

2013 Residents Survey

Information provision & Media

Respondents found information about Sevenoaks District Council from:

	2013 survey	2010 survey
Council website	44%	35%
In Shape - the Council's magazine	41%	67%
Local newspapers	24%	68%
Leaflets	23%	53%
Friends, neighbours and relations	22%	47%
Town or Parish Council newsletter	20%	Not available
Contact with Council staff	15%	26%
Leaflet that comes with the council tax bill	14%	47%
Radio	8%	19%
Posters	8%	Not available
Television	6%	16%
National newspapers	6%	19%
Councillors	5%	10%
Residents' Association/community group	5%	25%
Public meetings	3%	13%
Social media (Facebook and Twitter)	1%	Not available
Other	4%	5%

Respondents' first choice communication channel to find out about what Sevenoaks District Council is doing:

	2013 survey	2010 survey
Council website	42%	37%
In Shape - the Council's magazine	22%	35%
Contact with Council staff	10%	11%
Leaflets	6%	27%
Leaflet that comes with the council tax bill	5%	5%
Town or Parish Council newsletter	5%	Not available
Local newspapers	4%	46%
Social media (Facebook and Twitter)	1%	Not available
Friends, neighbours and relations	1%	5%
Television	1%	3%

Media

How the media has viewed Sevenoaks District Council in the last few months:

	2013 survey	2010 survey
Positively	44%	34%
Negatively	7%	13%
Neither positively nor negatively	48%	54%

Local newspaper read in the last month:

	2013 survey
County Border News	8%
Dartford or Gravesend Messenger	9%
Dartford and Swanley News Shopper	17%
The Reporter	2%
Edenbridge Chronicle	9%
Kent and Sussex Courier	7%
Kent on Sunday	9%
Sevenoaks Chronicle	38%
The Vine Magazine	19%

National daily newspapers read in the last seven days:

- Daily Mail, 25%
- The Sun, 18%
- Daily Telegraph, 14%
- The Times, 13%
- Guardian, 7%
- The Mirror, 6%
- Daily Express, 5%
- Metro, 5%
- London Evening Standard, 4%
- Daily Star, 3%
- The I, 2%
- Independent, 2%
- Financial Times, 1%
- Other, 1%
- Do not read a national newspaper, 31%

News programmes watched in the last seven days:

- BBC1 national news, 59%
- BBC South East Today, 42%
- ITV1 national news, 22%
- BBC London, 18%
- Sky News, 16%
- ITV London, 15%
- Channel Four News, 12%
- BBC News 24, 9%
- ITV Meridian News, 9%
- Newsnight, 7%
- Daybreak (GMTV News), 4%
- Five News, 4%
- Other news programmes, 4%
- None of these, 13%

Radio stations listened to in the last seven days:

- BBC Radio 4, 25%
- BBC Radio 2, 18%
- BBC Radio Kent, 18%
- Heart, 14%
- Magic, 14%
- BBC Radio 1, 13%
- Capital, 13%
- Kiss FM, 13%
- Absolute Radio, 9%
- Classic FM, 8%
- BBC Radio 3, 7%
- BBC Radio 5 Live, 7%
- KMFM, 6%
- LBC, 4%
- XFM, 3%
- Smooth, 2%
- Talk Sport, 2%
- BBC Radio 1xtra, 1%
- BBC Radio 6, 1%
- Other, 5%
- None of these, 14%

Internet and smartphones

Internet and smartphones use in the District:

- Wireless broadband at home, 81%
- Internet at work, place of study or elsewhere, 53%
- iPhone, 34%
- Android phone, 21%
- Other broadband at home, 16%
- Other internet enabled /smartphone, 17%
- Other mobile phone, 3%
- None of these, 2%

Use of social media

Social media use in the District:

- YouTube, 57%
- Facebook, 48%
- Google + (Google plus), 32%
- LinkedIn, 22%
- Twitter, 16%
- Instagram, 12%
- Pinterest, 5%
- Other Social Media Site, 2%
- None of these, 23%