

# Brighton and Hove City Tracker Survey

**Wave 2 Results: November 2012**

## City Tracker Survey

- ◆ Brighton and Hove Local Strategic Partnership commissioned M·E·L Research to undertake a city wide tracker survey with residents aged 16 and over
- ◆ The aim of survey is to find out what residents think of Brighton and Hove as a place to live, and to track key performance indicators including satisfaction with key services
- ◆ Modular approach to questionnaire design. KPIs asked annually, other questions asked on a three monthly basis
- ◆ Interviewing programmed for roughly 4 weeks during April 2012 (Wave 1), September 2012 (Wave 2) and January/February 2013 (Wave 3)
- ◆ Fieldwork scheduled to avoid university holidays

## Methodology and reporting

- ◆ 1,000 residents interviewed city wide.
- ◆ Telephone survey methodology.
- ◆ Fieldwork dates 17th September to 31st October 2012.
- ◆ Consumer telephone lists purchased containing a mix of landline and mobile numbers.
- ◆ Interviews undertaken during the day, evenings up until 9pm and weekends 10.00am-5.00pm.
- ◆ Sub-groups tested for statistical significance (e.g. men vs. women) and included within commentary, where applicable.
- ◆ Where charts do not sum to 100%, this is due to computer rounding. Where figures are not shown in charts, these are 2% or less.
- ◆ Data is unweighted.

# Respondent Profile

Demographic		Sample Profile	Population Profile (mid 2010 estimates)
Gender	Male	39%	49%
	Female	61%	51%
Age	18-34	30%	36%
	35-54	36%	36%
	55+	35%	28%
Ethnicity	White	94%	89%*
	BME	4%	11%*
	Prefer not to say	2%	N/A
Health	Disability/Health problem	17%	18%**
Postcode Sector	BN1	33%	30%
	BN2	34%	30%
	BN3	24%	30%
	BN41	10%	10%

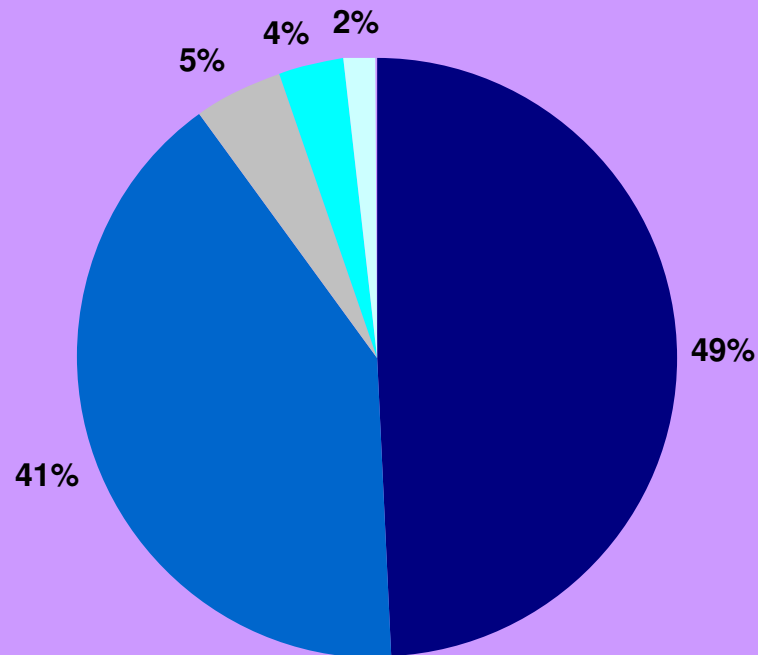
\* Mid 2009 estimates

\*\* Limiting long term illness 2001 Census

## Wave 2 Results

# Satisfaction with Brighton and Hove as a place to live

Overall, how satisfied or dissatisfied are you with Brighton and Hove as a place to live?



■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

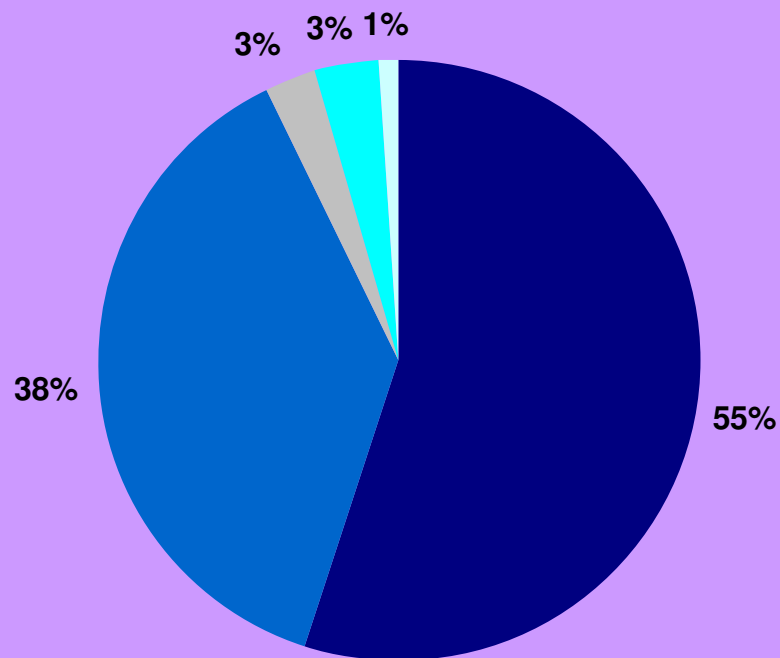
There is a high level of satisfaction with Brighton and Hove as a place to live; nine in ten respondents are very/fairly satisfied.

Satisfaction peaks amongst 35-44 year olds (96%) and is lowest amongst 55-64 year olds (81%)

Base: All respondents excluding those who said don't know (n=1000)

# Satisfaction with the local area as a place to live

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



■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

There is an even higher level of satisfaction with the local area as a place to live than Brighton and Hove as a whole. People are more satisfied with their local area as a place to live (93%) when compared to the National Average\* (86%)

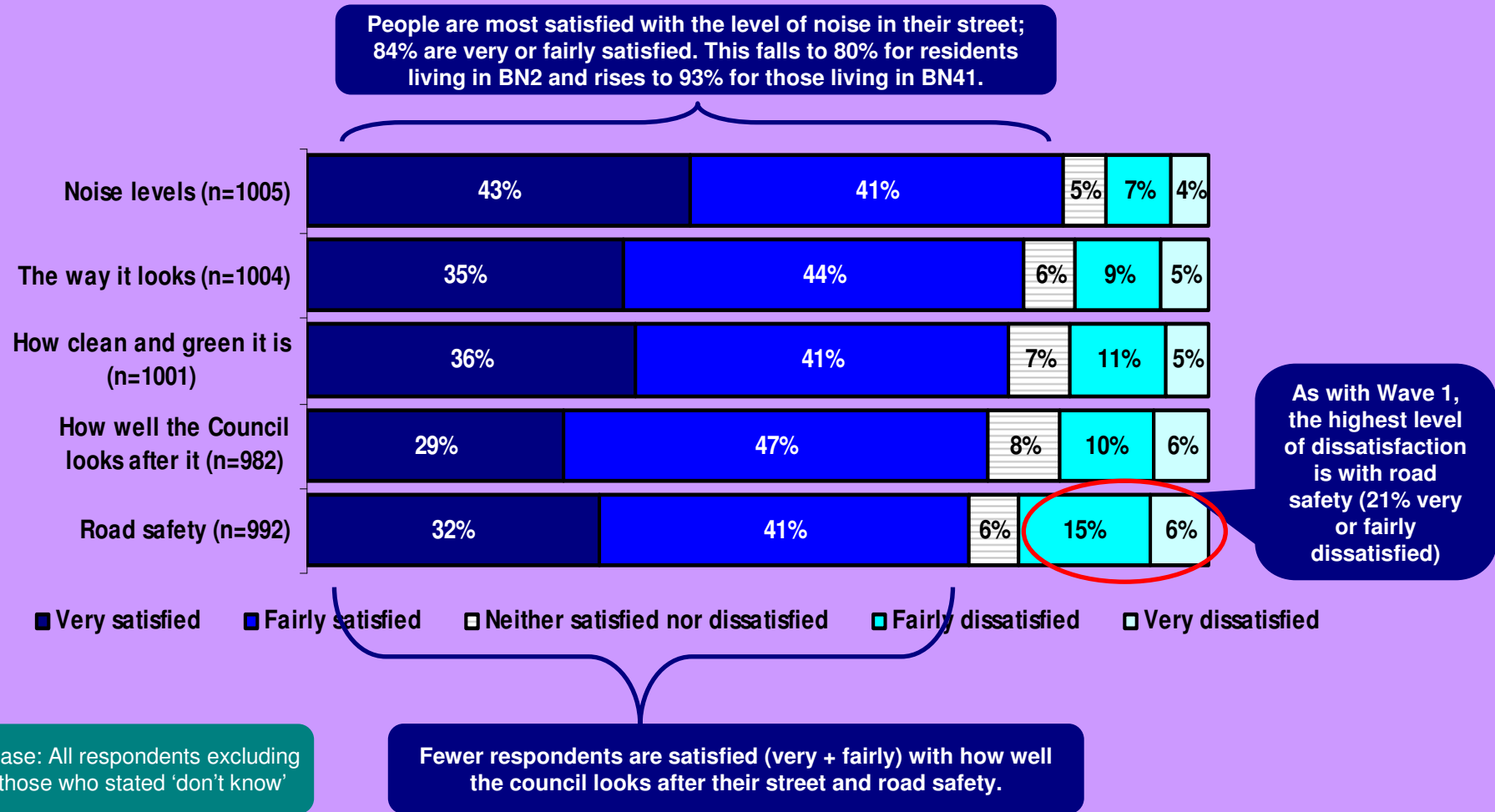
\* Citizenship Survey 2010/11

Base: All respondents excluding those who said don't know (n=1005)

\*Survey of 10,000 nationally representative households, conducted face-to-face across England and Wales. The survey is now discontinued.

# The street where you live

Thinking about the street where you live, how satisfied or dissatisfied are you with the....?





# The street where you live

## Road Safety

As in Wave 1, some three-quarters (73%) of respondents are satisfied with road safety in their street compared to 21% who are dissatisfied.

However at 21%, road safety retains the highest level of dissatisfaction overall, compared to the other factors in the street where respondents live.

Satisfaction with road safety is highest amongst those aged 25 to 34 and those 65 and over; over four-fifths indicate this.

Conversely, dissatisfaction is highest amongst those aged 45 to 64 and those with children in their household; some three in ten indicate this.

There are no significant differences when comparing gender and postcode district of respondents.

## How well the council looks after your street

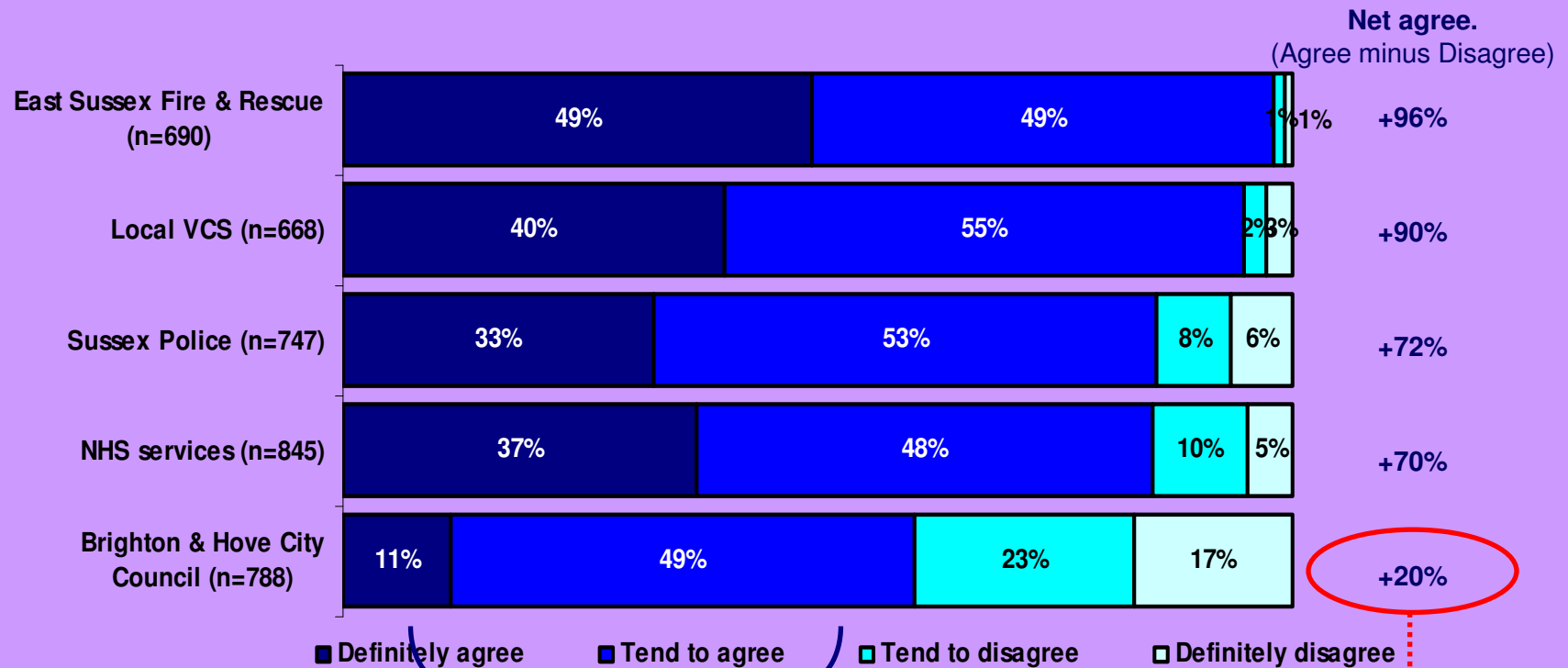
Some three-quarters (76%) of respondents are satisfied with the way the council looks after their street, compared to 17% who are dissatisfied.

Satisfaction is highest amongst those aged 18 to 34, whilst dissatisfaction is highest amongst those aged 55 to 64.

Tenure does not appear to impact on the overall level of satisfaction with the way the council looks after the street, although those living in owner occupied accommodation (with or without a mortgage) are less likely to be 'very satisfied' (25%) compared to those living in social rented housing (37%) and private rented housing (34%).

# Organisations use money wisely

To what extent do you agree or disagree that the following organisations use money wisely?



Base: All respondents excluding those who stated 'don't know'.

Level of agreement differs by age with a greater proportion of those aged 44 and under agreeing, compared to those aged 45 and over.

For example, 72% of those aged 25 to 34 agree, falling to 55% of those aged 45 to 54 and 44% for those aged 55 to 64.

Low 'net agree' value with regards to the city council using money wisely

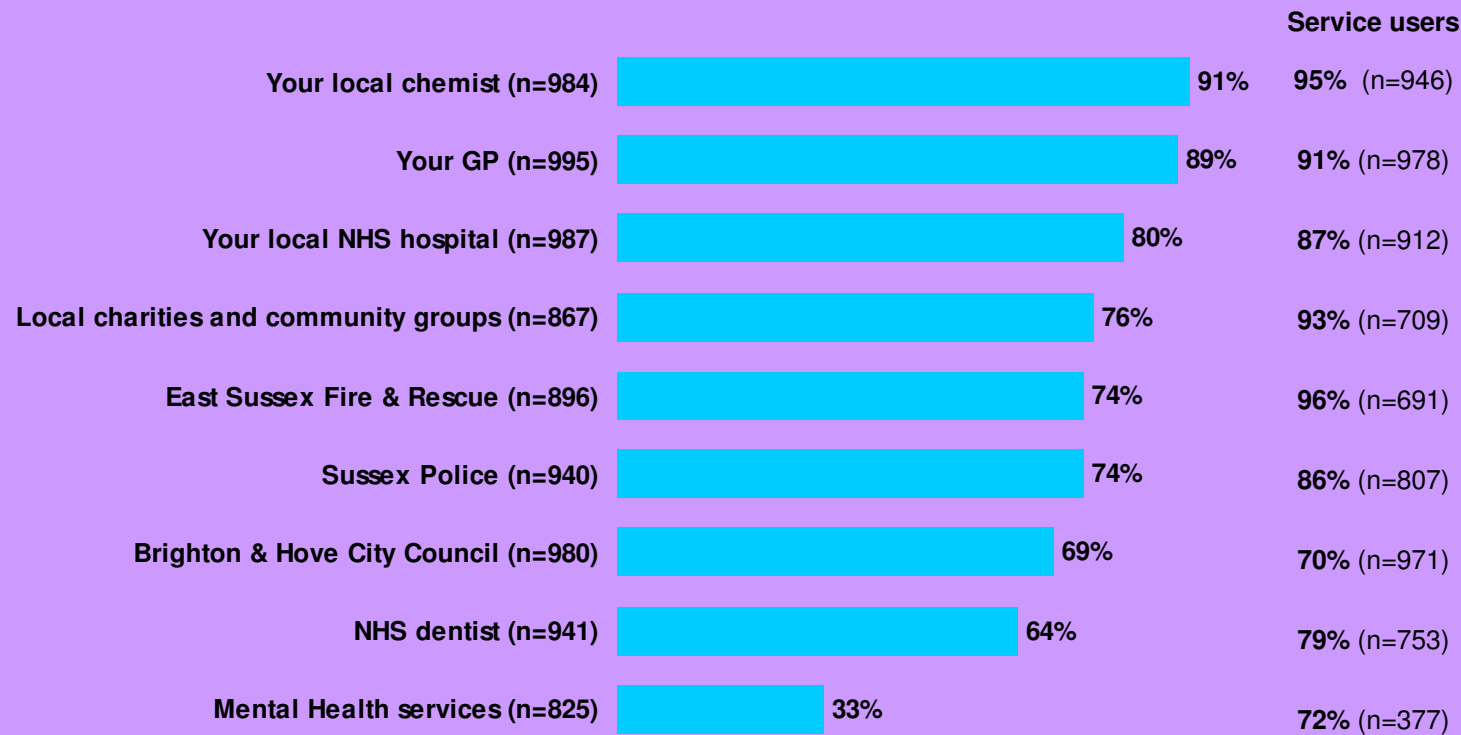
# Organisations use money wisely – Comparison of Wave 1 with Wave 2

Net agree. (Agree minus Disagree)	Wave 1	Wave 2
East Sussex Fire & Rescue	+98%	+96%
Local charities and community groups	+86%	+90%
Sussex Police	+62%	+72%
NHS services	+62%	+70%
Brighton and Hove City Council	+8%	+20%

Respondent perceptions (net agree) around organisation use of money have improved significantly for NHS services, Sussex Police, and particularly the City Council, in this Wave.

# Overall satisfaction with services

Taking everything into account, how satisfied or dissatisfied are you with the following organisations in your local area?



In this wave, a significantly greater proportion of users indicate satisfaction with local charities & community groups (93% vs. 84%) and mental health services (72% vs. 63%), compared to wave 1.

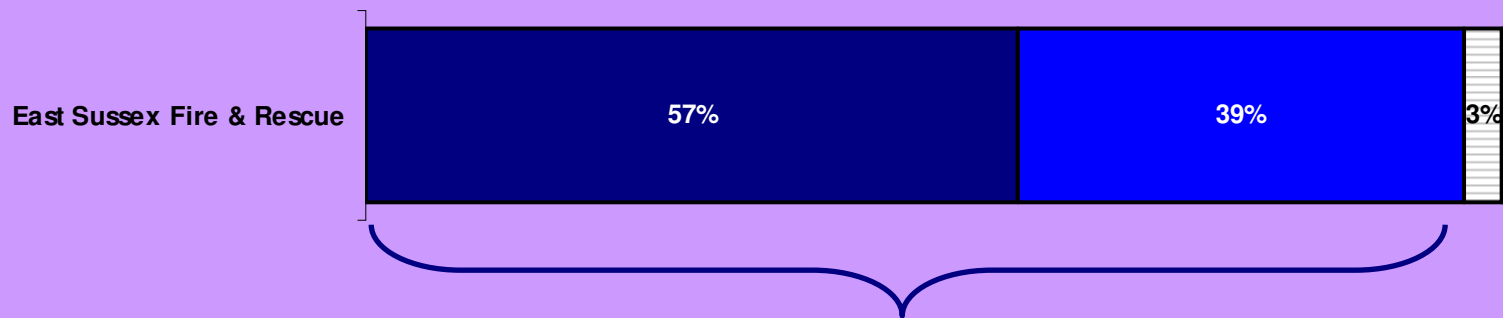
Base: All respondents excluding those who stated 'don't know'.

Satisfaction is highest for pharmacy, medical and hospital services, with four-fifths or more indicating they are very or fairly satisfied.

# User satisfaction with East Sussex Fire & Rescue Service

Taking everything into account how satisfied or dissatisfied are you with East Sussex Fire and Rescue service?

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



96% of respondents who have used the East Sussex Fire and Rescue service are satisfied with it – the highest level of satisfaction across all services.

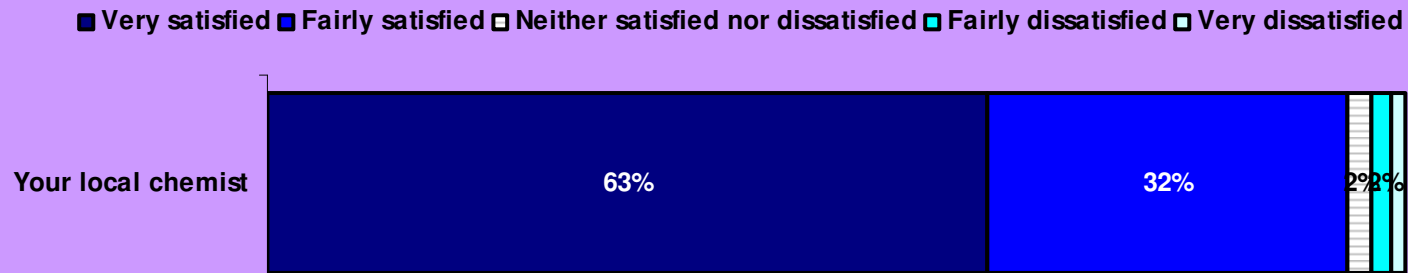
The level of satisfaction is similar across all sub-groups of the sample.

205 people said they have not used East Sussex Fire and Rescue Service.

Base: All respondents excluding those who said don't know and don't use this service (n=691)

# User satisfaction with their local chemist

Taking everything into account how satisfied or dissatisfied are you with your local chemist?



95% of respondents are satisfied with their local chemist – the second highest level of user satisfaction across all services.

The level of satisfaction is similar by age, gender, area and disability.

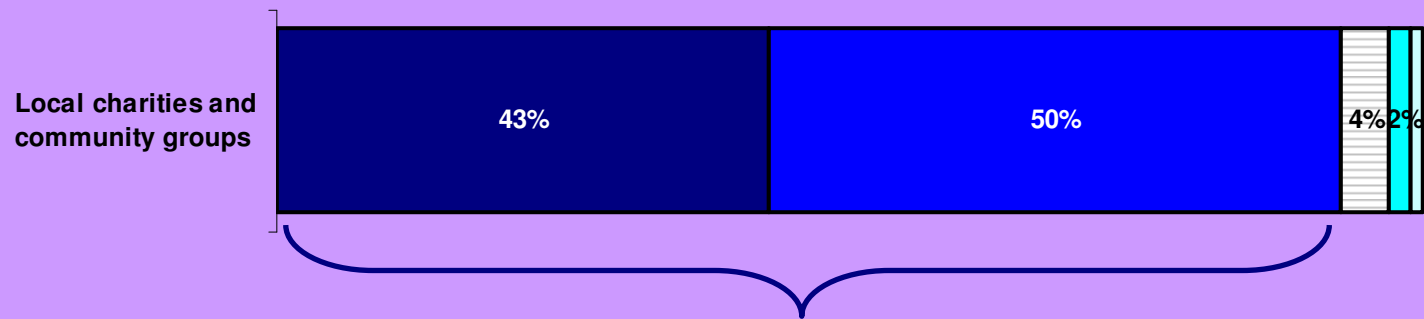
38 people said they do not use their local chemist.

Base: All respondents excluding those who said don't know and don't use this service (n=946)

# Satisfaction with the local charities and community groups

Taking everything into account how satisfied or dissatisfied are you with local charities and community groups?

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



93% of respondents are satisfied with local charities and community groups – the 3rd highest level of satisfaction across all services.

Satisfaction with these groups is highest amongst the 25 to 34 age group at 97%.

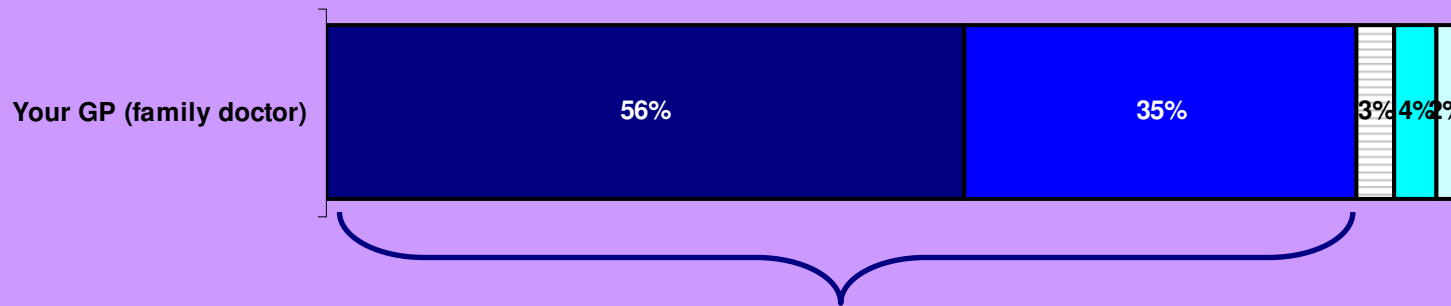
158 people said they do not use local charities and community groups.

Base: All respondents excluding those who said don't know and don't use this service (n=709)

# Satisfaction with your GP (family doctor)

Taking everything into account how satisfied or dissatisfied are you with your GP (family doctor)?

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



91% of respondents are satisfied with their local GP (family doctor) – the 4th highest level of satisfaction across all services.

Satisfaction is highest for those living within the BN1 postcode district at 94%, compared to those living within BN2 and BN3, at 89% and 88%, respectively. Proportionally more of those aged 65 and over are also satisfied; 95%.

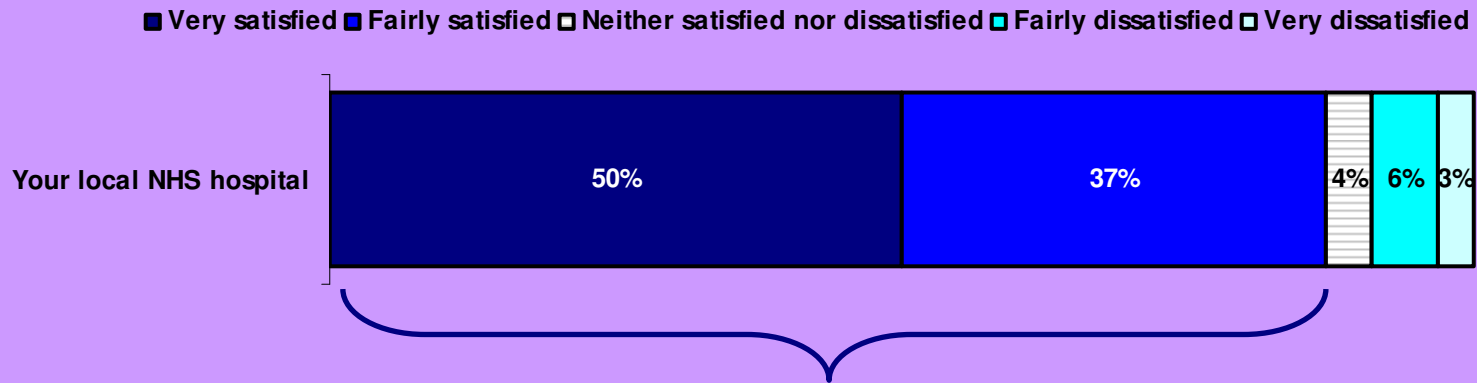
17 people said they have not used their GP.

Base: All respondents excluding those who said don't know and don't use this service (n=978)



# Satisfaction with your local NHS hospital

Taking everything into account how satisfied or dissatisfied are you with your local NHS hospital?



**87% of respondents are satisfied with their local NHS Hospital.**

**A greater proportion of men are satisfied with their local NHS hospital than women; 90% vs. 85%, respectively.**

**Satisfaction with local NHS Hospitals is highest amongst 65+ year olds at 90%.**

**In this wave, the existence of a disability/health issue has no impact on the views of the local NHS hospital.**

**75 people said they have not used their local NHS Hospital.**

Base: All respondents excluding those who said don't know and don't use this service (n=912)

# Satisfaction with Sussex Police

Taking everything into account how satisfied or dissatisfied are you with Sussex Police?



86% of respondents are satisfied with Sussex Police.

Satisfaction rises to 92% for residents living within the BN41 postcode district.

55% of those that strongly agree that Sussex Police use money wisely are very satisfied with the Police overall.

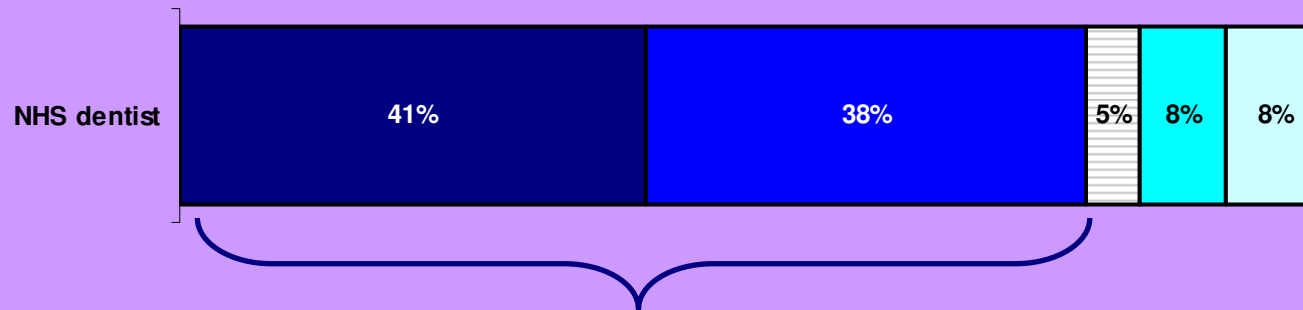
133 people said they have not used Sussex Police Services.

Base: All respondents excluding those who said don't know and don't use this service (n=807)

# Satisfaction with NHS dentists

Taking everything into account how satisfied or dissatisfied are you with NHS dentists?

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



79% of respondents are satisfied with NHS Dentists in their local area.

Satisfaction with NHS dentists falls to 66% amongst 55-64 year olds.

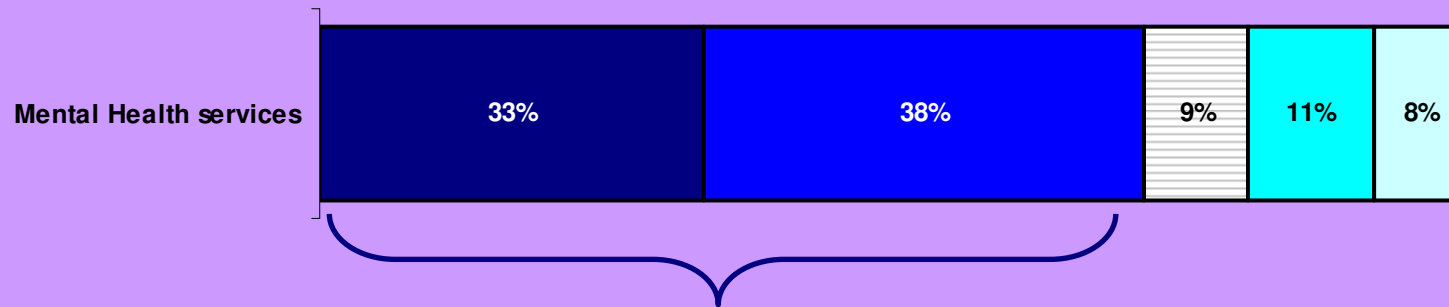
188 people do not use an NHS dentist of which 46% were male and 54% were female. 27% of those not using NHS dentistry are aged 65 and over.

Base: All respondents excluding those who said don't know and don't use this service (n=753)

# Satisfaction with mental health services

Taking everything into account how satisfied or dissatisfied are you with mental health services?

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



72% of respondents are satisfied with mental health services in their local area.

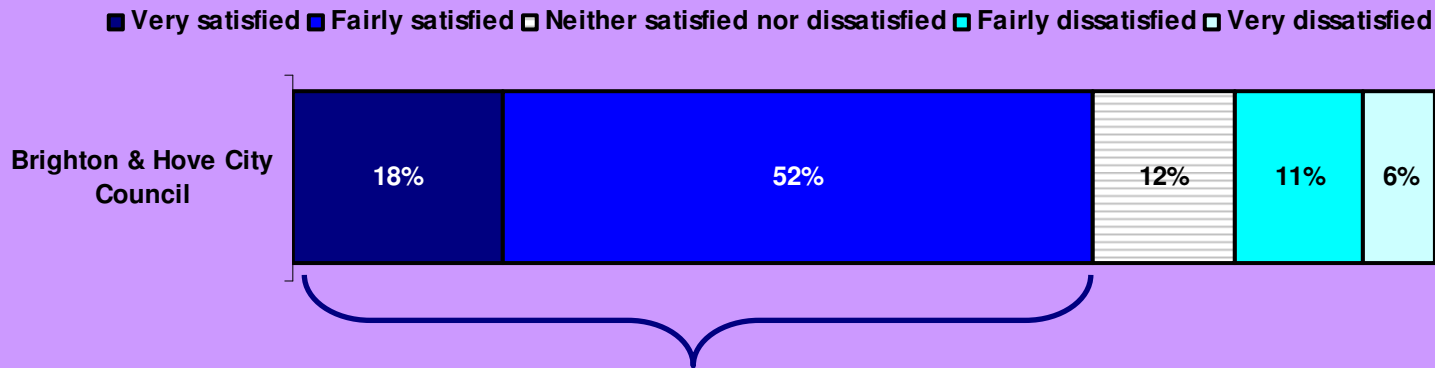
Satisfaction with mental health services is lowest amongst 55 to 64 year olds (58%) and highest amongst those aged 65 and over (89%). However, care should be exercised when considering these findings due to the relatively small base sizes involved.

448 people have not used mental health services and were unable to comment.

Base: All respondents excluding those who said don't know and don't use this service (n=377)

# Satisfaction with Brighton and Hove City Council

Taking everything into account how satisfied or dissatisfied are you with Brighton and Hove City Council?



Overall, 70% of respondents are satisfied with Brighton and Hove City Council; most (52%) are fairly satisfied.

Satisfaction varies slightly across the city, with those living in BN41 being most satisfied (77%).

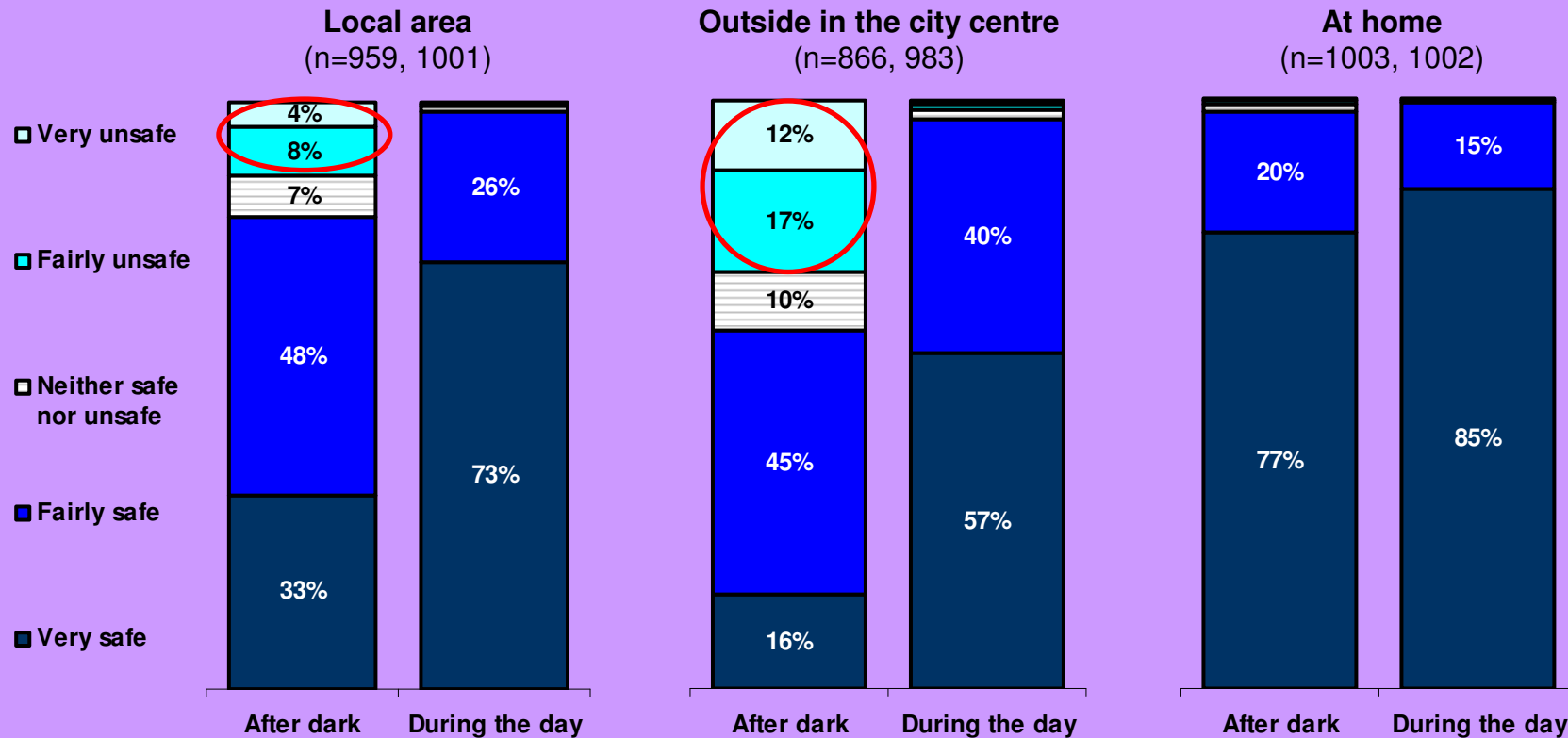
There is a strong correlation between agreement that the council spends money wisely and overall satisfaction. 90% of respondents who agree the council spend money wisely are satisfied compared to just 35% of respondents who disagree the council spends money wisely.

Just 9 people said they do not use the services provided by the city council .

Base: All respondents excluding those who said don't know and don't use this service (n=971)

# Feelings of safety

How safe or unsafe do you feel when outside in your local area / when outside in the city centre/ when in your home?



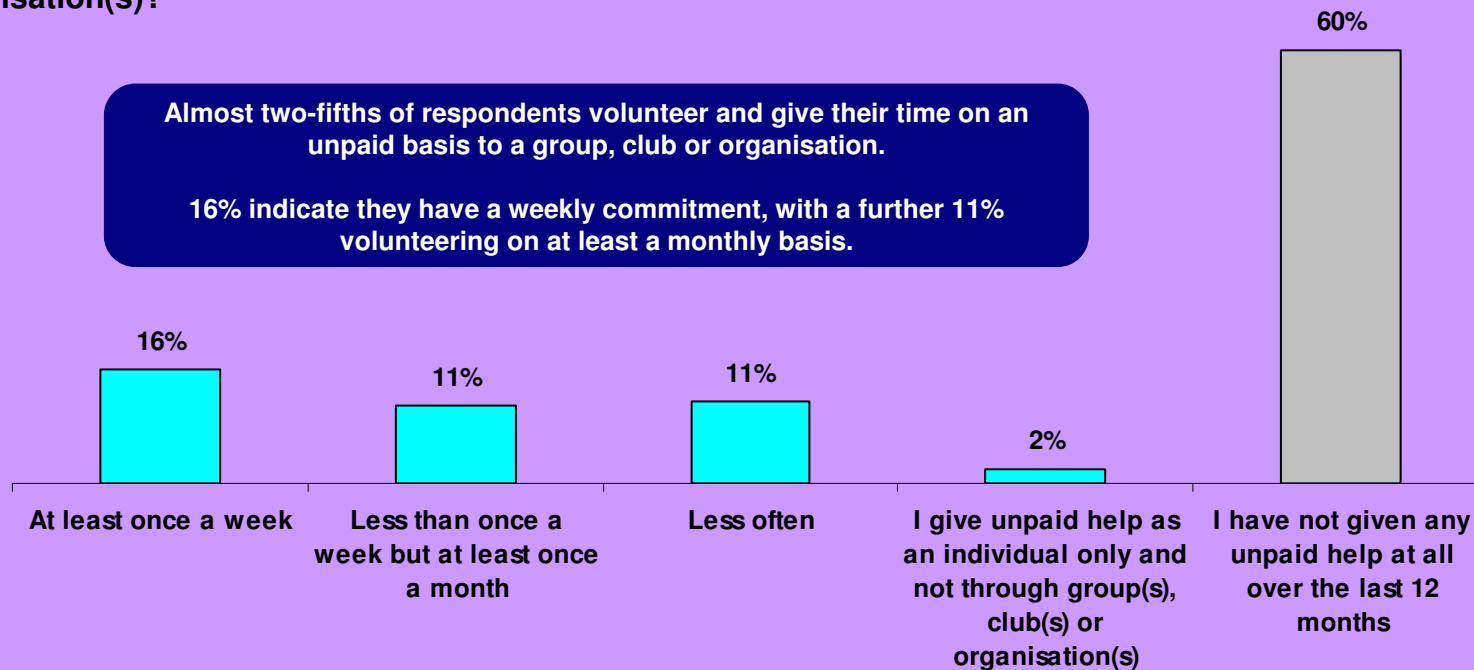
Respondents overall feelings of safety during the daytime are broadly similar, regardless of the area; 97% or more suggest they feel very or fairly safe in their local area, outside in the city centre and in their home during the daytime.

However, some one in ten feel unsafe in their local area after dark, rising to some three in ten outside in the city centre. Views are broadly similar across each of the postcode districts.

Proportionally more women and those aged 55 and over suggest they feel unsafe after dark.

# Unpaid help/volunteering

Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Almost two-fifths of respondents volunteer and give their time on an unpaid basis to a group, club or organisation.

16% indicate they have a weekly commitment, with a further 11% volunteering on at least a monthly basis.

Proportionally more of those living in the BN1 postal district undertake unpaid help; 33% indicate this compared to 26% or less in other districts.

The propensity to volunteer also appears greater amongst those age 45 to 55, compared to other age groups. One-third of those aged 45 to 54 undertake unpaid help at least monthly.

The proportion of men versus women that give their time on an unpaid basis is broadly similar.

Base: All respondents excluding those who said don't know (n=984)

# Local activism in last 12 months

In the past 12 months have you...

... been a member of a decision-making group set up to regenerate the local area	6%
... been a member of a tenants' group decision-making committee	5%
... been a member of a group making decisions on local health or education services	5%
... been a member of a group making decisions on local services for young people	4%
... been a member of a decision-making group set up to tackle local crime problems	3%
... been a local councillor (for the local authority, town or parish)	1%
... been a member of another group making decisions on services in the local community	7%
None of these	82%

Almost one-fifth (18%) of respondents have been involved, in some capacity, as a member of a group that makes decisions within their local community.

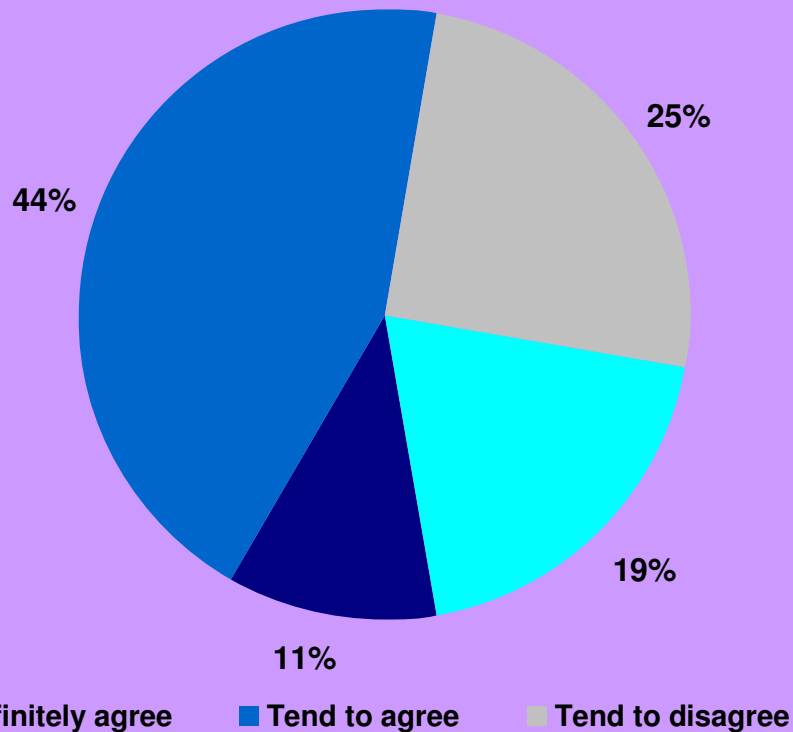
Most typically, this is as a member of a regeneration or tenant group, or a non-specified group making decisions in the local community.

Base: All respondents  
(n=1007)



# Personal local influence

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



Just over half (55%) of respondents agree that they are able to influence local decisions; 11% definitely agree, whilst 44% tend to agree.

This finding is significantly better than the National average\* of 38%.

A greater proportion of those living in the BN2 postcode district agree (60%) compared to those in BN1 (52%) and BN41 (43%).

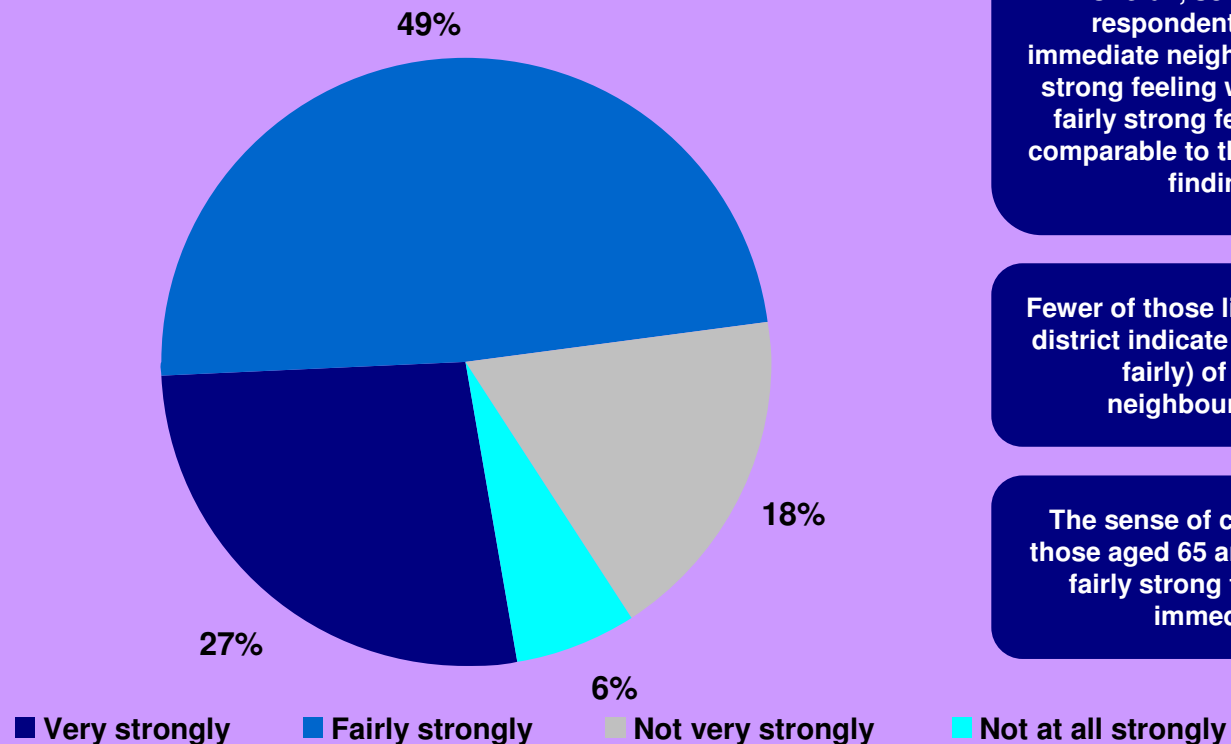
A greater proportion of those aged 35 to 54 agree that they can influence decisions than others. For example, 65% of those aged 35 to 44 agree compared to 48% of those aged 65 and over.

Base: All respondents excluding those who said don't know (n=884)

\*2010/11 Citizenship Survey of 10,000 nationally representative households, conducted face-to-face across England and Wales. The survey is now discontinued.

# Sense of belonging to immediate neighbourhood

How strongly do you feel you belong to your immediate neighbourhood?



Overall, some three-quarters (76%) of respondents feel they belong to their immediate neighbourhood; 27% indicate a very strong feeling with a further 49% indicating a fairly strong feeling. The overall results are comparable to the National Citizenship\* survey findings (2010/11 – 78%).

Fewer of those living within the BN41 postcode district indicate a strong feeling (either very or fairly) of belonging to their local neighbourhood; 68% indicate this.

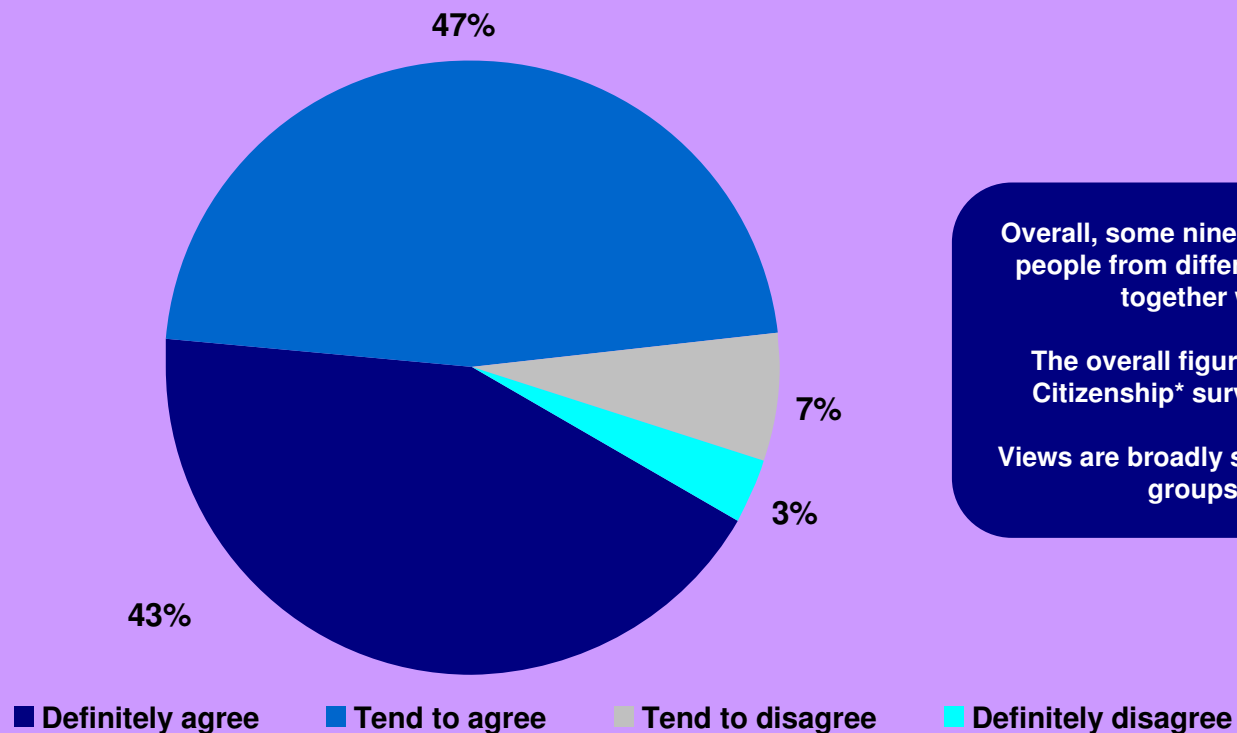
The sense of concord is strongest amongst those aged 65 and over; 85% indicate a very or fairly strong feeling of belonging to their immediate neighbourhood.

Base: All respondents excluding those who said don't know (n=975)

\*Survey of 10,000 nationally representative households, conducted face-to-face across England and Wales. The survey is now discontinued.

# Community spirit and diversity

To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Base: All respondents excluding those who said don't know (n=917)

Overall, some nine in ten respondents agree that people from different backgrounds get on well together within the local area.

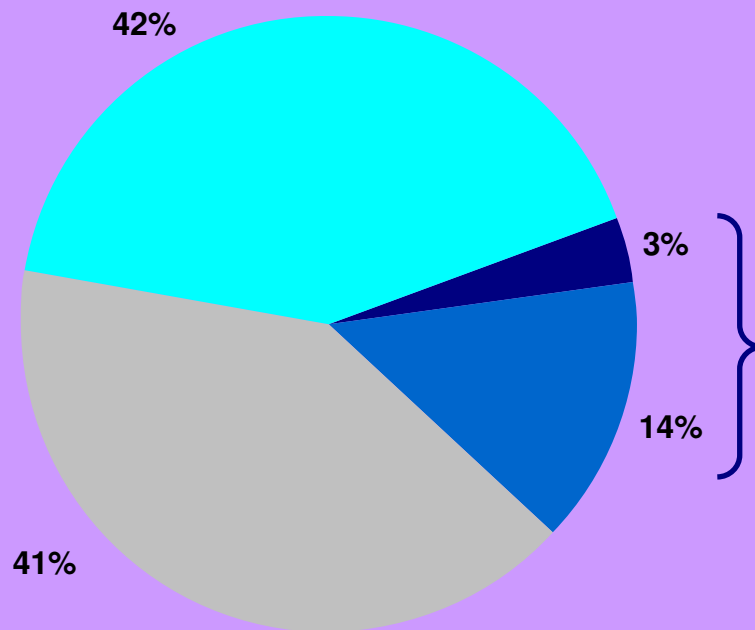
The overall figure is better than the National Citizenship\* survey finding (2010/11 = 86%).

Views are broadly similar across each of the sub-groups of the population.

\*Survey of 10,000 nationally representative households, conducted face-to-face across England and Wales. The survey is now discontinued.

# Respect and consideration

In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Overall, 17% of respondents feel that people not treating each other with respect is a big problem, to some extent, in their local area.

Most, however, suggest it is not a very big problem or not a problem at all.

Whilst 17% indicate a 'big' problem in their local area to some extent, this increases to 21% for those living within the BN41 postcode district and 25% for those in BN2.

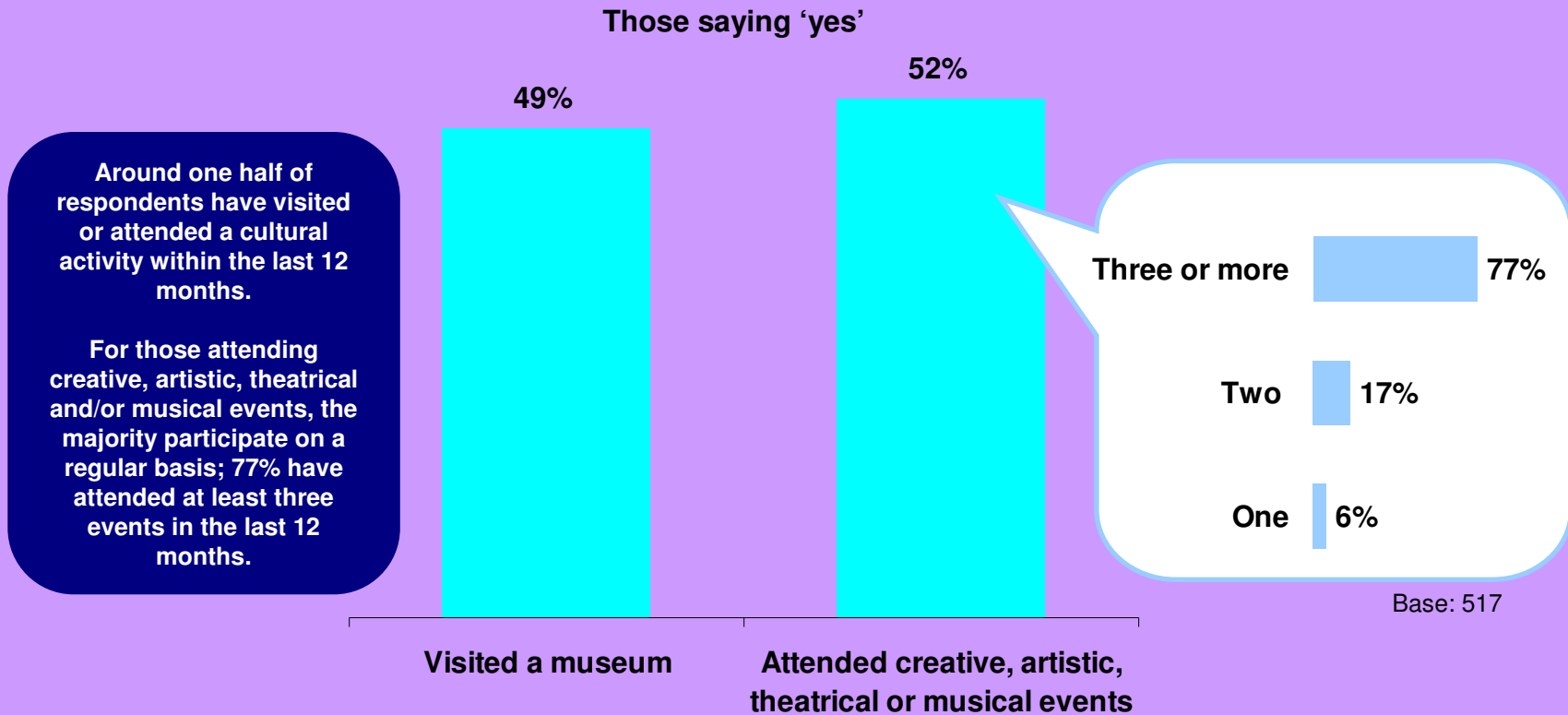
■ A very big problem ■ A fairly big problem ■ Not a very big problem ■ Not a problem at all

Base: All respondents excluding those who said don't know (n=958)

# Cultural activities

Have you visited a museum in the last 12 months?

Have you attended any creative, artistic, theatrical or musical events in the past 12 months? - How many events have you attended?

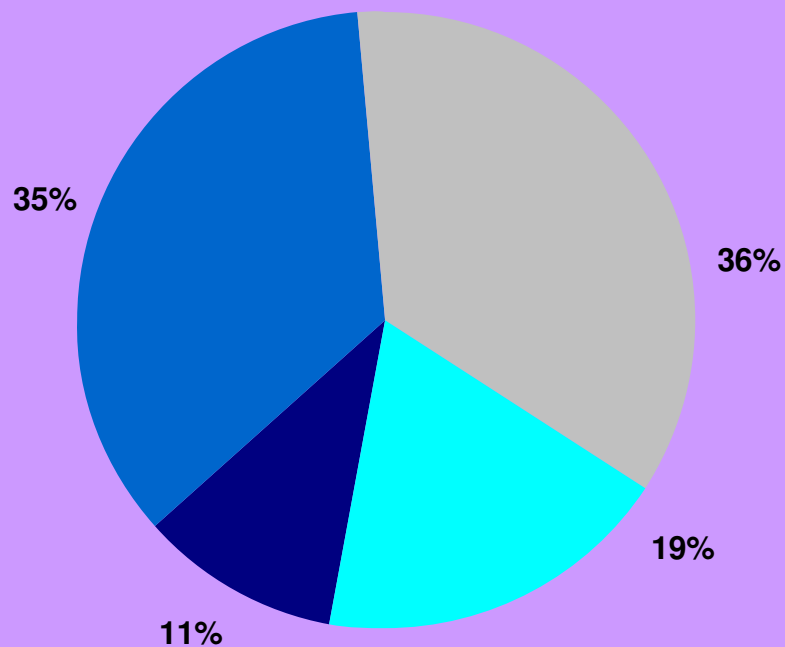


Base: All respondents excluding those who said don't know (n=1003/1002)

Involvement with cultural activities is more prevalent amongst those living within the BN1 postcode district and those aged 35 to 54.

# Air pollution across the city

Across the city how much of a problem do you think air pollution is?



■ A very big problem ■ A fairly big problem ■ Not a very big problem ■ Not a problem at all

Base: All respondents  
excluding those who said  
don't know (n=898)

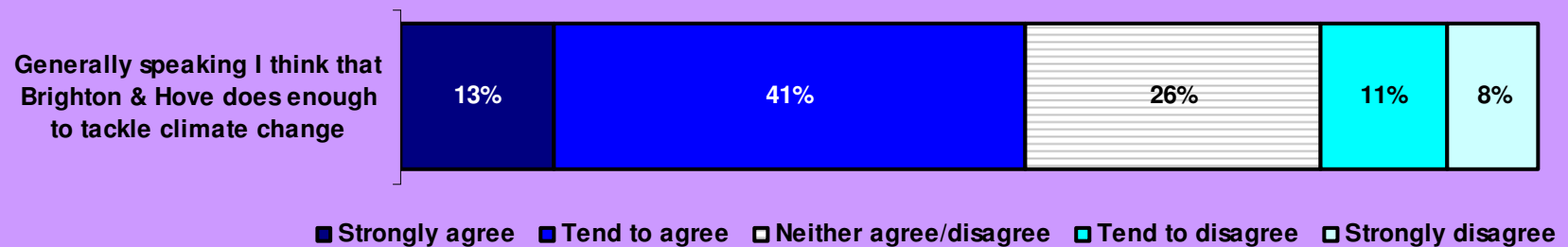
Almost one half (46%) of respondents feel that air pollution across the city is a 'big' problem (either very or fairly); 11% suggest it is a 'very big problem'.

Proportionally fewer residents living within the BN3 postcode district (40%) claim that air pollution is a 'big' problem compared to those living within BN2 (50%).

A greater proportion of women (50%) suggest air pollution across the city is a 'big' problem compared to men (40%).

# Climate change

How much do you agree or disagree with the following....



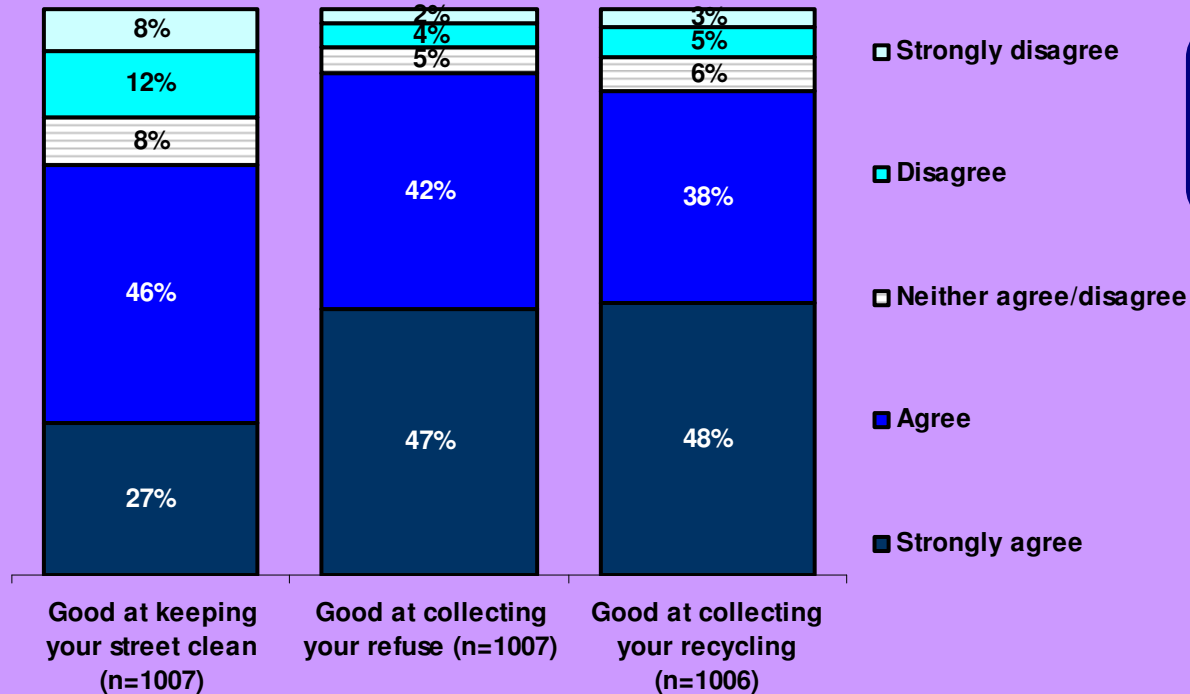
Just over one half (54%) of respondents agree that Brighton and Hove is doing enough to tackle climate change; 19% disagree with the remaining one-quarter uncertain.

Views across the various sub-groups of the population are broadly similar.

Base: All respondents excluding those who said don't know (n=744)

# Street cleaning, refuse and recycling

How much do you agree or disagree that the council is...



The majority of respondents agree that the Council is good at maintaining street cleanliness and collecting their rubbish and recycling.

Almost three-quarters (73%) of residents either strongly agree or agree that the Council is good at keeping their street clean. This figure rises to 83% for residents aged 25 to 34.

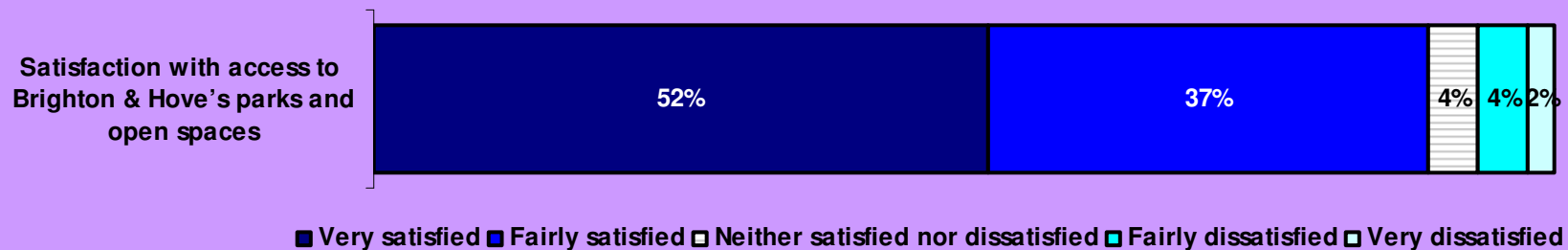
A greater proportion of residents living within the BN2 postcode district disagree (24%) compared to those living within BN1 (13%).

Views on refuse and recycling collection are broadly similar across each sub-group of the population. Those aged 65 and over are most positive in their views on these two measures, although the differences are not statistically significant.



# Parks and open spaces

How satisfied or dissatisfied are you with Brighton and Hove's parks and open spaces (including access to the South Downs)?



Residents' satisfaction with accessibility to the city's parks and open spaces, including the South Downs, is high. Some nine in ten indicate they are satisfied, with over one half saying they are 'very satisfied'.

Views across the various sub-groups of the population are broadly similar.

Base: All respondents excluding those who said don't know (n=979)

## Summary of Results - Wave 2

- ◆ This is the second set of results from the City Tracker Survey. Key findings include;
  - ◆ A high level of satisfaction with Brighton and Hove, and the local area, as a place to live particularly amongst 25-34 year olds.
  - ◆ Road safety remains the greatest concern for people in the street where they live.
  - ◆ Net agree scores for Sussex Police, NHS Services and Brighton and Hove City Council have all improved in this wave. There remains a correlation between spending money wisely and overall satisfaction with services.
  - ◆ In this wave, the level of satisfaction with the local area is higher than it is nationally; 93% vs. 86%, respectively.
  - ◆ There are high levels of user satisfaction with the Fire and Rescue Service, Local charities and community groups, GPs and local chemists; more than nine in ten service users are satisfied.
  - ◆ With the exception of safety after dark, views for the survey are broadly consistent for both men and women.
  - ◆ 76% of respondents feel a strong sense of belonging to their local area, whilst 90% agree that people from different backgrounds get on well together within the local area.