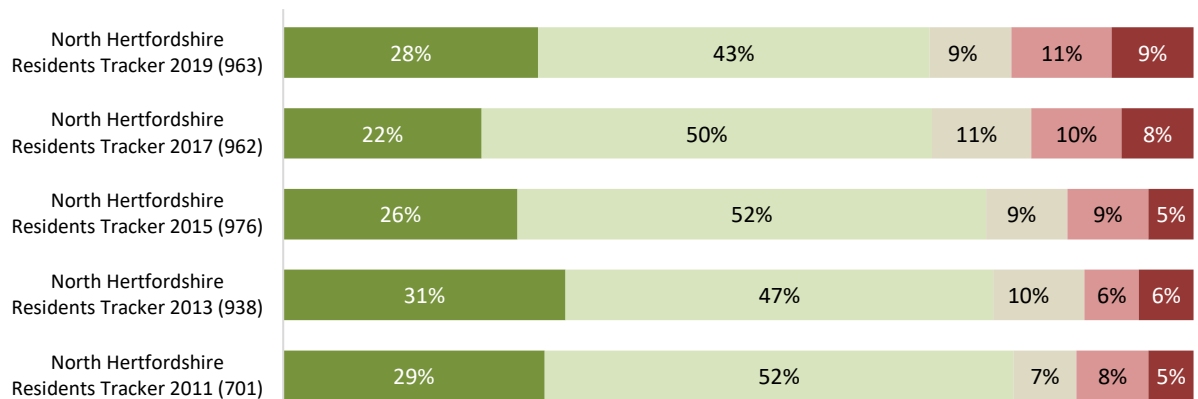
3.30 Overall satisfaction with street cleaning has remained level since 2017, but has also seen a general decline since 2011.

Figure 12: Are you satisfied or dissatisfied or neither satisfied nor dissatisfied with the following...?

General waste and recycling collection



Street cleaning



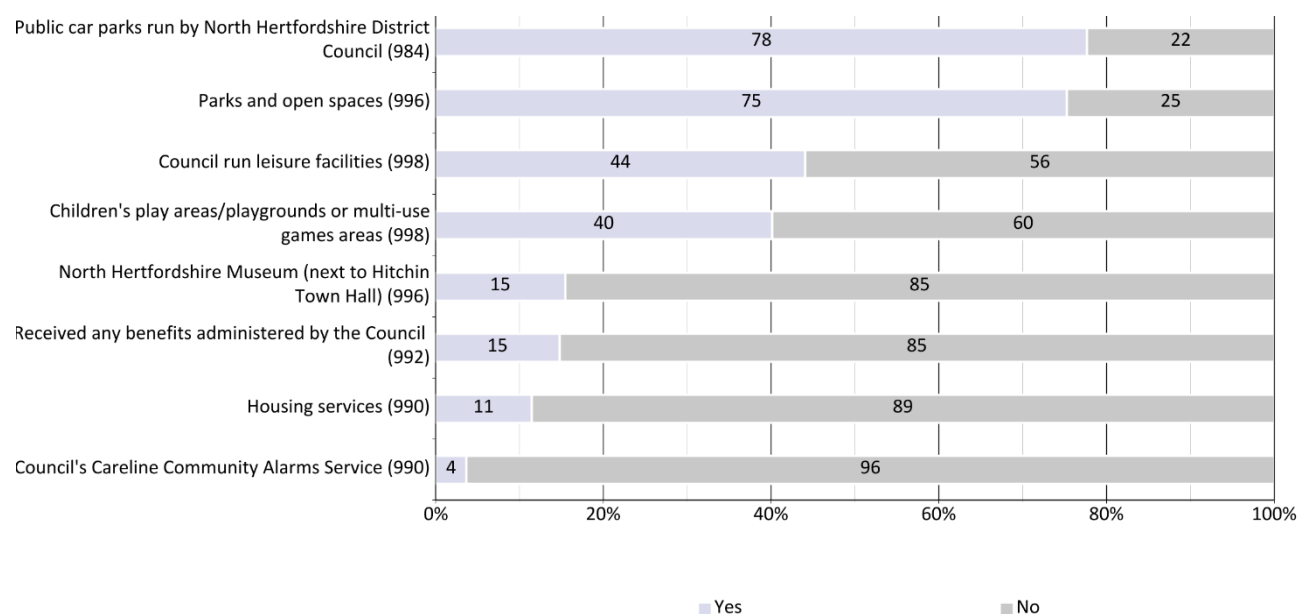
■ Very satisfied ■ Fairly satisfied ■ Neither satisfied nor dissatisfied ■ Fairly dissatisfied ■ Very dissatisfied

Base: (Number of residents shown in brackets for each year)

3.31 Figure 13 shows that over three quarters (78%) of residents have used public car parks run by North Hertfordshire District Council within the past year, whilst a similar proportion (75%) have used parks and open spaces.

3.32 More than 2 in 5 (44%) residents have used council-run leisure facilities, whilst two fifths (40%) have used children's play areas/playgrounds or multi-use games areas.

Figure 13: Have you used any of the following within the past year?



Base: (Number of residents shown in brackets)

3.33 Table 10 shows that the proportion of residents who use housing services run by North Hertfordshire District Council has risen significantly and 4 percentage points, respectively.

Table 10: Have you used any of the following within the past year?

Service/facility	% Users 2011	% Users 2013	% Users 2015	% Users 2017	% Users 2019	% change 2017 to 2019
Parks and open spaces (996)	78%	79%	75%	73%	75%	+2%
Public car parks run by North Hertfordshire District Council (984)	77%	78%	78%	78%	78%	-
Council run leisure facilities (998)	55%	48%	46%	44%	44%	-
Children's play areas / multi-use games areas (998)	41%	46%	41%	40%	40%	-
Housing Services (990)	6%	4%	5%	7%	11%	+4%*

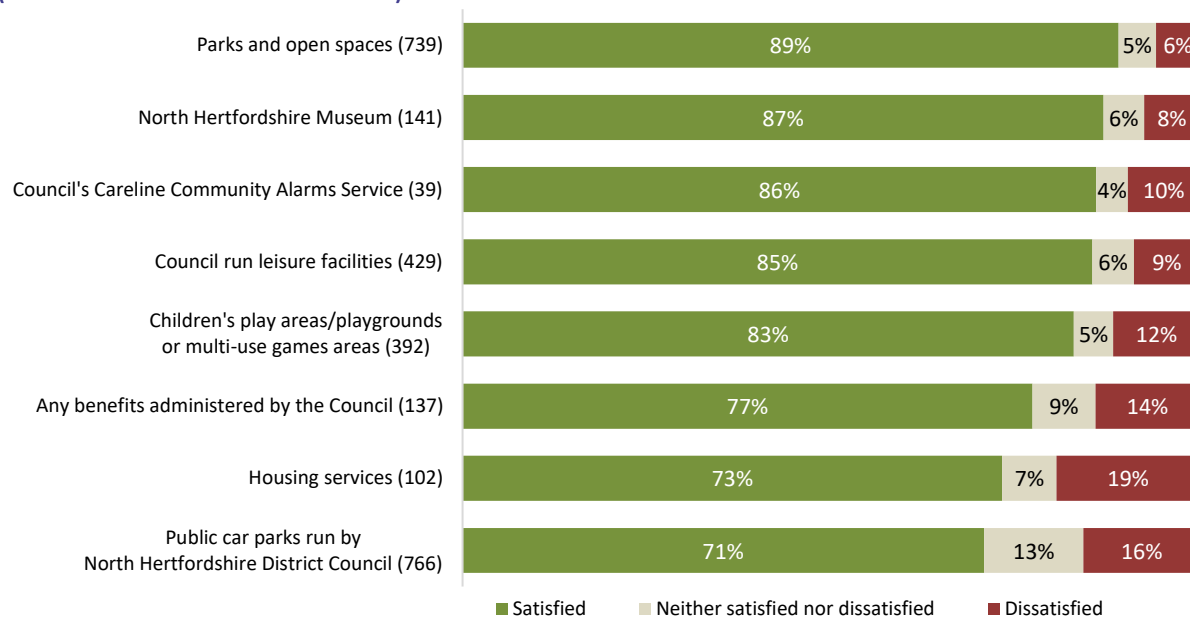
Base: (Number of residents in 2019 is shown in brackets)

3.34 It can be seen in Figure 14 that nearly 9 in 10 (89%) residents are satisfied with parks and open spaces, whilst similar proportions are satisfied with North Hertfordshire Museum (87%), the Council's Carelines Community Alarms Service (86%) and how the Council runs leisure facilities (85%).

3.35 Areas with lower levels of satisfaction include benefits administered by the Council (77%), Housing services (73%) and public car parks run by North Hertfordshire District Council (71%).

Figure 14: Are you satisfied or dissatisfied or neither satisfied nor dissatisfied with the following:

Base: (Number of residents shown in brackets)



3.36 Table 11 shows that there has been a significant decrease in levels of satisfaction for all areas of Council services:

Table 11: Are you satisfied or dissatisfied or neither satisfied nor dissatisfied with the following:

(satisfaction of services 2011 – 2019)

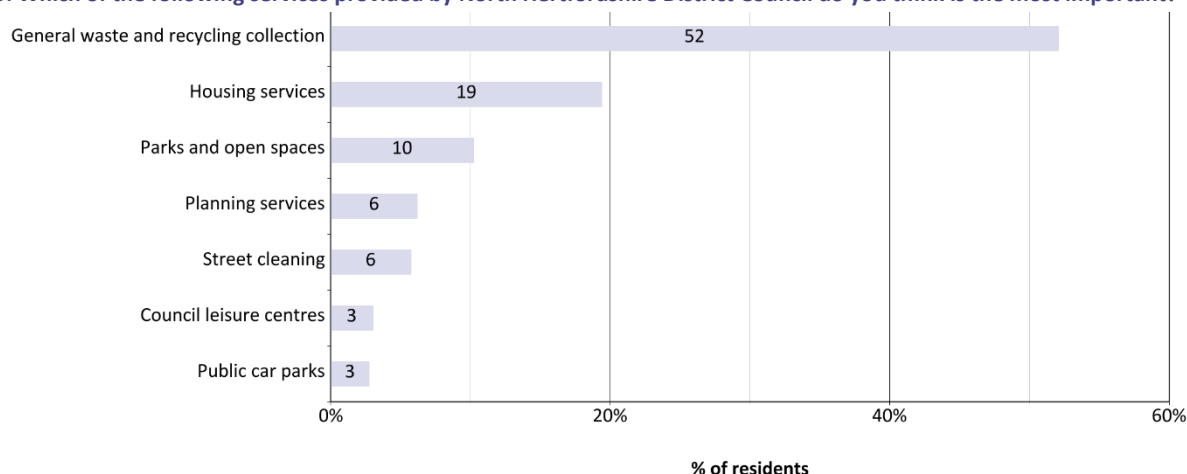
Service/facility	Satisfied % 2011	Satisfied % 2013	Satisfied % 2015	Satisfied % 2017	Satisfied % 2019	Percentage % Change 2017 to 2019
Parks and open spaces (739)	89%	93%	93%	92%	89%	-3%
Children's play areas / multi-use games areas (392)	87%	90%	90%	88%	83%	-5%
Council's Careline Community Alarms Service (39)	-	100%	100%	92%	86%	-6%
Council run leisure facilities (429)	92%	90%	91%	91%	85%	-6%
Public car parks run by North Hertfordshire District Council (766)	75%	76%	77%	77%	71%	-6%
Housing Services (102)	79%	76%	77%	79%	73%	-6%

Base: (Number of residents in 2019 is shown in brackets)

Areas of Personal Concern

3.37 When looking into areas of personal concern, Figure 15 shows that the most important service for over half (52%) of North Hertfordshire residents is general waste and recycling collections, followed by housing services (19%).

Figure 15: Which of the following services provided by North Hertfordshire District Council do you think is the most important?



Base: All Residents (955)

3.38 Residents who are aged 35 to 44, or are aged 75 and over, are significantly less likely to think that street cleaning is important, in compared to other age groups.

3.39 Residents aged 16 to 34 are significantly less likely to think planning services are important, whilst residents aged 55 to 64 and residents aged 75 and over are significantly less likely to think Housing services are important.

Table 12: Which of the following services provided by North Hertfordshire District Council do you think is the most important? (Importance of each service by age)

	Total	16 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
General waste and recycling collection	52%	50%	48%	52%	57%	52%	57%
Parks and open spaces	10%	10%	15%	10%	10%	8%	8%
Street cleaning	6%	5%	2%	7%	7%	5%	11%
Public car parks	3%	4%	5%	2%	2%	3%	2%
Council leisure centres	3%	5%	3%	2%	2%	2%	3%
Museums	*%	0%	0%	1%	0%	0%	1%
Planning services	6%	2%	8%	7%	7%	10%	7%
Housing services	19%	24%	20%	20%	15%	21%	11%
Base	955	140	128	270	185	147	85

Base: All Residents (955)

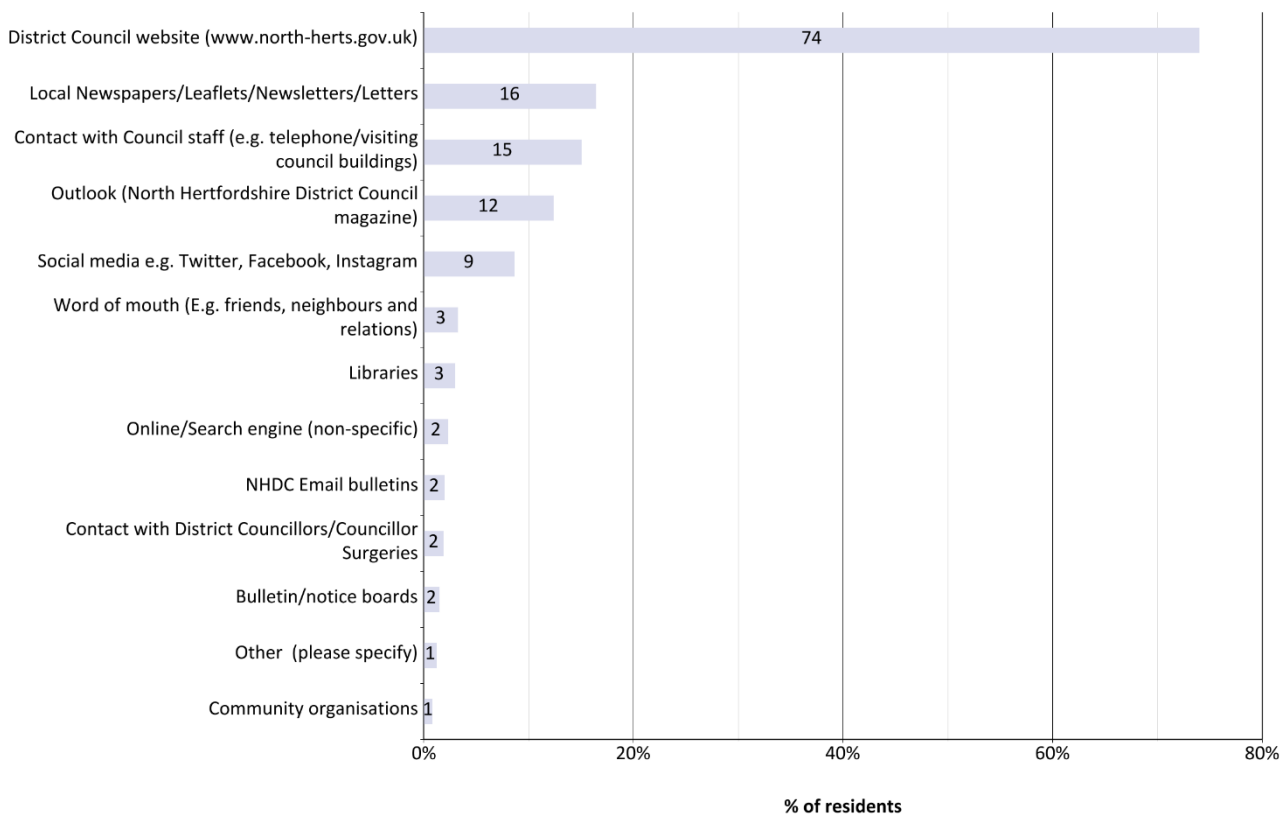
4. Information and Communication



Information Channels

- 4.1 Figure 16 shows that around three quarters (74%) of residents normally obtain information about North Hertfordshire District Council on the District Council's website.
- 4.2 Less than one fifth (16%) residents said that they obtain their information from local newspapers/leaflets/newsletters/letters, with a similar proportion (15%) obtaining information through contact with council staff by visiting or telephoning council buildings.

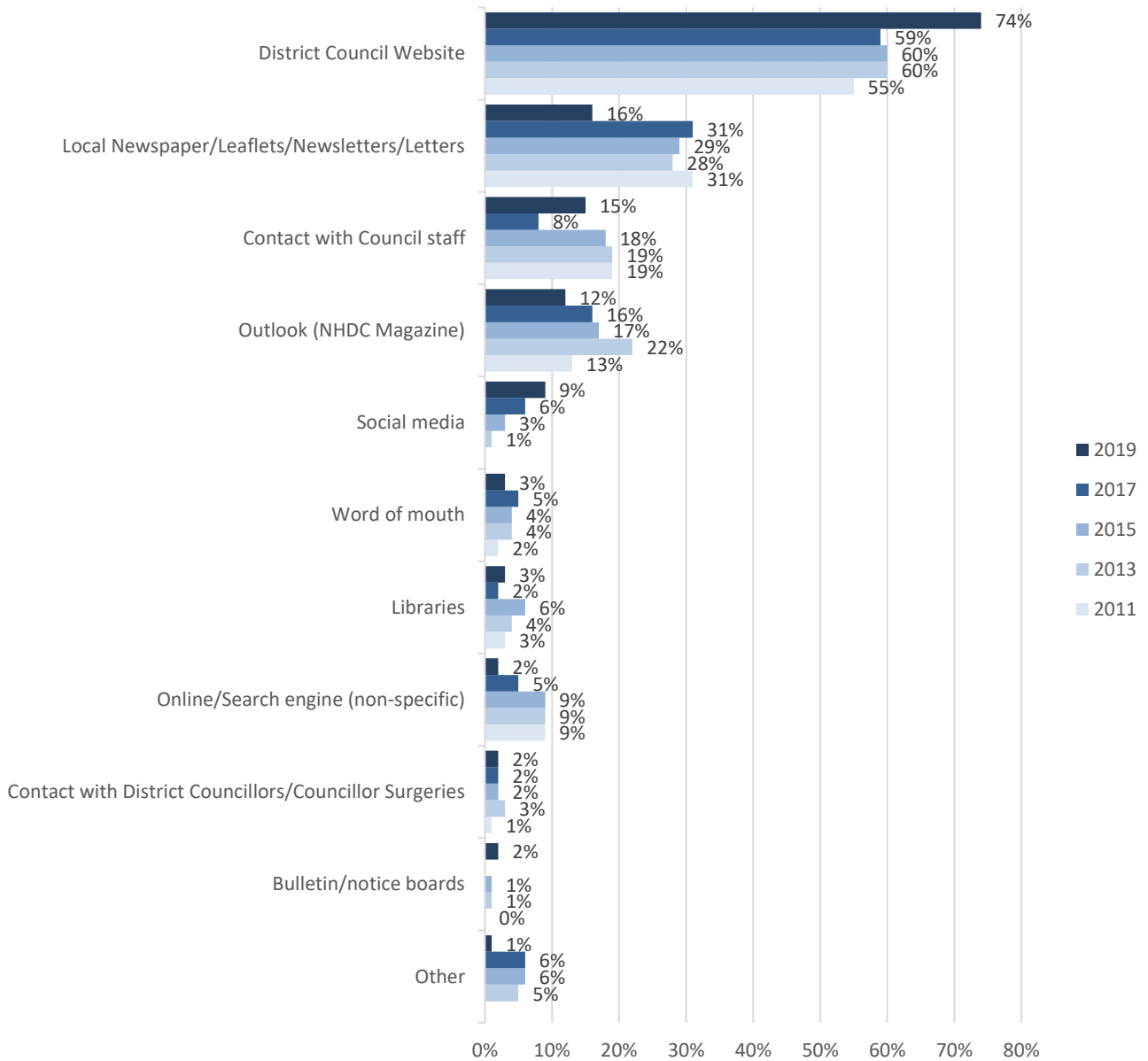
Figure 16: Where do you normally obtain information about North Hertfordshire District Council if you need it?



Base: All Residents (969)

4.3 Figure 17 shows the comparison of responses residents gave regarding how they obtained information from the Council. The Council website has remained the most popular with local newspapers/leaflets declining in preference. Contact with Council staff has seen a small decrease along with the Council’s magazine “Outlook”. Social media has seen a small increase year-on-year.

Figure 17: Where do you normally obtain information about North Hertfordshire District Council if you need it? (Comparison of responses 2011-2019)²



Base: All Residents

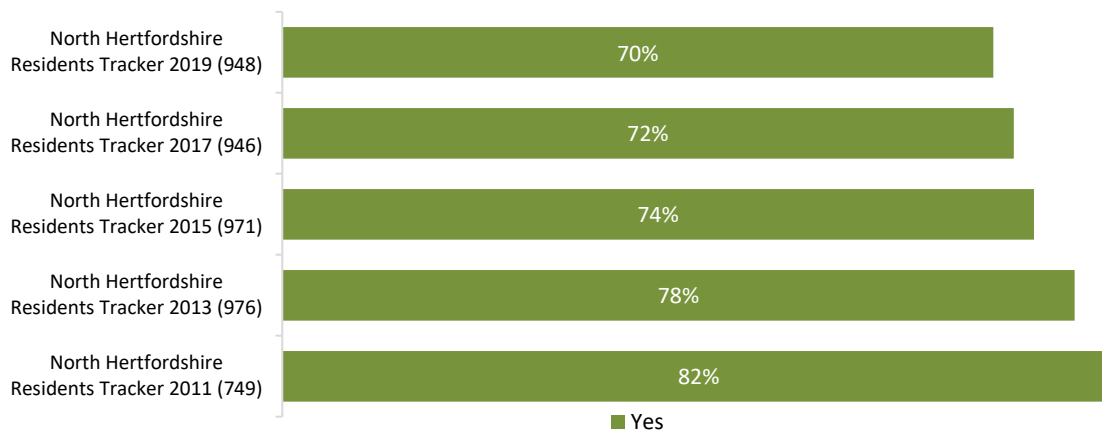
² Local Newspaper/Leaflets/Newsletters/Letters; previously separate response options.
 Contact with council staff; previously “Contact with Council staff” and “Phoned the Council”.
 Bulletin/notice boards; previously “Posters”.
 Contact with District Councillors/Councillor Surgeries; previously separate response options.



'Outlook' Magazine

- 4.4 Figure 18 shows that 7 in 10 (70%) of residents have seen or had a copy of the Council's community news magazine, 'Outlook'. There has been a steady year-on-year decrease in the number of residents having seen or had a copy of the magazine, with a decrease of 2 percentage points in the last two years (72% in 2017).

Figure 18: Have you seen, or had a copy of 'Outlook', North Hertfordshire District Council's community news magazine, delivered to your door in the last 12 months? (Comparison with previous years)



Base: All Residents (Number of residents shown in brackets)

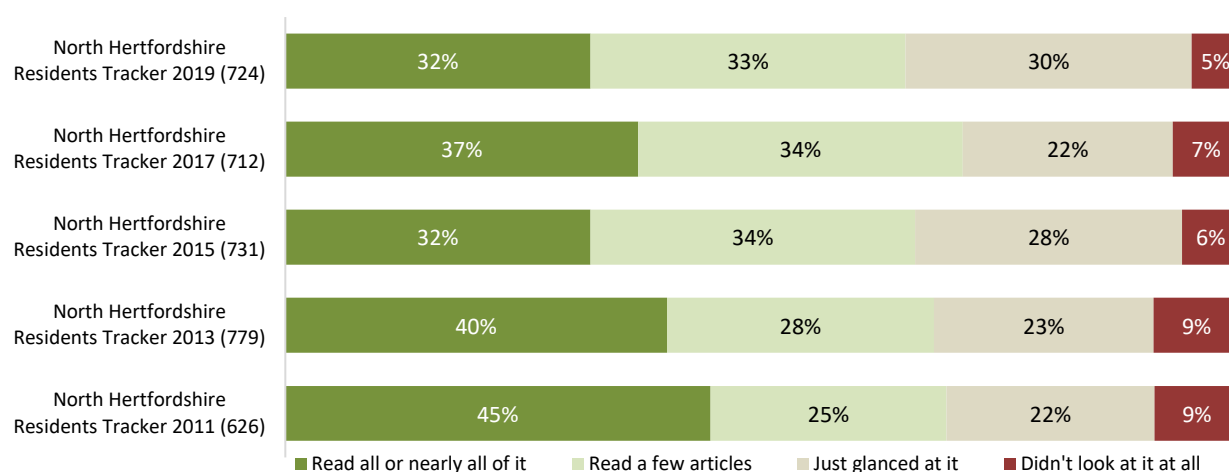
- 4.5 Residents in Hitchin (78%) are significantly more likely to have seen or had a copy of 'Outlook' magazine delivered to their door in the last 12 months, whereas residents in Royston (58%) are significantly less likely to have seen or had a copy of 'Outlook'.

Table 13: Residents who have seen, or had a copy of 'Outlook' by Ward area in the past 12 months:

	Total	Baldock and District	Hitchin	Southern Rural	Letchworth	Royston
Yes	70%	74%	78%	65%	71%	58%
Base	948	135	265	155	247	146

- 4.6 As seen in Figure 19, the proportion of residents who have read all or nearly all of 'Outlook' (32%) has decreased significantly since 2017 (37%), whilst residents who have read a few articles has seen no significant change.
- 4.7 The proportion of residents who just glanced at it has significantly increased since 2017, whilst the proportion of residents who did not look at it at all has remained in line with 2017.

Figure 19: Would you say you have...?



Base: All Residents (Number of residents shown in brackets)

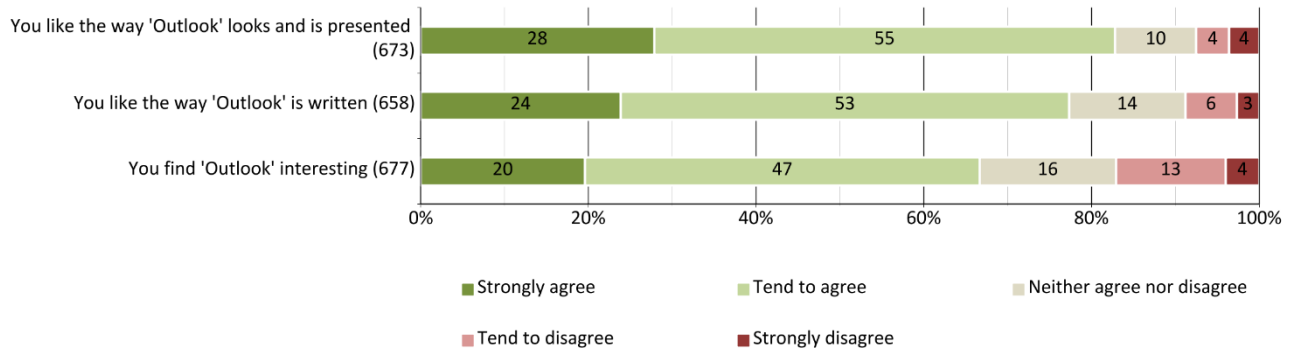
- 4.8 Table 14 shows that residents who are aged 35 to 64 are more likely to have read all or nearly of all 'Outlook', whereas residents aged 35 to 44 are significantly more like to have read only a few articles. Residents who are aged 45 to 54 are significantly more likely to have just glanced at 'Outlook'.

Table 14: Interaction with 'Outlook' among different age demographics (seen or received 'Outlook').

Level of interaction with 'Outlook'	Total	16 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or over
Read all or nearly all of it	32%	16%	16%	27%	43%	38%	52%
Read a few articles	33%	44%	49%	30%	29%	27%	27%
Just glanced at it	30%	32%	27%	38%	25%	32%	21%
Didn't look at it at all	5%	8%	8%	6%	4%	3%	0%
Base	724	53	82	219	164	135	71

4.9 As seen in Figure 20, more than four fifths (83%) of residents like the way 'Outlook' looks and is presented; just over three quarters (77%) like the way it is written, whilst just over two thirds (67%) find 'Outlook' interesting.

Figure 20: Do you agree, disagree or neither agree nor disagree with the following...?

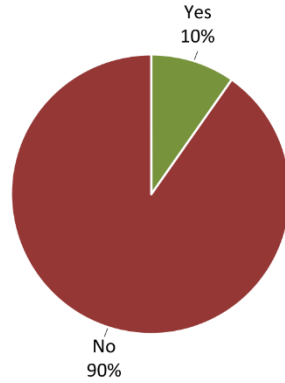


Base: (Number of responses shown in brackets)

@ Council Email Newsletters/E-bulletin Service

4.10 Figure 21 shows that one in ten (10%) of residents are signed up to the Council’s email bulletins.

Figure 21: Have you signed up to receive email bulletins from North Hertfordshire District Council?

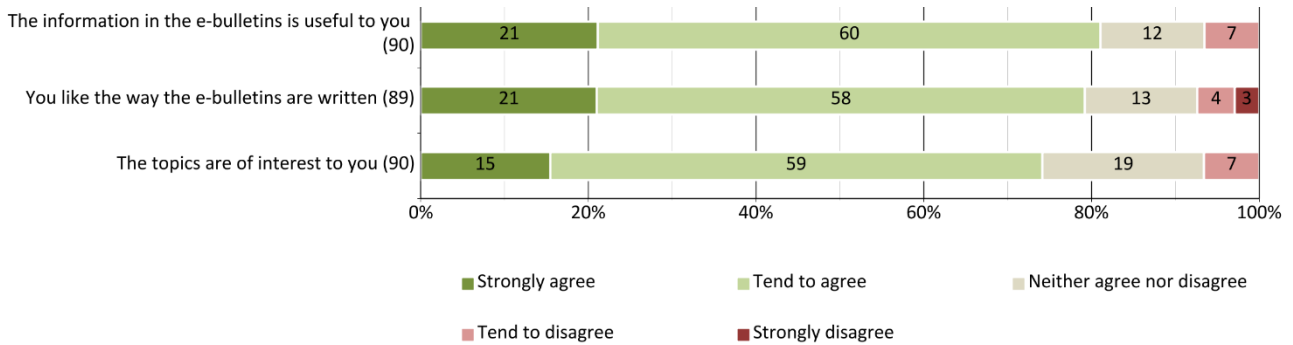


Base: All Residents (968)

4.11 Figure 22 shows that around 4 in 5 (79%) residents like the way the e-bulletins are written, whilst a similar proportion (81%) of residents find the information in the e-bulletins useful to them.

4.12 Around three quarters (74%) of residents agree that North Hertfordshire District Council’s email newsletters/e-bulletin service topics are of interest to them.

Figure 22: Do you agree, disagree or neither agree nor disagree with each of the following statements about North Hertfordshire District Council's email newsletters/e-bulletin service?



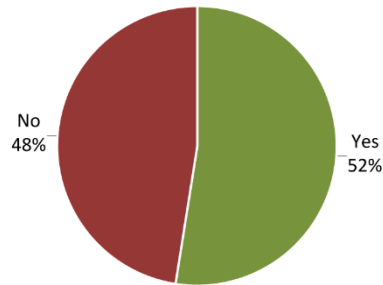
Base: All Residents (Number of residents shown in brackets)



Contact with the Council

4.13 It can be seen in Figure 23 that more than half of residents (52%) said they have contacted the council within the last year.

Figure 23: In the last 12 months, have you contacted North Hertfordshire District Council?

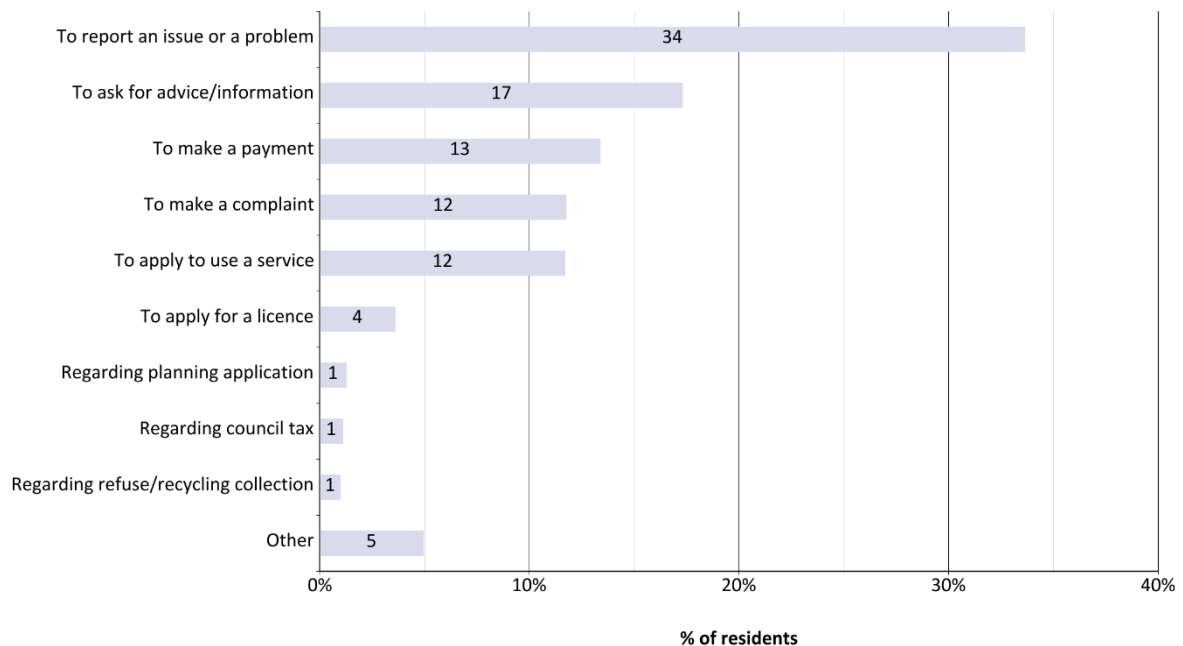


Base: All Residents (987)

4.14 Of the residents that contacted the Council in the last 12 months, Figure 24 shows that around a third (34%) had contacted the Council to report an issue or a problem, whilst less than 1 in 5 (17%) contacted the Council to ask for advice/information.

4.15 Around one eighth (13%) of residents contacted the Council to make a payment, while similar proportions made contact to make a complaint (12%) and to apply to use a service (12%).

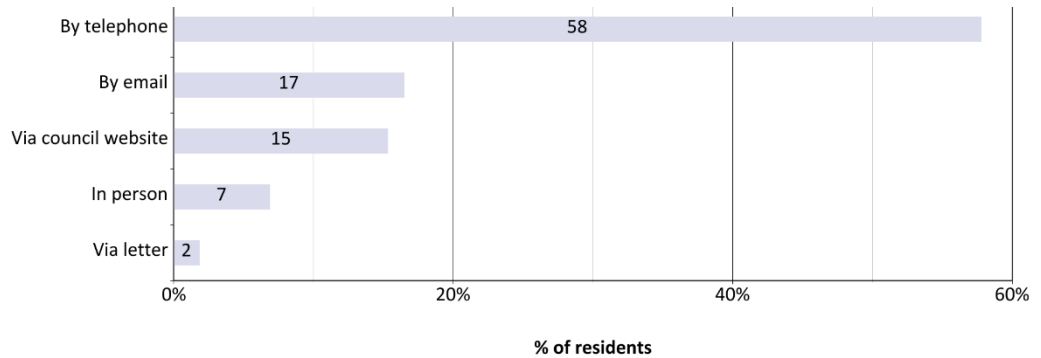
Figure 24: Which of these describes the reason why you made your most recent contact with the Council?



Base: All Residents who have contacted the council in the last 12 months (521)

4.16 The most popular method of contacting the Council for residents was by telephone, with nearly three fifths of residents (58%) choosing this method. Less than a fifth (17%) chose to contact the Council via email, whilst a slightly smaller proportion contacted the Council via its website (15%). Less than one in ten (7%) contacted the Council in person.

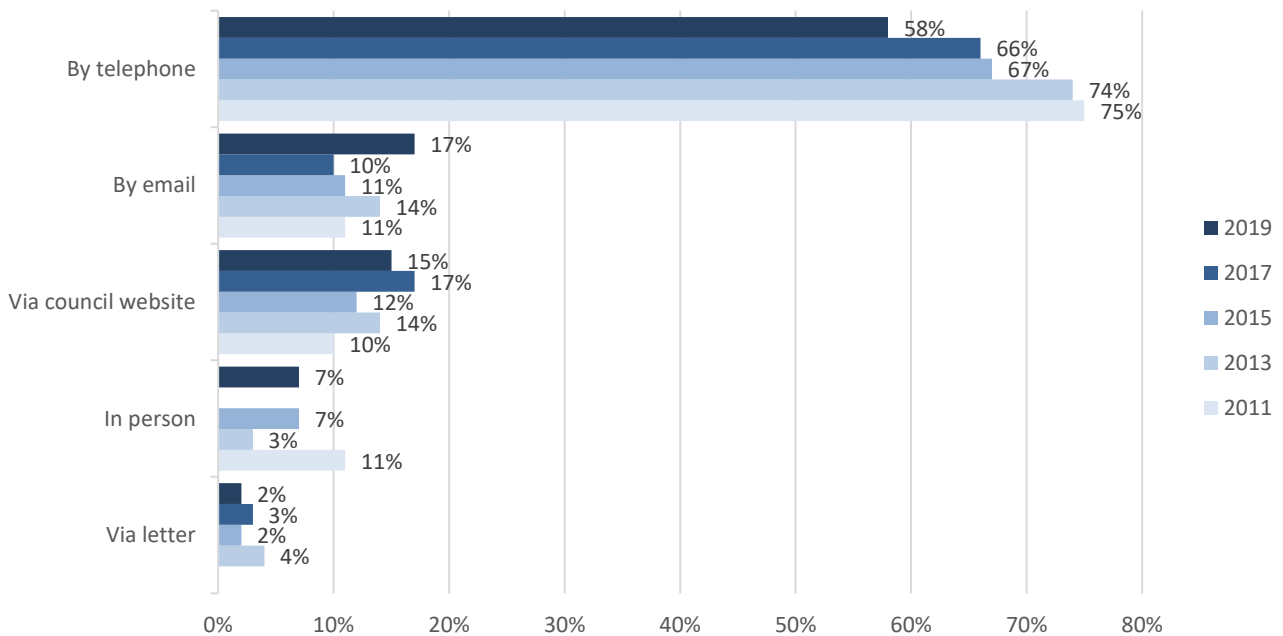
Figure 25: How did you contact the Council?



Base: All Residents who have contacted the council in the last 12 months (524)

4.17 Figure 26 shows that the number of residents contacting the Council by telephone has significantly decreased to 58% in 2019 from 66% in 2017 (8 percentage points difference) coinciding with a small rise in residents contacting via email.

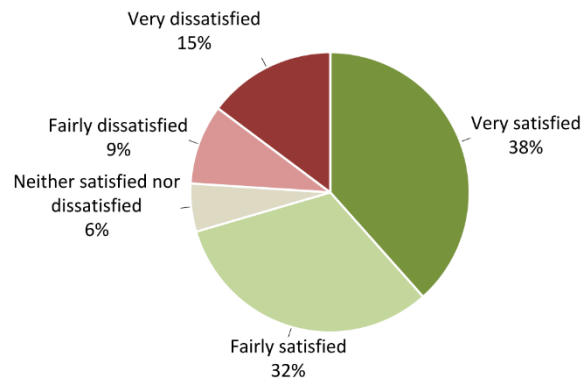
Figure 26: How did you contact the Council? (Comparison with previous years)



Base: All Residents who have contacted the council in the last 12 months

- 4.18 Seven tenths (70%) of residents said that they were satisfied with the service they received the last time they contacted the Council, with nearly 2 in 5 (38%) residents saying that they were very satisfied. Around one quarter (24%) of residents were dissatisfied.

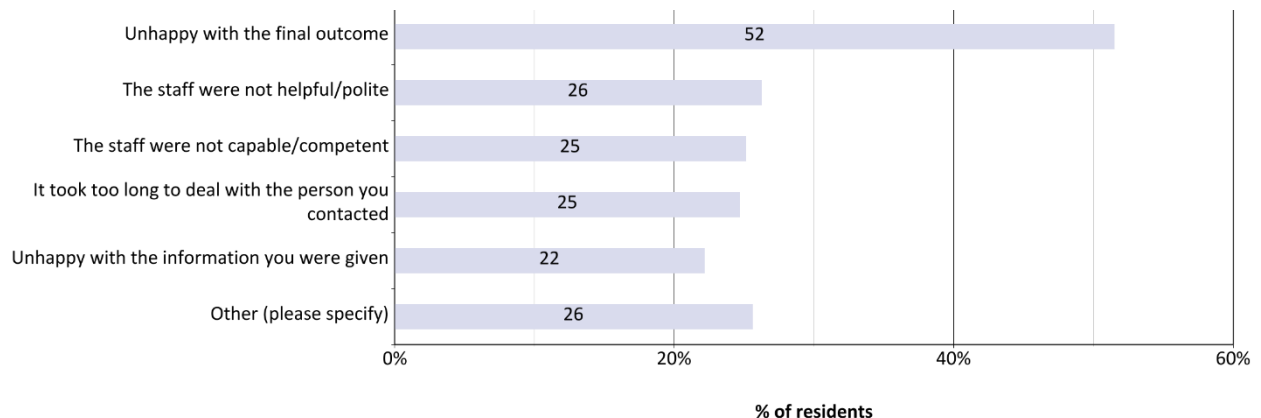
Figure 27: Overall, how satisfied or dissatisfied are you with the service you received the last time you contacted the Council?



Base: All Residents who have contacted the council (518)

- 4.19 Of the residents who were dissatisfied with the service, more than half of residents (52%) said that they were dissatisfied because they were unhappy with the final outcome.
- 4.20 Around one quarter (26%) of residents were dissatisfied with the service they received the last time they were in contact with the council due to the staff not being helpful/polite, whilst a similar proportion felt that the staff were not capable/competent (25%), and that it took too long to deal with the person they contacted (25%).

Figure 28: Why were you dissatisfied with the service you received the last time you were in contact with the council?



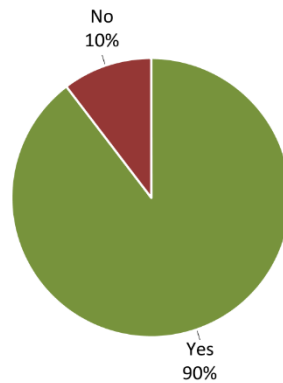
Base: All Residents who have contacted the council and were dissatisfied with the contact they received (133)



Access to Internet/North Hertfordshire District Council Website

4.19 Nine in ten (90%) residents said they have used the internet within the last month.

Figure 29: Have you used the internet in the past month?



Base: All Residents (999)

4.20 As seen in Table 15, residents who live in the ward of Hitchin; residents who are aged 16 to 44; residents who are working full time, are working part time, are self-employed and otherwise not in paid work; and residents who have no disability are significantly more likely to have used the internet within the last 12 months.

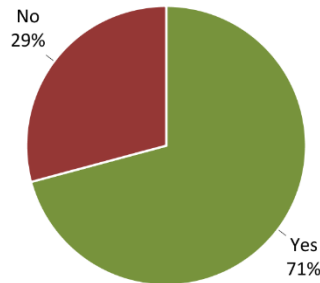
4.21 Residents who live in the ward of Letchworth; residents who are aged 65 and over; residents who are retired; residents who are of White British ethnicity; and residents who have a disability are significantly less likely to have used internet in the 12 months.

Table 15: Have you used the internet in the past month? (by sub-group)

Sub-group	Significantly more likely to have used internet within the last month	Significantly less likely to have used internet in the last month
By Ward Group	Hitchin	Letchworth
By Age	16 to 34 35 to 44	65 to 74 75 and over
By Working status	Working full time Working part time Self employed Otherwise not in paid work	Retired
By Ethnicity	-	White British
By Disability	No disability	Has a disability

4.22 Around 3 in 10 of residents (29%) said they have not visited North Hertfordshire District Council’s website within the last year.

Figure 30: Have you visited North Hertfordshire District Council’s website in the last 12 months?

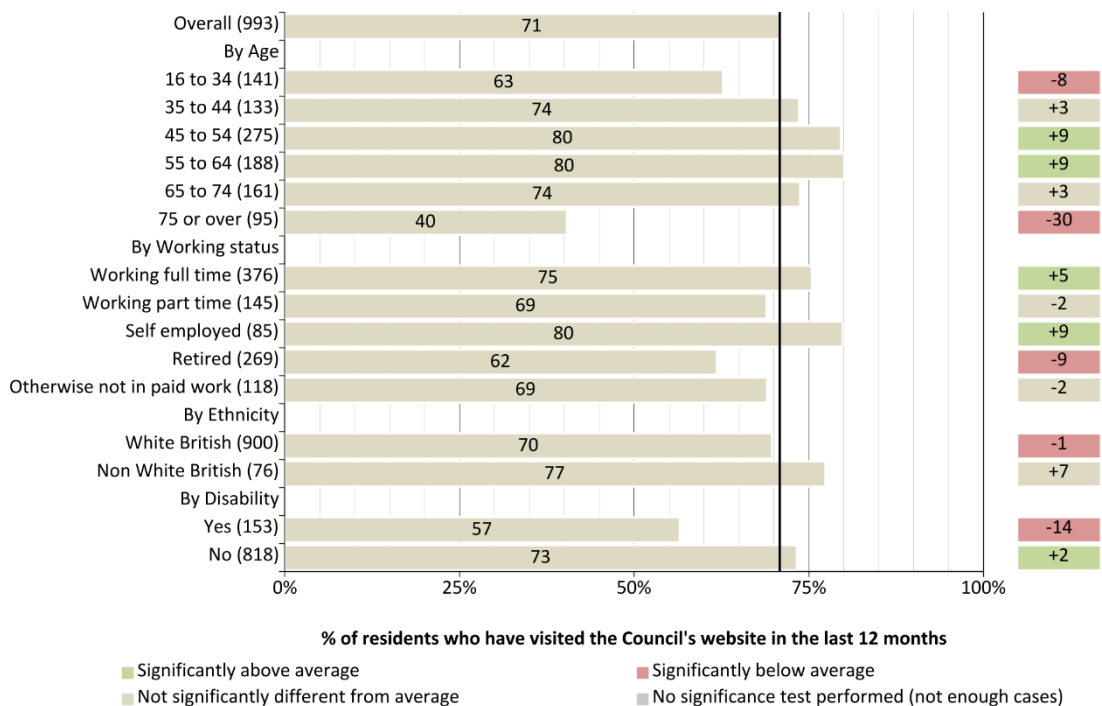


Base: All Residents who have access to the Internet (993)

4.23 As seen in Figure 31, residents between the ages of 45 to 64; residents who are working full time or are self employed, and residents who do not have a disability are significantly more likely to have visited the Council’s website in the last 12 months.

4.24 Residents who are aged 16 to 34 or are aged 75 and over; residents who are retired; residents who are of White British ethnicity, and residents who have a disability are significantly less likely to have visited the Council’s website in the last 12 months.

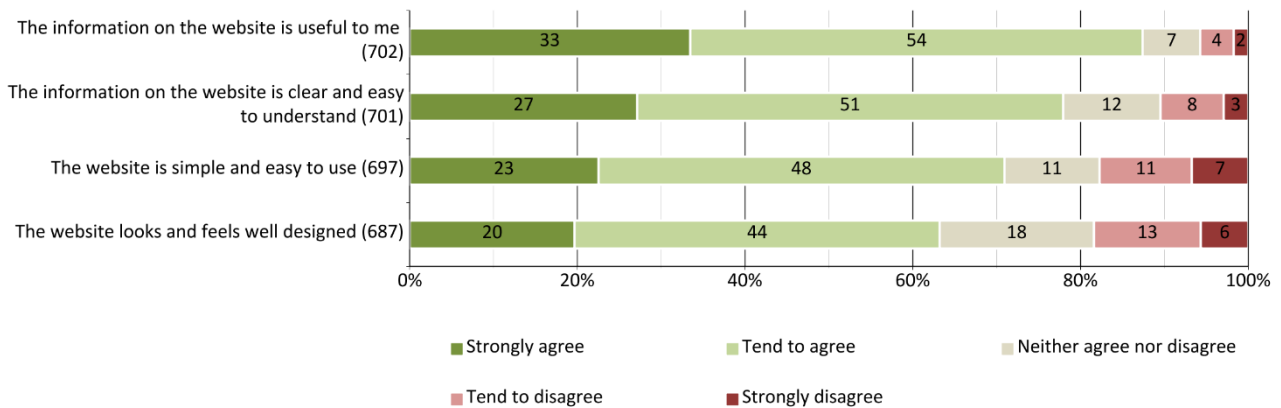
Figure 31: Have you visited North Hertfordshire District Council's website in the last 12 months? (by sub-group)



Base: All Residents who have access to the Internet (993)

- 4.25 Figure 32 shows that when thinking about the Council's website, 87% of residents think that the information on the website is useful to them.
- 4.26 Almost four fifths (78%) of residents think that the information on the website is clear and easy to understand, whilst five sevenths (71%) think that the website is simple and easy to use.
- 4.27 Less than two thirds (63%) think that the website looks and feels well designed.

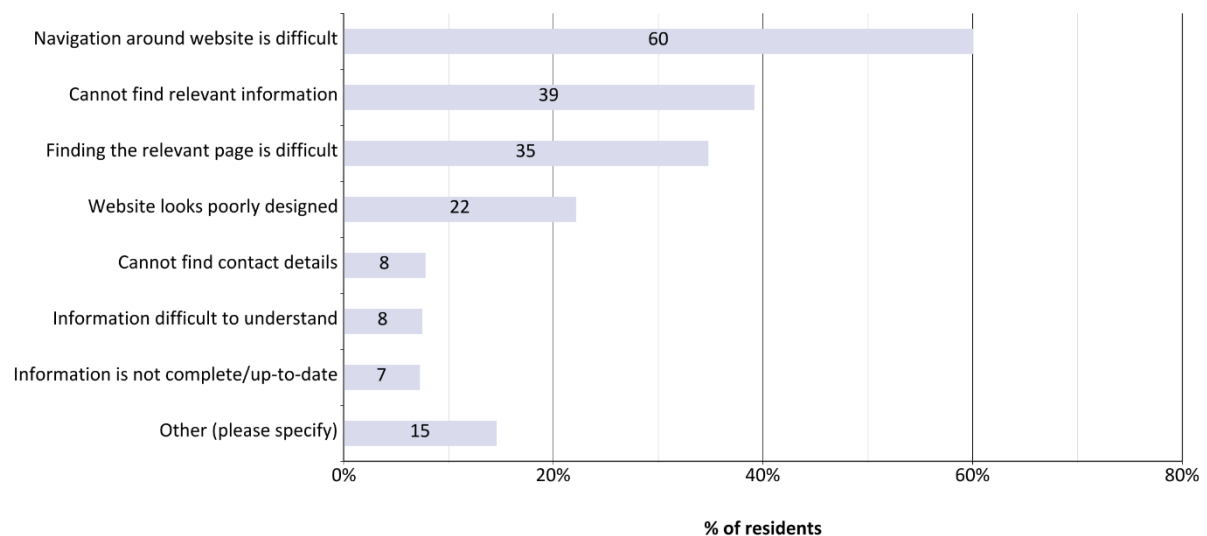
Figure 32: Thinking about the council's website, do you agree, disagree, or neither agree nor disagree with the following?



Base: Residents who visited North Hertfordshire District Council's website in the last 12 months (shown in brackets)

- 4.28 Figure 33 shows that, of the specific issues residents experienced with the Council's website, three fifths (60%) found the navigation around the website to be difficult. Around two fifths (39%) found that they could not find the relevant information, whilst just over one third (35%) of residents thought finding the relevant page was difficult. Around one fifth (22%) of residents said that they thought the website looks poorly designed. Around one fifth (22%) of residents said that they thought the website looks poorly designed. Around one fifth (22%) of residents said that they thought the website looks poorly designed.

Figure 33: What specific issues did you have with the Council's website?



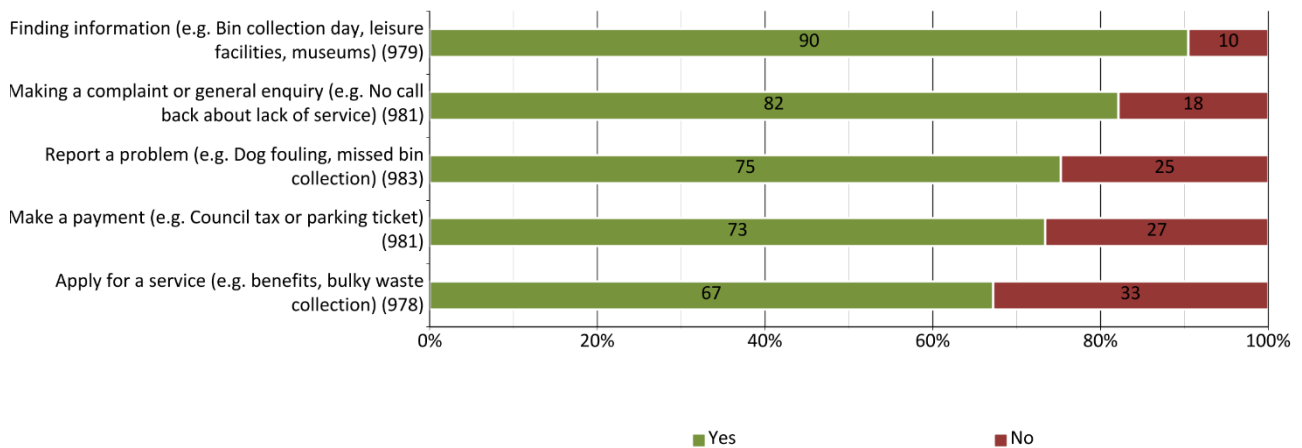
Base: All residents who have had issues with North Hertfordshire District Council's website (166)

Looking at Figure 34, it can be seen that 90% of residents know that they can find information such as bin collection day or leisure facilities, museums on the website, whilst more than 4 in 5 (82%) residents know that they can make a complaint or general enquiry on the Council's website.

4.29 Three quarters (75%) of residents know that they can report a problem, such as dog fouling or a missed bin collection, whilst a similar proportion (73%) of residents know that they can make a payment.

4.30 Just over two thirds (67%) of residents know that they can apply for a service such as benefits or bulky waste collection, whilst one third (33%) do not know this.

Figure 34: Did you know you can use the Council's website to do the following:



Base: (Number of residents shown in brackets)

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