

# Research Report



## Residents' Survey 2019

Prepared for: Arun District Council

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**Prepared for: Arun District Council**

**Prepared by: Shona MacAskill and Steve Handley**

**Date: August 2019**

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# 1 Introduction

## 1.1 Background and method

In 2019 Arun District Council commissioned BMG to undertake research in order to understand the residents' views on their local area and their perception of, and satisfaction with, Arun District Council. The research was conducted in June and July, with a randomly sampled postal survey of Arun residents. This report summarises the findings.

## 1.2 Methodology

Using the Royal Mail's Postal Address File (the most complete source of residential addresses available), 1,800 addresses were selected at random across the district to receive a short questionnaire by post. The distribution of the selected addresses was checked against ward population data to ensure that the sample selection was spatially representative. Mid way through the survey period, any address that had not returned a survey to BMG Research was sent a reminder letter and a fresh version of the questionnaire in order to maximise the response rate. Overall, 579 questionnaires were completed and returned to BMG, representing a total response rate of 32%.

Prior to 2016, resident views were collected via the Council's Wavelength residents' panel. However, with this panel having reached the end of its lifecycle in 2015, a randomly sampled postal survey has been used to generate updated scores from 2016 onwards. This difference in sampling should be noted when comparing the latest findings against pre-2016 results, but self-completion postal surveys were used both here and as part of Wavelength, allowing year on year comparability.

A sample of 579 is subject to a maximum standard error of  $\pm 4.07\%$  at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that if a census of Arun residents had been conducted and the whole population had responded, the actual figure would lie between 45.93% and 54.07% respectively.

The data collected has been subsequently weighted by area and, within each area, by age and gender. The exact profile of the data prior to weighting and after weighting can be reviewed in the profile summary within the final section of this written report.

### 1.3 Report contents and analysis

This report outlines the findings from the research into experiences of living in Arun, and perceptions of the Council. Where possible these findings are contextualised within the Priority Themes contained within the Corporate Plan 2018-2022.

Throughout the data report, area analysis has been used. Wards have been grouped together into the three areas shown in Table 1.

**Table 1: Area definitions**

<b>WESTERN</b>	<b>EASTERN</b>	<b>DOWNLAND</b>
<b>Aldwick East</b>	<b>Beach</b>	<b>Angmering and Findon</b>
<b>Aldwick West</b>	<b>Brookfield</b>	<b>Arundel and Walberton</b>
<b>Bersted</b>	<b>Courtwick with Toddington</b>	<b>Barnham</b>
<b>Felpham East</b>	<b>East Preston</b>	<b>Yapton</b>
<b>Felpham West</b>	<b>Ferring</b>	
<b>Hotham</b>	<b>River</b>	
<b>Marine</b>	<b>Rustington East</b>	
<b>Middleton-on-Sea</b>	<b>Rustington West</b>	
<b>Orchard</b>		
<b>Pagham</b>		
<b>Pevensey</b>		

Throughout this report the word significant is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies 'real differences' (i.e. differences that would occur if we were able to interview all residents in Arun rather than just a sample). Within tables in this report, all figures highlighted are significantly higher (green) or lower (red) compared to the total.

The data in the report is benchmarked against the Local Government Association's national public polls on resident satisfaction with local councils. This benchmarking is included wherever consistent question wording was used to allow for the comparison with a national dataset. These surveys are conducted every four months, and the data used for benchmarking in this report is from the latest survey which took place between 14<sup>th</sup> and 17<sup>th</sup> February. The Local Government Association February survey consists of data from a representative random sample of 1,001 British adults (aged 18 or over). It is important to note that the LGA polling was carried out by telephone, rather than the postal methodology used for this research. There may a difference in the findings produced by the self-completion methodology used in this research (i.e., postal or online) compared to an interview administered survey on the phone, as used by the Local Government Association. Self-completion surveys can produce less inhibited, more critical responses. The impact of this on the findings, if any, cannot be quantified, but should be considered when comparing the datasets. Throughout the report, data

from the February wave of the Local Government Association's national public polls is referred to as the "LGA Benchmark."

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

In keeping with previous surveys, the responses are shown as a percentage out of all the surveys received, even where certain questions were not answered by individual residents. Therefore, the sample size for all 2019 data included in the report is 579, and the responses may not always sum to 100%.

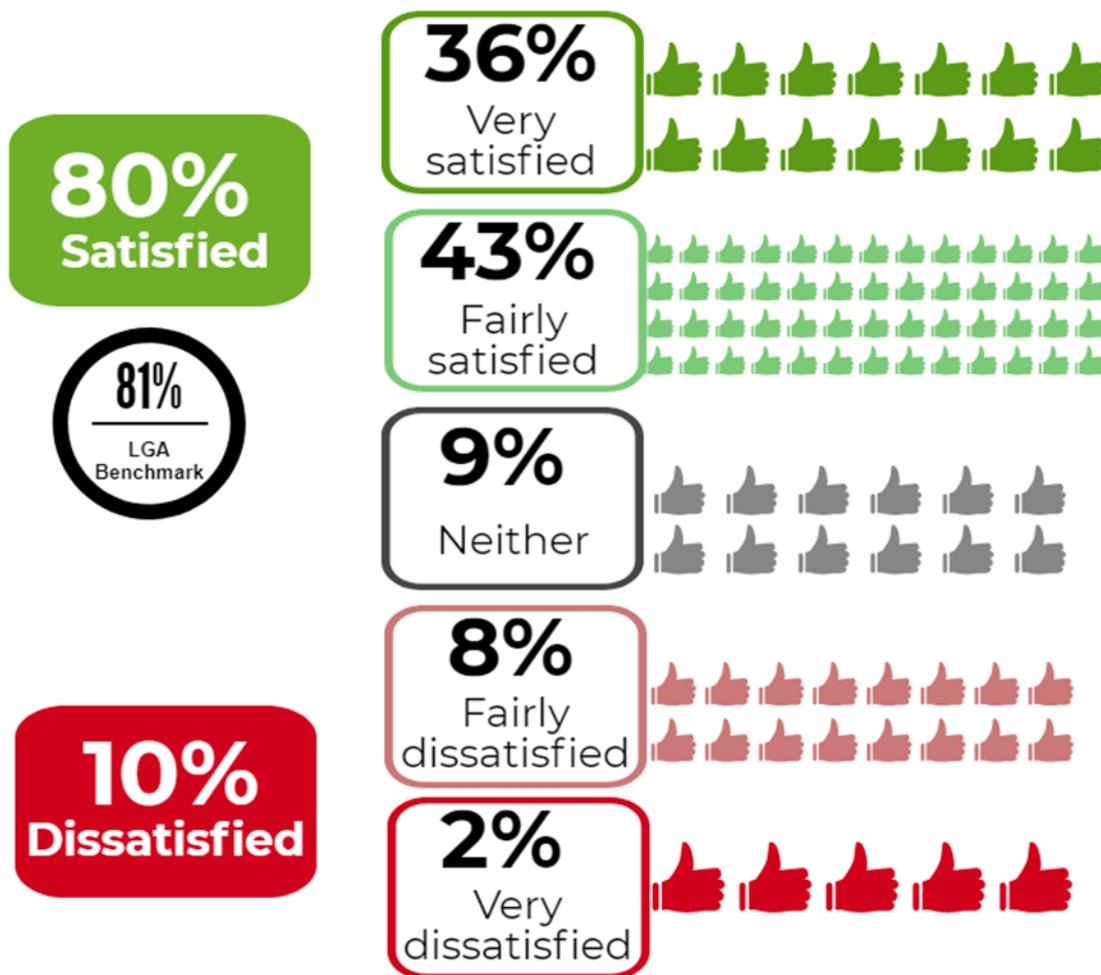
## 2 Living in Arun District

To understand the everyday experiences of residents in Arun, they were asked about their perceptions of their local area. This is important context in which to view their satisfaction with the Council, as this tends to inform it. Understanding residents' experiences of their local area can also be used to instruct Council decisions regarding services and resources. Therefore, Arun residents were asked, "Overall, how satisfied or dissatisfied are you with your local area as a place to live?"

### 2.1 Overall satisfaction

Satisfaction levels are high, with 80% percent of residents saying they are either very satisfied or fairly satisfied with their local area (15-20 minutes walking distance of their home) as a place to live. This is on a par with the LGA benchmark. Of those who are satisfied, nearly half (46%) are very satisfied (which is 36% of all sampled residents). Among those aged 65 or over satisfaction is significantly higher, at 84%.

**Figure 1: Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses: 579)**



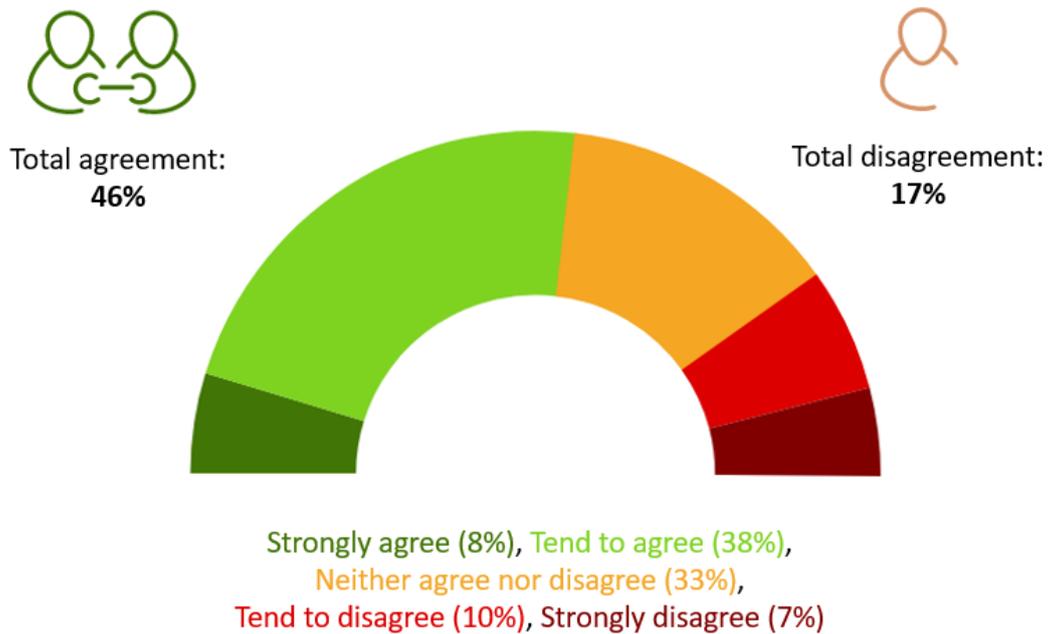
Satisfaction levels are above or around the LGA benchmark for residents in the Eastern region (82%) and the Downland region (86%). However, in the Western region satisfaction is significantly lower at 75%, driven by the highest levels of dissatisfaction across the regions (14%). The data suggest satisfaction with cleanliness may be contributing to weaker satisfaction in this area. Those who are satisfied with the cleanliness of the district are significantly more likely to be satisfied with the area as a place to live (with satisfaction at 94%). Of those who are not satisfied with the overall cleanliness only 37% are satisfied with their local area. The data shows that Western residents are significantly less satisfied with the cleanliness of town or village shopping areas and public toilets, and significantly more likely to think that rubbish and litter lying around are an issue. This is outlined in more detail below.

## 2.2 Community Cohesion

To understand more about residents' daily lives, they were asked whether they agree that their local area is a place where people from different backgrounds get on well together. Slightly under half of residents (46%) agree. It may be worth noting that 13% of residents did not know, citing there are too few people in the local area to answer, that everyone in their area is of the same background, or did not answer the question. If we remove these residents, 53% of residents agree that people from different backgrounds get on well in their local area.

Nonetheless, there may be an opportunity for the Council and its partners to improve the sense of community cohesion with future initiatives if they are possible, as currently residents are fairly ambivalent to the statement. Twenty three percent hold no opinion, and the majority of those who agree, said they tend to agree (only 8% agree strongly). However, with 17% of residents disagreeing, this ambivalence underscores why social cohesion is not a priority for the Council, but should be something to be monitored. Disagreement is higher among those aged under 45 (25% cf. 17% at a total resident level and 7% among the over 65s), and Western residents (24% cf. 9% among Downland residents and 14% among Eastern residents).

**Figure 2: Q7. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (All responses: 579**

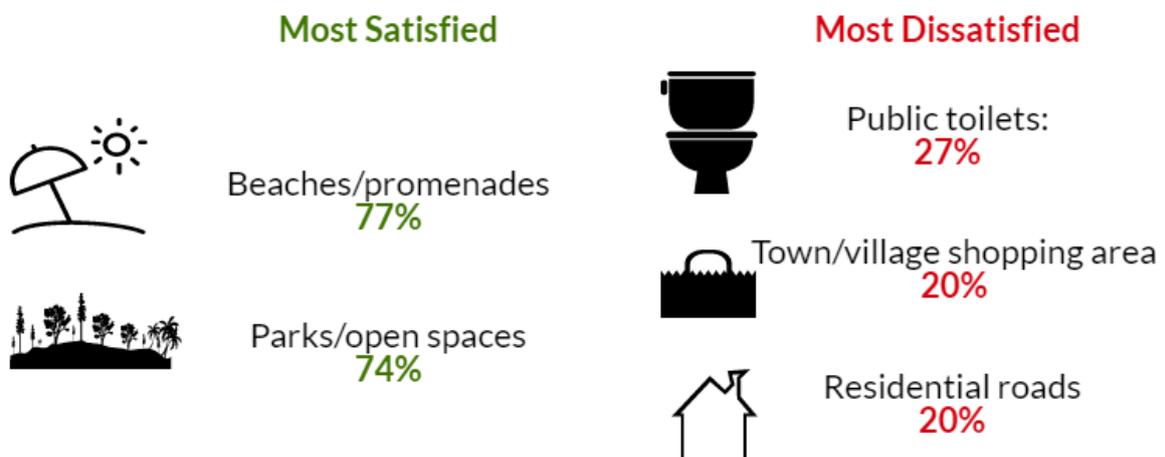


### 2.3 Cleanliness of Arun District

Customer satisfaction with the cleanliness of the district is of crucial importance to the Council. As part of the Council’s Corporate Plan for 2018-2022 it has sought to improve satisfaction with the cleanliness of the district by delivering the best services possible in this regard. Residents were therefore asked about their levels of satisfaction with the cleanliness of the places that the Councils has responsibility for.

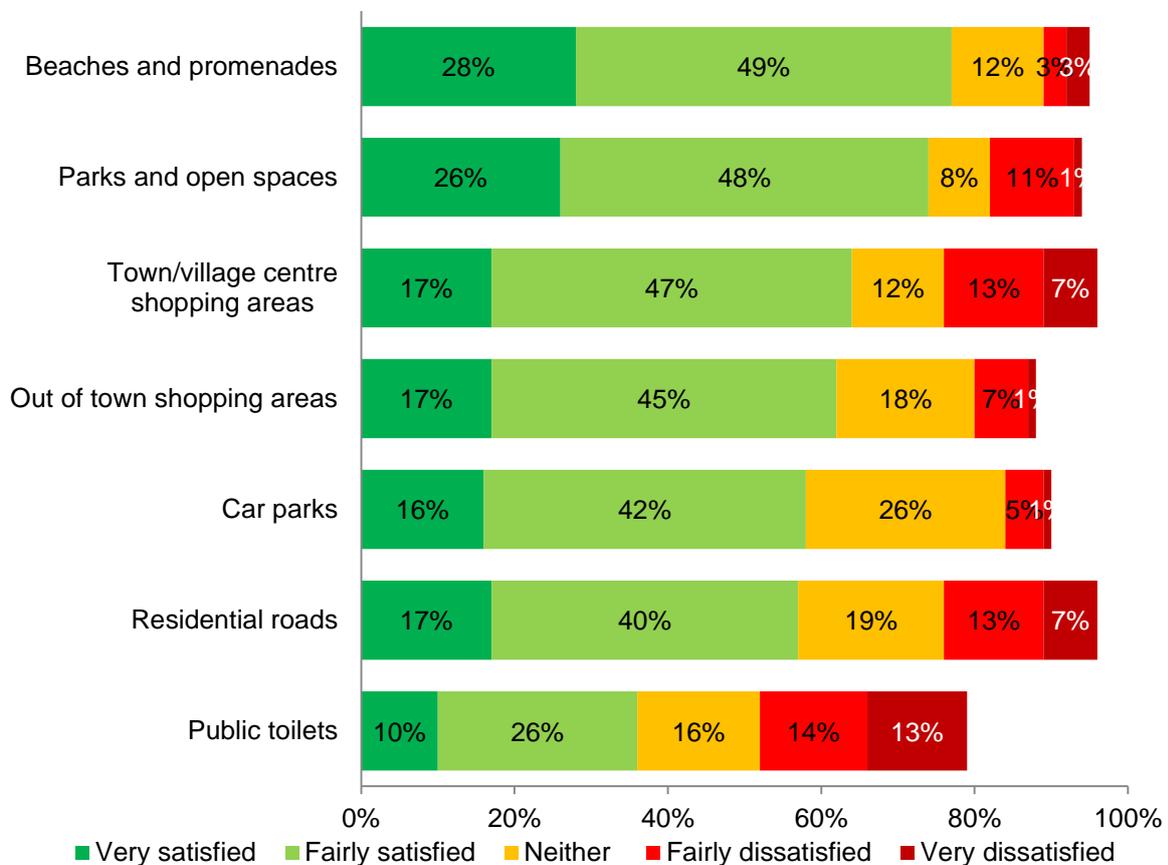
Notably, there are high levels of satisfaction with the cleanliness of beaches/promenades (77%) and parks (74%).

#### Areas with Highest levels of Satisfaction and Dissatisfaction



When we break down the levels of satisfaction further, the data shows that 28% and 26% of residents are very satisfied with beaches/promenades and parks, whilst half of residents say they tend to be satisfied. Satisfaction with both out of town and in town shopping areas is at a similar level (62% and 65% respectively). However, dissatisfaction with cleanliness of shopping areas in towns (20%) is double the level felt towards those out of town (9%). Public toilets are identified as the place with the highest levels of dissatisfaction (27%), which is only 9-percentage points lower than the proportion of residents who are satisfied with them.

**Figure 3: Q10. How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? (All responses: 579. Non-responses excluded from chart)**



Although satisfaction with the cleanliness of public toilets is low, this has seen the greatest increase since 2018, having improved by 11-percentage points. Satisfaction with the cleanliness of the beaches has also grown (by 10-percentage points), and following this growth, beaches and promenades are considered to have more satisfactory cleanliness than parks and open spaces for the first time since tracking began. The success of the Council’s plan to improve residents’ perception of the cleanliness of the district is evident in the data when we take a longer-term view, as satisfaction has been maintained or increased over the past year. For beaches, residential roads and public toilets this growth is statistically significant. This reverses a

drop-off in satisfaction scores seen in 2018 across all places except out of town shopping areas.

**Figure 4: Q10. How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? Overtime**



Base sizes vary

In the below table, showing satisfaction with cleanliness over time, green indicates a significant growth, and red indicates a significant decrease.

Cleanliness of...	Proportion satisfied						
	2013	2014	2015	2016	2017	2018	2019
<b>Parks and open spaces</b>	75%	72%	76%	79%	73%	70%	74%
<b>Beaches and promenades</b>	69%	70%	71%	68%	74%	67%	77%
<b>Town/village centre shopping areas</b>	66%	63%	67%	68%	69%	62%	65%
<b>Out of town shopping areas</b>	62%	62%	61%	65%	62%	62%	62%
<b>Car parks</b>	58%	63%	62%	64%	60%	55%	58%
<b>Residential roads</b>	54%	59%	57%	56%	54%	50%	57%
<b>Public toilets</b>	34%	36%	34%	34%	29%	25%	36%

The high levels of satisfaction with beaches are evidenced across all demographics, with satisfaction levels only dipping in Downland (65%, perhaps driven by geographical factors). Looking at satisfaction with cleanliness in other places, the data evidences some variation. As mentioned above, satisfaction with the local area is strongest among the over 65s, and this is mirrored in the satisfaction with cleanliness scores among this age group, especially for parks and in town shopping centres. Satisfaction with cleanliness overall tends to be higher in Eastern regions. Residents in Western areas tend to have lower levels of satisfaction with in town shopping areas (53% cf. 65% for all residents) and public toilets (26% cf. 36% for all residents). Therefore, as the Council prioritises the improvement of cleanliness there may be benefits to allocating resources in Western areas where possible. However, it should be noted that residents were asked about their satisfaction with these places across Arun district as a whole, so are likely to be considering places outside of their immediate neighbourhoods.

The below table shows the variation by area and age, with scores significantly higher than the total marked in green, and scores significantly lower marked in red.

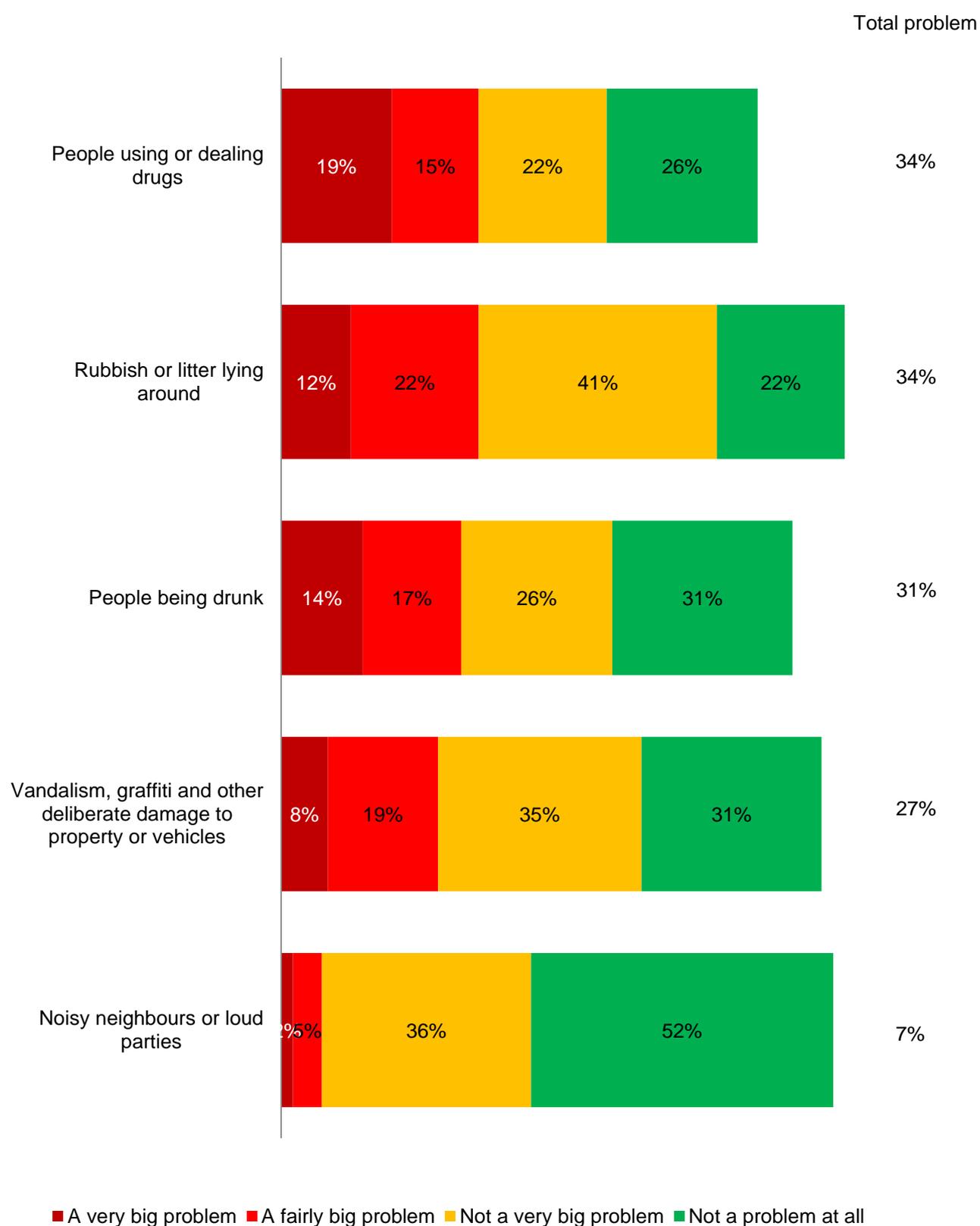
### Satisfaction with Cleanliness by Age and Location

	Total	Age			Area		
		18-44	45-64	65+	Downland	Western	Eastern
<b>Parks and open spaces</b>	<b>74%</b>	75%	72%	80%	68%	75%	77%
<b>Beaches and promenades</b>	<b>77%</b>	82%	75%	75%	65%	79%	81%
<b>Town/village centre shopping areas</b>	<b>65%</b>	59%	60%	76%	72%	53%	75%
<b>Out of town shopping areas</b>	<b>62%</b>	70%	57%	63%	68%	65%	54%
<b>Car parks</b>	<b>58%</b>	56%	60%	62%	54%	55%	64%
<b>Residential roads</b>	<b>57%</b>	60%	54%	61%	55%	57%	58%
<b>Public toilets</b>	<b>36%</b>	34%	33%	41%	36%	26%	49%
<b>Unweighted sample bases</b>	<b>579</b>	53	164	333	106	250	233

## 2.4 Problem behaviours in Arun

As well as being asked their views on the cleanliness of the area, residents were asked whether any anti-social behaviours are a problem. The most prominent issues to be identified is people using or dealing drugs, which 32% of residents think is a problem, and nearly one in five (19%) think is a serious problem, and rubbish or litter, which 34% of residents feel is a problem. Drunkenness is also identified as a problem relatively commonly by residents (31% of residents said this), followed by graffiti and vandalism (27%). However, there is no evidence of noisy neighbours or parties being an issue. Where noisy neighbours or parties are seen as a problem, there is a higher tendency for this to be in Downland, where 14% of residents said this is a problem.

**Figure 5: Q8. Thinking about this local area, how much of a problem do you think each of the following are? (All responses: 579)**



Residents in Western areas are significantly more likely to think that all the anti-social behaviours are a problem, with the exception of noisy neighbours or parties.

- 41% of Western residents said litter is a problem (cf. 34% of total residents). In Bognor Regis this figure is also higher, at 54%.
- 32% said vandalism or property damage is a problem (cf. 27% of total residents).
- 47% said drug use or dealing is a problem (cf. 34% of total residents).
- 37% said drunkenness is a problem (cf. 31% of total residents).

There is also variation by area regarding the issues more commonly identified as a problem by residents:

**Issue Most Commonly Identified as an Issues by Area**

**Downland**



Rubbish/litter  
33%

**Western**



Drugs  
47%

**Eastern**



Drunkenness  
28%

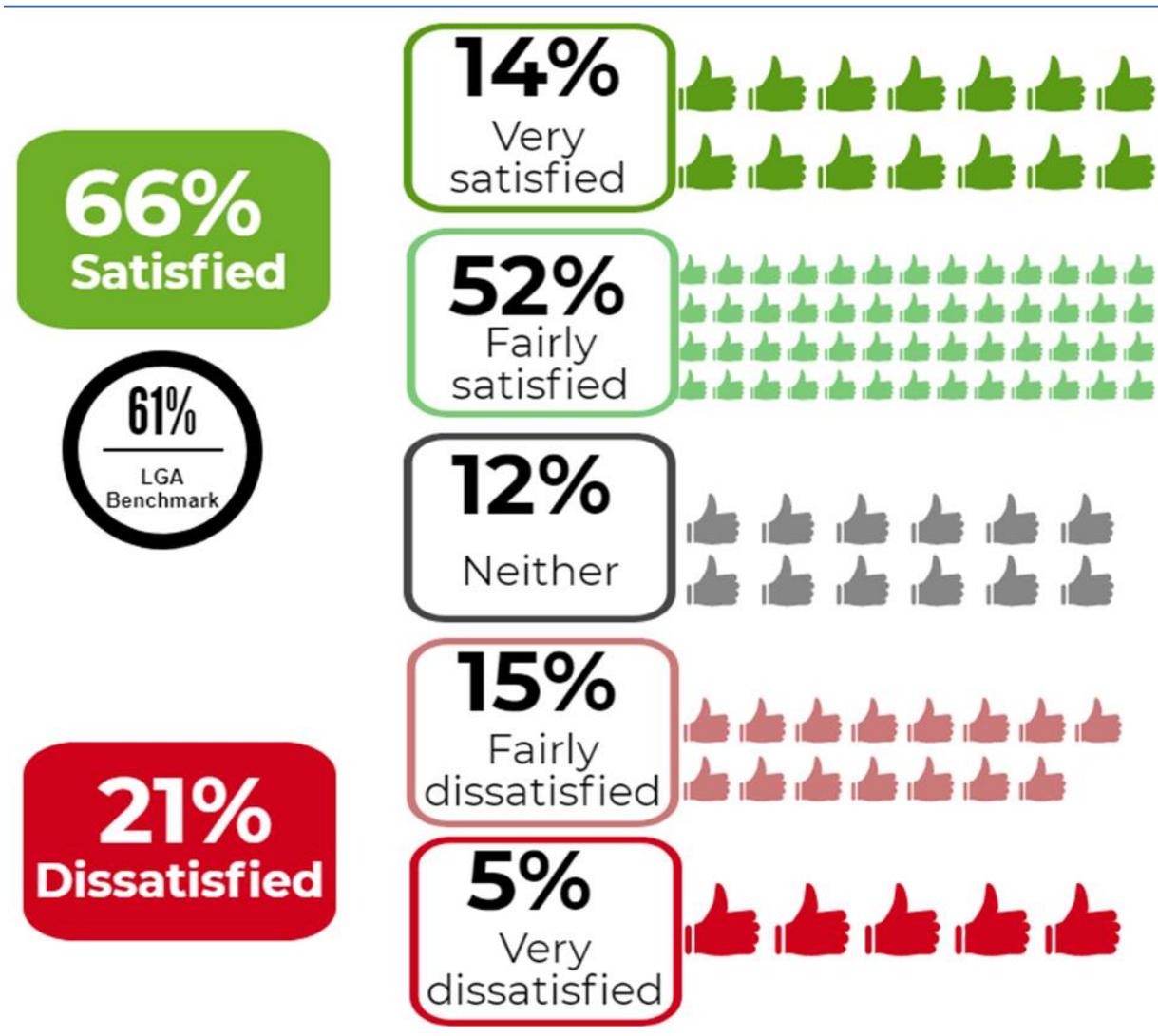
### 3 Customer satisfaction with the Council and its services

Within the broader context outlined above, the rest of this report looks at residents' perception of the Council and its services. Initially, residents were asked about their overall satisfaction with Arun District Council.

#### 3.1 Satisfaction with the way Arun District Council runs things

When asked about the way that Arun District Council runs the things that they are responsible for, 66% of residents are satisfied. Although satisfaction is somewhat muted, with 52% of residents saying they are fairly satisfied, and 14% very satisfied, this is a positive score, being slightly above the LGA Benchmark. Dissatisfaction levels are at 21%, very slightly higher than the LGA benchmark of 19%, suggesting some polarisation of views.

**Figure 6: Q2. Overall, how satisfied or dissatisfied are you with the way Arun District Council runs the things they are responsible for? (All responses: 579)**



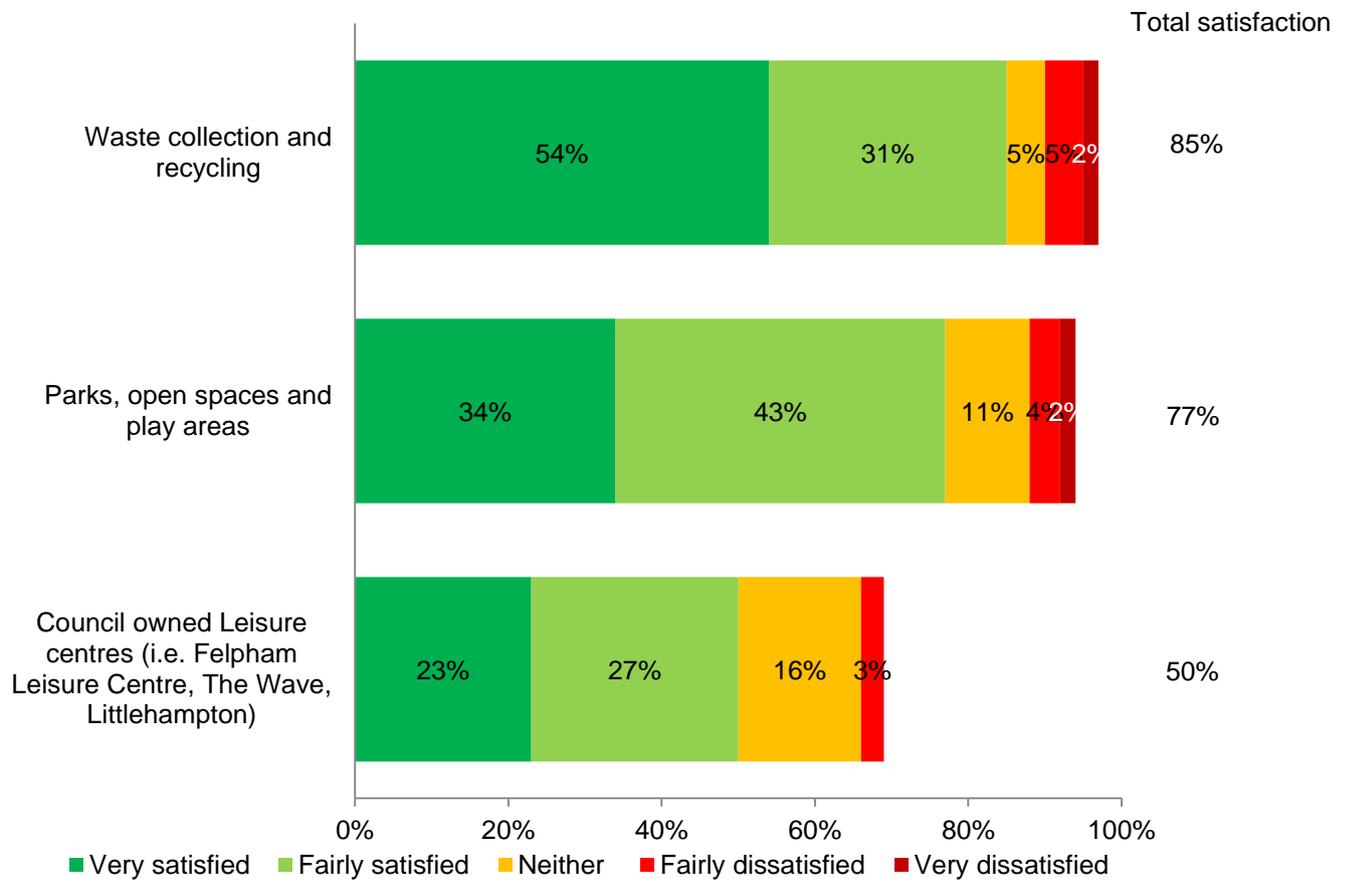
The association between the local area and the District Council in residents' minds is seen in the data in the relationship between satisfaction with the area and satisfaction with the Council. Those who are satisfied with their local area as a place to live are significantly more likely to be satisfied with the Council (78% said they are satisfied with the Council, cf. 30% of those who did not have a strong opinion about their local area, and 6% of those who are dissatisfied with it). Accordingly, over 65s have higher levels of satisfaction with the Council (71%). There is some variation by area, as only 56% of Western residents say they are satisfied, whilst 81% of Eastern residents say they are satisfied.

### **3.2 Satisfaction with specific Council services**

To understand what is driving satisfaction with the Council, residents were asked about specific services the Council offers.

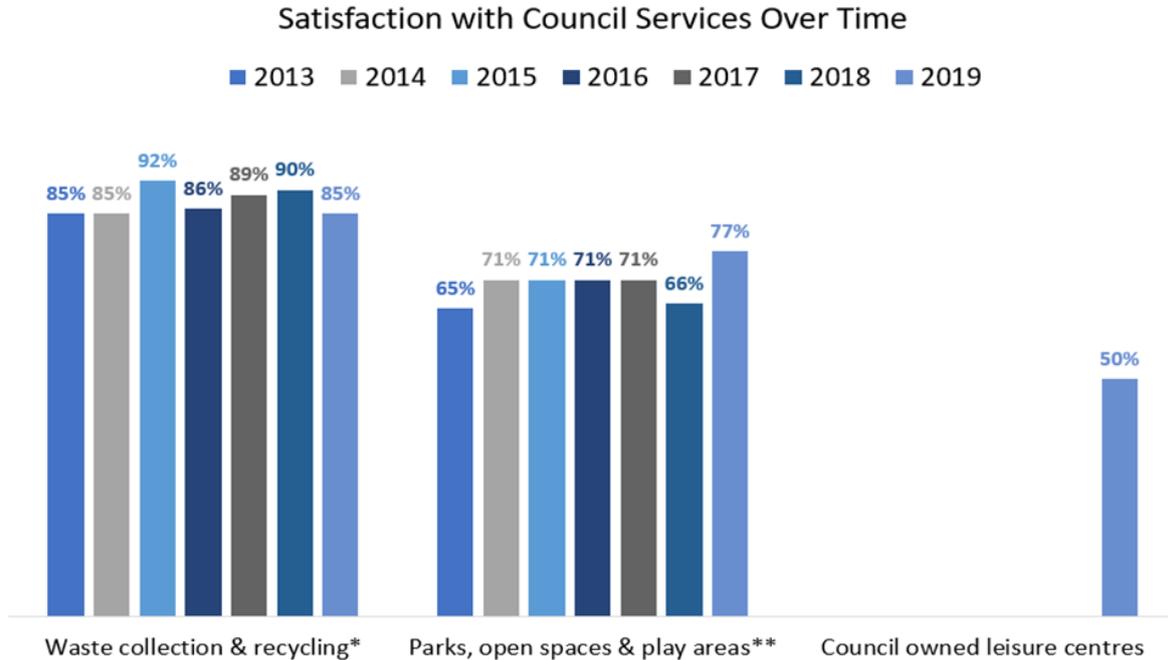
Satisfaction across services is high, especially for waste collection and recycling, a facet of the Your Future priority. Over half of residents (54%) are very satisfied with waste collection and recycling, and 85% are satisfied overall. Although not directly comparable due to differences in the wording, the closest LGA comparison, satisfaction with waste collection, is 79%, putting satisfaction with the service provided by Arun District Council significantly higher. Although Council owned leisure centres have lower levels of satisfaction, (50%) this is driven by a high proportion of residents who do not use the leisure centres and therefore have no opinion, and there are very low levels of dissatisfaction (3%). Overall, the level of satisfaction with Council services evidences successful implementation of high-quality services against the of the corporate Plan 2018-2022.

**Figure 7: Q9. The following services are provided by Arun District Council. Please indicate how satisfied or dissatisfied you are overall with Arun District Council's performance for each of them (All responses: 579)**



Moreover, looking over the longer term, the data shows that satisfaction with refuse collection has remained consistently high, although it has decreased by 5-percentage points since 2018, bringing satisfaction levels in line with those recorded in 2013 and 2014. However, satisfaction with parks has significantly increased since 2018. The growth in satisfaction recorded over the last year is significant, and put satisfaction levels at their highest point in the study to date for this service. (However, it is important to note that in 2018 the question text was “parks and open spaces.” In 2019 this changed to “park, open spaces and play areas.”)

**Figure 8: Q9. The following services are provided by Arun District Council. Please indicate how satisfied or dissatisfied you are overall with Arun District Council’s performance for each of them (All responses: base sizes vary)**



\* Text change in 2019 from refuse collection  
 \*\* Text change in 2019 from Parks and open spaces

For both waste collection and recycling and parks and open spaces, the over 65s tend to be significantly more satisfied, as the below table shows. The only other variation by age is recorded among the 18-44 age group, who are less likely to be satisfied with waste collection, compared to residents overall. The data also evidences variation in satisfaction with parks, open spaces and play areas, as residents tend to be more satisfied in Western areas and less satisfied in Downland.

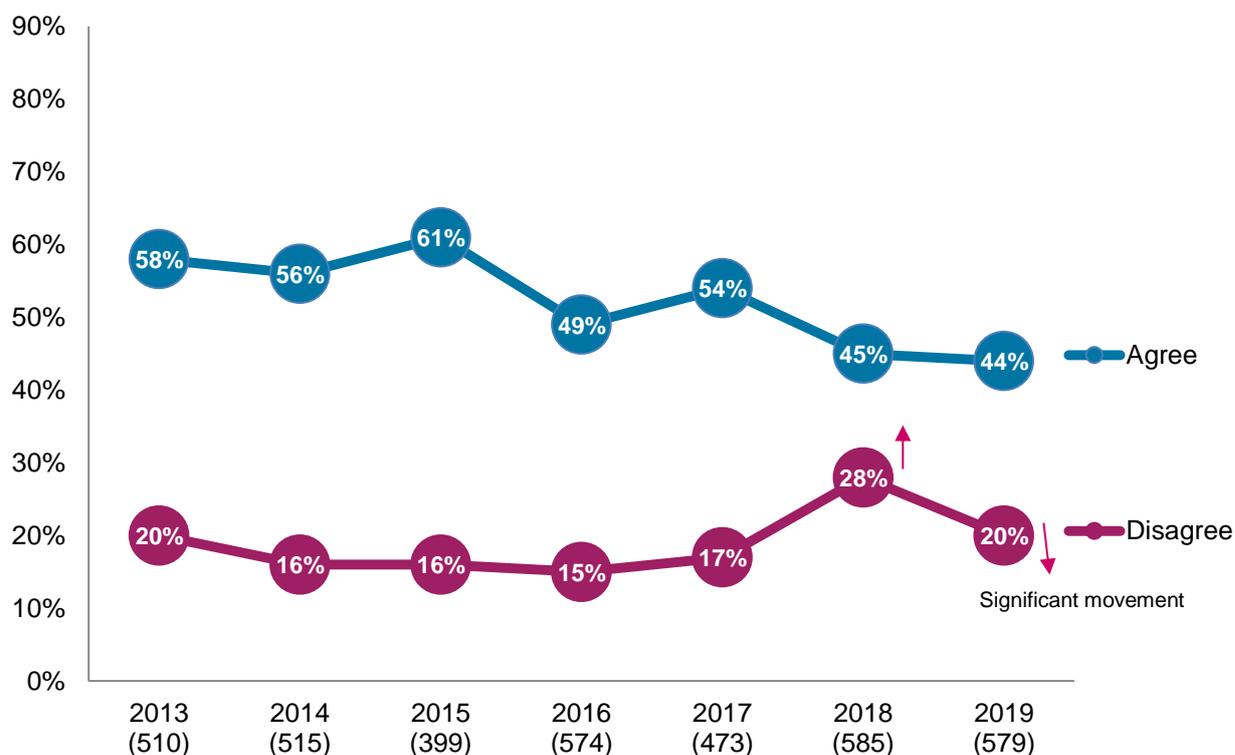
### Satisfaction with Council Services by Age and Area

	Total	Age			Area		
		18-44	45-64	65+	Downland	Western	Eastern
Waste collection and recycling	85%	78%	87%	93%	83%	86%	85%
Parks, open spaces and play areas	77%	80%	73%	82%	66%	82%	77%
Council owned Leisure centres (i.e. Felpham Leisure Centre, The Wave, Littlehampton)	50%	58%	50%	46%	48%	48%	52%
<i>Unweighted sample bases</i>	<b>579</b>	53	164	333	106	250	233

### 3.3 Value for money

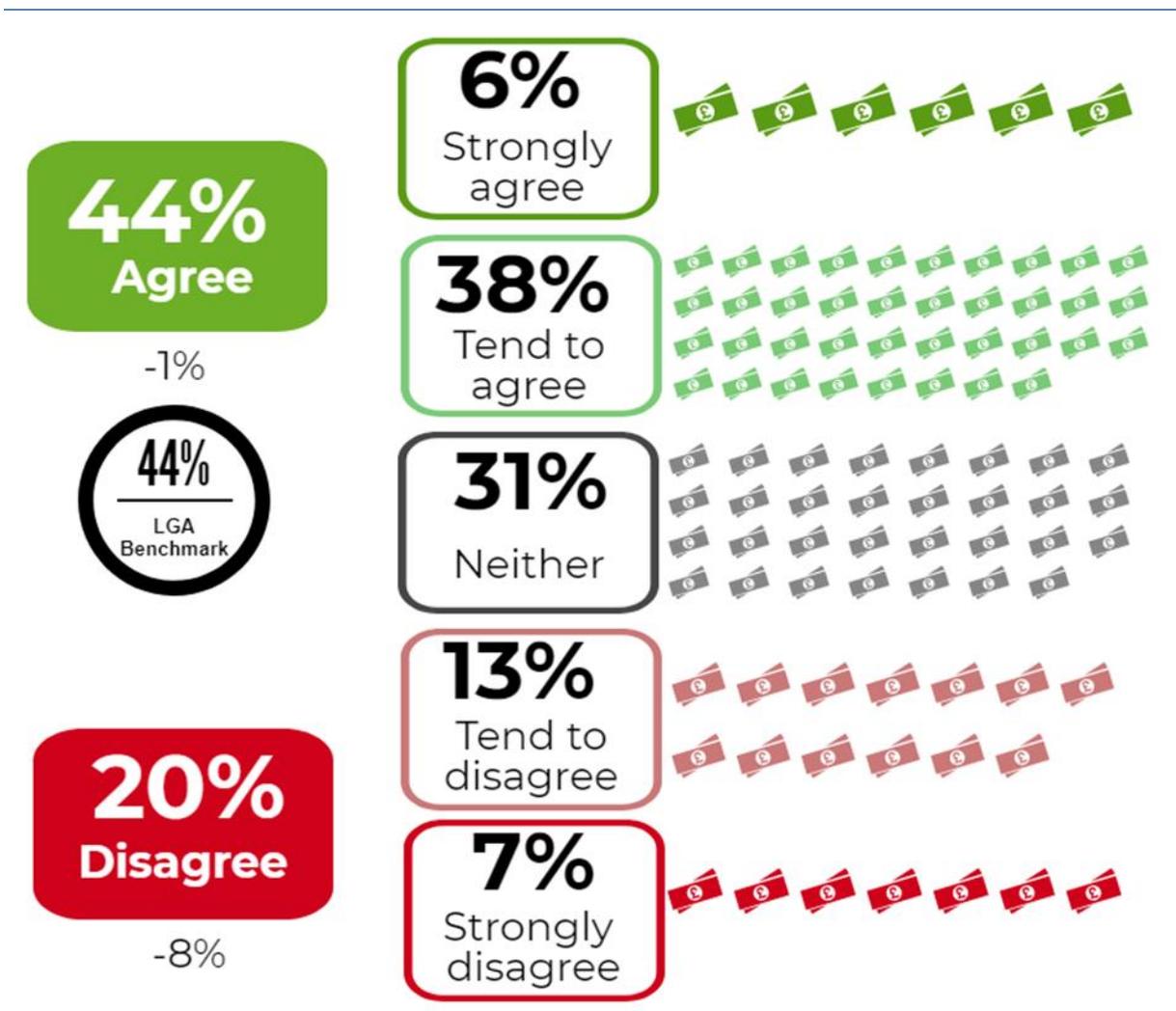
In order to gain a greater depth of understanding of residents' perceptions of Council services, respondents were asked to consider whether they feel the Council provides value for money. To frame responses to this question, all respondents were reminded that Arun's 2019/20 Council Tax is £3.49 per week for a Band D dwelling.

**Figure 9: Q3. To what extent do you agree or disagree that Arun District Council provides value for money? - Over time (Based on all responses: bases in parentheses)**



In 2019, the proportion of residents who agree that Arun District Council provides value for money is less than half, (44%) consistent with the levels recorded last year, (45%). This is exactly in line with the LGA benchmark (44%), which is consistently below the rating of other measures within the LGA study. Following a peak last year, the proportion of those who are dissatisfied with value for money has decreased again (20%), although it is still above the levels recorded between 2014 and 2017. Again, this is in line with the LGA benchmark. Before 2018 dissatisfaction tended to be lower among Arun residents than the benchmark, but for the last two years it has been on a par. (This should be used as an indicative guide to performance only, as unlike in the LGA polling, Arun residents were reminded of the Council tax level before this question).

**Figure 10: Q3. To what extent do you agree or disagree that Arun District Council provides value for money? - (All responses: 579)**



Thirty eight percent of residents said that they tended to agree that the Council provides value for money, which is 86% of all the residents who agreed with this statement to any extent. At the same time, 31% of residents do not have a strong opinion. Therefore, the data suggests high levels of ambiguity. Relatively few gave the most polarised

responses of strongly agree (6%) or strongly disagree (7%). However, the proportion of residents who strongly agree is consistent with that recorded last year, whilst the proportion of residents who strongly disagree has nearly doubled since 2018 (from 4%).

Mirroring their higher levels of satisfaction with the Council, residents aged 65 or over also tend to have higher positivity regarding value for money (55% agreement, cf. 38% among those aged under 45). By region, Eastern residents tend to have higher levels of agreement that the Council provides value for money (52%), whilst levels in Western areas agreement tends to be lower (36%).

#### Value for Money by Age and Area

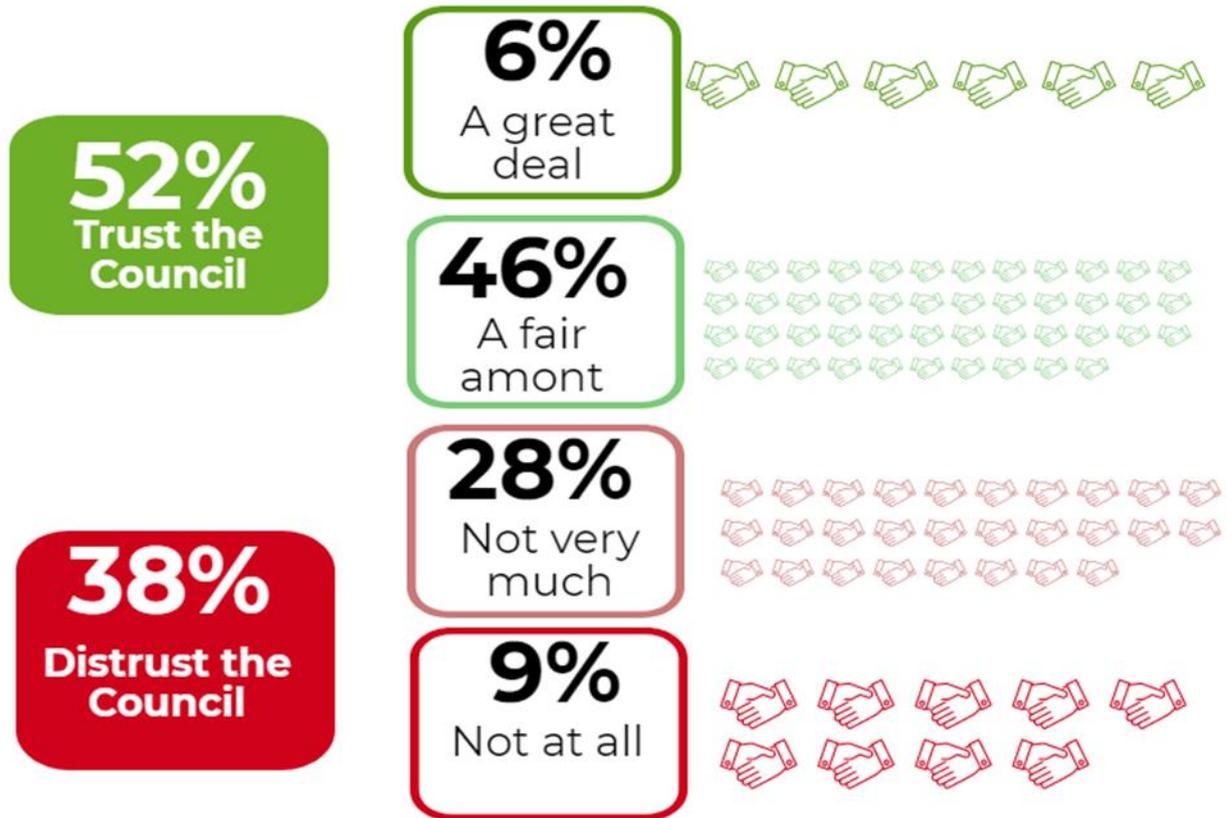
	Total	Age			Area		
		18-44	45-64	65+	Downland	Western	Eastern
<b>Value for money</b>	<b>44%</b>	38%	43%	55%	49%	36%	52%
<b>Unweighted sample bases</b>	<b>579</b>	53	164	333	106	250	233

### 3.4 Trust in the Council to make the right decision

Just over half of residents (52%) trust the Council to make the right decision. Most of those residents said they trust the Council a fair amount, 46% of all the residents surveyed. Trust in the Council to make the right decision is broadly consistent across socio-demographic categories, but is strongest among the over 65s, 62% of whom said they trusted the Council.

In a similar pattern recorded for residents' opinion on the value for money that the Council provides, relatively few gave the most polarised responses. However, slightly more say they do not trust the Council at all (9%) than say they trust it a great deal (6%).

Figure 11: Q6. How much do you trust Arun District Council to make the right decision? (All responses: 579)



Trust in the Council is highest in Eastern areas, and lowest in Western ones.

**Trust by Area**

Eastern

**65%** ↑

Significantly above total Arun

Downland

**46%**

Western

**43%** ↓

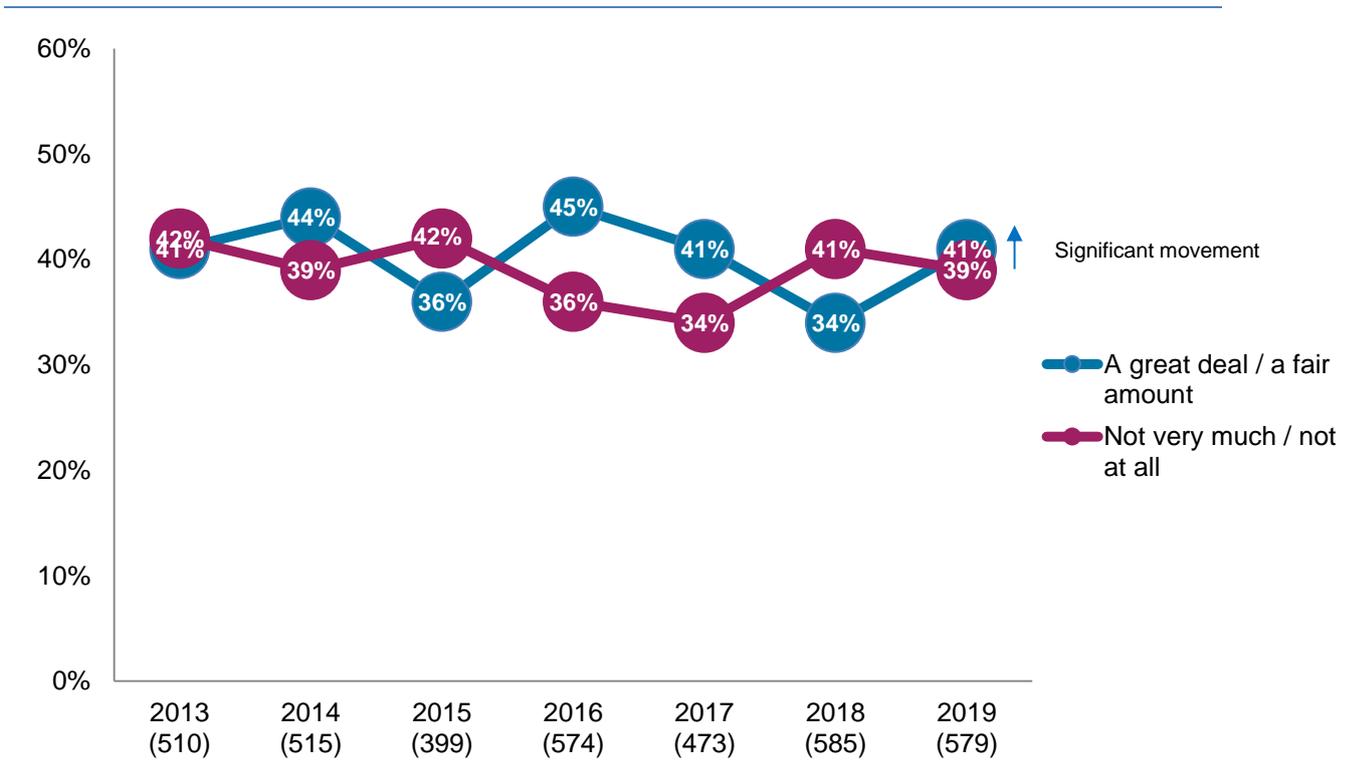
Significantly below total Arun

Residents in Western areas are the only ones to have a greater likelihood of distrusting Arun Council to make the right decision (47%) than trusting it (43%).

### 3.5 Acting on concerns

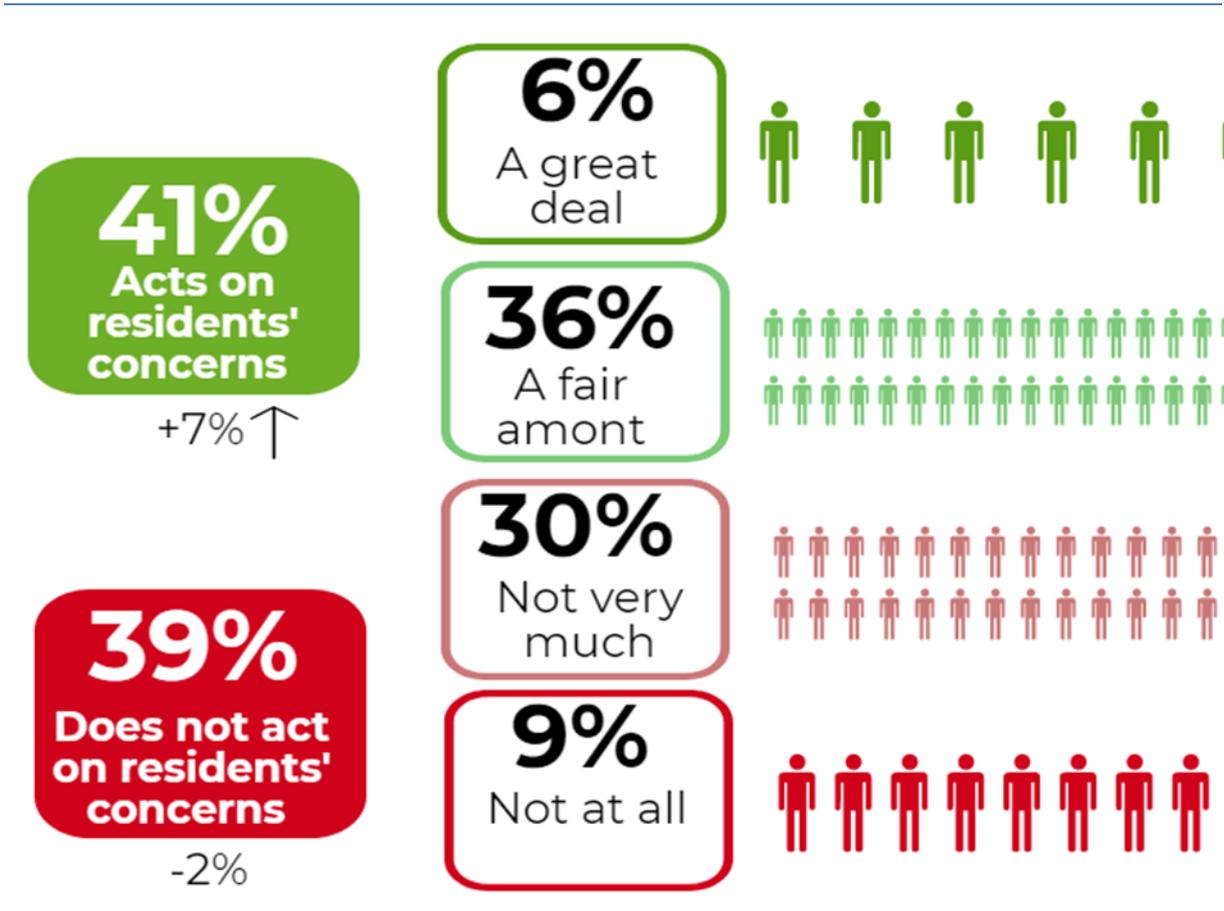
A metric that we sometimes see relating to the development of trust of the Council is the Council's responsiveness to local issues. Residents were asked whether they believe that the Council acts on residents' concerns, and 41% agree that it does. This is a significant improvement of plus 7-percentage points since last year, and puts agreement in line with that recorded in 2017. This uplift also sees agreement return to higher levels than disagreement, as disagreement has been broadly stable since last year, at 39%. However, disagreement is in line with the LGA benchmark (39%), whilst agreement that the Council acts on residents' concerns is significantly lower than the benchmark (58%).

**Figure 12: Q4. To what extent do you think Arun District Council acts on the concerns of local residents? - Over time (All responses: base in parenthesis)**



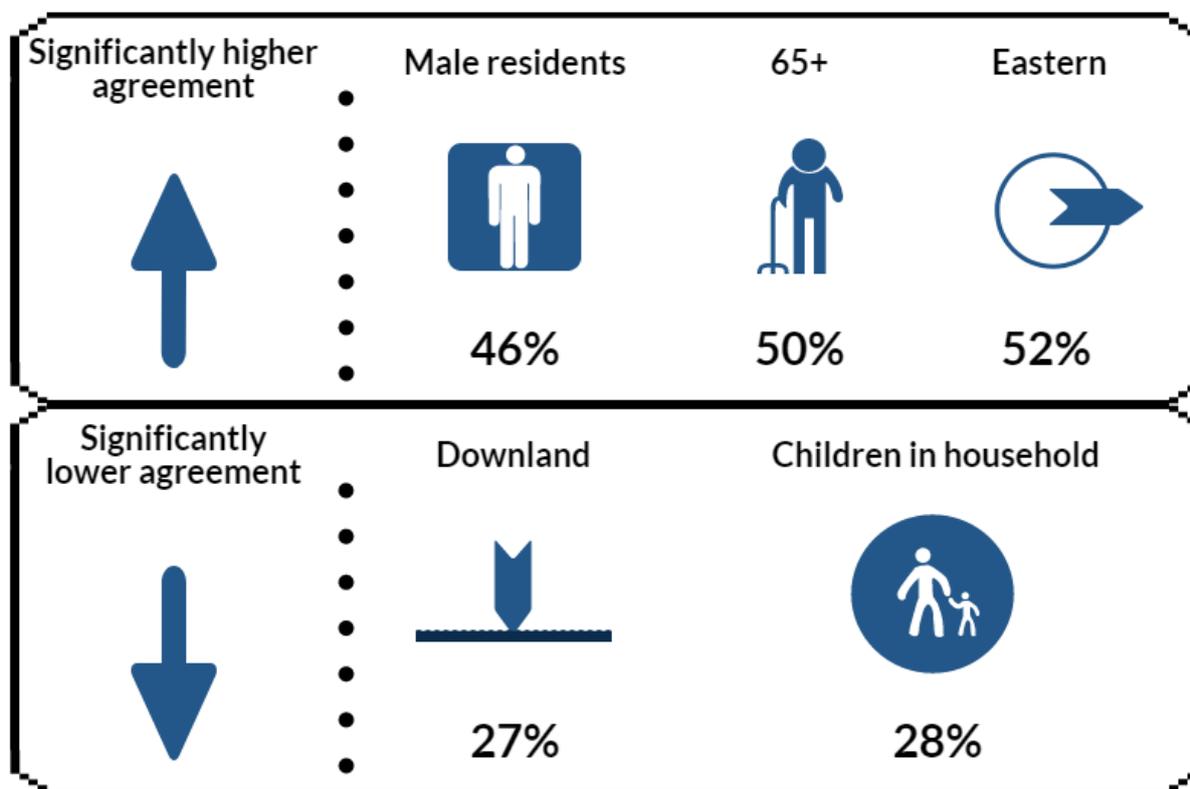
Of those who agree with this sentiment, most say they thought the Council acted on their concerns a fair amount. Only 6% say a great deal, whilst only 9% say not at all, evidencing relatively muted strength of opinions.

Figure 13: Q4. To what extent do you think Arun District Council acts on the concerns of local residents? (All responses: 579)



Agreement that the Council acts on residents' concerns is higher than average among male residents, those aged 65 or over and residents in Eastern areas. Among these demographics, agreement is approximately 50%, as the below diagram shows. On the other hand, residents who have child living in their home and residents who live in Downland are less likely to agree with the statement.

### Significant Variation in Agreement that the Council Acts on Residents' Concerns



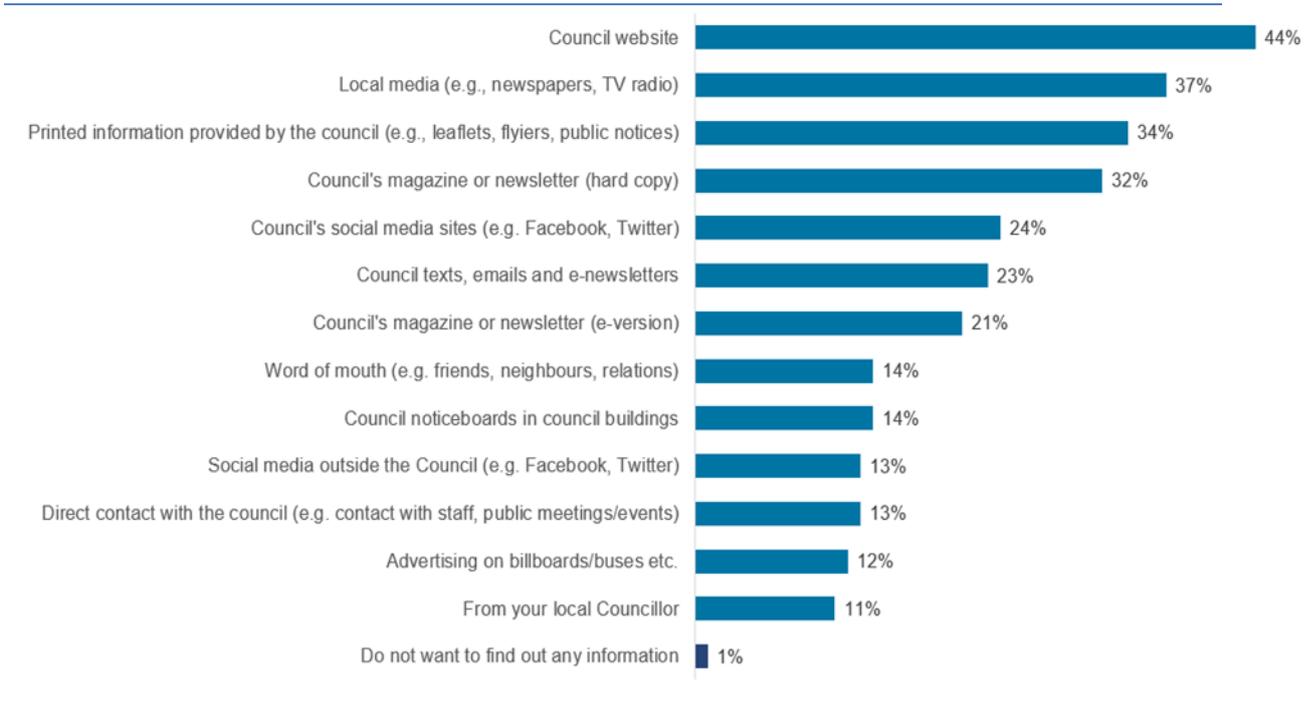
### 3.6 Residents' preferred channels to be kept informed

A second component of general satisfaction with the Council that relates to building a trusted relationship between Council and residents is whether the residents feel that they are kept informed. Therefore, to understand what channels of communication work hardest for the Council, residents were asked how they would like the Council to do this.

Slightly less than half of residents, 44%, prefer to be informed via the website. Local media, printed information and a hard copy of the Council magazine or newsletter are also indicated as being preferred options relatively commonly, selected by one in three residents or more. Conversely, word of mouth, social media, direct contact from Council, advertising and directly from Councillor are all preferred by relatively few residents.

Encouragingly, only 1% of residents said they did not want to find out any information, which suggests an appetite for communication.

**Figure 14: Q5. How would you like the Council to keep you informed?**  
 (All responses: 579)



There are some variations by demographics, primarily by age. Those under 65 are more likely to want to use the Council website (54% for 18-44s and 51% for 45-64), compared to those over 65, of whom 30% said they would want to use the website. Downland residents tend to want more direct contact with the Council, as 32% said they would want texts emails and news letters (cf. 23% of total residents), and 20% said they would want to use Council noticeboards in Council buildings (cf. 14% of total residents). People with children in the household seem to be higher user of social media, as 40% said selected the Council’s social media sites (cf. 24% of total residents), and 27% said non-Council social media (cf. 13% of total residents). However, this data is indicative only, due to the low base of 66 residents with children living a home).

## 4 Appendix 1: Sample profile

	Unweighted	Weighted
<b>Gender</b>		
Male	40%	46%
Female	57%	52%
Prefer not to say	2%	1%
Not provided	2%	1%
<b>Age</b>		
18-24	<1%	0%
25 -34	3%	21%
35 -44	6%	12%
45 -54	10%	16%
55 -64	18%	15%
65+	58%	32%
Prefer not to say	4%	3%
Not provided	1%	2%
<b>Tenure</b>		
Own outright (freehold or leasehold)	66%	47%
Buying on a mortgage	17%	28%
Rent from Arun District Council	4%	4%
Rent from a Housing Association / Trust	3%	5%
Rent from a private landlord	7%	14%
Other	1%	1%
Not provided	2%	2%
<b>Family status</b>		
Married / living with partner - with children	18%	30%
Married / living with partner - without children	38%	36%
Separated / divorced / widowed - with children	11%	8%
Separated / divorced / widowed - without children	18%	11%
Single - with children	2%	3%
Single - without children	8%	7%
Prefer not to say	5%	4%
Not provided	1%	1%
<b>Number of children aged 16 or under</b>		
None	83%	69%
One	5%	11%
Two	5%	10%
Three	1%	2%
Four	<1%	<1%
More than four	0%	0%

Prefer not to say	3%	5%
Not provided	3%	2%
<b>Length of time living in Arun</b>		
Less than 1 year	3%	7%
Between 1 and 2 years	5%	7%
Between 3 and 5 years	10%	9%
Between 6 and 10 years	11%	11%
Between 11 and 20 years	21%	18%
More than 20 years	49%	46%
Prefer not to say	1%	2%
Not provided	1%	1%
<b>Number of cars in household</b>		
None	15%	13%
One	50%	46%
Two	28%	34%
Three or more	5%	6%
Prefer not to say	1%	1%
Not provided	1%	1%
<b>Area</b>		
Western	43%	45%
Eastern	39%	35%
Downland	18%	20%
<b>Employment status</b>		
Employee full-time (30+ hours per week)	18%	34%
Employee part-time (under 30 hours per week)	8%	11%
Self-employed, full or part time	5%	7%
On a government supported training scheme	0%	0%
Unemployed and available for work	1%	0%
Permanently sick / disabled and unable to work	3%	<1%
Wholly retired from work	58%	4%
Looking after the home	3%	36%
Doing something else	<1%	4%
Prefer not to say	3%	*%
Not provided	2%	2%

## Appendix 2: Statement of terms

### **Compliance with International Standards**

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

### **Interpretation and publication of results**

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

### **Ethical practice**

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

