

2021

Residents Survey 2021



Dorset
Council

Authors: Kate Marshall, Gillian
Roberts, Steve Wisher

CONTENTS

Executive Summary.....	2
1. Background and Methodology	5
Background.....	5
Purpose and Objectives of the Survey	5
Methodology and Sampling.....	6
Methodology.....	6
Sampling Scheme and Sample Size.....	7
Weighting and Analysis	10
2 Survey Findings.....	13
Demographics.....	13
Perceptions of the Local Area	14
Satisfaction with the Council	16
Perceptions of Value for Money	18
Perceptions of Belonging to the Local Area.....	20
Perceptions of Safety in Local Area	22
Perceptions of Crime and Anti-Social Behaviour and Safety in Local Area.....	28
Kept Informed by Dorset Council?	31
Advocacy of Dorset Council	33
Acting on Concerns of Residents	35
Trust in Dorset Council.....	37
Perceptions of Community Cohesion	39
Recommendation of Dorset as a Place to Live, Visit, Study and Work.....	43
Prioritising Areas of the Council’s Work	50
Preferred method of Giving Views About Health and Care Services	60
Use of Media.....	66
Preferred Method of Finding Information.....	83
3 Summary and Conclusions.....	90
Appendix A – Map of SUG Areas	0
Appendix B – Sample Sizes for Key Sub-groups.....	1
Appendix C – Demographics.....	2
Appendix D – Comparison between Survey Respondents and Census/ONS data	5

EXECUTIVE SUMMARY

This report contains a summary of the findings from the 2021 Residents survey commissioned by the Dorset Council and conducted by Information by Design (IbyD). The survey was undertaken to provide evidence to help inform the plans of the council and continue the measurement from the benchmark provided in the previous years' surveys (2019 and 2020).

This year, the survey was undertaken using a mixed data collection methodology of online and paper-based self-completion, with fieldwork taking place between October 2021 and January 2022. The online survey was distributed by using the Dorset Council mailing list and social media, and paper-based survey was distributed by IbyD staff, who called on residents' door-to-door. It should be noted that 2019 survey was undertaken using completely face-to-face, self-completion methodology, and, due to COVID-19, the 2020 survey was undertaken using online self-completion and telephone interviews, and so results provide some comparisons between years with the proviso that some change may be due to changes in the data collection methods used.

The total achieved sample for the survey was 9,220 completed questionnaires. For the analysis, a sample of 2,672 questionnaires were selected to provide a more representative sample of residents in the county and to provide data at the level of the sub-unitary geography (SUG) areas. The selected sample was also chosen to mirror the sizes of the samples used for analysis in 2019 and 2020.

Key findings from the survey are detailed below.

Perceptions of the Local Area and Satisfaction with the Council

- 86% of respondents were satisfied with their local area as a place to live, with 37% very satisfied and 49% fairly satisfied. Only 7% of respondents were dissatisfied.
- 62% of respondents were satisfied with the way Dorset Council runs things, with 13% very satisfied and 49% fairly satisfied. 17% of respondents were dissatisfied.
- 37% of respondents agree that Dorset Council provides value for money, with 4% who strongly agree and 34% who tend to agree. 27% of respondents disagree.
- Three-quarters respondents feel they strongly belong to their local area, with 28% feeling that they 'very strongly' belong and 47% feeling that they 'fairly strongly' belong. 22% do not feel that they strongly belong to their local area.

Perceptions of Community Safety, Crime and Anti-Social Behaviour

- 71% of respondents feel safe when outside in their local area after dark, with 23% feeling very safe and 48% feeling fairly safe. 13% feel unsafe.
- 91% of respondents feel safe when outside in their local area during the day, with 57% feeling very safe and 34% feeling fairly safe. Only 2% feel unsafe.
- 16% of respondents feel that crime in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life'. 58% feel 'there are some issues but they don't have much impact on my daily life' and 26% feel that 'crime isn't an issue where I live and it doesn't affect my daily life'.
- 18% of respondents feel that anti-social behaviour in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into

consideration in my daily life'. 52% feel 'there are some issues but they don't have much impact on my daily life' and 30% feel that 'anti-social behaviour isn't an issue where I live and it doesn't affect my daily life'.

Being Kept Informed and Advocacy and Trust in the Council

- Just over three-fifths of respondents think Dorset Council keeps residents well informed, with 10% thinking they keep residents very well informed and 51% thinking they keep residents fairly well informed. 35% of respondents think Dorset Council does not keep residents well informed.
- 27% of respondents would speak positively about Dorset Council, with 3% who would speak positively without being asked and 24% who would speak positively if asked. 20% would speak negatively about Dorset Council.
- Two-fifths of respondents think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount'. 35% think that Dorset Council acts on the concerns of local residents 'not very much' and 7% of respondents think Dorset Council acts on the concerns of local residents 'not at all'. 18% of respondents answered 'don't know'.
- 52% of respondents trust Dorset Council 'a great deal' or 'a fair amount'. 28% trust Dorset Council 'not very much' and 8% 'not at all'. 12% answered 'don't know'.

Community Cohesion and Recommendation of the Area

- 48% of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together, with 14% who definitely agree and 34% who tend to agree. 5% disagree, 8% answered 'don't know', 9% answered that there are too few people in their local area and 11% answered that everyone in the area is of the same ethnic background.
- 57% of respondents agreed that people in their local area pull together to improve the area, with 14% who definitely agree and 43% who tend to agree. 26% neither agree nor disagree and 12% disagree.
- The majority of respondents would recommend Dorset as a place to visit (95%) and as a place to live (95%) 'a great deal' or 'to some extent'. Two-thirds of respondents would recommend Dorset as a place to work 'a great deal' or 'to some extent'. 57% would recommend Dorset as a place to study 'a great deal' or 'to some extent'.

Prioritising Areas of the Council's Work

- The area of the council's work selected by the most respondents as mattering most was 'collecting household waste, recycling and clearing streets', which was selected by 66% of respondents. The second most selected priority was 'protecting Dorset's natural environment', which was selected by 54% of respondents, and the third most selected priority was 'making sure roads and highways are in a good condition', selected by 52% of respondents.

Preference for Giving Views About Health and Care services

- Nearly three-quarters (73%) of respondents would prefer to give their views about health and care services in Dorset via a digital or online survey. 30% would prefer to give their views via quick online polls and 29% via a paper copy of a survey.

Use of Media and Preferences for Receiving Information

- The majority of respondents (96%) regularly read, listen to, visit or watch at least one of the traditional media outlets, news websites or social media platforms asked about, with 70% regularly reading at least one of the print publications asked about, 65% regularly visiting one of the social media platforms asked about, 60% regularly watching at least one of the television news programmes asked about, 42% regularly listening to one of the radio stations asked about and 11% regularly visiting one of the news websites asked about. The four most often used media outlets or social media platforms were Facebook (regularly visited by 47% of respondents), BBC South Today (regularly watched by 38% of respondents), Dorset Echo (regularly read by 32% of respondents) and WhatsApp (regularly used by 31% of respondents).
- 56% of respondents would prefer to find out about council services and information from the Dorset Council website. 29% would prefer to find out from leaflets delivered to their door. 26% would prefer to find out from the Dorset Council News magazine, 24% from a council email newsletter that you subscribe to, 21% from the internet and 19% from Dorset Council social media. Only 2% of respondents did not want any information

**Information by Design
Final Draft
March 2022**

1. BACKGROUND AND METHODOLOGY

BACKGROUND

- 1.1. This report contains a summary of the findings from the Residents Survey conducted in 2021, which was undertaken to provide evidence to help to inform future transformation plans, and provide a benchmark to allow the council to measure its progress.
- 1.2. The research was commissioned by Dorset Council and the work was conducted by Information by Design (IbyD), with fieldwork taking place between October 2021 and January 2022. Information by Design is an independent research company and a company partner of the Market Research Society (MRS), the national governing body of the market research industry. The research was conducted in compliance with the guidelines and Codes of Conduct of the MRS.
- 1.3. The Dorset Council was formed on the 1st April 2019, and is a unitary council that covers the County of Dorset, excluding Bournemouth, Poole and Christchurch. Dorset Council replaces the areas formerly served by the district and borough councils (East Dorset, North Dorset, Purbeck, West Dorset, Weymouth & Portland) and Dorset County Council.

PURPOSE AND OBJECTIVES OF THE SURVEY

- 1.4. Two previous surveys were commissioned in 2019 and 2020 by the newly formed council, who identified the need to conduct a statistically robust and representative survey of residents to provide evidence to help inform the future transformation plans of the council and to provide a benchmark to allow the council to measure its progress. The objectives of this year's survey were to:
 - Ensure that the survey was as representative as possible (given the methodology used) of residents in the county.
 - Provide data at the level of the sub-unitary geography areas (SUGs) on specific areas of interest to the council.
- 1.5. The survey was designed to include similar questions to the previous years, from the 'Are you being served' questionnaire, covering satisfaction with the council and its services and perceptions of local neighbourhoods as a place to live. In addition, data was to be collected to allow the council to identify what residents feel the council's priorities should be.

METHODOLOGY AND SAMPLING

Methodology

- 1.6. The 2019 survey was conducted by assisted self-completion where teams of staff called on residents' door-to-door and asked for co-operation with the survey. Given COVID-19, the methodology was adapted for 2020 to ensure that there was no face-to-face contact with residents and to comply with all local and national restrictions in place during the fieldwork period. The 2020 survey was therefore undertaken using a mixed methodology, with residents able to complete the survey as an online self-completion survey or via a telephone interview, with respondents driven to the online survey by both Dorset Council and IbyD. The 2021 survey was conducted using a mixed methodology, with residents able to complete the survey as an online self-completion survey and by assisted self-completion where teams of staff called on residents' door-to-door. This methodology was chosen as it combines the 2 different methodologies used in 2019 and 2020, and would reduce the potential differences in the results between 2020 and 2021 which may be caused by returning to a completely door-to-door methodology.
- 1.7. Dorset Council sent an email to their database of approximately 40,000 residents who receive the Council e-newsletter inviting them to take part in the survey. They also promoted the survey via their social media channels including Facebook and Twitter.
- 1.8. IbyD used an assisted self-completion approach to fieldwork. IbyD used a team of trained fieldwork staff for the survey, all of whom had previously undertaken this type of survey. On the doorstep, the interviewer gave the respondent the questionnaire, offered support to complete it, and where it was needed, stayed with the respondent, but where it was not, the interviewer moved to another household and then returned to collect the completed questionnaire at an agreed time. To minimise the risks of COVID-19, a range of safety measures were used, including:
- Packing the questionnaires in disposable bags.
 - Leaving packed questionnaires for 72 hours before use in fieldwork.
 - On the doorstep, once the resident had agreed to help with the survey, wiping the exterior of the bag using anti-viral wipes prior to giving it to the respondent.
 - Including in the bag, a pair of disposable gloves for the respondent to use, a return bag to put the completed questionnaire in and an individual wipe for the respondent to use after completing the questionnaire.

IbyD staff also used personal protective equipment during fieldwork, particularly face-shields, and maintained appropriate social distancing.

- 1.9. To increase the proportion of younger people in the sample, lbyD also asked two colleges (Weymouth College and Kingston Maurward College, Dorchester) to share the survey link with their students.

Sampling Scheme and Sample Size

- 1.10. A target sample of 2,382 completed questionnaires was set for the research, with 397 to be completed in each of the six Sub Unitary Geographies. This target was set to achieve a confidence interval of $\pm 2\%$ at Dorset Council area level (note that this confidence interval is generally quoted when a random sample is undertaken, and this survey is conducted using a mixed method sample which is not, strictly speaking, randomised). A target was also set for approximately half of the completed questionnaires to be from sources promoted by Dorset Council and half from fieldwork conducted, or sources promoted, by lbyD. A total of 9,220 respondents completed the survey, 7,848 from sources promoted by Dorset Council and 1,372 from fieldwork conducted and sources promoted by lbyD. 8,198 were completed online and 1,022 were completed as paper-based surveys. The table below shows the number achieved by source.

	Source	Number completed
Dorset Council	Email to e-newsletter database	7,587
	Social Media	261
	Total	7,848
lbyD	Self-completion paper surveys	1,022
	Colleges	350
	Total	1,372

- 1.11. The Dorset Council area is divided into six smaller areas known as Sub Unitary Geographies (SUGs). Each SUG contains a number of Lower-Level Super Output Areas (LSOAs)¹. Appendix A contains a map of the SUG areas. The sampling method used for the lbyD fieldwork was as follows:
- A list was formed of the 219 LSOAs in the Dorset Council area
 - This was ordered by the 6 Sub Unitary Geography (SUG) areas
 - Within each SUG area, the LSOAs were ranked by deprivation (using 2019 IMD).
 - From this ranked list, a systematic random sample of LSOAs was selected as the sampling points for the survey (these were the locations where fieldwork was to take place). The actual sampling scheme used included one-in-three LSOAs in the county.

1.12. This approach provided coverage of the LSOAs in the Dorset Council area, with a good geographical spread and with the sample selected to be 'representative' in terms of deprivation in the county. In total, 73 LSOAs were selected as sampling points for the lbyD fieldwork.

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

1.13. As it was anticipated that the profile of responses from the Dorset Council database would be skewed towards older age groups, and that these would potentially be 'closer' to the council, a part of the methodology was agreed at the outset, to select a random sample of respondents from the sources promoted by Dorset Council. The method used was:

- to select a sample of approximately 1,300 to enable the sample to be weighted to the mid-2020 population estimates for age and gender at SUG level.
- to remove surveys completed by respondents aged 35 years and over from any age, gender and SUG groups, such that the number included in the sample would not exceed 1.2 times the number of respondents required for the quota assigned to the Dorset Council sourced surveys. The figure of 1.2 was used because the number of respondents aged 35 and over in the 2019 survey was 1.2 times higher than required for the quota for these age groups. This figure was also used to select the sample of respondents from the 2020 survey.
- to then randomly select the required number of respondents to exclude in each age, gender and SUG group.

Age	ONS Mid-2020 Estimates	All respondents
16-17	3%	2%
18-24	7%	1%
25-34	11%	2%
35-44	11%	6%
45-54	16%	10%
55-64	18%	22%
65-74	18%	34%
75-84	12%	20%
85+	5%	3%
Prefer not to say		1%

- 1.14. The table below shows the number of respondents by source in the sample selected for the research. 1,300 of the sample were from sources promoted by Dorset and 1,372 from fieldwork conducted by, and sources promoted by, lbyD.

Source		Number of respondents in final sample
Dorset Council	Email to e-newsletter database	1,046
	Social Media	254
	Total	1,300
lbyD	Self-completion paper surveys	1,022
	Colleges	350
	Total	1,372

- 1.15. The table below shows the number of respondents by sub-unitary geography (SUG) in the sample selected for the research. The sample contained at least 397 respondents from each SUG.

	Number of respondents (unweighted count)
Dorset East	437
Dorset North	426
Dorset South	529
Dorset West	425
Mid Dorset	448
South-East Dorset	407
Total	2,672

- 1.16. All 219 lower-level Super Output Areas (LSOAs)¹ in Dorset were included in the sample of 2,672 respondents selected for the final sample. It should be noted that this sample was different to the 2019 Residents survey, which did not include respondents from all 219 LSOAs. In 2019, a random sample of LSOAs was selected as the sampling points for the survey (these were the locations where fieldwork was to take place), resulting in respondents from 73 LSOAs being included in the research. It should be noted that respondents were able to choose not to answer some questions, and so the base size in some of the questions is slightly smaller than 2,672.

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

- 1.17. As a point of reference, the overall confidence interval for this survey of 2,672 respondents is $\pm 1.9\%$. However, it should be noted that the confidence intervals would generally be quoted on a random sample, and this sample is not, strictly speaking, random. Also, each question will differ as the confidence interval is also dependent on the individual responses to the question. In addition, the confidence interval is different when the data is analysed by sub-groups. In reporting, the base sizes are given for each question or in the Appendix where indicated. Generally, confidence intervals are quoted in this report at the 95% level.

Weighting and Analysis

- 1.18. The sample selected for the final data set from the survey was weighted to correct for the disproportionate sampling scheme used and to ensure that the data matches the latest estimates of the Dorset population. The initial sample from the survey set targets of 397 respondents per SUG, irrespective of the size of the SUG population. Weighting was therefore used to ensure that the final dataset was representative in terms of size of the SUG and in terms of age and gender. Weighting was based on the ONS mid-2020 population estimates for age and gender at SUG level².
- 1.19. Analysis of the survey was undertaken using the IBM SPSS statistical analysis software. Tables of results were produced including frequency tables and cross-tabulations by age, gender, ethnicity, deprivation and SUG area which are used for the purposes of this report. Appendix B provides a breakdown of the sample sizes for each of the sub-groups used in the analysis. Further cross-tabulations by tenure, disability, sexual orientation, employment status and religion have been provided to the council but are not detailed in this report.
- 1.20. Within this report, analysis of the survey data by deprivation is included. The measure of deprivation uses the English Index of Multiple Deprivation (IMD) 2019. This is the official measure of relative deprivation for lower-layer Super Output Areas (LSOAs) in England. The IMD ranks every LSOA in England from 1 (most deprived area) to 32,844 (least deprived area). To allow the production of cross-tabulations by deprivation, the LSOAs have been grouped into 5 quintiles, where 1 is the most deprived 20% of LSOAs in England and 5 is the least deprived 20% of LSOAs in England.

² This was calculated from the ONS mid-2020 population estimates for age and gender at LSOA level as the data was not available as SUG level.

- 1.21. Within Dorset, 11 of the 219 LSOAs are within the first quintile (most deprived 20%) of neighbourhoods nationally. Ten of these are in Dorset South; 1 is in Dorset West. 21 of the LSOAs in Dorset South fall into the 1st and 2nd most deprived quintile – in contrast to the other SUGs, in which only a maximum of 6 fall into these two categories. A breakdown of the number of LSOAs in each deprivation quintile by SUG is given below.

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

- 1.22. The table below shows the number and percentage of respondents in each IMD quintile for each SUG from the weighted data. Overall, 136 respondents were from the most deprived quintile of neighbourhoods in the county – this represents 5% of all respondents to the survey. At SUG level, Dorset South has the highest proportion of respondents from the most deprived quintile of neighbourhoods – here 21% of respondents were from the most deprived quintile of neighbourhoods. This reflects the distribution of deprivation by LSOA and SUG above.

2019 IMD Quintile	Dorset East		Dorset North		Dorset South		Dorset West		Mid Dorset		South-East Dorset		Overall	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
1 - Most deprived	0	0%	0	0%	108	21%	28	10%	0	0%	0	0%	136	5%
2	27	4%	64	10%	132	26%	47	18%	27	8%	32	10%	329	12%
3	65	10%	366	59%	80	16%	133	50%	98	31%	124	38%	867	32%
4	125	20%	109	18%	111	22%	56	21%	177	55%	165	50%	744	28%
5 - Least deprived	410	65%	78	13%	78	15%	2	1%	19	6%	10	3%	597	22%

- 1.23. The questionnaire was designed in line with the guidance provided by the Local Government Association’s ‘Are you being served’ survey, alongside other questions sourced from other surveys. The ‘Benchmarking resident satisfaction data: question set and guidance’ was used to determine a question set which suited the area (<https://www.local.gov.uk/are-you-being-served-benchmarking-residents-perceptions-local-government>).

- 1.24. While results from the 2019 and 2020 surveys are included in this report, caution should be used when comparing the results from the three years. This is due to:

- 1.25. The differences in the sample – in 2019, 73 LSOAs were selected for fieldwork while all 219 LSOAs are included in the 2020 sample. In 2021, 73 LSOAs were selected for the lbyD fieldwork and 219 LSOAs were included in the sample sourced by Dorset Council.

- 1.26. The differences in methodology – fieldwork in 2019 was undertaken using a paper self-completion survey with interviewers distributing the questionnaires to respondents in their own home and either offered support to complete it or returning to collect the completed questionnaire at an agreed time. In 2020 fieldwork was undertaken using a mixed method telephone and online survey. In 2021, fieldwork was undertaken using a mixed method of online surveys and paper self-completion surveys distributed to respondents in their own home. There will therefore be a 'mode effect' to the results between the three years and the different modes.

- 1.27. The potential effect of COVID-19 pandemic on any results, particularly on the 2020 results. For example, interviewers in 2020 reported that residents had mentioned that they had been contacted by Council staff, in relation to COVID-19 matters and support. This is likely to have had an impact on their attitudes towards the Council.

2 SURVEY FINDINGS

- 2.1. This section provides the results from the survey of residents. Results are based on the sample of 2,672 respondents and weighted data.

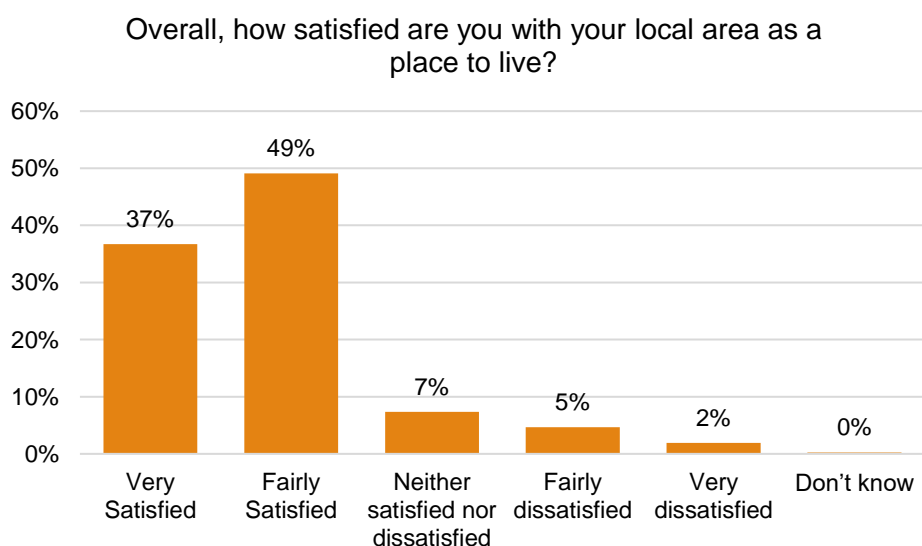
DEMOGRAPHICS

- 2.2. Forty-eight percent (48%) of respondents were male and 52% were female. Less than 1% (0.3%) prefer to self-describe their gender.
- 2.3. Twenty percent (20%) of respondents were aged 16 to 34, 27% were aged 35 to 54, 36% were aged 55 to 74 and 17% were aged 75 or older.
- 2.4. Half of respondents (50%) were working, with 31% an employee in full-time work, 11% in part-time work and 9% self-employed. Half were not working, with 35% retired, 7% in full-time education, 3% looking after the home or family, 2% permanently sick or disabled, 1% unemployed, less than 1% on a government supported training programme and 1% doing something else.
- 2.5. Nearly four-fifths (79%) of respondents own their own home, with 47% owning outright and 32% owning with a mortgage or loan. 18% rent their home, with 10% renting from a private landlord or letting agency, 5% renting from a housing association, housing co-operative, charitable trust, or registered social landlord, and 2% renting from Dorset council. 1% part owned and part rented their home. 2% described the ownership of their home in another way, including living with their parents and in accommodation provided by their job.
- 2.6. The majority of respondents (96%) were White British and 2% of respondents were from Other White ethnic groups. 1% of respondents were from Mixed ethnic groups, 1% of respondents were from Asian ethnic groups, less than 1% were from Black ethnic groups and less than 1% from Other ethnic groups.
- 2.7. Twenty-seven percent (27%) of respondents reported being limited in their day-to-day activities, with 9% limited a lot and 18% limited a little.
- 2.8. Fifty-four percent (54%) of respondents had a religion of some kind, with 52% Christian, less than 1% Buddhist, less than 1% Muslim, less than 1% Jewish, less than 1% Hindu, less than 1% Sikh and 1% another religion. 46% of respondents had no religion.
- 2.9. The majority (93%) of respondents were heterosexual. 4% were bisexual, 2% were gay and 1% were another sexual orientation.

- 2.10. Twenty-two percent (22%) of respondents live in a single adult household, 61% lived in a household with 2 adults and 17% lived in a household of 3 or more adults. 30% of respondents lived in a house containing children aged 17 or under and 25% lived in a household containing children aged 15 or under.
- 2.11. A full breakdown of demographics broken down by SUG area can be found in Appendix C.
- 2.12. A comparison between the demographics of respondents from the survey and the 2011 Census/mid-2020 population estimates³ is provided in Appendix D. While there is a close match between the survey respondents and the actual Dorset population for many of the socio-demographic variables, there are some differences. There is a higher proportion of homeowners and a higher proportion with day-to-day activities limited a little in the survey respondents than in the Dorset population (in 2011).

PERCEPTIONS OF THE LOCAL AREA

- 2.13. Overall, 86% of respondents were satisfied with their local area as a place to live, with 37% very satisfied and 49% fairly satisfied. 7% of respondents were neither satisfied nor dissatisfied. Only 7% of respondents were dissatisfied, with 5% fairly dissatisfied and 2% very dissatisfied. Less than 1% answered 'don't know'. In the 2019 and 2020 surveys, 88% and 90% of respondents respectively were satisfied with their local area as a place to live⁴.

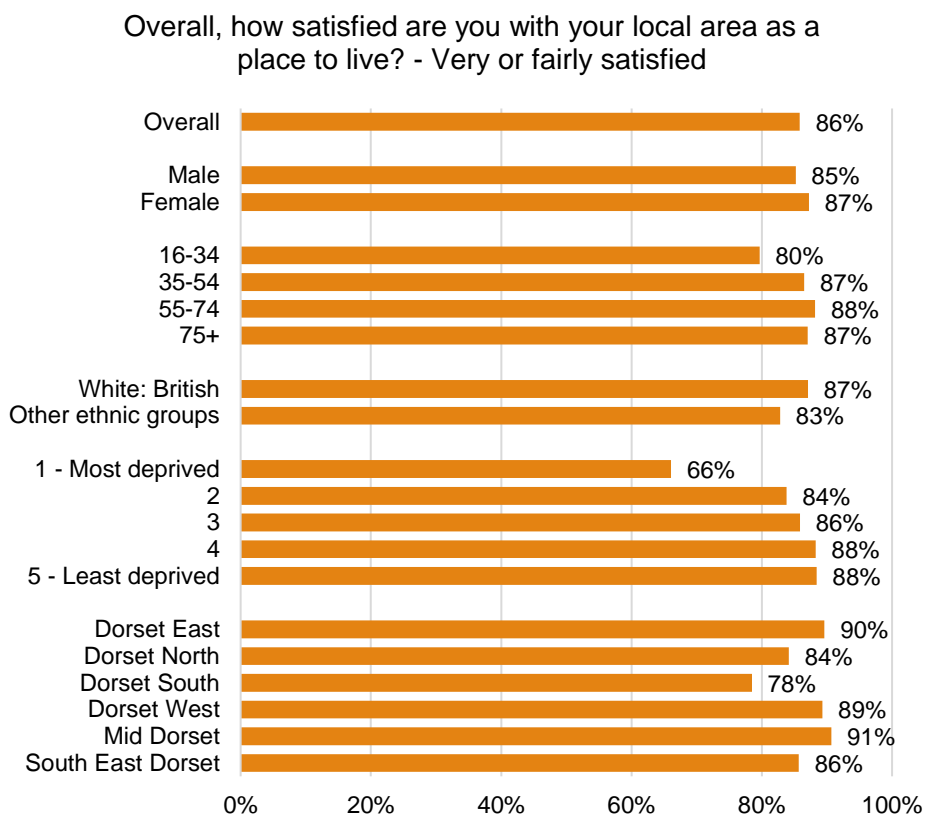


Base: 2,662

³ Comparisons are made with either the 2011 Census or the more recent 2020 mid-year population estimates produced by ONS where these are available.

⁴ Note changes in methodology may affect changes over time - please see methodology section.

2.14. There were significant differences in the proportion of respondents who were very or fairly satisfied with their local area as a place to live by age, deprivation and SUG. Respondents aged 16 to 34, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to be satisfied with their local area as a place to live. As detailed earlier, there is a correlation between deprivation and SUG – Dorset South having a higher proportion of neighbourhoods with higher levels of deprivation.

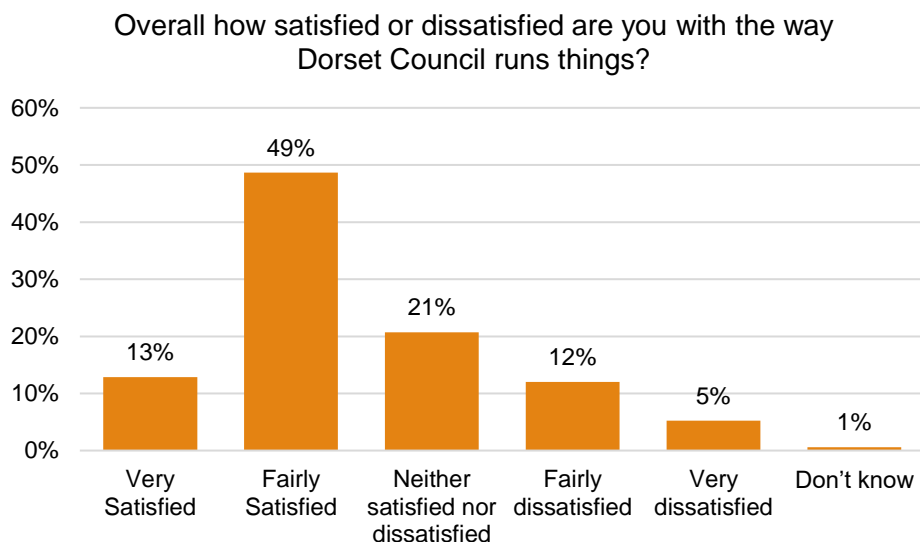


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

SATISFACTION WITH THE COUNCIL

- 2.15. Sixty-two percent (62%) of respondents were satisfied with the way Dorset Council runs things, with 13% very satisfied and 49% fairly satisfied. 21% of respondents were neither satisfied nor dissatisfied. 17% of respondents were dissatisfied, with 12% fairly dissatisfied and 5% very dissatisfied. 1% answered 'don't know'. In the 2019 and 2020 surveys, 61% and 72% of respondents respectively were satisfied with the way Dorset Council runs things.⁵



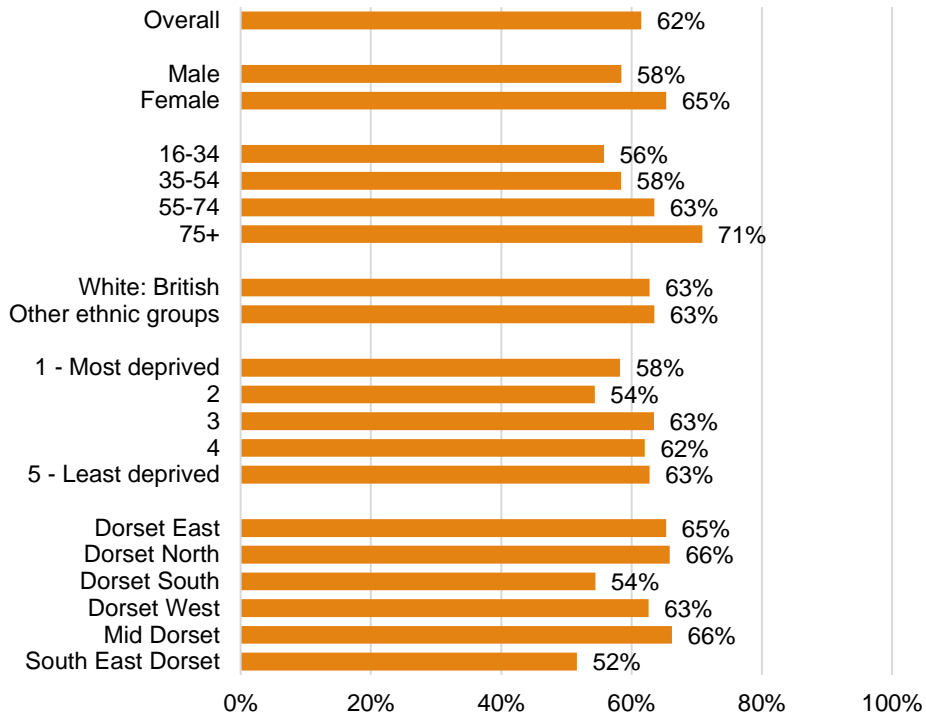
Base: 2,661

- 2.16. There were significant differences in the proportion of respondents who were very or fairly satisfied with the way Dorset Council runs things by gender, age, deprivation and SUG. Men, respondents aged 16 to 34, respondents from the two most deprived IMD quintiles and respondents from Dorset South and South-East Dorset were less likely to be satisfied with the way Dorset Council runs things.

(Chart overleaf).

⁵ Note changes in methodology may affect changes over time - please see methodology section.

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

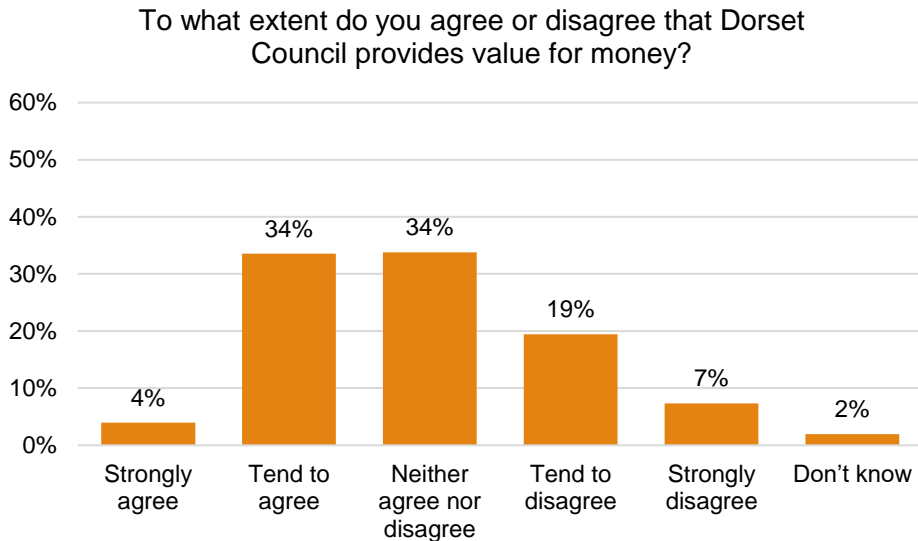


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

PERCEPTIONS OF VALUE FOR MONEY

2.17. Thirty-seven percent (37%⁶) of respondents agreed that Dorset Council provides value for money, with 4% strongly agreeing and 34% who tend to agree. 34% neither agree nor disagree. 27%⁷ of respondents disagree, with 19% who tend to agree and 7% who would strongly disagree. 2% answered 'don't know'. In the 2019 and 2020 surveys, 39% and 48% of respondents respectively agreed that Dorset Council provides value for money⁸.



Base: 2,661

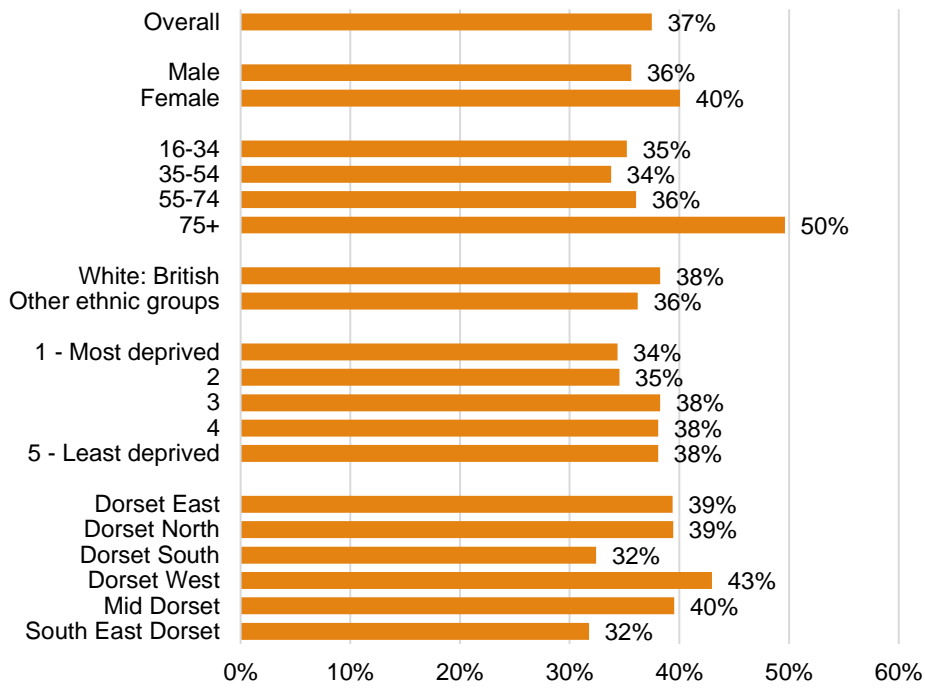
2.18. There were significant differences in the proportion of respondents who strongly agree or tend to agree that Dorset Council provides value for money by gender, age and SUG. Men, respondents aged under 75, and respondents from Dorset South and South-East Dorset were less likely to agree that Dorset Council provides value for money. (Chart overleaf)

⁶ Adds up to 37% due to rounding. To 3 decimal places the figures are 3.960% 'Strongly agree' and 33.539% 'Strongly disagree', which sums to 37.498%

⁷ Adds up to 27% due to rounding. To 1 decimal place the figures are 19.4% 'Tend to disagree' and 7.4% 'Strongly disagree', which sums to 26.8%

⁸ Note changes in methodology may affect changes over time - please see methodology section.

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

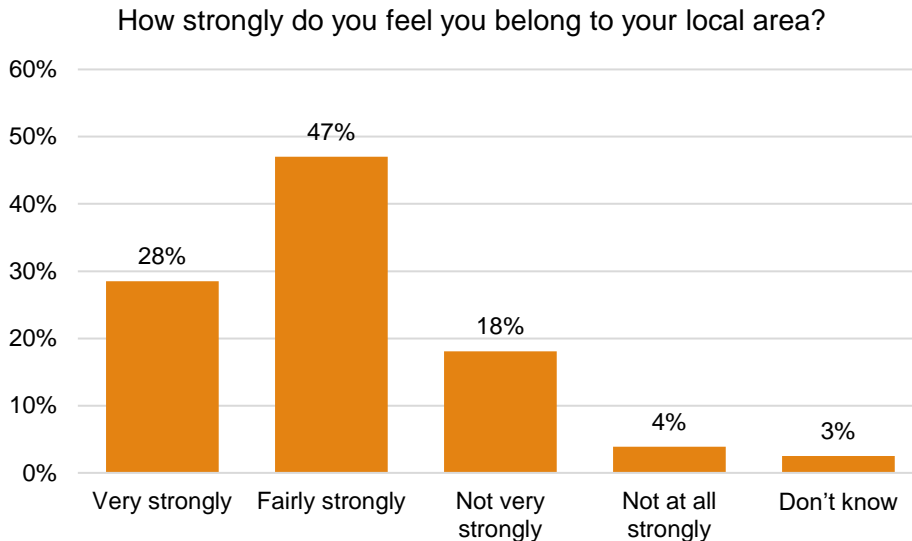


Base: See Appendix A

Significant differences by gender, age and SUG

PERCEPTIONS OF BELONGING TO THE LOCAL AREA

2.19. Three-quarters (75%) of respondents feel they belong strongly to their local area, with 28% feeling that they 'very strongly' belong and 47% feeling that they 'fairly strongly' belong. 22% do not feel that they strongly belong to their local area, with 18% feeling that they 'not very strongly' belong and 4% that they 'not at all strongly' belong. 3% answered 'don't know'. In the 2019 and 2020 surveys, 73% and 79% of respondents respectively said they feel they belong strongly to their local area⁹.

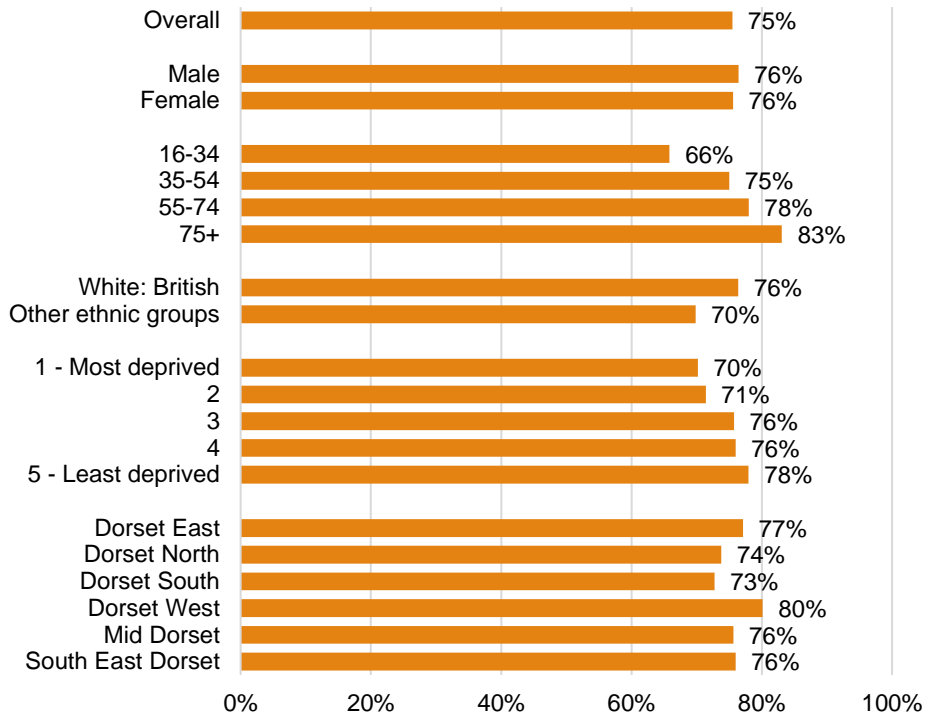


Base: 2,661

2.20. There were significant differences in the proportion of respondents who feel they very or fairly strongly belong to their local area by age. Respondents aged 16-34 were less likely to feel that they very or fairly strongly belong to their local area. (Chart overleaf).

⁹ Note changes in methodology may affect changes over time - please see methodology section.

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

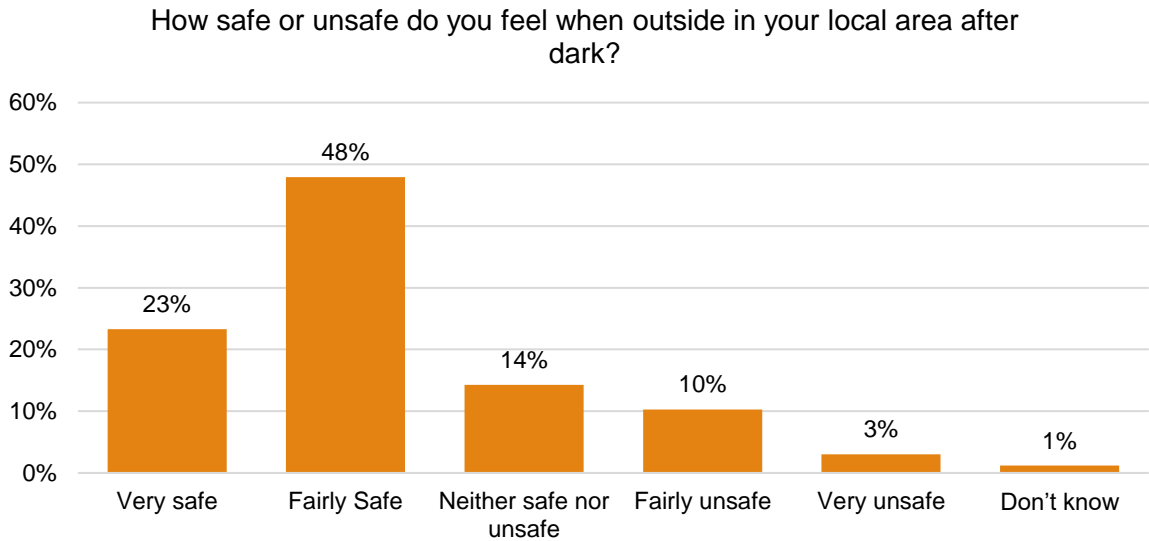


Base: See Appendix B

Significant differences by age

PERCEPTIONS OF SAFETY IN LOCAL AREA

2.21. Seventy-one percent (71%) of respondents feel safe when outside in their local area after dark, with 23% feeling very safe and 48% feeling fairly safe. 14% feel neither safe nor unsafe. 13% feel unsafe, with 10% feeling fairly unsafe and 3% feeling very unsafe. 1% answered 'don't know'. In the 2019 and 2020 surveys, 77% and 76% of respondents respectively said they feel safe when outside in their local area after dark and 1% answered 'don't know'.¹⁰

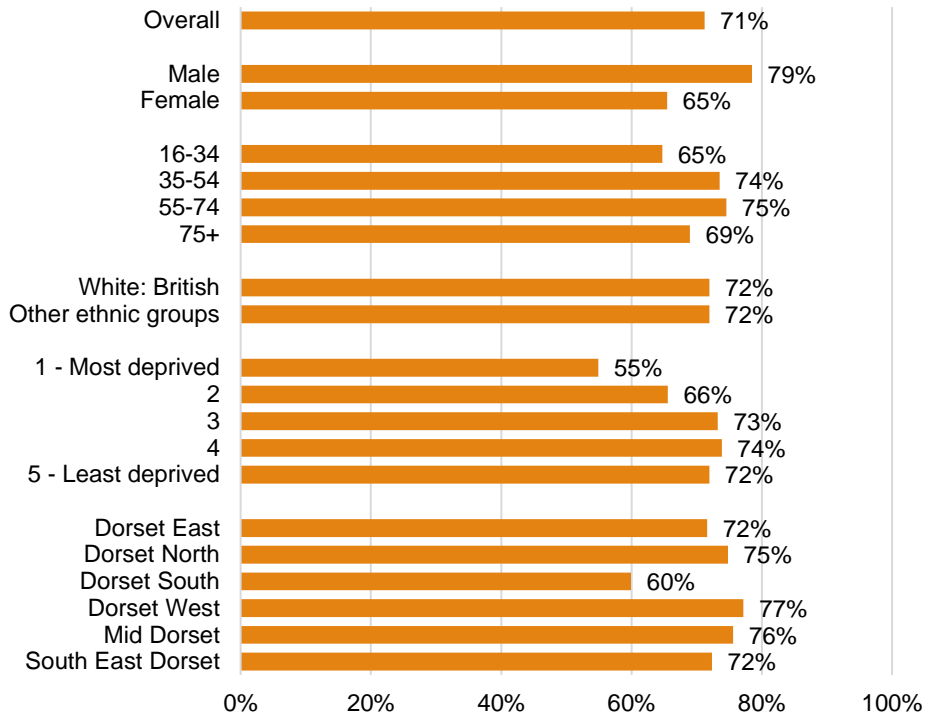


Base: 2,659

2.22. There were significant differences in the proportion of respondents who feel very or fairly safe when outside in their local area after dark by gender, age, deprivation and SUG. Women, respondents aged 16 to 34, those from the most deprived IMD quintile and those from Dorset South were less likely to feel safe when outside in their local area after dark. (Chart overleaf).

¹⁰ Note changes in methodology may affect changes over time - please see methodology section.

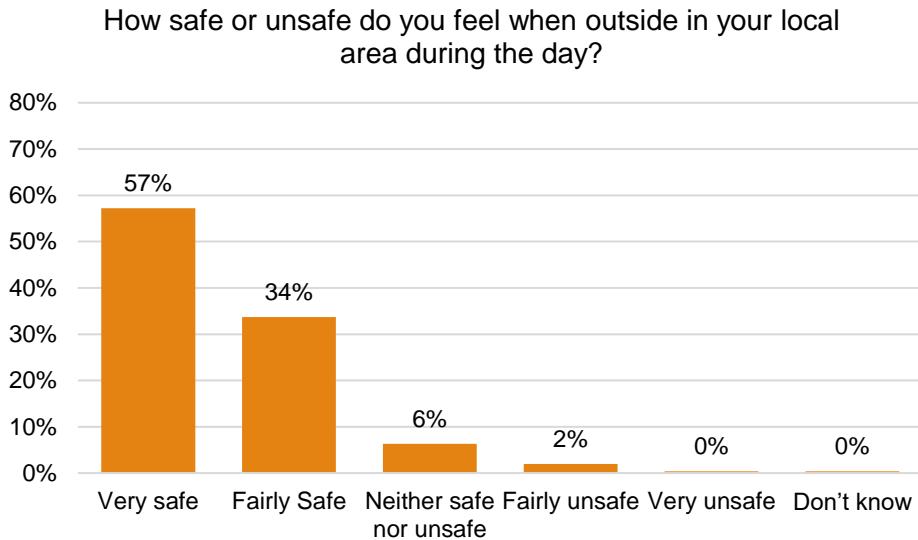
How safe or unsafe do you feel when outside in your local area after dark? - Very or fairly safe



Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

2.23. The majority of respondents (91%) feel safe when outside in their local area during the day, with 57% feeling very safe and 34% feeling fairly safe. 6% feel neither safe nor unsafe. Only 2% feel unsafe, with 2% feeling fairly unsafe and less than 1% feeling very unsafe. Less than 1% answered 'don't know'. In the 2019 and 2020 surveys, 93% and 95% respectively felt safe when outside in their local area during the day.¹¹

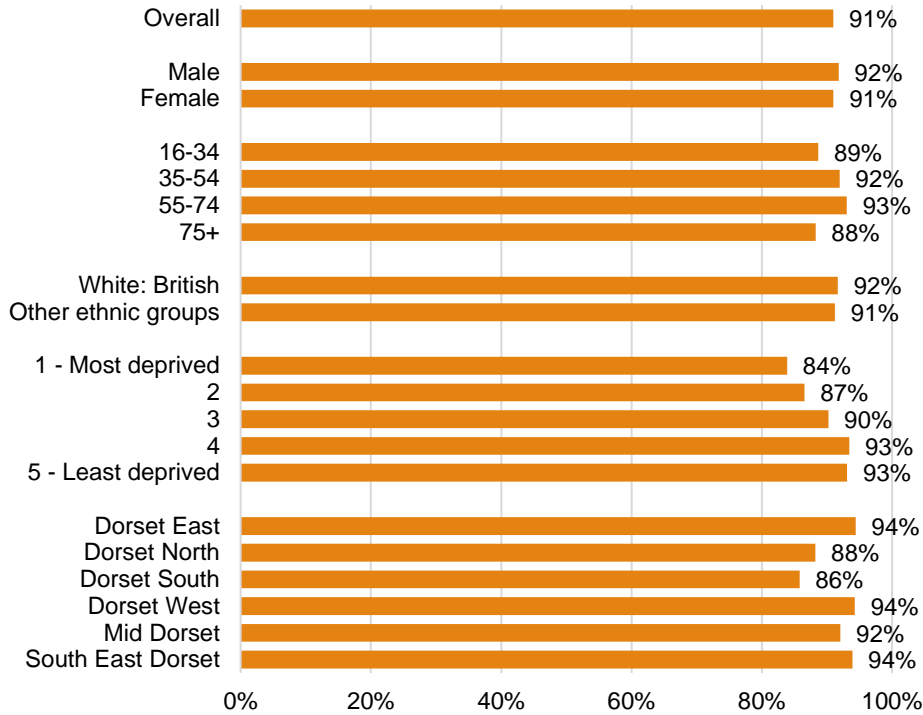


Base: 2,662

2.24. There were significant differences in the proportion of respondents who feel very or fairly safe when outside in their local area during the day by age, deprivation and SUG. Respondents aged 16 to 34 and 75 and over, respondents from the most deprived IMD quintile and respondents from Dorset North and Dorset South were less likely to feel safe when outside in their local area during the day. (Chart overleaf).

¹¹ Note changes in methodology may affect changes over time - please see methodology section.

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



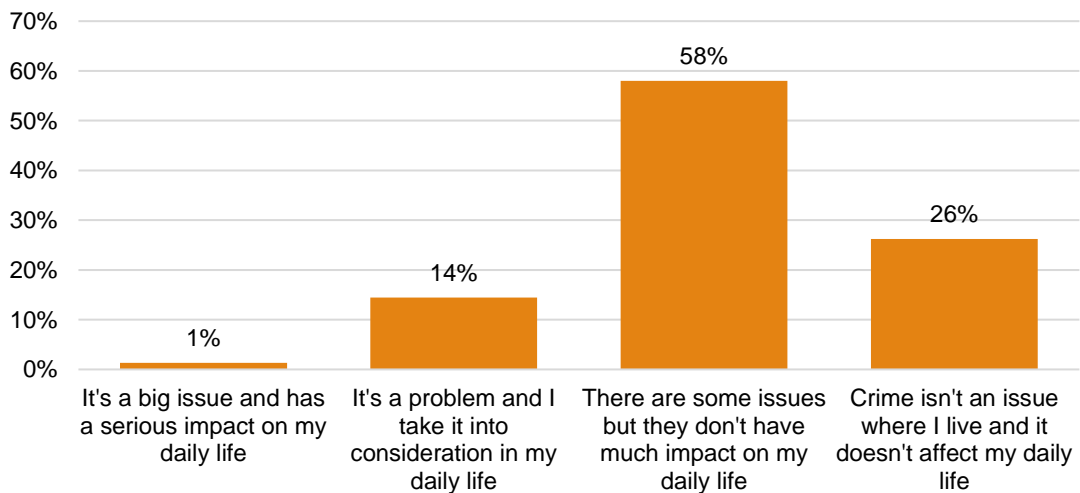
Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

PERCEPTIONS OF CRIME AND ANTI-SOCIAL BEHAVIOUR IN LOCAL AREA

2.25. Sixteen percent (16%¹²) of respondents feel that crime in their local area is either ‘a big issue and has a serious impact on my daily life’ or ‘a problem and I take it into consideration in my daily life’. 58% feel ‘there are some issues but they don't have much impact on my daily life’ and 26% feel that ‘crime isn't an issue where I live and it doesn't affect my daily life’.

To what extent do you think crime is an issue where you live?

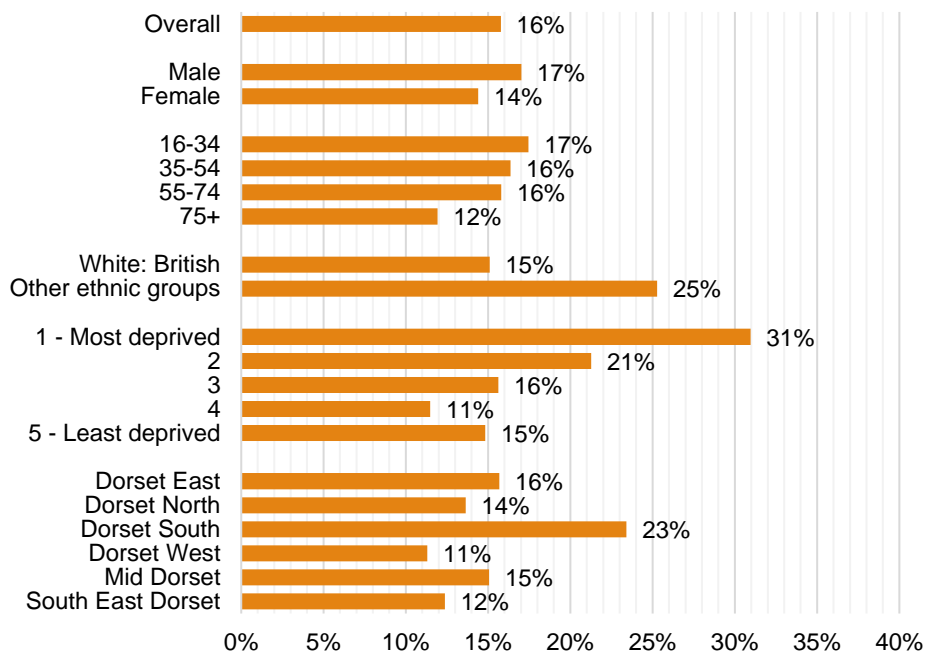


¹² Adds up to 16% due to rounding. To 1 decimal place the figures are 1.3% ‘It's a big issue and has a serious impact on my daily life’ and 14.4% ‘It's a problem and I take it into consideration in my daily life’, which sums to 15.7%

Base: 2,654

2.26. There were significant differences in the proportion of respondents who feel that crime in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life' by ethnicity, deprivation and SUG. Respondents from ethnic groups other than White British, respondents from the most deprived IMD quintile and respondents from Dorset South were more likely to feel that crime in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life'.

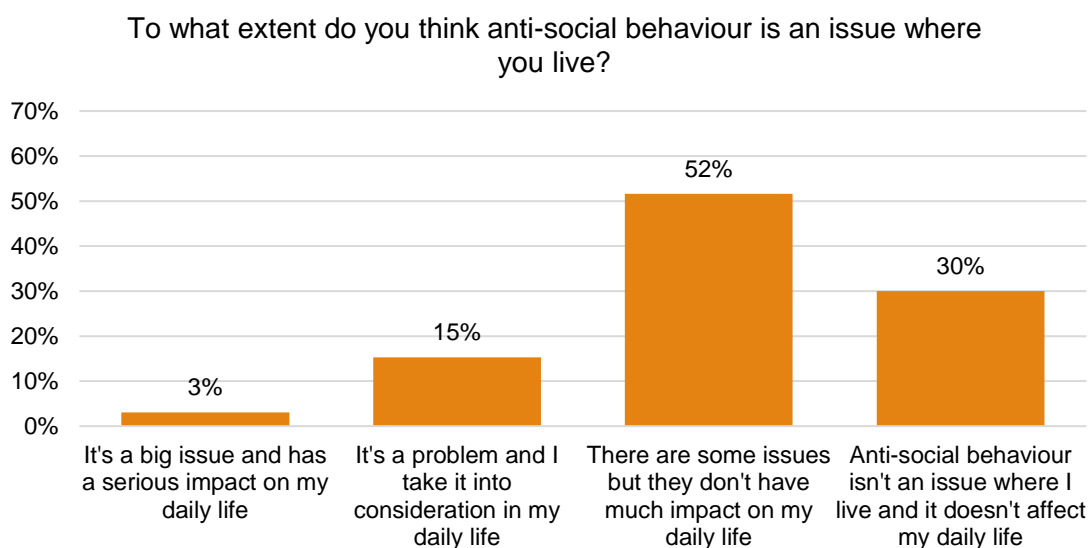
To what extent do you think crime is an issue where you live? - It's a big issue and has a serious impact on my daily life / It's a problem and I take it into consideration in my daily life



Base: See Appendix B

Significant differences by ethnicity, IMD and SUG

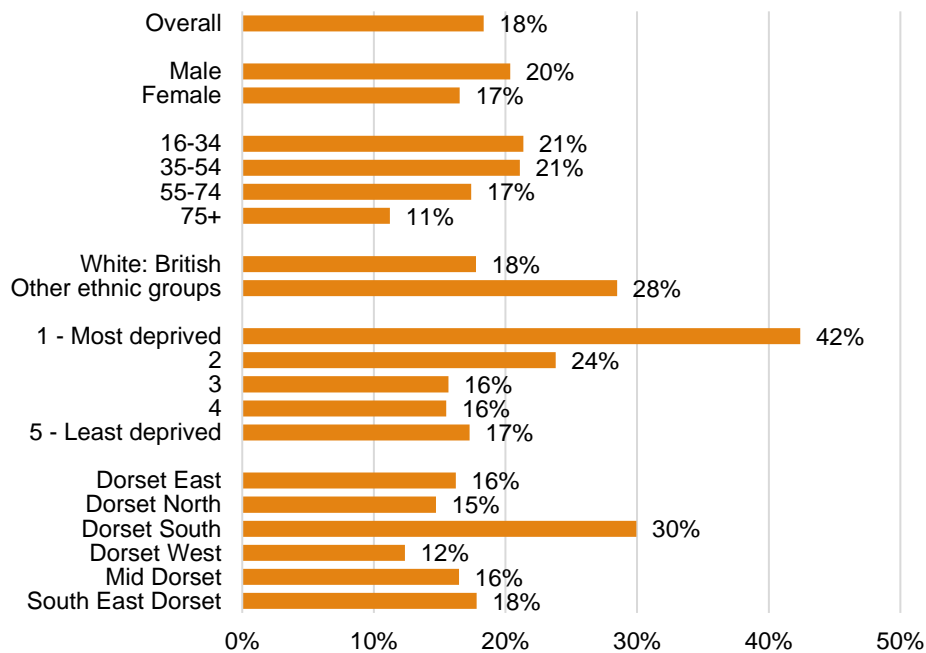
2.27. Eighteen percent (18%) of respondents feel that anti-social behaviour in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life'. 52% feel 'there are some issues but they don't have much impact on my daily life' and 30% feel that 'anti-social behaviour isn't an issue where I live and it doesn't affect my daily life'.



Base: 2,653

2.28. There were significant differences in the proportion of respondents who feel that anti-social behaviour in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life' by gender, age, ethnicity, deprivation and IMD. Men, respondents aged 16 to 54, respondents from ethnic groups other than White British, respondents from the most deprived IMD quintile and respondents from Dorset South were more likely to respondents who feel that anti-social behaviour in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life'. (Chart overleaf).

To what extent do you think anti-social behaviour is an issue where you live? - It's a big issue and has a serious impact on my daily life / It's a problem and I take it into consideration in my daily life



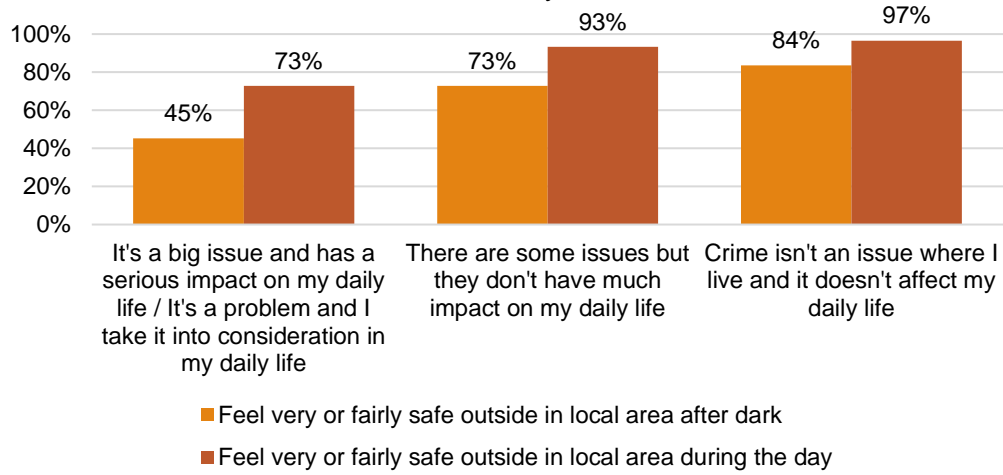
Base: See Appendix B

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

PERCEPTIONS OF CRIME AND ANTI-SOCIAL BEHAVIOUR AND SAFETY IN LOCAL AREA

- 2.29. There were significant differences in both the proportion of respondents who feel safe when outside in their local area during the day and the proportion of respondents who feel safe when outside in their local area after dark by the extent to which respondents feel crime is an issue where they live. Respondents who feel that crime in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life' were less likely to feel very or fairly safe when outside in their local area during the day and when outside in their local area after dark than respondents who feel that 'there are some issues but they don't have much impact on my daily life' and respondents who feel that 'crime isn't an issue where I live and it doesn't affect my daily life'.

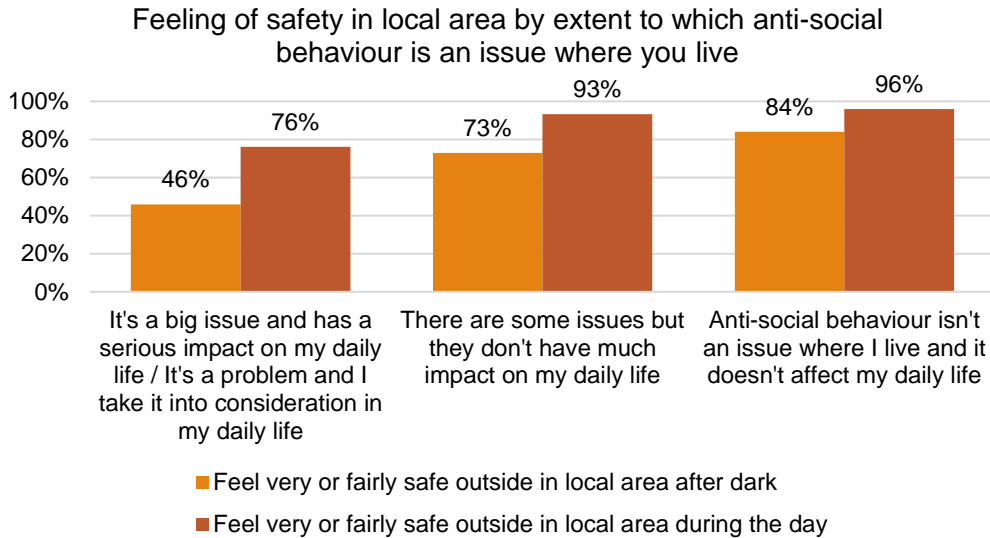
Feeling of safety in local area by extent to which crime is an issue where you live



Base: It's a big issue/It's a problem = 419, There are some issues = 1,540, Crime isn't an issue = 693

Significant difference by extent to which crime is an issue where you live

2.30. There were significant differences in both the proportion of respondents who feel safe when outside in their local area during the day and the proportion of respondents who feel safe when outside in their local area after dark by the extent to which respondents feel anti-social behaviour is an issue where they live. Respondents who feel that anti-social behaviour in their local area is either 'a big issue and has a serious impact on my daily life' or 'a problem and I take it into consideration in my daily life' were less likely to feel very or fairly safe when outside in their local area during the day and when outside in their local area after dark than respondents who feel that 'there are some issues but they don't have much impact on my daily life' and respondents who feel that 'anti-social behaviour isn't an issue where I live and it doesn't affect my daily life'.

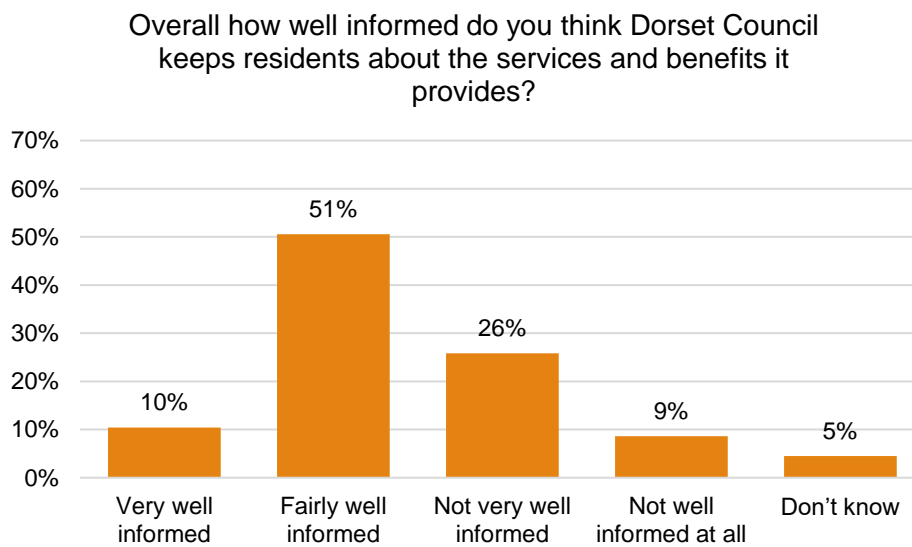


Base: It's a big issue/It's a problem = 487, There are some issues = 1,368, Anti-social behaviour isn't an issue = 795

Significant difference by extent to which anti-social behaviour is an issue where you live

KEPT INFORMED BY DORSET COUNCIL?

2.31. Respondents were asked how well-informed Dorset Council keeps residents about the services and benefits it provides. Just over three-fifths (61%) of respondents think Dorset Council keeps residents well informed, with 10% thinking they keep residents very well informed and 51% thinking they keep residents fairly well informed. 35% of respondents think Dorset Council does not keep residents well informed. 5% of respondents answered 'don't know'. As might be expected, respondents sourced from the Dorset Council e-newsletter database were more likely to think Dorset Council keeps residents well informed, with 73% of respondents sourced from the e-newsletter database and 53% of respondents from other sources thinking Dorset Council keeps residents well informed. In the 2019 and 2020 surveys, 58% and 75% of respondents respectively thought Dorset Council keeps residents well informed¹³.

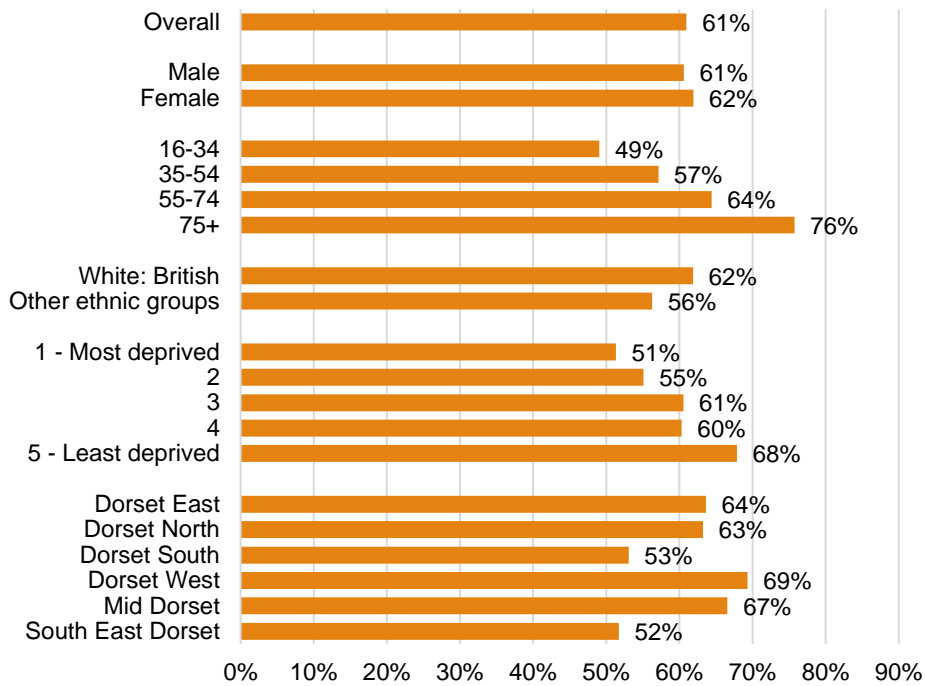


Base: 2,656

2.32. There were significant differences in the proportion of respondents who think Dorset Council keeps residents very or fairly well informed about the services and benefits it provides by age, deprivation and SUG. Respondents aged 16 to 34, respondents from the most deprived IMD quintile and respondents from Dorset South and South-East Dorset were less likely to think Dorset Council keeps residents very or fairly well informed. The proportion of respondents that think Dorset Council keeps residents well informed increases with age, with a gap of 27 percentage points between the youngest and oldest age groups. (Chart overleaf).

¹³ Note changes in methodology may affect changes over time - please see methodology section. Also, the sample includes a number of respondents from the Dorset Council mailing list.

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

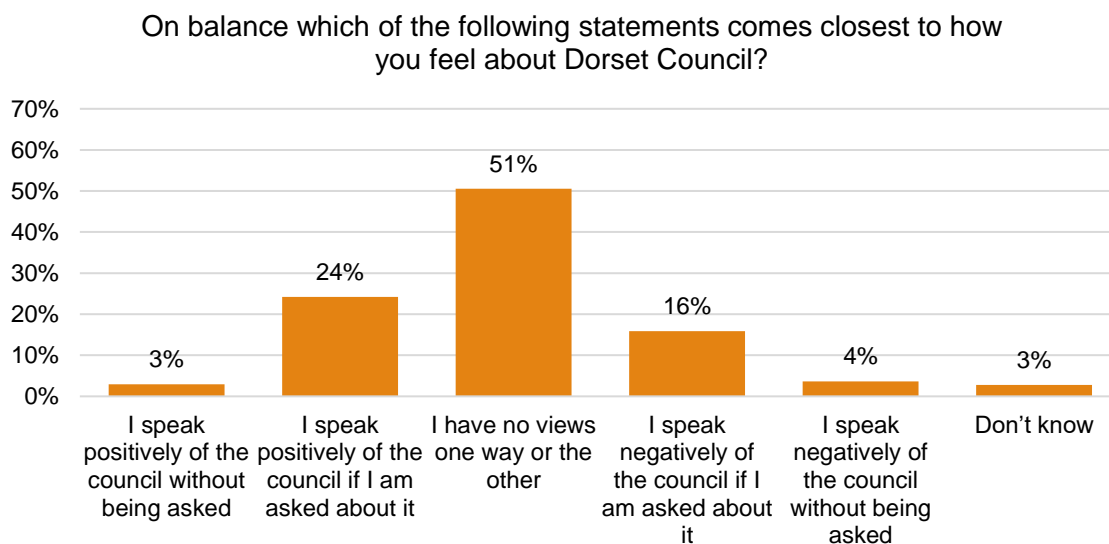


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

ADVOCACY OF DORSET COUNCIL

- 2.33. Twenty-seven percent (27%) of respondents would speak positively about Dorset Council, with 3% who would speak positively without being asked and 24% who would speak positively if asked. 51% have no views one way or the other about Dorset Council. 20% would speak negatively about Dorset Council, with 4% who would speak negatively without being asked and 16% who would speak negatively if asked. 3% answered 'don't know'. In the 2019 and 2020 surveys, 30% and 43% of respondents respectively would speak positively about Dorset Council.¹⁴

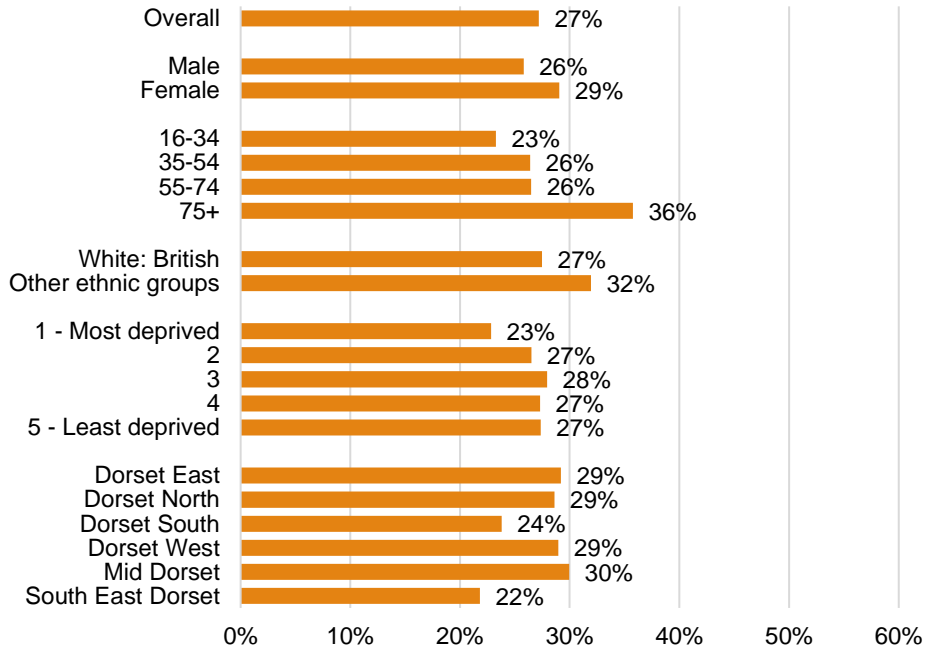


Base: 2,654

- 2.34. There were significant differences in the proportion of respondents who would speak positively of Dorset Council either without being asked or if asked by age and SUG. Respondents aged 16 to 34 and respondents from Dorset South and South-East Dorset were less likely to speak positively of Dorset Council. Respondents aged 75+ were most likely to say they would speak positively of Dorset Council. (Chart overleaf).

¹⁴ Note changes in methodology may affect changes over time - please see methodology section.

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

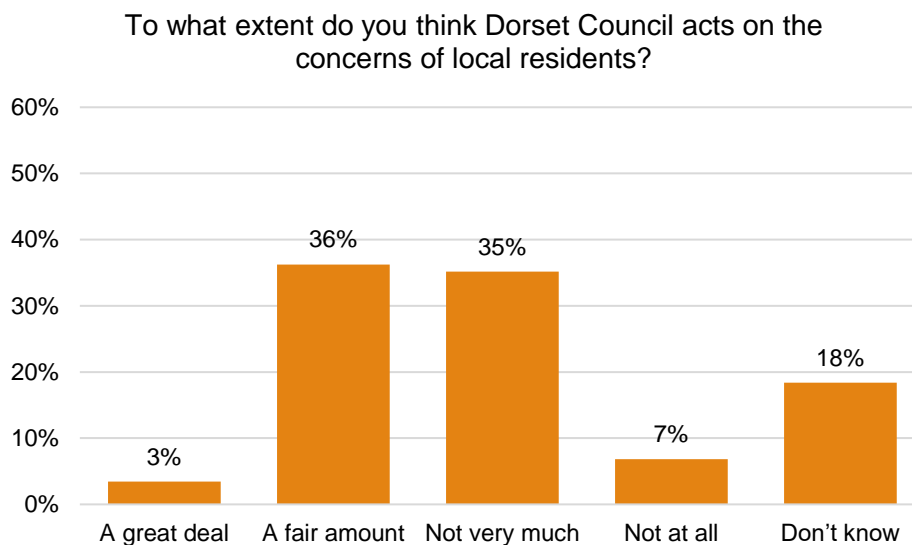


Base: See Appendix B

Significant differences by age and SUG

ACTING ON CONCERNS OF RESIDENTS

- 2.35. Two-fifths (40%¹⁵) of respondents think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount', with 3% thinking they act on residents' concerns 'a great deal' and 36% 'a fair amount'. 35% think that Dorset Council acts on the concerns of local residents 'not very much' and 7% of respondents think Dorset Council acts on the concerns of local residents 'not at all'. 18% of respondents answered, 'don't know'. In the 2019 and 2020 surveys, 42% and 54% of respondents respectively think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount'. In 2019, 21% answered 'don't know' and in 2020, 15% answered 'don't know'.¹⁶



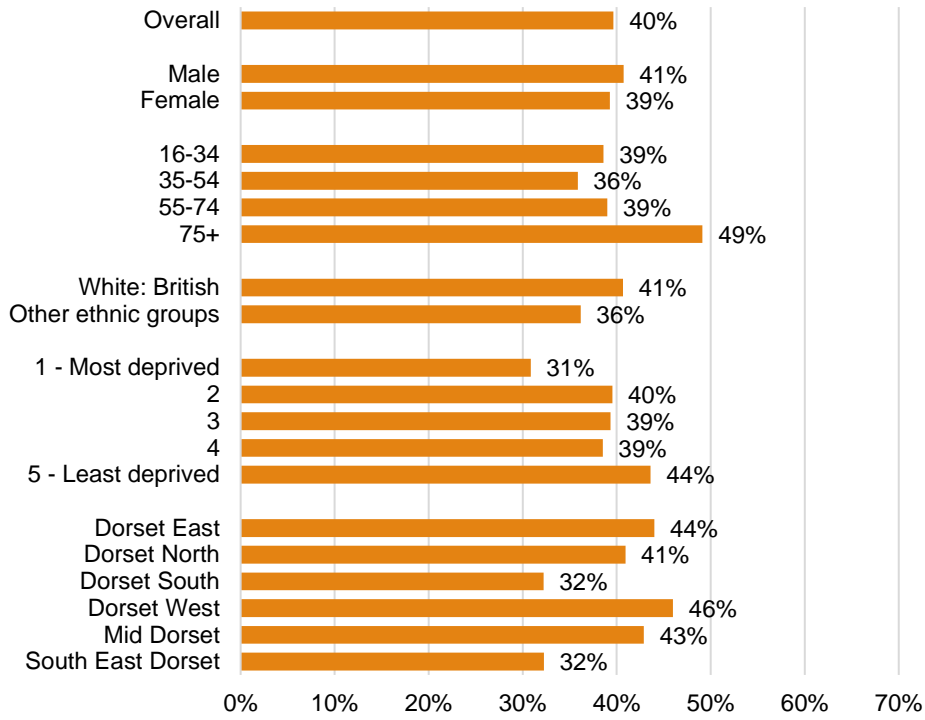
Base: 2,657

- 2.36. There were significant differences in the proportion of respondents who think Dorset Council acts on the concerns of local residents 'a great deal' or 'a fair amount' by age and SUG. Respondents aged 35 to 54 and respondents from Dorset South and South-East Dorset were less likely to think Dorset Council acts on the concerns of local residents 'a great deal' or 'a fairly amount'. Those aged 75 and over were most likely to say that the council acts on the concerns of residents. (Chart overleaf).

¹⁵ Adds up to 40% due to rounding. To 1 decimal place the figures are 3.4% 'A great deal' and 36.2% 'A fair amount', which sums to 39.6%

¹⁶ Note changes in methodology may affect changes over time - please see methodology section.

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

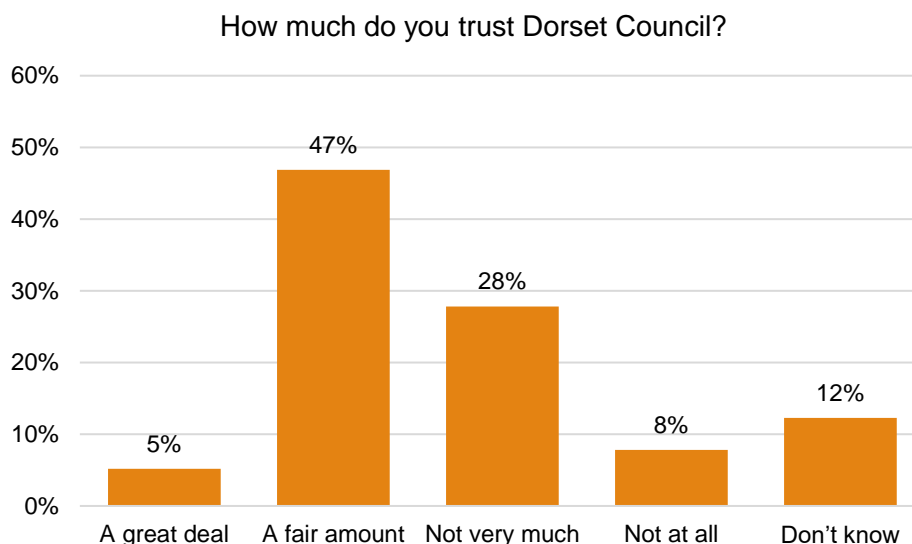


Base: See Appendix B

Significant differences by age and SUG

TRUST IN DORSET COUNCIL

- 2.37. Just over half (52%) of respondents said that they trust Dorset Council ‘a great deal’ or ‘a fair amount’, with 5% trusting Dorset Council ‘a great deal’ and 47% ‘a fair amount’. 28% trust Dorset Council ‘not very much’ and 8% ‘not at all’. 12% answered ‘don’t know’. In the 2019 and 2020 surveys, 53% and 64% of respondents respectively said that they trust Dorset Council ‘a great deal’ or ‘a fair amount’. 16% answered ‘don’t know’ in 2019 and 10% answered ‘don’t know’ in 2020¹⁷.

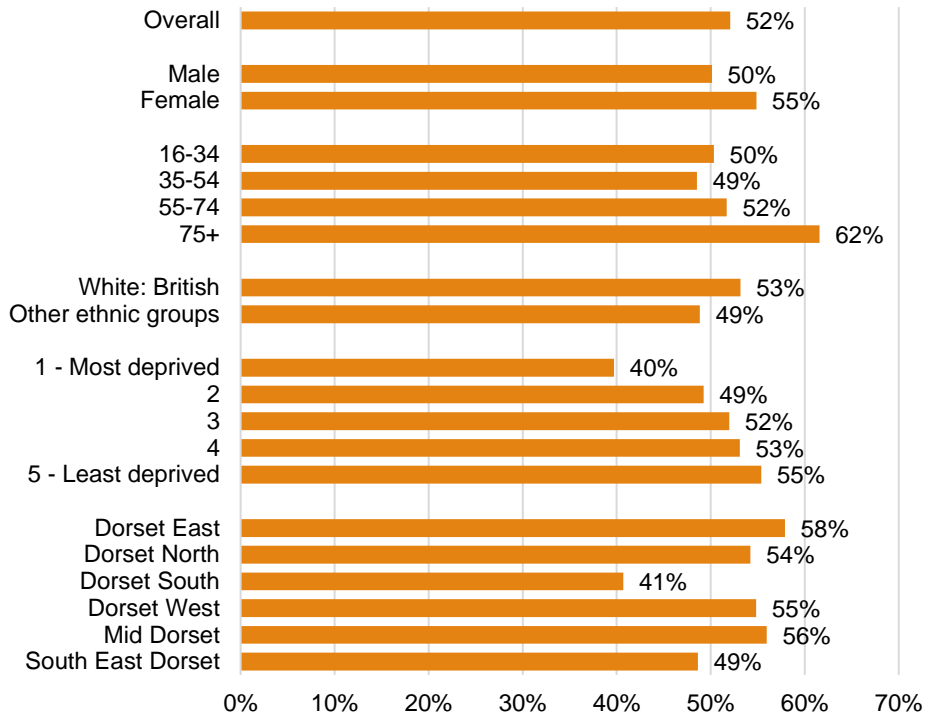


Base: 2,656

- 2.38. There were significant differences in the proportion of respondents who said they trust Dorset Council ‘a great deal’ or ‘a fair amount’ by gender, age, deprivation and SUG. Men, respondents aged under 75, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to say they trust Dorset Council ‘a great deal’ or ‘a fair amount’. (Chart overleaf).

¹⁷ Note changes in methodology may affect changes over time - please see methodology section.

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

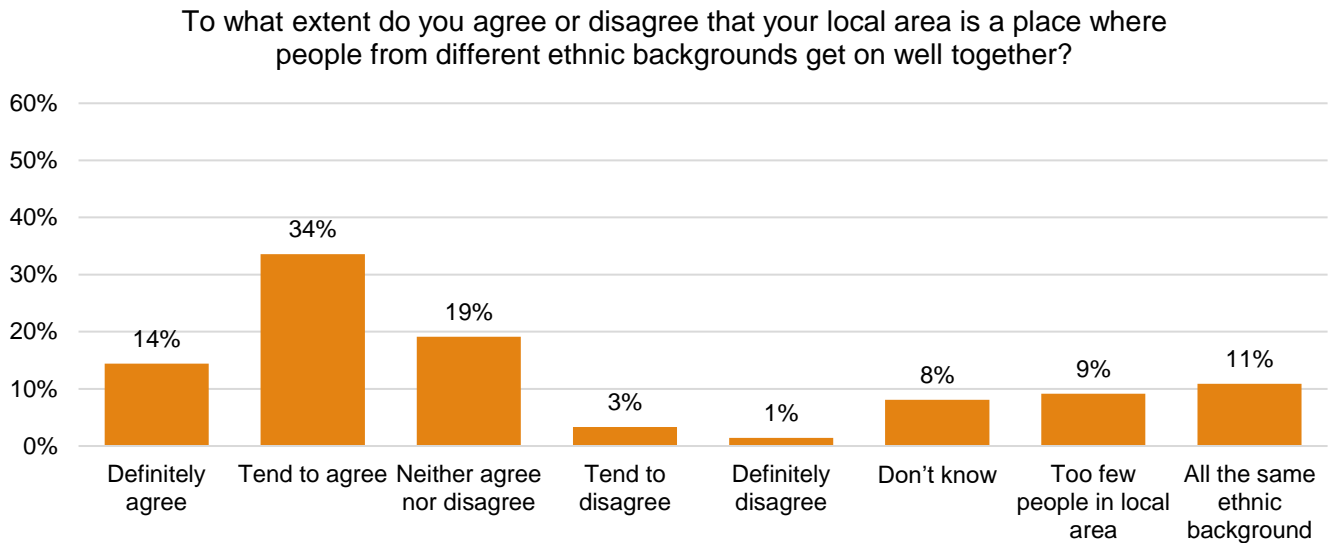


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

PERCEPTIONS OF COMMUNITY COHESION

2.39. Forty-eight percent (48%) of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together, with 14% who definitely agree and 34% who tend to agree. 19% neither agree nor disagree. 5%¹⁸ disagree, with 3% who tend to disagree and 1% who definitely disagree. 8% answered ‘don’t know’, 9% that there are too few people in their local area and 11% that everyone in the area is of the same ethnic background. In the 2019 and 2020 surveys, 53% and 54% of respondents respectively agree that their local area is a place where people from different ethnic backgrounds get on well together¹⁹.



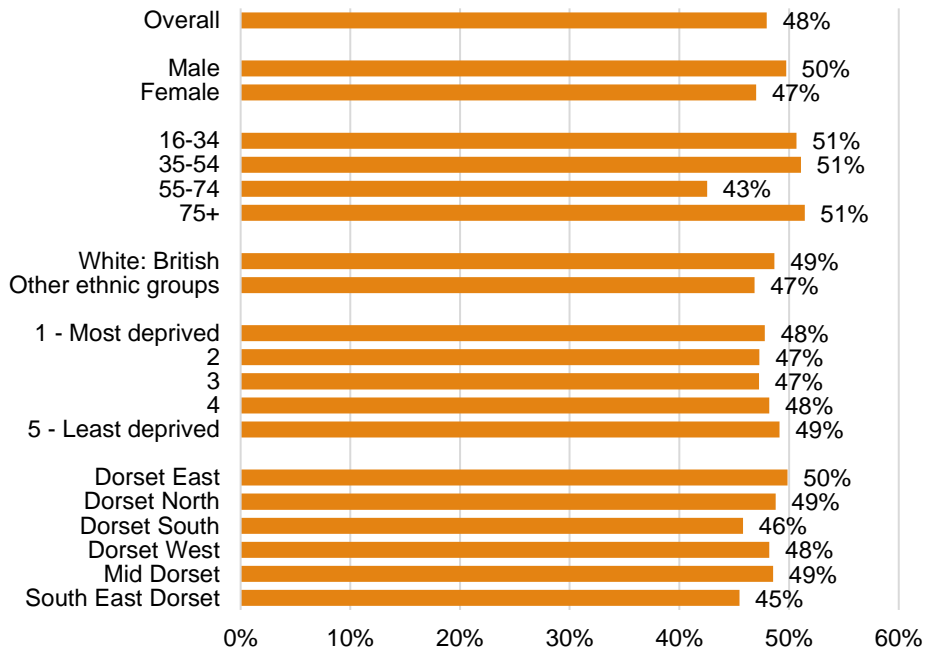
Base: 2,660

2.40. There were significant differences in the proportion of respondents who agree that their local area is a place where people from different ethnic backgrounds get on well together by age. Respondents aged 55 to 74 were less likely to agree that their local area is a place where people from different ethnic backgrounds get on well together. Respondents ages 55 and over were more likely to answer ‘don’t know’, ‘too few people in the local area’ and ‘all the same ethnic group’. When these are excluded from analysis, there were no significant differences in the proportion of respondents who agree that their local area is a place where people from different ethnic backgrounds get on well together by age. (Chart overleaf).

¹⁸ Adds up to 5% due to rounding. To 1 decimal place the figures are 3.3% ‘tend to agree’ and 1.4% ‘definitely agree’, which sums to 4.7%

¹⁹ Note changes in methodology may affect changes over time - please see methodology section.

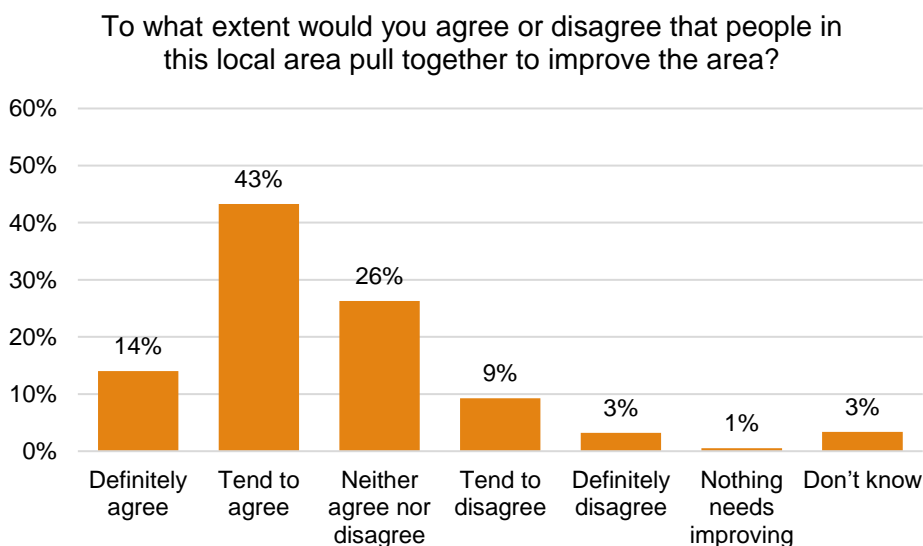
To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? - Definitely or tend to agree



Base: See Appendix B

Significant differences by age

2.41. Fifty-seven percent (57%) of respondents agree that people in their local area pull together to improve the area, with 14% who definitely agree and 43% who tend to agree. 26% neither agree nor disagree. 12% disagree, with 9% who tend to disagree and 3% who strongly disagree. 1% answered that nothing needs improving and 3% answered 'don't know'. In the 2019 and 2020 surveys, 59% and 65% of respondent respectively agree that people in their local area pull together to improve the area.²⁰

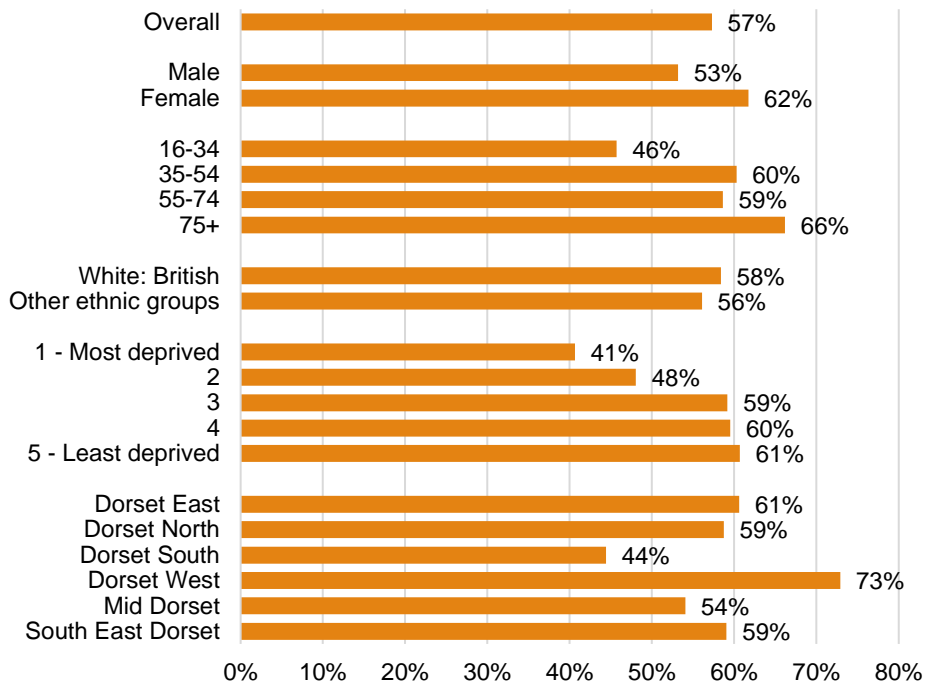


Base: 2,650

2.42. There were significant differences in the proportion of respondents who agree that people in their local area pull together to improve the area by gender, age, deprivation and SUG. Men, respondents aged 16 to 34, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to agree that their local area is a place where people in their local area pull together to improve the area. The difference in the proportion of respondents who agree that people in their local area pull together to improve the area in the least and most deprived quintile of neighbourhoods was 20 percentage points. (Chart overleaf).

²⁰ Note changes in methodology may affect changes over time - please see methodology section.

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



Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

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

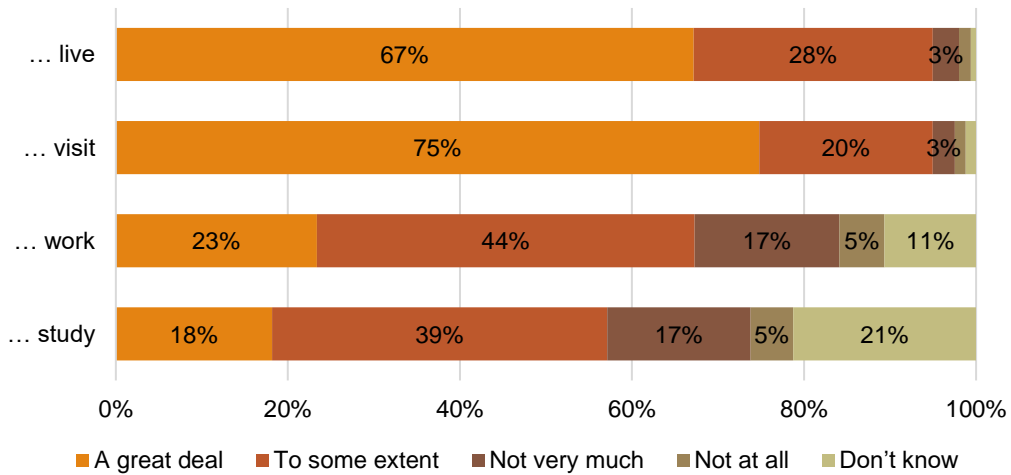
- 2.43. The majority of respondents (95%) would recommend Dorset as a place to live 'a great deal' or 'to some extent'. Only 4% of respondents would recommend Dorset as a place live 'not very much' or 'not at all'. In the 2019 and 2020 surveys, 96% and 96% respectively would recommend Dorset as a place to live 'a great deal' or 'to some extent'.²¹
- 2.44. The majority of respondents (95%) would recommend Dorset as a place to visit 'a great deal' or 'to some extent'. Only 4% of respondents would recommend Dorset as a place to visit 'not very much' or 'not at all'. In the 2019 and 2020 surveys, 96% and 97% respectively would recommend Dorset as a place to visit 'a great deal' or 'to some extent'.²²
- 2.45. Two-thirds of respondents (67%) would recommend Dorset as a place to work 'a great deal' or 'to some extent'. 22% would recommend Dorset as a place to work 'not very much' or 'not at all' and 11% answered don't know. Of those currently working, 74% would recommend Dorset as a place to work 'a great deal' or 'to some extent' and 23% would recommend Dorset as a place to work for 'not very much' or 'not at all'. In the 2019 survey, 67% would recommend Dorset as a place to work 'a great deal' or 'to some extent' and 74% of those currently working, would recommend Dorset as a place to work 'a great deal' or 'to some extent'. In the 2020 survey, 67% would recommend Dorset as a place to work 'a great deal' or 'to some extent' and 74% of those currently working, would recommend Dorset as a place to work 'a great deal' or 'to some extent'
- 2.46. Fifty-seven percent (57%) would recommend Dorset as a place to study 'a great deal' or 'to some extent'. 22% would recommend Dorset as a place to study 'not very much' or 'not at all' and 21% answered don't know. Of those currently in full-time education, 70% would recommend Dorset as a place to study 'a great deal' or 'to some extent' while 28% would recommend Dorset as a place to study for 'not very much' or 'not at all'. In the 2019 survey, 61% would recommend Dorset as a place to study 'a great deal' or 'to some extent' and 68% of those currently in full-time education would recommend Dorset as a place to study 'a great deal' or 'to some extent'. In the 2020 survey, 57% would recommend Dorset as a place to study 'a great deal' or 'to some extent' and 75% of those currently in full-time education would recommend Dorset as a place to study 'a great deal' or 'to some extent'.²³ (Chart overleaf).

²¹ Note changes in methodology may affect changes over time - please see methodology section.

²² Note changes in methodology may affect changes over time - please see methodology section

²³ Note changes in methodology may affect changes over time - please see methodology section.

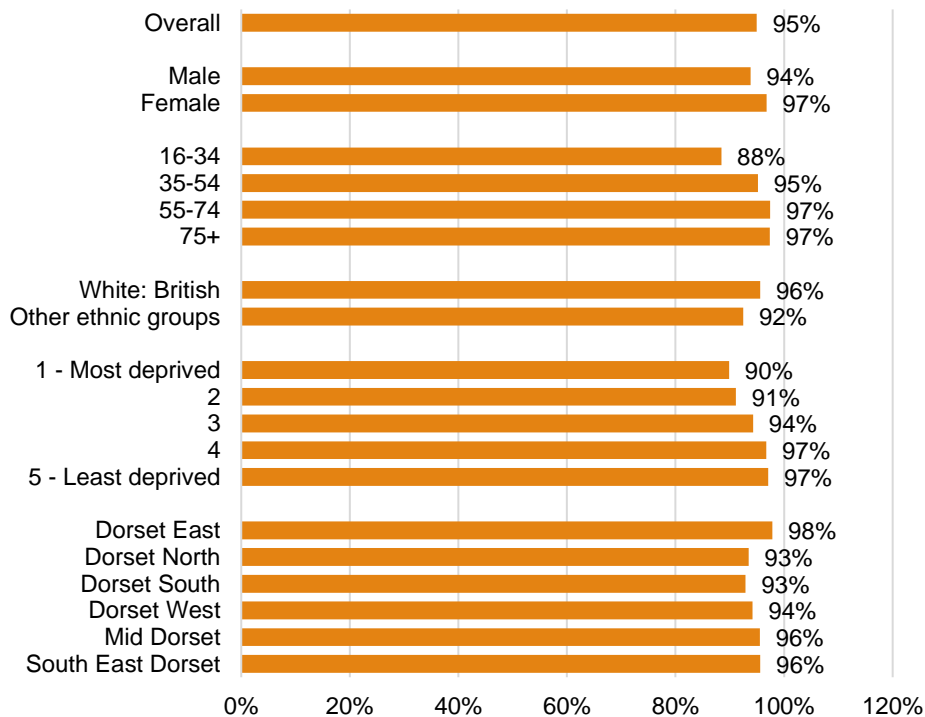
To what extent would you recommend Dorset as a place to ...?



Base: Visit = 2,609, live = 2,655, study = 2,599, work = 2,603

2.47. There were significant differences in the proportion of respondents who would recommend Dorset as a place to live 'a great deal' or 'to some extent' by gender, age, deprivation and SUG. Men, respondents aged 16 to 34, respondents from the most deprived IMD quintile and respondents from Dorset North and Dorset South were less likely to recommend Dorset as a place to live 'a great deal' or 'to some extent'.

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

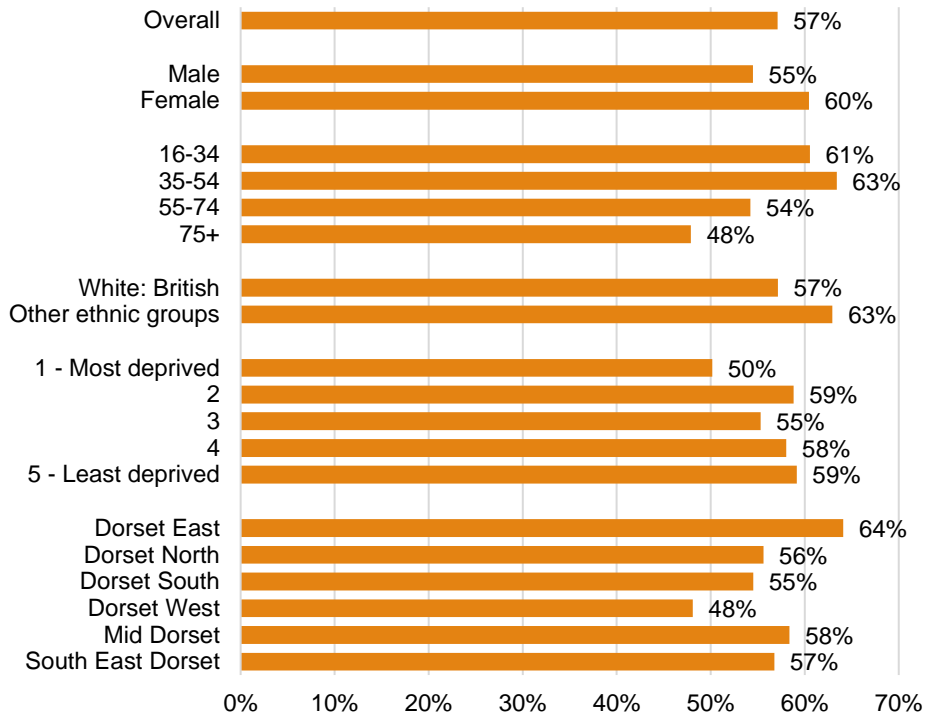


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

2.48. There were significant differences in the proportion of respondents who would recommend Dorset as a place to study 'a great deal' or 'to some extent' by gender, age and SUG. Respondents aged 75 and over, from the most deprived IMD quintile and from Dorset West were less likely to recommend Dorset as a place to study 'a great deal' or 'to some extent', however some of these differences are due to differences in the proportion of respondents answering 'don't know'. Analysis of the data excluding 'don't know' is contained in the following paragraph.

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

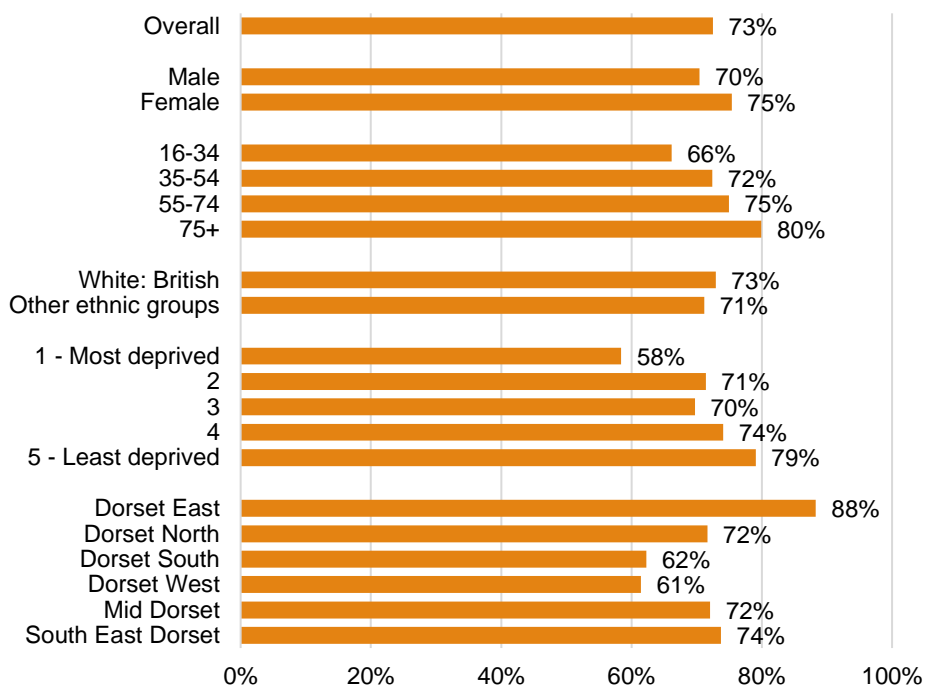


Base: See Appendix B

Significant differences by gender, age and SUG

2.49. When 'don't know' is excluded, 73% of respondents would recommend Dorset as a place to study 'a great deal' or 'to some extent'. There were significant differences in the proportion of respondents who would recommend Dorset as a place to study 'a great deal' or 'to some extent' (when 'don't know' is excluded) by gender, age, deprivation and SUG. Women, respondents aged 75 and over, those from the least deprived IMD quintile and from Dorset East were more likely to recommend Dorset as a place to study 'a great deal' or 'to some extent' when 'don't know' is excluded.

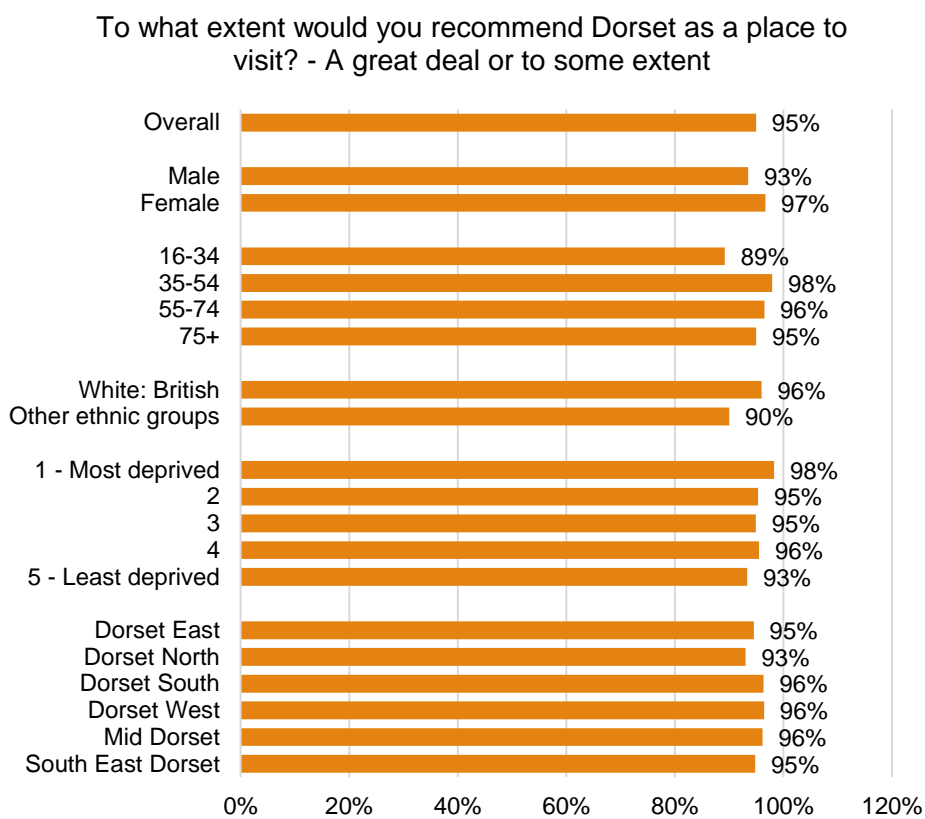
To what extent would you recommend Dorset as a place to study? - A great deal or to some extent (excluding 'don't know')



Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

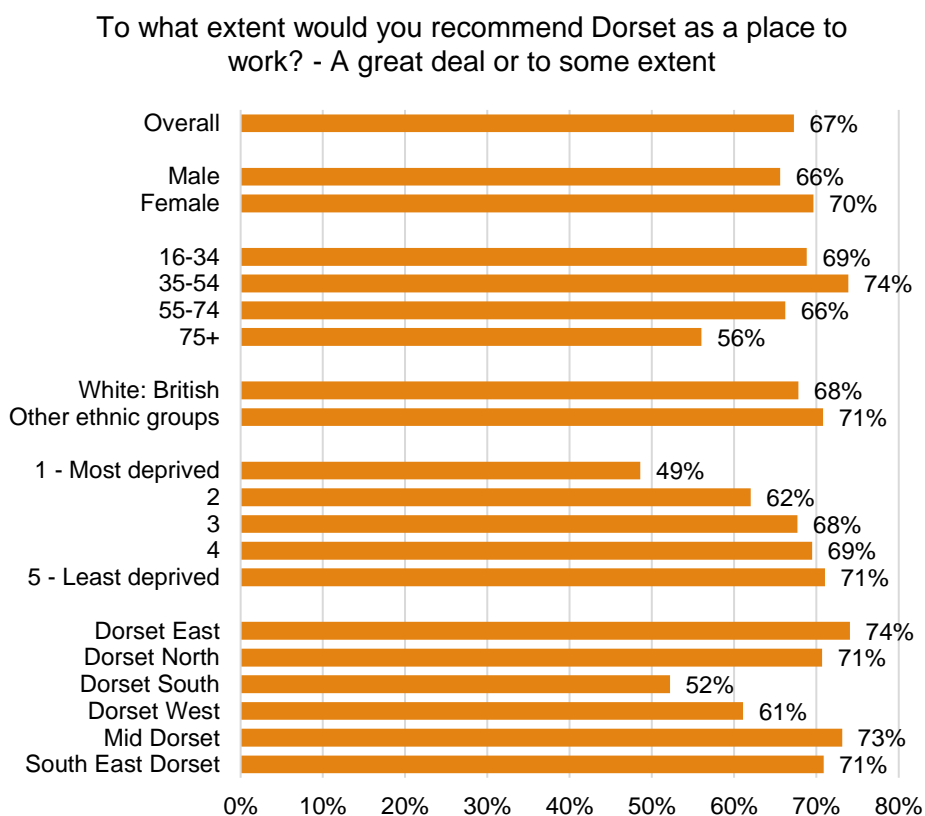
2.50. There were significant differences in the proportion of respondents who would recommend Dorset as a place to visit 'a great deal' or 'to some extent' by gender and age. Men and respondents aged 16 to 34 and were less likely to recommend Dorset as a place to visit 'a great deal' or 'to some extent'.



Base: See Appendix B

Significant differences by gender and age

2.51. There were significant differences in the proportion of respondents who would recommend Dorset as a place to work 'a great deal' or 'to some extent' by gender, age, deprivation and SUG. Men, respondents aged 75 and over, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to recommend Dorset as a place to work 'a great deal' or 'to some extent'. However, some of these differences are due to differences in the proportion of respondents answering, 'don't know', with a higher proportion answering 'don't know' in the older age groups. Analysis of the responses excluding don't know is contained in the following paragraph.

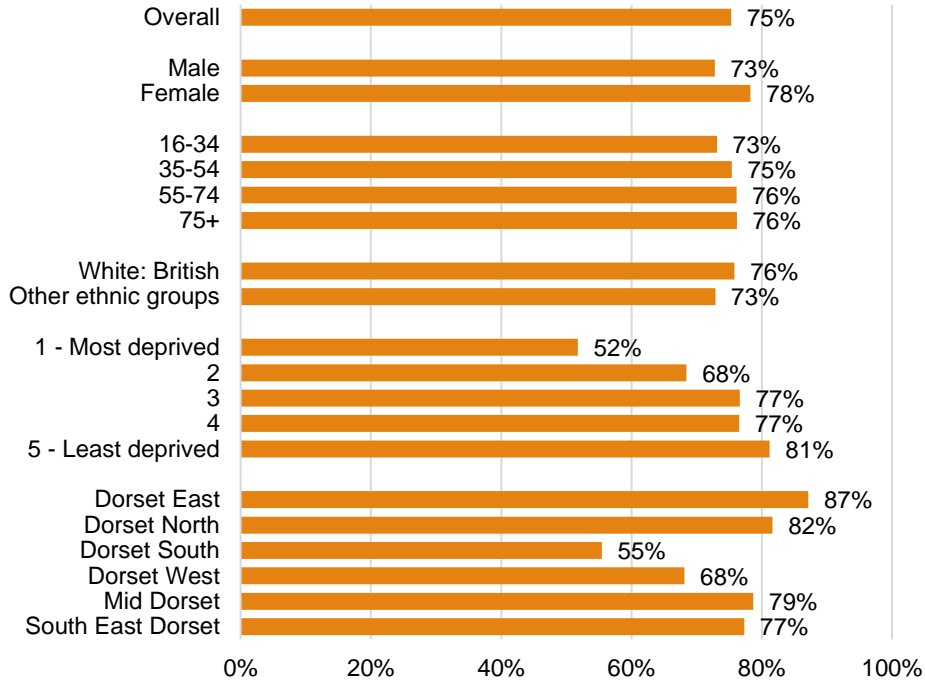


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

2.52. When 'don't know' is excluded, 75% of respondents would recommend Dorset as a place to work 'a great deal' or 'to some extent'. There were significant differences in the proportion of respondents who would recommend Dorset as a place to work 'a great deal' or 'to some extent' when 'don't know' is excluded by gender, deprivation and SUG. Men, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to recommend Dorset as a place to work 'a great deal' or 'to some extent' when 'don't know' is excluded.

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



Base: See Appendix B

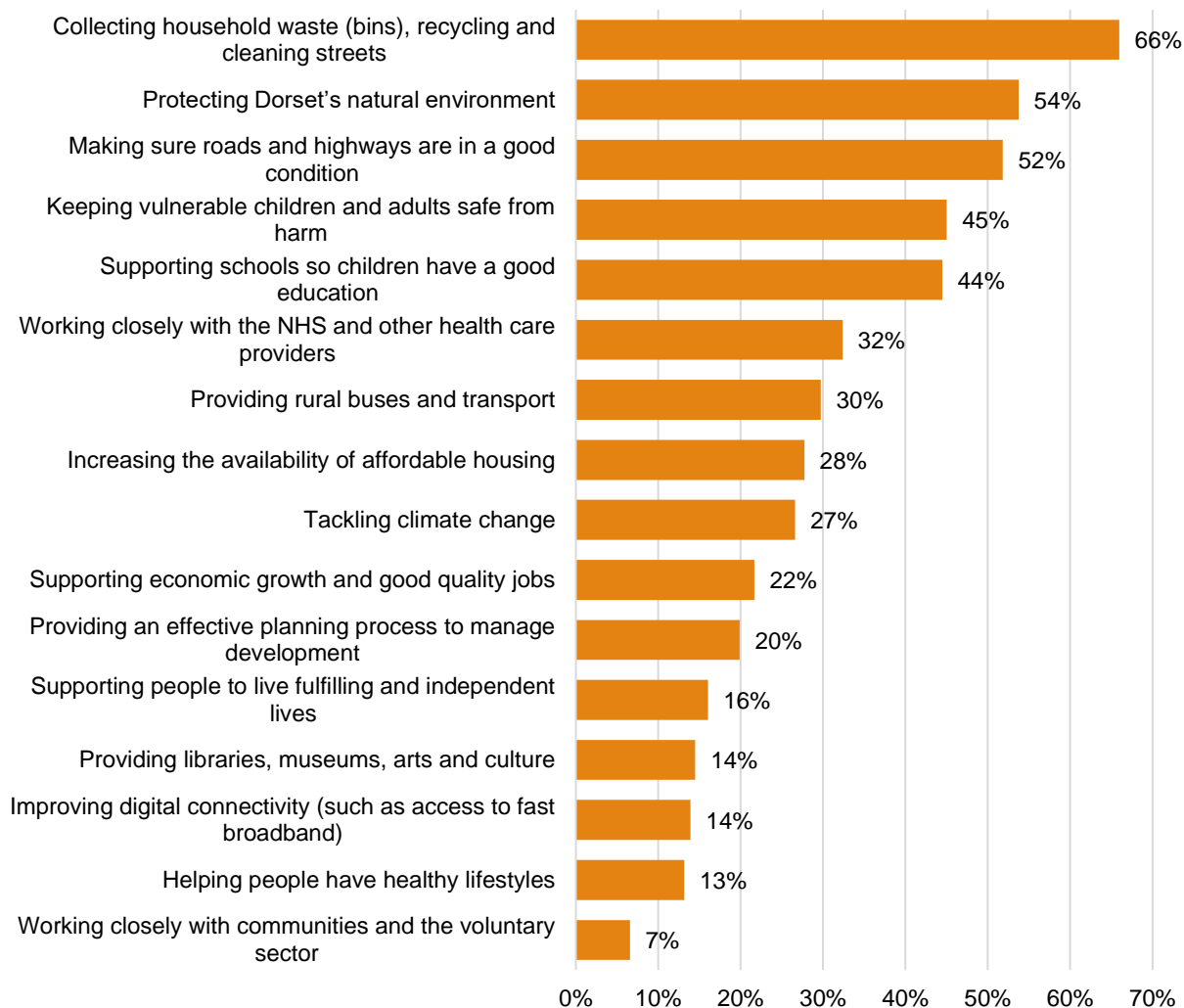
Significant differences by gender, 2019 IMD and SUG

PRIORITISING AREAS OF THE COUNCIL'S WORK

- 2.53. Respondents were asked to select the five areas of the council's work that matter most from a list of sixteen areas. 1% of respondents selected more than five areas, but have been included in analysis. The area selected by the most respondents as mattering most was 'collecting household waste, recycling and clearing streets', which was selected by 66% of respondents. The second most selected area was 'protecting Dorset's natural environment', which was selected by 54% of respondents. 'Making sure roads and highways are in a good condition', 'keeping vulnerable children and adults safe from harm' and 'supporting schools so children have a good education' were the next most selected areas. The chart below is ranked by the proportion selecting the area.
- 2.54. In 2019 and 2020, the survey did not include 'working closely with the NHS and other health care providers', and in 2019 survey, the wording of the question was slightly different and respondents were asked to select the five areas of the council's work that matter most to them and their family. The areas selected by the most respondents in the 2019 survey were 'collecting household waste, recycling and clearing streets' (63%), 'protecting Dorset's natural environment' (57%), 'supporting schools so children have a good education' (51%), 'making sure roads and highways are in a good condition' (51%), and 'keeping vulnerable children and adults safe from harm' were the next most selected areas (49%). The areas selected by the most respondents in the 2020 survey were 'collecting household waste, recycling and clearing streets' (61%), 'protecting Dorset's natural environment' (58%), 'making sure roads and highways are in a good condition' (52%), 'supporting schools so children have a good education' (52%) and 'keeping vulnerable children and adults safe from harm' (49%).²⁴ (Chart overleaf)

²⁴ Note changes in methodology may affect changes over time - please see methodology section

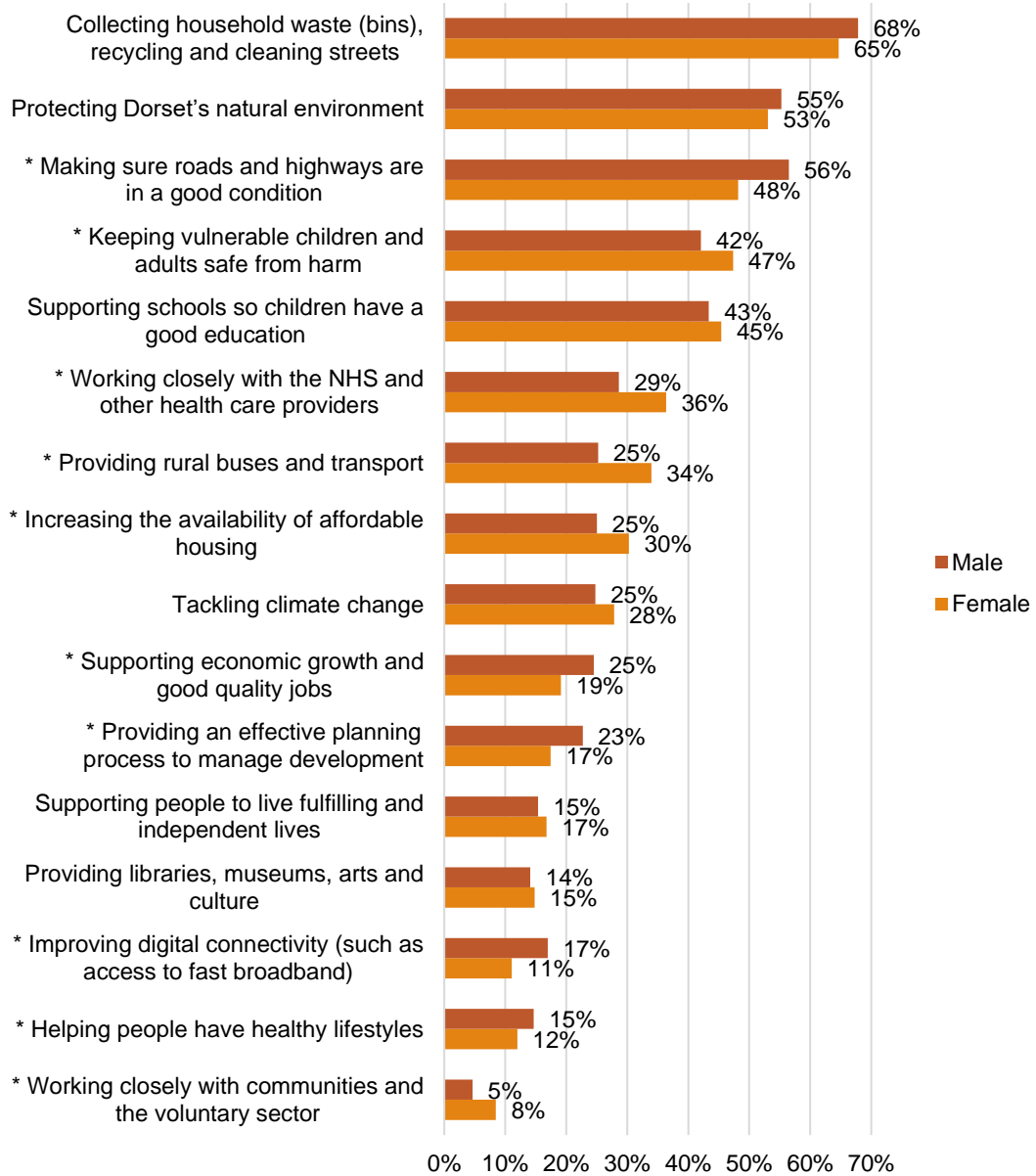
Which of the following areas of the council's work matter most?



Base: 2,645

2.55. There were some significant differences by gender in the proportion of respondents selecting areas of the council's work that matters most. Women were significantly more likely to have selected 'keeping vulnerable children and adults safe from harm', 'working closely with the NHS and other health care providers', 'providing rural buses and transport', 'increasing the availability of affordable housing' and 'working closely with communities and the voluntary sector' while men were more likely to have selected 'making sure roads and highways are in a good condition', 'supporting economic growth and good quality jobs', 'providing an effective planning process to manage development', 'improving digital connectivity' and 'helping people have healthy lifestyles'. There were also some differences in the ranking of the areas by gender. While 'collecting household waste, recycling and clearing streets' and 'protecting Dorset's natural environment' was ranked as the 1st most important area respectively by both men and women, 'protecting Dorset's natural environment' was ranked as 2nd most important by women while 'making sure roads and highways are in a good condition' was ranked as 2nd most important by men. (Chart overleaf).

Which of the following areas of the council's work matter most?



Base: See Appendix B

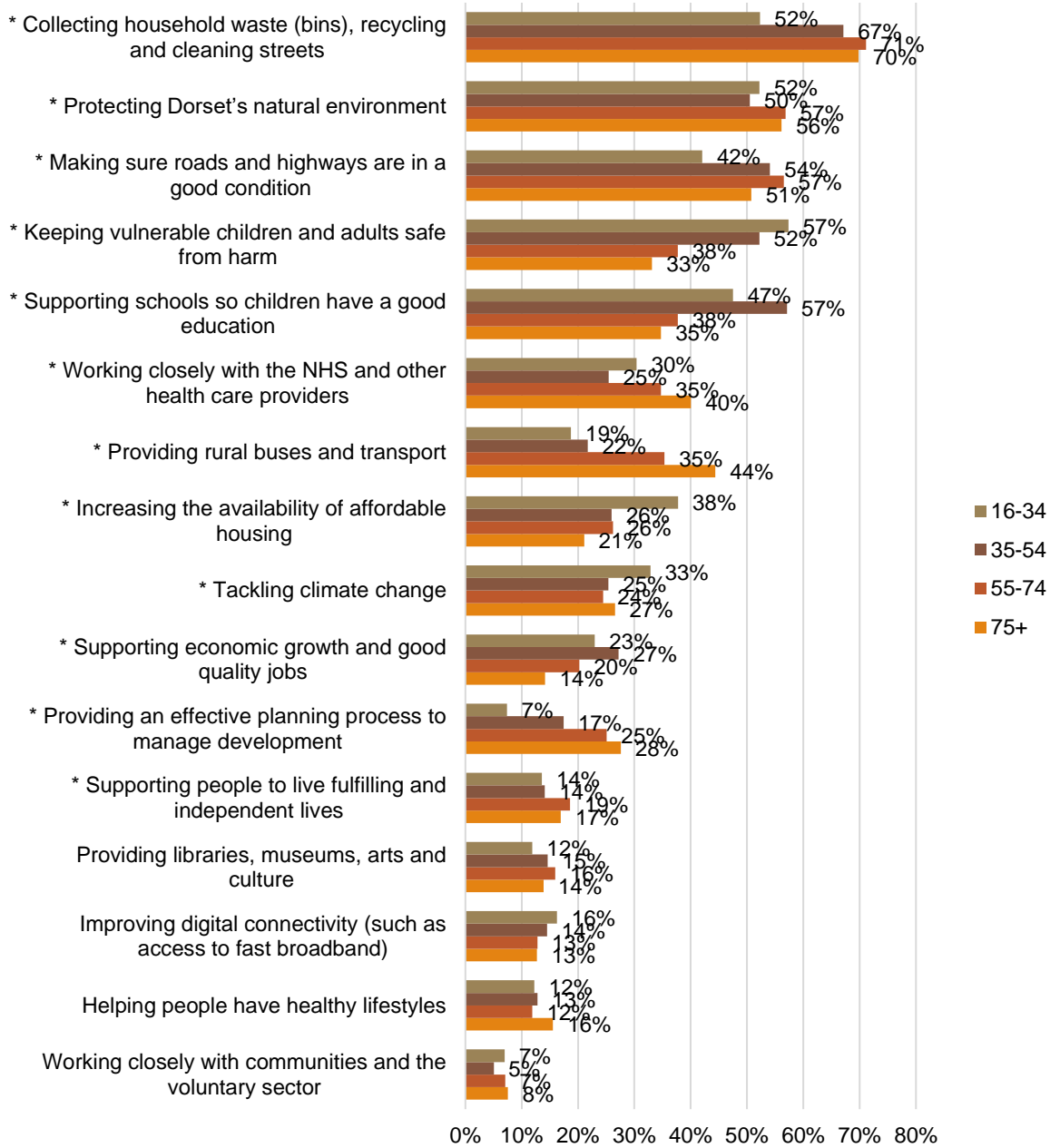
* = Significant differences by gender

2.56. There were significant differences by age in the proportion of respondents selecting 12 of the 16 areas of the council's work that matters most. The 4 areas where there were no significant differences by age were 'providing libraries, museums, arts and culture', 'improving digital connectivity (such as access to fast broadband)', 'helping people have healthy lifestyles' and 'working closely with communities and the voluntary sector'. Some of the differences by age include:

- Respondents aged 16 to 34 were more likely to have selected:
 - 'keeping vulnerable children and adults safe from harm'
 - 'increasing the availability of affordable housing'
 - 'tackling climate change'
- Respondents aged 16 to 34 were less likely to have selected 'collecting household waste (bins), recycling and cleaning streets'
- Respondents aged 35 to 54 were more likely to have selected
 - 'supporting schools so children have a good education'
 - 'supporting economic growth and good quality jobs'
- Respondents aged 55 to 74 were more likely to have selected:
 - 'making sure roads and highways are in a good condition'
 - 'supporting people to live fulfilling and independent lives'
- Respondents aged 55 and over were more likely to have selected 'protecting Dorset's natural environment'
- Respondents aged 75 and over were more likely to have selected:
 - 'working closely with the NHS and other health care providers'
 - 'providing rural buses and transport'
 - 'providing an effective planning process to manage development'

There were also difference in the ranking of areas by age. 'Collecting household waste, recycling and clearing streets' was the 1st most selected area for respondents aged 35 to 54, 55 to 74 and 75 and older while 'keeping vulnerable children and adults safe from harm' was the most selected area for respondents aged 16 to 34. (Chart overleaf).

Which of the following areas of the council's work matter most?

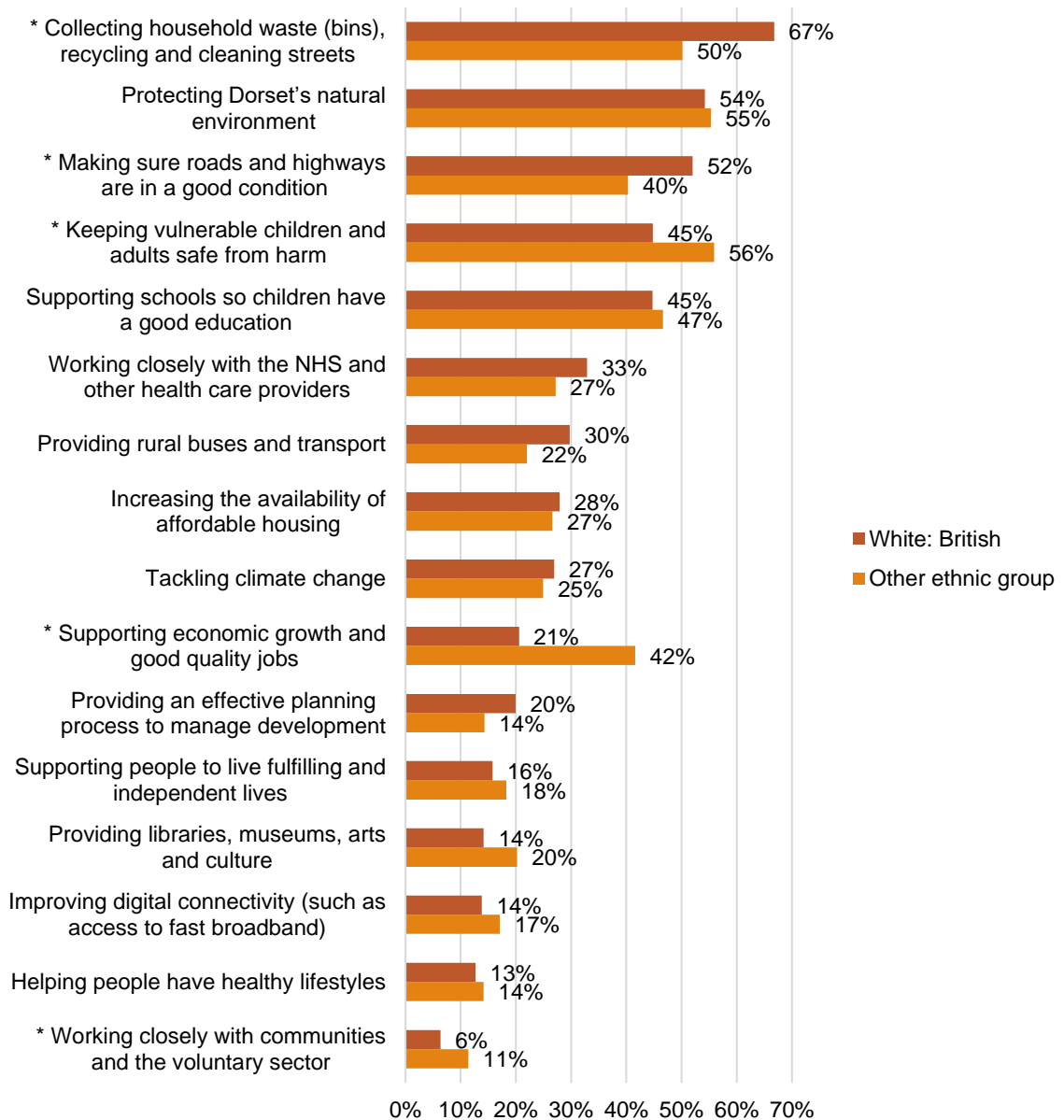


Base: See Appendix B

* = Significant differences by age

2.57. There were some significant differences by ethnicity in the proportion of respondents selecting areas of the council's work that matters most. White British respondents were more likely to have selected 'collecting household waste (bins), recycling and cleaning streets' and 'making sure roads and highways are in a good condition'. Respondents from ethnic groups other than White British were significantly more likely to have selected 'keeping vulnerable children and adults safe from harm', 'supporting economic growth and good quality jobs' and 'working closely with communities and the voluntary sector'. There were also some differences in the ranking of the areas by ethnicity. 'Collecting household waste, recycling and clearing streets' was the 1st most selected area for White British respondents while 'keeping vulnerable children and adults safe from harm' was the 1st most selected area for respondents from other ethnic groups.

Which of the following areas of the council's work matter most?



Base: See Appendix B

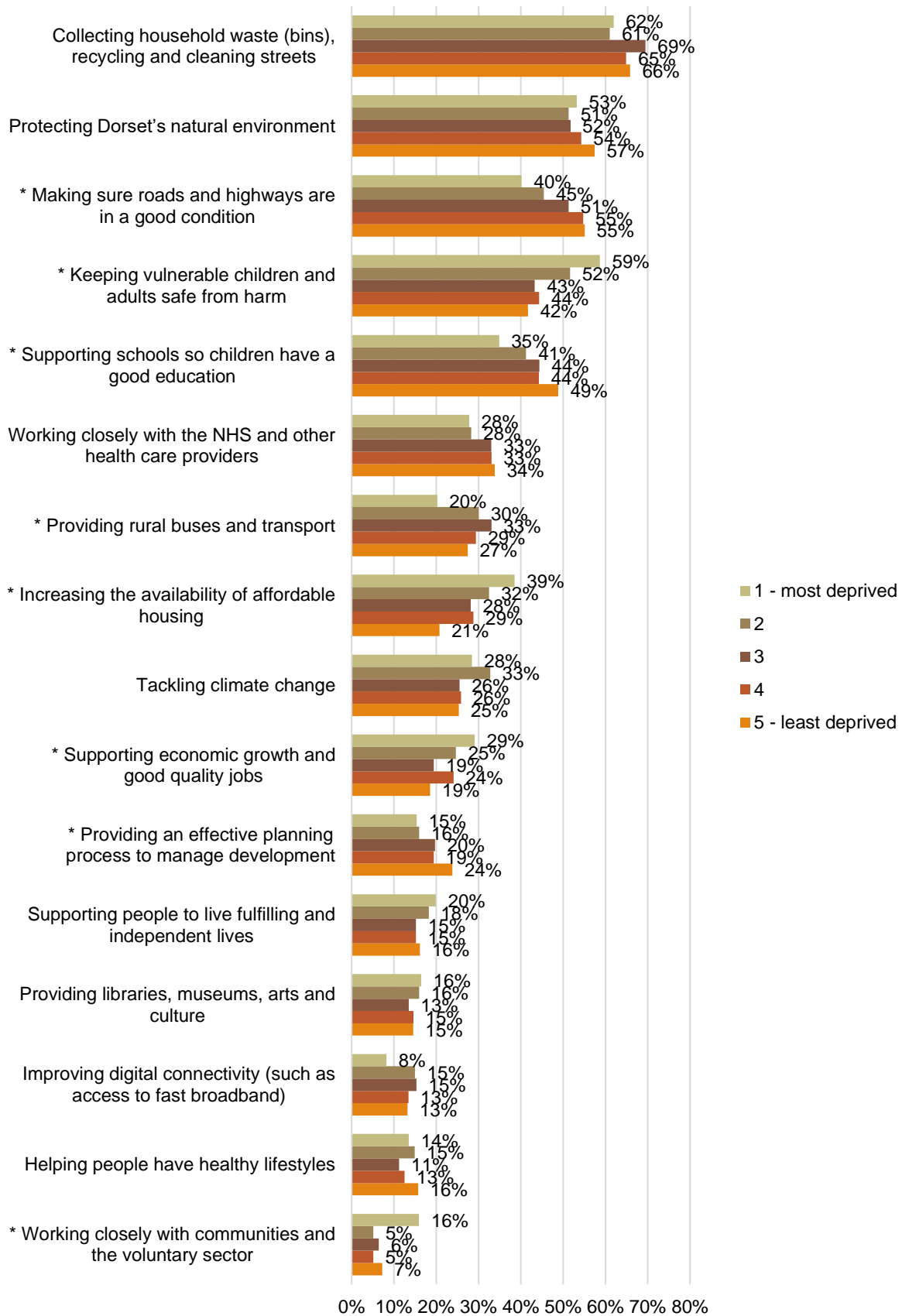
* = Significant differences by ethnicity

2.58. There were significant differences by deprivation in the proportion of respondents selecting areas of the council's work that matters most. The differences by deprivation are:

- Respondents from the most deprived quintile were more likely to have selected:
 - 'Keeping vulnerable children and adults safe from harm'
 - 'Increasing the availability of affordable housing'
 - 'Supporting economic growth and good quality jobs'
 - 'Working closely with communities and the voluntary sector'
- Respondents from the least deprived quintile were more likely to have selected:
 - 'Supporting schools so children have a good education'
 - 'Providing an effective planning process to manage development'
- Respondents from the least deprived quintile were less likely to have selected"
 - 'Making sure roads and highways are in a good condition'
 - 'Providing rural buses and transport'

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

Which of the following areas of the council's work matter most?



Base: See Appendix B

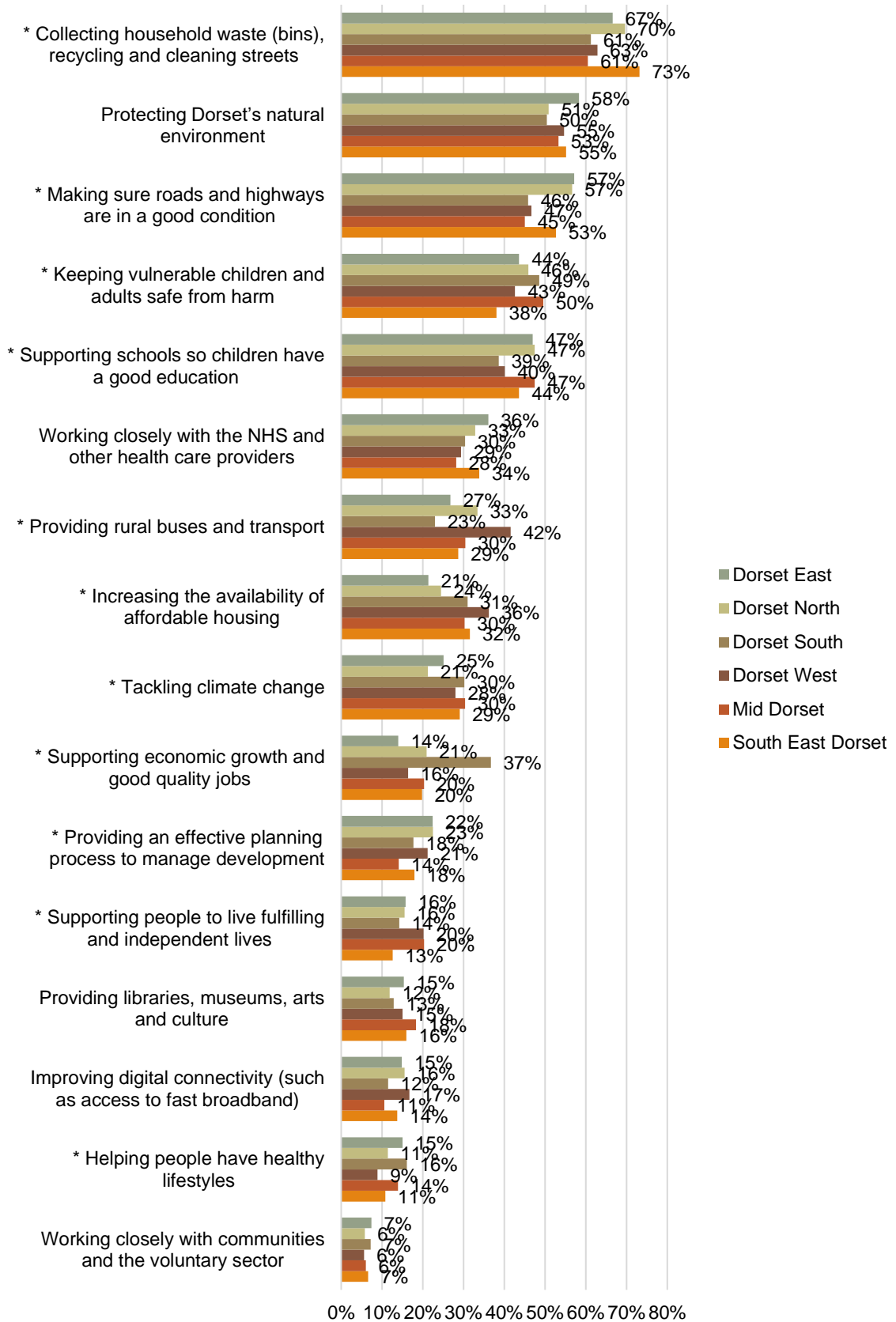
* = Significant differences by 2019 IMD

2.60. There were significant differences by SUG in the proportion of respondents selecting 11 of the 15 areas of the council's work that matters most. Some of the differences by SUG include:

- Respondents from South-East Dorset were more likely to have selected 'collecting household waste (bins), recycling and cleaning streets'.
- Respondents from Dorset East and Dorset North were more likely to have selected 'making sure roads and highways are in a good condition'
- Respondents from Dorset South and Mid Dorset were more likely to have selected 'keeping vulnerable children and adults safe from harm'.
- Respondents from Dorset East, Dorset North and Mid Dorset were more likely to have selected 'supporting schools so children have a good education'
- Respondents from Dorset West were more likely to have selected:
 - 'Providing rural buses and transport'
 - 'Increasing the availability of affordable housing'
- Respondents from Dorset West were less likely to have selected 'helping people have healthy lifestyles'.
- Respondents from Dorset North were less likely to have selected 'tacking climate change'.
- Respondents from Dorset South were more likely to have selected 'supporting economic growth and good quality jobs'.
- Respondents from Mid Dorset were less likely to have selected 'providing an effective planning process to manage development'.
- Respondents from Dorset West and Mid Dorset were more likely to have selected 'supporting people to live fulfilling and independent lives'.

2.61. There were also some differences in the ranking of the areas by SUG. While 'collecting household waste, recycling and clearing streets' was the 1st most selected area by all 6 SUGs, 'protecting Dorset's natural environment' was the 2nd most selected area in Dorset East, Dorset South, Dorset West, Mid Dorset and South-East Dorset, while 'making sure roads and highways are in a good condition' was the 2nd most selected area in Dorset North. (Chart overleaf).

Which of the following areas of the council's work matter most?



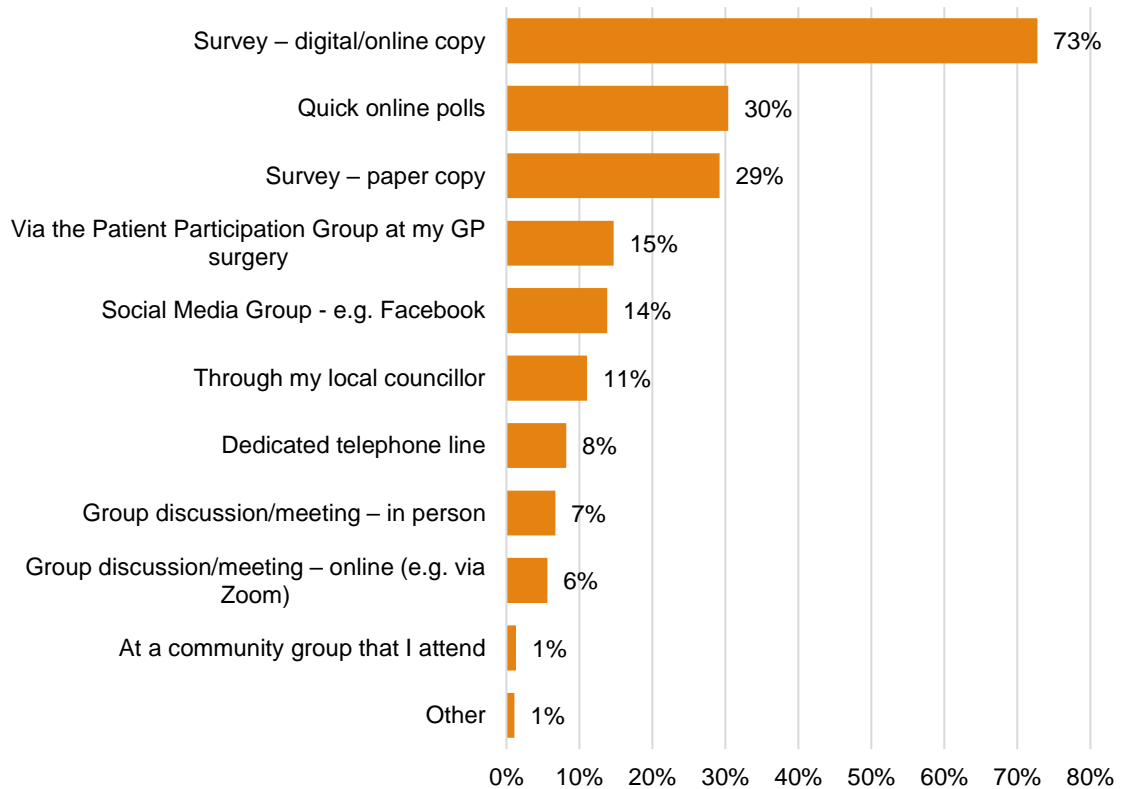
Base: See Appendix B

* = Significant differences by SUG

PREFERRED METHOD OF GIVING VIEWS ABOUT HEALTH AND CARE SERVICES

- 2.62. Respondents were asked to select the three ways they would prefer to give their views about health and care services in Dorset. Less than 1% of respondents selected more than three ways, but have been included in analysis. Nearly three-quarters (73%) of respondents would prefer to give their views about health and care services in Dorset via a digital or online survey. 30% would prefer to give their views via quick online polls and 29% via a paper copy of a survey.
- 2.63. As might be expected, there were some differences by the format of the survey respondents had completed. Respondents who had completed the paper version of the survey were more likely to prefer to give their views about health and care services in Dorset via a paper copy of a survey, with 48% of respondents who completed a paper version of the survey and 18% of respondents who completed the online version of the survey preferring to give their views via a paper copy of a survey. Respondents who completed the online version of the survey were more likely to prefer to give their views about health and care services in Dorset via a digital or online survey, with 82% of respondents who completed the online version of the survey and 57% of respondents who completed a paper version of the survey preferring to give their views about health and care in Dorset via a digital or online survey. Respondents who completed the paper version of the survey were also more likely to prefer to give their views about health and care services in Dorset 'via the Patient Participation Group at my GP surgery', 'through my local councillor' and via a dedicated telephone line than those who had completed the online version of the survey. Respondents who had completed the online version of the survey were more likely to prefer to give their views about health and care services in Dorset by quick online polls and 'group discussion/meeting – online (e.g. via Zoom)'.

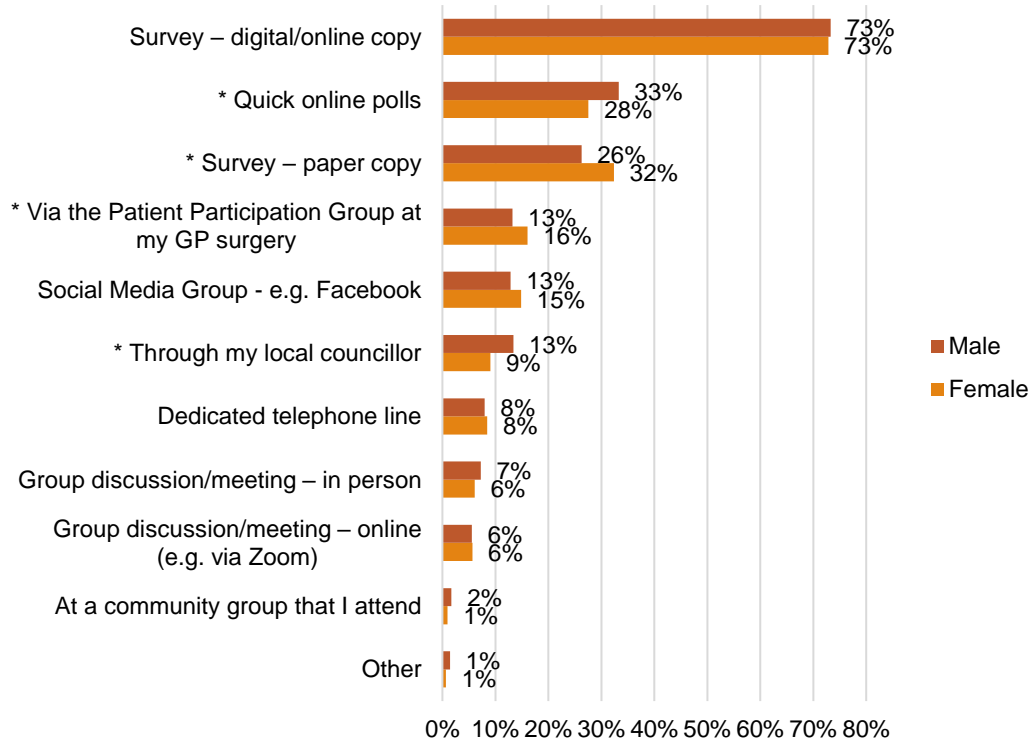
In which of the following ways would you prefer to give your views about health and care services in Dorset?



Base: 2,618

- 2.64. There were some significant differences in how respondents would prefer to give their views about health and care services in Dorset by gender. Men were more likely to prefer to give their views about health and care services in Dorset via quick online polls and through their local councillor. Women were more likely to prefer to give their views about health and care services in Dorset via a paper copy of a survey and via the Patient Participation Group at their GP surgery.

In which of the following ways would you prefer to give your views about health and care services in Dorset?



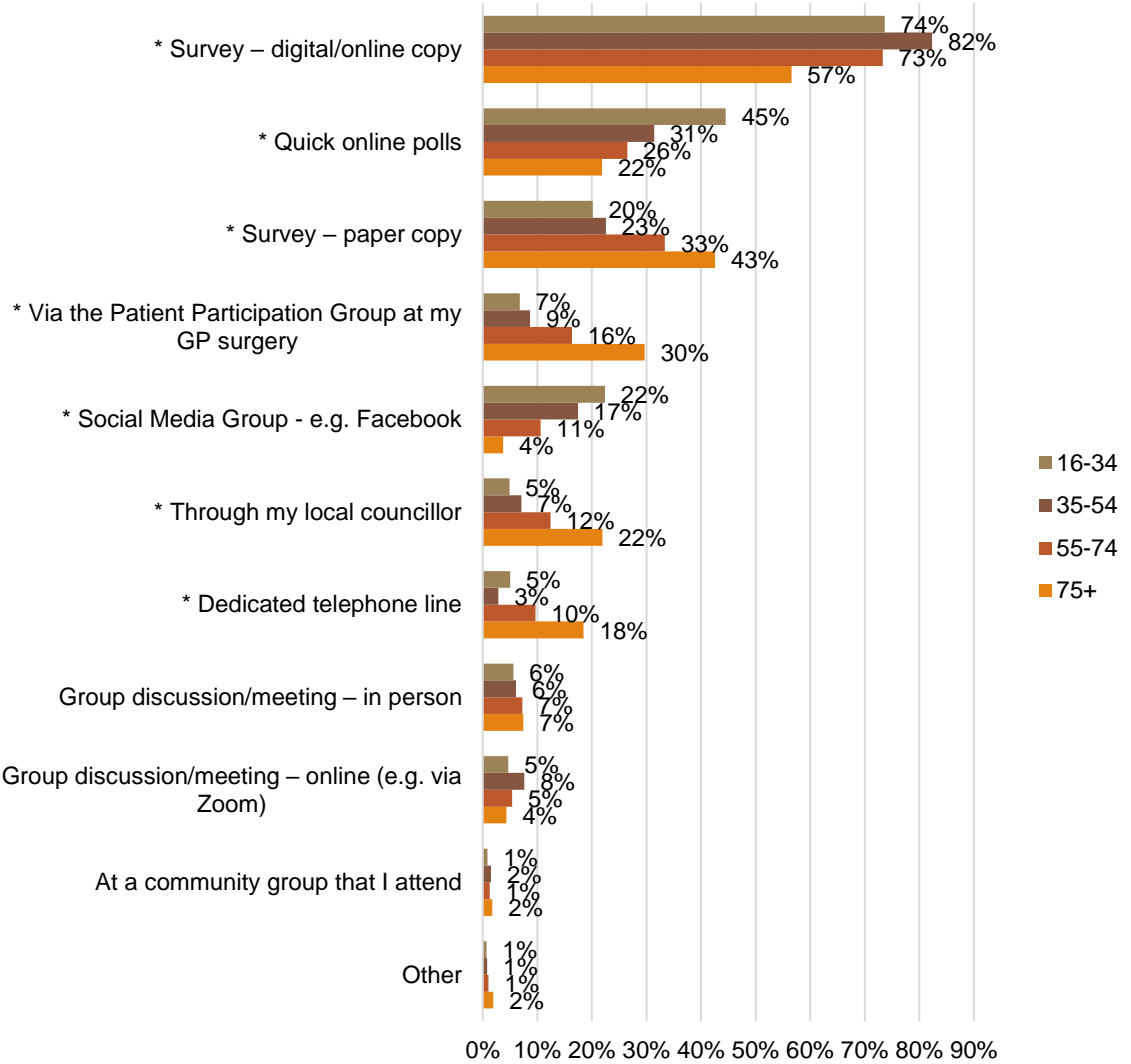
Base: See Appendix B

* = Significant differences by gender

2.65. There were some significant differences in how respondents would prefer to give their views about health and care services in Dorset by age. Some of the differences by age include:

- Respondents aged 35 to 54 were more likely to prefer to give their views about health and care services in Dorset by ‘Survey – digital/online copy’.
- Respondents aged 16 to 34 were more likely to prefer to give their views about health and care services in Dorset by:
 - ‘Quick online polls’
 - ‘Social Media Group - e.g. Facebook’
- Respondents aged 75 and over were more likely to prefer to give their views about health and care services in Dorset by:
 - ‘Survey – paper copy’
 - ‘Via the Patient Participation Group at my GP surgery’
 - ‘Through my local councillor’
 - ‘Dedicated telephone line’.

In which of the following ways would you prefer to give your views about health and care services in Dorset?

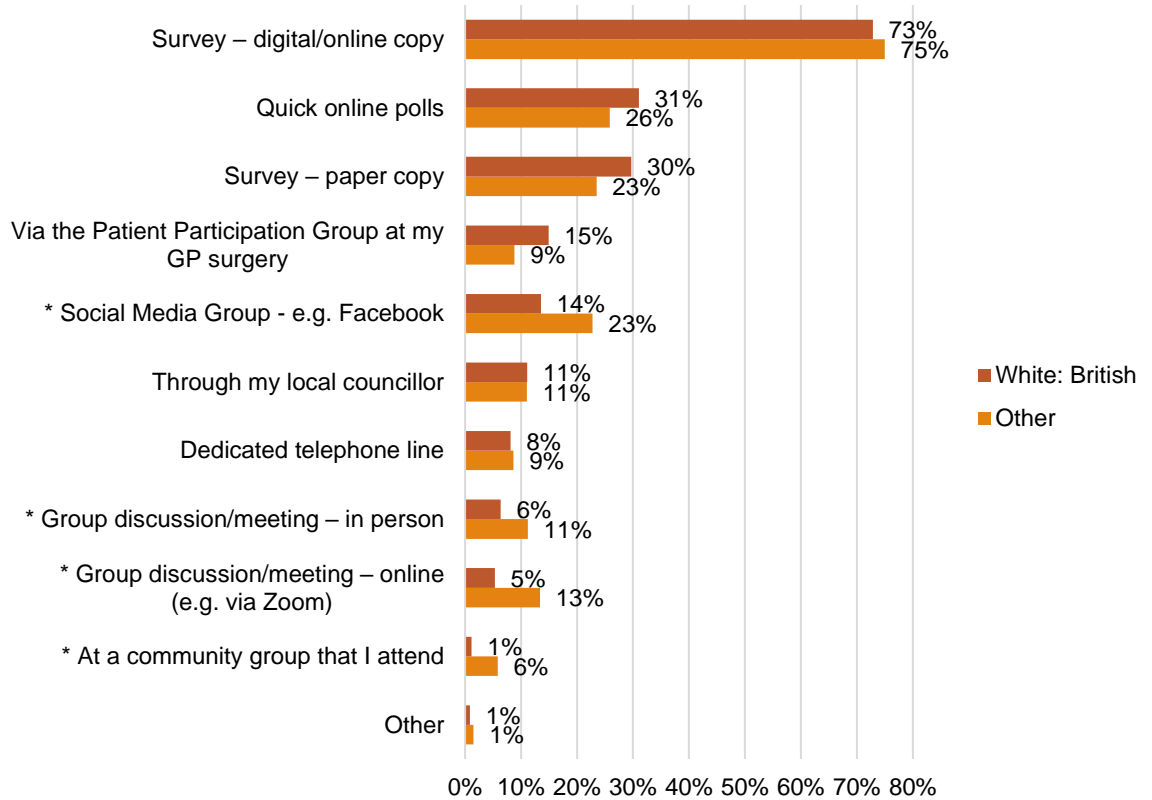


Base: See Appendix B

* = Significant differences by age

2.66. There were some significant differences in how respondents would prefer to find give their views about health and care services in Dorset by ethnicity. Respondents from ethnic groups other than White British were more likely to prefer to give their views about health and care services in Dorset via ‘Social Media Group - e.g. Facebook’, ‘group discussion/meeting – in person’, ‘group discussion/meeting – online (e.g. via Zoom)’ and ‘at a community group that I attend’.

In which of the following ways would you prefer to give your views about health and care services in Dorset?

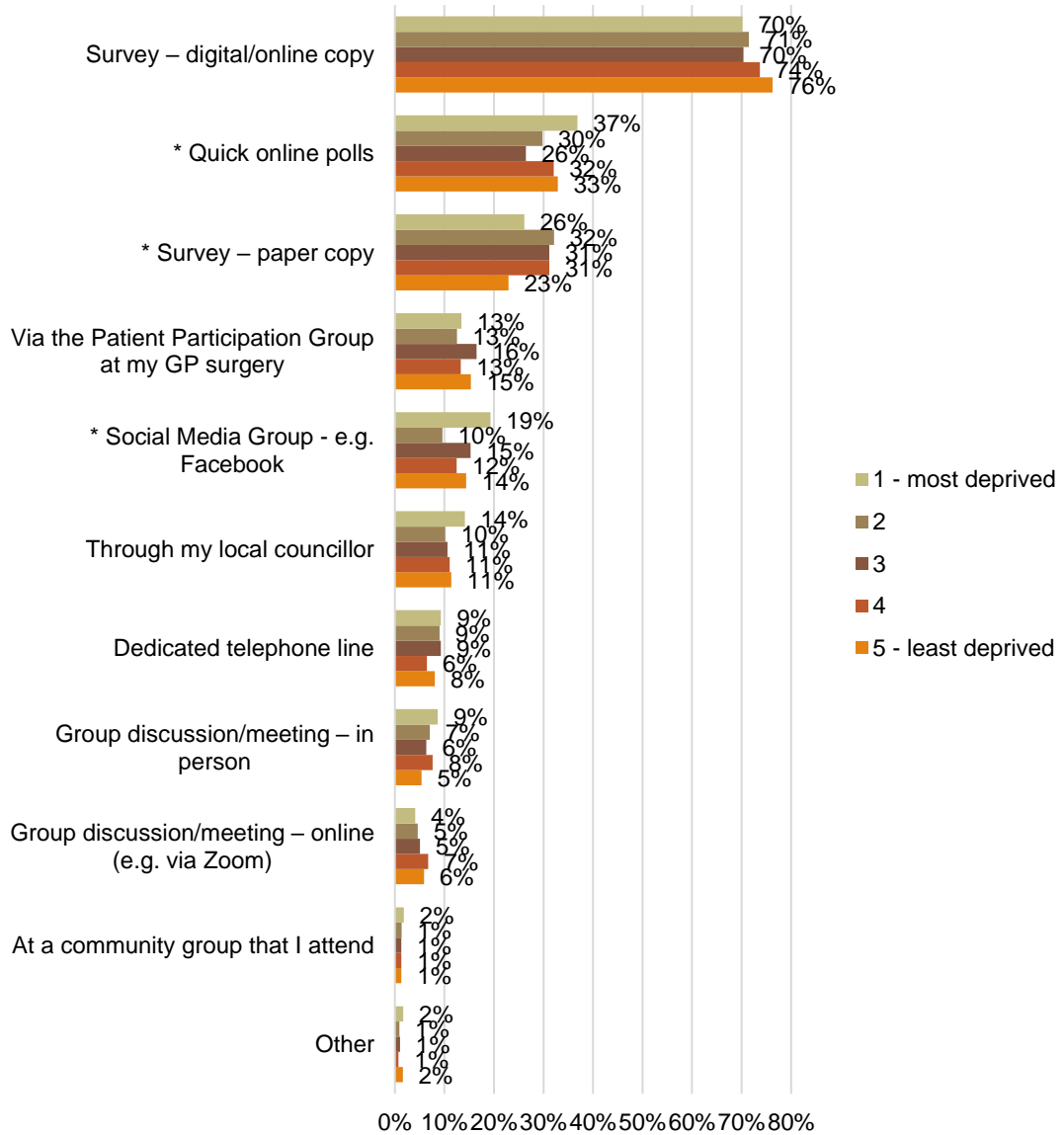


Base: See Appendix B

* = Significant differences by ethnicity

2.67. There were some significant differences in how respondents would prefer to find give their views about health and care services in Dorset by deprivation. Respondents from the most deprived quintile were more likely to prefer to give their views about health and care services in Dorset via ‘quick online polls’ and ‘Social Media Group - e.g. Facebook’. Respondents from the least deprived quintile were less likely to prefer to give their views about health and care services in Dorset via ‘Survey – paper copy’.

In which of the following ways would you prefer to give your views about health and care services in Dorset?

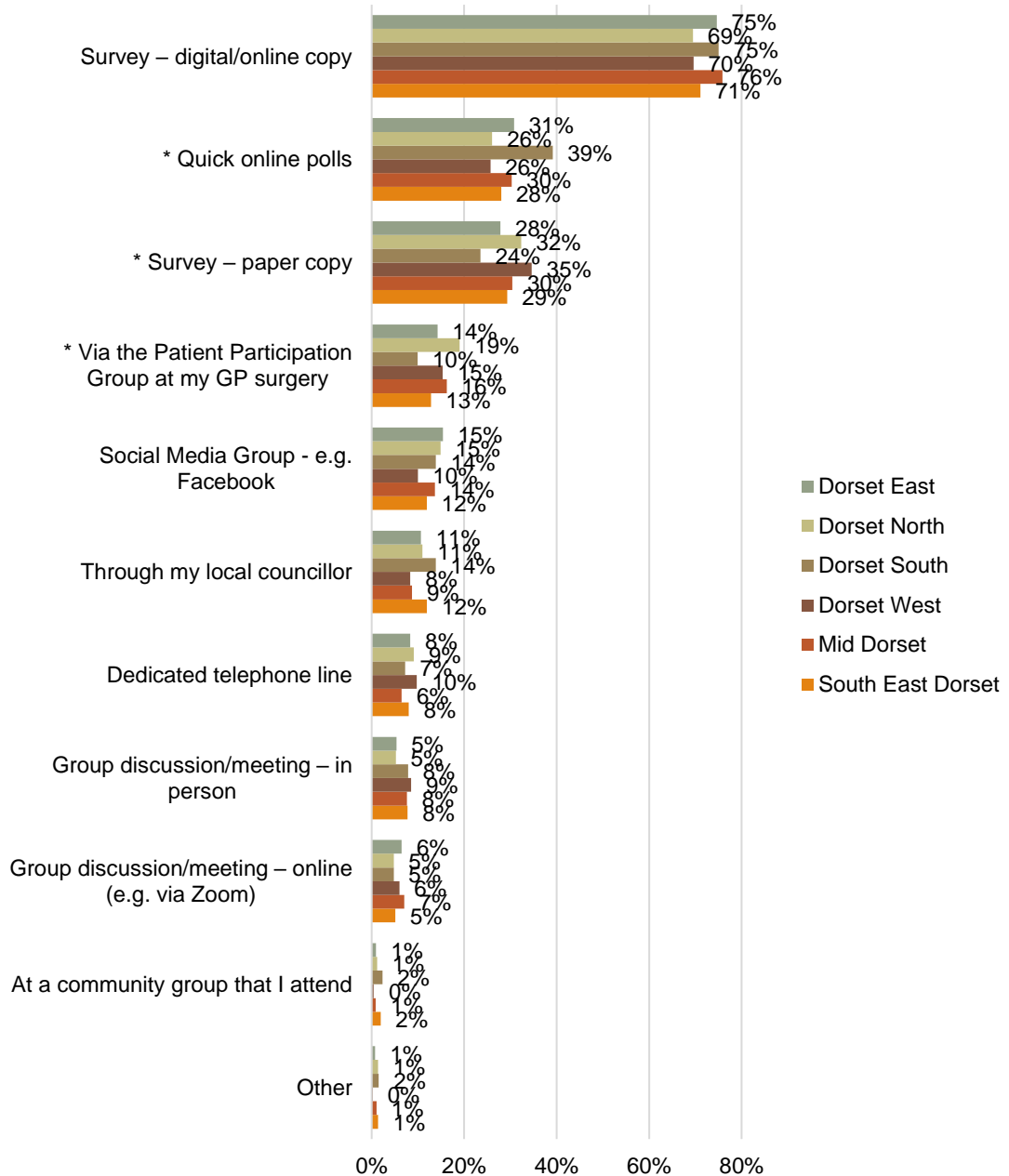


Base: See Appendix B

* = Significant differences by 2019 IMD

2.68. There were some significant differences in how respondents would prefer to find give their views about health and care services in Dorset by SUG. Respondents from Dorset South were more likely to prefer to give their views about health and care services in Dorset via ‘quick online polls’. Respondents from Dorset West were more likely to prefer to give their views about health and care services in Dorset via ‘survey – paper copy’. Respondents from North Dorset were more likely to prefer to give their views about health and care services in Dorset ‘via the Patient Participation Group at my GP surgery’

In which of the following ways would you prefer to give your views about health and care services in Dorset?



Base: See Appendix B

* = Significant differences by SUG

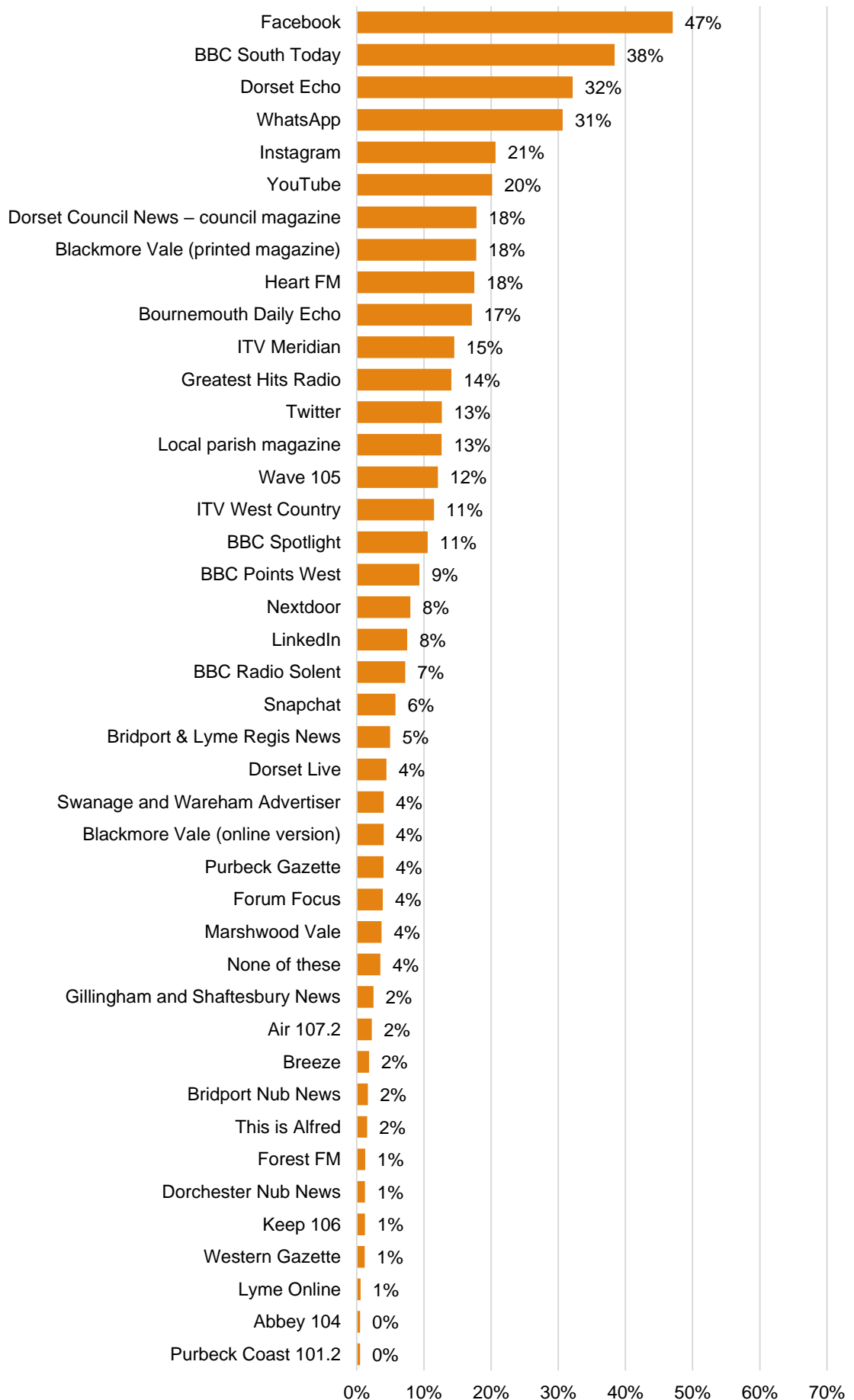
USE OF MEDIA

2.69. The majority of respondents (96%) regularly read, listen to, visit or watch at least one the traditional media outlets, news websites or social media platforms asked about. 70% regularly read at least one of the print publications asked about, 65% regularly visit one of the social media platforms asked about, 60% regularly watch at least one of the television news programmes asked about, 42% regularly listen to one of the radio stations asked about and 11% regularly visited one of the news websites asked about.

- 2.70. The four most regularly used media outlets or social media platforms were Facebook (regularly visited by 47% of respondents), BBC South Today (regularly watched by 38% of respondents), Dorset Daily Echo (regularly read by 32% of respondents) and WhatsApp (regularly used by 31% of respondents).
- 2.71. The question was not asked in the 2020 survey. In the 2019 survey, 71% regularly read at least one of the print publications asked about, 68% regularly watch at least one of the television news programmes asked about, 62% regularly visited one of the social media platforms asked about and 54% regularly listen to one of the radio stations asked about. The most regularly used media outlets or social media platforms in 2020 were Facebook (47%), BBC South Today (42%), WhatsApp (32%), Dorset Echo (25%) and YouTube (25%).²⁵

²⁵ Note changes in methodology may affect changes over time - please see methodology section.

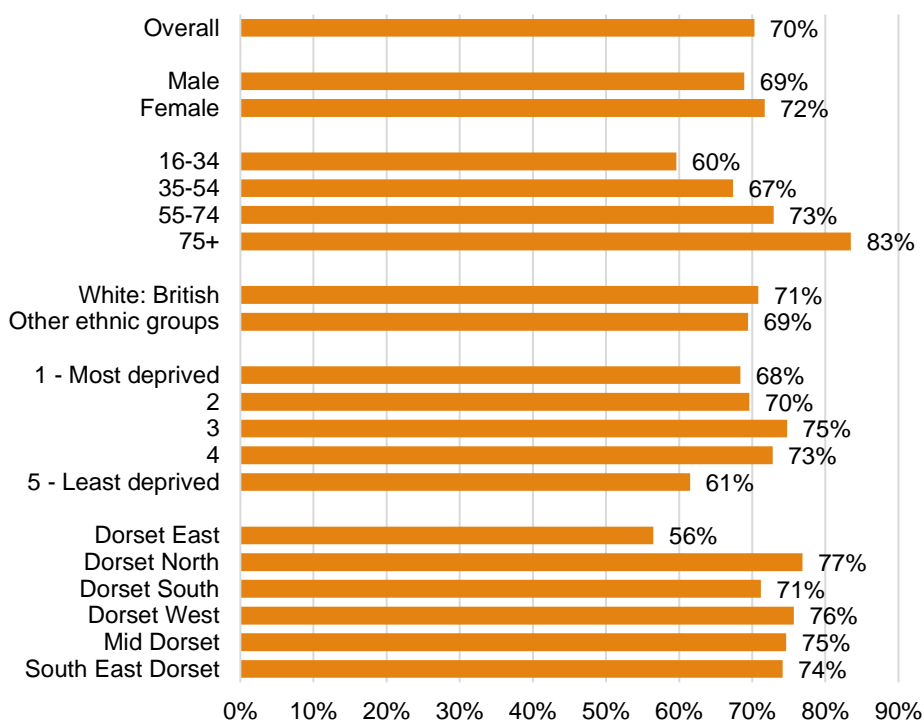
Which of the following do you regularly read, listen to, visit or watch?



Base: 2,647

2.72. Overall, 70% of respondents regularly read at least one of the twelve printed publications asked about. There were significant differences in the proportion of respondents who regularly read at least one of the printed publications asked about by age, deprivation and SUG. Respondents aged 16 to 24, respondents from the least deprived IMD quintile and respondents from Dorset East were less likely to regularly read at least one of the printed publications.

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

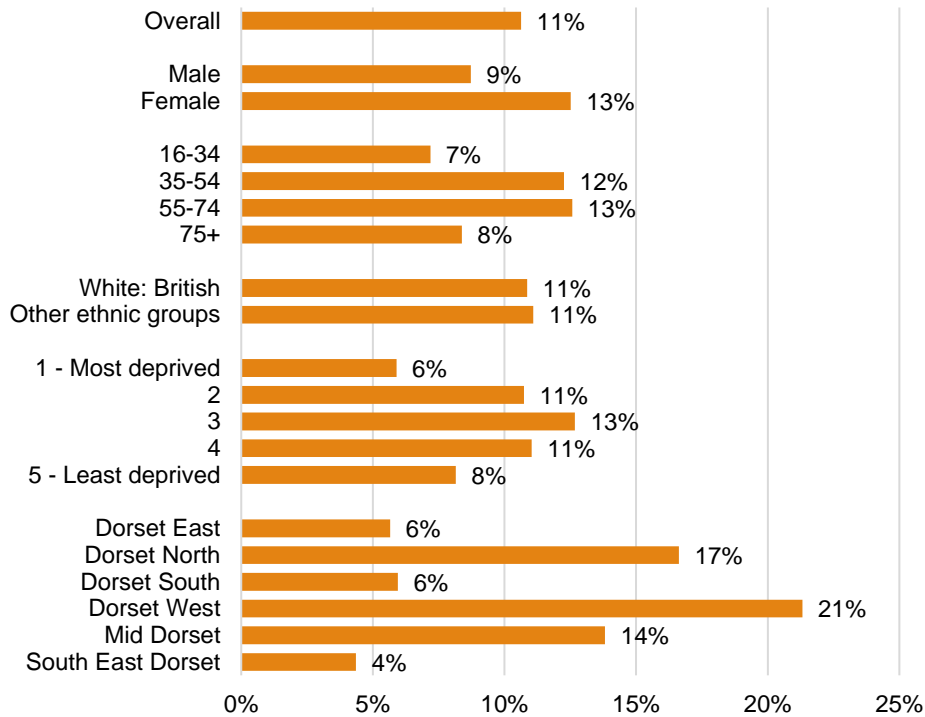


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

2.73. Overall, 11% of respondents regularly watch at least one of the five news websites asked about. There were significant differences in the proportion of respondents who regularly visit at least one of the news websites asked about by gender, age, IMD and deprivation. Men, respondents aged 16 to 34 and 75 and over, respondents from the most deprived IMD quintile and respondents from Dorset East, Dorset South and South-East Dorset were less likely to visit at least one of the news websites asked about.

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

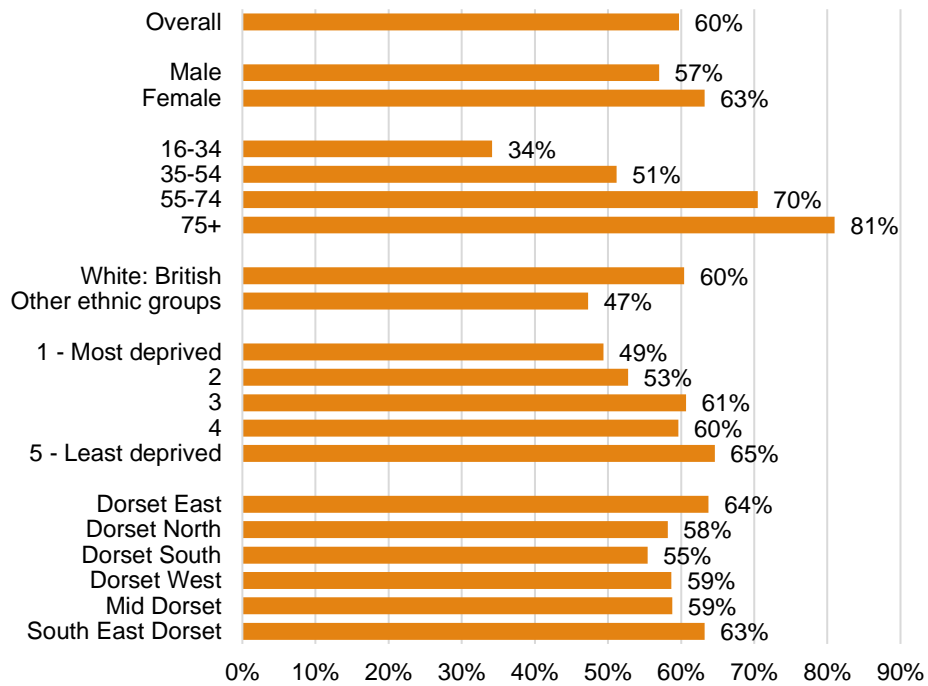


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

2.74. Overall, 60% of respondents regularly watch at least one of the five television news programmes asked about. There were significant differences in the proportion of respondents who regularly watch at least one of television news programmes asked about by gender, age, ethnicity and deprivation. Women, respondents aged 75 and over, White British respondents and respondents from the least deprived IMD quintile were more likely to regularly watch at least one of the television news programmes.

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

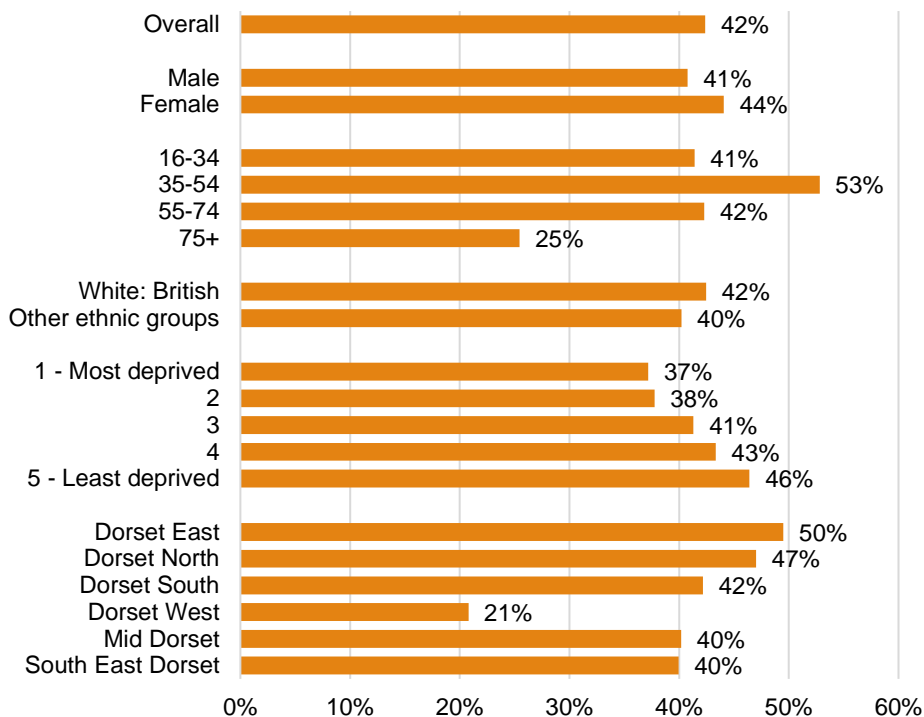


Base: See Appendix B

Significant differences by gender, age, ethnicity and 2019 IMD

2.75. Overall, 42% of respondents regularly listen to at least one of the eleven radio stations asked about. There were significant differences in the proportion of respondents who regularly listen to at least one of the radio stations asked about by age and SUG. Respondents aged 75 and over and respondents from Dorset West were less likely to regularly listen to at least one of the radio stations.

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

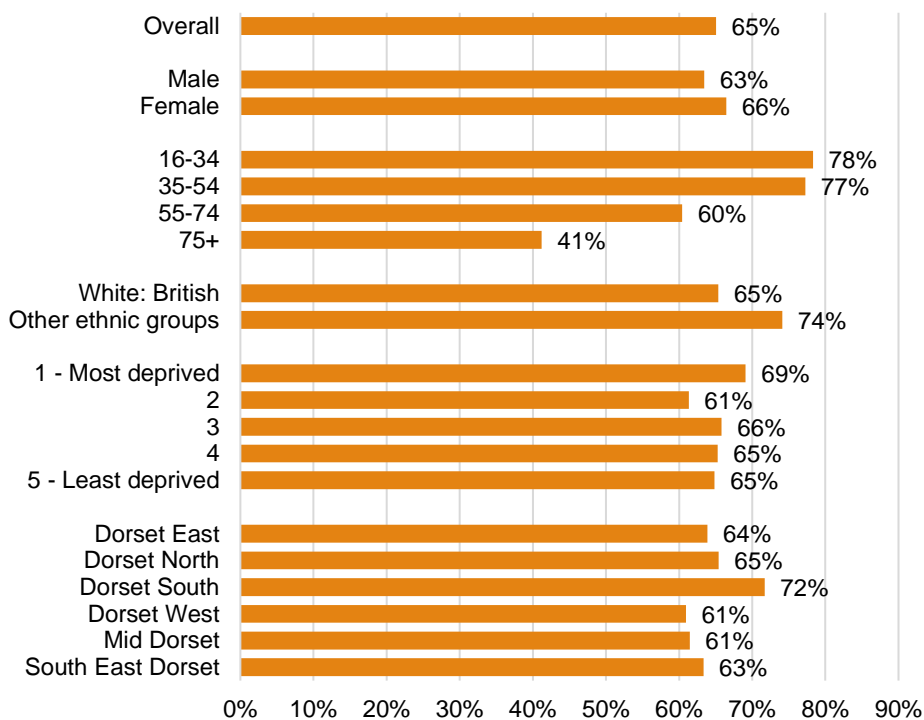


Base: See Appendix B

Significant differences by age and SUG

2.76. Overall, 65% of respondents regularly visit to at least one of the eight social media platforms asked about. There were significant differences in the proportion of respondents who regularly visit to at least one of the social media platforms asked about by age and SUG. Respondents aged under 55 and respondents from Dorset South were more likely to regularly visit to at least one of the social media platforms.

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



Base: See Appendix B

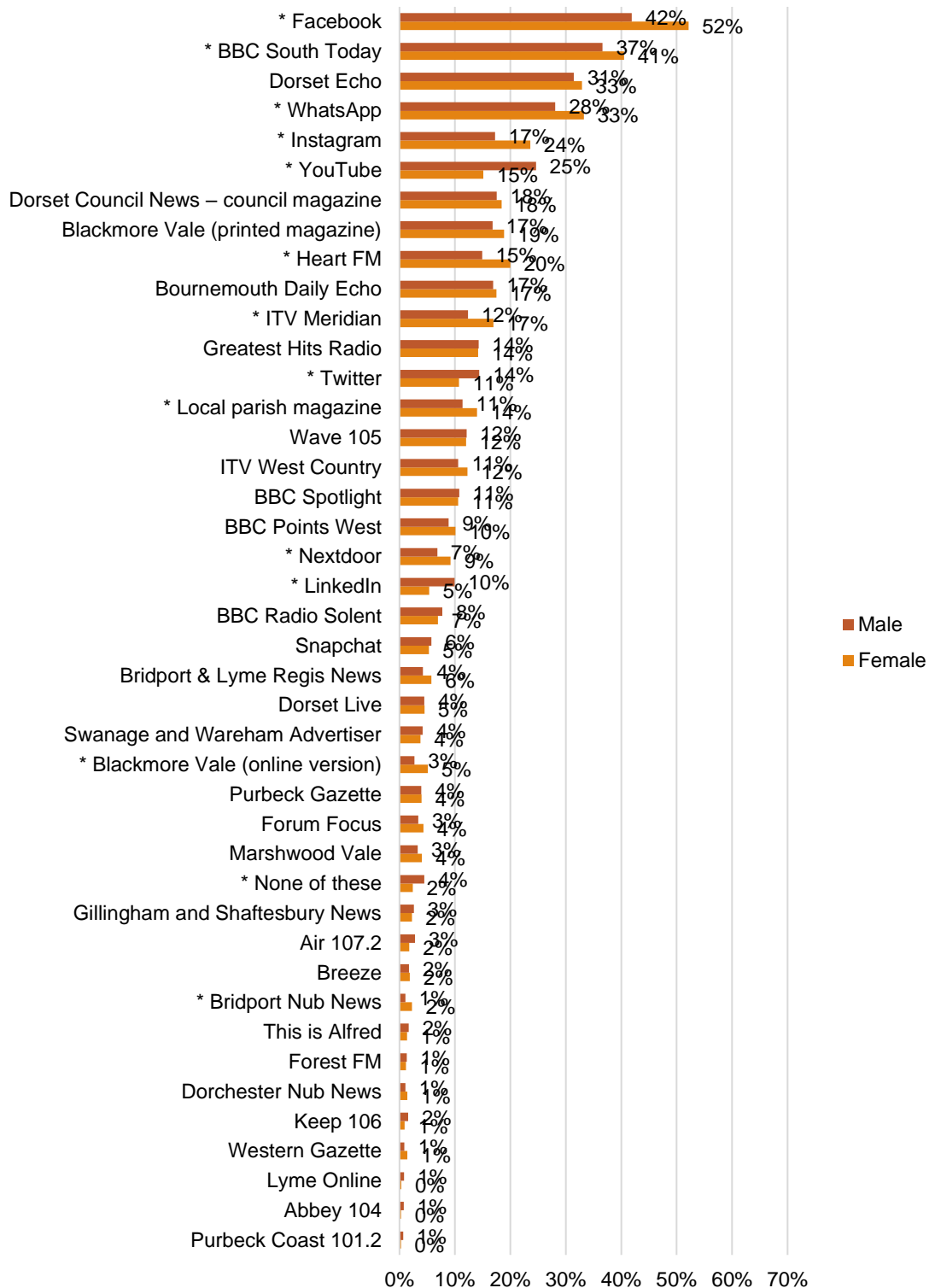
Significant differences by age and SUG

2.77. There were some significant differences in the proportion of respondents who regularly read, listen to, visit or watch the traditional media outlets, news websites or social media platforms asked about by gender. Some difference by gender include:

- Women were more likely to regularly use Facebook, WhatsApp, Instagram and Next-door
- Women were more likely to listen to Heart FM
- Women were more likely to read the local parish magazine.
- Women were more likely to regularly watch BBC South Today and ITV Meridian
- Women were more likely to visit the online version of Blackmore Vale and Bridport Nub News
- Men were more likely to regularly visit YouTube
- Men were more likely to use Twitter and LinkedIn.
- Men were more likely to not regularly read, listen to, visit or watch any the traditional media outlets, news websites or social media platforms asked about.

(Chart overleaf)

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



Base: See Appendix B

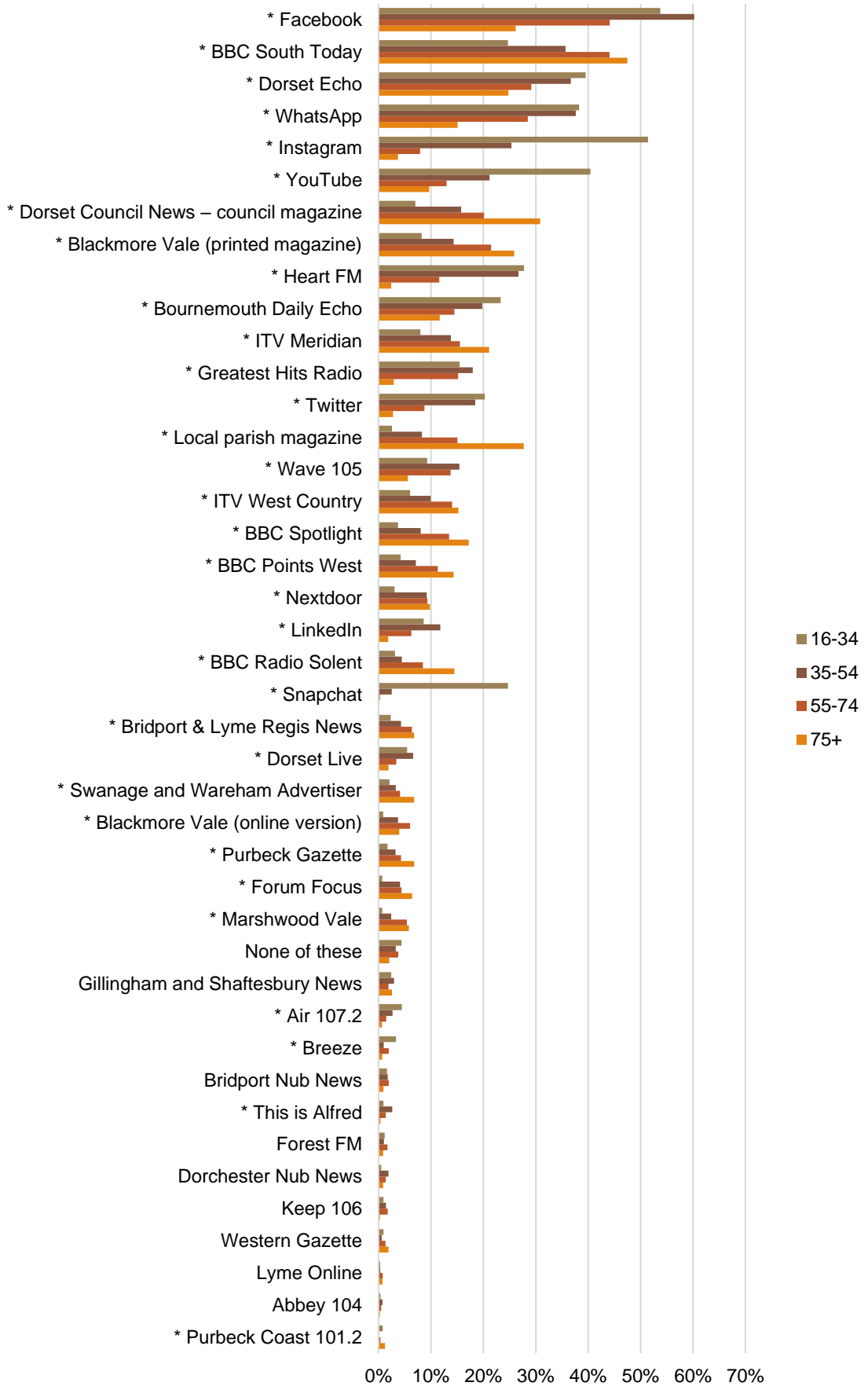
* = Significant differences by gender

2.78. There were significant differences in the proportion of respondents who regularly read, listen to, visit or watch thirty-three of the forty-one traditional media outlets, news website or social media platforms asked about by age. Some of the differences by age include:

- Respondents aged 16 to 34 were more likely to regularly use YouTube, Instagram, Twitter and Snapchat.
- Respondents ages 16 to 34 were more likely to regularly read the Dorset Echo and the Bournemouth Daily Echo.
- Respondents aged 35 to 54 were more likely to use Facebook and LinkedIn.
- Respondents aged 35 to 54 were more likely to listen to Greatest Hits Radio.
- Respondents aged under 55 were more likely to regularly use WhatsApp.
- Respondents aged under 55 were more likely to regularly listen to Heart FM.
- Respondents aged 75 and over were more likely to watch BBC South Today and ITV Meridian.
- Respondents aged 75 and over were more likely to read Dorset Council News – council magazine, Blackmore Vale (printed magazine) and the local parish magazine

(Chart overleaf).

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

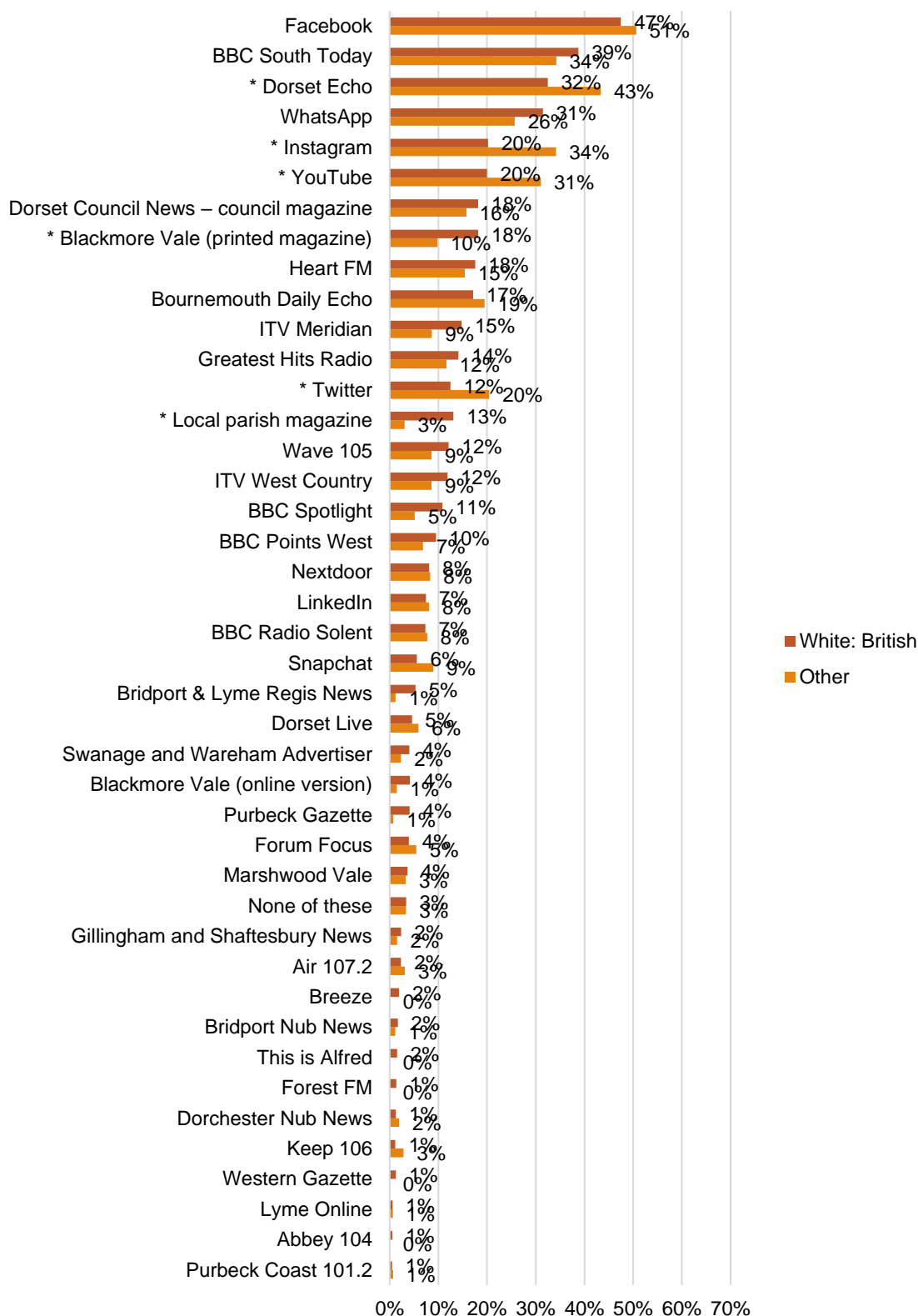


Base: See Appendix B

* = Significant differences by age

2.79. There were some significant differences in the proportion of respondents who regularly read, listen to, visit or watch the traditional media outlets, news websites or social media platforms asked about by ethnicity. White British respondents were more likely to regularly read Blackmore Vale (printed magazine) and to read the local parish magazine. Respondents from other ethnic groups were more likely to regularly read Dorset Echo, visit YouTube, use Instagram and use Twitter.

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



Base: See Appendix B

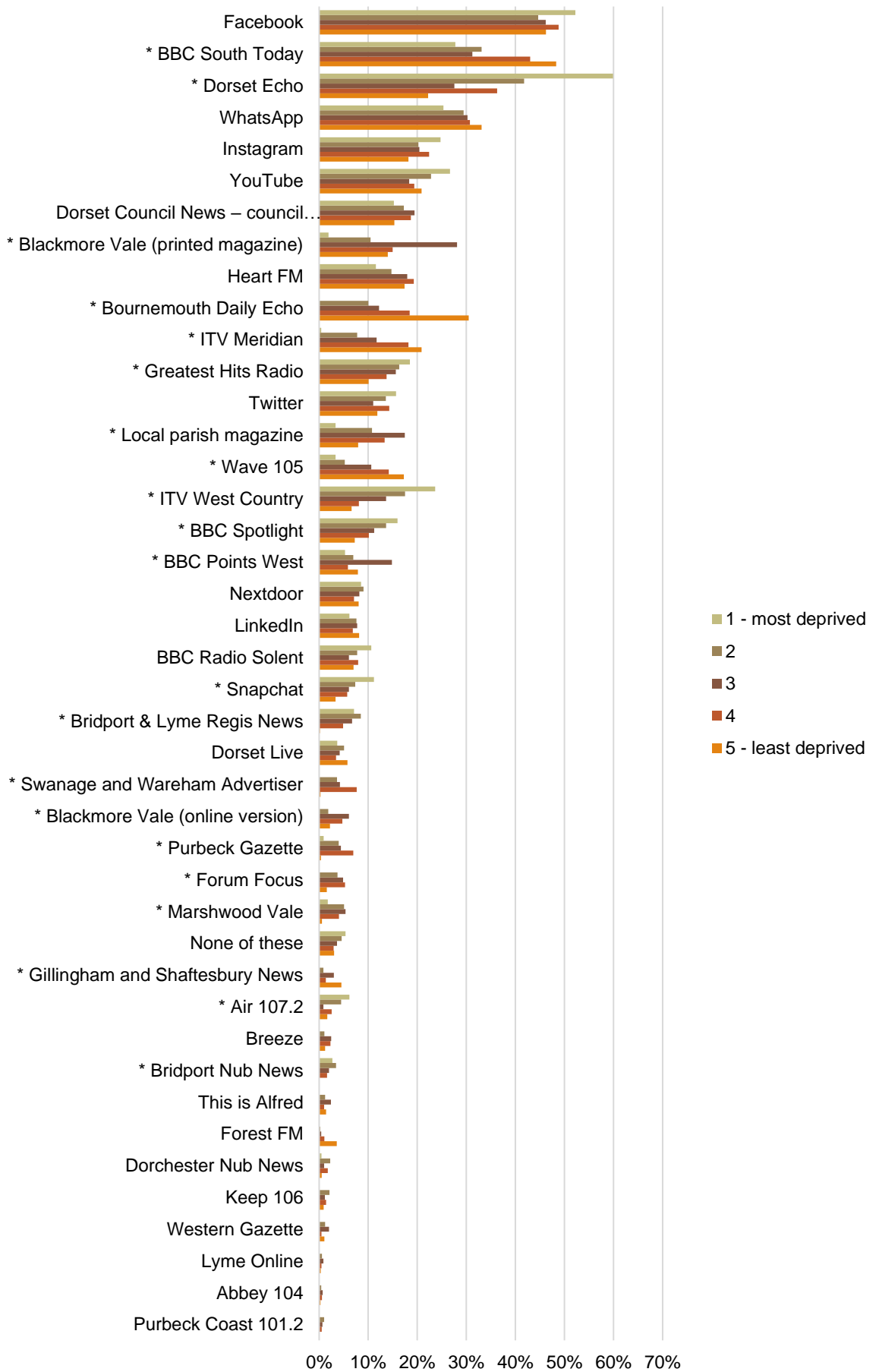
* = Significant differences by ethnicity

2.80. There were significant differences in the proportion of respondents who regularly read, listen to, visit or watch twenty-one of the forty-one traditional media outlets, news websites or social media platforms asked about by deprivation. Some of the differences by IMD include:

- Respondents from the least deprived quintile were more likely to regularly watch BBC South Today, read Bournemouth Daily Echo, watch ITV Meridian and listen to Wave 105.
- Respondents from the most deprived quintile were more likely to regularly read the Dorset Echo, listen to Greatest Hits Radio, watch ITV West Country, watch BBC Spotlight and use Snapchat.
- Respondents from the third most deprived quintile were more likely to regularly read the Blackmore Vale (printed magazine), read the local parish magazine and watch BBC Points West.

(Chart overleaf).

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



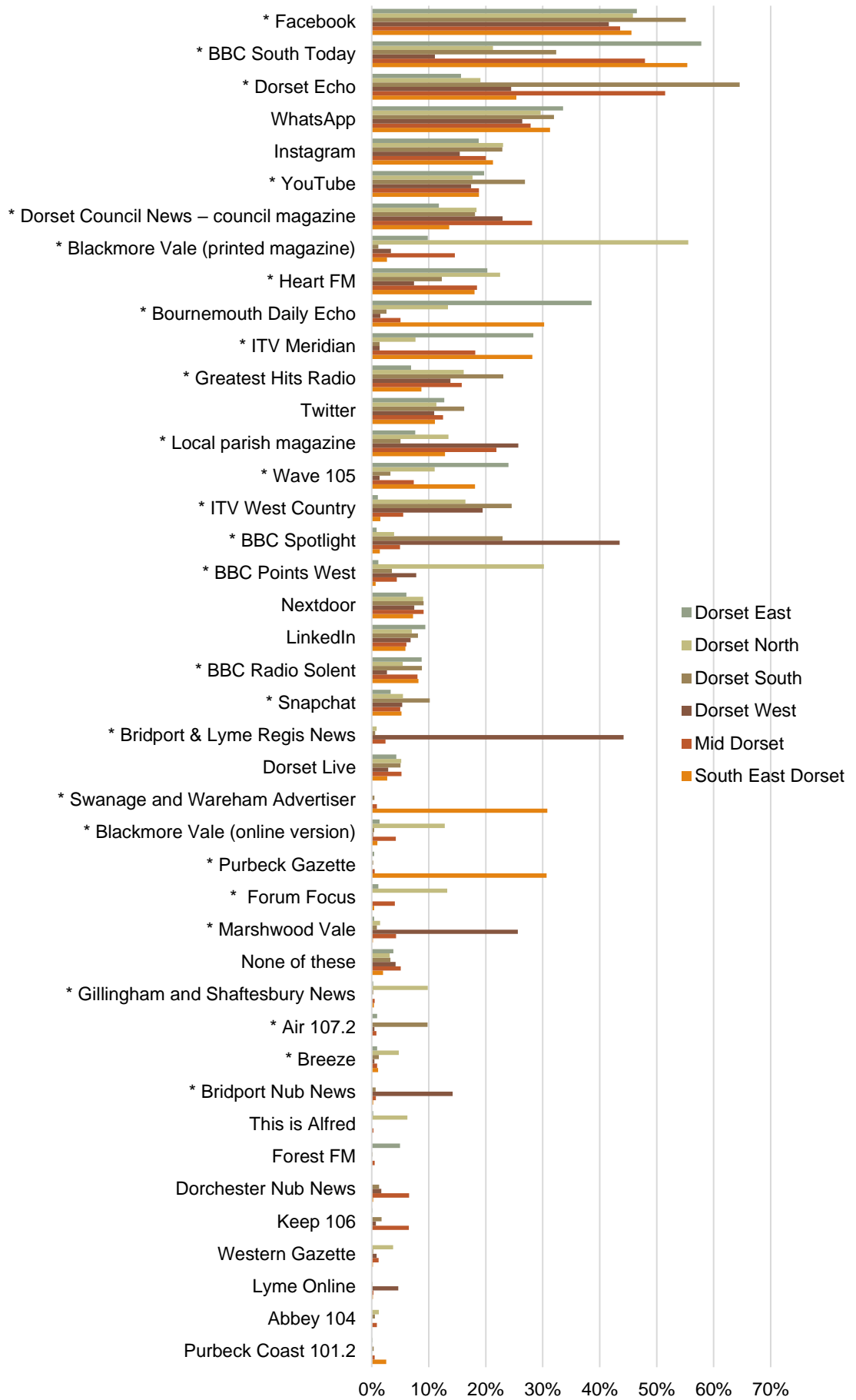
Base: See Appendix B

* = Significant differences by 2019 IMD

- 2.81. There were significant differences in the proportion of respondents who regularly read, listen to, visit or watch twenty-seven of the thirty traditional media outlets, news websites or social media platforms asked about by SUG. Some of the differences by SUG include:
- Respondents from Dorset East were more likely to regularly watch BBC South Today, read Bournemouth Daily Echo, and listen to Wave 105.
 - Respondents from Dorset North were more likely to regularly read Blackmore Vale (printed magazine) and listen to Heart FM.
 - Respondents from Dorset South were more likely to regularly use Facebook, read Dorset Echo, visit YouTube, listen to Greatest Hits Radio and watch ITV West Country.
 - Respondents from West were more likely to regularly read the local parish magazine, watch BBC Spotlight and read Bridport & Lyme Regis News.
 - Respondents from Mid Dorset were more likely to regularly read the Dorset Council News – council magazine.
 - Respondents from South-East Dorset were more likely to regularly read the Swanage and Wareham Advertiser.
 - Respondents from Dorset East and South-East Dorset were more likely to regularly watch ITV Meridian.

(Chart overleaf).

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



Base: See Appendix B

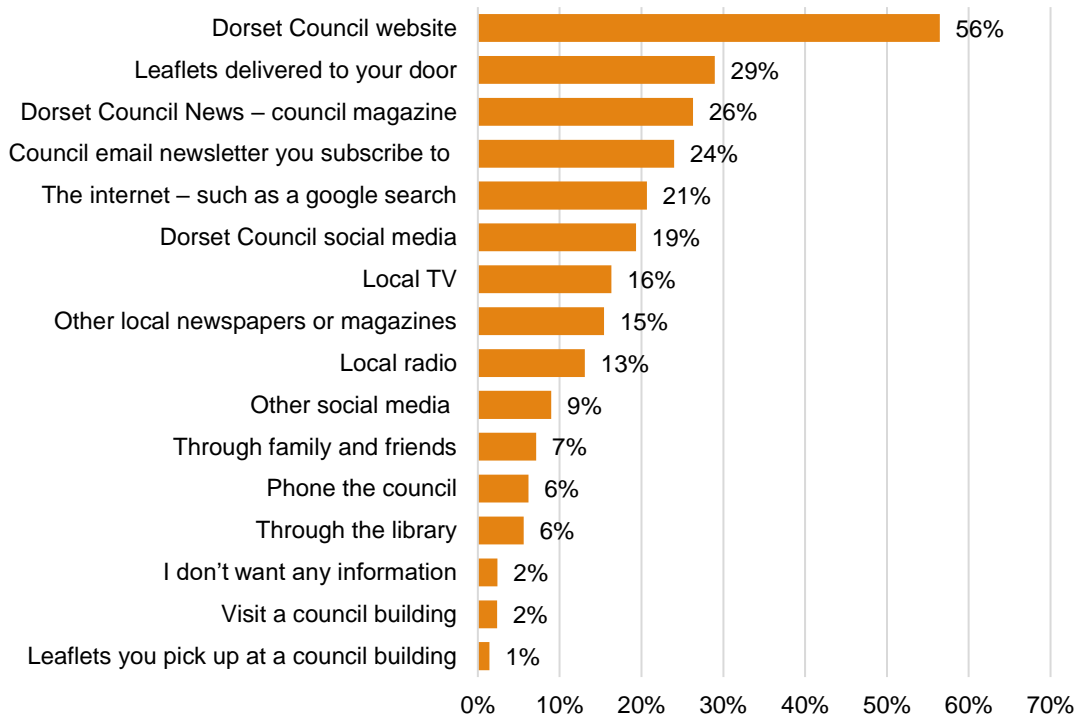
* = Significant differences by SUG

PREFERRED METHOD OF FINDING INFORMATION

- 2.82. Fifty-six percent (56%) of respondents would prefer to find out about council services and information from the Dorset Council website. 29% would prefer to find from leaflets delivered to their door, 26% from the Dorset Council News, 24% from a council email newsletter that you subscribe to, 21% from the internet, 19% from Dorset Council social media, 16% from local TV, 15% from other local newspapers and magazines and 13% from local radio. Only 2% of respondents did not want any information.
- 2.83. As might be expected, there were some differences by the source of the respondents. Respondents sourced from the Dorset Council e-newsletter database were more likely prefer to find out about council services and information from a council email newsletter that you subscribe to, with 43% of respondents sourced from the e-newsletter database and 12% of respondents from other sources preferring to find out about council services and information in this way. Respondents sourced from Dorset Council social media were more likely to prefer to find out about council services and information from Dorset Council social media, with 41% of respondents sourced from Dorset Council social media and 17% of respondents from other sources preferring to find out about council services and information in this way. Respondents sourced from lbyD door-to-door fieldwork were more likely to prefer to find out about council services and information from leaflets delivered to their door, with 38% of respondents sources from lbyD door-to-door fieldwork and 23% of respondents from other sources preferring to find out about council services and information in this way.
- 2.84. This question was not asked on the 2020 survey. In the 2019 survey, 49% of respondents would prefer to find out about council services and information from the Dorset Council website, 33% from leaflets delivered to their door, 27% from the Dorset Council News, 25% from the internet, 22% from other local newspapers and magazines, 20% from local TV and 20% from local radio. ²⁶

²⁶ Note changes in methodology may affect changes over time - please see methodology section.

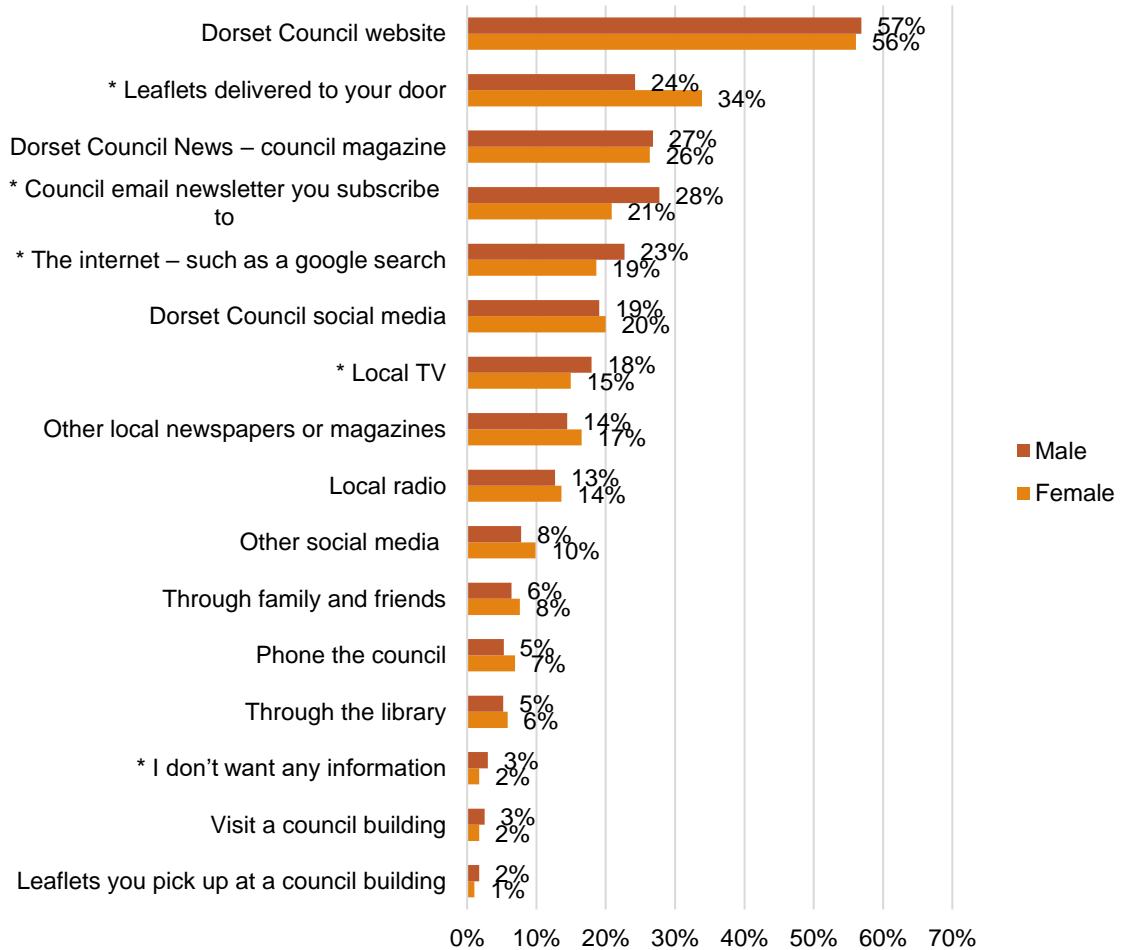
How do you prefer to find out about council services and council information?



Base: 2,644

2.85. There were some significant differences in how respondents would prefer to find out about council services and information by gender. Women were more likely to prefer to find out about council services and information from leaflets delivered to their door. Men were more likely to prefer to find out about council services and information from a council email newsletter you subscribe to, from the internet and from local TV. Men were also more likely than women to have stated that they don't want to receive information.

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



Base: See Appendix B

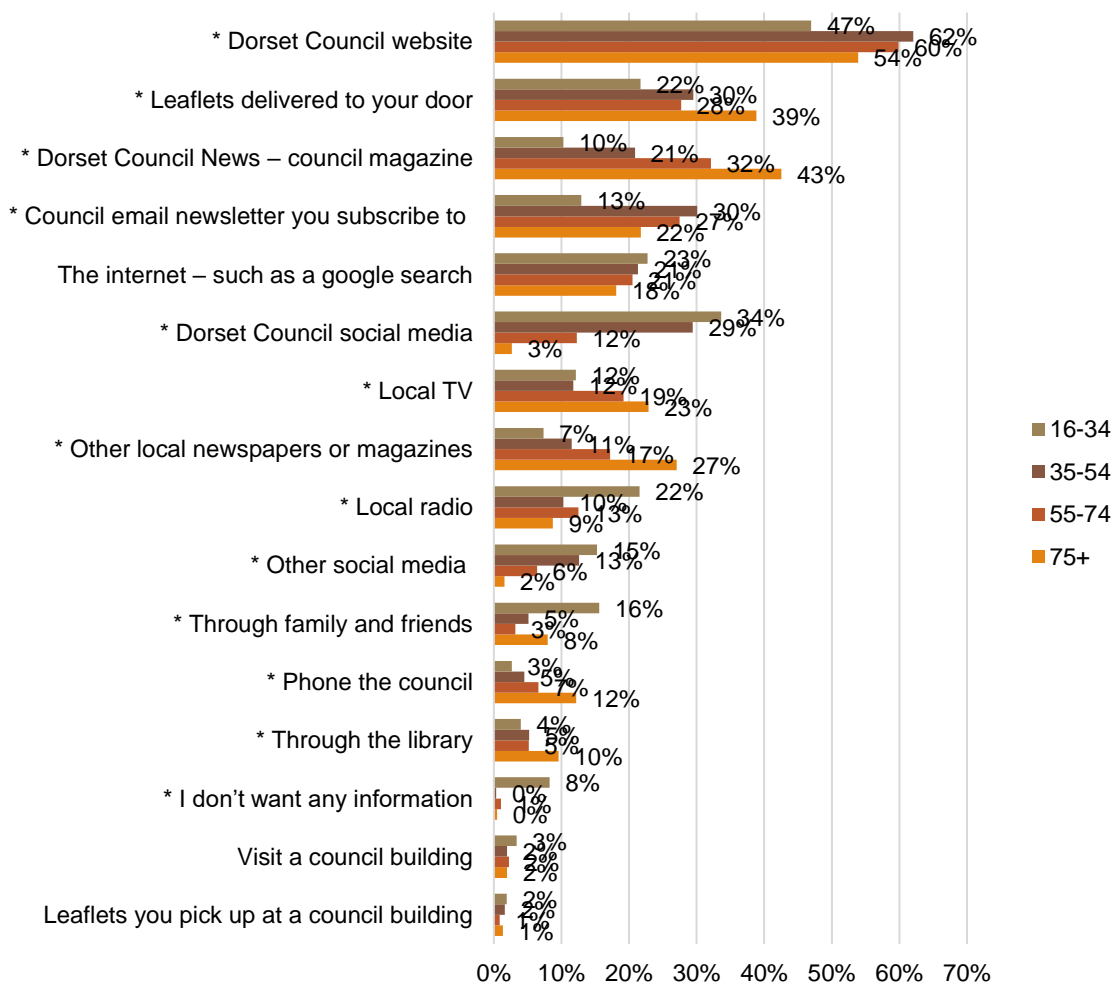
* = Significant differences by gender

2.86. There were some significant differences in how respondents would prefer to find out about council services and information by age. Some of the differences by age include:

- Respondents aged 16 to 34 were more likely to have stated that they don't want to receive information.
- Respondents aged 16 to 34 were more likely to prefer to find out about council services and information from Dorset Council social media, local radio, other social media and through family and friends.
- Respondents aged 35 to 54 were more likely to prefer to find out about council services and information from a council email newsletter you subscribe to.
- Respondents aged 35 to 74 were more likely to prefer to find out about council services and information from the Dorset Council website.
- Respondents aged 75 and over were more likely to prefer to find out about council services and information from leaflets delivered to your door, Dorset Council News council magazine, local TV, other local newspapers or magazines, by phoning the council and through the library.

(Chart overleaf).

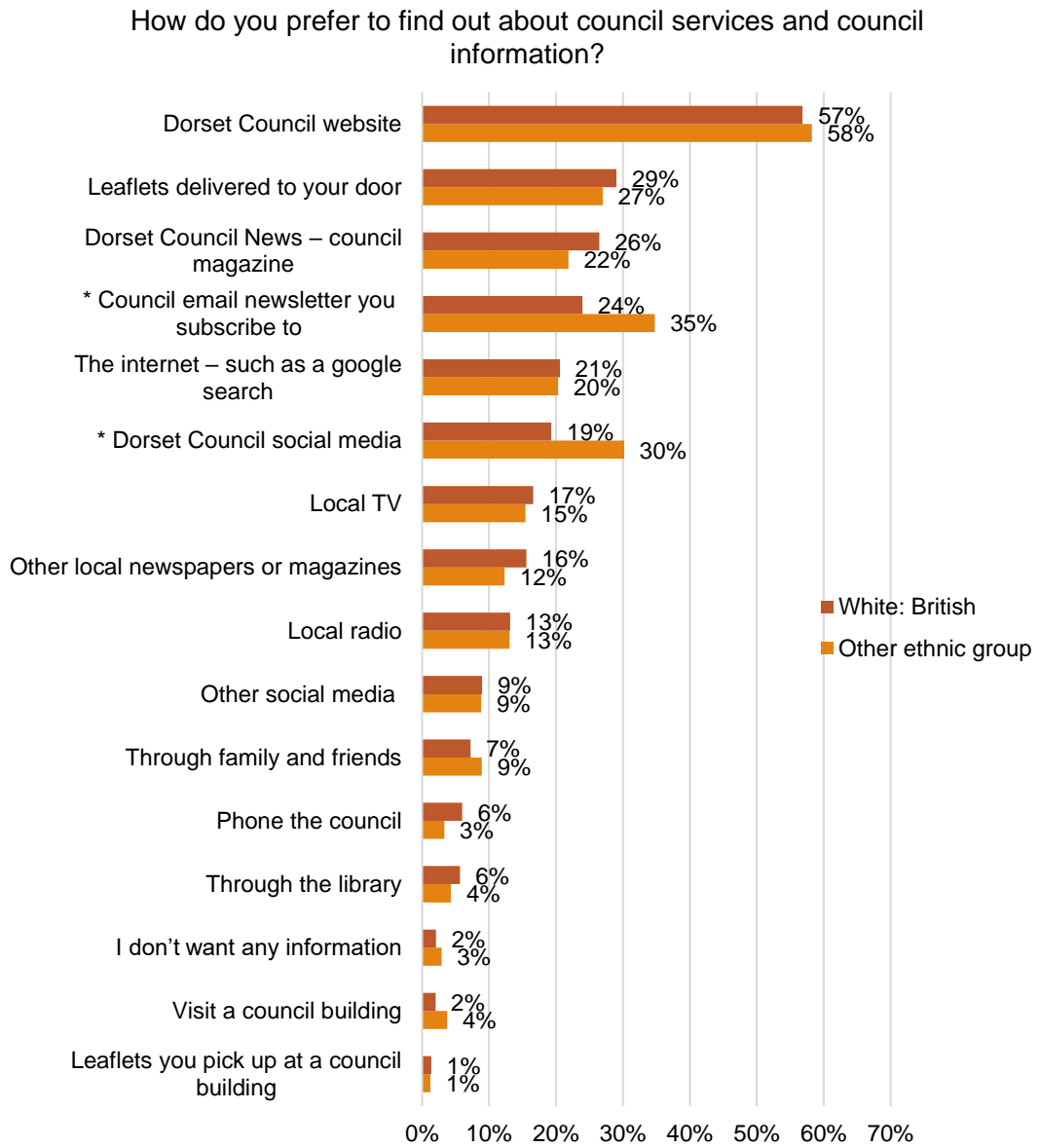
How do you prefer to find out about council services and council information?



Base: See Appendix B

* = Significant differences by age

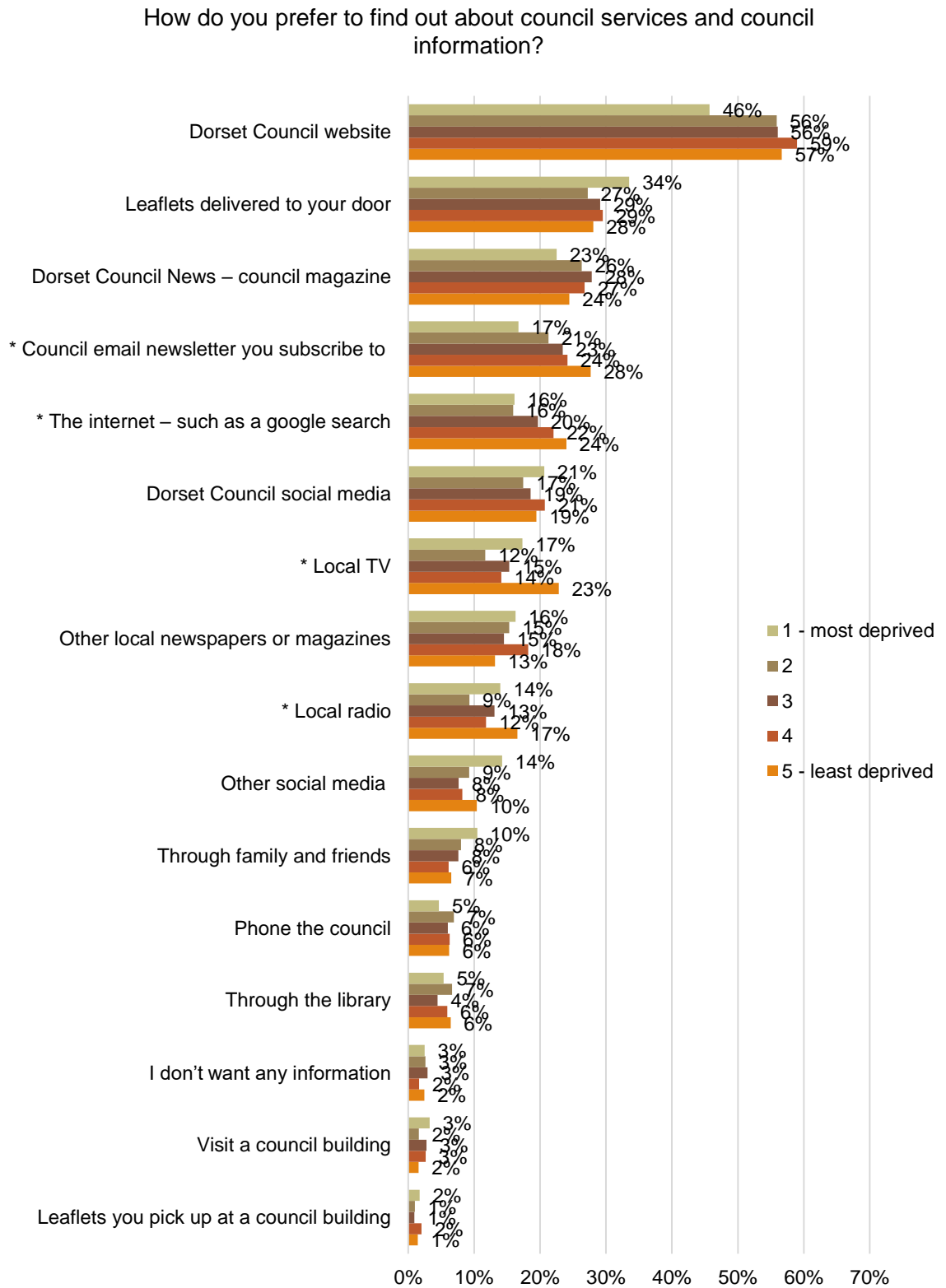
2.87. There were some significant differences in how respondents would prefer to find out about council services and information by ethnicity. Respondents from ethnic groups other than White British were more likely to prefer to find out about council services and information from a council email newsletter that you subscribe to and from Dorset Council social media.



Base: See Appendix B

* = Significant differences by ethnicity

2.88. There were some significant differences in how respondents would prefer to find out about council services and information by deprivation. Respondents from the least deprived quintile were more likely prefer to find out about council services and information from a council email newsletter you subscribe to, the internet, local TV and local radio.

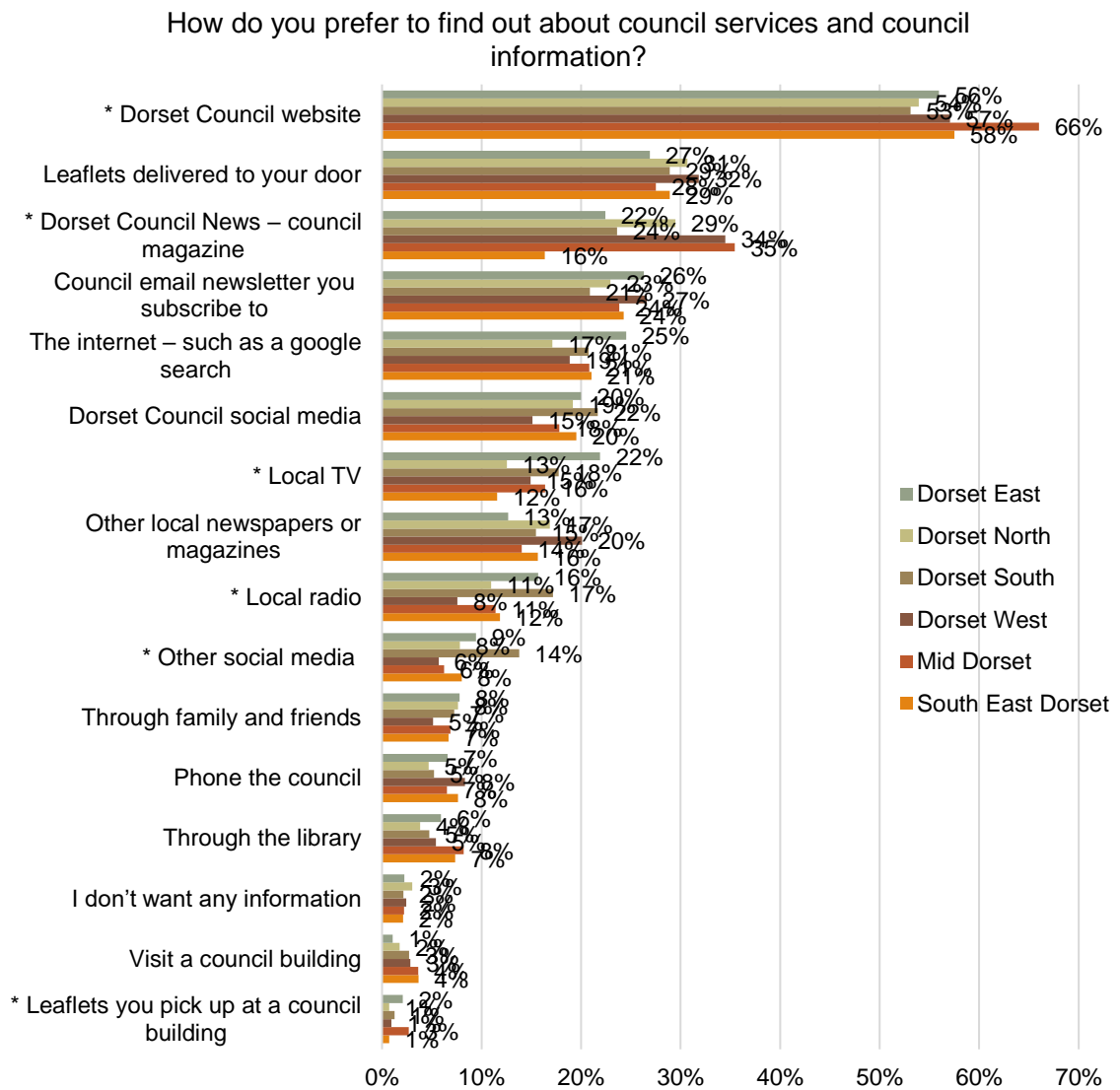


Base: See Appendix B

* = Significant differences by 2019 IMD

2.89. There were some significant differences in how respondents would prefer to find out about council services and information by SUG. The differences by SUG are:

- Respondents from Mid Dorset were more likely to prefer to find out about council services and information from the Dorset Council website.
- Respondents from Dorset West and Mid Dorset were more likely to prefer to find out about council services and information from the Dorset Council News magazine.
- Respondents from Dorset East were more likely to prefer to find out about council services and information from local TV.
- Respondents from Dorset East and Dorset South were more likely to prefer to find out about council services and information from local radio.
- Respondents from Dorset South were more likely to prefer to find out about council services and information from other social media.
- Respondents from Dorset East and Mid Dorset were more likely to prefer to find out about council services and information from leaflets you pick up at a council building.



Base: See Appendix B

* = Significant differences by SUG

3 SUMMARY AND CONCLUSIONS

- 3.1 This year's survey is the third large-scale survey of residents in Dorset, with surveys previously conducted in 2020 and 2019. The COVID-19 pandemic has meant that changes to the data collection methodology have had to be introduced to allow the survey to be conducted in 2020 and 2021. This has had some impact on the survey results and made comparisons over time more difficult. To ameliorate this, the approach used this year included elements used in both 2019 and 2020 with the objective of minimising the impact of the required changes to the method of data collection.
- 3.2 In 2021, data was collected from residents using face-to-face interactions with residents on the doorstep and using an online survey of those on the Dorset Council mailing list. This approach has some advantages:
- The face-to-face approach uses a robust sampling scheme covering the geography of Dorset and thereby providing a sample inclusive of those sometimes under-represented in survey research.
 - The online survey is effective at including a large sample of residents – this year, over 7,500 residents responded to the online survey of residents on the mailing list.
- 3.3 The results from this year show that there has been a decrease from 2020 in some aspects relating to satisfaction with the council, but when compared to 2019 the results remain fairly stable. Satisfaction with the council in 2021 was 62% - this is a decrease from 72% in 2020, but is similar to the 2019 figure of 61%. Alongside this, agreement that Dorset Council provides value for money has decreased from 48% in 2020 to 37% in 2021, but has only decreased slightly from 39% in 2019. Those who would speak positively about the council has decreased from 43% in 2020 to 27% in 2021, but again is only slightly lower than the 30% recorded in 2019. In 2021, 40% think Dorset Council acts on the concerns of residents, compared to 54% in 2020 and 42% in 2019, and 52% trust the council in 2021 compared to 64% in 2020 and 53% in 2019. The fieldwork team collecting the data face-to-face reported a number of factors, which may also have influenced the higher figures seen in 2020. Firstly, interviewers in 2020 reported that residents informed them of high levels of satisfaction with the bin collections – which was the top priority for residents in the area and recorded in all three years the survey has been conducted. There were also reports in 2020 from those who were shielding, or whose family or friends were shielding, that they had been contacted and supported by the council during the pandemic, and as such, this personal contact may have increased satisfaction levels amongst a generally older population. This may explain, to some extent, the increases in levels of satisfaction in these measures in 2020.
- 3.4 Results for questions about other aspects of life as a resident of Dorset are more stable, and show a smaller decrease from 2020 to 2021. For example, this year, 86% are satisfied with their local area as a place to live – this is a small decrease from 90% in 2020 and 88% in 2019. Perceptions of belonging to the local area also show a small decrease from 79% in 2020 to 75% in 2021, but a small increase from 73% in 2019, which is possibly as a result of higher community cohesion resulting from the COVID-19 pandemic. Perception of whether people in the local area pull together to improve the area decreased to 57% in 2021 from 65% in 2020 and 59% in 2019. The additional question on community cohesion (which asks about whether residents from different

ethnic backgrounds get on well together) has seen a similarly sized decrease from both previous years, to 48% in 2021 from 54% in 2020 and 53% in 2019. Recommendations of Dorset as a place to live and visit are high – nearly all (95% and 95% respectively) would recommend in that respect, similar to 2020 and 2019. However, recommendation as a place to work or study are lower – 67% as a place to work (similar in 2020 and 2019) – and 57% as a place to study (similar to 2020 and a decrease from 61% in 2019).

- 3.5 For almost all of the measures of satisfaction, perceptions of belonging and community cohesion, there is a pattern of lower levels in the most deprived communities, and for younger people. Gender differences are less clear – satisfaction with the council and feeling that people in the local area pull together to improve the area are higher for women – but feelings of safety tend to be lower. Although women were less likely to feel safe, men were more likely to feel that crime and anti-social behaviour were problems that impact their daily life. The reasons for these differences would benefit from further examination of the data, and further qualitative research.
- 3.6 Generally, perceptions of community safety have declined, but still remain relatively high – 71% of residents in 2021 feel safe in the local area after dark (a decrease from 76% in 2020 and 77% in 2019) and 91% feel safe during the day (a decrease from 95% in 2020 and 93% in 2019). In addition to women, younger and older people, and those from more deprived areas were less likely to feel safe after dark. This again would benefit from further examination of the data and comparison of the data with local crime statistics may be helpful to understand the reasons for the declining perceptions of safety this year.
- 3.7 Questions about crime and anti-social behaviour were asked in the survey for the first time in 2021. The results show that for the majority of residents, crime and anti-social behaviour does not have a significant impact on their daily lives, however there were some subgroups for whom crime and anti-social behaviour had more of an impact. For respondents from ethnic groups other than White British, those from the most deprived areas and residents of Dorset South SUG, crime and anti-social behaviour were felt to have more of an impact.
- 3.8 Areas of the council's work which were prioritised by residents were household waste, recycling and clearing streets, followed by protection of the natural environment, and the condition of roads and highways. There are differences in priorities by gender, by age, by ethnicity, by deprivation and by SUG. Again, these differences may benefit from further exploration of the data or by using targeted qualitative research.

Information by Design

March 2022

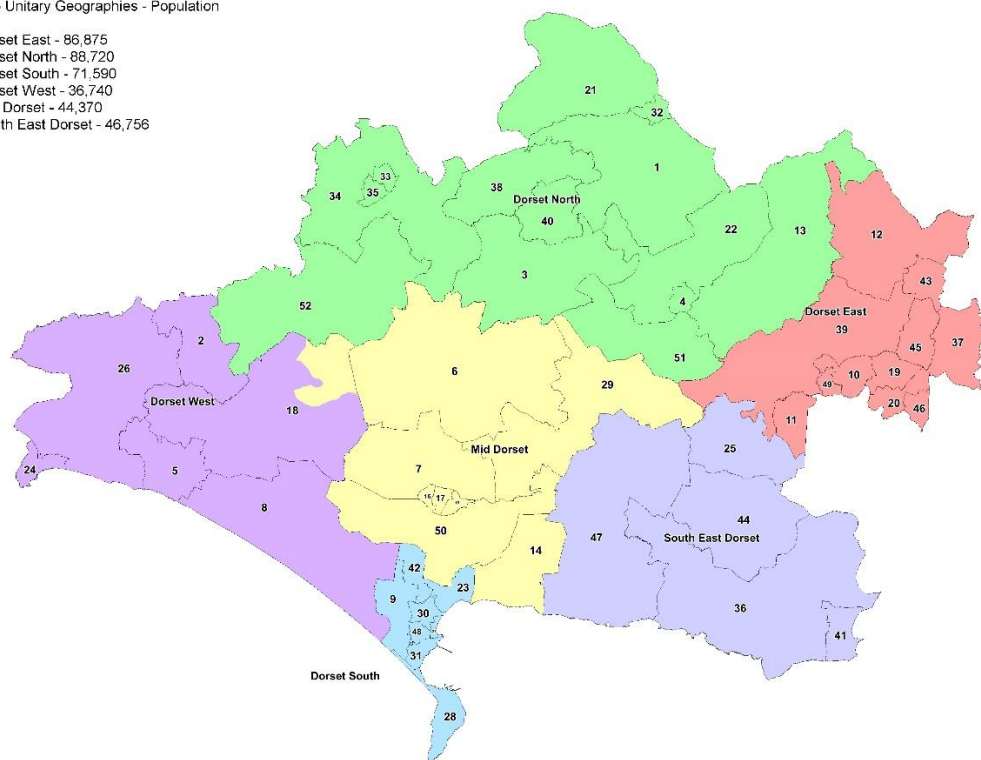
Final Draft

APPENDIX A – MAP OF SUG AREAS

NO FOR KEY	NAME
1	Beacon
2	Sturminster
3	Blackmore Vale
4	Blandford
5	Salisbury
6	Chalk Willets
7	Sturminster & Mary's
8	Cherill Bank
9	Chickerell
10	Corwell & Wimburne Minster East
11	Corfe Mullen
12	Coarbone & Alderholt
13	Coarbone Chase
14	Crossways
15	Deanechester East
16	Deanechester Roundbury
17	Deanechester West
18	Spigden
19	Ferndown North
20	Ferndown South
21	Gillingham
22	Hill Furlong & Upper Tarrant
23	Jillstone & Preston
24	Ymer & Chownath
25	Wilton, Winton & Upton
26	Widford & Eton
27	Widcombe Regis
28	Portland
29	Puddletown & Lower Wimburne
30	Rodpole
31	Rodwell & Wyke
32	Shaftesbury Town
33	Shaftesbury East
34	Shaftesbury Rural
35	Shaftesbury West
36	South East Purbeck
37	St Leonards & St Ives
38	Sturminster & Mannhill
39	Stour & Alton Vale
40	Sturminster Newton
41	Swanage
42	Upton & Binstedbury
43	Verwood
44	Wareham
45	West Moors & Three Legged Cross
46	West Parley
47	West Purbeck
48	Wentham
49	Wimburne Minster
50	Wimburne & Broadwings
51	Wimburne North
52	Wimborne

Sub Unitary Geographies - Population

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



THIS MAP IS NOT DEFINITIVE AND HAS NO LEGAL STATUS

Dorset Sub Unitary Geographies and Electoral Wards - May 2019

Ref:
Date: 19/03/2019
Scale: 1:476479
Drawn By:
Cent X: 373697
Cent Y: 99783



APPENDIX B – SAMPLE SIZES FOR KEY SUB-GROUPS

Gender Unweighted Count	
Male	1,173
Female	1,442

Age Unweighted Count	
16-34	466
35-54	730
55-74	973
75+	450

Ethnicity Unweighted Count	
White: British	2,434
Other ethnic groups	107

2019 IMD Unweighted Count	
1 - Most deprived	150
2	360
3	886
4	819
5 - Least deprived	457

SUG Unweighted Count	
Dorset East	437
Dorset North	426
Dorset South	529
Dorset West	425
Mid Dorset	448
South-East Dorset	407

APPENDIX C – DEMOGRAPHICS

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

Gender	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
Male	47%	48%	49%	48%	48%	48%	48%
Female	53%	52%	50%	52%	52%	51%	52%
Prefer to self-describe	0.2%	0.2%	0.6%	0.2%	0.2%	0.5%	0.3%

Employment Status	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
Employee in full-time job (30 hours plus per week)	30%	32%	36%	21%	32%	32%	31%
Employee in part-time job (under 30 hours per week)	10%	9%	14%	10%	13%	8%	11%
Self-employed full or part-time	9%	9%	6%	10%	7%	11%	9%
On a government supported training programme e.g. Modern Apprenticeship	0%	1%	0%	0%	0%	0%	0%
Full-time education at school, college or university	3%	7%	11%	7%	7%	6%	7%
Unemployed and available for work	1%	1%	1%	1%	1%	0%	1%
Permanently sick/disabled	2%	2%	2%	2%	3%	2%	2%
Wholly retired from work	40%	34%	29%	45%	33%	35%	35%
Looking after the home or family	4%	4%	1%	2%	4%	4%	3%
Doing something else	2%	2%	1%	1%	2%	1%	1%

Housing Tenure	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
Owned outright	50%	45%	45%	55%	45%	49%	47%
Owned with a mortgage or loan	37%	32%	32%	21%	29%	31%	32%
Part owned and part rented (shared ownership)	1%	2%	1%	1%	1%	1%	1%

Rented from housing association, housing co-operative, charitable trust, registered social landlord	3%	5%	4%	11%	9%	6%	5%
Rented from Council (local authority)	1%	4%	2%	2%	2%	1%	2%
Rented from Private landlord or letting agency	8%	10%	14%	8%	11%	10%	10%
Other	1%	2%	2%	3%	2%	3%	2%

Ethnicity	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
White: British	96%	97%	94%	97%	93%	98%	96%
Other White	2%	3%	3%	1%	3%	1%	2%
Mixed	1.2%	0.3%	2.0%	0.8%	0.2%	0.2%	0.9%
Asian or Asian British	0.4%	0.0%	0.6%	0.2%	2.5%	0.5%	0.6%
Black or Black British	0.0%	0.4%	0.4%	0.0%	0.6%	0.2%	0.3%
Arab or other ethnic group	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%

Long-term health problem or disability	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South - East Dorset	Overall
Yes, limited a lot	9%	9%	9%	8%	10%	8%	9%
Yes, limited a little	17%	18%	19%	22%	17%	14%	18%
No	74%	73%	72%	70%	73%	78%	73%

Religion	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
No religion	44%	44%	48%	46%	46%	46%	46%
Christian	54%	55%	48%	52%	52%	53%	52%
Buddhist	0%	0%	0%	0%	0%	0%	0%
Hindu	0%	0%	0%	0%	1%	0%	0%
Jewish	0%	0%	0%	1%	0%	0%	0%
Muslim	0%	0%	0%	0%	0%	0%	0%
Sikh	0%	0%	0%	0%	0%	0%	0%
Any other religion	1%	1%	2%	2%	0%	0%	1%

Sexual Orientation	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
Bisexual	2%	3%	6%	2%	3%	6%	4%
Gay man	1%	2%	2%	2%	1%	2%	1%
Heterosexual/straight	96%	93%	91%	93%	94%	91%	93%
Lesbian/Gay woman	1%	0%	1%	1%	1%	1%	1%
Other	1%	2%	1%	3%	1%	0%	1%

Adults (18+) in household	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
---------------------------	-------------	--------------	--------------	-------------	------------	-------------------	---------

0	0%	0%	0%	1%	0%	0%	0%
1	19%	22%	22%	26%	25%	24%	22%
2	63%	63%	58%	60%	58%	59%	61%
3	12%	9%	15%	8%	11%	9%	11%
4	5%	5%	5%	5%	4%	5%	5%
5	1%	1%	0%	0%	1%	1%	1%
6+	0%	0%	1%	0%	1%	0%	0%

Children 16-17 in household	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
0	93%	90%	86%	90%	88%	92%	90%
1	6%	9%	12%	8%	10%	7%	9%
2	1%	0%	2%	1%	1%	0%	1%
3	0%	0%	0%	0%	0%	0%	0%
4	93%	90%	86%	90%	88%	92%	90%

Children 0-15 in household	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South-East Dorset	Overall
0	73%	74%	77%	82%	74%	72%	75%
1	13%	12%	12%	5%	11%	11%	11%
2	11%	12%	9%	11%	12%	12%	11%
3	2%	2%	1%	2%	1%	4%	2%
4	1%	0%	1%	1%	1%	1%	1%
5	0%	0%	0%	0%	0%	0%	0%
6	0%	0%	0%	0%	0%	0%	0%

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

Gender	Residents Survey (weighted)	ONS Mid-2020 Estimates
Male	48%	48%
Female	52%	52%
Prefer to self-describe (not in ONS estimates)	0.3%	

Age	Residents Survey (weighted)	ONS Mid-2020 Estimates
16-17	6%	3%
18-24	4%	7%
25-34	11%	11%
35-44	12%	11%
45-54	15%	16%
55-64	17%	18%
65-74	19%	18%
75-84	12%	12%
85+	4%	5%

Ethnicity	Residents Survey (weighted)	2011 Census
White British	96%	96%
White: Other White	2%	2%
Mixed	1%	1%
Asian	1%	1%
Black	0.3%	0%
Other	0.1%	0%

Housing Tenure	Residents Survey (weighted)	2011 Census
Owned: Owned outright	47%	43%
Owned: Owned with a mortgage or loan	32%	29%
Shared ownership (part owned and part rented)	1%	1%
Social rented: Rented from council (Local Authority)	2%	2%
Social rented: Other	5%	11%
Private rented: Private landlord or letting agency	10%	12%
Private rented: Other		2%
Living rent free		2%
Other (on Survey)	2%	

Religion	Residents Survey (weighted)	2011 Census	2001 Census
Christian	49%	65%	78%
Buddhist	0%	0%	0%
Hindu	0%	0%	0%
Jewish	0%	0%	0%
Muslim	0%	0%	0%
Sikh	0%	0%	0%
Other religion	1%	1%	0%
No religion	43%	25%	14%
Religion not stated (prefer not to say on survey)	7%	8%	7%

Employment Status	Residents Survey (weighted) (16-74)	2011 Census (16-74)
Economically active: Employee: Full-time	38%	35%
Economically active: Employee: Part-time	13%	16%
Self-employed	10%	13%
Unemployed	1%	3%
Full-time student	8%	6%
Retired	24%	20%
Looking after home or family	4%	4%
Long-term sick or disabled	2%	3%
Other	1%	2%
On a government supported training programme e.g. Modern Apprenticeship	0%	

Long-term health problem or disability	Residents Survey (weighted)	2011 Census
Day-to-day activities limited a lot	9%	8%
Day-to-day activities limited a little	18%	11%
Day-to-day activities not limited	73%	80%