

Dorset Council

Residents Survey 2019

Final Report



information by design

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EXECUTIVE SUMMARY

This report contains a summary of the findings from the 2019 Residents survey commissioned by the Dorset Council and conducted by Information by Design (IbyD), with fieldwork taking place between September and November 2019. The survey was undertaken to provide evidence to help inform the future transformation plans of the council and also to provide a benchmark to allow the council to measure its progress in the future.

The survey was designed to be representative of residents in the county and to provide data at the level of the sub-unitary geography (SUG) areas in the county.

The survey was undertaken using an assisted self-completion methodology. The achieved sample size in the research was 2,635 completed questionnaires. A sample of over 400 completed questionnaires was obtained in each of the 6 SUG areas.

Key findings from the survey are detailed below.

Perceptions of the Local Area and Satisfaction with the Council

- 88% of respondents were satisfied with their local area as a place to live, with 44% very satisfied and 44% fairly satisfied. Only 5% of respondents were dissatisfied.
- 61% of respondents were satisfied with the way Dorset Council runs things, with 10% very satisfied and 52% fairly satisfied. 16% of respondents were dissatisfied.
- 39% of respondents agree that Dorset Council provides value for money, with 3% who strongly agree and 35% who tend to agree. 20% of respondents disagree.
- Nearly three-quarters of respondents feel they strongly belong to their local area, with 24% feeling that they 'very strongly' belong and 49% feeling that they 'fairly strongly' belong. 24% do not feel that they strongly belong to their local area.

Perceptions of Community Safety

- 77% of respondents feel safe when outside in their local area after dark, with 28% feeling very safe and 49% feeling fairly safe. 10% feel unsafe.
- 93% of respondents feel safe when outside in their local area during the day, with 58% feeling very safe and 35% feeling fairly safe. Only 2% feel unsafe.

Being Kept Informed and Advocacy and Trust in the Council

- 58% of respondents think Dorset Council keeps residents well informed, with 9% thinking they keep residents very well informed and 49% thinking they keep residents fairly well informed. 36% of respondents think Dorset Council does not keep residents well informed.
- 30% of respondents would speak positively about Dorset Council, with 3% who would speak positively without being asked and 26% who would speak positively if asked. 13% would speak negatively about Dorset Council.

- 42% of respondents think Dorset Council acts on the concerns of local residents ‘a great deal’ or a ‘fair amount’. 32% think that Dorset Council acts on the concerns of local residents ‘not very much’ and 5% of respondents think Dorset Council acts on the concerns of local residents ‘not at all’. 21% of respondents answered ‘don’t know’.
- 53% of respondents trust Dorset Council ‘a great deal’ or ‘a fair amount’. 26% trust Dorset Council ‘not very much’ and 5% ‘not at all’. 16% answered ‘don’t know’.

Community Cohesion and Recommendation of the Area

- 53% of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together, with 15% who definitely agree and 39% who tend to agree. 6% disagree, 9% answered ‘don’t know’, 7% answered that there are too few people in their local area and 5% answered that everyone in the area is of the same ethnic background.
- 59% of respondent agreed that people in their local area pull together to improve the area, with 15% who definitely agree and 43% who tend to agree. 24% neither agree nor disagree and 13% disagree.
- The majority of respondents (96%) would recommend Dorset as a place to visit and as a place to live ‘a great deal’ or ‘to some extent’. Two-thirds of respondents would recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’. 61% would recommend Dorset as a place to study ‘a great deal’ or ‘to some extent’.

Prioritising Areas of the Council’s Work

- The area of the council’s work selected by the most respondents as mattering most to them and their family was ‘collecting household waste, recycling and clearing streets’, which was selected by 63% of respondents. The second most selected priority was ‘protecting Dorset’s natural environment’, which was selected by 57% of respondents.

Use of Media and Preferences for Receiving Information

- The majority of respondents (97%) regularly read, listen to, visit or watch at least one of the traditional media outlets or social media platforms asked about, with 71% regularly reading at least one of the print publications asked about, 68% regularly watching at least one of the television news programmes asked about, 62% regularly visited one of the social media platforms asked about. 54% regularly listened to one of the radio stations asked about. The three most often used media outlets or social media platforms were Facebook (regularly visited by 47% of respondents), BBC South Today (regularly watched by 42% of respondents) and WhatsApp (regularly used by 32% of respondents).
- Nearly a half of respondents would prefer to find out about council services and information from the Dorset Council website. A third would prefer to find out from leaflets delivered to their door. 27% would prefer to find out from the Dorset Council News, 25% from the internet, 22% from other local newspapers and magazines, 20% from local TV and 20% from local radio. Only 4% of respondents did not want any information.

Conclusions

It is clear that this survey has provided a robust baseline to measure progress by the council in the future. There are a number of differences by key sub-groups in terms of their attitudes and perceptions, in particular of community cohesion, priorities, media consumption, and communication preferences, which will need to be taken into account during policy and communication strategy development.

Information by Design

Final Draft

January 2019

1 BACKGROUND AND METHODOLOGY

BACKGROUND

- 1.1. This report contains a summary of the findings from the Residents Survey conducted in 2019, which was undertaken to provide evidence to help to inform future transformation plans, and provide a benchmark to allow the council to measure its progress.
- 1.2. The research was commissioned by Dorset Council and the work was conducted by Information by Design (IbyD), with fieldwork taking place between September and November 2019. Information by Design is an independent research company and a company partner of the Market Research Society (MRS), the national governing body of the market research industry. The research was conducted in compliance with the guidelines and Codes of Conduct of the MRS.
- 1.3. The Dorset Council was formed on the 1st April 2019, and is a new unitary council that covers the County of Dorset, excluding Bournemouth, Poole and Christchurch. Dorset Council replaces the areas formerly served by the district and borough councils (East Dorset, North Dorset, Purbeck, West Dorset, Weymouth & Portland) and Dorset County Council.

PURPOSE AND OBJECTIVES OF THE SURVEY

- 1.4. As a newly formed council, the need to carry out a statistically robust and representative survey of residents was identified. The survey was designed to provide evidence to help inform the future transformation plans of the council and also to provide a benchmark to allow the council to measure its progress in the future.
- 1.5. The objectives of the survey were to:
 - Ensure that the survey was representative of residents in the county so that the views of all residents were established.
 - Provide data at the level of the sub-unitary geography areas (SUGs).
 - Include questions covering both satisfaction with the council and its services and perceptions of local neighbourhoods as a place to live.
 - In addition, data was to be collected to allow the council to identify what residents feel the council's priorities should be.

METHODOLOGY AND SAMPLING

Methodology

- 1.6. The survey was undertaken using an assisted self-completion approach to fieldwork. lbyD used a team of trained fieldwork staff for the survey, all of whom had previously undertaken this type of survey. On the doorstep, the interviewer gave the respondent the questionnaire, offered support to complete it, and where it was needed, stayed with the respondent, but where it was not, the interviewer moved to another household and then returned to collect the completed questionnaire at an agreed time.
- 1.7. To increase the proportion of younger people in the sample, one FE college and a school with a 6th form were also contacted for help with the survey to boost the proportion of young people in the sample. Fieldwork staff visited the colleges and asked a sample of students to complete the questionnaire.

Sampling Scheme and Sample Size

- 1.8. The Dorset Council area is divided into six smaller areas known as Sub Unitary Geographies (SUGs). Each SUG contains a number of Lower Level Super Output Areas (LSOAs)¹. Appendix A contains a map of the SUG areas. The sampling method used in this survey was as follows:
 - A list was formed of the 219 LSOAs in the Dorset Council area
 - This was ordered by the 6 Sub Unitary Geography (SUG) areas
 - Within each SUG area, the LSOAs were ranked by deprivation (using 2015 IMD²).
 - From this ranked list, a systematic random sample of LSOAs was selected as the sampling points for the survey (these were the locations where fieldwork was to take place). The actual sampling scheme used included one-in-three LSOAs in the county.
- 1.9. This approach provided coverage of the LSOAs in the Dorset Council area, with a good geographical spread and with the sample selected to be ‘representative’ in

¹ Lower Level Super Output Areas (LSOAs) are small areas designed to be of a similar population size, with an average of approximately 1,500 residents or 650 households. There are 32,844 LSOAs in England. They are a standard statistical geography and were produced by the Office for National Statistics for the reporting of small area statistics. LSOAs are also referred to as ‘neighbourhoods’.

² The Index of Multiple Deprivation (IMD) 2015 is the official measure of relative deprivation for lower-layer Super Output Areas (LSOAs) in England. The Index of Multiple Deprivation ranks every LSOA in England from 1 (most deprived area) to 32,844 (least deprived area). The Index of Multiple Deprivation (IMD) 2019 was not published until after the sampling scheme had been set.

terms of deprivation in the county. In total, 73 LSOAs were selected as sampling points.

	Total Number of LSOAs in area	Number of LSOAs Sampled
Dorset East	55	18
Dorset North	47	16
Dorset South	42	14
Dorset West	21	7
Mid Dorset	25	8
South East Dorset	29	10
Total	219	73

- 1.10. A target sample of 2,382 completed questionnaires was set for the research, with 397 to be completed in each of the six Sub Unitary Geographies. This target was set to achieve a confidence interval of $\pm 2\%$ at Dorset Council area level. In total, the achieved sample in the research was 2,635 respondents. The table below shows the number achieved by Sub Unitary Geography.

	Number of respondents (unweighted count)
Dorset East	410
Dorset North	433
Dorset South	461
Dorset West	448
Mid Dorset	437
South East Dorset	446
Total	2,635

- 1.11. It should be noted that respondents were able to choose not to answer questions, and so the base size in some of the questions is slightly smaller than 2,635.
- 1.12. As a point of reference, the overall confidence interval for this survey of 2,635 respondents is $\pm 1.9\%$. Strictly speaking each question will differ as the confidence interval is also dependent on the individual responses to the question. In addition, the confidence interval is different when the data is analysed by sub-groups. In reporting, the base sizes are given for each question or in the Appendix where indicated. Generally, confidence intervals are quoted in this report at the 95% level.

Weighting and Analysis

- 1.13. The final data set from the survey was weighted to correct for the disproportionate sampling scheme used and to ensure data matches latest estimates of the Dorset population. The initial sample from the survey set targets of 397 respondents per SUG, irrespective of the size of the SUG population. Weighting was therefore used to ensure that the final dataset was representative in terms of size of the SUG and in

terms of age and gender. Weighting was based on the ONS mid-2017 populations estimates for age and gender at SUG level ³.

- 1.14. Analysis of the survey was undertaken using the IBM SPSS statistical analysis software. Tables of results were produced including frequency tables and cross-tabulations by age, gender, ethnicity, deprivation and SUG area which are used for the purposes of this report. Appendix B provides a breakdown of the sample sizes for each of the sub-groups used in the analysis. Further cross-tabulations by tenure, disability, sexual orientation, employment status and religion have been provided to the council but are not detailed in this report.
- 1.15. As detailed earlier, the measure of deprivation was obtained by using the English Index of Multiple Deprivation (IMD) 2019. This is the official measure of relative deprivation for lower-layer Super Output Areas (LSOAs) in England. The Index of Multiple Deprivation ranks every LSOA in England from 1 (most deprived area) to 32,844 (least deprived area). To allow cross-tabulations by deprivation, the LSOAs have been grouped into 5 quintiles, where 1 is the most deprived 20% of LSOAs in England and 5 is the least deprived 20% of LSOAs in England.
- 1.16. Within Dorset, 11 of the 219 LSOAs are within the first quintile (most deprived 20%) of neighbourhoods nationally. Ten of these are in Dorset South; 1 is on Dorset West. 12 of the LSOAs in Dorset South fall into the 1st and 2nd most deprived quintile – in contrast to the other SUGs, in which only a maximum of 6 fall into these two categories. A breakdown of the number of LSOAs in each deprivation quintile by SUG is given below.

2019 IMD Quintile	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Total
1 - Most deprived	0	0	10	1	0	0	11
2	4	5	11	5	3	3	31
3	6	26	8	9	8	11	68
4	13	7	8	5	12	14	59
5 - Least deprived	32	9	5	1	2	1	50
Total	55	47	42	21	25	29	219

- 1.17. The table below shows the number and percentage of respondents in each IMD quintile for each SUG from the weighted data. Overall, 178 respondents were from the most deprived quintile of neighbourhoods in the county – this represents 7% of all respondents to the survey. At SUG level, Dorset South has the highest proportion of respondents from the most deprived quintile of neighbourhoods – here 28% of

³ This was calculated from the ONS mid-2017 populations estimates for age and gender at LSOA level as the data was not available as SUG level.

respondents were from the most deprived quintile of neighbourhoods. This reflects the distribution of deprivation by LSOA and SUG above.

2019 IMD Quintile	Dorset East		Dorset North		Dorset South		Dorset West		Mid Dorset		South East Dorset		Overall	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
1 - Most deprived	0	0%	0	0%	141	28%	37	14%	0	0%	0	0%	178	7%
2	39	6%	90	15%	150	30%	37	14%	36	11%	34	10%	386	15%
3	75	12%	297	48%	84	17%	117	44%	75	24%	140	43%	788	30%
4	216	35%	153	25%	101	20%	73	28%	200	64%	154	47%	898	34%
5 - Least deprived	285	46%	76	12%	23	5%	0	0%	1	0%	0	0%	386	15%

- 1.18. The questionnaire was designed in line with the guidance provided by the Local Government Association's 'Are you being served' survey, alongside other questions sourced from other surveys. The 'Benchmarking resident satisfaction data: question set and guidance' was used to determine a question set which suited the area (<https://www.local.gov.uk/are-you-being-served-benchmarking-residents-perceptions-local-government>). At present, the benchmarking data is not available for some of the questions used, but where possible, we have used the results from South Kesteven, which is a rural and relatively affluent area in Lincolnshire, for comparison. Additional comparisons can be made when results become available.

2 SURVEY FINDINGS

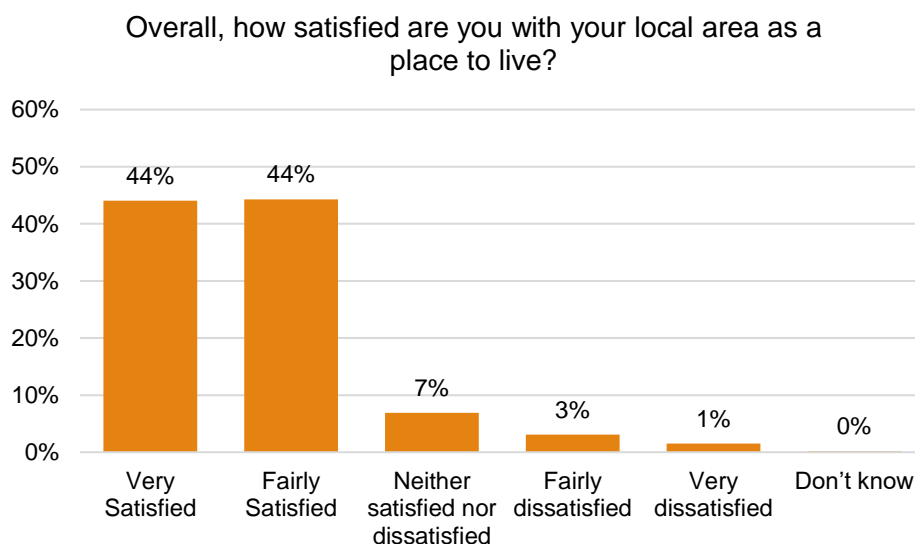
DEMOGRAPHICS

- 1.1. This section provides the results from the survey of residents. Results are based on weighted data.
- 1.2. Forty-eight percent (48%) of respondents were male and 52% were female.
- 1.3. Twenty-one percent (21%) of respondents were aged 16 to 34, 29% were aged 35 to 54, 35% were aged 55 to 74 and 16% were aged 75 or older.
- 1.4. Just under half (49%) of respondents were working, with 28% an employee in full-time work, 12% in part-time work and 10% self-employed. Just over half (51%) were not working, with 35% retired, 6% looking after the home or family, 5% in full-time education, 3% permanently sick or disabled, 1% unemployed, less than 1% on a government supported training programme and 1% doing something else.
- 1.5. Nearly three-quarters (74%) of respondents own their own home, with 46% owning outright and 28% owning with a mortgage or loan. 23% rent their home, with 10% renting from a housing association, housing co-operative, charitable trust, or registered social landlord, 9% renting from a private landlord or letting agency and 4% renting from Dorset council. 1% part owned and part rented their home. 2% described the ownership of their home in another way, including living with their parents and in accommodation provided by their job.
- 1.6. The majority of respondents (95%) were White British. 3% of respondents were from other White ethnic groups, 1% from Mixed ethnic groups and 1% from Asian ethnic groups. Less than 1% of respondents were from Black ethnic groups and less than 1% from Other ethnic groups.
- 1.7. A quarter (25%) of respondents reported being limited in their day-to-day activities, with 9% limited a lot and 15% limited a little.
- 1.8. Fifty-eight percent (58%) of respondents had a religion of some kind, with 57% Christian, less than 1% Buddhist, less than 1% Muslim, less than 1% Jewish, less than 1% Hindu and 1% another religion. 42% of respondents had no religion.
- 1.9. The majority (96%) of respondents were heterosexual. 2% were bisexual, 1% were homosexual and 1% were another sexual orientation.
- 1.10. A full breakdown of demographics broken down by SUG area can be found in Appendix C.

- 1.11. A comparison between the demographics of respondents from the survey and the 2011 Census/mid-2017 population estimates⁴ is provided in Appendix D. This illustrates the representativeness of the survey – for each of the socio-demographic variables, there is a close match between the survey respondents and the actual Dorset population.

PERCEPTIONS OF THE LOCAL AREA

- 1.12. Overall, 88% of respondents were satisfied with their local area as a place to live, with 44% very satisfied and 44% fairly satisfied. 7% of respondents were neither satisfied nor dissatisfied. Only 5% of respondents were dissatisfied, with 3% fairly dissatisfied and 1% very dissatisfied. Less than 1% answered 'don't know'. For comparison, in South Kesteven 2018/19, 76% of respondents were satisfied with their local area as a place to live, with 29% very satisfied and 47% fairly satisfied.

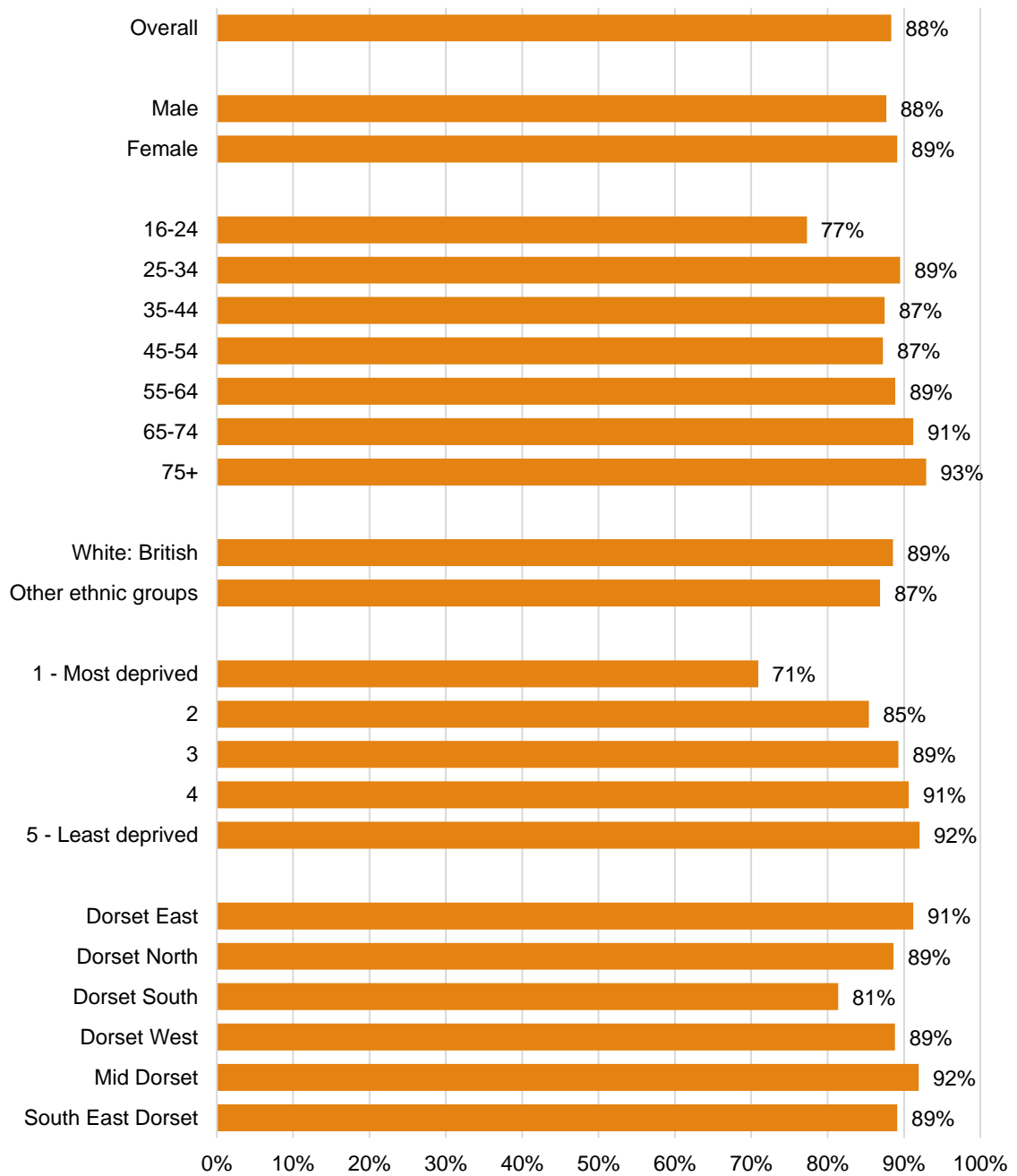


Base: 2,602

- 1.13. There were significant differences in the proportion of respondents who were very or fairly satisfied with their local area as a place to live by age, deprivation and SUG. Respondents aged 16 to 24, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to be satisfied with their local area as a place to live. As detailed earlier, there is a correlation between deprivation and SUG – Dorset South having a higher proportion of neighbourhoods with higher levels of deprivation. (Chart overleaf).

⁴ Comparisons are made with either the 2011 Census or the more recent 2017 mid-year population estimates produced by ONS where these are available.

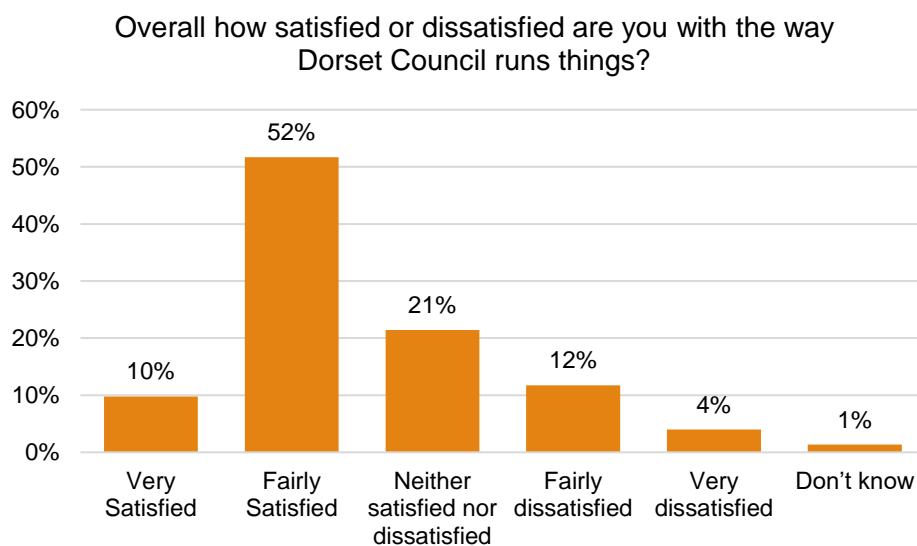
Overall, how satisfied are you with your local area as a place to live? -
Very or fairly satisfied



Base: See Appendix B
Significant differences by age, 2019 IMD and SUG

SATISFACTION WITH THE COUNCIL

- 1.14. Sixty-one percent (61%) of respondents were satisfied with the way Dorset Council runs things, with 10% very satisfied and 52% fairly satisfied. 21% of respondents were neither satisfied nor dissatisfied. 16% of respondents were dissatisfied, with 12% fairly dissatisfied and 4% very dissatisfied. 1% answered 'don't know'. For comparison, in South Kesteven 2018/19, 53% of respondents were satisfied with the way South Kesteven Council runs things, with 9% very satisfied and 44% fairly satisfied. (Chart overleaf).

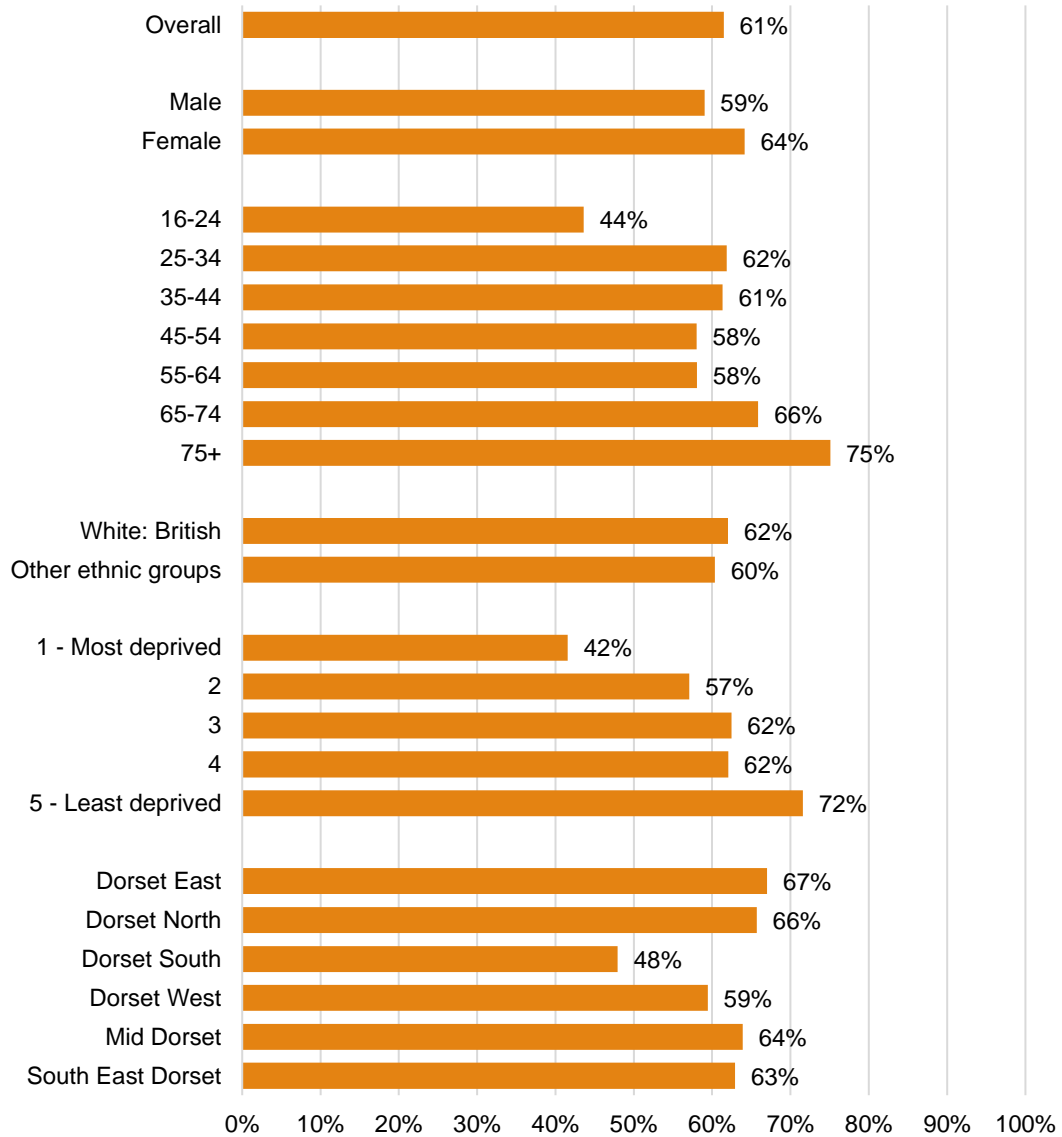


Base: 2,6179

- 1.15. There were significant differences in the proportion of respondents who were very or fairly satisfied with the way Dorset Council runs things by gender, age, deprivation and SUG. Men, respondents aged 16 to 24, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to be satisfied with the way Dorset Council runs things. In 4 of the SUGs the proportion of respondents who were satisfied with the way Dorset Council runs things was over 60%.

(Chart overleaf).

Overall, how satisfied or dissatisfied are you with the way Dorset Council runs things? - Very or fairly satisfied

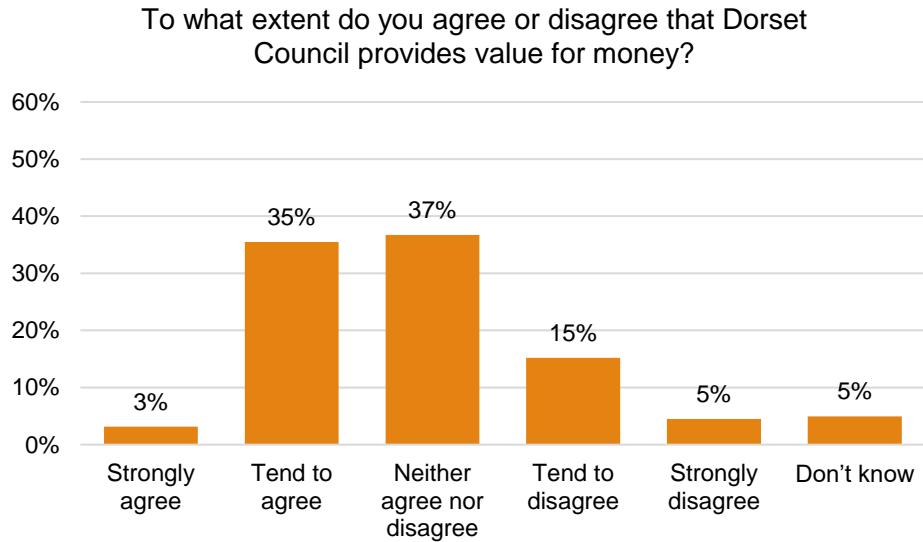


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

PERCEPTIONS OF VALUE FOR MONEY

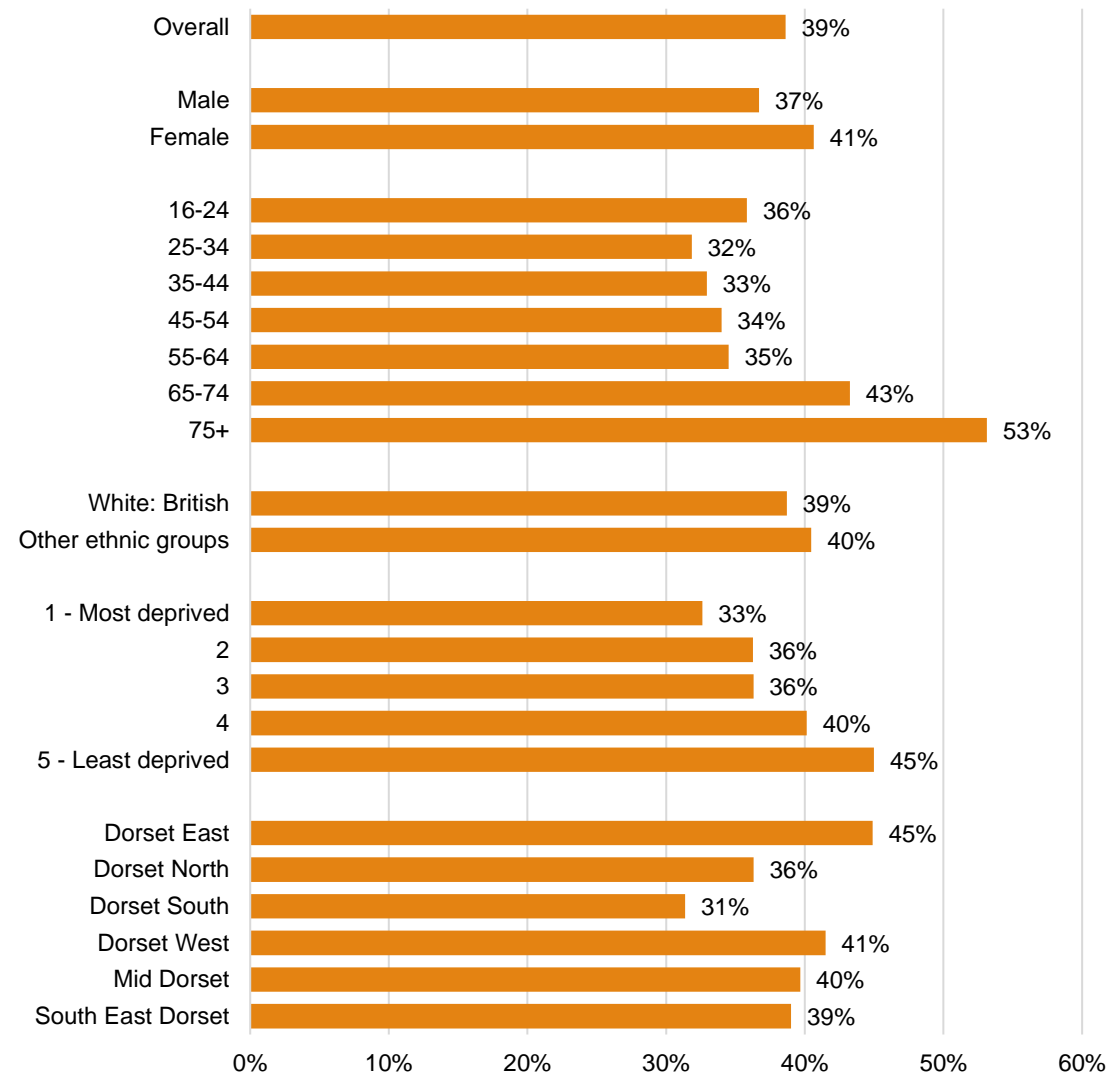
- 1.16. Thirty-nine percent (39%) of respondents agreed that Dorset Council provides value for money, with 3% strongly agreeing and 35% who tend to agree. 37% neither agree nor disagree. 20% of respondents disagree, with 15% who tend to disagree and 5% who would strongly disagree. 5% answered ‘don’t know’. For comparison, in South Kesteven 2018/19, 35% agreed that South Kesteven Council provides value for money, with 4% strongly agreeing and 31% who tend to agree.



Base: 2,613

- 1.17. There were significant differences in the proportion of respondents who strongly agree or tend to agree that Dorset Council provides value for money by gender, age, deprivation and SUG. Men, respondents aged under 65, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to agree that Dorset Council provides value for money. (Chart overleaf)

To what extent do you agree or disagree that Dorset Council provides value for money? - Strongly agree or tend to agree

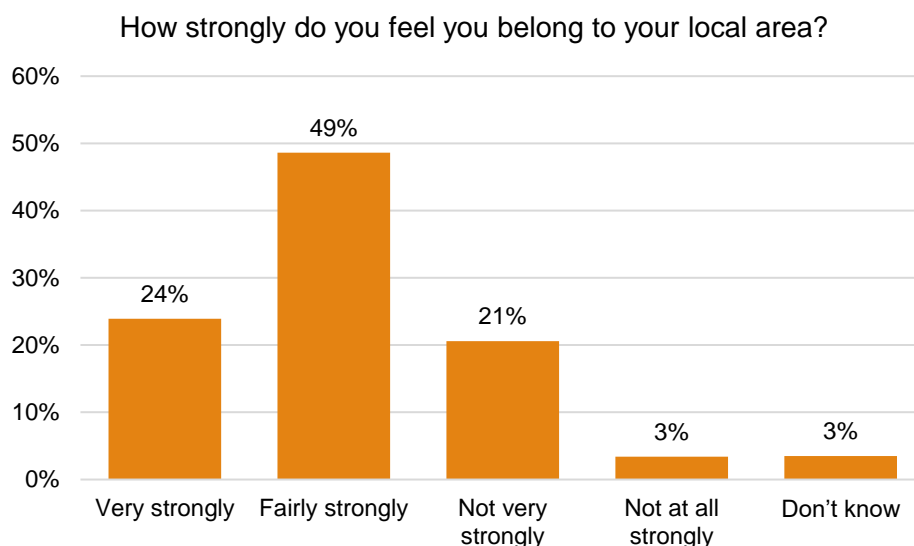


Base: See Appendix A

Significant differences by gender, age, 2019 IMD and SUG

PERCEPTIONS OF BELONGING TO THE LOCAL AREA

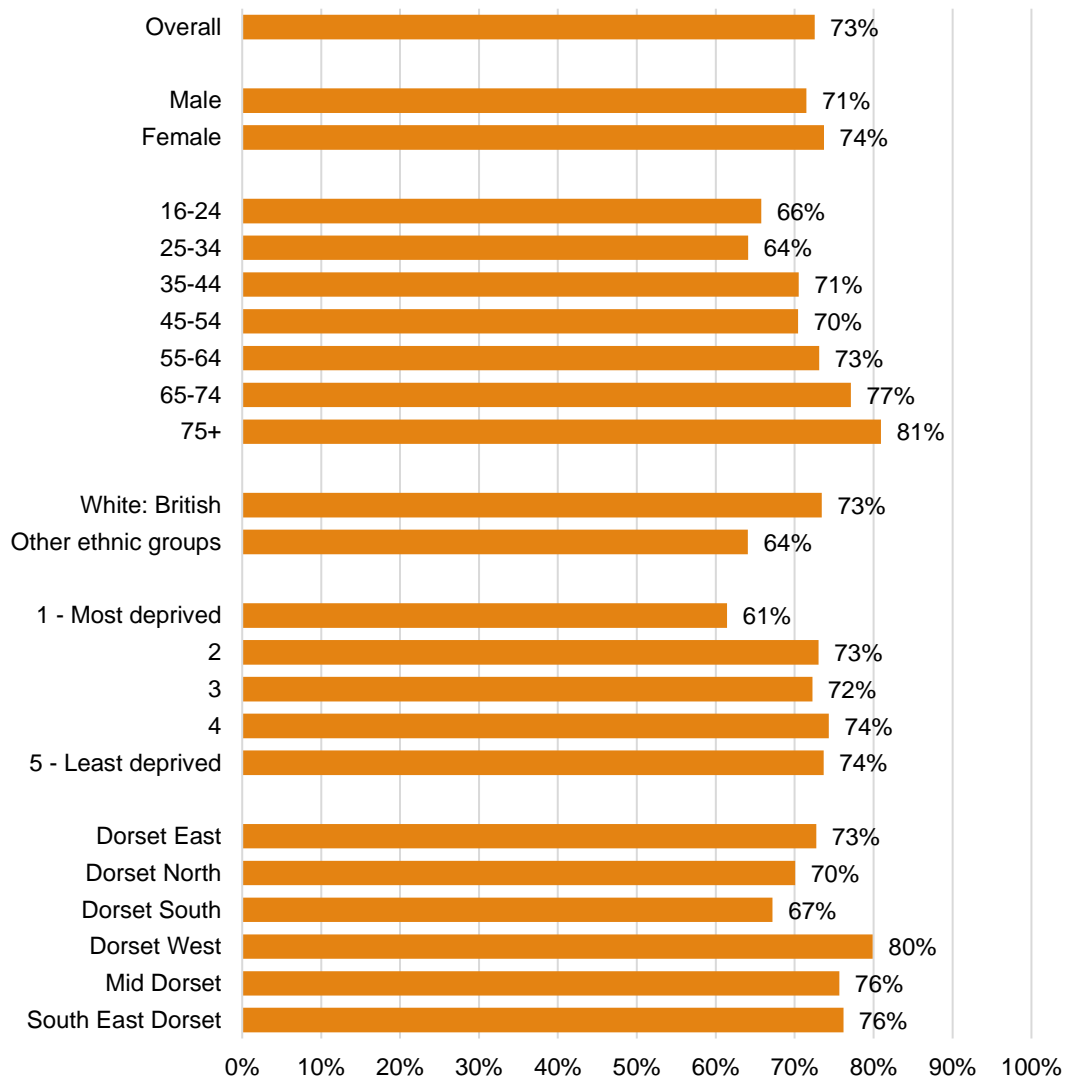
- 1.18. Nearly three-quarters (73%) of respondents feel they belong strongly to their local area, with 24% feeling that they ‘very strongly’ belong and 49% feeling that they ‘fairly strongly’ belong. 24% do not feel that they strongly belong to their local area, with 21% feeling that they ‘not very strongly’ belong and 3% feeling that they ‘not at all strongly’ belong. 3% answered ‘don’t know’.



Base: 2,621

There were significant differences in the proportion of respondents who feel they very or fairly strongly belong to their local area by age, ethnicity, deprivation and SUG. Respondents aged under 35 years, those from ethnic groups other than White British, those from the most deprived quintile of neighbourhoods and those from Dorset South were less likely to feel that they very or fairly strongly belong to their local area. In three of the SUG areas in the county, at least three-quarters of respondents feel they very or fairly strongly belong to their local area. (Chart overleaf).

How strongly do you feel you belong to your local area? - Very or fairly strongly

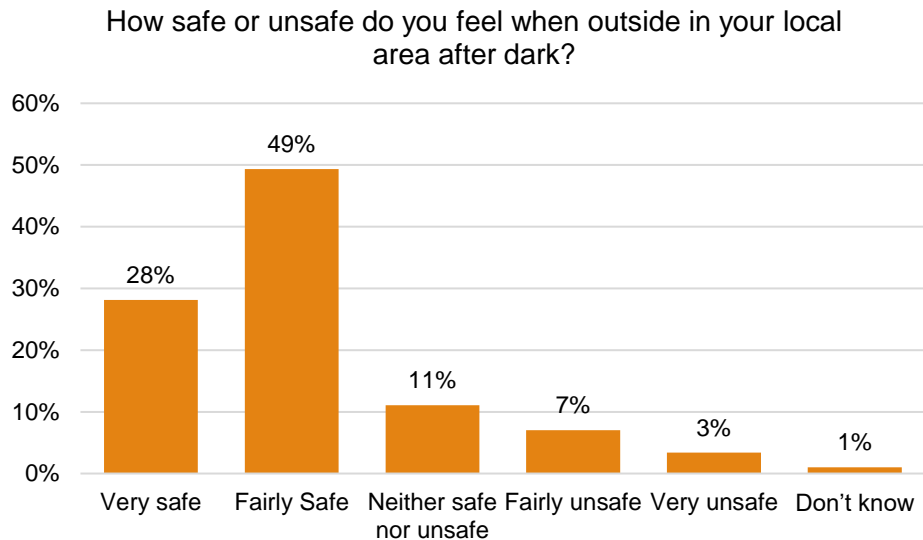


Base: See Appendix B

Significant differences by age, ethnicity, 2019 IMD and SUG

PERCEPTIONS OF SAFETY IN LOCAL AREA

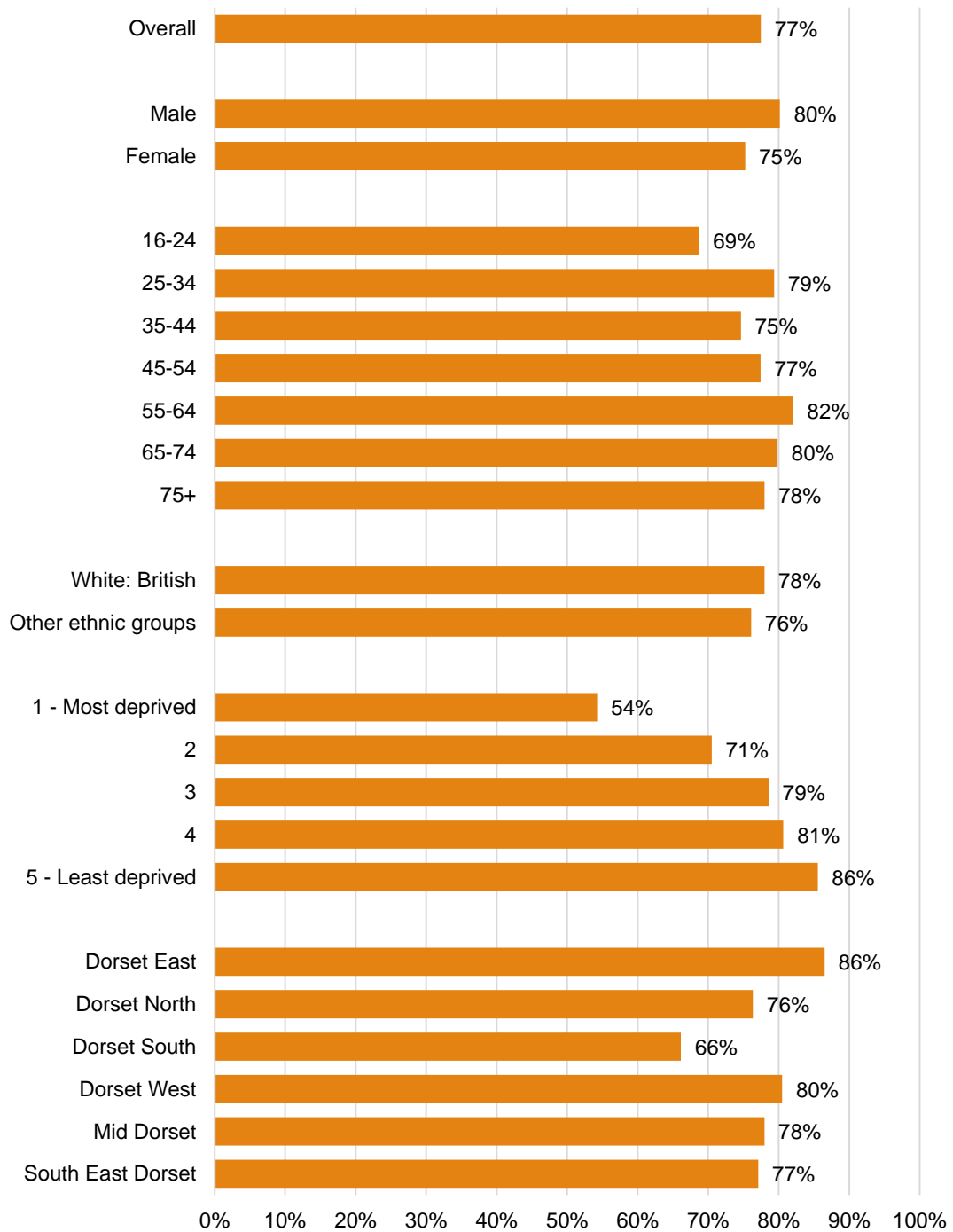
- 1.19. Just over three-quarters (77%) of respondents feel safe when outside in their local area after dark, with 28% feeling very safe and 49% feeling fairly safe. 11% feel neither safe nor unsafe. 10% feel unsafe, with 7% feeling fairly unsafe and 3% feeling very unsafe. 1% answered ‘don’t know’.



Base: 2,611

- 1.20. There were significant differences in the proportion of respondents who feel very or fairly safe when outside in their local area after dark by gender, age, deprivation and SUG. Women, respondents aged 16 to 24, those from the most deprived IMD quintile and those from Dorset South were less likely to feel safe when outside in their local area after dark. The results show a large gradient by IMD quintile. The difference in the proportion of respondents who feel safe outside after dark in the least and most deprived quintile of neighbourhoods was 32 percentage points. (Chart overleaf).

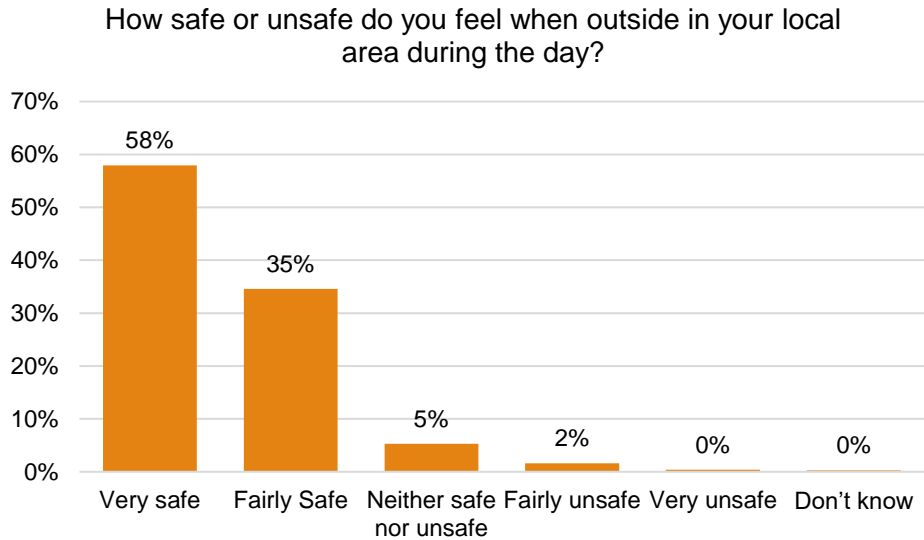
How safe or unsafe do you feel when outside in your local area after dark? - Very or fairly safe



Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

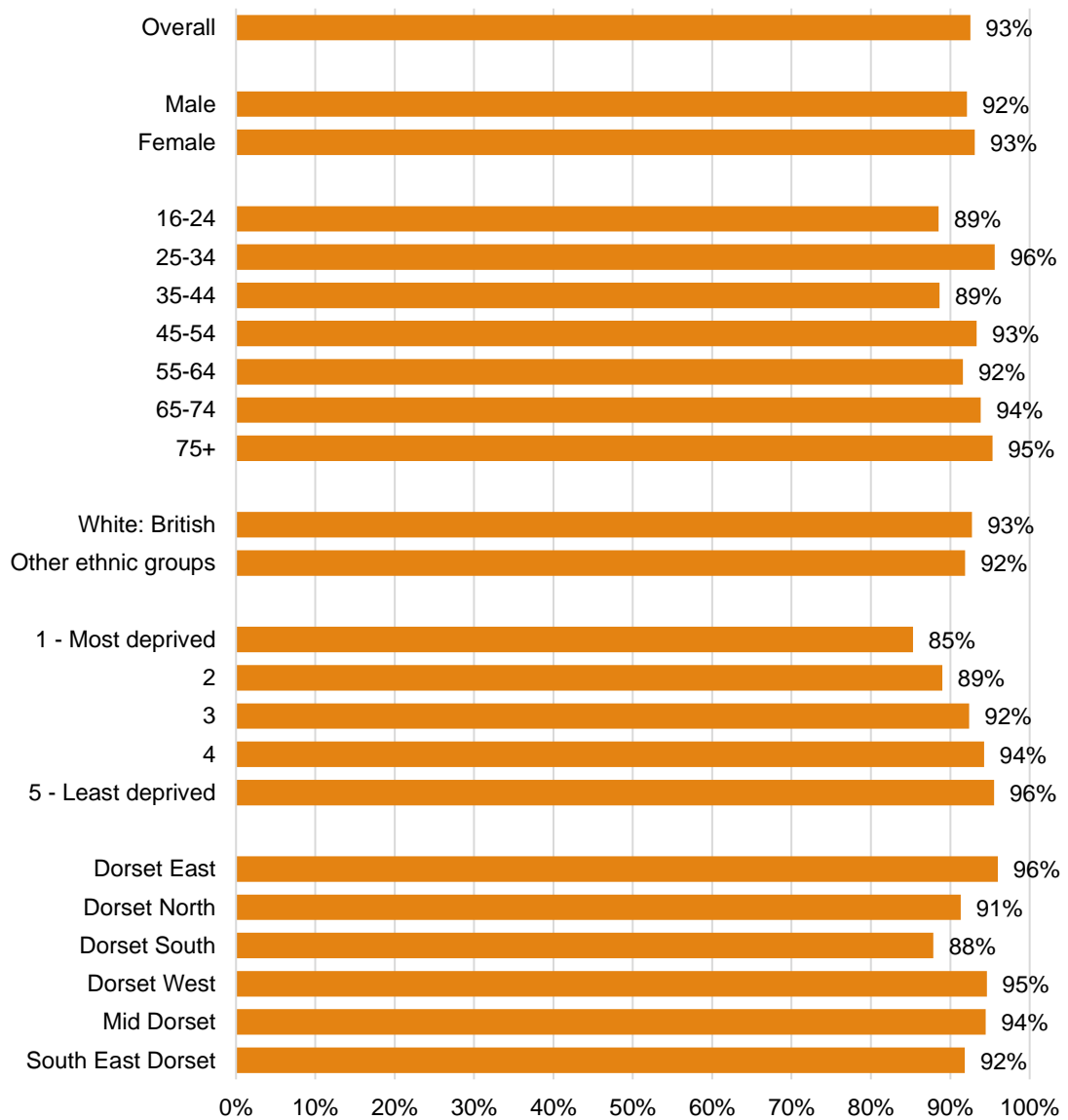
1.21. The majority of respondents (93%) feel safe when outside in their local area during the day, with 58% feeling very safe and 35% feeling fairly safe. 5% feel neither safe nor unsafe. Only 2% feel unsafe, with 2% feeling fairly unsafe and less than 1% feeling very unsafe. Less than 1% answered ‘don’t know’.



Base: 2,616

There were significant differences in the proportion of respondents who feel very or fairly safe when outside in their local area during the day by age, deprivation and SUG. Respondents from the 16 to 24 and the 35 to 44 age groups, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to feel safe when outside in their local area during the day. (Chart overleaf).

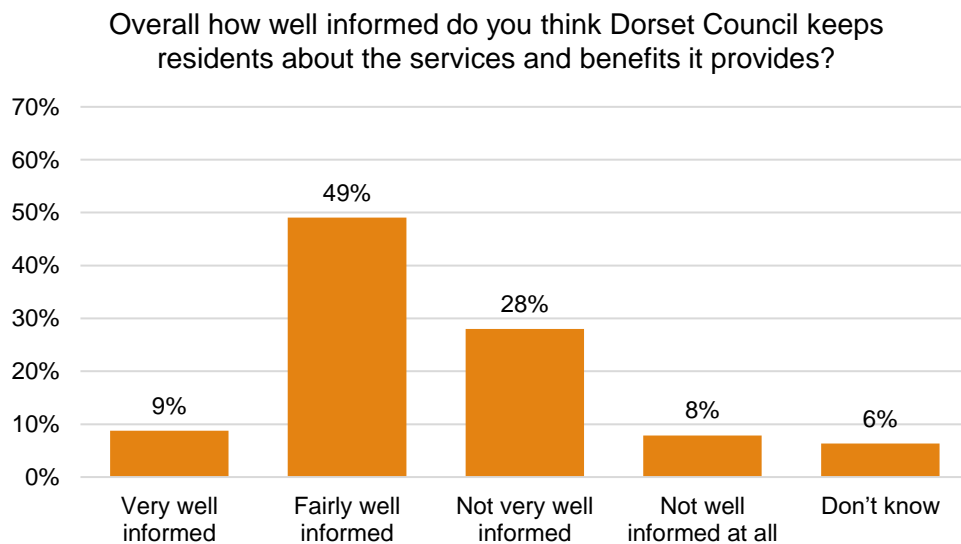
How safe or unsafe do you feel when outside in your local area during the day? - Very or fairly safe



Base: See Appendix B
 Significant differences by age, 2019 IMD and SUG

KEPT INFORMED BY DORSET COUNCIL

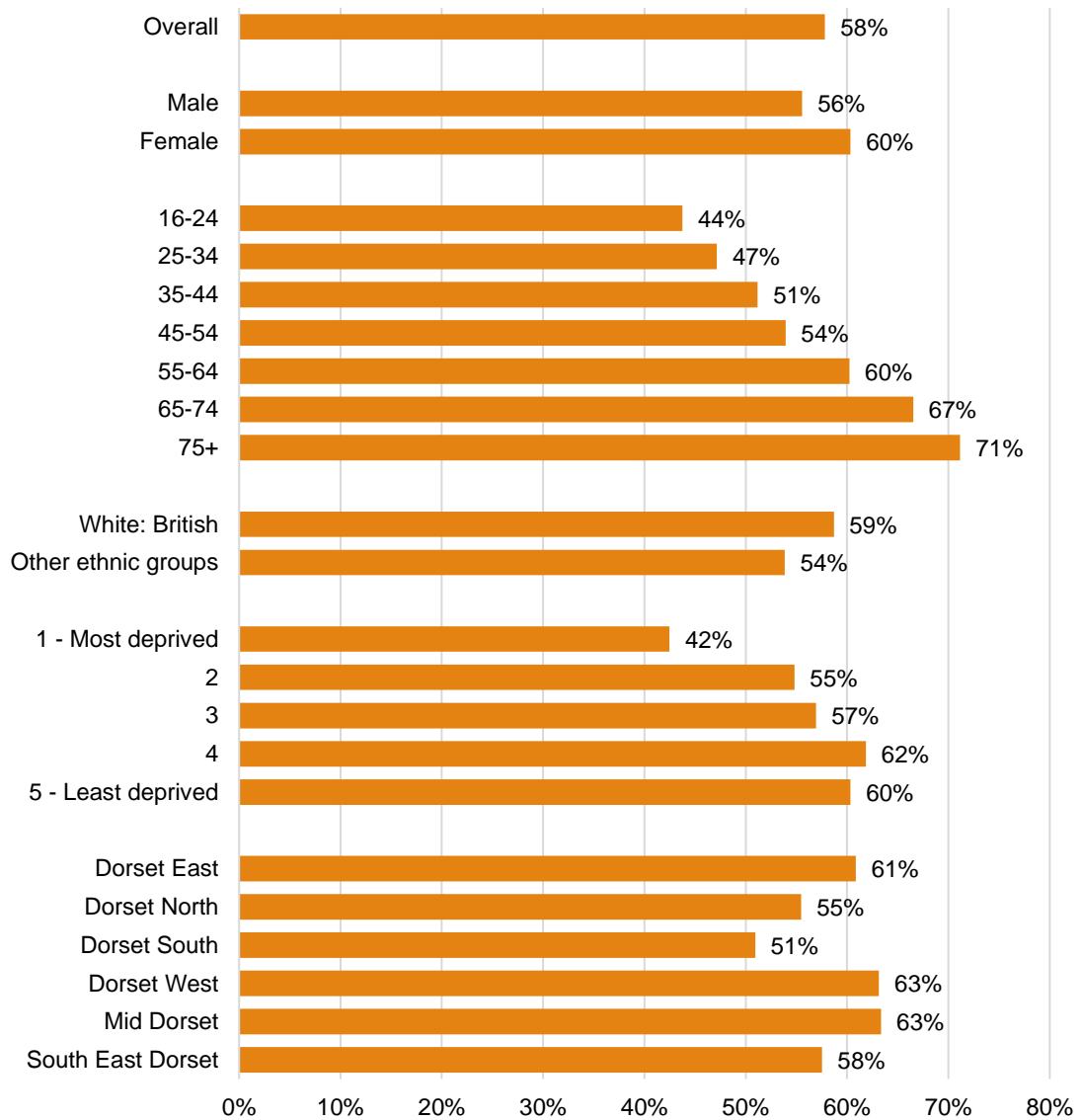
- 1.22. Respondents were asked how well-informed Dorset Council keeps residents about the services and benefits it provides. 58% of respondents think Dorset Council keeps residents well informed, with 9% thinking they keep residents very well informed and 49% thinking they keep residents fairly well informed. 36% of respondents think Dorset Council does not keep residents well informed, with 28% who think they keep residents not very well informed and 8% who think they keep residents not well informed at all. 6% of respondents answered, 'don't know'. For comparison, in South Kesteven 2018/19, 50% of respondents thought South Kesteven Council keeps residents well informed, with 8% thinking they keep residents very well informed and 4% thinking they keep residents fairly well informed.



Base: 2,616

There were significant differences in the proportion of respondents who think Dorset Council keeps residents very or fairly well informed about the services and benefits it provides by gender, age, deprivation and SUG. Men, respondents from younger age groups, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to think Dorset Council keeps residents very or fairly well informed. The proportion of respondents that think Dorset Council keeps residents well informed increases with age, with a gap of 27% percentage points between the youngest and oldest age groups. (Chart overleaf).

Overall how well informed do you think Dorset Council keeps residents about the services and benefits it provides?- Very or fairly well informed

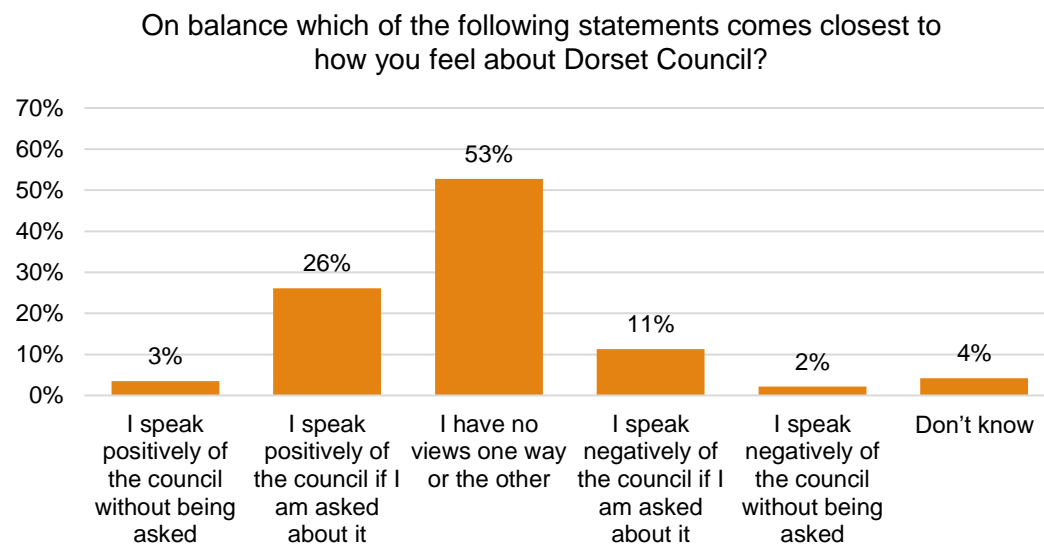


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

ADVOCACY OF DORSET COUNCIL

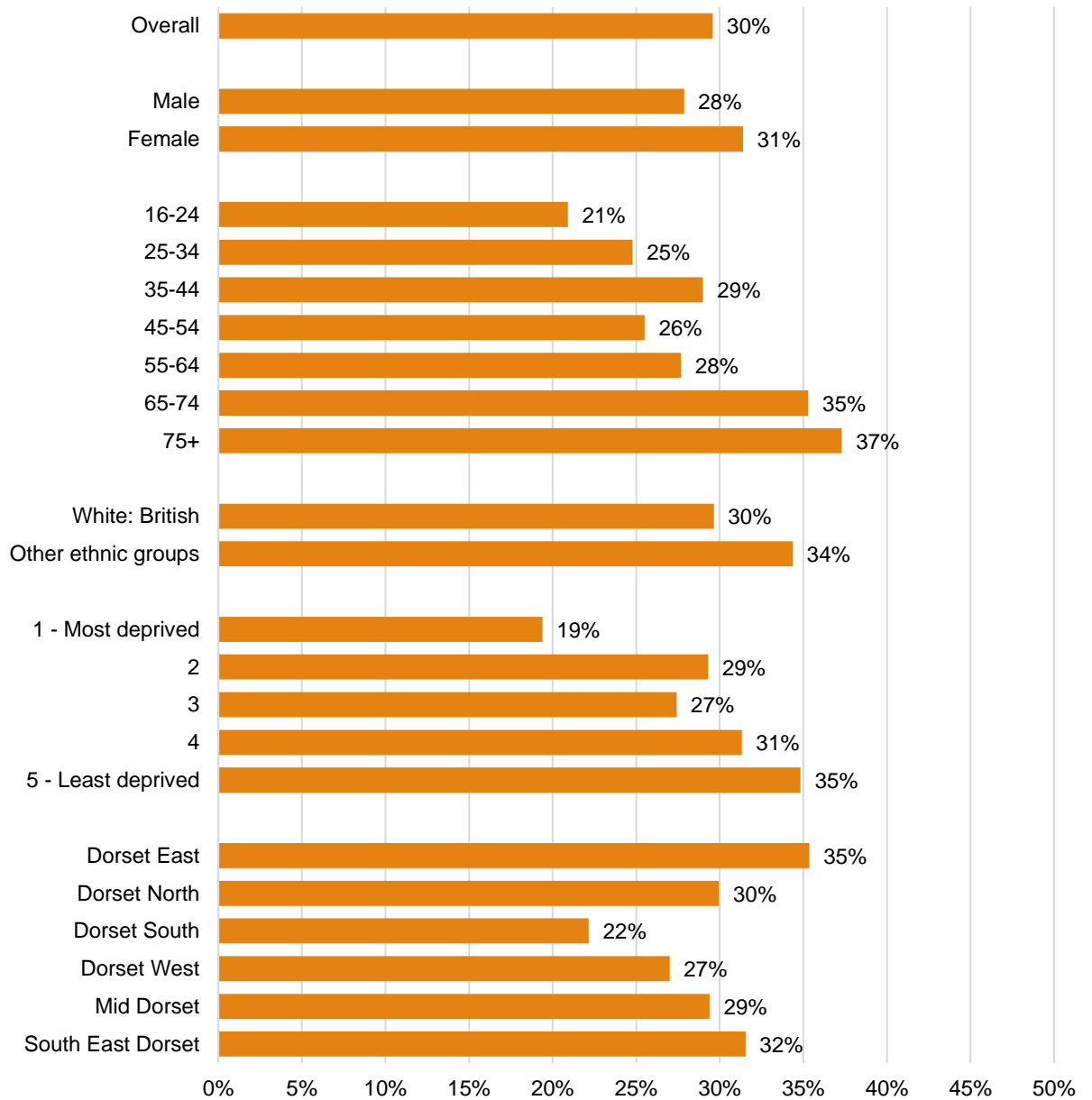
- 1.23. Thirty percent (30%) of respondents would speak positively about Dorset Council, with 3% who would speak positively without being asked and 26% who would speak positively if asked. 53% have no views one way or the other about Dorset Council. 13% would speak negatively about Dorset Council, with 2% who would speak negatively without being asked and 11% who would speak negatively if asked. 4% answered 'don't know'.



Base: 2,606

There were significant differences in the proportion of respondents who would speak positively of Dorset Council either without being asked or if asked by gender, age, deprivation and SUG. Men, respondents aged 16 to 24, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to speak positively of Dorset Council. Respondents from Dorset East and those aged 65+ were most likely to say they would speak positively of Dorset Council. (Chart overleaf).

On balance which of the following statements comes closest to how you feel about Dorset Council? - I speak positively of the council without being asked or if I am asked

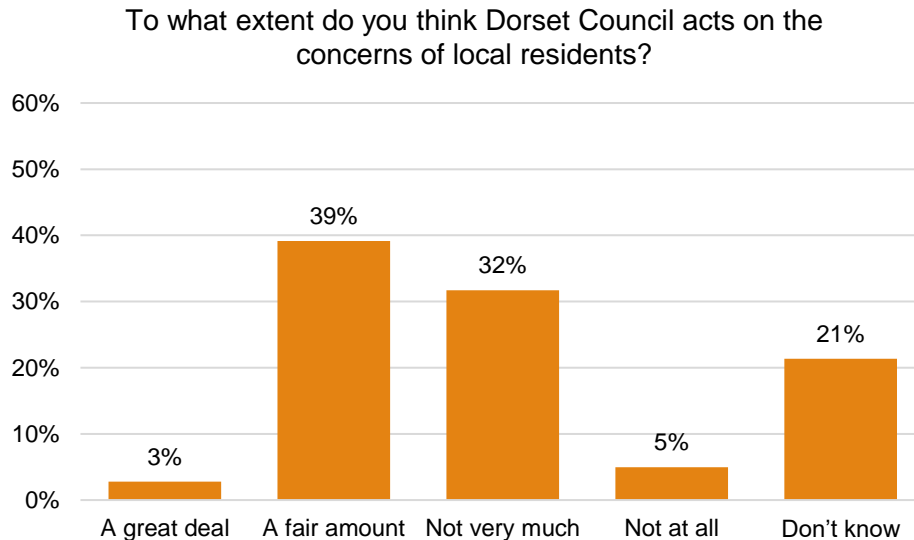


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

ACTING ON CONCERNS OF RESIDENTS

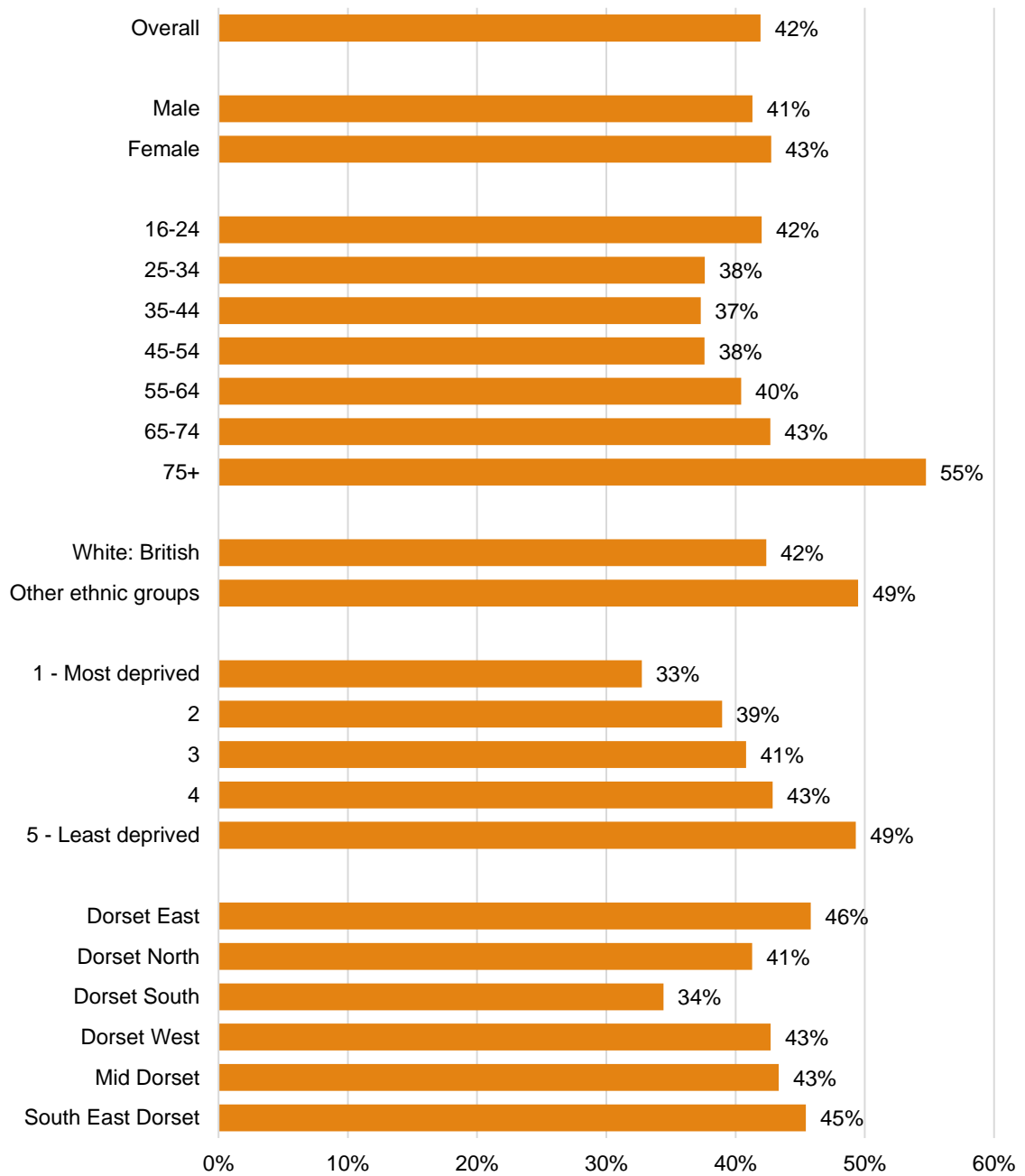
- 1.24. Forty-two percent (42%) of respondents think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount', with 3% thinking they act on residents' concerns 'a great deal' and 39% 'a fair amount'. 32% think that Dorset Council acts on the concerns of local residents 'not very much' and 5% of respondents think Dorset Council acts on the concerns of local residents 'not at all'. 21% of respondents answered, 'don't know'.



Base: 2,616

There were significant differences in the proportion of respondents who think Dorset Council acts on the concerns of local residents 'a great deal' or 'a fair amount' by age, deprivation and SUG. Respondents aged 25 to 54, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to think Dorset Council acts on the concerns of local residents 'a great deal' or 'a fairly amount'. Those aged 75 and over were most likely to say that the council acts on the concerns of residents. (Chart overleaf).

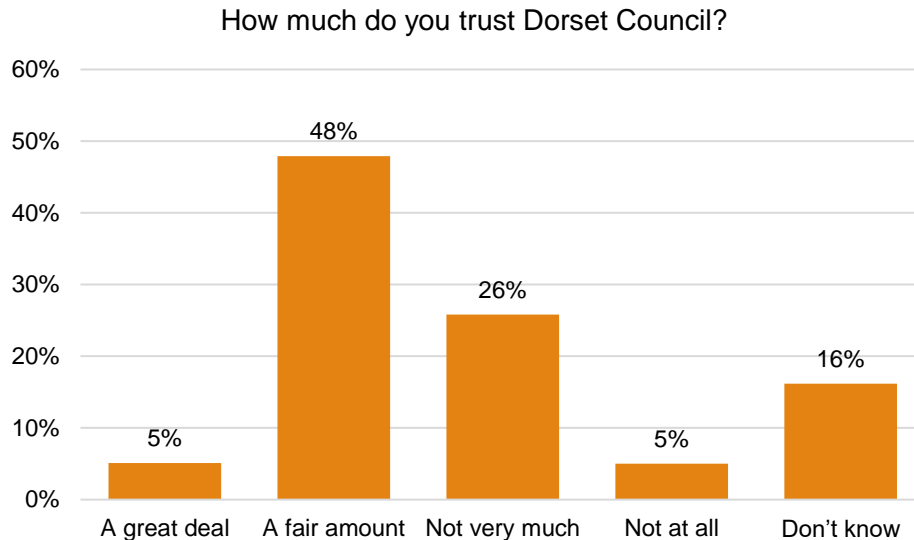
To what extent do you think Dorset Council acts on the concerns of local residents? - A great deal or a fair amount



Base: See Appendix B
 Significant differences by age, 2019 IMD and SUG

TRUST IN DORSET COUNCIL

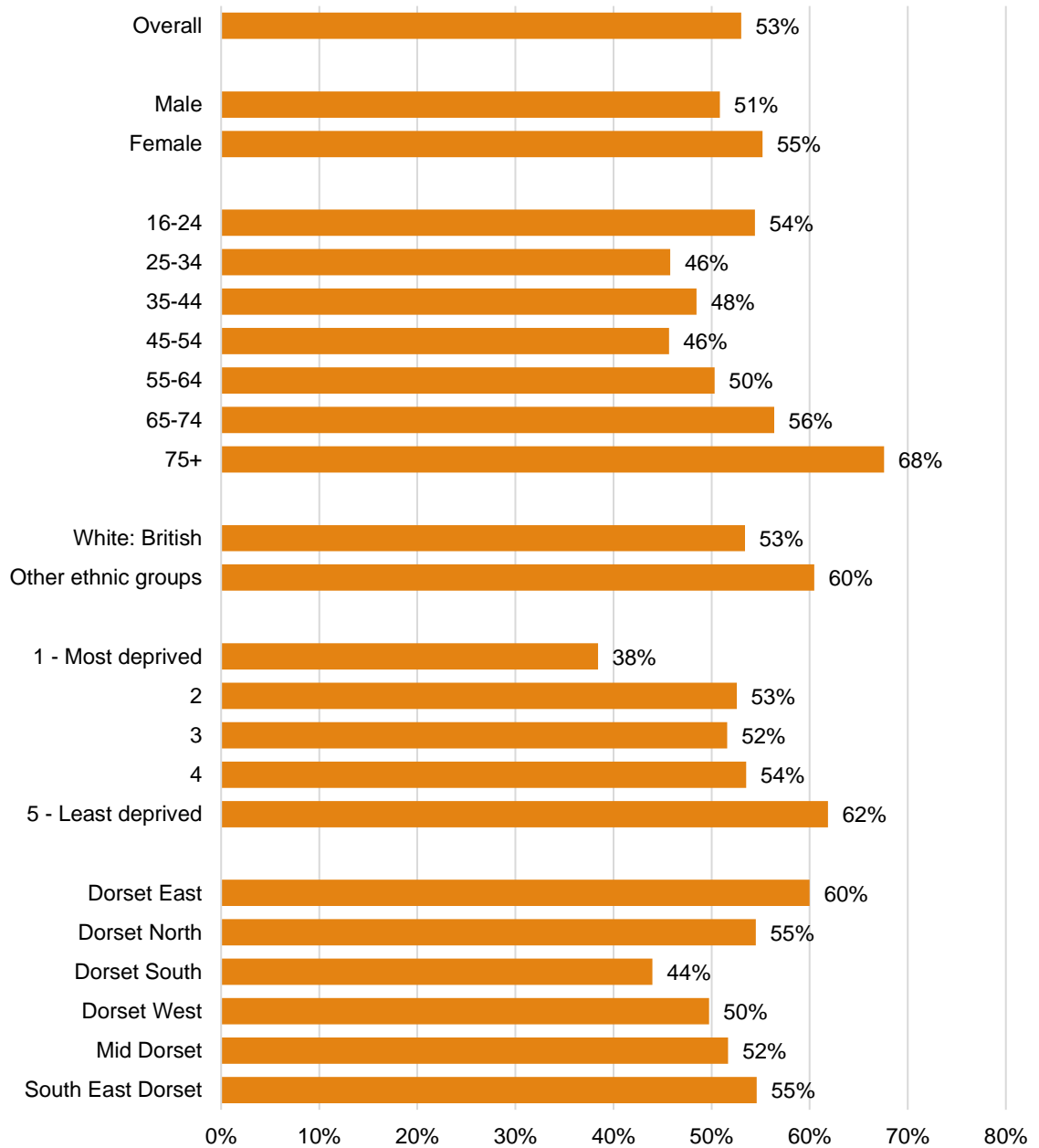
- 1.25. Fifty-three percent (53%) of respondents said that they trust Dorset Council ‘a great deal’ or ‘a fair amount’, with 5% trusting Dorset Council ‘a great deal’ and 48% ‘a fair amount’. 26% trust Dorset Council ‘not very much’ and 5% ‘not at all’. 16% answered ‘don’t know’.



Base: 2,616

There were significant differences in the proportion of respondents who said they trust Dorset Council ‘a great deal’ or ‘a fair amount’ by gender, age, deprivation and SUG. Men, respondents aged 74 years and under, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to say they trust Dorset Council ‘a great deal’ or ‘a fair amount’. (Chart overleaf).

How much do you trust Dorset Council? - A great deal or a fair amount



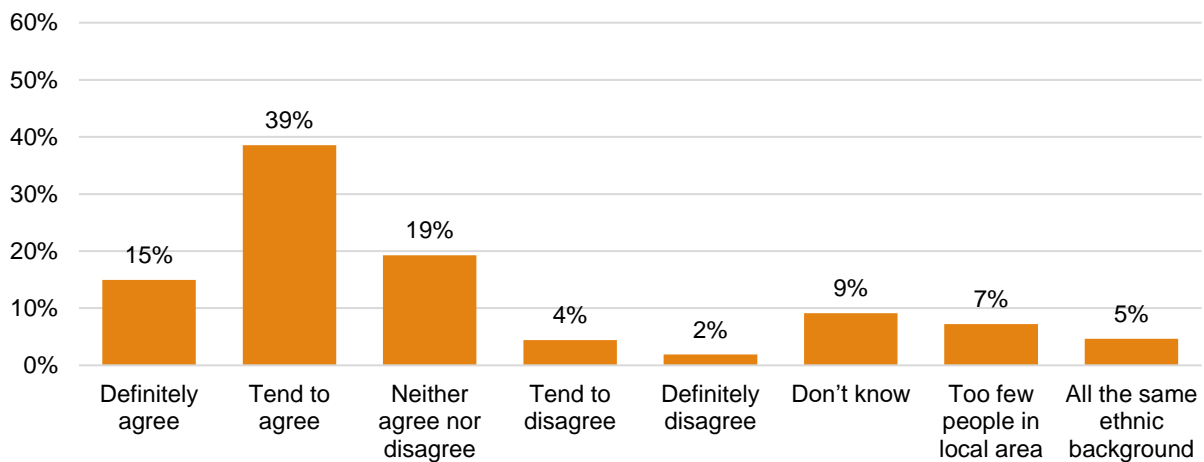
Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

PERCEPTIONS OF COMMUNITY COHESION

1.26. Fifty-three percent (53%) of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together, with 15% who definitely agree and 39% who tend to agree. 19% neither agree nor disagree. 6% disagree, with 4% who tend to disagree and 2% who definitely disagree. 9% answered 'don't know', 7% that there are too few people in their local area and 5% that everyone in the area is of the same ethnic background.

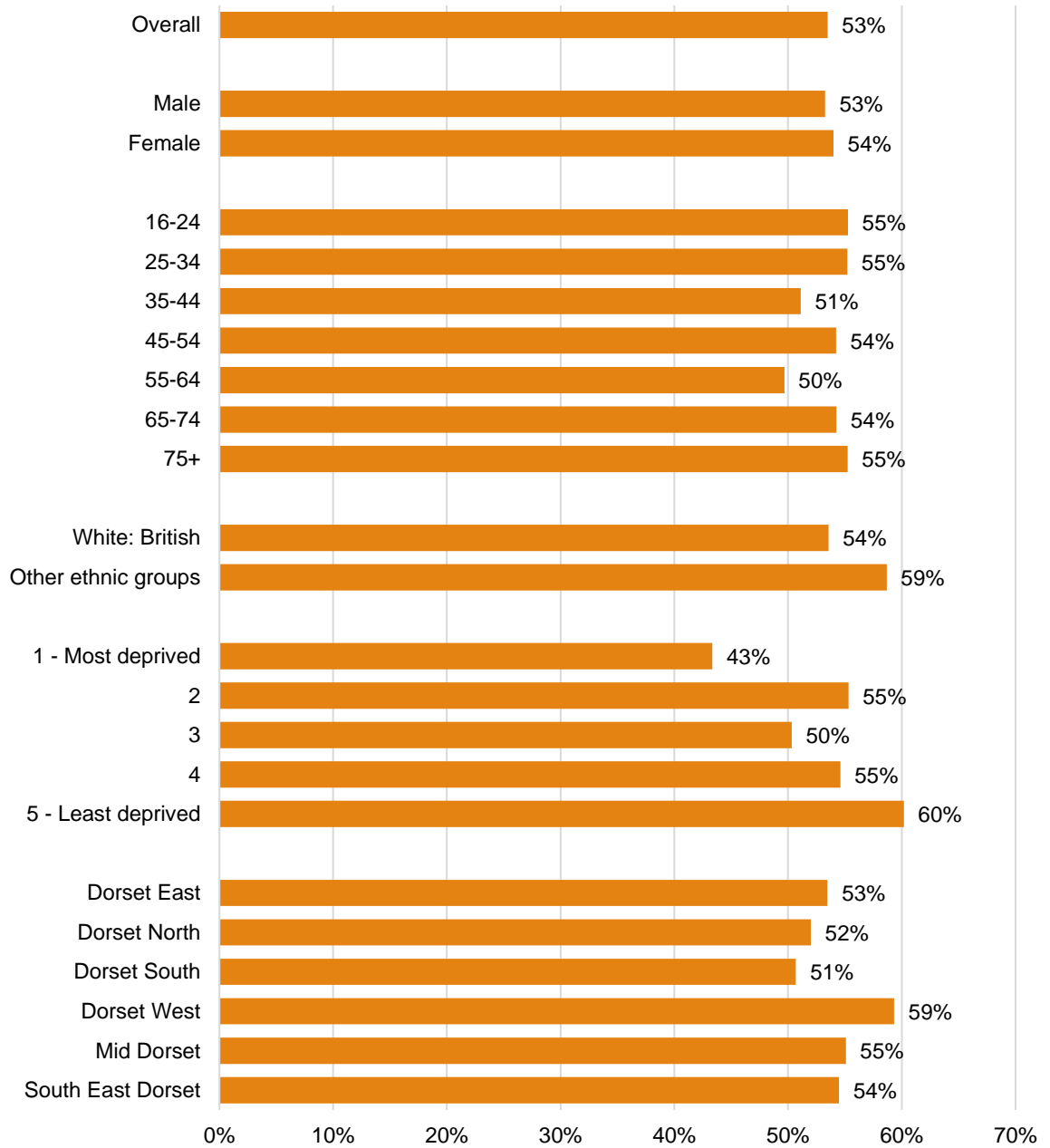
To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?



Base: 2,605

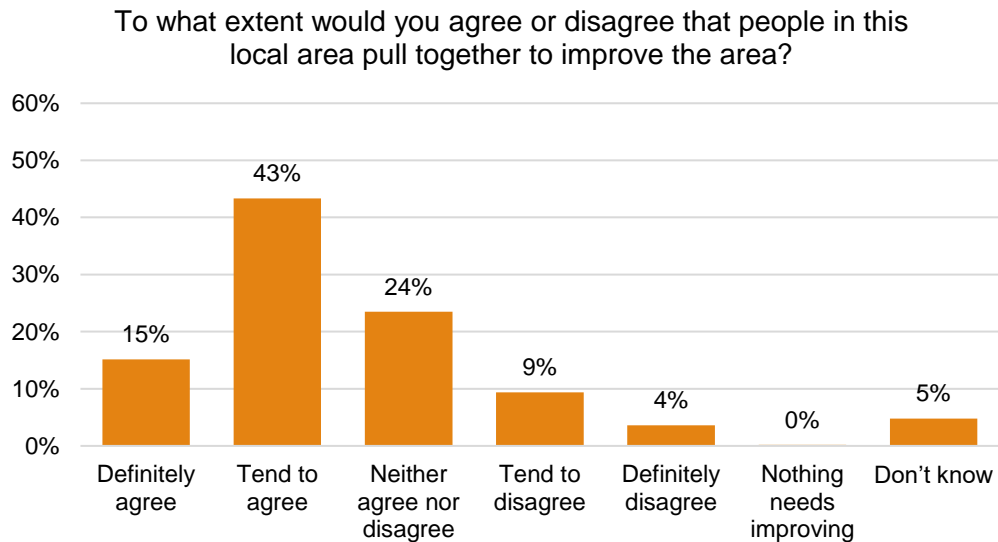
There were significant differences in the proportion of respondents who agree that their local area is a place where people from different ethnic backgrounds get on well together by deprivation. Respondents from the most deprived IMD quintile were less likely to agree that their local area is a place where people from different ethnic backgrounds get on well together. (Chart overleaf).

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



Base: See Appendix B
Significant differences by 2019 IMD

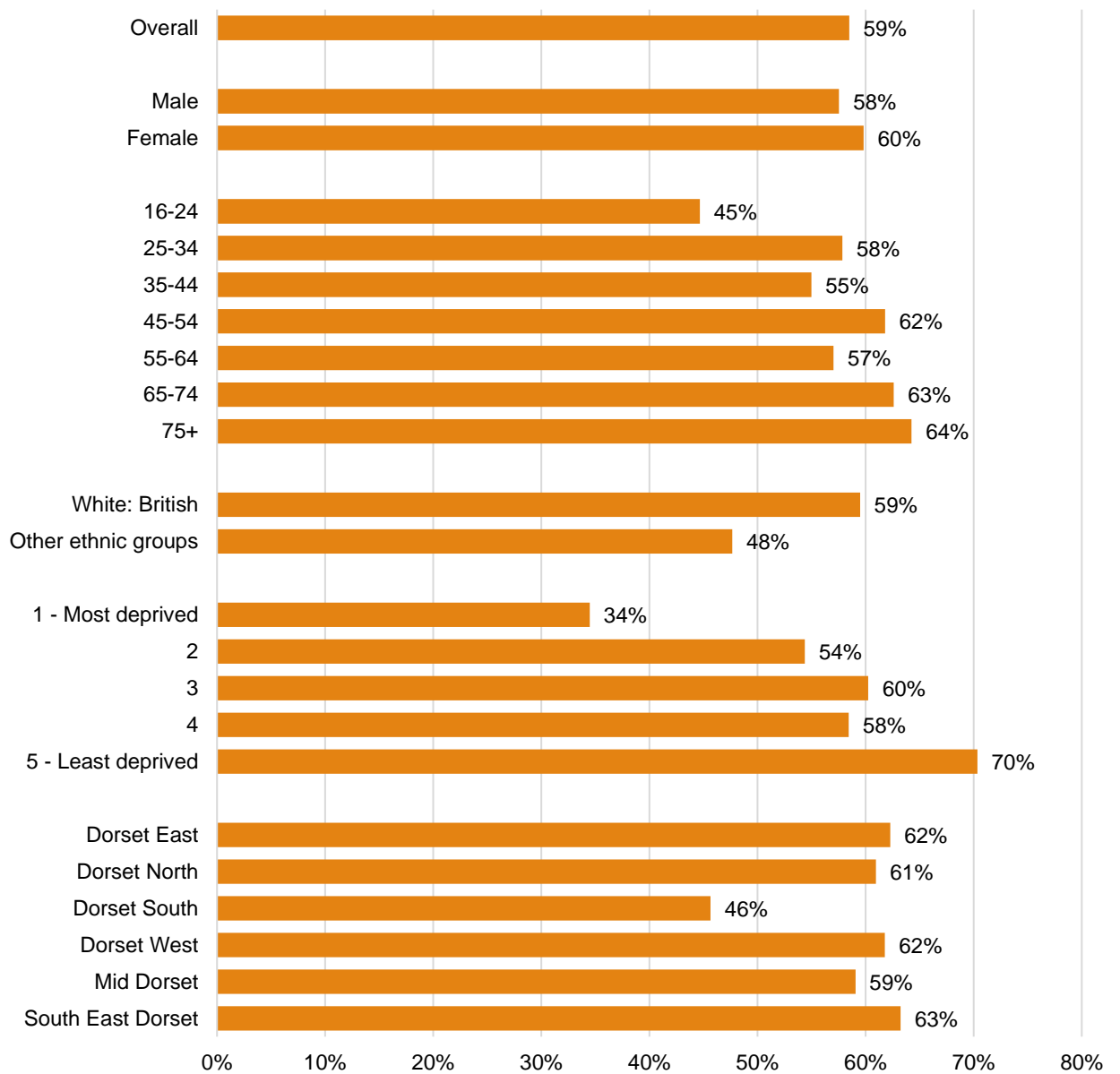
- 1.27. Nearly three-fifths (59%) of respondent agree that people in their local area pull together to improve the area, with 15% who definitely agree and 43% who tend to agree. 24% neither agree nor disagree. 13% disagree, with 9% who tend to disagree and 4% who strongly disagree. Less than 1% answered that nothing needs improving and 5% answered 'don't know'.



Base: 2,606

- 1.28. There were significant differences in the proportion of respondents who agree that people in their local area pull together to improve the area by age, ethnicity, deprivation and SUG. Respondents age 16 to 24, respondents from ethnic groups other than White British, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to agree that their local area is a place where people in their local area pull together to improve the area. The difference in the proportion of respondents who agree that people in their local area pull together to improve the area in the least and most deprived quintile of neighbourhoods was 36 percentage points. (Chart overleaf).

To what extent would you agree or disagree that people in this local area pull together to improve the area? - Definitely or tend to agree



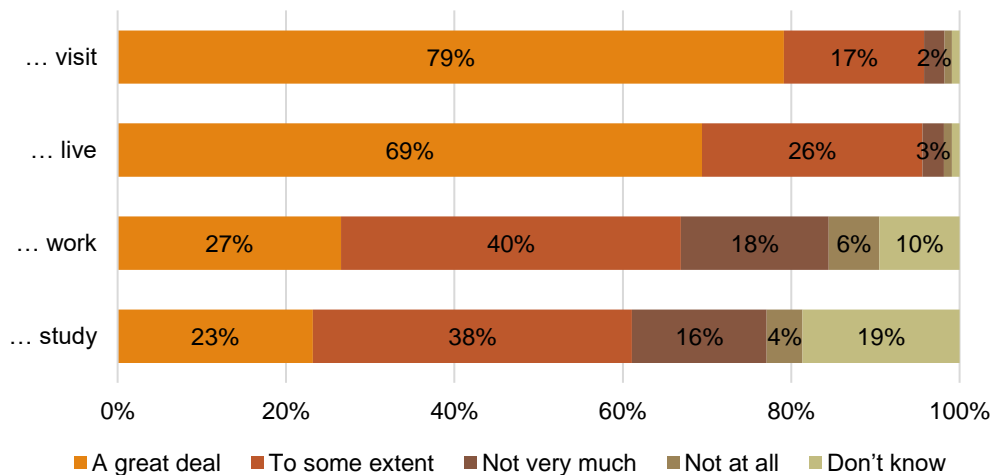
Base: See Appendix B

Significant differences by age, ethnicity, 2019 IMD and SUG

RECOMMENDATION OF DORSET AS A PLACE TO VISIT, LIVE, STUDY AND WORK

- 1.29. The majority of respondents (96%) would recommend Dorset as a place to visit and as a place to live ‘a great deal’ or ‘to some extent’. Only 3% of respondents would recommend Dorset as a place to visit and as a place live ‘not very much’ or ‘not at all’.
- 1.30. Two-thirds of respondents (67%) would recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’. 24% would recommend Dorset as a place to work ‘not very much’ or ‘not at all’ and 10% answered don’t know. Of those currently working, 74% would recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’ and 23% would recommend Dorset as a place to work for ‘not very much’ or ‘not at all’
- 1.31. Sixty-one percent (61%) would recommend Dorset as a place to study ‘a great deal’ or ‘to some extent’. 20% would recommend Dorset as a place to study ‘not very much’ or ‘not at all’ and 19% answered don’t know.. Of those currently in full-time education, 68% would recommend Dorset as a place to study ‘a great deal’ or ‘to some extent’ while 31% would recommend Dorset as a place to study for ‘not very much’ or ‘not at all’

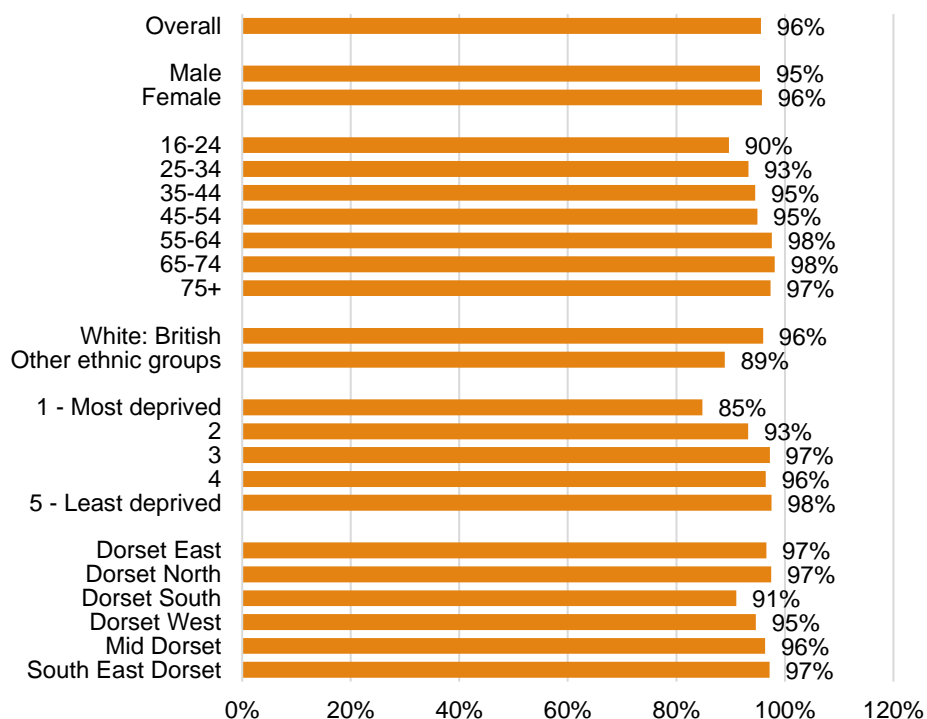
To what extent would you recommend Dorset as a place to ...?



Base: Visit = 2,477, live = 2,588, study = 2,457, work = 2,468

1.32. There were significant differences in the proportion of respondents who would recommend Dorset as a place to live ‘a great deal’ or ‘to some extent’ by age, ethnicity, deprivation and SUG. Respondents aged 16 to 24, respondent from ethnic groups other than White British, respondents from the least deprived IMD quintile and respondents from Dorset South were less likely to recommend Dorset as a place to live ‘a great deal’ or ‘to some extent’.

To what extent would you recommend Dorset as a place to live? - A great deal or to some extent

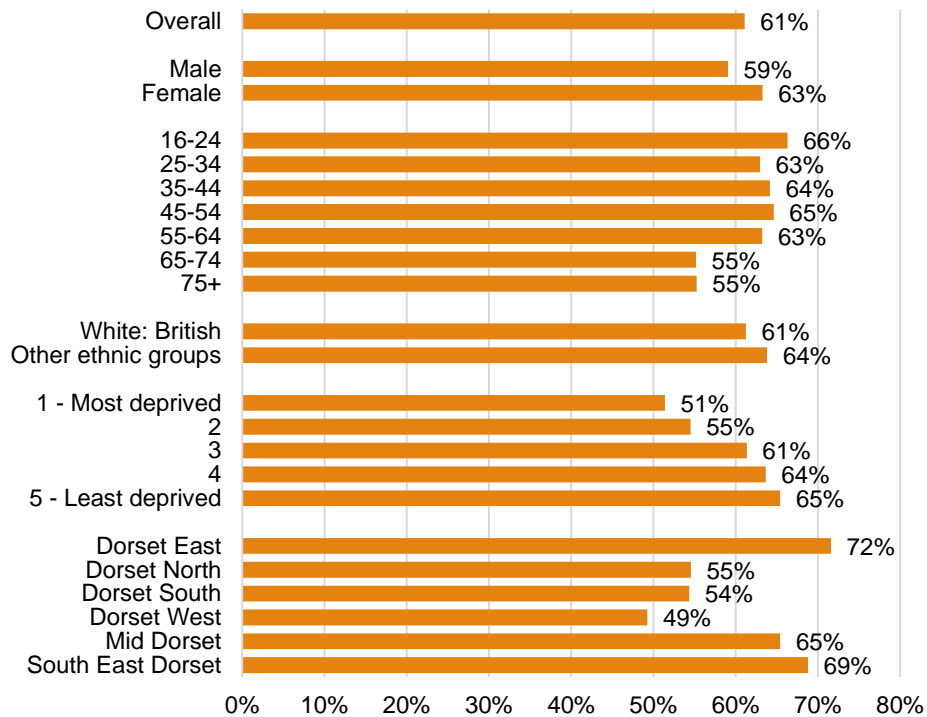


Base: See Appendix B

Significant differences by age, ethnicity, 2019 IMD and SUG

1.33. There were significant differences in the proportion of respondents who would recommend Dorset as a place to study ‘a great deal’ or ‘to some extent’ by gender, age, IMD and SUG. Women, respondents aged 16 to 24, from ethnic groups other than White British, from the least deprived IMD quintile and from Dorset East were more likely to recommend Dorset as a place to study ‘a great deal’ or ‘to some extent’, however some of these differences are due to a differences in the proportion of respondents answering ‘don’t know’. Analysis of the data excluding ‘don’t’ know is contained in the following paragraph.

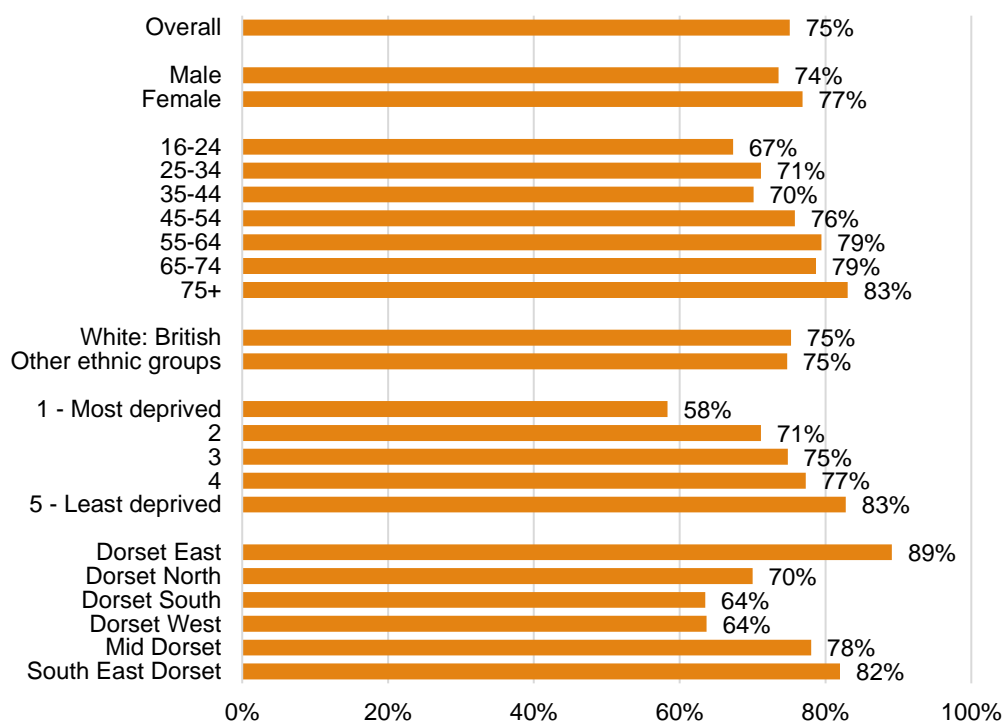
To what extent would you recommend Dorset as a place to study? - A great deal or to some extent



Base: See Appendix B
 Significant differences by gender, age, 2019 IMD and SUG

1.34. When 'don't know' is excluded, three-quarters (75%) of respondents would recommend Dorset as a place to study 'a great deal' or 'to some extent'. There were significant differences in the proportion of respondents who would recommend Dorset as a place to study 'a great deal' or 'to some extent' (when 'don't know' is excluded) by age, deprivation and SUG. Respondents aged 75 and over, those from the least deprived IMD quintile and from Dorset East were more likely to recommend Dorset as a place to study 'a great deal' or 'to some extent' when 'don't know' is excluded.

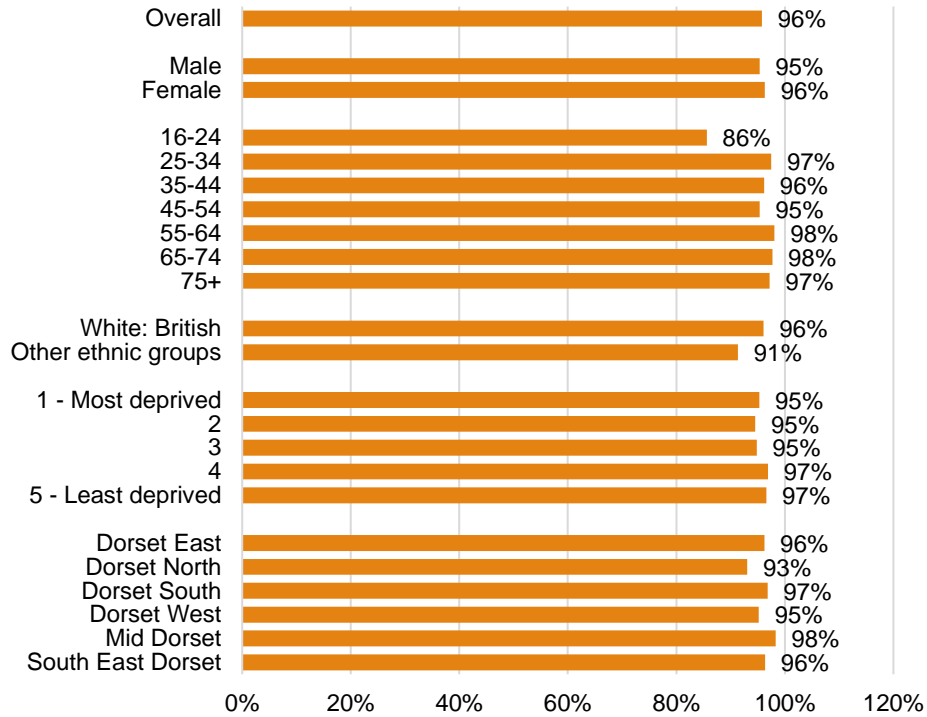
To what extent would you recommend Dorset as a place to study? - A great deal or to some extent (excluding 'don't know')



Base: See Appendix B
 Significant differences by age, 2019 IMD and SUG

1.35. There were significant differences in the proportion of respondents who would recommend Dorset as a place to visit ‘a great deal’ or ‘to some extent’ by age and SUG. Respondents aged 16 to 24 and those from Dorset North were less likely to recommend Dorset as a place to visit ‘a great deal’ or ‘to some extent’.

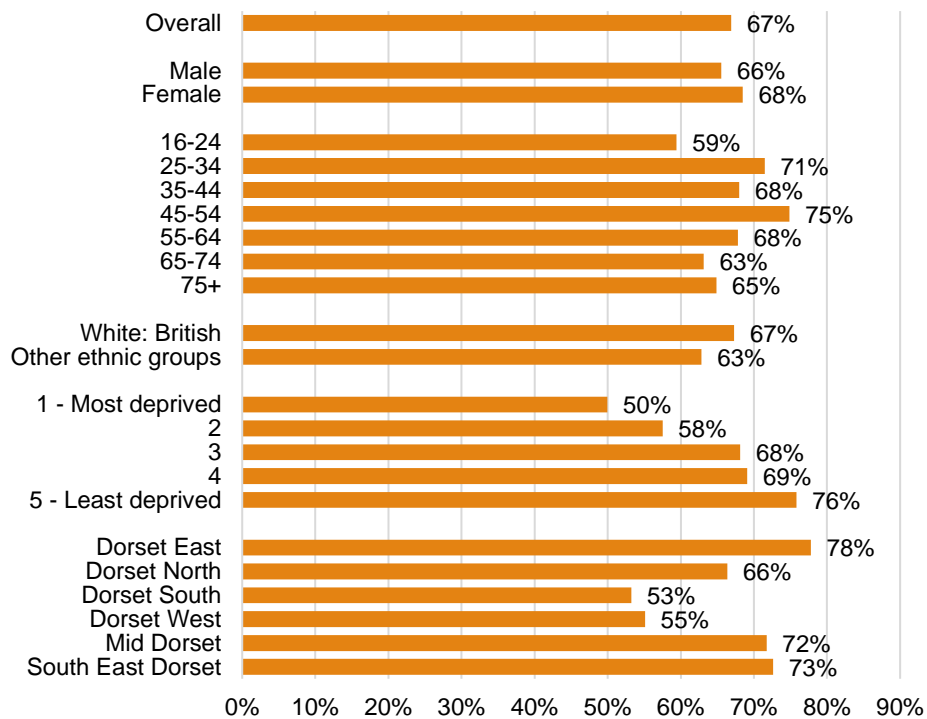
To what extent would you recommend Dorset as a place to visit? - A great deal or to some extent



Base: See Appendix B
 Significant differences by age and SUG

1.36. There were significant differences in the proportion of respondents who would recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’ by age, deprivation and SUG. Respondents aged 16 to 24, from the most deprived IMD quintile and from Dorset South and Dorset West were less likely to recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’. However, some of these differences are due to differences in the proportion of respondents answering, ‘don’t know’, with a higher proportion answering ‘don’t know’ in the older age groups. Analysis of the responses excluding don’t know is contained in the following paragraph.

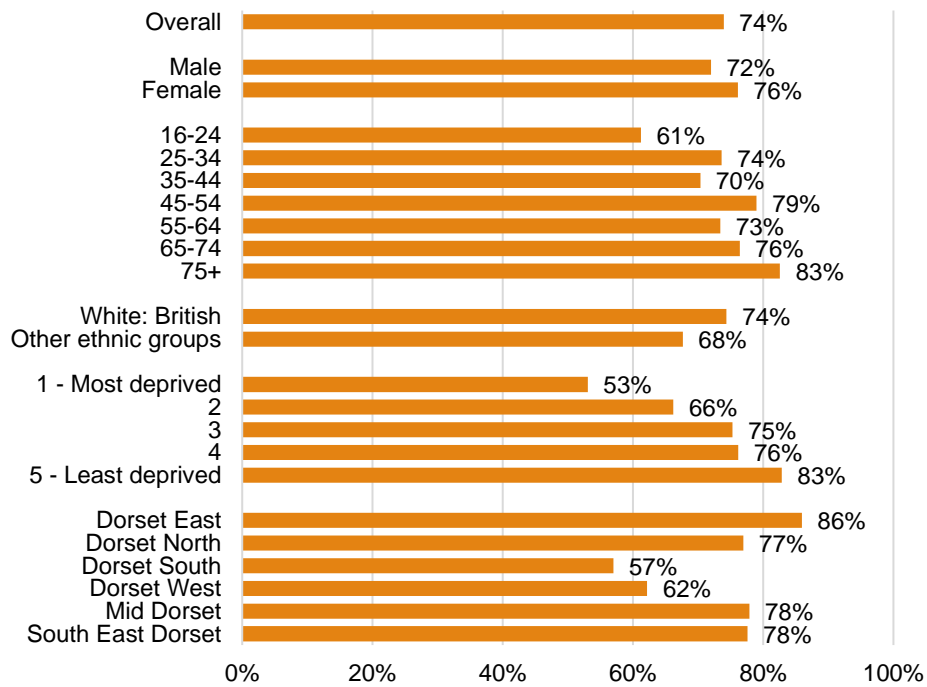
To what extent would you recommend Dorset as a place to work? - A great deal or to some extent



Base: See Appendix B
 Significant differences by age, 2019 IMD and SUG

1.37. When ‘don’t know’ is excluded, 74% of respondents would recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’. There were significant differences in the proportion of respondents who would recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’ when ‘don’t know’ is excluded by gender, age, deprivation and SUG. Men, respondents aged 16 to 24, respondents from the most deprived IMD quintile and respondents from Dorset South and Dorset West were less likely to recommend Dorset as a place to work ‘a great deal’ or ‘to some extent’ when ‘don’t know’ is excluded.

To what extent would you recommend Dorset as a place to work? - A great deal or to some extent (excluding 'don't know')



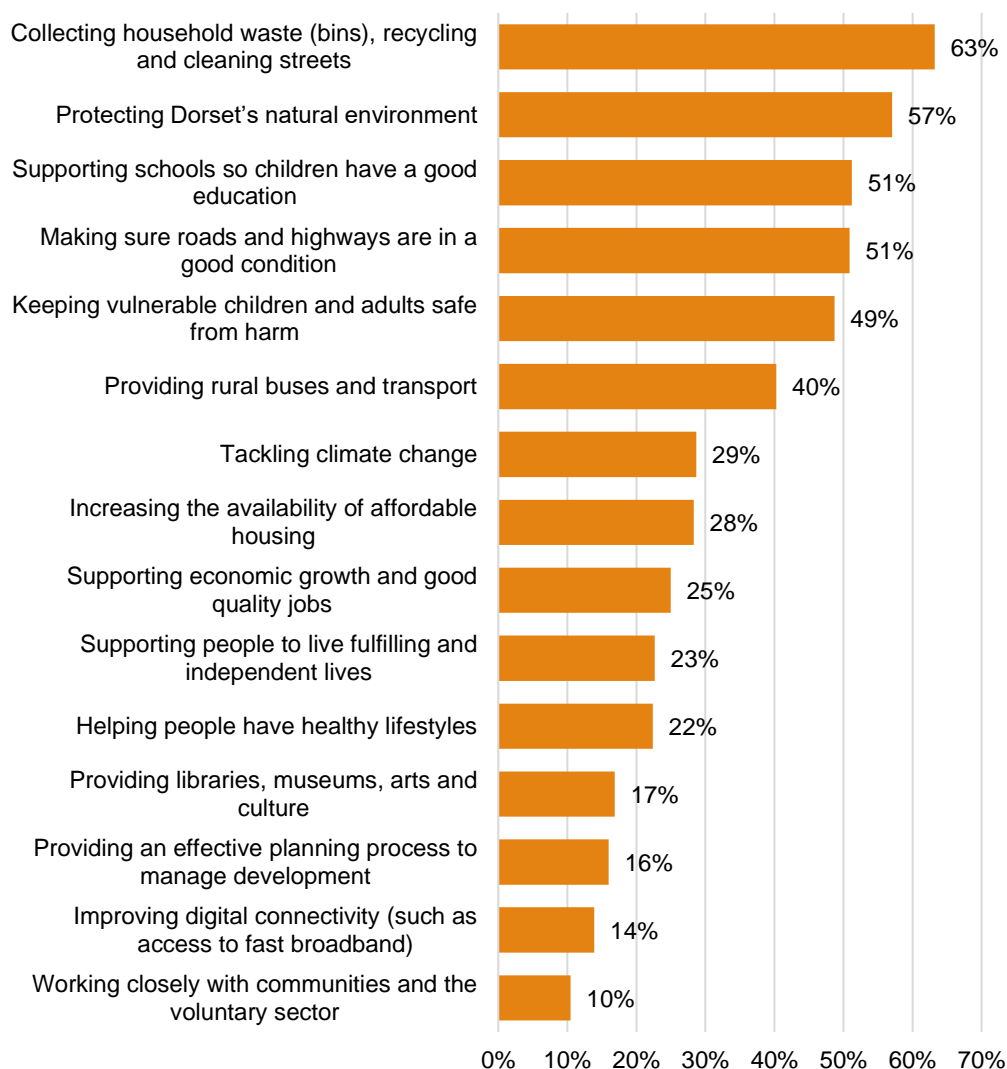
Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

PRIORITISING AREAS OF THE COUNCIL’S WORK

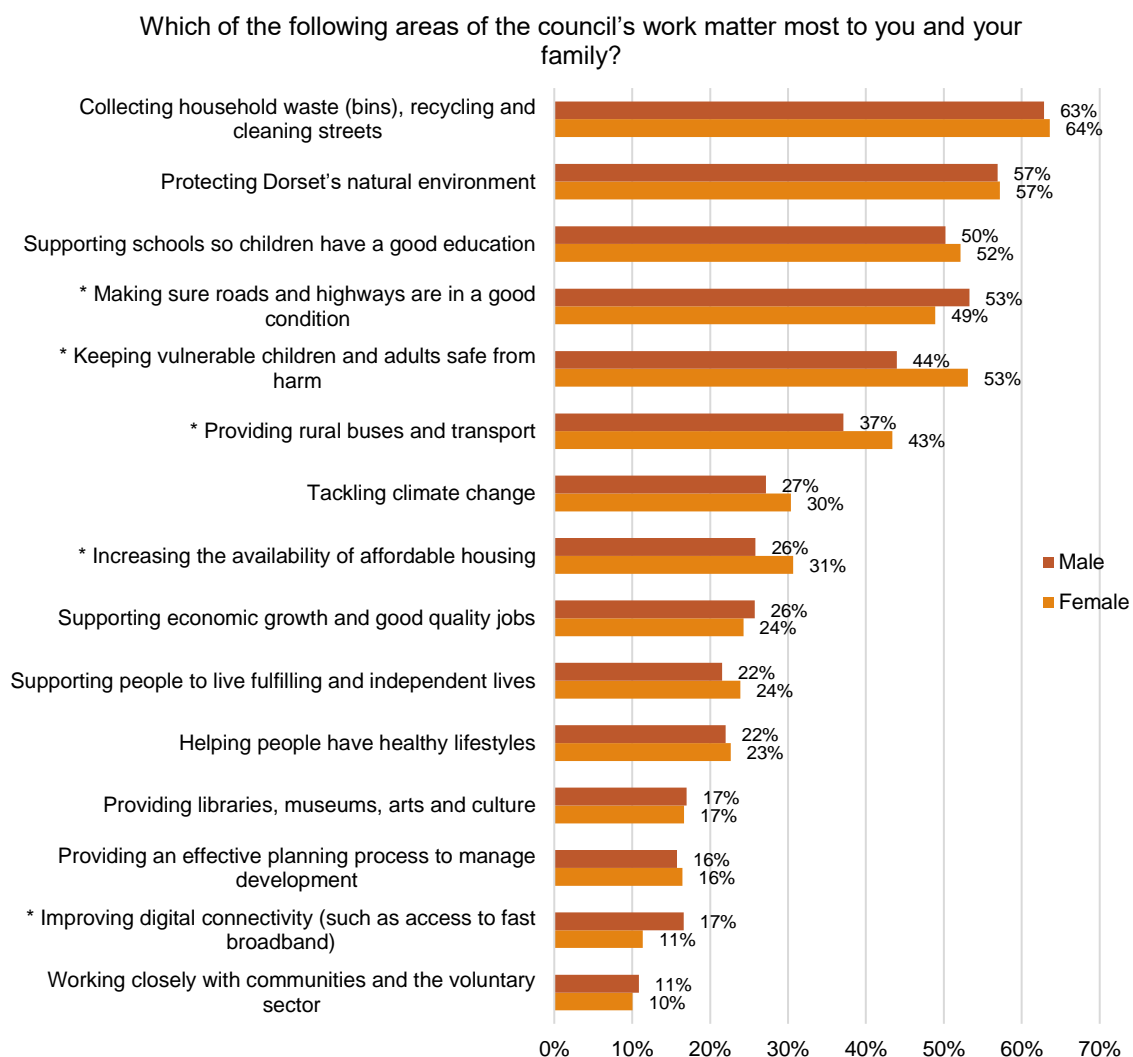
- 1.38. Respondents were asked to select the five areas of the council’s work that matter most to them and their family from a list of fifteen areas. 5% of respondents selected more than five areas, but have been included in analysis. The area selected by the most respondents as mattering most to them and their family was ‘collecting household waste, recycling and clearing streets’, which was selected by 63% of respondents. The second most selected area was ‘protecting Dorset’s natural environment’, which was selected by 57% of respondents. ‘Supporting schools so children have a good education’, ‘making sure roads and highways are in a good condition’ and ‘keeping vulnerable children and adults safe from harm’ were the next most selected areas. The chart below is ranked by the proportion selecting the area.

Which of the following areas of the council’s work matter most to you and your family?



Base: 2,600

1.39. There were some significant differences by gender in the proportion of respondents selecting areas of the council’s work that matters most to them and their family. Women were more significantly more likely to have selected ‘keeping vulnerable children and adults safe from harm’, ‘providing rural buses and transport’ and ‘Increasing the availability of affordable housing’ while men were more likely to have selected ‘making sure roads and highways are in a good condition’ and ‘improving digital connectivity’. There were also some differences in the ranking of the areas by gender. While ‘collecting household waste, recycling and clearing streets’ and ‘protecting Dorset’s natural environment’ were ranked as the 1st and 2nd most important areas respectively by both men and women, ‘keeping vulnerable children and adults safe from harm’ was ranked as 3rd most important by women while ‘making sure roads and highways are in a good condition’ was ranked as 3rd most important by men.



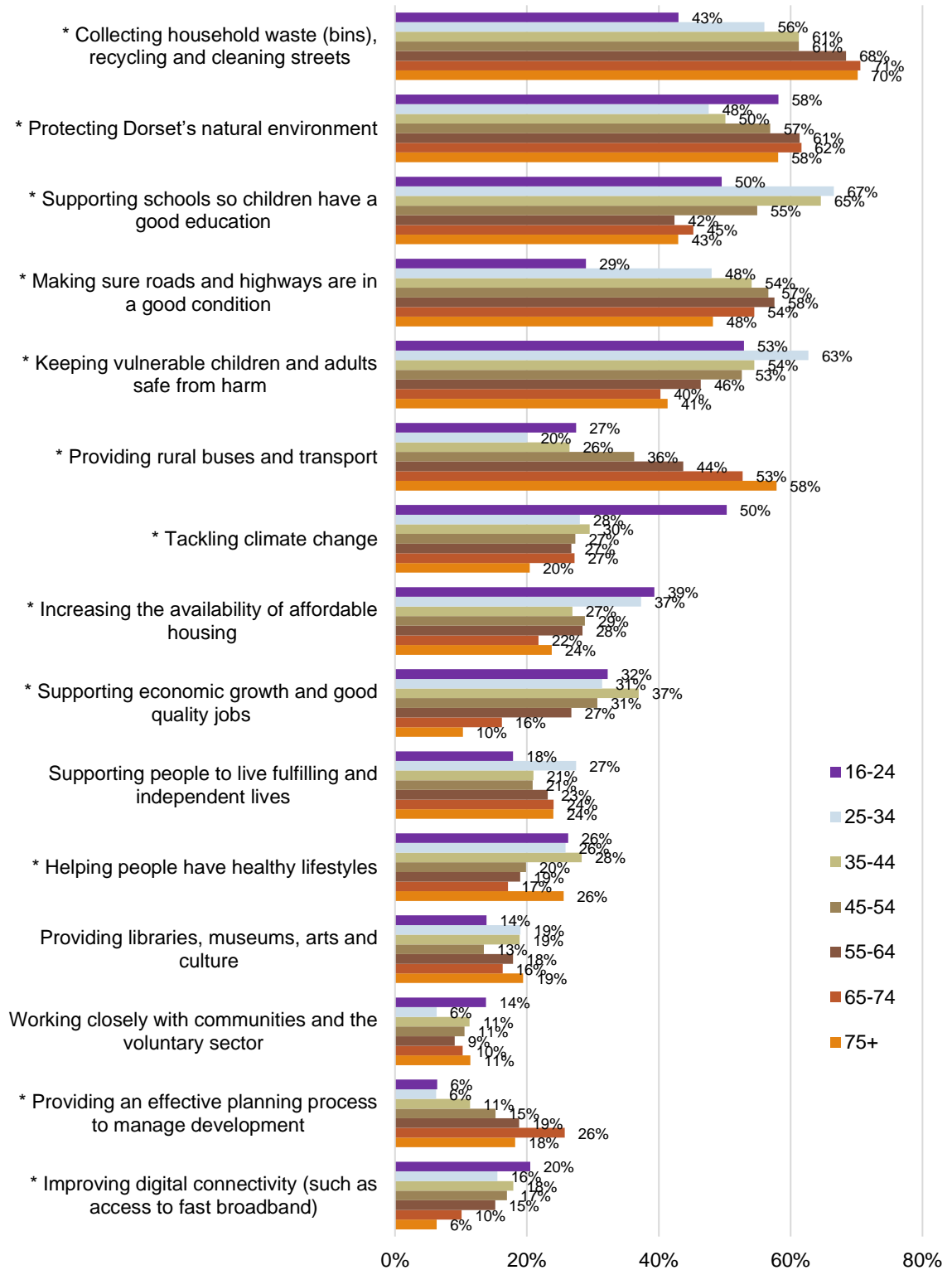
Base: See Appendix B

* = Significant differences by gender

- 1.40. There were significant differences by age in the proportion of respondents selecting 12 of the 15 areas of the council's work that matters most to them and their family. The 3 areas where there were not significant differences by age were 'supporting people to live fulfilling and independent lives', 'providing libraries, museums, arts and culture' and 'working closely with communities and the voluntary sector'. Some of the differences by age include:
- Respondents aged 16 to 24 were more likely to have selected 'tackling climate change'
 - Respondents aged 25 to 34 were more likely to have selected 'keeping vulnerable children and adults safe from harm'
 - Respondents aged 25 to 44 were less likely to have selected:
 - 'protecting Dorset's natural environment'
 - 'supporting schools so children have a good education'
 - Respondents aged 35 to 74 were more likely to have selected 'making sure roads and highways are in a good condition'
 - Respondents aged 45 and over were more likely to have selected 'providing rural buses and transport'
 - Respondents aged 55 and over were more likely to have selected 'collecting household waste, recycling and clearing streets'

There were also difference in the ranking of areas by age. 'Collecting household waste, recycling and clearing streets' was the 1st most selected area for respondents aged 45 to 55, 55 to 64, 65 to 74 and 75 and older while 'supporting schools so children have a good education' was the most selected area for respondents aged 25 to 34 and 35 to 44 and 'protecting Dorset's natural environment' was the most selected area for respondents age 16 to 24. (Chart overleaf).

Which of the following areas of the council's work matter most to you and your family?

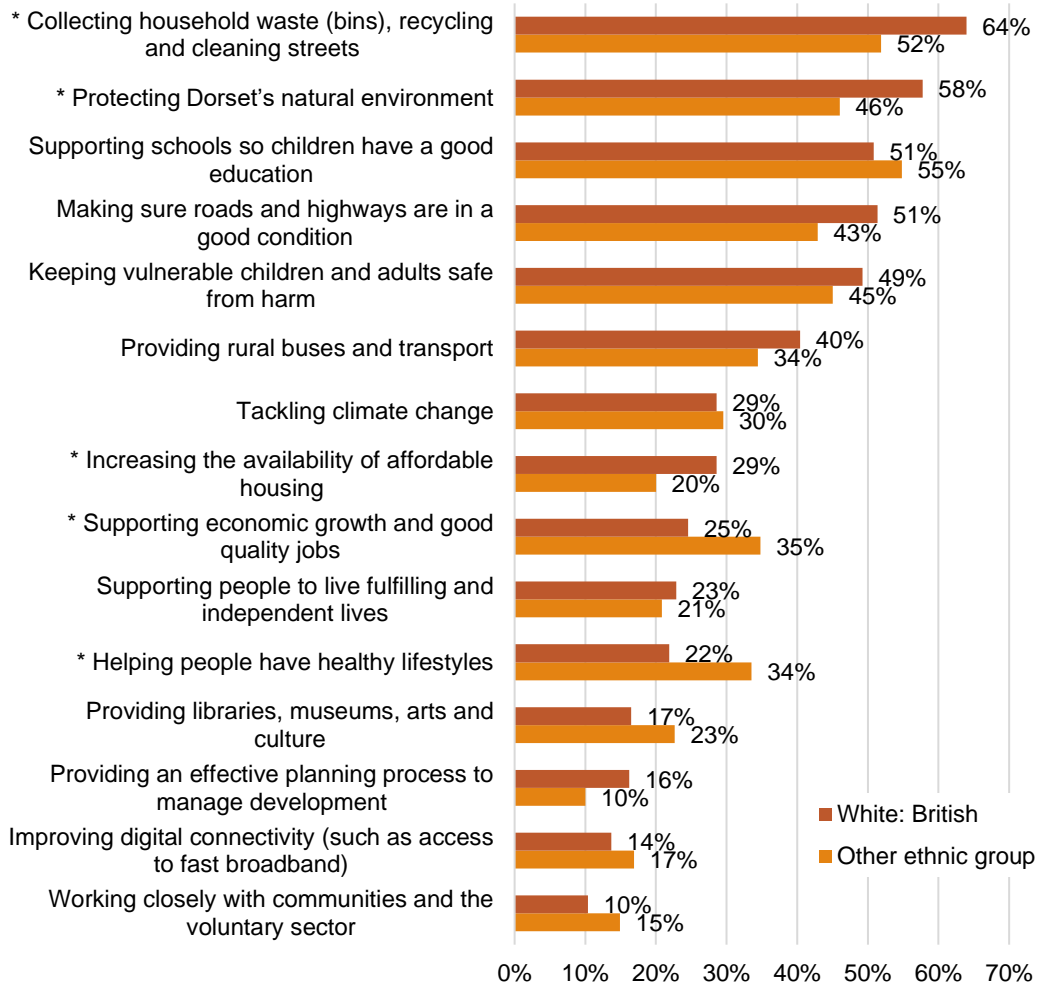


Base: See Appendix B

* = Significant differences by age

1.41. There were some significant differences by ethnicity in the proportion of respondents selecting areas of the council’s work that matters most to them and their family. White British respondents were more significantly more likely to have selected ‘collecting household waste, recycling and clearing streets’, ‘protecting Dorset’s natural environment’ and ‘increasing the availability of affordable housing’ while respondents from other ethnic groups were more likely to have selected ‘supporting economic growth and good quality jobs’ and ‘helping people have healthy lifestyles’. There were also some differences in the ranking of the areas by ethnicity. ‘Collecting household waste, recycling and clearing streets’ was the 1st most selected area for White British respondents while ‘supporting schools so children have a good education’ as the 1st most selected area for respondents from other ethnic groups.

Which of the following areas of the council’s work matter most to you and your family?



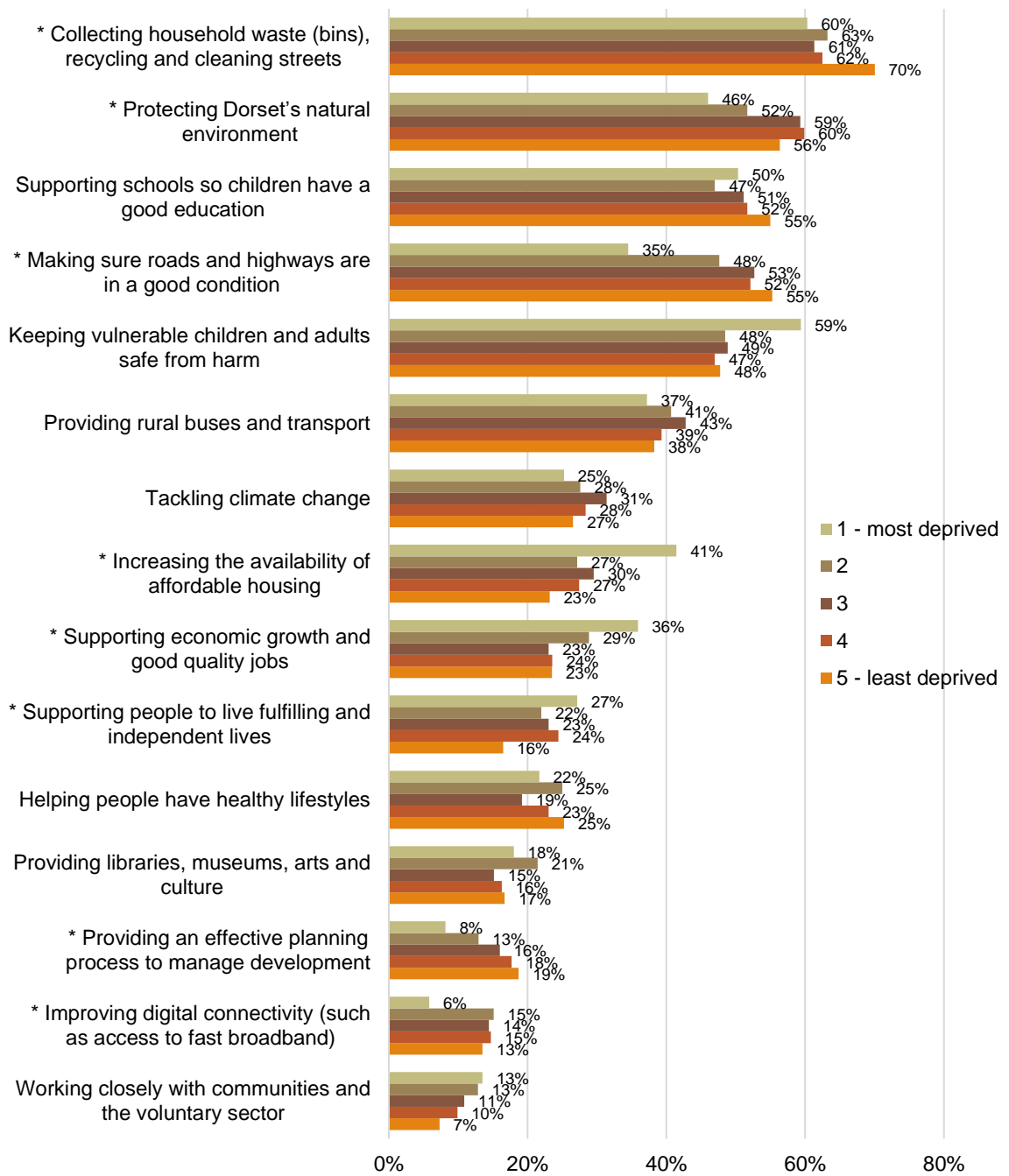
Base: See Appendix B

* = Significant differences by ethnicity

- 1.42. There were significant differences by deprivation in the proportion of respondents selecting areas of the council's work that matters most to them and their family. The differences by deprivation are:
- Respondents from the least deprived quintile were more likely to have selected 'collecting household waste, recycling and clearing streets'.
 - Respondents from the most deprived quintile were less likely to have selected 'protecting Dorset's natural environment'.
 - Respondents from the most deprived quintile were less likely to have selected 'making sure roads and highways are in a good condition'.
 - Respondents from the most deprived quintile were more likely to have selected 'increasing the availability of affordable housing'.
 - Respondents from the most deprived quintile were more likely to have selected 'supporting economic growth and good quality jobs'.
 - Respondents from the least deprived quintile were less likely to have selected 'supporting people to live fulfilling and independent lives'.
 - Respondents from the most deprived quintile were less likely to have selected 'providing an effective planning process to manage development'.
 - Respondents from the most deprived quintile were less likely to have selected 'Improving digital connectivity (such as access to fast broadband)'.

There were also some differences in the ranking of the areas by deprivation. While 'collecting household waste, recycling and clearing streets' was the 1st most selected area by all five quintiles, 'protecting Dorset's natural environment' was the 2nd most selected area by quintiles 2, 3, 4 and 5 (the least deprived), while 'keeping vulnerable children and adults safe from harm' was the 2nd most selected area by the most deprived quintile. (Chart overleaf).

Which of the following areas of the council's work matter most to you and your family?



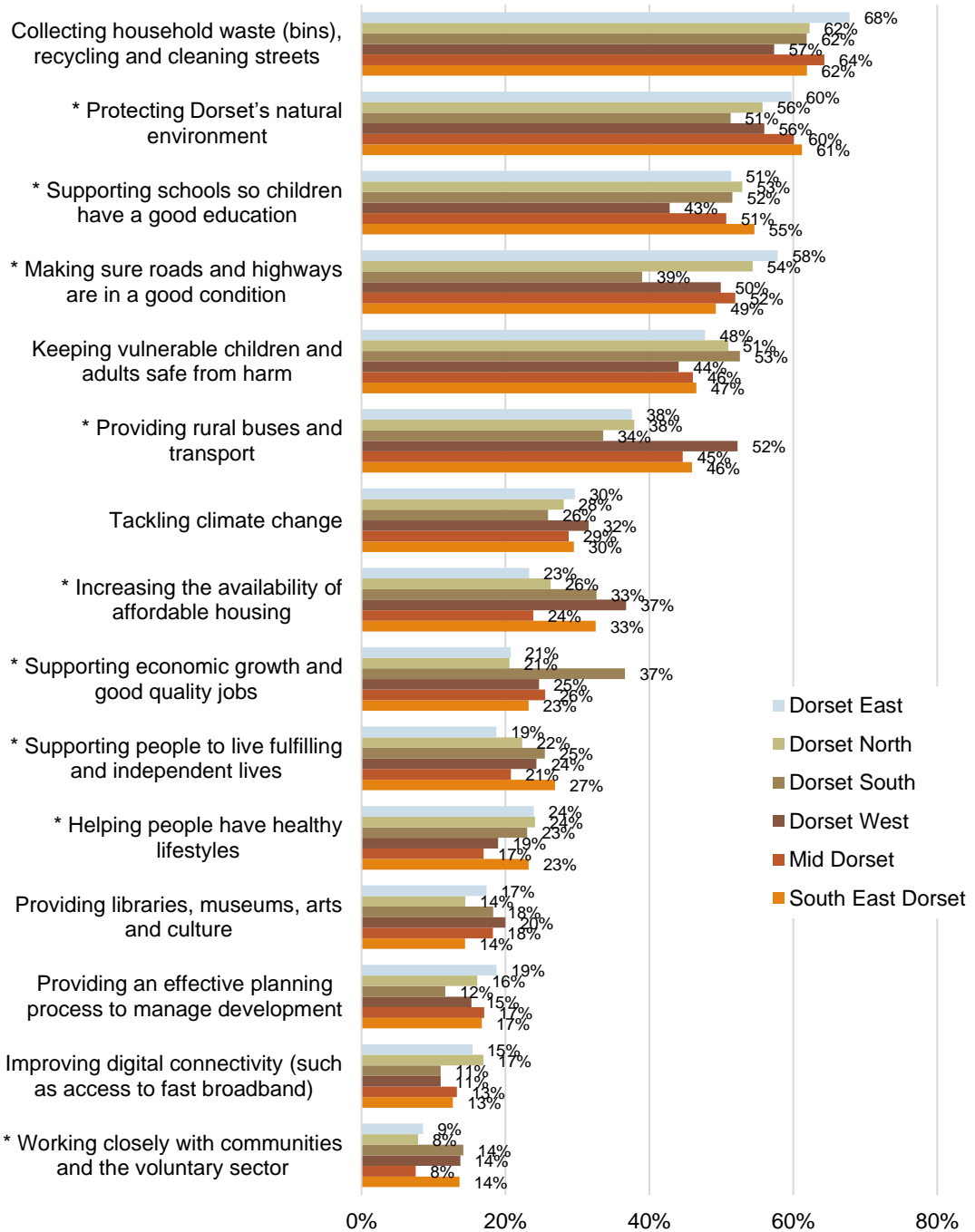
Base: See Appendix B

* = Significant differences by 2019 IMD

- 1.43. There were significant differences by SUG in the proportion of respondents selecting areas of the council's work that matters most to them and their family. Some of the differences by SUG include:
- Respondents from Dorset South were:
 - less likely to have selected 'protecting Dorset's natural environment
 - less likely to have selected 'making sure roads and highways are in a good condition'
 - more likely to have selected 'supporting economic growth and good quality jobs'
 - Respondents from Dorset West were:
 - less likely to have selected 'Supporting schools so children have a good education'
 - more likely to have selected 'Providing rural buses and transport'
 - more likely to have selected 'increasing the availability of affordable housing'

There were also some differences in the ranking of the areas by SUG. While 'collecting household waste, recycling and clearing streets' was the 1st most selected area by all six SUGs, 'protecting Dorset's natural environment' was the 2nd most selected area by Dorset East, Dorset North, Dorset West, Mid Dorset and South East Dorset, while 'keeping vulnerable children and adults safe from harm' was the 2nd most selected area Dorset South. (Chart overleaf).

Which of the following areas of the council’s work matter most to you and your family?



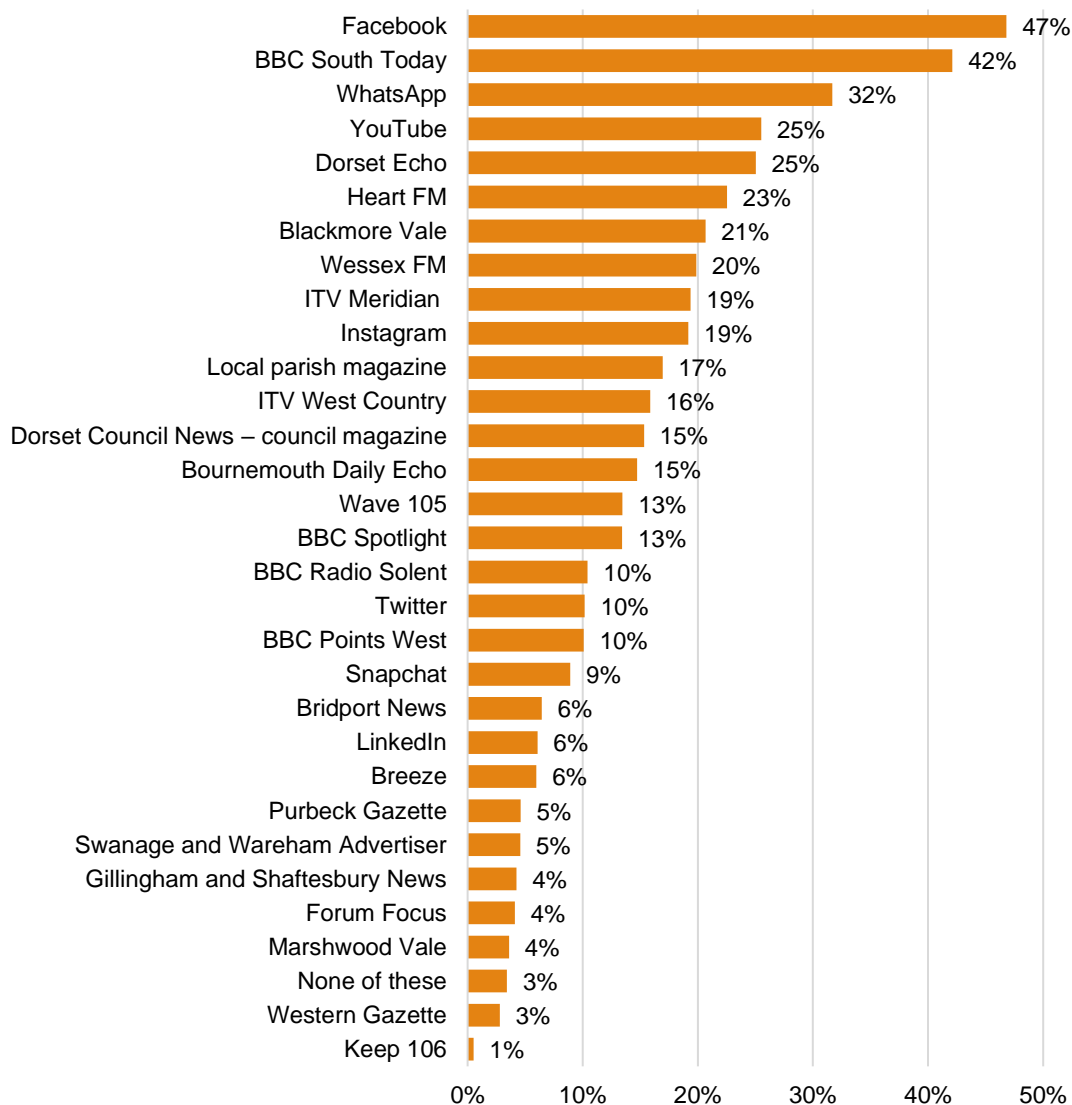
Base: See Appendix B

* = Significant differences by SUG

USE OF MEDIA

1.44. The majority of respondents (97%) regularly read, listen to, visit or watch at least one the traditional media outlets or social media platforms asked about. 71% regularly read at least one of the print publications asked about, 68% regularly watch at least one of the television news programmes asked about, 62% regularly visited one of the social media platforms asked about and 54% regularly listen to one of the radio stations asked about. The three most regularly used media outlets or social media platforms were Facebook (regularly visited by 47% of respondents), BBC South Today (regularly watched by 42% of respondents) and WhatsApp (regularly used by 32% of respondents).

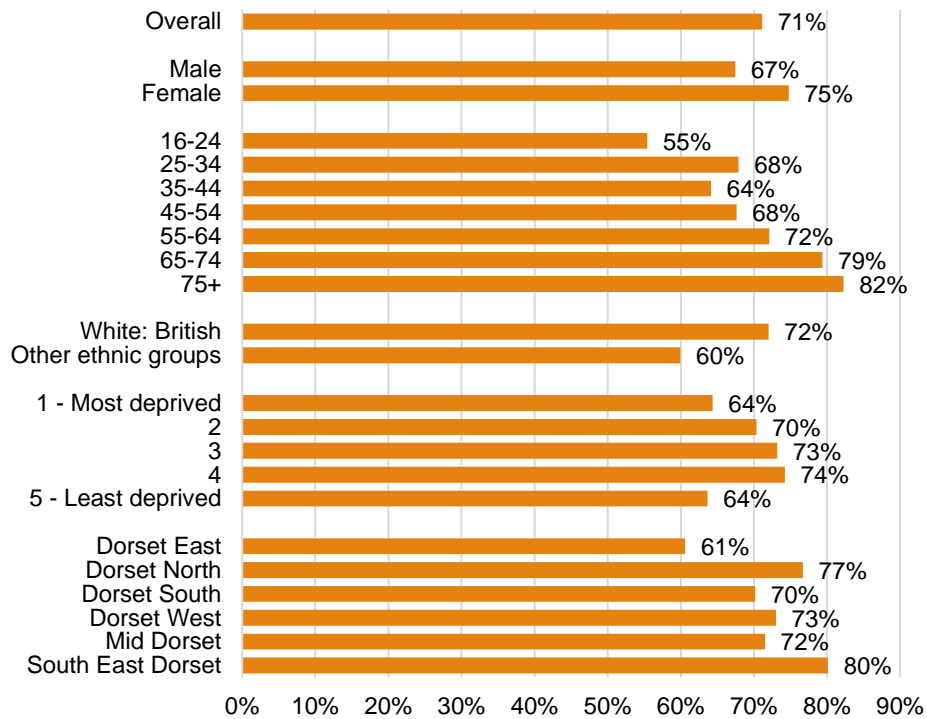
Which of the following do you regularly read, listen to, visit or watch?



Base: 2,611

1.45. Overall, 71% of respondents regularly read at least one of the twelve printed publications asked about. There were significant differences in the proportion of respondents who regularly read at least one of the printed publications asked about by gender, age, ethnicity, deprivation and SUG. Men, respondents aged 16 to 24, respondents from ethnic groups other than White British, respondents from the most deprived and the least deprived IMD quintiles and respondents from Dorset East were less likely to regularly read at least one of the printed publications.

Which of the following do you regularly read, listen to, visit or watch? - Regularly read at least 1 print publication

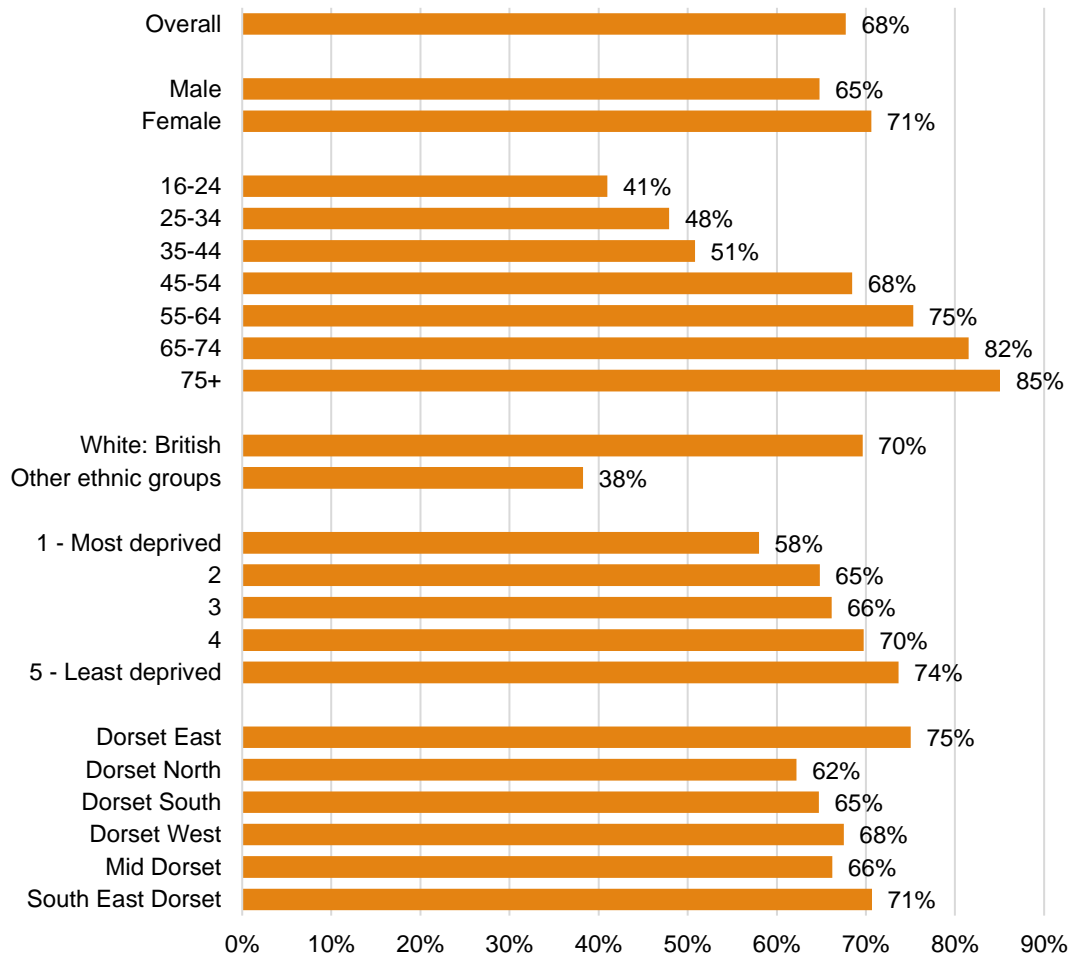


Base: See Appendix B

Significant differences by gender, age, ethnicity, 2019 IMD and SUG

1.46. Overall, 68% of respondents regularly watch at least one of the five television news programmes asked about. There were significant differences in the proportion of respondents who regularly watch at least one of television news programmes asked about by gender, age, ethnicity, deprivation and SUG. Men, respondents aged 16 to 24, respondents from ethnic groups other than White British, respondents from the most deprived IMD quintile were less likely to regularly watch at least one of the television news programmes. Respondents from Dorset East were more likely to regularly watch at least one of the television news programmes. Similarly, those aged 45+ were more likely to regularly watch at least one of the television news programmes.

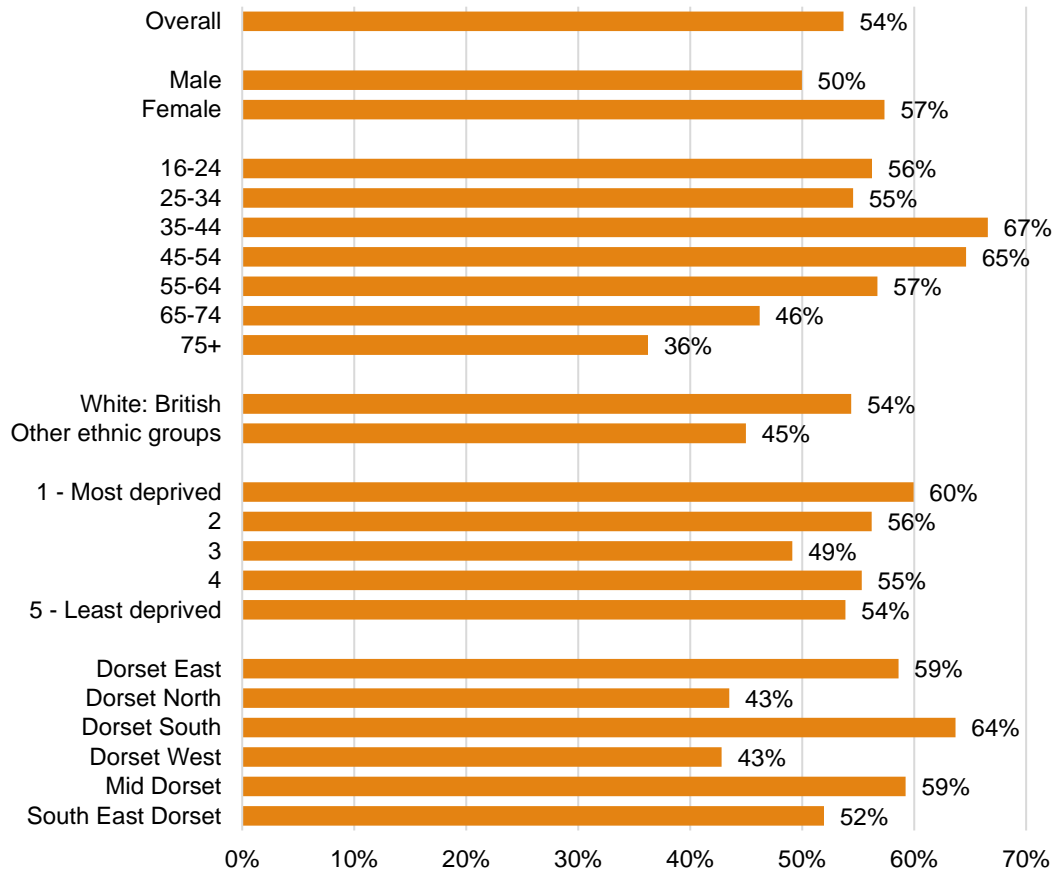
Which of the following do you regularly read, listen to, visit or watch? - Regularly watch at least 1 TV news programme



Base: See Appendix B
 Significant differences by gender, age, ethnicity, 2019 IMD and SUG

1.47. Overall, 54% of respondents regularly listen to at least one of the six radio stations asked about. There were significant differences in the proportion of respondents who regularly listen to at least one of the radio stations asked about by gender, age, ethnicity, deprivation and SUG. Men, respondents aged 65 and over, respondents from ethnic groups other than White British, respondents from the third most deprived IMD quintile and respondents from Dorset North and Dorset West were less likely to regularly listen to at least one of the radio stations.

Which of the following do you regularly read, listen to, visit or watch? - Regularly listen to at least 1 radio station

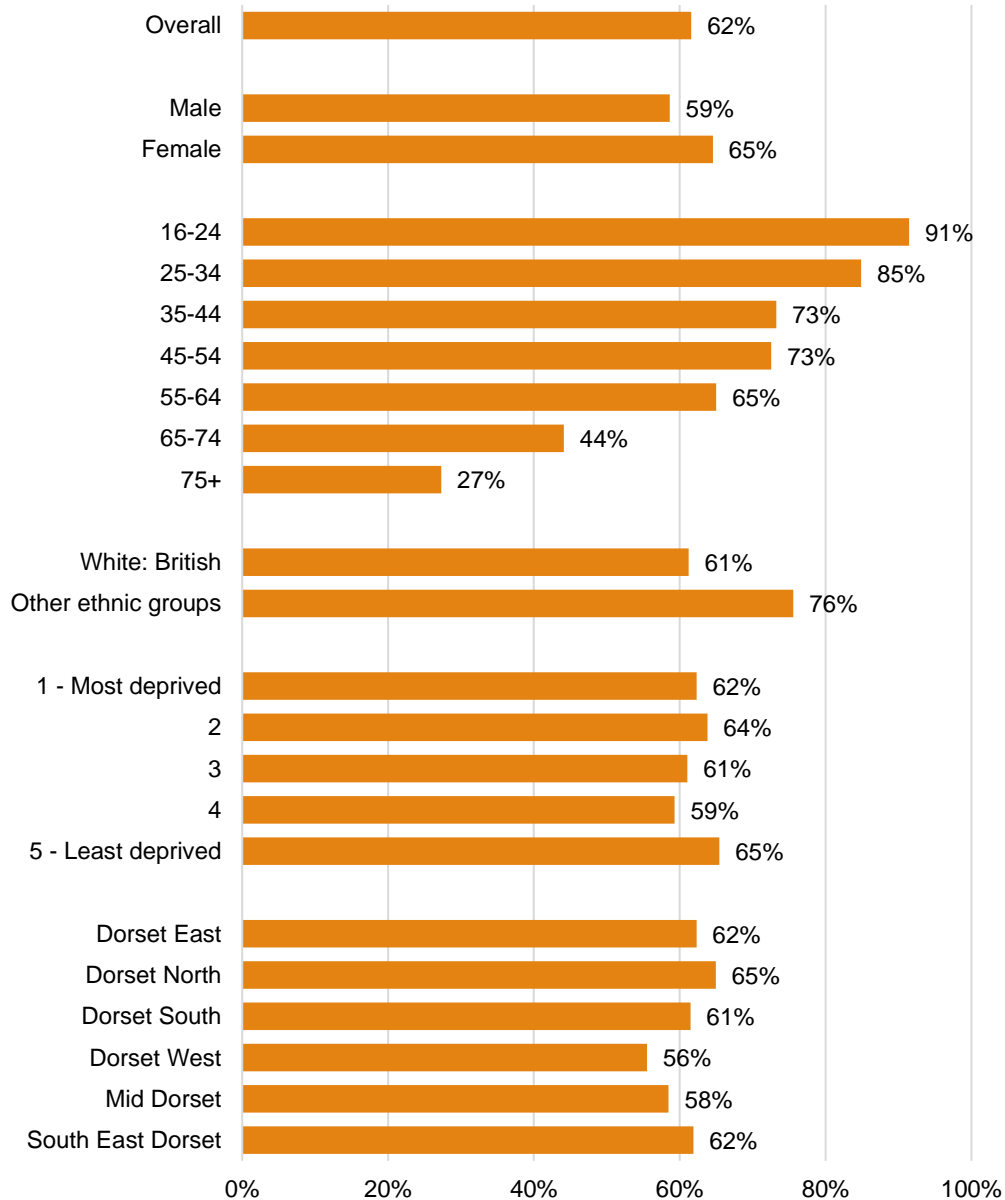


Base: See Appendix B

Significant differences by gender, age, ethnicity, 2019 IMD and SUG

1.48. Overall, 62% of respondents regularly visit to at least one of the seven social media platforms asked about. There were significant differences in the proportion of respondents who regularly visit to at least one of the social media platforms asked about by gender, age and ethnicity. Women, respondents aged under 35 and respondents from ethnic groups other than White British were more likely to regularly visit to at least one of the social media platforms.

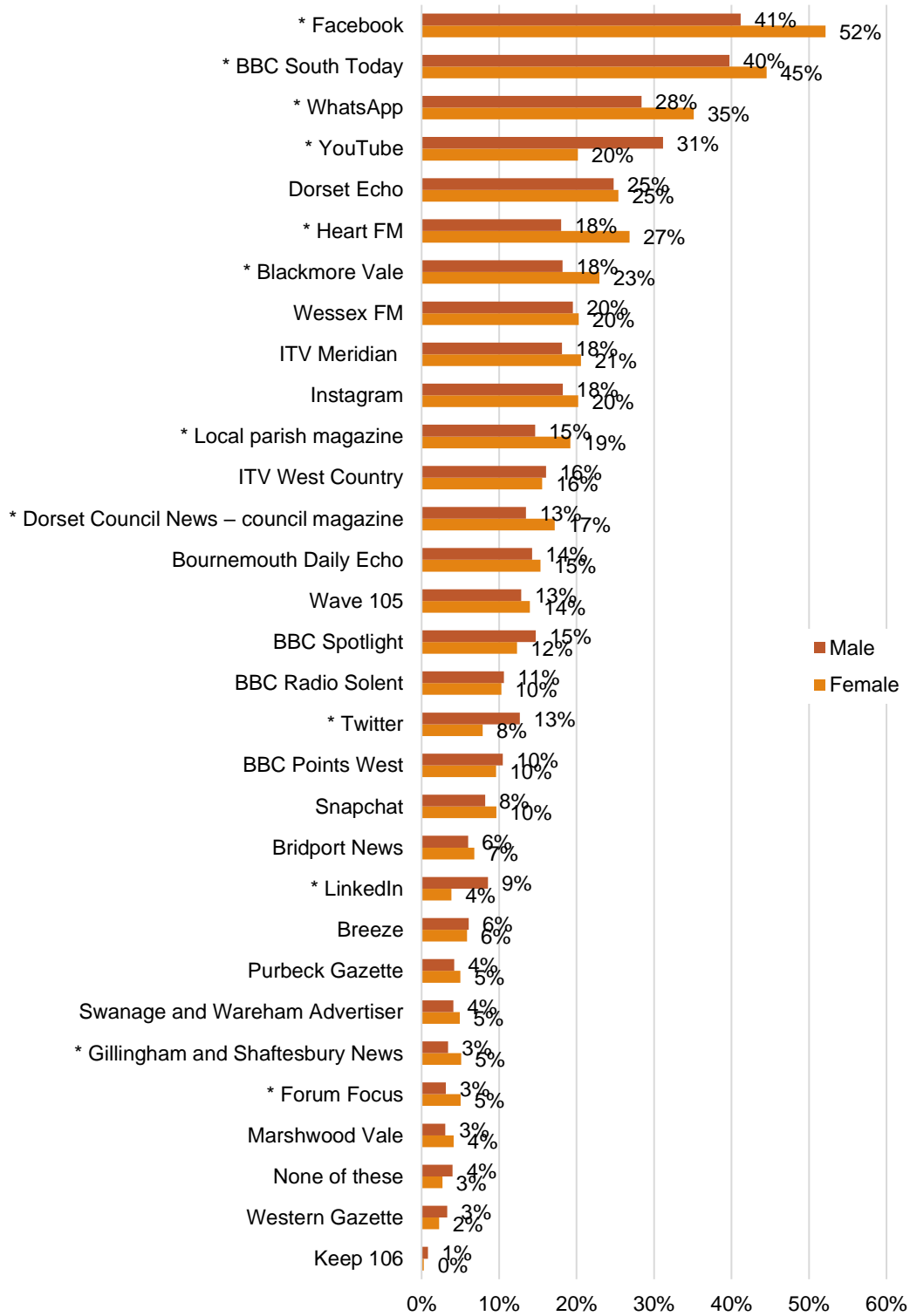
Which of the following do you regularly read, listen to, visit or watch? - Regularly visit to at least 1 social media platform



Base: See Appendix B
 Significant differences by gender, age and ethnicity

- 1.49. There were some significant differences in the proportion of respondents who regularly read, listen to, visit or watch the traditional media outlets or social media platforms asked about by gender. Women were more likely to regularly visit Facebook, watch BBC South Today, use WhatsApp, listen to Heart FM, and to read the Blackmore Vale, the local parish magazine, Dorset Council News, Gillingham and Shaftesbury News and Forum Focus. Men were more likely to regularly visit YouTube, Twitter and LinkedIn. (Chart overleaf).

Which of the following do you regularly read, listen to, visit or watch?



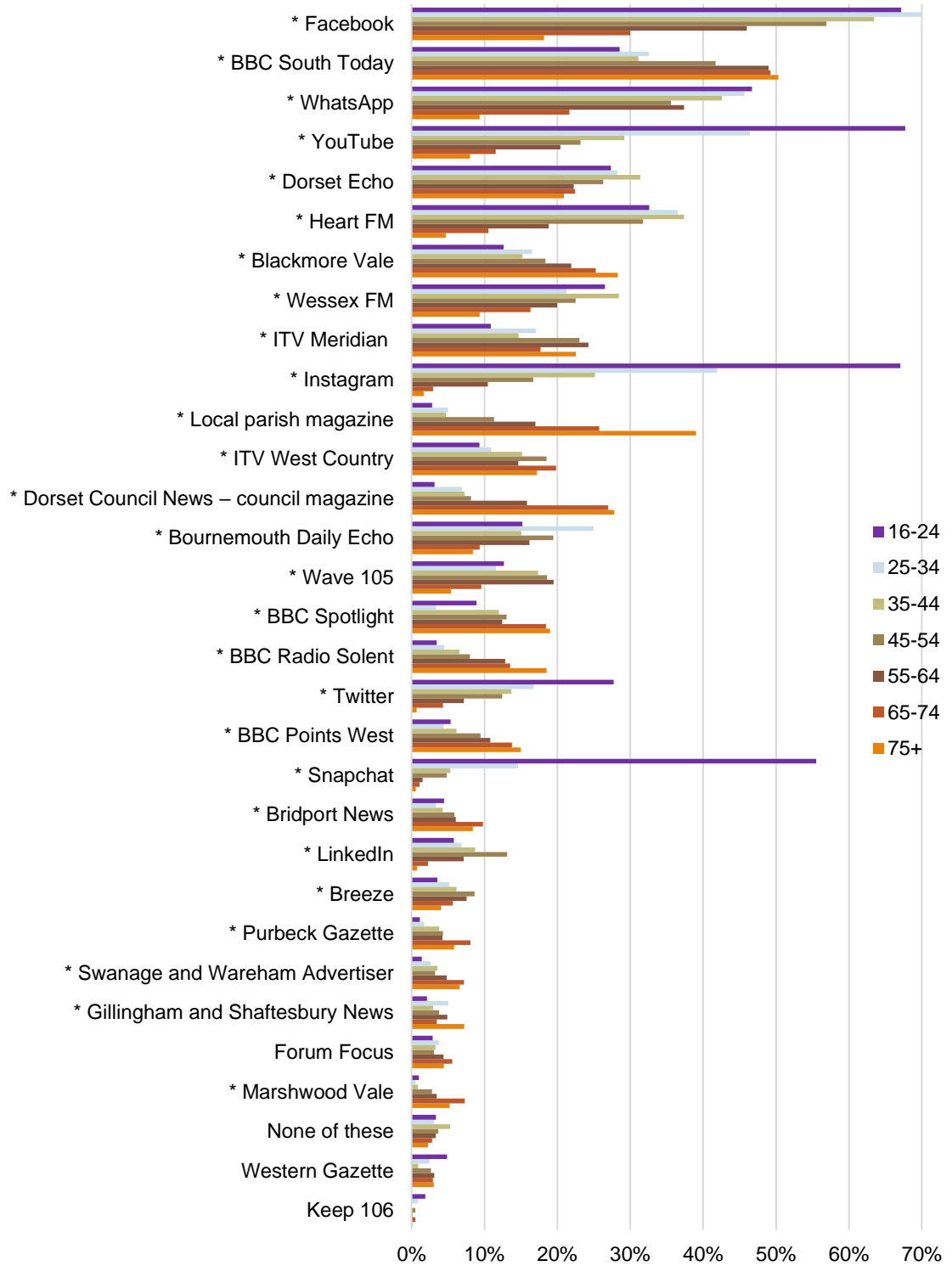
Base: See Appendix B

* = Significant differences by gender

- 1.50. There were significant differences in the proportion of respondents who regularly read, listen to, visit or watch twenty-seven of the thirty traditional media outlets or social media platforms asked about by age. Some of the differences by age include:
- Respondents aged 16 to 24 were more likely to regularly visit Facebook, YouTube, Instagram, Twitter and Snapchat
 - Respondents aged under 35 were more likely to regularly use WhatsApp
 - Respondents aged 35 to 44 were more likely to regularly read the Dorset Echo
 - Respondents aged 55 and over were:
 - less likely to regularly listen to Heart FM.
 - more likely to regularly watch BBC South Today

(Chart overleaf).

Which of the following do you regularly read, listen to, visit or watch?

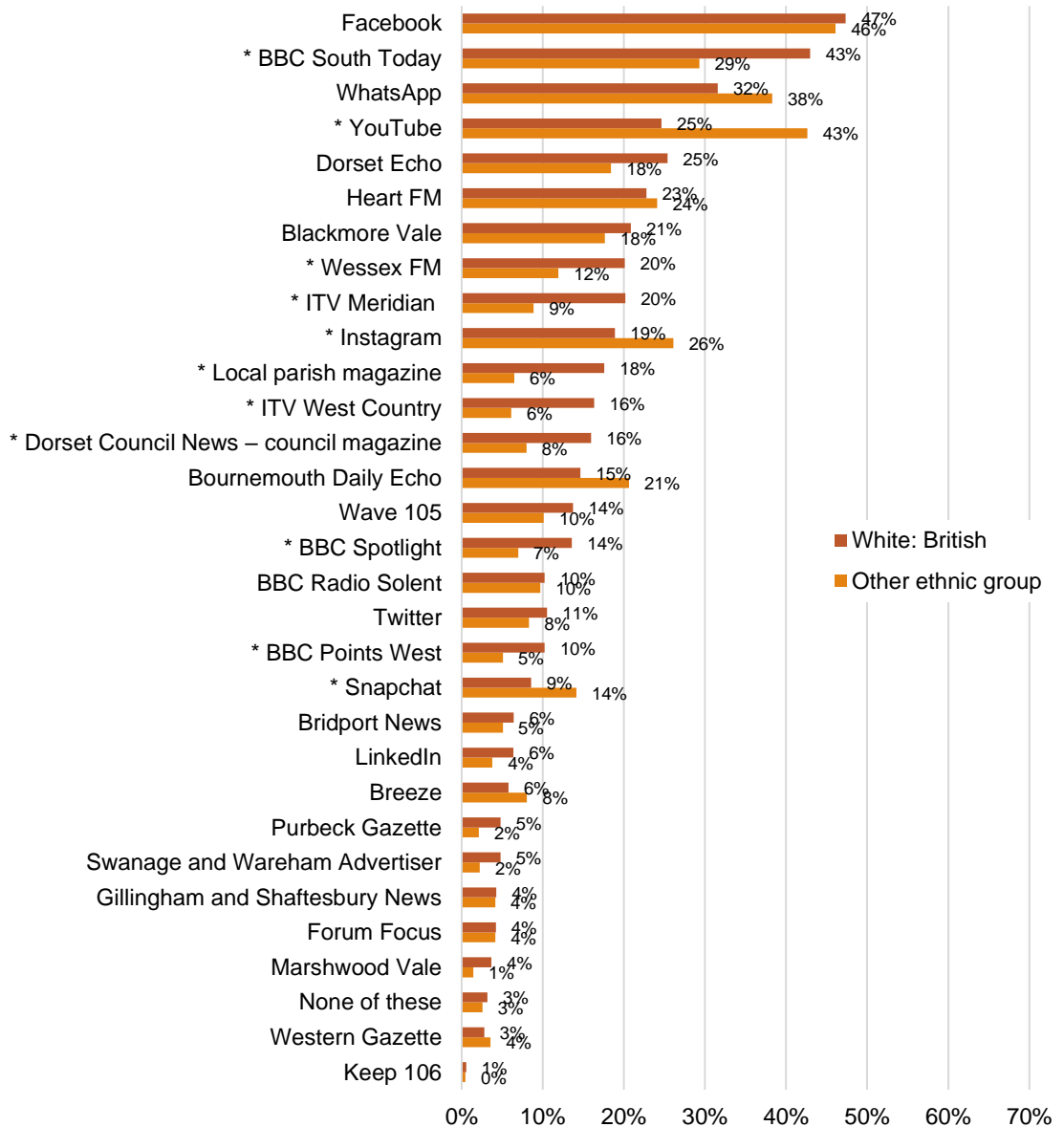


Base: See Appendix B

* = Significant differences by age

1.51. There were some significant differences in the proportion of respondents who regularly read, listen to, visit or watch the traditional media outlets or social media platforms asked about by ethnicity. White British respondents were more likely to regularly watch BBC South Today, listen to Wessex FM, watch ITV Meridian, read the local parish magazine, watch ITV West Country, read Dorset Council News, watch BBC Spotlight and watch BBC Points West. Respondents from other ethnic groups were more likely to regularly visit YouTube, Instagram and Snapchat.

Which of the following do you regularly read, listen to, visit or watch?



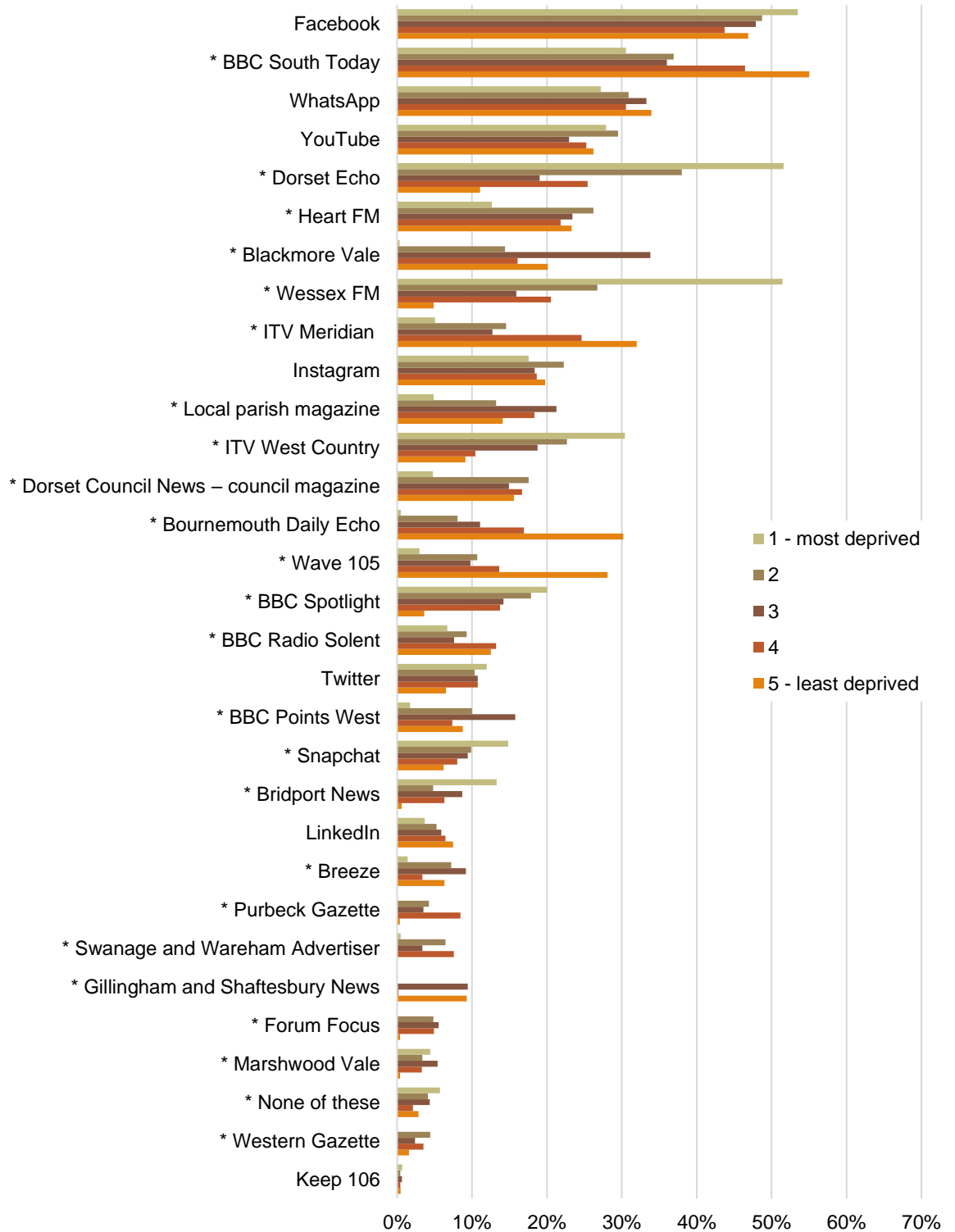
Base: See Appendix B

* = Significant differences by ethnicity

- 1.52. There were significant differences in the proportion of respondents who regularly read, listen to, visit or watch twenty-three of the thirty traditional media outlets or social media platforms asked about by deprivation. Respondents from the most deprived quintile were also significantly more likely to not regularly read, listen to, visit or watch any of the traditional media outlets or social media platforms. Some of the differences by IMD include:
- Respondents from the least deprived quintile were more likely to regularly watch BBC South Today, watch ITV Meridian, read Bournemouth Daily Echo and listen to Wave 105
 - Respondents from the most deprived quintile were:
 - more likely to regularly read the Dorset Echo, listen to Wessex FM, watch ITV West Country and visit Snapchat.
 - less likely to regularly listen to Heart FM.
 - Respondents from the third most deprived quintile were more likely to regularly read the Blackmore Vale and the local parish magazine.

(Chart overleaf).

Which of the following do you regularly read, listen to, visit or watch?



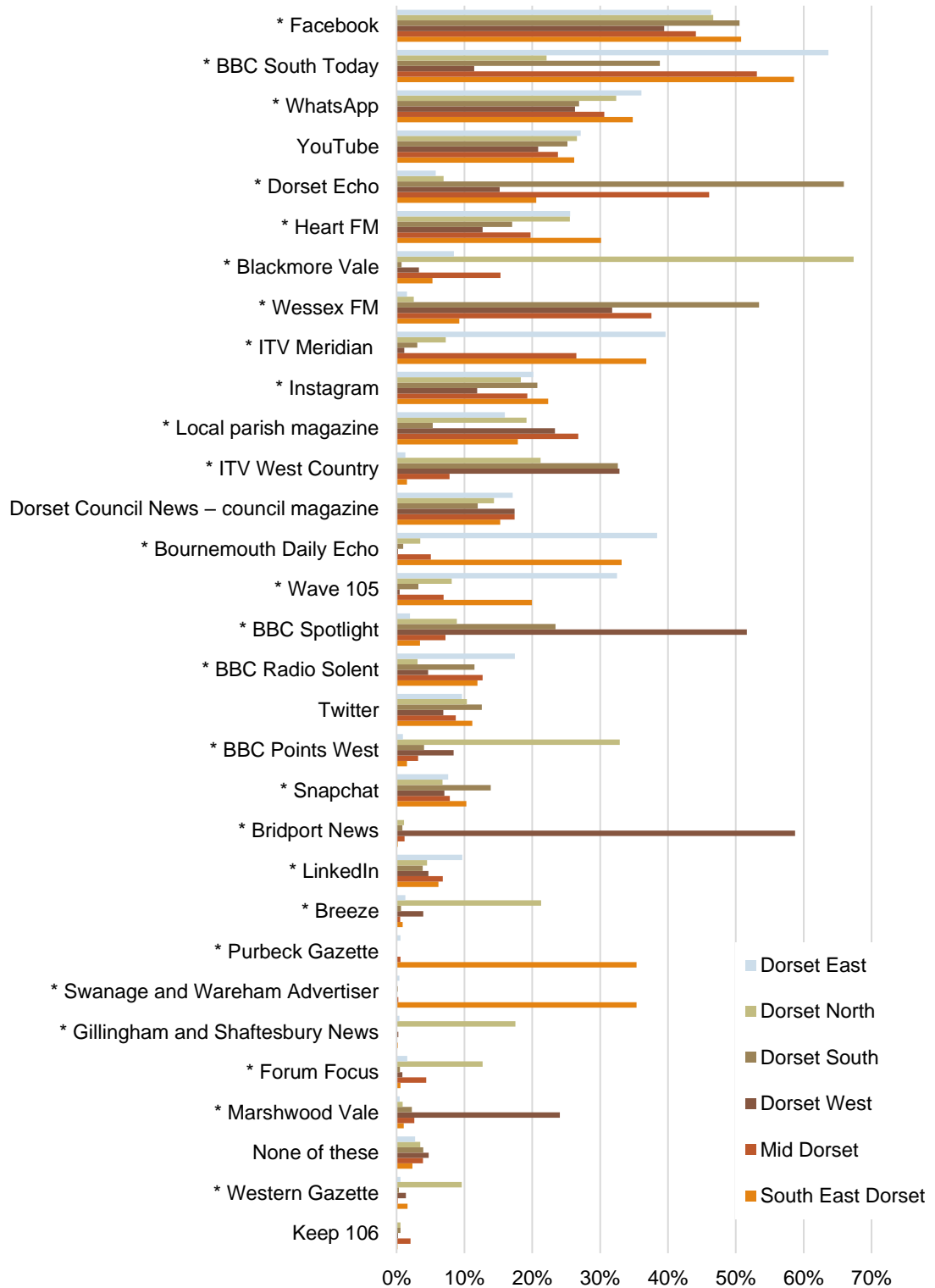
Base: See Appendix B

* = Significant differences by 2019 IMD

- 1.53. There were significant differences in the proportion of respondents who regularly read, listen to, visit or watch twenty-six of the thirty traditional media outlets or social media platforms asked about by SUG. Some of the differences by SUG include:
- Respondents from Dorset West were less likely to regularly visit Facebook.
 - Respondents from Dorset West were less likely to regularly listen to Heart FM
 - Respondents from Dorset North and Dorset West were less likely to regularly watch BBC South Today.
 - Respondents from Dorset South and Dorset West were less likely to regularly use WhatsApp.
 - Respondents from Dorset South and Mid Dorset were more likely read the Dorset Echo.
 - Respondents from Dorset North were more likely read the Blackmore Vale.
 - Respondents from Dorset South were more likely to regularly listen to Wessex FM.

(Chart overleaf).

Which of the following do you regularly read, listen to, visit or watch?



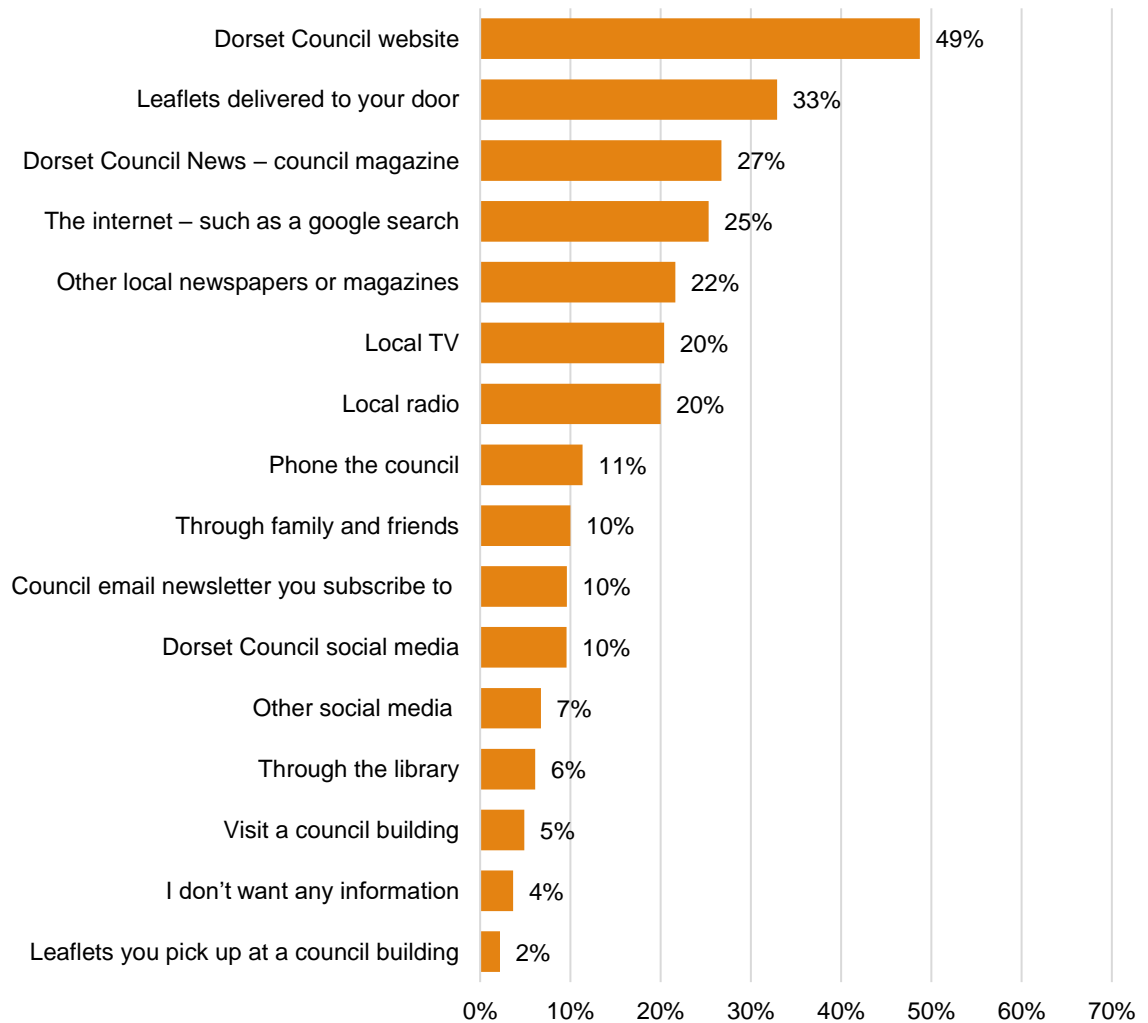
Base: See Appendix B

* = Significant differences by 2019 IMD

PREFERRED METHOD OF FINDING INFORMATION

- 1.54. Nearly a half (49%) of respondents would prefer to find out about council services and information from the Dorset Council website. A third (33%) would prefer to find from leaflets delivered to their door, 27% from the Dorset Council News, 25% from the internet, 22% from other local newspapers and magazines, 20% from local TV and 20% from local radio. Only 4% of respondents did not want any information.

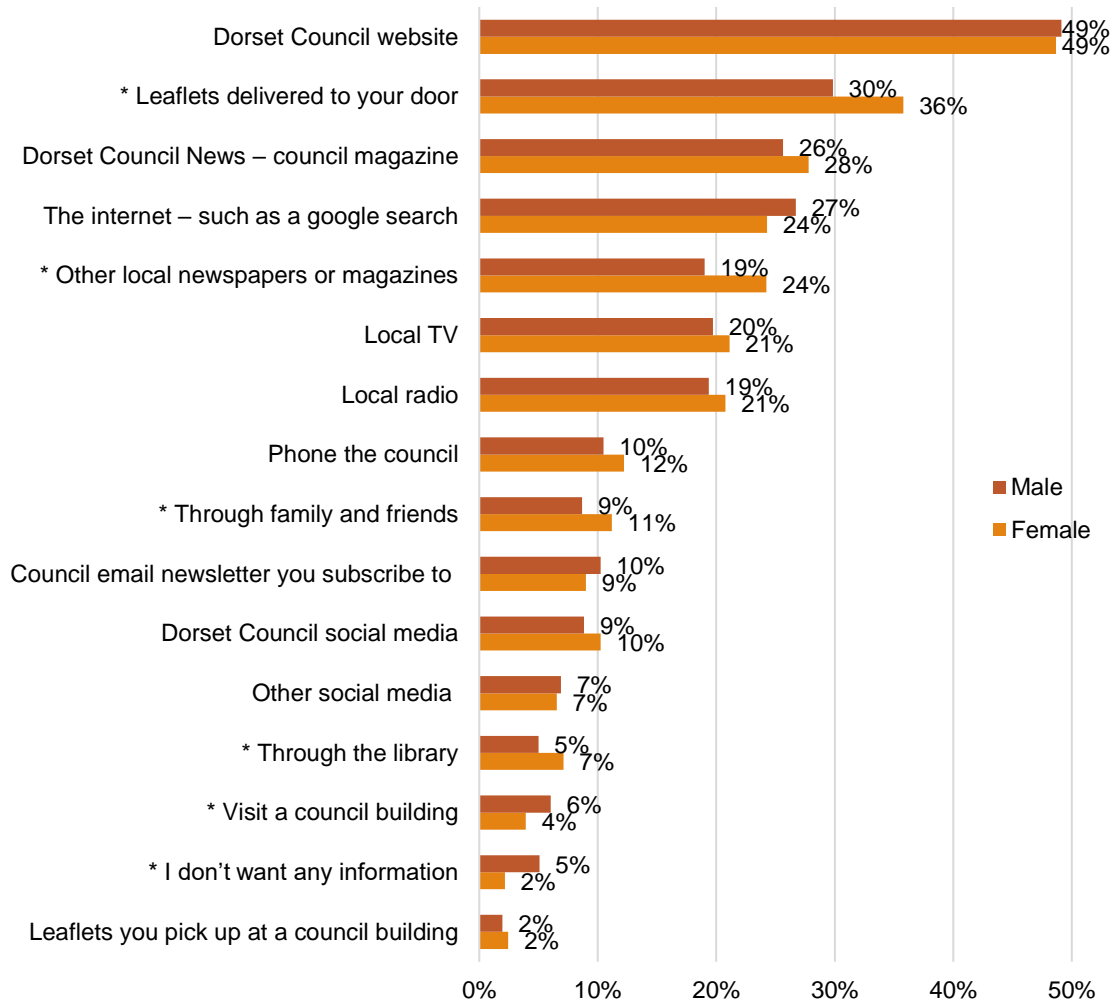
How do you prefer to find out about council services and council information?



Base: 2,593

1.55. There were some significant differences in how respondents would prefer to find out about council services and information by gender. Women were more likely to prefer to find out about council services and information from leaflets delivered to their door, from other local newspapers or magazines, through friends and family and through that library. Men were more likely to prefer to find out about council services and information by visiting a council building. Men were also more likely than women to have stated that they don't want to receive information.

How do you prefer to find out about council services and council information?



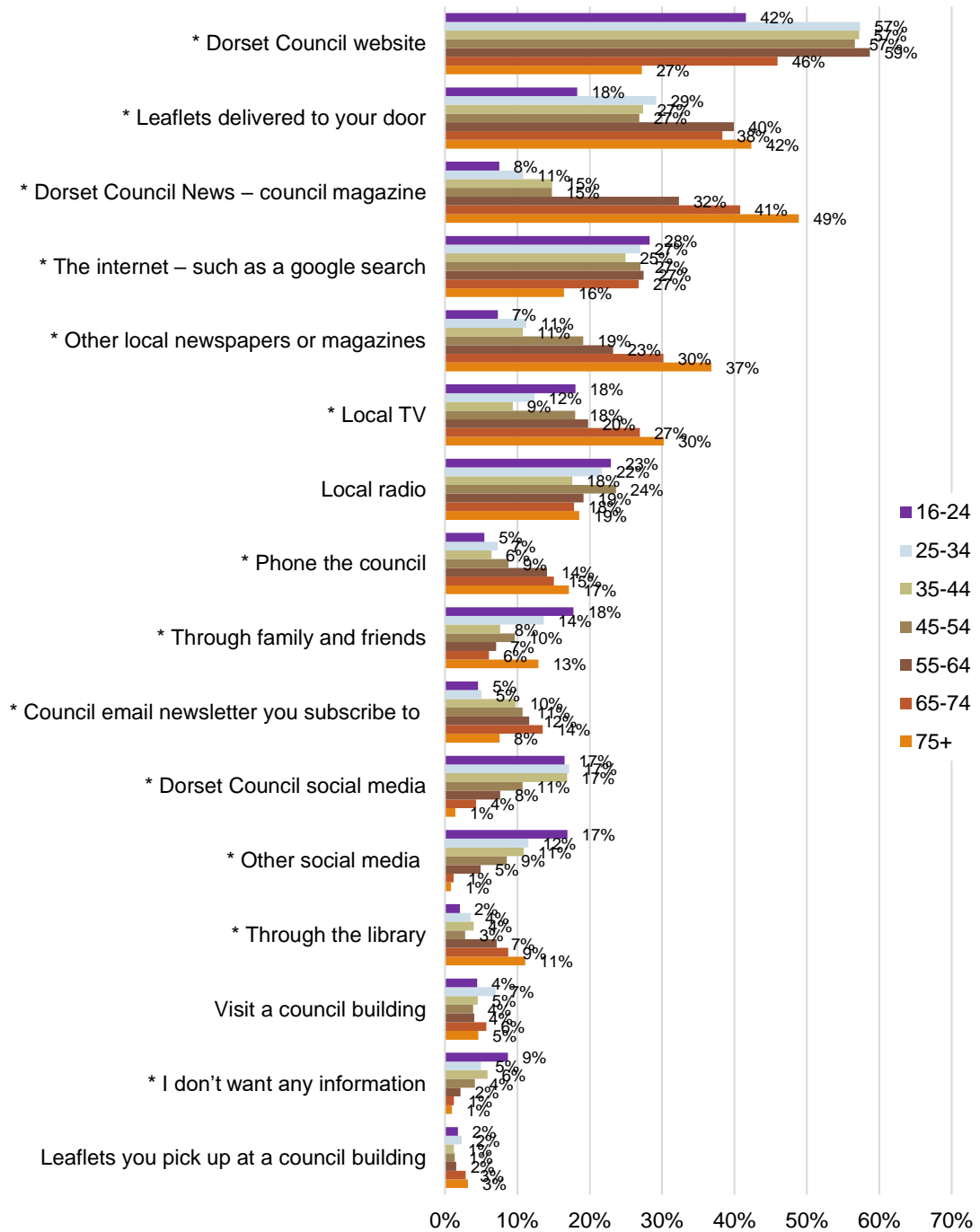
Base: See Appendix B

* = Significant differences by gender

- 1.56. There were some significant differences in how respondents would prefer to find out about council services and information by age. Some of the differences by age include:
- Respondents aged 16 to 24 were more likely to have stated that they don't want to receive information.
 - Respondents aged 25 to 64 were more likely to prefer to find out about council services and information from the Dorset Council website.
 - Respondents aged 35 to 44 were less likely to prefer to find out about council services and information from local TV.
 - Respondents aged 55 and over were more likely to prefer to find out about council services and information from leaflets delivered to their door.
 - Respondents aged 75 and over were:
 - more likely to prefer to find out about council services and information from the Dorset Council News magazine and from other local newspapers and magazines.
 - less likely to prefer to find out about council services and information from the internet.

(Chart overleaf).

How do you prefer to find out about council services and council information?

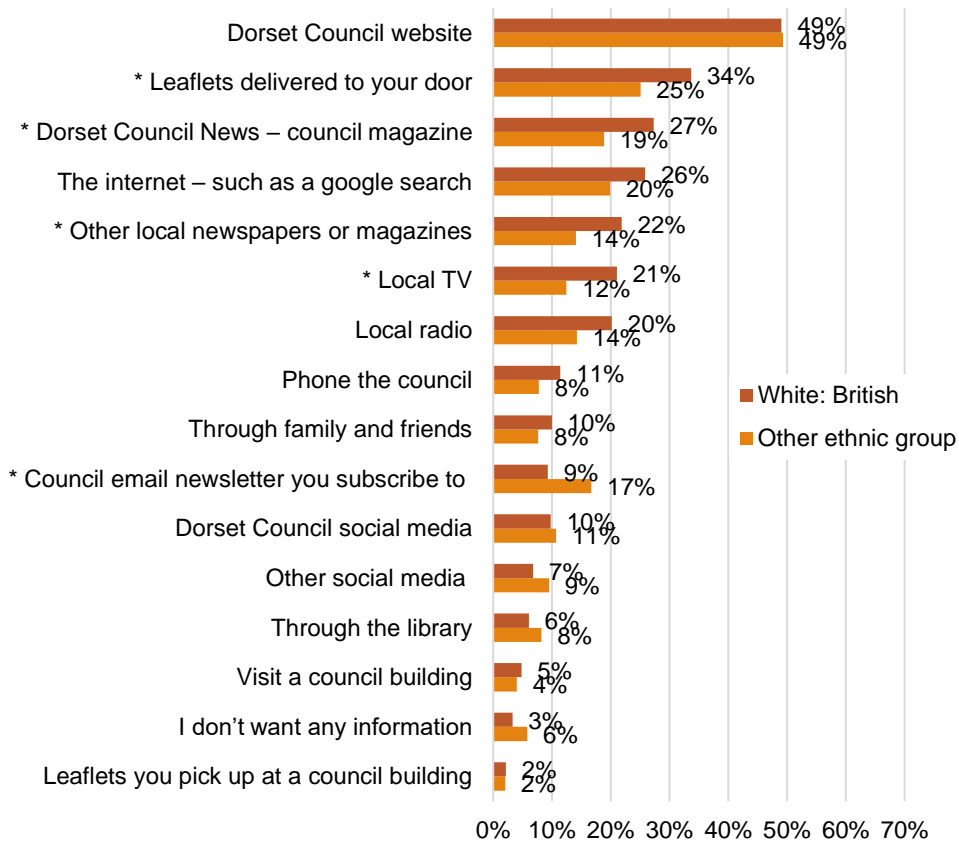


Base: See Appendix B

* = Significant differences by age

1.57. There were some significant differences in how respondents would prefer to find out about council services and information by ethnicity. White British respondents were more likely to prefer to find out about council services and information from leaflets delivered to their door, from Dorset Council News, from other local newspapers or magazine and from local TV. Respondents from ethnic groups other than White British were more likely to prefer to find out about council services and information from a council email newsletter that you subscribe to.

How do you prefer to find out about council services and council information?

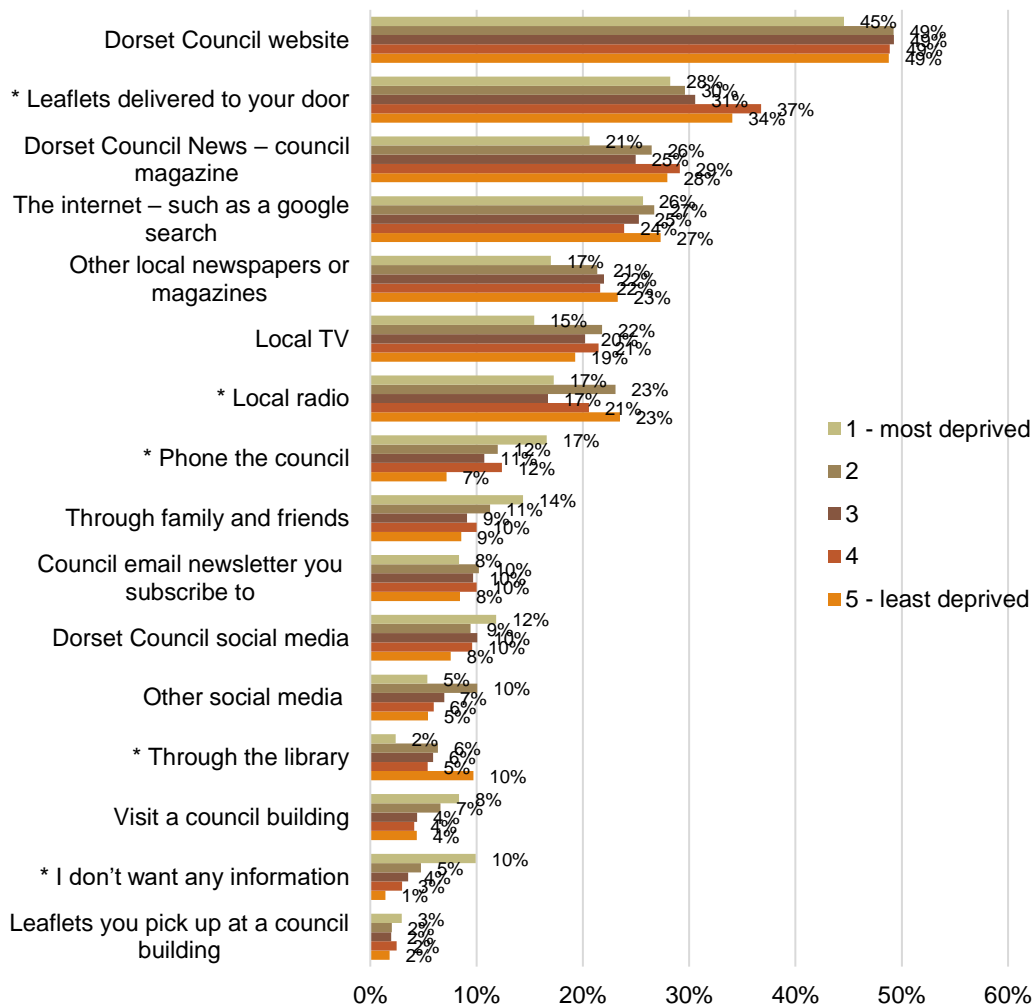


Base: See Appendix B

* = Significant differences by ethnicity

- 1.58. There were some significant differences in how respondents would prefer to find out about council services and information by deprivation:
- Respondents from the two least deprived quintiles were more likely to prefer to find out about find about council services and information from leaflets delivered to their door.
 - Respondents from the most and third most deprived quintiles were less likely to prefer to find out about find about council services and information from local radio.
 - Respondents from the most deprived quintile were more likely to prefer to find out about find about council services and information from phoning the council.
 - Respondents from the least deprived quintile were more likely to prefer to find out about find about council services and information through the library.
 - Respondents from the most deprived quintile were more likely to have stated that they don't want to receive information.

How do you prefer to find out about council services and council information?



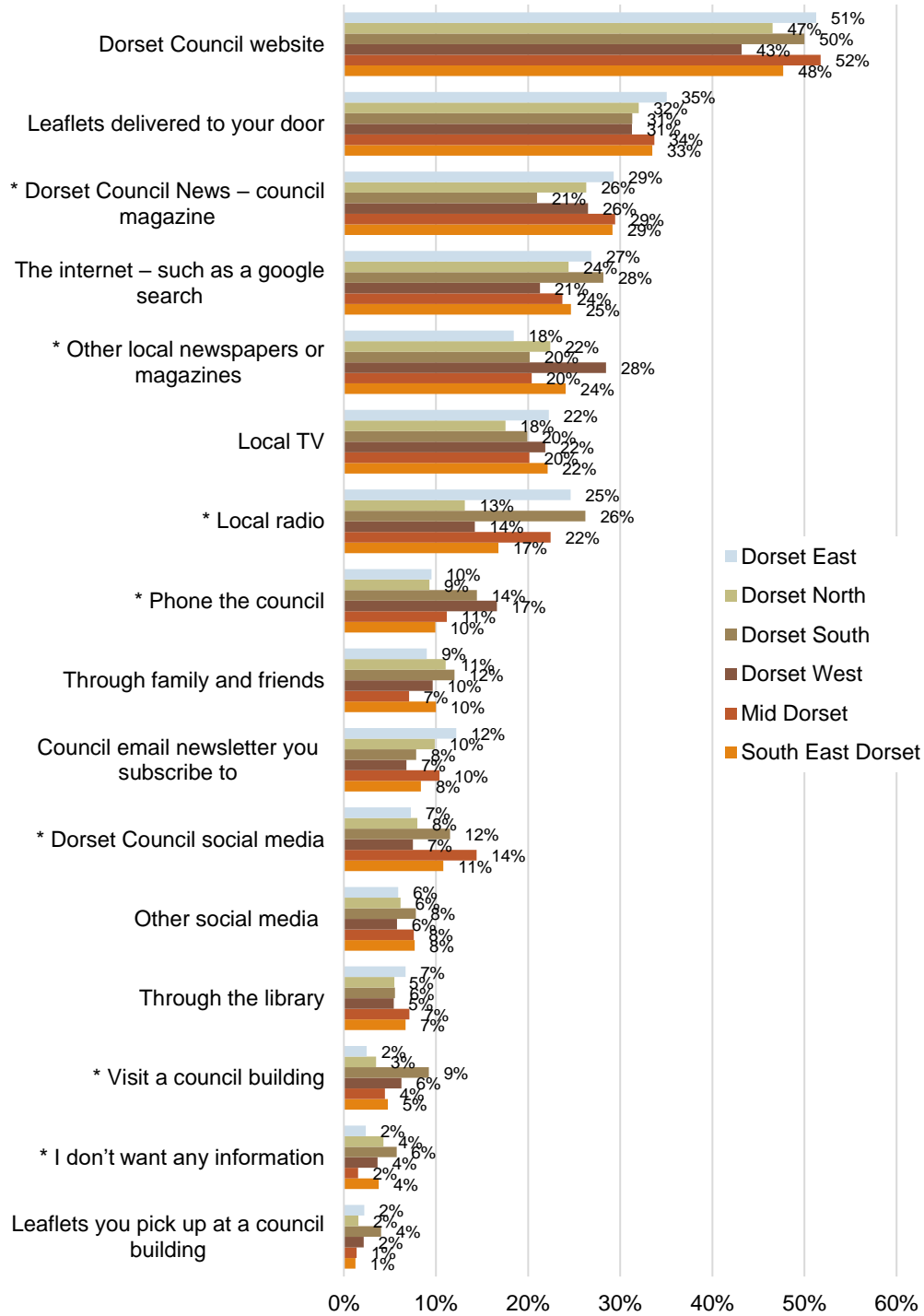
Base: See Appendix B

* = Significant differences by 2019 IMD

- 1.59. There were some significant differences in how respondents would prefer to find out about council services and information by SUG. The differences by SUG are:
- Respondents from Dorset West were more likely to prefer to find out about council services and information from the other local newspapers and magazines and from phoning the council.
 - Respondents from Dorset East and Dorset South were more likely to prefer to find out about council services and information from local radio.
 - Respondents from Dorset South, Mid Dorset and South East Dorset were more likely to prefer to find out about council services and information from Dorset Council social media.
 - Respondents from Dorset South were:
 - more likely to prefer to find out about council services and information from the visiting a council building.
 - less likely to prefer to find out about council services and information from the Dorset Council News magazine.
 - more likely to have stated that they don't want to receive information.

(Chart overleaf).

How do you prefer to find out about council services and council information?



Base: See Appendix B

* = Significant differences by SUG

3 SUMMARY AND CONCLUSIONS

- 3.1. This is the first survey conducted for the newly formed Dorset Council. It provides a robust baseline of data from a large sample of residents in the county and forms the basis for future monitoring of changes over time in some key aspects important to the Council.
- 3.2. The survey has also successfully provided data at the sub-unitary geography (SUG) level and has allowed significant differences in the responses from residents from different SUGs to be examined.
- 3.3. The new Dorset Council area, which now excludes Bournemouth, Poole and Christchurch, has significant pockets of deprivation, most notably in the Dorset South SUG area. Here, a half of the neighbourhoods (LSOAs) are in the bottom two quintiles of neighbourhoods nationally in terms of deprivation. A quarter of the neighbourhoods in Dorset South are in the most deprived quintile of neighbourhoods nationally. In a county of comparable affluence, this provides a focus for targeted interventions in many ways, but also helps to explain the differences in results from sub-group analysis in this report. For example, satisfaction with residents' local area as a place to live is lower in the most deprived quintile of areas, and due to the concentration of deprivation in Dorset South.
- 3.4. The survey includes a sample of almost 200 young people (aged 18-24). This allows analysis of key aspects from the survey to be examined for this group. Young people generally:
- have a lower level of satisfaction with the local area as a place to live
 - are less satisfied with the way Dorset Council runs things, and less likely to feel Dorset Council keeps residents informed. They are less likely to be advocates of Dorset Council.
 - are less likely to feel safe outside after dark, and less likely to think that people pull together to improve the area.
 - Have different key priorities for the Council's work, including tracking climate change and increasing the availability of affordable housing.
- 3.5. The survey included a sample of 112 residents from ethnic groups other than 'White British'. The largest proportion of these was from the 'Other White' ethnic group which includes residents from EU countries. Analysis shows that there are some significant differences in the demographics of respondents from White British and other ethnic groups. Respondents from other ethnic groups were:
- More likely be aged 16 to 34 (20% of White British respondents and 38% of respondents from other ethnic groups were aged 16 to 34)
 - More likely to be working full-time (27% of White British and 42% other ethnic groups) or in full-time education (4% of White British and 14% other ethnic groups)

- More likely to be living in a home rented from private landlord or letting agency (8% of White British and 29% other ethnic groups)
- More likely to be from Dorset North SUG (23% of White British and 32% other ethnic groups)
- More likely to be from the second most deprived IMD quintile (14% of White British and 25% other ethnic groups). A similar proportion of respondents from White British and other ethnic groups were from the most deprived quintile.

1.60. Whilst their satisfaction with the council was similar to that of White British groups, residents from ethnic groups other than White British had a lower strength of connection with the area, being less likely to feel they belong to the area very or fairly strongly and less likely to feel that people in the local area pull together to improve the area, with a wide gap (of 9%) between White: British and Other ethnic groups in this respect. Perhaps as a result of this, ethnic groups other than White: British were less likely to recommend Dorset as a place to live, with those from Other ethnic groups being less likely to agree a great deal or some extent. Those who are from ethnic groups other than White British also have different priorities, being more likely to have selected ‘supporting economic growth and good quality jobs’ and ‘helping people have healthy lifestyles’ as priorities for the council. They were also more likely to select ‘supporting schools so children have a good education’ as the 1st ranked priority. Their media consumption is also different – they are less likely to read at least 1 print publication and much less likely to watch at least 1 TV news programme (with a gap of 32% between White: British and Other ethnic groups); but significantly more likely to regularly visit at least one of the social media platforms.

1.61. In relation to gender, there are a number of differences between men and women in terms of their attitudes and advocacy of the council, their priorities and their media consumption and communication preferences. Although there are no differences in satisfaction with their local area as a place to live, women are more satisfied than men with the way the council runs things and agree more strongly that the council provides value for money; they feel more well informed about Dorset Council; are advocates of the council, being more likely to speak positively of the council without being asked/if asked. They also have more trust in the council and are more likely to recommend Dorset as a place to study. Their priorities for the council are different to men, being significantly more likely to have selected ‘keeping vulnerable children and adults safe from harm’, ‘providing rural buses and transport’ and ‘Increasing the availability of affordable housing’. In terms of media consumption and communication preferences, women are more likely to read publications, to watch at least one television news programme, listen to at least one radio station, and visit at least one social media platform. When broken down by platform, it is clear that women are more likely to use Facebook and WhatsApp than men, whereas men are more likely to use Youtube and Twitter. Women are more likely to prefer to find out about find about council services and information from leaflets delivered to their door, from other local newspapers or magazines, through friends and family and through that library. Men were more likely to prefer to find out about find about council

services and information by visiting a council building. Men were also more likely than women to have stated that they don't want to receive information.

- 1.62. The survey has provided a baseline to monitor progress for the future, and has demonstrated the differences in attitudes and perceptions of different areas, and different sub-groups of the population. Further analysis of differences by tenure, disability, sexual orientation, employment status and religion have been provided to the council.

Information by Design

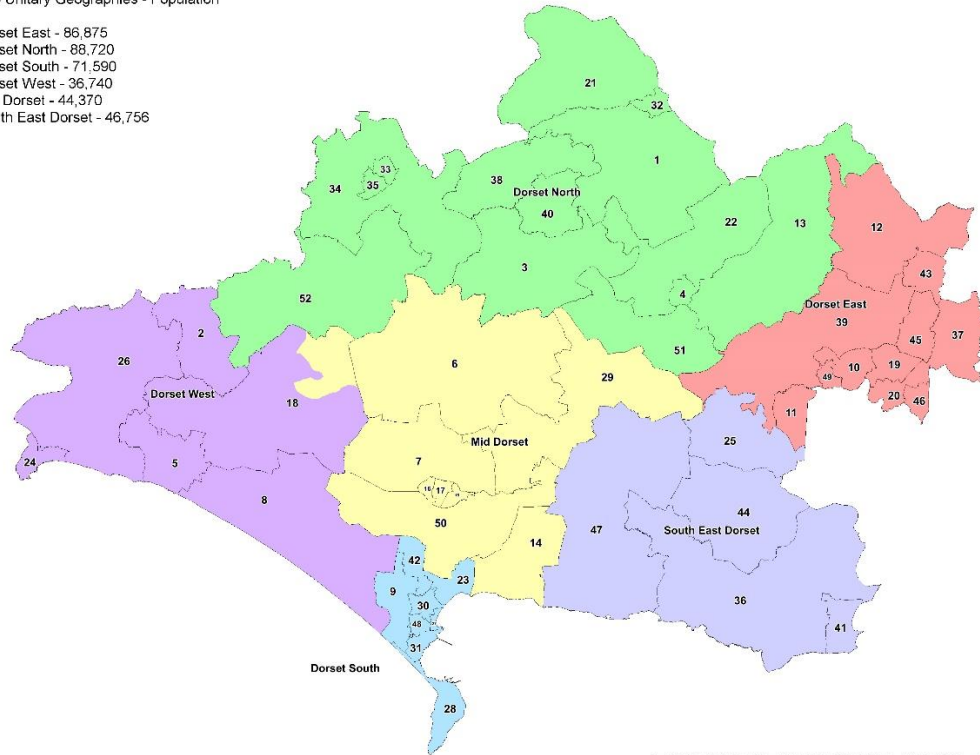
January 2020

5 APPENDIX A – MAP OF SUG AREAS

NO FOR KEY	NAME
1	Beacon
2	Beaminster
3	Blackmore Vale
4	Blondford
5	Bradford
6	Crab Valleys
7	Chamberlayne St Mary's
8	Chenal Bank
9	Chickerell
10	Colwell & Wimborne Minster East
11	Corfe Mullen
12	Coombe & Alderholt
13	Coombe Chase
14	Crosskeys
15	Dorchester East
16	Dorchester Poundbury
17	Dorchester West
18	Eggleston
19	Erisham North
20	Erisham South
21	Gillingham
22	Hill Fort & Upper Tarrant
23	Littleport & Plesner
24	Lymer & Chisnouth
25	Lymer Mannors & Upton
26	Martins Wood Vale
27	Valcombe Regis
28	Norland
29	Puddletown & Lower Wilketborne
30	Rudgale
31	Rudwell & Wyke
32	Shaftesbury Town
33	Sherborne East
34	Sherborne Rural
35	Sherborne West
36	South East Purbeck
37	St Leonards & St Ives
38	Stalbridge & Marnhill
39	Stour & Alton Vale
40	Sturminster Newton
41	Swanage
42	Upton & Broadbury
43	Verswood
44	Wareham
45	West Moors & Three Legged Cross
46	West Farley
47	West Parishes
48	Winton
49	Wimborne Minster
50	Wimborne & Broadmayne
51	Wimborne North
52	Winton

Sub Unitary Geographies - Population

Dorset East - 86,875
 Dorset North - 88,720
 Dorset South - 71,590
 Dorset West - 36,740
 Mid Dorset - 44,370
 South East Dorset - 46,756



THIS MAP IS NOT DEFINITIVE AND HAS NO LEGAL STATUS

Dorset Sub Unitary Geographies and Electoral Wards - May 2019

Ref:
 Date: 19/03/2019
 Scale 1:475479
 Drawn By:
 Cent X: 373597
 Cent Y: 99783



Dorset Council is a trading name of Dorset Council Limited, a company registered in England and Wales (No. 02062012). Dorset Council Limited is a limited liability company with a share capital of £100,000,000. Dorset Council Limited is a public body. Dorset Council Limited is a company limited by guarantee. Dorset Council Limited is a company registered in England and Wales (No. 02062012). Dorset Council Limited is a company limited by guarantee. Dorset Council Limited is a company registered in England and Wales (No. 02062012).

6 APPENDIX B – SAMPLE SIZES FOR KEY SUB-GROUPS

Gender	Unweighted Count
Male	1,229
Female	1,386

Age	Unweighted Count
16-24	181
25-34	197
35-44	267
45-54	381
55-64	458
65-74	662
75+	457

Ethnicity	Unweighted Count
White: British	2428
Other ethnic groups	112

2019 IMD	Unweighted Count
1 - Most deprived	183
2	391
3	818
4	971
5 - Least deprived	272

SUG	Unweighted Count
Dorset East	410
Dorset North	433
Dorset South	461
Dorset West	448
Mid Dorset	437
South East Dorset	446

7 APPENDIX C – DEMOGRAPHICS

Age	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
16-17	1%	2%	6%	4%	3%	3%	3%
18-24	7%	8%	8%	5%	6%	6%	7%
25-34	11%	12%	9%	8%	11%	13%	11%
35-44	11%	13%	15%	9%	12%	10%	12%
45-54	16%	15%	14%	17%	18%	18%	16%
55-64	17%	15%	13%	14%	16%	13%	15%
65-74	19%	19%	21%	26%	18%	23%	20%
75-84	15%	12%	10%	12%	12%	11%	12%
85+	3%	3%	3%	5%	3%	3%	3%

Gender	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Male	47%	49%	49%	48%	48%	49%	48%
Female	53%	51%	51%	52%	52%	51%	52%
Prefer to self-describe	0%	0%	0%	0%	0%	0%	0%

Employment Status	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Employee in full-time job (30 hours plus per week)	32%	32%	21%	20%	33%	23%	28%
Employee in part-time job (under 30 hours per week)	11%	12%	14%	11%	9%	12%	12%
Self-employed full or part-time	8%	9%	8%	11%	11%	13%	10%
On a government supported training programme e.g. Modern Apprenticeship	0%	0%	1%	0%	0%	0%	0%
Full-time education at school, college or university	2%	3%	11%	4%	5%	4%	5%
Unemployed and available for work	1%	1%	1%	2%	2%	1%	1%
Permanently sick/disabled	2%	3%	4%	6%	3%	3%	3%
Wholly retired from work	36%	33%	33%	40%	34%	37%	35%
Looking after the home or family	7%	5%	6%	7%	3%	5%	6%

Housing Tenure	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Owned outright	47%	44%	44%	51%	43%	47%	46%
Owned with a mortgage or loan	38%	27%	21%	16%	33%	26%	28%

Part owned and part rented (shared ownership)	0%	1%	1%	1%	1%	0%	1%
Rented from housing association, housing co-operative, charitable trust, registered social landlord	3%	10%	13%	21%	9%	13%	10%
Rented from Council (local authority)	1%	5%	5%	5%	1%	5%	4%
Rented from Private landlord or letting agency	9%	10%	11%	6%	11%	8%	9%
Other	1%	3%	3%	1%	1%	1%	2%

Ethnicity	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
White: British	97%	93%	96%	97%	94%	94%	95%
Other White	2%	5%	3%	2%	2%	4%	3%
Mixed	1%	1%	1%	1%	1%	1%	1%
Asian or Asian British	1%	0%	0%	0%	2%	1%	1%
Black or Black British	0%	1%	0%	0%	0%	1%	0%
Arab or other ethnic group	0%	0%	0%	0%	1%	0%	0%
White: British	97%	93%	96%	97%	94%	94%	95%

Long-term health problem or disability	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Yes, limited a lot	6%	8%	12%	12%	9%	11%	9%
Yes, limited a little	13%	16%	17%	19%	16%	14%	15%
No	81%	76%	70%	69%	75%	75%	75%

Religion	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
No religion	40%	44%	45%	41%	34%	43%	42%
Christian	58%	55%	54%	56%	63%	55%	57%
Buddhist	0%	0%	0%	1%	1%	1%	0%
Hindu	0%	0%	0%	0%	0%	0%	0%
Jewish	0%	0%	0%	0%	0%	1%	0%
Muslim	0%	0%	0%	1%	1%	0%	0%
Sikh	0%	0%	0%	0%	0%	0%	0%
Any other religion	1%	0%	0%	1%	1%	1%	1%

Sexual Orientation	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
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Bisexual	0%	1%	3%	2%	2%	2%	2%
Gay man	0%	2%	2%	0%	0%	1%	1%
Heterosexual/straight	98%	96%	95%	95%	96%	97%	96%
Lesbian/Gay woman	1%	0%	0%	1%	0%	0%	1%
Other	0%	1%	1%	1%	1%	0%	1%

8 APPENDIX D – COMPARISON BETWEEN SURVEY RESPONDENTS AND CENSUS/ONS DATA

Gender	Residents Survey (weighted)	ONS Mid-2017 Estimates
Male	48%	48%
Female	52%	52%

Age	Residents Survey (weighted)	ONS Mid-2017 Estimates
16-17	3%	3%
18-24	7%	7%
25-34	11%	11%
35-44	12%	12%
45-54	16%	17%
55-64	15%	17%
65-74	20%	18%
75-84	12%	11%
85+	3%	5%

Ethnicity	Residents Survey (weighted)	2011 Census
White British	95%	96%
White: Other White	3%	2%
Mixed	1%	1%
Asian	1%	1%
Black	0%	0%
Other	0%	0%

Housing Tenure	Residents Survey (weighted)	2011 Census
Owned: Owned outright	46%	43%
Owned: Owned with a mortgage or loan	28%	29%
Shared ownership (part owned and part rented)	1%	1%
Social rented: Rented from council (Local Authority)	4%	2%
Social rented: Other	10%	11%
Private rented: Private landlord or letting agency	9%	12%
Private rented: Other		2%

Living rent free		2%
Other (on Survey)	2%	

Religion	Residents Survey (weighted)	2011 Census	2001 Census
Christian	54%	65%	78%
Buddhist	0%	0%	0%
Hindu	0%	0%	0%
Jewish	0%	0%	0%
Muslim	0%	0%	0%
Sikh	0%	0%	0%
Other religion	1%	1%	0%
No religion	40%	25%	14%
Religion not stated (prefer not to say on survey)	5%	8%	7%

Employment Status	Residents Survey (weighted) (16-74)	2011 Census (16-74)
Economically active: Employee: Full-time	33%	35%
Economically active: Employee: Part-time	14%	16%
Self-employed	11%	13%
Unemployed	1%	3%
Full-time student	5%	6%
Retired	25%	20%
Looking after home or family	6%	4%
Long-term sick or disabled	4%	3%
Other	1%	2%
On a government supported training programme e.g. Modern Apprenticeship	0%	

Long-term health problem or disability	Residents Survey (weighted)	2011 Census
Day-to-day activities limited a lot	9%	8%
Day-to-day activities limited a little	15%	11%
Day-to-day activities not limited	75%	80%