

# **Resident Survey 2013**

## **Summary of Results**

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# Purpose

- **To evaluate how residents view the Council's overall performance;**
- **To evaluate the effectiveness of the Council's communications; and**
- **To ask residents about the Council's budget priorities.**

# Methodology

- **Telephone survey carried out by an independent research company**
- **201 responses from a broadly representative sample of the District**
- **Included a number of questions that may be benchmarked through the LGA**
- **Research took place between 16 and 30 October 2013**

# Council Performance

	2013 Result	2010 Result	Improvement
<b>Satisfaction with the way Sevenoaks District Council runs things</b>	<b>88%</b>	<b>70%</b>	<b>+ 18%</b>
<b>Helpfulness the last time you contacted the Council</b>	<b>80%</b>	<b>66%</b>	<b>+ 14%</b>
<b>Trust in the Council</b>	<b>80%</b>	<b>Not available</b>	<b>-</b>
<b>The Council acts on the concerns of local residents</b>	<b>72%</b>	<b>Not available</b>	<b>-</b>
<b>Respondents who would speak positively of the Council</b>	<b>42%</b>	<b>31%</b>	<b>+ 11%</b>

# Value for Money & Budget

	2013 Result	2010 Result	Improvement
<b>Agreement that Sevenoaks District Council provides value for money</b>	<b>58%</b>	<b>50%</b>	<b>+ 8%</b>
<b>New opportunities to work in partnership</b>	<b>91%</b>	<b>Not available</b>	<b>-</b>
<b>Invest money and resources to generate income to help fund services</b>	<b>85%</b>	<b>Not available</b>	<b>-</b>
<b>Continue to look for efficiency savings</b>	<b>84%</b>	<b>Not available</b>	<b>-</b>
<b>Charges for services should at least cover costs</b>	<b>79%</b>	<b>Not available</b>	<b>-</b>
<b>Council tax should increase to protect services</b>	<b>27%</b>	<b>Not available</b>	<b>-</b>

# Communications

	2013 Result	2010 Result	Improvement
<b>The Council keeps residents informed about services</b>	<b>71%</b>	<b>64%</b>	<b>+ 7%</b>

## Communications produced by the Council seen in the last 6 months

	2013 Result	2010 Result	Improvement
<b>In Shape magazine</b>	<b>73%</b>	<b>69%</b>	<b>+ 4%</b>
<b>Council website</b>	<b>44%</b>	<b>36%</b>	<b>+ 8%</b>
<b>Social Media</b>	<b>4%</b>	<b>Not available</b>	<b>-</b>
<b>Leaflets</b>	<b>1%</b>	<b>Not available</b>	<b>-</b>

# In Shape Magazine

In Shape...	2013 Result
... is easy to read	<b>97%</b>
... is well produced	<b>96%</b>
... keeps me informed about the Council's work and local services	<b>91%</b>
... informs me of Council activities I had not previously heard about	<b>88%</b>
... tells me about the Council's future plans	<b>88%</b>
... is good value for money	<b>86%</b>

**Of those that have read In Shape in the last 6 months:**

- **91% said they were satisfied with the way the Council run things (3% higher than the overall result); and**
- **67% feel the Council provides good value for money (9% higher than the overall result).**

# Sources of Information

**Residents find out information about Sevenoaks District Council from:**

	2013 Result	2010 Result	Change
<b>Council website</b>	<b>44%</b>	<b>35%</b>	<b>+ 9%</b>
<b>In Shape</b>	<b>41%</b>	<b>67%</b>	<b>- 26%</b>
<b>Local Newspapers</b>	<b>24%</b>	<b>68%</b>	<b>- 44%</b>
<b>Leaflets</b>	<b>23%</b>	<b>53%</b>	<b>- 30%</b>
<b>Friends &amp; Neighbours</b>	<b>22%</b>	<b>47%</b>	<b>- 25%</b>
<b>Town &amp; Parish Council newsletters</b>	<b>20%</b>	<b>Not available</b>	<b>-</b>

**Residents first preference for finding out about the Council:**

	2013 Result	2010 Result	Change
<b>Council website</b>	<b>42%</b>	<b>37%</b>	<b>+ 5%</b>
<b>In Shape</b>	<b>22%</b>	<b>35%</b>	<b>- 13%</b>
<b>Contact with Council staff</b>	<b>10%</b>	<b>11%</b>	<b>- 1%</b>



# Local & Social Media

## Local Newspapers read in the last month:

	2013 Result
<b>Sevenoaks Chronicle</b>	<b>38%</b>
<b>The Vine Magazine</b>	<b>19%</b>
<b>News Shopper</b>	<b>17%</b>

## Popular Social Media platforms:

	2013 Result
<b>YouTube</b>	<b>57%</b>
<b>Facebook</b>	<b>48%</b>
<b>Google +</b>	<b>32%</b>
<b>LinkedIn</b>	<b>22%</b>
<b>Twitter</b>	<b>16%</b>

# Summary

	2013 Result	2010 Result	Improvement
<b>The Council keeps residents informed about services</b>	<b>71%</b>	<b>64%</b>	<b>+ 7%</b>
<b>Agreement that Sevenoaks District Council provides value for money</b>	<b>58%</b>	<b>50%</b>	<b>+ 8%</b>
<b>Satisfaction with the way Sevenoaks District Council runs things</b>	<b>88%</b>	<b>70%</b>	<b>+ 18%</b>
<b>Trust in the Council</b>	<b>80%</b>	<b>Not available</b>	<b>-</b>