Newcastle City Council

North East Residents’ Survey

12-035607-01
October 2012
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Introduction
Introduction

This report summarises the key findings of research among a sample of Newcastle respondents aged 18+. It explores attitudes to the local area and local public services, and perceptions of quality of life including respondents' personal well-being.

The survey was conducted by the Ipsos MORI Social Research Institute on behalf of the North East Consortium which is a group of seven local authorities which included:

- Durham County Council;
- Gateshead Council;
- Newcastle City Council;
- North Tyneside Council;
- Northumberland County Council;
- Stockton-on-Tees Borough Council; and
- Sunderland City Council.

The research was commissioned jointly, partly to take advantage of economies of scale but also partly to enable benchmarking of results to take place across the North East region. As such, eight pages of the twelve page questionnaire were common to all seven councils to permit regional comparisons.

The questionnaire draws from the Place Survey\(^1\) in order to track people’s changing perceptions and behaviours, and benchmarking questions recommended by the Local Government Association from the ‘Are you being served?’ guidance\(^2\) to enable future comparisons at a National level.

Specifically, this questionnaire examined the following subjects:

- Satisfaction with the local area and council services;
- How people get involved in their local area and whether they feel they belong;
- The economy and the impact on household finances; and
- General health and feelings of well-being.

In addition to these core questions, Newcastle City Council also chose to include questions relating to their local priorities, including:

- How people would like to contact the council and their sources of information about the council;
- Community safety and perceptions of the police’s work in the local area.

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\(^1\) Statutory postal survey undertaken by all Local Authorities in England and Wales in 2008

\(^2\) This guidance is based on a review by Ipsos MORI, which identified a set of questions and conditions that would need to be met to ensure that any comparisons between council’s data are robust

http://www.local.gov.uk/web/10171/home/-/journal_content/56/10171/3484891/ARTICLE-TEMPLATE
- Satisfaction with home and housing in the area;
- Health and lifestyle questions

Ultimately, the data will be used to inform commissioning, local decision making and service improvements.

**The postal survey**

The research took place through a postal survey of respondents across the local authority area.

Ipsos MORI drew a random sample of 10,401 addresses from the Royal Mail postal address file (PAF).

A 12-page questionnaire and covering letter (see Appendices) were sent out to each address in the sample on 3 July 2012. Subsequently, one reminder mailing was sent out to households who had not responded to the initial mail-out. Fieldwork closed on 3 September 2012.

The response rate achieved from the sample was 23% which represents 2,383 valid responses from the original sample of 10,401 addresses. There were 77 invalid responses (this includes incorrect or non-existent addresses), providing an adjusted response rate of 23%.

Data were weighted back to the known population profile of the area to counteract non-response bias. Data are weighted by age within gender bands, ethnicity and balanced by household size. The weighting profile was based on the 2010 mid-year population estimates (MYE) for age within gender, and for ward population, but based on 2007 experimental population estimates for ethnicity.

**Statistical reliability and margins of error**

The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been surveyed. But we can predict the variation between the sample results and the “true” values from knowing the size of the samples on which the results are based and the number of times that particular answer is given.

It is important to note that margins of error relate only to samples that have been selected using strict random probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to this survey and the sampling approach used.

Further explanation about confidence intervals is provided in the technical note at the end of this report. Two further tables in this section illustrate a) the predicted ranges for different sample sizes and percentage results at the “95% confidence interval” and b) the minimum differences between two sample results at the “95% confidence interval”.

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This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

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Comparable data

When considering key questions, individual council data is compared with the councils’ consortium average, which is a weighted average of the seven councils involved in the consortium.

To identify ‘direction of travel’ on key questions, data has been compared with the most recent dataset held by the council; in this case a 2010 resident survey.

Ward analysis

The sample is sufficiently large to allow for ward analysis. Throughout this report, results are analysed at ward level for each question but only those which are statistically more or less positive than the Newcastle average are reported. It can be seen from the example chart below, that although there are 26 wards in the Newcastle local authority area, only five of these wards have respondents who are significantly more likely to say that they are satisfied with their local area and only seven wards have respondents who are significantly less likely to say that they are satisfied with their local area. The remaining wards not represented on this chart are in line with the Council average. Full results for all wards are available on request from the Central Policy Unit.

### OS1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

<table>
<thead>
<tr>
<th>Ward</th>
<th>% Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dene</td>
<td>95%</td>
</tr>
<tr>
<td>East Gosforth</td>
<td>95%</td>
</tr>
<tr>
<td>South Heaton</td>
<td>95%</td>
</tr>
<tr>
<td>North Heaton</td>
<td>92%</td>
</tr>
<tr>
<td>West Gosforth</td>
<td>88%</td>
</tr>
<tr>
<td>Overall</td>
<td>77%</td>
</tr>
<tr>
<td>Byker</td>
<td>65%</td>
</tr>
<tr>
<td>Benwell and Scotswood</td>
<td>64%</td>
</tr>
<tr>
<td>Walker</td>
<td>64%</td>
</tr>
<tr>
<td>Walkergate</td>
<td>62%</td>
</tr>
<tr>
<td>Kenton</td>
<td>59%</td>
</tr>
<tr>
<td>Wingrove</td>
<td>59%</td>
</tr>
<tr>
<td>Elswick</td>
<td>57%</td>
</tr>
</tbody>
</table>

*Note: All valid responses (2353)*
Key drivers analysis

Key drivers analysis (or regression analysis) has been carried out on a number of key variables to help the Council better understand what it is that is influencing respondents to hold the views they do, e.g. what is most likely to contribute to people saying they are satisfied with the Council or their local area.

The analysis involves looking at attitudes, i.e. all questions with a rating scale, rather than demographic characteristics, to identify the factors that drive satisfaction and the relative impact improvements to a specific aspect are likely to have on satisfaction.

It is important to note that with these models we are only able to ‘predict’ a small percentage of respondents’ behaviour because of the nature of the outcomes we are looking to predict – i.e. satisfaction with the Council will be influenced by numerous other factors outside of the remit of the survey, which the regression analysis cannot possibly account for (such as the degree of service dependency or people’s ease in accessing services). This is not to say the models are not strong; in fact it is common for this kind of predictive analysis.

Publication of data

As the North East Consortium has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect both organisations’ interests by ensuring that it is accurately reflected in any press release or publication of the findings.

As part of our standard terms and conditions, the publication of the findings of this report is therefore subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.
Summary of key findings
Executive summary

Overview

Between July and August 2012, Ipsos MORI carried out a postal survey on behalf of Newcastle City Council. The survey was conducted among 2,383 adults aged 18+.

The research will provide a snapshot of public opinion and will help to inform policy, identify priorities, shape the design and delivery of services as well as tracking how well services are performing.

The wider National context

It is important to bear in mind that the latest survey for the authority has taken place against a backdrop of huge economic uncertainty and significant changes to the local government sector. Councils across England continue to face big challenges in maintaining services and planning for a changing, ageing and growing population, whilst at the same time dealing with reduced central government funding and pressure to make year-on-year savings. Significant policy changes are also afoot, including the new Localism Bill, welfare reform and a new public health remit, which will place additional pressures on councils. It is important context in which to understand the results from this latest survey for Newcastle City Council.

Certainly, wider Ipsos MORI polling shows that the public are much less optimistic about the state of the economy. At the national level, it is the economy that the public spontaneously mentions as the most important issue facing the country (61% cite it as the most important issue facing Britain today), followed closely by unemployment (mentioned by 35%)\(^3\). At the same time, Ipsos MORI’s Economic Optimism Index (EOI) shows that half the public think the general economic condition of the country will get worse over the next 12 months (only 18% think it will get better). That said, it seems that at the local level the public are less pessimistic – the majority (63%) expect the general economic condition of their local area to stay the same over the next 12 months; only one in four expect it to get worse.

The national pessimistic psyche is mirrored by public sector leaders too. Whilst the local government sector is the least pessimistic of all the public sector leaders surveyed, they were still more likely to think that things would get worse than get better over the next 12 months when asked in summer 2011 (as the following chart shows). And it is funding and budget cuts that continue to dominate the debate (64% of public sector leaders say this is the most important issue facing their sector today).
As council members will no doubt know from their interactions with the public, the economic downturn is starting to bite, and Newcastle is likely to be no exception, especially when we consider that a significant proportion of the wider public already say they have been affected by the cuts to public services, and the majority are concerned they will be in the future (they are more likely to be unskilled, approaching retirement age or women). The public are increasingly worried about their ability to pay the bills, and more widely about the future in terms of their children’s job prospects and their own ability to retire as planned, as the next chart shows. Indeed in Newcastle, three in ten respondents have faced job insecurity (31%), 26% have had problems paying energy bills and 18% have experienced difficulties in affording to buy food.
But, what effect is the economic gloom having on how the local government sector is being viewed by the public? Ipsos MORI national polling suggests that overall satisfaction with local authorities is holding steady, as the following chart plotting net satisfaction since the mid 1980s shows. Overall satisfaction at the national level is at 55% according to our latest Capibus survey (although this uses a face-to-face methodology so is not strictly comparable to the Newcastle City Council survey). More anecdotally, resident survey findings over the last couple of years reinforces the view that overall council satisfaction levels have not necessarily seen an adverse decline; although satisfaction with Newcastle City Council has fallen slightly from 60% in 2010 to 57% in 2012.

The net satisfaction is the difference between the proportion who say they are satisfied and the proportion who say they are dissatisfied.

Similarly, the majority (62%) of respondents perceive that the way their local authority runs things has stayed the same over the last three years, although one in four (25%) perceive things to have got worse.

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4 Nationally representative survey of 874 adults aged 15+ living in England, conducted face-to-face between 7 and 13 October 2011
When it comes to local issues and priorities, the Ipsos MORI Local Improvement Index\(^5\) demonstrates how it is still activities for teenagers and liveability issues that remain the top of respondents’ agenda. The 2008/09 Place Survey national data showed that activities for teenagers, roads and tackling crime and anti-social behaviour were the top priorities for respondents locally. In 2012, these same issues are still important, but job prospects are now much more of a priority than they were. In Newcastle, job prospects are most likely to be mentioned by 32% of respondents, beaten only by road and pavement repairs (41%).

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\(^5\) The Ipsos MORI Local Improvement Index was developed from a nationally representative face-to-face survey of 986 British adults 15+, between 15 and 21 June 2012.
Main findings for Newcastle

The table below presents the results for key performance measures:

<table>
<thead>
<tr>
<th>Key performance measures</th>
<th>Councils’ consortium average (%)</th>
<th>2012 Residents’ Survey result (%)</th>
<th>2010 Residents’ Survey result (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Satisfied with their local area as a place to live</td>
<td>73</td>
<td>77</td>
<td>80</td>
</tr>
<tr>
<td>% Satisfied with the way the council runs things</td>
<td>50</td>
<td>57</td>
<td>60</td>
</tr>
<tr>
<td>% Satisfied with value for money provided by the council</td>
<td>37</td>
<td>42</td>
<td>45</td>
</tr>
<tr>
<td>% Say council keeps residents very/ fairly well informed</td>
<td>57</td>
<td>59</td>
<td>57</td>
</tr>
<tr>
<td>% Agree they can influence decisions affecting their local area</td>
<td>28</td>
<td>35</td>
<td>41</td>
</tr>
</tbody>
</table>

It can be seen that although there has been a significant drop in most measures, results for Newcastle are significantly better when compared to the councils’ consortium average; the exception is satisfaction with information provided by the council. This key indicator has increased significantly for Newcastle since 2010.
The local area and community life

- The majority of Newcastle respondents are satisfied with their local area (77%). This is four points ahead of the councils’ consortium average, although a slight decline since the 2010 residents’ survey.

- Although most respondents say their area has not changed in the last 12 months, more say it has got worse (22%) rather than better (11%).

- Respondents’ main priorities for improvement are the levels of anti-social behaviour and street cleanliness. Although the condition of roads and pavements is not deemed as important to respondents as other issues, the largest proportion of respondents (41%) are likely to state that this is an issue which needs to be improved. This is important for the council, given this is also one of the lowest rated council services and is also identified as a key driver to overall satisfaction.

- Despite levels of anti-social behaviour being seen as a priority for improvement by respondents of Newcastle, the majority do not believe anti-social behaviour to be a big problem in their local area. The majority of respondents feel safe when outside in their local area after dark (65%), although this proportion decreases to 50% when respondents consider the town centre. The vast majority (92%) believe that the police and the council should work in partnership to tackle anti-social behaviour, although only 55% are satisfied with what is being done by both organisations.

- Three in five (59%) respondents agree that their local area is a place where people of different backgrounds get on well (in line with the 58% reported across the wider consortium). Two in three (66%) agree they belong to their local area, again in line with the wider consortium figure of 68%.

- Almost nine in 10 respondents in Newcastle are satisfied with their home (86%), with two fifths of respondents (43%) saying they are very satisfied. Respondents are, on the whole, also satisfied with the choice and quality of housing in the local area (both 70%). But, there are notable levels of dissatisfaction among social housing tenants (14% are dissatisfied with the quality of their home and 17% with the choice of housing in the area).

Getting involved in the local area

- Newcastle respondents have mixed views on the extent to which local people pull together to improve their area. One in three (33%) agree that they do, but a similar proportion (32%) disagree.

- The majority of respondents (66%) say they would be willing to work together with others on something to improve their local area, and around three in five (56%) know where to go to raise an issue or get help with a local problem, which is broadly in line with the councils’ consortium average.

- One in five respondents (20%) has done some form of formal voluntary work at least once a month for a group, club or organisation. One in three (33%) has given unpaid, informal help at least once a month to someone who is not a relative. Volunteering levels are in line with what we see nationally.

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6 Durham, Gateshead, Newcastle, North Tyneside, Northumberland, Stockton-on-Tees, Sunderland.
One in three respondents (35%) agree they can influence decisions which affect their local area. Whilst this is significantly higher than the councils’ consortium average (28%), there has been a significant drop since 2010 (41%), suggesting more can be done to ensure respondents feel their voices are being heard.

Perceptions of the council and its services

- Perceptions of the council are largely positive and Newcastle City Council performs better than a number of its North East peers on key measures.

- Almost three in five respondents are satisfied with the council overall (57%); whilst this is significantly higher than the councils’ consortium average (50%), it is a statistically significant drop on 2010 (60%).

- When it comes to advocacy, 42% of respondents say they would speak positively about the council. In contrast, three in ten (29%) would speak negatively about the council; 8% would do so unprompted.

- Further analysis of Newcastle’s survey data shows that perceptions of trust in the council, perceptions of value for money, satisfaction with the local area and feeling that the council acts on the concerns of respondents are all important drivers of overall council satisfaction. How well informed respondents feel also seems to play a role, which is a finding continually reinforced through wider Ipsos MORI local government polling. This should help the council in understanding which areas are most important in relation to maintaining and improving its image. Encouragingly, the council is performing well on many of these important measures compared to its peers but there is a general decline in results compared to 2010.

- With regards to value for money, 42% agree that the council provides good value for money. Once again, this is higher than the councils’ consortium average (37%) but significantly lower than the 2010 residents’ survey levels (45%).

- The majority of respondents say they trust the council either a fair amount or a great deal (62%), while around two in five say they do not (38%). These results compare well to the councils’ consortium average, where 53% of respondents say they trust their respective council.

- Almost two in three Newcastle respondents feel very or fairly well informed about what Newcastle City Council does (59%), compared with a minority (41%) who do not feel informed. This is in line with the councils’ consortium average and previous 2010 results (both 57%).

- Opinion is more split on the degree to which Newcastle City Council acts on the concerns of its respondents: 53% believe the council does this a great deal or a fair amount, but 47% think the council takes little or no action. This represents a thirteen point drop on 2010 results (66%) and should be an area of concern for the council.

- Although satisfaction is relatively high for a number of very visible universal services, there has been a significant drop in service satisfaction since 2010: particularly so for refuse collection, 76% of respondents in Newcastle are satisfied, a ten point drop on 2010 (86%) and doorstep recycling (63%) - a 19 percentage point drop from 82% in 2010.
Respondents are as likely to be **dissatisfied** with road and pavement maintenance as they are **satisfied** (around two in five each), and dissatisfaction with winter maintenance (e.g. clearing snow and ice) is actually higher than satisfaction (52% vs 26%).

**Contact and communication**

- More than half of Newcastle respondents (56%) have got in touch with Newcastle City Council at some point in the last 12 months, most commonly by telephone or textphone (55%). The chief reason why people last got in touch was to report an issue or problem (50%).
- Of those who contacted the council, most were satisfied with the overall contact experience and with the final outcome of their query (66% and 65% respectively).
- Respondents tend to get their information about the council from Citylife, leaflets and posters, from the council website and through direct contact with the council. These are also respondents’ preferred methods for finding out about the council.

**The effect of the economy on finances**

- As we see nationally, respondents in Newcastle are beginning to feel the effects of the economic downturn. In this respect, respondents’ outlook is generally negative. They are far more likely to expect their own finances to get worse (33%) rather than better (17%) in the 12 months to come, and the great majority say the economy is doing badly, be it locally (76%) in the North East (84%) or across the UK (90%). The economy, in all its manifestations, does appear to have an important place in driving wider perceptions of the local area, with respondents who are pessimistic about the economy more likely to be critical of the local area and council. It will be an important area for the council to demonstrate it is taking action and making a difference.

**Health and well-being**

- Newcastle respondents are mostly positive about their standard of health. This is an important finding because attitudes to the local area vary consistently by the quality of people’s health and it provides useful context for how the council can interpret the other findings of the survey.
- Most respondents (71%) rate their health as at least fairly good and only a small number (8%) consider it to be poor. These findings are significantly better than the councils’ consortium average (67% rate their health as good). The average mental well-being score across Newcastle is 24.7 (on a range of between 7 and 35). This score is in line with the councils’ consortium average of 24.3.
- Half of respondents (49%) have smoked at some time and a third of these (35%) continue to smoke nowadays.
- Three quarters of respondents (75%) drink alcohol. Among those who do, almost half (46%) are defined as “increasing risk drinkers” and 14% are “higher risk drinkers”.
- One in four respondents (24%) give support to someone else who has a disability or health condition related to old age.
How do findings vary between key groups of respondents?

Overall satisfaction with the local area and with the council varies a great deal between demographic groups, most often by age, household tenure and less so by work status. The most positive respondents are older people, those aged 65+ and those in retirement (though there is considerable overlap between the last three of these groups). Those aged 45-64 years are generally the most negative. While home owners are more likely to be satisfied with various elements of their local area, they are less likely to be positive about the council. Social housing tenants are consistently more positive about the council including value for money, advocacy and feeling informed.

Quality of health is another important factor. People in poor health are the most dissatisfied of all with the local area (29% vs. 14% overall), and are also more likely to be dissatisfied with their home (15% vs. 6% overall).

Attitudes differ to a large degree between wards within Newcastle. There are some wards where respondents are consistently more negative about many aspects of their local area and the performance of the council, including Byker, Elswick, Fawdon, Lemington, Newburn, Walkergate and Westerhope. Conversely, respondents in the following wards would appear to have a more positive outlook – Dene, North Heaton, Parklands and Westgate.
Main findings
Views about the local area

This section examines overall attitudes towards the local area, particularly satisfaction with it, perceived changes to it over the last 12 months and respondents' priorities for improvement.

Summary

- Over three in four respondents are satisfied with their area (77%), higher than the councils' consortium average but slightly below the 2010 survey results (80%).
- Although most people say their area has not changed in the last 12 months (67%), more say it has got worse (22%) rather than better (11%).
- Respondents’ main priorities for improvement are the level of anti-social behaviour and street cleanliness.

General satisfaction with the local area

Newcastle respondents are far more likely to speak positively rather than negatively about their local area. Over three in four are satisfied with it as a place to live (77%) compared with one in eight who are dissatisfied (14%). Nine percent have no opinion either way.

The following chart shows that satisfaction with the local area is higher than the councils’ consortium average (77% vs. 73%). However, satisfaction has fallen since Newcastle’s 2010 residents’ survey (down three percentage points from 80%). The data also compares slightly less favourably with Ipsos MORI’s most recent national data for this question which shows that four in five respondents across the country are satisfied with their local area, and one in ten is not (80% and 10% respectively). However, this survey does use a face-to-face data collection methodology, and as such we would expect the findings to be more positive than a survey undertaken by postal self-completion, such as this one.

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7 Nationally representative survey of 874 adults aged 15+ living in England, conducted face-to-face between 7 and 13 October 2011.
OS1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

The following chart shows that attitudes vary significantly between wards. Satisfaction with the local area is highest in Dene, East Gosforth and South Heaton (all at 95%), but lowest in Elswick (57%), Kenton and Wingrove (59% in both cases).

OS1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

<table>
<thead>
<tr>
<th>Ward</th>
<th>% Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dene</td>
<td>95%</td>
</tr>
<tr>
<td>East Gosforth</td>
<td>95%</td>
</tr>
<tr>
<td>South Heaton</td>
<td>95%</td>
</tr>
<tr>
<td>North Heaton</td>
<td>92%</td>
</tr>
<tr>
<td>West Gosforth</td>
<td>88%</td>
</tr>
<tr>
<td>Overall</td>
<td>77%</td>
</tr>
<tr>
<td>Byker</td>
<td>65%</td>
</tr>
<tr>
<td>Benwell and Scotswood</td>
<td>64%</td>
</tr>
<tr>
<td>Walker</td>
<td>64%</td>
</tr>
<tr>
<td>Walkergate</td>
<td>62%</td>
</tr>
<tr>
<td>Kenton</td>
<td>59%</td>
</tr>
<tr>
<td>Wingrove</td>
<td>59%</td>
</tr>
<tr>
<td>Elswick</td>
<td>57%</td>
</tr>
</tbody>
</table>

Base: All valid responses (2353)

Comparator data

<table>
<thead>
<tr>
<th>Councils’ Average</th>
<th>% Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 (14238)</td>
<td>73%</td>
</tr>
<tr>
<td>2012 (2363)</td>
<td>77%</td>
</tr>
<tr>
<td>2010 (5148)</td>
<td>80%</td>
</tr>
</tbody>
</table>

This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

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Satisfaction with the area is closely linked to perceptions of the council. For instance, the vast majority of people who are satisfied with the council are satisfied with the local area (92%), compared with only two in five of those who are dissatisfied with the council (38%). This relationship is consistent across several measures of the council’s performance (e.g. its value for money and how informed people feel).

Attitudes vary by people’s economic outlook, with area satisfaction higher among those who say the local economy is doing well (91%) rather than badly (71%). Satisfaction with the area is also much higher if people expect their personal finances to improve over the next year (85%) rather than get worse (68%).

Respondents’ personal circumstances have some effect on perceptions, as shown in the table below. Those who are retired and owner occupiers are more satisfied than average. Social housing tenants, respondents in poor health and carers are more often dissatisfied with the local area. In addition, respondents living in households with children are also more likely to be dissatisfied with the local area.

<table>
<thead>
<tr>
<th>Table 2: Satisfaction with the local area by resident demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sub groups</strong></td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>18-24 years</td>
</tr>
<tr>
<td>25-44 years</td>
</tr>
<tr>
<td>45-64 years</td>
</tr>
<tr>
<td>65+ years</td>
</tr>
<tr>
<td>Work status</td>
</tr>
<tr>
<td>Working</td>
</tr>
<tr>
<td>Retired</td>
</tr>
<tr>
<td>Workless</td>
</tr>
<tr>
<td>Homemaker/other</td>
</tr>
<tr>
<td>Tenure</td>
</tr>
<tr>
<td>Home owner</td>
</tr>
<tr>
<td>Social housing tenant</td>
</tr>
<tr>
<td>Private tenant</td>
</tr>
<tr>
<td>Health</td>
</tr>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Fair</td>
</tr>
<tr>
<td>Poor</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.
Key drivers of satisfaction

The local area satisfaction question was subjected to statistical analysis, called key drivers analysis, to establish which elements have the most influence on the way respondents answered this key satisfaction question. Further details about this statistical technique are provided in the introductory section of this report.

It is important to note that with these models we are only able to ‘predict’ a small percentage of respondents' behaviour because of the nature of the outcomes we are looking to predict. As the following chart demonstrates, through the regression analysis we have been able to predict 52% of the change and variation in people’s levels of satisfaction with the local area. The regression analysis arrived at this figure by establishing how often the variables included in the analysis correctly predicted the degree of variation.

Out of the 52% that we can predict, the chart shows that satisfaction with home is the most dominant factor with 24% – i.e. the thing most likely to influence perceptions within the model. Other important factors relate to the council providing good value for money, perceived safety and the level of anti social behaviour in an area relating to drugs or young people and bonding with people in the local area.

Key influencers to satisfaction with the local area

What issues are most important?

At the overall level, respondents identify the following factors to be most important in making somewhere a good place to live (from a given list):

- Clean streets (46%);
- A low level of anti-social behaviour (45%);
- Level of crime (39%);
- Affordable decent housing (37%);
- Health services (34%); and
- Education provision/schools (32%).

Least important are:
- High profile events and tourist attractions (2%); and
- Cultural facilities (5%).

The following bar chart contrasts the percentage of respondents who say a particular factor is important, against the percentage who say it needs improving. Looking at the top five *most important* aspects of a local area, it appears that Newcastle City Council is generally able to provide the relevant services, since comparatively fewer people say these need improvement.

Of course, it is still notable that one in three would like improvements to the level of anti-social behaviour (33%) and cleanliness of the streets (29%) but other issues also come to the fore, namely:

- The state of roads and pavements (41% say these need improving);
- Job prospects (32%); and
- Facilities and activities for teenagers (29%) or young children (23%).

---

**OS9. Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?**

**OS10. And thinking about this local area, which of the things below, if any, do you think most need improving?**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Most Important</th>
<th>Needs Improving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean streets</td>
<td>39%</td>
<td>31%</td>
</tr>
<tr>
<td>Level of anti-social behaviour</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Level of crime</td>
<td>37%</td>
<td>28%</td>
</tr>
<tr>
<td>Affordable decent housing</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>Health services</td>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>Education provision/schools</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Public transport</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Parks and green spaces</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Care and support for the elderly</td>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>Job prospects</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Community facilities</td>
<td>39%</td>
<td>27%</td>
</tr>
<tr>
<td>Road and pavement repairs</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Shopping facilities</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Sense of community</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Facilities and activities for young children</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Facilities and activities for teenagers</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Care and support for disabled people</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Level of traffic congestion</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Wage levels and local cost of living</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Sports and leisure facilities</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>Cultural facilities</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>High profile events and tourist attractions</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: OS9 All valid responses (2042) Base: OS10 All valid responses (1968)
Looking at the following quadrant chart, we can see local priorities more clearly. Issues closest to the top right hand corner of the chart are priorities to address because they are identified as both ‘most important’ and ‘in need of improvement’ by sizeable proportions of respondents. For Newcastle, these priorities are the level of anti-social behaviour, street cleanliness, and to a lesser extent affordable decent housing and crime. While it is common to find anti-social behaviour as a local priority across the country, it is nonetheless important for the council to acknowledge the continuing salience of this matter to respondents, whether through action to reduce it, or through communications activity to acknowledge and explain what is in progress and the targets or timetable for it.

Issues that appear closer to the bottom right hand corner are among the most important attributes that make an area a good place to live, but are considered less of a priority for improvement. These include public transport, health services and education provision.

Issues nearer to the bottom left hand corner are both less important to the quality of the local area (relative to other things) and less in need of improvement. For Newcastle, many issues can be found in this part of the chart.
Although the main priorities identified above are consistently seen as important across the city, we also note that some issues are more important for respondents living in particular areas as illustrated below.

### Issues which are significantly more likely to need improving compared to Newcastle Council overall

<table>
<thead>
<tr>
<th>Area</th>
<th>Benwell and Scotswood</th>
<th>Clean streets (51%); Level of crime (31%); Wage levels/cost of living (23%)</th>
<th>Newcastle</th>
<th>North Heaton</th>
<th>North Jesmond</th>
<th>Ouseburn</th>
<th>Parklands</th>
<th>South Heaton</th>
<th>South Jesmond</th>
<th>Walker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Byker</td>
<td>Level of ASB (53%); Affordable decent housing (34%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td>Facilities/activities for teenagers (43%);</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Castle</td>
<td>Sense of community (29%); Sports &amp; leisure facilities (25%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td>The level of traffic congestion (42%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Dene</td>
<td>Community facilities (23%); High profile events/tourist attractions (12%); Level of traffic congestion (40%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Denton</td>
<td>Road &amp; pavement repairs (66%); Level of ASB (52%); Facilities/activities for children (38%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>East Gosforth</td>
<td>Clean streets (45%); Care &amp; support for disabled people (21%); High profile events/tourist attractions (13%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Elswick</td>
<td>Level of ASB (47%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Fawdon</td>
<td>Care &amp; support for disabled people (22%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Fenham</td>
<td>Facilities/activities for children (41%); Sports &amp; leisure facilities (23%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td>Facilities/activities for children (34%);</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Kenton</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Lemington</td>
<td>Facilities/activities for children (36%); Care &amp; support for older people (36%); Public transport (33%); Care &amp; support for disabled people (26%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td>Newburn</td>
<td>Public transport (32%)</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>

Base: All valid responses (1968)

### Changes to the local area in the last 12 months

Respondents were asked whether they felt their local area had changed over the previous 12 months. Among those who have lived in the area for that period of time, most (67%) see no difference, but one in five report a change for the worse (22%), and only one in ten (11%) say it has got better: a net improvement score of -11. Compared to the councils’ consortium average, similar proportions of Newcastle respondents state that their local area has improved however, significantly fewer say that it has deteriorated (22% vs. 26% consortium average).

There are very few differences in perception across the city, however, respondents in Wingrove and Westgate are more likely than others to say their area has got better (29% and 22% respectively) whilst respondents in Byker (38%), Newburn (36%) and Walkergate (34%) are more likely to say their area has deteriorated (22% overall).
Attitudes also vary according to respondents’ demographic characteristics. People who are most likely to report deterioration include:

- Middle aged respondents (25% of those aged 45-64 vs. 8% of those aged 18-24 and 22% of those aged 65+);
- Social housing tenants (26% vs. 22% overall); and
- People with children in the household (27% vs. 19% of respondents in households without children).
Community safety
Community safety

Summary

- Two in three say they feel safe in their local area after dark (65%) and half feel safe in Newcastle City centre after dark. This is a significant improvement compared to 2010, when only 54% of the residents felt safe in their local area after dark, and just 38% felt safe in the city centre.
- The majority of respondents (60%) agree that Newcastle as a whole is a safe area although the results vary greatly by ward.
- The majority of respondents do not believe anti-social behaviour to be a big problem in their local area, despite it being one of the top priorities for improvement. The main issue is rubbish and litter lying around (39%).

Perception of safety

Two in three respondents say they feel safe in their local area after dark (65%), with one in five feeling unsafe (21%). A smaller proportion (50%) say they feel safe outside after dark in Newcastle City centre, with only five percent saying they feel very safe. These results are significantly more positive than in 2012 when 54% felt safe in their local area and 38% felt safe in the city centre.

Respondents in Castle, Dene, North Heaton, Parklands, South Heaton and West Gosforth all feel safer than average whilst those living in Byker, Elswick, Kenton, Scotswood, Walker and Walkergate feel far less safe than those in other areas after dark.
As in 2010, it is women who tend to feel least safe after dark both in their local area (60% vs. 70% of men) and in the city centre (43% vs. 57% of men).

Social housing tenants feel less safe than average when walking in their area after dark (31% among both groups feel unsafe compared to 21% overall). This is also the case of those who report poor health (42%), respondents with a disability (30%) and carers (25%).

The same groups tend to feel unsafe when asked to consider the city centre, although older respondents are also less likely to feel safe (36% of 45-64s and 45% of 65+ vs. 50% overall).

Respondents who are satisfied with their area and their own home are much more likely to feel safe in the area. For example, 75% of people who are satisfied with their local area and 72% of those who are satisfied with their home feel safe in their area after dark compared to 30% and 18% of those who are dissatisfied with their area and home respectively. Similarly, people who are satisfied with how the police and Newcastle City Council tackle anti-social behaviour are more likely to feel safe in their area than those who are dissatisfied (79% vs. 33%).

These observations are also valid for safety perceptions in Newcastle city centre although there is a closer link between this measure and satisfaction with the council. Three in five respondents (60%) who are satisfied with the council feel safe when outside in the city centre in the dark compared to only 30% of those who are dissatisfied with the council.

Perception of safety in Newcastle as a whole

Three in five respondents (60%) agree that the local authority area as a whole is safe, most of which tend to agree (52%) rather than strongly agree (eight percent). One in five respondents (18%) disagree that the area is safe.

CS2. Generally, how much do you agree or disagree that the Newcastle City Council area as a whole is very or fairly safe?

<table>
<thead>
<tr>
<th></th>
<th>% Tend to disagree</th>
<th>% Neither</th>
<th>% Tend to agree</th>
<th>% Strongly disagree</th>
<th>% Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>60%</td>
</tr>
<tr>
<td>Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18%</td>
</tr>
</tbody>
</table>

Base: All valid responses (2188)
Respondents living in West Gosforth, North Heaton and South Heaton all feel safer than average (79%, 78% and 78% respectively vs. 60% overall). Wards where respondents are much less likely to say they feel safe in the council area as a whole include Benwell and Scotswood (36%), Newburn (42%), Walker, Lemington and Fenham (45% in the latter three wards).

Other groups that are more likely to disagree that the council area is safe are:

- People with bad health (39%);
- Respondents who are not in work (29%);
- Respondents with an illness or disability (27%);
- Social housing tenants (23%);
- Carers (22%) and
- People aged 45 and above (20%).
Attitudes towards anti-social behaviour

Respondents were given a list of possible anti-social behaviour issues and asked to state how much of a problem they think each aspect is in their local area.

In all cases, a majority of respondents either said that the issue was not a problem at all or not a very big problem, though levels vary considerably depending on the issue, from 39% believing there to be a problem with rubbish and litter to 5% stating that abandoned vehicles are an issue, as shown in the table below. Overall, one in five respondents (20%) perceive some level of anti-social behaviour in their local area.

| CS5. Thinking about this local area, how much of a problem do you think each of the following are? |
|---------------------------------------------------------------|-----------------------------------|-----------------|-----------------|
| Very big problem                                              | Fairly big problem                | Not a very big problem | Not a problem at all |
| Rubbish or litter lying around                                |                                  | 15               | 24              | 44               | 18               | -23              | 2244             |
| People being drunk or rowdy in public places                  |                                  | 13               | 22              | 37               | 28               | -30              | 2091             |
| Teenagers hanging around the streets                          |                                  | 13               | 20              | 42               | 25               | -33              | 2199             |
| Vandalism, graffiti and other deliberate damage to property or vehicles | 11 | 21 | 44 | 24 | | -37 | 2178 |
| People using or dealing drugs                                 |                                  | 12               | 15              | 33               | 39               | -45              | 1848             |
| Noisy neighbours or loud parties                              |                                  | 9                | 16              | 37               | 39               | -51              | 2184             |
| Abandoned or burnt out cars                                   |                                  | 3                | 17              | 78               |                  | -90              | 1999             |

Base: All valid responses (see above)

There are some notable differences by demographic characteristics. Those who are retired are far less concerned about anti-social behaviour in Newcastle than other groups. They are more likely than average to think that each of the issues listed is either not a very big problem or not a problem at all, underlined by an overall ASB Index\(^8\) score of 12.2% compared to 20.4% overall. Other groups with significantly lower indices include home owners (13.6%), white respondents (19.1%), and able bodied respondents (18.3%).

Conversely, social housing tenants (39.9%), workless respondents (39.4%), respondents from an ethnic minority background (30.9%), and those with a disability (27.2%) are all more likely to perceive ASB in their area.

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\(^8\) The ASB Index is a composite score designed to give an indication of resident perceptions of anti-social behaviour. Points are allocated for each of the seven attributes (0 = Not a problem at all; 1 = Not a very big problem; 2 = Fairly big problem; 3 = Very big problem). A total score for each respondent is then calculated based on the responses to these questions, with a maximum possible score of 21. High perception of ASB is a score of 11 or above. The index is the percentage of respondents whose score is 11 or above out of the total answering the question.

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This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

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At ward level, it is Elswick (46.6%), Byker (42.7%), Walker (42.2%) and Westgate (36.7%) where the ASB Index is significantly higher than average (20.4%).

**Perception of the police working with Newcastle City Council to tackle anti-social behaviour**

The following chart shows that the vast majority of respondents (92%) believe that the police and Newcastle City Council should work in partnership to tackle anti-social behaviour.

The groups that are more negative about their area or tend to feel unsafe are slightly less likely to agree with this statement (including social housing tenants, people out of work, those with a disability as well as those living in Walkergate, Scotswood and Byker) but the proportion of people who actively disagree in these sub-groups remains minimal (never more than one in ten).

Respondents are more divided regarding how satisfied they are with what is being done by the police and the council in Newcastle to tackle ASB. The majority (55%) say they are satisfied although one in five say they are dissatisfied and 25% have no opinion either way.

The following chart shows that satisfaction is greatest in the North Heaton and Dene wards (73% and 72% respectively) and lowest in Byker (35%). Respondents in Walkergate and Fawdon are also more *dissatisfied* than average (36% and 32% respectively).
CS4. How satisfied or dissatisfied are you with what is being done by the police and Newcastle City Council to tackle anti-social behaviour in your area?

- **% Very satisfied**: 9%
- **% Fairly satisfied**: 45%
- **% Neither**: 25%
- **% Fairly dissatisfied**: 14%
- **% Very dissatisfied**: 7%

**Ward (significantly more or less likely to be satisfied)**

- **North Heaton**: Satisfied 73%
- **Dene**: Satisfied 72%
- **Overall**: Satisfied 55%
- **Byker**: Satisfied 35%

**Base**: All valid responses (2046)
Community life
Community life

This section examines aspects of community identity, such as the extent to which people belong to the area, mix with other respondents and feel that different groups of people get on well together.

Summary

- Two in three respondents (66%) feel they belong to their local area.
- Three in five respondents (59%) agree that different groups of people get on well locally.
- Most have friendships or close associations with other people near where they live (69%). Most would also talk with people in their local area and are comfortable enough to ask a neighbour for help (61% in both cases). However, only a minority say they borrow things or exchange favours with their neighbours (29%).

Strength of belonging

Two in three respondents (66%) feel a fairly or very strong sense of belonging to their local area, compared with one in three (34%) who do not. The following chart shows that this figure is in line with the councils’ consortium average and that sense of belonging in Newcastle has increased since the 2010 survey (63%). It remains lower than National Data collected for the Citizenship Survey\(^9\) where 76% of respondents had a sense of belonging to their local area. Please note the Citizenship Survey used a face to face method and so we would expect results to be more positive than a postal method.

Across the city, the sense of belonging is greatest in North Heaton (85%) and Westerhope (79%) and is lowest in Woolsington (48%).

\(^9\) Ipsos MORI/DCLG, Citizenship Survey 2010-11
IN1. How strongly do you feel you belong to your local area?

### Ward (significantly more or less likely to feel strongly)

<table>
<thead>
<tr>
<th>Ward</th>
<th>% Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Heaton</td>
<td>85%</td>
</tr>
<tr>
<td>Westerhope</td>
<td>79%</td>
</tr>
<tr>
<td>Overall</td>
<td>66%</td>
</tr>
<tr>
<td>Woolsington</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Comparator data

<table>
<thead>
<tr>
<th>Councils’ Average</th>
<th>% Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 (13561)</td>
<td>68%</td>
</tr>
<tr>
<td>2012 (2242)</td>
<td>66%</td>
</tr>
<tr>
<td>2010 (4913)</td>
<td>63%</td>
</tr>
</tbody>
</table>

Base: All valid responses (2242)
The table below shows that a sense of belonging varies by gender, age, work status and housing tenure. Men are more likely than women to feel they belong to their local area. Older people aged 65+ and those who are retired (largely the same group of people) feel a greater sense of belonging than younger respondents. A sense of belonging is also greater among owner occupiers and lower than average among private tenants.

<table>
<thead>
<tr>
<th>Sub groups</th>
<th>Base</th>
<th>Belong %</th>
<th>Do not belong %</th>
<th>Net ±</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>963</td>
<td>69</td>
<td>31</td>
<td>+38</td>
</tr>
<tr>
<td>Women</td>
<td>1189</td>
<td>63</td>
<td>37</td>
<td>+26</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>51</td>
<td>50</td>
<td>50</td>
<td>+*</td>
</tr>
<tr>
<td>25-44</td>
<td>449</td>
<td>64</td>
<td>36</td>
<td>+28</td>
</tr>
<tr>
<td>45-64</td>
<td>803</td>
<td>68</td>
<td>32</td>
<td>+36</td>
</tr>
<tr>
<td>65+</td>
<td>817</td>
<td>77</td>
<td>23</td>
<td>+55</td>
</tr>
<tr>
<td><strong>Work status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working</td>
<td>840</td>
<td>65</td>
<td>35</td>
<td>+30</td>
</tr>
<tr>
<td>Retired</td>
<td>712</td>
<td>75</td>
<td>25</td>
<td>+49</td>
</tr>
<tr>
<td>Workless</td>
<td>228</td>
<td>58</td>
<td>42</td>
<td>+17</td>
</tr>
<tr>
<td>Homemaker/other</td>
<td>159</td>
<td>74</td>
<td>26</td>
<td>+47</td>
</tr>
<tr>
<td><strong>Tenure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home owner</td>
<td>1369</td>
<td>71</td>
<td>29</td>
<td>+42</td>
</tr>
<tr>
<td>Social housing tenant</td>
<td>589</td>
<td>63</td>
<td>37</td>
<td>+26</td>
</tr>
<tr>
<td>Private tenant</td>
<td>176</td>
<td>53</td>
<td>47</td>
<td>+6</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.

How attached people feel to a local area varies by other aspects of how it is regarded. They are far more likely to feel a sense of belonging if they are satisfied with the area as a place to live (73% vs. 45% of those dissatisfied), or agree that respondents of different backgrounds get on well (75% vs. 46% of those who disagree).

Attitudes also vary by perceptions of the council. Compared with the Newcastle average (66%), more people say they belong to the local area if they are satisfied with the council (74%), think it provides value for money (78%) or feel informed about what it does (72%).
Community cohesion

Among those who live in a diverse area, three in five respondents (59%) agree that people of different backgrounds get on well in their local area, in line with the councils’ consortium average (58%). One in five Newcastle respondents (19%) disagree and a similar proportion (22%) have no opinion either way.

The following chart shows that agreement is highest in Parklands (84%) and West Gosforth (79%), but is significantly lower in a number of wards, many of which were identified as experiencing greater anti-social behaviour issues.
The table below shows that private tenants are more likely than the Newcastle average to believe that people of different backgrounds get on well (73% vs. 59% overall). Those most likely to disagree are people aged 45-64 (22%), social housing tenants (24%) and those who stay at home (28%). Please note there are no significant differences by gender.

Table 4: Social cohesion by resident demographics

<table>
<thead>
<tr>
<th>Sub groups</th>
<th>Base</th>
<th>Cohesive %</th>
<th>Not cohesive %</th>
<th>Net ±</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>51</td>
<td>69</td>
<td>16</td>
<td>+53</td>
</tr>
<tr>
<td>25-44</td>
<td>439</td>
<td>64</td>
<td>18</td>
<td>+46</td>
</tr>
<tr>
<td>45-64</td>
<td>763</td>
<td>51</td>
<td>22</td>
<td>+28</td>
</tr>
<tr>
<td>65+</td>
<td>734</td>
<td>59</td>
<td>10</td>
<td>+48</td>
</tr>
<tr>
<td><strong>Work status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working</td>
<td>803</td>
<td>60</td>
<td>18</td>
<td>+42</td>
</tr>
<tr>
<td>Retired</td>
<td>640</td>
<td>55</td>
<td>14</td>
<td>+41</td>
</tr>
<tr>
<td>Workless</td>
<td>216</td>
<td>55</td>
<td>21</td>
<td>+34</td>
</tr>
<tr>
<td>Homemaker/other</td>
<td>157</td>
<td>54</td>
<td>28</td>
<td>+26</td>
</tr>
<tr>
<td><strong>Tenure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home owner</td>
<td>1271</td>
<td>59</td>
<td>18</td>
<td>+41</td>
</tr>
<tr>
<td>Social housing tenant</td>
<td>555</td>
<td>52</td>
<td>24</td>
<td>+27</td>
</tr>
<tr>
<td>Private tenant</td>
<td>170</td>
<td>73</td>
<td>13</td>
<td>+60</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.
General attitudes to the local area and the council are also important factors. More people agree that respondents of different backgrounds get on well if they themselves are satisfied with the area or with the Council (67% and 71% respectively vs. 59% overall).

### Social meeting places

By far the most important place for respondents to meet other people is their own home (77%), followed by the home of someone else (50%). The principal meeting places outside people’s homes are local restaurants and cafes (48%), pubs and social clubs (46%), local shops (33%), and parks and play areas (27%).

![CL1. Which of the following places would you say are most important to you personally to meet and get together with others?](chart)

Although the areas identified as being most important to socialise are consistent for different groups of respondents, we also note that some localities are more important for respondents who are perhaps more vulnerable than others, in particular:

- **Retired** respondents are more likely than others to frequent: local shops (45%), places of worship (19%), community centres (14%), post offices (13%), libraries (17%), and local health centres (8%);

- **Younger respondents (18-24)** are more likely to meet people in their own home (93%), local restaurants (66%) and pubs or social clubs (62%);

- **Respondents from an ethnic minority background** are more likely to go to: sports centres (26%), places of worship (24%) and children’s centres (12%);

- **Those with a disability** are more likely to frequent: local shops (39%), libraries (16%), community centres (13%), places of worship (13%), post offices (12%) and local health centres (10%);
People with poor health are more likely to go to post offices (11%).

Dealings with other people

Most people have good relations with at least some people nearby. Seven in ten (69%) say they have some friendships and close associations in the local area.

Three in five (61%) regularly stop to talk with other people who live there or say they would feel comfortable enough to ask a neighbour for help. However, only a minority (29%) say they borrow things or exchange favours with other people in the area.

Across the city, people in Westerhope have closer connections with other local people. For example, 45% say they borrow things or exchange favours with other locals compared with 29% overall. They are also more likely to have friends in their area (87%), to regularly stop and talk with people in the area (81%) or to feel comfortable asking a neighbour for help (73%).

Older people tend to have the closest ties to others in the local area. For example, those aged 65+ are more likely than the Newcastle average to have friendships or close associations with other respondents (83% vs. 61%) or to stop regularly to talk to someone in the neighbourhood (84% vs. 75%).

Social housing tenants are more likely to say they would stop to talk to somebody else (66% vs. 35% of private tenants).

Private tenants, people out of work and those living in single-person households are less likely to say they have friendships or associations with other people in the local area.
Getting involved in your local area
Getting involved in your local area

The section examines the extent to which people are active in their local area, such as through activities connected with public services and the community, and how willing they are to get involved in civic action.

Summary

- One third of respondents (33%) agree that local people pull together to improve things locally, but with a similar proportion saying they disagree (32%).
- Most are willing to work together with others to improve their local area (66%).
- One in five respondents (20%) has done some form of formal voluntary work at least once a month for a group, club or organisation. One in three (33%) has given unpaid, informal help at least once a month to someone who is not a relative.
- More than one in three respondents (35%) agree they can influence decisions which affect their local area, a proportion which is significantly higher than the councils’ consortium average (28%) but is a decline on 2010 (41%).

People pull together to improve the local area

Newcastle respondents have mixed views on the extent to which local people pull together to improve their area. One in three (33%) agree they do, but similar numbers (32%) disagree. The remaining third (35%) are neutral.

The results are slightly below the councils’ consortium average (36%) and significantly lower than the Citizenship Survey data\(^{10}\) (67%) although as stated previously, the Citizenship Survey is face to face and so we would expect it to yield more positive results.

There are very few differences in perception at ward level, although the following chart shows that agreement is highest in Westerhope (48%) and Newburn (46%).

\(^{10}\) Ipsos MORI/DCLG, Citizenship Survey 2010-11
IN3. To what extent do you agree or disagree that people in this local area pull together to improve this local area?

Across the key groups of respondents, older people aged 65+ are most likely to agree that people pull together (44%) and those aged 25-64 significantly less so (31% vs. 33% overall).

Respondents are far more likely to agree that local people pull together if they themselves are satisfied with the area (37% vs. 17% of those dissatisfied) or feel they belong to it (43% vs. 11% of those who do not belong). Views also differ by how respondents regard the council. Compared with the Newcastle average (33%), agreement is higher among those satisfied with the council (42%), who think it provides value for money (47%) or feel informed about what it does (41%).

Base: All valid responses (2135)
Willingness and knowledge to make a difference

Two in three respondents (66%) would be willing to work together with others on something to improve the local area, and only a minority would not (10%). Just over half (56%) know where to go to raise an issue or get help with a local problem.

CL2. To what extent do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Strongly agree</th>
<th>% Tend to agree</th>
<th>% Neither agree nor disagree</th>
<th>% agree</th>
<th>% Councils’ Average 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be willing to work together with others on something to improve my local area (1961)</td>
<td>19</td>
<td>48</td>
<td>24</td>
<td>66%</td>
<td>68%</td>
</tr>
<tr>
<td>I know where to go to raise an issue or get help to deal with a problem in my local area (1985)</td>
<td>15</td>
<td>41</td>
<td>21</td>
<td>56%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Base: All valid responses (see above)

Younger people aged 25-44 are most likely to say they would be willing to work with others (73% vs. 66% overall). This figure is lowest among those with bad health (45%) people aged 65+ (56%), social housing tenants (58%) or workless respondents (61%). On the other hand, older people are more likely to say they know how to raise an issue or get help with a local problem (69% of those aged 65+ vs. 56% overall).

As might be expected, people who do voluntary work at least once a month are more likely than average to be willing to work with others (73% vs. 66%) and to know how to raise an issue or get help with a problem (60% vs. 56%).
Participation in regular volunteering

Volunteering is considered to be important to promote sustainable and cohesive communities and is pivotal to the government’s Big Society agenda. In this survey, volunteering is split between formal and informal voluntary activities in the past 12 months.

In Newcastle, one in five people (20%) have done some formal voluntary work at least once a month for a group, club or organisation and one in three (33%) has given unpaid, informal help at least once a month to someone who is not a relative.

These figures increase to 37% and 57% respectively for those who have volunteered in the past year. This is positive when compared to the national picture (38% of adults volunteered formally at least once in the last year and 54% participated in informal volunteering). However, caution must be taken when comparing against national figures which were obtained using a different survey methodology.

IN4. How often, if at all, have you given unpaid help in the following ways?

<table>
<thead>
<tr>
<th>By taking part in or supporting any group, club or organisation</th>
<th>As an individual to someone who is not a relative</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least once a week</td>
<td>At least once a week</td>
</tr>
<tr>
<td>20% volunteer formally once a month</td>
<td>33% volunteer informally once a month</td>
</tr>
<tr>
<td>Less than once a week but at least once a month</td>
<td>Less than once a week but at least once a month</td>
</tr>
<tr>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Less often</td>
<td>Less often</td>
</tr>
<tr>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Have not done this in the past 12 months</td>
<td>Have not done this in the past 12 months</td>
</tr>
<tr>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Never</td>
<td>Never</td>
</tr>
<tr>
<td>42%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Respondents living in Dene, Elswick and Parklands are all more likely to have taken part in formal volunteering in the last 12 months (34%, 31% and 34% respectively compared to 20% on average). Those living in Lemington, Walker and Elswick are more likely to give informal help to someone they know at least once a month (55%, 47% and 54% respectively compared to 33% overall).

The level of formal voluntary work is higher among owner-occupiers (23% have done it at least once a month vs. 20% overall).

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Ability to influence decisions

Around one in three respondents (35%) agree they can influence decisions which affect their local area, whilst 65% disagree.

The following chart shows this figure is significantly above the councils’ consortium average (by 7 percentage points) although below the 2010 resident survey results (41%).

People living in Westgate most often feel they can influence decisions affecting their area (52%) whilst respondents in Newburn, Fawdon and Westerhope are all far less likely to feel that way (18%, 18% and 22% respectively). It should also be noted that the vast majority of people living in Fawdon and Newburn disagree that they can influence decisions in their area (82% disagree in both cases).

Respondents aged 45-64, those with a disability or those with bad health are most likely to disagree they feel informed (70%, 70% and 80% respectively vs. 65% overall).

People who feel influential tend to be more positive about where they live and the local authority. For example, respondents more often say they can influence decisions if they feel they belong to the local area, they are informed about the council or that the council provides value for money (43%, 46%, 53% respectively vs. 35% overall).

There are no significant differences by gender.
Activities in the community

Three in four respondents (74%) have undertaken at least one of a range of activities to become involved in the work of the council and the life of the community. The mean average number of the listed activities which respondents carry out is 1.7.

By far the most common activity is to complete a questionnaire like the one used for this survey (55%). Nearly three in ten have contacted either a councillor or MP (28%) or signed or organised a petition (27%). One in four has contacted the council to express their views about something (25%).

Across Newcastle, respondents are most active in Elswick and Parklands (a mean of 2.2 activities per respondent in both wards vs. 1.7 overall), both of which are areas where there is a high proportion of volunteers.

The mean number of activities is higher among those aged 45-64 (2 vs. 1.7 overall). It is also greater among men (1.9) than women (1.6) and among owner-occupiers (2) than social housing tenants (1.5).

People critical of the local area and the council also tend to be more active. The mean number of activities is higher among people dissatisfied with the local area (2.2) rather than satisfied (1.6). The mean is also higher among people dissatisfied with the council (2.4 vs. 1.7 overall).
Satisfaction with the council
Satisfaction with the council

This section addresses attitudes towards Newcastle City Council, such as satisfaction with it, its value for money and how people would speak about the organisation to others.

Summary

- Over half of respondents are satisfied with the council (57%), compared with one in five who are dissatisfied with it (20%).
- Four in ten respondents would speak positively of the council (42%) or agree that it provides value for money (42%), compared with around one in four who would speak negatively of the council (29%) or disagree that it provides value for money (25%).
- Six in ten respondents say that they trust the council (62%) or feel well-informed about its work (59%), compared with four in ten who do not (38% and 41% respectively).
- Opinion is split over whether or not the council acts on the concerns of local respondents: just over half (53%) say it does, while just under half (47%) say it does not.

General satisfaction with Newcastle City Council

Over half of Newcastle respondents are satisfied with the way the council runs things (57%), although only seven per cent are very satisfied. This compares with one in five (20%) who are dissatisfied with it.
OS2. Overall, how satisfied or dissatisfied are you with the way the council runs things?

Satisfaction with the council has declined significantly since 2010, albeit with only a slight decrease of three percentage points. However, the levels of satisfaction almost exactly mirror Ipsos MORI’s most recent national data for attitudes to local government, which shows that just over half of the public across the country are satisfied with the way their local council runs things, and one in five is not (55% and 21% respectively). This is encouraging as the national survey used a face-to-face data collection method, and therefore we would expect the findings to be more positive than for a postal self-completion survey such as this one.

The level of satisfaction with Newcastle City Council (57%) also compares favourably with the overall councils’ consortium average for 2012 (50%).

There were few significant differences among wards; however, three in four respondents in Parklands (75%) are satisfied with the council, compared with only four in ten of those living in Westerhope (42%). One in three respondents in Elswick, Fawdon and Walkergate are actively dissatisfied with the council, compared with just one in five overall (31%, 33% and 33% respectively vs. 20%).

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12 Nationally representative survey of 874 adults aged 15+ living in England, conducted face-to-face between 7 and 13 October 2011
As shown in the following table, satisfaction is highest among those who are aged 65 or above (63%), particularly when compared with those aged 45-64 (47%); the latter group are also most likely to be dissatisfied with the council (26% vs. 20% overall).

Table 5: Satisfaction with the council by age group

<table>
<thead>
<tr>
<th>Age groups</th>
<th>All</th>
<th>18-24</th>
<th>25-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied %</td>
<td>57</td>
<td>64</td>
<td>62</td>
<td>47</td>
<td>63</td>
</tr>
<tr>
<td>Dissatisfied %</td>
<td>20</td>
<td>15</td>
<td>16</td>
<td>26</td>
<td>17</td>
</tr>
<tr>
<td>Net</td>
<td>+37</td>
<td>+49</td>
<td>+46</td>
<td>+21</td>
<td>+46</td>
</tr>
<tr>
<td>Base</td>
<td>2310</td>
<td>51</td>
<td>471</td>
<td>835</td>
<td>821</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded.

There are few significant differences between other demographic groups. However, those who are retired are more likely to be satisfied with the council (61% vs. 57% overall), reflecting the high levels of satisfaction among older age groups. This is shown in the table below.

Table 6: Satisfaction with the council by resident demographics

<table>
<thead>
<tr>
<th>Sub groups</th>
<th>Base</th>
<th>Satisfied %</th>
<th>Dissatisfied %</th>
<th>Net ±</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>980</td>
<td>55</td>
<td>22</td>
<td>+33</td>
</tr>
<tr>
<td>Women</td>
<td>1233</td>
<td>58</td>
<td>18</td>
<td>+40</td>
</tr>
<tr>
<td>Work status</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working</td>
<td>866</td>
<td>56</td>
<td>20</td>
<td>+35</td>
</tr>
<tr>
<td>Retired</td>
<td>719</td>
<td>61</td>
<td>17</td>
<td>+44</td>
</tr>
<tr>
<td>Workless</td>
<td>241</td>
<td>54</td>
<td>24</td>
<td>+30</td>
</tr>
<tr>
<td>Homemaker/other</td>
<td>168</td>
<td>52</td>
<td>26</td>
<td>+26</td>
</tr>
<tr>
<td>Tenure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home owner</td>
<td>1394</td>
<td>55</td>
<td>20</td>
<td>+35</td>
</tr>
<tr>
<td>Social housing tenant</td>
<td>616</td>
<td>58</td>
<td>23</td>
<td>+35</td>
</tr>
<tr>
<td>Private tenant</td>
<td>178</td>
<td>61</td>
<td>13</td>
<td>+48</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.

Across other demographic groups, satisfaction with the council is lower among carers than non-carers (46% vs. 62%), and among those in poor health rather than those in good health (42% vs. 62%).

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This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

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Satisfaction with the council also varies by other aspects of council performance and broader attitudes to the local area. Satisfaction is much higher if respondents agree that the council provides value for money (86% vs. only 15% of those who disagree) or if they feel informed about the organisation (73% vs. 35% of those who do not). Similarly, satisfaction is above average among those who are satisfied with the area or those who feel they belong to the area (68% and 64% respectively vs. 57% overall).

Another factor may be the level of economic optimism. People are more likely than average to be dissatisfied with the council if they think the local economy is doing badly or if they expect their personal finances to get worse in the next 12 months (26% and 29% respectively vs. 20% overall).

Key drivers of council satisfaction

To enable us to see what is driving satisfaction with the way the council runs things, key drivers analysis was conducted to see what elements have the most influence on the way respondents answered the question. Once again, it cannot account for all factors which may impact on impressions of the council, simply those covered in the survey. Out of the 64% that we can predict, the following chart shows that **perception of value for money** is the most dominant factor with 26% of respondents – i.e. the thing most likely to influence perceptions within the model. Other important factors include:

- Satisfaction with the local area as a place to live, including community cohesion;
- Being able to trust the council and feel it is working on your behalf;
- Feeling informed about what the council does; and
- Satisfaction with the maintenance of roads and pavements.
**Key influencers to satisfaction with the council**

### Positive drivers

- Agree that the council provides good value for money: 26%
- Satisfied with your local area as a place to live: 19%
- Trust the council: 18%
- Council acts on the concerns of its local residents: 11%
- Satisfied with pavement maintenance: 9%
- Agree that your local area is a place where people from different backgrounds get on well together: 5%
- Council keeps residents well informed about the services and benefits it provides: 5%
- I’ve been feeling relaxed all of the time: 4%
- Satisfied with road maintenance: 4%

![Diagram showing the percentage of respondents agreeing with various statements related to satisfaction with the council.]

*Please note:* The relationship between positive/negative views of the council and satisfaction with the ways the council runs things has not been considered, as the high correlation between these two variables would mask the importance of other variables.

### Value for money

Value for money has long been known to be linked to satisfaction with councils. In a climate of austerity when local authorities are asked to find new ways to deliver and fund services, they will need to work hard to ensure respondents still believe they are getting value for money from their council.

Four in ten respondents agree that the council provides value for money (42%), compared with one in four (25%) who disagree; the remaining one in three (33%) have no opinion either way.

The proportion of respondents who agree that the council provides value for money is a significant decrease on 2010 (45%), albeit by only three percentage points lower. On the other hand, the data is encouraging when compared with the councils’ consortium average for 2012 (42% vs. 37% overall).

The level of agreement is also relatively similar to Ipsos MORI’s most recent national data for attitudes to local government. This found that 44% of respondents believed their council provided value for money. It should again be noted that the survey used a face-to-face data collection methodology, and as such we would expect the findings to be more positive than a survey undertaken by postal self-completion such as this one.

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14 Base: Nationally representative survey of adults aged 15+ (excl don’t know responses from base), 820 interviews in England conducted face-to-face between 7 and 13 October 2011

© 2012 Ipsos MORI.
As with overall satisfaction with the council, these figures are relatively consistent across different wards of Newcastle. However, almost six in ten respondents in Parklands agree that the council provides value for money (56%), compared with just a quarter of respondents in Fawdon and Westerhope (both 27%).

As with satisfaction with the council, people are more likely to agree that the council offers good value for money if they are:

- Aged 65+ (52%) rather than 45-64 (37%);
- Those in single person households (47% vs. 42% overall); and
- Social housing tenants (48%).

On the other hand, **carers are as likely to disagree as agree** that the council offers value for money (34% who agree vs. 34% who do not).

Attitudes differ by other aspects of the council's reputation. People are more likely to think the council offers good value for money if they are satisfied with it (65% vs. 5% of those dissatisfied with it) or feel informed about what it does (59% vs. 19% of those who feel badly informed).

Perceptions also differ by how people regard the local area. Respondents are more likely than average to think the council offers good value for money if they are satisfied with the local area or think that people of different backgrounds get on well there (50% and 54% respectively vs. 42% overall).
Economic confidence is also an important factor. More people disagree the council offers good value for money if they also think the local economy is doing badly, or that their own finances will get worse in the coming 12 months (32% and 36% respectively vs. 25% overall).

Advocacy

Advocacy among respondents is a well-known measure of reputation. Advocates of council services share their positive views with friends, family and colleagues. Monitoring levels of advocacy, and changes in it, can form an important part of understanding respondents’ attitudes and behaviour.

Around four in ten respondents (42%) would speak positively about the council, although only five per cent would do so unprompted. In contrast, a smaller proportion would speak negatively about the council (29%) and fewer than one in ten (8%) would do so unprompted.

The results for Newcastle are significantly more positive than the councils’ consortium average (42% vs. 36%).

There are few significant differences between wards. However, only one in four respondents in Fawdon (26%) are likely to speak positively of the council, compared with 42% overall.

Furthermore, people are particularly likely to speak highly of the council if they are aged 65+ (48%), living in social housing (52%), or BME respondents (54% vs. 42% overall). In contrast, those most likely to speak negatively of the council are men (33%), owner occupiers (34%) or those with a disability (37% vs. 29% overall).
Across other demographic groups, carers are more likely than non-carers to speak critically of the council (41% vs. 25%).

Trust

The Standards Board for England concludes that a range of factors have been found to influence public perceptions of services, and therefore favourability towards, and trust in, councils: experiences of council services, levels of council tax, individuals’ loyalty toward an organisation, the political party in control at that council and the extent to which individuals identify with their local area\textsuperscript{15}. Respondents’ trust in individual councillors and officers is also important. The biennial reports on public attitudes undertaken for the Committee on Standards in Public Life illustrate that the public has sophisticated and comprehensive views about the standards that those in positions of public trust should be meeting, and that it matters to them that those standards are met.

On this issue, the results are encouraging, with over six in ten respondents (62%) saying that they trust Newcastle City Council. Once again, results are significantly more positive for Newcastle when compared to the councils’ consortium average (62% vs. 53%).

\textbf{OS5. How much do you trust the council?}

The degree of trust varies along very similar lines to satisfaction with the council and its perceived value for money. Those most likely to trust the council are:

- People aged 65+ (66%) rather than those aged 45-64 (53%);
- Non-carers (67%) rather than carers (51%);
There are a number of significant differences in the levels of trust among wards, as is shown in the chart below.

For example, over four in five respondents in South Heaton (84%) say they trust the council a great deal or a fair amount, compared with fewer than two in five respondents in Newburn (38%).

Trust in the council varies by how respondents rate its overall performance. For example, trust is well above average among those satisfied with the council or who say it offers good value for money (86% and 92% respectively vs. 62% overall). People who feel well-informed about the council also trust it more often (81% vs. 36% of those who feel badly informed).

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16 Please note, fieldwork started on 2nd July and finished on 17th August.
Information provision

Good information and communication are important elements of service delivery. For decades, a key finding in all of Ipsos MORI’s work has been that councils which do better at keeping people informed about services tend to be better regarded.

Almost three in five Newcastle respondents feel very or fairly well-informed about what the council does (59%), compared with a minority (41%) who feel badly informed. At the ends of the spectrum of response, around one in ten either feels very well-informed (11%) or not informed at all (9%). These results are slightly higher than the Ipsos MORI National average\(^{17}\) (57% informed), which is even more encouraging as this methodology is face-to-face and as such we would expect results to be more positive.

Results are consistent compared to the 2010 data and the councils’ consortium average (both 57%).

It is only the wards of Woolsington and Newburn whose respondents are significantly less likely to say they feel informed (42% and 43% respectively vs. 59% overall).

\(^{17}\) Base: All adults aged 15+ in England only, (874) fieldwork dates 7 – 13 October 2011. Interviews were conducted face-to-face using CAPI (Computer Assisted Personal Interviewing).
The following table shows that the proportion of respondents who feel informed increases with age. This corresponds with the fact that older people are more positive about the council on a range of measures: satisfaction with its performance, advocacy of it and willingness to trust it.

<table>
<thead>
<tr>
<th>Age groups</th>
<th>All</th>
<th>18-24</th>
<th>25-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informed %</td>
<td>59</td>
<td>52</td>
<td>58</td>
<td>58</td>
<td>66</td>
</tr>
<tr>
<td>Not informed %</td>
<td>41</td>
<td>48</td>
<td>42</td>
<td>42</td>
<td>34</td>
</tr>
<tr>
<td>Net</td>
<td>+18</td>
<td>+3</td>
<td>+17</td>
<td>+16</td>
<td>+31</td>
</tr>
<tr>
<td>Base</td>
<td>2255</td>
<td>49</td>
<td>463</td>
<td>808</td>
<td>815</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.

Opinion also differs by work status and household tenure. As shown in the following table, people are more likely than average to feel informed about the council if they are retired (66%) or are social housing tenants (69%).

<table>
<thead>
<tr>
<th>Sub groups</th>
<th>Base</th>
<th>Informed %</th>
<th>Not informed %</th>
<th>Net ±</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>969</td>
<td>59</td>
<td>41</td>
<td>+18</td>
</tr>
<tr>
<td>Women</td>
<td>1200</td>
<td>59</td>
<td>41</td>
<td>+18</td>
</tr>
<tr>
<td>Work status</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working</td>
<td>852</td>
<td>56</td>
<td>44</td>
<td>+12</td>
</tr>
<tr>
<td>Retired</td>
<td>712</td>
<td>66</td>
<td>34</td>
<td>+33</td>
</tr>
<tr>
<td>Workless</td>
<td>230</td>
<td>61</td>
<td>39</td>
<td>+22</td>
</tr>
<tr>
<td>Homemaker/other</td>
<td>165</td>
<td>65</td>
<td>35</td>
<td>+30</td>
</tr>
<tr>
<td>Tenure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home owner</td>
<td>1365</td>
<td>57</td>
<td>43</td>
<td>+13</td>
</tr>
<tr>
<td>Social housing tenant</td>
<td>596</td>
<td>69</td>
<td>31</td>
<td>+38</td>
</tr>
<tr>
<td>Private tenant</td>
<td>179</td>
<td>52</td>
<td>48</td>
<td>+5</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.

Across other demographic groups, those in single person households more often feel well-informed (64% vs. 59% overall). On the other hand, carers are more likely to feel badly informed (46% vs. 41% overall).
The importance of this issue is shown by the fact that those who feel informed speak far more favourably about the council. For example, three in four of those who are satisfied with the council (75%), and four in five of those who think it offers good value for money (81%), say that they feel well-informed about the work of the council (vs. 59% overall).

The extent to which respondents feel informed is also linked to their perceptions of the local area. Of those are satisfied with the area as a place to live, 65% feel well-informed (compared to 48% of those who do not). Furthermore, 68% of those who agree that people of different backgrounds get on well feel well-informed (compared to 42% of those who disagree).

**Actions taken on respondents’ concerns**

There is a split between those who believe the council acts on the concerns of local respondents (53%) and those who think it takes little or no action (47%).

As shown in the following chart, these figures are significantly lower than those from the 2010 residents’ survey (66%), but remain above the councils’ consortium average for 2012 (45%).

There are some significant differences between local areas. For example, around a quarter (28%) of Newburn respondents feel that the council acts on the concerns of local respondents, compared with over half of those across Newcastle as a whole (53%).

The most positive groups of respondents are social housing tenants (59%), BME respondents (66%) and those in good health (56% vs. 53% overall).
On the other hand, those most likely to disagree are people aged 45-64 (51%), owner-occupiers (52%) and those in bad health (62% vs. 47% overall).

Those in single person households are once again more likely to be positive (63% think the council does act on people’s concerns vs. 53% overall). Carers tend to be more negative (55% say the council does not act, vs. 44% of non-carers).
Service satisfaction and usage
Service satisfaction and usage

This section explores the relationship that respondents have with local public services – how engaged they are with the services which the council provides and how satisfied they are with these services.

Summary

- Of the council’s universal services, satisfaction is highest with street lighting (82%). Three in four (76%) are satisfied with refuse & waste collection, while over six in ten are satisfied with doorstep/kerbside recycling (63%) and street cleaning (62%).

- Around four in ten are actively dissatisfied with road and pavement maintenance (37% and 42% respectively), and over half are dissatisfied with the maintenance of these in the winter (52%).

- Satisfaction with most council services has fallen significantly since 2010. The decline is greatest for doorstep recycling (by 19 percentage points), but is also substantial for waste collection (10 percentage points) and local libraries (9 percentage points).

- Parks and green spaces, and local tips and recycling centres are the most widely used of the listed services, while museums and galleries, and local libraries are the least frequented.

Use of local services

Respondents were provided with a list of services and asked how frequently they used them. A breakdown of frequent users (those who have used the service in the last month), users (those who have used the service in the last year) and non users is detailed in the chart below.

It can be seen that parks and green spaces, and local tips and recycling centres are the most widely used of the listed services; local libraries, and museums and galleries, are the least frequented.
OS13. Please indicate how frequently you have used the following public services provided or supported by the council?

There are certain groups of respondents who are significantly more or less likely to use each service and these are detailed below:

**Local tips/recycling centres**

Frequent users are most likely to be:
- Those aged 45-64 (19%), men (19%) or owner-occupiers (20%).

Non users are most likely to be:
- Those aged 18-24 (58%), women (37%), workless respondents (54%), private tenants (59%), social housing tenants (49%) or disabled people (39%).

**Parks and green spaces**

Frequent users are most likely to be:
- Those aged 25-44 (66%), working (57%), home owners (54%), people in good health (57%) or people with children in the household (69%).

Non users are most likely to be:
- Those aged 65+ (30%), workless respondents (25%), social housing tenants (27%), disabled people (28%), those in bad health (35%) or those in single person households (24%).
Local libraries

Frequent users are most likely to be:

- Workless respondents (34%), homemakers (40%), social housing tenants (32%), BME respondents (41%) or those in households with children (38%).

Non users are most likely to be:

- Those aged 65+ (44%), white respondents (41%), women (43%) or those in households without children (46%).

Museums/galleries

Frequent users are most likely to be:

- Those aged 25-44 (20%) or those in households with children (20%).

Non users are most likely to be:

- Women (43%), those aged 45+ (48%), retired (51%), social housing tenants (50%), disabled people (54%), those in bad health (56%), those in households without children (44%) or those in single person households (46%).

Theatres/concert halls

Frequent users are most likely to be:

- BME respondents (22%) or those in single person households (18%).

Non users are most likely to be:

- Those aged 45+ (42%), retired (44%), workless respondents (50%), social housing tenants (57%), disabled people (51%) or those in bad health (57%).

Sports and leisure facilities

Frequent users are most likely to be:

- Those aged 25-44 (40%), working (30%), BME respondents (40%), those in good health (30%) or those in households with children (43%).

Non users are most likely to be:

- Women (41%), those aged 45+ (49%), retired (62%), social housing tenants (46%), white respondents (40%), disabled people (50%), those in bad health (59%), those in households without children (44%) or those in single person households (48%).
Satisfaction with local services

Respondents were also asked how satisfied they were with these services, as well as a range of universal services used by all respondents in Newcastle.

Universal services

Satisfaction is highest with street lighting (82%). Three in four (76%) are satisfied with refuse & waste collection, while over six in ten are satisfied with doorstep/kerbside recycling (63%) and street cleaning (62%).

Ratings are far weaker for roads and pavement maintenance, a common finding of Ipsos MORI’s work with local authorities. Around four in ten are actively dissatisfied with road and pavement maintenance (37% and 42% respectively), while over half (52%) are dissatisfied with the maintenance of these in the winter (i.e. with how snow and ice are cleared away).

Non-universal services

In all cases, users are more satisfied than non-users.

Among those who use non-universal services operated by the council, satisfaction is highest with local libraries (74%), followed by local tips and recycling centres (73%). Seven in ten users are satisfied with parks and green spaces, and theatres and concert halls (both 70%).

Satisfaction is lowest with sports and leisure facilities (65%), and museums and galleries (67%); actual dissatisfaction is highest with sports and leisure facilities (16%).
How have ratings changed?

The following chart suggests that satisfaction with most council services has fallen significantly since 2010. The decline is greatest for doorstep/kerbside recycling (by 19 percentage points), but is also substantial for waste collection (10 percentage points) and local libraries (9 percentage points). The fall in satisfaction with refuse collection and recycling may be particularly concerning because these services are particularly visible to respondents and are therefore more likely to exert a more pronounced effect on how they regard the council and the local area.

At a ward level, there are a number of services where respondents in specific areas are significantly more satisfied when compared to the rest of Newcastle; these are shown in the chart overleaf.

For example, those in Castle are more likely to be satisfied with street cleaning, refuse and waste collection, and local tips and recycling centres compared with respondents across Newcastle as a whole.
### Greater satisfaction with specific services at a small area level

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benwell and Scotswood</td>
<td>Local libraries (76%)</td>
</tr>
<tr>
<td>Blakelaw</td>
<td>-</td>
</tr>
<tr>
<td>Byker</td>
<td>Local libraries (81%); Sports &amp; leisure facilities (80%)</td>
</tr>
<tr>
<td>Castle</td>
<td>Street cleaning (78%); Refuse &amp; waste collection (93%); Local tips/recycling centres (80%)</td>
</tr>
<tr>
<td>Dene</td>
<td>Winter maintenance (36%); Doorstep/kerbside recycling (78%); Parks &amp; green spaces (81%)</td>
</tr>
<tr>
<td>Denton</td>
<td>Local tips/recycling centres (78%); Local libraries (83%); Sports &amp; leisure facilities (81%)</td>
</tr>
<tr>
<td>East Gosforth</td>
<td>-</td>
</tr>
<tr>
<td>Elswick</td>
<td>-</td>
</tr>
<tr>
<td>Fawdon</td>
<td>-</td>
</tr>
<tr>
<td>Fenham</td>
<td>Local libraries (82%)</td>
</tr>
<tr>
<td>Kenton</td>
<td>-</td>
</tr>
<tr>
<td>Lemington</td>
<td>-</td>
</tr>
<tr>
<td>Newburn</td>
<td>Local tips/recycling centres (91%)</td>
</tr>
<tr>
<td>North Heaton</td>
<td>Parks &amp; green spaces (90%)</td>
</tr>
<tr>
<td>North Jesmond</td>
<td>-</td>
</tr>
<tr>
<td>Ouseburn</td>
<td>-</td>
</tr>
<tr>
<td>Parklands</td>
<td>Street lighting (93%); Doorstep/kerbside recycling (79%); Local tips/recycling centres (76%); Local libraries (82%)</td>
</tr>
<tr>
<td>South Heaton</td>
<td>Parks &amp; green spaces (85%)</td>
</tr>
<tr>
<td>South Jesmond</td>
<td>-</td>
</tr>
<tr>
<td>Walker</td>
<td>-</td>
</tr>
<tr>
<td>Walkergate</td>
<td>-</td>
</tr>
<tr>
<td>West Gosforth</td>
<td>-</td>
</tr>
<tr>
<td>Westerhope</td>
<td>Local tips/recycling centres (73%)</td>
</tr>
<tr>
<td>Westgate</td>
<td>Local libraries (82%); Museums/galleries (84%); Theatres/concert halls/arts venues (83%)</td>
</tr>
<tr>
<td>Wingrove</td>
<td>-</td>
</tr>
<tr>
<td>Woolston</td>
<td>-</td>
</tr>
</tbody>
</table>

Base: All valid responses

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This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

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Conversely, there are a number of services with which respondents in specific areas are significantly more dissatisfied, as shown in the table below.

For example, those in Benwell and Scotswood are more likely to be dissatisfied with winter maintenance, compared with respondents across Newcastle as a whole.
Contacting the council
Contacting the council

This section looks at the contact people have recently had with Newcastle City Council, their experience of customer services, and current and preferred means of communication with the council.

Summary

- In total, 56% of respondents have made contact with Newcastle City Council at some point in the last 12 months. By far the most common means was by telephone or text (55%). The main reason why people last got in touch was to report an issue or problem (50%).
- Of those who contacted the council, most were satisfied with the overall contact experience (66%) or the final outcome of their query (65%).
- Citylife, leaflets and posters are the most used (62%) and preferred (42%) sources of information about local services provided by the council. The council website has been used by almost three fifths of respondents (58%) and 36% would prefer to get their information in this way in future.

Contacting the council

Almost three in five respondents (56%) have got in touch with Newcastle City Council at some point in the last 12 months. By far the most common means was by telephone or text (55%). The next most common method was a visit in person to a council building (21%).

<table>
<thead>
<tr>
<th>CC1. Have you contacted the council in the last 12 months?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td><strong>No</strong></td>
</tr>
</tbody>
</table>

Base: All valid responses (2236)

<table>
<thead>
<tr>
<th>CC2. How did you get in contact with the council on the last occasion that you contacted them?</th>
</tr>
</thead>
<tbody>
<tr>
<td>By telephone/textphone</td>
</tr>
<tr>
<td>In person at a council building</td>
</tr>
<tr>
<td>By email</td>
</tr>
<tr>
<td>Via the council’s website</td>
</tr>
<tr>
<td>By letter</td>
</tr>
<tr>
<td>Via a councillor</td>
</tr>
<tr>
<td>Through someone else/third party</td>
</tr>
<tr>
<td>Self service kiosk</td>
</tr>
<tr>
<td>None of these</td>
</tr>
</tbody>
</table>

Base: All valid responses who contacted the council in the last 12 months (1077)
Across the key groups of respondents, social housing tenants (71%), carers (66%), those with children in the household (63%) and those from a white ethnic background (58%) are more likely to have been in touch with the council compared to the council overall (56% overall).

People who have got in touch tend to be more negative about their locality and the council overall; they are more likely than average to be dissatisfied with the area (71% vs. 55% of those who are satisfied) or dissatisfied with the council (66% vs. 58%).

There are a few differences in terms of contact methods by type of resident. People aged 65+ more often use the telephone than others (62% vs. 55% overall). Workless respondents and social housing tenants are significantly more likely than others to enter a council building to talk to a person face to face (31% and 35% respectively). Email is more likely to be used by owner occupiers and those who are retired (13% and 14% respectively), and owner occupiers are also more likely to have visited the website (7%) along with those in employment (8%).

The most common reason for getting in touch with the council is to report an issue or problem (50%). This is followed by those who sought information or advice (27%), wanted to make a payment (20%) and those who wanted to apply to use a service (16%).

**Satisfaction with contact**

In terms of customer service, people who got in touch were most often satisfied with how easy it was to find the right person (77%) closely followed by the helpfulness of staff (74%).

Satisfaction was lowest with how long it took to deal with the enquiry (66%). This was also the aspect with the highest rate of dissatisfaction (24%).

<table>
<thead>
<tr>
<th>% Very satisfied</th>
<th>% Fairly satisfied</th>
<th>% Neither / nor</th>
<th>% Very dissatisfied</th>
<th>% satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>How easy it was to find the right person to deal with (1143)</td>
<td>30</td>
<td>47</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>How helpful the staff were (1196)</td>
<td>36</td>
<td>38</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>How knowledgeable the staff were (1052)</td>
<td>30</td>
<td>41</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>The staff being able to deal with your enquiry (1078)</td>
<td>35</td>
<td>35</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Any information you were given (1058)</td>
<td>25</td>
<td>43</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>The length of time it took to deal with your enquiry (1136)</td>
<td>26</td>
<td>40</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Base: All valid responses who contacted the council in the last 12 months (see above)
It is consistently those who got in touch to report a problem who are less satisfied with each aspect.

Of those who contacted the council, two thirds were satisfied with the overall contact experience (66%), or the final outcome of their query (65%).

<table>
<thead>
<tr>
<th>% Very satisfied</th>
<th>% Fairly satisfied</th>
<th>% Neither / nor</th>
<th>% satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall contact experience (1130)</td>
<td>29</td>
<td>38</td>
<td>13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% Very satisfied</th>
<th>% Fairly satisfied</th>
<th>% Neither / nor</th>
<th>% satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>The final outcome of your enquiry (1093)</td>
<td>34</td>
<td>31</td>
<td>10</td>
</tr>
</tbody>
</table>

It is older respondents (aged 65+ years) and social housing tenants who are most satisfied with their overall contact experience and the final outcome of their enquiry.

Those who made contact by telephone are significantly more likely to be satisfied with the overall contact experience than others (71% vs. 66% overall) as are those who made contact to use a service (75%), rather than report a problem (60%), seek advice (70%) or make a payment (75% - a high level of satisfaction but not significantly so).

Perhaps not surprisingly, it is those who were reporting an issue or a problem who are least satisfied with the final outcome (53% vs. 65% overall).
Sources of information

Citylife, leaflets and posters are the key sources of local information for residents with six in ten saying they have used this material to find information relating to council service provision. Around one third have used the council website (36%) and one quarter have had direct contact with a council employee.

The preferred sources of information are reflected in current usage patterns.

**CC6. Which, if any, of the following have you used to find out local information, including information on the services and benefits provided by Newcastle City Council?**

**CC7. And which one of the following would be the best way for Newcastle City Council to provide you with information on the services and benefits it provides?**

There are some significant differences by type of respondent. For example, older people are more likely than average to prefer Citylife, leaflets or posters (53% of those aged 45+ vs. 42% overall).

Those aged 25 – 44 years or those in employment are more likely to prefer information via the council’s website (46% and 42% respectively vs. 36% overall).

It is older respondents (aged 65+) and social housing tenants who are most likely to prefer direct contact with the council either face to face, by phone or letter (33% and 36% respectively vs. 25% overall).
The effect of the economy on finances
The effect of the economy on finances

This section examines variations in work status and housing tenure and the degree of economic confidence.

Summary

- The majority of respondents think the economy is doing badly or really struggling, be it locally (76%), regionally (84%) or nationally (90%).
- They are far more likely to say their personal finances will get worse (33%) rather than better (17%) in the next 12 months, although most often they expect no change (50%).
- The current economic climate has affected two in three respondents (64%) in at least one form.

Financial demographics

Work status

Across Newcastle, almost three in five respondents (57%) are in some type of paid work and two in five (40%) are full-time employees. One in eight respondents is currently without a job either because they are unemployed or too ill or disabled to work (12%). The remaining respondents are either retired (17%) looking after the home (8%) or are in school or full-time education (6%).

The following chart highlights the significant differences in the economic profile of respondents at ward level, so for example, there is a significantly higher proportion of workless respondents in Kenton (23%) compared to the city overall (12%) ,a significantly higher proportion of respondents in education in Byker compared to the average (15% vs. 6% overall) and a significantly higher proportion of respondents from North Heaton working (74%) compared to the 57% overall.
Profile of respondents - Economic Status

Working (57% overall)
- North Heaton (74%)

Retired (17% overall)
- Westerhope (44%)
- Benwell and Scotswood (32%)
- Parklands (30%)
- Lemington (29%)
- Walkergate (29%)

In education (6% overall)
- South Heaton (17%)
- Byker (15%)
- Newburn (14%)
- Wingrove (14%)

Workless (12% overall)
- Walker (32%)
- Kenton (23%)
- Ouseburn (23%)

Homemaker/Other (8% overall)
- There are no wards significantly more likely to be a homemaker/other

Base: All valid responses (2085)
Housing tenure

Around six in ten respondents (56%) have either bought their own home or are currently buying it on a mortgage. A quarter (25%) rent social housing from either the council or a housing association whilst a fifth (18%) rent from a private landlord. The chart below highlights the significant differences in tenure across the city.
Satisfaction with housing in the area

Whilst almost nine out of ten respondents are satisfied with their home as a place to live (86%), fewer are satisfied with the choice or quality of housing on offer in the local area (both 70%).

Owner occupiers are significantly more likely to be satisfied with their home as a place to live compared with social housing tenants (90% vs. 80%), whilst 85% of private tenants are satisfied which is in line with overall. Given this finding, it is unsurprising that wards with a high proportion of social housing tenants are less likely to be satisfied with their home as a place to live. These include Byker and Walker (both 76% satisfied with their home vs. 86% overall) and Elswick (66%). However, despite 84% of respondents in Walkergate being owner occupiers (compared to 56% overall), just 74% are satisfied with their home as a place to live.

The state of the economy

Very few people in Newcastle are optimistic about the state of the economy, whether locally, regionally or for the country generally. The following chart shows that the majority think the local economy is either doing badly or really struggling (76%). Even more of them say this about the economy of the North East (84%) and the UK as a whole (90%).

The proportion of respondents who believe that the economy of the local area is struggling is consistent with the councils’ consortium average (76% vs. 77% councils’ consortium average).

At ward level, it is only those in South Heaton who are significantly more likely to state that the economy is really thriving or on the way up (38% vs. 21% overall) and those in...
Walkergate who are significantly more pessimistic (83% state the local economy is not doing well/really struggling vs. 67% overall).

Certain groups of respondents are particularly negative about economic prospects. These include:

- Men (78% say the local economy is not doing well/really struggling, compared with 73% of women);
- Those aged 45-64 (e.g. 84% think the economy of the North East is not doing well/really struggling, compared with 42% of those aged 18-24); and
- Owner-occupiers (e.g. 81% think the national economy is doing badly or really struggling, compared with 70% of social housing tenants and 64% of private tenants).

People who are pessimistic about the economy are more often critical of the local area and the council. For example, people are more likely to say the local economy is doing badly or really struggling if they are dissatisfied with the area or the council (both 90% vs. 76% overall).
The current economic climate has affected two in three respondents (64%) in at least one form. Most often, they have not been able to afford a holiday (40%). However, three in ten mention reduced job security (31%), closely followed by difficulty with fuel and energy bills (26%). One in five (18%) has found it hard to buy food and one in seven find it harder to move house or afford rent or mortgage payments (16% and 14% respectively).

The mean number of financial problems that respondents report is 1.9, however, the mean number is above average among:

- Women (2.0 vs. 1.8 men)
- Younger people aged 18-24 years (2.7) or 25-44 years (2.3);
- Those unemployed or out of work because of illness or disability (2.8);
- Private and social housing tenants (2.6 and 2.4 respectively);
- BME respondents (3.0 vs. 1.8 white); and
- Those with children in the household (2.4).

The mean number of problems that respondents report is also greater among those who are dissatisfied with the local area (3.0) and the council (2.7).
Respondents are most likely to expect no change (50%) in their personal financial circumstances although 33% believe it will get worse rather than better (17%) in the 12 months to come. This pattern is reflected nationally, where people across Britain are more likely to expect things to get worse (48%) rather than better (14%). This comparison is purely indicative because of the different methodologies used: the national survey was conducted by telephone.

Results in Newcastle are significantly more positive when compared to the councils’ consortium average (-16 net score vs. -26 net score across the consortium).

**EC3. Do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?**

- % Improve: 32% for South Heaton, 29% for Westgate
- % Stay the same: 17% overall
- % Get worse: 5% for Walkergate, 4% for Parklands, 1% for Westerhope

**Comparator data**

- % Worsen: 35% for 2012 (13863), 33% for 2012 (2124)
- % Improve: 9% for 2012 (13863), 17% for 2012 (2124)

Across the City, those living in South Heaton and Westgate are more likely to believe that their finances will improve in the next 12 months (32% and 29% respectively), whilst those living in Walkergate (5%), Parklands (4%) and Westerhope (1%) are less likely to state that their personal finances will improve.

Across other key-groups of respondents, private sector tenants most often expect their finances to improve (34% vs. 17% overall), as do BME respondents (33% vs. 16% white) and younger respondents (18-24 years – 45% state they will improve, 25-44 years – 24% vs. 17% average).

---

18 Telephone survey of 1,000 adults aged 18+ in March 2011.
General health and well-being
General health and well-being

Emotional and mental well-being - including positive relationships – are important to overall health and care given to other people.

This section looks at self-reported life satisfaction and mental well-being as measured by the Warwick Edinburgh Mental Well Being Scale (WEMWBS).

Summary

- Most respondents (71%) rate their health as at least good and only a small number (8%) consider it bad. Younger people, those in work and owner-occupiers report the best standard of health.

- The average mental well being score across Newcastle is 24.7 (on a range of between 7 and 35). The great majority of people (89%) score at least 20 out of 35. The score is most positive among those who are working or retired or owner-occupiers.

- Half (49%) have smoked at some time and a third of these (35%) continue to smoke nowadays.

- Three quarters of respondents drink alcohol. Among those who do, almost half (46%) are defined as “increasing risk drinkers” and 14% are “higher risk drinkers”.

- One quarter of respondents (24%) give support to someone else who has a disability or health condition related to old age.

Respondents’ perceived health

Most respondents in Newcastle, seven in ten (71%) say they are in good or very good health, and one in five have ‘fair’ health (21%). Fewer than one in ten says their health is bad or very bad (8%).

These findings are better than the councils’ consortium average, although the level of good health reported in Newcastle is lower than national data19 for this question (76% in England are positive about their health and 7% say they have poor health). However, this comparison is only indicative because of the different methodology used to obtain the national data.

The number of people in good health has risen since the 2010 residents survey (up 15 percentage points from 56%). Across Newcastle, the proportion of respondents with ‘good’ health is greatest in South Heaton (89%), West Gosforth (86%) and Parklands (85%) and lowest in Scotswood (45%), Walker (50%), Walkergate (51%), Elswick (52%) and Fawdon (54%).

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19 Health Survey for England figures for 2010, NatCen Social Research and University College London, in-home interviewing (8,429 adults and 5,692 children)
Warwick Edinburgh Mental Well Being Short Scale (WEMWBS)

We used the Warwick Edinburgh Mental Well Being Short Scale (WEMWBS) consisting of seven statements (shown in the chart on the next page) to calculate an overall well-being score. Respondents were asked to indicate how frequently they have experienced certain feelings in the last two weeks. The scale ranged from 1 (none of the time) to 5 (always) and therefore the maximum an individual could score is 35 points across the seven statements. The higher the score, the more positive the result.

The pie chart below shows that the majority of respondents score at least 20 out of 35 on the scale. Almost three in four (74%) score 20-29 and one in seven (15%) score 30 or more. Nevertheless, one in ten people (11%) score less than 20 points, which suggests a low quality of mental well-being.
The average score out of a possible total of 35, is 24.7 for the Newcastle area, significantly better than the councils’ consortium average of 24.3. The seven statements that contribute to this overall score (ranked highest to lowest) are as follows:

### WEMWB short scale
AY8. Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last two weeks.

<table>
<thead>
<tr>
<th>% None of the time</th>
<th>% Rarely</th>
<th>% Some of the time</th>
<th>% Often</th>
<th>% Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I've been able to make up my own mind about things (2184)</td>
<td>23</td>
<td>17</td>
<td>40</td>
<td>38</td>
</tr>
<tr>
<td>I've been thinking clearly (2137)</td>
<td>25</td>
<td>26</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>I've been feeling close to other people (2121)</td>
<td>4</td>
<td>10</td>
<td>30</td>
<td>39</td>
</tr>
<tr>
<td>I've been dealing with problems well (2147)</td>
<td>3</td>
<td>7</td>
<td>35</td>
<td>41</td>
</tr>
<tr>
<td>I've been feeling useful (2115)</td>
<td>5</td>
<td>13</td>
<td>37</td>
<td>35</td>
</tr>
<tr>
<td>I've been feeling relaxed (2133)</td>
<td>5</td>
<td>16</td>
<td>43</td>
<td>29</td>
</tr>
<tr>
<td>I've been feeling optimistic about the future (2155)</td>
<td>8</td>
<td>17</td>
<td>40</td>
<td>25</td>
</tr>
</tbody>
</table>

Base: All valid responses (1959)
How do health and mental well-being vary?

The following shows how levels of health and well-being vary between key groups of respondents.

Younger people aged under 45, those in work, private tenants and owner-occupiers all report better quality of health and fewer of them say they have a limiting disability or health condition. In contrast, older and retired people, those out of work and social housing tenants rate their health less well and more frequently report a limiting disability or health condition.

The pattern is different for mental well-being because, although owner-occupiers have a better score than tenants in private or social housing, it is retired people and those who are working who have a better score than younger respondents.

<table>
<thead>
<tr>
<th>Table 9: Health &amp; Well being by resident demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub groups</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>18-24</td>
</tr>
<tr>
<td>25-44</td>
</tr>
<tr>
<td>45-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
<tr>
<td>Work status</td>
</tr>
<tr>
<td>Working</td>
</tr>
<tr>
<td>Retired</td>
</tr>
<tr>
<td>Workless</td>
</tr>
<tr>
<td>Homemaker/other</td>
</tr>
<tr>
<td>Tenure</td>
</tr>
<tr>
<td>Home owner</td>
</tr>
<tr>
<td>Social housing tenant</td>
</tr>
<tr>
<td>Private tenant</td>
</tr>
</tbody>
</table>

Base: All valid responses. Significant differences from the Newcastle average are shaded: green indicates a more positive response than the average, while red indicates a more negative response.

Across other demographic groups, those in single person households tend to have poorer health than average. Six in ten say it is good or very good (62% vs. 71% overall) and one in seven rate it badly (13% vs. 8% overall).
People in bad health score lower on the mental well-being scale (19.7 vs. 25.7 for those in good health).

## Smoking

Half of respondents (49%) have smoked a cigarette, cigar or pipe at some time. Those who are more likely to have ever smoked are social housing tenants (65% vs 44% of owner occupiers), those who are retired or not working (57% and 64% respectively vs 42% of those who are working). Those who have children in the home are less likely to have ever smoked (42%).

**HL1. Have you ever smoked a cigarette, a cigar, or a pipe?**

**HL2. And do you smoke cigarettes at all nowadays?**

<table>
<thead>
<tr>
<th>Ever smoked?</th>
<th>Currently smoke?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>49%</td>
</tr>
<tr>
<td>No</td>
<td>51%</td>
</tr>
</tbody>
</table>

1149 people

Those who have ever smoked were asked if they smoke nowadays - just over a third (35%) do so. Again it is social housing tenants (54%) and those who are not working (61%) who are more likely to still smoke.

The incidence of smoking is greatest in Byker and Walker (56% and 64% of respondents respectively vs. 35% overall).
Drinking

Three-quarters (75%) of respondents drink alcohol; the incidence is higher among men (81% vs 70% of women), those aged 25-44 (82%), owner occupiers (81%) and private tenants (83%) rather than social housing tenants (58%), and those who are working (85% vs 66% of those who are retired and 56% of those without work).

Of those who drink, half (48%) do so more than once a week and nearly all (82%) more than once a month.

Those more likely to drink more than once a week are: men (59% do so vs 37% of women who drink), older respondents (56% of those aged 45-64 and 58% of those aged 65+ compared to 24% of those aged 18-24) and owner occupiers (55% vs 35% of social housing tenants).

Nearly half of those who do drink alcohol (46%) do so at an "increasing risk" level; a third (37%) are "lower risk drinkers" and one in seven (14%) are higher risk drinkers. These definitions have been defined using Audit C²⁰, which is a measure used to help identify persons who are hazardous drinkers or have active alcohol use disorders (including alcohol abuse or dependence). The calculation is based on the frequency of alcohol consumption and the number of units consumed, details of which are included in the appendix.

Women and those aged 18-24 are more likely to be higher risk drinkers (17% and 28% respectively), while men and those aged 45+ are more likely to be classed as lower risk (47% for men, 40% for 45-64 year olds, increasing to 71% of those aged 65+).

Four in five of those who drink alcohol binge drink at least occasionally (79%), with two in five doing so at least monthly (42% of those who drink) and one in five (19%) doing so on a weekly basis.
One in ten (10%) say that they have failed to do what was normally expected of them because of their drinking on at least one occasion in the last year; very few say this occurs regularly (2% say it happens more than once a month and 1% more than once a week).

Men are more likely to be weekly binge drinkers (27% vs 12% of women) as are those aged 45-64 (25% vs 13% of those aged 65+).

One in eight of those who drink (12%) say that on at least one occasion in the last year, they have found themselves unable to stop once they started drinking; 5% say this has happened more than once a month and just 2% more than once a week. Those most likely to say this has occurred more than once a week in the last year are aged 45-64 (3% say so), are not working (6%), or are social housing tenants (5%).

One in ten (10%) say that they have failed to do what was normally expected of them because of their drinking on at least one occasion in the last year; very few say this occurs regularly (2% say it happens more than once a month and 1% more than once a week).
Care given to others

One in four respondents (24%) gives help or support to relatives, friends or neighbours because these people have a disability or health condition related to old age. The following chart shows that the proportion that gives care is highest among 45-64 year olds (35%) and those aged 65+ (28%). It is also particularly high among those who look after the home (43%).

People who give this care to an elderly person tend to be more critical of the local authority. For example, respondents who are dissatisfied with the council or disagree it offers good value for money are more likely to give this support (36% and 34% respectively vs. 24% overall). There is also a correlation with satisfaction with the area; those who are dissatisfied are more likely to be giving support (34% vs 24% overall).
Respondent and household profiling
Respondent and household profiling

Sample of respondents

The following chart shows the profile of respondents, unweighted, and the profile of the Newcastle population aged 18+. The unweighted sample of respondents is close to that of the city population by age and gender. However, as with almost all postal surveys, younger people are far less likely to take part which biases the sample towards older people aged 65+.

Respondent profile 1

Sample Profile for Newcastle: key demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Weighted</th>
<th>Unweighted</th>
<th>Base size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
<td>44%</td>
<td>1004</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>56%</td>
<td>1276</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Weighted</th>
<th>Unweighted</th>
<th>Base size</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>11%</td>
<td>15%</td>
<td>55</td>
</tr>
<tr>
<td>25-44</td>
<td>22%</td>
<td>33%</td>
<td>479</td>
</tr>
<tr>
<td>45-64</td>
<td>33%</td>
<td>38%</td>
<td>857</td>
</tr>
<tr>
<td>65+</td>
<td>18%</td>
<td>38%</td>
<td>852</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Weighted</th>
<th>Unweighted</th>
<th>Base size</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>90%</td>
<td>95%</td>
<td>2200</td>
</tr>
<tr>
<td>BME</td>
<td>5%</td>
<td>10%</td>
<td>114</td>
</tr>
</tbody>
</table>

Base: All valid responses (see above)
The following charts show that the majority of respondents identify themselves as Christian and heterosexual. Only 7% report some previous service in the armed forces. One in four (25%) has at least one child in the household and one in five is single (22%).

### Respondent profile 2

**Religion (2280)**

- Christianity: 54%
- Islam: 4%
- Hinduism: 1%
- Buddhism: 1%
- Sikhism: *%
- Judaism: *%
- Other: 3%
- No religion or belief: 27%
- Prefer not to say: 5%
- Not stated: 4%

**Sexuality (2192)**

- Heterosexual/straight: 82%
- Gay man: 3%
- Bisexual: 2%
- Gay woman or lesbian: 1%
- Other: 2%
- Prefer not to say: 5%
- Not stated: 7%

*Base: All respondents (see above)*

### Household profile

**Household demographics**

- Children in H/H (2243): 25%
- Single person H/H (2037): 22%

**Served in the armed forces (2173)**

- Served - myself: 7%
- Served - someone else: 3%
- No: 90%

**Details of serving in the armed forces (651)**

- Served since 2002: 7%
- Currently serving: 2%

*Base: All valid responders (see above)*
This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

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Technical report

Sample frame and design

The Post Office Small User Address File (PAF) was used as the sampling frame. This was chosen as i) it comprises the most up-to-date source of addresses available (an especially important consideration given the need to cover recent changes in housing stock and ii) it replicates previous methodologies, which have used PAF samples.

Ipsos MORI drew a sample of 10,401 addresses from the PAF, with disproportional samples in each of the 26 wards.

There were 2,383 responses completed in total (with adults aged 18+). The final unadjusted response rate achieved from the sample was 23%. The response rate for each ward is shown below:

<table>
<thead>
<tr>
<th>WARD</th>
<th>MAILOUT</th>
<th>RETURN</th>
<th>% UNADJUSTED RESPONSE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blakelaw</td>
<td>380</td>
<td>90</td>
<td>24</td>
</tr>
<tr>
<td>Byker</td>
<td>500</td>
<td>103</td>
<td>21</td>
</tr>
<tr>
<td>Castle</td>
<td>360</td>
<td>111</td>
<td>31</td>
</tr>
<tr>
<td>Dene</td>
<td>335</td>
<td>91</td>
<td>27</td>
</tr>
<tr>
<td>Denton</td>
<td>307</td>
<td>85</td>
<td>28</td>
</tr>
<tr>
<td>East Gosforth</td>
<td>320</td>
<td>94</td>
<td>29</td>
</tr>
<tr>
<td>Elswick</td>
<td>585</td>
<td>95</td>
<td>16</td>
</tr>
<tr>
<td>Fawdon</td>
<td>320</td>
<td>84</td>
<td>26</td>
</tr>
<tr>
<td>Fenham</td>
<td>400</td>
<td>99</td>
<td>25</td>
</tr>
<tr>
<td>Kenton</td>
<td>370</td>
<td>75</td>
<td>20</td>
</tr>
<tr>
<td>Lemington</td>
<td>366</td>
<td>87</td>
<td>24</td>
</tr>
<tr>
<td>Newburn</td>
<td>350</td>
<td>110</td>
<td>31</td>
</tr>
<tr>
<td>North Heaton</td>
<td>350</td>
<td>87</td>
<td>25</td>
</tr>
<tr>
<td>North Jesmond</td>
<td>450</td>
<td>75</td>
<td>17</td>
</tr>
<tr>
<td>Ouseburn</td>
<td>507</td>
<td>92</td>
<td>18</td>
</tr>
<tr>
<td>Parklands</td>
<td>267</td>
<td>82</td>
<td>31</td>
</tr>
<tr>
<td>Scotswood</td>
<td>390</td>
<td>89</td>
<td>23</td>
</tr>
<tr>
<td>South Heaton</td>
<td>510</td>
<td>88</td>
<td>17</td>
</tr>
<tr>
<td>South Jesmond</td>
<td>430</td>
<td>74</td>
<td>17</td>
</tr>
<tr>
<td>Walker</td>
<td>450</td>
<td>94</td>
<td>21</td>
</tr>
<tr>
<td>Walkergate</td>
<td>380</td>
<td>100</td>
<td>26</td>
</tr>
<tr>
<td>West Gosforth</td>
<td>308</td>
<td>93</td>
<td>30</td>
</tr>
<tr>
<td>Westerhope</td>
<td>290</td>
<td>106</td>
<td>37</td>
</tr>
<tr>
<td>Westgate</td>
<td>666</td>
<td>95</td>
<td>14</td>
</tr>
<tr>
<td>Wingrove</td>
<td>460</td>
<td>87</td>
<td>19</td>
</tr>
<tr>
<td>Wool Aston</td>
<td>350</td>
<td>97</td>
<td>28</td>
</tr>
</tbody>
</table>
Survey approach

The research took place through a postal survey of respondents across the area served by the council.

A 12-page questionnaire and covering letter were sent out to each address on the 3rd July 2012. Subsequently, one reminder mailing was sent out to people who had not yet responded to the initial mail-out. Fieldwork closed on 3rd September 2012.

We used our bespoke Survey Management System (SMS), produced by our in-house software team to monitor returns. By updating returns twice a week, we could identify which wards were responding well or less well to the mailouts, giving effective and up-to-the-minute management of the sample. All respondents in the sample were given a unique identification number, so that all returned questionnaires were matched against the correct ward in the original sample. Completed questionnaires were scanned in using this ID number to ensure that responses were kept up-to-date. This enabled Ipsos MORI to provide weekly updates on response rates and general progress throughout the project.

Weighting

Data are weighted back to the known population profile21 of Newcastle to counter-act non-response bias. Data are weighted by age within gender bands, ethnicity and then by household size and balanced by ward.

Data analysis

All completed postal questionnaires were processed through scanning and manual verification. The key advantages of scanning is that results can be turned around faster than manual keying in of data, making it less resource-intensive and therefore more cost effective. Our scanning software is programmed to ask for verification where it is not 100% certain, so errors are kept to a minimum.

Statistical reliability

The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been surveyed and responded. But we can predict the variation between the sample results and the “true” values from knowledge of the size of the samples on which the results are based and the number of times that particular answer is given. The confidence with which we can make this prediction is usually 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range.

The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”. An indication of approximate sampling tolerances is given in the table below. Strictly speaking, the tolerances shown here apply only to random samples, so the comparison with postal research is indicative.

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21 The data for the known population profile has been obtained from the 2009 ONS Mid Year population estimates
This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.
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Size of sample on which the survey results are based | Approximate sampling tolerances applicable to percentages at or near these levels
---|---|---|---
| 10% or 90% | 30% or 70% | 50% |
100 surveyed | ± | ± | ± |
200 surveyed | ± | ± | ± |
500 surveyed | ± | ± | ± |
1,000 surveyed | ± | ± | ± |
2,383 surveyed | ± | ± | ± |

For example, with a sample of 2,383 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been surveyed) will fall within the range of plus or minus 2 percentage points from the sample result, which is very accurate.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been surveyed). To test if the difference is a real one - i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table below:

| Size of sample on compared | Differences required for significance at or near these percentage levels
---|---|---|---|
| | 10% or 90% | 30% or 70% | 50% |
100 and 100 | ± | ± | ± |
200 and 200 | ± | ± | ± |
200 and 400 | ± | ± | ± |
500 and 500 | ± | ± | ± |
Appendices
Appendices

Covering letter and questionnaire

Audit C Calculation
Dear local resident,

**Your opportunity to shape services in your local area**

I am writing to you to ask for your feedback to help improve services in your local area. The enclosed questionnaire asks about what it is like to live in your area and your experiences of Newcastle City Council services.

**To take part in this survey please fill in the enclosed questionnaire and return it in the envelope provided by 27 July 2012.** You do not need a stamp.

You can help cut costs by completing and sending back the questionnaire as soon as possible as we will send a reminder if people do not complete this initial questionnaire.

Newcastle City Council has asked Ipsos MORI, a specialist research agency, to carry out the survey on its behalf in accordance with the rules of the Market Research Society. The research team at Newcastle City Council and Ipsos MORI will keep your participation in this survey confidential and can assure you that your personal details will only be used for research purposes.

If you have any questions about the survey or need help filling in the questionnaire, please email haveyoursay@ipsos.com, or call the Ipsos MORI helpline on 0808 238 5499.

Please take this opportunity to have your say, it's important that we hear everybody's views. Thank you very much for your help in advance.

Yours sincerely

Barry Rowland, Chief Executive
Newcastle City Council

If you require the questionnaire in large print or in another format please contact the Ipsos MORI helpline on 0808 238 5499 or email haveyoursay@ipsos.com.
Before you fill in your survey please read the information below:

The questionnaire should be completed by any resident aged 18 or over living at this address. All the questions require 'tick box' responses. Please read each question carefully and tick the box which comes closest to your views, checking you have answered all questions.

In most cases you will only have to tick one box but please read the questions carefully as sometimes you will need to tick more than one box.

Answer the next question unless asked otherwise.

Some questions include an 'other' option. If you would like to include an answer other than one of those listed within the question, please tick the 'other' box and write in your answer in the space provided.

Once you have finished please take a minute to check you have answered all the questions that you should have answered.

This questionnaire should take no longer than 15 minutes to complete. Thank you in advance for your time.

If you would like more information in your own language, please contact us at the email address or phone number shown in the bottom box.

Arabic
الاتصال على رقم إذا كنت اللغة العربية ليست اللغة الأولى وتحتاج لترجمة معلومات هذه الوثيقة. الرجاء

Bengali
হাসি ইংরেজি আপনার মাতৃভাষা না হয় এবং অপনি হাসি এই প্রশ্নপত্রের তথ্যগুলোর অনুবাদ শেখতে চান তাহলে নেটিভ এরা হাত বেলায়ে দেওয়া আছে লেখায় করে যোগাযোগ করুন।

Chinese
如果你主要使用的語言不是英語而需要將這份文件的內容翻譯成中文請打註明的電話號碼提出這個要求。

Czech
Potřebujete-li další informace ve vašem jazyce, prosím kontaktujte nás na adrese zapsané v uvedeném rámci

Farsi
دادرده شبه تماس با گویی اگر انگلیسی زبان اول شما نیست و شما نیاز به ترجمه اطلاعات موجود در این مدرک رادید، لطفا با شماره

Kurdish
نهگەر حامی دەکەیتی ئازیاریی بە زەمانی خۆت وە ئوەگەخت کە باوەندەیەن بتوە بەکەی وەکەر نیو تامینیشانەیە لە بەشەبانی خوارەوە دیا نووسراوە.

Polish
Jeśli chcesz uzyskać więcej informacji w swoim języku, prosimy o kontakt na adres podany w dolnym polu

Punjabi
(GBMukhi)

Urdu

HELPLINE 0808 238 5499, or email haveyoursay@ipsos.com
North East Residents’ Survey 2012

Overall satisfaction with your area and council services

Throughout this questionnaire we ask you to think about ‘your local area’. When answering, please consider your local area to be the area within 15 – 20 minutes walking distance from your home.

OS1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
PLEASE TICK ONE BOX ONLY

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don’t know

OS2. Overall, how satisfied or dissatisfied are you with the way the council runs things?
PLEASE TICK ONE BOX ONLY

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don’t know

In considering the next question, please think about the range of services the council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services the council provides to the community, we would like your general opinion.

OS3. To what extent do you agree or disagree that the council provides good value for money?
PLEASE TICK ONE BOX ONLY

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don’t know

OS4. On balance, which of the following statements comes closest to how you feel about the council?
PLEASE TICK ONE BOX ONLY

- I speak positively of the council without being asked
- I speak positively of the council if I am asked about it
- I am negative about the council if I am asked about it
- I am negative about the council without being asked
- I have no views one way or another
- Don’t know

OS5. How much do you trust the council?
PLEASE TICK ONE BOX ONLY

- A great deal
- A fair amount
- Not very much
- Not at all
- Don’t know

OS6. Overall, how well informed do you think the council keeps residents about the services and benefits it provides? By benefits we mean any positive impacts it has had on the local area.
PLEASE TICK ONE BOX ONLY

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don’t know
OS7. To what extent do you think the council acts on the concerns of local residents? **PLEASE TICK ONE BOX ONLY**

- [ ] A great deal
- [ ] A fair amount
- [ ] Not very much
- [ ] Not at all
- [ ] Don’t know

OS8. On the whole, do you think over the past 12 months that your local area has got better or worse or not changed much? **PLEASE TICK ONE BOX ONLY**

- [ ] Better
- [ ] Worse
- [ ] Has not changed much
- [ ] Have lived here less than 12 months
- [ ] Don’t know

OS9. Thinking generally, which of the things below would you say are **most important** in making somewhere a good place to live? **PLEASE TICK UP TO FIVE BOXES ONLY IN THE LEFT HAND COLUMN BELOW**

<table>
<thead>
<tr>
<th>OS9. Most important in making somewhere a good place to live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable decent housing ..........................................</td>
</tr>
<tr>
<td>Care and support for older people ...................................</td>
</tr>
<tr>
<td>Care and support for disabled people ................................</td>
</tr>
<tr>
<td>Clean streets .....................................................................</td>
</tr>
<tr>
<td>Community facilities (e.g. libraries &amp; community centres) ....</td>
</tr>
<tr>
<td>Cultural facilities (e.g. museums, arts venues) ..................</td>
</tr>
<tr>
<td>Education provision/schools ..........................................</td>
</tr>
<tr>
<td>Facilities and activities for young children under 13 years (e.g. playgrounds) .................................................</td>
</tr>
<tr>
<td>Facilities and activities for teenagers (e.g. skateboarding facilities, youth clubs) ..................................................</td>
</tr>
<tr>
<td>Health services ....................................................................</td>
</tr>
<tr>
<td>High profile events and tourist attractions ........................</td>
</tr>
<tr>
<td>Job prospects ......................................................................</td>
</tr>
<tr>
<td>The level of anti-social behaviour ....................................</td>
</tr>
<tr>
<td>The level of crime ...........................................................</td>
</tr>
<tr>
<td>The level of traffic congestion .........................................</td>
</tr>
<tr>
<td>Parks and green spaces ....................................................</td>
</tr>
<tr>
<td>Public transport ...................................................................</td>
</tr>
<tr>
<td>Road and pavement repairs ..............................................</td>
</tr>
<tr>
<td>Sense of community ................................................................</td>
</tr>
<tr>
<td>Shopping facilities ..........................................................</td>
</tr>
<tr>
<td>Sports and leisure facilities (includes swimming pools) ........</td>
</tr>
<tr>
<td>Wage levels and local cost of living ...................................</td>
</tr>
<tr>
<td>None of these ......................................................................</td>
</tr>
</tbody>
</table>

OS10. And thinking about this local area, which of the things below, if any, do you think **most need improving**? **PLEASE TICK UP TO FIVE BOXES ONLY IN THE RIGHT HAND COLUMN BELOW**

<table>
<thead>
<tr>
<th>OS10. Most needs improving in this local area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable decent housing ................................</td>
</tr>
<tr>
<td>Care and support for older people ..................</td>
</tr>
<tr>
<td>Care and support for disabled people ...............</td>
</tr>
<tr>
<td>Clean streets .................................................</td>
</tr>
<tr>
<td>Community facilities (e.g. libraries &amp; community centres) ....</td>
</tr>
<tr>
<td>Cultural facilities (e.g. museums, arts venues) ..............</td>
</tr>
<tr>
<td>Education provision/schools .............................</td>
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<tr>
<td>Facilities and activities for young children under 13 years (e.g. playgrounds) .................................................</td>
</tr>
<tr>
<td>Facilities and activities for teenagers (e.g. skateboarding facilities, youth clubs) ..................................................</td>
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<tr>
<td>Health services ...................................................</td>
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<tr>
<td>High profile events and tourist attractions ..............</td>
</tr>
<tr>
<td>Job prospects .......................................................</td>
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<tr>
<td>The level of anti-social behaviour .......................</td>
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<td>The level of crime ..................................................</td>
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<td>The level of traffic congestion ...............................</td>
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<td>Parks and green spaces ..........................................</td>
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<td>Public transport ......................................................</td>
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<tr>
<td>Road and pavement repairs ......................................</td>
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<tr>
<td>Sense of community ...............................................</td>
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<tr>
<td>Shopping facilities ..................................................</td>
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<tr>
<td>Sports and leisure facilities (includes swimming pools) ..........</td>
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<tr>
<td>Wage levels and local cost of living ..........................</td>
</tr>
<tr>
<td>None of these ...........................................................</td>
</tr>
<tr>
<td>Don’t know ...............................................................</td>
</tr>
</tbody>
</table>
And what are the best things about your local area?

**PLEASE WRITE IN BELOW**

The council is a key provider of public services locally, so we would like your views on some of the services we provide. How satisfied or dissatisfied are you with each of the following services provided or supported by the council?

**PLEASE TICK ONE BOX ONLY FOR EACH SERVICE**

<table>
<thead>
<tr>
<th>Service</th>
<th>Very satisfied</th>
<th>Fairly satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Fairly dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street cleaning</td>
<td></td>
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<tr>
<td>Street lighting</td>
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<tr>
<td>Refuse and waste collection</td>
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<tr>
<td>Road maintenance</td>
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<tr>
<td>Pavement maintenance</td>
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<tr>
<td>Winter maintenance (e.g. clearing ice and snow)</td>
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<tr>
<td>Upkeep of grass verges, flower beds, trees and shrubs in streets and public spaces</td>
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<tr>
<td>Doorstep/kerbside recycling</td>
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<tr>
<td>Local tips/recycling centres</td>
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<tr>
<td>Parks and green spaces</td>
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<tr>
<td>Local libraries</td>
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<tr>
<td>Museums/galleries</td>
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<tr>
<td>Theatres/concert halls/arts venues</td>
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<tr>
<td>Sports and leisure facilities (includes swimming pools)</td>
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</tr>
</tbody>
</table>

Please indicate how frequently you have used the following public services provided or supported by the council?

**PLEASE TICK ONE BOX ONLY FOR EACH SERVICE**

<table>
<thead>
<tr>
<th>Service</th>
<th>About once a month</th>
<th>Within the last 3 months</th>
<th>Within the last 6 months</th>
<th>Within the last year</th>
<th>Longer ago</th>
<th>Never used</th>
<th>It does not apply/Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local tips/recycling centres</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Parks and green spaces</td>
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<td></td>
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<tr>
<td>Local libraries</td>
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<tr>
<td>Museums/galleries</td>
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<tr>
<td>Sports and leisure facilities (includes swimming pools)</td>
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</tr>
</tbody>
</table>
### Involvement in your area

**IN1.** How strongly do you feel you belong to your local area?  
**PLEASE TICK ONE BOX ONLY**  
- Very strongly  
- Fairly strongly  
- Not very strongly  
- Not at all strongly  
- Don’t know

**IN2.** To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well together, we mean living alongside each other with respect.  
**PLEASE TICK ONE BOX ONLY**  
- Definitely agree  
- Tend to agree  
- Neither agree nor disagree  
- Tend to disagree  
- Definitely disagree  
- Don’t know  
- Too few people in local area  
- All the same background

**IN3.** To what extent would you agree or disagree that people in this local area pull together to improve the local area?  
**PLEASE TICK ONE BOX ONLY**  
- Definitely agree  
- Tend to agree  
- Neither agree nor disagree  
- Tend to disagree  
- Definitely disagree  
- Nothing needs improving  
- Don’t know

**IN4.** How often, if at all, have you given unpaid help in the following ways?  
**PLEASE TICK ONE BOX ONLY FOR EACH ROW**  
- At least once a week  
- Less than once a week but at least once a month  
- Less often  
- Have not done this in the past 12 months  
- Never

Given unpaid help either by taking part in or supporting any group, club or organisation (e.g. helping to run an activity or event, coaching, counselling, raising money, admin help) ...............  
[ ]  
[ ]  
[ ]  
[ ]  
[ ]

Given unpaid help as an individual to someone who is not a relative (e.g. doing a favour such as babysitting, giving advice, or doing someone’s shopping) ..........................................................  
[ ]  
[ ]  
[ ]  
[ ]  
[ ]

**IN5.** Do you agree or disagree that you can influence decisions affecting your local area?  
**PLEASE TICK ONE BOX ONLY**  
- Definitely agree  
- Tend to agree  
- Tend to disagree  
- Definitely disagree  
- Don’t know

**IN6.** Have you done any of the following to become more involved with council services and your local community?  
**PLEASE TICK ALL BOXES THAT APPLY**  
- Attended local public meetings run by the council  
- Contacted the council to give your views on an issue  
- Became involved in a group set up to discuss services or issues in the local area  
- Given your views about local services or issues via social networking sites, e.g. Twitter, Facebook  
- Completed questionnaires like this one about local matters  
- Signed or organised a petition  
- Contacted a local councillor or MP  
- None of these  
- Don’t know
# Contacting the council

**CC1.** Have you contacted the council in the last 12 months?  
**PLEASE TICK ONE BOX ONLY**  
☐ Yes (PLEASE GO TO CC2)  
☐ No (PLEASE GO TO CS1)

**CC2.** How did you get in contact with the council on the last occasion that you contacted them?  
**PLEASE TICK ONE BOX**  
☐ In person at a council building  
☐ By letter  
☐ Self service kiosk  
☐ By email  
☐ Via a councillor  
☐ Via the council’s website  
☐ Through someone else/third party  
☐ None of these  
☐ By telephone/textphone  
☐ Don’t know/can’t remember

**CC3.** Which of these describes the reason(s) why you made contact with the council on this last occasion?  
**PLEASE TICK ALL BOXES THAT APPLY**  
☐ To report an issue or problem  
☐ Don’t know/can’t remember  
☐ To obtain advice/information  
☐ Other (PLEASE TICK AND WRITE IN)  
☐ To apply to use a service  
☐ To make a payment

**CC4.** Which service did this last contact relate to?  
**PLEASE WRITE IN BELOW**

**CC5.** Still thinking about your last contact with the council, how satisfied or dissatisfied were you with each aspect of the service you received.  
**If any aspect does not apply to your particular experience, please tick not applicable.**  
**PLEASE TICK ONE BOX ONLY FOR EACH ROW**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very satisfied</th>
<th>Fairly satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Fairly dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don’t know</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>How easy it was to find the right person to deal with</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>The length of time it took to deal with your enquiry</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Any information you were given</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>How knowledgeable the staff were</td>
<td></td>
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<td></td>
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<tr>
<td>How helpful the staff were</td>
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</tr>
<tr>
<td>The staff being able to deal with your enquiry</td>
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</tr>
<tr>
<td>The overall contact experience</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>The final outcome of your enquiry</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**CC6.** Which, if any, of the following have you used to find out local information, including information on the services and benefits provided by Newcastle City Council?

<table>
<thead>
<tr>
<th>Have used this</th>
<th>Would prefer this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council News, leaflets, posters</td>
<td>□</td>
</tr>
<tr>
<td>Council website</td>
<td>□</td>
</tr>
<tr>
<td>Direct contact with the council either face to face, by phone or in a letter</td>
<td>□</td>
</tr>
<tr>
<td>Facebook or other social media</td>
<td>□</td>
</tr>
<tr>
<td>From a local councillor</td>
<td>□</td>
</tr>
<tr>
<td>Local media (newspapers, television, radio, news website)</td>
<td>□</td>
</tr>
<tr>
<td><strong>CC6. Other</strong> (PLEASE TICK AND WRITE IN BELOW)</td>
<td>□</td>
</tr>
</tbody>
</table>

**CC7.** And which one of the following would be the best way for Newcastle City Council to provide you with information on the services and benefits it provides?

<table>
<thead>
<tr>
<th>Would prefer this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council News, leaflets, posters</td>
</tr>
<tr>
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</tr>
<tr>
<td>Facebook or other social media</td>
</tr>
<tr>
<td>From a local councillor</td>
</tr>
<tr>
<td>Local media (newspapers, television, radio, news website)</td>
</tr>
<tr>
<td><strong>CC7. Other</strong> (PLEASE TICK AND WRITE IN BELOW)</td>
</tr>
</tbody>
</table>

| Don't know | □ |
| None of these | □ |

### Community safety

#### CS1. How safe or unsafe do you feel when...?

**PLEASE TICK ONE BOX ONLY FOR EACH ROW**

<table>
<thead>
<tr>
<th>Very safe</th>
<th>Fairly safe</th>
<th>Neither safe nor unsafe</th>
<th>Fairly unsafe</th>
<th>Very unsafe</th>
<th>Do not go there after dark</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside in your local area after dark</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Outside in Newcastle city centre after dark</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

#### CS2. Generally, how much do you agree or disagree that the Newcastle City Council area as a whole is very or fairly safe?

**PLEASE TICK ONE BOX ONLY**

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### CS3. How much do you agree or disagree that it is the responsibility of the police and Newcastle City Council to work in partnership to tackle anti-social behaviour in your area?

**PLEASE TICK ONE BOX ONLY**

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**CS4.** How satisfied or dissatisfied are you with what is being done by the police and Newcastle City Council to tackle anti-social behaviour in your area? **PLEASE TICK ONE BOX ONLY**

<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Fairly satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Fairly dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CS5.** Thinking about this local area, how much of a problem do you think each of the following are? **PLEASE TICK ONE BOX ONLY FOR EACH ROW**

- Noisy neighbours or loud parties
- Teenagers hanging around the streets
- Rubbish or litter lying around
- Vandalism, graffiti and other deliberate damage to property or vehicles
- People using or dealing drugs
- People being drunk or rowdy in public places
- Abandoned or burnt out cars

**Housing**

**HO1.** Overall, how satisfied or dissatisfied are you with your home as a place to live? **PLEASE TICK ONE BOX ONLY**

<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Fairly satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Fairly dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**HO2.** How satisfied or dissatisfied are you with the following in your local area? **PLEASE TICK ONE BOX ONLY FOR EACH ROW**

- The choice of housing
- The quality of housing

**Health & lifestyle**

**This section looks at some aspects of lifestyle; this is to help us to plan what services you may need.**

**HL1.** Have you ever smoked a cigarette, a cigar, or a pipe? **PLEASE TICK ONE BOX ONLY**

- Yes (PLEASE GO TO HL2)
- No (PLEASE GO TO HL3)

**HL2.** And do you smoke cigarettes at all nowadays? **PLEASE TICK ONE BOX ONLY**

- Yes
- No
HL3. Do you drink alcohol?

**PLEASE TICK ONE BOX ONLY**

- Yes (PLEASE GO TO HL4)
- No (PLEASE GO TO EC1)

HL4. How often do you have a drink containing alcohol?

**PLEASE TICK ONE BOX ONLY**

- Never
- Monthly or less
- 2-4 times per month
- 2-3 times per week
- 4+ times per week

Please refer to units guide pictures below when you answer HL5 AND HL6

- Pint of beer/ lager 4% ABV 2.3 units
- Can of beer/ lager 440ml 5% ABV 2.2 units
- 175ml medium glass of wine 12% ABV 2 units
- 250ml large glass of wine 12% ABV 3 units
- 25ml single spirit and mixer 40% ABV 1 unit
- 50ml double spirit & mixer 40% ABV 2 units
- 750ml bottle of wine 12% ABV 9 units

HL5. How many units of alcohol do you drink on a typical day when you are drinking?

**PLEASE TICK ONE BOX ONLY**

- 1 – 2
- 3 – 4
- 5 – 6
- 7 – 9
- 10+

HL6. How often have you had 6 or more units if female, or 8 or more if male, on a single occasion in the last year? **PLEASE TICK ONE BOX ONLY**

- Never
- Less than monthly
- Monthly
- Weekly
- Daily or almost daily

HL7. How often during the last year have you found that you were not able to stop drinking once you had started? **PLEASE TICK ONE BOX ONLY**

- Never
- Less than monthly
- Monthly
- Weekly
- Daily or almost daily

HL8. How often during the last year have you failed to do what was normally expected from you because of your drinking? **PLEASE TICK ONE BOX ONLY**

- Never
- Less than monthly
- Monthly
- Weekly
- Daily or almost daily
The economy

EC1. In your view which best describes the state of the economy in...?
PLEASE TICK ONE BOX ONLY FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Really thriving</th>
<th>On the way up</th>
<th>Not doing well</th>
<th>Really struggling</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>This local area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The North East</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The UK as a whole</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EC2. Thinking of the current economic climate, have you been affected by any of the following in the last 12 months? PLEASE TICK ALL BOXES THAT APPLY

- Difficulties paying the rent or mortgage
- Not being able to buy a home or move home
- Difficulties paying fuel and energy bills
- Job insecurity or increased risk of losing your job
- Loss of job/redundancy
- Difficulties affording to buy food
- Difficulties paying for childcare or education
- Not being able to afford to go on holiday
- Difficulties paying interest on loans
- Difficulties getting access to credit
- Dependency on high interest money lenders
- None
- Don’t know
- Other (PLEASE TICK AND WRITE IN BELOW)

EC3. Do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months? PLEASE TICK ONE BOX ONLY

- Improve
- Stay the same
- Get worse
- Don’t know

Community life

CL1. Which of the following places would you say are most important to you personally to meet and get together with others? PLEASE TICK UP TO FIVE BOXES ONLY

- Your home
- Someone else’s home
- Children’s centres
- Community centres
- Festivals/carnivals/local fairs
- Football matches/sporting occasions
- Libraries
- Local health centre
- Local restaurants and cafes
- Local schools
- Local shops/shopping centres/supermarkets
- Parks and play areas
- Places of worship
- Post office
- Pubs and social clubs
- Resource centre/day centre
- Sports centres
- Youth centres
- None of these
- Don’t know
### CL2
To what extent do you agree or disagree with the following statements?

**PLEASE TICK ONE BOX ONLY FOR EACH ROW**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have friendships and close associations with other people in my local area</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I regularly stop and talk with people in my local area</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I borrow things and/or exchange favours with people in my local area</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I would feel comfortable asking a neighbour for help</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I would be willing to work together with others on something to improve my local area</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I know where to go to raise an issue or get help to deal with a problem in my local area</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### About you

To ensure that we are meeting the needs of all residents, it is important that we ask you a few questions about yourself. As with all the questions your answers will be completely confidential, however, if you do not wish to answer a question, please leave it blank.

#### AY1
Are you...?
**PLEASE TICK ONE BOX ONLY**
- ☐ Male
- ☐ Female

#### AY2
What is your age?
**PLEASE WRITE IN BOX OPPOSITE**

#### AY3
How many children aged 17 or under are living at this address?
**IF NO CHILDREN PLEASE ENTER 0**

#### AY4
Including yourself, how many adults aged 18 or over are living at this address?
**PLEASE WRITE IN BOX OPPOSITE**

#### AY5
In which of these ways does your household occupy your current accommodation?
**PLEASE TICK ONE BOX ONLY**
- ☐ Owned outright
- ☐ Rent from Housing Association/Trust
- ☐ Buying on mortgage
- ☐ Rent from private landlord
- ☐ Rent from council
- ☐ Other

#### AY6
How is your health in general? Would you say it is...?
**PLEASE TICK ONE BOX ONLY**
- Very good
- Good
- Fair
- Bad
- Very bad

#### AY7
Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?
**PLEASE TICK ONE BOX ONLY**
- Yes, limited a lot
- Yes, limited a little
- No
Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last two weeks. **PLEASE TICK ONE BOX ONLY FOR EACH ROW**

<table>
<thead>
<tr>
<th>None of the time</th>
<th>Rarely</th>
<th>Some of the time</th>
<th>Often</th>
<th>All of the time</th>
</tr>
</thead>
<tbody>
<tr>
<td>I've been feeling optimistic about the future</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I've been feeling useful</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I've been feeling relaxed</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I've been dealing with problems well</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I've been thinking clearly</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I've been feeling close to other people</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I've been able to make up my own mind about things</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

Which of these best describes what you are doing at present? **IF MORE THAN ONE APPLIES PLEASE TICK THE MAIN BOX ONLY**

[ ] Employee in full-time job (30 hours plus per week)
[ ] Employee in part-time job (under 30 hours per week)
[ ] Self employed full or part-time
[ ] On a government sponsored training programme
[ ] Full-time education at school, college or university
[ ] Unemployed and available for work
[ ] Permanently sick/disabled
[ ] Wholly retired from work
[ ] Looking after the home
[ ] Doing something else

(Please tick and write in below)

Have you, or anyone else in your household ever served in the Armed Forces or the Reserve Armed Forces? **PLEASE TICK ALL BOXES THAT APPLY**

[ ] Yes, me (PLEASE GO TO AY11)
[ ] Yes, someone else (PLEASE GO TO AY11)
[ ] No (PLEASE GO TO AY12)

Please provide details of when you or any other household member(s) served in the Armed Forces or the Reserved Armed Forces? **PLEASE WRITE IN YEAR STARTED, YEAR FINISHED OR TICK THE STILL SERVING BOX**

<table>
<thead>
<tr>
<th>Year started</th>
<th>Year finished</th>
<th>Still serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other household member 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other household member 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other household member 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other household member 4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do you look after, or give any help or support to family members, friends, neighbours or others because of either:
- long-term physical or mental ill-health or disability?
- problems related to old age?

**PLEASE TICK ONE BOX ONLY**

<table>
<thead>
<tr>
<th>No</th>
<th>Yes, 1-19 hours a week</th>
<th>Yes, 20-49 hours a week</th>
<th>Yes, 50 or more hours a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
AY13. What is your ethnic group?

**PLEASE TICK ONE BOX ONLY**

**White**
- ☐ English/Welsh/Scottish/Northern Irish/British
- ☐ Gypsy or Irish Traveller
- ☐ Irish
- ☐ Any other White background

**Mixed/multiple ethnic groups**
- ☐ White and Black African
- ☐ White and Asian
- ☐ White and Black Caribbean
- ☐ Any other Mixed/multiple ethnic background

**Asian/Asian British**
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Indian
- ☐ Pakistani
- ☐ Any other Asian background

**Black/African/Caribbean/Black British**
- ☐ African
- ☐ Caribbean
- ☐ Any other Black/African/Caribbean background

**Other ethnic group**
- ☐ Arab
- ☐ Any other ethnic group

AY14. What is your religion or belief, even if you are not practising?

**PLEASE TICK ONE BOX ONLY**

- ☐ Buddhism
- ☐ Christianity or Christian denominations
- ☐ Hinduism
- ☐ Islam
- ☐ Judaism
- ☐ Sikhism
- ☐ No religion or belief
- ☐ Prefer not to say
- ☐ Any other religion/belief

(PLEASE TICK AND WRITE IN BELOW)

AY15. Do you consider yourself to be…?

**PLEASE TICK ONE BOX ONLY**

- ☐ Bisexual
- ☐ Gay man
- ☐ Gay woman or lesbian
- ☐ Heterosexual/straight
- ☐ Other
- ☐ Prefer not to say

---

**Invitation to join ‘Let’s talk Newcastle’**

We are looking for people who live, work or use services in Newcastle to join our new ‘online community’ and get involved in conversations and consultations about things that affect us all. Please go to [www.letstalknewcastle.co.uk](http://www.letstalknewcastle.co.uk) to register, set up your profile and get involved or complete your details below.

Your personal details will then be passed to the council and used only to invite you to participate in these surveys (we will not use them to identify the answers you have given to this survey). These surveys may be conducted by the council or a research agency acting on its behalf. You would also be able to have your details removed at any time on request. **PLEASE TICK ONE BOX ONLY**

**Yes – I would be willing to join ‘Let’s talk Newcastle’**

**No – I would not be willing to join ‘Let’s talk Newcastle’**

If you would be willing to join ‘Let’s talk Newcastle’ please print your name, telephone number and email address below.

Name: __________________________ Telephone Number: __________________________

Email: __________________________
This is one unit of alcohol...

...and each of these is more than one unit

AUDIT – C

<table>
<thead>
<tr>
<th>Questions</th>
<th>Scoring system</th>
<th>Your score</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you have a drink containing alcohol?</td>
<td>Never</td>
<td>0</td>
</tr>
<tr>
<td>How many units of alcohol do you drink on a typical day when you are drinking?</td>
<td>1-2, 3-4, 5-6, 7-9, 10+</td>
<td>1, 2, 3, 4, 4</td>
</tr>
<tr>
<td>How often have you had 6 or more units if female, or 8 or more if male, on a single occasion in the last year?</td>
<td>Never, Less than monthly, Monthly, Weekly, Daily or almost daily</td>
<td>0, 1, 2, 3, 4</td>
</tr>
</tbody>
</table>

Scoring:
A total of 5+ indicates increasing or higher risk drinking.
An overall total score of 5 or above is AUDIT-C positive.
### Score from AUDIT- C (other side)

#### Remaining AUDIT questions

<table>
<thead>
<tr>
<th>Questions</th>
<th>Scoring system</th>
<th>Your score</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often during the last year have you found that you were not able to stop drinking once you had started?</td>
<td>Never</td>
<td>Less than monthly</td>
</tr>
<tr>
<td>How often during the last year have you failed to do what was normally expected from you because of your drinking?</td>
<td>Never</td>
<td>Less than monthly</td>
</tr>
<tr>
<td>How often during the last year have you needed an alcoholic drink in the morning to get yourself going after a heavy drinking session?</td>
<td>Never</td>
<td>Less than monthly</td>
</tr>
<tr>
<td>How often during the last year have you had a feeling of guilt or remorse after drinking?</td>
<td>Never</td>
<td>Less than monthly</td>
</tr>
<tr>
<td>How often during the last year have you been unable to remember what happened the night before because you had been drinking?</td>
<td>Never</td>
<td>Less than monthly</td>
</tr>
<tr>
<td>Have you or somebody else been injured as a result of your drinking?</td>
<td>No</td>
<td>Yes, but not in the last year</td>
</tr>
<tr>
<td>Has a relative or friend, doctor or other health worker been concerned about your drinking or suggested that you cut down?</td>
<td>No</td>
<td>Yes, but not in the last year</td>
</tr>
</tbody>
</table>

**Scoring:** 0 – 7 Lower risk, 8 – 15 Increasing risk, 16 – 19 Higher risk, 20+ Possible dependence