



Research Report



South Staffordshire Viewpoint - Spring 2009

**Prepared for: South Staffordshire
Council**

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Prepared for: **South Staffordshire Council**

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1 Key findings

The following outlines the key findings from the spring 2009 survey of viewpoint residents. Responses are based on 592 completed questionnaires, following a mailing of 993 residents. This represents a response rate of 60%.

1.1 Locality/Place

All panel members were asked to consider how they would define their local community. In response over four in five panel members (83%) define their local community as their village or parish.

1.2 Children and Young People

At the start of each section of this survey panel members were asked to express their preferences in relation to the options the Council and its partners are considering in order to deliver improvements in each locality.

The option most commonly given as a first preference so that children and young people have more to do is a multi-use games area (27%), followed by a new play area for children aged 8-13 years old (21%).

In the situation where panel members were concerned about the behaviour of children in the street over two in five said they would be most likely to contact the Police (44%). A further one in four (23%) state they would contact a Police Community Support Officer, and 18% would approach the children directly.

1.3 Health and Wellbeing

One quarter of panel members (25%) said that they had not completed any exercise of moderate intensity, lasting at least 30 minutes had in the last week. The most common response was that exercise of this type had been undertaken on two days of the previous week, a response which was given by 23% of panel members.

In order to improve health and well being in their locality, three in ten panel members would like to see the development of physical and activity and health lifestyle support packages for adults and older people. 31% chose this as their first preference among the options they were asked to choose from and this was also most commonly choice overall (chosen either as a first, second or third choice).

When considering a situation where they faced a physical health issue or problem 59% of residents state that the first source of information they would use would be a GP or doctor. Over a quarter state that they would first consult the internet (27%). A similar pattern is evident in relation to mental health issues or problems for which 47% would first consult a GP/doctor and 27% would use the internet.

The final question in this theme asked panel members if they were aware that South Staffordshire Council is required to provide temporary accommodation to displaced persons during an emergency, such as evacuations from flooding. In response 41% said yes, 55% said no and 4% said don't know.

1.4 Community Safety

Perceptions of community safety can have a key impact on how residents perceive their local area as a place to live. In this context all panel members were presented with four options that could be introduced in order to help residents feel safer in their local area. The option most commonly chosen as a first preference was projects where younger and older people can socialise together such as tea dances and computer learning (38%). A further 24% said alcohol awareness campaigns would be their first preference.

Looking at particular community safety issues, those most commonly described as a very big problem are speeding (23%), and anti-social behaviour (9%). However, only for the issue of speeding does the proportion who feel this issue is a problem (63%), exceed the proportion who feel it is not a problem (32%). For all of the other ten issues the opposite is the case.

1.5 Economic Vibrancy

In order to support the local economy of South Staffordshire, six in ten (61%) said their first preference would be for local businesses to provide training opportunities for job seekers rather than more adult learning opportunities (26%) or promoting opportunities within local tourism (7%).

Over four in five (84%) of residents state that they would be likely to visit a local Farmer's Market if one visited their locality. Only 8% said they would not, with the remaining 8% stating they either did not know or did not provide an answer.

In the context of the current recession all panel members were asked who they would contact if they were experiencing financial difficulties. In response a third (34%) said they would consult family or friends and a further three in ten (30%) said their bank or building society. The third most common response was the Citizens Advice Bureau (14%).

1.6 Environmental Quality

On the issue of local environmental quality, residents were presented with two options that could be introduced to their locality and were asked to indicate which one they favoured. Responses do not show a strong consensus as 48% of panel members would support more 'friends groups' to encourage local residents to get involved with keeping areas tidy and clean and 42% would favour encouragement to buy locally sourced produce. One in ten (10%) either said don't know or do not have a preference.

Among those who have used the Council's pest control service 89% are satisfied with it including 82% service users who are very satisfied. However, these findings are based on the views of only 43 panel members.

Half (51%) of all panel members feel that the Council's pest control service hours of 8.00 am to 4.00pm Monday-Friday are about right. However, almost two in five (39%) state that a Saturday pest control service should be available between the hours of 9.30am – 1.00pm.

Among all panel members approaching two thirds (64%) indicate the telephone is the most convenient way to report environmental crimes such as fly-tipping and litter. A further 17% chose e-mail, and 15% chose the Council's website.

1.7 Housing

All panel members were asked which options they would most like to see introduced to help reduce housing problems in their locality. The option most frequently chosen as the first preference was promoting and providing more affordable housing (46%). This was followed by 29% of residents who said more support and advice for first time buyers would be their first preference.

2 Introduction

2.1 Background

Within South Staffordshire District Council's Corporate Strategy the Council's vision statement is:

“As a well managed Council, we will strive to make South Staffordshire a safe and healthy place to live, with prosperous villages and thriving communities where everyone can develop their abilities to the full and pass on to future generations a better environment”

The Council is currently considering a series of options to help improve the five localities within South Staffordshire. These improvements are centred around six different themes, namely:

- Children and Young People
- Health and Wellbeing
- Community Safety
- Economic Vibrancy (supporting local businesses and promoting jobs)
- Environmental Quality
- Housing

In this survey, Viewpoint panel members were asked questions to help develop the approach the Council and its partners will take in relation to these themes.

2.2 Methodology

In February 2009 a questionnaire and letter was sent out to all 993 panel members. Due to the delivery timetable for the data required from this survey, only one mailing was sent and therefore there was no reminder mailing.

By the end of fieldwork, 592 questionnaires were completed and returned to BMG, representing a response rate of 60%.

A sample of 592 is subject to a maximum standard error of $\pm 4.0\%$ at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that if the whole population had responded and a census had been conducted, the actual figure would lie between 46.0% and 54.0% respectively.

The data collected has been subsequently weighted by ward and by demographic factors such as age; gender and economic status in order to ensure that the data is broadly representative of South Staffordshire as a whole. The exact profile of the data can be reviewed in the accompanying data report and a summary within the final section of this written report.

2.3 Report contents

The report summarises the main findings drawn from this latest panel survey. Throughout the report spatial analysis has been used. Parishes have been grouped together into five localities as supplied by the Council as show in table 1.

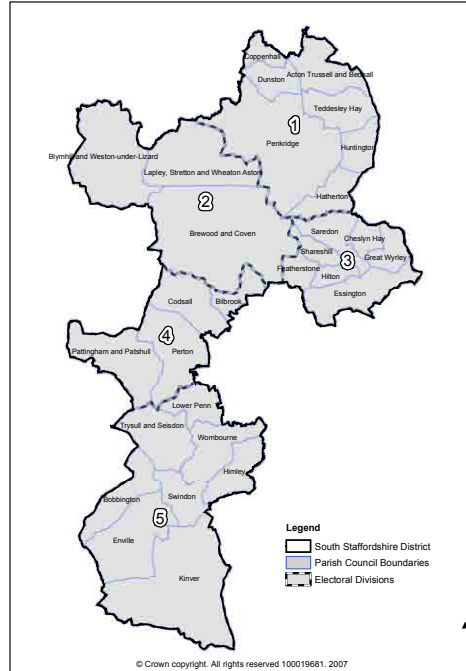


Table 1: Locality definitions

LOCALITY 1	LOCALITY 4
Acton Trussell, Bednall & Teddesley Hay	Codsall
Dunston with Coppenhall(1)	Bilbrook
Hatherton	Perton
Huntington	Pattingham & Patshull
Penkridge	
LOCALITY 2	LOCALITY 5
Brewood & Coven	Bobbington
Blymhill & Weston Under Lizzard	Enville
Lapley Stretton & Wheaton Aston	Kinver
	Lower Penn
LOCALITY 3	Himley
Cheslyn Hay	Swindon
Great Wyrley	Trysull & Seisdon
Essington	Wombourne
Featherstone	
Hilton	
Saredon	
Shareshill	

2.4 Data reporting

Where tables and graphics do not match exactly to the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance which is any larger than 1%.

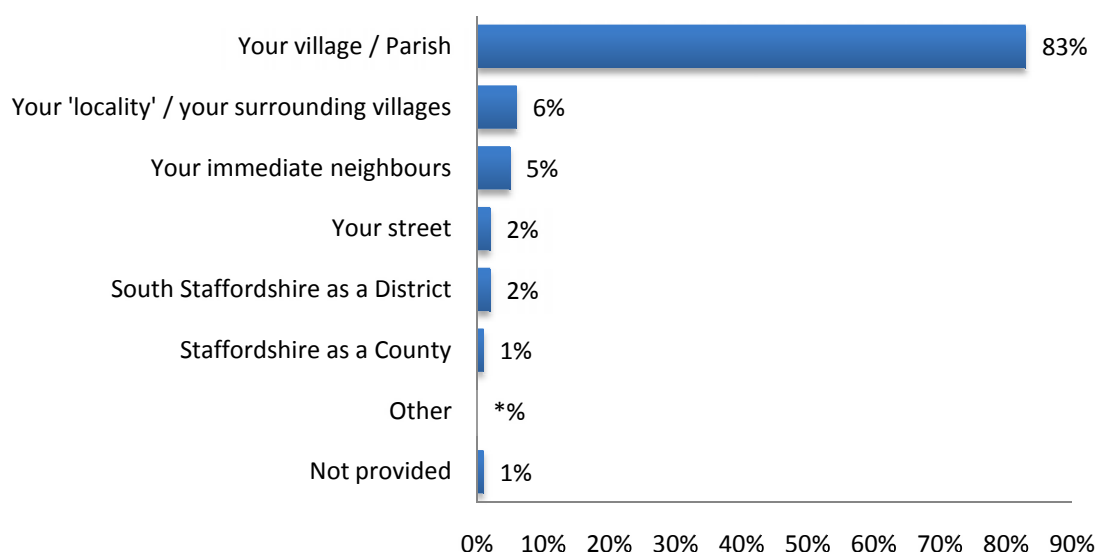
A separate data report is available, which presents the data as a whole and broken down by the following cross-tabulations:

- Area;
- Gender;
- Age;
- Ethnicity;
- Disability;
- Economic Status;
- Economic Activity;
- Household tenure; and,
- Locality/Place.

3 Locality/Place

Before exploring the six themes that were the focus of this survey all panel members were initially asked to consider how they would define their local community. As shown in the figure below over four in five panel members (83%) define their local community as their village or parish.

Figure 1: Considering the place you live, what would you define as your local community? (All responses)



UNWEIGHTED BASE: 592

In all of the five localities that South Staffordshire Council and its partners have defined, the proportion of residents defining their community as their village/parish is consistent at around four in five residents.

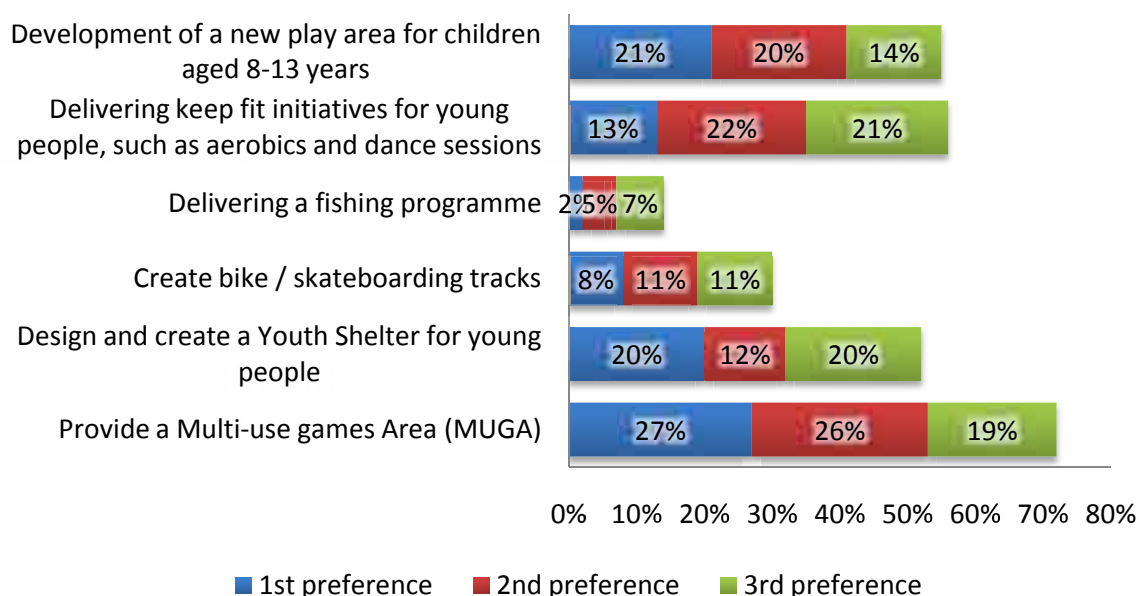
Table 2: Perceptions of community by locality (All responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Your immediate neighbours	5%	9%	7%	4%	4%	4%
Your street	2%	3%	4%	4%	2%	1%
Your village / Parish	83%	85%	83%	82%	82%	85%
Your 'locality' / your surrounding villages	6%	2%	3%	6%	10%	6%
South Staffordshire as a District	2%	1%	1%	3%	1%	2%
Staffordshire as a County	1%	1%	0%	1%	1%	*%
Other	*%	0%	0%	0%	0%	*%
Not provided	1%	0%	4%	*%	*%	2%
Unweighted Bases	592	69	62	132	161	168

Children and young people

All panel members were asked to consider six options that could be provided in their locality so that children and young people have more to do. Each panel member was asked for their first, second and third preference. The research indicates that the option most commonly chosen as a first preference is a multi-use games area cited by 27%, followed by a new play area for children aged 8-13 years old (21%). The full responses given are shown in figure 2 which also shows that a multi-use games area was the most commonly chosen option overall (chosen as a first, second or third preference).

Figure 2: Which of the options below would you most like to see provided in your locality so that children and young people have more to do? (All responses)



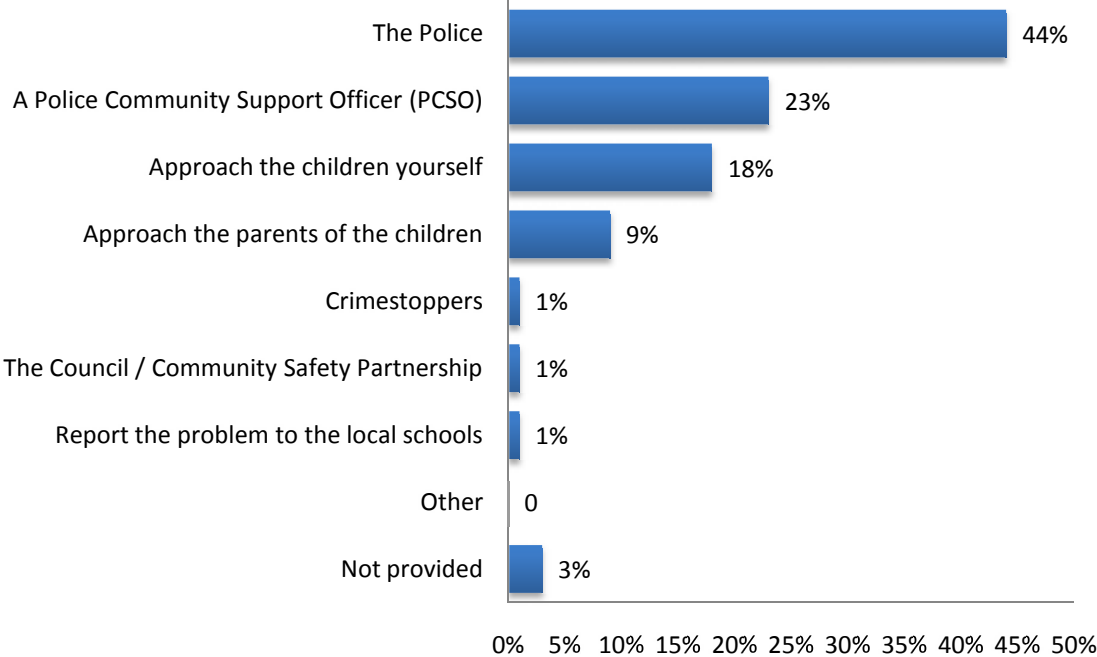
The options most commonly described as a first preference per locality are shown in the table below, showing there is some spatial variation in opinion.

Table 3: Children and young people preferences by locality – first preferences

Locality	Options most commonly give as first choice
Locality 1	New play area for those aged 8-13 (29%), youth shelter for young people (20%).
Locality 2	Youth shelter for young people (30%), new play area for those aged 8-13 (29%).
Locality 3	New play area for those aged 8-13 (33%), multi-use games area (28%).
Locality 4	Multi-use games area (29%), youth shelter for young people (21%).
Locality 5	Multi-use games area (34%), youth shelter for young people (21%).

In the situation where panel members were concerned about the behaviour of children in the street over two in five said they would be most likely to contact the police (44%). A further one in five (23%) state they would contact a Police Community Support Officer, and 18% would approach the children directly.

Figure 3: If you were concerned about the behaviour of children in the street, who would you be most likely to contact first? (All responses)



UNWEIGHTED SAMPLE BASE: 592

All age groups most commonly state that they would contact the police, but it is notable that those aged 25-44 are those who most commonly state they would approach the children themselves (25% c.f. 16% of those aged 45-64 and 11% of those aged 65 and over).

The responses by locality are shown in the table below. This illustrates that residents in all localities are most likely to contact the police, with those in locality 5 most likely to do so (56%). Those in locality 2 and locality 4 are most likely to approach the child themselves in such a situation (23% and 22% respectively).

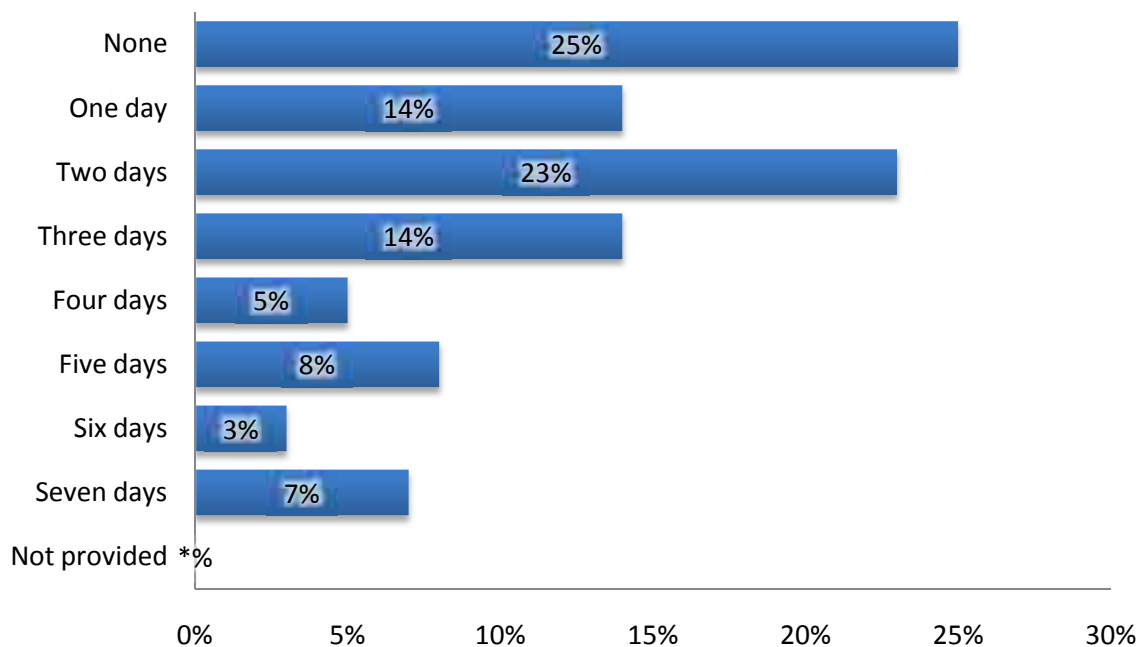
Table 4: If you were concerned about the behaviour of children in the street, who would you be most likely to contact first? – responses by locality (All responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
The Police	44%	48%	27%	34%	49%	56%
A Police Community Support Officer (PCSO)	23%	24%	29%	33%	16%	16%
Crimestoppers	1%	0%	0%	*%	*%	2%
The Council / Community Safety Partnership	1%	4%	2%	1%	1%	1%
Report the problem to the local schools	1%	0%	0%	1%	2%	2%
Approach the children yourself	18%	13%	23%	20%	22%	13%
Approach the parents of the children	9%	5%	17%	9%	7%	9%
Other	*%	0%	0%	1%	0%	0%
Not provided	3%	5%	3%	2%	2%	3%
Unweighted Bases	592	69	62	132	161	168

4 Health and Wellbeing

The first question in relation to the second survey theme asked all panel members to record the amount of exercise they had undertaken in the last week. The question asked how many times exercise of moderate intensity, lasting at least 30 minutes had been undertaken. One quarter of panel members (25%) said that they had not completed any such activity in the last week. The most common response was that exercise of this type had been undertaken on two days of the previous week, a response which was given by 23% of panel members.

Figure 4: In the past week, on how many days have you done at least 30 minutes of moderate intensity activity such as sport, exercise, cycling or brisk walking? (All responses)



UNWEIGHTED BASE: 592

* DENOTES LESS THAN 0.5%

Those aged 65 and over were those who most commonly stated they hadn't completed any moderate exercise in the last week (35%). No notable differences are evident by locality.

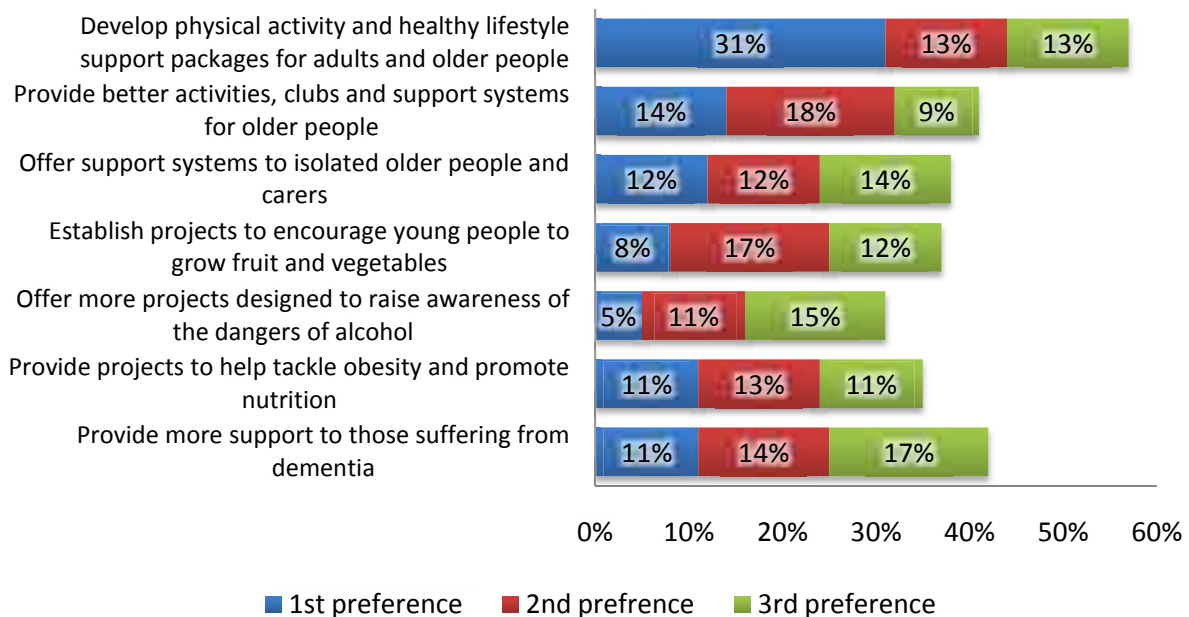
All those who had stated they had done at least 30 minutes of moderate intensity activity in the last week were asked to state the nature of their last activity. In response:

- Two thirds (66%) stated that it was enough to raise their breathing rate;
- 67% said it made them slightly out of breath, but still able to hold a conversation;
- Over two in five (45%) said the activity was enough to make them perspire.

Rebasing this data on all panel members shows that 34% of all panel members have completed exercise in the past week that was enough to make them perspire.

In order to improve health and well being in their locality, three in ten panel members would like to see the development of physical and activity and health lifestyle support packages for adults and older people. Three in ten (31%) chose this as their first preference among the options they were asked to choose from and this was also the most common choice overall (chosen either as a first, second or third choice).

Figure 5: Which of the options below would you most like to see provided in your locality to help improve health and well being of people living in the area? (All responses)



Analysis by locality shows a clear preference for the development of physical and activity and health lifestyle support packages for adults and older people in each area of the district.

Table 5: Health and wellbeing preferences by locality - first preferences

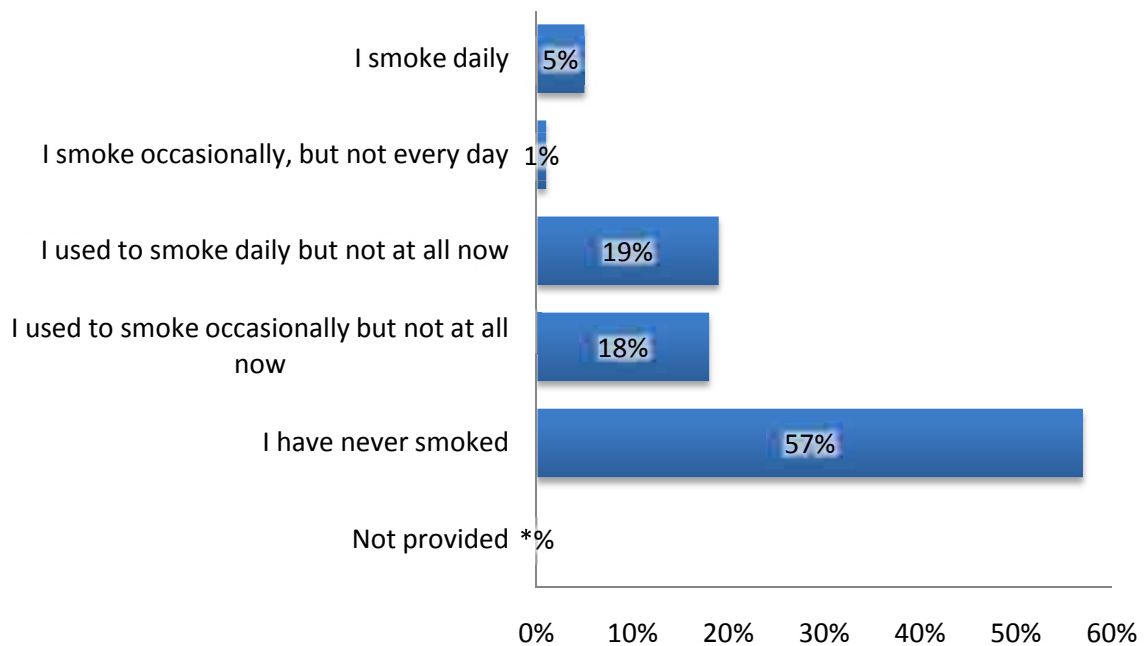
Locality	Options most commonly give as first choice
Locality 1	Physical activity and healthy lifestyle support packages for adults and older people (28%), support systems to isolated older people and carers (19%)
Locality 2	Physical activity and healthy lifestyle support packages for adults and older people (33%), more support to those suffering with dementia (17%)
Locality 3	Physical activity and healthy lifestyle support packages for adults and older people (41%), better activities, clubs and support systems for older people (20%)
Locality 4	Physical activity and healthy lifestyle support packages for adults and older people (30%), projects to help tackle obesity and promote nutrition (15%)
Locality 5	Physical activity and healthy lifestyle support packages for adults and older people (24%), more support to those suffering with dementia (13%)

4.1 Smoking

With smoking having a key impact on personal health, this survey asked panel members to record any smoking habit and their views on how they would approach quitting.

Among all panel members, just 6% state that they smoke either daily or occasionally. Approaching two in five (37%) have smoked previously but do not do so currently and 57% state they have never done so.

Figure 6: In relation to cigarettes, which of the following best describes you? (All responses)



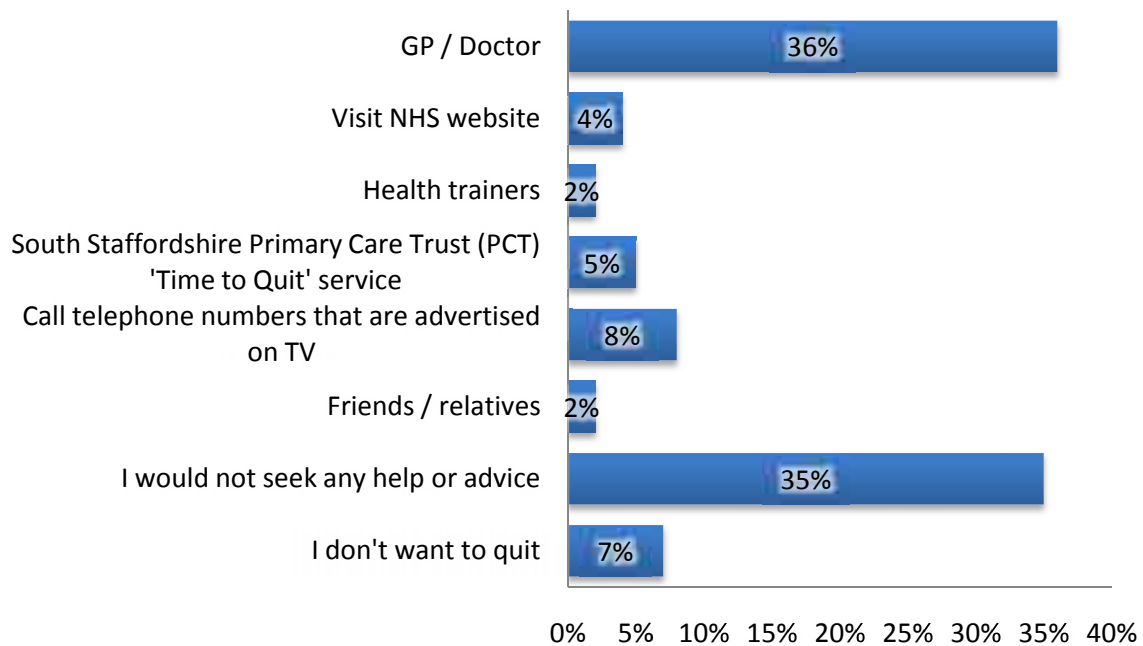
UNWEIGHTED BASE: 592

Residents of locality 2 are significantly more likely to state that they smoke on a daily basis (16%).

Among the 45 current smokers surveyed, 17% state they have never attempted to give up, 75% have attempted to give up between one and four times, 4% have made between five and nine attempts and 5% have made over ten attempts.

If those who currently smoke wanted to give up in the future over a third (35%) of smokers indicate they would not seek any help at all, while a similar proportion would seek the advice of a GP/Doctor. The next most common source of advice would be the 'quitline' telephone numbers advertised on television (8%).

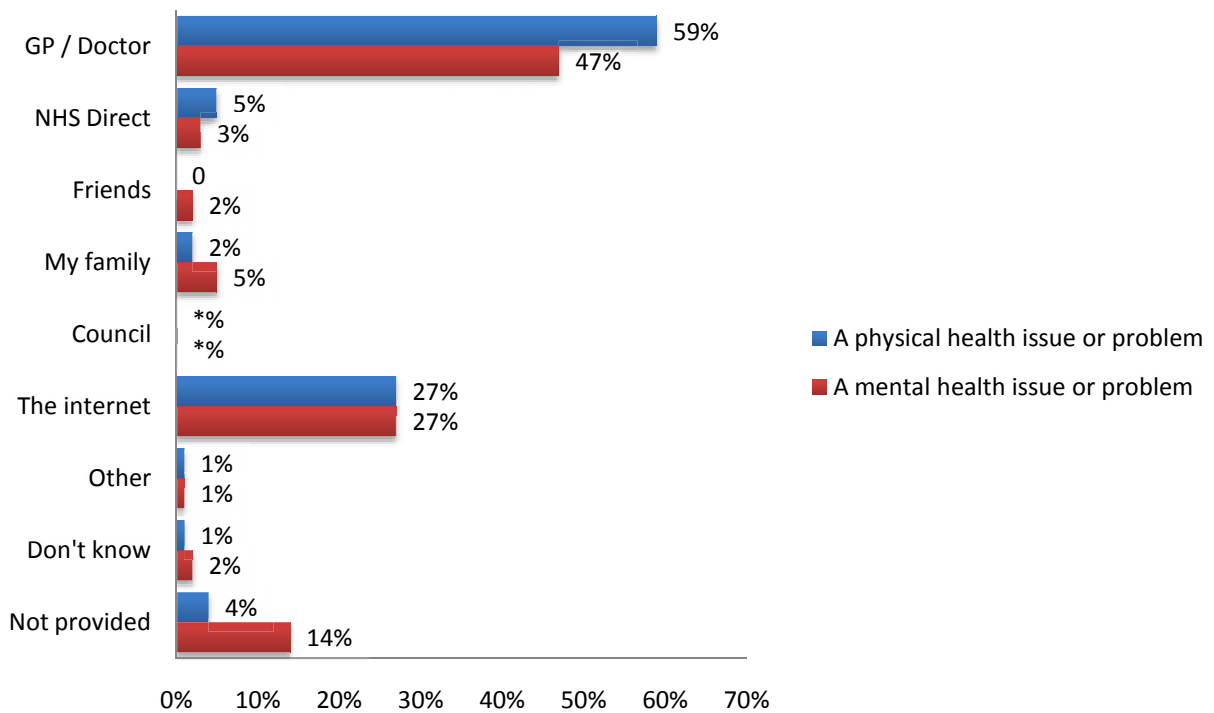
Figure 7: If you wanted to quit in the future, who would you be most likely to contact for support and advice? (All smokers)



UNWEIGHTED BASE: 45

When considering a situation where they faced a physical health issue or problem 59% of panel members state that the first source of information they would use would be a GP or doctor (59%). Over a quarter state that they would first consult the internet (27%). A similar pattern is evident in relation to mental health issues or problems for which 47% would first consult a doctor and 27% would use the internet.

Figure 8; If you wanted to find out some information about a health issue or problem which source of information do you think you would use first? (All responses)



UNWEIGHTED BASE: 592

* DENOTES LESS THAN 0.5%

The proportion of panel members who state they would first use the internet to find information about health problems is highest in the 25-44 age group (38% would use the internet in relation to physical health issues and 43% in relation to mental health issues).

4.1.1 Emergency support

The final question in this theme asked panel members if they were aware that South Staffordshire Council is required to provide temporary accommodation to displaced persons during an emergency, such as evacuations from flooding. In response 41% said yes, 55% said no and 4% said don't know. This awareness is consistent across the five localities.

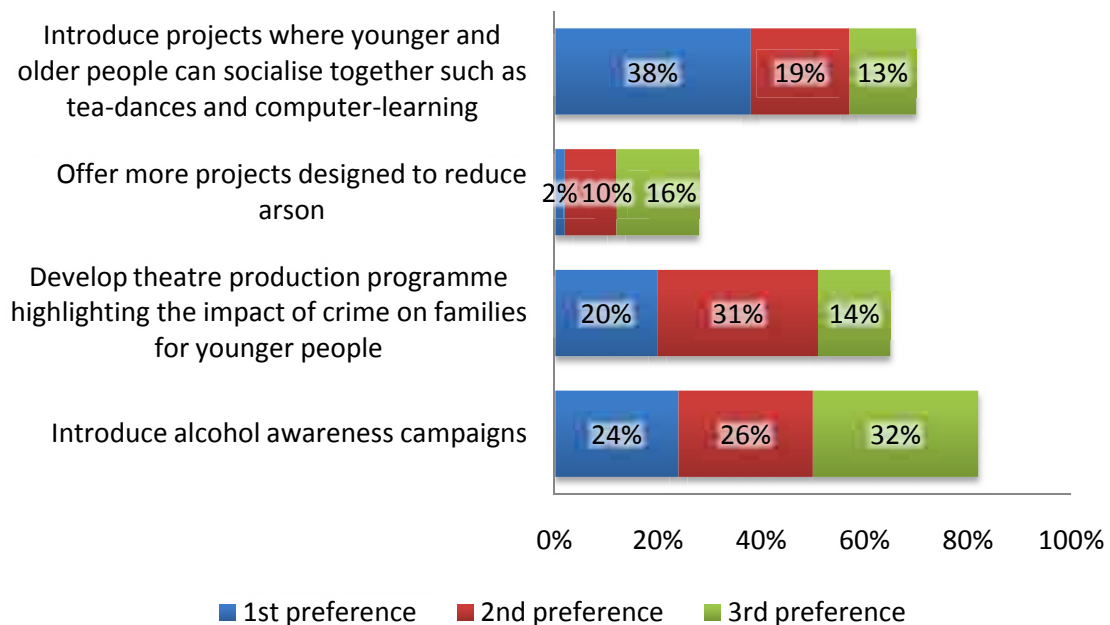
Table 6: Before today were you aware that the Council is required to provide temporary accommodation to displaced persons during an emergency, such as evacuations from flooding? (All responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Was aware	41%	41%	44%	40%	40%	40%
Was not aware	55%	58%	51%	55%	56%	55%
Don't know	4%	1%	5%	4%	4%	4%
Not provided	*%	1%	0%	1%	0%	1%
Unweighted Bases	592	69	62	132	161	168

5 Community Safety

Perceptions of community safety can have a key impact on how residents perceive their local area as a place to live. In this context all panel members were presented with four options that could be introduced in order to help residents feel safer in their local area. The option most commonly chosen as a first preference was projects where younger and older people can socialise together such as tea dances and computer learning (38%). This suggests that panel members are keen to see more inter-generational cohesion. A further 24% said alcohol awareness campaigns would be their first preference.

Figure 9: Which of the options below would you most like to see provided in your locality to help you feel safer in your local area? (All responses)



UNWEIGHTED BASE:

No key variations are evident when responses are viewed by age although those aged 65 and over were those who most commonly stated don't know or did not have a preference (17% compared to 10% of those aged 45-64 and 12% of those aged 25-44).

The variation in the first preferences expressed by residents in each locality is shown in the table below. In four out of the five localities (the exception being locality 1), opportunities for the young and the old to socialise is given as the first preference by the highest proportion of residents.

Table 7: Community safety preferences by locality - first preferences

Locality	Options most commonly give as first choice
Locality 1	Alcohol awareness campaigns (33%), projects where younger and older people can socialise together such as tea-dances and computer-learning (31%)
Locality 2	Projects where younger and older people can socialise together such as tea-dances and computer-learning (45%), alcohol awareness campaigns (27%),
Locality 3	Projects where younger and older people can socialise together such as tea-dances and computer-learning (47%), theatre production programme highlighting the impact of crime on families for younger people (20%)
Locality 4	Projects where younger and older people can socialise together such as tea-dances and computer-learning (36%), alcohol awareness campaigns (30%),
Locality 5	Projects where younger and older people can socialise together such as tea-dances and computer-learning (32%), theatre production programme highlighting the impact of crime on families for younger people (26%)

Looking at particular community safety issues, those most commonly described as a very big problem are speeding (23%), and anti-social behaviour (9%). However, only for the issue of speeding does the proportion who feel this issue is a problem to any extent (63%), exceed the proportion who feel it is not a problem (32%). For all of the other ten issues the opposite is the case. This produces the positive balance scores shown in the table below (calculated by subtracting those who feel it is a problem from those who do not).

Table 8: Thinking about this local area, how much of a problem do you think each of the following are...? (All responses)

	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	No opinion	Not provided	Net balance score % points
Anti-social behaviour	9%	26%	50%	11%	2%	3%	+26%
Criminal damage	4%	22%	58%	12%	1%	3%	+44%
Graffiti	3%	19%	53%	20%	2%	4%	+51%
Arson	1%	1%	36%	48%	8%	6%	+82%
Domestic violence	*%	6%	33%	14%	41%	6%	+41%
Shop lifting	2%	12%	43%	14%	25%	5%	+43%
Thefts of / from vehicles	4%	19%	53%	8%	11%	4%	+38%
Burglary	6%	23%	53%	5%	8%	5%	+29%
Abandoned vehicles	*%	6%	42%	36%	10%	5%	+72%
Neighbour disputes	1%	4%	45%	28%	17%	5%	+68%
Speeding	23%	40%	24%	8%	2%	2%	-31%

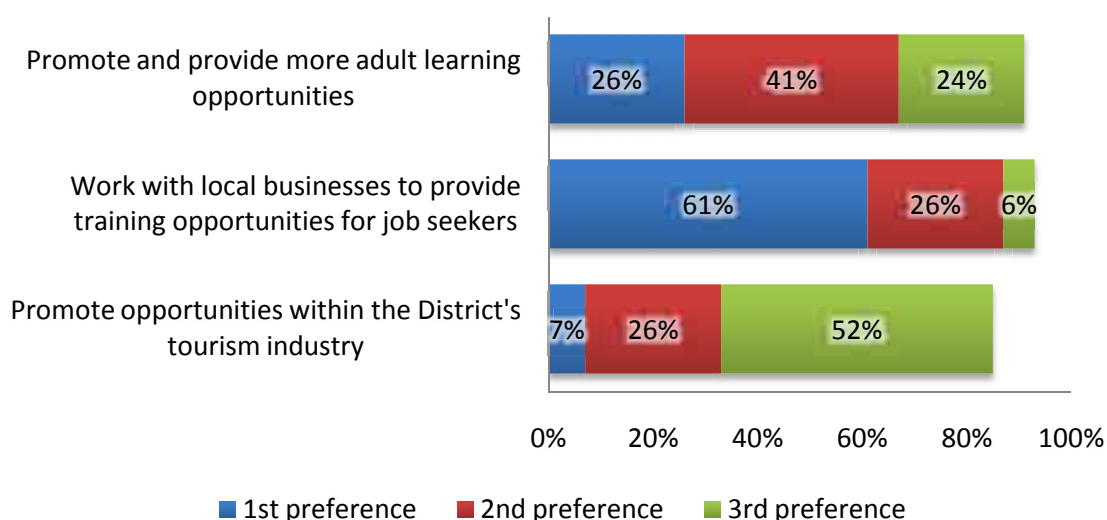
Looking more closely at the issues of anti-social behaviour and speeding shows that:

- The proportion of residents describing anti-social behaviour as a problem to any extent is highest in Locality 3 (41%) and is lowest in Locality 2 (26%).
- The proportion of residents describing speeding as a problem to any extent is highest in Locality 1 (71%) and Locality 2 (71%) and lowest in Locality 3 (57%).

6 Economic Vibrancy (supporting local businesses and promoting jobs)

In order to support the local economy of South Staffordshire, six in ten (61%) said their first preference would be for local businesses to provide training opportunities for job seekers rather than more adult learning opportunities (26%) or promoting opportunities within local tourism (7%). These responses are shown in the figure below.

Figure 10: Which of the options below would you most like to see provided in your locality to help support the local economy? (All responses)



This preference is evident across all five localities as shown in the table below.

Table 9: Economic vibrancy preferences by locality - first preferences

Locality	Options most commonly give as first choice
Locality 1	Work with local businesses to provide training opportunities for job seekers (61%), promote and provide more adult learning opportunities (21%).
Locality 2	Work with local businesses to provide training opportunities for job seekers (43%), promote and provide more adult learning opportunities (31%).
Locality 3	Work with local businesses to provide training opportunities for job seekers (68%), promote and provide more adult learning opportunities (23%).
Locality 4	Work with local businesses to provide training opportunities for job seekers (54%), promote and provide more adult learning opportunities (38%).
Locality 5	Work with local businesses to provide training opportunities for job seekers (65%), promote and provide more adult learning opportunities (16%).

6.1.1 Farmers market

Over four in five (84%) panel members state that they would be likely to visit a local Farmer's Market if one visited their locality. Only 8% said they would not, with the remaining 8% stating they either did not know or did not provide an answer. One in five (20%) of those in Locality 1 state they would not visit a farmers market in their locality, which is the highest proportion across the five localities.

Table 10: Would you be likely to visit a local Farmer's Market if one visited your locality? (All responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Would visit	84%	71%	88%	82%	89%	88%
Would not visit	8%	20%	7%	8%	5%	6%
Don't know	7%	6%	5%	10%	6%	5%
Not provided	1%	3%	0%	*%	*%	1%
Unweighted Bases	592	69	62	132	161	168

6.1.2 Bus passes

Older panel members were asked whether they were aware that they are entitled to a free all-England bus pass from the Council allowing free off-peak travel on all local bus services. Age data is held on panel members, and to ensure that the data reported is a true reflection of public opinion and excludes the views of those who have answered this question when they should not have done, only responses from those aged 65 and over will be reported. In this age cohort 89% are aware of the free all-England bus pass.

Among those aged 65 and over in South Staffordshire 56% have the new all-England bus pass, 8% have no bus pass at all and 35% state they do not have the new pass and instead still use bus/travel tokens.

6.1.3 Postal elections

The final question under this theme asked panel members about postal voting. Three in ten (29%) of all residents have voted by post rising to 35% in Locality 3.

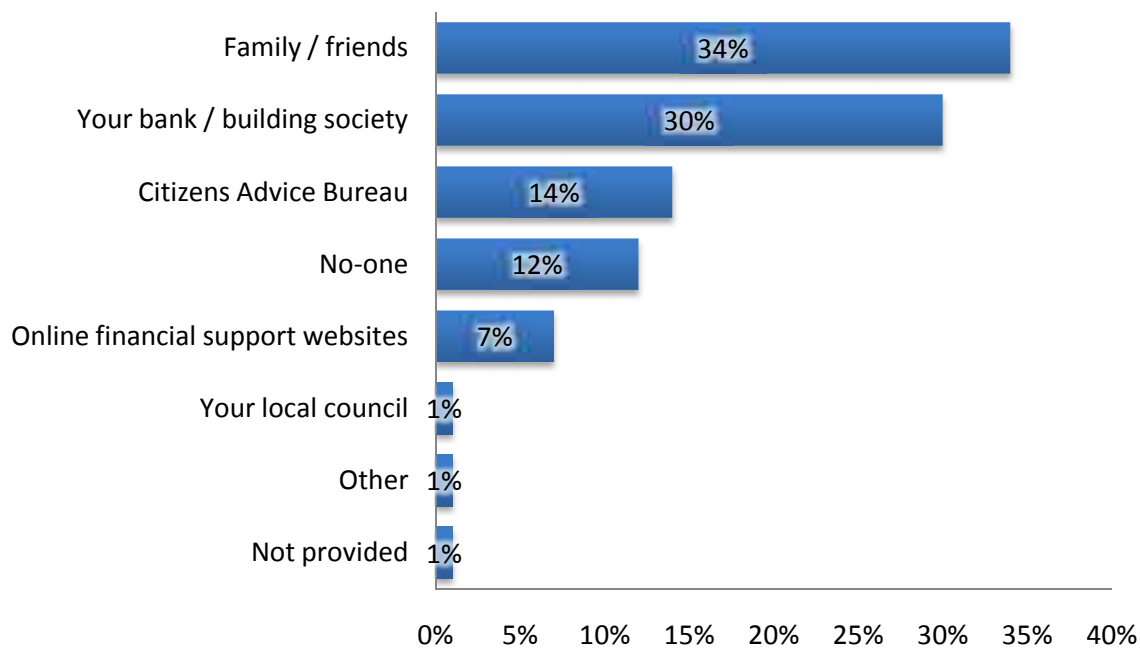
	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Has voted by post	29%	24%	34%	35%	31%	21%
Has not voted by post	69%	74%	66%	64%	68%	75%
Not provided	2%	2%	0%	1%	1%	4%
Unweighted Bases	592	69	62	132	161	168

Nine in ten (90%) of panel members were aware before the survey that if they are registered as a postal voter for elections and they move home they need to re-apply at their new address, while 10% were not. Among all panel members 16% said they were aware of this but were not sure of how to change their details. Base sizes are too small to allow further analysis by locality.

6.1.4 Financial Support

In the context of the current recession all panel members were asked who they would contact if they were experiencing financial difficulties. In response a third (34%) said they would consult family or friends and a further three in ten (30%) said their bank or building society. The third most common response was the Citizens Advice Bureau (14%).

Figure 11: If you were having financial difficulties, who are you most likely to contact for support? (All responses)

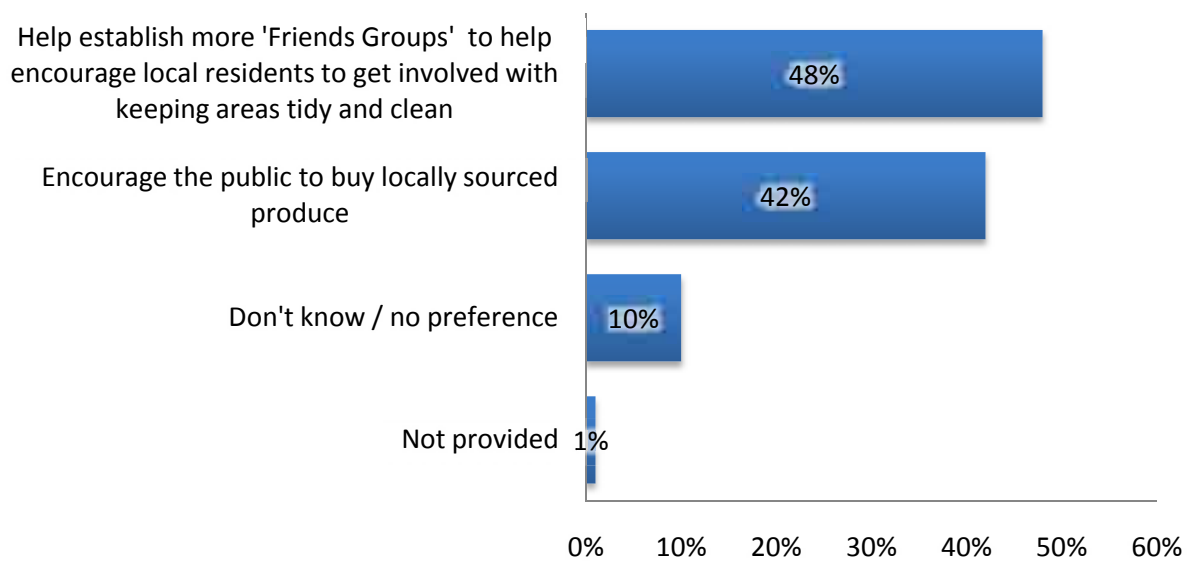


UNWEIGHTED BASE: 592

7 Environmental Quality

On the issue of local environmental quality, residents were presented with two options that could be introduced to their locality and were asked to indicate which one they favoured. Responses do not show a strong consensus as 48% would support more 'friends groups' to encourage local residents to get involved with keeping areas tidy and clean and 42% would favour encouragement to buy locally sourced produce. One in ten (10%) either said don't know or do not have a preference.

Figure 12: Which of the options below would you most like to see introduced to help improve the environment in your locality? (All responses)



UNWEIGHTED BASE: 592

The proportion of residents who stated don't know or did not express a preference was highest in Locality 3 (17%) and Locality 2 (11%).

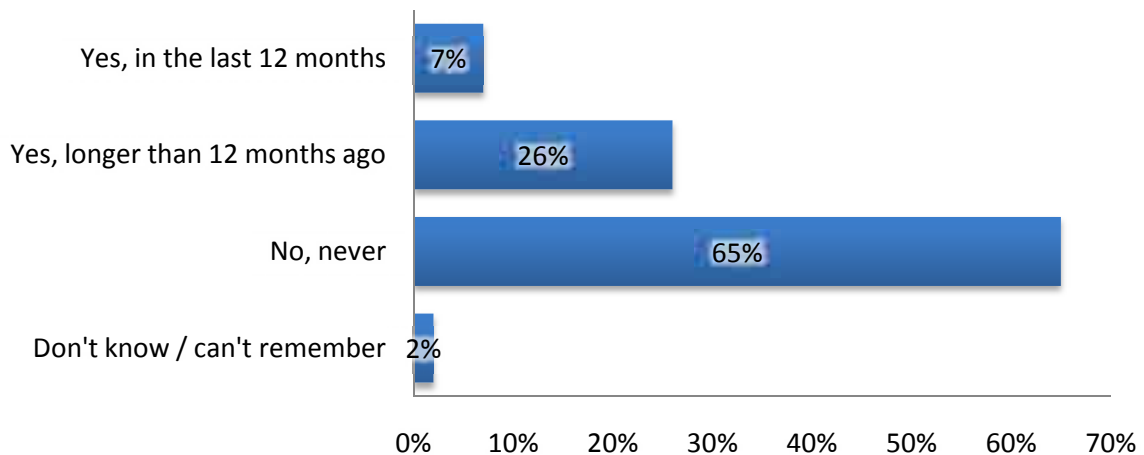
Table 11: Which of the options below would you most like to see introduced to help improve the environment in your locality? - views by locality (All responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Help establish more 'Friends Groups' to help encourage local residents to get involved with keeping areas tidy and clean	48%	42%	55%	51%	46%	44%
Encourage the public to buy locally sourced produce	42%	46%	34%	31%	48%	49%
Don't know / no preference	10%	9%	11%	17%	6%	6%
Not provided	1%	3%	0%	*%	0%	*%
Unweighted Bases	592	69	62	132	161	168

7.1 Pest control

A third (33%) of panel members have used the Council's pest control service previously, including 7% who have done so in the last 12 months.

Figure 13: Have you ever used the Council's pest control service?

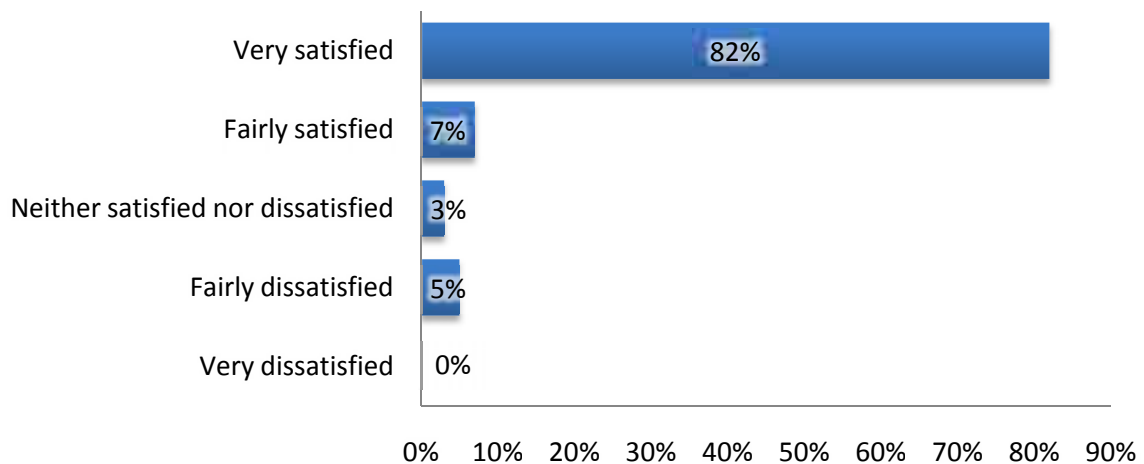


UNWEIGHTED BASE: 592

Residents of Locality 2 are significantly more likely to have used this service in the last 12 months than those elsewhere (21%).

Among those who have used the Council's pest control service 89% are satisfied with it including 82% who are very satisfied. This is based on a sample size of 43 which is too small to permit further analysis.

Figure 14: If you have used the Council's pest control service in the last 12 months, how satisfied or dissatisfied were you with the service you received? (All responses)



UNWEIGHTED BASE: 43

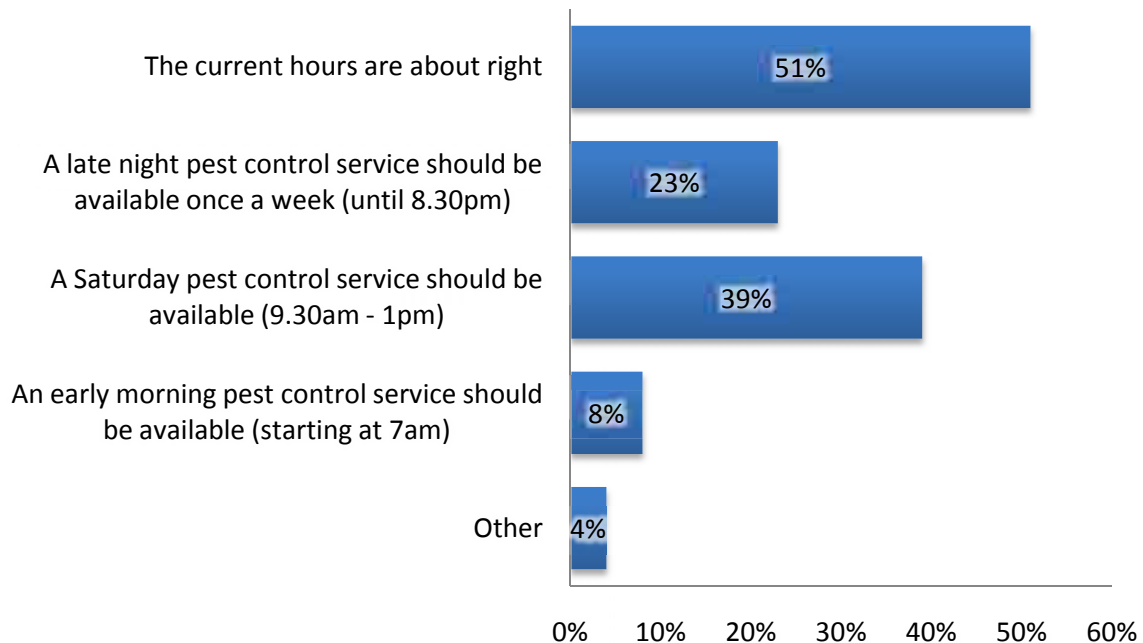
All panel members irrespective of whether they have experience of the pest control service offered by South Staffordshire Council were asked to comment on two statements about its future service. As shown in the table below 90% of panel members agree that the Council should continue to provide mice and rats pest control services free of charge for every household. However, the proportion who agree that the Council should continue to provide a nuisance pests service, such as wasp and squirrels, to those on means tested benefits is lower at 58%. In relation to the latter, 23% disagree this service should be provided in this way.

Figure 15: Thinking about the pest control service, please indicate whether you agree or disagree with each of the following statements...

	Strongly agree		Neither agree nor disagree		Strongly disagree		Don't know	Not provided	Net agreement
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Disagree			
The Council should continue to provide mice and rats pest control services free of charge for every household	65%	25%	4%	2%	2%	1%	1%	+86%	
The Council should continue to provide a nuisance pests service, such as wasp and squirrels, to those on means tested benefits	31%	27%	13%	12%	11%	3%	3%	+35%	

Half (51%) of all panel members feel that the Council's pest control service hours of 8.00 am to 4.00pm Monday-Friday are about right. However, almost two in five (39%) state that a Saturday pest control service should be available (9.30am – 1.00pm).

Figure 16: The Council's pest control service is available from 8.00am until 4.00pm Monday-Friday. Do you think these hours are sufficient or do you think they should be extended? (All responses)



UNWEIGHTED BASE: 592

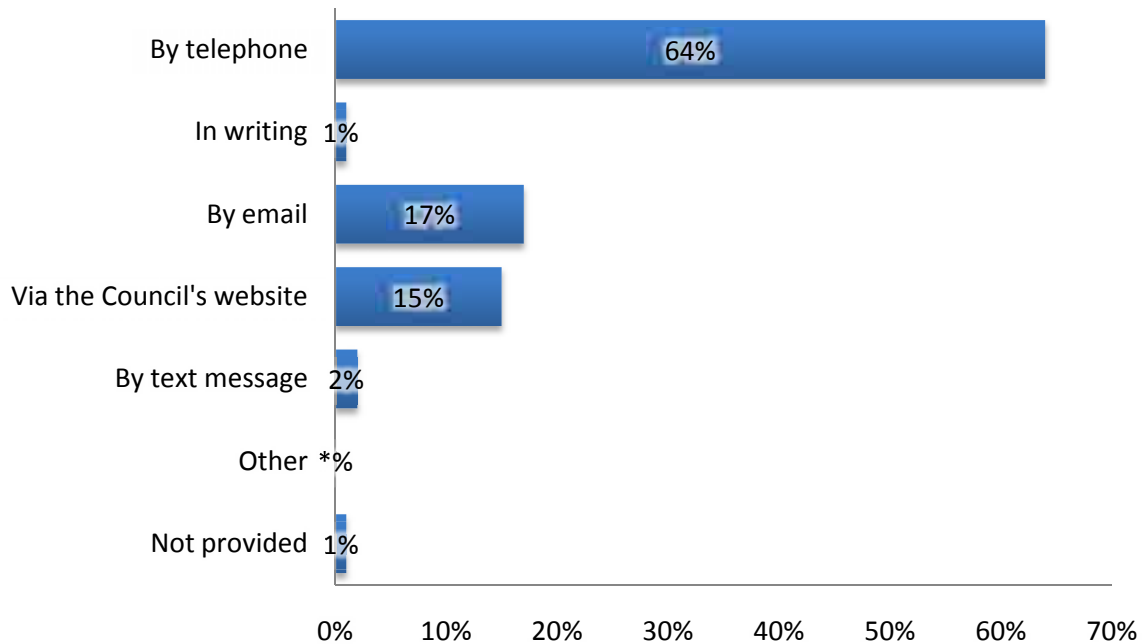
Looking at responses by age shows that those aged 65 and over most commonly state that the current hours are about right (66%). Those aged 25-44 (29%) and 45-64 (22%) are significantly more likely than other age groups to favour a late night service (once a week until 8.30 pm). This may reflect the fact that these age groups are more likely to be unavailable between 8.00am and 4.00pm due to work commitments.

7.2 Fly tipping

When asked if they know how to report fly tipping, 46% of panel members indicate they do and 53% state they do not. Those aged 25-44 (63%) and those living in Locality 3 (60%) are those who most commonly state they do not know how to report fly tipping.

Among all panel members approaching two thirds (64%) indicate the telephone is the most convenient way to report environmental crimes such as fly-tipping and litter. A further 17% chose e-mail, and 15% chose the Council's website.

Figure 17: What would be the most convenient way for you to report environmental crimes such as fly-tipping and litter? (All responses)



UNWEIGHTED BASE:

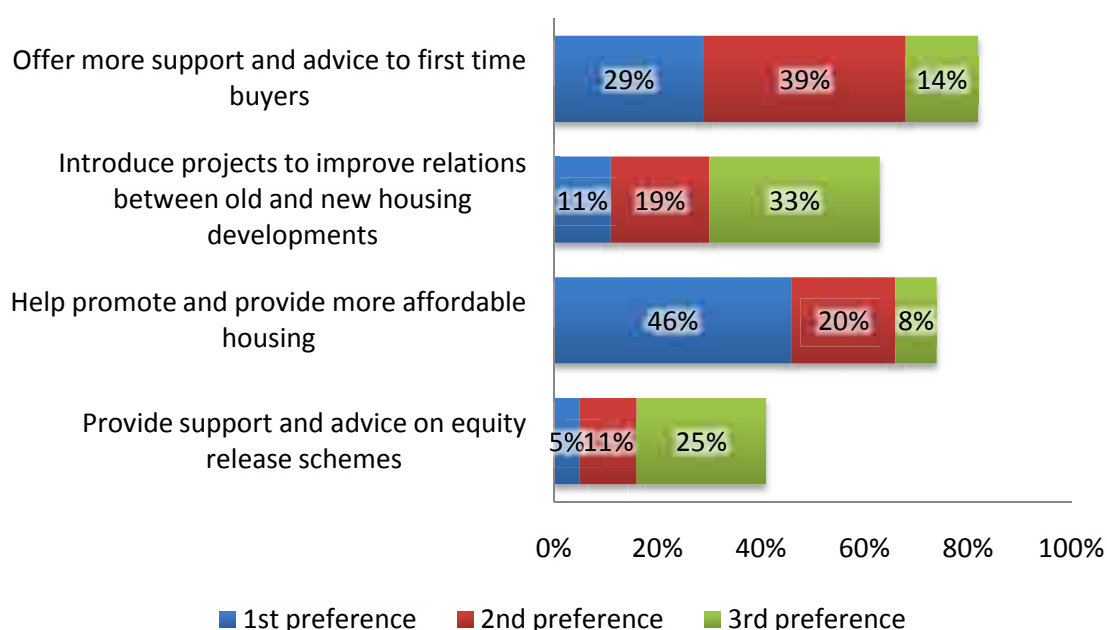
* DENOTES LESS THAN 0.5%

Although the telephone is the most popular approach among all age groups, the proportion of 25-44 year olds favouring this approach is 46% compared to 93% of those aged 65 and over. Among those aged 25-44 the proportion favouring email or using the Council's website rises to 24% and 25% respectively, proportions that are higher than in any other age group.

8 Housing

The final theme covered by this survey was housing. All panel members were asked which options they would most like to see introduced to help reduce housing problems in their locality. The option most frequently chosen as the first preference was promoting and providing more affordable housing (46%). This was followed by 29% of residents who said more support and advice for first time buyers would be their first preference. The proportion of residents choosing each option as their first second and third choice is shown in the figure below.

Figure 18; Which of the options below would you most like to see introduced to help reduce housing problems in your locality (All responses)



Reviewing responses by locality shows that there is consistency in opinion on the approach needed to tackle housing problems.

Table 12: Housing preferences by locality – first preferences

Locality	Options most commonly give as first choice
Locality 1	Help promote and provide more affordable housing (46%), offer more support and advice to first time buyers (17%)
Locality 2	Help promote and provide more affordable housing (43%), offer more support and advice to first time buyers (22%)
Locality 3	Help promote and provide more affordable housing (52%), offer more support and advice to first time buyers (33%)
Locality 4	Help promote and provide more affordable housing (48%), offer more support and advice to first time buyers (34%)
Locality 5	Help promote and provide more affordable housing (39%), offer more support and advice to first time buyers (29%)

9 Sample Profile

Demographics & Profile	Number of interviews completed	Unweighted Percentage
Total	592	100%
Locality 1	69	12%
Locality 2	62	11%
Locality 3	132	22%
Locality 4	161	27%
Locality 5	168	28%
Male	321	54%
Female	271	46%
16-24 years old	3	1%
25-44 years old	98	17%
45-64 years old	292	49%
65+	197	33%
Have A Disability / Long Standing Illness	123	21%
White	583	98%
Non White	3	1%
In Employment	301	51%
Owner Occupiers	525	89%
Social renters	52	9%
Other	13	2%

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