



North Tyneside Residents' Survey 2010

Summary Report

Prepared for North Tyneside Metropolitan Borough Council and North Tyneside Primary Care Trust

February – April 2010



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Executive Summary

This executive summary presents the key findings from a representative survey of North Tyneside residents aged 18+ between February and April 2010. The research was conducted face-to-face, in-home, by ICM on behalf of North Tyneside Council and North Tyneside PCT.

A. Overview

Early 2010 saw the UK emerge from recession after the severest economic downturn in a number of decades. Even during a period of anaemic growth the country's economic prospects remain mired in uncertainty for the foreseeable future as Britain seeks to grapple with a record budget deficit. The current fiscal and monetary situation affecting the country, businesses, organisations and the public therefore provides an intriguing backdrop to North Tyneside's latest *Residents' Survey*. With the spectre of unemployment on the rise, household budgets stretched and local government revenue under pressure due to reduced business rates and central government funding, the current survey affords the opportunity to take stock of residents' priorities.

Seen in this context it is highly encouraging that many of the results from the 2010 study have held firm since last year. The overwhelming sense remains that residents enjoy living in North Tyneside, evident not just in terms of overall satisfaction but in the reduced priority attached to some anti-social behaviours and the record numbers of people feeling safe in their local area after dark. Perceptions of self social well-being also remain high as in previous years.

In terms of services there are notable advances in public opinion across many aspects of Council provision. Among residents as a whole universal services such as street lighting and refuse collection, the 'bread and butter' of local government in the eyes of the public, continue to perform highly. Most positively, public attitudes towards doorstep recycling and other recycling services provided in the borough have improved since the 2009 survey. This is underpinned by a huge increase in take-up of doorstep recycling facilities across North Tyneside. The recent improvements the Council have made to the service for households in both low and high rise properties are clearly paying dividends. Among users, perceptions of leisure and recreational facilities have also strengthened.

The Council's image on some indicators continues to perform reasonably well. More people agree than disagree that the Authority provides value for money, there is a strong belief that the overall quality of Council services is good, and the Council is credited with success in making the area cleaner and greener. Meanwhile, overall satisfaction with the Authority is high contrary to other research sources. While a lower percentage than in the previous survey it remains at historically high levels and is a credible score in what are challenging times. Underlying this sentiment is the fact that the majority of residents feel informed about the work of the Council. Taken together these results chime with the Audit Commission's overall view of North Tyneside as an 'improving' council, unrecognisable from its position seven years ago.

Elsewhere, Council initiatives to increase the incidence of broadband in the home, boost readership of the Authority's own magazine and encourage more residents to visit the Council's website have met with further success in the last 12 months.

At the same time, there is no room for complacency since the latest survey reveals some disappointing findings and/or measures which have regressed since last year. Winter 2009/10 was one of the coldest on record doing huge damage to road and pavement surfaces across the borough, and this is reflected in public sentiment – dissatisfaction levels are up this year. It is also cited as the single biggest improvement residents would like to see made to their local area.

Furthermore, ratings of customer care services – Council Housing Services, Contact Call Centre and Customer Service Centre - have registered double digit declines which may in part be explained by the slump in perceptions of customer service standards. Among those who have contacted the Council in the last 12 months fewer people now than in 2009 describe Authority staff favourably on all of the attributes researched. Further investigation may be needed to ascertain whether this is the beginning of a long term trend or just a short term blip.

There also exists a feeling among residents – more pronounced than in 2009 – that the Council is not doing enough to take their views into consideration during decision making and is too remote and impersonal. As the Audit Commission has previously pointed out, engaging with the population and stakeholders is a key hallmark of success.

Finally, there remain substantial variations in public opinion across the different parts of the borough, often but not always linked to deprivation and residents socio-economic status. In addition, different groups of residents perceive others to be getting a better deal from the Council, reflected in the minority of people who think the Authority treats all parts of the borough equally. Those feeling most neglected are to be found in the North East. Tackling public *perceptions* of unfairness in service provision by communicating the extensive benefits enjoyed by all residents across the borough will go some way to addressing this issue.

However, the key challenge for public service providers in North Tyneside will be preventing a negative shift in public perceptions across the board when the real impact of the Government's budget cuts set in.

B. Key findings

Quality of life

- The vast majority (87%) of residents are positive about their local area as a place to live. Satisfaction on this measure has stayed consistently high over the past five years, and an increase between 2007 and 2008 in the proportion who are *very* satisfied has held firm ever since.
- The factors residents think most important in making an area a good place to live are the level of crime and clean streets, although both are mentioned by significantly less people than last year. On the other hand – and unsurprisingly given the current economic climate – job prospects has increased in importance as an issue. When it comes to the issues considered most in need of improvement locally, road and pavement repairs are at the top of the list by some margin (cited by 53 per cent; up 19 percentage points since 2009).
- Agreement that people look out for each other in their neighbourhood is unchanged at 84%, but within that the proportion who definitely agree that this is the case has continued to rise steadily and now stands at around half (48%).
- While the great majority of residents in the borough feel happy living in North Tyneside, feel that they belong and that they make friends and social contacts easily, agreement on each of

these measures has fallen a small, but statistically significant, amount since last year. There has been no change in the proportion who feel like an outsider which remains low (9%) or who feel lonely and isolated, which only one in twenty (5%) say is the case.

- Around one in ten (9%) North Tyneside residents has undertaken voluntary work or unpaid help in the last twelve months, consistent with 2008 and 2009. Raising or handling money/taking part in sponsored events continues to be the most common form of unpaid help, along with organising or helping to run an activity or event.

Community safety & anti-social behaviour

- Feelings of safety in North Tyneside have improved steadily since 2005. As many as 97 per cent of residents now say they feel safe in North Tyneside during the day. The proportion who feel safe after dark, having risen by a statistically significant four percentage points to 65 per cent between 2008 and 2009, has now increased to 70 per cent. As a result, North Tyneside is ahead of the national average when it comes to feelings of safety after dark.
- The top three anti-social behaviour problems in the borough according to local residents are rubbish and litter lying around; parents not taking responsibility for the behaviour of their children; and teenagers hanging around streets. The proportion regarding each of these as a problem fell sharply between 2007 and 2008. Those strong improvements, which held up in 2009, have remained firm this year.

Public services in North Tyneside: residents' perceptions

- On the whole, *universal* services are well received by residents in North Tyneside. The overwhelming majority of the population is satisfied with refuse collection (92%), doorstep recycling services (88%) and street lighting (85%), with all three of these services registering statistically significant increases since the previous survey. Other street-care services such as street cleaning and grounds maintenance are also highly rated (66% and 62% respectively). However, perceptions of the Council's road and pavement maintenance have tumbled since 2009. Both of these services have experienced double digit reductions in satisfaction (20 and 13 points respectively). In interpreting these findings it is worth considering that the bulk of fieldwork coincided with the coldest winter in decades.
- Among actual recipients services continue to be positively rated with many registering satisfaction of eighty per cent and more. When comparing results against those from last year it is evident that user perceptions of leisure and recreational facilities have improved considerably. For example, leisure centres, swimming pools, theatres and museums all exhibit increases in satisfaction since the previous survey. The same is true of doorstep recycling and other recycling facilities although, disappointingly, fewer people now than in 2009 speak favourably about the Council's customer care services (e.g. Council Housing Services, Customer Service Centre and Contact Call Centre).
- In assessing residents' perceptions of the 'direction of travel' of leisure and recreational facilities, it is encouraging that more people say each of the eight services researched have got better rather than worse in the last 12 months. What is more, the proportion identifying improvement across the board is higher than in the previous survey. That said, there is no escaping from the fact that the majority of people observe no change or express no opinion.

The image of North Tyneside Council

- Two thirds (66%) of residents say they are very or fairly satisfied with the way the Authority runs things, down three percentage points from 2006. Although this drop is statistically

significant it should be remembered that this score is still high by historical standards. In addition, it also needs to be judged in the context of tightening public finances, the recession and increasing unemployment.

- The 2010 survey presents a mixed set of results when exploring the corporate image of the Council. Two thirds (65%) of the public assert that the quality of Council services is good overall while a slightly smaller proportion (59%) agree that the Authority is working to make the borough cleaner and greener. Both values are consistent with results from last year. Moreover, while the percentage of people agreeing that the Council provides value for money is down slightly from the previous survey, it does not represent a statistically significant drop and more people continue to agree than disagree with this measure (41% versus 26%).
- On the negative side, the proportion of residents disagreeing that the Council is too remote and impersonal has deteriorated by seven percentage points (to 29%) and a stubborn third of the population still maintain that the Council rarely takes residents' views into consideration when making decisions which affect them. Furthermore, fewer people than recorded in the previous survey contend that the Authority treats all parts of the borough equally.

Communications & information

- Close to three quarters (73%) of residents say they feel informed by North Tyneside Council about the services and benefits it provides.
- Looking at individual aspects of the Council's work, residents feel most informed about how to pay bills to the Council and how and where to register to vote, consistent with the results in the previous survey. On the other hand, they are less knowledgeable about how the Council spends its money, whether the Authority is delivering on its promises, how it is performing and what it is doing to tackle anti-social behaviour. Indeed, residents feel less informed about each of these aspects than in 2009.
- Encouragingly for the Council, most people continue to rely on 'Widening Horizons' magazine to find out about the Authority and the service it provides. At the same time, residents are less dependent on the News Guardian and Chronicle Extra newspapers than this time last year. Friends/neighbours play a prominent role as in previous studies while the proportion of people using television as an information source has risen.
- More people than last year recall seeing a copy of "Widening Horizons" in the last three months (84% versus 80%). Yet, fewer residents are reading all or nearly all of the magazine (37% compared to 50% in 2009).
- More residents are using the Council's website than ever before: over a third (35%) say they have ever visited www.northtyneside.gov.uk, an increase of three percentage points on last year. The proportion is considerably higher among internet users (56%).
- Over half of the population (54%) use broadband internet at home (up from 49 per cent in 2009) although usage is considerably lower among older people and those with a low income.

Council customer care

- On the whole, residents are less positive about the Council's customer care. Among those who have contacted the Authority recently¹ the great majority still describe North Tyneside staff as helpful, efficient, able to deal with their query and quick. However, ratings here are lower than in 2009.
- Indeed, fewer residents are satisfied with the final outcome of their query than compared to last year (47 per cent versus 54 per cent).
- The drop in perceptions of customer care may explain why satisfaction with the Council's Contact Call Centre, Customer Service Centre and Council Housing services have fallen.

Health & well being

- Self reported health and well-being in North Tyneside remains high. Three quarters of residents (75%) describe their general health as good/very good, consistent with previous years and in line with the average for England.
- Consistent with the last two years, three quarters of residents say they undertake some form of exercise. A quarter (23%) do not undertake any exercise, a trend which is more pronounced among older people, those belonging to socio-economic grade DE, households without children and people who rent their home from the Council/a Housing Association. Almost all who undertake any physical activity for a minimum of 30 minutes do so at least once a week.
- Approaching nine in ten residents (87%) say they consume fresh fruit, vegetables and/or salads at least once a day, unchanged from the last survey. Men eat these foods less often than women. Low consumption is also found among those in socio-economic grade (DE) and both the youngest (18-24) and oldest (over 65s) cohorts.
- The proportion of adults in North Tyneside that drink alcohol remains unchanged at 62 per cent. Men are more likely to drink than women and three quarters (73%) of ABs drink compared to half (52%) of DEs. The great majority of those who drink say they do not exceed the recommended weekly consumption. Indeed, there exists a great deal of ignorance about the Government's recommendations: just two in ten (19%) men and three in ten (28%) women respond correctly when asked for the recommended daily limit.
- In an encouraging finding, the proportion of North Tyneside residents who smoke has fallen from a quarter in 2009 to a fifth (22%) this year; a statistically significant decline. What has not changed is the correlation between smoking and age (18–24 year olds are the most likely to smoke) and smoking and social grade (so too are those in social grade DE).

¹ 35 per cent of residents have contacted the Council with an enquiry or about a problem over the last year.

Introduction

Background & objectives

This report presents the findings of a research study conducted by the ICM Government & Social research unit on behalf of North Tyneside Metropolitan Borough Council and North Tyneside Primary Care Trust.

This research comprised a survey of 2,606 residents across the twenty wards in the borough and is the fifth of its kind following on from the studies undertaken in 2005, 2007, 2008 and 2009. As such it provides an excellent opportunity to monitor any change in residents' views over the last five years. The research is intended to measure public attitudes and perceptions relating to the delivery of services in North Tyneside as well as the image of the Council itself. More specifically, the research covers the following issues:

- Attitudes towards North Tyneside as a place to live;
- Perceptions of safety in the local area;
- Service provision in North Tyneside;
- Image of the Council;
- Information provision and communications;
- Technology use in North Tyneside;
- Council customer care standards; and
- Health and wellbeing.

Methodology

The primary aim of the study is to track the views of residents since previous surveys. Therefore, to facilitate direct comparison, exactly the same methodology has been used across all five surveys.

ICM interviewed a total of 2,606 residents (aged 18+) in 372 Output Areas (OAs) across the Council area. Interviews were carried out face-to-face in respondents' homes using a random location method, between 15th February and 30th April 2010. A representative sample was interviewed with quotas set by gender, age and work status. The sample was also structured to ensure that a minimum of 100 interviews were conducted in each of the 20 wards². The remaining four hundred interviews were divided proportionally according to each wards' population. A full profile of the sample is appended.

The questionnaire averaged 33 minutes in length.

At the analysis stage, the data were weighted by age, gender, work status and ward to match the profile of North Tyneside residents as a whole, using the latest ONS population estimates.

² Please see appendices for maps illustrating the 20 wards and 4 areas.

All responses have been analysed by a range of demographic, geographical and attitudinal variables; detailed breakdowns have been provided in a separate volume of computer tables.

The report also looks back at the Council's Residents' Surveys from 2005³, 2007⁴, 2008⁵ and 2009⁶. See footnotes for the methodology used in each.

Report layout

In addition to this introduction, the report contains:

- an **executive summary** outlining the key findings of the survey and their potential **implications** for the Council;
- more detailed commentary on the **main findings**; and
- **appendices**, including guides to statistical reliability and social grade definitions, a profile of the sample, maps of the areas and the wards, and a marked up questionnaire showing topline results.

Interpretation of the data

It should be remembered that a sample, not the entire population of North Tyneside, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are statistically significant. As a guide, when looking at changes for overall figures, we need usually to see a movement of three percentage points ($\pm 3\%$) for a statistically significant change (although only two points if the percentage is at either end of the 100% scale). As a rule of thumb, to be statistically significant, differences between two areas need to be between four and six percentage points⁷ (whether or not a difference is significant depends not only on the size of the samples, but also the percentages being compared). Please see Appendix One for more information on statistical reliability.

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 of less than half a per cent but above zero.

In this report, reference is made to 'net' figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing the results for number variables. In the case of a 'net satisfaction' figure, this represents the percentage satisfied on a particular issue or service, less the percentage dissatisfied. For example, if a service records 40% satisfied and 25% dissatisfied, the 'net satisfaction' figure is +15 points.

Please note that due to the small base size for Black, Asian and Minority Ethnic respondents (55 people), any observed differences between white residents and those from ethnic minorities are purely indicative and cannot be treated as statistically significant.

³ (2005) 2,400 interviews with residents aged 18+ across the Borough. Random pre-selected interviews carried out face-to-face, in-home, between 6 May – 12 June 2005. Survey undertaken by MRUK.

⁴ (2007) 2,490 interviews with residents aged 18+ across the Borough. Quota sample interviews carried out face-to-face, in-home, between 8 January – 31 April 2007. Survey undertaken by Ipsos MORI.

⁵ (2008) 2,571 interviews with residents aged 18+ across the Borough. Quota sample interviews carried out face-to-face, in-home, between 17th January and 7th March 2008. Survey undertaken by ICM.

⁶ (2009) 2,606 interviews with residents aged 18+ across the Borough. Quota sample interviews carried out face-to-face, in-home, between 15th February and 30th April 2010. Survey undertaken by ICM.

⁷ Assuming an average of 600 interviews per area.

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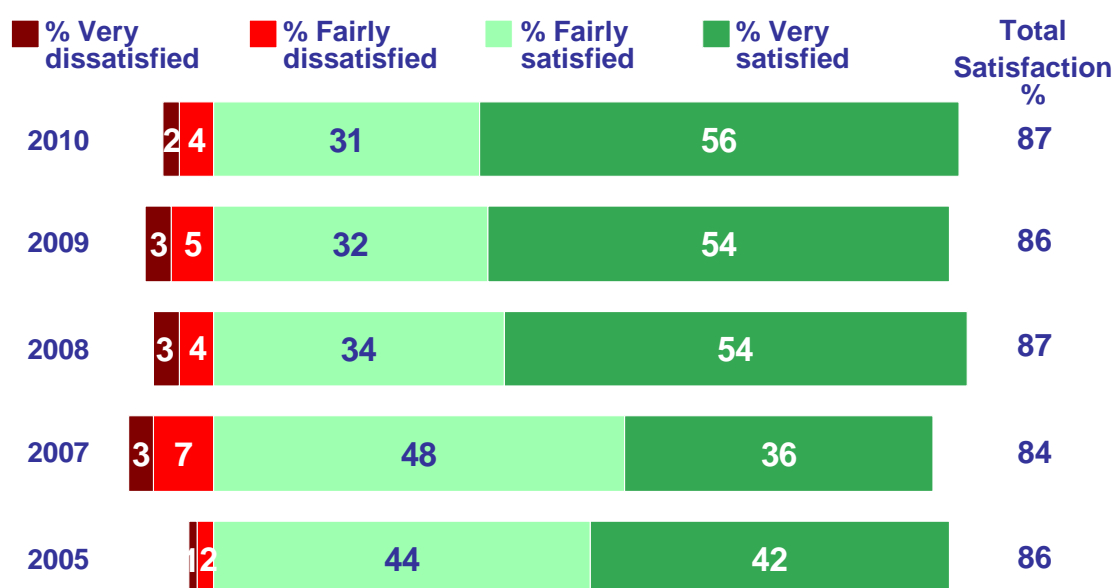
<http://www.icmresearch.co.uk/business-sector-social-government.html>

1. Quality of Life

1.1 People's attitudes to their local area

Overall satisfaction with the local area as a place to live has stayed consistently high over the past five years. The vast majority (87%) are positive on this measure. Within that, the proportion who are very satisfied, having risen from a third (36%) in 2007 to over half (54%) in 2008, has stayed at around that level ever since.

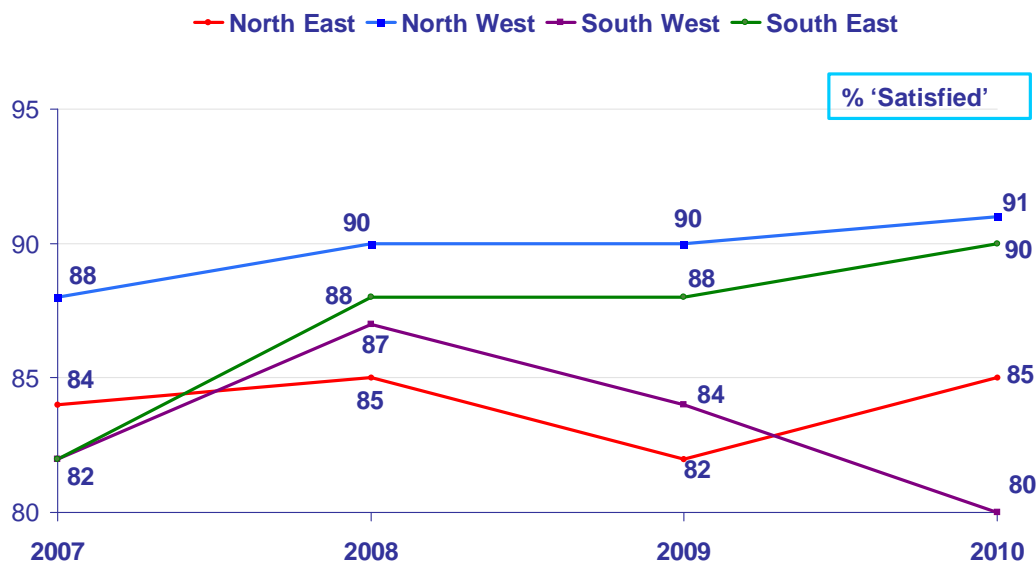
Satisfaction with local area



Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
 Base: All North Tyneside residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Satisfaction in the North West has been consistently high and this year is no exception (91%). Meanwhile the rise in satisfaction in the South East to around nine in ten – between 2007 and 2008 – has held firm ever since. Residents in the South West are significantly less positive than they were in 2008 (down from 87% to 80%) and now exhibit the lowest level of satisfaction, but the change since last year is not statistically significant. Finally, there has been a statistically significant boost in satisfaction in the North East, where 85 per cent now speak favourably about their local area as a place to live.

Satisfaction with local area – by area



Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
 Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Residents from socio-economic grades AB are significantly more likely than those from any other group to rate positively their area as a place to live (92%). In a related finding, it continues to be the case that owner occupiers are more likely to be satisfied than residents who rent their home from the Council or a housing association (84% versus 76%).

Satisfaction with the Council is closely correlated to satisfaction with local area – those who are happy with the Authority being much more likely than those who are not to say they are satisfied with their local area (97% compared to 67%). Similarly, those who think the Council provides value for money are significantly more satisfied than those who do not (94% and 75% respectively).

As we might expect, how people view their local area is linked to how safe they feel: those who say they feel safe in North Tyneside after dark are more positive about their local area than those who feel unsafe (90% versus 77%).

Across other key demographic sub-groups including age, gender and ethnicity, there are relatively minor variations on this metric, consistent with previous waves. The table overleaf shows a sub-group breakdown with trend data between 2007 and 2010.

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	Total Satisfied	Total Dissatisfied	Net satisfied			
			2010	2009	2008	2007
	%	%	%	%	%	%
Total	87	6	+81	+78	+81	+74
Gender						
Men	87	6	+81	+80	+81	+74
Women	87	6	+81	+77	+81	+74
Age						
18-24	85	6	+79	+84	+81	+79
25-34	87	7	+80	+80	+80	+74
35-54	89	3	+85	+78	+79	+71
55-64	85	8	+77	+74	+79	+74
65+	85	9	+76	+77	+86	+77
Work status						
Working full time	87	6	+81	+80	+81	+74
Not working full time	85	6	+79	+77	+77	+72
Retired	88	5	+83	+77	+84	+77
Ethnicity						
White	87	6	+80	+78	+81	+74
BME	92	1	+91	+82	+82	+80
Disabled	85	9	+76	+69	+78	+69
Social grade						
AB	92	4	+88	+84	+86	+81
C1	86	7	+80	+81	+86	+77
C2	88	6	+82	+79	+79	+72
DE	84	7	+77	+74	+74	+68
Tenure						
Owner occupier	89	5	+84	+81	+84	+78
Rent from Council/HA	84	8	+76	+68	+72	+65
Neighbourhood Renewal Areas	84	8	+76	+71	+74	+63
Satisfaction with the Council						
Satisfied	97	1	+95	+96	+94	+91
Dissatisfied	67	25	+43	+18	+38	+34
Council provides value for money						
Agree	94	2	+92	+88	+90	+89
Disagree	75	13	+62	+58	+66	+58
Feel safe at night						
Safe	90	4	+86	+86	+87	+82
Unsafe	77	15	+62	+56	+66	+60

Source: ICM Research

1.2 Improving quality of life: identifying priorities

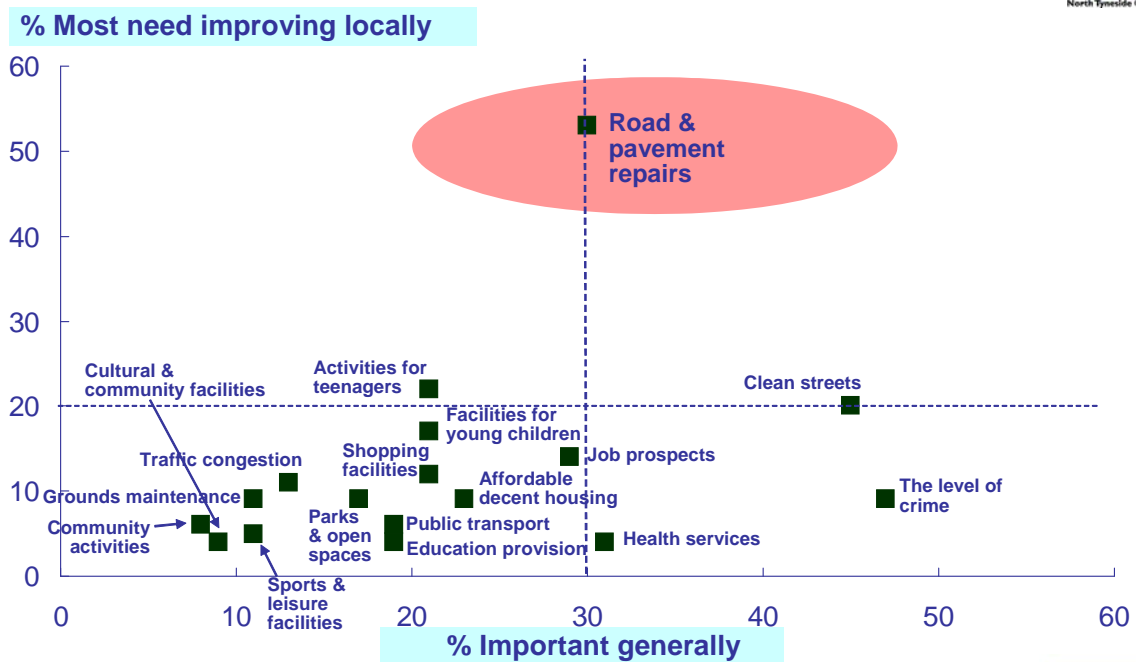
In order to determine North Tyneside residents' priorities for their local area, respondents are asked to identify, from a list of options:

- a) What they think is most important in making somewhere a good place to live; and
- b) What they identify as the issues most in need of improvement in their local area

The scatter chart below demonstrates both how important key services are to North Tyneside residents and the priority that they place on improving them. Issues in the right hand side of the chart are considered to be relatively important, while those in the top half are thought to be most in need of improvement.

Thus, any which are in the top right-hand corner can be considered the greatest priorities for local residents, given that they are not only thought to be important in making somewhere a good place to live, but also are identified as being most in need of improvement. This year, **road and pavement repairs** is the only issue to be found in this category. **Clean streets** is also rated as highly important in making somewhere a good place to live but is classified as most in need of improvement by a smaller proportion of residents. The **level of crime**, while seen as an important factor, is generally not seen as a priority for improvement.

Improving quality of life: identifying priorities



Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010



The following table shows how residents' views on the most important factors in making somewhere a good place to live have changed over time. While the **level of crime** has been the most commonly-cited issue in each of the past four years, the proportion who mention this has dropped by a statistically significant three percentage points since last year (50%), and by five points since 2007. **Clean streets**, the second most important factor, is also mentioned by significantly less people than in 2009 (45%, down four points). On the other hand – and unsurprisingly given the current economic climate – **job prospects** has increased in importance as an issue (up four points to 29 per cent).

Q3. Thinking generally, which of the things would you say are most important in making somewhere a good place to live?

Base: All North Tyneside residents aged 18+:2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	2007	2008	2009	2010	Change since '09
	%	%	%	%	+/-
The level of crime	52	52	50	47	-3
Clean streets	47	49	49	45	-4
Health services	34	35	32	31	-1
Road and pavement repairs	24	21	20	30	+10
Job prospects	17	25	25	29	+4
Affordable decent housing	28	29	27	23	-4
Activities for teenagers	27	28	26	21	-5
Facilities for young children	26	27	26	21	-5
Public transport	34	25	24	19	-5
Education provision	29	24	21	19	-2
Parks and open spaces	25	21	20	17	-3
The level of traffic congestion	14	17	12	13	+1
Grounds maintenance (e.g. grass cutting/floral displays)	-	11	10	11	+1
Sports, swimming pools and leisure facilities ⁸	15	13	16	11	-5
Cultural & community facilities (e.g. cinemas, libraries, theatres, museums) ⁹	7	6	10	9	-1
Community activities	8	12	9	8	-1
Wage levels and local cost of living	10	11	9	8	-1
The level of pollution	8	8	7	8	+1
Access to nature	6	8	8	6	-2
Recycling ¹⁰	- ¹¹	12	5	3	-2

See computer tables for full answers

Source: ICM Research

⁸ Wording in 2007 and 2008 was "Sports and leisure facilities"

⁹ Wording in 2007 and 2008 was "Cultural facilities (e.g. cinemas, museums)"

¹⁰ Wording in 2007 and 2008 was "Recycling facilities"

¹¹ Hyphen ("-") indicates new code created in 2008.

When it comes to the things that residents would most like to see improved, **road and pavement repairs** tops the list (53%) by some margin. This has risen by a considerable 19 percentage points since 2009. At the same time, **activities for teenagers** has declined as a priority for improvement (down five points to 22 per cent), which might suggest there have been improvements in this area over the last year.

Q4. And thinking about this local area, which of the things, if any, do you think most need improving?

All North Tyneside residents aged 18+:2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	2007	2008	2009	2010	Change since '09
	%	%	%	%	+/-
Road and pavement repairs	41	27	34	53	+19
Activities for teenagers	41	31	27	22	-5
Clean streets	33	21	18	20	+2
Facilities for young children	29	19	19	17	-2
Job prospects	15	9	14	14	0
The level of traffic congestion	24	15	14	11	-3
The level of crime	26	17	14	9	-5
Parks and open spaces	22	12	12	9	-3
Grounds maintenance (e.g. grass cutting/floral displays)	-	9	10	9	-1
Affordable decent housing	16	10	7	9	+2
Community activities	13	8	8	6	-2
Public transport	13	8	7	6	-1
Wage levels and local cost of living	7	6	7	6	-1
Sports, swimming pools and leisure facilities ¹²	17	10	9	5	-4
Cultural & community facilities (e.g. cinemas, libraries, theatres, museums) ¹³	11	5	6	4	-2
Health services	9	7	4	4	0
Education provision	5	3	3	4	+1
Recycling ¹⁴	-	12	5	2	-3
The level of pollution	5	5	3	2	-1
Access to nature	3	2	1	1	0

See computer tables for full answers

Source: ICM Research

¹² Wording in 2007 and 2008 was "Sports and leisure facilities"

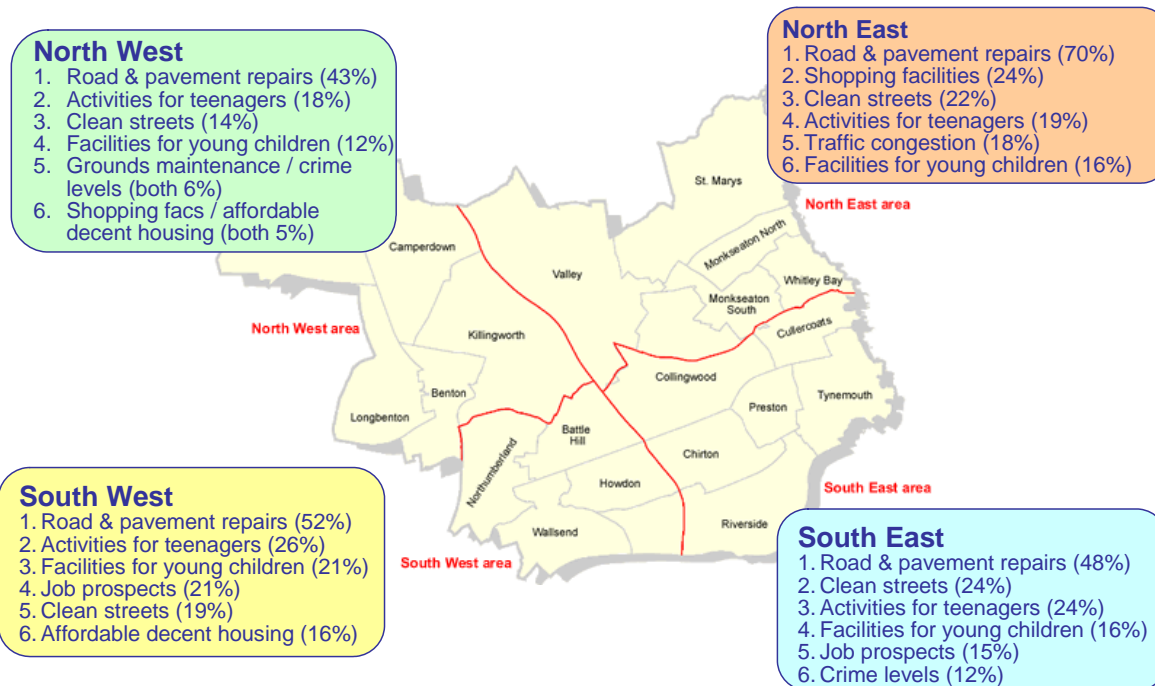
¹³ Wording in 2007 and 2008 was "Cultural facilities (e.g. cinemas, museums)"

¹⁴ Wording in 2007 and 2008 was "Recycling facilities"

The area dimension

The following chart shows residents' top priorities for improvement in each of the four areas in North Tyneside. As we have already observed, **road and pavement repairs** have risen considerably as a priority at the overall level, and accordingly, this is now the number one issue in all four areas. Consistent with last year, **activities for teenagers** and **facilities for young children** are both within the top priorities for all parts in the borough.

Top things in need of improvement – by area



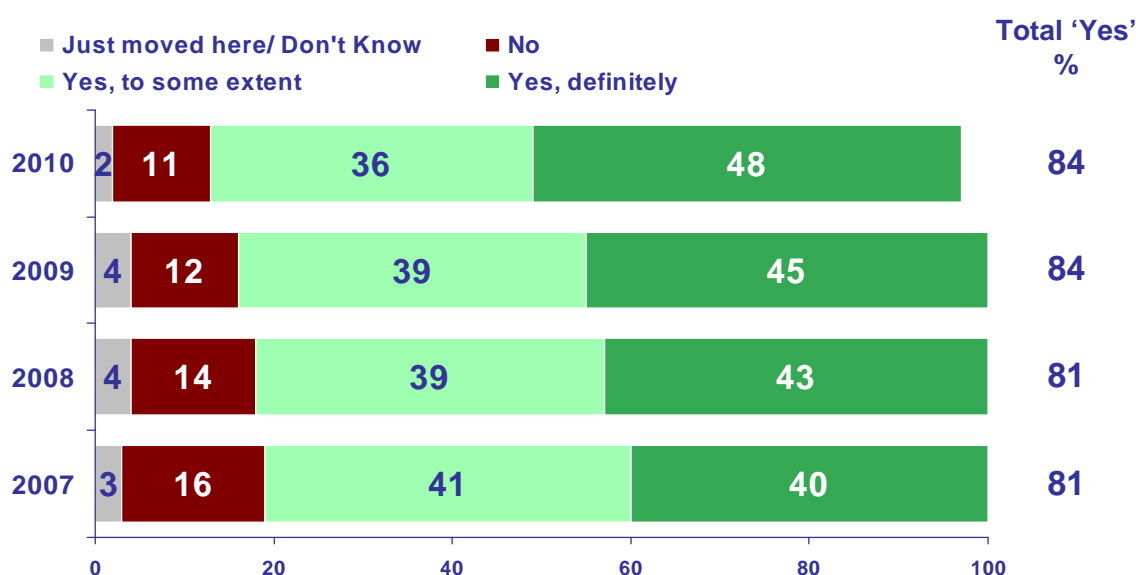
Q4. Thinking about this local area, which of the things, if any do you think most need improving?
 Base: All North Tyneside residents aged 18+ (2,606)

1.3 Neighbours looking out for each other

Overall agreement that people look out for each other in their neighbourhood is unchanged at 84 per cent. Within that, the proportion who *definitely* agree that this is the case has risen by a statistically significant three percentage points to just under half (48%). This continues the steady rise recorded here since 2007 when two fifths (40%) agreed with the notion.

Over the same period, the number who disagree has fallen from 16 per cent to 11 per cent – again a statistically significant improvement – although there has been no significant change in disagreement since 2009.

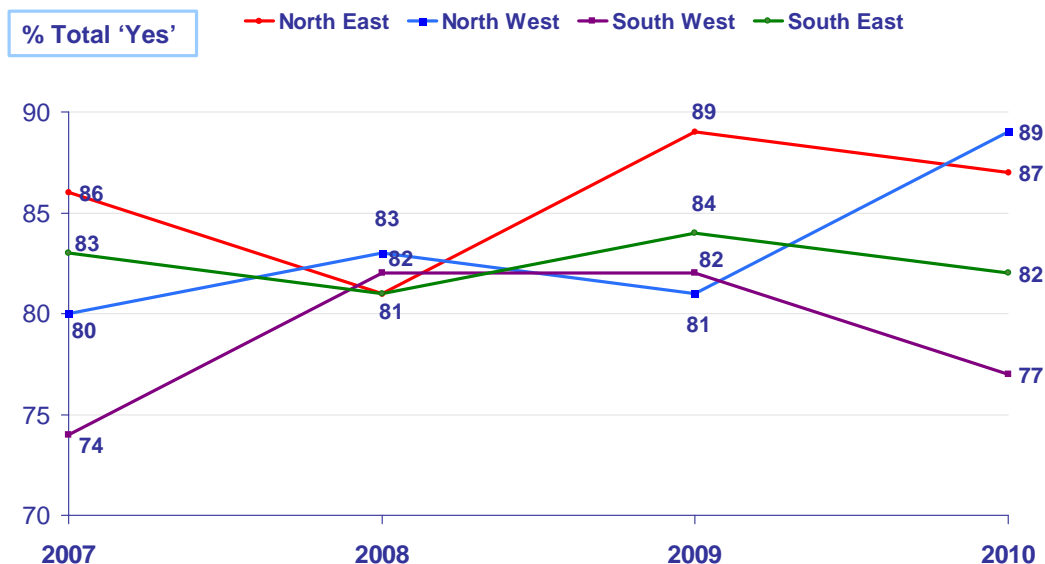
Neighbours looking out for each other



Q5. Would you say this neighbourhood is a place where neighbours look out for each other?
 Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

The chart overleaf shows how the views of residents in the four areas that make up North Tyneside have changed over time on this question. Agreement has fallen by five percentage points in the South West, where three quarters (77%) believe their neighbourhood is a place where neighbours look out for each other, lower than in any other area. The level of agreement is highest in the North West, which has overtaken the North East on this measure, having seen a statistically significant rise of eight points to 89 per cent.

Neighbours looking out for each other – by area



Q5. Would you say this neighbourhood is a place where neighbours look out for each other? Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Age has a clear bearing on this metric, with the youngest cohort (18-24 year olds) less likely than any other age group to agree that neighbours look out for each other in their area (74%), while agreement is highest among those aged 65 and over (89%).

As per last year, there is also a correlation between socio-economic grade and the belief that neighbours look out for each other, with DEs being less likely than anyone else to believe this to be the case (77%). At the same time, those who rent their home from the Council or a housing association are less positive on this measure than owner occupiers (79% compared to 88%).

Those who are satisfied with the Authority and who believe it provides value for money, are both more likely to feel people look out for each other in their neighbourhood, reinforcing the link between satisfaction with the Council and feeling positive about the local neighbourhood.

Q5. Would you say this neighbourhood is a place where neighbours look out for each other?

Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

		Total 'Yes'
		%
	Total	84
	18-24	74
	25-34	80
	35-44	88
	45-54	83
	55-64	86
	65+	89
Social grade		
	AB	88
	C1	88
	C2	88
	DE	77
Tenure		
	Owner occupier	88
	Rent from Council/HA	79
Satisfaction with the local area		
	Satisfied	86
	Dissatisfied	67
Satisfaction with the Council		
	Satisfied	86
	Dissatisfied	81
Council provides value for money		
	Agree	89
	Disagree	79
Safety at night		
	Safe	88
	Unsafe	76

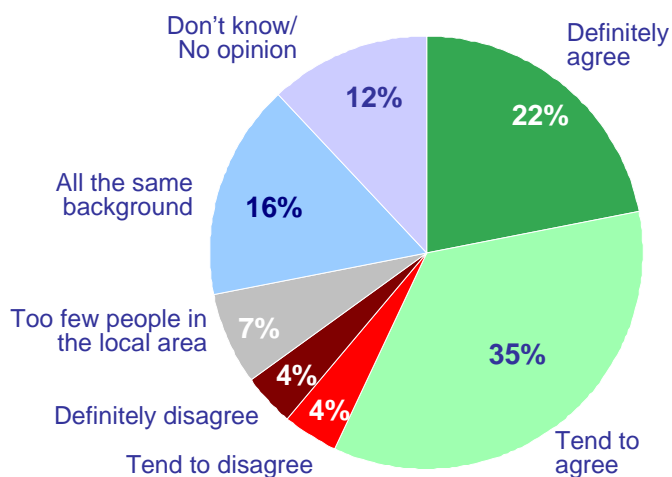
Source: ICM Research

1.4 Community cohesion

The majority of residents agree that their area is a place where people from different backgrounds get on well together. Almost six in ten residents believe this to be the case including a fifth (22%) who definitely agree.

North Tyneside has consistently scored highly on this measure, when compared to the national picture for England & Wales¹⁵ and to the North East region¹⁶ as a whole. This year is no exception as the chart below shows. When 'don't know', 'there are too few people in the area' and 'people are all from the same background' responses are excluded¹⁷, agreement stands at 88% compared to 85% nationally and 82% in the North East.

Community cohesion



	Total Agree %	Total Disagree %
2010	88	12
2009	87	13
2008	87	13
2007	84	16
2005	83	17
England & Wales*	85	n/a
North East*	82	n/a

North Tyneside data in this box has been rebased to exclude 'don't know', 'too few people' and 'all same background' responses to enable comparisons with Citizenship Survey data

Q6a. Thinking about this local area, to what extent do you agree or disagree that this local area is a place where people from different backgrounds get on well together?
 Base: All residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)
 * Source: DCLG/Home Office Citizenship Survey 2009, April 2009–December 2009. Cohesion Research Statistical Release 11.

¹⁵ Source: DCLG/Home Office Citizenship Survey 2009, April 2009–December 2009. Cohesion Research Statistical Release 11

¹⁶ *ibid*

¹⁷ In order to ensure reliable comparisons with findings from the Citizenship Survey, North Tyneside data has been rebased to exclude responses from those stating: don't know, there are too few people in the area and people are all from the same background.

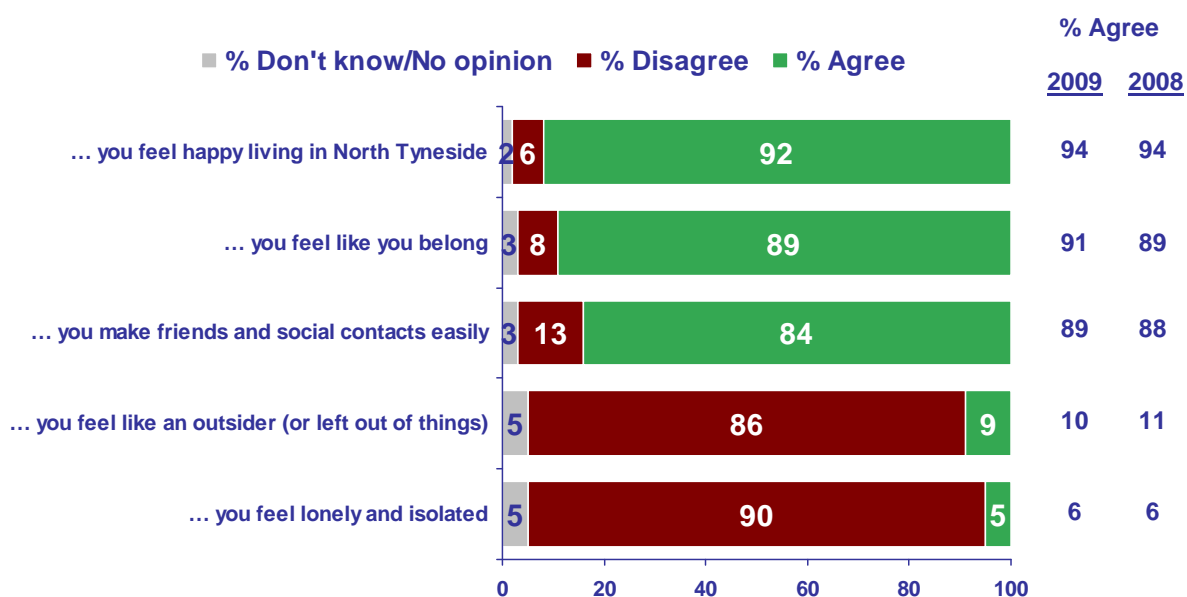
1.5 Social well-being

Measures designed to gather information about residents' social well-being yielded a relatively positive overall picture since first asked in 2008. This year, while the vast majority remain positive, we witness small but statistically significant falls in agreement on the following indicators:

- The proportion **who feel happy living in North Tyneside** (down 2 percentage points to 92%),
- Those who **feel they belong** (down 2 points to 89%); and
- Residents who feel **they make friends and social contacts easily** (down 5 points to 84%).

There has been no change in the small proportion of people in the borough who feel **like an outsider** (9%) or **lonely and isolated** (5%).

Social well-being



Q6. Thinking about this local area, to what extent do you agree or disagree that ...
 Base: All North Tyneside residents aged 18+: 2008 (2,571), 2009 (2,551), 2010 (2,606)

As in previous years, clear patterns emerge when we examine feelings of social wellbeing by subgroup, evident in the table below. Where a subgroup is significantly different to the rest of the sample, it is marked with an asterisk (*). In addition, where a subgroup is significantly different to *only some other subgroups*, it is also marked with an asterisk and those subgroups from which it significantly differs are recorded in brackets.

It remains the case that social renters and members of socio-economic grade DE are less optimistic about their social wellbeing than people as a whole. This will go some way to explaining why residents in the deprived South West are more negative towards most of the measures of social wellbeing researched.

Q6. Thinking about this local area, to what extent do you agree or disagree that...

Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

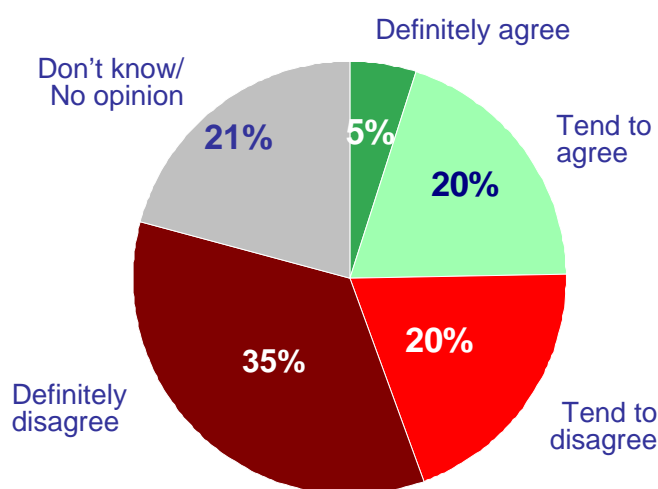
	Agree %				
	You feel like an outsider (or left out of things)	You make friends and social contacts easily	You feel like you belong	You feel happy living in North Tyneside	You feel lonely and isolated
	%	%	%	%	%
Overall	9	84	89	92	5
North East (NE)	9	89* (NW & SW)	91	93	5
North West (NW)	6* (NE & SW)	80* (NE & SE)	91	93	3
South West (SW)	12* (NW & SE)	76* (NE & SE)	80*	84*	9*
South East (SE)	8	90* (NW & SW)	93	96*	5
AB	6	88	92	94	2
C1	10	88	91	93	5
C2	7	88	92	94	4
DE	9	77*	84*	89*	8*
Owner Occupier	7	88*	92*	94*	4
Social renter	10*	76	86	89	8*

Source: ICM Research

1.6 Community involvement & influence

A quarter (25%) of North Tyneside residents agree that they can influence decisions affecting their local area, while over half (55%) – slightly more than last year – disagree with this statement. Once 'don't know' responses are excluded (to facilitate comparisons with national data) 31 per cent agree that they can influence decisions, which is six points below the figure for England and Wales (37%).

Community involvement & influence



	Total Agree %	Total Disagree %
2010	31	69
2009	34	66
2008	34	66
2007	38	62
2005	39	61
England & Wales*	37	n/a

North Tyneside data in this box has been rebased to exclude don't know responses to enable comparisons with Citizenship Survey data

Q6b. Thinking about this local area, to what extent do you agree or disagree that you can influence decisions affecting your local area?
 Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.
 * Source: DCLG/Home Office Citizenship Survey 2009, April 2009–December 2009. Cohesion Research Statistical Release 11.

In a now well-established pattern, those who feel least able to influence decisions in their local area are the youngest and the oldest cohorts (agreement drops to 19 per cent among 18 to 24 year olds and 20 per cent among those aged 65 and over).

Similarly, the correlation between feeling influential and social grade persists, with DE residents less likely than anyone else to agree on this measure (18% - much lower than the 32% recorded for ABs).

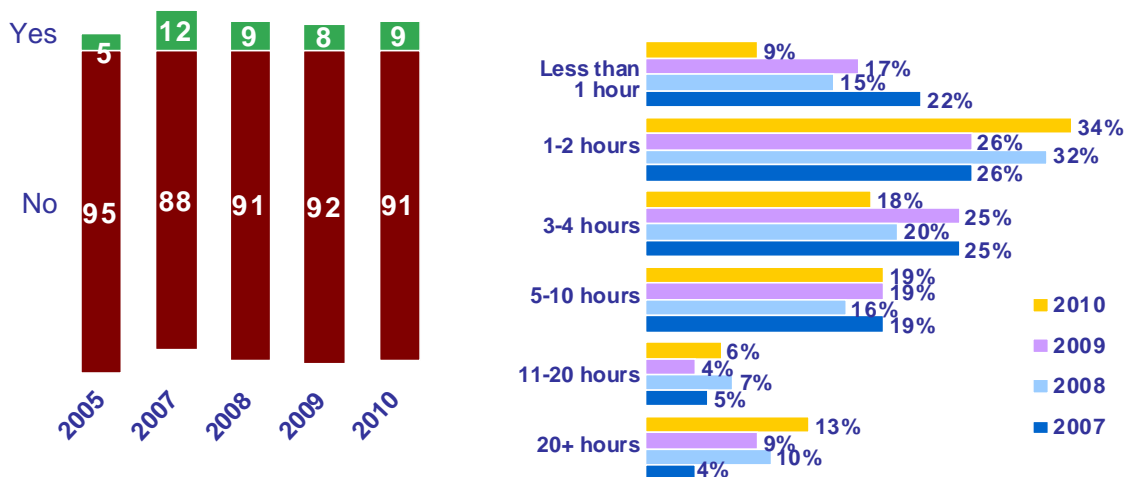
1.7 Volunteering

The proportion of residents who have undertaken voluntary work or unpaid help in the previous twelve months is unchanged from last year. Indeed, it has remained consistent since 2008 at around one in ten.

Members of socio-economic grade AB (16%) and owner occupiers (11%) are both found to be more likely to have done some form of voluntary work. Meanwhile, residents in the North West are least likely to have volunteered (4%).

Of those who have volunteered, one in ten (9%) have done an average of less than one hour per week. A third (34%) have managed between one and two hours and a fifth (18%) have volunteered for between three and four hours. Thirteen per cent have worked as a volunteer for an average of more than 20 hours per week over the past 12 months.

How much time do people devote to volunteering?



Q7. During the last 12 months have you worked as a volunteer? For how many hours per week on average? Base: All respondents who have volunteered: 2007 (297), 2008 (220), 2009 (220), 2010 (226)

The table overleaf details the wide variety of unpaid help with groups, clubs or organisations which residents have undertaken in the last 12 months.

Raising or handling money/taking part in sponsored events continues to be the most common form of unpaid help, along with organising or helping to run an activity or event. This is followed by 'other practical help' (such as helping out at school, or shopping).

Consistent with last year's findings, more people mention at least one of the types of volunteering below than said that they had actually volunteered in the question above (16 per cent compared to 9 per cent). This is because people do not always instantly recognise the activities listed as formal acts of volunteering and, as a result, are understating the extent to which they volunteer.

Q8. And in the last 12 months, have you given unpaid help to any groups, clubs or organisations in any of the following ways?

Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

	North Tyneside – All residents	North Tyneside – All volunteering ¹⁸	England & Wales ¹⁹
	%	%	%
Raising or handling money/taking part in sponsored events	4	28	51
Organising or helping to run an activity or event	4	27	47
Other practical help (e.g. helping out at school, shopping)	3	21	9
Leading the group/ member of a committee	3	20	22
Visiting people	3	19	25
Giving unpaid time to support sports activities	2	13	16
Giving advice/ information/ counselling	2	10	24
Secretarial, admin or clerical work	1	9	-
Befriending or mentoring people	1	8	23
Providing transport/ driving	1	8	16
Representing	1	6	14
Campaigning	1	4	9
Any other help	3	22	13
<i>Any volunteering</i>	16	-	-
No/None	81	-	-
Don't know/can't remember	3	-	-

Source: ICM Research

¹⁸ Data rebased excluding “No/None” and “do not know” responses.

¹⁹ Source: DCLG/Home Office Citizenship Survey, 2005.

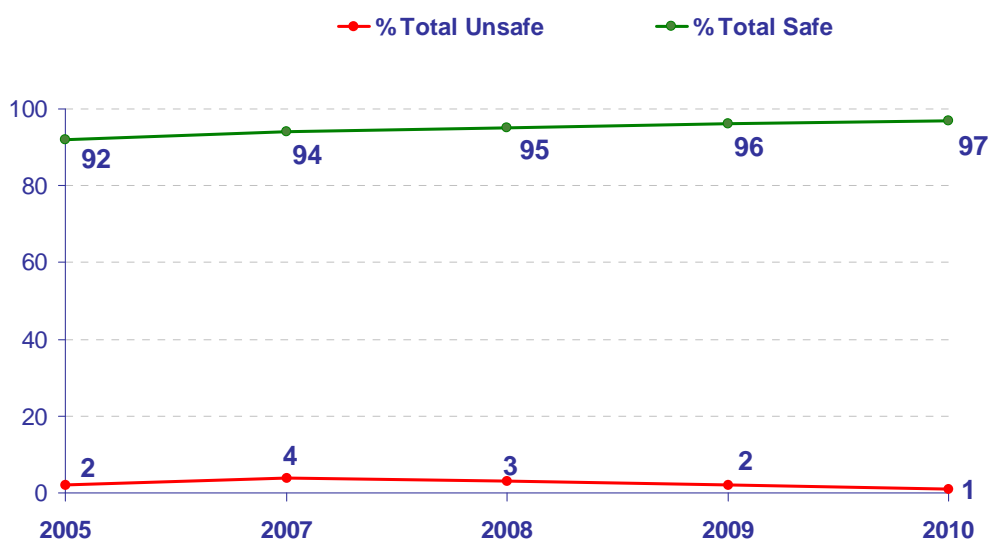
2. Community Safety & Anti-Social Behaviour

2.1 Feelings of safety

How safe people feel in their local neighbourhood is closely correlated to how satisfied they are with the area. Furthermore, as we have seen 'the level of crime' continues to be rated as the most important thing in making somewhere a good place to live. Understanding residents' attitudes towards crime and safety is therefore fundamental. This section explores the issue of community safety in greater depth.

Perceptions of safety during the day have improved slowly but steadily since 2005: as many as 97 per cent of residents now say they feel safe in North Tyneside **during the day**. Although this marks no significant change since the last survey, it marks a statistically significant improvement since 2008 (when 95 per cent felt safe). Furthermore, there has been a rise of four percentage points (to 80 per cent) in those who feel *very* safe. At the same time, the proportion who feel unsafe has fallen to a record low of one per cent.

Safety - during the day



Q9b. How safe or unsafe do you feel outside in North Tyneside during the day?
 Base: All North Tyneside residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

All sections of the community in North Tyneside tend to feel safe during the day although it interesting to note the variations which occur in terms of people feeling *very* safe. These statistically significant differences are displayed in the table overleaf.

Q9b. How safe or unsafe do you feel when outside in North Tyneside during the day?

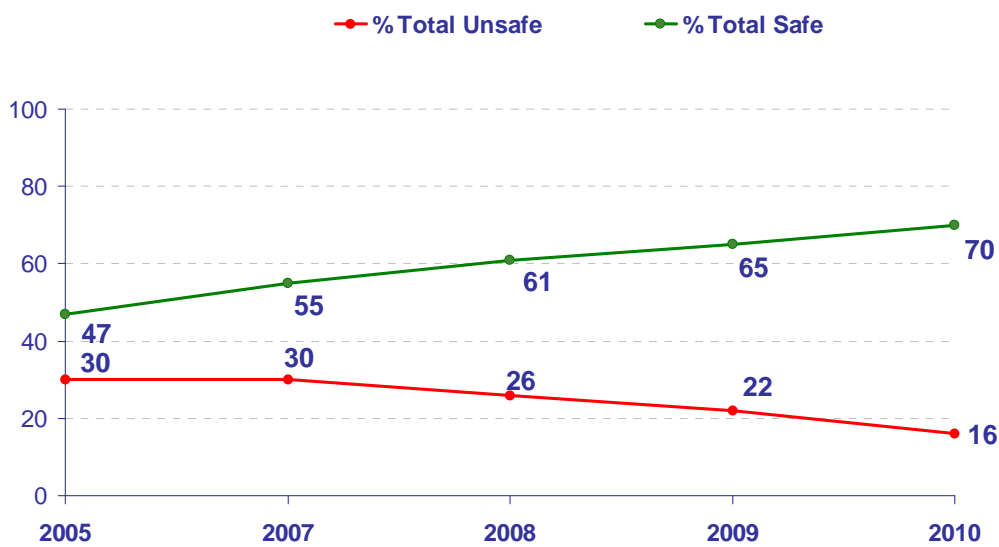
Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

		Very safe
		%
Total		80
Sex		
	Male	83
	Female	77
Social grade		
	AB	88
	C1	81
	C2	85
	DE	70
Tenure		
	Owner occupier	83
	Rent from Council/HA	71
Area		
	North East	82
	North West	88
	South West	62
	South East	84
Satisfaction with the local area		
	Satisfied	83
	Dissatisfied	58
Satisfaction with the Council		
	Satisfied	83
	Dissatisfied	75

Source: ICM Research

When it comes to feeling safe in North Tyneside **after dark** the picture has grown steadily more positive since the first survey in 2005. The proportion who feel safe has jumped to 70 per cent, a statistically significant rise of five percentage points since the last study. Meanwhile, the percentage who feel unsafe has fallen by six points to 16 per cent, meaning it has almost halved since 2005.

Safety – after dark



Q9a. How safe or unsafe do you feel outside in North Tyneside **after dark**?
 Base: All North Tyneside residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

The table overleaf gives a further illustration of how things have improved on this measure. It shows how net safety (that is the percentage that feel safe minus the percentage that feel unsafe) has risen between 2007 and 2010 (from +25 to +54). Even more strikingly, amongst those in Neighbourhood Renewal Areas, net safety has risen from +11 to +51.

Q9. How safe or unsafe do you feel outside in North Tyneside after dark?

Base: All North Tyneside residents aged 18+:2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606).

		Safe %	Unsafe %	2010	2009	2008	2007
					Net safe ± %		
Total		70	16	+54	+43	+35	+25
Gender							
	Men	81	8	+73	+68	+59	+52
	Women			+37	+21	+14	+1
Age							
	18-24	79	7	+71	+64	+46	+29
	25-34	77	13	+65	+53	+51	+38
	35-54	77	14	+62	+52	+42	+31
	55-64	68	19	+49	+32	+36	+13
	65+	50	21	+29	+18	+8	+12
Socio-economic status							
	AB	80	11	+68	+49	+54	+36
	C1	73	16	+57	+46	+34	+28
	C2	73	15	+58	+54	+38	+30
	DE	59	18	+41	+30	+21	+11
Area							
	North East	76	13	+63	+49	+41	+29
	North West	73	13	+60	+47	+44	+32
	South West	58	16	+42	+38	+24	+15
	South East	72	19	+53	+37	+32	+25
Neighbourhood Renewal Areas		59	26	+51	+33	+21	+11

Source: ICM

Looking at subgroup variations set out in the table overleaf it can be seen that older residents aged 65 and over are significantly less likely to feel safe in North Tyneside after dark than any other group.

Q9a. How safe or unsafe do you feel when outside in North Tyneside after dark?

Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

		NET: Safe
		%
Total		70
Sex		
	Male	81
	Female	59
Age		
	18-24	79
	25-34	77
	35-44	78
	45-54	76
	55-64	68
	65+	50
Social grade		
	AB	80
	C1	73
	C2	73
	DE	59
Tenure		
	Owner occupier	73
	Rent from Council/HA	61
Area		
	North East	76
	North West	73
	South West	58
	South East	72
Satisfaction with the local area		
	Satisfied	73
	Dissatisfied	45
Satisfaction with the Council		
	Satisfied	73
	Dissatisfied	60

Source: ICM Research

2.2 Fear of crime – in context

The table overleaf illustrates how strongly North Tyneside performs on the issue of residents' safety after dark, when findings are compared to those in the Citizenship Survey. Residents in the borough are considerably more likely than people generally across England & Wales to feel safe walking outside alone after dark. This is a marked improvement since 2005 when North Tyneside was considerably behind the national average on this measure.

Feelings of safety in the area after dark – comparison (re-based) ²⁰						
	North Tyneside					England & Wales 2008-09 ²¹
	2005	2007	2008	2009	2010	
Base: All residents	(2,400)	(2,490)	(2,571)	(2,551)	(2,606)	(c.8,500)
	%	%	%	%	%	%
Very safe	30	16	35	43	49	36
Fairly safe	32	49	35	32	33	40
Fairly unsafe/a bit unsafe	19	21	13	12	9	17
Very unsafe	20	14	17	13	10	6
Safe	62	65	70	75	82	76
Unsafe	39	35	30	25	18	23
Net safety	+23	+30	+40	+50	+64	+53

Source: ICM Research

2.3 Most deprived wards

If we take the most deprived wards in the borough (Riverside, Chirton, Howdon and Wallsend) and compare perceptions of safety here with North Tyneside as a whole, we can see that while there is no difference in perceptions of safety during the day, residents in deprived wards feel less secure after dark. This pattern is consistent with last year.

Q9a. How safe or unsafe do you feel outside in North Tyneside after dark?

Q9b. How safe or unsafe do you feel outside in North Tyneside during the day?

Base: All North Tyneside residents aged 18+ (2,606),

Base: North Tyneside residents in Riverside, Chirton, Howdon and Wallsend wards ONLY (529).

	% Safe	
	North Tyneside	Most deprived wards
After dark	70	61
During the day	97	96

Source: ICM Research

²⁰ Please note that all North Tyneside data have been re-based to exclude don't know and neither/nor responses, in order to allow comparison with the DCLG/Home Office Citizenship Survey.

²¹ Source: DCLG/Home Office Citizenship Survey, 2008-2009. Data re-based to exclude respondents who answer don't know and/or "never walk alone after dark".

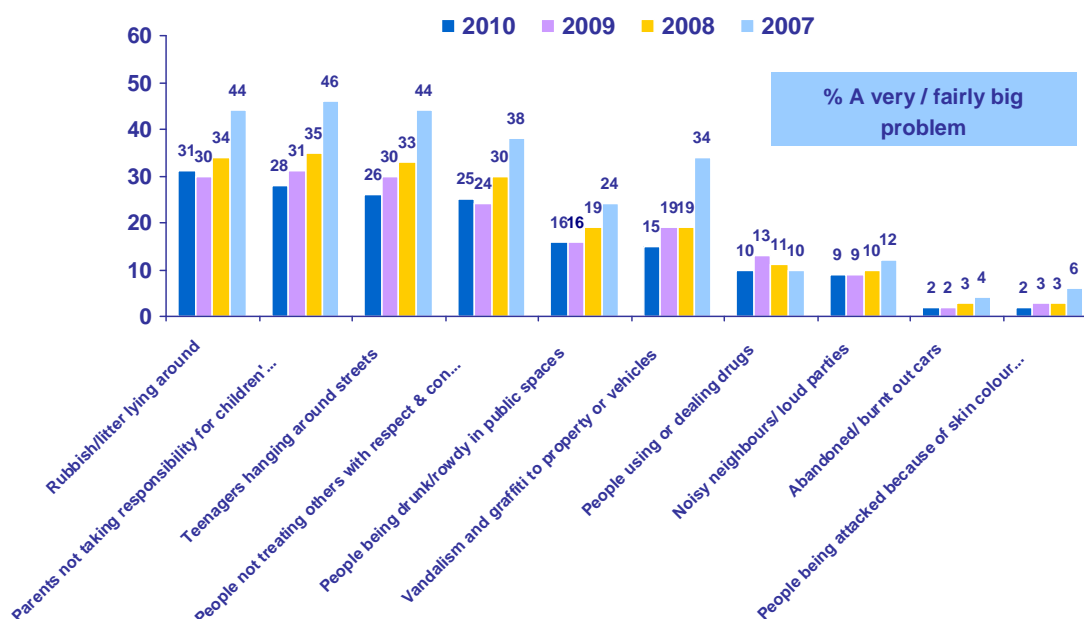
2.4 Prevalence of anti-social behaviour

The following chart looks at residents' concerns regarding anti-social behaviour in North Tyneside. The most frequently mentioned anti-social behaviour problems in the borough according to local residents are:

1. Rubbish and litter lying around (31% describe it as a very or fairly big problem)
2. Parents not taking responsibility for the behaviour of their children (28%);
3. Teenagers hanging around streets (26%); and
4. People not treating other with respect and consideration (25%).

The overall picture shows that there has been relatively little movement since 2009 on the most commonly mentioned issues researched. This is an encouraging finding for the Council, police and other public service providers in that the strong improvements recorded between 2007 and 2008, which held up in 2009, have remained firm this year.

Anti-social behaviour



Q10. Thinking about this local area, how much of a problem do you think the following are?
Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Unlike last year when residents in the South West were more likely than people elsewhere in the borough to cite a number of antisocial behaviour issues as problematic, this time there are no clear patterns by area.

In 2009, we found that there was no difference between minority ethnic and white residents on the question of whether attacks on racial/ethnic or religious grounds were problematic, which marked a sharp contrast to the previous year when the proportion who said this was a problem

was 14 per cent and 3 per cent respectively. This year, as in 2009, there is no difference between minority ethnic and white residents on this question.

On the six most commonly cited issues, it remains the case that those who are dissatisfied with their local area are more likely to say the issue is problematic, as the following table illustrates.

Q10. Thinking about this local area, how much of a problem do you think are...?

Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

	% Saying very/fairly big problem	
	Overall	Dissatisfied with local area
Rubbish and litter lying around	31	59
Parents not taking responsibility for the behaviour of their children	28	61
Teenagers hanging around on the streets	26	58
People not treating other people with respect and consideration	25	63
People being drunk or rowdy in public spaces	16	41
Vandalism, graffiti and other deliberate damage to property or vehicles	15	42

Source: ICM Research

It is also true – as it was in 2009 – that the oldest cohort (65+) tends to be less concerned by these issues than younger members of society, despite being more fearful for their safety after dark. On each of the top six issues, with the exception of rubbish and litter lying around, those aged 65 and over are less likely than anyone else to perceive it as a problem.

Those who rent their home from the Council or a housing association are more likely to be concerned about noisy neighbours or loud parties (11%) and people using or dealing drugs (12%), although the gap between them and the overall level is much lower on both measures than it was in 2009.

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The table below presents the top five most problematic types of anti-social behaviour in each of the areas. The top four issues are the same in every area – although in varying orders. The fifth-most common mention is people being drunk or rowdy in public places in all areas except the South West, where it is vandalism and graffiti to property and vehicles.

Anti Social Behaviour – By Area				
	North East	North West	South West	South East
<i>Base</i>	(676)	(562)	(624)	(668)
1.	Rubbish & litter lying around (37%)	Rubbish & litter lying around (26%)	Parents not taking responsibility for the behaviour of their children (32%)	Rubbish & litter lying around (34%)
2.	Parents not taking responsibility for the behaviour of their children (32%)	Teenagers hanging around streets (25%)	People not treating others with respect & consideration (29%)	Teenagers hanging around streets (28%)
3.	People not treating others with respect & consideration (29%)	Parents not taking responsibility for the behaviour of their children (22%)	Teenagers hanging around streets (29%)	Parents not taking responsibility for the behaviour of their children (27%)
4.	Teenagers hanging around streets (22%)	People not treating others with respect & consideration (19%)	Rubbish & litter lying around (27%)	People not treating others with respect & consideration (25%)
5.	People being drunk or rowdy in public places (19%)	People being drunk or rowdy in public places (12%)	Vandalism and graffiti to property & vehicles (19%)	People being drunk or rowdy in public places (17%)

Source: ICM Research

2.5 Anti-Social Behaviour Index

The positive movement since the last survey can be seen by looking at the 'Anti-Social Behaviour Index' developed by ICM for North Tyneside Council.

Respondents are allocated a score between 0 and 3 based on their response to each of seven of the ten statements at Q10 (0 = not a problem at all; 1 = not a very big problem; 2 = a fairly big problem; 3 = a very big problem). These are added together to give each respondent a score of between 0 and 21. The sample is then divided into those who scored 11 and above and those who scored below 11.

The core measure – 11 anti-social behaviour statements or above – has fallen by one point to six per cent. While this is not significantly lower than last year, it does mark a statistically significant improvement since 2008 – a positive result for the council.

Anti-Social Behaviour Index			
	2008	2009	2010
	%	%	%
Anti-social behaviour score of 11 or above	10	7	6
Anti-social behaviour score of below 11	77	82	79
Don't know/Not rated all questions	14	11	15

Source: ICM Research

3. Public Services in North Tyneside: Residents' Perceptions

3.1 Service usage

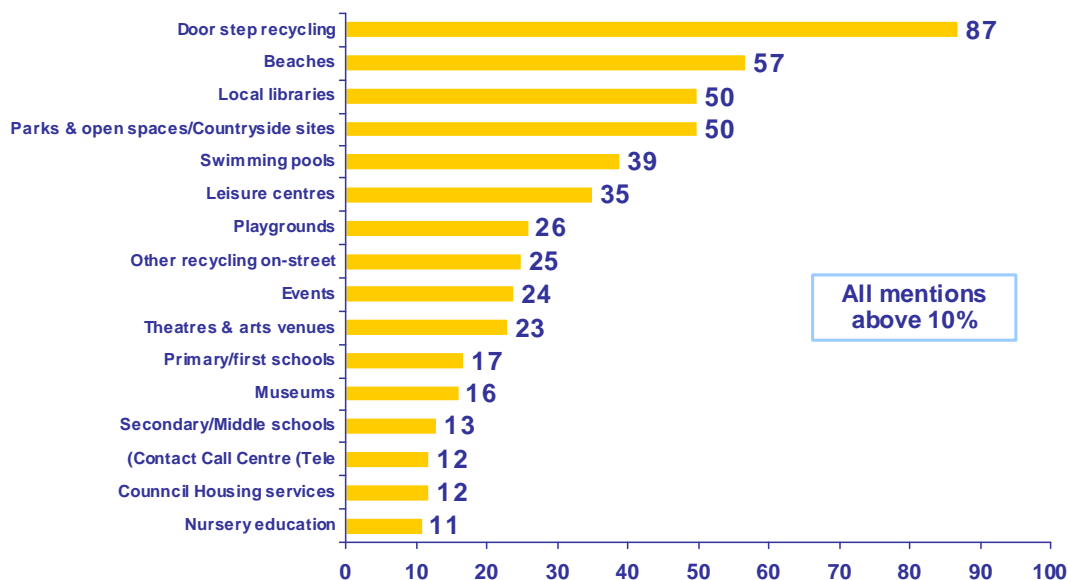
The chart below shows stated usage of non-universal services across the borough (as opposed to what we term 'universal services' such as street lighting, which benefit all residents). The most widely used non-universal services in North Tyneside are:

1. Door step recycling (87% of people use this service);
2. Beaches (57%);
3. Local libraries (51%); and
4. Parks and open spaces/countryside sites (48%).

The order of these services is identical to last year with one important difference. The number of people now using doorstep recycling services has jumped 14 percentage points to 87 per cent, no doubt related to the Council's introduction of a new recycling scheme for households in high-rise properties. Indeed, the increase in the take-up of recycling services has had a positive knock-on effect on the image of the service, as detailed later in this section.

Consistent with previous years, usage findings will provide Council service areas with useful information on the take-up of their services and the profile of their users although when interpreting these findings the reader should be aware that the data refer to stated usage and may differ from the reality on the ground.

Service usage



Q11. Which of these services, if any, do you or other members of your household use or benefit from? Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010

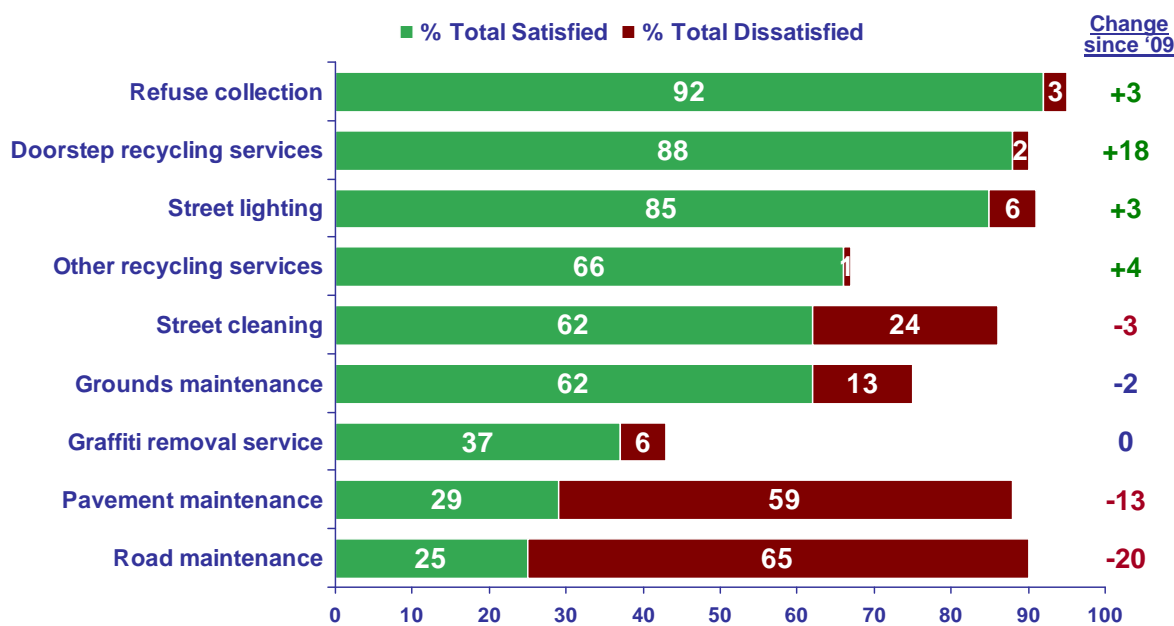
3.2 Satisfaction with universal services – all residents

This sub-section looks at the attitudes of residents as a whole to universal services provided in the borough. The views of users of non-universal services will be the focus of section 3.3.

The services residents in North Tyneside are most satisfied with are **refuse collection** (92%), **doorstep recycling services** (88%) and **street lighting** (85%). Other doorstep recycling facilities (66%), street cleaning (62%) and grounds maintenance (62%) are also rated positively.

Not all universal services are rated highly, however. After one of the coldest winters on record it is perhaps not surprising that both road and pavement maintenance should register record high levels of dissatisfaction among the public as a whole, which continues a trend we saw last year when there was a big drop in satisfaction with road & pavement maintenance. With fieldwork for the 2010 survey coinciding with the worst of the weather, the large number of potholes across the borough and the inevitable lengthy process for the Council's maintenance team to fill these in will have impacted adversely on residents' opinions of these services.

Satisfaction with universal services (all residents)



Q12. How satisfied or dissatisfied are you with the way in which each of these services is provided in your local area? Base: All North Tyneside residents aged 18+ (2,606)

The table overleaf shows trend data between 2007 and 2010 for each universal service in North Tyneside. For changes between 2009 and 2010 in the table to be statistically significant they need to be at least plus or minus three percentage points (+/-3%).

Looking specifically at results since last year, there are two clear themes to emerge.



1. **Recycling services** – The Council is credited with improving this service in the last 12 months. The proportion of residents speaking favourably about *doorstep recycling services* has increased by eight percentage points since last year. Satisfaction with *other recycling services* in the borough such as a tip and supermarket bring sites has also increased (+4 points). The progress witnessed here is likely to be attributable to the new recycling system introduced by the Council to give everybody in North Tyneside the opportunity to recycle as much as possible. While the '*Don't bin it, box it*' black box recycling scheme was a convenient way for the majority of residents to recycle their household items, the introduction of colour-coded refuse bins in properties with communal waste disposal facilities may have boosted perceptions of the service.

2. **Street maintenance services** – In contrast to recycling services, the borough's maintenance service has suffered in the eyes of residents since last year. Satisfaction with *road maintenance* has plummeted by a full 20 percentage points while the rating for *pavement maintenance* has dropped by 13 points. As noted on the previous page, much of this decline will be a consequence of the recent winter and as such could be dismissed as a short term aberration. However, street maintenance services are viewed as being among the 'bread and butter' services of local government and the population may be unforgiving if the condition of road and pavement surfaces is not mended by the 2011 survey. Needless to say, however, the Authority will again be at the mercy of weather conditions in winter 2010/11.



Elsewhere, it is pleasing to note the improved performance from two other key *liveability* services - street lighting and refuse collection. Satisfaction with both of these services is three percentage points higher than recorded in the previous Residents' Survey. The positive refuse collection indicator is in line with actual improved performance where the Council has reversed the growth in waste equivalent to 40kg per head of population.

Satisfaction with universal services (all residents) – trends

I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area?

Base: All North Tyneside respondents 18+: 2007 (2,490), 2008 (2,571, 2009 (2,551), 2010 (2,606)

			Satisfied	Dissatisfied	Net
Door step recycling services	2007	%	69	18	+50
	2008	%	61	21	+40
	2009	%	70	13	+57
	2010	%	88	2	+86
Other recycling on street (e.g. tip, supermarket bring sites) ²²	2007	%	65	10	+55
	2008	%	61	12	+49
	2009	%	62	3	+59
	2010	%	66	1	+65
Graffiti removal service	2007	%	-	-	-
	2008	%	36	8	+28
	2009	%	37	7	+30
	2010	%	37	6	+31
Grounds maintenance (e.g. grass cutting/floral displays)	2007	%	-	-	-
	2008	%	53	17	+36
	2009	%	64	16	+48
	2010	%	62	13	+49
Pavement maintenance	2007	%	39	48	-9
	2008	%	51	32	+19
	2009	%	42	45	-3
	2010	%	29	59	-30
Refuse collection	2007	%	89	6	+82
	2008	%	80	7	+73
	2009	%	89	4	+85
	2010	%	92	3	+89
Road maintenance	2007	%	45	41	+4
	2008	%	55	28	+27
	2009	%	45	40	+5
	2010	%	25	65	-41
Street cleaning	2007	%	58	30	+28
	2008	%	60	20	+40
	2009	%	65	20	+45
	2010	%	62	24	+37
Street lighting	2007	%	82	12	+70
	2008	%	78	10	+68
	2009	%	82	8	+75
	2010	%	85	6	+78

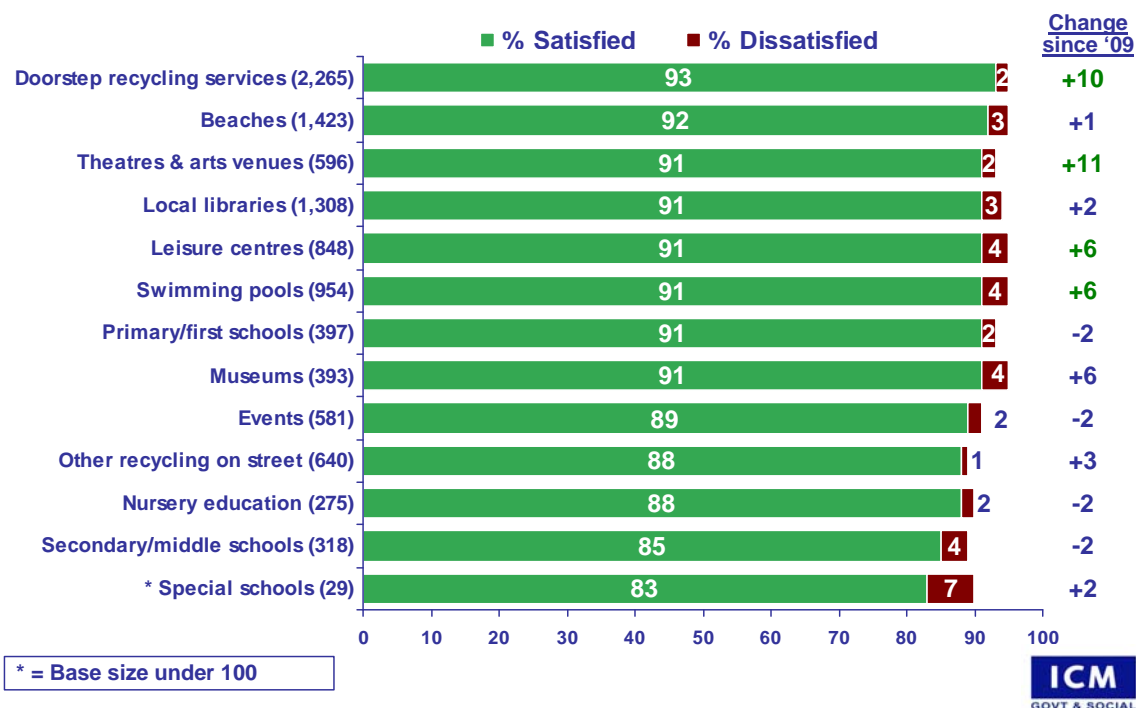
²² Wording in 2007 and 2008 was "Other recycling services"

3.3 User satisfaction with non-universal services

ICM usually finds that service users are more positive than residents in general, a pattern evident across most of the services areas. The two charts below show the ratings for each non-universal service among users of each service²³, while the tables in the following pages show trend data enabling comparisons between 2007, 2008, 2009 and 2010. The numbers in brackets after each service indicate the base size i.e. the number of people using this service.

As can be seen from the first of the two charts, all services provided by the Council are positively regarded by users with each recording a satisfaction score of at least eighty per cent. Beaches and doorstep recycling are the highest rated services in the borough but only by a slim margin. Indeed, the top rated aspects of Council provision are in almost identical order to last year. The services detailed on the first chart display low levels of dissatisfaction marking service provision out as a real strength of North Tyneside Council.

Satisfaction with services (Users) - 1

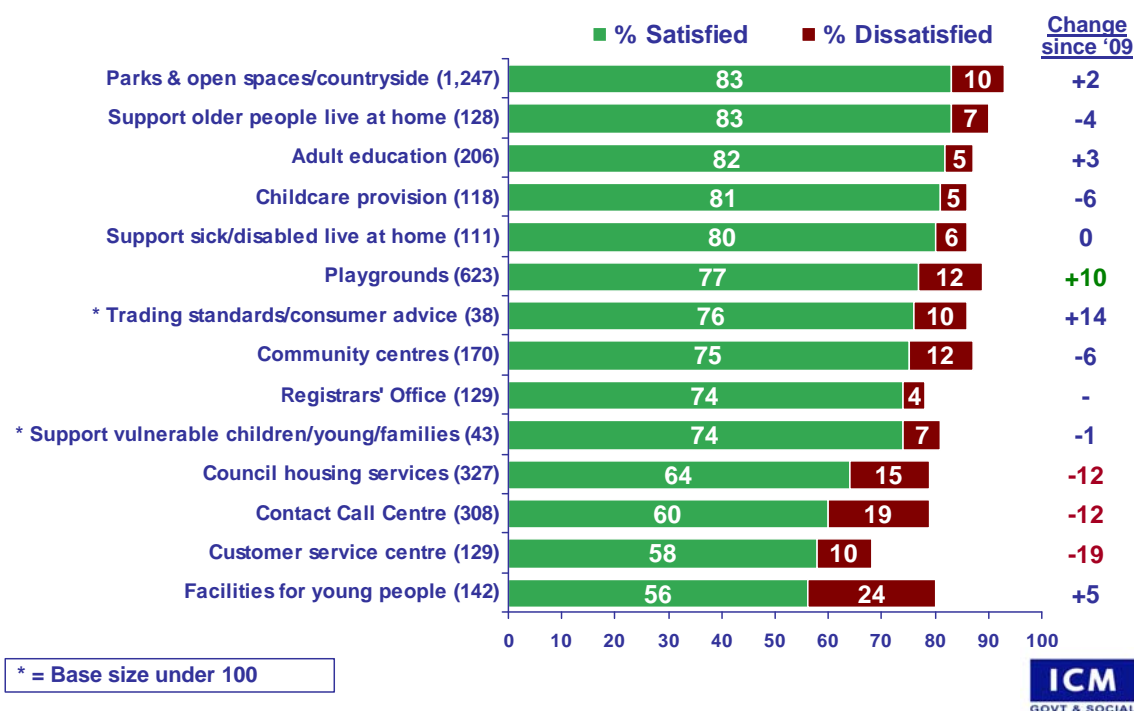


The second of the two charts reinforces the notion that users are overwhelmingly positive rather than negative about the services provided by the Council: in all instances satisfaction exceeds dissatisfaction. Furthermore, no service records a value of less than 56 per cent.

²³ Please see the Appendices for the base size for each service and the percentage point at which data for each service is reliable.

However, it is apparent that there is room for improvement since a number of aspects of Council provision record a high level of dissatisfaction, notably, facilities for young people (24%), the Contact Call Centre (19%) and Council housing services (15%).

Satisfaction with services (Users) - 2



As previously mentioned, the tables overleaf indicate movement in service users' views since last year (and since 2007). *It is important to remember, though, that because of the varying base sizes not all of these differences are statistically significant. Please refer to Appendix 5 for further guidance.*



Arguably the most positive news for the Council is the upturn since 2009 in user perceptions of **leisure and recreational facilities** in the borough. Major advances are evident in terms of satisfaction with leisure centres (up 6 percentage points), theatres and arts venues (+11), swimming pools (+6) and museums (+6). These improved results reflect the increased resources devoted to these services as part of the Council's focus to encourage everyone in the borough to be active.

North Tyneside Residents' Survey 2010 Report



Similarly, and consistent with people as a whole, user attitudes towards **recycling services** have picked up compared to this time last year. Satisfaction with doorstep recycling services has gone up by ten percentage points while other recycling services have increased by three points, largely as a result of the Council's decision to replace its unpopular black recycling boxes with new recycling bins, for both houses and high rise properties. It has already been noted that these improvements have increased the use of recycling services and the recycling rate itself.²⁴

Of course, the Council performs well in other environmental activities, namely, beaches. Since 2007 around nine in ten visitors to beaches have spoken highly of this service, with between 3 and 4 per cent expressing dissatisfaction. It is not surprising therefore that North Tyneside Council has secured 4 stars in *Clean Britain Awards* and holds 3 *Blue Flags* for its beaches.



On a more downbeat note, North Tyneside Council's **customer care services** are not as highly regarded as last year. Council housing services (-12), the Contact Call Centre (-12) and Customer Service Centre (-12) have all registered double digit reductions in satisfaction with the result that perceptions of these services among those who use them are at their lowest ever level. The Audit Commission has already gone on record as stating that the Council's "*housing service for tenants is not good, and needs to improve*"²⁵. Despite Council efforts to tackle the problems with housing,

improvements to the length of time to get repairs done, empty houses, length of time to re-house people and lack of choice are not – yet – filtering through in terms of improved public perceptions. With regards all customer care services, it will be incumbent on the Authority to explore the underlying reasons why satisfaction has declined and to interpret these findings in the context of other real-life performance data. This slippage may or may not be related to perceived standards of individual customer service from Council employees, a theme we return to in Section 6.

²⁴ Recycling rate of 29% in 2008/09, an increase of 5% on the previous year. Source: www.northtyneside.gov.uk.

²⁵ Source: 2009 CAA from Audit Commission.

Satisfaction with services (among users) – trends

I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area?

Base: Respondents who have used each service

		Base		Satisfied	Dissatisfied	Net
Services to support older people to live in their own homes ²⁶	2007	(121)	%	68	7	+60
	2008	(154)	%	86	4	+82
	2009	(133)	%	87	4	+83
	2010	(128)	%	83	7	+76
Services to support chronically sick/disabled people and people with mental health difficulties to live at home	2007	-	%	-	-	-
	2008	(103)	%	85	2	+83
	2009	(115)	%	80	6	+74
	2010	(111)	%	80	6	+73
Services to support vulnerable children, young people and families	2007	-	%	-	-	-
	2008	(44)	%	68	9	+59
	2009	(41)	%	75	6	+68
	2010	(43)	%	74	7	+67
Local libraries	2007	(1,215)	%	91	3	+88
	2008	(1,309)	%	87	2	+85
	2009	(1,312)	%	89	4	+85
	2010	(1,308)	%	91	3	+89
Leisure centres	2007	(640)	%	72	14	+58
	2008	(706)	%	81	10	+71
	2009	(790)	%	85	6	+79
	2010	(848)	%	91	3	+88
Swimming pools	2007	(870)	%	71	18	+52
	2008	(795)	%	79	12	+67
	2009	(923)	%	85	8	+77
	2010	(954)	%	91	4	+87
Museums	2007	(310)	%	63	11	+52
	2008	(311)	%	82	4	+79
	2009	(333)	%	85	5	+81
	2010	(393)	%	91	4	+87
Theatres and arts venues	2007	(530)	%	70	13	+58
	2008	(416)	%	80	8	+71
	2009	(446)	%	80	8	+73
	2010	(596)	%	91	2	+89
Parks and open spaces/countryside sites	2007	(1,120)	%	72	19	+53
	2008	(983)	%	76	16	+60
	2009	(1,175)	%	81	12	+69
	2010	(1,247)	%	83	10	+73

²⁶ 2007 wording: Services for elderly people (e.g. home helps, meals on wheels etc)

I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area?

Base: Respondents who have used each service

		Base		Satisfied	Dissatisfied	Net
Beaches	2007	(1,342)	%	92	4	+88
	2008	(1,248)	%	89	4	+85
	2009	(1,425)	%	91	3	+88
	2010	(1,423)	%	92	3	+89
Playgrounds	2007	(360)	%	53	32	+21
	2008	(483)	%	57	29	+29
	2009	(623)	%	67	21	+47
	2010	(623)	%	77	12	+65
Facilities for young people (e.g. youth clubs)	2007	(117)	%	36	48	-12
	2008	(132)	%	37	41	-4
	2009	(149)	%	51	26	+25
	2010	(142)	%	57	24	+33
Community centres	2007	(211)	%	60	14	+46
	2008	(193)	%	68	5	+63
	2009	(226)	%	81	6	+75
	2010	(170)	%	75	12	+63
Events	2009	(524)	%	91	2	+89
	2010	(581)	%	89	2	+88
Childcare provision (including after school clubs)	2007	(150)	%	70	9	+61
	2008	(109)	%	76	6	+70
	2009	(120)	%	87	3	+83
	2010	(118)	%	81	5	+76
Nursery education	2007	(209)	%	88	2	+86
	2008	(209)	%	85	2	+83
	2009	(244)	%	90	2	+89
	2010	(275)	%	88	2	+86
Primary/First schools	2007	(442)	%	89	4	+85
	2008	(385)	%	87	3	+84
	2009	(453)	%	93	2	+91
	2010	(397)	%	91	2	+88
Secondary/Middle schools	2007	(336)	%	85	6	+79
	2008	(286)	%	82	2	+79
	2009	(371)	%	87	2	+85
	2010	(318)	%	85	4	+81
Adult education	2007	(253)	%	78	6	+73
	2008	(220)	%	81	4	+77
	2009	(215)	%	79	3	+76
	2010	(206)	%	82	5	+76
Special schools	2007	(34)	%	78	10	+68
	2008	(33)	%	72	13	+59
	2009	(31)	%	81	2	+79
	2010	(29)	%	83	7	+76

I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area?

Base: Respondents who have used each service

		Base		Satisfied	Dissatisfied	Net
Door step recycling services	2007	(1,652)	%	78	15	+63
	2008	(1,806)	%	70	19	+51
	2009	(1,888)	%	83	9	+74
	2010	(2,265)	%	93	2	+91
Other recycling services	2007	(776)	%	81	9	+72
	2008	(838)	%	75	13	+62
	2009	(758)	%	85	3	+82
	2010	(640)	%	88	1	+87
Trading Standards/Consumer advice/protection	2007	(95)	%	66	13	+53
	2008	(50)	%	71	5	+67
	2009	(37)	%	62	5	+57
	2010	(38)	%	76	10	+67
Council Housing Services	2007	(336)	%	54	29	+25
	2008	(299)	%	69	12	+57
	2009	(228)	%	76	13	+63
	2010	(327)	%	64	15	+49
Contact Call Centre (telephone)	2007	(255)	%	76	12	+64
	2008	(197)	%	69	11	+59
	2009	(245)	%	72	10	+62
	2010	(308)	%	60	19	+41
Customer Service Centre (in person)	2007	(211)	%	67	14	+52
	2008	(117)	%	74	7	+66
	2009	(89)	%	77	10	+67
	2010	(129)	%	58	10	+48
Registrars' Service	2010	(30)	%	74	4	+69

3.4 The area dimension

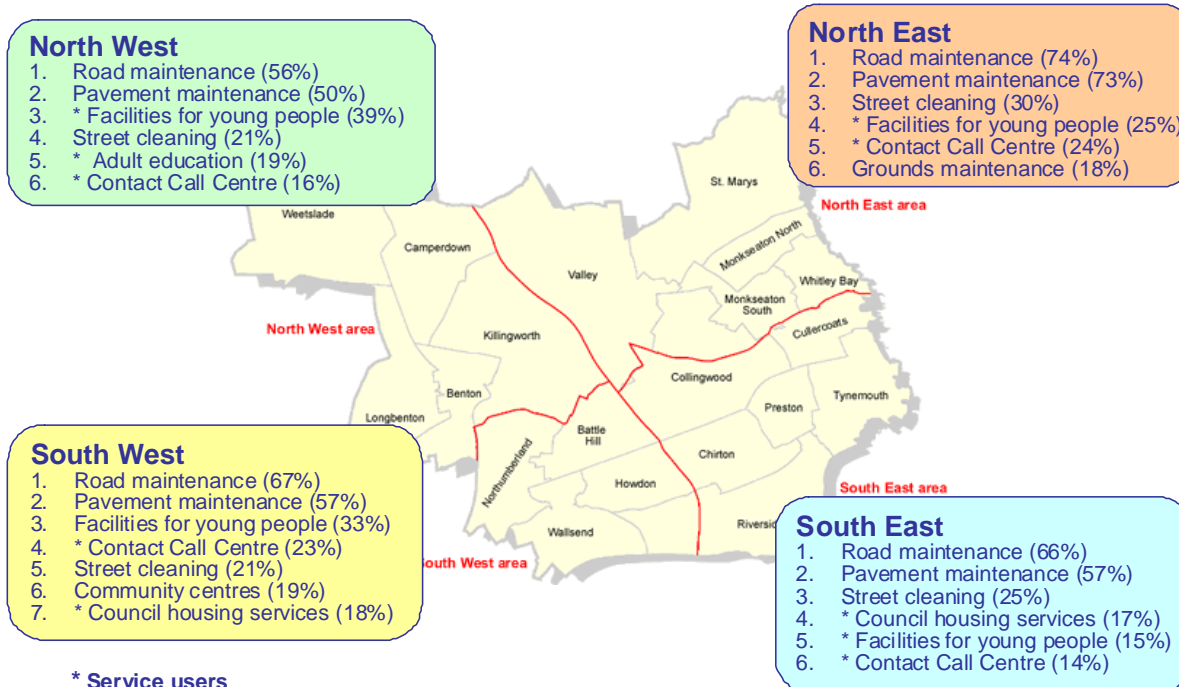
The following chart shows the services with the highest levels of dissatisfaction in each of the four areas of the borough. Road and pavement maintenance occupy the top two most aspects in each area – around three quarters of households in the North East describe themselves as dissatisfied with these services while in the North West, where the performance is better, at least half are dissatisfied.

Street cleaning is another vital liveability service which features highly across all parts of North Tyneside but the North East in particular. Indeed, when the dissatisfaction scores for all services are added together, it is evident that people in the North East are far less content with the Council's service provision than residents elsewhere in the borough.

In terms of non-universal services, facilities for young people and the Council's Contact Call Centre feature highly in terms of dissatisfaction across all four areas. However, this masks large geographical variations: in the North West, two fifths of users (39%) are dissatisfied with facilities for young people compared to 15 per cent in the South East.

As in previous years, it is notable that Council Housing Services figure more prominently in the South West and South East (18% and 17% dissatisfied respectively), reflecting the greater incidence of social housing in the south of the borough.

Dissatisfaction with services – by area



Base: All North Tyneside residents aged 18+ (2,606)

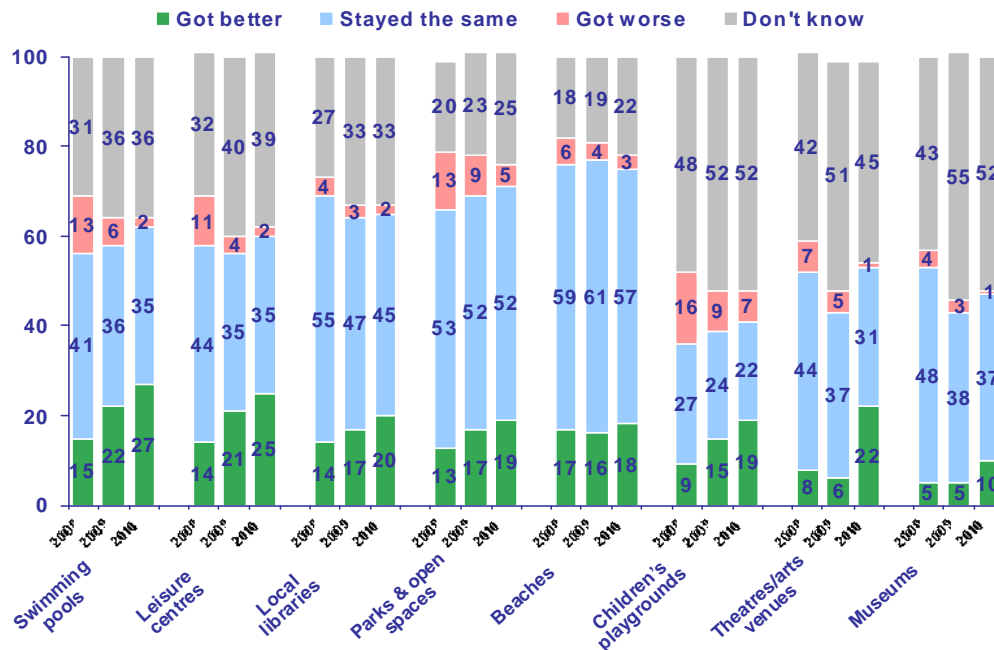
3.5 Direction of travel

The last three surveys have included a 'direction of travel' question asking respondents about the provision of leisure and recreational services in the last 12 months. Its inclusion in the current study enables the Council and its partners to measure residents' optimism – or otherwise – for the future provision of services. This is because an increase in satisfaction with a particular service does not necessarily mean that individuals think that it has actually improved – just that, collectively, a community is more positive about its provision.

As in 2008 and 2009, in all eight instances the majority of residents either state that there has been no change or that they do not know. The high proportion of 'don't know' responses in each case is presumably a function of the fact that not all residents use each of these services, or use them so infrequently as to feel under-qualified to give an opinion.

Among those giving a firm opinion, all eight of the leisure and recreational services are perceived to have got better rather than worse in the last year, reflecting the high satisfaction scores on the previous pages. The jump in optimism towards 'theatres/arts venues' will reflect the reopening of the one and only theatre in the borough after being closed for a year for refurbishment.

Direction of travel



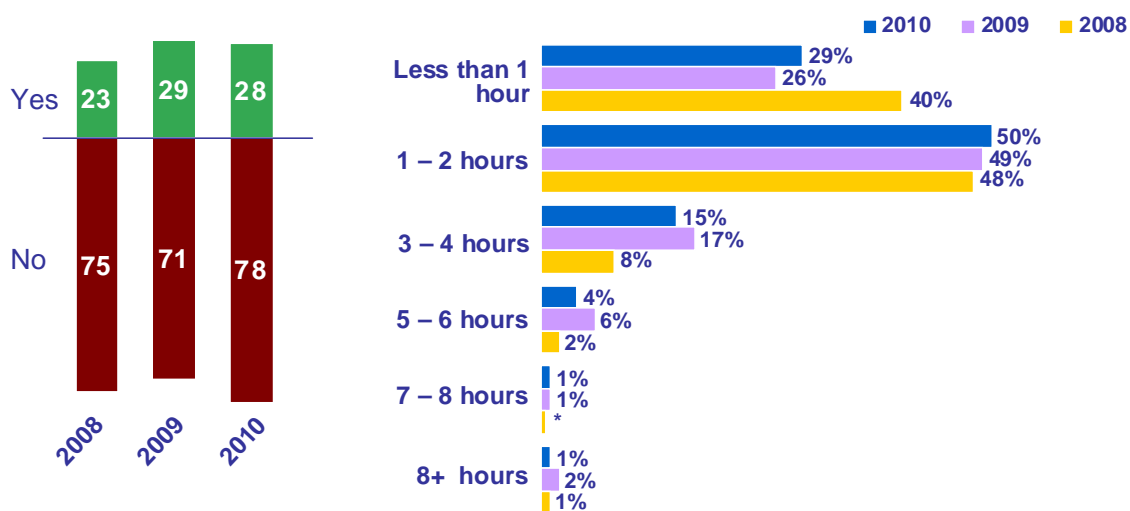
Q15. On the whole, for each of the following services I am going to read out, would you say that the provision has got better, got worse, or stayed the same in the last 12 months? Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

3.6 Children's playgrounds

Close to three in ten (28%) people use children's playgrounds, consistent with the figure from last year.

The majority of those who use playgrounds say that they use them up to two hours per week. Broadly speaking, the pattern of use is similar to last year, consolidating the improvements made between 2008 and 2009.

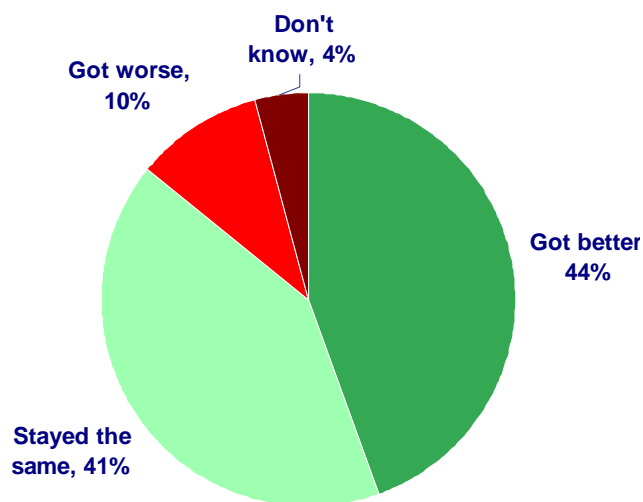
Use of children's playgrounds



Q13. Do you or other members of your household use children's playgrounds? If yes, how long an average, per week, would you say you use children's playgrounds?
 Base: All who use playgrounds: 2008 (551), 2009 (706), 2010 (694)

Among those who use children's playgrounds, more think access to the facilities has got better rather than worse (41% versus 10%). This marks an improvement on the findings from last year although the three percentage point increase in the proportion saying 'better' is not statistically significant.

Children's playgrounds – direction of travel



	% Got better		
	2008	2009	2010
Total	26	38	44
North East	35	41	46
North West	35	51	41
South West	14	25	27
South East	18	34	57

Q14. On the whole, would you say that access to children's playgrounds has got better, got worse, or stayed the same in the last 12 months? Base: All who use playgrounds (694)

Households living in the South West are considerably less likely than residents elsewhere to have observed an improvement in access to children's playgrounds.

4. Image of North Tyneside Council

4.1 Satisfaction with the Council

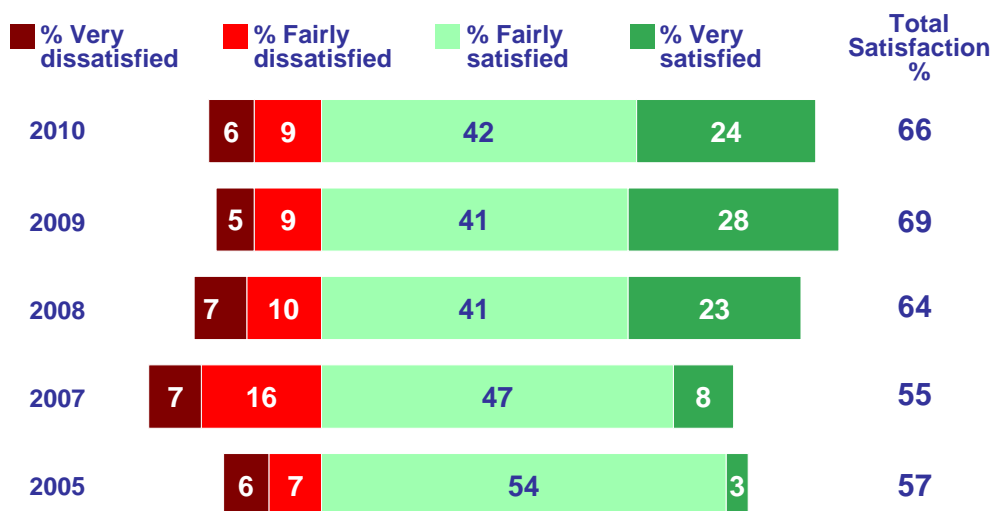


North Tyneside is an improving Council.²⁷ Having been rated one of the worst in the country seven years ago, it has improved significantly since then, progress which has been reflected in public opinion. 2009 was a high point for the Authority when seven in ten residents (69%) were very/fairly satisfied with the way the Council run things. Since the last survey the proportion of the public speaking positively about the Authority has slipped by three percentage points (to 66 per cent satisfied). However, the Council's 2010 score still represents an encouraging finding when set

against the recession and the unique social and economic challenges an economic downturn presents. Moreover, the level of satisfaction, while lower than 12 months ago, remains high in North Tyneside by historical standards. It is likely that satisfaction has plateaued and found its natural level.

Above all, it affords a more credible picture of the overall state of the borough than the 2008 *Place Survey*. The 43% satisfaction score derived from this metric is based on a self-selective postal survey and is therefore an unrepresentative sample of respondents.

Satisfaction with the Council



Q2. Taking everything into account, how satisfied or dissatisfied are you with the way the authority runs things? Base: All North Tyneside residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

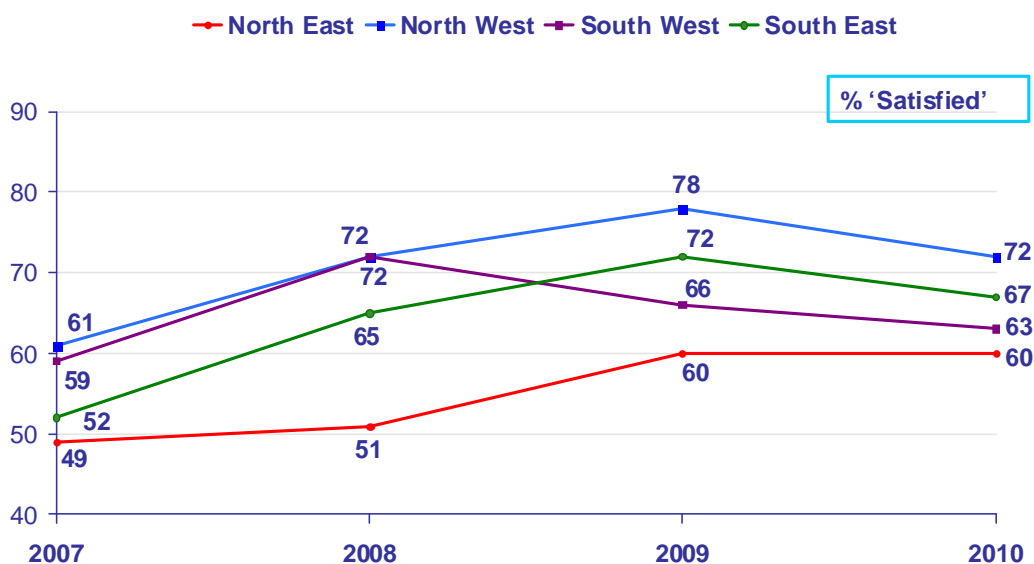
²⁷ Source: Audit Commission

4.2 Satisfaction with the Council – subgroup analysis

As in previous years, there are pronounced geographical variations in how residents perceive the Authority to be performing. North East remains the area with the lowest satisfaction score (60%) although this is the only part of the borough whose rating is unchanged since last year.

In line with the previous survey, those in the North West are most satisfied with the way the Council runs things (72% compared to 66% overall). Yet, this figure has slumped by six percentage points in the last 12 months, a statistically significant drop in opinion. Similarly, overall views towards the Council have dipped among those in the South East (down five points to 67 per cent). The three percentage point drop in satisfaction recorded among households in the South West is in line with the overall trend but is not statistically significant. (When comparing results, please note that the change within an area needs to be at least five percentage points for it to be considered statistically significant, i.e. a real change).

Satisfaction with the Council – by area



Q2. Taking everything into account, how satisfied or dissatisfied are you with the way the authority runs things? Base: All North Tyneside residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

As the table overleaf demonstrates, overall views of the Council's performance are remarkably similar across most key subgroups of residents. What is more, the decrease in satisfaction at the overall level is generally reflected across all groups of people although it is more profound among those aged 35-54 years, socio-economic DEs, full time workers and those living in Neighbourhood Management areas.

However, it is worth noting that the level of satisfaction with the Council has actually increased among the borough's ethnic minority residents (from 64% to 71%).

A strong correlation also exists between overall council satisfaction and value for money. This relationship was a key theme reported by the LGA in its analysis of Best Value/Place Survey customer satisfaction results.

Satisfaction with the Council - subgroups

Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	Satisfied	Dissatisfied	Net satisfied			
			2010	2009	2008	2007
	%	%	+/-	+/-	+/-	+/-
Total	66	16	+50	+54	+47	+32
Gender						
Men	65	16	+48	+53	+47	+30
Women	67	15	+52	+55	+48	+34
Age						
18-24	72	6	+66	+67	+57	+46
25-34	66	11	+55	+61	+55	+44
35-54	65	17	+47	+54	+45	+26
55-64	60	23	+37	+42	+37	+19
65+	69	16	+53	+50	+47	+33
Tenure						
Owner occupier	66	17	+49	+54	+45	+31
Rent from Council/HA	68	13	+55	+56	+52	+29
Ethnicity						
White	66	16	+50	+54	+47	+31
BME	71	6	+64	+53	+47	+41
Socio-economic status						
AB	65	15	+50	+49	+47	+36
C1	63	18	+45	+55	+47	+33
C2	68	14	+54	+54	+44	+31
DE	68	14	+54	+60	+51	+29
Work status						
Work full time	65	17	+48	+58	+49	+31
Do not work full time	66	12	+54	+57	+48	+34
Retired	67	17	+50	+46	+43	+30
Neighbourhood Renewal Areas	65	15	+40	+56	+47	+33
Council provides value for money						
Agree	81	7	+75	+78	+72	+67
Disagree	39	39	-1	+12	+6	-12

Source: ICM Research

4.3 Corporate image of the Council

In order to further explore perceptions of the Council, residents were presented with a series of statements about the Authority and were asked about the extent to which they agree or disagree with each. As with previous years these questions were asked later in the questionnaire, after residents had answered questions about the Council and its services, providing for a more “deliberative” assessment.

On the whole, the overall picture has changed little since the 2009 survey. Approaching two thirds (65%) of residents believe **the quality of Council services is good overall** which suggests that the three percentage point reduction in overall satisfaction with the way the Authority is running the borough is less to do with service provision and related more to the general anti-government/politics mood prevalent in the country.

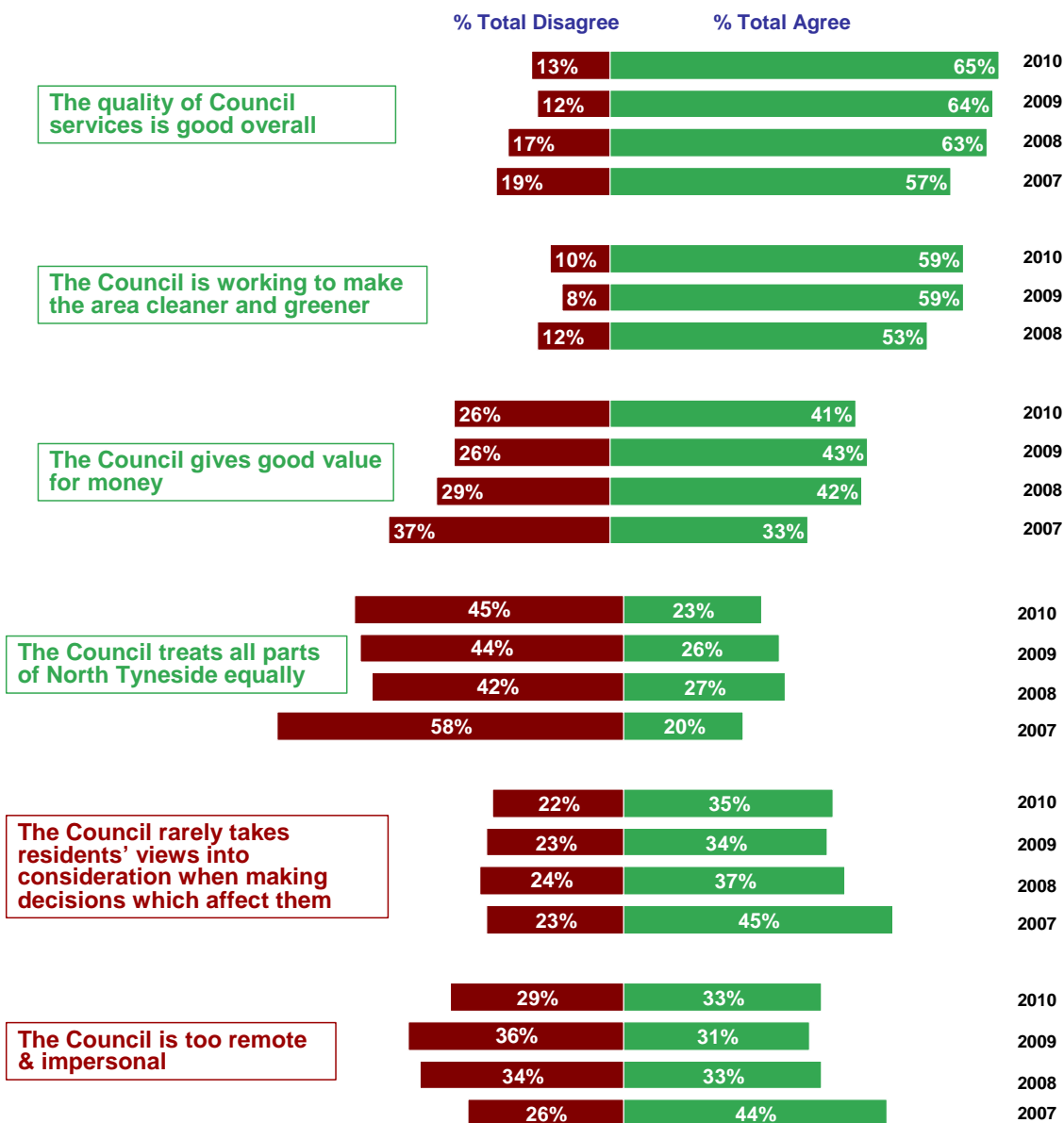
It is also encouraging to note that during tough economic times more residents agree than disagree that North Tyneside Council **provides good value for money** (41% compared to 26%). Although the level of agreement is two percentage points lower than recorded in the last survey, it would appear to be a credible result amid testing times for all public service providers. Given the public typically associates value for money with what it costs them and their family personally, the agreement with this metric perhaps signals a sympathetic view towards the 2.4 per cent increase in Council Tax for 2010/11 and an understanding of the conditions under which the Council has to operate.

Moreover, the public still recognise the Council's efforts to improve the quality of the local environment: six in ten credit the Authority with working to **make the area cleaner and greener**, consistent with last year. The Council may be collecting the credit for engaging local communities in its *Big Spring Clean* campaign which succeeded in removing 1,900 tonnes of waste from local neighbourhoods. This also chimes with the Audit Commission's own view of North Tyneside therefore it is especially pleasing that public attitudes and formal organisational assessments are closely aligned.

At the same time there have been two changes for the worse since the previous survey. Firstly, more people think the **Council is too remote and impersonal** (disagreement has declined by seven percentage points to 29%). This finding, allied with the fact that a third (35%) of **residents feel that the Council rarely takes their views into consideration**, suggests that the Authority can do more to make itself accessible to its population and engage with citizens.

Secondly, fewer people compared to 12 months ago assert that the **Authority treats all parts of North Tyneside equally**. Close to a quarter (23%) believe this to be true while short of half (45%) disagree. Indeed, the proportion disagreeing rises to over half among middle aged residents (45-64 years: 53%), those who are dissatisfied with the Council (73%) and people who feel the Authority does not provide value for money (68%). By way of contrast, North Tyneside's 2008 'Place Survey' showed that 70 per cent of respondents agree that local public services treat all types of *people* equally.

Image of the Council



Q16. How strongly do you agree or disagree with each of the following statements? Base: All contacting the Council in last 12 months: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Corporate image of the Council – by area

The table overleaf illustrates the movement in Council image in each of the areas over the last 12 months. The South East stands out as the outlier since its residents are more positive than other parts of the borough in relation to the quality of Council services overall, value for money and making the area greener and safer. That said, the South East also records a big jump in the proportion of people agreeing that the Council rarely takes residents' views into consideration in decision making and is too remote and impersonal.

Elsewhere, the South West performs less well compared to last year in terms of value for money and the quality of services overall where agreement is down ten and 14 percentage points respectively.

People living in the North East are less likely than those in the other three areas to think the Council treats all parts of the borough equally although the figure in the South West has fallen by eight points.

(When comparing results, please note that the change within an area needs to be at least five percentage points for it to be considered statistically significant, i.e. a real change).

Q16. How strongly do you agree or disagree that...

Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	Agree (%)				
	2007	2008	2009	2010	Difference
	%	%	%	%	+/-
The quality of Council services is good overall					
North East	55	52	58	59	+1
North West	60	66	66	68	+2
South West	58	70	70	56	-14
South East	54	64	65	75	+10
The Council rarely takes residents' views into consideration when making decisions which affect them					
North East	48	38	34	40	+6
North West	44	38	34	25	-9
South West	45	33	38	36	-2
South East	42	38	31	39	+8
The Council is too remote and impersonal					
North East	48	37	29	33	+4
North West	43	28	33	29	-4
South West	42	30	32	32	0
South East	42	38	31	37	+6
The Council gives good value for money					
North East	30	28	36	34	-2
North West	37	47	45	42	-3
South West	38	55	47	37	-10
South East	30	41	42	48	+6
The Council treats all parts of North Tyneside equally					
North East	18	16	20	15	-5
North West	21	29	31	32	+1
South West	22	37	30	22	-8
South East	18	26	24	24	0
The Council is working to make the area cleaner and greener					
North East	-	40	58	55	-3
North West	-	50	61	61	0
South West	-	64	61	54	-7
South East	-	57	57	64	+7

Source: ICM Research

4.4 Value for Money

As noted in Section 4.3, two fifths (41%) of residents agree that North Tyneside Council provides good value for money. This is a much better indicator than simply asking residents about the value for money (VfM) for *each* council service since, as ICM finds in its research elsewhere, respondents find it difficult to quantify value for money at the individual service level. Furthermore, most residents do not distinguish between perceived value for money provided by the different council services preferring instead to base their judgement on the Authority as a whole.

However, we can look at perceived value for money with the Council among users of each service to deduce where VfM plays a more prominent role. The first thing to note – in the table overleaf - is that agreement that the Council provides value for money is much higher among those who use some of the more specialist services. For example, it rises to three fifths (58%) among those who use services to support older people to live in their own homes and is almost as high (56%) among those who benefit from special schools.

In addition, if we look at the order of the services there is a broad correlation with satisfaction with each service, i.e. the services at the bottom in the table tend to be rated more poorly, as per section 3.3. If a resident has direct experience of the Council and this experience is a positive one, it is perhaps not surprising if they feel more inclined to say it provides value for money. With this in mind, it is interesting to note that the large drop in satisfaction with council housing services has had a knock-on effect on perceptions of VfM: users of council housing services are statistically significantly less likely than last year to feel the Council provides value for money.

% of residents using each service who agree the Council provides value for money

	Council provides value for money – <u>Agree</u> %	
	2009	2010
Services to support older people to live in their own homes	57	58
Special schools	47	56
Community centres	46	54
Childcare provision (including after school clubs)	43	52
Services to support chronically sick/disabled people and people with mental health difficulties to live at home	54	48
Events	46	47
Council housing services	59	46
Theatres and arts venues	45	45
Museums	46	44
Facilities for young people (e.g. youth clubs)	45	43
Beaches	44	43
Swimming pools	44	43
Services to support vulnerable children, young people and families* ²⁸	52	42
Local libraries	45	42
Door step recycling services	43	42
Parks and open spaces/countryside sites	42	42
Leisure centres	45	41
Nursery Education	42	41
Primary/First schools	40	41
Playgrounds	44	40
Other recycling services on street	43	40
Adult education	44	39
Customer Service Centre (in person)	51	38
Secondary/Middle schools	35	38
Registrars	-	35
Contact Call Centre (telephone)	55	33
Trading Standards/ Consumer advice/ protection*	36	24

Source: ICM Research

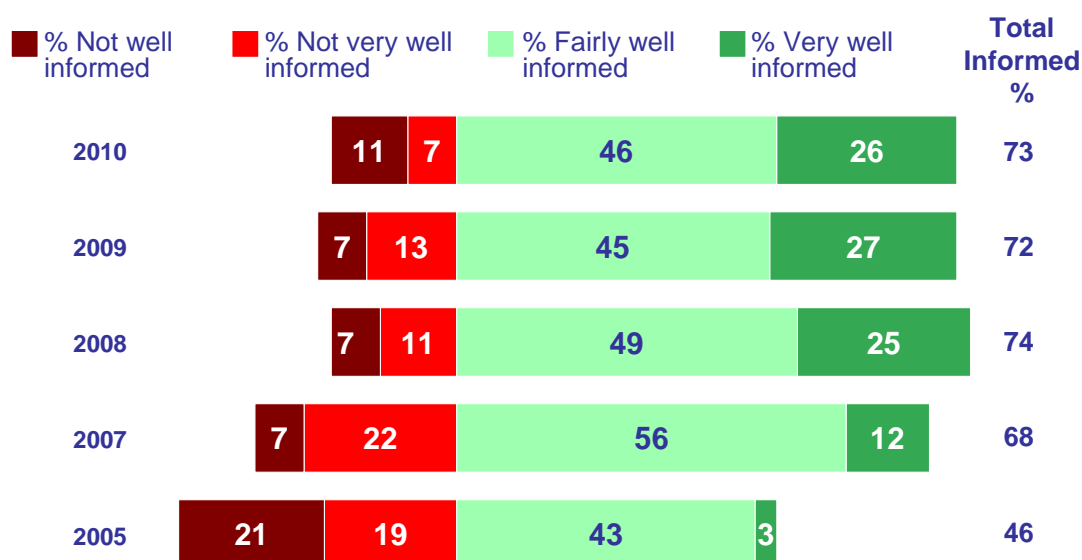
²⁸ = small base size

5. Communications & Information

5.1 Level of information

The vast majority of residents (73%) continue to feel either very or fairly well informed about the services and benefits provided by North Tyneside Council. The Authority now ranks just one percentage point below the highest score ever recorded for this metric in 2008. On the whole, this is an encouraging finding because it means communications from the Council are holding up despite the drop in overall satisfaction with the way the Authority is running the area.

Level of information



Q25. Overall, how informed do you think North Tyneside Council keeps residents about the services and benefits it provides? Base: All North Tyneside residents aged 18+: 2005 (2,400), 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Ever since the first North Tyneside Residents' Survey in 2005 this metric has been one of the few key corporate indicators where the overall score has masked huge variation by subgroups.

Older residents aged 65+ are more likely than young people aged 18-24 to say the Council keeps them informed (68% versus 52%), a pattern unchanged from last year. The lack of engagement of young people is a typical finding in our experience of working for local authorities.

Members of socio-economic classification AB – the 'middle-classes' (76%) - feel more informed than 'working-class' group DE (76 per cent and 70 per cent respectively). However, the gap has halved since the previous survey (by 12 percentage points to six).

North Tyneside Residents' Survey 2010 Report



Looking at results by ethnicity, it is encouraging to note that the proportion of minority ethnic residents who say the Authority keeps them up-to-date with its services and benefits has increased markedly since the 2009 survey (an increase of 17 percentage points to 78%).

Less positively, a gender gap in stated information provision has opened up with women more likely than men to feel informed.

In terms of area, information provision has fallen in the North East (down 5 points to 67%).

Information provision is also high among those who read the Council's magazine, *Widening Horizons* (84%), suggesting the public regard this as a reliable source of information about the Authority.

Level of information - Subgroups				
<i>Base: All North Tyneside residents aged 18+: 2009 (2,551), 2010 (2,606)</i>				
		% very/fairly well informed		Difference between '09 & '10 (-/+)
		2009	2010	
Total		72	73	+1
Gender	Men	72	69	-3
	Women	72	76	+4
Age	18-24	53	52	-1
	25-34	69	75	+6
	35-44	72	72	0
	45-54	74	73	-1
	55-64	76	77	+1
	65+	80	78	-2
Ethnicity	White	72	73	+1
	BME	61	78	+17
Socio-economic grade	AB	80	76	-4
	C1	75	73	-2
	C2	69	75	+6
	DE	68	70	+2
Area	North East	72	67	-5
	North West	80	78	-2
	South West	66	68	+2
	South East	72	77	+5

Source: ICM Research

5.2 Levels of information about different aspects of the Council's work

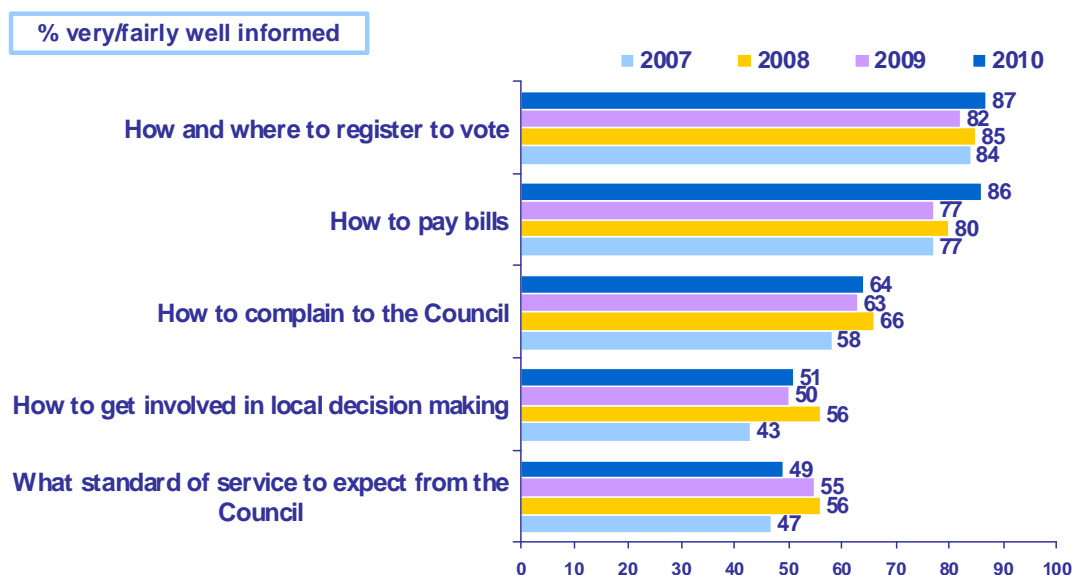
The extent to which residents feel informed varies considerably when asking about different aspects of the Council's work, as per the two charts below.

As in 2009, residents feel most informed about **how and where to register to vote** (87%) and **how to pay bills** (86%), followed by knowledge about how to complain to the Council. In the first two cases, stated knowledge has actually increased by five and nine percentage points respectively. The improvement in these scores may reflect the greater visibility of Electoral Roll registration in view of the general election and a concerted drive by the Council to enforce Council Tax collection during the economic downturn. In addition, it might also be attributable to an increase in the number of residents who have read the Authority's 'Widening Horizons' magazine.

Elsewhere, however, a number of aspects related to financial transparency, standard of service and overall Council performance have witnessed a decline. Fewer residents than in 2009 feel informed about:

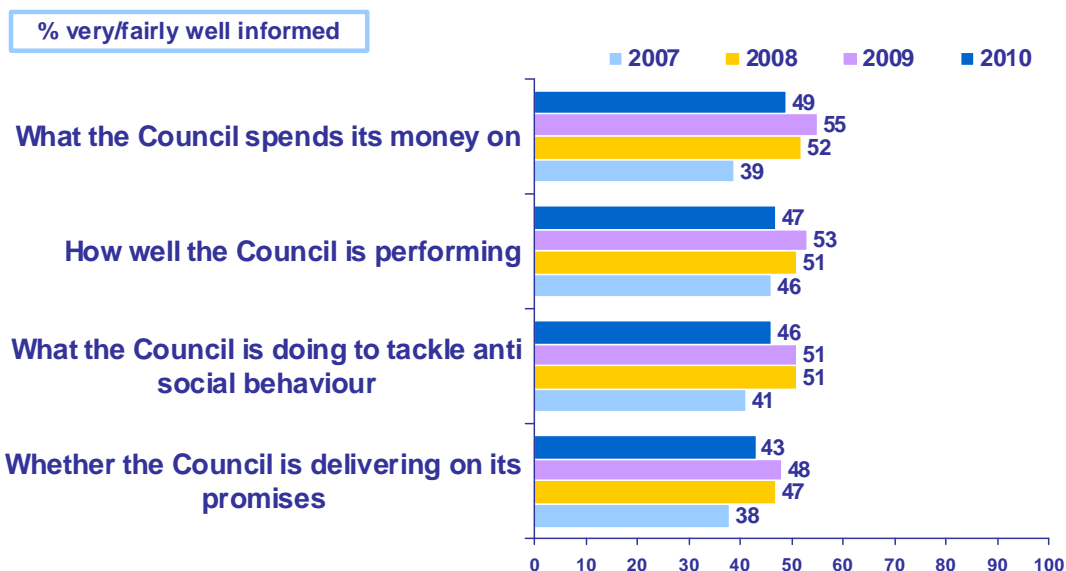
- The standard of service they expect from the Council (49% feel informed, a decline of 6 percentage points since the last survey);
- What the Council spends its money on (49%, down 6 points);
- How well the Council is performing (47%, down 6 points).
- What the authority is doing to tackle anti-social behaviour (46%, down 5 points); and
- Whether the Authority is delivering on its promises (43%, down 5 points).

Level of information about different aspects of the Council's work (1)



Q26. How well informed do you feel about each of the following? Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

Level of information about different aspects of the Council's work (2)



Q26. How well informed do you feel about each of the following? Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

5.3 Sources of information

In line with previous years residents currently obtain most of their information about North Tyneside Council from the authority's own magazine, 'Widening Horizons' (63 per cent, compared to 62 per cent in 2009). Looking at the trend data in the table overleaf it is evident that the Council's own magazine has firmly entrenched itself as by far and away the single most important vehicle for communicating key news to residents. (Section 5.4 outlines the readership profile of *Widening Horizons* in more detail).

The other key theme to emerge from this year's Residents' Survey is the extent to which people rely on local newspapers to find out about the Council and its services. Fewer residents than 12 months ago use the News Guardian, Chronicle Extra and others newspapers for this function which may reflect a general movement away from print media to electronic forms of communication. Section 5.5 illustrates how more residents are visiting North Tyneside Council's website.

Please note that when comparing results between two years, differences need to be at least three percentage points to be statistically significant.

Q27. From which sources on this card, if any, do you currently obtain most of your information about North Tyneside Council and the services it provides?

Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	2007 %	2008 %	2009 %	2010 %	Difference 09-10 (\pm %)
The Council's magazine – 'Widening Horizons' ²⁹	61	58	62	63	+1
News Guardian newspaper	47	26	38	30	-8
Friends/Neighbours	28	24	21	21	0
Other local/regional newspapers	18	23	20	15	-5
Television	19	12	12	15	+3
Newsletters from political parties	32	16	18	14	-4
A – Z of Council services booklet	13	11	16	12	-4
Chronicle Extra newspaper	-	22	31	11	-20
The Internet/the Council's website	12	5	11	10	-1
Leaflets and notice boards in Council offices	11	4	4	6	+2
Leaflets/leaflets through door	-	3	4	6	+2
Information and notice boards in libraries	12	6	7	5	-2
National newspapers	12	5	6	5	-1
Contact with Council staff	6	4	4	4	0
Posters	9	3	5	3	-2
Contact Centre (by phone)	3	2	9	2	-7
Public meetings run by Council	3	2	2	2	0

Source: ICM Research

Sources of information – by area

The sources of information people use to obtain information about the Authority *continue* to vary considerably by area, evident in the table overleaf. The colour coding illustrates the key trends at a glance and the plus or minus figure in the brackets indicates the difference since 2009. Differences need to be plus or minus six percentage points or greater to be considered statistically significant.

The 'News Guardian' newspaper is not circulated to households in the North West therefore significantly fewer people get their information about the Council from this source than across the borough as a whole. However, the proportion in the other three areas relying on the 'News Guardian' has declined since last year.

The decreased reliance on the 'Chronicle Extra' now means that this local newspaper, while occupying a place in the top five most used information sources in each area forum in 2009, only features in the top five positions in the South West. What is more, it is ranked the fifth most relied upon source of information.

²⁹ The Council's magazine used to be called "Up Close (2008-2009) and, before that, "What's On" (2007).

Elsewhere, television features prominently in the South West in contrast to previous years. This marks this area out as different to other parts of the borough.

Newsletters from political parties play a big role in the North East and South West compared to the other two areas. Conversely, people in the North West and South East are more likely than other residents to use leaflets through the door.

Top sources of Information – By Area				
	North East (651)	North West (654)	South West (548)	South East (735)
Base				
1.	Widening Horizons magazine (68%; +9)	Widening Horizons magazine (66%; -5)	Widening Horizons magazine (53%; -8)	Widening Horizons magazine (65%; +6)
2.	News Guardian newspaper (30%; -28)	Friends/neighbours (24%; +12)	Television (35%; +22)	News Guardian newspaper (32%; -20)
3.	Friends/neighbours (27%; +2)	Other local/regional newspapers (18%; +3)	News Guardian newspaper (26%; -10)	A-Z booklet of Council services (15%; -2)
4.	Newsletters from political parties (19%; +3)	Leaflets/leaflets through the door (10%; +4)	Friends/neighbours (21%; 0)	Friends/neighbours (14%; -14)
5.	Other local/regional newspapers (17%; -7)	Television (7%; 0)	Newsletters from political parties (21%; -8)	Other local/regional newspapers (11%; -11)
6.	A-Z booklet of Council services (16%; +4)	A-Z booklet of Council services (5%; -15)	Chronicle extra newspaper (21%; -10)	Leaflets/leaflets through the door (11%; +9)

Source: ICM Research

5.4 The Council's 'Widening Horizons' magazine



In the last three months, over four fifths of all residents (84%) say they have seen a copy of the Council's 'Widening Horizons' magazine, a higher proportion than in the 2009 survey (80%).

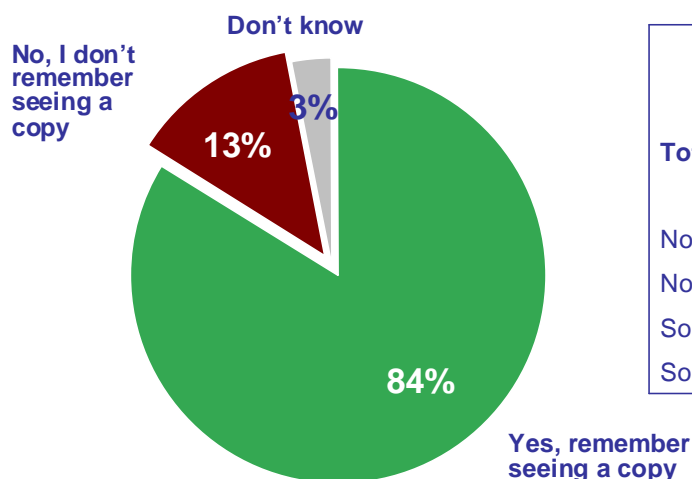
As in 2009, stated recall is lowest among young people aged 18-24 (67%), the age group least likely to feel informed by the Council. However, this figure has improved by 12 percentage points in the last twelve months, a statistically significant increase.

In contrast, it is highest among the sections of the community who are traditionally inclined to be high users of council services, namely older residents. This will go some way to explaining why recall is higher among women than men (88% versus 79%).

On a positive note, considerably more ethnic minority residents than in the 2009 survey claim to have received a copy of 'Widening Horizons' (82% compared to 59%). Ensuring all residents, regardless of ethnic background, have the opportunity to read the magazine will be a key aim for the Council.

Stated recall is lower in the South West than elsewhere in the borough.

Stated recall of "Widening Horizons" magazine



	% 'Yes'			
	'07	'08	'09	'10
Total	76	79	80	84
North East	78	81	81	86
North West	80	82	83	83
South East	75	75	79	87
South West	70	78	79	77

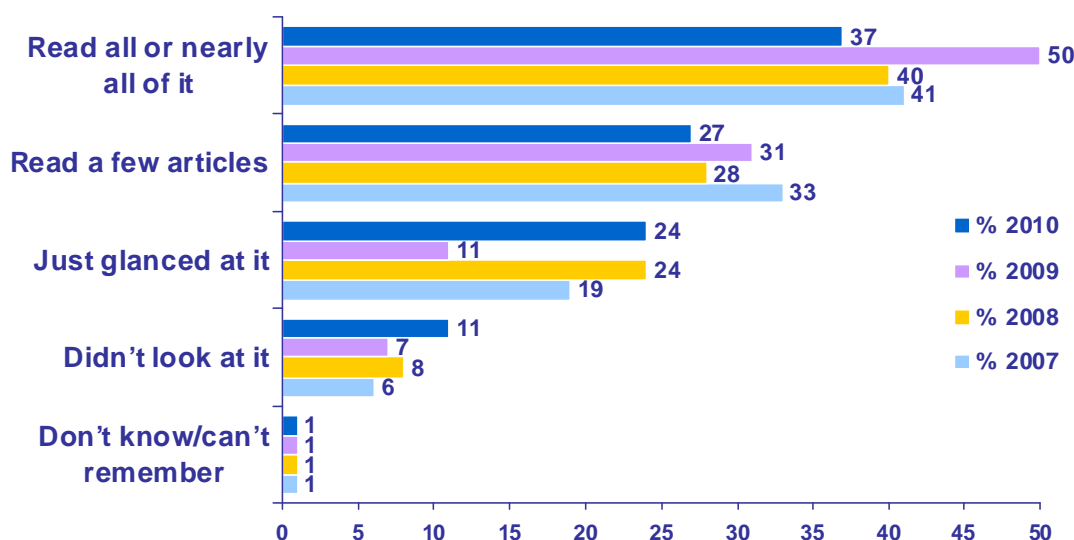
Q28. Do you remember seeing a copy of the Council's "Widening Horizons" magazine in the last three months? (2007 question wording refers to "What's On" magazine; 2008 & 2009 refers to "Up Close" magazine). Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

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Although *Widening Horizons* is being received by a greater proportion of the public than ever before, it is clear that fewer people are actually reading the magazine in depth. While in 2009 half (50%) of those who had seen the magazine said they have read all or nearly all of it, twelve months later this figure has declined to 37%. Conversely, there has been a surge in the number of readers who just glance at it.

On the whole, the demographic profile of stated *readership* matches that of stated *recall*. Older people aged 65+ (54%) are more likely than the population as a whole (37%) and young people aged 16-24 in particular (17%) to have read the magazine in full.

Stated readership of “Widening Horizons” magazine



Q29. Would you say...? (2007 question wording refers to “What’s On” magazine; 2008 & 2009 refers to “Up Close” magazine). Base: All North Tyneside residents who have seen a copy of “Widening Horizons/Up Close/What’s On” magazine in the last three months: 2007 (1,892), 2008 (2,070), 2009 (2,071), 2010 (2,206)

5.5 North Tyneside Council’s website

The proportion of people using the Council’s website continues its upward trend. Over a third (35%) now state they have visited www.northtyneside.gov.uk, rising to 56% among users of the internet. This represents a promising finding for the Authority on the back of the relaunch of the website two years ago.

Q31. Have you ever visited North Tyneside Council's website (www.northtyneside.gov.uk)?

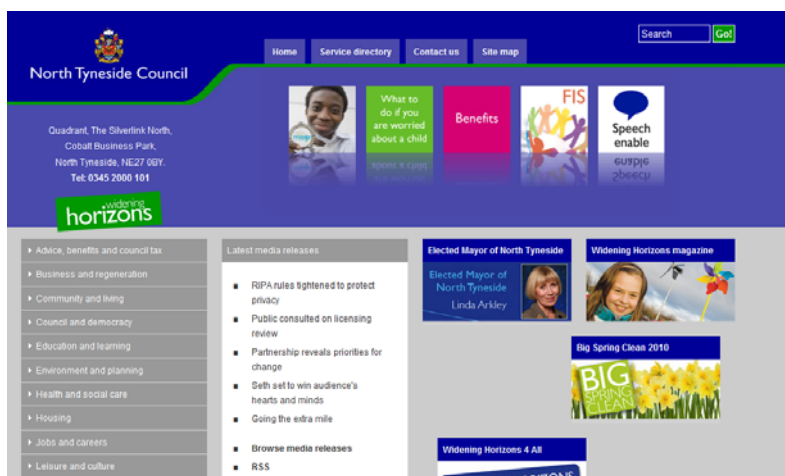
Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	All residents				All internet users			
	2007	2008	2009	2010	2008	2009	2010	
Yes	28	27	32	35	43	47	56	
No	71	71	68	62	57	52	44	

Source: ICM Research

The most frequent visitors to the Council's website are (mirroring the picture from the last two years):

- Members of social grade AB (58%);
- People aged 35-54 (57%);
- Households with children (52%); and
- Full time workers (49%).



In contrast, those who are least likely to have visited the Council's website include:

- Older people aged 65+ (88% say 'no');
- Members of social grades C2 and DE (66% and 76% respectively); and
- People living in Council and Housing Association homes (78%).

The table overleaf identifies where the biggest changes have occurred over the last 12 months. It is pleasing to note that virtually all demographic groups are visiting www.northtyneside.gov.uk in greater numbers than in 2009. This is especially the case for women, 35-44 year olds and socio-economic ABs. Furthermore, the proportion of residents visiting the website has increased across all four areas of the borough.

What is concerning for the Authority, however, is that the community least likely to use the internet – older people aged 65+ – are no more likely to have visited the Council's website than last year.

% Visiting the Council's website - Subgroups

Base: All North Tyneside residents aged 18+: 2009 (2,551), 2010 (2,606)

		2009	2010	Difference between '09 & '10 (-/+)
Total		32	38	+3
Gender	Men	34	37	+3
	Women	30	38	+8
Age	18-24	26	33	+7
	25-34	43	49	+6
	35-44	46	57	+11
	45-54	43	48	+5
	55-64	27	31	+4
	65+	11	11	0
Socio-economic grade	AB	51	58	+7
	C1	40	45	+5
	C2	28	33	+5
	DE	16	23	+5
Area	North East	37	43	+6
	North West	27	30	+3
	South West	29	37	+8
	South East	35	41	+6

Source: ICM Research

5.6 Take-up of broadband

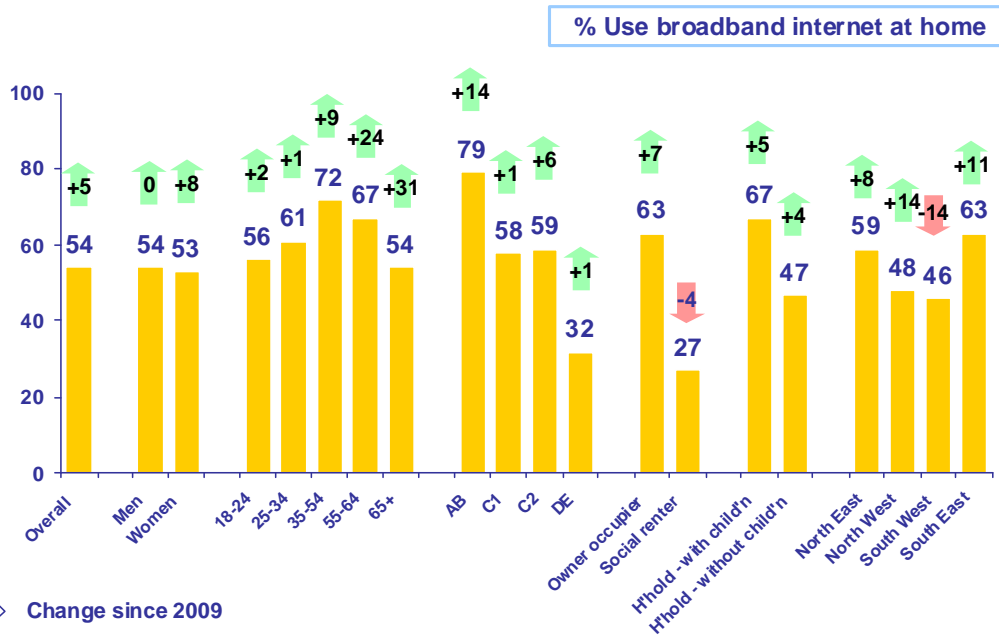
Since 2007 respondents have been presented with a list of different technologies and asked which apply to them and their household. The question is 'multi-code', that is, respondents can select more than one answer. The table at the end of this section presents the results in full.

Over half (55%) of North Tyneside residents say they have broadband internet at home, up from 49 per cent in the previous survey. This is a key finding for the Council as it seeks to ensure a wifi/broadband connection for all residents across the borough.

It is evident broadband penetration varies considerably across the population, as per the following chart. Furthermore, since last year there have been real advances in the proportion of women, older people and socio-economic ABs who use broadband in the house. One priority for the Council will be to understand why increasing numbers of older people use broadband as well as the internet but are no more likely to visit the Council's website.

Despite the borough wide increase, the South West has recorded a dip in the proportion of residents with broadband in their house (down 14 percentage points). This is likely to be closely correlated with the downwards movement in broadband penetration among members of socio-economic DE.

Broadband penetration



Q30. Which one of the following applies to you and your household?
 Base: All North Tyneside residents aged 18+: 2009 (2,551), 2010 (2,606)

Q30. Which one of the following applies to you and your household?

Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	2007	2008	2009	2010
	%	%	%	%
I/we have digital television at home (e.g. Sky, cable, Freeview) ³⁰	-	-	80	88
I/ We have a personal computer (PC) at home with access to the internet	53	54	66	57
I personally use broadband internet at home via a high speed always on connection (e.g. via ADSL or cable modem)	43	31³¹	49	54
I have my own mobile telephone (pay-as-you go)	-	-	54	52
I have my own mobile telephone (on a contract)	-	-	31	37
I have my own external email address at home, at work, or at my place of study	36	31	39	35
I am connected to the internet at work or at my place of study	22	15	24	21
I personally use a personal computer or laptop at work or at my place of study	21	12	20	18
I personally use the internet at home (via "dial up" modem)	12	9	9	8
We personally have a personal computer (PC) at home without internet access	9	4	3	4
I personally use the internet at libraries	6	2	3	3
I personally use the internet at internet cafes	2	1	1	1
None of these	29	31	8	4
Don't know/can't remember	*	1	1	1

Source: ICM Research

³⁰ New codes introduced in 2009.

³¹ The drop in broadband take-up between 2007 and 2008 can be explained by the fact that this question permits multiple answers and in 2008 respondents gave fewer answers. Such an occurrence is not unusual in longitudinal research and had a knock-on effect on the 2008 figures.

6. Council Customer Care

6.1 Contacting the Council

A third of residents (35%) say they have contacted the Council with an enquiry or about a problem in the last 12 months, down slightly on the 2008 figure.

Q17. Have you contacted North Tyneside Council with an enquiry or about a problem over the last year or so?

Base: All North Tyneside residents aged 18+: 2007 (2,490), 2008 (2,571), 2009 (2,551), 2010 (2,606)

	2007	2008	2009	2010
	%	%	%	%
Yes	47	36	37	35
No	52	63	62	64
Don't know	*	*	*	*

Source: ICM Research

People who are renting their home from the Council or a housing association contact the Authority in greater numbers than owner occupiers (46% compared to 34%). Other than this split, the proportion of residents contacting the Council is broadly consistent across all sections of society.

6.2 Customer care standards

When contacting the Authority residents' impressions are, on the whole, more positive than negative across the seven metrics researched. Since 2007 these questions have provided a rich basis for understanding residents' perceptions of the customer care they receive from North Tyneside Council. However, while ratings were generally unchanged between 2008 and 2009, it will be of some concern to the Authority that all seven indicators have registered a decline since the previous study:

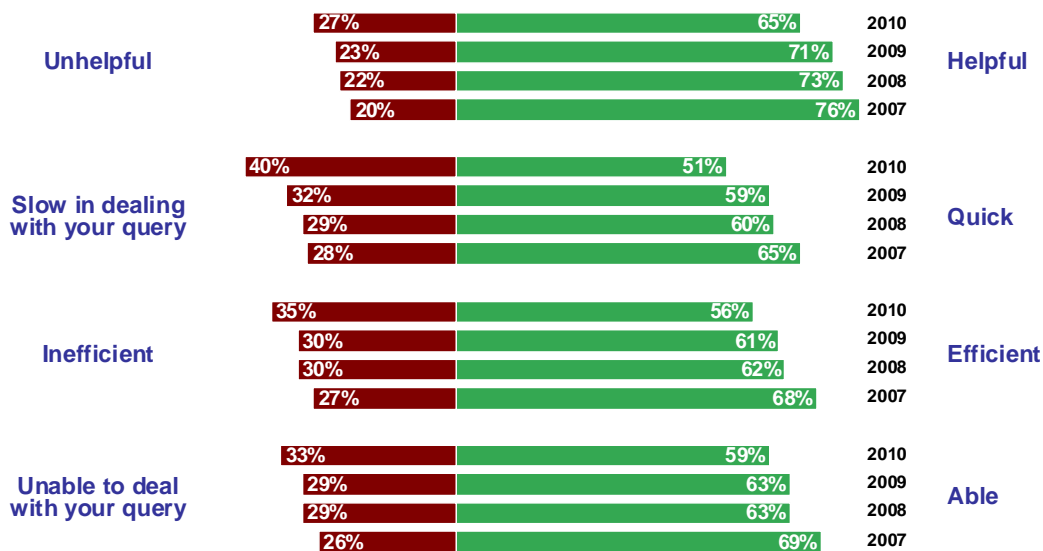
- Staff are quick in dealing with the query (51% - down 8 percentage points)
- Satisfaction with the final outcome (47% - down 7 points)
- Staff are helpful (65% - down 6 points)
- Staff are inefficient (56% - down 5 points)
- Able to offer sufficient privacy (25% - down 5 points)
- Able to deal with the query (59% - down 4 points)
- Easy getting hold of the right person (63% - down 3 points).

These represent a real decline in attitudes and further exploration will be necessary to understand the underlying reasons why this shift has occurred. This information might also provide the context for understanding why satisfaction with the Contact Call Centre, Customer Service Centre and Council housing Services has waned.

Full results from 2007-2010 are presented in the charts overleaf.

Standards of customer care (1)

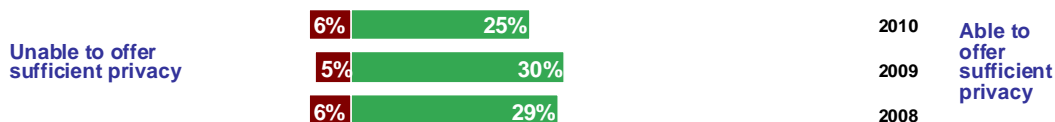
Q18-Q21. And when you contacted the Council, did you find staff there...?



Base: All North Tyneside residents who have contacted the Council in the last 12 months
2007 (1,192), 2008 (946), 2009 (964), 2010 (918)

Standards of customer care (2)

Q22. And when you contacted the Council, did you find staff there...?



Q23. Was getting hold of the right person...?



Q24. And were you satisfied or dissatisfied with the final outcome?



Base: All North Tyneside residents who have contacted the Council in the last 12 months
2007 (1,192), 2008 (946), 2009 (964), 2010 (918)

6.3 Customer care standards – by area

12 months ago people living in the South West of the borough and who had contacted the Council rated the quality of customer care below average for all seven measures researched. A year later and results in this area have improved markedly, illustrated in the following table.

This upwards movement, however, has not extended to the North East and South East where those who have contacted the Council are more likely to speak poorly about the Authority across all metrics compared to last year.

Customer care ratings are highest in the North West.

Customer Care Standards – By Area					
<i>Base: All North Tyneside residents contacting the Council in the last 12 months: 2009 (964); 2010 (934)</i>					
		North East	North West	South West	South East
	2010 base:	(274)	(212)	(190)	(249)
		%	%	%	%
Staff - Helpful	2010	62	66	67	67
	2009	76	71	63	74
Easy to get hold of right person	2010	65	60	64	60
	2009	65	69	58	72
Staff – Able	2010	58	63	59	57
	2009	64	65	54	67
Staff – Efficient	2010	52	61	60	51
	2009	66	63	51	65
Staff – Quick in dealing with query/enquiry	2010	45	60	53	48
	2009	61	61	50	66
Satisfied with final outcome	2010	43	51	47	48
	2009	54	57	46	58
Staff – Able to offer sufficient privacy	2010	14	41	35	16
	2009	31	41	15	35

Source: ICM Research

6.4 Customer care standards – by service

The table overleaf shows attitudes to customer care among those who have used 4 key council services in the last year: Contact Call Centre (telephone), Customer Service Centre (in person), Council housing services and Trading Standards/ Consumer advice & protection. The sample size for each group is small and, as a consequence, any comparisons are indicative only.

- **Contact Call Centre** – In all but two indicators those who have telephoned the Contact Call Centre rate the customer service they received more highly than residents contacting the

North Tyneside Residents' Survey 2010 Report

Council in general. Around seven in ten describe Council employees as helpful and able, yet on the downside, fewer residents now compared to last year describe staff as quick, are satisfied with the final outcome with their query or feel staff offer sufficient privacy.

- **Customer Service Centre** – Those contacting the Customer Service Centre in person are less likely than average to assert that Council staff are easy to get hold off, efficient and quick in dealing with request although they are just as likely to be satisfied with the final outcome. In addition, a number of ratings of customer care have dropped since 2009.
- **Council Housing Services** – Social tenants and other users of this service rate most measures of customer care less favourably than in 2009. For instance, the proportion considering staff to be easy to get hold off, quick and efficient is down 12, 9 and 9 percentage points respectively. However, satisfaction with the final outcome is up 5 points.
- **Trading Standards** – All but one of the seven aspects of customer care is rated lower than last year among residents who have dealt with the Council's trading standards department.

Customer Care Standards – By Service

Base: All North Tyneside residents contacting the Council in the last 12 months: 2009 (964); 2010 (934)

		All contacting the Council	Contact Call Centre (telephone)	Customer Service Centre (in person)	Council Housing Services	Trading Standards/ Consumer advice & protection
	2010 base:	(934)	(212)	(88)	(190)	(27)
		%	%	%	%	%
Staff - Helpful	2010	65	71	64	71	60
	2009	71	70	68	72	74
Easy to get hold of right person	2010	63	61	52	61	52
	2009	66	62	64	67	71
Staff – Able	2010	59	68	66	63	51
	2009	63	64	64	64	70
Staff – Efficient	2010	56	60	50	56	50
	2009	61	61	59	63	68
Staff – Quick in dealing with query/enquiry	2010	51	52	42	48	66
	2009	59	60	51	59	69
Satisfied with final outcome	2010	47	52	47	52	45
	2009	54	56	42	52	59
Staff – Able to offer sufficient privacy	2010	25	34	29	33	34
	2009	30	30	26	29	29

Source: ICM Research

7. Health & Well-Being

7.1 Attitudes towards health services in North Tyneside

Section one in this report outlined North Tyneside residents' priorities for their local area. Specifically, they were:

- What they think is most important in making somewhere a good place to live; and
- What they identify as the issues most in need of improvement in their local area.

Three in ten residents (31%) identify health services as **most important in making somewhere a good place to live**. This places health services third in a list of thirty two services, behind the level of crime (47%) and clean streets (45%). The order of the top three has been constant since the baseline survey in 2005.

Health services are especially salient among residents in the South West (36%) and North East (35%) of the borough as well as among people without children (35%). In addition, older people aged 55+ attach more priority to health services than younger residents aged 18-34 (38% compared to 23%). A similar pattern can be observed between owner occupiers and social renters (34% versus 26%).

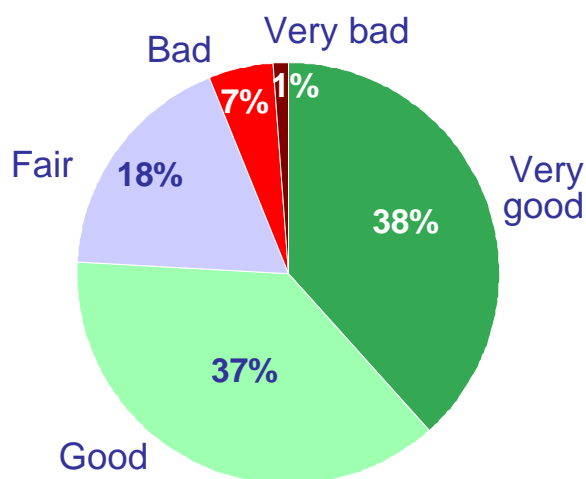
It is encouraging to note that, when prompted with a list of services, just four per cent of the public single out health services as **in need of improvement in their local area**, ranked 16th in a list of 32 services and unchanged since 2009. This viewpoint is consistent across all sections of the community although the view that health services are in need of improvement is much stronger in the South West of the borough:

- South West – 12%
- North East - 5%
- North Tyneside overall – 4%
- North West – 1%
- South East – 1%

7.2 General health

Most people in North Tyneside are positive about their health. Three quarters of residents in the borough describe their general health as good, consistent with previous years and in line with the average for England.³² Less than one in ten speak negatively about their health.

General health



	% 'Very good/good'		
	2008 %	2009 %	2010 %
N. Tyneside	76	75	75
England*	-	-	76
North East	77	79	74
North West	76	70	73
South West	72	72	73
South East	78	77	79

Q32. How is your health in general? Would you say it was...?
 Base: All North Tyneside residents aged 18+: 2008 (2,571), 2009 (2,551), 2010 (2,606)
 * Source: Department of Health 'Health Survey for England' (2008). Base: 15,000 GB adults 16+ interviewed face-to-face

Over time we have seen two persistent subgroup trends on this indicator: age and socio-economic grade.

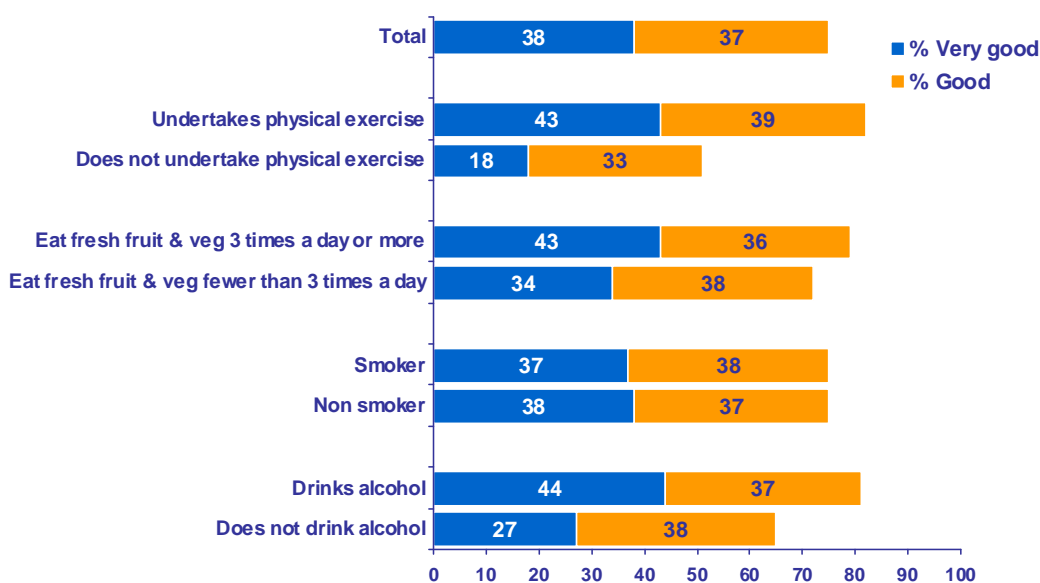
Likelihood to report 'good' health declines with age (from 91% among 18-24 year olds to 53% among those aged 65 and over) and with low social status (from 87% among ABs to 62% with DEs). This is a repeat of the picture from 2009 and, as then, the link between health and social grade is underscored by the below average figure for self-reported health (65%) among residents renting their home from the Council or a housing association.

³² Source: Health Survey of England, 2008.

The following chart shows the correlation between general health on the one hand and physical activity and fruit and vegetable consumption on the other. The relationship is strongest with physical activity: people in the borough who exercise are twice as likely as those who do not to rate their health as very good (43% versus 18%).

Yet it is interesting to note that this correlation does not extend to smoking behaviour nor alcohol consumption. Indeed, those who consume alcohol are more likely than non drinkers to describe their health as very good. However, stated ill health is likely to increase with the volume of alcohol consumption.

General health – subgroups



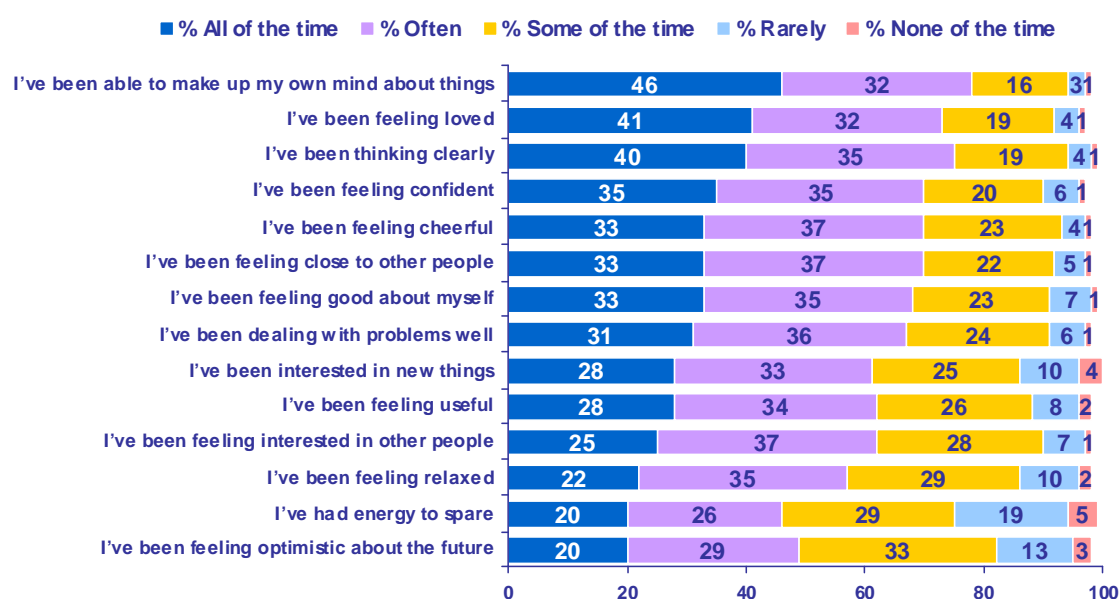
Q32. How is your health in general? Would you say it was...?
Base: All North Tyneside residents aged 18+ (2,606)

7.3 Mental health

In order to gauge emotional wellbeing and mental health, respondents were asked to state how frequently they have experienced a range of positive feelings in the past two weeks.

As the chart below illustrates, the overall picture is broadly positive. Most feel at least some of the time: able to make up their own mind about things, able to think clearly, cheerful, loved, close to others and good about themselves. On the other hand, a quarter (24%) say they rarely or never have energy to spare suggesting modern busy lifestyles are taking their toll on some people.

Mental health



Q33. Looking at the following card, please tell me how you have been feeling about each of the following statements in the past two weeks?
Base: All North Tyneside residents aged 18+ (2,606)

There are some persistent subgroup variations on this measure and these are illustrated in the table overleaf, which shows the proportion who admit to only *rarely* feeling each of a range of the positive statements put to them. We see that older people (and thus, those who are retired), members of social grade DE, and residents who rent their home from the council or a Housing Association are more negative across most of the statements. They are less likely to feel optimistic about the future, to feel useful, to have had energy to spare, to feel confident, able to make up their mind about things or interested in new things.

Q33. Please tell me how you have been feeling about each of the following statements in the past two weeks?

Base: All North Tyneside residents aged 18+ (2,606), interviewed face-to-face between 15th February and 30th April 2010.

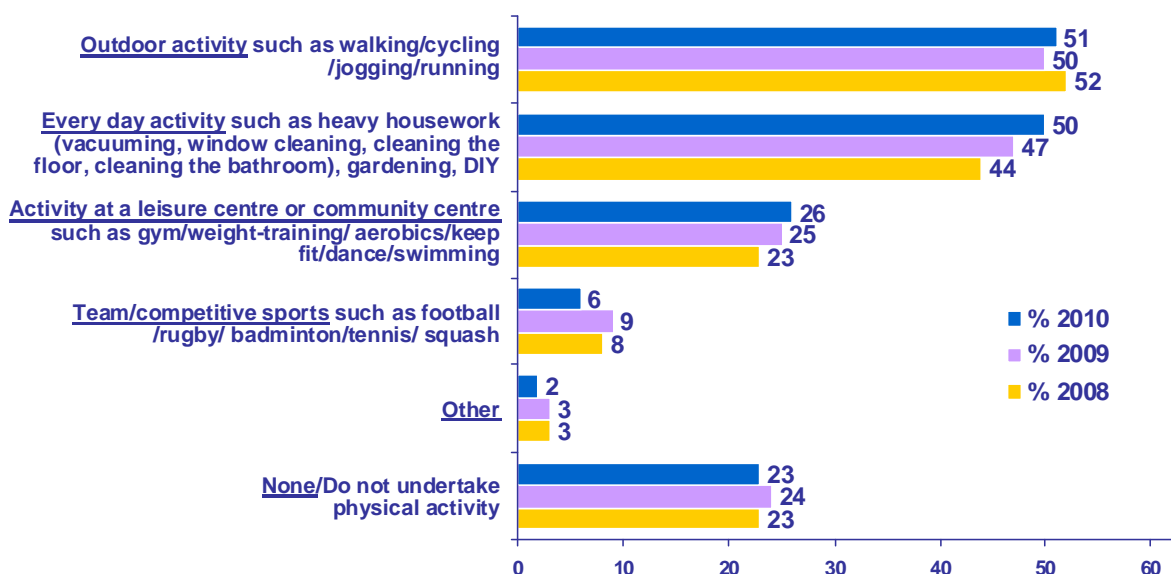
	% saying 'Rarely'					
	I've been feeling optimistic about the future	I've been feeling useful	I've had energy to spare	I've been feeling confident	I've been able to make up my own mind about things	I've been interested in new things
Total	13	8	19	6	3	10
Age						
18-24	8	4	9	5	2	4
25-34	10	4	14	4	2	5
35-44	8	4	17	4	2	6
45-54	16	9	19	5	3	10
55-64	16	9	21	6	3	11
65+	18	13	26	10	6	17
Social grade						
AB	7	3	17	2	*	4
C1	8	6	15	4	3	7
C2	15	7	15	4	3	11
DE	20	12	25	11	5	15
Work status						
Working full-time	11	5	16	2	1	7
Not working full-time	13	8	17	9	4	8
Retired	16	12	25	9	5	15
Tenure						
Owner occupier	11	6	18	4	2	7
Rent from Council/HA	18	11	21	11	6	17

Source: ICM Research

7.4 Participation in physical activity

Consistent with the last two years, three quarters of residents say they undertake some form of exercise, with outdoor and every day activities continuing to be the most frequently enjoyed types of exercise (mentioned by half of the public). Indeed, the latter figure has risen significantly – by three percentage points – since last year. At the same time, the proportion who do team sports has fallen three points six per cent.

Types of physical activity undertaken



Q34. Do you do any of these types (or other similar types) of physical activity nowadays, for at least 30 minutes at a time where the effort of the activity is usually enough to make you out of breath or sweaty?

Base: All North Tyneside residents aged 18+: 2008 (2,571), 2009 (2,551), 2010 (2,606)

A quarter (23%) do not undertake *any* exercise, a trend which is more pronounced among:

- Older people aged 65+ (43%);
- Members of social grade DE (33%);
- People who rent their home from the Council/housing association (31%); and
- Households without children (28%).

These figures are almost identical to those in 2009. Taking all of this information into account, it is worth emphasising a word of caution – there are now several different measures of physical activity and each varies in its breadth and scope. Applying the *Health Survey for England* definition as North Tyneside has done tends to result in higher levels of physical activity, as it factors in non-sporting activities such as domestic chores. In contrast, other surveys such as the

Active People Survey (APS) provide a stricter measure of participation in sport.³³ Results from Wave Three of the APS are now available and show that a fifth (19.6%) of the adult population in North Tyneside take part regularly in sport although this is still higher than in the North East (16.2%) and across England (16.6%).

The following table sets out the frequency with which residents take part in exercise and other forms of physical activity.

Q35. Overall, how often do you undertake 30 minutes of physical activity where the effort of the activity is usually enough to make you out of breath or sweaty nowadays?

Base: All residents who undertake any physical activity: 2009 (1,851), 2010 (1,952)

	2009	2010
	%	%
More than 6 times a week	25	24
5-6 times a week	21	19
3-4 times a week	29	28
1-2 times a week	17	21
Once a week	4	3
Less often	3	2
Never	*	3
Don't know	*	1

Source: ICM Research

7.5 Consumption of fruit & vegetables

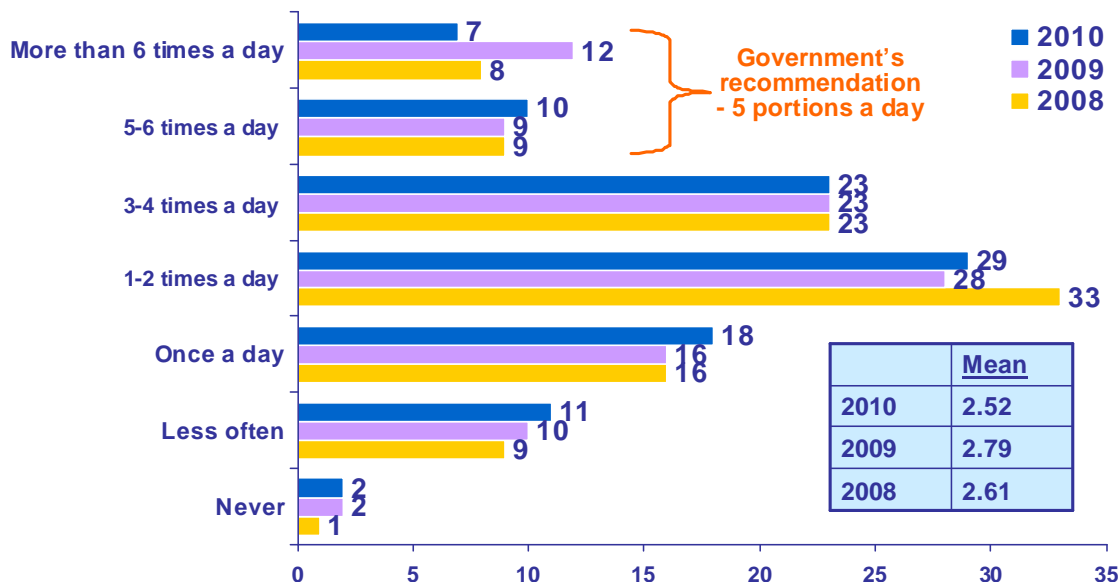
It is the Government's recommendation that everyone should eat at least five portions of a fruit and vegetables each day to reduce the risks of cancer, coronary heart disease and other chronic diseases.³⁴ In North Tyneside nine in ten (87%) residents say they consume fresh fruit, vegetables and/or salads at least once a day.³⁵ Just two per cent of the population never eat fresh fruit or vegetables. The mean frequency of fruit and vegetable consumption shows that there has been no significant change in frequency of consumption over the last few years although there is a small drop in the number eating fruit and vegetables more than six times a day.

³³ The Active People's Survey's sports participation indicator measures the number of adults (aged 16 and over) participating in at least 30 minutes of sport at moderate intensity. Please see http://www.sportengland.org/research/active_people_survey/active_people_survey_3.aspx for more details.

³⁴ Findings from the Health Survey of England (2008) show that 25 per cent of men and 29 per cent of women in the North East report meet the government's '5 a day' guidelines. As in 2007, the North East has the lowest score of any English region on this measure.

³⁵ Due to the question wording it is not possible to provide a reliable figure for the number of portions of fresh fruit and vegetables residents consume per day.

Consumption of fruit & vegetables



Q36. How often do you eat fresh fruit, vegetables and/or salads?
 Base: All North Tyneside residents aged 18+: 2008 (2,571), 2009 (2,551), 2010 (2,606)



That said, there are variations between residents in terms of their consumption habits, as illustrated by the table overleaf which shows the *mean* number of times a day the average person consumes fresh fruits, vegetables and/or salads.

The average frequency of fruit/vegetable consumption is lower among men than among women, and those in socio-economic grade (DE) eat less fruit and vegetables than anyone else. While we have previously found 18-24 year olds to have lowest average consumption, it is both them and the oldest cohort (over 65s) who eat the least fruit and vegetables.

The North West continues to lag considerably behind the other areas in North Tyneside. The average frequency with which its residents eat fruit and vegetables is 1.32 times per day compared to 3.17 times in the South East which, consistent with 2009, has the highest score.

Q36. How often do you eat fresh fruits, vegetables and/or salads?

Base: All North Tyneside residents aged 18+: 2009 (2,551); 2010 (2,606)

		Mean number of times a day the average person consumes fresh fruits, vegetables	
		2009	2010
Total		2.79	2.52
Gender	Men	2.64	2.34
	Women	2.92	2.68
Age	18-24	2.38	2.29
	25-34	2.84	2.56
	35-44	2.94	2.81
	45-54	2.93	2.68
	55-64	2.97	2.50
	65+	2.63	2.22
Work status	Working full time	2.91	2.68
	Not working full time	2.61	2.51
	Retired	2.81	2.26
Disabled	Yes	2.54	2.29
Social grade	AB	3.34	2.94
	C1	2.95	2.82
	C2	2.76	2.45
	DE	2.32	2.04
Tenure	Owner occupier	2.99	2.78
	Rent from	2.28	1.80
Area	North East	2.98	2.76
	North West	1.82	1.32
	South West	2.95	2.75
	South East	3.30	3.17

Source: ICM Research

The number of residents in North Tyneside who say they ate salad, vegetables, fresh fruit or fruit juice the day *before they were interviewed* has fallen by a statistically significant three percentage points since 2009 (to 85%).

Q37. Did you eat any salad, vegetables, fresh fruit, and fruit juice yesterday? By yesterday I mean 24 hours from midnight to midnight. Don't count pasta or rice salad, or salad in a sandwich, cordials, fruit drinks and squashes, fruit salads & fruit pies. Do include fresh, raw, tinned and frozen vegetables.

	2007	2008	2009	2010
Base: All who eat fresh fruit, vegetables and/or salad	(2,465)	(2,540)	(2,492)	(2,539)
	%	%	%	%
<u>Yes</u> , I ate any salad, vegetables, fresh fruit, and fruit juice yesterday	83	88	88	85
<u>No</u> , I did not eat any salad, vegetables, fresh fruit, and fruit juice yesterday	17	12	12	14

Source: ICM Research

Vegetables are consumed in the largest quantities followed by fresh fruit, as per the following table. People in North Tyneside are less likely to have had at least one small glass of fruit juice in the previous twenty four hours, half (52%) having had none, or at least one cereal bowl of salad, of which three fifths (61%) had had none. The general pattern is consistent with the results over the past three years.

Q38. How many ... did you eat yesterday?

Base: All who ate fresh fruit and vegetables yesterday: 2007 (2,056); 2008 (2,239); 2009 (2,171); 2010 (2,166)

		Mean	None	1	2	3	4	5+	Don't know/ Can't remember	
Cereal bowls of salad	2007	%	-	57	33	7	1	*	1	*
	2008	%	0.47	61	31	5	1	*	*	1
	2009	%	0.45	61	31	5	1	*	*	1
	2010	%	0.45	61	32	5	1	*	0	*
Pieces of fruit	2007	%	-	13	24	32	18	6	7	*
	2008	%	1.72	13	31	37	13	4	3	1
	2009	%	1.76	13	30	35	14	5	3	1
	2010	%	1.69	15	29	36	13	4	3	*
Tablespoons of vegetables	2007	%	-	16	9	20	21	12	20	1
	2008	%	2.12	11	19	34	22	7	6	1
	2009	%	2.34	12	16	25	25	11	9	2
	2010	%	2.24	11	18	31	23	10	7	*
Small glasses of fruit juice	2007	%	-	42	35	15	4	1	3	*
	2008	%	0.65	51	37	8	2	1	1	1
	2009	%	0.68	51	35	9	2	1	1	1
	2010	%	0.65	52	36	8	2	1	1	*

Source: ICM Research

As might be expected there is strong correlation between fruit and vegetable *quantity* (Q38) on the one hand and the daily *frequency* of consumption (Q36) on the other. The table below shows that the mean number of times a person consumes fresh fruit, vegetables and salad increases with the number of portions consumed per day. For example, an individual who ate five or more tablespoons of vegetables the day before being interviewed eats fresh fruit, vegetables and/or salads 4.03 mean times per day. This contrasts with people who ate just one tablespoon of vegetables – they eat 1.96 mean times a day. The analysis suggests that people who consume more portions of fruit and vegetables do so regularly throughout the day and not at one sitting.

The relationship is less pronounced for small glasses of fruit juice and cereal bowls of salad.

Frequency (Q36) versus Daily Consumption (Q38)
[i.e. mean number of times per day a person eats fresh fruit, vegetables and/or salads]³⁶

Base: All who ate fresh fruit and vegetables yesterday (2,166)

	Portions consumed yesterday (Q38)					
	<u>None</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5+</u>
Cereal bowls of salad	2.53	3.15	4.36	4.20	4.32	-
Pieces of fruit	2.21	2.34	3.01	3.47	4.18	4.57
Tablespoons of vegetables	2.44	1.96	2.75	3.09	3.77	4.03
Small glasses of fruit juice	2.60	2.96	3.70	3.36	3.20	2.54

Source: ICM Research

7.6 Alcohol consumption

Incidence of drinking alcohol

Consistent with 2009, over six in ten (62%) adults in North Tyneside say that they drink alcohol.

Consumption of alcohol varies considerably across the population. As the following table shows, more men than women drink alcohol, while fewer older people aged 65+ drink alcohol.

Social grade ABs are significantly more likely than anyone else to say they drink alcohol at all, in fact likelihood to drink at all declines as you move across the socio-economic spectrum. Three quarters (73%) of ABs drink compared to half (52%) of DEs. Similarly, those who describe their health as 'good' and who undertake physical exercise on a frequent basis are bigger drinkers than those whose health is bad and who do not exercise.

³⁶ Mean based on scale at Q36: More than 6 times a day (7), 5-6 times a day (5.5), 3-4 times a day (3.5), 1-2 times a day (1.5), Once a day (1), Less often (0.5), Never (0).

Q39. Do you drink alcoholic drinks at present?

Base: All North Tyneside residents aged 18+: 2008 (2,571), 2009 (2,551), 2010 (2,606)

	Base		% Yes		
			2008	2009	2010
Total	(2,606)	%	61	63	62
Men	(1,199)	%	69	73	70
Women	(1,407)	%	53	53	55
18-24	(247)	%	68	64	68
25-34	(347)	%	61	67	63
35-54	(862)	%	70	70	70
55-64	(429)	%	61	63	63
65+	(693)	%	43	47	45
North East	(651)	%	64	68	68
North West	(654)	%	62	56	53
South West	(548)	%	55	61	61
South East	(735)	%	63	65	66
AB	(485)	%	70	75	73
C1	(695)	%	62	65	66
C2	(528)	%	60	67	64
DE	(878)	%	53	51	52
Health – good	(1,880)	%	65	69	67
Health – bad	(180)	%	42	32	35
Undertake physical exercise	(1,952)	%	66	68	66
Do not undertake physical exercise	(650)	%	44	47	51

Source: ICM Research

Awareness of Government recommendations

The official guidance on the consumption of alcohol set out by the Department of Health is no more than three to four units of alcohol per day for men and a maximum of two to three units for women.³⁷ The weekly limits are twenty one and fourteen units respectively.

Looking at the daily guidelines, just two in ten (19%) men correctly state three units or four units per day. For women, the proportion who correctly identify two-three units is three in ten (28%).

As the table below illustrates, many residents in North Tyneside say they do not know what the Government's recommended daily and weekly alcohol intakes are (64 per cent and 58 per cent respectively). But of those who do offer an answer, the majority are within the range when it comes to the daily limit (most respond somewhere between two and four units and the mean response is 2.8 units).

When it comes to estimating the guidelines per week, men slightly underestimate what they can consume (mean = 18.4 units), while, women's mean response is right on the mark (14.12 units).

Q43a/Q43b. How much alcohol does the Government recommend that you drink per day/per week?

Base: All North Tyneside residents aged 18+: 2009 (2,551), 2010 (2,606)

	Per day			Per week	
	2009	2010		2009	2010
	%	%		%	%
None	*	*	Up to 5	4	3
1 unit	3	2	6-10	8	4
2 unit	17	17	11-15	17	19
3 unit	13	10	16-20	5	4
4	4	4	21-30	12	11
5	1	1	31-40	*	1
6+	1	1	41-50	*	3
Don't know	61	64	51+	*	1
			Don't know	54	58
<i>Mean – Total</i>	2.7	2.8	<i>Mean – Total</i>	15.3	16.3
<i>Mean – Men</i>	3.1	3.1	<i>Mean – Men</i>	17.5	18.4
<i>Mean – Women</i>	2.4	2.5	<i>Mean – Women</i>	13.3	14.1

Source: ICM Research

³⁷ For further details please visit:
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/Dh_075218

Average alcohol consumption



Among North Tyneside residents who consume alcohol, in an average week, the great majority say they do not exceed the recommended weekly consumption, as the table below illustrates. Nevertheless a minority do drink a great deal more than the recommended weekly limit.

When looking at this data it is important to consider that it is based on residents' stated drinking habits. When asked to report alcohol use in units, people often underestimate or conceal their true level of consumption. The 2009 study introduced a new showcard (left) to assist respondents in giving an accurate response.

A similar picture emerges when people are asked to state what is the most alcohol they drink in any one day.

Number of units of alcohol consumed Per Week (Q40)³⁸

Base: All who drink alcohol (1,579)

	Total (1,579)	Men (826)	Women (753)
	%	%	%
Up to 5 units	29	19	41
6-10 units	27	25	30
11-15 units	14	15	12
16-20 units	10	12	6
21-30 units	8	13	3
31-40 units	2	3	1
41-50 units	1	2	*
51+ units	2	3	1
Don't know	6	7	5

Source: ICM Research

³⁸ Question wording: Using the drink scorecard, how much alcohol would you say you drink in a typical week?

Number of units of alcohol consumed in any one day (Q42)³⁹

Base: All who drink alcohol

	Total	Men	Women
	(1,579)	(826)	(753)
	%	%	%
Up to 5 units	55	44	68
6-10 units	25	29	21
11-15 units	7	10	3
16-20 units	4	6	2
21-30 units	3	5	*
31-40 units	*	*	*
41-50 units	*	*	0
51+ units	0	0	0
Don't know	6	6	5

Source: ICM Research

The table overleaf shows the number of units of alcohol consumed among key sub-groups of residents.

While fewer people from the lower socio-economic grades (C2 and DE) say they drink alcohol at all these days, the average amount drunk per week by DEs is significantly higher than the middle-classes (AB and C1). This trend is also reflected among residents living in South West which has the fewest but also the heaviest drinkers in the borough.

Pressure and stress at work may play a role in people's drinking behaviour since full-time workers consume significantly more alcohol than non-workers.

³⁹ Question wording: Using the drink scorecard, what is the most alcohol you drink in any one day?

Number of units of alcohol consumed				
<i>Base: All who drink alcohol</i>				
	Base	Mean Number of Units Consumed		
		Per week (Q40)	Per day (Q42)	
Total (2010)	(1,579)	12.97	6.54	
Total (2009)	(1,555)	13.67	6.45	
Men	(826)	16.55	8.04	
Women	(753)	8.90	4.81	
18-24	(168)	14.64	9.34	
25-34	(213)	13.69	7.24	
35-44	(304)	13.34	6.56	
45-54	(292)	12.78	6.31	
55-64	(286)	13.50	6.10	
65+	(316)	10.34	4.66	
North East	(435)	11.62	5.75	
North West	(337)	10.48	5.29	
South West	(323)	15.63	7.90	
South East	(474)	13.86	7.09	
AB	(350)	11.82	6.03	
C1	(456)	12.07	6.30	
C2	(331)	13.84	6.93	
DE	(436)	14.20	6.87	
Working full time	(664)	14.58	7.22	
Not working full time	(484)	12.00	6.70	
Health – good	(1,247)	12.80	6.51	
Health – bad	(62)	12.55	7.05	
Undertake physical exercise	(1,259)	12.93	6.70	
Do not undertake physical exercise	(319)	13.07	5.79	

Source: ICM Research

Frequency of alcohol consumption

The following table shows the stated frequency of alcohol consumption in the borough among those who drink alcohol. One in ten (10%) of those who drink do so almost every day. But the majority drink on between one and four days a week.

Q41. On how many days do you drink alcohol in a typical week?

Base: All who drink alcohol: 2009 (1,555); 2010 (1,579)

	2009	2010
	%	%
More than 6 days a week (7)	10	10
5-6 days a week (5.5)	5	5
3-4 days a week (3.5)	20	20
1-2 days a week (1.5)	38	42
Once a week (1)	14	13
Less often (0.5)	10	8
Never (0)	*	*
Don't know	2	2

Source: ICM Research

By allocating each response code a number – indicated in brackets – we can calculate a mean score to aid comparisons across subgroups of residents. This is presented in the right hand column in the table overleaf although please note that this should not be confused with the mean number of days in which alcohol is consumed since the survey did not record the precise number of days.

What is striking is that older people, despite being less likely to drink and to be among the lightest drinkers in the borough, actually drink more frequently than the population in general and young people in particular. This further reinforces the notion that older people drink more moderately whereas young residents tend to binge drink.

Mean Number of Days (Q41)				
<i>Base: All who drink alcohol</i>				
	<i>2010 Base</i>	2009	Mean	
				2010
Total	(1,579)	2.52		2.52
Men	(826)	2.72		2.72
Women	(753)	2.28		2.28
18-24	(168)	1.87		1.87
25-34	(213)	2.07		2.07
35-44	(304)	2.49		2.49
45-54	(292)	2.57		2.57
55-64	(286)	2.95		2.95
65+	(316)	3.01		3.01
North East	(435)	2.78		2.78
North West	(337)	2.62		2.62
South West	(323)	2.13		2.13
South East	(474)	2.50		2.50
AB	(350)	2.51		2.51
C1	(456)	2.59		2.59
C2	(331)	2.66		2.66
DE	(436)	2.33		2.33
Working full time	(664)	2.44		2.44
Not working full time	(484)	2.31		2.31
Health – good	(1,247)	2.47		2.47
Health – bad	(62)	2.75		2.75
Undertake physical exercise	(1,259)	2.46		2.46
Do not undertake physical exercise	(319)	2.78		2.78

Source: ICM Research

7.7 Smoking

Close to half (44%) of residents have ever smoked a cigarette, cigar or pipe, which marks no change since 2009. Similarly, there has been no significant change in the proportion who have ever smoked and continue to do so nowadays (51%).

However, the proportion of residents that smoke has fallen since last year. **In total, one fifth (22%) of the population of North Tyneside smoke, down from a quarter (25%) in 2009.**

The pattern of smoking behaviour varies significantly across the borough. Most notably, 18–24 year olds are the most likely to smoke, as are those in socio-economic group DE.

Smoking at all nowadays

Base: All North Tyneside residents aged 18+: 2008 (2,571), 2009 (2,551), 2010 (2,606)

		% Yes		
		2008	2009	2010
Total		26	25	22
Gender	Men	26	25	24
	Women	26	24	21
Age	18-24	34	31	33
	25-34	31	32	30
	35-54	29	25	23
	55-64	27	24	22
	65+	13	16	12
Socio-economic status	AB	14	14	11
	C1	19	18	17
	C2	30	24	21
	DE	39	38	35
Area	North East	20	21	17
	North West	23	23	21
	South East	33	28	27
	South West	27	25	25

Source: ICM Research

The proportion of smokers who would like to give up has fallen by four percentage points since last year (to 45%) although this is not statistically significant. Despite the well-publicised health risks associated with smoking, half (48%) of smokers do *not* want to quit (up from 44%).

There are less subgroup variations than previously on this question. 25–44 year olds are more likely to want to give up, while the over 65s are most resistant to the idea of quitting smoking.

Among those who would like to give up smoking, one-to-one support with an appointment and drop-in sessions without an appointment are the forms of smoking advice on the NHS people think would best meet their needs. Their preference would be to receive this support at their GP's surgery. The pattern of responses is generally consistent with the last two years.

Q47. Smoking advice and nicotine replacement therapy are provided free by the NHS in a number of different ways. Which one of the following ways would best meet your needs?

Base: All respondents who would like to give up smoking (2008 – 280; 2009 – 299; 2010 - 257)

	2008	2009	2010
	%	%	%
One-to-one support by appointment	34	39	30
Drop-in session without appointment	19	22	23
None	20	9	18
Don't know	10	10	14
Telephone advice	4	4	6
Group sessions	2	3	3
Do it myself/Will-power	6	6	2
Other	1	2	2
Chemist	1	0	1
Unspecified	-	3	-
Family/couple sessions	1	2	-
GP/Doctor's surgery	*	1	-
Through my work	-	1	-

Source: ICM Research

Q48. And which one of the following locations would best meet your needs?

Base: All respondents who would like to give up smoking (2008 – 280; 2009 – 299; 2010 – 257)

	2008	2009	2010
	%	%	%
General Practice (GP)/Doctor's	36	53	49
Community facility e.g. leisure centre, shopping centre	9	11	7
Community pharmacist	9	6	7
Telephone advice	2	4	5
Workplace	3	3	3
At home	2	1	3
Oxford Centre	0	1	-
Other	1	2	2
None	13	11	13
Don't know	25	8	13

Source: ICM Research

7.8 Body Mass Index

By asking residents their height and weight, it is possible to calculate residents' Body Mass Index (BMI) and classify them accordingly.

The table below shows that the overall BMI score in North Tyneside has stayed relatively consistent over the past couple of years and is slightly lower than the figures recorded for the country as a whole in the Health Survey for England. However, results must be treated with caution due to the different methodologies employed.⁴⁰

BMI	Classification	2008 %	2009 %	2010 %	England ⁴¹ %
< 25	Normal weight BMI	47	47	46	37
25 – 29.9	Overweight BMI	36	34	36	37
> 30	Obese BMI	17	19	17	25
Mean BMI		26	26	26	27

Source: ICM Research

Women continue to be significantly more likely than men to be of normal weight (54% compared to 39%). Similarly, as we have seen in previous years, four in ten men are overweight, compared to three in ten women.

BMI	Classification	2009		2010 ⁴²		England ⁴³	
		Male %	Female %	Male %	Female %	Male %	Female %
< 25	Normal weight BMI	39	55	39	54	33	41
25 – 29.9	Overweight BMI	40	27	42	30	42	32
> 30	Obese BMI	21	18	19	16	24	25
Mean BMI		26	26	27	25	27	27

Source: ICM Research

⁴⁰ While North Tyneside residents were asked to give their height and weight from memory, in the Health Survey for England, participants were weighed and measured at the time of the interview, giving a more accurate picture of their BMI. It is usually the case that people understate their height and weight.

⁴¹ Source: Health Survey for England 2008

⁴² Figures rebased to exclude those not giving an answer, to allow comparison

⁴³ Source: Health Survey for England 2008

The BMI varies considerably across the different age groups. The youngest cohort are the least likely to be obese (4%) and the most likely to be of normal weight (73%).

BMI	Classification	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
< 25	Normal weight BMI	73	56	44	38	38	42
25 – 29.9	Overweight BMI	22	29	39	39	40	41
> 30	Obese BMI	4	15	17	23	22	17
Mean BMI		23	25	26	27	27	26

Source: ICM Research

APPENDICES

Appendix 1: Guide to Statistical Reliability

The respondents to the questionnaire are only samples of the total "population", so we cannot be certain that the figures obtained are exactly those we would have if everybody in North Tyneside had been interviewed (the "true" values). We can, however, predict the variation between the sample results and the "true" values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval".

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
400 interviews	3	4	5
500 interviews	3	4	4
600 interviews (e.g. an area)	2	3	4
800 interviews	2	3	4
900 interviews	2	3	3
1,000 interviews	3	3	3
1,500 interviews	2	2	3
2,000 interviews	1	2	2
2,606 interviews (2010 sample size)	1	2	2

For example, with a sample of 2,606 where 30% give a particular answer, the chances are 19 in 20 that the "true" value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage points ($\pm 2\%$) from the sample result.

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

Size of samples compared	Differences required for percentage levels significance at or near these		
	10% or 90%	30% or 70%	50%
	±	±	±
100 and 100 (<i>i.e. comparing 2 wards</i>)	8	13#	14
100 and 200	7	11	12
200 and 200	6	9	10
250 and 400	5	7	8
200 and 400	5	8	9
600 and 600 (<i>i.e. comparing 2 areas</i>)	3	5	6
1,250 and 200	5	7	8
1,250 and 600	3	5	5
2,606 and 600 (<i>comparing total sample size with an area</i>)	3	4*	4
2,606 and 1,199 (<i>comparing total sample size with men</i>)	2	3	3
2,606 and 2,551 (<i>i.e. comparing total sample sizes for 2010 and 2009</i>)	2	3	3

* For example, when comparing a sample of 600 (an area) with the population of 2,606 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 4 percentage points (4±%) from the sample result.

When comparing two wards where each has a sample of 100 and where 30% give a particular answer, if we assume the “95% confidence interval, the “true” result will fall within the range of plus or minus 13 percentage points (13±%) from the sample result.

Comparing two wards

The survey has been designed to ensure a robust sample size at the aggregate, area and ward levels, with c.100 interviews conducted in each ward. However, it is important to bear in mind that when the sample was generated it was done with the whole of North Tyneside in mind. This therefore introduces ‘sample variation’ which needs to be taken into account when analysing the views of two different wards or comparing one ward with the borough overall. In other words, the sample points in each ward, taken in their entirety, reflect the whole of the borough but on their own may not necessarily be representative of the whole ward (although quotas within individual sample points do match the demographic profile of that particular point). Caution must be exercised when looking at results by ward in this and previous surveys.

Appendix 2: Guide to Socio-economic Definitions

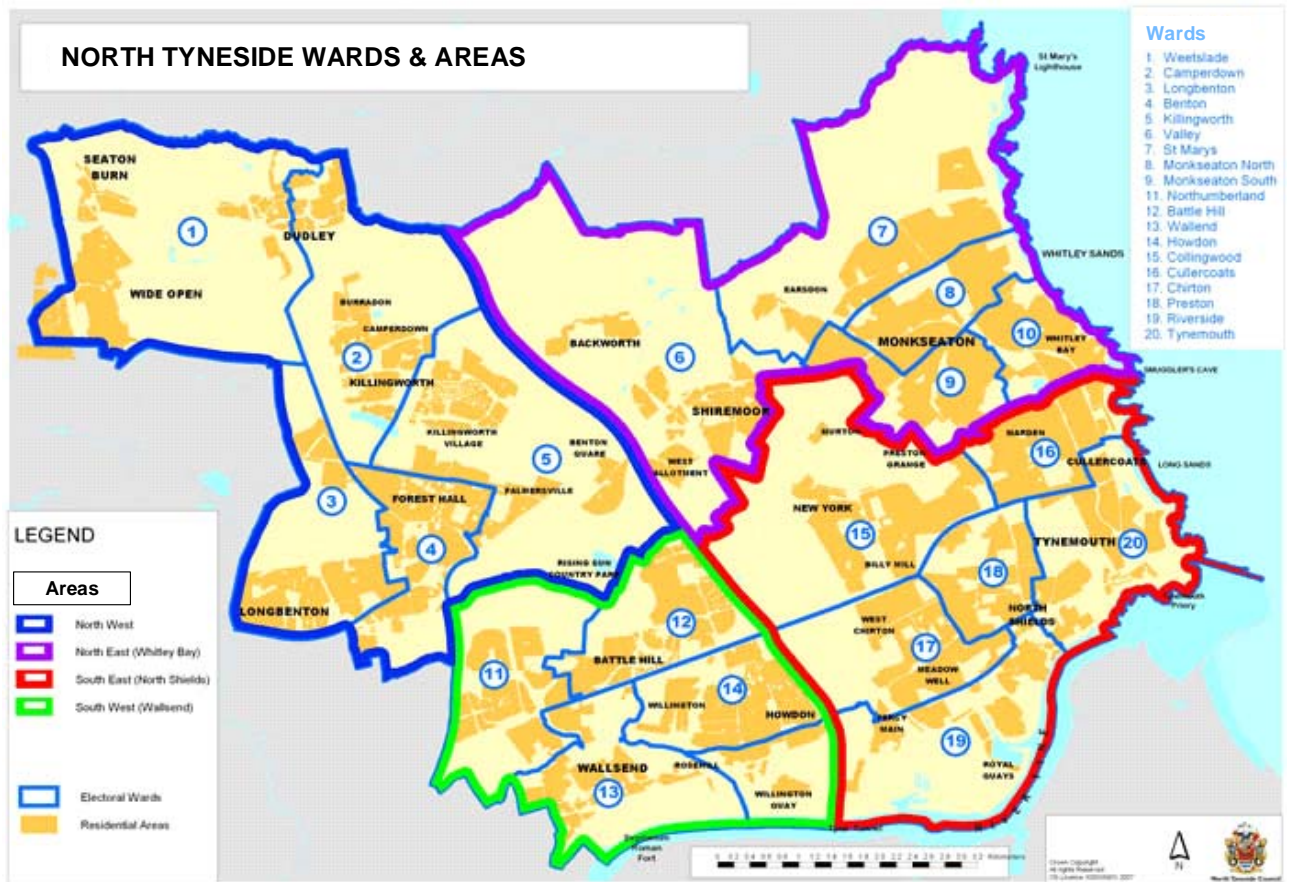
The grades detailed below are the socio-economic definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by ICM Research.

Social Grades		
	Social Class	Occupation of Chief Income Earner
A	Upper Middle Class	Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
B	Middle Class	People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.
C1	Lower Middle Class	All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.
C2	Skilled Working Class	Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.
D	Working Class	Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.
E	Those at the lowest levels of subsistence	Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income

Appendix 3: Sample Profile

		Number of people Unweighted	Unweighted %	Weighted %
Gender:	Total	2,606	100	100
	Male	1,199	46	48
	Female	1,407	54	52
Age:	18-24	247	9	11
	25-34	347	13	16
	35-44	433	17	18
	45-54	429	16	18
	55-59	190	7	7
	60-64	267	10	9
	65+	693	27	22
Socio-economic grade:	AB	485	19	19
	C1	695	27	28
	C2	528	20	20
	DE	878	34	23
	Refused	20	1	1
Area:	North East	651	25	23
	North West	654	25	25
	South West	548	21	21
	South East	735	28	30
Work Status:	Full time	924	35	43
	Part time	311	13	15
	Retired	863	33	26
	Other not working	508	19	15
Ethnicity:	White British	2,534	97	97
	Other	57	2	2
	Refused	15	1	1
Disability:		494	19	16
Household composition:	With children 0-17	841	32	35
	Without children 0-17	1,628	62	59
	Refused	137	5	6
Tenure:	Owner occupier	1,699	65	65
	Social renter	622	24	23
	Other	285	11	12

Appendix 4: Map of North Tyneside



Appendix 5: Satisfaction with Services (Users) – Base Sizes

Service	Base size (unweighted) - 2008	Base size (unweighted) - 2009	Base size (unweighted) - 2010	Percentage point at which data is reliable ($\pm\%$)	Percentage point difference between '09 & '10 to be statistically significant ($\pm\%$)
Door step recycling services	1,806	1,886	2,265	2	3
Beaches	1,248	1,425	1,423	3	4
Local libraries	1,309	1,312	1,308	3	4
Parks and open spaces/countryside sites	983	1,175	1,247	3	4
Swimming pools	795	923	954	3	5
Leisure centres	706	790	848	3	5
Other recycling on street (e.g. tip, supermarket bring sites) ⁴⁴	838	758	640	4	5
Playgrounds	483	623	623	4	6
Events	-	524	581	4	6
Primary/First schools	385	453	397	5	7
Theatres and arts venues	416	446	596	4	6
Secondary/Middle schools	286	371	318	6	7
Museums	311	333	393	5	7
Contact Call Centre (Telephone)	197	245	308	6	8
Nursery education	209	244	275	6	9
Council Housing Services	209	228	327	5	8
Community Centres	193	226	170	8	10
Adult education	220	215	206	7	10
Facilities for young people	132	149	142	8	11
Services to support older people to live in their own homes	154	133	128	9	12
Childcare provision (including after school clubs)	109	120	118	9	13
Services to support chronically sick/disabled people with mental health difficulties, to live at home	103	115	111	9	13
Customer Service Centre (In person)	117	89	129	9	14
Services to support vulnerable children, young people and families	44	41	43	15	21
Trading Standards/Consumer Advice/Protection	50	37	38	16	23
Special schools	33	31	29	18	29
Registrars' Service ⁴⁵	-	-	30	18	-

⁴⁴ Wording in 2008 was "Other recycling services"

⁴⁵ Asked for the first time in 2010 survey.

Appendix 6: Topline Findings



North Tyneside **NHS**
Primary Care Trust



North Tyneside Residents' Survey 2010

Final Topline Results

- Results are based on interviews with 2,606 residents aged 18+ across the Metropolitan Borough of North Tyneside.
- Interviews were carried out face-to-face, in home, across the Borough in 372 Output Areas between 15th February and 30th April 2010.
- A representative sample was interviewed, with quotas set by age, gender and work status. The sample was also stratified by ward to ensure a sufficient number of interviews in each of the 20 wards, enabling reliable comparisons by area. A minimum of 100 residents were interviewed in each ward.
- The data has been weighted by age, gender, work status and ward.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- Where available, results are benchmarked against the 2007 Residents' Survey undertaken by Ipsos MORI and the 2008 and 2009 Residents' Surveys carried out by ICM. The 2007, 2008 and 2009 studies use the same methodology as the 2010 survey.
- Results are based on all respondents (2,606) unless otherwise stated.
- An asterisk (*) represents a value of less than one half or one percent, but not zero.
- Study undertaken by ICM on behalf of North Tyneside Council and North Tyneside PCT.

Quality of Life

Q1. SHOWCARD Overall, how satisfied or dissatisfied are you with your local area as a place to live? SINGLE CODE ONLY.

	2007	2008	2009	2010
	%	%	%	%
Very satisfied	36	54	54	56
Fairly satisfied	48	34	32	31
Neither satisfied nor dissatisfied	6	6	6	7
Fairly dissatisfied	7	4	5	4
Very dissatisfied	3	3	3	2
Don't know	*	*	*	*
Satisfied	84	88	86	87
Dissatisfied	10	7	8	6
Net satisfied	+74	+81	+78	+81

Q2. SHOWCARD Taking everything into account, how satisfied or dissatisfied are you with the way the authority runs things? SINGLE CODE ONLY.

	2007	2008	2009	2010
	%	%	%	%
Very satisfied	8	23	28	24
Fairly satisfied	47	41	41	42
Neither satisfied nor dissatisfied	20	14	14	15
Fairly dissatisfied	16	10	9	9
Very dissatisfied	7	7	5	6
Don't know	2	5	4	3
Satisfied	55	64	69	66
Dissatisfied	23	17	14	16
Net satisfied	+32	+47	+54	+50

Q3. SHOWCARD Thinking generally, which of the things would you say are **most important** in making somewhere a good place to live? Just read out the letters that apply. MULTICODE UP TO FIVE.

Q4. SHOWCARD And thinking about this local area, which of the things, if any, do you think **most need improving**? MULTICODE UP TO FIVE.

	Q3. Most important ¹				Q4. Most need improving			
	2007 %	2008 %	2009 %	2010 %	2007 %	2008 %	2009 %	2010 %
The level of crime	52	52	50	47	26	17	14	9
Clean streets	47	49	49	45	33	21	18	20
Health services	34	35	32	31	9	7	4	4
Road and pavement repairs	24	21	20	30	41	27	34	52
Job prospects	17	25	25	29	15	9	14	13
Affordable decent housing	28	29	27	22	16	10	7	9
Activities for teenagers	27	28	26	22	41	31	27	22
Shopping facilities	33	26	30	21	15	10	14	12
Facilities for young children	26	27	26	21	29	19	19	16
Public transport	34	25	24	18	13	8	7	6
Education provision	29	24	21	18	5	3	3	4
Parks and open spaces	25	21	20	16	22	12	12	9
The level of traffic congestion	14	17	12	13	24	15	14	11
Sports, swimming pools and leisure facilities ²	15	13	16	11	17	10	9	5
Grounds maintenance (e.g. grass cutting/floral displays)	-	11	10	10	-	9	10	9
Cultural & community facilities (e.g. cinemas, libraries, theatres, museums) ³	7	6	10	8	11	5	6	4
Community activities	8	12	9	8	13	8	8	6
Wage levels and local cost of living	10	11	9	8	7	6	7	6
The level of pollution	8	8	7	8	5	5	3	2
Access to nature	6	8	8	6	3	2	1	1
Recycling ⁴	- ⁵	12	5	3	-	12	5	2
People/neighbours	-	5	3	3	-	*	1	*
Parking	-	1	1	1	-	3	4	3
Control of dog fouling pavements	-	*	*	1	-	1	2	3
Control of antisocial behaviour/gangs of youths	-	*	*	1	-	2	1	2
Race relations	4	1	1	1	3	1	*	1
Quiet area/peaceful	-	1	1	1	-	*	*	*
Control of speeding/traffic calming measures	-	*	*	*	-	1	1	2
Seafront/regeneration of seafront	-	*	-	*	-	1	3	1
Policing/visible presence of police on the streets	-	*	*	*	-	1	*	1
Street lighting	-	*	*	*	-	1	*	1
Control of rubbish/fly tipping	-	*	*	0	-	1	1	1
None of these	*	*	1	2	3	9	11	9
Don't know	2	2	2	2	1	6	4	4

¹ Please see computer tables for full responses.

² Wording in 2007 and 2008 was "Sports and leisure facilities"

³ Wording in 2007 and 2008 was "Cultural facilities (e.g. cinemas, museums)"

⁴ Wording in 2007 and 2008 was "Recycling facilities"

⁵ Hyphen ("-") indicates new code created in 2008.

Q5. **Would you say this neighbourhood is a place where neighbours look out for each other?**
SINGLE CODE ONLY.

	2007	2008	2009	2010
	%	%	%	%
Yes, definitely	40	43	45	48
Yes, to some extent	41	39	39	36
No	16	14	12	11
Just moved here	2	2	2	2
Don't know	1	3	2	3

Q6. SHOWCARD **Thinking about your local area, to what extent do you agree or disagree that ...**
READ OUT EACH. SINGLE CODE EACH

			Definit- ely agree	Tend to agree	Tend to disagree	Definit- ely disagree	Don't know/no opinion	Too few people in the local area	All the same back- ground
a) ...this local area is a place where people from different backgrounds get on well together	2007	%	14	50	9	4	13	1	10
	2008	%	25	40	5	4	10	4	12
	2009	%	23	44	6	4	10	3	10
	2010	%	22	35	4	4	12	7	16
b) ... you can influence decisions affecting your local area	2007	%	6	26	31	19	18	n/a	n/a
	2008	%	4	23	22	31	21	n/a	n/a
	2009	%	4	23	23	29	21	n/a	n/a
	2010	%	5	20	20	35	21	n/a	n/a
c) ... you feel like an outsider (or left out of things)	2008	%	3	8	15	67	7	n/a	n/a
	2009	%	3	7	18	65	6	n/a	n/a
	2010	%	2	7	16	70	6	n/a	n/a
d) ... you make friends and social contacts easily	2008	%	40	48	7	3	3	n/a	n/a
	2009	%	46	43	7	3	2	n/a	n/a
	2010	%	40	45	9	4	3	n/a	n/a
e) ... you feel like you belong	2008	%	47	42	5	3	3	n/a	n/a
	2009	%	56	35	5	3	1	n/a	n/a
	2010	%	54	36	5	3	3	n/a	n/a
f) ... you feel happy living in North Tyneside	2008	%	53	41	3	2	2	n/a	n/a
	2009	%	62	32	3	2	1	n/a	n/a
	2010	%	60	33	4	2	2	n/a	n/a
g) ... you feel lonely and isolated	2008	%	1	5	12	76	6	n/a	n/a
	2009	%	1	4	14	76	4	n/a	n/a
	2010	%	1	4	13	77	5	n/a	n/a

- Q7. **During the last 12 months have you worked as a volunteer? IF YES For how many hours per week on average?**
PLEASE NOTE THAT THE AVERAGE SHOULD BE FOR THE WHOLE YEAR NOT JUST FOR ANY PERIOD IN WHICH THE RESPONDENT MIGHT HAVE WORKED. SINGLE CODE ONLY.

Base: All who have volunteered

	2007	2008	2009	2010
Yes, have volunteered	% 12	% 9	% 8	% 9
<i>Base</i>	(297)	(220)	(220)	(226)
	%	%	%	%
Less than 1 hour	22	15	17	9
1 -2 hours	26	32	26	34
3 – 4 hours	25	20	25	18
5 – 10 hours	19	16	19	19
11 – 20 hours	5	7	4	6
More than 20 hours	4	10	9	13

- Q8. **SHOWCARD. And in the last 12 months, have you given unpaid help to any groups, clubs or organisations in any of the following ways? MULTICODE**

	2008	2009	2010
Raising or handling money/taking part in sponsored events	% 4	% 6	% 4
Organising or helping to run an activity or event	4	6	4
Other practical help (e.g. helping out at school, shopping)	5	4	3
Leading the group/member of a committee	3	3	3
Visiting people	3	3	3
Giving unpaid time to support sports activities (e.g. football training)	0	2	2
Giving advice/information/counselling	1	2	2
Secretarial, admin or clerical work	1	2	1
Providing transport/driving	2	2	1
Befriending or mentoring people	1	2	1
Campaigning	1	1	1
Representing	1	1	1
Any other help	3	3	3
No/None	79	72	81
Don't know/can't remember	6	10	3

Crime and Antisocial Behaviour

We'd now like to ask you a few questions about crime and community safety in your local area.

Q9. a) How safe or unsafe do you feel outside in North Tyneside after dark? SINGLE CODE ONLY.

b) How safe or unsafe do you feel when outside in North Tyneside during the day? SINGLE CODE ONLY.

	a) After dark				b) During the day?			
	2007 %	2008 %	2009 %	2010 %	2007 %	2008 %	2009 %	2010 %
Very safe	13	31	37	42	52	75	76	80
Fairly safe	42	30	28	28	42	20	20	17
Neither safe nor unsafe	12	7	9	8	3	1	2	2
Fairly unsafe	18	11	11	7	3	2	1	1
Very unsafe	12	15	11	8	1	1	*	*
Don't know	2	6	5	6	*	1	1	1
Safe	55	61	65	70	94	95	96	97
Unsafe	30	26	22	16	4	3	2	1
Net safe	+25	+35	+43	+54	+90	+92	+94	+96

Q10. SHOWCARD **Thinking about this local area, how much of a problem do you think the following are...?** READ OUT EACH. ROTATE ORDER. SINGLE CODE EACH

			A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Don't know/ no opinion
a)	...parents not taking responsibility for the behaviour of their children	2007	% 18	28	28	23	3
		2008	% 17	18	20	42	3
		2009	% 13	18	20	46	2
		2010	% 13	15	16	53	3
b)	...people not treating other people with respect and consideration	2007	% 12	26	35	25	2
		2008	% 13	17	21	47	2
		2009	% 10	14	23	50	2
		2010	% 10	15	16	57	2
c)	... noisy neighbours or loud parties	2007	% 4	8	26	59	2
		2008	% 4	6	19	71	1
		2009	% 4	5	18	71	1
		2010	% 4	5	14	76	2
d)	... teenagers hanging around on the streets	2007	% 16	28	31	23	1
		2008	% 16	17	23	43	1
		2009	% 14	16	25	45	1
		2010	% 12	15	19	53	1
e)	... rubbish and litter lying around	2007	% 16	28	37	18	1
		2008	% 14	20	22	44	1
		2009	% 11	19	24	45	1
		2010	% 12	19	18	49	1
f)	... people being drunk or rowdy in public spaces	2007	% 8	16	35	38	2
		2008	% 8	11	21	59	1
		2009	% 6	10	22	61	1
		2010	% 6	10	15	67	3
g)	... abandoned or burnt out cars	2007	% 1	3	20	72	3
		2008	% 1	2	10	85	2
		2009	% 1	1	12	84	2
		2010	% 1	1	7	87	5
h)	... vandalism, graffiti and other deliberate damage to property or vehicles	2007	% 9	25	37	27	2
		2008	% 8	11	19	61	2
		2009	% 7	12	20	60	1
		2010	% 6	10	15	68	2
i)	... people being attacked because of their skin colour, ethnic origin or religion	2007	% 2	4	25	63	6
		2008	% 1	2	9	80	7
		2009	% 1	2	12	82	3
		2010	% *	1	7	84	7
j)	... people using or dealing drugs	2007	% 10	17	27	36	10
		2008	% 6	7	12	64	11
		2009	% 5	6	12	68	8
		2010	% 4	6	8	71	11

Views towards Council Services

We'd now like to ask you a few questions about council services in your area.

Q11. SHOWCARD Which of these services, if any, do you or other members of your household use or benefit from? Please read out all the letters that apply. MULTICODE OK.

	2007 %	2008 %	2009 %	2010 %
CARE SERVICES				
Services to support older people to live in their own homes	-	5	5	4
Services to support chronically sick/disabled people and people with mental health difficulties to live at home	4	4	4	4
Services to support vulnerable children, young people and families	2	2	2	2
CULTURAL, SPORT AND LEISURE SERVICES				
Beaches	54	51	58	57
Local libraries	49	50	51	50
Parks and open spaces/countryside sites	45	39	48	50
Swimming pools	35	33	38	39
Leisure centres	26	29	32	35
Playgrounds	15	21	25	26
Events (e.g. Mouth of the Tyne, Boxing Day Run, Fireworks display)	N/A	N/A	22	24
Theatres and arts venues	21	16	18	23
Museums	12	12	13	16
Community centres	9	7	9	7
Facilities for young people (e.g. youth clubs)	5	5	6	6
CHILDREN & YOUNG PEOPLE'S SERVICES:				
Primary/First schools	18	17	19	17
Secondary/Middle schools	14	12	16	13
Nursery education	9	9	10	11
Adult education	10	9	9	8
Childcare provision (including after school clubs)	6	5	5	5
Special schools	1	1	1	1
STREETCARE SERVICES:				
Door step recycling services	66	69	73	87
Other recycling on street (e.g. tip, supermarket bring sites) ⁶	31	33	30	25
OTHER COUNCIL SERVICES:				
Contact Call Centre (telephone)	10	7	9	12
Council Housing Services	13	11	8	12
Customer Service Centre (in person)	8	4	4	5
Trading Standards/Consumer advice/protection	4	2	1	1
Registrars' Service	n/a	n/a	n/a	1
None of these	3	6	4	2
Don't know	*	*	*	*

⁶ Wording in 2007 and 2008 was "Other recycling services"

Q12. SHOWCARD I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area? READ OUT EACH. ROTATE ORDER. SINGLE CODE ONLY FOR EACH.

Base: All respondents (2,606)

			Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know	
a)	Services to support older people to live in their own homes	2007	%	-	-	-	-	-	
		2008	%	5	14	14	2	1	64
		2009	%	5	9	14	1	1	70
		2010	%	6	11	15	1	*	67
b)	Services to support chronically sick/disabled people and people with mental health difficulties to live at home	2007	%	-	-	-	-	-	
		2008	%	4	11	15	1	1	68
		2009	%	5	8	15	1	1	72
		2010	%	5	8	15	1	1	70
c)	Services to support vulnerable children, young people and families	2007	%	3	13	32	4	2	46
		2008	%	2	10	15	1	1	70
		2009	%	3	5	16	1	*	75
		2010	%	3	6	16	*	*	75
d)	Local libraries	2007	%	26	45	12	4	1	13
		2008	%	30	34	12	2	1	21
		2009	%	35	26	13	2	1	23
		2010	%	33	26	12	2	1	27
e)	Leisure centres	2007	%	10	35	20	10	5	19
		2008	%	17	30	15	6	4	27
		2009	%	24	23	15	3	2	32
		2010	%	23	25	13	2	1	35
f)	Swimming pools	2007	%	10	33	20	10	10	17
		2008	%	16	28	15	6	7	27
		2009	%	23	24	16	4	2	30
		2010	%	26	25	2	3	1	33
g)	Museums	2007	%	6	23	33	8	5	24
		2008	%	11	24	20	4	3	39
		2009	%	14	15	22	2	2	45
		2010	%	19	16	19	2	1	48
h)	Theatres and arts venues	2007	%	8	31	27	10	5	20
		2008	%	11	24	20	5	3	37
		2009	%	14	17	21	3	3	42
		2010	%	18	21	16	2	1	42
i)	Parks and open spaces/countryside sites	2007	%	11	48	14	15	7	5
		2008	%	18	36	14	8	6	18
		2009	%	27	34	10	5	4	19
		2010	%	25	35	10	6	2	22
j)	Beaches	2007	%	31	50	8	3	2	5
		2008	%	30	44	9	3	1	13
		2009	%	38	34	10	2	1	14
		2010	%	33	37	10	2	1	17
k)	Playgrounds	2007	%	4	25	28	14	9	21
		2008	%	6	21	17	9	9	38
		2009	%	11	17	17	6	6	42
		2010	%	11	18	14	5	5	48
l)	Facilities for young people (e.g. youth clubs)	2007	%	1	11	22	25	19	22
		2008	%	2	10	17	15	16	41
		2009	%	3	7	18	11	12	48
		2010	%	2	7	14	11	11	55
m)	Community centres	2007	%	3	21	31	13	8	24
		2008	%	5	22	18	5	4	46
		2009	%	8	14	19	5	6	48
		2010	%	3	10	17	7	8	56

Q12. SHOWCARD I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area? READ OUT EACH. ROTATE ORDER. SINGLE CODE ONLY FOR EACH.

Base: All respondents (2,606)

			Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know	
n)	Events (e.g. Mouth of the Tyne, Boxing Day Run, Fireworks display)	2009	%	22	25	15	2	1	34
		2010	%	18	22	13	2	3	42
	Childcare provision (including after school clubs)	2007	%	7	19	32	4	2	36
		2008	%	5	14	19	4	3	55
		2009	%	6	8	18	1	1	64
		2010	%	5	8	15	1	2	70
o)	Nursery education	2007	%	13	27	24	1	1	33
		2008	%	9	20	17	1	1	53
		2009	%	12	12	16	*	*	59
		2010	%	9	12	13	*	*	65
p)	Primary/First schools	2007	%	18	33	19	1	1	28
		2008	%	12	22	16	1	1	48
		2009	%	16	14	14	*	*	55
		2010	%	12	15	12	*	*	61
q)	Secondary/Middle schools	2007	%	12	32	22	3	1	30
		2008	%	9	22	17	1	1	51
		2009	%	11	15	15	1	*	58
		2010	%	8	14	13	*	1	63
r)	Adult education	2007	%	11	33	24	3	1	28
		2008	%	10	21	17	1	1	51
		2009	%	11	12	16	1	*	59
		2010	%	8	12	14	1	1	65
s)	Special schools	2007	%	6	18	31	3	1	41
		2008	%	3	12	20	1	1	64
		2009	%	3	5	18	*	*	75
		2010	%	2	4	14	*	*	80
t)	Door step recycling services	2007	%	24	44	8	11	8	5
		2008	%	22	39	9	10	11	8
		2009	%	35	35	8	8	6	8
		2010	%	51	37	5	1	*	5
u)	Other recycling on street (e.g. tip, supermarket bring sites) ⁷	2007	%	18	46	14	7	3	12
		2008	%	20	41	13	5	7	14
		2009	%	30	32	13	2	1	22
		2010	%	32	34	11	1	*	22
v)	Grounds maintenance (e.g. grass cutting/floral displays)	2007	%	-	-	-	-	-	-
		2008	%	14	39	18	10	7	13
		2009	%	23	41	13	12	5	6
		2010	%	25	37	14	9	4	11
w)	Graffiti removal service	2007	%	-	-	-	-	-	-
		2008	%	8	28	26	5	3	30
		2009	%	15	22	23	6	2	32
		2010	%	13	24	23	4	2	34
x)	Street lighting	2007	%	35	47	5	8	4	*
		2008	%	34	44	8	5	4	5
		2009	%	47	35	9	6	2	1
		2010	%	47	38	7	4	2	2
y)	Road maintenance	2007	%	8	37	13	25	16	1
		2008	%	16	39	12	15	13	5
		2009	%	16	29	13	21	19	1
		2010	%	9	15	8	24	41	2

⁷ Wording in 2007 and 2008 was "Other recycling services"

Q12. SHOWCARD I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area? READ OUT EACH. ROTATE ORDER. SINGLE CODE ONLY FOR EACH.

Base: All respondents (2,606)

			Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know	
z)	Pavement maintenance	2007	%	5	34	12	29	19	1
		2008	%	15	37	12	17	15	5
		2009	%	14	28	11	24	21	1
		2010	%	9	20	10	26	33	2
ab)	Street cleaning	2007	%	11	47	11	19	11	1
		2008	%	20	40	15	11	9	5
		2009	%	27	39	13	13	7	2
		2010	%	24	38	11	14	11	3
ac)	Refuse collection	2007	%	40	48	5	4	2	1
		2008	%	32	48	9	4	2	4
		2009	%	47	42	6	3	1	1
		2010	%	49	43	3	2	1	3
ad)	Trading Standards/ Consumer advice/ protection	2007	%	5	20	36	2	1	36
		2008	%	5	14	20	1	2	58
		2009	%	5	7	22	1	*	65
		2010	%	3	6	19	*	*	72
ae)	Council Housing Services	2007	%	5	17	32	5	5	36
		2008	%	5	15	19	2	3	56
		2009	%	5	10	20	2	1	62
		2010	%	3	12	16	2	2	64
af)	Contact Call Centre (telephone)	2007	%	7	26	30	5	3	29
		2008	%	4	14	20	2	3	57
		2009	%	7	13	19	2	1	58
		2010	%	4	12	16	3	3	62
ag)	Customer Service Centre (in person)	2007	%	6	20	33	2	2	37
		2008	%	3	12	20	1	2	61
		2009	%	5	8	20	1	1	65
		2010	%	3	7	17	1	1	71
ah)	Registrars' Service	2010	%	3	5	18	*	*	74

Q12b. SHOWCARD I am going to read out a number of different types of services that are provided in North Tyneside. Using this card, I would like you to tell me how satisfied or dissatisfied you are with the way in which each of these services is provided in your local area? READ OUT EACH. ROTATE ORDER. SINGLE CODE FOR EACH.

Base: Respondents who have used each service

				Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know	
		<i>Base</i>								
a)	Services to support older people to live in their own homes ⁸	2007	(121)	%	36	32	17	3	4	8
		2008	(154)	%	42	44	4	2	2	5
		2009	(133)	%	55	32	6	3	1	3
		2010	(128)	%	47	36	6	6	1	5
b)	Services to support chronically sick/disabled people and people with mental health difficulties to live at home	2007	-	%	-	-	-	-	-	-
		2008	(103)	%	43	42	2	0	2	11
		2009	(115)	%	44	36	7	3	3	8
		2010	(111)	%	49	31	5	3	3	9
c)	Services to support vulnerable children, young people and families	2007	(56)	%	16	32	21	13	9	10
		2008	(44)	%	32	36	3	0	9	19
		2009	(41)	%	47	28	11	4	2	8
		2010	(43)	%	39	35	9	5	2	11
d)	Local libraries	2007	(1,215)	%	39	51	4	3	*	2
		2008	(1,309)	%	48	39	8	2	*	2
		2009	(1,312)	%	57	32	6	3	1	2
		2010	(1,308)	%	58	34	5	2	*	1
e)	Leisure centres	2007	(640)	%	19	52	11	9	4	3
		2008	(706)	%	37	44	7	7	4	2
		2009	(790)	%	52	33	7	4	2	3
		2010	(848)	%	50	40	5	2	*	1
f)	Swimming pools	2007	(870)	%	19	51	8	11	8	2
		2008	(795)	%	35	44	7	7	5	2
		2009	(923)	%	47	38	5	5	2	2
		2010	(954)	%	53	38	5	3	1	1
g)	Museums	2007	(310)	%	19	44	20	7	4	6
		2008	(311)	%	38	45	11	2	2	3
		2009	(333)	%	48	37	8	3	2	3
		2010	(393)	%	50	41	5	2	1	2
h)	Theatres and arts venues	2007	(530)	%	19	52	15	11	2	2
		2008	(416)	%	33	46	9	6	2	3
		2009	(446)	%	44	36	8	5	3	4
		2010	(596)	%	55	37	4	2	1	2
i)	Parks and open spaces/countryside sites	2007	(1,120)	%	16	56	9	14	4	1
		2008	(983)	%	32	44	7	9	7	2
		2009	(1,175)	%	41	40	6	7	4	1
		2010	(1,247)	%	41	42	6	7	2	1
j)	Beaches	2007	(1,342)	%	39	53	3	3	1	*
		2008	(1,248)	%	44	46	5	3	1	1
		2009	(1,425)	%	53	38	5	2	1	1
		2010	(1,423)	%	48	44	5	2	1	1

⁸ 2007 wording: Services for elderly people (e.g. home helps, meals on wheels etc)

k)	Playgrounds	2007	(360)	%	9	44	13	21	11	2
		2008	(483)	%	16	41	11	14	15	3
		2009	(623)	%	29	38	9	11	10	3
		2010	(623)	%	35	42	8	6	6	3
l)	Facilities for young people (e.g. youth clubs)	2007	(117)	%	4	32	15	26	22	2
		2008	(132)	%	13	24	12	21	20	10
		2009	(149)	%	20	31	16	17	10	6
		2010	(142)	%	20	37	14	17	7	5
m)	Community centres	2007	(211)	%	13	47	21	8	6	5
		2008	(193)	%	21	47	16	3	2	11
		2009	(226)	%	43	37	10	3	2	4
		2010	(170)	%	23	52	9	6	6	5
n)	Events	2009	(524)	%	50	41	5	1	1	2
		2010	(581)	%	47	43	5	1	1	4
o)	Childcare provision (including after school clubs)	2007	(150)	%	24	46	14	7	2	8
		2008	(109)	%	35	41	8	4	2	10
		2009	(120)	%	51	35	6	3	1	4
		2010	(118)	%	47	34	6	1	4	8
p)	Nursery education	2007	(209)	%	46	42	6	2	*	3
		2008	(209)	%	43	42	8	*	2	4
		2009	(244)	%	55	35	5	2	0	3
		2010	(275)	%	51	39	6	1	1	3
q)	Primary/First schools	2007	(442)	%	44	45	4	3	2	2
		2008	(385)	%	47	39	6	2	2	4
		2009	(453)	%	57	36	4	1	*	2
		2010	(397)	%	52	38	5	1	1	2
r)	Secondary/Middle schools	2007	(336)	%	36	49	6	4	2	3
		2008	(286)	%	37	44	11	2	1	5
		2009	(371)	%	45	42	7	1	*	5
		2010	(318)	%	38	46	7	*	3	5
s)	Adult education	2007	(253)	%	28	51	11	3	2	4
		2008	(220)	%	39	42	9	3	1	6
		2009	(215)	%	49	30	8	2	1	10
		2010	(206)	%	42	40	6	2	3	7
t)	Special schools	2007	(34)	%	43	35	9	8	3	3
		2008	(33)	%	37	35	7	4	8	9
		2009	(31)	%	37	45	8	2	0	8
		2010	(29)	%	58	25	2	-	7	7
u)	Door step recycling services	2007	(1,652)	%	30	48	6	10	5	1
		2008	(1,806)	%	27	43	8	10	9	3
		2009	(1,888)	%	43	41	5	6	3	3
		2010	(2,265)	%	56	37	3	1	*	3
v)	Other recycling services	2007	(776)	%	27	54	8	7	2	2
		2008	(838)	%	30	46	9	7	6	3
		2009	(758)	%	43	42	10	3	1	3
		2010	(640)	%	50	38	7	1	*	4
w)	Trading Standards/Consumer advice/protection	2007	(95)	%	30	36	17	6	6	4
		2008	(50)	%	31	40	11	2	3	13
		2009	(37)	%	25	36	23	3	2	10
		2010	(38)	%	20	57	11	4	5	3

x)	Council Housing Services	2007	(336)	%	16	37	12	14	14	6
		2008	(299)	%	23	46	12	6	6	7
		2009	(228)	%	35	41	7	9	4	4
		2010	(327)	%	20	44	17	9	6	5
y)	Contact Call Centre (telephone)	2007	(255)	%	22	54	9	7	5	4
		2008	(197)	%	23	46	11	4	7	9
		2009	(245)	%	26	47	8	6	4	10
		2010	(308)	%	22	38	14	9	10	7
z)	Customer Service Centre (in person)	2007	(211)	%	22	45	12	8	6	7
		2008	(117)	%	28	45	14	4	4	5
		2009	(89)	%	28	49	6	7	3	7
		2010	(129)	%	22	36	20	3	7	12
bb)	Registrars' Service	2010	(30)	%	28	45	20	4	0	3

Q13. Do you or other members of your household use children's playgrounds? IF YES How long, on average, would you say you use children's playgrounds? SINGLE CODE.

	2008	2009	2010
	%	%	%
None	75	71	71
Less than 1 hour	9	7	8
1-2 hours	11	14	14
3-4 hours	2	5	4
5-6 hours	*	2	1
7-8 hours	*	*	*
More than 8 hours	*	*	*
Don't know	2	1	1

Q14. On the whole, would you say that access to children's playgrounds has got better, got worse, or stayed the same in the last 12 months? SINGLE CODE

Base: All those who use playgrounds

	2008	2009	2010
Base:	(551)	(706)	(694)
	%	%	%
Got better	26	38	44
Stayed the same	44	44	41
Got worse	23	15	10
Don't know	7	4	4

Q15. **On the whole, for each of the following services I am going to read out, would you say that the provision has got better, got worse, or stayed the same in the last 12 months?**
 READ OUT

			Got better	Stayed the same	Got worse	Don't know	
a)	Children's playgrounds	2008	%	9	27	16	48
		2009	%	15	24	9	52
		2010	%	19	22	7	52
b)	Local libraries	2008	%	14	55	4	27
		2009	%	17	47	3	33
		2010	%	20	45	2	33
c)	Leisure centres	2008	%	14	44	11	32
		2009	%	21	35	4	40
		2010	%	25	35	2	39
d)	Swimming pools	2008	%	15	41	13	31
		2009	%	22	36	6	36
		2010	%	27	35	2	36
e)	Museums	2008	%	5	48	4	43
		2009	%	5	38	3	55
		2010	%	10	37	1	52
f)	Theatres & arts venues	2008	%	8	44	7	42
		2009	%	6	37	5	51
		2010	%	22	31	1	45
g)	Parks and open spaces/countryside sites	2008	%	13	53	13	20
		2009	%	17	52	9	23
		2010	%	19	52	5	25
h)	Beaches	2008	%	17	59	6	18
		2009	%	16	61	4	19
		2010	%	18	57	3	22

Council Image

Q16. SHOWCARD I am going to read out a list of statements about North Tyneside Council and I would like you to tell me, from this card, how strongly you agree or disagree with each. READ OUT EACH. ROTATE ORDER. SINGLE CODE ONLY FOR EACH.

			Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ no opinion
a)	The quality of Council services is good overall	2007	% 6	51	23	14	5	2
		2008	% 14	49	16	11	6	5
		2009	% 15	49	19	9	3	5
		2010	% 14	51	18	9	4	4
b)	The Council is too remote and impersonal	2007	% 11	33	25	22	4	5
		2008	% 10	23	21	28	6	11
		2009	% 8	23	23	31	5	11
		2010	% 10	23	26	24	5	12
c)	The Council gives residents good value for money	2007	% 3	30	26	25	12	3
		2008	% 6	36	21	17	12	8
		2009	% 8	35	24	17	9	8
		2010	% 6	34	25	17	9	8
d)	The Council treats all parts of North Tyneside equally	2007	% 2	18	16	28	30	6
		2008	% 6	21	14	19	23	17
		2009	% 6	20	15	22	21	16
		2010	% 5	18	14	20	25	18
e)	North Tyneside Council rarely takes residents' views into consideration when making decisions which affect them	2007	% 13	32	25	18	5	7
		2008	% 14	23	24	18	6	15
		2009	% 9	25	26	19	4	17
		2010	% 10	25	23	17	5	20
f)	The Council is working to make the area cleaner and greener	2007	% -	-	-	-	-	-
		2008	% 10	43	23	7	5	11
		2009	% 13	47	23	6	2	9
		2010	% 13	46	21	6	4	9

Contacting the Council

Q17. Have you contacted North Tyneside Council with an enquiry or about a problem over the last year or so? SINGLE CODE ONLY

	2007	2008	2009	2010
Yes	% 47	% 36	% 37	% 35
No	52	63	62	64
Don't know	*	*	*	*

And when you last contacted the Council, did you find staff there . . . ? READ OUT

Base: All those who have contacted the Council in the last 12 months.

		2007	2008	2009	2010
	<i>Base:</i>	(1,192)	(930)	(964)	(934)
		%	%	%	%
Q18.	Helpful	76	73	71	65
or	Unhelpful	20	22	23	27
	Neither/don't know	4	5	6	8
Q19.	Quick but not hurried	65	60	59	51
or	Slow in dealing with your query/ enquiry	28	29	32	40
	Neither/don't know	7	11	9	9
Q20.	Efficient	68	62	61	56
or	Inefficient	27	30	30	35
	Neither/don't know	5	8	8	9
Q21.	Able	69	63	63	59
or	Unable to deal with your query/ enquiry	26	29	29	33
	Neither/don't know	5	8	8	8
Q22.	Able to offer sufficient privacy	-	29	30	25
	Unable to offer sufficient privacy	-	6	5	6
or	Did not need/request privacy	-	52	54	52
	Neither/don't know	-	13	11	17

Q23. Was getting hold of the right person...? READ OUT SINGLE CODE ONLY

Base: All those who have contacted the Council in the last 12 months

		2007	2008	2009	2010
	<i>Base:</i>	(1,192)	(930)	(964)	(934)
		%	%	%	%
	Easy	68	72	66	63
	Difficult	26	24	29	32
	Neither/don't know	5	4	5	5

Q24. **And were you satisfied or dissatisfied with the final outcome?** READ OUT. SINGLE CODE ONLY

Base: All those who have contacted the Council in the last 12 months

	2007	2008	2009	2010
Base:	(1,192)	(930)	(964)	(934)
	%	%	%	%
Satisfied	58	54	54	47
Dissatisfied	23	21	17	23
Still on-going/not resolved	18	23	28	27
Neither/don't know	1	2	2	2

Information & Communications

Q25. SHOWCARD Overall, how well informed do you think North Tyneside Council keeps residents about the services and benefits it provides? READ OUT

	2007	2008	2009	2010
	%	%	%	%
Very well informed	12	25	27	26
Fairly well informed	56	49	45	46
Not very well informed	22	11	13	11
Not well informed at all	7	7	7	7
Don't know	4	7	8	10
Informed	68	74	72	73
Not informed	29	18	20	17
Net informed	+39	+56	+52	+55

Q26. SHOWCARD **And how well informed do you feel about each of the following?**
 READ OUT EACH. ROTATE ORDER. SINGLE CODE EACH.

			Very well informed	Fairly well informed	Not very well informed	Not well informed at all	Don't know
a)	How to pay bills to the Council	2007	% 27	50	12	4	6
		2008	% 38	42	6	4	9
		2009	% 39	37	6	5	12
		2010	% 44	41	4	2	8
b)	How and where to register to vote	2007	% 38	46	8	3	4
		2008	% 43	42	5	3	7
		2009	% 44	38	5	5	9
		2010	% 47	40	4	2	7
c)	How you can get involved in local decision making	2007	% 8	35	35	15	6
		2008	% 19	37	18	12	14
		2009	% 20	30	20	16	15
		2010	% 18	33	17	16	16
d)	How to complain to the Council	2007	% 13	45	25	11	5
		2008	% 23	43	14	9	11
		2009	% 26	37	15	11	11
		2010	% 25	39	13	10	13
e)	What the Council spends its money on	2007	% 5	34	35	21	5
		2008	% 14	38	20	16	12
		2009	% 17	38	20	15	11
		2010	% 14	35	21	17	14
f)	What standard of service you should expect from the Council	2007	% 7	40	32	14	5
		2008	% 15	41	18	14	12
		2009	% 19	36	20	14	11
		2010	% 13	36	19	16	15
g)	Whether the Council is delivering on its promises	2007	% 4	34	38	17	7
		2008	% 12	35	23	16	14
		2009	% 15	32	23	16	14
		2010	% 11	32	21	19	17
h)	What the Council is doing to tackle anti-social behaviour in your local area	2007	% 5	36	34	17	8
		2008	% 13	38	19	15	14
		2009	% 16	35	19	15	15
		2010	% 12	34	19	17	18
i)	How well the Council is performing	2007	% 5	41	34	14	6
		2008	% 11	40	20	16	13
		2009	% 16	37	20	13	13
		2010	% 12	35	20	17	16

Q27. SHOWCARD From which sources on this card, if any, do you currently obtain most of your information about North Tyneside Council and the services it provides? Just read out the letter or letters that apply. MULTICODE OK

	2007	2008	2009	2010
	%	%	%	%
The Council's magazine – "Widening Horizons" ⁹	61	58	62	63
News Guardian newspaper	47	26	38	30
Friends/Neighbours	28	24	21	21
Other local/regional newspapers	18	23	20	15
Television	19	12	12	15
Newsletters from political parties	32	16	18	14
A – Z of Council services booklet	13	11	16	12
Chronicle Extra newspaper	-	22	31	11
The Internet/the Council's website	12	5	11	10
Leaflets and notice boards in Council offices	11	4	4	6
Leaflets/leaflets through door	-	3	4	6
Information and notice boards in libraries	12	6	7	5
National newspapers	12	5	6	5
Contact with Council staff	6	4	4	4
Posters	9	3	5	3
Contact Centre (by phone)	3	2	9	2
Public meetings run by Council	3	2	2	2
Customers Service Centre (in person)	3	2	4	1
Contact with elected Councillors	5	2	2	1
Newsletter (unspecified)	-	1	2	1
Tenants/Residents Associations	4	2	1	1
Area meetings e.g. Area forums/state of area events	3	1	1	1
Citizens Advice Bureau	3	1	1	1
Public meetings run by other organisations	2	1	1	1
Letters from Council	-	1	1	1
Other	2	1	*	1
None of these	2	6	4	4
Don't know	1	3	2	3

Please see computer tables for answers of less than one percent but greater than zero (*).

⁹ The Council's magazine used to be called "What's On" (data for 2007 refers to this name). It was then renamed "Up Close" (2008 and 2009 data refers to this name).

Council's Magazine: "Widening Horizons"

To keep residents informed about the issues affecting the Borough and the activities of the Council, North Tyneside Council produces a magazine called "Widening Horizons" regularly distributed to households throughout the Borough. SHOW COPY OF COUNCIL MAGAZINE.

Q28. Do you remember seeing a copy of the Council's "Widening Horizons" magazine in the last three months? (It can be this copy or a previous copy) SINGLE CODE ONLY

	2007	2008	2009	2010
	%	%	%	%
Yes	76	79	80	84
No	21	19	17	13
Don't know	3	2	3	3

Q29. Would you say you... READ OUT. SINGLE CODE ONLY

Base: All who have seen copy of "Widening Horizons" magazine in the last three months

	2007	2008	2009	2010
Base:	(1,892)	(2,070)	(2,071)	(2,206)
	%	%	%	%
...read all or nearly all of it	41	40	50	37
...read a few articles	33	28	31	27
...just glanced at it	19	24	11	24
...didn't look at it	6	8	7	11
Don't know/can't remember	*	1	1	1

Technology Use

Q30. SHOWCARD (R) **Which one of the following applies to you and your household?**
DO NOT PROMPT. MULTICODE OK.

	2007 %	2008 %	2009 %	2010 %
I/we have digital television at home (e.g. Sky, cable, Freeview)	-	-	80	88
I/ We have a personal computer (PC) at home with access to the internet	53	54	66	57
I have my own mobile telephone (pay-as-you go)	-	-	54	52
I personally use broadband internet at home via a high speed always on connection (e.g. via ADSL or cable modem)	43	31	49	54
I have my own external email address at home, at work, or at my place of study	36	31	39	35
I have my own mobile telephone (on a contract)	-	15	31	37
I am connected to the internet at work or at my place of study	22	19	24	21
I personally use a personal computer or laptop at work or at my place of study	21	12	20	18
I personally use the internet at home (via "dial up" modem)	12	9	9	8
We personally have a personal computer (PC) at home without internet access	9	4	3	4
I personally use the internet at libraries	6	2	3	3
I personally use the internet at internet cafes	2	1	1	1
None of these	29	31	8	4
Don't know/can't remember	*	1	1	1

Q31. **Have you ever visited North Tyneside Council's website (www.northtyneside.gov.uk)?**
SINGLE CODE ONLY

	2007 %	2008 %	2009 %	2010 %
Yes	28	27	32	38
No	71	71	68	62
Don't know	1	2	*	1

Health & Wellbeing

I am now going to ask you a few questions about your health and general well being.

Q32. **How is your health in general? Would you say it was...** READ OUT. SINGLE CODE

	2008 %	2009 %	2010 %
Very good	43	41	38
Good	32	34	37
Fair	16	17	18
Bad	7	7	5
Very bad	1	2	1
Don't know	*	*	1

Q33. **SHOWCARD Q33 Looking at the following card, please tell me how you have been feeling about each of the following statements in the past two weeks.** READ OUT EACH STATEMENT. ROTATE ORDER. SINGLE CODE EACH.

		None of the time	Rarely	Some of the Time	Often	All of the time	Don't know	
A)	I've been feeling optimistic about the future	%	3	13	33	29	20	3
B)	I've been feeling useful	%	2	8	26	34	28	3
C)	I've been feeling relaxed	%	2	10	29	35	22	1
D)	I've been feeling interested in other people	%	1	7	28	37	25	2
E)	I've had energy to spare	%	5	19	29	26	20	2
F)	I've been dealing with problems well	%	1	6	24	36	31	2
G)	I've been thinking clearly	%	1	4	19	35	40	2
H)	I've been feeling good about myself	%	1	7	23	35	33	1
I)	I've been feeling close to other people	%	1	5	22	37	33	2
J)	I've been feeling confident	%	1	6	20	35	35	2
K)	I've been able to make up my own mind about things	%	1	3	16	32	46	2
L)	I've been feeling loved	%	1	4	18	32	41	3
M)	I've been interested in new things	%	3	10	25	33	28	2
N)	I've been feeling cheerful	%	1	4	23	37	33	2

Q34. **SHOWCARD Do you do any of these types (or other similar types) of physical activity nowadays, for at least 30 minutes at a time where the effort of the activity is usually enough to make you out of breath or sweaty?** MULTICODE

	2008 %	2009 %	2010 %
Outdoor activity such as walking/cycling/jogging/running	52	50	51
Every day activity such as heavy housework (vacuuming, window cleaning, cleaning the floor, cleaning the bathroom), gardening, DIY	44	47	50
Activity at a leisure centre or community centre such as gym/weight-training/aerobics/keep fit/dance/swimming	23	25	26
Team sports such as football/rugby/badminton/tennis/ squash	8	9	6
Other	3	3	2
None/Do not undertake physical activity	23	24	23

Q35. Overall, how often do you undertake 30 minutes of physical activity where the effort of the activity is usually enough to make you out of breath or sweaty nowadays? SINGLE CODE

Base: All who undertake any physical activity at Q37 (1,851)

	2009	2010
	%	%
More than 6 times a week	25	24
5-6 times a week	21	19
3-4 times a week	29	28
1-2 times a week	17	21
Once a week	4	3
Less often	3	2
Never	*	3
Don't know	*	1

Q36. How often do you eat fresh fruits, vegetables and/ or salads? SINGLE CODE

	2008	2009	2010
	%	%	%
More than 6 times a day	8	12	7
5-6 times a day	9	9	10
3-4 times a day	23	23	23
1-2 times a day	33	28	29
Once a day	16	16	18
Less often	9	10	11
Never	1	2	2

Q37. Did you eat any salad, vegetables, fresh fruit, and fruit juice yesterday? By yesterday I mean 24 hours from midnight to midnight. Don't count pasta or rice salad, or salad in a sandwich, cordials, fruit drinks and squashes, fruit salads & fruit pies. Do include fresh, raw, tinned and frozen vegetables. SINGLE CODE

Base: All who eat fresh fruit, vegetables and/or salad

	2007	2008	2009	2010
Base	(2,465)	(2,540)	(2,492)	(2,539)
	%	%	%	%
Yes	83	88	88	85
No	17	12	12	14
Don't know	*	*	*	1

Q38. **How many ... did you eat yesterday?** READ OUT EACH. ROTATE ORDER. SINGLE CODE.

Base: All who ate fresh fruit and vegetables yesterday (2007 - 2,056; 2008 - 2,239; 2009: 2,171)

			None	1	2	3	4	5+	Don't know/ Can't remember	
a)	Cereal bowls of salad	2007	%	57	33	7	1	*	1	*
		2008	%	61	31	5	1	*	*	1
		2009	%	61	31	5	1	*	*	1
		2010	%	61	32	5	1	*	-	*
b)	Pieces of fruit	2007	%	13	24	32	18	6	7	*
		2008	%	13	31	37	13	4	3	1
		2009	%	13	30	35	14	5	3	1
		2010	%	15	29	36	13	4	3	*
c)	Tablespoons of vegetables	2007	%	16	9	20	21	12	20	1
		2008	%	11	19	34	22	7	6	1
		2009	%	12	16	25	25	11	9	2
		2010	%	11	18	31	23	10	7	*
d)	Small glasses of fruit juice	2007	%	42	35	15	4	1	3	*
		2008	%	51	37	8	2	1	1	1
		2009	%	51	35	9	2	1	1	1
		2010	%	52	36	8	2	1	1	*

Q39. **Do you drink alcoholic drinks at present?** SINGLE CODE

	2009 %	2010 %
Yes	63	62
No	36	37
Don't know	1	1

Q40. **Using the drink scorecard, how much alcohol would you say you drink in a typical week?**

Base: All who drink alcohol

Base:	2009 (1,555) %	2010 (1,579) %
Up to 5 units	31	28
6-10 units	25	27
11-15 units	14	14
16-20 units	10	10
21-30 units	10	8
31-40 units	2	2
41-50 units	3	1
51+ units	2	2
Don't know	3	6

Q41. **On how many days do you drink alcohol in a typical week?** SINGLE CODE

Base: All who drink alcohol

	2009	2010
Base:	(1,555)	(1,579)
	%	%
More than 6 days a week	10	10
5-6 days a week	5	5
3-4 days a week	20	20
1-2 days a week	38	42
Once a week	14	13
Less often	10	8
Never	*	*
Don't know	2	2

Q42. **Using the drink scorecard, what is the most alcohol you drink in any one day?**
[NUMBER OF UNITS]:

Base: All who drink alcohol

	2009	2010
Base:	(1,555)	(1,579)
	%	%
Up to 5 units	58	55
6-10 units	23	25
11-15 units	8	7
16-20 units	5	4
21-30 units	2	3
31-40 units	*	*
41-50 units	*	*
51+ units	*	-
Don't know	3	6

Q43.a **How much alcohol does the Government recommend that you drink per day?** WRITE IN
[NUMBER OF UNITS, TO NEAREST WHOLE NUMBER]:

	2009	2010
	%	%
None	*	*
1	3	2
2	17	17
3	13	10
4	4	4
5	1	1
6+	1	1
Don't know	61	64

Q43.b **How much alcohol does the Government recommend that you drink per week?** WRITE IN
[NUMBER OF UNITS, TO NEAREST WHOLE NUMBER]:

	2009	2010
	%	%
Up to 5	4	2
6-10	8	4
11-15	17	19
16-20	5	4
21-30	12	11
31-40	*	1
41-50	*	3
51+	*	1
Don't know	54	58

Q44. **May I just check, have you ever smoked a cigarette, a cigar or a pipe?** SINGLE CODE

	2007	2008	2009	2010
	%	%	%	%
Yes	52	42	45	44
No	48	57	54	55
Don't know	0	*	*	*

Q45. **Do you smoke at all nowadays?** SINGLE CODE

Base: All who have ever smoked

	2007	2008	2009	2010
Base:	(1,294)	(1,115)	(1,169)	(1,168)
	%	%	%	%
Yes	52	61	54	51
No	48	38	45	49

Q46. **Would you like to give up smoking altogether?** SINGLE CODE

Base: All who currently smoke

	2007	2008	2009	2010
Base:	(673)	(656)	(621)	(572)
	%	%	%	%
Yes	62	43	49	45
No	36	51	44	48
Don't know	2	7	7	7

Q47. SHOWCARD. **Smoking advice and nicotine replacement therapy are provided free by the NHS in a number of different ways. Which one of the following ways would best meet your needs?** SINGLE CODE

Base: All respondents who would like to give up smoking

	2008	2009	2010
Base:	(280)	(299)	(257)
	%	%	%
One-to-one support by appointment	34	39	30
Drop-in session without appointment	19	22	23
Do it myself/Will-power	6	6	2
Telephone advice	4	4	6
Group sessions	2	3	3
Unspecified	-	3	-
Family/couple sessions	1	2	-
GP/Doctor's surgery	*	1	-
Through my work	-	1	-
Chemist	1	0	1
Other	1	2	2
None	20	9	18
Don't know	10	10	14

Q48. **And which one of the following locations would best meet your needs?** SINGLE CODE

Base: All respondents who would like to give up smoking

	2008 (280) %	2009 (299) %	2010 (257) %
General Practice (GP)/Doctor's	36	53	49
Community facility e.g. leisure centre, shopping centre	9	11	7
Community pharmacist	9	6	7
Telephone advice	2	4	5
Workplace	3	3	3
At home	2	1	3
Oxford Centre	0	1	0
Other	1	2	2
None	13	11	13
Don't know	25	8	13

Q49. **Please tell me, how tall are you?** SINGLE CODE

	2007 %	2008 %	2009 %	2010 %
Under 140 cms	*	*	*	-
141-150 cms	2	2	1	2
151-160 cms	24	15	16	16
161-170 cms	31	32	33	33
171-180 cms	30	30	32	29
181-190 cms	12	17	17	19
191-200 cms	1	2	2	2
201 cms or more	1	1	*	*
<i>Mean</i>	<i>166.82 cms</i>	<i>171.97 cms</i>	<i>169.45 cms</i>	<i>169.30 cms</i>

Q50. **What is your normal weight without shoes and wearing light clothing?** SINGLE CODE

	2007 %	2008 %	2009 %	2010 %
Under 40 Kg	*	*	*	*
41 - 50 Kg	5	2	2	1
51 - 60 Kg	16	15	16	17
61 - 70 Kg	26	31	30	30
71 - 80 Kg	22	15	14	14
81 - 90 Kg	16	23	22	22
91 -100 Kg	8	6	6	6
101 - 110 Kg	5	5	6	6
111 - 120 Kg	2	1	1	2
121 - 130 Kg	*	1	1	1
131 Kg or more	*	*	*	*
<i>Mean</i>	<i>63.62 Kg</i>	<i>74.94 Kg</i>	<i>75.85 Kg</i>	<i>75.50 kg</i>

Further Research

- Q51. **North Tyneside Council** is setting up a panel of local residents. Would you be willing to be re-contacted by the Council or its partners, such as the local NHS or police from time to time as part of a panel of North Tyneside Council residents? Your personal details will be held by the Council and may be used by the Council's partners. However, your details will NOT be passed on to anyone else without your permission. Will you agree to take part? As part of this panel of residents, your answers to this survey may be passed to the Council or its partners.

	2008	2009	2010
	%	%	%
Yes	20	20	13
No	80	80	87

Disability

Do you or does anybody else in your household, have any long-term illness, health problem or disability which limits your daily activities or the work you can do? PROBE FOR H/H MEMBER.
MULTICODE OK

	2007	2008	2009	2010
	%	%	%	%
Yes, self	24	18	18	16
Yes, other household members	13	6	6	6
No	67	76	75	77
Refused	0	1	*	1



North Tyneside Residents' Survey 2010

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North Tyneside 
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