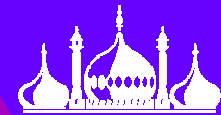


Brighton & Hove

City Tracker Survey

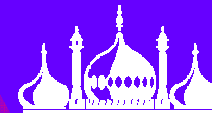
Wave 1 Results: April/May 2012



**Brighton & Hove
City Council**

City Tracker Survey

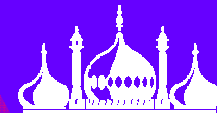
- Brighton and Hove Local Strategic Partnership commissioned M·E·L Research to undertake a city wide tracker survey with residents aged 16 and over
- The aim of the survey is to find out what residents think of Brighton and Hove as a place to live, and to track selected performance indicators including satisfaction with key services
- The questions consists of a core which will be repeated 3x per year and an annual set to be asked in Autumn 2012.
- Interviewing planned for 4 weeks during April 2012 (Wave 1), September 2012 (Wave 2) and January/February 2013 (Wave 3)
- Fieldwork scheduled to avoid university holidays



**Brighton & Hove
City Council**

Wave 1 Methodology

- 1,000 residents interviewed city wide
- Telephone survey methodology with booster face to face interviews targeted at younger people
- 900 telephone interviews, 100 face to face interviews
- Fieldwork dates 5th April 2012 -2nd May 2012
- Consumer telephone lists purchased containing a mix of landline and mobile numbers
- Interviews undertaken during the day, evenings up until 8pm and Saturdays 10.00am-5.00pm



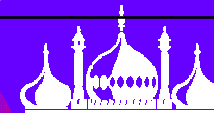
**Brighton & Hove
City Council**

Respondent Profile

Demographic		Sample Profile	Population Profile (mid 2010 estimates)
Gender	Male	51%	49%
	Female	49%	51%
Age	18-34	22%	36%
	35-54	42%	36%
	55+	37%	28%
Ethnicity	White	90%	89%*
	BME	8%	11%*
	Prefer not to say	2%	N/A
Health	Disability/Health problem	15%	18%**
Postcode Sector	BN1	29%	30%
	BN2	31%	30%
	BN3	30%	30%
	BN41	10%	10%

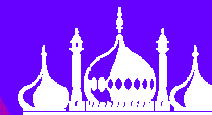
•Mid 2009 estimates

•** Limiting long term illness 2001 Census



**Brighton & Hove
City Council**

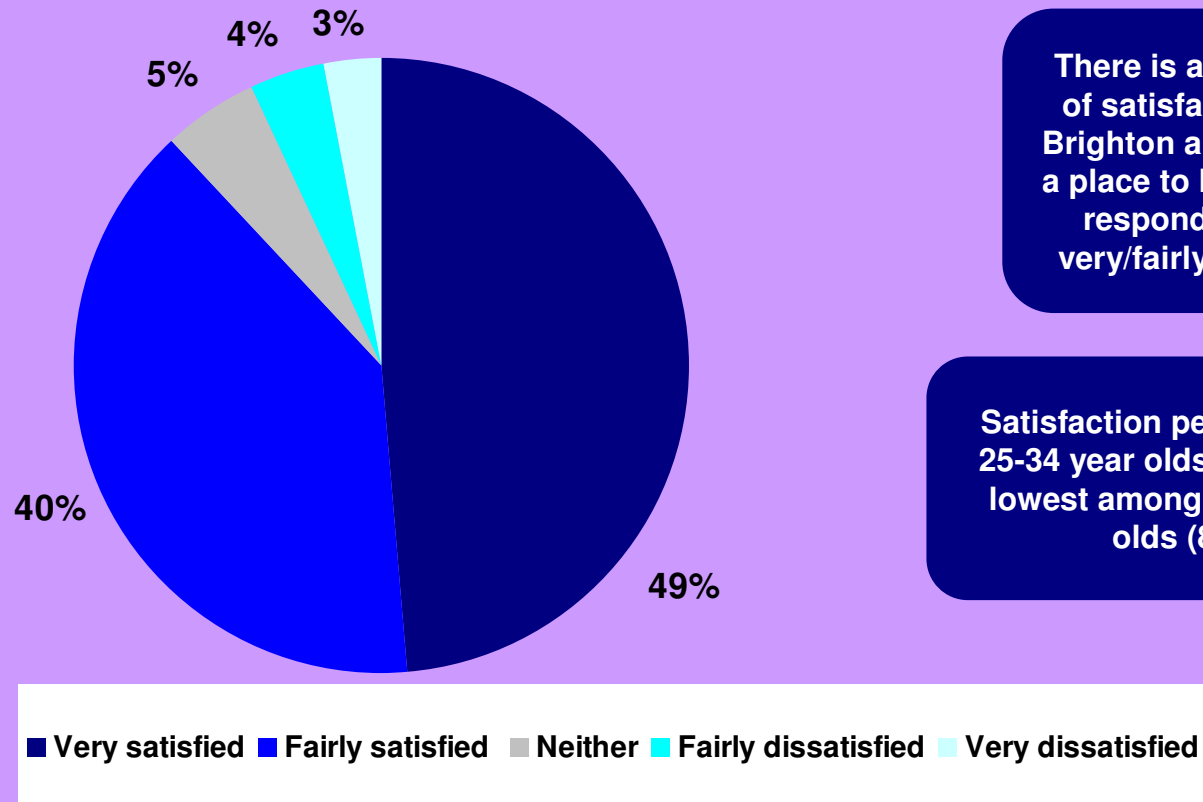
Wave 1 Results



**Brighton & Hove
City Council**

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. 88% of respondents are very/fairly satisfied.

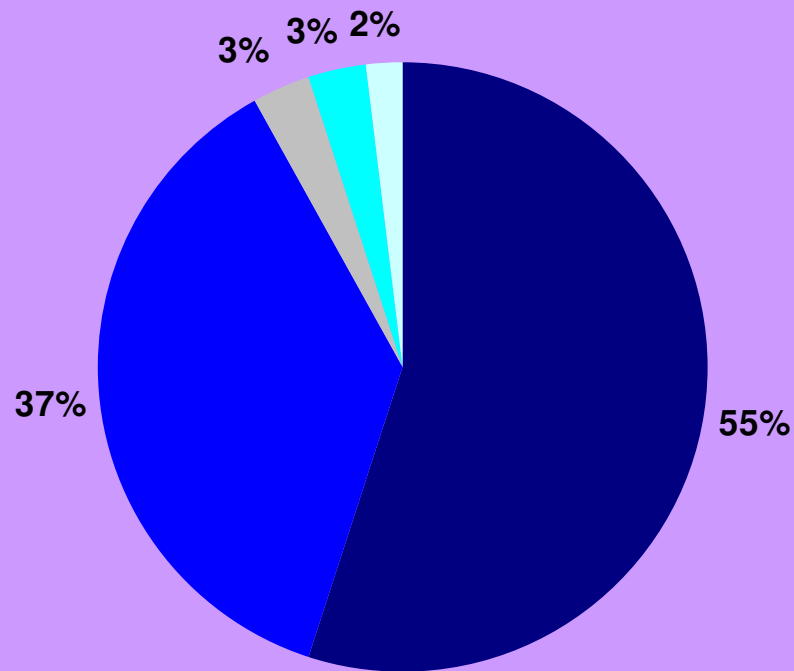
Satisfaction peaks amongst 25-34 year olds (96%) and is lowest amongst 45-54 year olds (84%)

Base: All respondents excluding those who said don't know (n=997)



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?



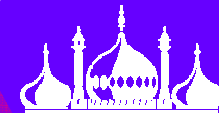
■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

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

There is an even higher level of satisfaction with the local area as a place to live. People are more satisfied with their local area as a place to live (96%) when compared to the National Average* (86%)

* Citizenship Survey 2010/11

Residents aged 25-34 are the most satisfied with their local area as a place to live (96%), as they are with Brighton and Hove as a place to live.

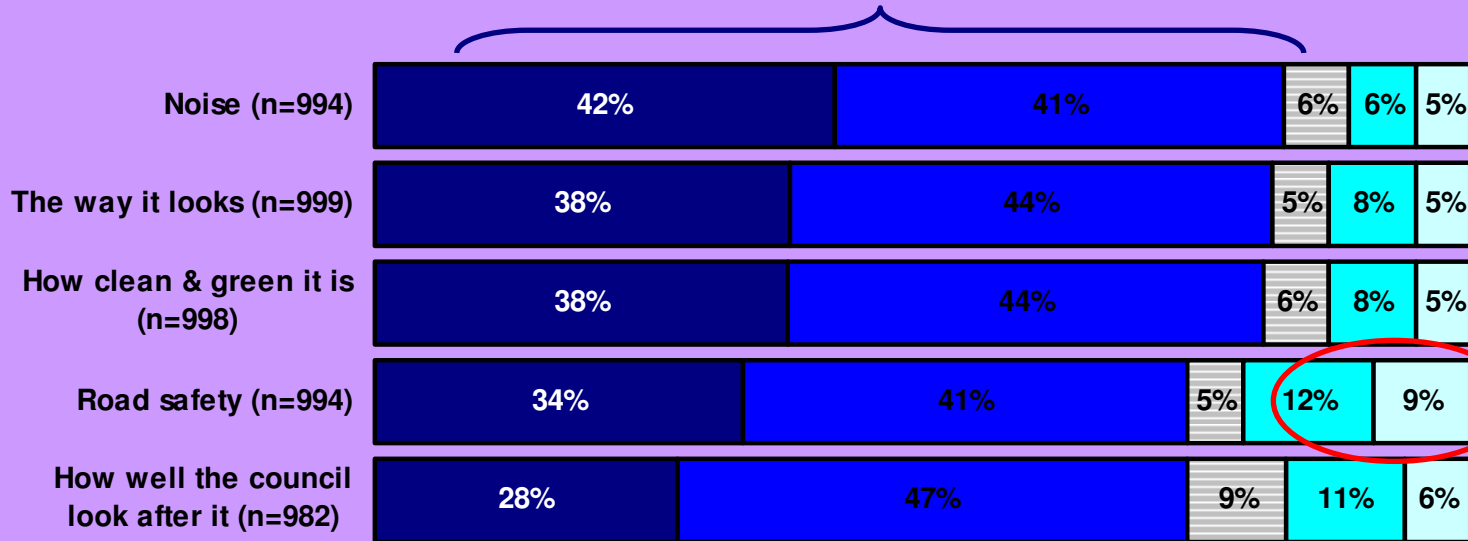


**Brighton & Hove
City Council**

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 (83% are very or fairly satisfied), varying from 81% of residents living in BN1 to 90% of those living in BN41.



Highest level of dissatisfaction with road safety (21% very or fairly dissatisfied)

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

Fewer respondents (75%) each are satisfied (very + fairly) with road safety and how well the council looks after their street.

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



The street where you live

Road Safety

Three quarters (75%) of respondents are satisfied with road safety in their street compared to 21% who are dissatisfied.

Road safety has the highest level of dissatisfaction amongst respondents compared to other factors.

Dissatisfaction with road safety increases to 26% amongst respondents aged 45-54 and 23% amongst respondents aged 35-44.

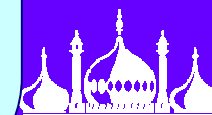
A slightly higher proportion of respondents with dependent children living at home are dissatisfied with road safety compared to those without dependent children (22% and 20% respectively, however this is not significant).

How well the council looks after your street

Three quarters (75%) of respondents are satisfied with the way the council looks after their street, compared to 17% who were dissatisfied.

35-44 year olds were less satisfied with the way the council looks after their street (70%). Male respondents were also much less satisfied compared to females (70% and 79% respectively).

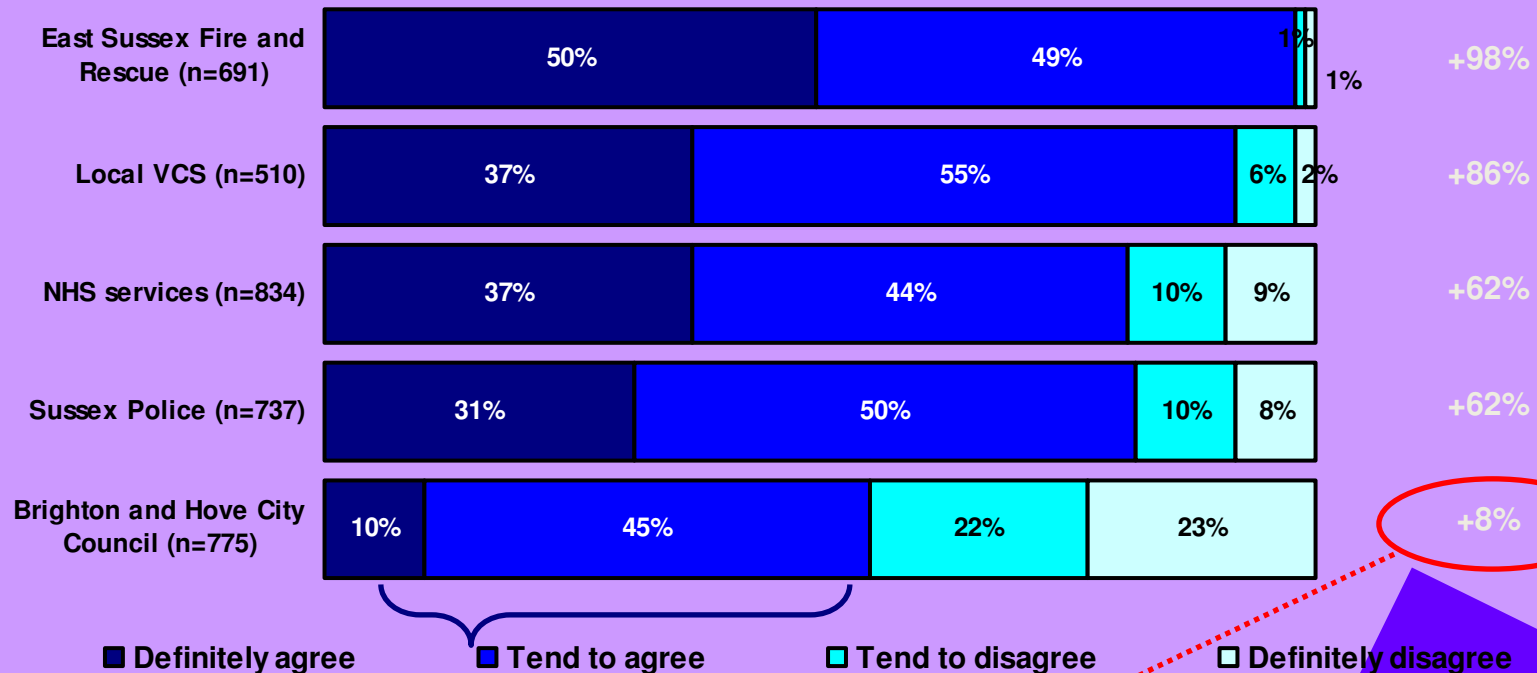
Interestingly tenure does not impact on the overall level of satisfaction with the way the council looks after the street, although those living in owner occupied accommodation (with or without a mortgage) are less likely to be 'very satisfied' (25%) compared to those living in social rented housing (33%) and private rented housing (37%).



Brighton & Hove
City Council

Organisations use money wisely

To what extent do you agree or disagree that the following organisations use money wisely? Net agree. (Agree minus Disagree)



Base: All respondents excluding those who stated 'don't know'. Please note figures shown on the bar chart are rounded to the nearest whole number, whereas the net agree %'s have been calculated before rounding. The net agree figures are correct.

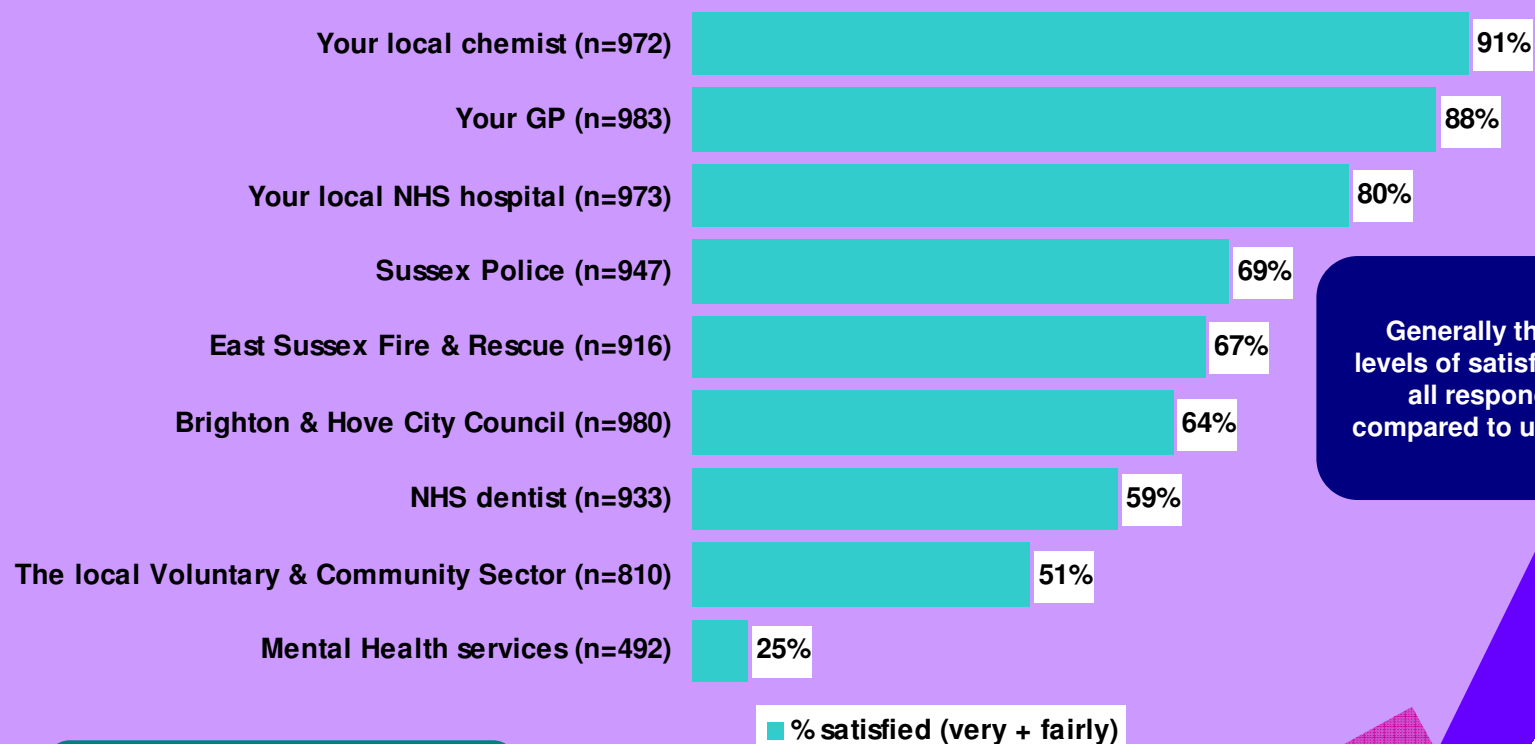
Level of agreement decreases with age to 45% of 55-64 year olds, increasing again amongst 65+ year olds (56%).
Females are more likely to agree the city council uses money wisely than males (57% and 52% respectively)

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



Overall satisfaction with services – users and non users

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



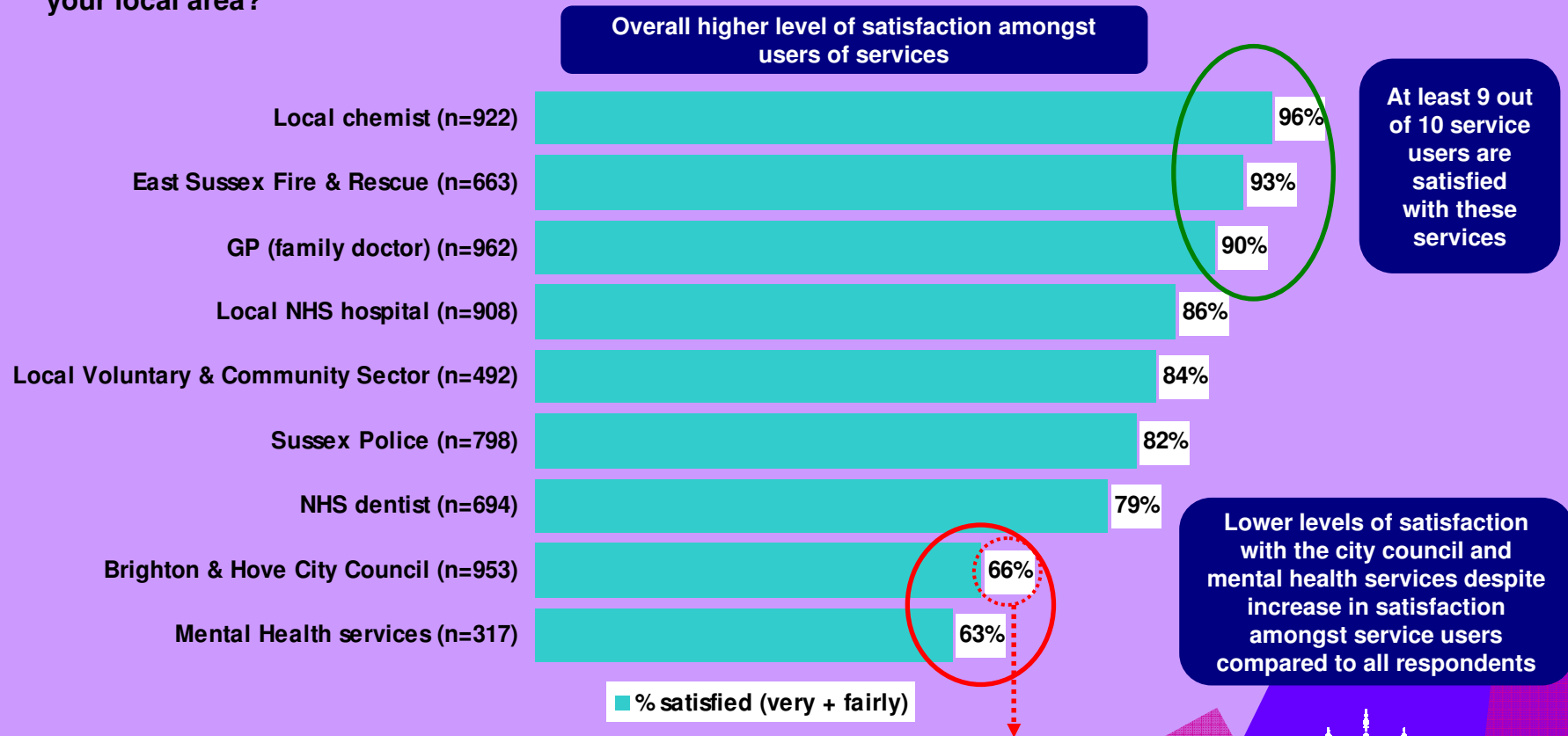
Generally there are lower levels of satisfaction amongst all respondents when compared to users of services

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



Overall satisfaction with services – users

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



Overall higher level of satisfaction amongst users of services

At least 9 out of 10 service users are satisfied with these services

Lower levels of satisfaction with the city council and mental health services despite increase in satisfaction amongst service users compared to all respondents

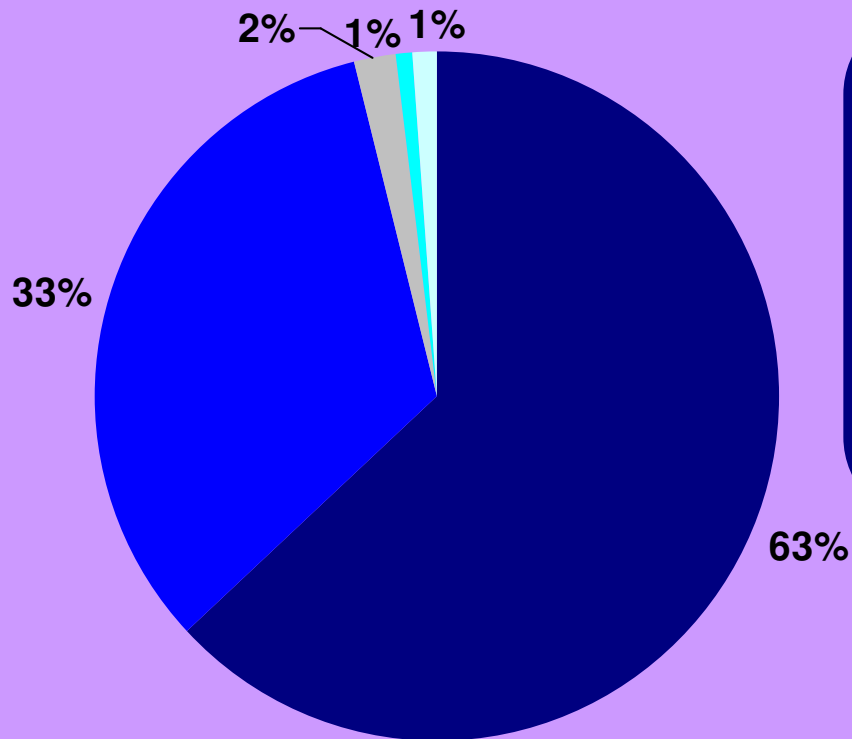
Satisfaction with the city council is lower than the national average (72%)*LGInsights Populus LA Perceptions Survey Sept 2011 (telephone survey)

Base: All respondents excluding those who stated 'don't know' and 'didn't use the service'



Satisfaction with your local chemist

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



96% of respondents are satisfied with their local chemist – the highest level of satisfaction across all services.

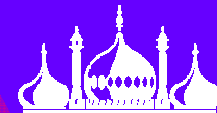
The level of satisfaction is similar by age, gender and area.

Respondents who have a health problem or disability are more satisfied with their local chemist than those who do not (99% and 95% respectively). The proportion who are very satisfied with their local chemist is also higher amongst people with a disability/health problem (71%).

52 people said they do not use their local chemist.

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

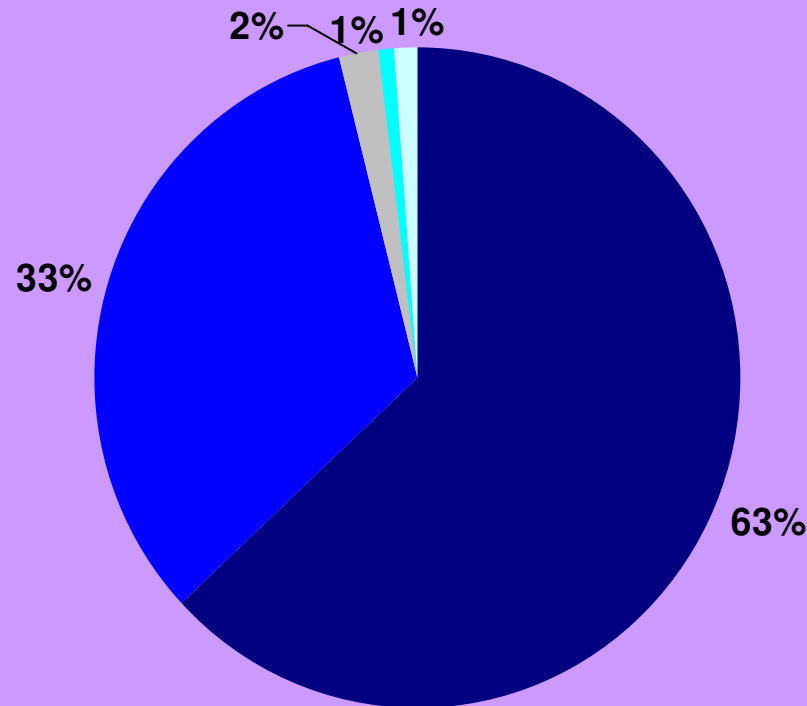
Base: All respondents excluding those who said don't know and don't use this service (n=922)



Brighton & Hove
City Council

Satisfaction with East Sussex Fire and Rescue Service

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



93% of respondents are satisfied with East Sussex Fire and Rescue – the 2nd highest level of satisfaction across all services.

The level of satisfaction is similar across all demographic groups.

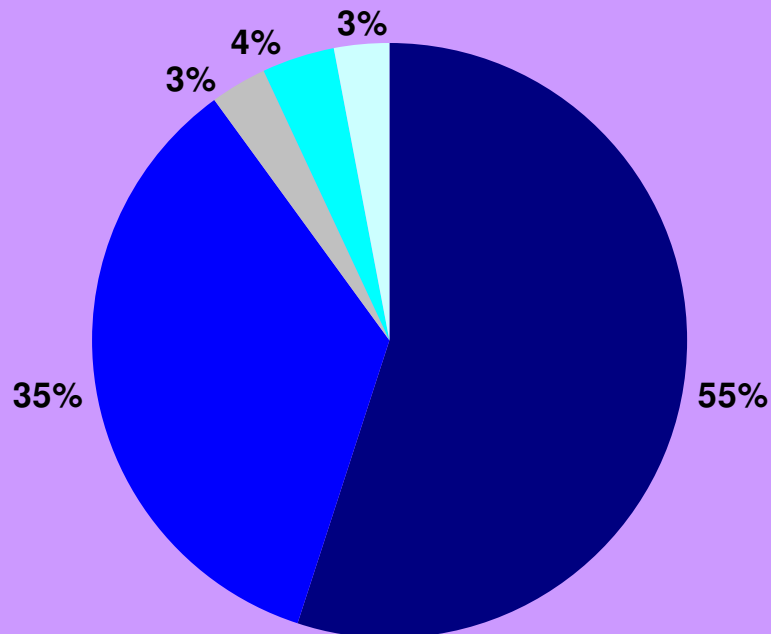
253 people said they have not used East Sussex Fire and Rescue Service.

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

Base: All respondents excluding those who said don't know and don't use this service (n=663)

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 ■ Fairly dissatisfied ■ Very dissatisfied

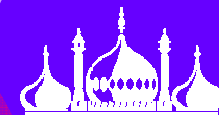
Base: All respondents excluding those who said don't know and don't use this service (n=962)

90% of respondents are satisfied with their local GP (family doctor) – the 3rd highest level of satisfaction across all services.

The level of satisfaction with their GP increases with age from 85% of 18-34 year olds to 95% of 65+ year olds.

There is a significant difference in the proportion of respondents with a disability/health problem who are 'very satisfied' with their GP (66%) compared to those without a disability/health problem (53%).

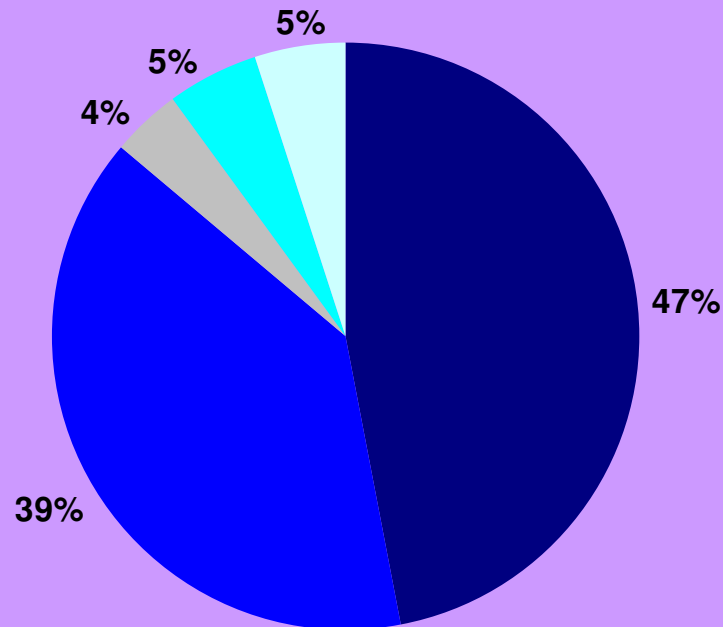
26 people said they have not used their GP.



**Brighton & Hove
City Council**

Satisfaction with your local NHS hospital

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



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

Base: All respondents excluding those who said don't know and don't use this service (n=908)

86% of respondents are satisfied with their local NHS Hospital.

Satisfaction dips amongst 55-64 year olds and 45-54 year olds (79% and 81% respectively). Satisfaction with local NHS Hospitals is highest amongst 65+ year olds (93%).

Respondents with a disability/health issue are significantly more likely to be very satisfied with their local NHS hospital compared to respondents who do not have a disability/health problem (55% and 46% respectively).

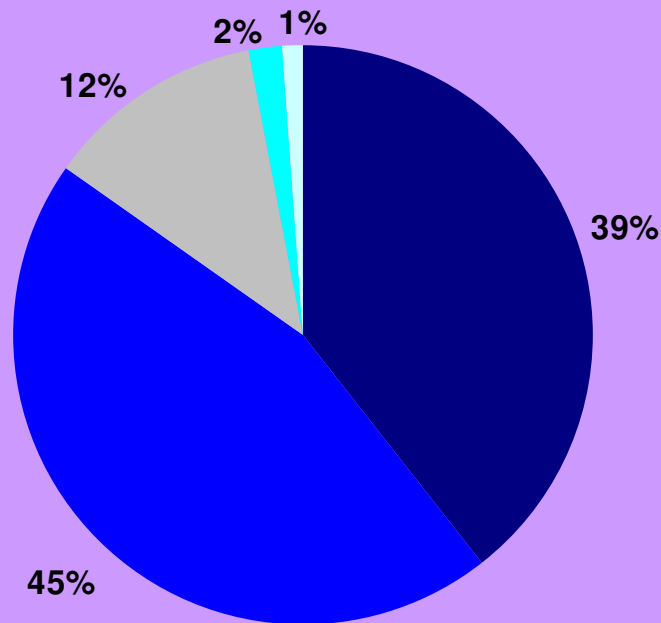
65 people said they have not used their local NHS Hospital.



**Brighton & Hove
City Council**

Satisfaction with the local Voluntary and Community sector

Taking everything into account how satisfied or dissatisfied are you with the local Voluntary and Community sector?



84% of respondents are satisfied with the local Voluntary and Community sector.

Satisfaction with the local Voluntary and Community sector is highest amongst 65+ year olds (92%).

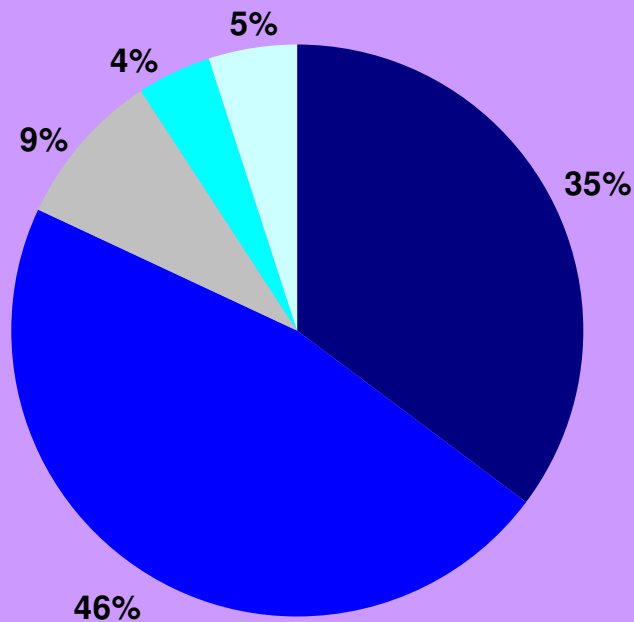
312 people said they do not use the local Voluntary and Community sector.

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

Base: All respondents excluding those who said don't know and don't use this service (n=492)

Satisfaction with Sussex Police

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



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

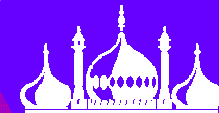
Base: All respondents excluding those who said don't know and don't use this service (n=798)

A total of 82% of respondents are satisfied with Sussex Police.

Interestingly satisfaction drops to 75% amongst 55-64 year olds. Males have a lower level of satisfaction than females (79% and 84% respectively).

Respondents who agree that Sussex Police use money widely are more satisfied with the Sussex Police Service overall (96% and 35% respectively).

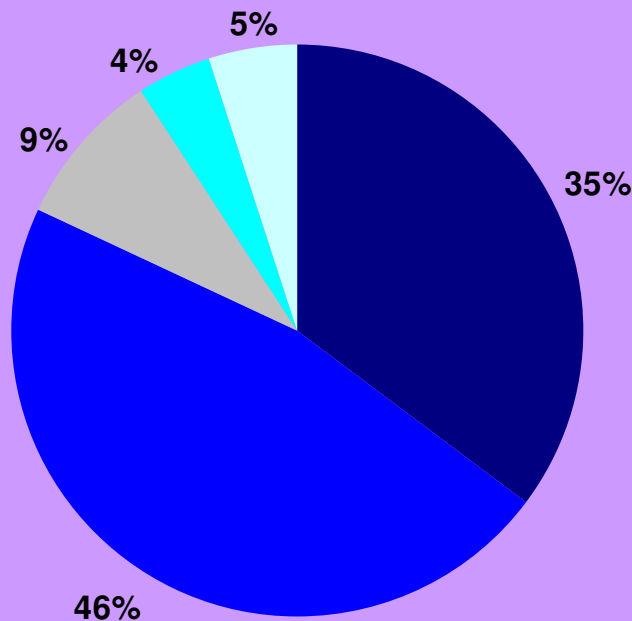
151 people said they have not used Sussex Police Services.



**Brighton & Hove
City Council**

Satisfaction with NHS dentists

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



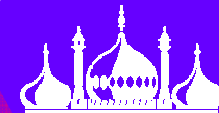
■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

Base: All respondents excluding those who said don't know and don't use this service (n=694)

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

Satisfaction with NHS dentists falls to 74% amongst 45-64 year olds.

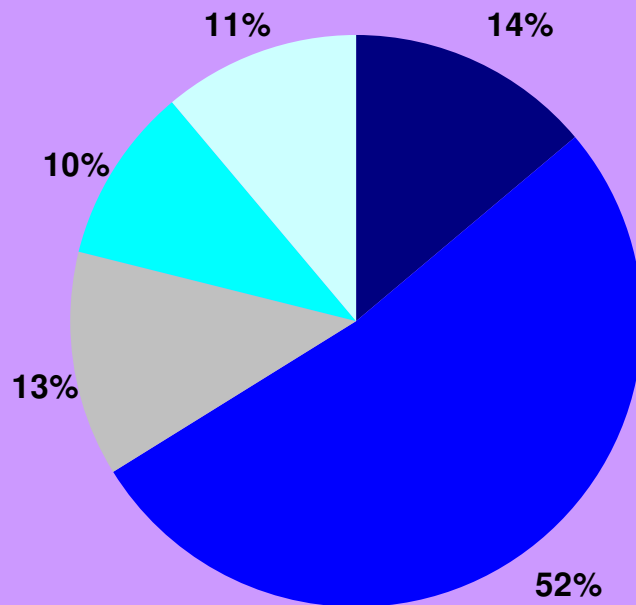
230 people do not use an NHS dentist of which 57% were male and 43% were female. 64 out of 230 of these respondents who do not use a NHS dentist were aged 65 or over



**Brighton & Hove
City Council**

Satisfaction with Brighton and Hove City Council

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



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

Base: All respondents excluding those who said don't know and don't use this service (n=953)

A total of 66% of respondents are satisfied with Brighton and Hove City Council, of which most (52%) are fairly satisfied.

Satisfaction varies across the city, with those living in BN1 much less likely to be satisfied (62%) than those living in BN41 (74%).

Similarly satisfaction varies by age, with respondents aged 25-34 and 65+ most satisfied (72% and 75% respectively) compared to 59% of 55-64 year olds.

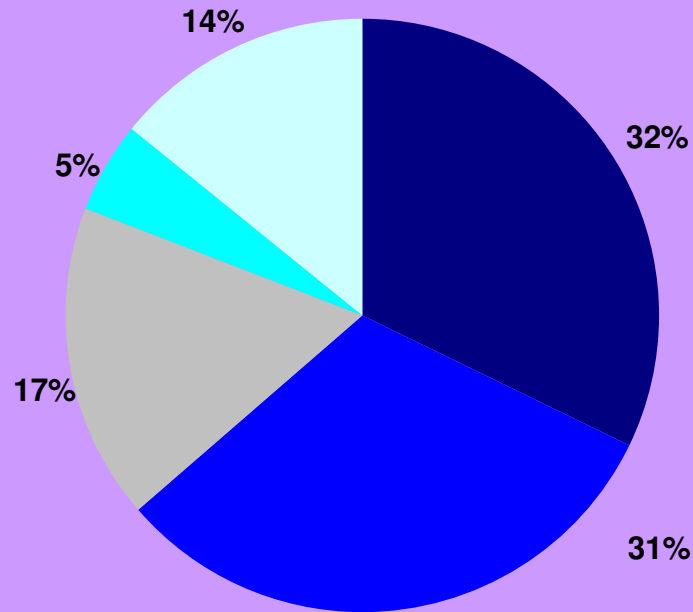
Males and less satisfied with the city council compared to females (63% and 69% respectively).

There is a strong correlation between agreeing that the council spend money wisely and overall satisfaction. 90% of respondents who agree the council spend money wisely are satisfied compared to just 32% of respondents who disagree the council spend money wisely.

Just 24 people said they do use the services provided by the city council .

Satisfaction with mental health services

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



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

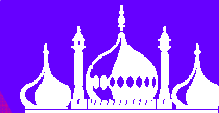
A total of 63% of respondents are satisfied with mental health services in their local area.

It appears that satisfaction with mental health services is lowest amongst 55-64 year olds (53%), however this is based on a small sample size (n=45)

Half (49%) of respondents with a disability/health problem are very satisfied with mental health services compared to 30% of respondents who are well.

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

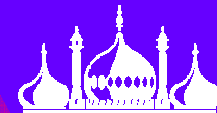
Base: All respondents excluding those who said don't know and don't use this service (n=317 respondents)



**Brighton & Hove
City Council**

Summary of Results

- This is the first 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 causes the most concern for people in the street where they live
 - There is a correlation between believing money is spent wisely and overall satisfaction with services. The City Council and Sussex Police particularly would benefit from communications about how and why they spend money on the things that they do.
 - Overall, the level of satisfaction with the City Council is lower in Brighton and Hove than it is nationally. Clearer information about how the council spends it money, and why, may help to improve satisfaction in the future.
 - Satisfaction with health services is highest amongst people who are most likely to use these services; those with a disability or health problem
 - There is a high level of satisfaction with the Fire and Rescue Service, although a large proportion of respondents have no experience of this service.
- The next wave of research will take place in September 2012 and will allow BHSP to track changes in performance over time.



**Brighton & Hove
City Council**