

# Brighton and Hove City Tracker Survey

Wave 3 Results: March 2013



### 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 the 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.
- ◆ There is a modular approach to questionnaire design. Questions related to KPIs are asked each time the survey is run, three times a year, other questions are asked on an ad-hoc basis.
- ◆ Interviewing programmed for roughly 4 weeks during April 2012 (Wave 1), September 2012 (Wave 2) and January/February 2013 (Wave 3).
- ◆ Fieldwork is scheduled to avoid university holidays.

## Methodology and reporting

- ◆ 1,000 residents interviewed city wide.
- ◆ Telephone survey methodology.
- ◆ Fieldwork dates 24<sup>th</sup> January to 27<sup>th</sup> February 2013.
- ◆ Consumer telephone lists purchased containing a mix of landline and mobile numbers.
- ◆ Interviews undertaken during the day, evenings up until 9pm and weekends between 10am and 5pm.
- ◆ 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	43%	49%
	Female	57%	51%
Age	18-34	29%	36%
	35-54	39%	36%
	55+	31%	28%
Ethnicity	White British/Scottish/Welsh/Northern Irish	87%	81% *
	BME (incl non-White)	14%	18% *
Sexual Orientation	Heterosexual	82%	NA
	LGB	6%	NA
	Prefer not to say	12%	NA
Health	Disability/Health Problem	15%	18%**
Postcode Sector	BN1	31%	30%
	BN2	28%	30%
	BN3	32%	30%
	BN41	9%	10%

\* Mid2009 estimates (BME includes White Other here)

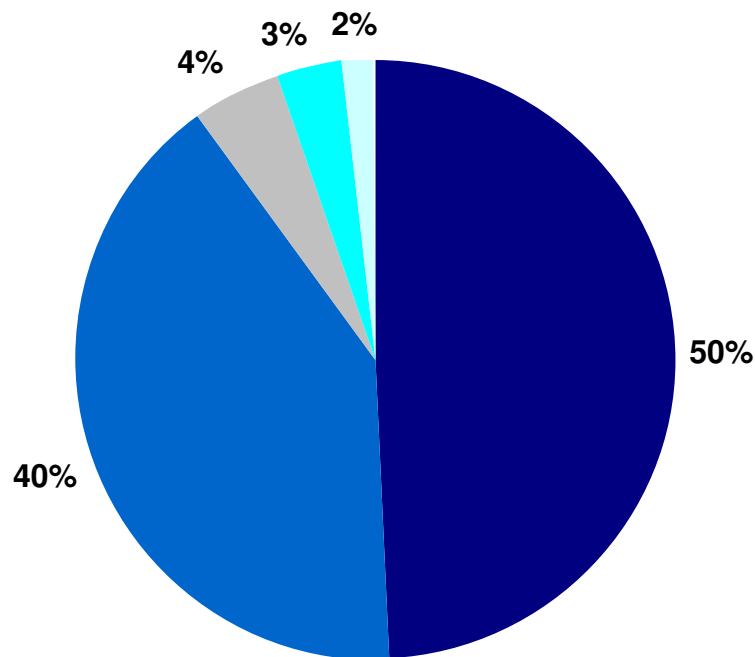
\*\* Limiting long term illness 2001 census

**Subsequent waves of this survey will use Census 2011 profile information**

## Wave 3 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?



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

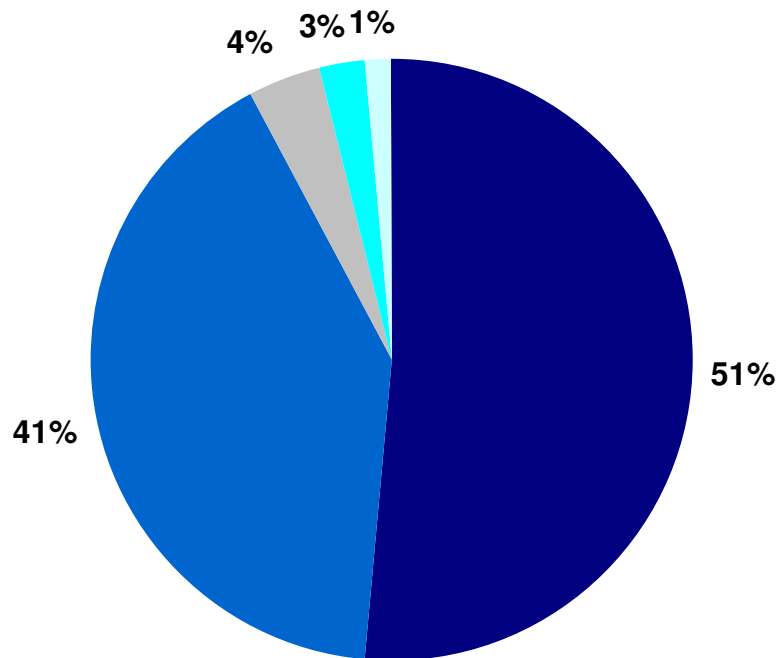
Satisfaction peaks amongst 35-44 year olds (94% very/fairly satisfied) and is lowest amongst 55-64 year olds (83% very/fairly satisfied)

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

Base: All respondents excluding those who said don't know (n=996)

## 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?



Satisfaction with the local area as a place to live is broadly comparable with Brighton and Hove as a whole.

People are more satisfied, either very or fairly, with their local area as a place to live (92%) when compared to the National Average\* (86%)

\* Citizenship Survey 2010/11

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

Base: All respondents excluding those who said don't know (n=999)

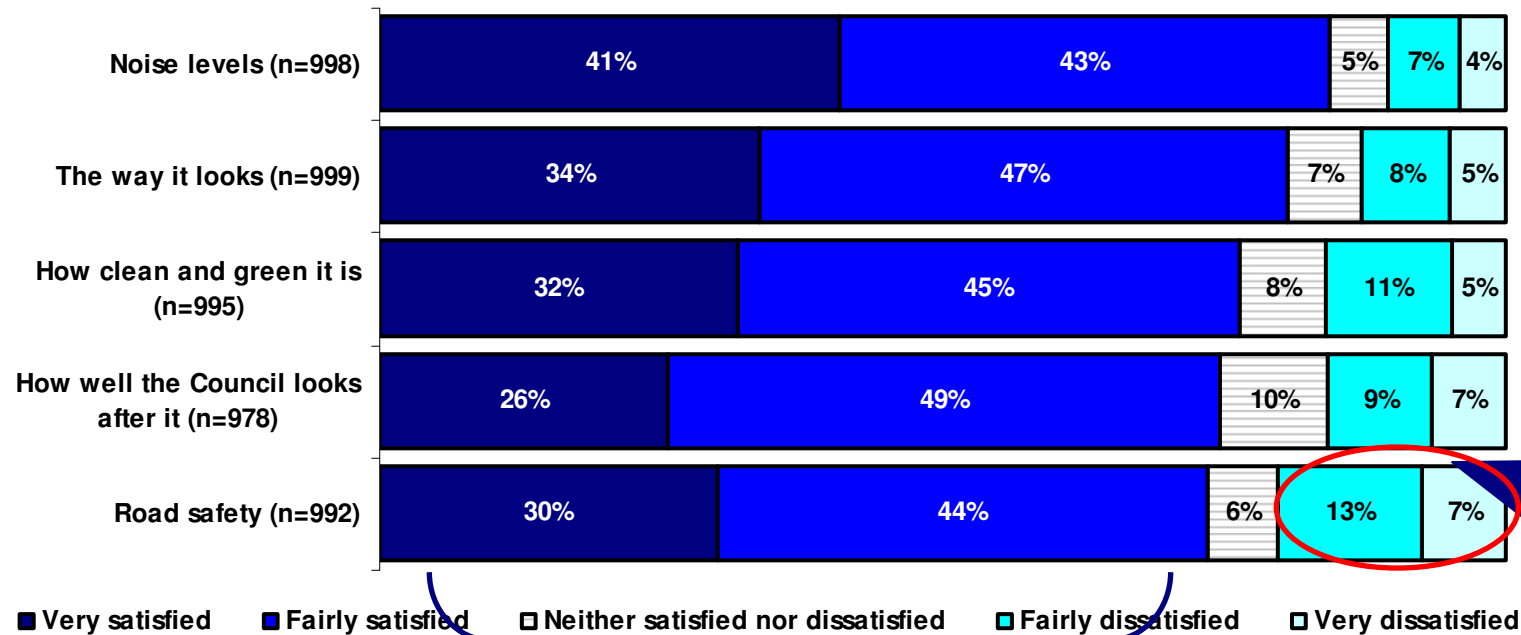
\*Survey of 10,000 nationally representative households, conducted face-to-face across England and Wales. The survey is now discontinued.



## The street where you live

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

People are most satisfied with the level of noise in their street; 84% are very or fairly satisfied. In this wave the figures fluctuate slightly from 83% for residents living in BN2 to 87% for those living in BN41.



As with previous waves, the highest level of dissatisfaction is with road safety (20% very or fairly dissatisfied)

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

As with previous waves, fewer respondents are satisfied (very or fairly) with how well the council looks after their street and road safety.





## The street where you live

### **Road Safety**

As in wave 1 & 2, around three-quarters (74%) of respondents are satisfied, either very or fairly, with road safety in their street compared to 20% who are dissatisfied (either very or fairly).

Road Safety retains the highest level of dissatisfaction overall, compared to other factors asked about in the street.

In this wave, satisfaction with road safety is highest amongst those aged 18 to 24 and those 65 and over; 80% and 81%, respectively, claim they are either very or fairly satisfied.

Conversely, satisfaction is lowest amongst those aged 45 to 54 (66% very/fairly satisfied) and those with children in their household (67% very/fairly satisfied).

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

### **How well the council looks after your street**

Three-quarters (75%) of respondents are very/fairly satisfied with the way the council looks after their street, compared to 16% who are very/fairly dissatisfied.

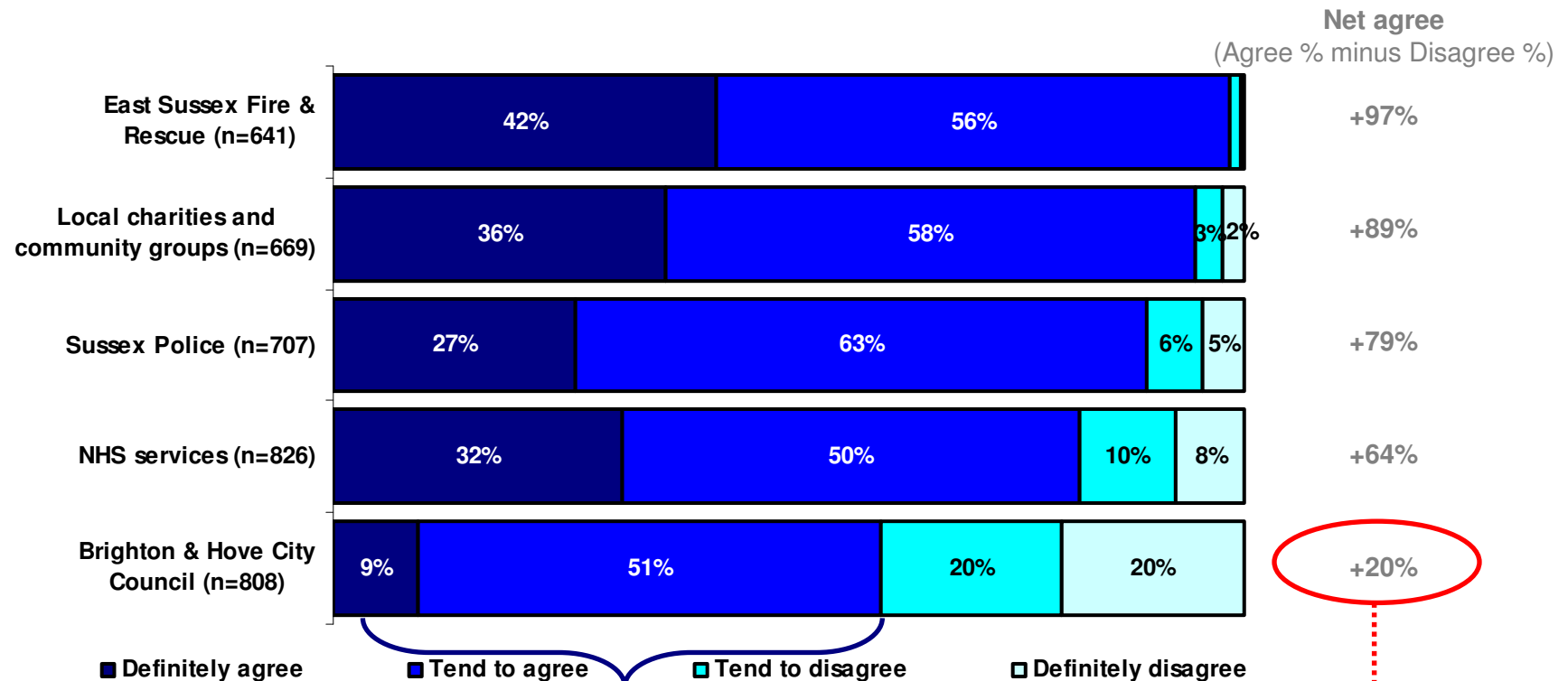
Satisfaction is highest amongst those aged 35 to 44 and those aged 65 and over, whilst dissatisfaction is highest amongst those aged 45 to 64.

A significantly greater proportion of those living within private rented accommodation (80% very/fairly satisfied) and those that own their own home (76% very/fairly satisfied) are satisfied compared to those with a mortgage (68% very/fairly satisfied).

There are no statistically significant differences in satisfaction when comparing those with and without children in their household.

## Organisations use money wisely

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

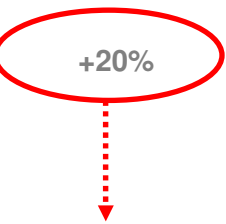


Base: All respondents excluding those who stated 'don't know'.

Levels of agreement that Brighton & Hove City Council use money wisely differs by age with a greater proportion of those aged 44 and under agreeing compared to those aged 45 and over.

For example, 71% of those aged 35 to 44 agree that Brighton & Hove City Council use money wisely falling to 54% of those aged 65 and over and 46% for those aged 55-64.

As with previous waves, there is a low 'net agree' value with regards to the city council using money wisely



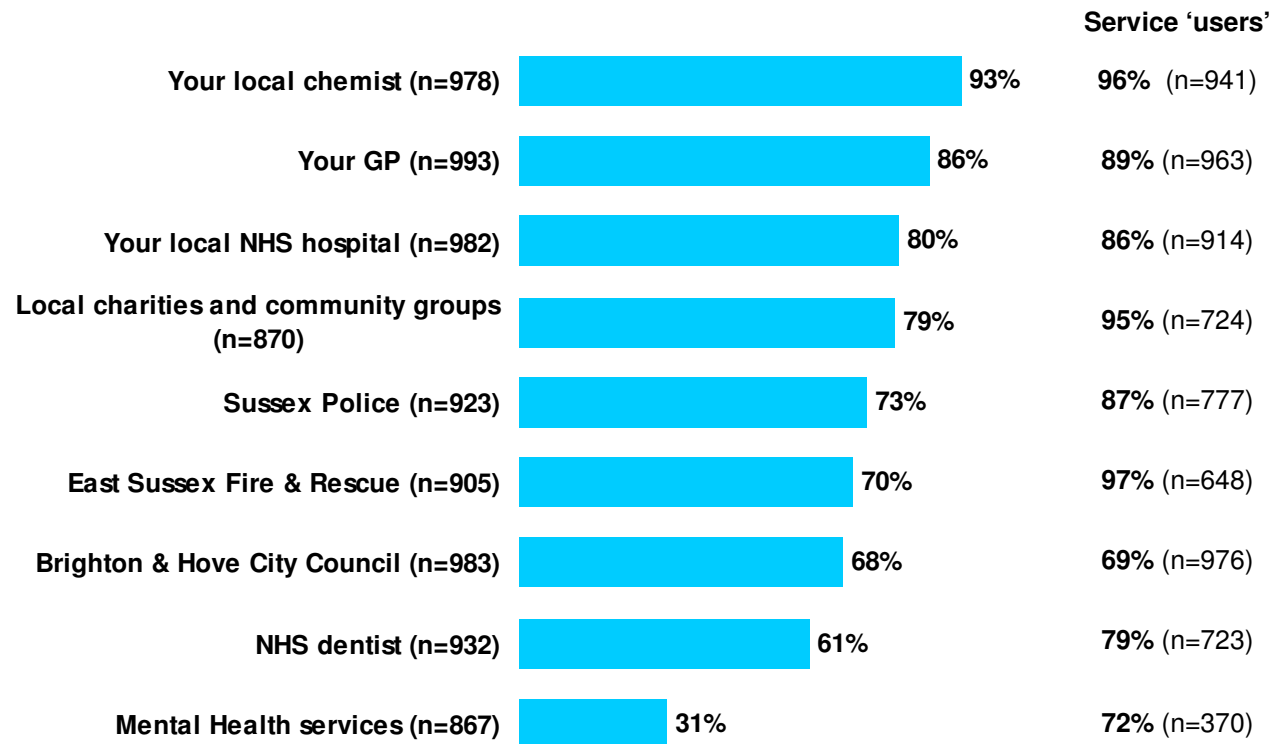
## Organisations use money wisely – Comparison of waves 1, 2 and 3

Net agree. (Agree minus Disagree)	Wave 1	Wave 2	Wave 3
East Sussex Fire & Rescue	+98%	+96%	+97%
Local charities and community groups	+86%	+90%	+89%
Sussex Police	+62%	+72%	+79%
NHS services	+62%	+70%	+64%
Brighton and Hove City Council	+8%	+20%	+20%

**Respondent perceptions (net agree) around organisations use of money have remained broadly similar between wave 2 and wave 3. However a significantly greater proportion rate Sussex Police’s use of money positively, rising from 62% in wave 1 to 79% in wave 3.**

## Overall satisfaction with services

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



Views of 'users' in this wave are broadly similar to users in wave 2.

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

Similar to previous waves, overall satisfaction is highest for the local chemist, GP's and local hospitals; four-fifths or more indicate they are very or fairly satisfied.

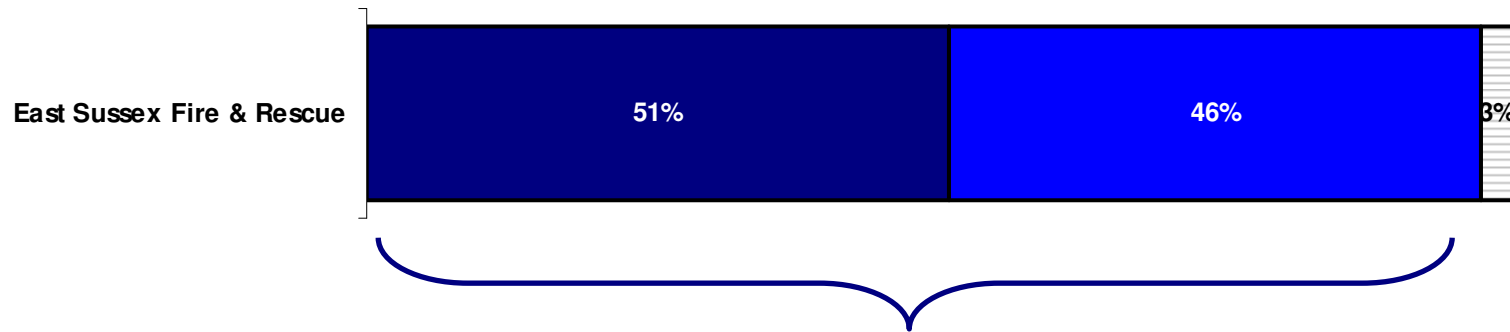
NB: This question includes a code 'Have not used service'. The term 'user' therefore denotes the remaining sample that have answered the question.



## 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



97% of respondents are very/fairly satisfied with East Sussex Fire and Rescue service – the highest level of satisfaction across all services. This compares to 96% in wave 2 and 93% in wave 1.

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

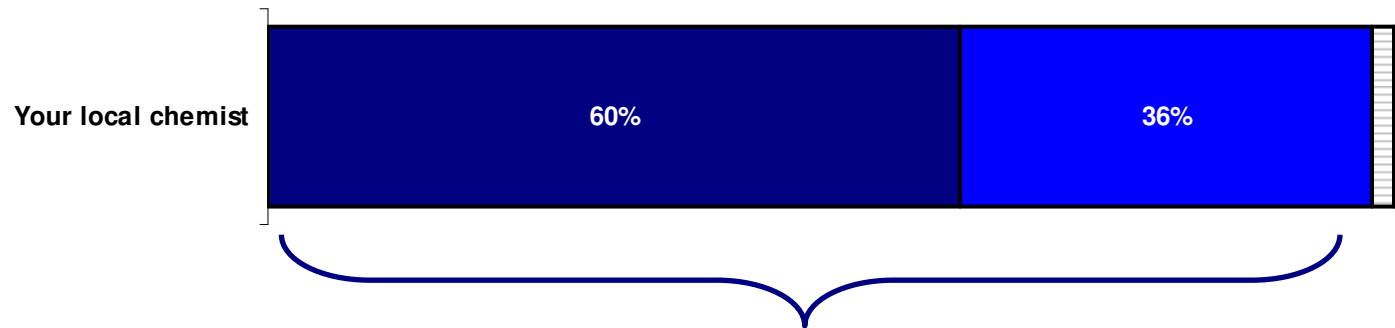
257 people said they have not used East Sussex Fire and Rescue Service.

Base: All respondents excluding those who said don't know and do not use this service (n=648)

## Satisfaction with their local chemist

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

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



96% of respondents are very/fairly satisfied with their local chemist. As in wave 2, this service retains its position as having the second highest level of user satisfaction across all services.

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

Just 37 people said they do not use their local chemist.

Base: All respondents excluding those who said don't know and do not use this service (n=941)

## Satisfaction with the local charities and community groups

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



95% of respondents are very/fairly satisfied with local charities and community groups – the third highest level of satisfaction across all services.

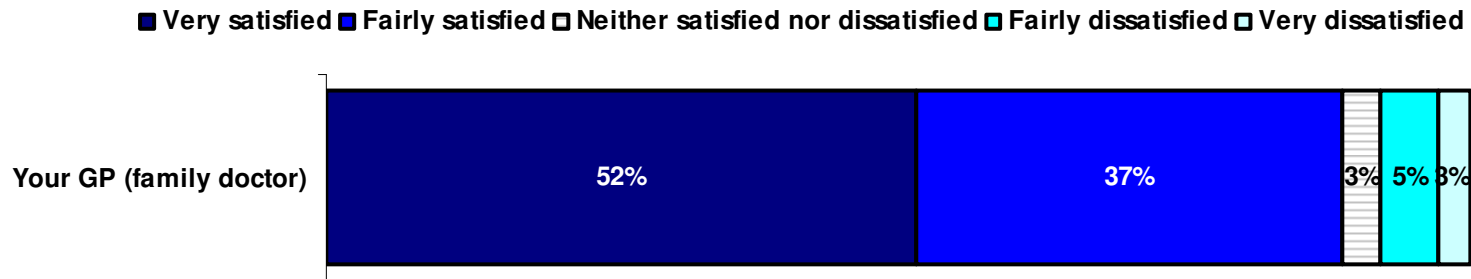
Satisfaction with these groups is broadly similar across all sub-groups of the sample.

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

Base: All respondents excluding those who said don't know and do not use this service (n=724)

## Satisfaction with your GP (family doctor)

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



89% of respondents are very/fairly satisfied with their local GP (family doctor) – the fourth highest level of satisfaction across all services.

Satisfaction is highest for those living within the BN41 postcode district at 95%, compared to those living within BN2 and BN3, at 88% and 86%, respectively.

30 people said they have not used their GP.

Base: All respondents excluding those who said don't know and do not use this service (n=963)



## Satisfaction with Sussex Police

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



87% of respondents are very/fairly satisfied with Sussex Police.  
Satisfaction rises to 90% for residents living within the BN3 postcode district and falls to 83% for those living within BN1.  
146 people said they have not used Sussex Police Services.

Base: All respondents excluding those who said don't know and do not use this service (n=777)

# Satisfaction with your local NHS hospital

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



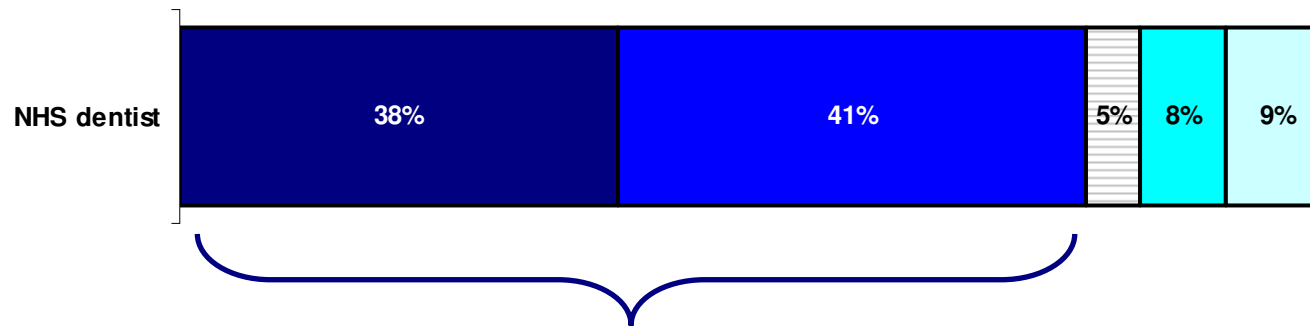
86% of respondents are very/fairly satisfied with their local NHS Hospital.  
In this wave, views across the different sub-groups of the population are broadly similar.  
68 people said they have not used their local NHS Hospital.

Base: All respondents excluding those who said don't know and do not use this service (n=914)

## 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 very/fairly satisfied with NHS Dentists in their local area.

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

209 people do not use an NHS dentist of which 46% were male and 54% were female. Roughly one-quarter (24%) of those not using NHS dentistry are aged 25 to 34, with a further one-quarter (24%) aged 65 and over.

Base: All respondents excluding those who said don't know and do not use this service (n=723)

## Satisfaction with mental health services

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



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

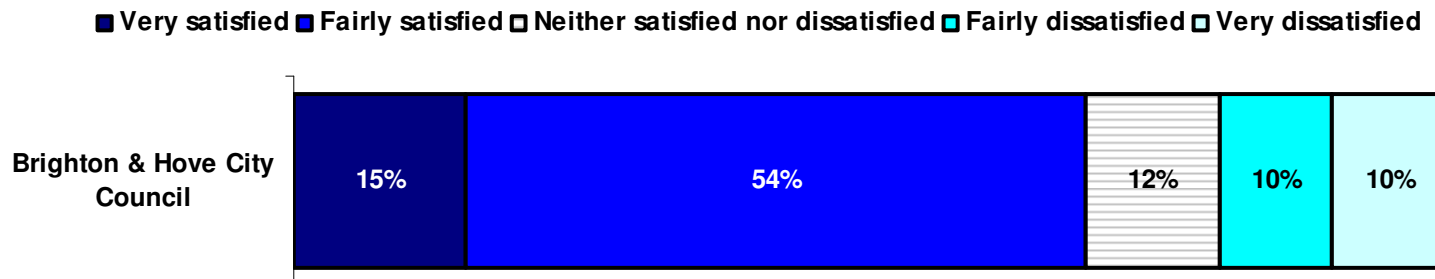
Satisfaction with mental health services is lowest amongst 45 to 54 year olds (64%) and highest amongst those aged 18 to 24 and over (85%). However, care should be exercised when considering these findings due to the relatively small base sizes involved.

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

Base: All respondents excluding those who said don't know and do not use this service (n=370)

## Satisfaction with Brighton and Hove City Council

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



Overall, 69% of respondents are very/fairly satisfied with Brighton and Hove City Council; most (54%) are fairly satisfied.

Satisfaction varies slightly across the city with those living in BN41 being most satisfied (73%), although the differences are not statistically significant.

There is a strong correlation between agreement that the council spends money wisely and overall satisfaction. 89% 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 7 people said they do not use the services provided by the city council .

Base: All respondents excluding those who said don't know and do not use this service (n=976)

## Summary comparison of tracker questions: Very/fairly satisfied - Waves 1, 2 & 3

Denotes: Increase in satisfaction, wave on wave

Denotes: Decrease in satisfaction, wave on wave

	Wave 1	Wave 2	Direction of travel - Wave 1 & 2	Wave 3	Direction of travel - Wave 2 & 3
Satisfaction with local area as a place to live	89%	90%	↑+1	90%	↔
Satisfaction with Brighton & Hove as a place to live	92%	93%	↑+1	92%	↓-1
Satisfaction with street where live - noise levels	83%	84%	↑+1	84%	↔
Satisfaction with street where live - the way it looks	82%	79%	↓-3	81%	↑+2
Satisfaction with street where live - how clean and green it is	82%	77%	↓-5	76%	↓-1
Satisfaction with street where live - how well the Council looks after it	75%	76%	↑+1	75%	↓-1
Satisfaction with street where live - road safety	75%	73%	↓-2	74%	↑+1
Agree uses money wisely - East Sussex Fire & Rescue	99%	98%	↓-1	98%	↔
Agree uses money wisely - Local charities and community groups*	92%	95%	↑+3	95%	↔
Agree uses money wisely - Sussex Police	81%	86%	↑+5	89%	↑+3
Agree uses money wisely - NHS services	91%	85%	↓-6	82%	↓-3
Agree uses money wisely - Brighton & Hove City Council	55%	60%	↑+5	60%	↔
User satisfaction with - East Sussex Fire & Rescue	93%	96%	↑+3	97%	↑+1
User satisfaction with - Your local chemist	96%	95%	↓-1	96%	↑+1
User satisfaction with - Local charities and community groups*	-	93%*	-	95%	↑+2
User satisfaction with - Your GP (family doctor)	90%	91%	↑+1	89%	↓-2
User satisfaction with - Sussex Police	82%	86%	↑+4	87%	↑+1
User satisfaction with - Your local NHS hospital	86%	87%	↑+1	86%	↓-1
User satisfaction with - NHS dentist	79%	79%	↔	79%	↔
User satisfaction with - Mental Health services	63%	72%	↑+9	72%	↔
User satisfaction with - Brighton & Hove City Council	66%	70%	↑+4	69%	↓-1

\* Changed from "Voluntary and Community Groups" in wave 1 to "Local Charities and community groups" in wave 2 and 3.

Overall, the tracker survey question results are broadly similar across each of the three waves with relatively small movements in satisfaction, either up or down. The exceptions to this are residents' views on Sussex Police and East Sussex Fire and Rescue which have both seen increasing satisfaction, wave on wave.

By comparison, overall satisfaction (those saying very or fairly satisfied) with how clean and green the street where people live has seen declining satisfaction since wave 1.

## Summary of Results - Wave 3

- ◆ This is the third set of results from the City Tracker Survey. Key findings include;
  - ◆ There is a high level of satisfaction with Brighton and Hove, and the local area, as a place to live particularly amongst 35-44 year olds.
  - ◆ As in previous waves, the level of satisfaction with the local area as a place to live remains higher than it is nationally; 92% vs. 86%, respectively.
  - ◆ Road safety remains the greatest concern asked about for people regarding the street where they live
  - ◆ Considering whether money is being spent wisely, net agree scores (the per cent that agree, less the per cent that disagree) for East Sussex Fire and Rescue, Sussex Police and Local Charities and community groups have all improved in this wave, compared to wave 2. There remains a correlation between how people view whether services spend money wisely and overall satisfaction with them.
  - ◆ In this wave there are high levels of user satisfaction with the Fire and Rescue Service, local charities and community groups and local chemists; more than nine in ten service users are very/fairly satisfied.
  - ◆ Sussex Police and East Sussex Fire and Rescue have both seen increasing satisfaction levels since wave 1.
  - ◆ By comparison, views of residents on how clean and green the street where they live is has seen falling satisfaction levels since wave 1.