

2020

Residents Survey 2020



Dorset
Council

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EXECUTIVE SUMMARY

This report contains a summary of the findings from the 2020 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 year's survey (2019).

Due to COVID-19, this year, the survey was undertaken using a mixed methodology of online self-completion and telephone interviews, with fieldwork taking place between October 2020 and January 2021. This was undertaken by using the Dorset Council mailing list and social media, and IbyD conducting both telephone and online contacts. It should be noted that the previous year's survey was undertaken using a face-to-face, self-completion methodology and so results are not strictly comparable between years.

The total achieved sample size was 5,916 completed questionnaires, of which a sample of 2,619 was selected for the research 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.

Key findings from the survey are detailed below.

Perceptions of the Local Area and Satisfaction with the Council

- 90% of respondents were satisfied with their local area as a place to live, with 52% very satisfied and 38% fairly satisfied. Only 5% of respondents were dissatisfied.
- 72% of respondents were satisfied with the way Dorset Council runs things, with 20% very satisfied and 52% fairly satisfied. 12% of respondents were dissatisfied.
- 48% of respondents agree that Dorset Council provides value for money, with 6% who strongly agree and 42% who tend to agree. 17% of respondents disagree.
- Nearly four-fifths respondents feel they strongly belong to their local area, with 39% feeling that they 'very strongly' belong and 40% feeling that they 'fairly strongly' belong. 19% do not feel that they strongly belong to their local area.

Perceptions of Community Safety

- 76% of respondents feel safe when outside in their local area after dark, with 34% feeling very safe and 42% feeling fairly safe. 10% feel unsafe.
- 95% of respondents feel safe when outside in their local area during the day, with 72% feeling very safe and 24% feeling fairly safe. Only 1% feel unsafe.

Being Kept Informed and Advocacy and Trust in the Council

- Three-quarters of respondents think Dorset Council keeps residents well informed, with 22% thinking they keep residents very well informed and 53% thinking they keep residents fairly well informed. 21% of respondents think Dorset Council does not keep residents well informed.
- 43% of respondents would speak positively about Dorset Council, with 5% who would speak positively without being asked and 39% who would speak positively if asked. 12% would speak negatively about Dorset Council.
- 54% of respondents think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount'. 25% think that Dorset Council acts on the concerns of local residents 'not very much' and 5% of respondents think Dorset Council acts on

the concerns of local residents 'not at all'. 15% of respondents answered 'don't know'.

- 64% of respondents trust Dorset Council 'a great deal' or 'a fair amount'. 20% trust Dorset Council 'not very much' and 5% 'not at all'. 10% answered 'don't know'.

Community Cohesion and Recommendation of the Area

- 54% of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together, with 19% who definitely agree and 35% who tend to agree. 4% disagree, 7% answered 'don't know', 7% answered that there are too few people in their local area and 15% answered that everyone in the area is of the same ethnic background.
- 65% of respondent agreed that people in their local area pull together to improve the area, with 22% who definitely agree and 43% who tend to agree. 19% neither agree nor disagree and 12% disagree.
- The majority of respondents would recommend Dorset as a place to visit (97%) and as a place to live (96%) '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 61% of respondents. The second most selected priority was 'protecting Dorset's natural environment', which was selected by 58% of respondents.

Preferred Method of Contacting the Council

- 37% of respondents would prefer to contact the council by telephone. A third would prefer to contact the council by email and 24% would prefer to contact the council via the website.

Internet Use

- 94% of respondents use the internet, while 6% of respondents do not use the internet. However as 70% of surveys were completed online, the actual proportion of Dorset residents who do not use the internet may be higher than 6%. Of the respondents who completed the survey as a telephone interview, 18% do not use the internet.
- The most common reason for not using the internet was not being interested, with 72% giving this reason. 22% were prevented from using the internet due to not having equipment and 16% due to lack of skill.
- Of the respondents who use the internet, nearly all (99.5%) use the internet at home. 46% use the internet at work, 28% use public wi-fi when out and about and 21% use the internet at someone else's house.
- Of the respondents who use the internet, 88% have a smartphone or mobile phone that connects to the internet. 76% have a laptop and 69% have a tablet or an iPad.

- Of the respondents who use the internet, 91% use the internet for emails for home. 90% use the internet for research or finding information, 87% for connecting with friends and family, 86% for shopping, 82% for banking and 76% for social media.

Effect of COVID-19 on Household Income

- Since lockdown measures were first imposed on 23rd March 2020, 30% of respondents had seen a decrease in their household income. 5% had seen an increase in their household income, while 65% had seen no change.
- Of the respondents who had seen a decrease in their household income, 31% had seen a decrease in their household income due to a reduction in hours or work, 29% due to a reduction in earnings due to the furlough scheme, 26% due to a loss of demand for business and 23% due to a member of their household losing their job.
- Of the respondents who had seen a decrease in their monthly household income, 37% reported a decrease of less than £300, 27% a decrease of between £300 and £599, 10% a decrease of between £600 and £999 and 26% a decrease of £1,000 per month or more. 10% of respondents reported that their monthly household income after tax before 23rd March 2020 (when lockdown measures were first imposed) was less than £1,000 per month. 29% reported between £1,001 and £2,000 24% between £2,001 and £3,000, 18% between £3,001 and £4,000 and 19% reported over £4,000 per month. For those who had experienced a loss in monthly household income, the estimated 'average' loss is approximately £400 per month.

Information by Design
Draft 2
January 2021

1. BACKGROUND AND METHODOLOGY

BACKGROUND

- 1.1. This report contains a summary of the findings from the Residents Survey conducted in 2020, 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 2020 and January 2021. 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. A previous survey was commissioned in 2019 by the newly formed council, who identified the need to carry out 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 needed due to the COVID-19 pandemic) 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 prior year, 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. This year's survey also included questions on internet use and on the impact of the COVID-19 pandemic on household income.

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. Respondents were driven to the online survey by both Dorset Council and IbyD.
- 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 completed telephone interviews using records sourced from the Names and Numbers database (which includes the BT OSIS database appended to the PAF file), selected randomly to ensure different areas were included. IbyD also prompted the online survey in the following ways:
 - By asking 2 colleges to share the survey link with their students (Weymouth College and Kingston Maurward College, Dorchester).
 - By sending email invitations to residents who had completed the Residents Survey in 2019 and opted in to be contacted by email for further research
 - By contacting businesses and asking them to share the survey link with their employees.
 - By contacting social media groups and asking them to share the survey link with their members.

Sampling Scheme and Sample Size

- 1.9. 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 telephone interviews or sources promoted by IbyD. A total of 5,916 respondents completed the survey, 4,378 from sources promoted by Dorset and 1,538 from telephone interviews and sources promoted by IbyD. 4,863 were completed online and 1,053 were completed as telephone interviews. The table below shows the number achieved by source. (See overleaf).

	Source	Number completed
Dorset Council	Email to e-newsletter database	4,066
	Social Media	274
	School 6th forms & Colleges	38
	Total	4,378
IbyD	Telephone interviewers	1,053
	Colleges	311
	2019 Residents Survey	153
	Social Media	2
	Businesses	19
	Total	1,538

1.10. As it was anticipated that the profile of responses would be skewed towards older age groups, and that respondents to the survey from the Dorset Council database 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 all respondents. The method used was:

- to select a sample of 2,619 to enable to sample to be weighted to the mid-2019 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. 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.
- to then randomly select the required number of respondents to exclude in each age, gender and SUG group.

Age	ONS Mid-2019 Estimates	All respondents
16-17	3%	2%
18-24	7%	2%
25-34	11%	2%
35-44	12%	6%
45-54	17%	11%
55-64	17%	22%
65-74	18%	33%
75-84	11%	18%
85+	5%	3%
Prefer not to say		1%

- 1.11. The table below shows the number of respondents by source in the sample selected for the research. 1,279 of survey in the sample were from sources promoted by Dorset and 1,340 from telephone interviews and sources promoted by lbyD.

Source		Number of respondents in final sample
Dorset Council	Email to e-newsletter database	971
	Social Media	270
	School 6th forms & Colleges	38
	Total	1,279
lbyD	Telephone interviewers	863
	Colleges	305
	2019 Residents Survey	151
	Social Media	2
	Businesses	19
	Total	1,340

- 1.12. 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	427
Dorset North	416
Dorset South	529
Dorset West	424
Mid Dorset	426
South East Dorset	397
Total	2,619

- 1.13. All 219 lower-level Super Output Areas (LSOAs)¹ in Dorset were included in the sample of 2,619 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 2,619.

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'.

- 1.14. As a point of reference, the overall confidence interval for this survey of 2,619 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

- 1.15. 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-2019 populations estimates for age and gender at SUG level².
- 1.16. 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.
- 1.17. Within this report, analysis of the survey 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.
- 1.18. 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. 12 of the LSOAs in Dorset South fall into the 1st and 2nd most deprived quintile – in contrast to the other SUGs, in which only a maximum of 6 fall into these two categories. A breakdown of the number of LSOAs in each deprivation quintile by SUG is given overleaf).

² This was calculated from the ONS mid-2019 population estimates for age and gender at LSOA level as the data was not available as SUG level.

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

1.19. The table below shows the number and percentage of respondents in each IMD quintile for each SUG from the weighted data. Overall, 124 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 22% 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%	111	22%	13	5%	0	0%	0	0%	124	5%
2	38	6%	70	12%	119	24%	51	19%	21	7%	32	10%	331	13%
3	65	11%	350	58%	97	19%	127	49%	97	31%	120	37%	856	33%
4	110	18%	104	17%	103	21%	64	24%	176	56%	162	50%	719	27%
5 - Least deprived	399	65%	81	13%	70	14%	6	2%	21	7%	11	3%	588	22%

1.20. 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>).

1.21. It should be noted that the survey conducted in Dorset was undertaken, in the year when COVID-19 was highly prevalent in the population, and when the country was in ‘lockdown’ to prevent spread of the virus for a number of months. The guidance states that intra-mode comparisons are not recommended, as the mode of data collection can have a marked impact on results, so due to the mixed methodology used, benchmarking data is not available to include in this report.

1.22. While results from the 2019 are included in this report, caution should be used when comparing the results from the two years. This is due to:

- The differences in the sample – in 2019, 73 LSOAs were selected for fieldwork while all 219 LSOAs are included in the 2020 sample.

- The difference 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. There will therefore be a ‘mode effect’ to the results between the two years and the different modes.
- The potential effect of COVID-19 pandemic on any results. For example, interviewers reported that residents had mentioned that they had been contacted by Council staff, in relation to COVID-19 matters and support, which 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 2,619 surveys and weighted data.

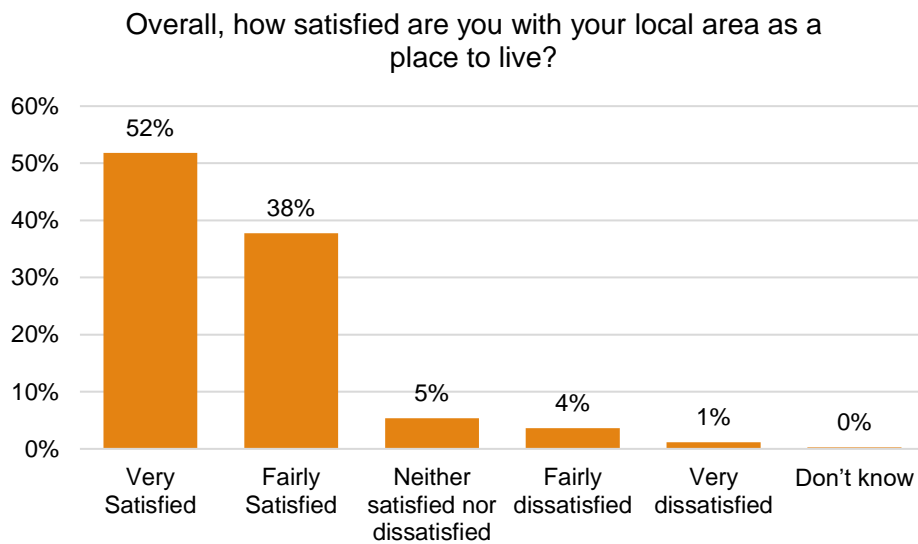
DEMOGRAPHICS

- 2.2. Forty-eight percent (48%) of respondents were male and 51% 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 16% were aged 75 or older.
- 2.4. Forty-six percent (46%) of respondents were working, with 27% an employee in full-time work, 11% in part-time work and 8% self-employed. Just over half (54%) were not working, with 36% retired, 10% in full-time education, 2% unemployed, 2% looking after the home or family, 2% permanently sick or disabled, less than 1% on a government supported training programme and 2% doing something else.
- 2.5. Just over four-fifths (81%) of respondents own their own home, with 51% owning outright and 30% owning with a mortgage or loan. 17% rent their home, with 8% renting from a private landlord or letting agency, 6% 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 (97%) were White British. 2% of respondents were from Other White ethnic groups and 1% from Mixed ethnic groups. Less than 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-four percent (24%) of respondents reported being limited in their day-to-day activities, with 9% limited a lot and 16% limited a little.
- 2.8. Fifty-five percent (55%) of respondents had a religion of some kind, with 53% 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. 45% of respondents had no religion.
- 2.9. The majority (94%) of respondents were heterosexual. 3% 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, 58% lived in a household with 2 adults and 20% lived in a household of 3 or more adults. 29% of respondents lived in a house containing children aged 17 or under and 23% 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-2019 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 in full-time education and a higher proportion of homeowners in the survey respondents than in the Dorset population.

PERCEPTIONS OF THE LOCAL AREA

2.13. Overall, 90% of respondents were satisfied with their local area as a place to live, with 52% very satisfied and 38% fairly satisfied. 5% of respondents were neither satisfied nor dissatisfied. Only 5% of respondents were dissatisfied, with 4% fairly dissatisfied and 1% very dissatisfied. Less than 1% answered 'don't know'. In the 2019 survey, 88% of respondents were satisfied with their local area as a place to live⁴.



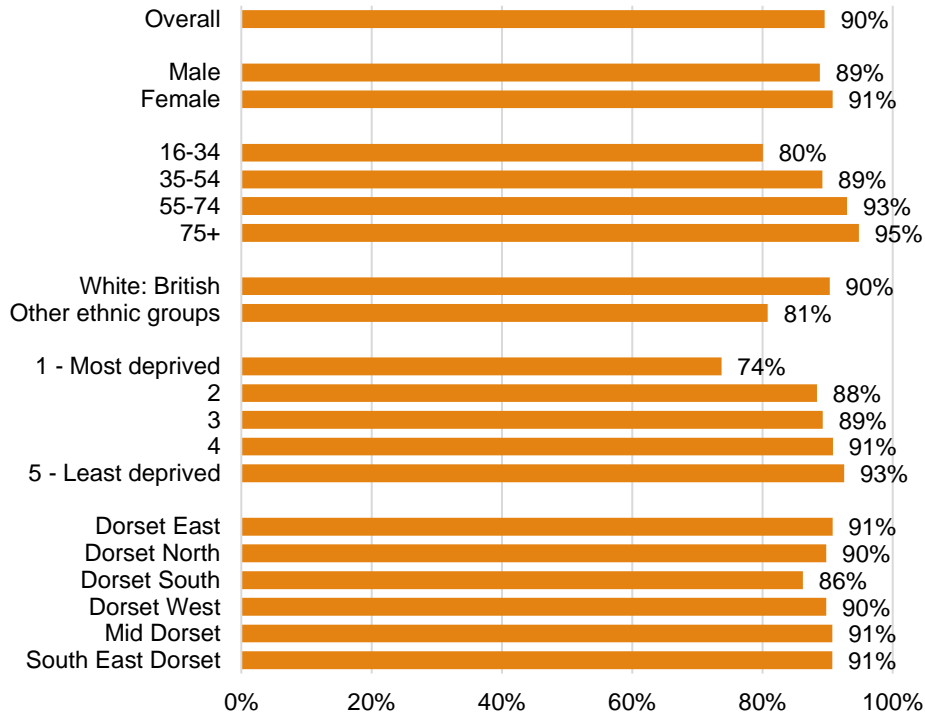
Base: 2,619

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, ethnicity and deprivation. Respondents aged 16 to 34, respondents from ethnic groups other than White British and respondents from the most deprived IMD quintile were less likely to be satisfied with their local area as a place to live. (Chart overleaf).

³ Comparisons are made with either the 2011 Census or the more recent 2019 mid-year population estimates produced by ONS where these are available.

⁴ Note results not strictly comparable, please see methodology section.

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

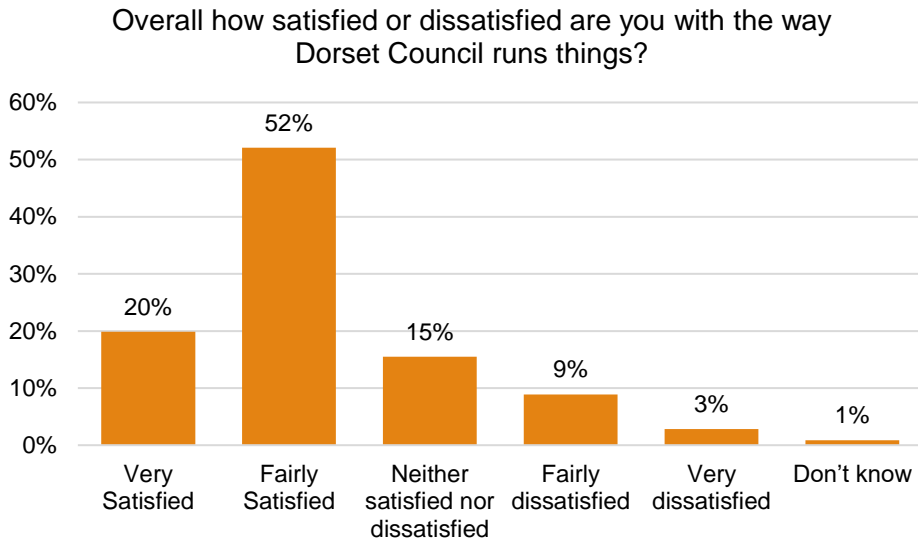


Base: See Appendix B

Significant differences by age, ethnicity and 2019 IMD

SATISFACTION WITH THE COUNCIL

- 2.15. Seventy-two percent (72%) of respondents were satisfied with the way Dorset Council runs things, with 20% very satisfied and 52% fairly satisfied. 15% of respondents were neither satisfied nor dissatisfied. 12% of respondents were dissatisfied, with 9% fairly dissatisfied and 3% very dissatisfied. 1% answered 'don't know'. In the 2019 survey, 61% of respondents were satisfied with the way Dorset Council runs things.⁵



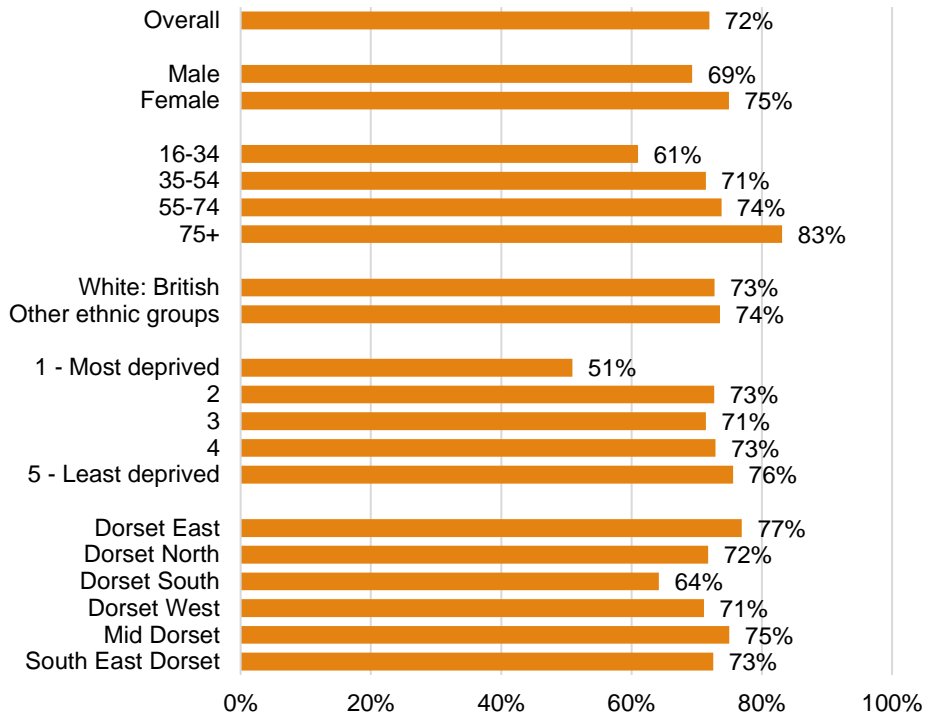
Base: 2,619

- 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 most deprived IMD quintile and respondents from Dorset South were less likely to be satisfied with the way Dorset Council runs things. As detailed earlier, there is a correlation between deprivation and SUG – Dorset South having a higher proportion of neighbourhoods with higher levels of deprivation.

(Chart overleaf).

⁵ Note results not strictly comparable, please see methodology section.

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

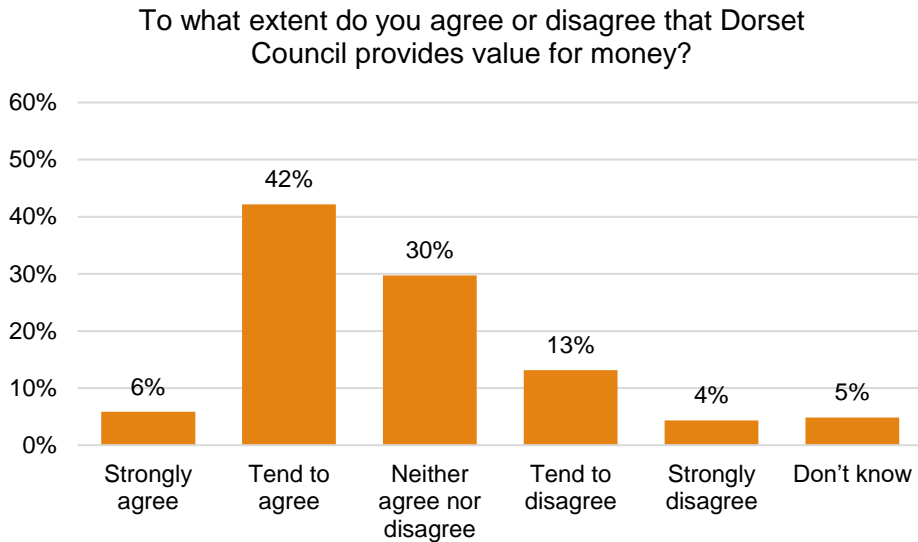


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

PERCEPTIONS OF VALUE FOR MONEY

2.17. Forty-eight percent (48%) of respondents agreed that Dorset Council provides value for money, with 6% strongly agreeing and 42% who tend to agree. 30% neither agree nor disagree. 17% of respondents disagree, with 13% who tend to disagree and 4% who would strongly disagree. 5% answered 'don't know'. In the 2019 survey, 39% of respondents agreed that Dorset Council provides value for money⁶.

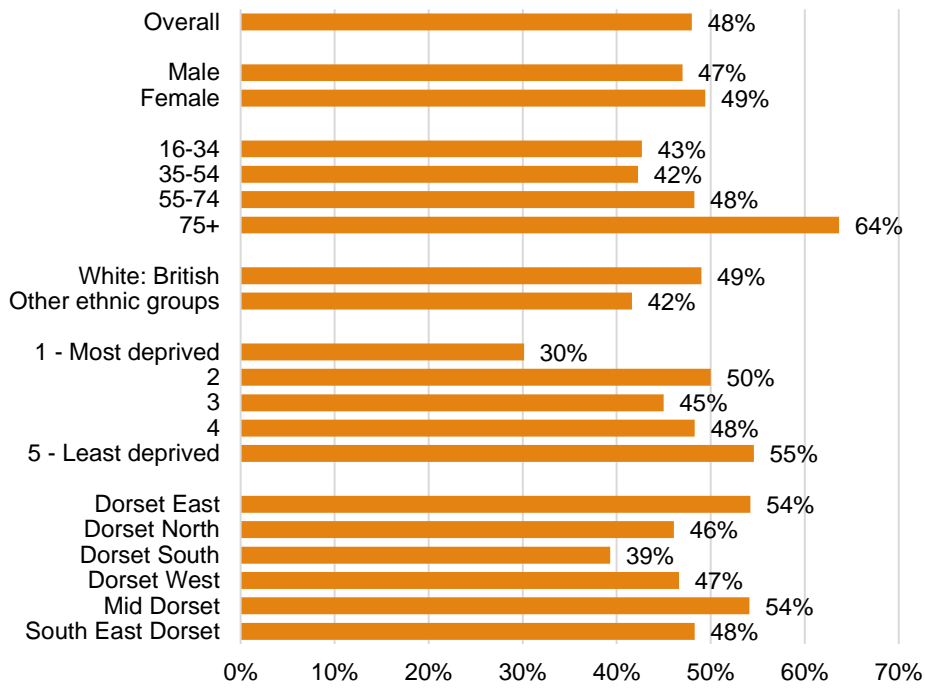


Base: 2,619

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 age, deprivation and SUG. Respondents aged under 55, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to agree that Dorset Council provides value for money. (Chart overleaf)

⁶ Note results not strictly comparable, 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

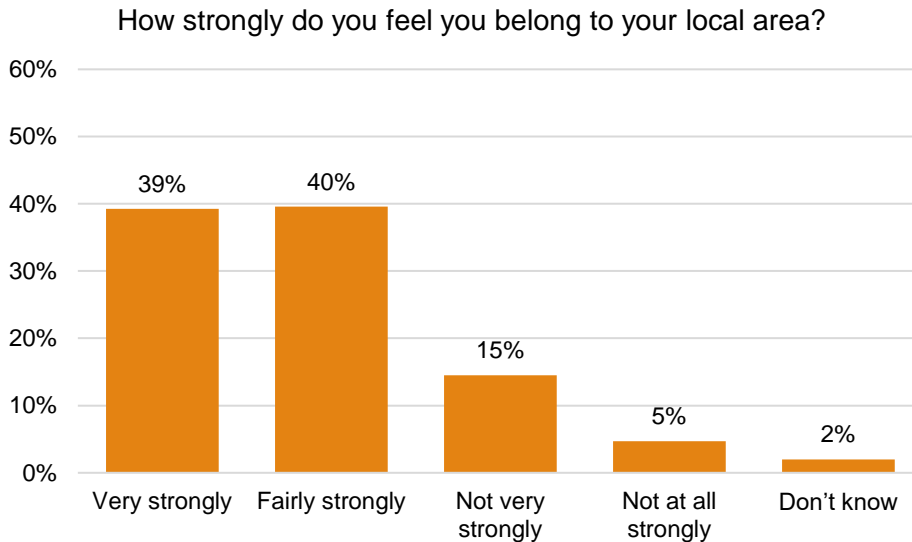


Base: See Appendix A

Significant differences by age, 2019 IMD and SUG

PERCEPTIONS OF BELONGING TO THE LOCAL AREA

2.19. Nearly four-fifths (79%) of respondents feel they belong strongly to their local area, with 39% feeling that they 'very strongly' belong and 40% feeling that they 'fairly strongly' belong. 19%⁷ do not feel that they strongly belong to their local area, with 15% feeling that they 'not very strongly' belong and 5% that they 'not at all strongly' belong. 2% answered 'don't know'. In the 2019 survey, 73% of respondents feel they belong strongly to their local area.⁸



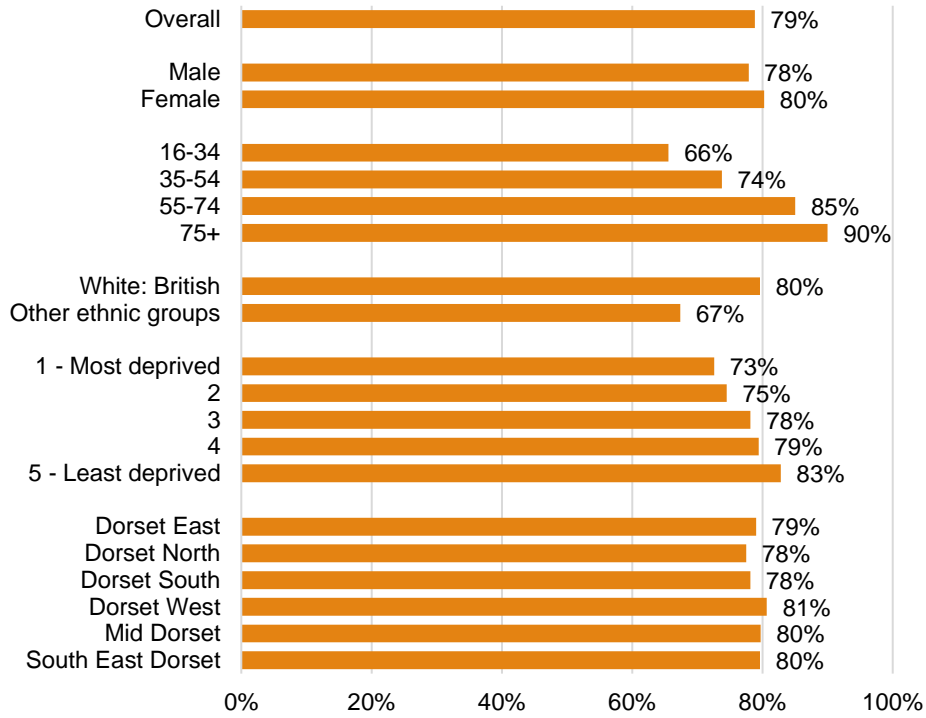
Base: 2,619

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, ethnicity and deprivation. Respondents aged 16-34, those from ethnic groups other than White British, those from the more deprived quintile of neighbourhoods were less likely to feel that they very or fairly strongly belong to their local area. (Chart overleaf).

⁷ Adds up to 19% due to rounding.

⁸ Note results not strictly comparable, please see methodology section.

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

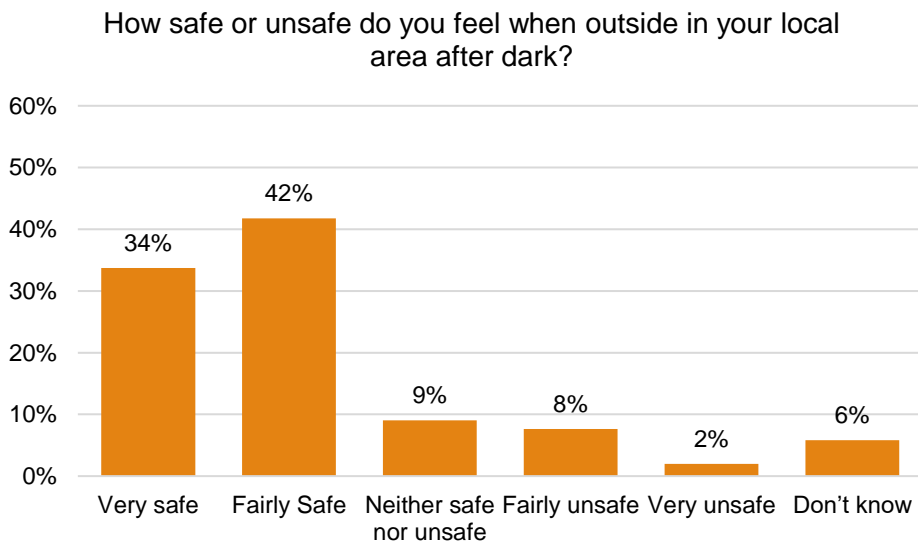


Base: See Appendix B

Significant differences by age, ethnicity and 2019 IMD

PERCEPTIONS OF SAFETY IN LOCAL AREA

2.21. Just over three-quarters (76%) of respondents feel safe when outside in their local area after dark, with 34% feeling very safe and 42% feeling fairly safe. 9% feel neither safe nor unsafe. 10% feel unsafe, with 8% feeling fairly unsafe and 2% feeling very unsafe. 6% answered 'don't know'. The proportion of respondents who answered 'don't know' was higher in the 75+ age group, with 26% of respondents aged 75 and over answered 'don't know'. This may be due to fewer respondents in the age group going outside after dark, and the government advice on shielding for the those aged 70 and over. When 'don't know' is excluded, 80% of respondents feel safe when outside in their local area after dark. In the 2019 survey, 77% of respondents feel safe when outside in their local area after dark and 1% answered 'don't know'.⁹

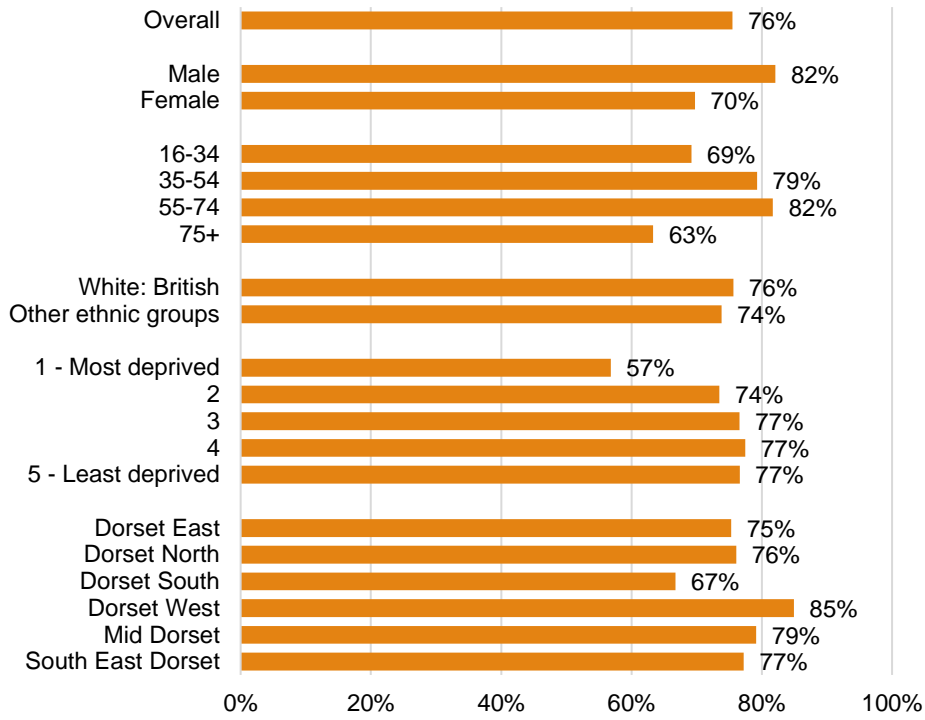


Base: 2,619

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 and 75 and over, 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. Respondents aged 75 and over were significant more likely to have answered 'don't know', with 26% having given this answer. When 'don't know' is excluded, 85% of the 75 and over age group feel very or fairly safe when outside in their local area after dark. (Chart overleaf).

⁹ Note results not strictly comparable, please see methodology section.

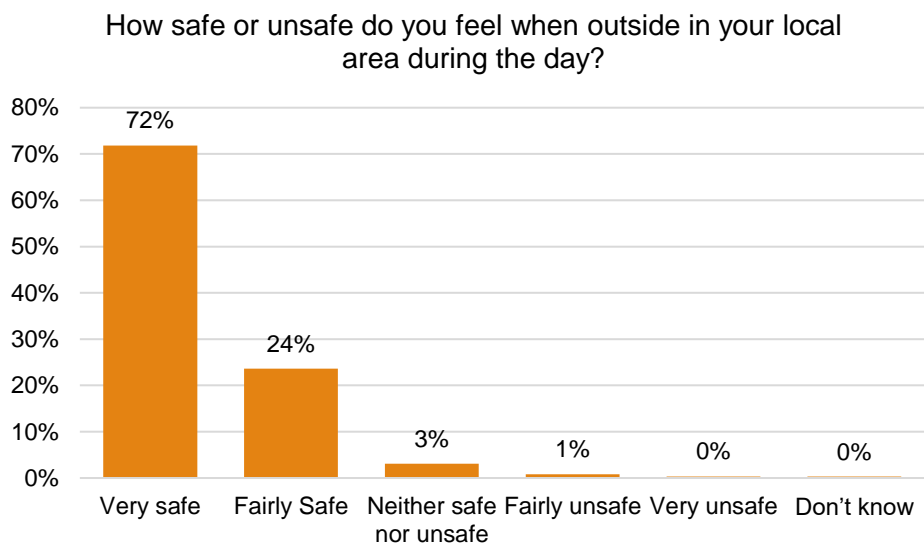
How safe or unsafe do you feel when outside in your local area after dark? - Very or fairly safe



Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

2.23. The majority of respondents (95%¹⁰) feel safe when outside in their local area during the day, with 72% feeling very safe and 24% feeling fairly safe. 3% feel neither safe nor unsafe. Only 1% feel unsafe, with 1% feeling fairly unsafe and less than 1% feeling very unsafe. Less than 1% answered 'don't know'. In the 2019 survey, 93% felt safe when outside in their local area during the day.¹¹



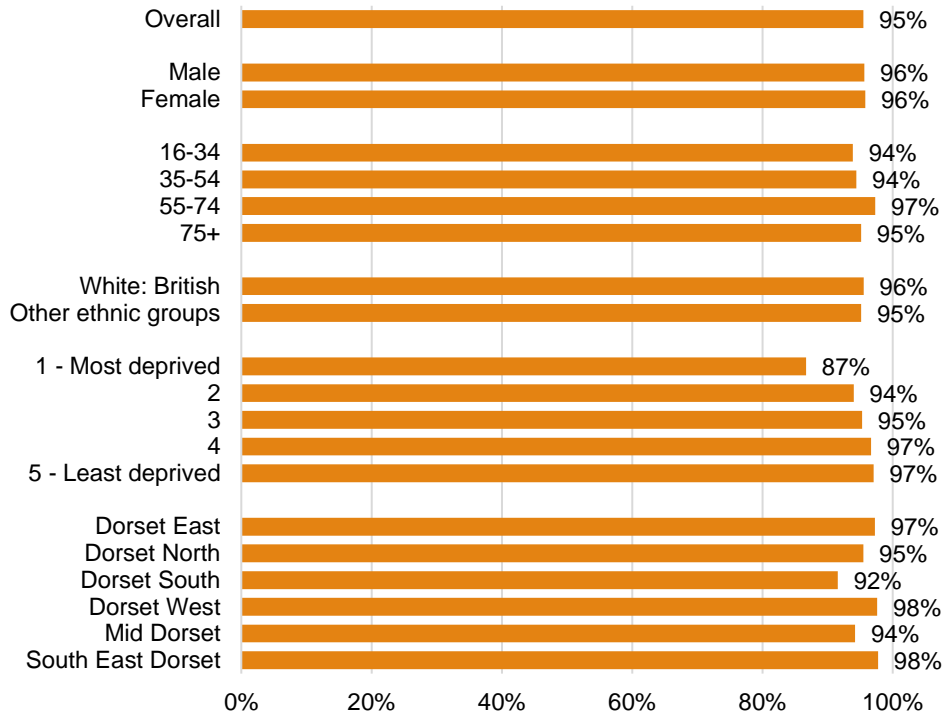
Base: 2,619

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 from the most deprived IMD quintile and respondents from Dorset South were less likely to feel safe when outside in their local area during the day. Respondents aged 55 to 74 were more likely to feel safe when outside in their local area during the day. (Chart overleaf).

¹⁰ Adds up to 95% due to rounding. To 2 decimal places the figures are 71.85% 'very safe and 23.94% 'fairly safe, which sums to 95.49%

¹¹ Note results not strictly comparable, please see methodology section.

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

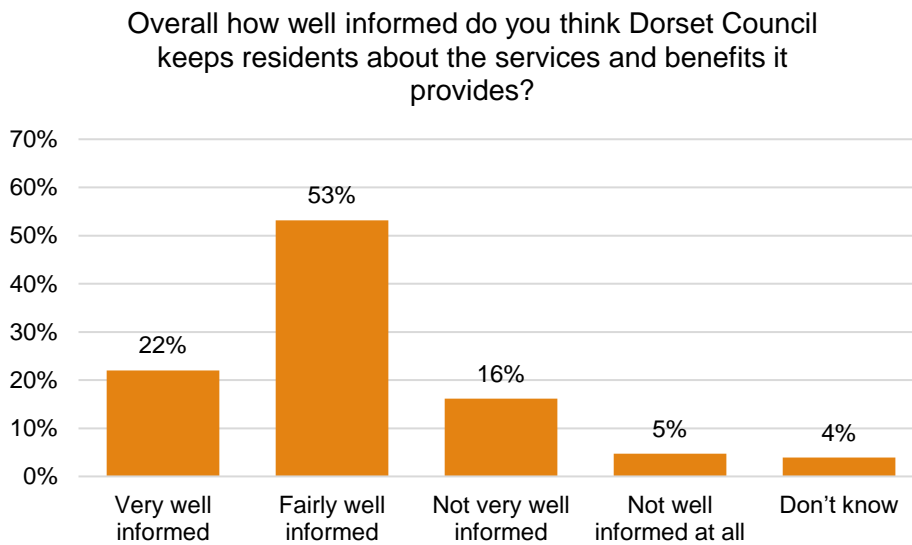


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

KEPT INFORMED BY DORSET COUNCIL?

2.25. Respondents were asked how well-informed Dorset Council keeps residents about the services and benefits it provides. Three-quarters of respondents think Dorset Council keeps residents well informed, with 22% thinking they keep residents very well informed and 53% thinking they keep residents fairly well informed. 21% of respondents think Dorset Council does not keep residents well informed, with 16% who think they keep residents not very well informed and 5% who think they keep residents not well informed at all. 4% of respondents answered, 'don't know'. In the 2019 survey, 58% of respondents thought Dorset Council keeps residents well informed¹². 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 84% of respondents sourced from the e-newsletter database and 70% of respondents from other sources thinking Dorset Council keeps residents well informed.

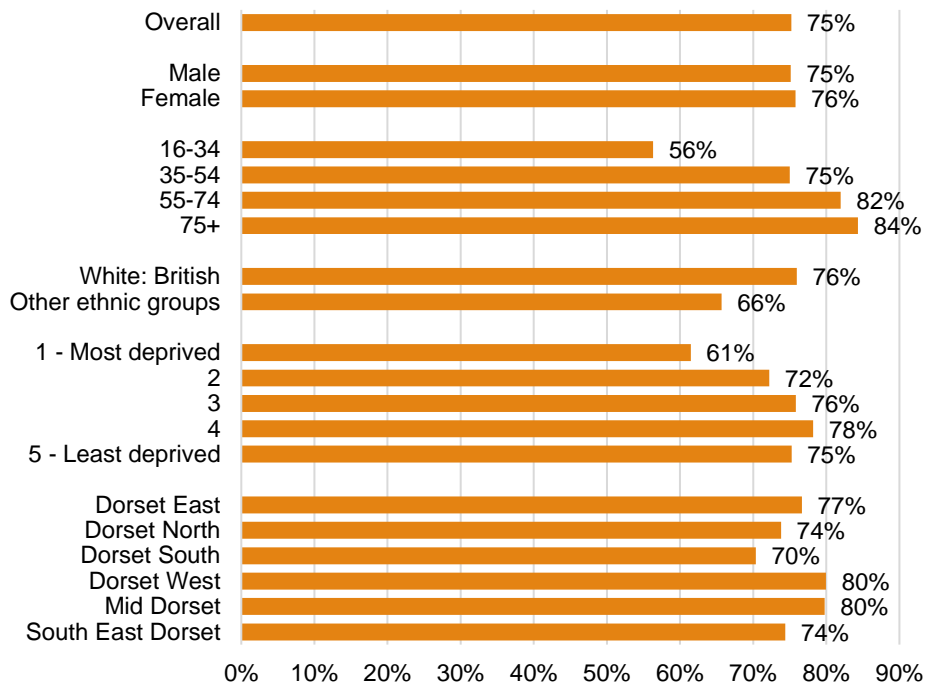


Base: 2,619

2.26. 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, ethnicity, deprivation and SUG. Respondents aged 16 to 34, respondents from ethnic groups other than White British, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to think Dorset Council keeps residents very or fairly well informed. The proportion of respondents that think Dorset Council keeps residents well informed increases with age, with a gap of 28 percentage points between the youngest and oldest age groups. (Chart overleaf).

¹² Note results not strictly comparable, 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

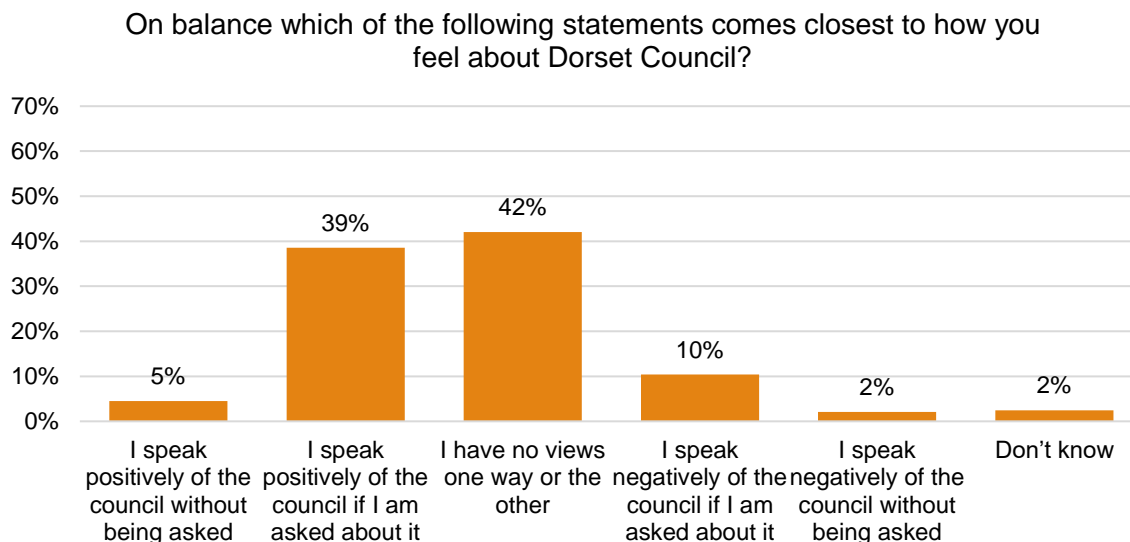


Base: See Appendix B

Significant differences by age, ethnicity, 2019 IMD and SUG

ADVOCACY OF DORSET COUNCIL

- 2.27. Forty-three percent (43%¹³) of respondents would speak positively about Dorset Council, with 5% who would speak positively without being asked and 39% who would speak positively if asked. 42% have no views one way of the other about Dorset Council. 12% would speak negatively about Dorset Council, with 2% who would speak negatively without being asked and 10% who would speak negatively if asked. 2% answered 'don't know'. In the 2019 survey, 30% of respondents would speak positively about Dorset Council.¹⁴



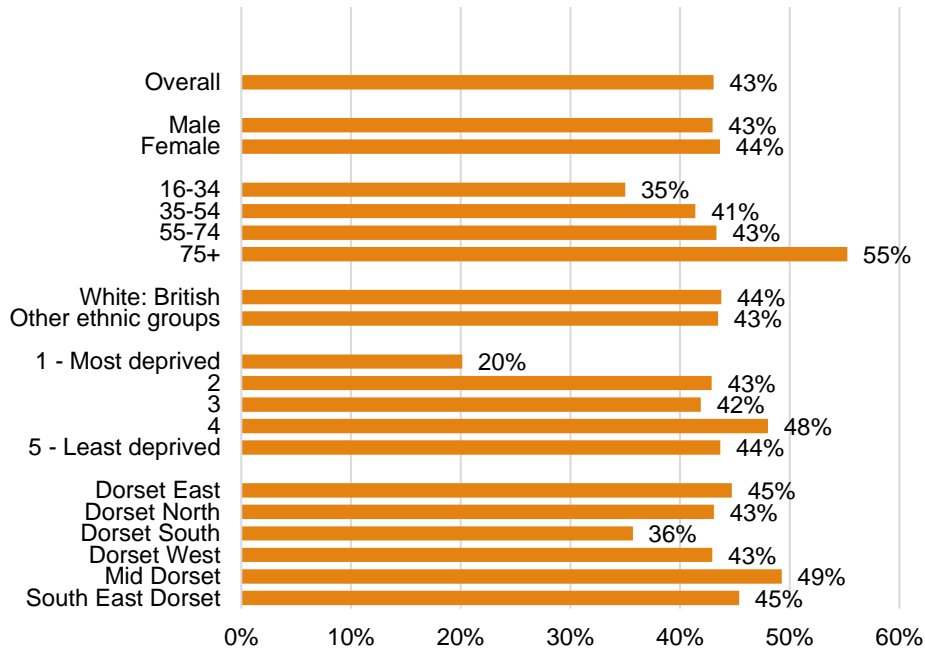
Base: 2,619

- 2.28. 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, deprivation and SUG. Respondents aged 16 to 34, respondents from the most deprived IMD quintile and respondents from Dorset South 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).

¹³ Adds up to 43% due to rounding. To 1 decimal place the figures are 4.5% 'I speak positively of the council without being asked' and 38.6% 'I speak positively of the council if I am asked about it', which sums to 43.1%

¹⁴ Note results not strictly comparable, 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

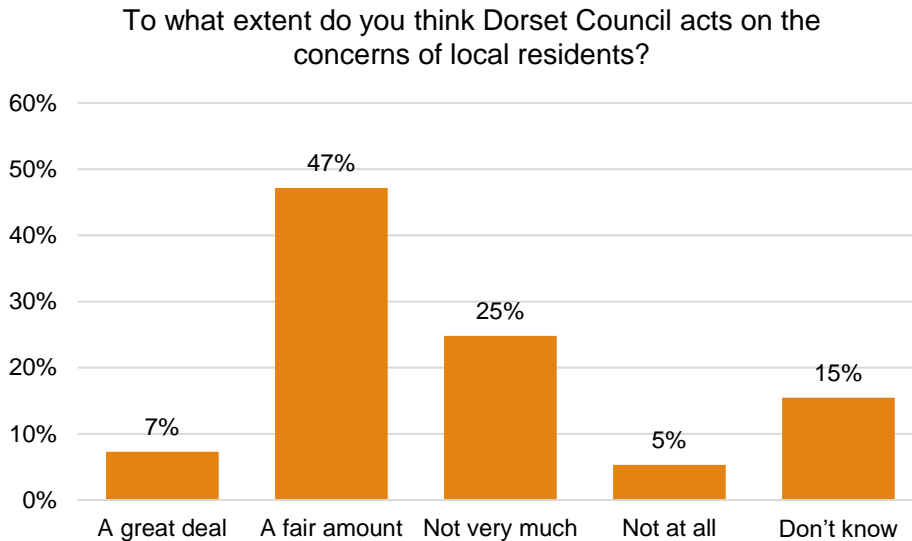


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

ACTING ON CONCERNS OF RESIDENTS

2.29. Fifty-four percent (54%) of respondents think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount', with 7% thinking they act on residents' concerns 'a great deal' and 47% 'a fair amount'. 25% think that Dorset Council acts on the concerns of local residents 'not very much' and 5% of respondents think Dorset Council acts on the concerns of local residents 'not at all'. 15% of respondents answered, 'don't know'. In the 2019 survey, 42% of respondents think Dorset Council acts on the concerns of local residents 'a great deal' or a 'fair amount'. 21% answered 'don't know'.¹⁵

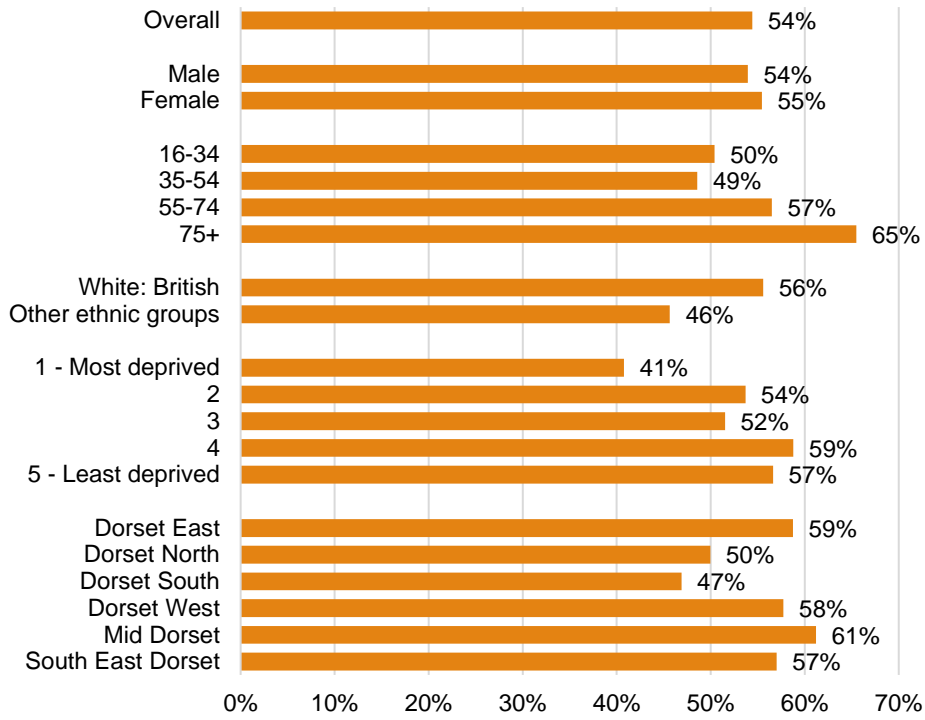


Base: 2,619

2.30. There were significant differences in the proportion of respondents who think Dorset Council acts on the concerns of local residents 'a great deal' or 'a fair amount' by age, deprivation and SUG. Respondents aged under 55, respondents from the most deprived IMD quintile and respondents from Dorset North and Dorset South were less likely to think Dorset Council acts on the concerns of local residents 'a great deal' or 'a fairly amount'. Those aged 75 and over were most likely to say that the council acts on the concerns of residents. (Chart overleaf).

¹⁵ Note results not strictly comparable, 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

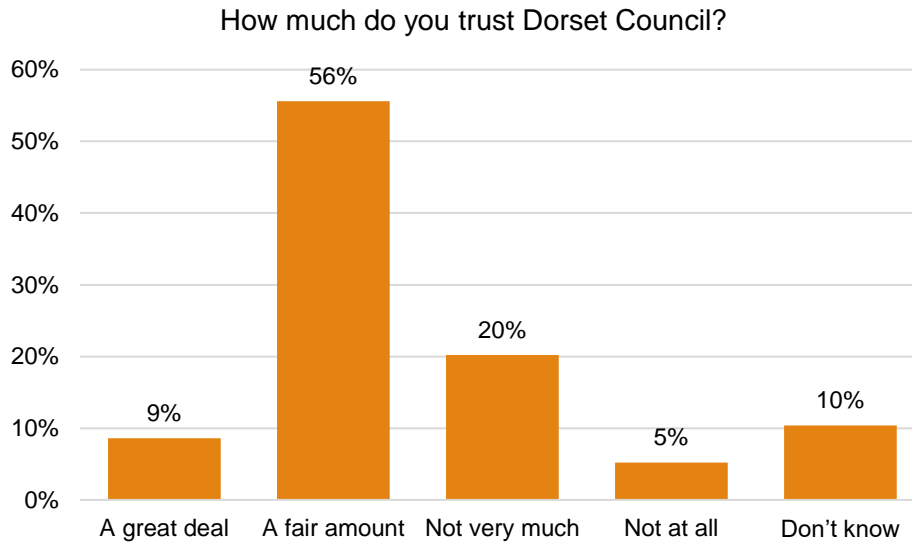


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

TRUST IN DORSET COUNCIL

- 2.31. Sixty-four percent (64%¹⁶) of respondents said that they trust Dorset Council 'a great deal' or 'a fair amount', with 9% trusting Dorset Council 'a great deal' and 56% 'a fair amount'. 20% trust Dorset Council 'not very much' and 5% 'not at all'. 10% answered 'don't know'. In the 2019 survey, 53% of respondents said that they trust Dorset Council 'a great deal' or 'a fair amount'. 16% answered 'don't know'¹⁷.



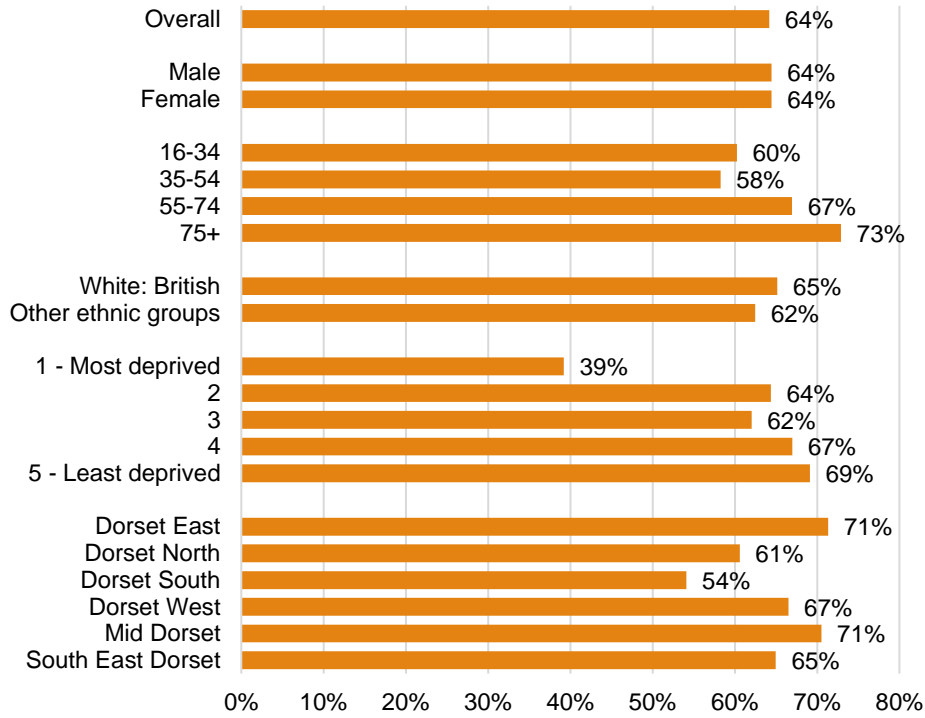
Base: 2,619

- 2.32. There were significant differences in the proportion of respondents who said they trust Dorset Council 'a great deal' or 'a fair amount' by age, deprivation and SUG. Respondents aged under 55, 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).

¹⁶ Adds up to 64% due to rounding. To 1 decimal place the figures are 8.6% 'A great deal' and 55.6% 'A fair amount', which sums to 64.2%

¹⁷ Note results not strictly comparable, please see methodology section.

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

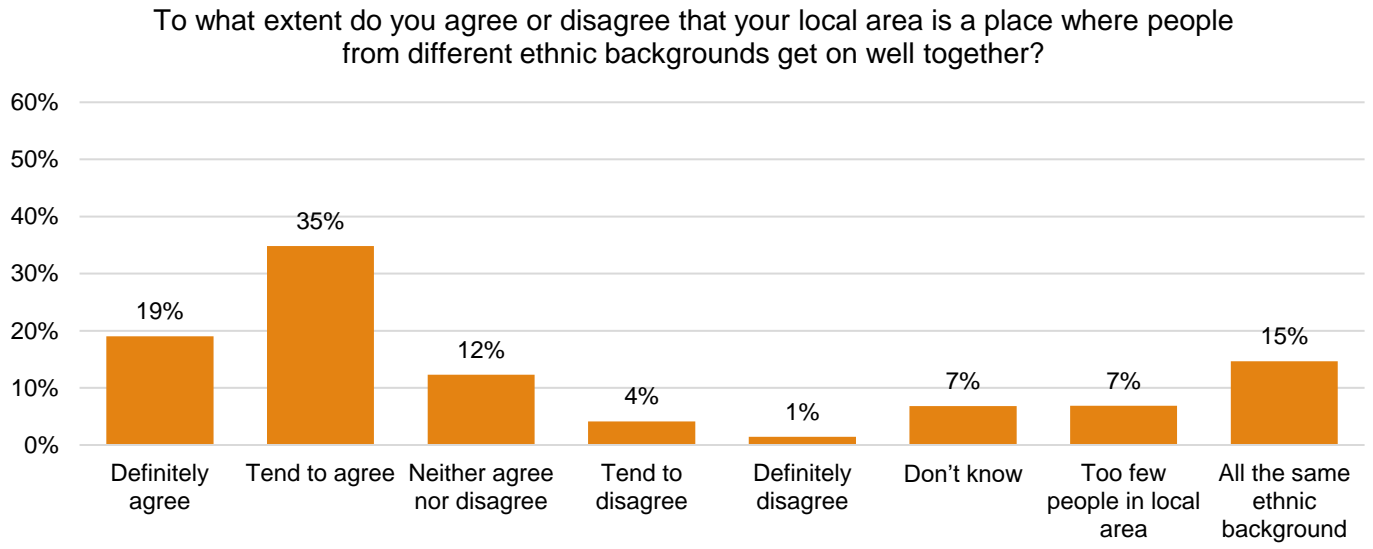


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

PERCEPTIONS OF COMMUNITY COHESION

2.33. Fifty-four percent (54%) of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together, with 19% who definitely agree and 35% who tend to agree. 12% neither agree nor disagree. 6%¹⁸ disagree, with 4% who tend to disagree and 1% who definitely disagree. 7% answered 'don't know', 7% that there are too few people in their local area and 15% that everyone in the area is of the same ethnic background. In the 2019 survey, 53% of respondents agree that their local area is a place where people from different ethnic backgrounds get on well together¹⁹.



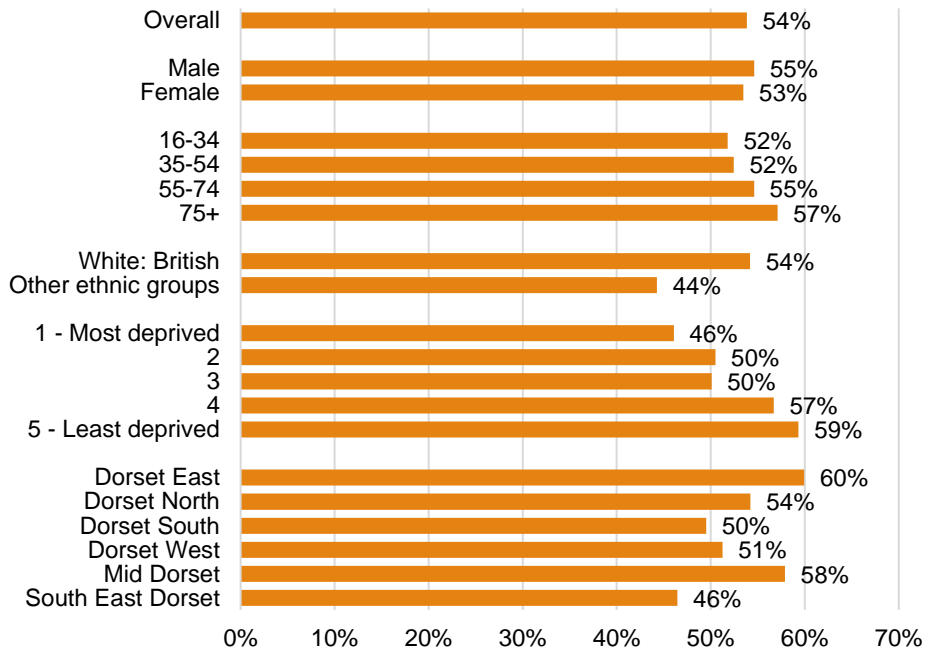
Base: 2,619

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

¹⁸ Adds up to 6% due to rounding. To 1 decimal place the figures are 4.14% 'tend to agree' and 1.42% 'definitely agree', which sums to 5.56%

¹⁹ Note results not strictly comparable, see methodology section.

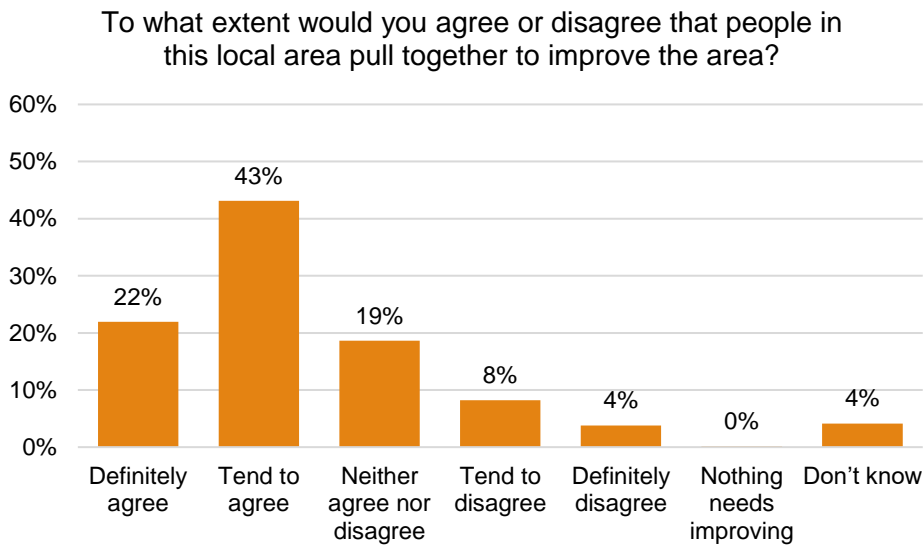
To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? - Definitely or tend to agree



Base: See Appendix B

Significant differences by 2019 IMD and SUG

2.35. Sixty-five percent (65%) of respondent agree that people in their local area pull together to improve the area, with 22% who definitely agree and 43% who tend to agree. 19% neither agree nor disagree. 12% disagree, with 8% who tend to disagree and 4% who strongly disagree. Less than 1% answered that nothing needs improving and 4% answered 'don't know'. In the 2019 survey, 59% of respondent agree that people in their local area pull together to improve the area.²⁰

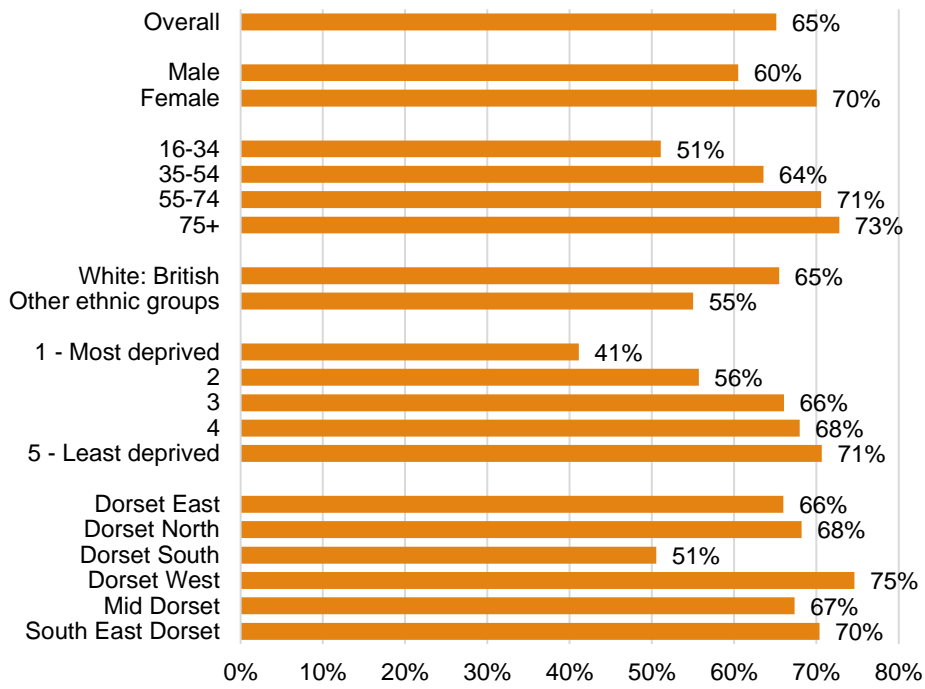


Base: 2,619

2.36. 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, ethnicity, deprivation and SUG. Men, respondents age 16 to 34, respondents from ethnic groups other than White British, respondents from the most deprived IMD quintile and respondents from Dorset South were less likely to agree that their local area is a place where people in their local area pull together to improve the area. The difference in the proportion of respondents who agree that people in their local area pull together to improve the area in the least and most deprived quintile of neighbourhoods was 30 percentage points. (Chart overleaf).

²⁰ Note results not strictly comparable, 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, ethnicity, 2019 IMD and SUG

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

- 2.37. The majority of respondents (97%) would recommend Dorset as a place to visit 'a great deal' or 'to some extent'. Only 3% of respondents would recommend Dorset as a place to visit and as a place live 'not very much' or 'not at all'. In the 2019 survey, 96% would recommend Dorset as a place to visit and as a place to live 'a great deal' or 'to some extent'.²¹
- 2.38. The majority of respondents (96%) 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 to visit and as a place live 'not very much' or 'not at all'. In the 2019 survey, 96% would recommend Dorset as a place to live 'a great deal' or 'to some extent'.²²
- 2.39. Two-thirds of respondents (67%²³) would recommend Dorset as a place to work 'a great deal' or 'to some extent'. 23% 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'.

Fifty-seven percent (57%) would recommend Dorset as a place to study 'a great deal' or 'to some extent'. 21% would recommend Dorset as a place to study 'not very much' or 'not at all' and 23% answered don't know. Of those currently in full-time education, 59% would recommend Dorset as a place to study 'a great deal' or 'to some extent' while 30% 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'.²⁴ (Chart overleaf).

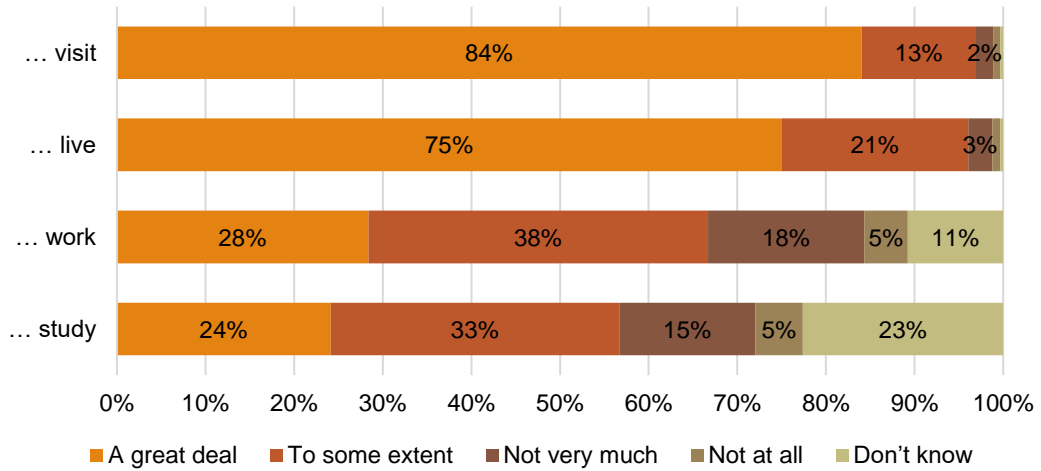
²¹ Note results not strictly comparable, see methodology section.

²² Note results not strictly comparable, see methodology section.

²³ Adds up to 67% due to rounding. To 1 decimal place the figures are 28.4% 'a great deal' and 38.3% 'to some extent', which sums to 66.7%

²⁴ Note results not strictly comparable, see methodology section.

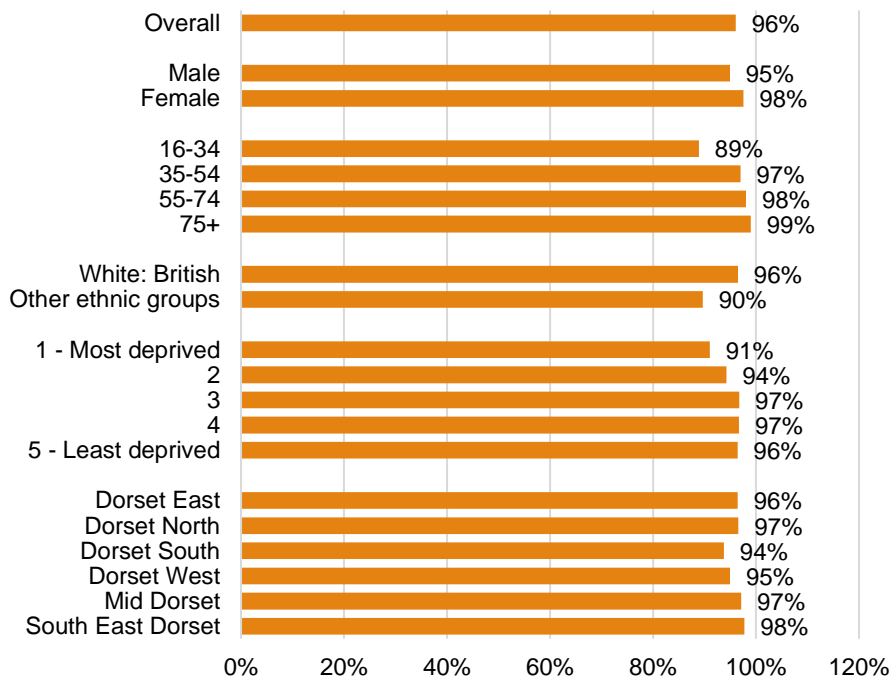
To what extent would you recommend Dorset as a place to ...?



Base: Visit = 2,619, live = 2,619, study = 2,619, work = 2,619

- 2.40. 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 South and Dorset West 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

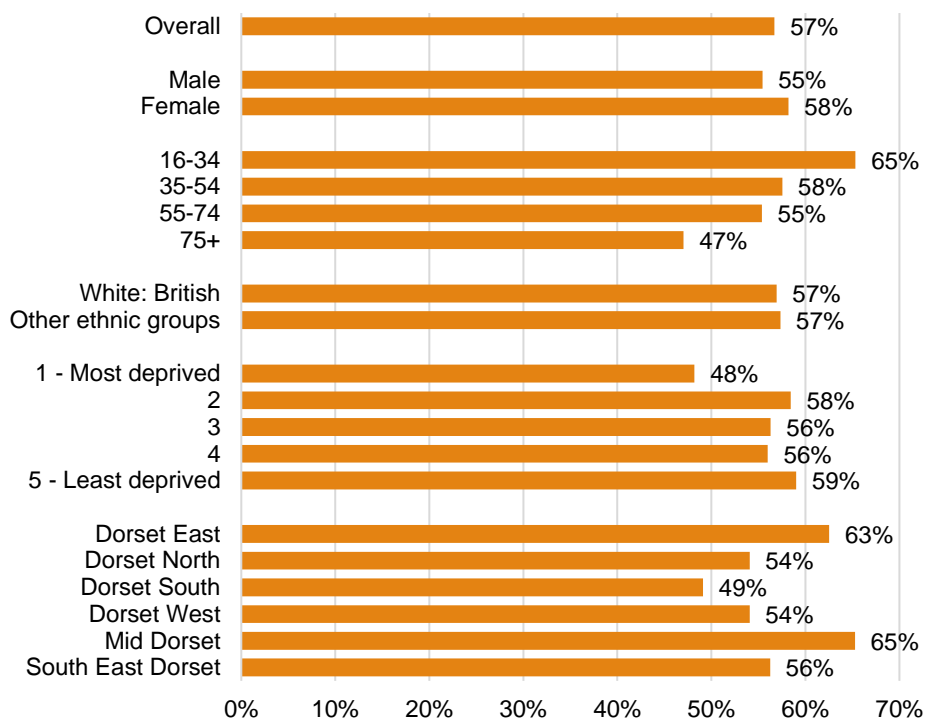


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

2.41. 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 age and SUG. Respondents aged 16 to 34, and from Dorset East and Mid-Dorset were more likely to recommend Dorset as a place to study 'a great deal' or 'to some extent', however some of these differences are due to 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

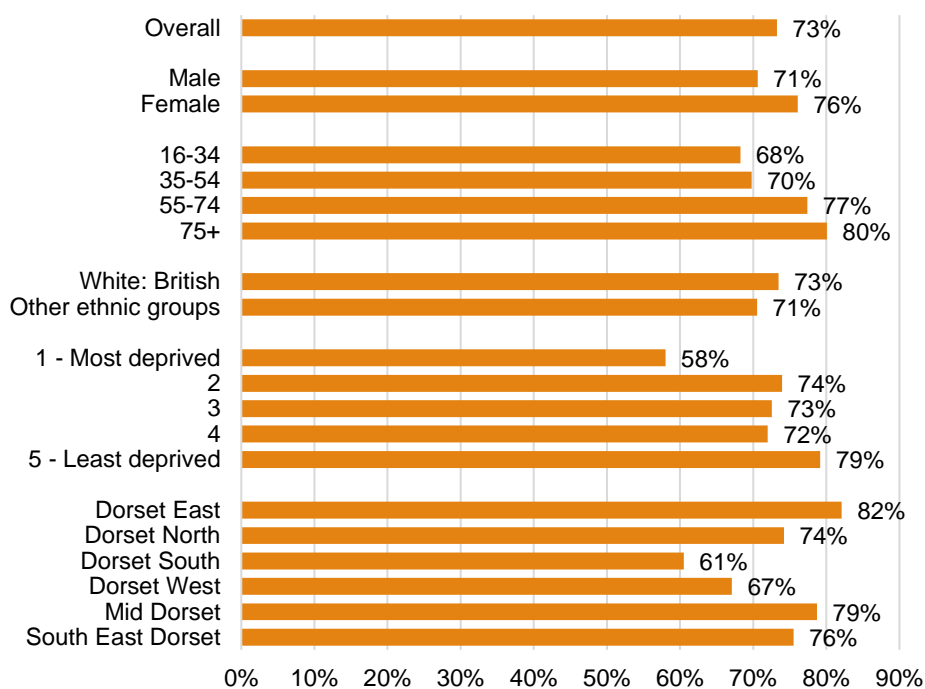


Base: See Appendix B

Significant differences by age and SUG

2.42. 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 55 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')

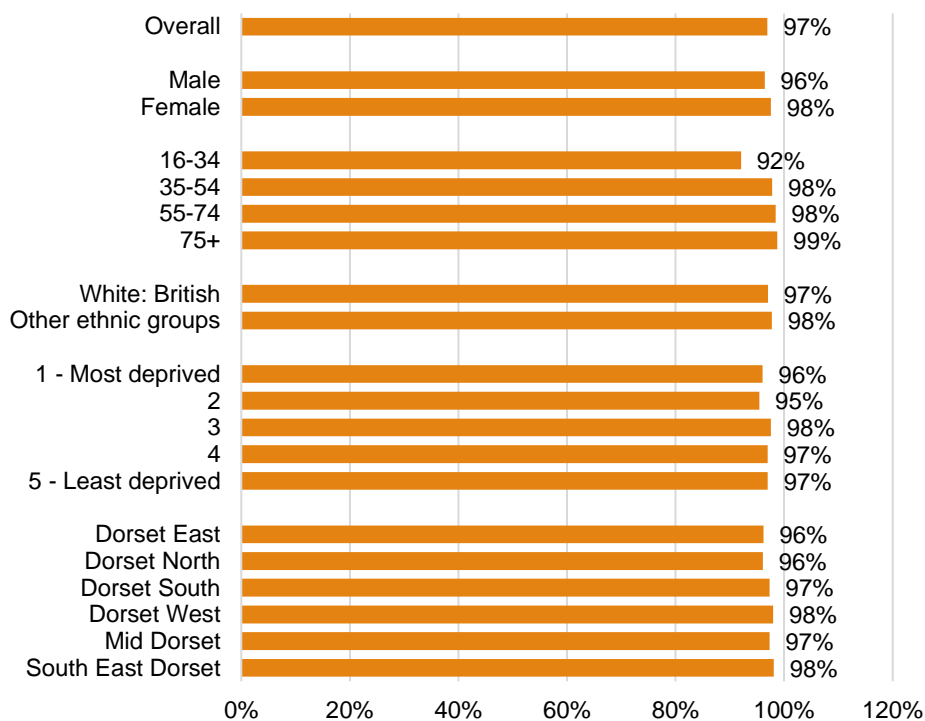


Base: See Appendix B

Significant differences by gender, age, 2019 IMD and SUG

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

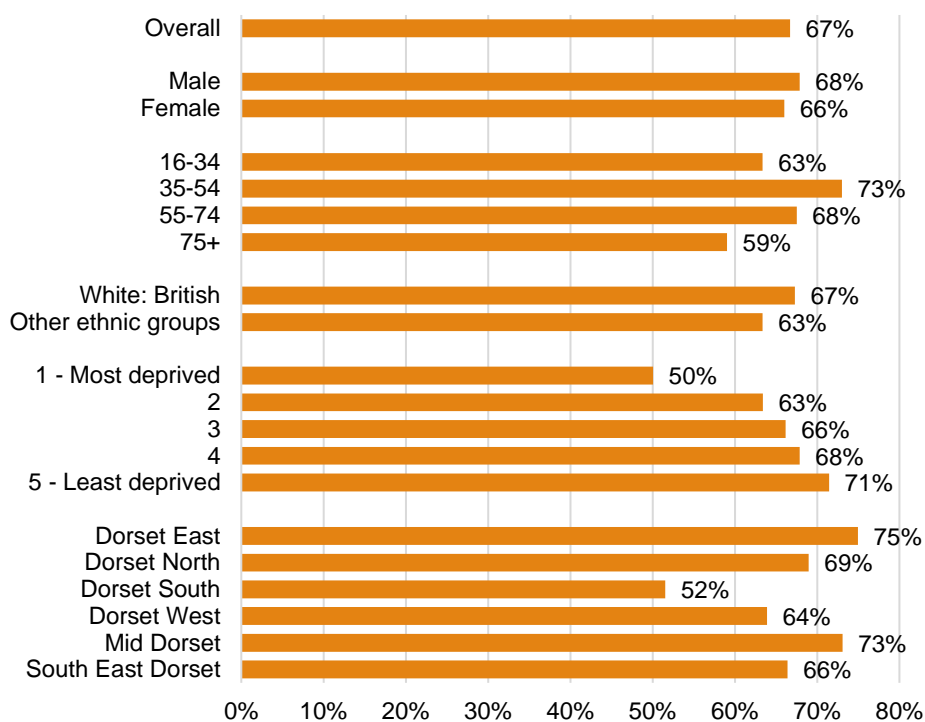
To what extent would you recommend Dorset as a place to visit? - A great deal or to some extent



Base: See Appendix B
 Significant differences by age

2.44. There were significant differences in the proportion of respondents who would recommend Dorset as a place to work 'a great deal' or 'to some extent' by age, deprivation and SUG. Respondents aged 75 and over, from the most deprived IMD quintile and 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.

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

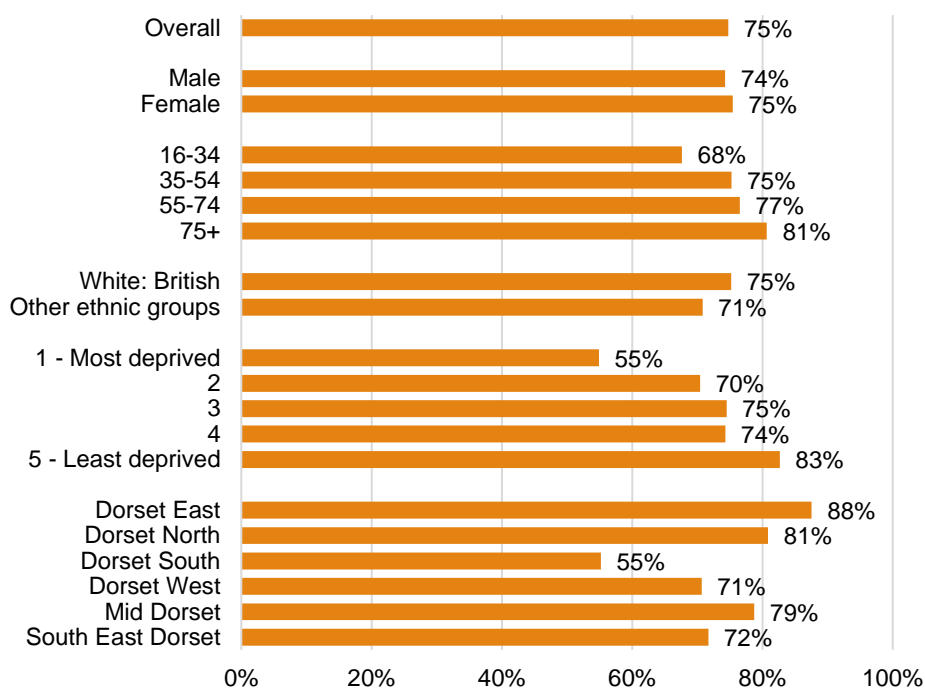


Base: See Appendix B

Significant differences by age, 2019 IMD and SUG

2.45. 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 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 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

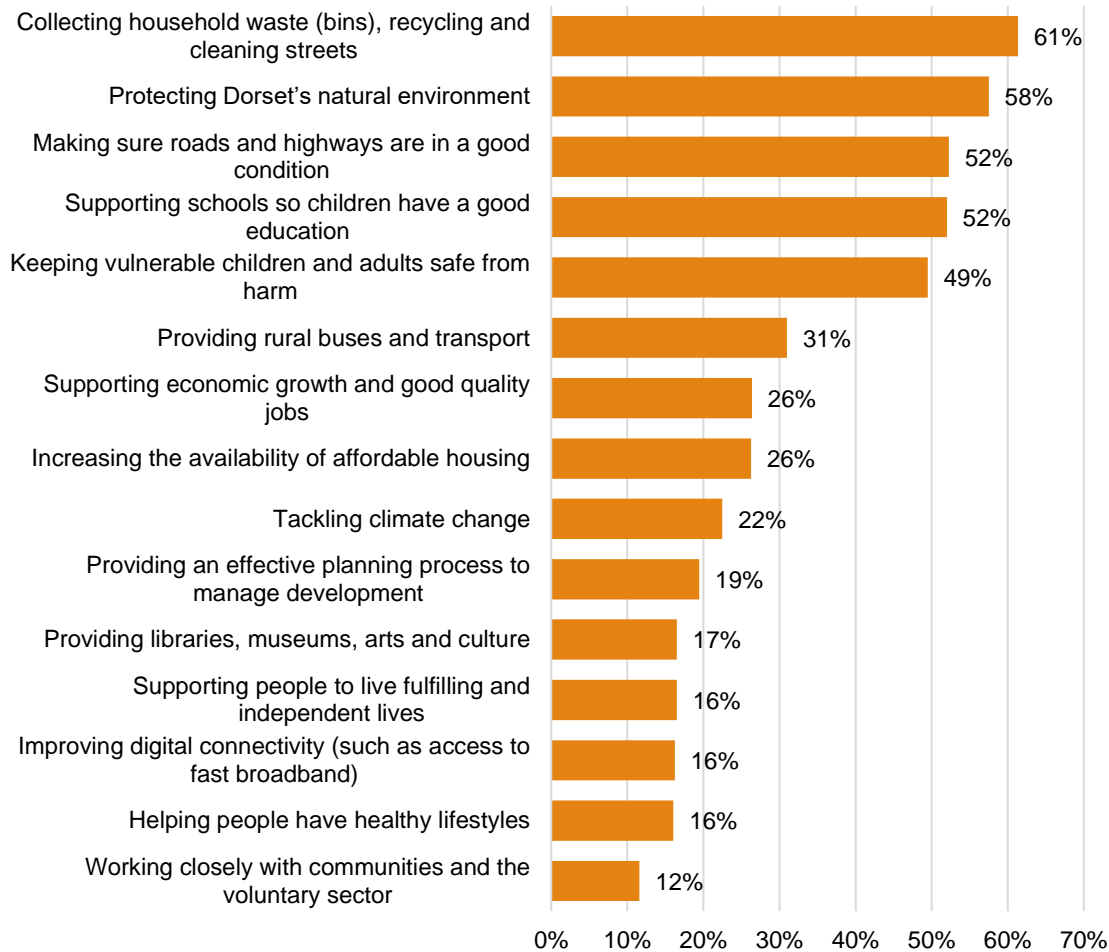
Significant differences by age, 2019 IMD and SUG

PRIORITISING AREAS OF THE COUNCIL'S WORK

2.46. Respondents were asked to select the five areas of the council's work that matter most from a list of fifteen areas. The area selected by the most respondents as mattering most was 'collecting household waste, recycling and clearing streets', which was selected by 61% of respondents. The second most selected area was 'protecting Dorset's natural environment', which was selected by 58% of respondents. 'Making sure roads and highways are in a good condition', 'supporting schools so children have a good education' and 'keeping vulnerable children and adults safe from harm' were the next most selected areas. The chart below is ranked by the proportion selecting the area. In the 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. Due to the paper-based methodology used in 2019, respondents were able to select more than 5 areas. 5% of respondents selected more than five areas, but were included in analysis. 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%).²⁵ (Chart overleaf)

²⁵ Note results not strictly comparable, see methodology section.

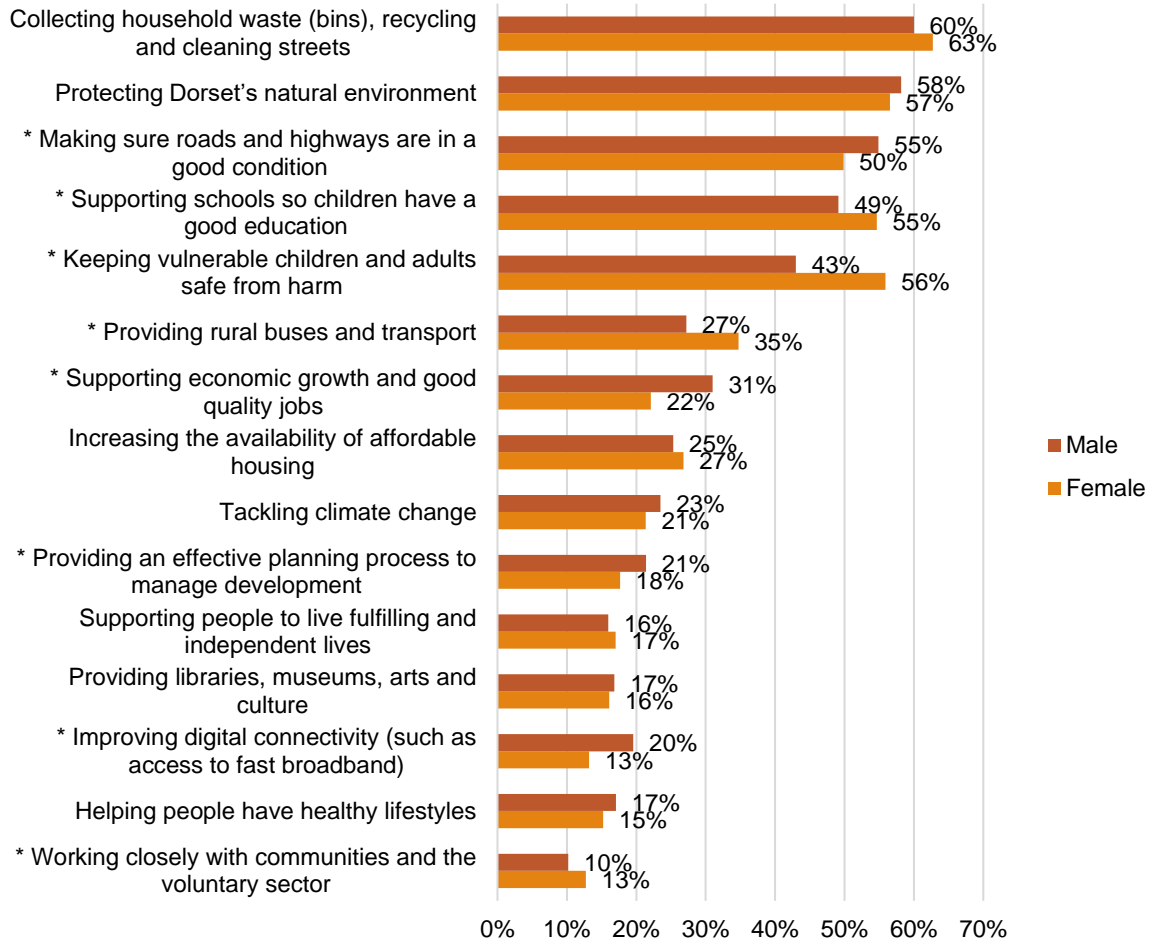
Which of the following areas of the council's work matter most?



Base: 2,618

2.47. There were some significant differences by gender in the proportion of respondents selecting areas of the council's work that matters most. Women were more significantly more likely to have selected 'keeping vulnerable children and adults safe from harm', 'providing rural buses and transport', 'supporting schools so children have a good education' and 'working closely with communities and the voluntary sector' while men were more likely to have selected 'supporting economic growth and good quality jobs', 'making sure roads and highways are in a good condition', 'improving digital connectivity' and 'providing an effective planning process to manage development'. There were also some differences in the ranking of the areas by gender. While 'collecting household waste, recycling and clearing streets' and 'protecting Dorset's natural environment' were ranked as the 1st and 2nd most important areas respectively by both men and women, 'keeping vulnerable children and adults safe from harm' was ranked as 3rd most important by women while 'making sure roads and highways are in a good condition' was ranked as 3rd most important by men. (Chart overleaf).

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



Base: See Appendix B

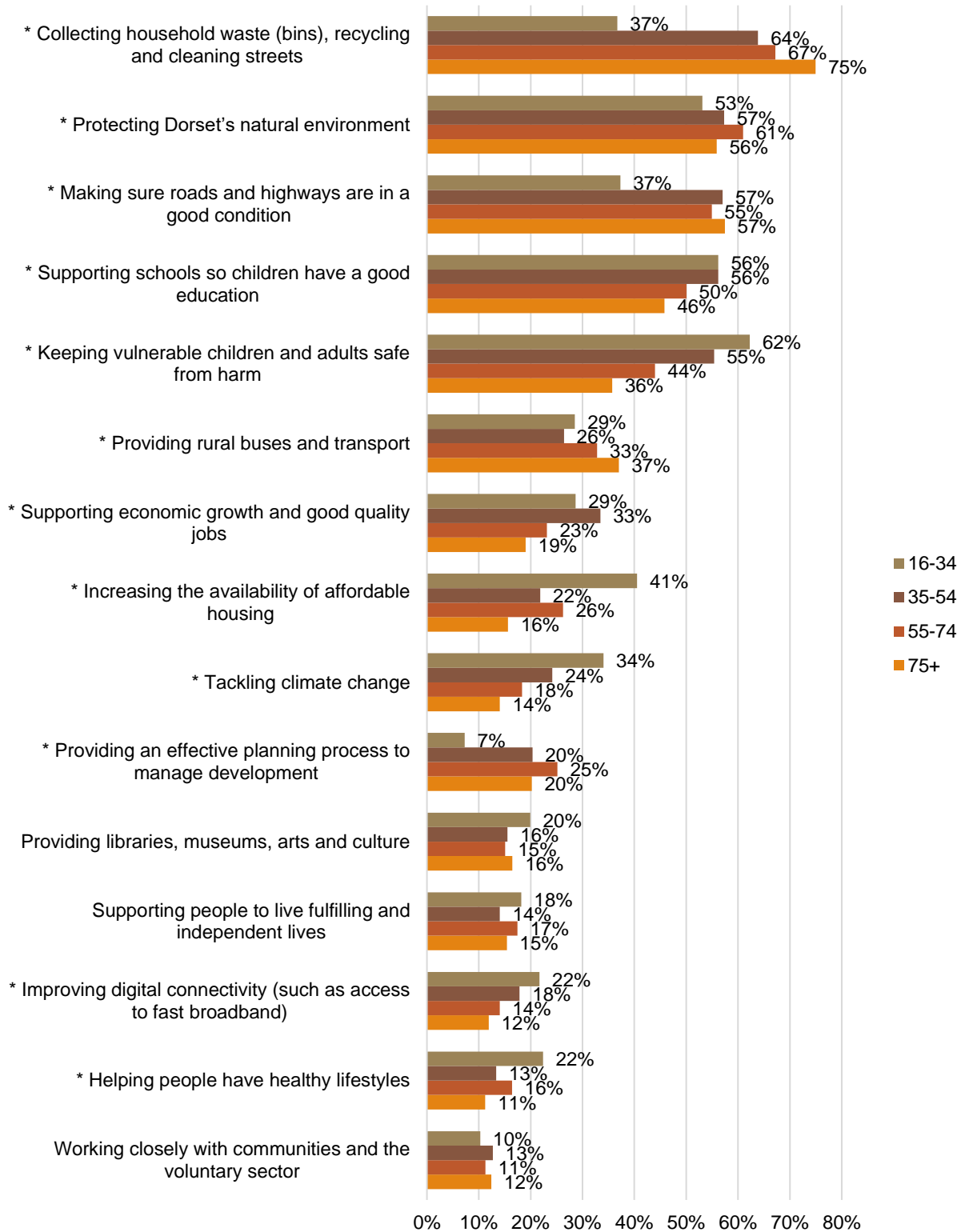
* = Significant differences by gender

2.48. There were significant differences by age in the proportion of respondents selecting 12 of the 15 areas of the council's work that matters most. The 3 areas where there were not significant differences by age were 'supporting people to live fulfilling and independent lives', 'providing libraries, museums, arts and culture' and 'working closely with communities and the voluntary sector'. Some of the differences by age include:

- Respondents aged 16 to 34 were more likely to have selected:
 - 'keeping vulnerable children and adults safe from harm'
 - 'increasing the availability of affordable housing'
 - 'tackling climate change'
 - 'improving digital connectivity (such as access to fast broadband)'
 - 'helping people have healthy lifestyles'
- Respondents aged 16 to 34 were less likely to have selected 'making sure roads and highways are in a good condition'
- Respondents aged 35 to 54 were more likely to have selected 'supporting economic growth and good quality jobs'
- Respondents aged 16 to 54 and over were more likely to have selected 'Supporting schools so children have a good education'
- Respondents aged 55 to 75 were more likely to have selected:
 - 'protecting Dorset's natural environment'
 - 'providing an effective planning process to manage development'
- Respondents aged 75 and over were more likely to have selected:
 - 'collecting household waste, recycling and clearing streets'
 - 'providing rural buses and transport'

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 age 16 to 34. (Chart overleaf).

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

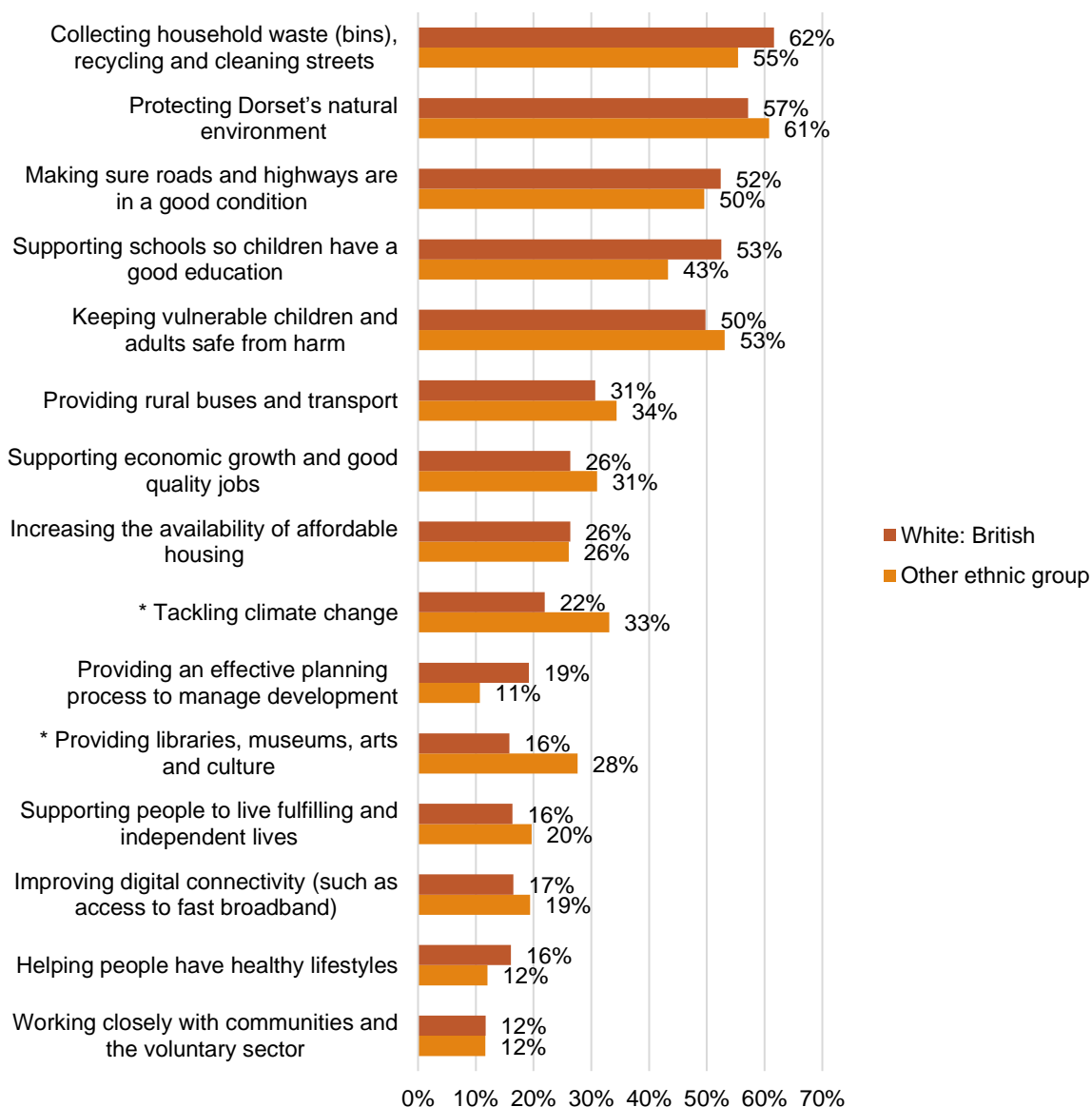


Base: See Appendix B

* = Significant differences by age

2.49. There were some significant differences by ethnicity in the proportion of respondents selecting areas of the council’s work that matters most. Respondents from ethnic groups other than White British were more significantly more likely to have selected ‘tackling climate change’ and ‘providing libraries, museums, arts and culture’. 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 ‘protecting Dorset’s natural environment’ was the 1st most selected area for respondents from other ethnic groups.

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

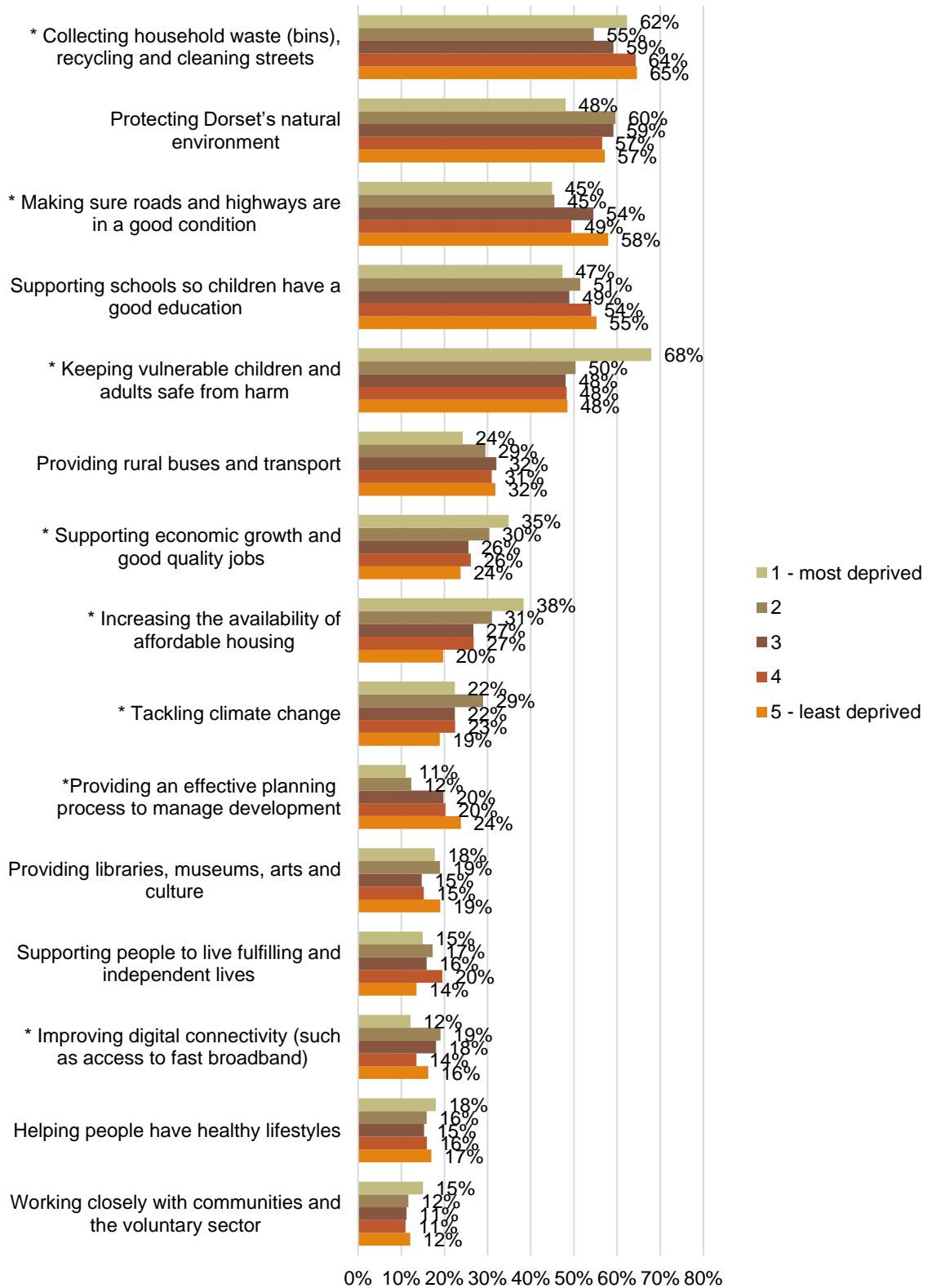


Base: See Appendix B

* = Significant differences by ethnicity

- 2.50. 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'
 - 'Supporting economic growth and good quality jobs'
 - 'Increasing the availability of affordable housing'
 - Respondents from the most deprived quintile were less likely to have selected 'improving digital connectivity (such as access to fast broadband)'
 - Respondents from the second most deprived quintile were less likely to have selected 'collecting household waste (bins), recycling and cleaning streets'
 - Respondents from the second most deprived quintile were more likely to have selected 'tackling climate change'
 - Respondents from the least deprived quintile were more likely to have selected:
 - 'making sure roads and highways are in a good condition'
 - 'providing an effective planning process to manage development'
- 2.51. 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 quintiles 4 and 5 (the least deprived), 'protecting Dorset's natural environment' was the 1st most selected area by quintiles 2 and 3, while 'keeping vulnerable children and adults safe from harm' was the 1st most selected area by the most deprived quintile. (Chart overleaf).

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



Base: See Appendix B

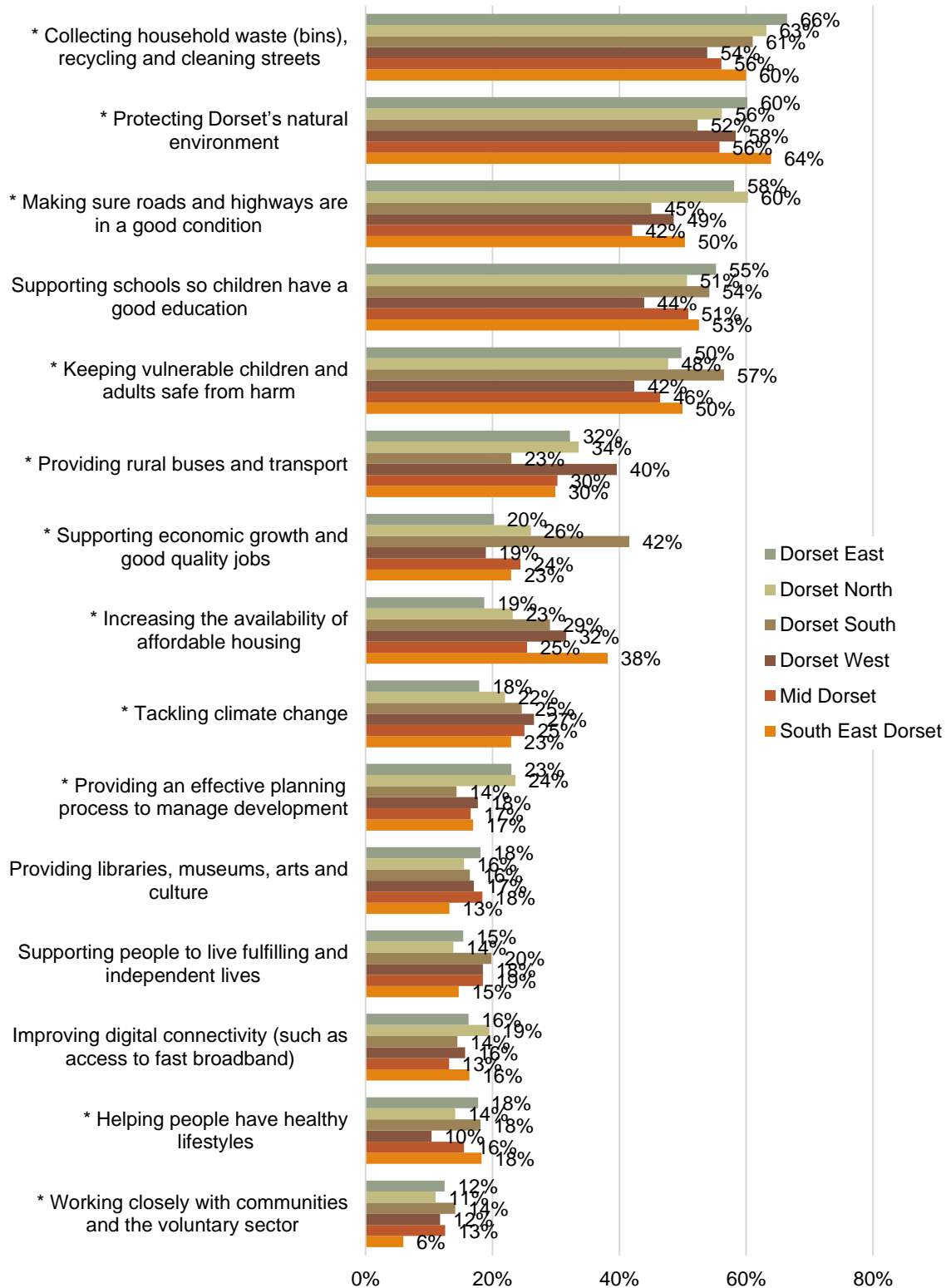
* = Significant differences by 2019 IMD

2.52. There were significant differences by age 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 Dorset East were:
 - more likely to have selected 'collecting household waste (bins), recycling and cleaning streets'
 - less likely to have selected 'tackling climate change'
- Respondents from South East Dorset East were:
 - more likely to have selected 'protecting Dorset's natural environment'
 - more likely to have selected 'increasing the availability of affordable housing'
 - less likely to have selected 'working closely with communities and the voluntary sector'
- Respondents from Dorset South were:
 - more likely to have selected 'keeping vulnerable children and adults safe from harm'
 - less likely to have selected 'providing rural buses and transport'
 - more likely to have selected 'supporting economic growth and good quality jobs'
- Respondents from Dorset West were less likely to have selected 'helping people have healthy lifestyles'
- Respondents from Mid Dorset were less likely to have selected 'making sure roads and highways are in a good condition'

2.53. There were also some differences in the ranking of the areas by SUG. 'collecting household waste, recycling and clearing streets' was the 1st most selected area by Dorset East, Dorset North, Dorset South and Mid Dorset while 'protecting Dorset's natural environment' was the 1st most selected area by Dorset West and South East Dorset. (Chart overleaf).

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

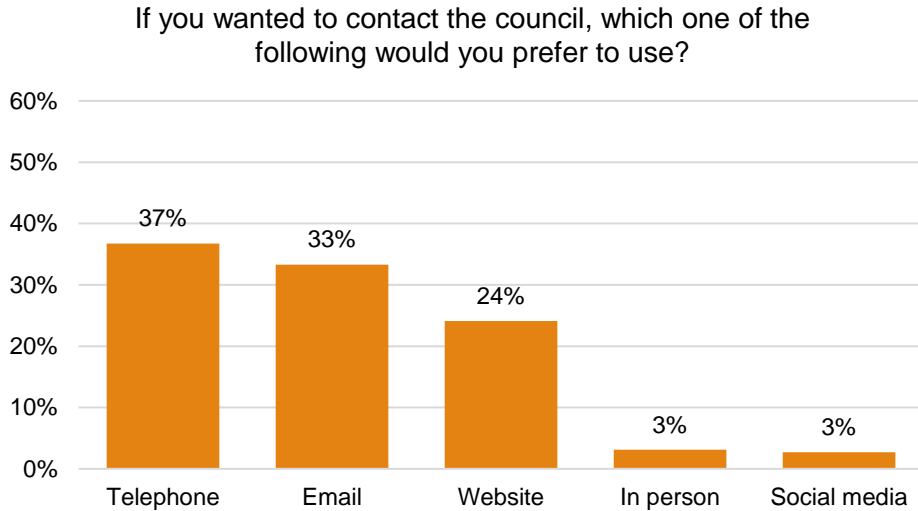


Base: See Appendix B

* = Significant differences by SUG

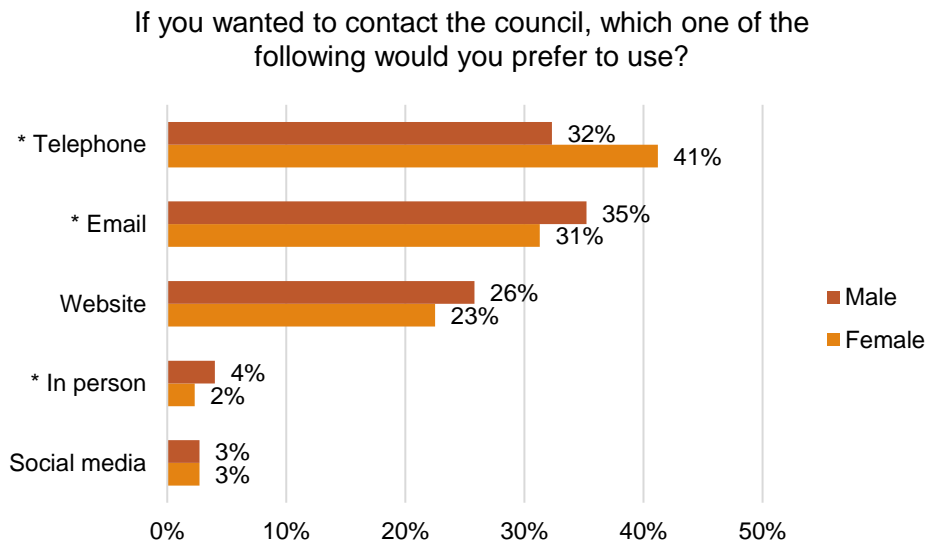
PREFERRED METHOD OF CONTACTING THE COUNCIL

2.54. When asked which method they would prefer to use if they wanted to contact the council, 37% of respondents would prefer to contact the council by telephone. A third (33%) of respondents would prefer to contact the council by email and 24% via the website. Only 3% of respondents would prefer to contact the council in person and 3% would prefer to contact the council by using social media.



Base: 2,619

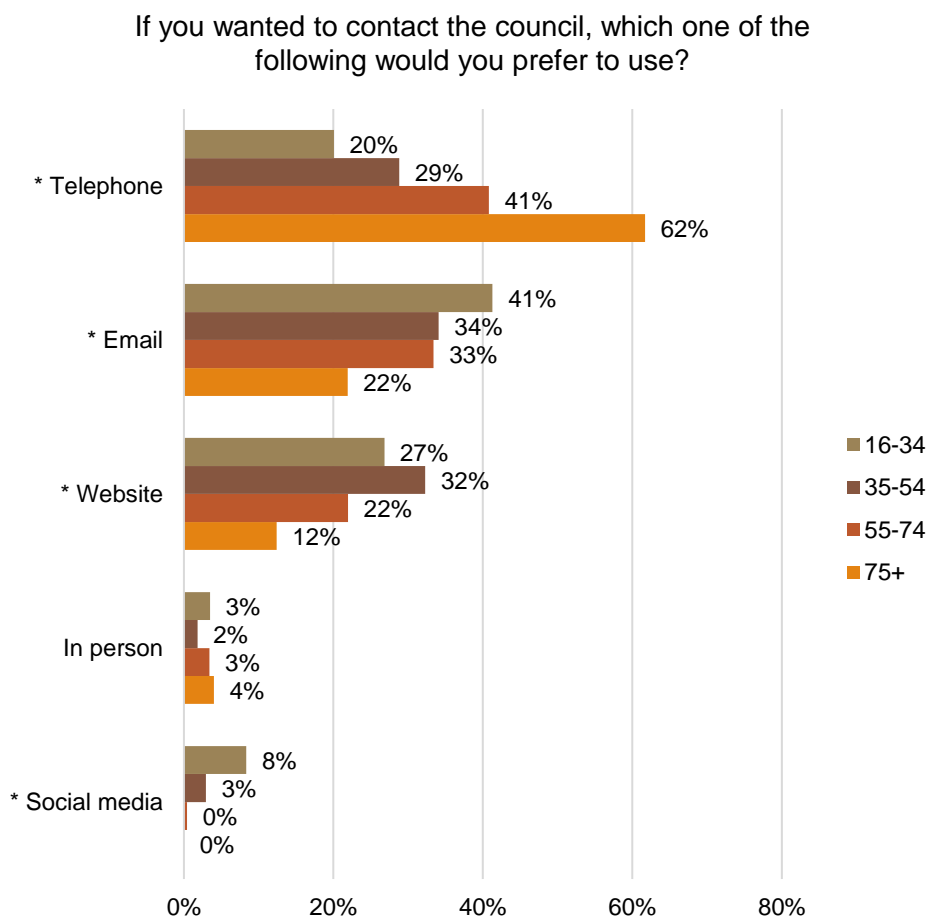
2.55. There were significant differences by gender in the method respondents would prefer to use if they wanted to contact the council. Women were more likely to prefer to contact the council by telephone while men were more likely to prefer to contact the council by email and in person.



Base: See Appendix B

* = Significant differences by gender

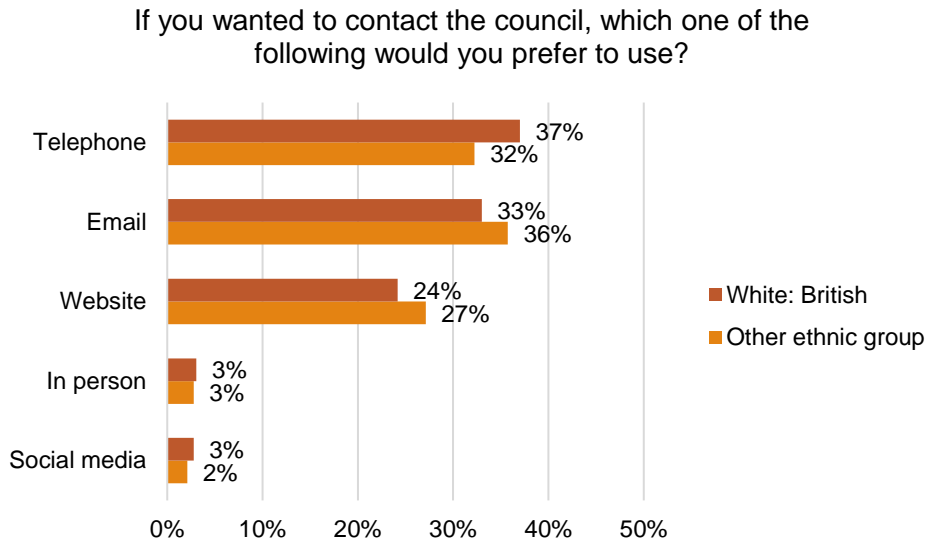
2.56. There were significant differences by age in the method respondents would prefer to use if they wanted to contact the council. Respondents aged 75 and over were more likely to prefer to contact the council by telephone. Respondents aged 16 to 34 were more likely to prefer to contact the council by email and by using social media. Respondents aged 35 to 54 were more likely to prefer to contact the council via their website.



Base: See Appendix B

* = Significant differences by age

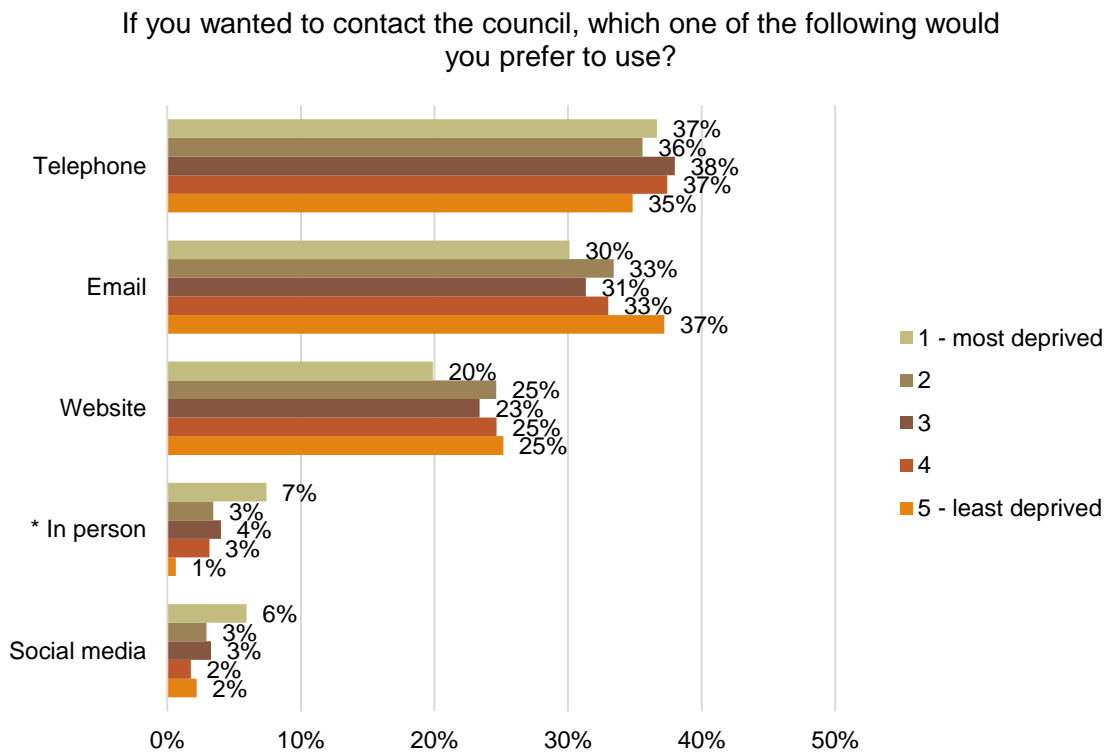
2.57. There were no significant differences by ethnicity in the method respondents would prefer to use if they wanted to contact the council.



Base: See Appendix B

* = Significant differences by ethnicity

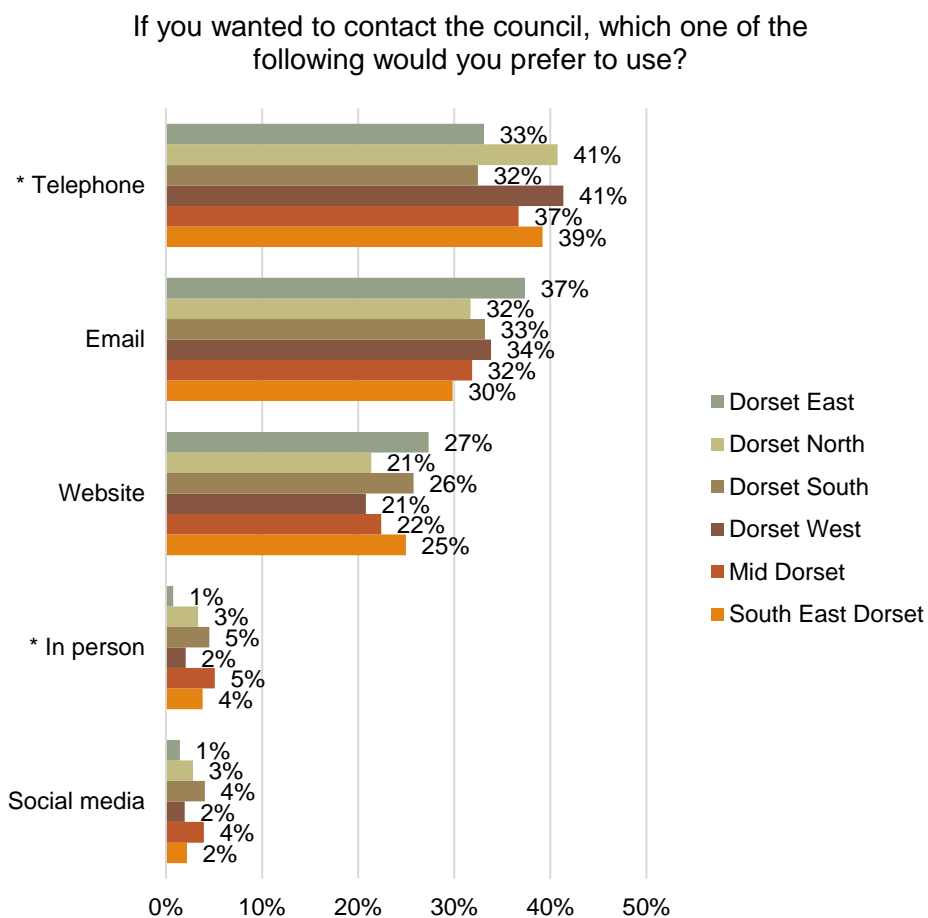
2.58. There were significant differences by deprivation in the method respondents would prefer to use if they wanted to contact the council. Respondents from the most deprived IMD quintile were more likely to prefer to contact the council in person.



Base: See Appendix B

* = Significant differences by ethnicity

2.59. There were significant differences by SUG in the method respondents would prefer to use if they wanted to contact the council. Respondents from Dorset East and Dorset South were less likely to prefer to contact the council by telephone. Respondents from Dorset East were less likely to prefer to contact the council in person.

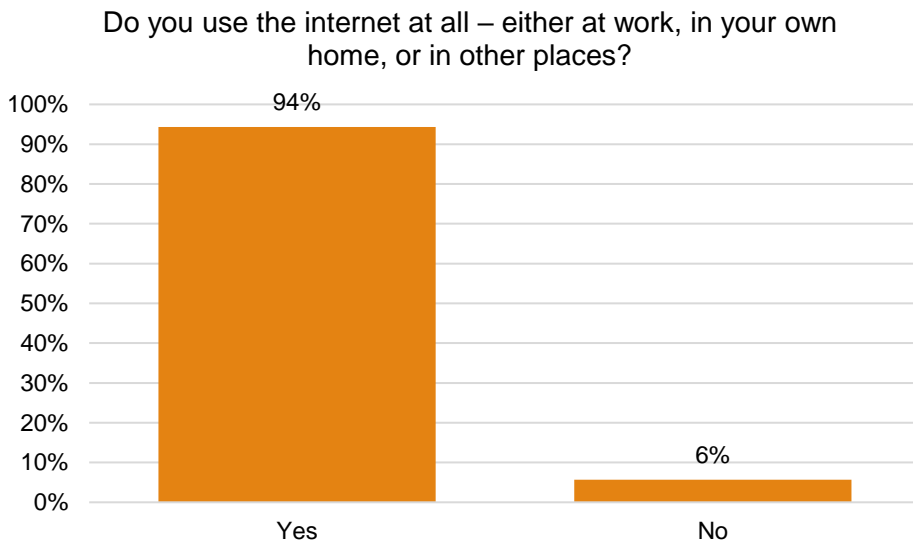


Base: See Appendix B

* = Significant differences by SUG

USE OF THE INTERNET

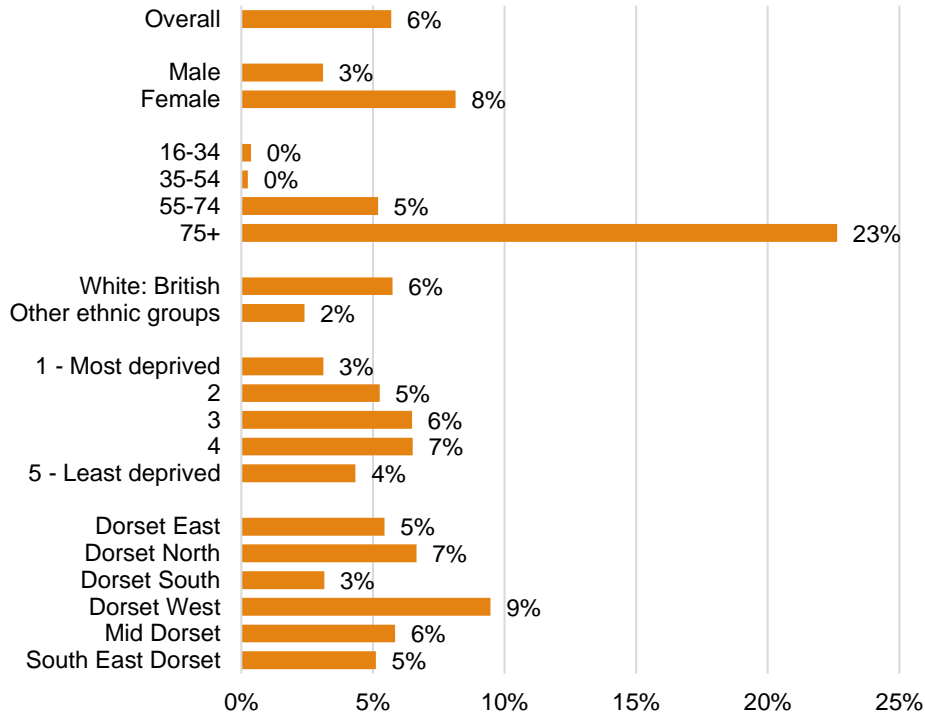
2.60. Respondents were asked if they use the internet at all, either at work, in their own home or in other places. The majority of respondents (94%) use the internet, while 6% of respondents do not use the internet. However, as 70% of respondents completed the survey online, the actual proportion of Dorset residents who do not use the internet may be higher than 6%. Of the respondents who completed the survey as a telephone interview, 18% do not use the internet. The profile of respondents who completed the survey by telephone is older than that of Dorset, and the proportion of telephone respondents who do not use the internet increases with age. This suggests that the true proportion of Dorset residents who do not use the internet will be somewhere between 6% and 18%.



Base: 2,619

2.61. There were significant differences in the proportion of respondents who do not use the internet by gender, age and SUG. Women, respondents aged 75 and over and respondents from Dorset West were less likely to use the internet. Of the respondents who completed the survey as a telephone interview, women and respondents aged 75 and over were also significantly less likely to use the internet. Of the respondents who completed the survey as a telephone interview, there were also significant differences in the proportion of respondents do not use the internet by gender and age, with women and respondents aged 75 and over less likely to use the internet. (Chart overleaf).

Do you use the internet at all – either at work, in your own home, or in other places? - No



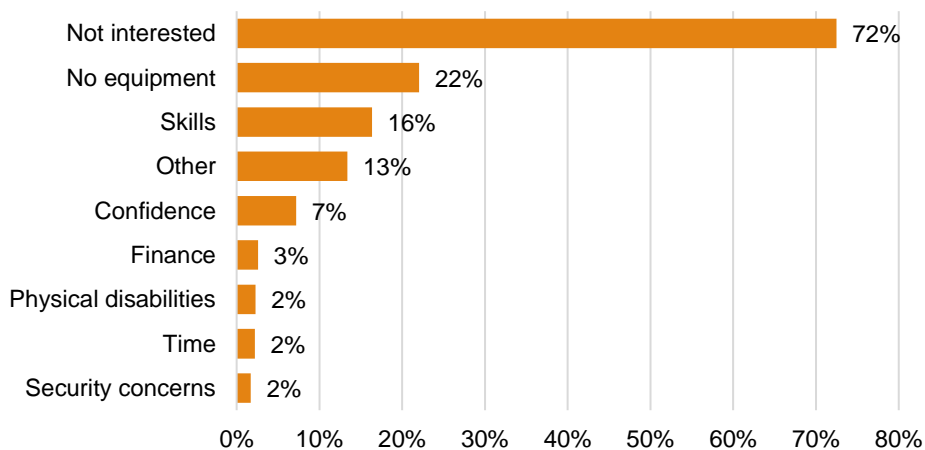
Base: See Appendix B

Significant differences by gender, age and SUG

BARRIERS TO USING THE INTERNET

2.62. Respondents who do not use the internet were asked what was preventing them. The most common reason for not using the internet was not being interested, with 72% giving this reason. 22% were prevented from using the internet due to not having equipment and 16% due to lack of skill. 13% did not use the internet due to another reason, including age and not having a reason to use the internet.

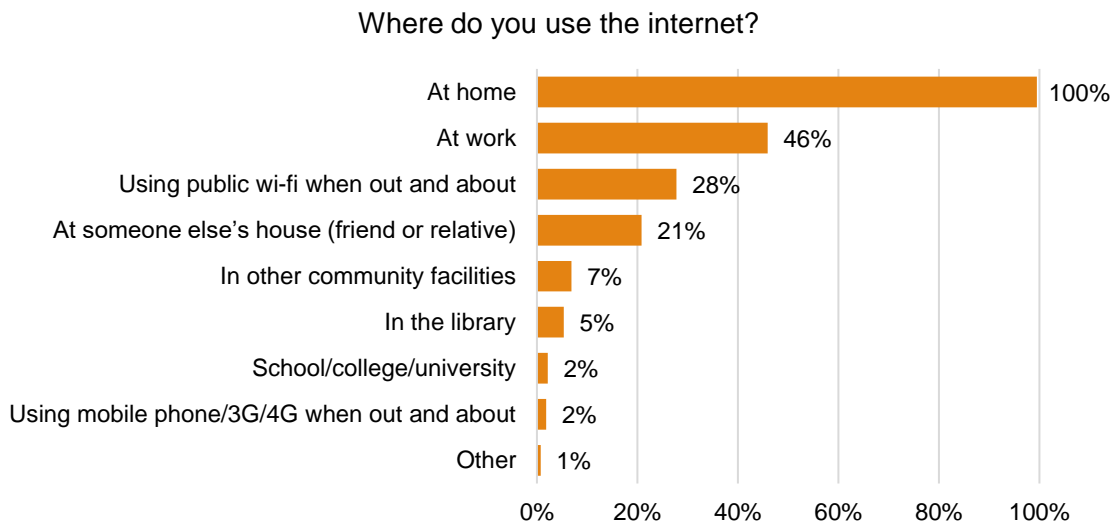
What is stopping you from using the internet?



Base: 149

WHERE THE INTERNET IS USED

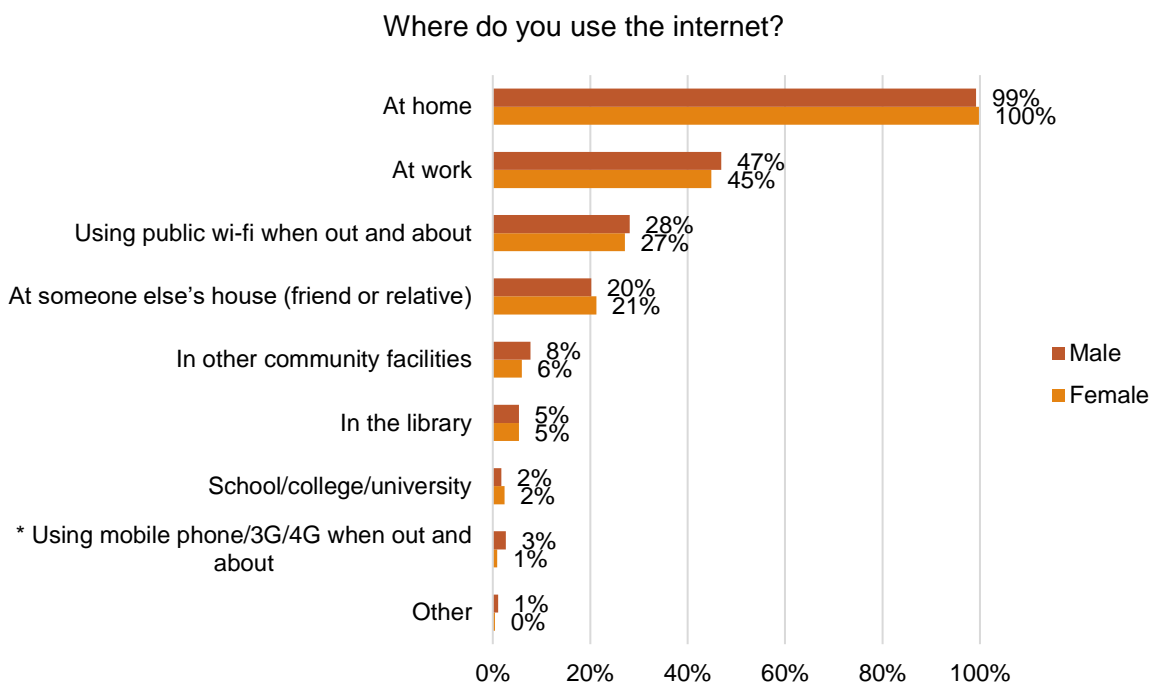
- 2.63. Of the respondents who use the internet, nearly all (99.5%) use the internet at home. 46% use the internet at work, 28% use public wi-fi when out and about and 21% use the internet at someone else's house.



Base: 2,470

'School/college/university' and 'Using mobile phone/3G/4G when out and about' coded from 'other'

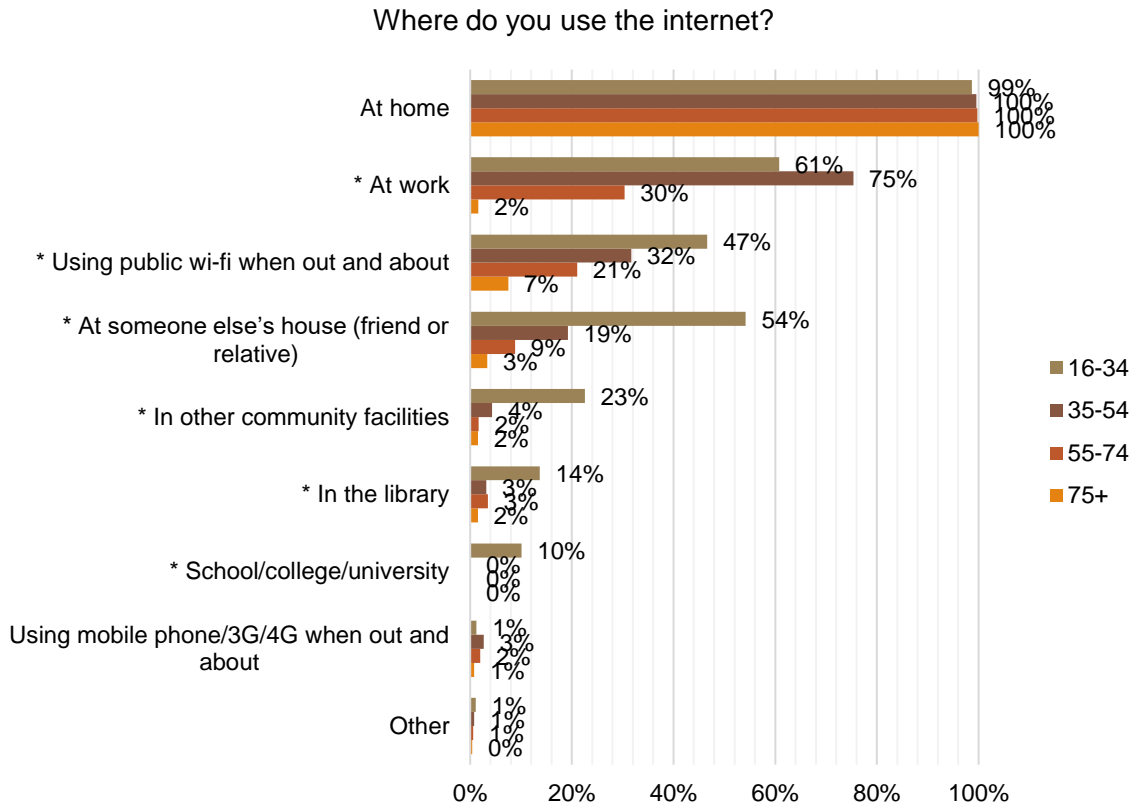
2.64. There were significant differences by gender in where respondents use the internet. Men were more likely to use the internet on their mobile phones when out and about.



Base: See Appendix B

* = Significant differences by gender

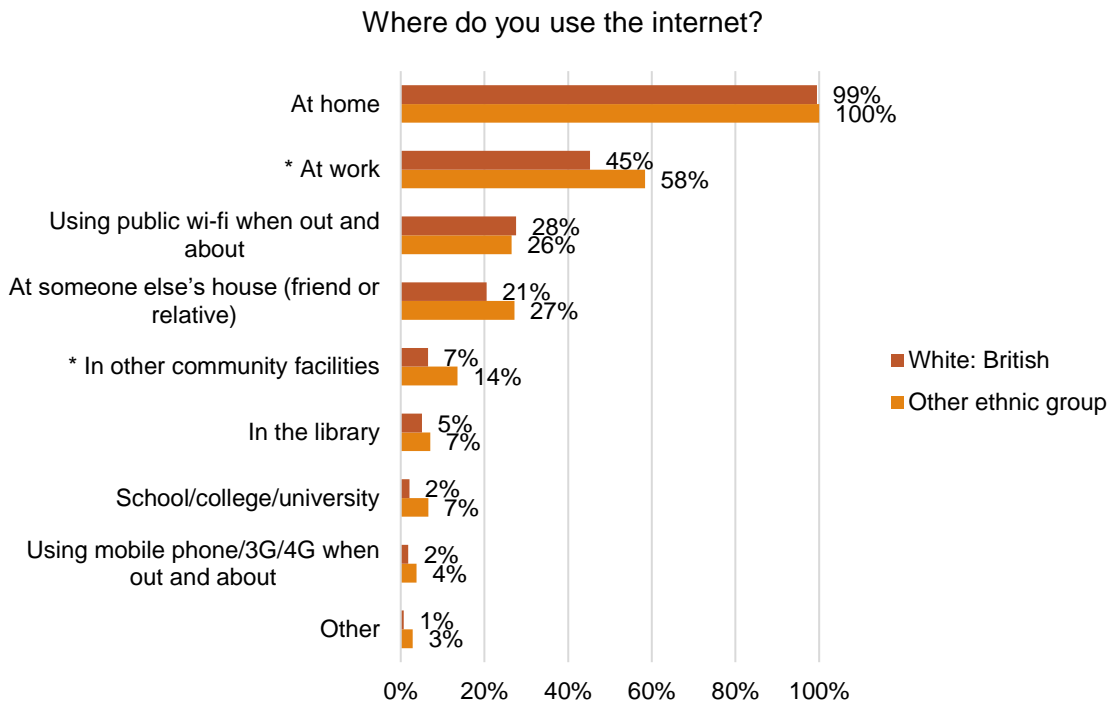
2.65. There were significant differences by age in where respondents use the internet. Respondents aged 16 to 34 were more likely to use the internet using public wi-fi when out and about, at someone else's house, in other community facilities, in the library and at school, college or university. Respondents aged 35 to 54 were more likely to use the internet at work.



Base: See Appendix B

* = Significant differences by age

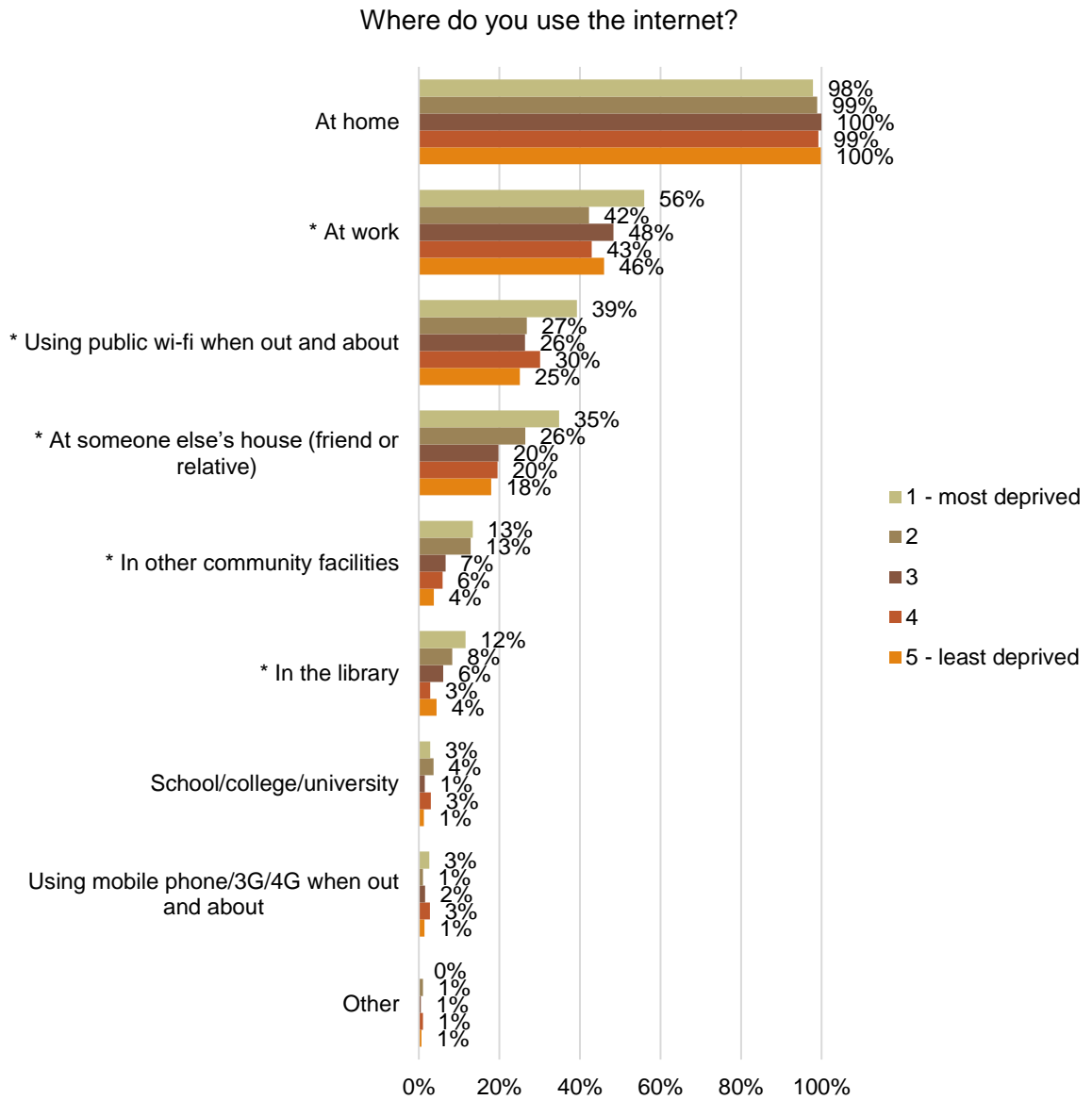
2.66. There were significant differences by ethnicity in where respondents use the internet. Respondents from ethnic groups other than White British were more likely to use the internet at work and in other community facilities.



Base: See Appendix B

* = Significant differences by ethnicity

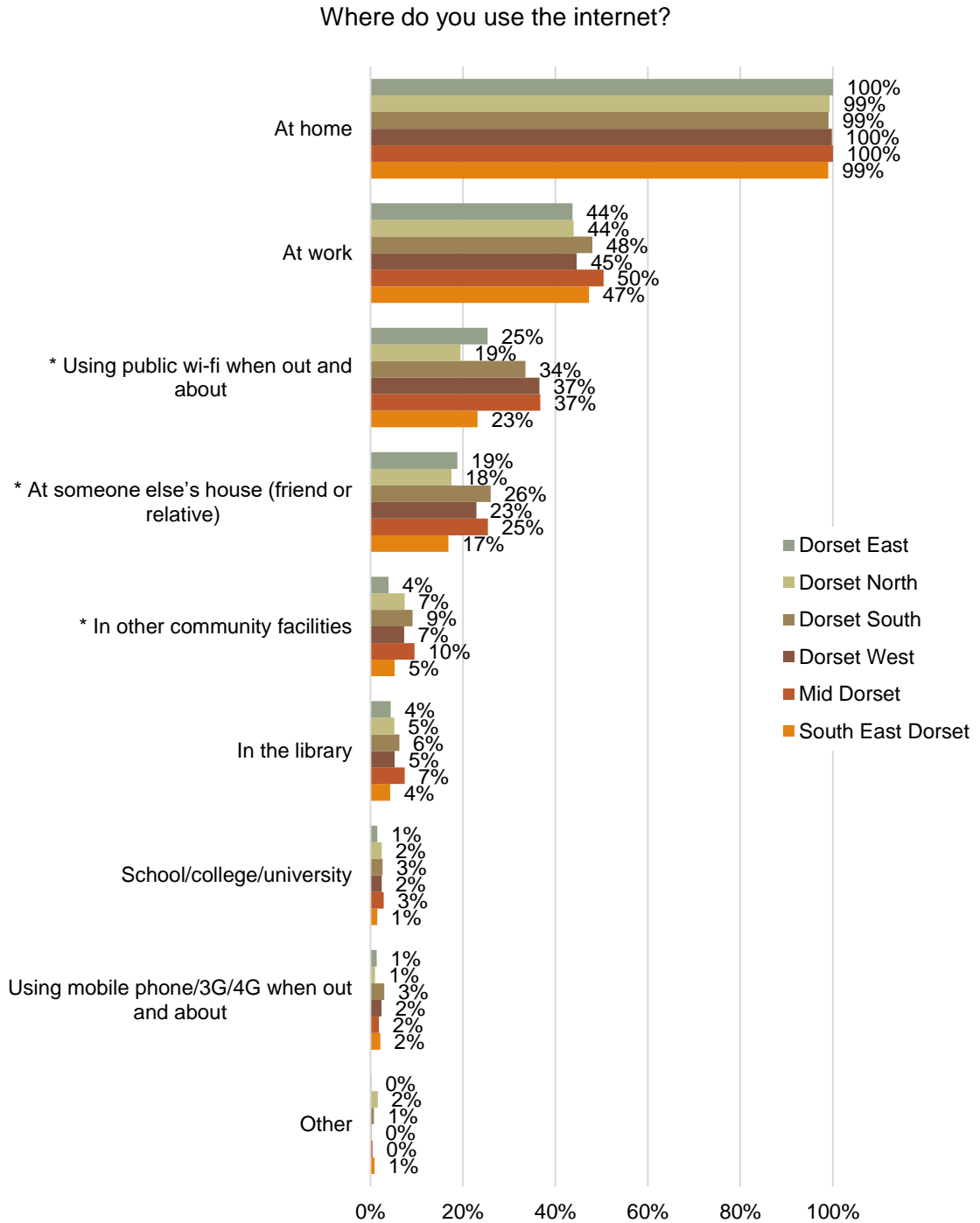
2.67. There were significant differences by deprivation in where respondents use the internet. Respondents from the most deprived IMD quintile were more likely to use the internet at work, using public wi-fi when out and about, at someone else's house and in the library. Respondents from the most deprived and the second most deprived IMD quintiles were more likely to use the internet in other community facilities.



Base: See Appendix B

* = Significant differences by 2019 IMD

2.68. There were significant differences by SUG in where respondents use the internet. Respondents from Dorset North were less likely to use the internet using public wi-fi when out and about. Respondents from Dorset South and Mid Dorset were more likely to use the internet at someone else's house and in other community facilities.



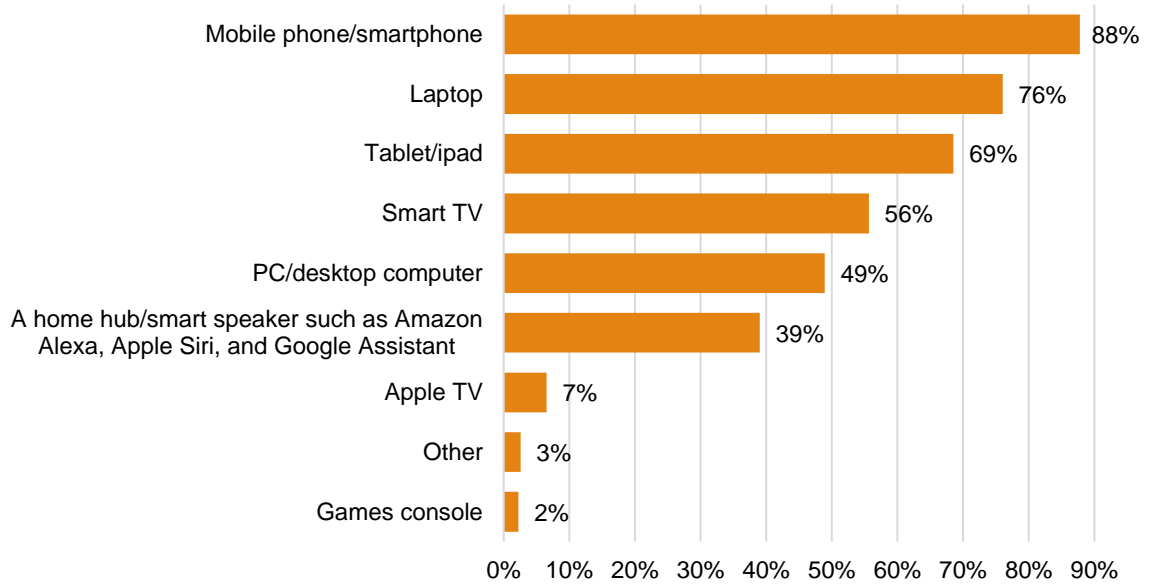
Base: See Appendix B

* = Significant differences by SUG

DEVICES USED FOR ACCESSING THE INTERNET

2.69. Of the respondents who use the internet, 88% have a smartphone or mobile phone that connects to the internet. 76% have a laptop at home and 69% have a tablet or an iPad at home.

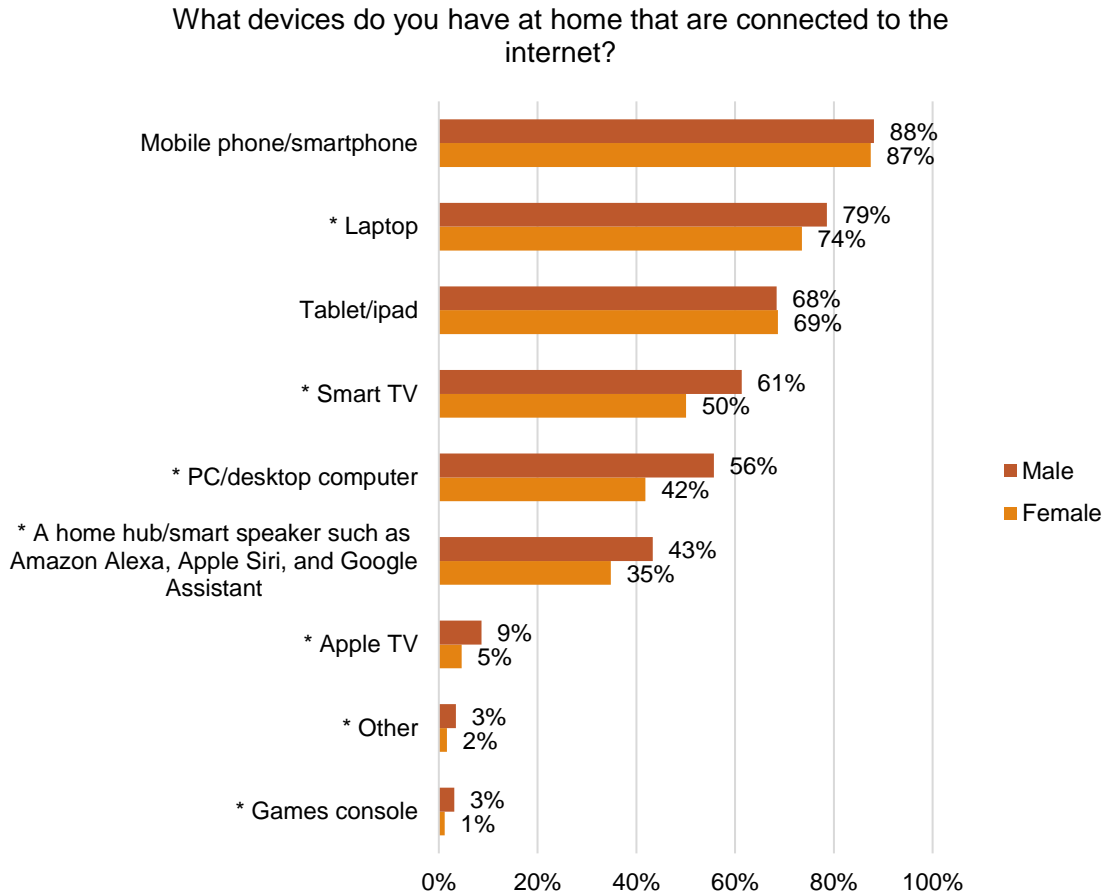
What devices do you have at home that are connected to the internet?



Base: 2,458

Games console coded from 'other'

2.70. There were significant differences by gender in the devices respondents have at home that are connected to the internet. Men are more likely to have a laptop, smart TV, PC or desktop computer, home hub or smart speaker, Apple TV, games console and another type of device.

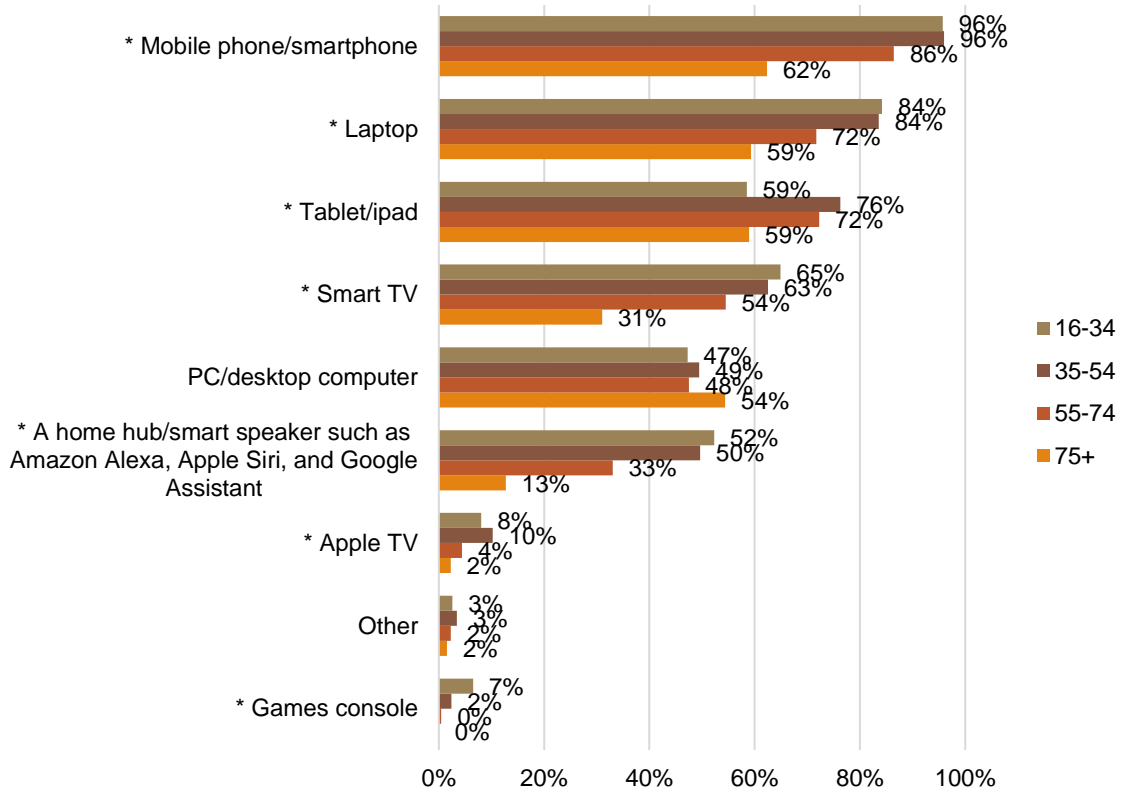


Base: See Appendix B

* = Significant differences by gender

2.71. There were significant differences by age in the devices respondents have at home that are connected to the internet. Respondents aged 75 and over are less likely to have a mobile phone or smartphone, laptop, smart TV and a home hub or smart speaker. Respondents aged 35 to 74 are more likely to have a tablet or iPad. Respondents aged 35 to 54 are more likely to have an Apple TV. Respondents aged 16 to 34 are more likely to have a games console.

What devices do you have at home that are connected to the internet?

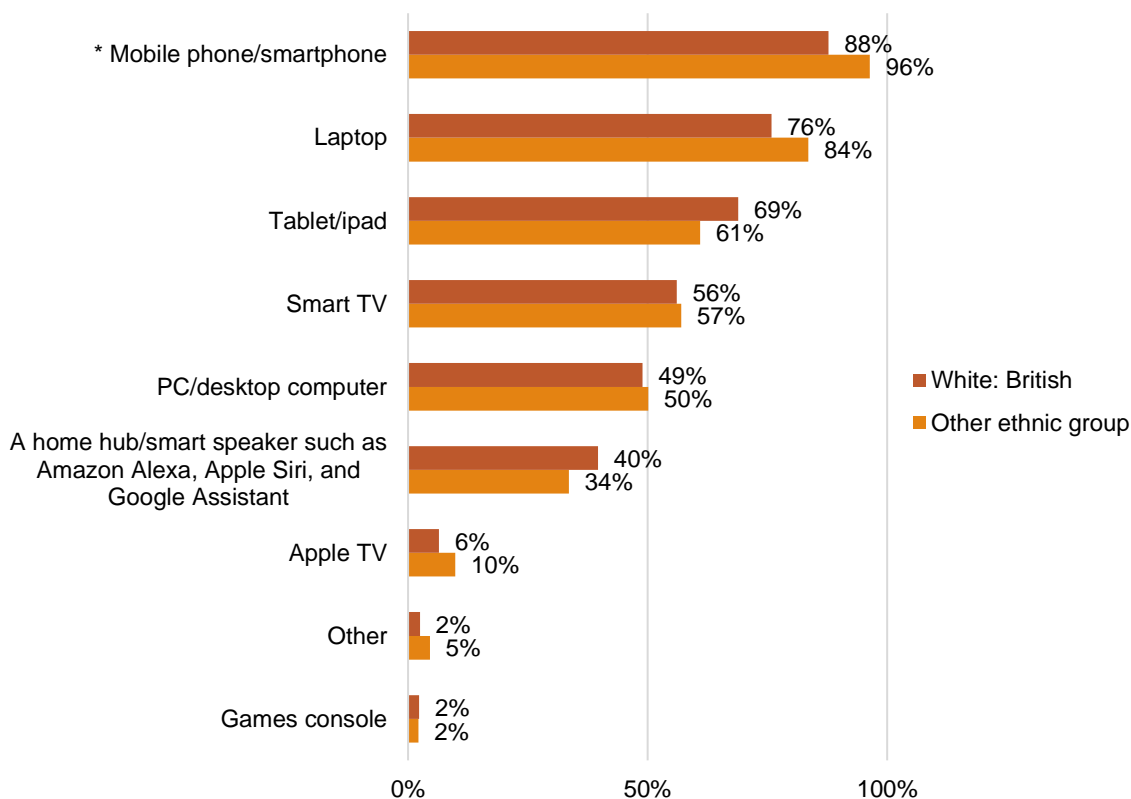


Base: See Appendix B

* = Significant differences by age

2.72. There were significant differences by ethnicity in the devices respondents have at home that are connected to the internet. White British respondents are less likely a mobile phone or smartphone.

What devices do you have at home that are connected to the internet?

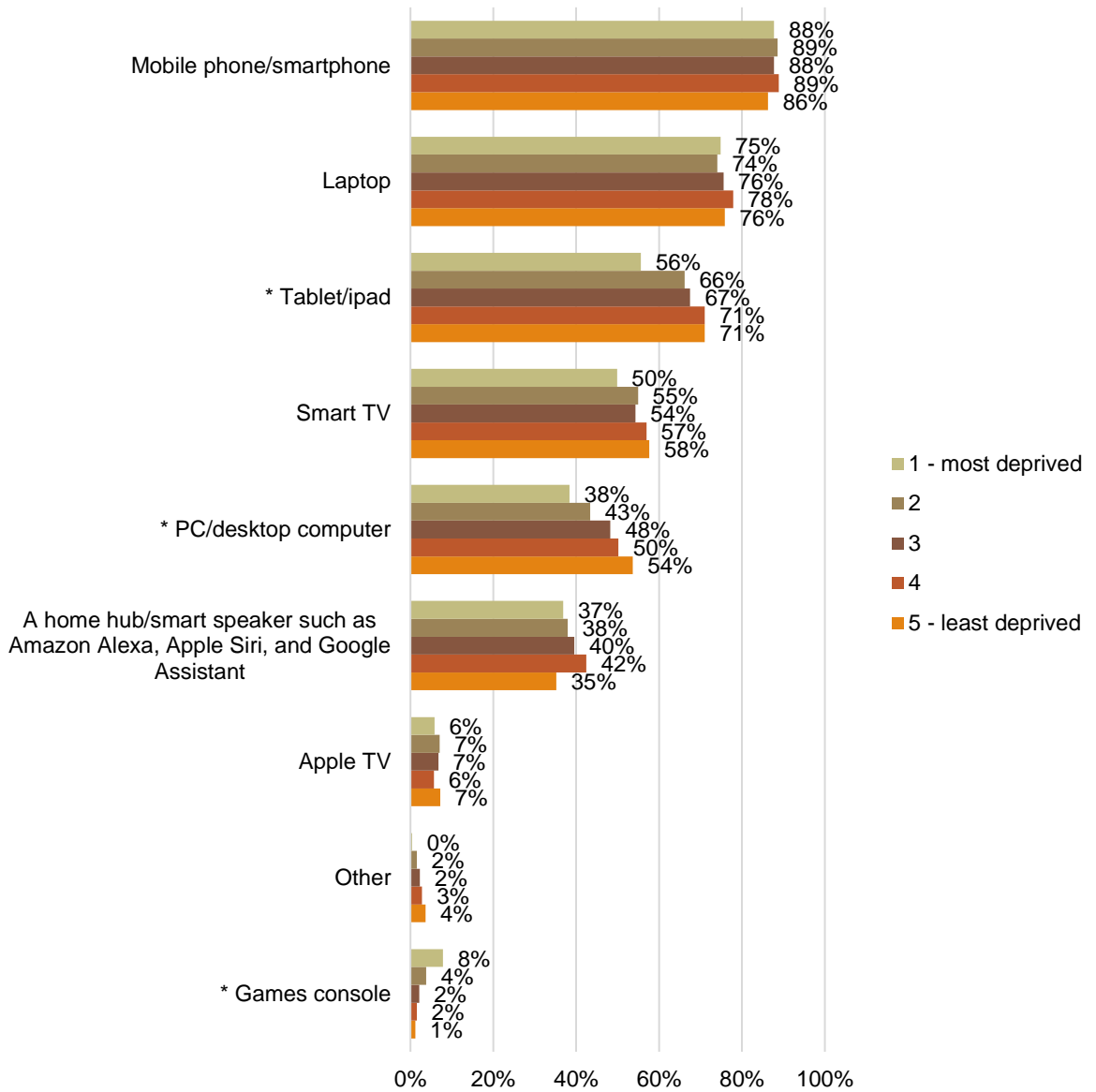


Base: See Appendix B

* = Significant differences by ethnicity

2.73. There were significant differences by deprivation in the devices respondents have at home that are connected to the internet. Respondents from the least deprived IMD quintile are less likely to have a table or iPad, less likely to have a PC or desktop computer and more likely to have a games console.

What devices do you have at home that are connected to the internet?

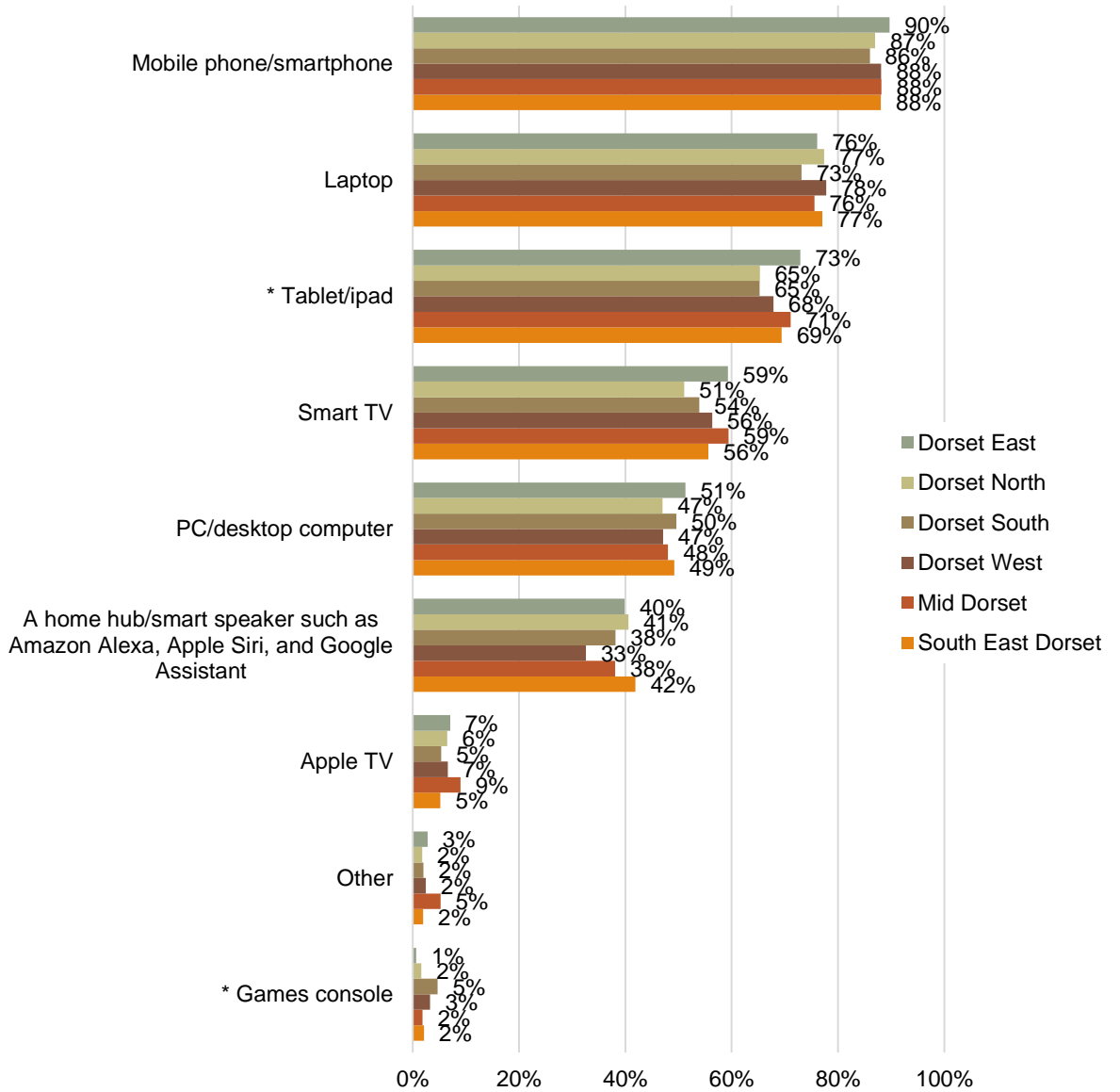


Base: See Appendix B

* = Significant differences by IMD

2.74. There were significant differences by SUG in the devices respondents have at home that are connected to the internet. Respondents from Dorset East are more likely to have a tablet or iPad. Respondents from Dorset South are more likely to have a games console.

What devices do you have at home that are connected to the internet?



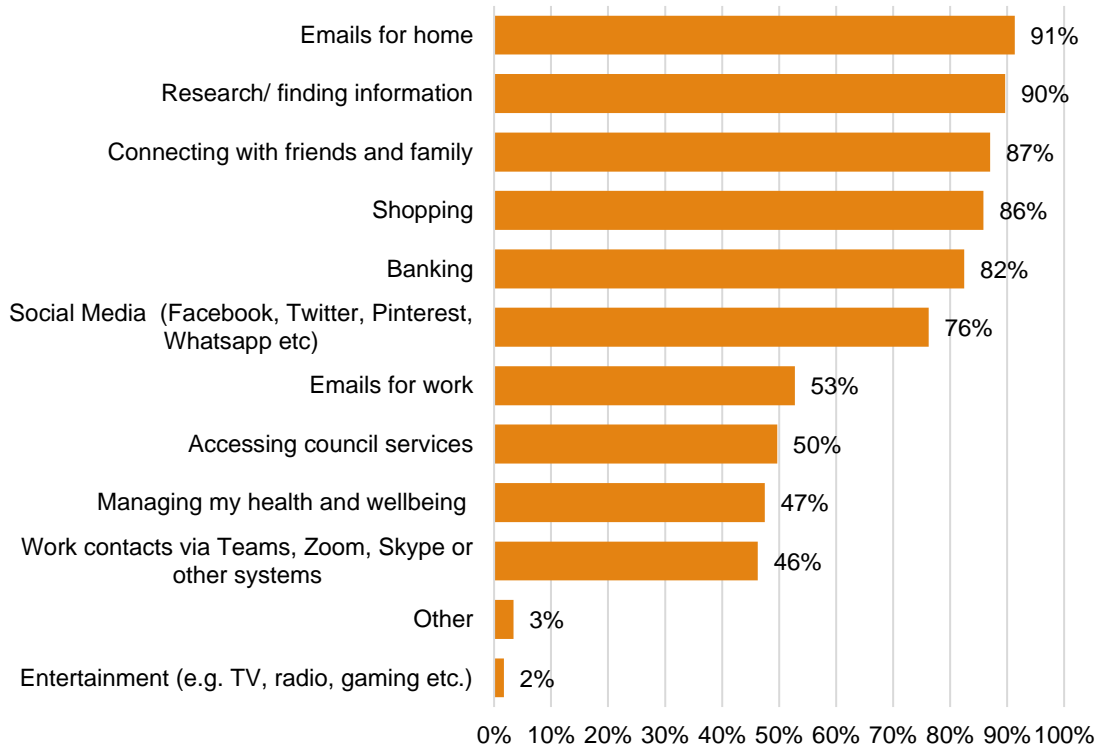
Base: See Appendix B

* = Significant differences by SUG

REASONS FOR ACCESSING THE INTERNET

2.75. Of the respondents who use the internet, 91% use the internet for emails for home. 90% use the internet for research or finding information, 87% use the internet for connecting with friends and family, 86% use the internet for shopping, 82% use the internet for banking and 76% use the internet for social media.

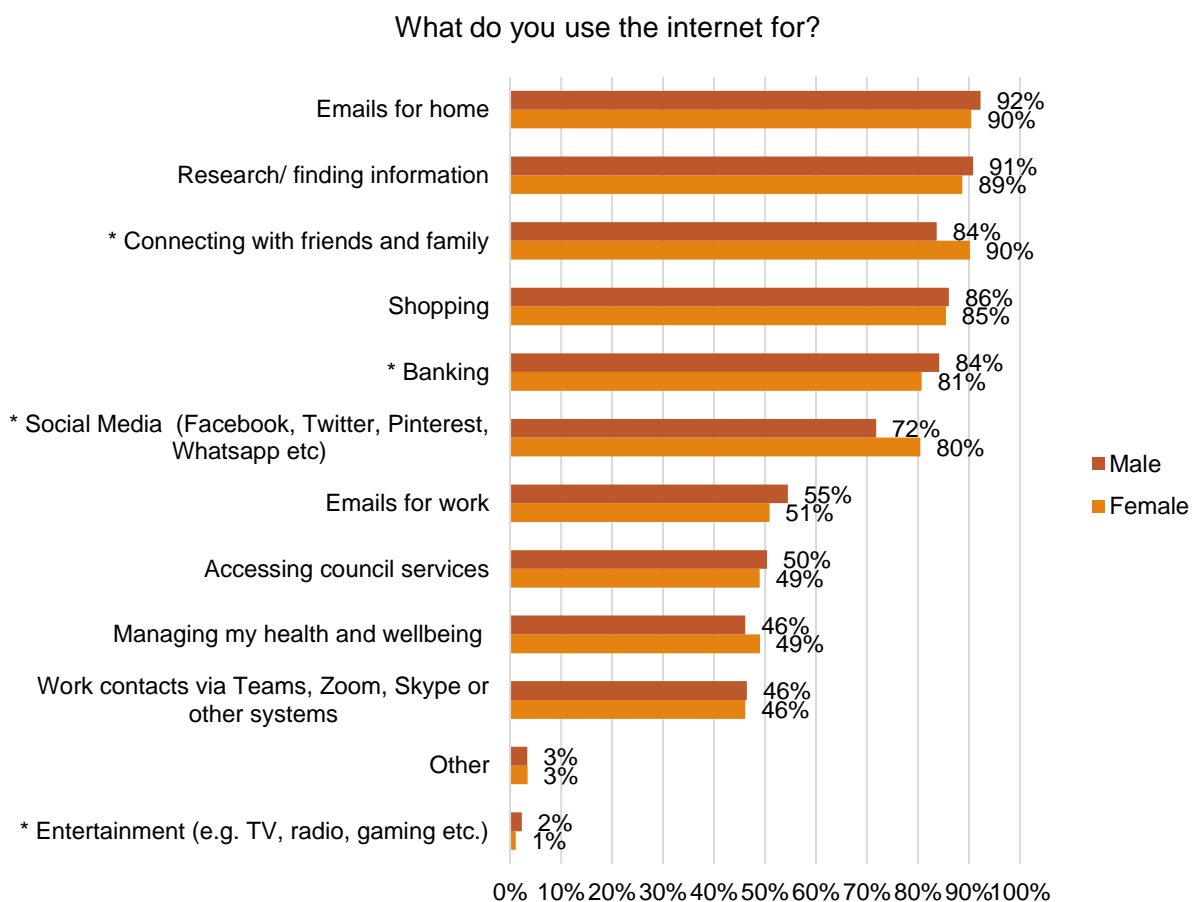
What do you use the internet for?



Base: 2,470

'Entertainment (e.g. TV, radio, gaming etc.)' coded from 'other'

2.76. There were significant differences by gender in what respondents use the internet for. Men were more likely to use the internet for banking and entertainment. Women were more likely to use the internet for connecting with friends and family and social media.

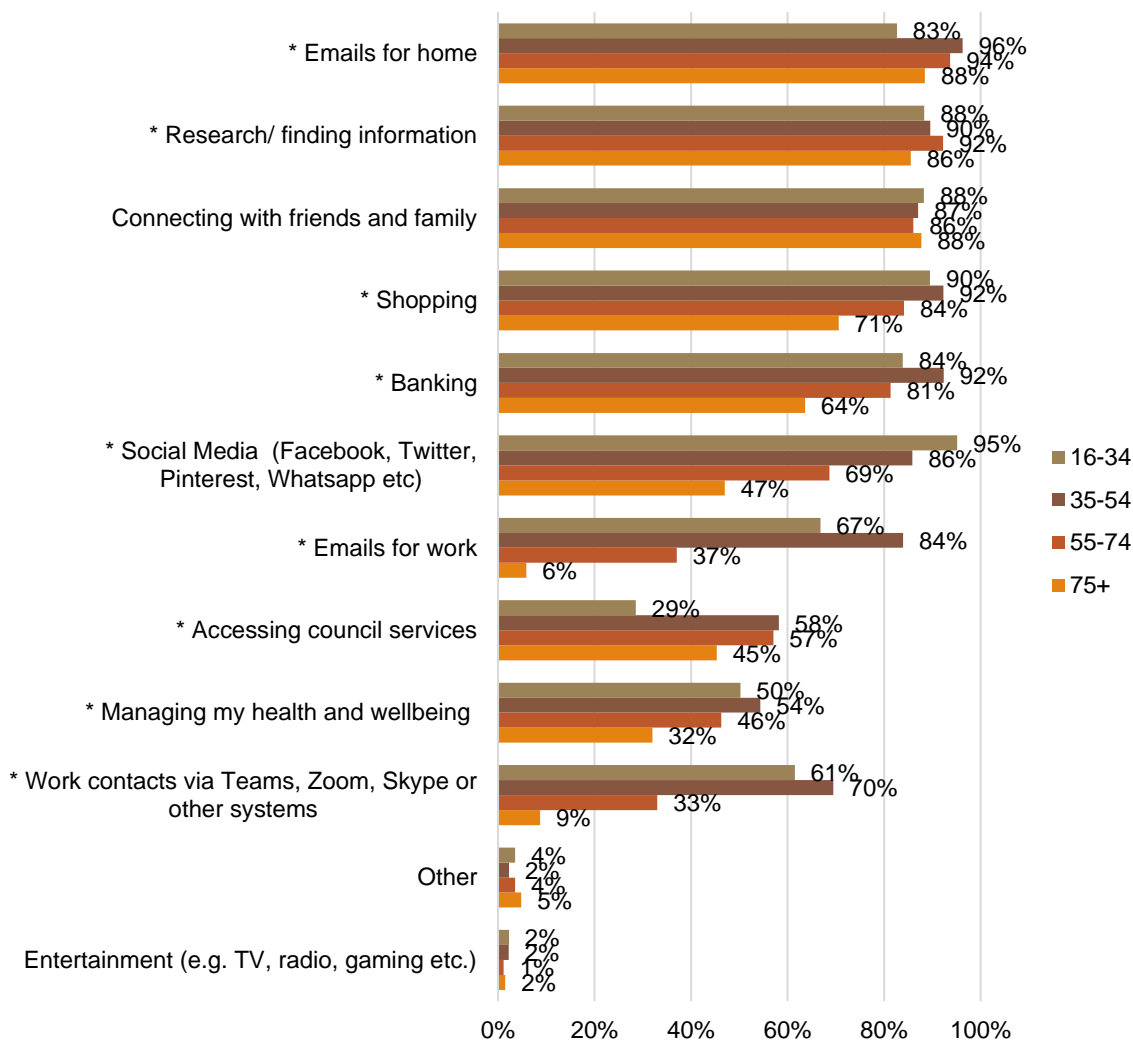


Base: See Appendix B

* = Significant differences by gender

2.77. There were significant differences by age in what respondents use the internet for. Respondents aged 16 to 34 were more likely to use the internet for social media and were less likely to use the internet for accessing council services. Respondents aged 35 to 54 were more likely to use the internet for emails for home, shopping, banking, emails for work, managing health and wellbeing and work contacts via Teams, Zoom, Skype or other systems. Respondents aged 75 and over were less likely to use the internet for research or finding information.

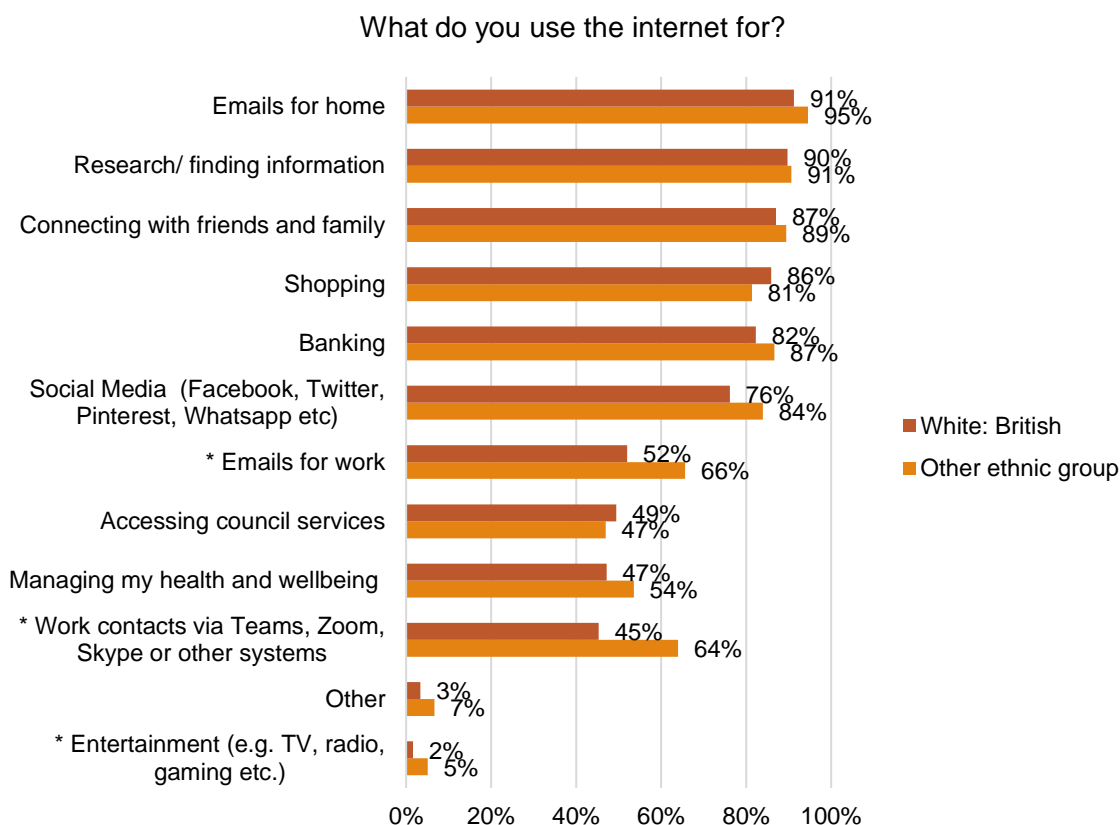
What do you use the internet for?



Base: See Appendix B

* = Significant differences by age

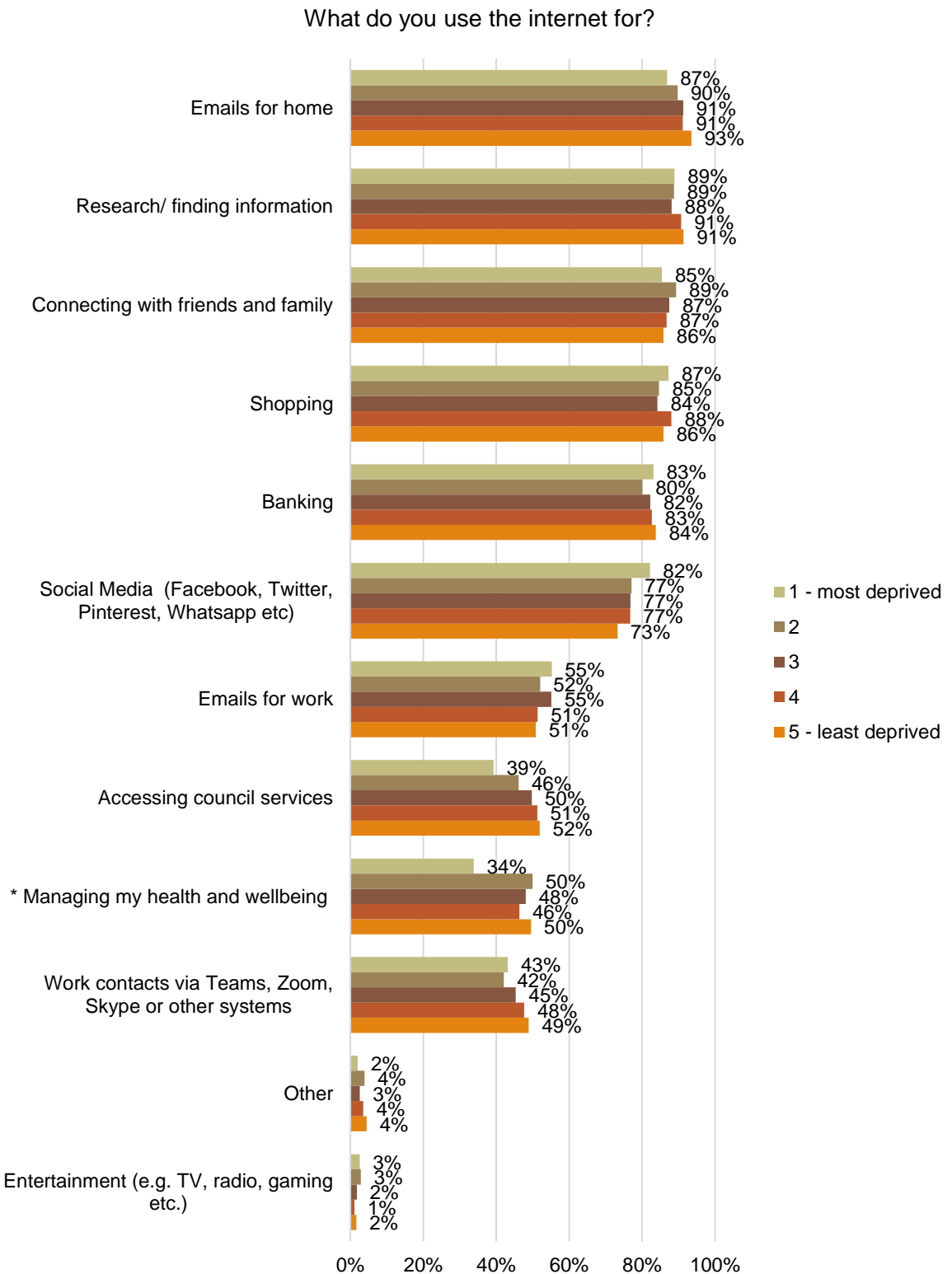
2.78. There were significant differences by ethnicity in what respondents use the internet for. Respondents from ethnic groups other than White British were more likely to use the internet for emails for work, work contacts via Teams, Zoom, Skype or other systems and entertainment.



Base: See Appendix B

* = Significant differences by ethnicity

2.79. There were significant differences by deprivation in what respondents use the internet for. Respondents from the most deprived areas were less likely to use the internet for managing their health and wellbeing.

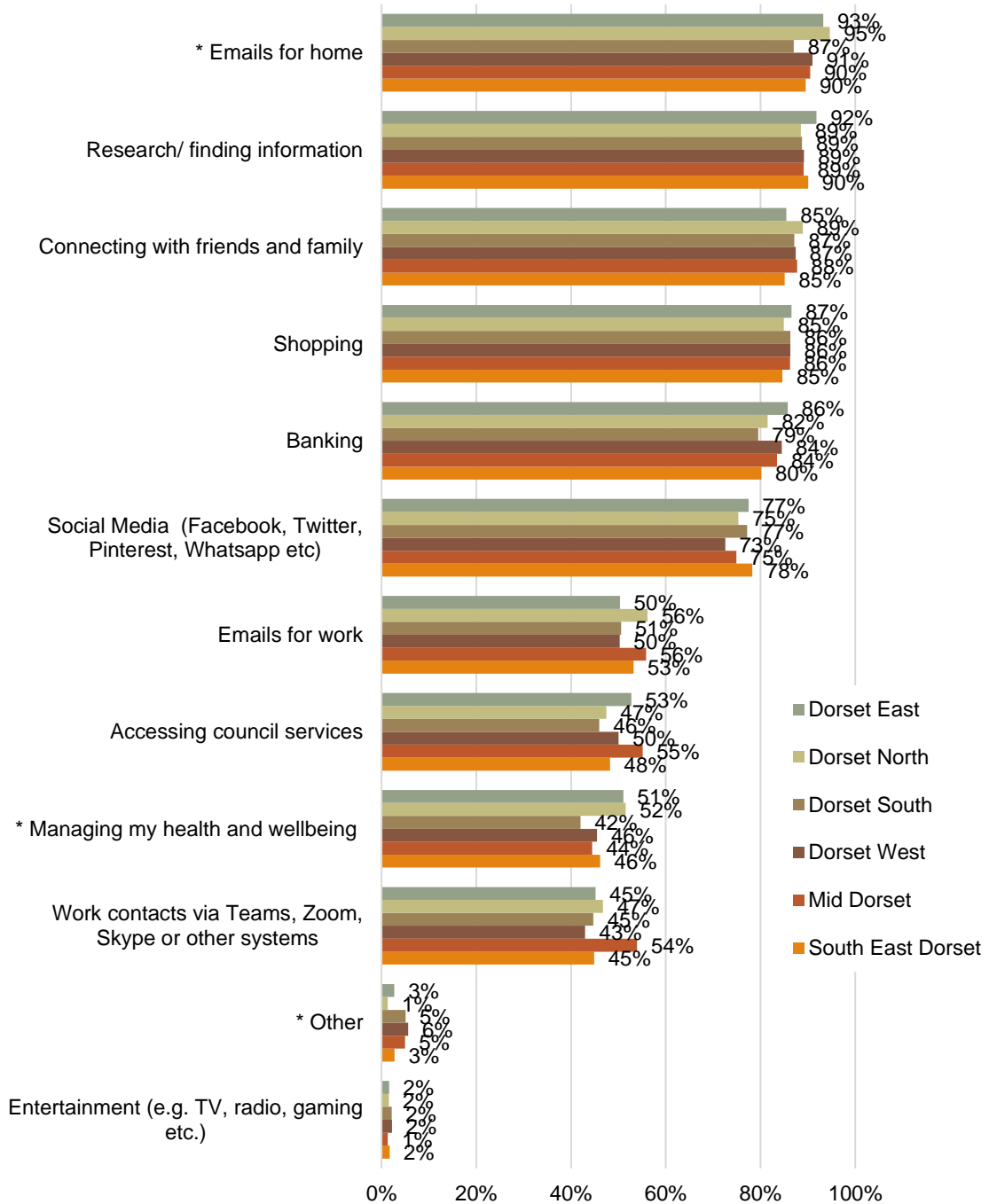


Base: See Appendix B

* = Significant differences by 2019 IMD

2.80. There were significant differences by SUG in what respondents use the internet for. Respondents Dorset South were less likely to use the internet for emails for home. Respondents from Dorset East and Dorset North more likely to use the internet for managing their health and wellbeing. Respondents from Dorset North less likely to use the internet for other purposes.

What do you use the internet for?



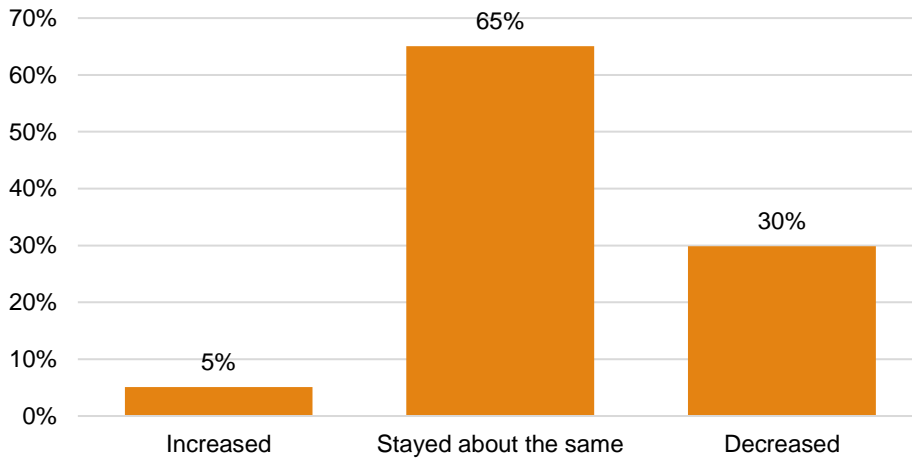
Base: See Appendix B

* = Significant differences by SUG

EFFECT OF COVID-19 ON HOUSEHOLD INCOME

2.81. Since lockdown measures were first imposed on 23rd March 2020, 30% of respondents have seen a decrease in their household income. 5% of respondents have seen an increase in their household income. For 65% of respondents, their household income had stayed about the same.

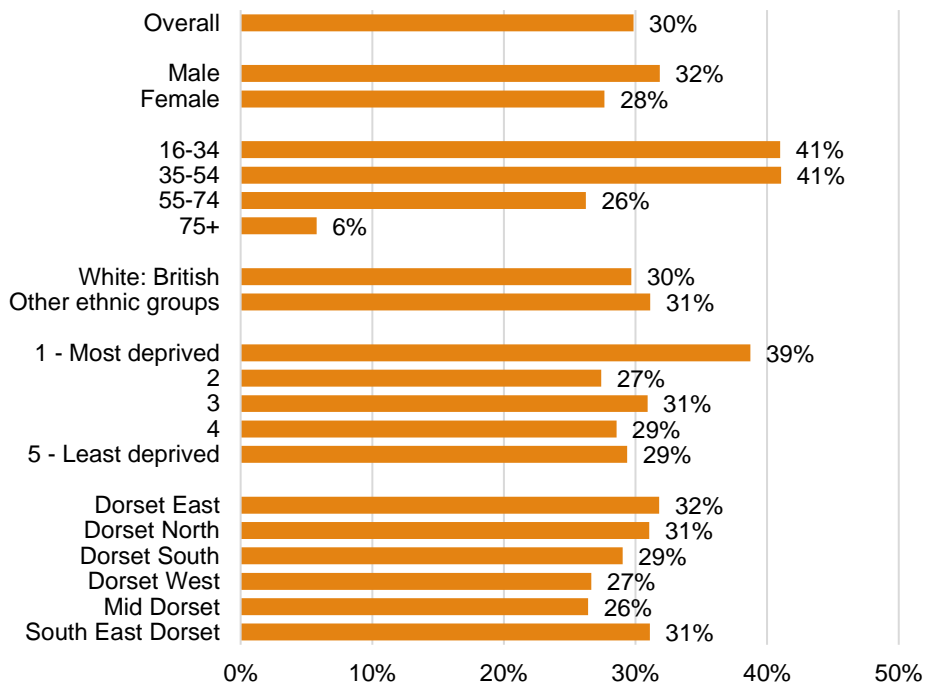
How has your household income has changed since lockdown measures were imposed on 23 March 2020?



Base: 2,587

2.82. There were significant differences in the proportion of respondents whose household income has decreased since lockdown measures were imposed on 23rd March 2020 by gender and age. Men and respondents aged under 55 were more likely to have seen a decrease in their household income since lockdown measures were imposed on 23rd March 2020. (Chart overleaf).

How has your household income has changed since lockdown measures were imposed on 23 March 2020? - Decreased

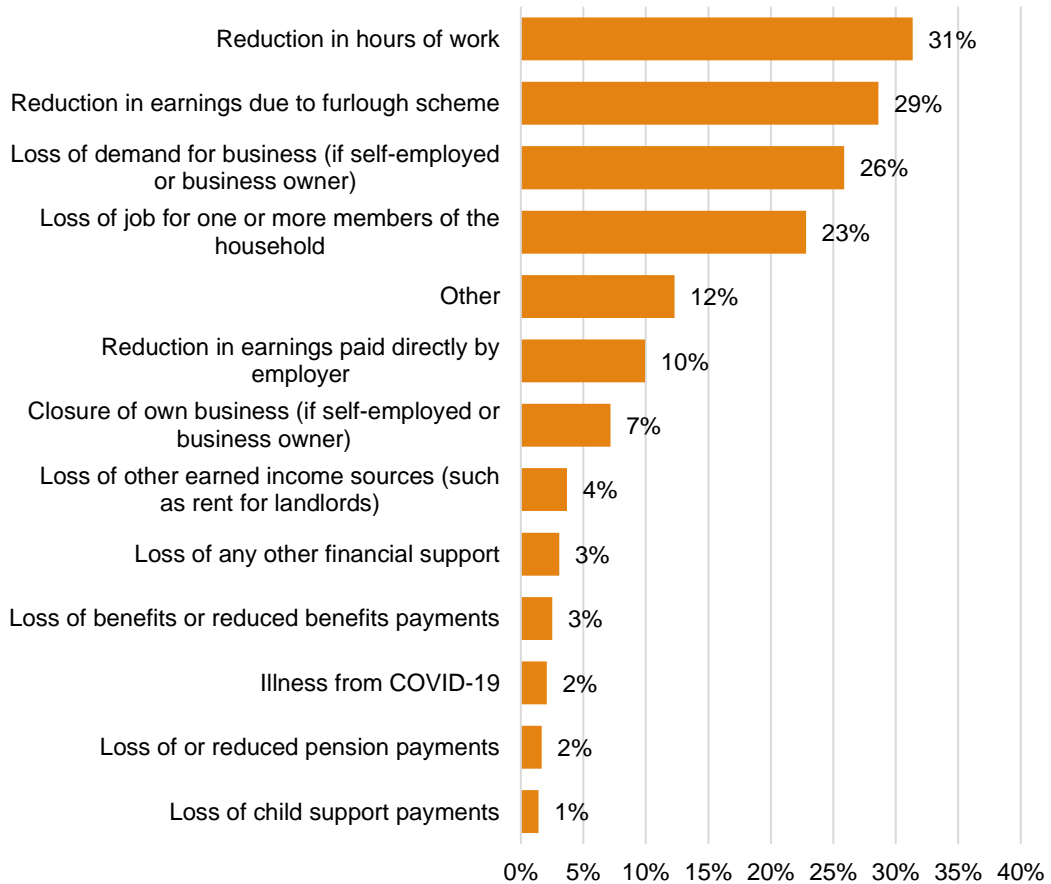


Base: See

Appendix B
Significant differences by gender and age

2.83. Respondents who had seen a decrease in their household income since 23rd March 2020 were asked the reason for this. 31% of respondents had seen a decrease in their household income due to a reduction in hours or work, 29% due to a reduction in earnings due to the furlough scheme, 26% due to a loss of demand for business and 23% due to a member of the household losing their job. 12% of respondents had seen a decrease in the household income due to another reason, including a reduced income from investments or savings, illness other than COVID-19 and having to self-isolate.

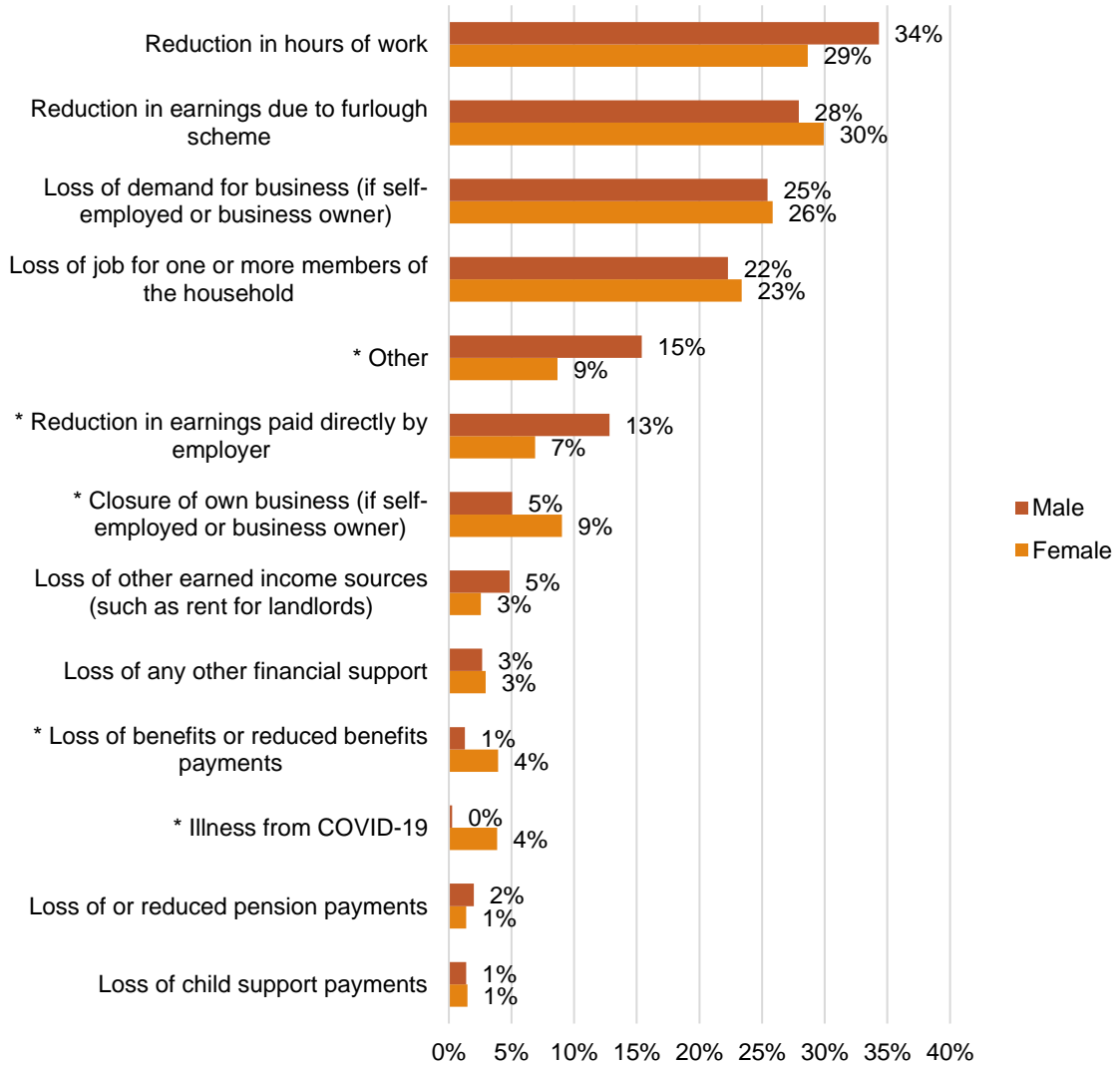
Reasons for decrease in household income since 23 March 2020



Base: 768

2.84. There were significant differences by gender in the reasons why respondents had seen a decrease in their household income. Men were more likely to have seen a reduction in their household income due to reduction in earnings paid directly by employer and because of another reason. Women were more likely to have seen a reduction in their household income because of the closure of their own business, loss of benefits or reduced benefits payments and illness from COVID-19.

Reasons for decrease in household income since 23 March 2020



Base: Male = 395, female = 362

* = Significant differences by SUG

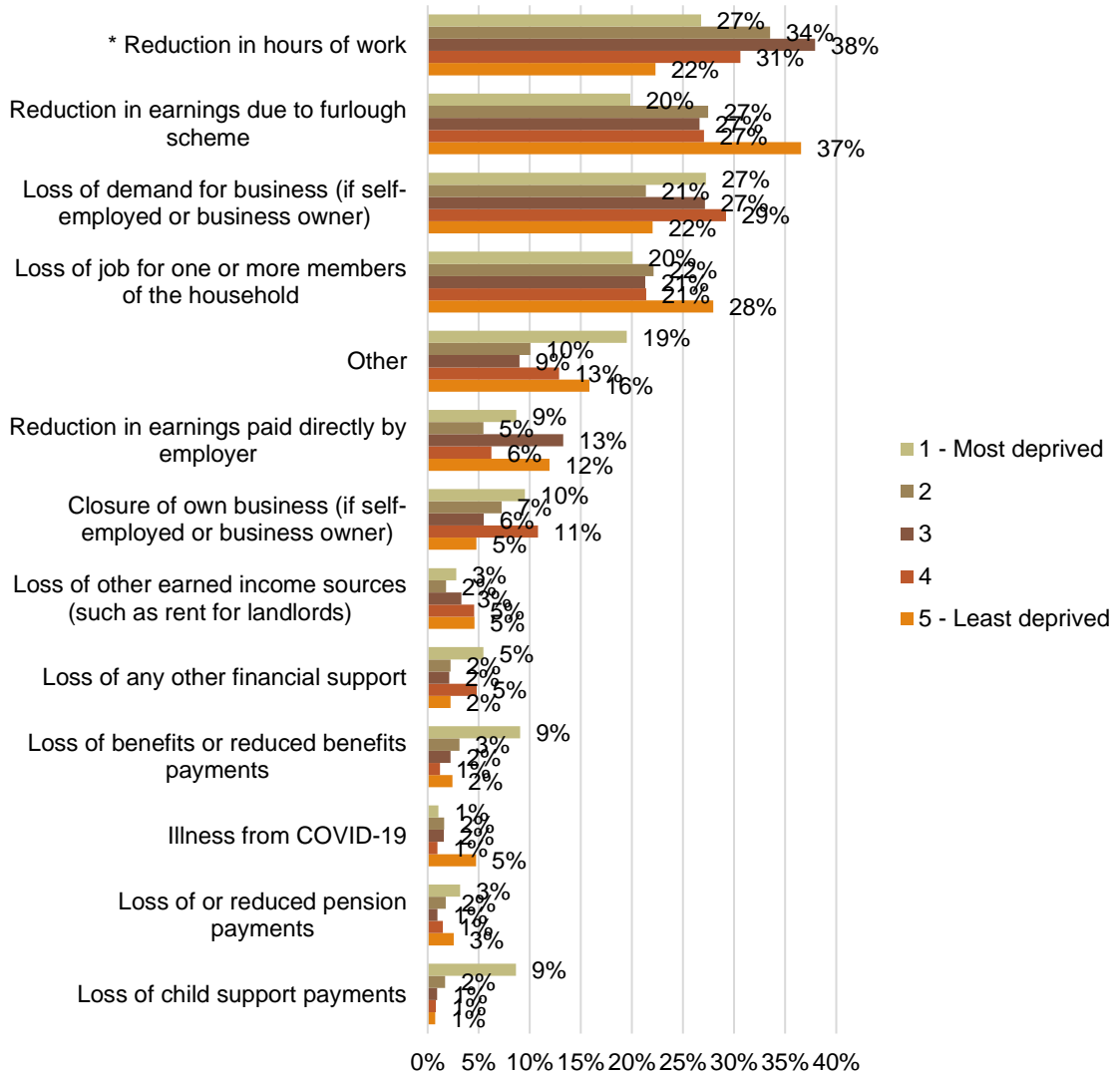
- 2.85. There were significant differences by age in the reasons why respondents had seen a decrease in their household income.
- Respondents aged 16 to 34 were more likely to have seen a reduction in their household income because of:
 - 'reduction in hours of work'
 - 'reduction in earnings due to furlough scheme'
 - 'loss of job for one or more members of the household'
 - 'loss of any other financial support'
 - Respondents aged 35 to 54 were more likely to have seen a reduction in their household income because of:
 - 'loss of demand for business (if self-employed or business owner)'
 - 'reduction in earnings paid directly by employer'.
 - Respondents aged 55 to 74 were more likely to have seen a reduction in their household income because of 'other'. (Chart overleaf).

Base: 16-34 = 210, 35-54 = 288, 55-74 = 243 (75+ not reported on due to small base size (24))

* = Significant differences by age

2.86. There were significant differences by deprivation in the reasons why respondents had seen a decrease in their household income. Respondents from the third most deprived IMD quintile were more likely to have seen a reduction in their household income because of a reduction in hours of work. Note that the base size for the most deprived quintile of neighbourhoods is small (n=46), so results should be treated with caution.

Reasons for decrease in household income since 23 March 2020



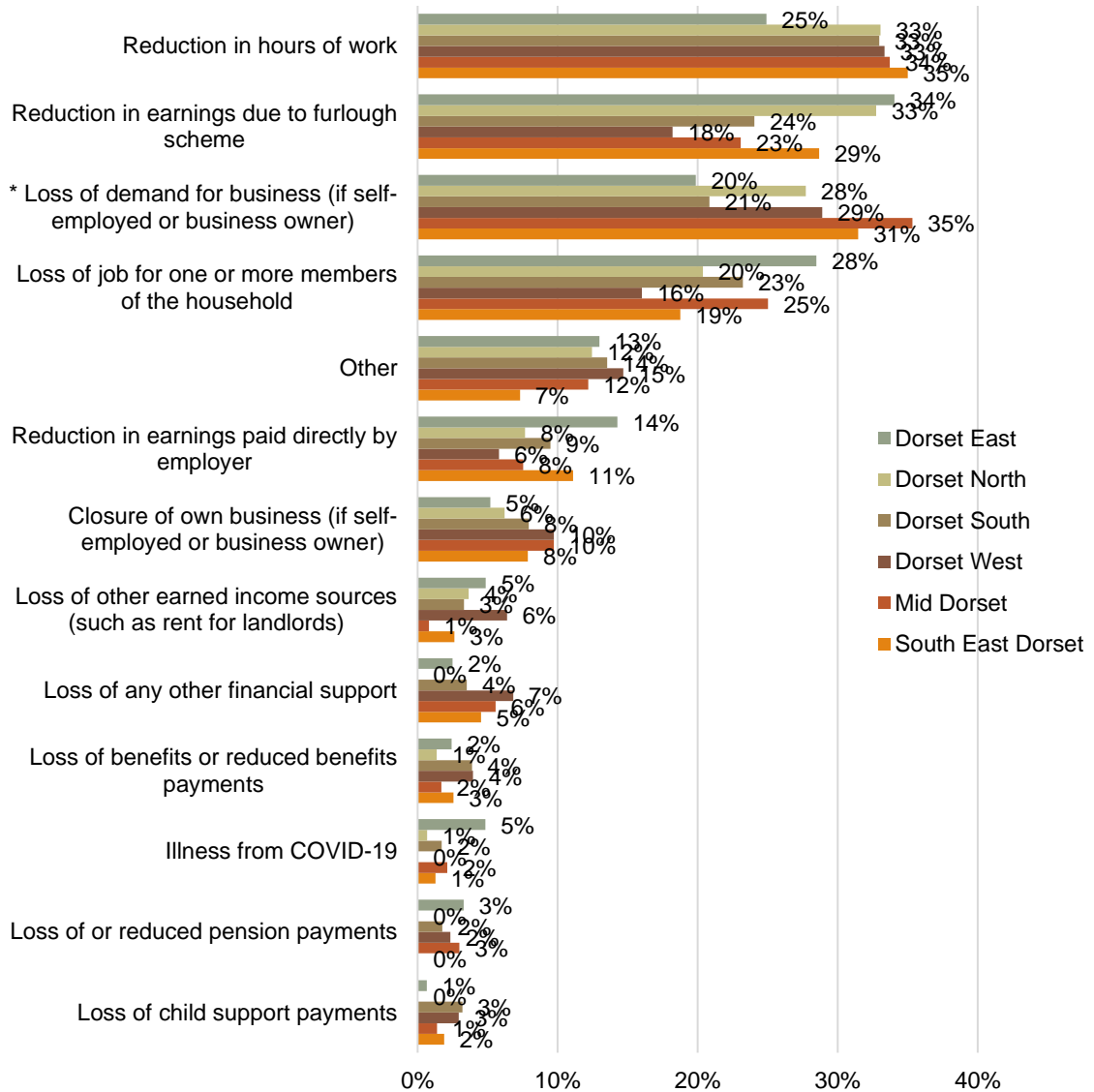
Base: 1 = 46, 2 = 89, 3 = 260, 4 = 203, 5 = 170

Caution: Small base size for quintile 1 (46)

* = Significant differences by 2019 IMD

2.87. There were significant differences by SUG in the reasons why respondents had seen a decrease in their household income. Respondents from Mid Dorset were more likely to have seen a reduction in their household income because of loss of demand for their business.

Reasons for decrease in household income since 23 March 2020

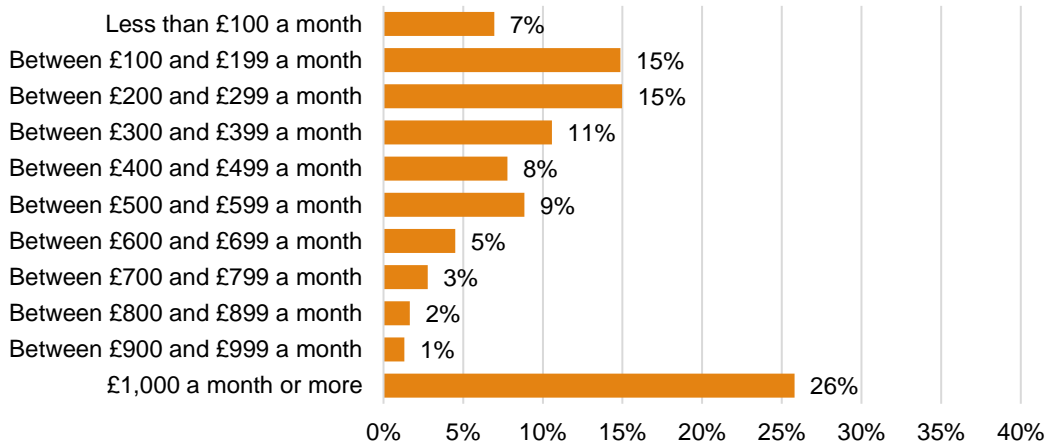


Base: Dorset East = 193, Dorset North = 183, Dorset South = 142, Dorset West 69, Mid Dorset = 81, South East Dorset = 101

* = Significant differences by SUG

2.88. Respondents who had seen a decrease in their monthly household income since 23rd March 2020, were asked how much their household income after tax had decreased by. 37% reported that their household income had decreased by less than £300, 27% a decrease of between £300 and £599, 10% decrease of between £600 and £999 and 26% a decrease of £1,000 per month or more. The mean and median values of the decrease seen in household income can be estimated by assigning the mid-value to each category. The estimated mean decrease in household was £521 and the estimated median decrease was £450.

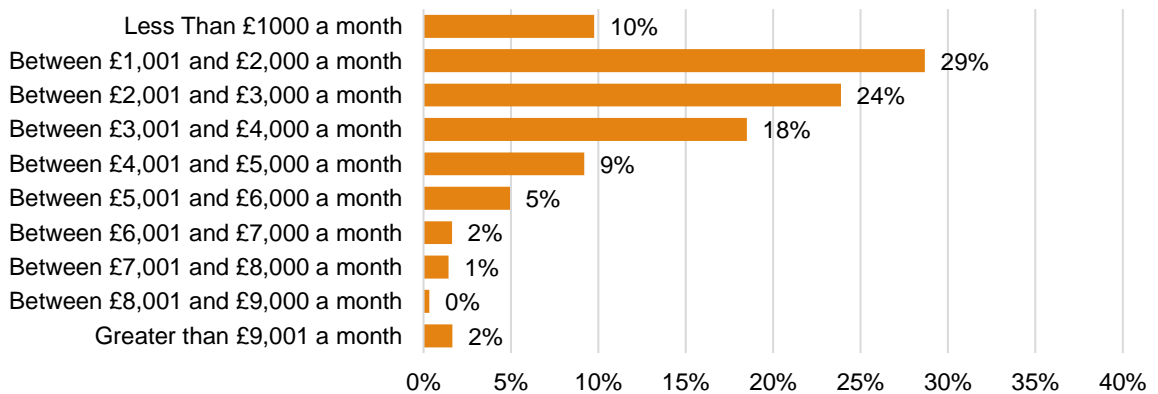
How much has your household income after tax decreased by since 23 March 2020?



Base: 587

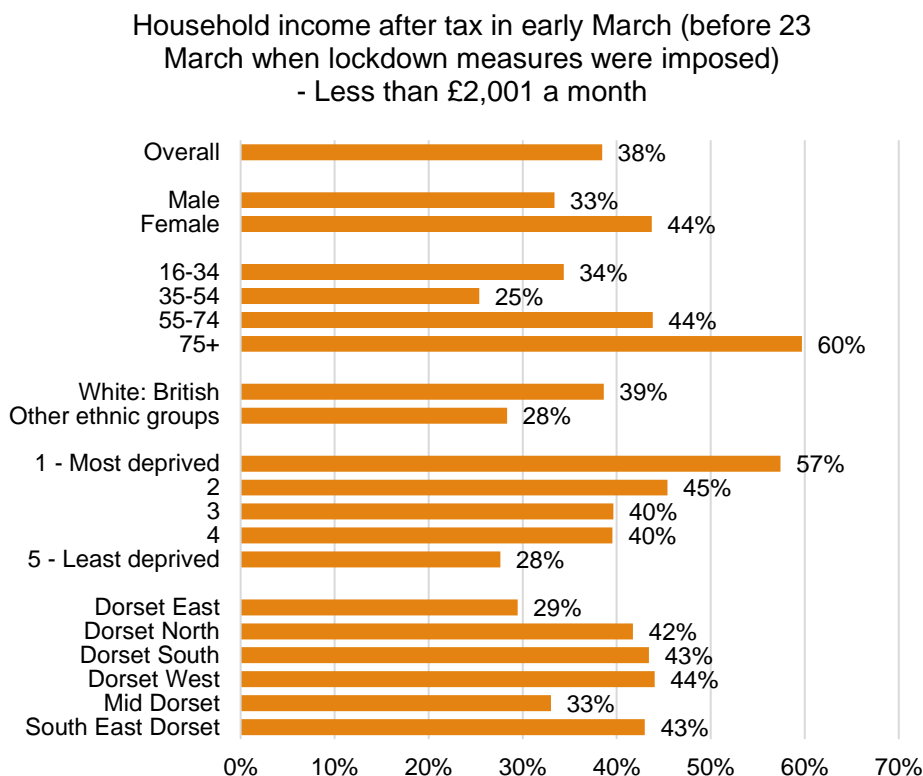
2.89. Ten percent (10%) of respondents reported that their monthly household income after tax before 23rd March 2020, when lockdown measures were first imposed, was less than £1,000 per month. 29% income of between £1,001 and £2,000 a month. 24% reported between £2,001 and £3,000, 18% reported between £3,001 and £4,000 and 19% reported over £4,000 per month. The mean and median values of household income can be estimated by assigning the mid-value to each category. The estimated mean household income after tax before 23rd March 2020 was £2848 and the estimated median income was £2501. (Chart below).

Household income after tax in early March (before 23 March when lockdown measures were imposed)



Base: 1,607

2.90. There were significant differences in the proportion of respondents whose household income after tax before 23rd March 2020 was less than £2,001 a month by gender, age, deprivation and SUG. Women, respondents aged 75 and over and respondents from the most deprived IMD quintile were more likely to have had a household income after tax of less than £2,001 a month before 23rd March 2020. Respondents from Dorset East and Mid Dorset were less likely to have had a household income after tax of less than £2,001 a month before 23rd March 2020.



Base: See Appendix B

Caution: Small base size for Other ethnic groups (54)

Significant differences by gender, age, IMD and SUG

2.91. Using the estimated decrease in household income since 23rd March 2020 and estimated mean household income after tax before 23rd March 2020, income before and after 23rd March 2020 can be estimated for respondents who experienced a decrease in their household income since 23rd March 2020. Estimated mean household income was £2,895 before 23rd March 2020 and £2,413 after 23rd March 2020 for respondents who had experienced a decrease in their household income. Estimated median household income was £2,501 before 23rd March 2020 and £2,151 after 23rd March 2020 for respondents who had experienced a decrease in their household income. The estimated loss is therefore approximately £350 per month.

Estimated household income after tax for respondents who experienced a decrease in household income		
	Mean	Median
Income before 23rd March 2020	£2,895	£2,501
Income after 23rd March 2020	£2,413	£2,151
Estimated loss	£482	£350

3 SUMMARY AND CONCLUSIONS

- 3.1 This year's survey has been conducted at a time when COVID-19 was prevalent in the population, and many restrictions had been in place during the year. The Council had, as a result, had many interactions with residents about a number of issues relating to the pandemic, and had supported many residents throughout the pandemic in this area where the population is, generally, older than that in the UK as a whole. The methodology changes implemented mean that any results comparing this year's results to the previous survey must be treated with caution. Despite this, we draw some comparisons below, and recommend that the results are monitored in future years.
- 3.2 The results from this year show that there is a large increase in questions which relate to satisfaction with the council although other results are relatively stable. Satisfaction with the council in 2020 was 72% - this is a large increase on the 2019 figure of 61%. Alongside this, agreement that Dorset Council provides value for money has increased from 39% to 48% between 2019 and 2021, and those who would speak positively about the council has increased from 30% to 43%. 54% think Dorset Council acts on the concerns of residents, compared to 42% in 2019 and 64% trust the council compared to 53% in 2019. Whilst noting that the comparisons between the two years are to be treated with extreme caution due to the changes in methodology and sampling, anecdotally, interviewers reported a number of factors which may have influenced these increases – although they may not be maintained in future years. Firstly, interviewers reported that residents informed them of high levels of satisfaction with the bin collections – which is the top priority for residents in the area in the question on resident priorities. There were also reports 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 increase in levels of satisfaction in these measures.
- 3.3 Results for questions about other aspects of life as a resident of Dorset are relatively stable. For example, this year, 90% are satisfied with their local area as a place to live – noting that comparisons are not recommended, this is a small increase since 2019 from 88%. Perceptions of belonging to the local area have also increased somewhat – from 73% to 79%, which is possibly as a result of higher community cohesion resulting from the COVID-19 pandemic. There is some evidence to support this in the question about whether people in the local area pull together to improve the area – 65% agreed in 2020 compared to 59% in 2019. However, the question which asks about whether residents from different ethnic backgrounds get on well together has remained stable at 54% in 2020 compared to 53% in 2019 – perhaps a reflection of national events. Recommendations of Dorset as a place to live and visit are high – nearly all (96% and 97% respectively) would recommend in that respect, similar to the prior year. However, recommendation as a place to work or study are lower – 67% as a place to work – and 57% as a place to study.
- 3.4 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 and community cohesion tend to be higher for women – but feelings of safety tend to be lower. The reasons for these differences would benefit from further examination of the data, and a programme of qualitative research.
- 3.5 Generally, aspects such as safety remain relatively constant – safety in the local area after dark remaining around three-quarters of residents – less so for women, younger and older people, and those from more deprived areas being less likely to feel safe after dark. This may be expected but further examination of the data and consideration of the data with crime statistics may be helpful to understand the reasons for these lower levels of feelings of safety.

- 3.6 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 by gender, by age, by ethnicity and by deprivation and by SUG. Again, although results should be treated with caution, these differences may benefit from further exploration by the use of qualitative research.
- 3.7 Respondents were divided in their preferences for their method of contacting the council – but nearly six out of ten residents prefer online methods (email or website) – albeit that there are significant differences by age and gender in preferences. Although the results should be treated with caution, as some of the respondents completed by online methods, internet use does seem high, with the majority using the internet (94%). We estimate that at least 78% use the internet which is in line with ONS figures from the internet use estimates, which suggest that although virtually all adults aged 16 to 44 years in the UK were recent internet users (99%) in 2019, this is the case for only 47% of adults aged 75 years and over – the profile of Dorset residents is generally older than the national population.²⁶ There were a number of significant differences in internet use which need to be considered in policy development – in where the internet is used, devices used, and reasons for use.
- 3.8 This year, questions on the effect of COVID-19 on household income were included in the survey. Around one-third of residents have seen a decrease in household income, primarily due to a reduction in hours of work, being furloughed, a loss of demand for business or job losses in the household. A substantial minority – around one-in-ten residents – had other reasons, such as illness, self-isolation, or loss of income through investments and savings. The loss of income was, on average, around £400 per month. There were some significant differences in this measure – men and those under the age of 54 more affected. The results suggest a major impact on residents' income from COVID-19 and there may be a need to support and promote services such as Citizens Advice who are able to support residents as the impact of the pandemic progresses.

Information by Design

January 2021

Draft 2

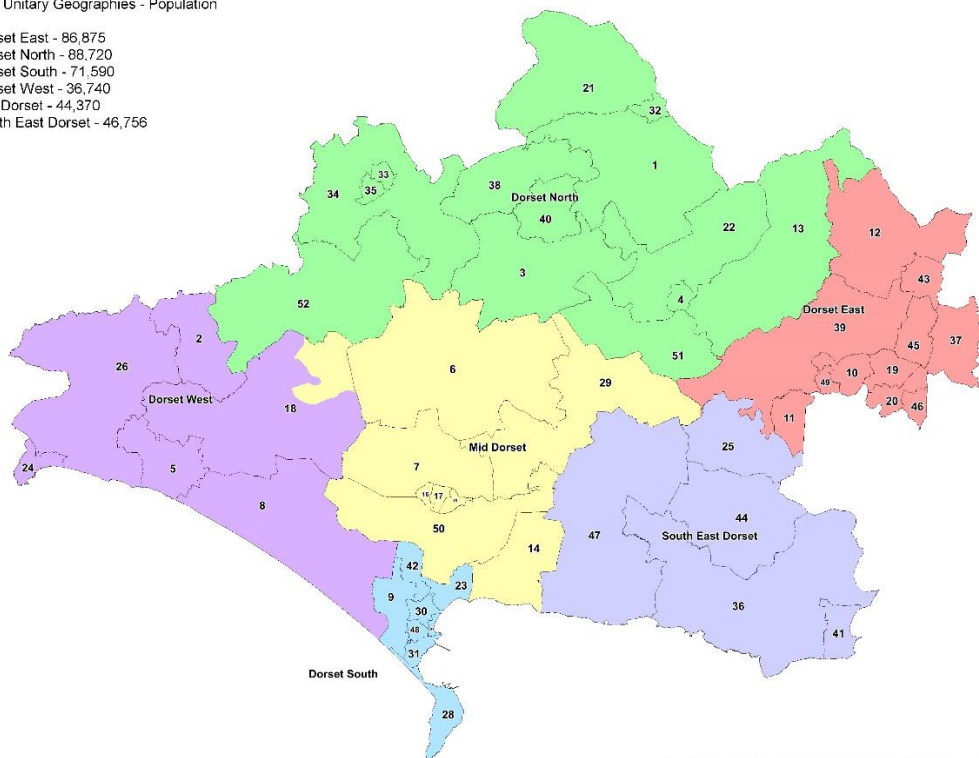
²⁶ <https://www.ons.gov.uk/businessindustryandtrade/itandinternetindustry/bulletins/internetusers/2019>

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	Jillmore & Preston
24	Ymer & Chownath
25	Sturminster Marston & Upton
26	Wareham East
27	Wareham West
28	Portland
29	Puddletown & Lower Wimburne
30	Ridgeway
31	Ridgeway & Wyke
32	Sturminster Tarrant
33	Sturminster East
34	Sturminster West
35	South East Purbeck
36	St Leonards & St Ives
37	St Leonards & St Ives
38	Sturminster & Mannhill
39	Sturminster & Mary's
40	Sturminster Newton
41	Swanton
42	Upton & Blandford
43	Wareham
44	Wareham
45	West Moors & Three Legged Cross
46	West Purbeck
47	West Purbeck
48	Wareham
49	Wareham
50	Wareham & Blandford
51	Wareham North
52	Wareham

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	1,146
Female	1,445

Age	Unweighted Count
16-34	412
35-54	677
55-74	1,057
75+	459

Ethnicity	Unweighted Count
White: British	2,450
Other ethnic groups	88

2019 IMD	Unweighted Count
1 - Most deprived	142
2	347
3	870
4	802
5 - Least deprived	458

SUG	Unweighted Count
Dorset East	427
Dorset North	416
Dorset South	529
Dorset West	424
Mid Dorset	426
South East Dorset	397

APPENDIX C – DEMOGRAPHICS

Age	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
16-17	5%	10%	9%	6%	4%	8%	7%
18-24	7%	3%	9%	3%	8%	7%	6%
25-34	7%	8%	5%	6%	8%	6%	7%
35-44	10%	9%	11%	7%	10%	13%	10%
45-54	16%	19%	17%	17%	19%	15%	17%
55-64	17%	18%	18%	20%	17%	18%	18%
65-74	19%	17%	17%	22%	17%	18%	18%
75-84	13%	11%	10%	14%	12%	11%	12%
85+	6%	5%	4%	4%	4%	4%	5%

Gender	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Male	48%	49%	49%	47%	48%	49%	48%
Female	52%	51%	50%	52%	52%	51%	51%
Prefer to self-describe	0%	0%	1%	0%	0%	0%	0%

Employment Status	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Employee in full-time job (30 hours plus per week)	25%	28%	27%	25%	29%	28%	27%
Employee in part-time job (under 30 hours per week)	11%	10%	11%	10%	9%	12%	11%
Self-employed full or part-time	7%	8%	6%	11%	9%	9%	8%
On a government supported training programme e.g. Modern Apprenticeship	0%	0%	1%	1%	0%	0%	0%
Full-time education at school, college or university	7%	12%	16%	8%	10%	8%	10%
Unemployed and available for work	4%	2%	1%	0%	1%	3%	2%
Permanently sick/disabled	2%	2%	3%	2%	2%	1%	2%
Wholly retired from work	38%	36%	32%	40%	35%	34%	36%
Looking after the home or family	3%	2%	2%	2%	2%	1%	2%
Doing something else	3%	1%	1%	2%	2%	1%	2%

Housing Tenure	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Owned outright	54%	47%	48%	56%	50%	52%	51%
Owned with a mortgage or loan	36%	29%	30%	20%	32%	27%	30%
Part owned and part rented (shared ownership)	0%	2%	1%	0%	1%	0%	1%

Rented from housing association, housing co-operative, charitable trust, registered social landlord	2%	9%	6%	10%	7%	5%	6%
Rented from Council (local authority)	2%	2%	4%	2%	2%	2%	2%
Rented from Private landlord or letting agency	4%	10%	11%	10%	7%	9%	8%
Other	2%	1%	1%	2%	1%	4%	2%

Ethnicity	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
White: British	98%	97%	96%	96%	95%	96%	97%
Other White	2%	2%	2%	2%	3%	2%	2%
Mixed	0%	1%	1%	1%	1%	1%	1%
Asian or Asian British	0%	0%	1%	1%	1%	1%	0%
Black or Black British	0%	0%	1%	0%	0%	0%	0%
Arab or other ethnic group	0%	0%	0%	0%	0%	0%	0%

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%	7%	10%	9%	9%
Yes, limited a little	16%	15%	18%	16%	13%	14%	16%
No	75%	76%	72%	77%	77%	78%	76%

Religion	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
No religion	42%	44%	52%	39%	43%	46%	45%
Christian	56%	55%	46%	55%	55%	52%	53%
Buddhist	1%	0%	0%	2%	1%	0%	0%
Hindu	0%	0%	1%	0%	0%	1%	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%	1%	3%	1%	1%	1%

Sexual Orientation	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
Bisexual	1%	2%	4%	4%	3%	2%	3%
Gay man	1%	3%	3%	1%	0%	1%	2%
Heterosexual/straight	96%	94%	91%	94%	95%	96%	94%
Lesbian/Gay woman	1%	1%	1%	1%	1%	0%	1%
Other	0%	0%	1%	0%	1%	1%	1%

Adults (18+) in household	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
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1	20%	22%	24%	25%	21%	19%	22%
2	57%	61%	56%	58%	60%	58%	58%
3	15%	12%	15%	13%	14%	14%	14%
4	6%	5%	4%	3%	4%	8%	5%
5	2%	0%	1%	1%	1%	1%	1%
6	0%	0%	0%	0%	0%	0%	0%

Children 16-17 in household	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
0	91%	84%	85%	87%	88%	87%	87%
1	8%	14%	13%	11%	11%	13%	12%
2	1%	1%	2%	1%	0%	0%	1%
3	0%	0%	0%	0%	0%	0%	0%
4	0%	1%	0%	0%	0%	0%	0%

Children 0-15 in household	Dorset East	Dorset North	Dorset South	Dorset West	Mid Dorset	South East Dorset	Overall
0	79%	77%	75%	82%	75%	73%	77%
1	9%	11%	11%	11%	11%	12%	11%
2	10%	9%	11%	4%	13%	11%	10%
3	2%	2%	2%	2%	2%	3%	2%
4	0%	1%	1%	0%	0%	1%	1%
5	0%	0%	0%	1%	0%	0%	0%

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

Gender	Residents Survey (weighted)	ONS Mid-2019 Estimates
Male	48%	48%
Female	51%	52%
Prefer to self-describe (not in ONS estimates)	0.3%	

Age	Residents Survey (weighted)	ONS Mid-2019 Estimates
16-17	7%	3%
18-24	6%	7%
25-34	7%	11%
35-44	10%	12%
45-54	17%	17%
55-64	18%	17%
65-74	18%	18%
75-84	12%	11%
85+	5%	5%

Ethnicity	Residents Survey (weighted)	2011 Census
White British	97%	96%
White: Other White	2%	2%
Mixed	1%	1%
Asian	0.5%	1%
Black	0.1%	0%
Other	0.0%	0%

Housing Tenure	Residents Survey (weighted)	2011 Census
Owned: Owned outright	51%	43%
Owned: Owned with a mortgage or loan	30%	29%
Shared ownership (part owned and part rented)	1%	1%
Social rented: Rented from council (Local Authority)	2%	2%
Social rented: Other	6%	11%
Private rented: Private landlord or letting agency	8%	12%
Private rented: Other		2%
Living rent free		2%
Other (on Survey)	2%	

Religion	Residents Survey (weighted)	2011 Census	2001 Census
Christian	50%	65%	78%
Buddhist	0.4%	0%	0%
Hindu	0.2%	0%	0%
Jewish	0.3%	0%	0%
Muslim	0.0%	0%	0%
Sikh	0.0%	0%	0%
Other religion	1%	1%	0%
No religion	42%	25%	14%
Religion not stated (prefer not to say on survey)	5%	8%	7%

Employment Status	Residents Survey (weighted) (16-74)	2011 Census (16-74)
Economically active: Employee: Full-time	33%	35%
Economically active: Employee: Part-time	13%	16%
Self-employed	9%	13%
Unemployed	3%	3%
Full-time student	12%	6%
Retired	24%	20%
Looking after home or family	2%	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	16%	11%
Day-to-day activities not limited	76%	80%