Hertsmere Borough Council
Residents Tracker Survey

January 2015

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1. Project Overview

The Survey

1.1 Opinion Research Services (ORS) was commissioned by Hertsmere Borough Council (HBC) to undertake a Residents Tracker Survey using the telephone methodology.

1.2 The Residents Survey captures residents' general views and perceptions of certain services and facilities provided by Hertsmere Borough Council. A similar survey was conducted in 2011 and 2008 by ORS and in 2005, 2002 and 1999 by MORI; all using face to face methodology.

1.3 The results in this report are based on a survey of around 1000 telephone interviews conducted from a sample of Hertsmere residents. Quotas were set on age, gender and working status in order to achieve a cross-section of responses.

1.4 The survey contained questions on the following topics:

- Overall Satisfaction
- Council Services
- Online Information
- Contact with the Council
- Your Local Area

Survey Response

1.5 1005 interviews were completed between 11th November 2014 and 11th January 2015.

Weighting the Data

1.6 The extent to which results can be generalised from a sample depends on how well the sample represents the population from which it is drawn. As for all surveys of this type, although a random sample of telephone numbers was selected, the achieved sample was unbalanced owing to non-response of certain profile groups.

1.7 Under these circumstances, inferences about the views of the population can be improved by calculating weights for any under or over-sampling of particular groups. Weights are assigned by comparing the sample proportions for particular groups with known population characteristics from other sources for the same groups. Each observation is then multiplied by its weight to ensure that the weighted sample will conform to the known population characteristics.

1.8 In this case, the responses were checked against comparative data for age, gender, working status, ethnicity, long-term illness or disability, tenure and marital status, then subsequently weighted by tenure, age, gender and marital status.

1.9 The weighted data should, therefore, be representative of the population of Hertsmere and will be treated as being so throughout this report. When the un-weighted data is discussed the report refers to 'respondents' but for weighted data it refers to 'residents'.

1.10 The tables on the following pages show the profile characteristics of respondents to the survey. Any value denoted by a * represents a percentage which is less than 1%.

Table 1: Age – All Respondents (Note: Figures may not sum due to rounding)

Age	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Aged 16 to 24	77	8	15
Aged 25 to 34	192	19	16
Aged 35 to 44	120	12	18
Aged 45 to 54	229	23	18
Aged 55 to 64	127	13	14
Aged 65 to 74	160	16	10
Aged 75 or over	100	10	10
Total	1,005	100	100

Table 2: Gender – All Respondents (Note: Figures may not sum due to rounding)

Gender	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Male	415	41	47
Female	590	59	53
Total	1,005	100	100

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

Working Status	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Working	600	60	63
Retired	258	26	20
Otherwise not working	147	15	17
Total	1,005	100	100

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

Ethnicity	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
White	913	91	89
Non-white	92	9	11
Total	1,005	100	100

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

Tenure	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Owned with a mortgage or loan (including shared ownership)	363	38	43
Owned outright	366	38	28
Rented from a Council, Housing Association or another Registered Social Landlord	121	13	15
Rented from a private landlord	116	12	14
Not Known	39	-	-
Total	1,005	100	100

Table 6: Long-term Illness Or Disability – All Respondents (Note: Figures may not sum due to rounding)

Long-term Illness Or Disability	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Yes	151	15	15
No	848	85	85
Not Known	6	-	-
Total	1,005	100	100

Interpretation of the Data

1.11 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the volume an asterisk (*) denotes any value less than half a per cent.

1.12 In some cases figures of 2% or below have been excluded from graphs.

1.13 Graphics are used extensively in this report to make it as user friendly as possible. The pie charts and other graphics show the proportions (percentages) of residents making relevant responses. Where possible, the colours of the charts have been standardised with a 'traffic light' system in which:

- Green shades represent positive responses
- Beige and purple/blue shades represent neither positive nor negative responses
- Red shades represent negative responses
- The bolder shades are used to highlight responses at the 'extremes', for example, very satisfied or very dissatisfied.

1.14 It should be remembered that a sample, and not the entire population of the district, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are statistically significant. When considering changes in responses between this year's survey and previous surveys, and between different groups within the population, differences have been analysed using appropriate statistical means to check for statistical significance (i.e. not happened 'by chance'). Differences that are not said to be 'significant' or 'statistically significant' are indicative only. When tracking results between years and comparing results between demographic sub-groups,

only results which are significantly different are highlighted in the text. Statistical significance is at a 95% level of confidence.

1.15 The report includes some demographic charts which show how responses vary across different sub-groups of the population. Such sub-groups include ACORN classification (wealthy achievers, urban prosperity, comfortably off, moderate means, hard-pressed) and the relative level of deprivation of Hertsmere residents using the Index of Multiple Deprivation (IMD). The overall response has been divided into quartiles, quintiles and deciles and ranked from highest to lowest IMD score, so that it is possible to observe differences between the highest and lowest 25%, 20% and 10%, respectively, of the population.

1.16 Comparisons with the 2011 and 2008 Hertsmere Residents Surveys are made at appropriate points: Please note that the most recent Hertsmere Residents Surveys (i.e. 2014/15 and 2011) were carried out via personal telephone interviews, whereas the previous survey Hertsmere Residents Survey (2008) was conducted via personal face to face interviews. These differences between methodologies imply that results between surveys are not necessarily directly comparable; however previous experience has demonstrated that while results of paper based surveys (such as BVPI & Place 2008) are not comparable, results obtained via personal by face to face or telephone interview *are* typically similar and are broadly comparable.

1.17 Please note that in order to make direct comparisons where appropriate, the 2008 results have 'don't know' responses treated as invalid (whereas they were treated as valid when originally reported in the 2008 report).

Acknowledgements

1.18 ORS would like to thank Cath Shepherd at Hertsmere Borough Council for her help and assistance in developing the project. We would also like to thank the 1005 people who took part in the survey, without whose valuable input the research would not have been possible.

2. Executive Summary

Some Main Conclusions and Recommendations

2.1 The most positive indicators have been outlined below as well as some areas for consideration. Please bear in mind that these comparisons of 'best' and 'worst' rankings are an arbitrary indication of performance.

Areas of high performance

2.2 Nine in ten Hertsmere residents (90%) are satisfied with their area as a place to live (of which 53% are very satisfied).

2.3 89% of residents said they are satisfied with the way the council runs things when asked towards the end of the survey. There is no direct comparator from last time. When this question was asked at the start of the survey (as it was during previous surveys), before it had been clarified which services Hertsmere Borough Council does and does not provide (such as road, street lighting and social services), the proportion was 74%.

2.4 More than four fifths of Hertsmere residents are satisfied with doorstep recycling (84%), refuse collection (83%) and grass cutting (81%).

2.5 More than four fifths of residents agree that the quality of Hertsmere Borough Council services is good overall (84%).

2.6 Since the 2011 Residents Survey, there has been a significant increase[1] of 5 percentage points in the proportion of residents who agree that Hertsmere Borough Council treats all people fairly (65% in 2011). There has also been a significant increase[2] of 4 percentage points in the proportion of residents who agree that HBC provides value for money (61% in 2011).

2.7 The proportion of residents who disagree that they can influence decisions affecting their local area has decreased significantly by 6 percentage points since 2011 (48% in 2011 and 42% in 2014).

2.8 Around half of Hertsmere residents are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future (46%); this a significantly higher proportion than those who reported in the 2011 Hertsmere Residents Survey that they were likely to find out about what Hertsmere Borough Council are doing in the future using social media (36%).

[1] At a confidence interval of 95%
[2] At a confidence interval of 90%

2.9 Four fifths or more of Hertsmere residents reported that none of the issues listed in Figure 36 are a very a big problem or a fairly big problem in their local area. The biggest issue reported by residents has changed since the 2011 survey when the biggest issue was reported to be teenagers hanging around on the streets with over a fifth feeling that this is a very or fairly big problem in their local area (23%). This particular issue has seen the biggest decrease with a significant decrease of 9 percentage points since 2011.

2.10 Almost all Hertsmere residents feel safe in their local area when outside during the day (99%) – the same as the result of Hertfordshire residents surveyed in the 2011 Residents Survey. Four fifths of residents feel safe when outside after dark (80%) – a significant increase of 5 percentage points since 2011 (75% in 2011).

Areas for consideration

2.11 There has been a decrease in satisfaction levels regarding some HBC services since the 2011 survey. Just over 9 in 10 residents (91%) are satisfied with: parks, open spaces and children's play areas (a significant decrease of 3 percentage points since 2011) and more than four fifths of residents are satisfied with Hertsmere's leisure centres (86%); a significant decrease of 4 percentage points since 2011.

2.12 Almost a fifth disagree that Hertsmere Borough Council keeps them well informed (17%).

2.13 Only 12% have read Hertsmere Borough Council information on Facebook or other social media in the last three months, which is perhaps an area for consideration.

2.14 Four fifths of residents were not already aware that Hertsmere Borough Council publishes information on Facebook and other social media (80%).

2.15 A fifth (20%) of residents are dissatisfied with the service they received the last time they contacted the council. The main reason given by residents for their dissatisfaction was that they were unhappy with the final outcome (63%).

2.16 Only around a quarter of residents know who their Hertsmere Borough Councillors are (24%).

2.17 Generally speaking, around two fifths of residents would like to be more involved in the decisions that affect their local area (44%); a significant decrease of 7 percentage points since the 2011 Hertsmere Residents Survey (51%). Over half reported that they would not like to be more involved (51%).

Summary of Main Findings

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

Overall Satisfaction

2.19 Nine in ten Hertsmere residents (90%) are satisfied with their area as a place to live (of which 53% are very satisfied); this is comparable with the 2011 survey.

2.20 Around three quarters of residents are satisfied with the way Hertsmere Borough Council runs things (74%); the same proportion as in 2011 and an increase of 8 percentage points since 2008 (66%). When the question was asked again at the end of the survey, more than two thirds of residents (89%) reported being satisfied. This is 15 percentage points more than the result for the same question asked earlier on in the survey. This suggests that some residents may be more inclined to give a positive response once they have been prompted to think about the services which HBC provides.

Council Services

2.21 Three quarters or more of Hertsmere residents are satisfied with doorstep recycling (84%), refuse collection (83%), grass cutting (81%) and street cleaning (75%).

2.22 When asked whether they have used various Council Services within the last year, parks, open spaces or children's play areas (71%) are most frequently used by residents (72% in 2011). However, less than half have used any of Hertsmere's leisure centres within the last year (45%), the same proportion as in 2011.

2.23 When asked about their satisfaction with the Council Services they have used within the last year, residents' satisfaction is generally high. However there has been a decrease in satisfaction levels since the 2011 survey. Just over 9 in 10 residents (91%) are satisfied with: parks, open spaces and children's play areas (a significant decrease of 3 percentage points since 2011). More than four fifths of residents are satisfied with Hertsmere's leisure centres (86%); a significant decrease of 4 percentage points since 2011.

2.24 More than three fifths of residents agree that the quality of Hertsmere Borough Council services is good overall (84%), that Hertsmere Borough Council keeps them well informed (72%), treats all people fairly (70%) and provides good value for money (64%). However, almost a fifth disagree that Hertsmere Borough Council keeps them well informed (17%).

2.25 Since the 2011 Residents Survey, there has been a significant increase[3] of 5 percentage points in the proportion of residents who agree that Hertsmere Borough Council treats all people fairly (65% in 2011). There has also been a significant increase[4] of 4 percentage points in the proportion of residents who agree that HBC provides value for money (61% in 2011).

[3] At a confidence interval of 95%
[4] At a confidence interval of 90%

2.26 Respondents were asked how they normally obtain information about Hertsmere Borough Council. Table 9 shows that the highest proportion of residents obtain information from the Hertsmere Borough Council website (57%), followed by Hertsmere News (26%) and leaflets delivered to their door (22%).

2.27 The main three ways in which residents prefer to obtain information are from the Hertsmere Borough Council website (54%), via Hertsmere News (16%) and via leaflets delivered to their door (13%); all three also feature in the main ways in which residents normally obtain information.

Online Information

2.28 Over four fifths of residents reported that they use the internet (87%).

2.29 When residents who use the internet were asked which, if any, social networking sites they use, over two thirds reported that they use Facebook (67%), whereas 3 in 10 use Twitter (30%) and nearly a quarter use other social networking websites (24%). Over a quarter of residents who use the internet do not ever use social networking websites (27%). The 2014 Residents Survey results show that a higher proportion use both Facebook and Twitter when compared with the 2011 Residents Survey.

2.30 Although only just over half of Hertsmere residents who use the internet have visited Hertsmere Borough Council's website within the last three months (51%), fewer have visited a website to find out about and discuss services, facilities or events in their local area (48%). Slightly more have visited a local news website (53%) however. Only 12% have read Hertsmere Borough Council information on Facebook or other social media in the last three months.

2.31 When residents who have visited a website to find out about or discuss services, facilities or events in their local area were asked which ones they visit, over half said they visit the Hertsmere Borough Council website (59%).

2.32 Four fifths of residents were not already aware that Hertsmere Borough Council publishes information on Facebook and other social media (80%).

2.33 Around half of Hertsmere residents are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future (46%); this a significantly higher proportion than those who reported in the 2011 Hertsmere Residents Survey that they were likely to find out about what Hertsmere Borough Council are doing in the future using social media (36%).

2.34 If they were to access to information online about Hertsmere Borough Council, the highest proportion of residents reported that they are most likely to use Hertsmere Borough Council's website (62%).

Contact with the Council

2.35 Over the past year, 53% of residents have contacted Hertsmere Borough Council – the same as in 2011. Residents aged 16 to 24 are significantly less likely than the average to get in contact, while residents aged 25 to 34 and 45 to 54* are significantly more likely.

2.36 When residents who have contacted Hertsmere Borough Council in the past year were asked how they had contacted HBC, the majority said by telephone (77%).

2.37 Nearly three quarters of residents are satisfied with the service they received the last time they contacted the council (74%), whilst a fifth (20%) are dissatisfied. Those who reported that they are satisfied with the way the council runs things are significantly more likely than average to be satisfied.

2.38 When residents who said that they are dissatisfied with the service they received the last time they contacted the council (20%) were asked why, the main reason given by residents was that they were unhappy with the final outcome (63%).

2.39 When asked which statement comes closest to their own attitudes towards Hertsmere Borough Council, two thirds (66%) chose 'I am interested in what the council is doing, but I'm happy to let them get on with their job'.

2.40 Only around a quarter of residents know who their Hertsmere Borough Councillors are (24%).

2.41 Three fifths of residents know how to get in touch with one of their Hertsmere Borough Councillors (60%).

2.42 Less than a fifth of residents who know how to contact a Hertsmere Borough Councillor have been in touch with one in the last year (18%).

2.43 Similar proportions of residents agree (41%) and disagree (42%) that they can influence decisions affecting their local area. The proportion of residents who disagree that they can influence decisions affecting their local area has decreased significantly by 6 percentage points since 2011 (48% in 2011).

2.44 Generally speaking, around two fifths of residents would like to be more involved in the decisions that affect their local area (44%); a significant decrease of 7 percentage points since the 2011 Hertsmere Residents Survey (51%). Over half reported that they would not like to be more involved (51%), whilst only 5% said that it depends on the issue.

2.45 Although around a quarter of residents reported that they already volunteer (26%), the largest proportion do not volunteer and have no plans to (63%), whilst 1 in 10 plan to volunteer (10%).

Your Local Area

2.46 Positively, four fifths or more of Hertsmere residents reported that none of the issues listed in Figure 36 are a very a big problem or a fairly big problem in their local area. The biggest issue reported by residents is rubbish or litter lying around, with almost a fifth feeling that this is a very or fairly big problem in their local area (19%). This is followed by more than 1 in 10 residents reporting that teenagers hanging around on the streets (14%) and people using or dealing drugs (13%) are a fairly/very big problem. The least biggest issue is abandoned or burnt out cars - only 3% reported that is a very or fairly big problem.

2.47 It is worth noting that the biggest issue reported by residents has changed since the 2011 survey when the biggest issue was reported to be teenagers hanging around on the streets with over a fifth feeling that this is a very or fairly big problem in their local area (23%). This particular issue has seen the biggest decrease with a significant decrease of 9 percentage points since 2011.

2.48 Positively, around three quarters of residents agree that the police and other local public services are successfully dealing with these issues in their local area (76%), the same proportion as in 2011.

2.49 However, the residents who reported that teenagers hanging around on the streets, rubbish or litter lying around and vandalism/graffiti, people using or dealing drugs and abandoned or burnt out cars are a very or fairly big problem in their local area are significantly more likely to disagree that the police and other local public services are successfully dealing with the issues listed in Figure 36.

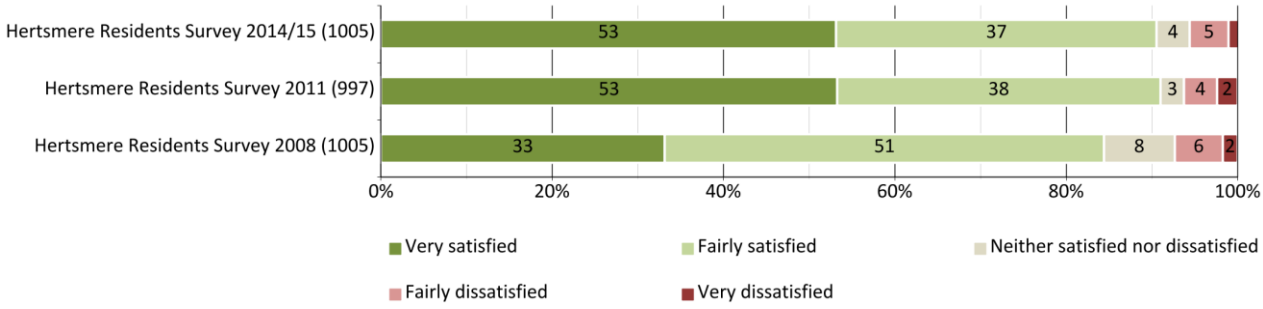
2.50 Almost all Hertsmere residents feel safe in their local area when outside during the day (99%) – the same as the result of Hertfordshire residents surveyed in the 2011 Residents Survey. On the other hand, four fifths of residents feel safe when outside after dark (80%) – a significant increase of 5 percentage points since 2011.

3. Overall Satisfaction

Results

3.1 Nine in ten Hertsmere residents (90%) are satisfied with their area as a place to live (of which 53% are very satisfied); this is comparable with the 2011 survey.

Figure 1: **How satisfied or dissatisfied are you with this area as a place to live?**
Base: All Respondents (number of respondents shown in brackets)

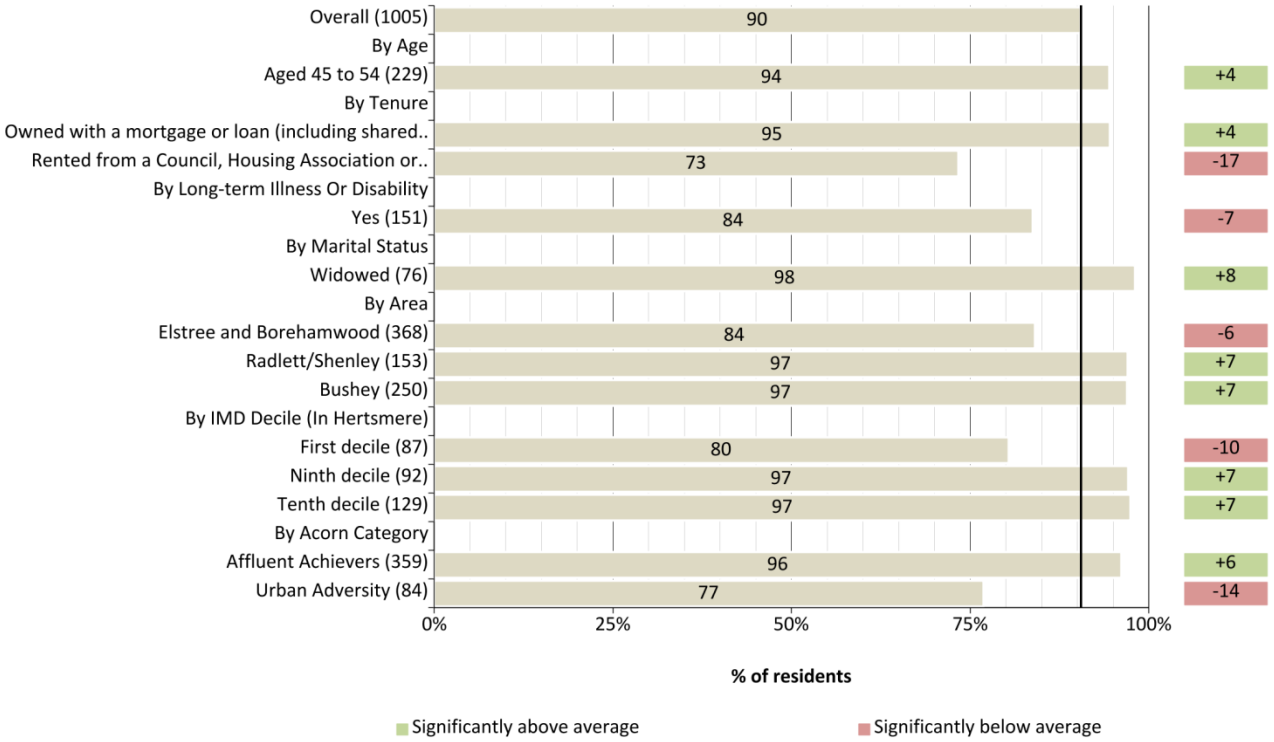


3.2 The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with their area as a place to live.

3.3 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 2: **How satisfied or dissatisfied are you with this area as a place to live?**

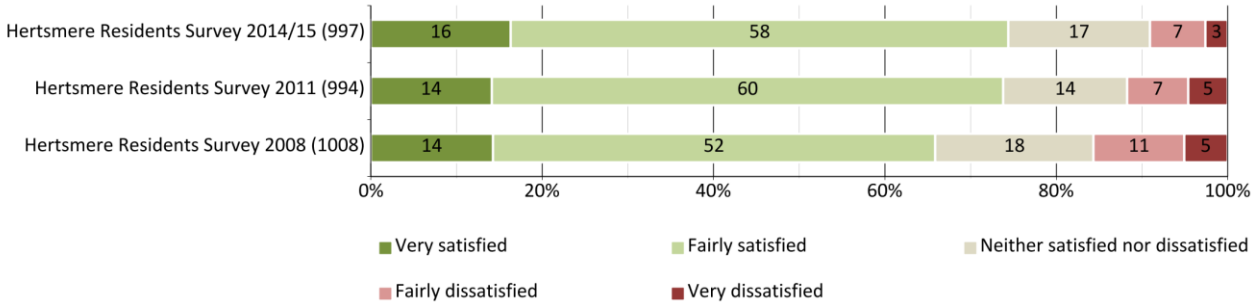
Base: Respondents who are satisfied with Hertsmere as a place to live (1005)



3.5 Around three quarters of residents are satisfied with the way Hertsmere Borough Council runs things (74%); the same proportion as in 2011 and an increase of 8 percentage points since 2008 (66%).

Figure 3: **Taking everything in to account, how satisfied or dissatisfied are you with the way your District/Borough Council runs things?** [5]

Base: All Respondents (number of respondents shown in brackets)

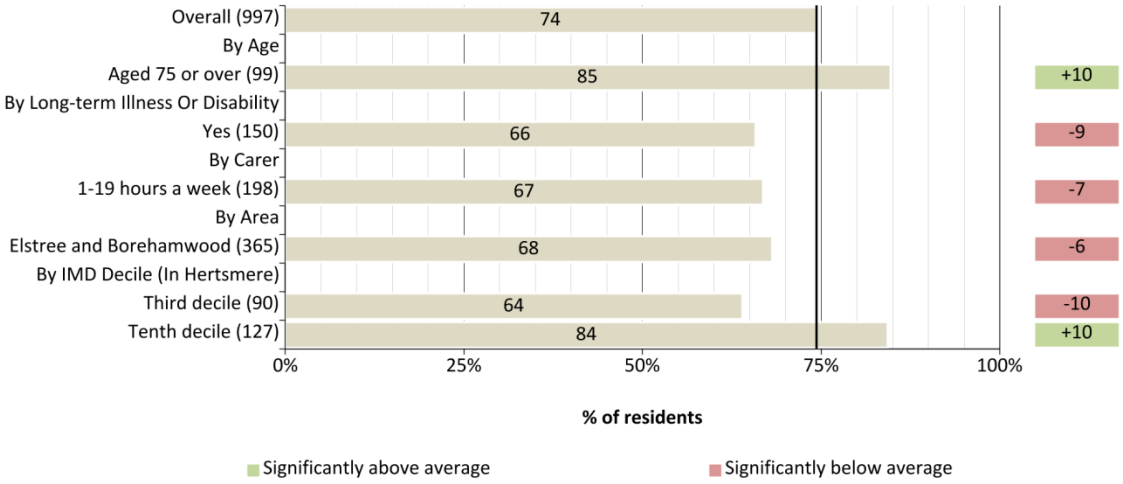


3.6 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied.

3.7 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 4: **Taking everything into account, how satisfied or dissatisfied are you with the way Hertsmere Borough Council runs things?**

Base: Respondents who are satisfied with the way Hertsmere Borough Council runs things (997)



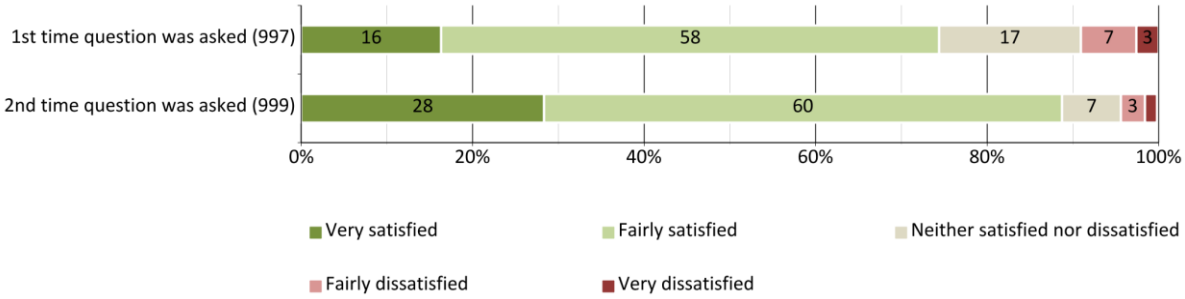
[5] *Please note that the 2008 wording of the question was as follows: 'Overall how satisfied or dissatisfied are you with the way Hertsmere Borough Council is running things?'*

3.8 The question on how satisfied residents are with the way Hertsmere Borough Council runs things was initially asked as the first question in the survey before residents had been asked any of the latter questions about council services. At this point in the survey, just under three quarters (74%) of residents reported being satisfied.

3.9 When the question was asked again at the end of the survey, more than two thirds of residents (89%) reported being satisfied. This is 15 percentage points more than the result for the same question asked earlier on in the survey. This suggests that some residents may be more inclined to give a positive response once they have been prompted to think about the services which HBC provides.

Figure 5: **Taking everything in to account, how satisfied or dissatisfied are you with the way your District/Borough Council runs things?** [6]

Base: All Respondents (number of respondents shown in brackets)



[6] *Please note that the 2008 wording of the question was as follows: 'Overall how satisfied or dissatisfied are you with the way Hertsmere Borough Council is running things?'*

3.10 Respondents who were satisfied with the way Hertsmere Borough Council runs things were asked why. Below is a 'word cloud' to give an indication of how frequently particular words occurred in the residents' responses. Words that occur more frequently are larger, whilst words that were used less often are smaller.

Figure 6: **Examples of free text comments made by respondents who are satisfied with the way Hertsmere Borough Council runs things**

Example comments

Calls are always answered quickly and problems are dealt with quickly and effectively

Everything is run smoothly and I haven't had a problem so far

I think the roads are working and the council keep people well informed

They seem to be looking after the borough and have resolved any problems. I am pleased that they are looking after the parking, looking after the roads and the bins are collected on time

The bin men come on time, the local leisure centre is very pleasant, the streets are clean and parks look nice

Whenever there has been a problem they have been very efficient and dealt with the problem immediately

I have no issues; they are doing everything they need to do

They've kept prices/costs down and the services that I use seem to work okay

Overall, I think the services they provide are good value for smaller budget. The facilities that are run by Hertsmere Council are good. The only reason I am not completely satisfied is because they turn the street lights out early

They keep the streets in very good order, they deal with pot holes, bins are always emptied and there's a newsletter given regularly. I've lived in many places and I'm quite happy with this council. The services in libraries are good too

3.11 Respondents who were dissatisfied with the way Hertsmere Borough Council runs things were asked why. Below is a 'word cloud' to give an indication of how frequently particular words occurred in the residents' responses. Words that occur more frequently are larger, whilst words that were used less often are smaller.

Figure 7: **Examples of free text comments made by respondents who are dissatisfied with the way Hertsmere Borough Council runs things**

Example comments

I am not happy with responses to several complaints. I have complained about serious potholes which have been graded as not serious. Also, I have asked for markings to be painted outside my house which hasn't been done

The roads have too many potholes, and the side roads are forgotten about. Nothing seems to be done; they seem to ignore our street

The street lights are switched off at night making it dangerous and not safe for our properties

There is so much traffic because of the roads. They are also putting up too many flats all over

I'm disgusted about the curbs that are all up, they are very dangerous. The public toilets are a mess, they are diabolical. They never clean the roads, and they don't do anything. The dustbins will be collected tomorrow, and the paper will be everywhere

The housing in the area is terrible

There are parking issues on my road with people parking on the curb - cars should be ticketed. There is also noise pollution and anti-social behaviour

I believe there have been too many cuts in services over the years

There are trees overgrown and over hanging. For the last month there has been a big branch just lying on the grass, sometimes it is in the road, and it hasn't been collected or noticed

4. Council Services

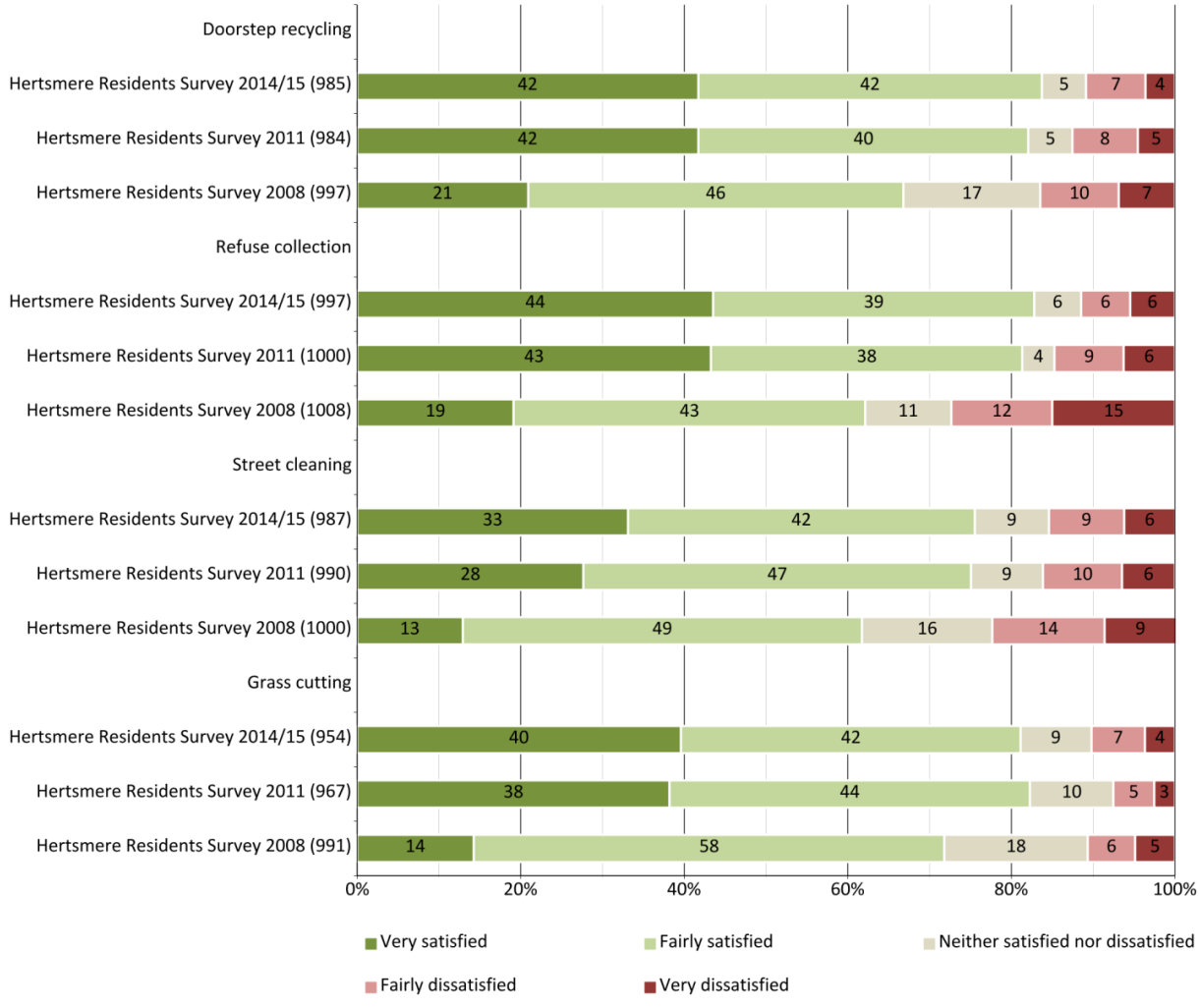
Results

4.1 Three quarters or more of Hertsmere residents are satisfied with doorstep recycling (84%), refuse collection (83%), grass cutting (81%) and street cleaning (75%). See Figure 7 below.

4.2 Since 2011 levels of satisfaction have increased slightly for doorstep recycling (by 2 percentage points), refuse collection (by 2 percentage points). These are not significant increases though.

4.3 Satisfaction levels for street cleaning have remained the same since 2011 while satisfaction levels for grass cutting have fallen by 1 percentage point (although this is not a significant decrease). Positively though, satisfaction levels have increased across the board since 2008.

Figure 8: How satisfied or dissatisfied are you with...
Base: All Respondents (number of respondents shown in brackets)



4.4 Table 7 below shows the sub-groups of residents who are significantly more or less likely than average to be satisfied with the council services listed at Figure 7.

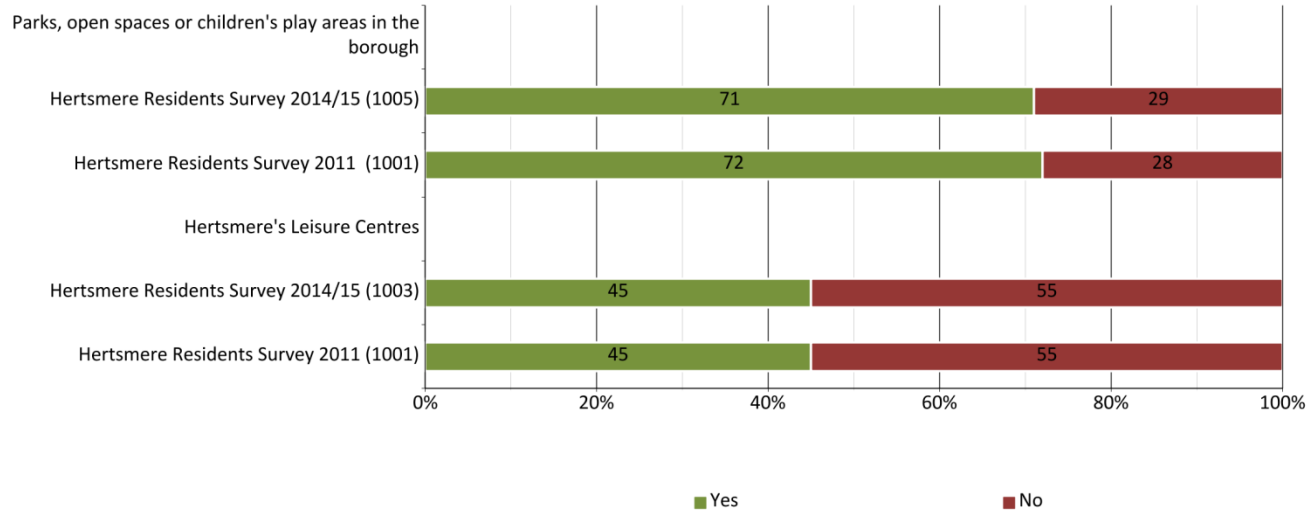
Table 7: **How satisfied or dissatisfied are you with...? Demographic sub-group analysis.**

Service	Residents significantly more likely than average to be satisfied	Residents significantly less likely than average to be satisfied
Doorstep recycling	Aged 75 or over Retired Non-white ethnic group Own property outright* Live in Potters Bar or Radlett/Shenley area Satisfied with way the council runs things Within the Acorn Category Affluent Achievers	Private rented accommodation* Live in Elstree and Borehamwood area Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Sixth Decile of Hertsmere IMD ranks* Within the Acorn Category Rising Properity
Refuse collection	Aged 55 to 64 and 75 or over Retired Own property outright Widowed 1 adult in the household* Live in Radlett/Shenley area Satisfied with way the council runs things Eighth Decile of Hertsmere IMD ranks	Aged 25 to 34 Two or more children in the household aged under 16 Live in Elstree and Borehamwood area* Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live
Street cleaning	Aged 16 to 24 and 35 to 44* Otherwise not working Non-white ethnic group Private rented accommodation Never married or in a civil partnership* One child in the household aged under 16 Live in Radlett/Shenley area Satisfied with way the council runs things No contact with the council over the past year*	Aged 65 to 74 Retired Property owned outright With a limiting illness, health problem or disability* Who give 1-19 hours a week unpaid help or support* Who give 20+ hours a week unpaid help or support* Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live
Grass cutting in public places	Aged 35 to 44 Aged 45 to 64* Otherwise not working* Private rented accommodation or Social rented property Widowed 1 adult in the household* Satisfied with way the council runs things* Second or Fourth Deciles* of Hertsmere IMD ranks Within the Acorn Categories Financially Stretched and Urban Adversity	Aged 45 to 64 Own property outright Who give 1 to 19 hours a week unpaid help or support Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Within the Acorn Categories Affluent Achievers and Comfortable Communities*

4.5 When asked whether they have used various Council Services within the last year, parks, open spaces or children's play areas (71%) are most frequently used by residents (72% in 2011). However, less than half have used any of Hertsmere's leisure centres within the last year (45%), the same proportion as in 2011.

Figure 9: Within the last year, have you used any...?

Base: All Respondents (number of respondents shown in brackets)



4.6 Table 8 below presents the sub-groups of residents who are significantly more or less likely than average to have used the council services listed at Figure 8.

Table 8: **Within the last year, have you used any?...Demographic sub-group analysis.**

Service	Residents significantly more likely than average to have used service	Residents significantly less likely than average to have used service
Hertsmere's Leisure Centres	Aged 16 to 44 Female* Working Otherwise not working* Property owned with a mortgage or loan In privately rented accommodation* 1 and 2+ children in household aged under 16 Ninth Decile of Hertsmere IMD ranks* Within the Acorn Category Comfortable Communities	Aged 55 and over Male* Retired Property owned right out or Social rented* With a limiting longstanding illness/disability Widowed Who give 1 to 19 hours a week unpaid help or support 1 person in household aged 16 or over No children in household aged under 16 Live in Radlett/Shenley area Not satisfied with Hertsmere as a place to live Within Acorn category Financially Stretched*
Parks, open spaces or children's play areas in the borough	Aged 25 to 44 Working* Property owned with a mortgage or loan 2 people in household aged 16 or over 1 and 2+ children in household aged under 16	Aged 75 and over Retired Non white ethnic group* Property owned out right With a limiting longstanding illness/disability Widowed 1 person in household aged 16 or over* No children in household aged under 16 Live in Radlett/Shenley area* Fifth Decile of Hertsmere IMD ranks* Within the Acorn Category Rising Properity*

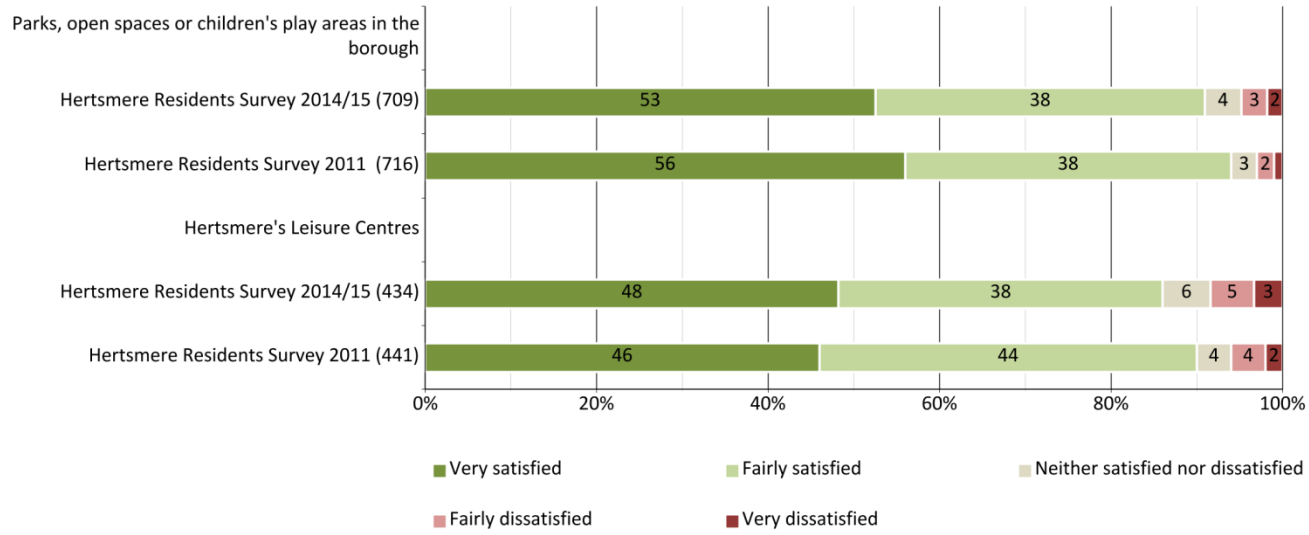
4.7 When asked about their satisfaction with the Council Services they have used within the last year, residents' satisfaction is generally high. However there has been a decrease in satisfaction levels since the 2011 survey.

4.8 Just over 9 in 10 residents (91%) are satisfied with: parks, open spaces and children's play areas (a significant decrease of 3 percentage points since 2011).

4.9 More than four fifths of residents are satisfied with Hertsmere's leisure centres (86%); a significant decrease of 4 percentage points since 2011.

Figure 10: **How satisfied or dissatisfied are you with...?**

Base: All Respondents who have used Hertsmere Borough Council Services within the last year (number of respondents shown in brackets)



4.10 Table 9 below displays the sub-groups of residents who are significantly more or less likely than average to be satisfied with the council services listed at Figure 9.

Table 9: **How satisfied or dissatisfied are you with... ? Demographic sub-group analysis.**

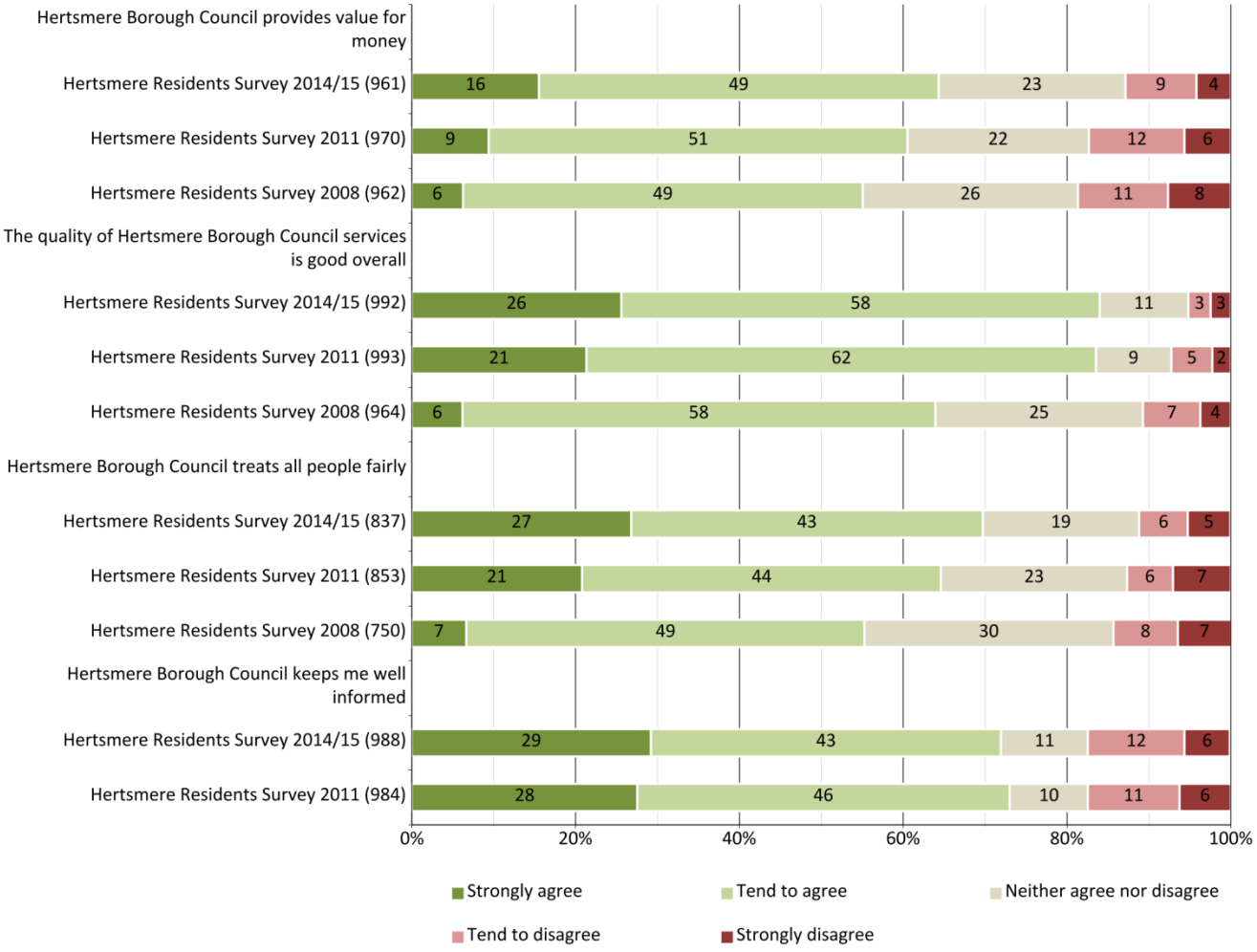
Service	Residents significantly more likely than average to be satisfied	Residents significantly less likely than average to be satisfied
Hertsmere's Leisure Centres	Aged 16-24* Male With a limiting longstanding illness/disability Live in Bushey	Not satisfied with the way the council runs things
Parks, open spaces or children's play areas in the borough	Aged 16-24, 45-54*, 75 and over* With a limiting longstanding illness/disability Never married or in a civil partnership Widowed No children in household aged under 16 Live in Bushey Fifth and Tenth Deciles of Hertsmere IMD ranks Within the Acorn Categories Affluent Achievers* and Urban Adversity	Aged 35-44* 2 or more children in household aged under 16 Live in Elstree and Borehamwood area* Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Third and Fourth* Deciles of Hertsmere IMD ranks Within Acorn category Financially Stretched

4.11 More than three fifths of residents agree that the quality of Hertsmere Borough Council services is good overall (84%), that Hertsmere Borough Council keeps them well informed (72%), treats all people fairly (70%) and provides good value for money (64%). However, almost a fifth disagree that Hertsmere Borough Council keeps them well informed (17%).

4.12 Since the 2011 Residents Survey, there has been a significant increase[7] of 5 percentage points in the proportion of residents who agree that Hertsmere Borough Council treats all people fairly (65% in 2011). There has also been a significant increase[8] of 4 percentage points in the proportion of residents who agree that HBC provides value for money (61% in 2011). The proportion of residents who agree that the quality of Hertsmere Borough Council services is good overall has increased by 1 percentage point since the last survey in 2011 (although this is not a significant increase).

Figure 11: **Do you agree or disagree that…?**

Base: All Respondents (number of respondents shown in brackets)



[7] At a confidence interval of 95%
[8] At a confidence interval of 90%

4.13 Table 10 below displays the sub-groups of residents who are significantly more or less likely than average to agree with the statements about Hertsmere Borough Council listed at Figure 10.

Table 10: Do you agree or disagree that...? Demographic sub-group analysis

Hertsmere Borough Council Statement	Residents significantly more likely than average to agree	Residents significantly less likely than average to agree
Hertsmere Borough Council provides value for money	Aged 75 or over Retired Social rented* Widowed Satisfied with the way the council runs things Seventh Decile of Hertsmere IMD ranks	Who give 1 to 19 hours a week unpaid help or support Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Third Decile of Hertsmere IMD ranks
The quality of Hertsmere Borough Council services is good overall	Widowed* 4 people in household aged 16 or over* Live in Bushey area* Satisfied with the way the council runs things No contact with the council over the past year Fifth Decile of Hertsmere IMD ranks	Property owned outright Who give 1 to 19 hours a week unpaid help or support Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Had contact with the council over the past year
Hertsmere Borough Council treats all people fairly	Aged 75 or over* Male* Otherwise not working* Widowed Satisfied with the way the council runs things	Aged 45 to 54 Who give 1+hours a week unpaid help or support Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live
Hertsmere Borough Council keeps me well informed	Aged 75 or over Retired Satisfied with the way the council runs things	Aged 25 to 34 Never married or in a civil partnership* Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Within Acorn category Rising Prosperity

4.14 Respondents were asked how they normally obtain information about Hertsmere Borough Council. Table 9 shows that the highest proportion of residents obtain information from the Hertsmere Borough Council website (57%), followed by Hertsmere News (26%) and leaflets delivered to their door (22%).

4.15 HBC website, Hertsmere News and leaflets delivered to the door were also in the top three ways to obtain information about Hertsmere Borough Council in 2011. It is worth noting that the proportion of residents who said that they obtain information via the HBC website has increased by 3 percentage points since 2011 (although this is not a significant increase), while the proportion of residents that obtain information via Hertsmere News and via leaflets delivered to the door has decreased (by 3 and 5 percentage points respectively; but these are not significant decreases).

4.16 In 2008, Local Newspapers (57%), was the top method that residents obtained information from. However, it is not included in the top three methods that residents currently use or in those they said they use in the 2011 survey. [9]

Table 11: Where do you normally obtain information about Hertsmere Borough Council if you need it?
Base: All Respondents (number of respondents shown in brackets)

Top 3 ways residents obtain information	2014/15 (983)	2011 (985)	2008 (976)
1	HBC website - **(57%)**	HBC website - **(54%)**	Local newspapers - **(57%)**
2	Hertsmere News - **(26%)**	Hertsmere News - **(29%)**	Leaflets delivered to your door - **(46%)**
3	Leaflets delivered to your door - **(22%)**	Leaflets delivered to your door - **(27%)**	Hertsmere News - **(38%)**

4.17 The main three ways in which residents prefer to obtain information are from the Hertsmere Borough Council website (54%), via Hertsmere News (16%) and via leaflets delivered to your door (13%); all three also feature in the main ways in which residents normally obtain information. See Table 12 overleaf.

4.18 The top three ways that residents preferred to obtain information about Hertsmere Borough Council in 2011 remained the same in 2014/15. However, although the HBC website is still the most preferred means of obtaining information, Hertsmere News is now the second most preferred means rather than the third most preferred.

4.19 It is also worth noting that while the proportion of residents who would prefer to obtain information about Hertsmere Borough Council via the HBC website has increased by 4 percentage points, the proportion of residents who would prefer to obtain information via the Hertsmere News and via leaflets delivered to the door have decreased by 5 and 12 percentage points respectively (the latter is a significant decrease).

[9] ***Please note that ' the Hertsmere Borough Council website' was not included as an option in the 2008 Residents Survey***

Table 12: Where do you prefer to obtain information about Hertsmere Borough Council?
Base: All Respondents (number of respondents shown in brackets)

Top 3 ways residents prefer to obtain information	2014/15 (964)	2011 (982)	2008 (883)
1	HBC website- **(54%)**	HBC website- **(50%)**	Local newspapers - **(55%)**
2	Hertsmere News - **(16%)**	Leaflets delivered to your door -**(25%)**	Leaflets delivered to your door - **(43%)**
3	Leaflets delivered to your door - **(13%)**	Hertsmere News - **(21%)**	Hertsmere News- **(39%)**

4.20 Table 13 below displays the sub-groups of residents who are significantly more or less likely than average to obtain information about Hertsmere Borough Council using the methods in Table 9.

Table 13: Where do you normally obtain information about Hertsmere Borough Council if you need it?...Demographic sub-group analysis

Information Sources	Residents significantly more likely than average to obtain information from these sources	Residents significantly less likely than average to obtain information from these sources
Hertsmere Borough Council website	Aged 25-34, 45-54 Working Property owned with mortgage or loan No limiting illness, health problem or disability* Currently married or in a civil partnership Gives 1-19 hours a week unpaid help/support* 3 or 4 people in the household aged 16 or over 1 child in the household aged under 16* 2 or more children in the household aged under 16 Ninth Decile of Hertsmere IMD ranks	Aged 65 or over Retired Property owned outright Socially rented property* Seperated/divorced or Widowed Long-term limiting illness, health problem or disability 1 person in the household aged 16 or over No children in the household aged under 16 Within Acorn category Urban Adversity*
Hertsmere News	55 to 64, 75 and over* Retired Widowed 1 person in the household aged 16 or over* Ninth Decile of Hertsmere IMD ranks*	Aged 16 to 34 Otherwise not working Not satisfied with the yay the Council runs things (2nd time question was asked) Sixth Decile of Hertsmere IMD ranks*
Leaflets delivered to your door	Tenth Decile of Hertsmere IMD ranks Within Acorn category Affluent Achievers*	Not satisfied with the yay the Council runs things (2nd time question was asked)* Sixth Decile of Hertsmere IMD ranks

4.21 Table 14 below displays the sub-groups of residents who are significantly more or less likely than average to prefer to obtain information about Hertsmere Borough Council using the methods in Figure 10.

Table 14: Where do you prefer to obtain information about Hertsmere Borough Council?...Demographic sub-group analysis

Information Sources	Residents significantly more likely than average to obtain information from these sources	Residents significantly less likely than average to obtain information from these sources
Hertsmere Borough Council website	Aged 25-44 Working Property owned with mortgage or loan Currently married or in a civil partnership* 3 or 4 people in the household aged 16 or over 2 or more children in the household aged under 16 Sixth or Ninth Deciles of Hertsmere IMD ranks	Aged 65 or over Retired Property owned outright and socially rented property Seperated/divorced* or Widowed Long-term limiting illness, health problem or disability 1 person in the household aged 16 or over No children in the household aged under 16* Live in Elstree or Borehamwood area Not satisfied with the way the Council runs things (1st time question was asked) First Decile of Hertsmere IMD ranks Within Acorn category Urban Adversity
Hertsmere News	Aged 45-54 Aged 75 or over* Retired Property owned outright* and socially rented property Long-term limiting illness, health problem or disability* 1 person in the household aged 16 or over Not satisfied with Hertsmere as a place to live*	Aged 16 to 34 Property owned with mortgage or loan 4+ people in the household aged 16 or over Live in Radlett/Shenley* Ninth Decile of Hertsmere IMD ranks
Leaflets delivered to your door	1 person in the household aged 16 or over*	2 people in the household aged 16 or over* Live in Radlett/Shenley* Ninth Decile of Hertsmere IMD ranks

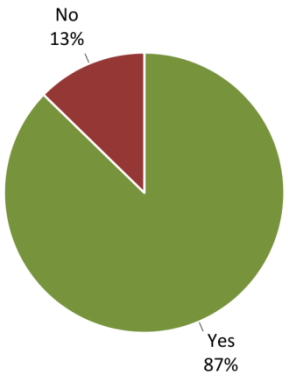
5. Online Information

Results

5.1 Over four fifths of residents reported that they use the internet (87%).

Figure 12: Do you ever use the internet?

Base: All Respondents (1005)

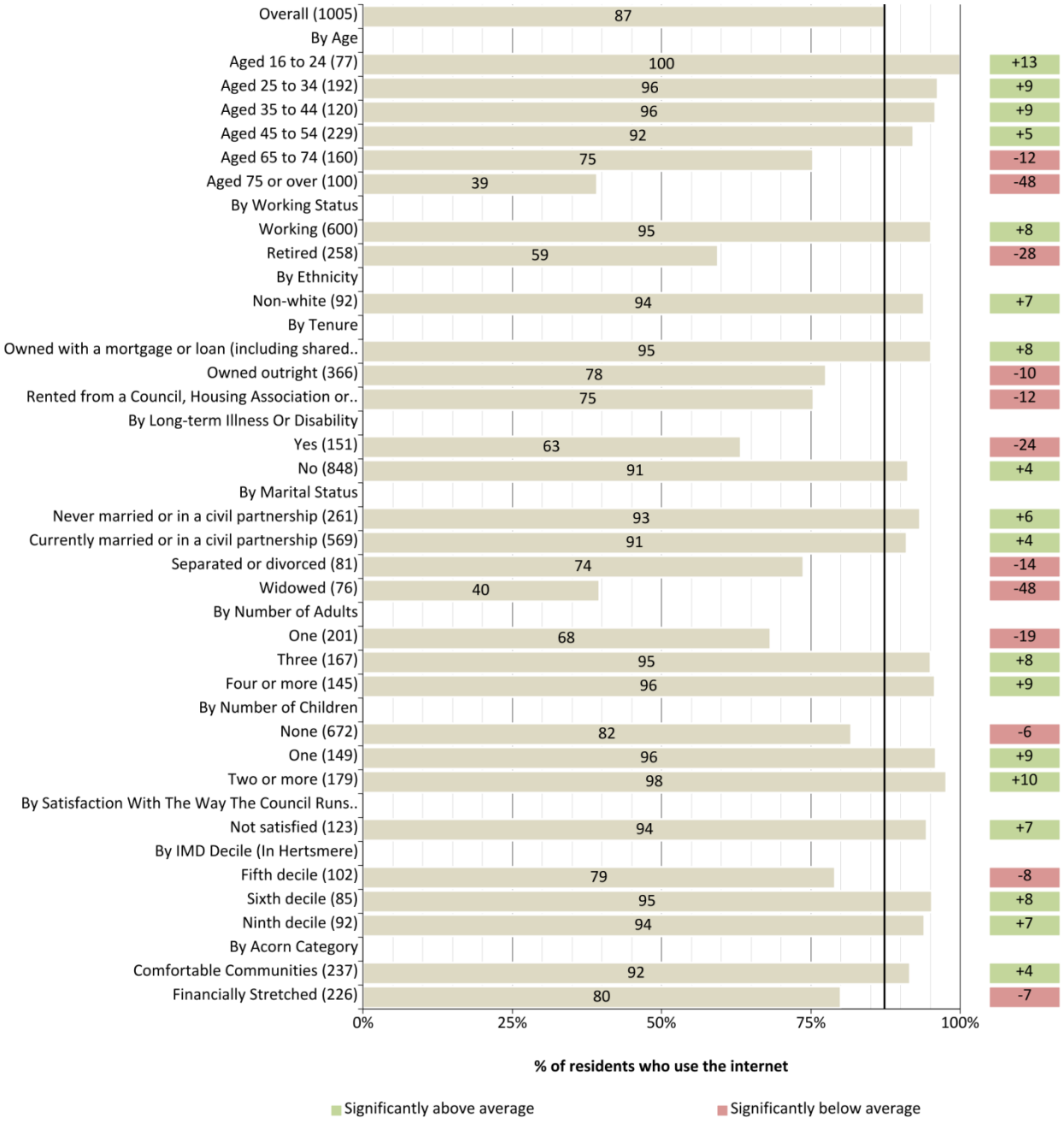


5.2 The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they use the internet.

5.3 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 13: Do you ever use the internet?

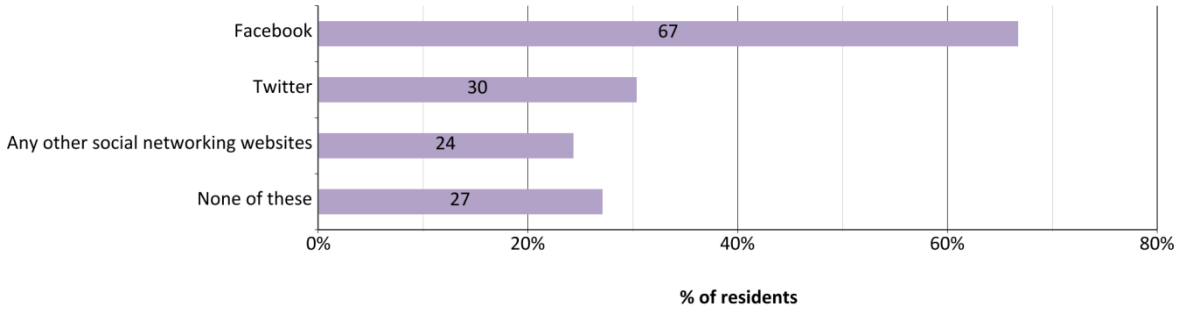
Base: Respondents who use the internet (1005)



5.4 When residents who use the internet were asked which, if any, social networking sites they use, over two thirds reported that they use Facebook (67%), whereas 3 in 10 use Twitter (30%) and nearly a quarter use other social networking websites (24%). Over a quarter of residents who use the internet do not ever use social networking websites (27%).

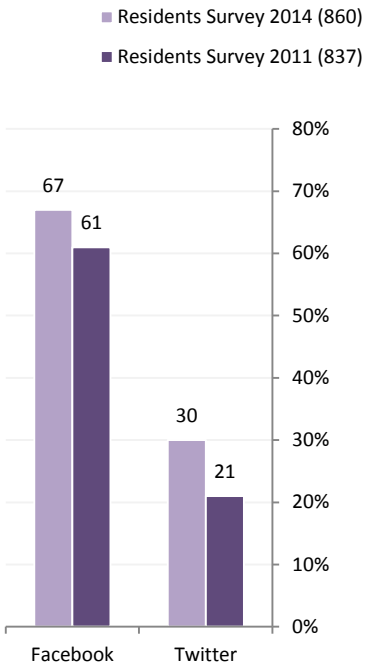
5.5 'Other' social networking sites used by residents include: LinkedIn, Google +, YouTube, Instagram and Pinterest.

Figure 14: Do you ever use any of the following social networking websites...?
Base: All Respondents who use the internet (860)



5.6 The 2014 Residents Survey results show that a higher proportion use both Facebook and Twitter when compared with the 2011 Residents Survey. See Figure 15 below.

Figure 15: Do you ever use any of the following social networking websites...?
Base: All Respondents who use the internet (number of respondents shown in brackets)



5.7 Table 15 below displays the sub-groups of residents who are significantly more or less likely than average to ever use the social networking sites listed in Figure 13.

Table 15: Do you ever use any of the following social networking websites...? Demographic sub-group analysis.

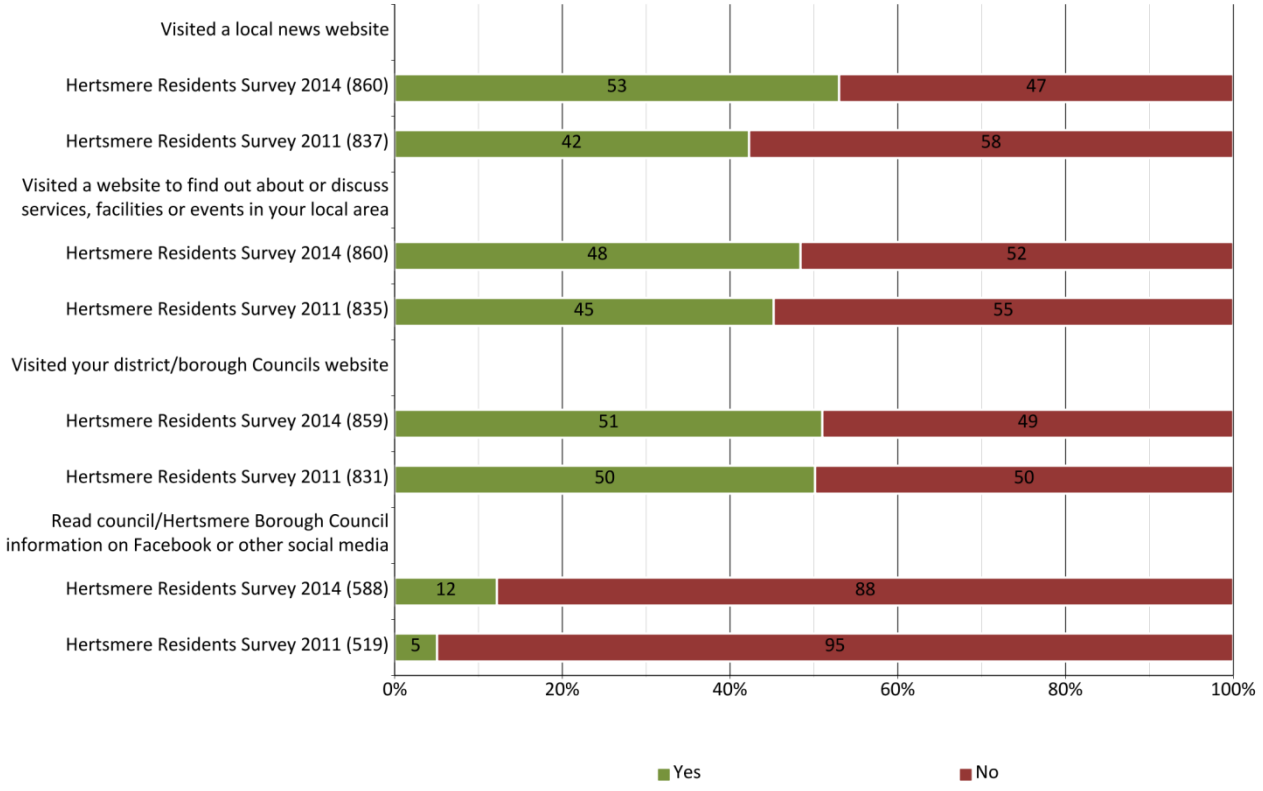
Social networking websites	Residents significantly more likely than average to use them	Residents significantly less likely than average to use them
Facebook	Female Aged 16-44 years Working * and Otherwise not working Non-white Property owned with a mortgage or loan (including shared ownership), rented from a Council, Housing Association and another Registered Social Landlord Never married or in a civil partnership 1 child in household aged under 16 and 2 or more children in household aged under 16* In Elstree and Borehamwood area First and fifth decile of Hertsmere IMD ranks Within Acorn group financially stretched	Male Aged 45+ years Retired Property owned outright Currently married or in a civil partnership and widowed No children in the household aged under 16* In Bushey area* Seventh*, Eighth and ninth decile of Hertsmere IMD ranks Within Acorn group affluent achievers
Twitter	Aged 16-34 years Otherwise not working Non-white* Property owned with a mortgage or loan (including shared ownership) Never married or in a civil partnership 4 or more adults living in household Second and fourth decile of Hertsmere IMD* ranks	Aged 45+ years Retired Property owned outright Currently married or in a civil partnership, separated or divorced* and widowed Carer for 20+ hours per week* 1 adult living in household Third*, fifth* and seventh decile of Hertsmere IMD ranks
Any other social networking websites	Male* Aged 16-34 years Otherwise not working Non-white Never married or in a civil partnership 4 or more adults living in household	Female Aged 45+ years Retired Property owned outright With a long-term illness or disability Currently married or in a civil partnership, separated or divorced and widowed Carer for 1-19 hours per week* and 20+ hours per week Not satisfied with the way the council runs things Seventh decile of Hertsmere IMD ranks*

5.8 Although only just over half of Hertsmere residents who use the internet have visited Hertsmere Borough Council's website within the last three months (51%), fewer have visited a website to find out about and discuss services, facilities or events in their local area (48%). Slightly more have visited a local news website (53%) however. Only 12% have read Hertsmere Borough Council information on Facebook or other social media in the last three months, which is perhaps an area for consideration.

5.9 A higher proportion of Hertsmere residents have visited a local news website and a website to find out about and discuss services, facilities or events in their local area compared to the proportion who answered this question in the 2011 Hertsmere Residents Survey. A higher proportion have also visited their district/borough Council's website and read information about their district/borough Council on Facebook or other social media.

Figure 16: **In the last three months, have you…?**

Base: All Respondents who use the internet (number of respondents shown in brackets)



5.10 Table 16 below presents the sub-groups of residents who are significantly more or less likely than average to have visited the websites shown at Figure 15.

Table 16: **In the last three months, have you…? ...Demographic sub-group analysis.**

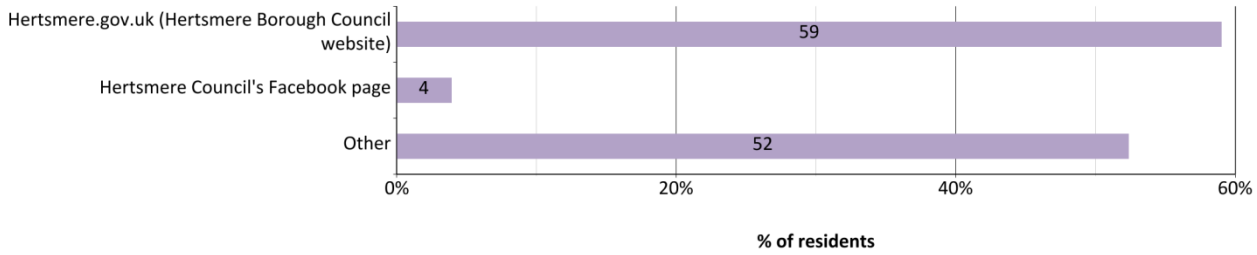
Service	Residents significantly more likely than average to have used service	Residents significantly less likely than average to have used service
Visited a local news website	Property owned with a mortgage or loan (including shared ownership)* Never married or in a civil partnership* Carer for 1-19 hours per week Ninth decile of Hertsmere IMD ranks	Aged 75+ years Retired Property rented from a Council, Housing Association or another Registered Social Landlord Separated or divorced and widowed*
Visited a website to find out about or discuss services, facilities or events in your local area	Aged 25-34 years* Property owned with a mortgage or loan (including shared ownership)* Currently married or in a civil partnership* 2 or more children in household aged under 16 Contact with the council over the past year Ninth decile of Hertsmere IMD ranks Within Acorn group comfortable communities	Aged 75+ years Non-white Property rented from a Council, Housing Association or another Registered Social Landlord Carer for 20+ hours per week No contact with the council over the past year Third decile of Hertsmere IMD ranks Within Acorn group urban adversity
Visited Hertsmere Borough Council's website, hertsmere.gov.uk	Aged 25-34 years Property owned with a mortgage or loan (including shared ownership)* Currently married or in a civil partnership 1 or more child in household aged under 16 Contact with the council over the past year	Aged 16-24 and 75+ years Retired* With a long-term illness or disability* Never married or in a civil partnership No children in household aged under 16 Not satisfied with Hertsmere as a place to live* No contact with the council over the past year Third decile of Hertsmere IMD ranks
Read Hertsmere Borough Council information on Facebook or other social media	Property owned with a mortgage or loan (including shared ownership)* Within Acorn group comfortable communities	Aged 45-54* and 65-74 years Retired Property owned outright Separated or divorced Carer for 20+ hours per week 1 adult living in household In Potters Bar* and Radlett/Shenley area Ninth decile of Hertsmere IMD ranks Within Acorn group affluent achievers

5.11 Freetext comments show that residents have visited the following local news websites in the last three months: BBC Local News; Borehamwood Times website; Hertsmere Borough Council website; Potters Bar Times website; Watford Observer website; Welwyn Hatfield Times website.

5.12 When residents who have visited a website to find out about or discuss services, facilities or events in their local area were asked which ones they visit, over half said they visit the Hertsmere Borough Council website (59%) - 3 percentage points higher than the result of residents surveyed in the 2011 Hertsmere Residents Survey (56%).

5.13 Just over half (52%) reported that they use 'other' websites to find out about or discuss services, facilities or events in their local area, which include: Borehamwood Times website; search engines such as Google; Potters Bar website; Watford Observer website.

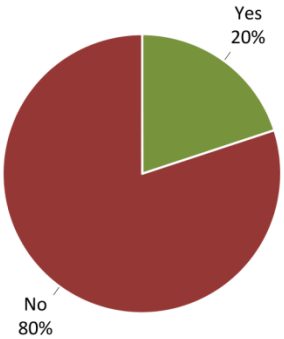
Figure 17: Which websites do you visit to find out about or discuss services, facilities or events in your local area?
Base: All Respondents who have visited a website to find out or discuss their local area in the last three months (383)



5.14 Four fifths of residents were not already aware that Hertsmere Borough Council publishes information on Facebook and other social media (80%).

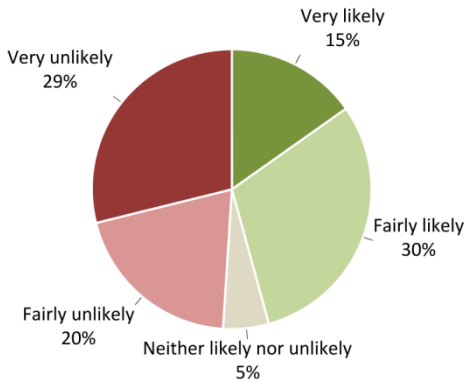
5.15 Residents from Elstree and Borehamwood are more likely to be aware that Hertsmere Borough Council published information on Facebook and other social media (24%), whereas those from Potters Bar and Bushey are less likely to be aware (16%). However, please note that these differences are not significant.

Figure 18: Hertsmere Borough Council publishes information on Facebook and other social media. Before this survey, were you already aware that the council published information in this way?
Base: All Respondents who use social media but haven't read council information through social media (523)



5.16 Around half of Hertsmere residents are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future (46%); this a significantly higher proportion than those who reported in the 2011 Hertsmere Residents Survey that they were likely to find out about what Hertsmere Borough Council are doing in the future using social media (36%).

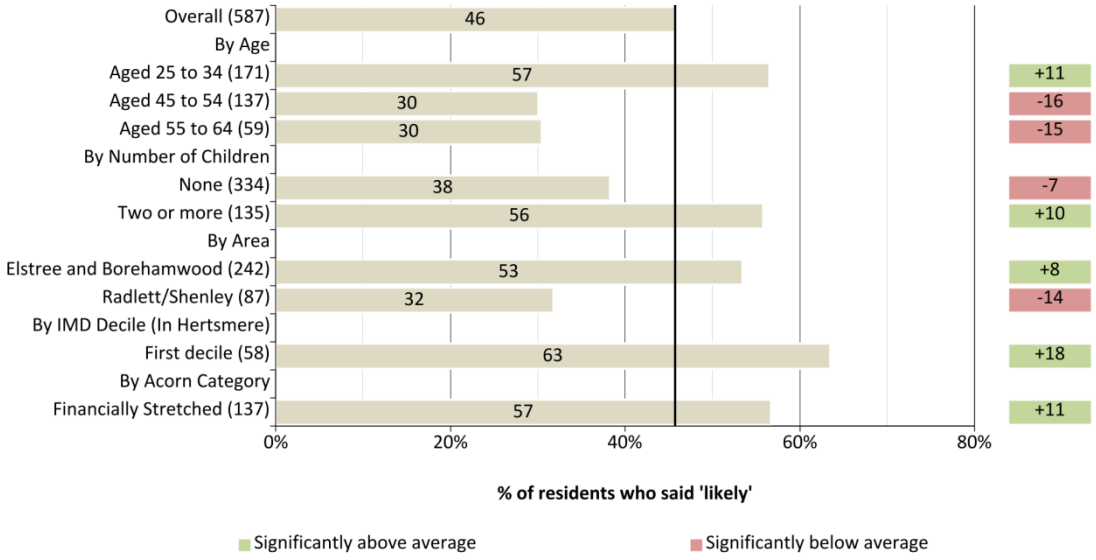
Figure 19: **How likely or unlikely is it that you will use Facebook or other social media to find out what Hertsmere Borough Council is doing in the future?**
Base: All Respondents (587)



5.17 Figure 20 overleaf shows how the responses for this question vary across different sub-groups of the population who are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future.

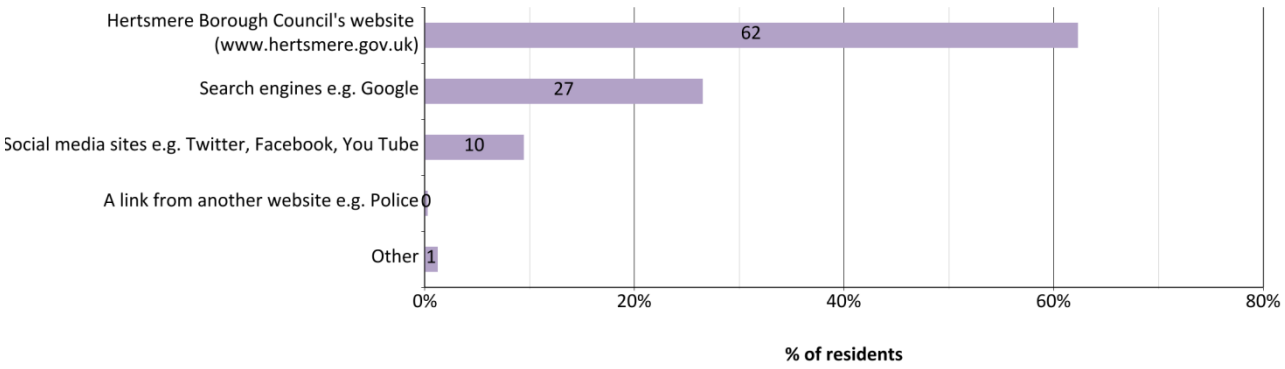
5.18 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 20: **How likely or unlikely is it that you will use Facebook or other social media to find out what Hertsmere Borough Council is doing in the future?**
Base: Respondents who said 'likely' (587)



5.19 If they were to access information online about Hertsmere Borough Council, the highest proportion of residents reported that they are most likely to use Hertsmere Borough Council's website (62%).

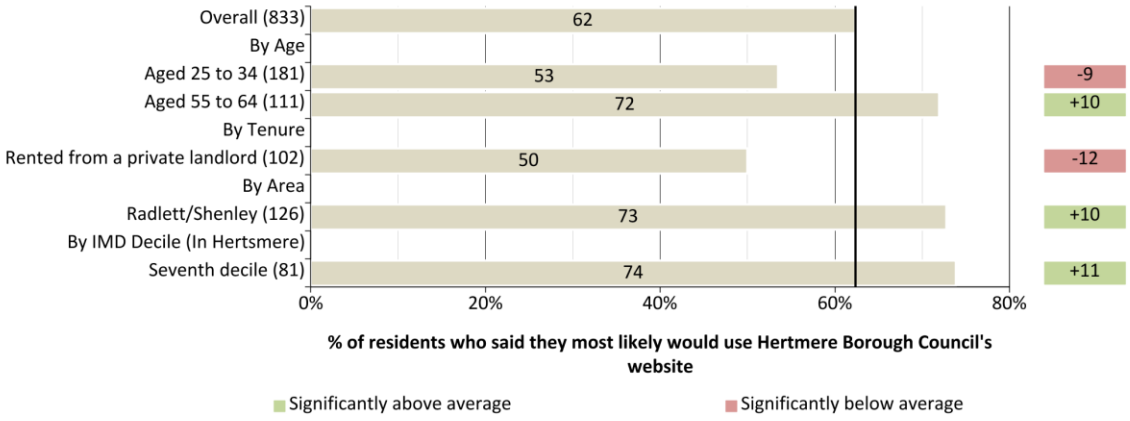
Figure 21: **If you were to access information online about Hertsmere Borough Council, which source are you most likely to use?**
Base: All Respondents (833)



5.20 Figure 22 below shows how the responses for this question vary across different sub-groups of the population who are likely to use Hertsmere Borough Council's website to access to information online about Hertsmere Borough Council.

5.21 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 22: **If you were to access information online about Hertsmere Borough Council, which source are you most likely to use? Base: All Respondents who are most likely to use Hertsmere Borough Council's website (833)**

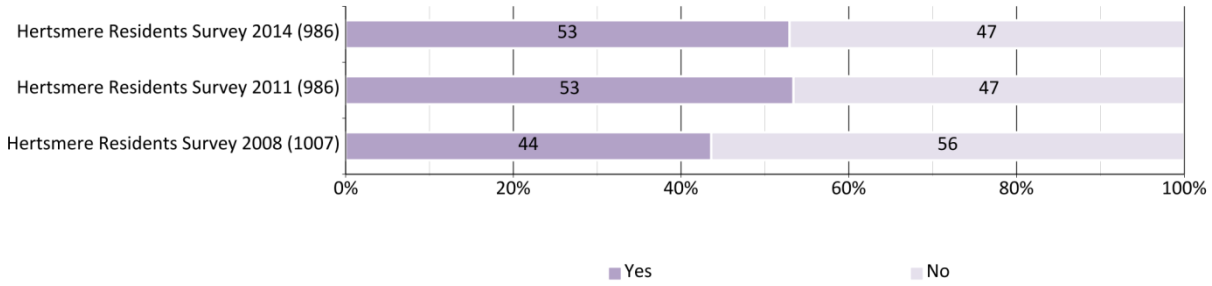


6. Contact with the Council

Results

6.1 Over the past year, 53% of residents have contacted Hertsmere Borough Council – the same as in 2011. Residents aged 16 to 24 are significantly less likely than the average to get in contact, while residents aged 25 to 34 and 45 to 54* are significantly more likely.

Figure 23: **Have you contacted Hertsmere Borough Council over the past year?**
Base: All Respondents (number of respondents shown in brackets)



6.2 When residents who have contacted Hertsmere Borough Council in the past year were asked how they had contacted HBC, the majority said by telephone (77%). See Figure 24 overleaf.

6.3 The percentage of residents who contacted the council by telephone has decreased by 1 percentage point since 2011 (77% in 2014; 78% in 2011), whilst the proportion who made contact in person has stayed the same (12%). The 2011 Residents survey results showed that 17% contacted the council by email and 7% via the council website – 3 and 5 percentage points lower than in 2014, respectively.

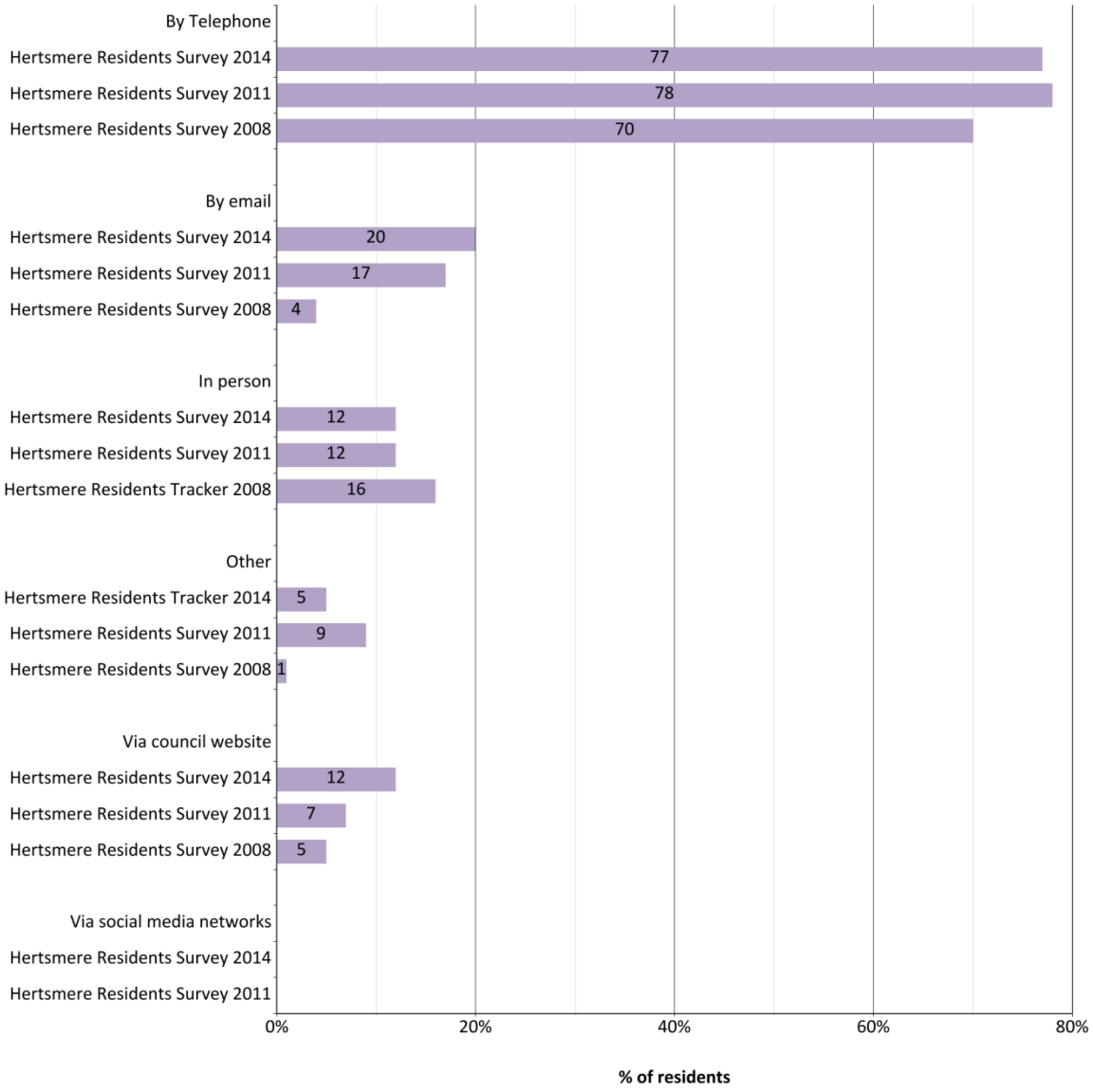
6.4 Caution must be exercised when making comparisons with this result due to this question being a single response question in 2008 and a multi response in 2011 and 2014.

Figure 24: **How did you contact the Council?**

2014 Base: All Respondents who have contacted HBC over the past year (548)

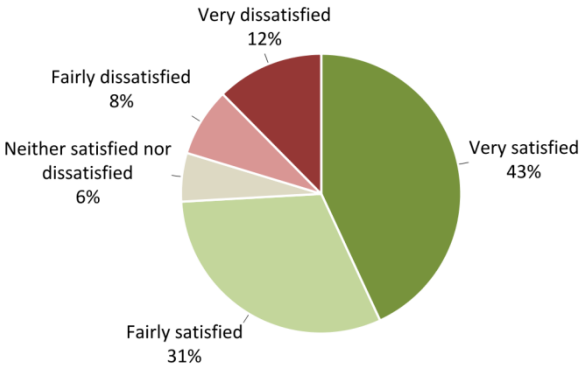
2011 Base: All Respondents who have contacted HBC over the past year (541)

2008 Base: All Respondents who have contacted HBC over the past year (427)



6.5 Nearly three quarters of residents are satisfied with the service they received the last time they contacted the council (74%), whilst a fifth (20%) are dissatisfied. Those who reported that they are satisfied with the way the council runs things are significantly more likely than average to be satisfied.

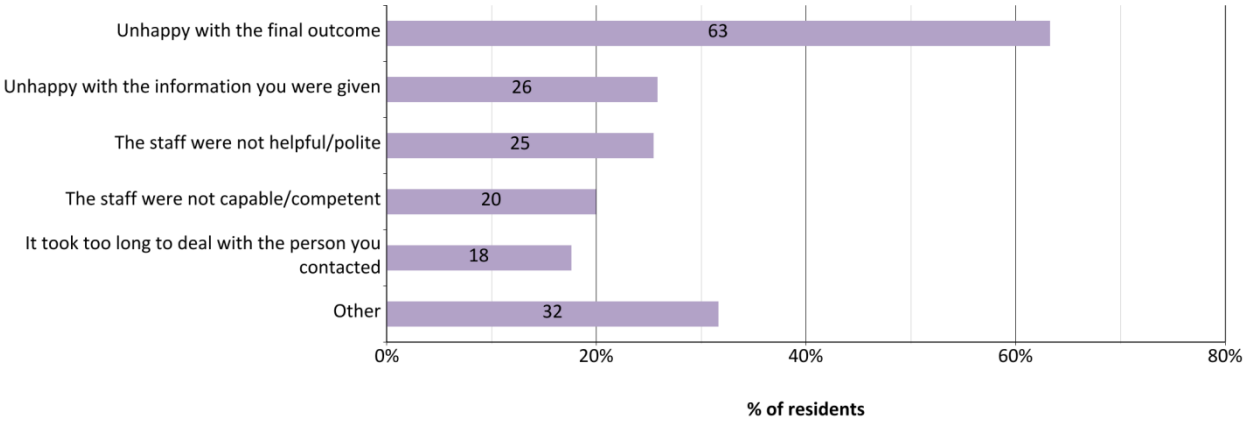
Figure 25: **Overall, how satisfied or dissatisfied are you with the service you received the last time you contacted the Council?**
Base: All Respondents (543)



6.6 When residents who said that they are dissatisfied with the service they received the last time they contacted the council (20%) were asked why, the main reason given by residents was that they were unhappy with the final outcome (63%).

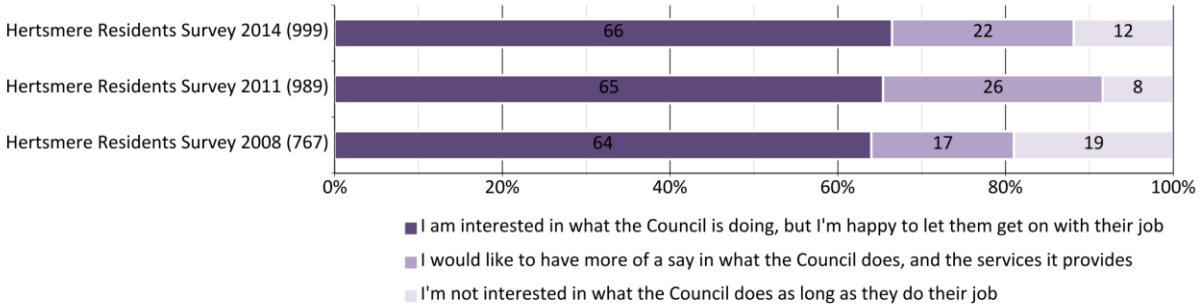
6.7 The main 'other' reason given by residents for being dissatisfied the last time they were in contact with is council is that they didn't get any response at all i.e. phone calls, emails or letters were not responded to.

Figure 26: **Why were you dissatisfied with the service you received the last time you were in contact with the council?**
Base: All Respondents who are dissatisfied with the service they received (112)



6.8 When asked which statement comes closest to their own attitudes towards Hertsmere Borough Council, two thirds (66%) chose 'I am interested in what the council is doing, but I'm happy to let them get on with their job'; a similar proportion in the 2011 and 2008 Residents Survey's also reported that this statement comes closest to their attitude (65% and 64% respectively).

Figure 27: **Which of the following statements comes closest to your own attitudes towards Hertsmere Borough Council? Base: All Respondents (number of respondents shown in brackets)**



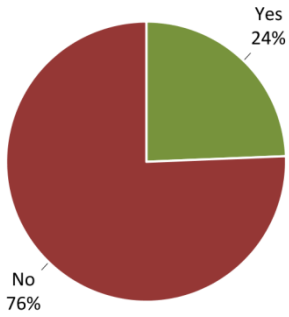
6.9 Table 17 below presents the sub-groups of residents who are significantly more or less likely than average to report that each statement at Figure 26 comes closest to their attitudes about Hertsmere Borough Council.

Table 17: Which of the following statements comes closest to your own attitudes towards Hertsmere Borough Council? ...Demographic sub-group analysis

Statement	Residents significantly more likely than average to say that statement comes closest to their own attitudes towards HBC	Residents significantly less likely than average to that statement comes closest to their own attitudes towards HBC
I'm not interested in what the Council does as long as they do their job	Aged 25-34 years Otherwise not working*	Aged 45-54 and 65-74* years Currently married or in a civil partnership 3 adults living in household In Radlett/Shenley area Ninth decile of Hertsmere IMD ranks Within Acorn group affluent achievers*
I am interested in what the Council is doing, but I'm happy to let them get on with their job	Satisfied with the way the council runs things No contact with the council over the past year*	Aged 25-34 years Non-white* Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live* Contact with the council over the past year
I would like to have more of a say in what the Council does, and the services it provides	Carer for 1-19 hours per week* 3 adults living in household* Not satisfied with the way the council runs things Contact with the council over the past year	Aged 75+ years Property rented from a Council, Housing Association or another Registered Social Landlord 1 adult and 4 or more adults* living in household In Potters Bar area* Satisfied with the way the council runs things No contact with the council over the past year Second decile of Hertsmere IMD ranks Within Acorn group urban adversity

6.10 Only around a quarter of residents know who their Hertsmere Borough Councillors are (24%).

Figure 28: **Do you know who your Hertsmere Borough councillors are?**
Base: All Respondents (998)

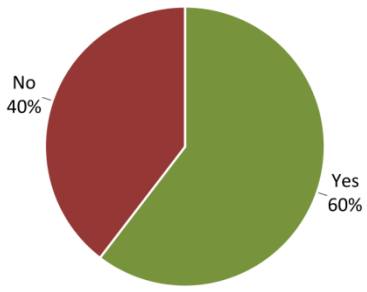


6.11 Three fifths of residents know how to get in touch with one of their Hertsmere Borough Councillors (60%).

6.12 Residents from Radlett/Shenley are more likely to know how to get in touch with one of their Hertsmere Borough Councillors (66%), whereas those from Potters Bar (58%) and Bushey (59%) are less likely to be aware. However, please note that these differences are not significant.

6.13 Residents aged 55 and over, who are male*, retired, own their property outright, have a long-term illness or disability, are currently married or in a civil partnership, give 1-19 hours a week unpaid help/support and live in a household with 2 adults* are significantly more likely to know how to get in touch with one of their Hertsmere Borough Councillors. Those aged 16 to 24, who are female*, are otherwise not working, own their property with a mortgage or loan*, have never married or been in a civil partnership, have 2 or more children in their household aged under 16*, are in the fifth decile of Hertsmere IMD ranks and are within the Urban Adversity Acorn group are significantly less likely to know how to get in touch. See Table 18 overleaf.

Figure 29: **Do you know how to get in touch with one of your Hertsmere Borough Councillors?**
Base: All Respondents (999)

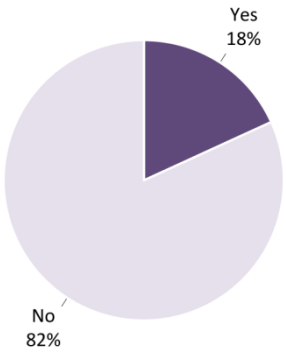


6.14 Less than a fifth of residents who know how to contact a Hertsmere Borough Councillor have been in touch with one in the last year (18%).

6.15 Residents from Potters Bar are more likely to have actually been in touch with a Hertsmere Borough Councillor (22%) in the last year, whereas those from Radlett/Shenley (15%) are less likely to have been in touch. However, please note that these differences are not significant.

6.16 Residents aged 65 to 74 years, who are retired, own their property outright, are not satisfied with Hertsmere as a place to live and who have been in contact with the Council over the last year are significantly more likely to have actually been in touch with a Hertsmere Borough Councillor in the last year. However, residents aged 16 to 24 who are working*, are of a non white ethnicity, who own their property with a mortgage or loan*, are not satisfied with Hertsmere as a place to live*, have never married or been in a civil partnership, have 2 or more children in household aged under 16*, are in the are in the fifth decile of Hertsmere IMD ranks and are within the Urban Adversity Acorn group are significantly less likely to have been in touch with a councillor in the last year.

Figure 30: **Have you actually been in touch with a Hertsmere Borough councillor in the last year?**
Base: All Respondents who know how to get in touch with one of their Hertsmere Borough Councillors (633)



6.17 Table 18 below presents the sub-groups of residents who are significantly more or less likely than average to: know who their Hertsmere Borough Councillors are; know how to get in touch with a Hertsmere Borough Councillor and to have been in touch with a Hertsmere Borough Councillor in the last year.

Table 18: Which of the following statements comes closest to your own attitudes towards Hertsmere Borough Council? ...Demographic sub-group analysis

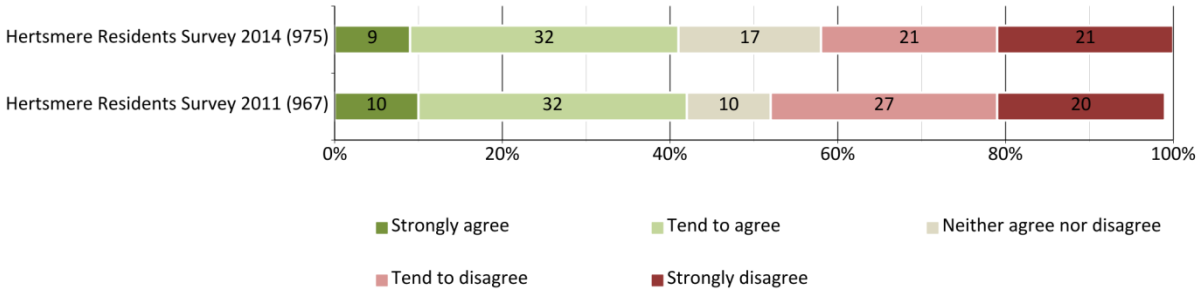
Service	Residents significantly more likely than average to have said 'yes'	Residents significantly less likely than average to have said 'yes'
Do you know who your Hertsmere Borough councillors are?	Aged 55+ years Retired Property owned outright In Elstree and Borehamwood area* Contact with the council over the past year	Aged 16-34 and 35-44* years Otherwise not working Non-white Property rented from a private landlord Never married or in a civil partnership 2 or more children in household aged under 16* In Potters Bar area No contact with the council over the past year Second decile of Hertsmere IMD ranks
Do you know how to get in touch with one of your Hertsmere Borough Councillors?	Male* Aged 55+ years Retired Property owned outright With a long-term illness or disability Currently married or in a civil partnership Carer for 1-19 hours per week 2 adults living in household*	Female* Aged 16-24 years Otherwise not working Property owned with a mortgage or loan (including shared ownership)* Never married or in a civil partnership 2 or more children in household aged under 16* Fifth decile of Hertsmere IMD ranks By Acorn type urban adversity
Have you actually been in touch with a Hertsmere Borough councillor in the last year?	Aged 65-74 years Retired Property owned outright Not satisfied with Hertsmere as a place to live* Contact with the council over the past year	Aged 16-24 years Working* Non-white Property owned with a mortgage or loan* Never married or in a civil partnership 3 adults living in household 2 or more children in household aged under 16* No contact with the council over the past year

6.18 When residents who have been in touch with a Hertsmere Borough Councillor in the last year were asked what about, freetext comments included: planning applications, recycling/refuse collection, problems with roads/pavements and traffic congestion.

6.19 Similar proportions of residents agree (41%) and disagree (42%) that they can influence decisions affecting their local area.

6.20 Although there has been a 1 percentage point decrease (note that this is not a significant decrease) in the proportion of residents who agree with this statement, it is worth noting that the proportion of residents who disagree that they can influence decisions affecting their local area has decreased significantly by 6 percentage points since 2011 (48% in 2011).

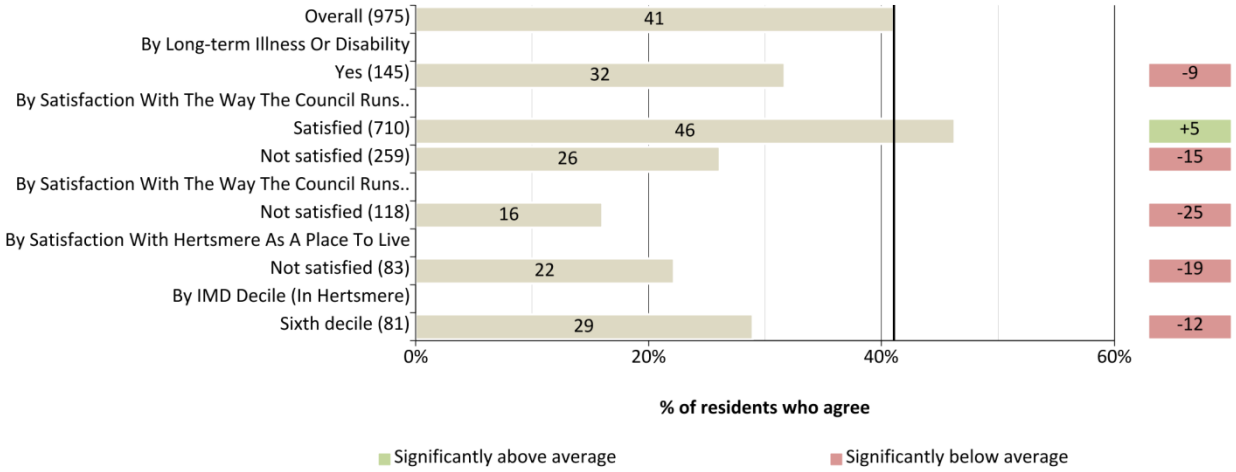
Figure 31: **Do you agree or disagree that you can influence decisions affecting your local area?**
Base: All Respondents (number of respondents shown in brackets)



6.21 Figure 32 below shows how the responses for this question vary across different sub-groups of the population who agree that they can influence decisions affecting their local area.

6.22 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

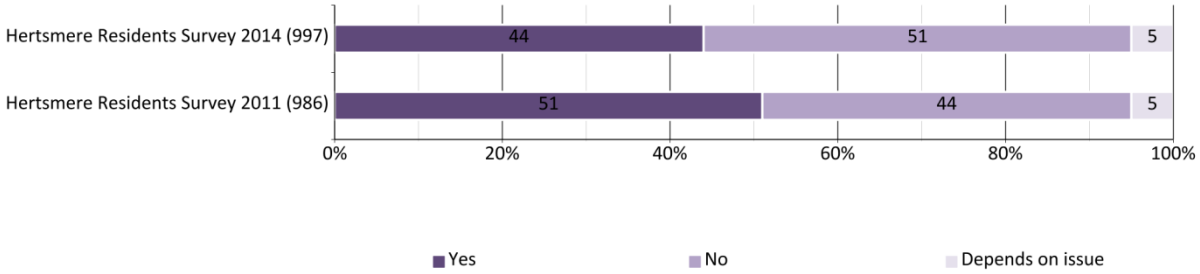
Figure 32: Do you agree or disagree that you can influence decisions affecting your local area?
Base: Respondents who agree (975)



6.23 Generally speaking, around two fifths of residents would like to be more involved in the decisions that affect their local area (44%); a significant decrease of 7 percentage points since the 2011 Hertsmere Residents Survey (51%). Over half reported that they would not like to be more involved (51%), whilst only 5% said that it depends on the issue.

6.24 Residents aged 75 and over who are retired, have a long-term illness or disability, are separated, divorced or widowed, live in a household of one adult, and who have had contact with the Council over the past year are significantly less likely to want to be more involved in decisions affecting their local area.

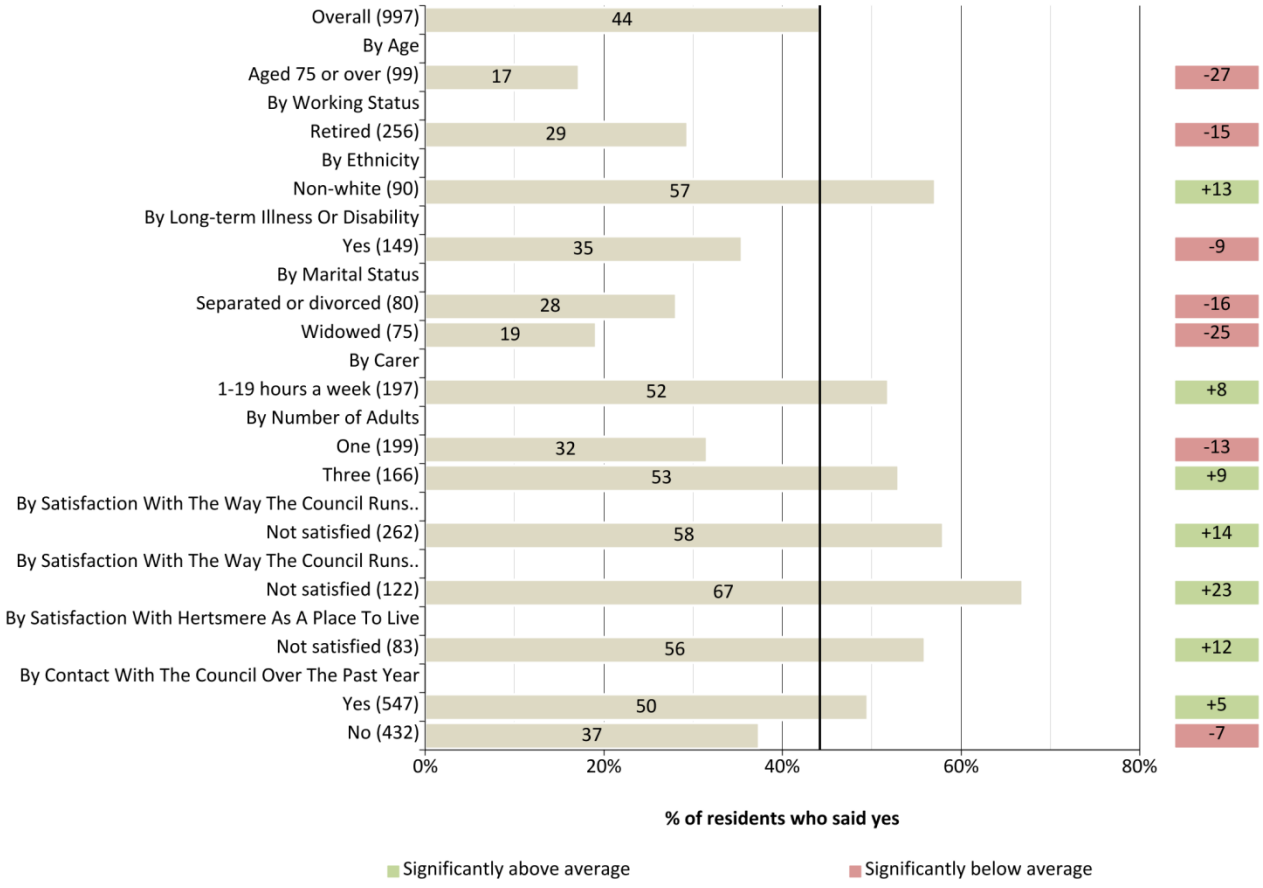
Figure 33: Generally speaking, would you like to be more involved in the decisions that affect your local area?
Base: All Respondents (number of respondents shown in brackets)



6.25 Figure 34 below shows how the responses for this question vary across different sub-groups of the population who said 'yes' when asked if they would like to be more involved in the decisions that affect their local area.

6.26 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

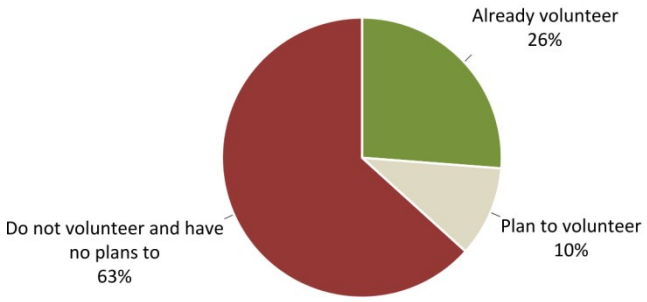
Figure 34: Generally speaking, would you like to be more involved in the decisions that affect your local area?
Base: Respondents who said yes (997)



6.27 Although around a quarter of residents reported that they already volunteer (26%), the largest proportion do not volunteer and have no plans to (63%), whilst 1 in 10 plan to volunteer (10%).

6.28 The following groups are significantly more likely to not volunteer and have no plans to: those aged 25 to 34 and 75 or over; rent their property from a Council, Housing Association or another Registered Social Landlord; have a long-term illness or disability; 1 adult living in the household; second and fifth decile of Hertsmere IMD ranks; and those within Acorn category Urban Adversity.

Figure 35: Do you, or are you planning to be involved in any volunteering in your local area?
Base: All Respondents (1003)



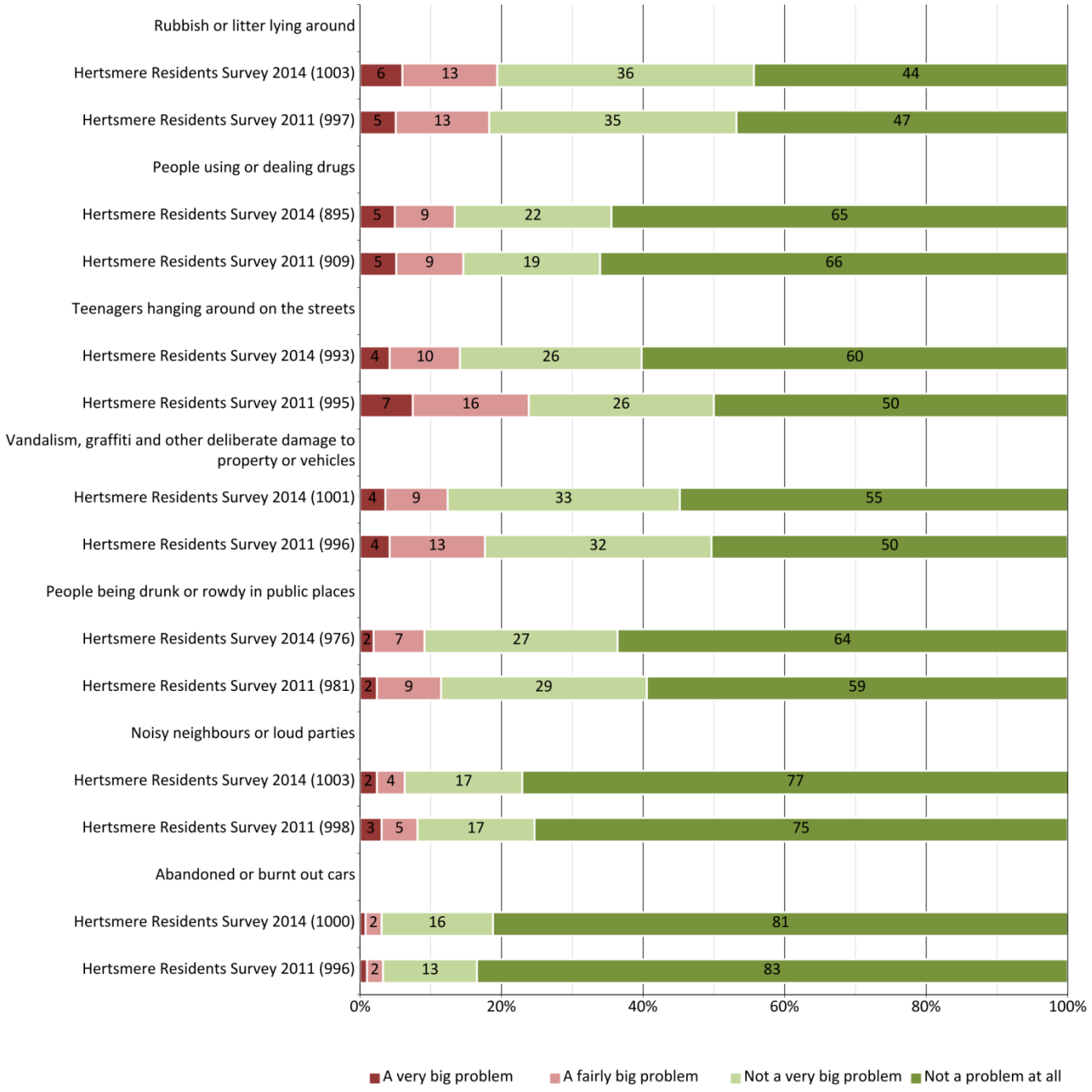
7. Your Local Area

Results

7.1 Positively, four fifths or more of Hertsmere residents reported that none of the issues listed in Figure 36 overleaf are a very a big problem or a fairly big problem in their local area. The biggest issue reported by residents is rubbish or litter lying around, with almost a fifth feeling that this is a very or fairly big problem in their local area (19%) (an increase of 1 percentage point since 2011; although this is not a siginificant increase). This is followed by more than 1 in 10 residents reporting that people using or people using or dealing drugs (14%) and teenagers hanging around on the streets (14%) are a fairly/very big problem. The least biggest issue is abandoned or burnt out cars - only 3% reported that is a very or fairly big problem; the same proportion as in 2011.

7.2 It is worth noting that the biggest issue reported by residents has changed since the 2011 survey when the biggest issue was reported to be teenagers hanging around on the streets with over a fifth feeling that this is a very or fairly big problem in their local area (23%). This particular issue has seen the biggest decrease with a significant decrease of 9 percentage points since 2011.

Figure 36: Thinking about your local area, how much of a problem, if at all do you think each of the following are…?
Base: All Respondents (number of respondents shown in brackets)



7.3 Table 19 below presents the sub-groups of residents who are significantly more or less likely than average to feel that the issues shown in Figure 35 are a problem.

Table 19: Thinking about your local area, how much of a problem, if at all do you think each of the following are…? ...Demographic sub-group analysis

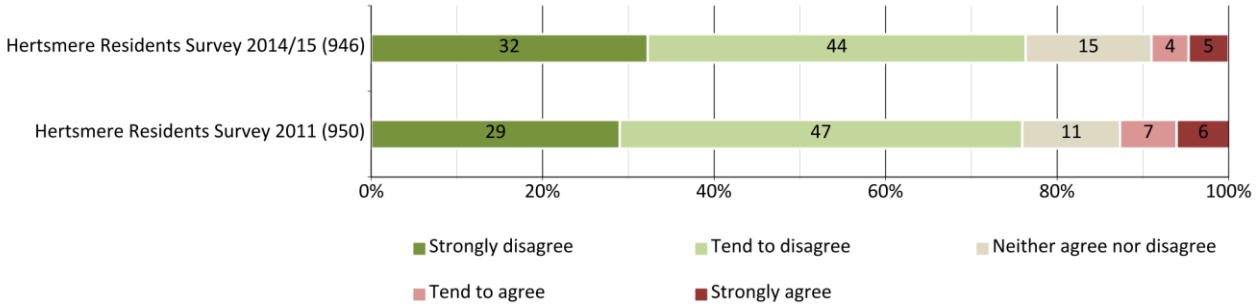
Problem	Residents significantly more likely than average to say a very/fairly big problem	Residents significantly less likely than average to say a very/fairly big problem
Noisy neighbours or loud parties	Socially rented property Give 20+ hours per week unpaid help or support Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First Decile of Hertsmere IMD ranks Within Acorn category Urban Adversity	Aged 64 to 74 Retired Property owned with a mortgage/loan or owned outright Widowed Sixth, Seventh, Ninth and Tenth Deciles of Hertsmere IMD ranks Within Acorn category Affluent Achievers*
Teenagers hanging around on the streets	Aged 16-34 Female* Socially rented property Never married or in a civil partnership 3 people in household aged 16 or over 1 child in household aged under 16 In Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First Decile of Hertsmere IMD ranks Within Acorn categories Financially Stretched and Urban Adversity	Aged 55 to 64* Aged 65 or over Male* Retired Property owned outright Widowed In Bushey area Satisfied with the way the council runs things (1st time question was asked)* Tenth Decile of Hertsmere IMD ranks Within Acorn category Affluent Achievers
Rubbish or litter lying around	Aged 55-64 Socially rented property* In Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First Decile of Hertsmere IMD ranks Within Acorn categories Financially Stretched and Urban Adversity	In Radlett/Shenley and Bushey areas Satisfied with the way the council runs things (1st time question was asked)* Sixth, Ninth* and Tenth Deciles of Hertsmere IMD ranks Within Acorn category Affluent Achievers
Vandalism, graffiti and other deliberate damage to property or vehicles	Socially rented property In Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First Decile of Hertsmere IMD ranks Within Acorn categories Financially Stretched and Urban Adversity	Aged 45-54* Aged 75 or over Retired Widowed* 1 person in household aged 16 or over In Radlett/Shenley and Bushey areas Satisfied with the way the council runs things (1st time question was asked)* Eighth, Ninth and Tenth Deciles of Hertsmere IMD ranks Within Acorn categories Affluent Achievers and Rising Prosperity
People using or dealing drugs	Aged 25-34 Socially rented property Separated or divorced In Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First Decile of Hertsmere IMD ranks Within Acorn category Financially Stretched	Aged 75 or over Retired Property owned outright* Widowed In Radlett/Shenley and Bushey areas Eighth and Tenth Deciles of Hertsmere IMD ranks Within Acorn categories Rising Prosperity* and Affluent Achievers

People being drunk or rowdy in public places	Aged 16 to 24 Otherwise not working Never married or in a civil partnership In Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First and Fourth* Deciles of Hertsmere IMD ranks Within Acorn category Urban Adversity	Aged 45 to 54* and 75 or over Retired Property owned outright Currently married or in a civil partnership* Widowed In Radlett/Shenley and Bushey areas Sixth and Tenth Deciles of Hertsmere IMD ranks Within Acorn category Affluent Achievers
Abandoned or burnt out cars	2 or more children in the household aged under 16 Satisfied with the way the council runs things (2nd time question was asked)	Aged 75 or over No children in household aged under 16 Within Acorn category Rising Prosperity

7.4 Positively, around three quarters of residents agree that the police and other local public services are successfully dealing with these issues in their local area (76%), the same proportion as in 2011. There has also been a decrease of 4 percentage points in the proportion of residents who disagree with this statement (although this is not a significant decrease). See Figure 37 below.

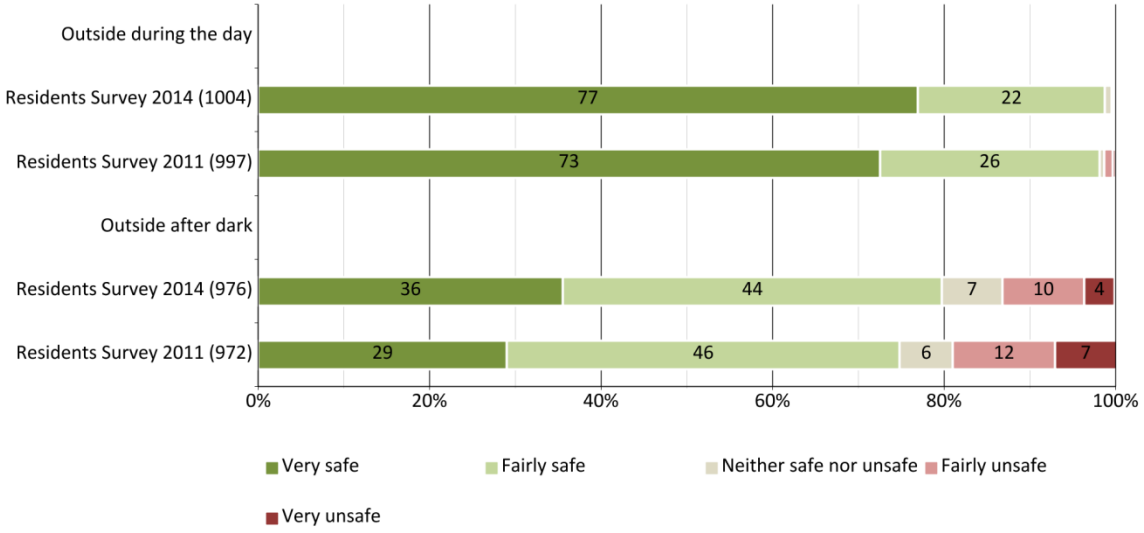
7.5 However, the residents who reported teenagers hanging around on the streets, rubbish or litter lying around and vandalism/graffiti, people using or dealing drugs and abandoned or burnt out cars to be a very or fairly big problem in their local area are significantly more likely to disagree that the police and other local public services are successfully dealing with the issues listed in Figure 35.

Figure 37: And how much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?
Base: All Respondents (946)



7.6 Almost all Hertsmere residents feel safe in their local area when outside during the day (99%) – the same as the result of Hertfordshire residents surveyed in the 2011 Residents Survey. On the other hand, four fifths of residents feel safe when outside after dark (80%) – a significant increase of 5 percentage points since 2011.

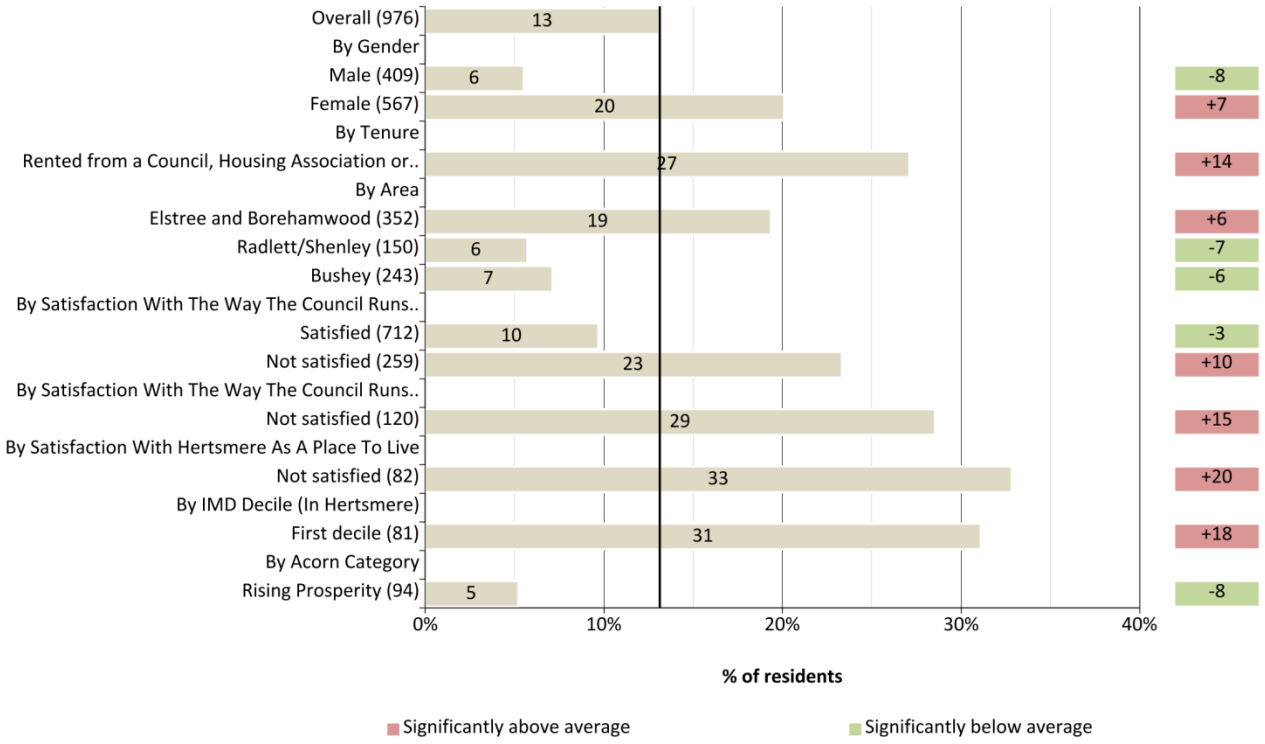
Figure 38: Thinking about your local area, how safe or unsafe do you feel when...?
Base: All Respondents (number of respondents shown in brackets)



7.7 Figure 39 overleaf shows how the responses for this question vary across different sub-groups of the population who feel unsafe in their local area when outside after dark.

Results for sub-groups which are significantly more likely than the overall score are highlighted in red, whilst results which are significantly less likely are highlighted in green.

Figure 39: Thinking about your local area, how safe or unsafe do you feel when outside after dark?
Base: Respondents who feel unsafe (976)



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