

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL
STATE OF THE DISTRICT SURVEY
Report July 2015

Analysis and report by

NWA Social Research

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SUMMARY OF KEY FINDINGS

1. North West Leicestershire District Council commissioned NWA Social Research to conduct a residents' satisfaction survey to enable local residents to give their views on both the Council and the District as a place to live.
2. This was principally a postal self-completion survey, sent out to a randomly selected sample of residential addresses across the District, although an on-line version of the survey was also made available via the Council's website. A total of 1,167 completed surveys were received, and the response rate was 22%

[Note that the results summarised below are calculated excluding any 'don't know' responses from the percentage bases.]

DISTRICT OF NORTH WEST LEICESTERSHIRE

3. Over half of respondents (57.1%) feel a strong sense of belonging to the District (17.5% 'very strong' and 39.6% 'fairly strong'), whilst 27.7% do not feel they belong very strongly, and 15.2% 'not at all strongly'.
4. Nearly three-quarters of respondents (71.7%) expressed overall satisfaction with North West Leicestershire as a place to live, whilst 15.9% were 'neither satisfied nor dissatisfied', and one-in-eight (12.4%) expressed dissatisfaction.
5. When asked in an open question '*What do you feel are the main strengths or assets of North West Leicestershire as a place to live?*' around two-thirds (66%) of the overall weighted sample offered comments. Most frequently mentioned as being a strength or asset was the 'countryside' or rural nature of the District (18.8%), whilst 13.4% mentioned 'transport links', 8.4% referred to the good local facilities/ amenities, 7.7% to the good location, and 5.4% to the 'residents of the area'/ good community spirit.
6. All respondents were asked if there was anything else they would like to say about living in North West Leicestershire, and 40% of the overall weighted sample made comments. One-in-eight (13%) of respondents commented on various 'services' which need improving or might be introduced in their area, whilst one-in-twenty or fewer respondents made 'negative comments'

(5.3%), comments on 'Coalville specifically' (4.5%), the 'building of new homes' (3.5%), and 'positive comments' (3.3%).

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

7. Nearly half of respondents (45.9%) were satisfied overall with the way North West Leicestershire District Council runs things, whilst 32.3% were 'neither satisfied nor dissatisfied', and 21.8% were dissatisfied.
8. Respondents were presented with five statements relating to their views on North West Leicestershire District Council and then asked to say, on balance, which of the statements comes closest to how they feel about the Council. Nearly a third of respondents (30.8%) said that they speak positively about the Council (3.0% 'speak positively without being asked' and 27.8% 'speak positively if I am asked about it'), whilst conversely 24.3% said that they speak negatively about the Council (6.7% 'speak negatively without being asked' and 17.6% 'speak negatively if I am asked about it'). However, the major group of respondents (45.0%) stated that 'I have no views one way or another' in this regard.
9. Over half of respondents (56.8%) said that they trust North West Leicestershire District Council either 'a great deal' (5.1%) or 'a fair amount' (51.7%), whilst a total of 43.3% of respondents said that they trust the Council either 'not very much' (28.6%) or 'not at all' (14.7%).
10. Respondents were asked to what extent they agree or disagree a list of different statements about the Council. Analysing results in order of the 'Net Agreement' level (i.e. the difference between the combined 'agree' and 'disagree' response percentages), Net Agreement was found to be highest in respect of the statements that the Council 'protects the future environment through planning and recycling' (57.8% 'agree' / 21.6% 'disagree'), 'keeps Council Tax low' (48.4% 'agree' / 23.1% 'disagree'), 'is fair with residents' (41.8% 'agree' / 23.3% 'disagree'), 'supports the local community' (42.4% 'agree' / 25.1% 'disagree'), and 'delivers good quality services' (39.9% 'agree' / 25.4% 'disagree').

11. Net agreement was lowest in respect of the statements that the Council 'listens carefully' (20.9% 'agree' / 40.9% 'disagree'), 'is forward thinking' (21.7% 'agree' / 37.4% 'disagree'), 'provides value for money' (33.0% 'agree' / 27.2% 'disagree'), 'encourages tourism' (35.8% 'agree' / 34.6% 'disagree'), 'encourages and supports economic growth' (31.4% 'agree' / 28.1% 'disagree'), and 'uses resources wisely' (33.3% 'agree' / 29.5% 'disagree').

12. Finally, respondents were asked an open question *'Please let us know how we might further improve the place in which you live or the services we provide?'* Just over half (51%) of the overall weighted sample offered suggestions here, including 30.7% of respondents who mentioned various 'services/ facilities/ shops' which they felt were in need of improvement. Fewer respondents referred to 'housing developments' (6.4%), 'Coalville' (4.2%), and 'road alterations/ works' (1.7%).

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

STATE OF THE DISTRICT SURVEY – MAY 2015

SURVEY REPORT

A. Background, Objectives and Methodology

- A.1 Following the election of new Councillors on 7 May 2015, North West Leicestershire District Council commissioned NWA Social Research to conduct a resident satisfaction survey to enable local residents to give their views on both the Council and the District as a place to live. The results are to be used to help inform the Council as to what is important to residents so that they can build on what is good in the area and work towards the Council's vision of North West Leicestershire as *'a place where people and businesses feel they belong and are proud to call home'*.
- A.2 The survey questionnaire was designed in collaboration with the client to review how residents feel about the Council's vision and its four main priorities of 'value for money', 'business and jobs', 'homes and communities', and 'green footprints'. In particular questions were included to elicit people's views on:
- Feelings of belonging to the District
 - Satisfaction with North West Leicestershire as a place to live
 - Strengths and assets of North West Leicestershire as a place to live
 - Satisfaction with the way the Council runs things
 - Feelings of trust for the Council.
- A.3 A copy of the questionnaire is included as **Appendix 1** to this report, marked-up with weighted top-line findings. Note that whilst this was principally a postal self-completion survey, an on-line version of the questionnaire was also made available for residents to complete via the Council's website.

Sample Selection

- A.4 The target population was all adult residents (18 years and over) of the North West Leicestershire District Council area. The sample frame was the Post Office Small Users Address File (PAF).

- A.5 A sample of approximately 5,000 addresses was systematically randomly selected from a list of all household addresses in the Council area drawn from the PAF.

Mailings

- A.6 A total of 5,047 questionnaires were posted out on 2 June 2015, with further reminder mailings of 2,000 and 1,901 questionnaires being sent out on 19 June and 22 June, respectively. Included with each questionnaire was:

- 1) A separate covering letter which also provided details of a free-phone NWA helpline should respondents have any queries about the research, or should they require a large print copy of the questionnaire or other accessible format (e.g. other languages).
- 2) A freepost addressed reply envelope.

B. Analysis and Response

- B.1 From the 5,047 addresses which received mailings, 25 questionnaires were returned by the post office stating the address was no longer valid, giving a valid sample of 5,022. A total of 1,167 completed questionnaires were returned at the time of analysis, including 64 which were submitted on-line. The valid response rate to the postal survey was therefore 22%.
- B.2 Data was entered into SPSS (Statistical Package for the Social Sciences) for analysis. NWA standard quality control procedures were applied to the entered data:
- A minimum of 10% of each operator's data was checked;
 - If an error was discovered, all of the operator's data for that particular question was checked;
 - If two or more further errors were discovered, all of the operator's data (i.e. for all questions) was checked.
- B.3 After checking the data for consistency and completeness, tables of frequencies (unweighted) were produced showing full details of any 'missing' data. A copy of these frequency counts is included as **Appendix 2** to this report.

Weighting of the Survey Data

B.4 Weightings were applied in order to make the sample more representative of the North West Leicestershire District Council area - first by age x gender (interlocked), and then by ethnicity (White/ BME Groups) - using the latest population figures (30 January 2013) from the ONS Neighbourhood Statistics website.

B.5 Some details of the unweighted (achieved) and final weighted sample are shown in the following table:

<u>Age/ Gender</u>	Population Estimates (%)	Achieved Number	Achieved Sample (%) (Unweighted)	Final Weighted Sample (%)
Females:				
18 to 34 years	12.4	69	6.5	12.6
35 to 54 years	17.8	191	17.9	18.2
55 to 64 years	9.1	108	10.1	9.2
65+ years	11.1	200	18.8	11.3
(Total Females)	(50.4)	(568)	(53.3)	(51.4)
Males:				
18 to 34 years	12.2	22	2.1	10.5
35 to 54 years	17.5	132	12.4	17.9
55 to 64 years	8.9	114	10.7	9.1
65+ years	11.0	229	21.5	11.1
(Total Males)	(49.6)	(497)	(46.7)	(48.6)
Ethnic Group				
White	97.6	1,107	98.5	97.6
BME Groups	2.4	17	1.5	2.4

Analysis of Weighted Data

- B.6 The 'weighted' data was analysed by NWA using SPSS. Tables were produced (**Appendix 3**) showing 'weighted' percentages (and unweighted counts) for each question, for the overall sample and for the following variables:

Gender: Male and female.

Age Group: 18-34 years; 35-54 years; 55-64 years, and 65+ years.

Limiting long-term illness/ disability: 'Yes – self' and 'no'.

Ethnic Group: 'White – British/ Irish/ Other'; and 'BME Groups'.

- B.7 An additional set of tables was produced which showed 'unweighted' percentages and counts for each question by 'ward', and these are attached as **Appendix 4** to this report. (The ward level results have been shown unweighted due to the small numbers of respondents in each ward; numbers of respondents ranged between 16 in 'Castle Donington Park', and 46 in 'Broom Leys').
- B.8 As with all self-completion questionnaires, some individuals did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence. Therefore, in line with standard practice, all calculations exclude 'missing' data. Also, for completeness, where questions included the option of a 'don't know' response, separate tables of results have been run showing the findings both including and excluding these 'don't know' responses.
- B.9 Figures are 'rounded' to the nearest 0.1% by the computer (SPSS). Due to this 'rounding' process, therefore, in some instances tables of percentages may not add up to 100% (i.e. they may add up to 99.9% or 100.1%). Also, in some instances, due to the rounding process, the reported 'total satisfaction' may not exactly equal 'very satisfied' + 'fairly satisfied', e.g. 'very satisfied' = 2.14% (reported as 2.1%) plus 'fairly satisfied' = 2.14% (reported as 2.1%) gives 'total satisfied' = 2.28% (reported as 2.3%). Similarly this perceived discrepancy could also apply to reported total dissatisfaction or total usage percentages.

B.10 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The table below can be used as a guide to give an indication of the Confidence Intervals (at the 95% Confidence Level) relating to the overall sample and/ or sample sub-groups. These figures are based on the standard confidence intervals used for randomly selected samples, and do not take account of the survey weighting, which may act to widen the intervals slightly.

Observed %	Sample Size					
	100	200	400	600	800	1,000
	± %	± %	± %	± %	± %	± %
50	9.8	6.9	4.9	4.0	3.5	3.1
40 or 60	9.6	6.8	4.8	3.9	3.4	3.0
30 or 70	9.0	6.4	4.5	3.7	3.2	2.8
20 or 80	7.8	5.5	3.9	3.2	2.8	2.5
10 or 90	5.9	4.2	2.9	2.4	2.1	1.9

REPORT OF FINDINGS

1. DISTRICT OF NORTH WEST LEICESTERSHIRE

1.1 Strength of belonging to the District

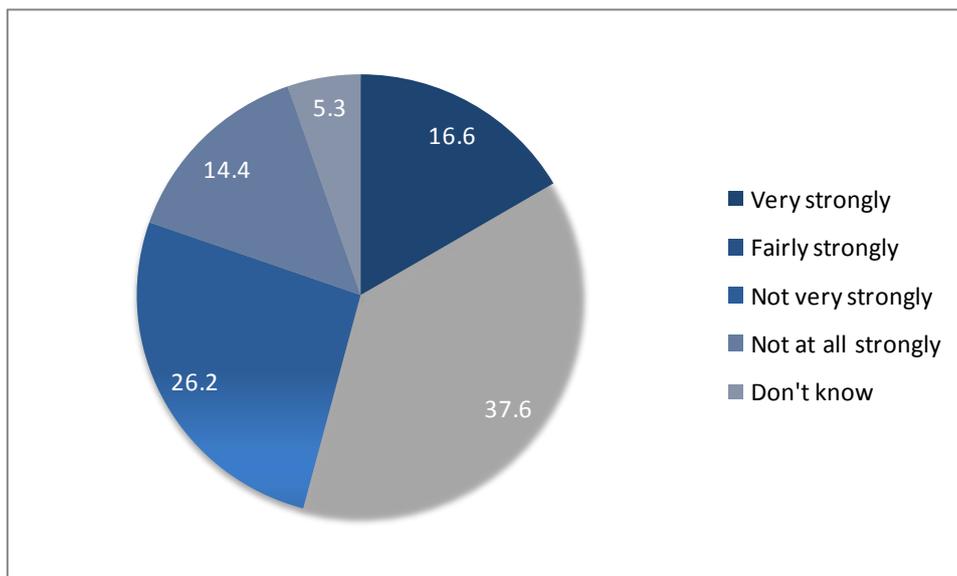
Q.1 'How strongly do you feel you belong to the District of North West Leicestershire?'

(Appendix 3 – page 1)

- 1.1.1 Over half of all respondents (54.2%) feel that they belong strongly to the District of North West Leicestershire (16.6% 'very strongly' and 37.6% 'fairly strongly'), whilst 26.2% said that they do not belong very strongly, 14.4% 'not at all strongly', and 5.3% 'don't know'.

How strongly do you feel you belong to the District of North West Leicestershire?

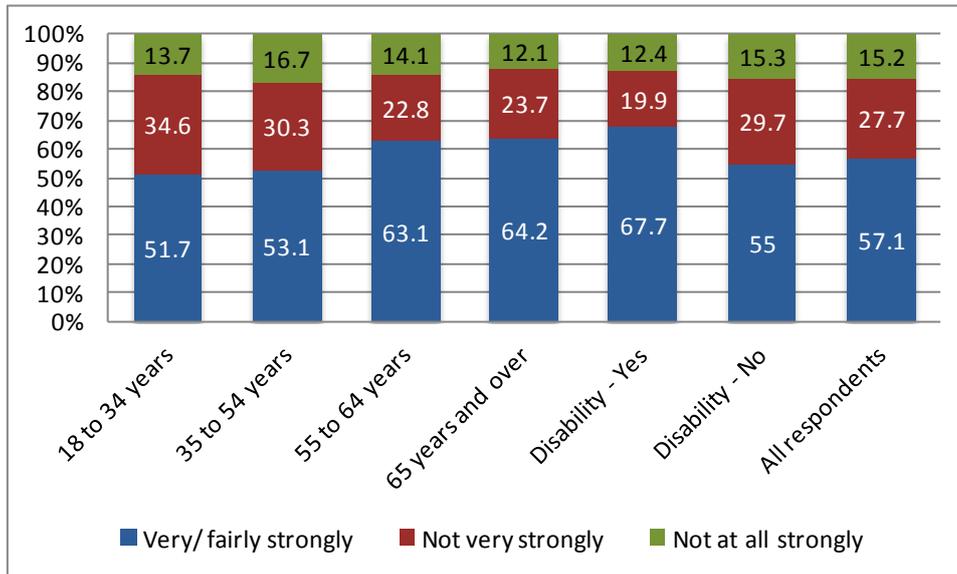
(Q1: % response – all respondents)



- 1.1.2 Excluding 'don't know' responses from the analysis, 57.1% of respondents feel a strong sense of belonging to the District (17.5% 'very strong' and 39.6% 'fairly strong'), whilst 27.7% do not feel they belong very strongly, and 15.2% 'not at all strongly'. Older respondents aged 55 to 64 years (63.1% 'very/fairly strongly') and 65 years and over (64.2%), and those with a disability (67.7%) were more likely to feel a strong sense of belonging to the District, when compared to the overall response.

How strongly do you feel you belong to the District of North West Leicestershire?

(Q1: % response – by age group, disability and overall – excl. ‘don’t know’ responses)



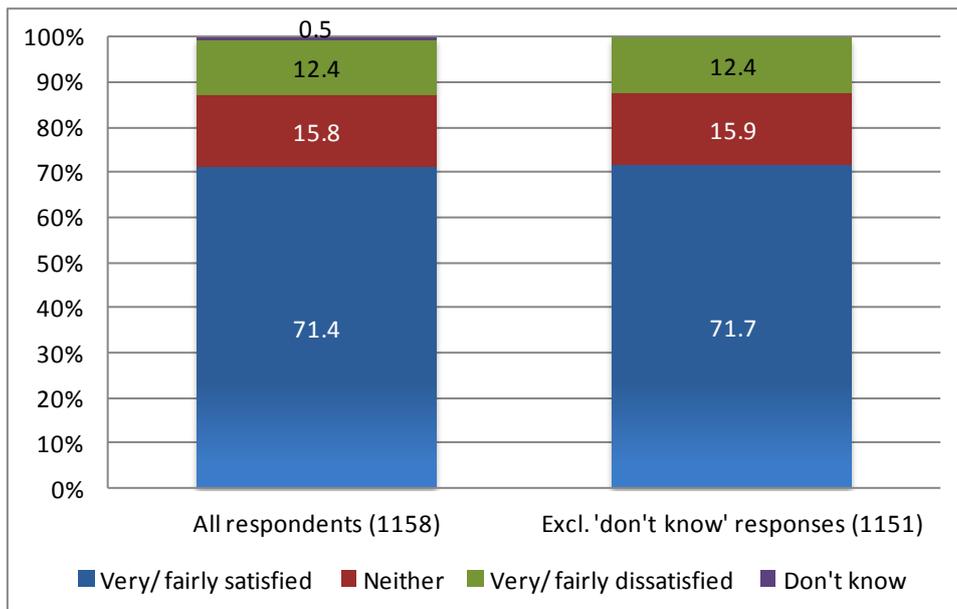
1.2 Satisfaction with North West Leicestershire as a place to live

Q.2 ‘Overall how satisfied or dissatisfied are you with North West Leicestershire as a place to live?’

(Appendix 3 – page 1)

Overall how satisfied or dissatisfied are you with North West Leicestershire as a place to live?

(Q2: % response – overall and excluding ‘don’t know’ responses)



1.2.1 Nearly three-quarters of all respondents (71.4%) expressed overall satisfaction with North West Leicestershire as a place to live (19.6% ‘very satisfied’ and 51.8% ‘fairly satisfied’), whilst 15.8% were ‘neither satisfied nor dissatisfied’, one-in-eight (12.4%) expressed dissatisfaction (5.0% ‘very dissatisfied’ and 7.4% ‘fairly dissatisfied’), and 0.5% ‘don’t know’.

1.2.2 Excluding ‘don’t know’ responses, results are very similar: 71.7% ‘very/ fairly satisfied’, 15.9% ‘neither satisfied nor dissatisfied’, and 12.4% ‘very / fairly dissatisfied’. There were no statistically significant variations in responses by gender, age group or disability.

1.3 Open Questions – Strengths and Assets of North West Leicestershire as a Place to Live, and Living in North West Leicestershire

Q.3 ‘What do you feel are the main strengths or assets of North West Leicestershire as a place to live?’

Q.4 ‘Is there anything else you would like to say about living in North West Leicestershire?’

1.3.1 When asked in an open question ‘What do you feel are the main strengths or assets of North West Leicestershire as a place to live? (Please refer to anything you think makes the district a good place to live)’ around two-thirds (66%) of the overall weighted sample offered comments – these were diverse and have been coded into categories as shown in the following table.

		Unweighted Count	Column %
Q3: What do you feel are the main strengths or assets of North West Leicestershire as a place to live?	Countryside/rural	217	18.8
	Transport links	145	13.4
	Facilities	90	8.4
	Location	95	7.7
	Residents	68	5.4
	Level of crime	20	1.9
	Pleasant area	22	1.7
	Clean and tidy	13	1.5
	Other	97	7.6
	None given	400	33.5
	Total	1167	100

- 1.3.2 Most frequently mentioned as being a strength or asset was the ‘countryside’ or rural nature of the District (18.8%), whilst 13.4% mentioned ‘transport links’, 8.4% referred to the good local facilities/ amenities, 7.7% to the good location, and 5.4% to the residents of the area/ good community spirit. Smaller minorities of respondents referred to the low levels of crime (1.9%), said it is a ‘pleasant area’ (1.7%), or that it is ‘clean and tidy’ (1.5%).
- 1.3.3 All respondents were then asked if there was anything else they would like to say about living in North West Leicestershire, and 40% of the overall weighted sample made comments. One-in-eight (13%) of respondents commented on various ‘services’ which need improving or might be introduced in their area, whilst one-in-twenty or fewer respondents made ‘negative comments’ (5.3%), comments on ‘Coalville specifically’ (4.5%), the ‘building of new homes’ (3.5%), ‘positive comments’ (3.3%), the Council (2.8%), and ‘Ashby’ (0.8%).

		Unweighted Count	Column %
Q4: Is there anything else you would like to say about living in North West Leicestershire?	Services	149	13.0
	Negative comments	54	5.3
	Coalville specifically	54	4.5
	Building of new homes	47	3.5
	Positive comments	42	3.3
	Council	34	2.8
	Ashby specifically	12	0.8
	Other	73	6.6
	None given	702	60.1
	Total	1167	100

2. NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

2.1 Satisfaction with the way the Council runs things

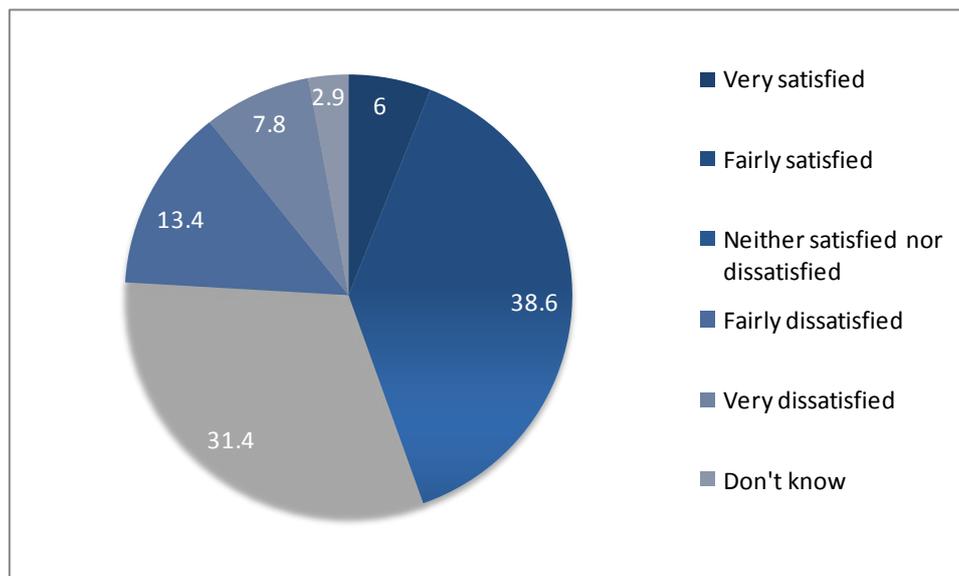
Q.5 'Overall how satisfied or dissatisfied are you with the way North West Leicestershire District Council runs things?'

(Appendix 3 – page 1)

- 2.1.1 The major group of all respondents (44.6%) expressed overall satisfaction with the way North West Leicestershire District Council runs things (6.0% 'very satisfied' and 38.6% 'fairly satisfied'), whilst 31.4% were 'neither satisfied nor dissatisfied', 21.2% were dissatisfied (7.8% 'very dissatisfied' and 13.4% 'fairly dissatisfied'), and 2.9% 'don't know'.

Overall how satisfied or dissatisfied are you with the way North West Leicestershire District Council runs things?

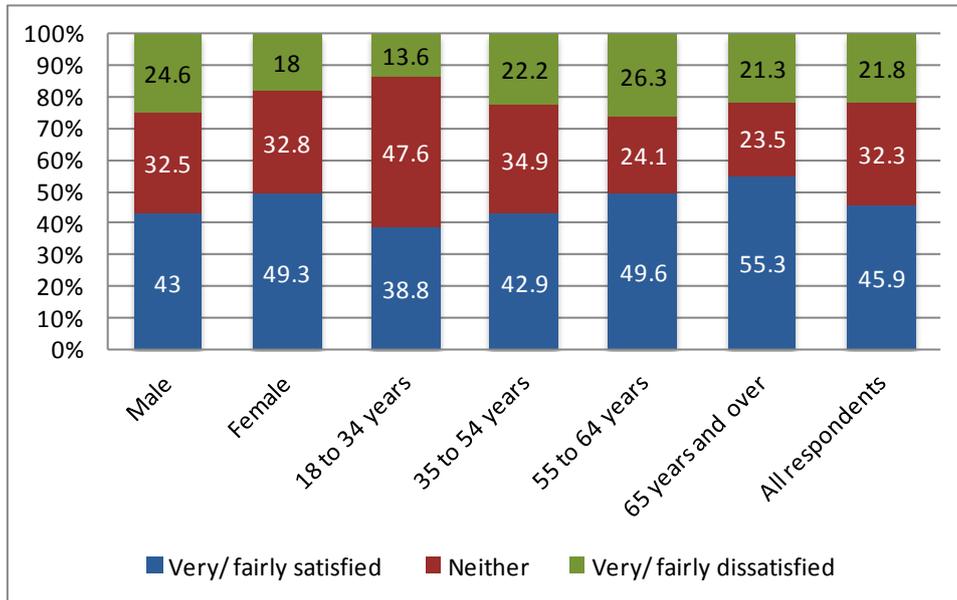
(Q5: % response – all respondents)



- 2.1.2 Excluding 'don't know' responses from the analysis, 45.9% of respondents were satisfied overall with the way North West Leicestershire District Council runs things (6.2% 'very satisfied' and 39.7% 'fairly satisfied'), whilst 32.3% were 'neither satisfied nor dissatisfied', and 21.8% were dissatisfied (8.0% 'very dissatisfied' and 13.8% 'fairly dissatisfied'). Women respondents were more likely than men to express satisfaction (49.3% 'very/ fairly satisfied' compared to 43.0%) and less likely to express dissatisfaction (18.0% 'very/ fairly dissatisfied' compared to 24.6%). (See chart overleaf.)

Overall how satisfied or dissatisfied are you with the way North West Leicestershire District Council runs things?

(Q5: % response – by sub-group and overall – excluding ‘don’t know’ responses)



2.1.3 By age group, the level of satisfaction increased to 55.3% of those respondents aged 65 years and over, and whilst satisfaction was lower for those aged 18 to 34 years (38.8%) the difference is not statistically significant – it being the case that the percentage of ‘neither satisfied nor dissatisfied’ responses rose significantly to 47.6% (compared to 32.3% overall).

2.2 Positive or negative views about the Council?

Q.6 ‘On balance which of the following statements comes closest to how you feel about North West Leicestershire District Council?’

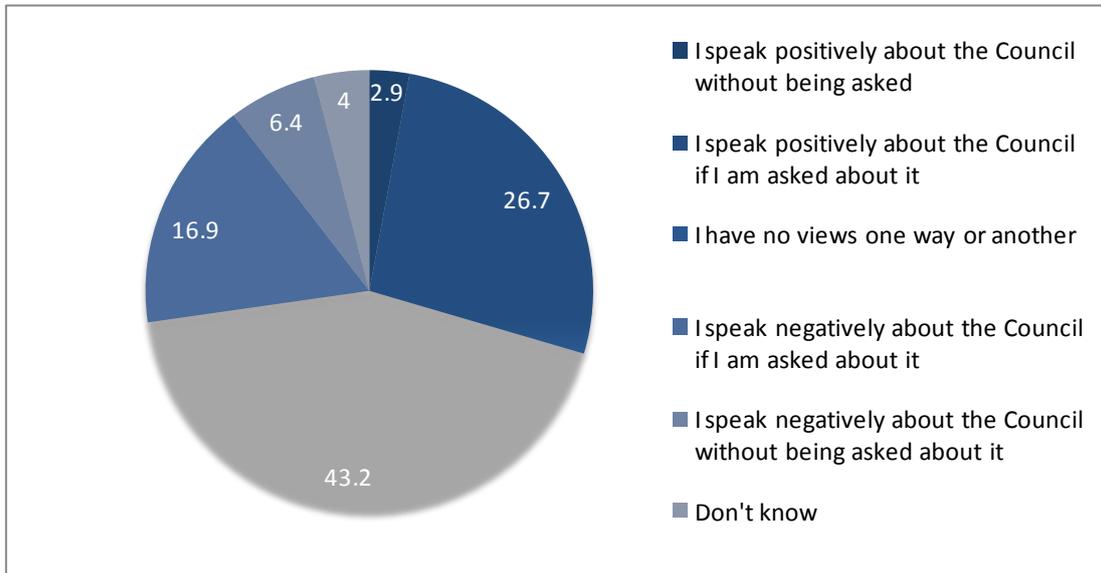
(Appendix 3 – page 1)

2.2.1 Respondents were presented with five statements relating to their views on North West Leicestershire District Council and then asked to say, on balance, which of the statements comes closest to how they feel about the Council. Three-in-ten of all respondents (29.6%) said that they speak positively about the Council (2.9% ‘speak positively without being asked’ and 26.7% ‘speak positively if I am asked about it’), whilst conversely 21.2% said that they speak negatively about the Council (6.4% ‘speak negatively without being asked’ and 16.9% ‘speak negatively if I am asked about it’). However, the major group of all respondents (43.2%) stated that ‘I have no views one way or another’ in this regard and 4.0% ‘don’t know’.

On balance which of the following statements comes closest to how you feel about

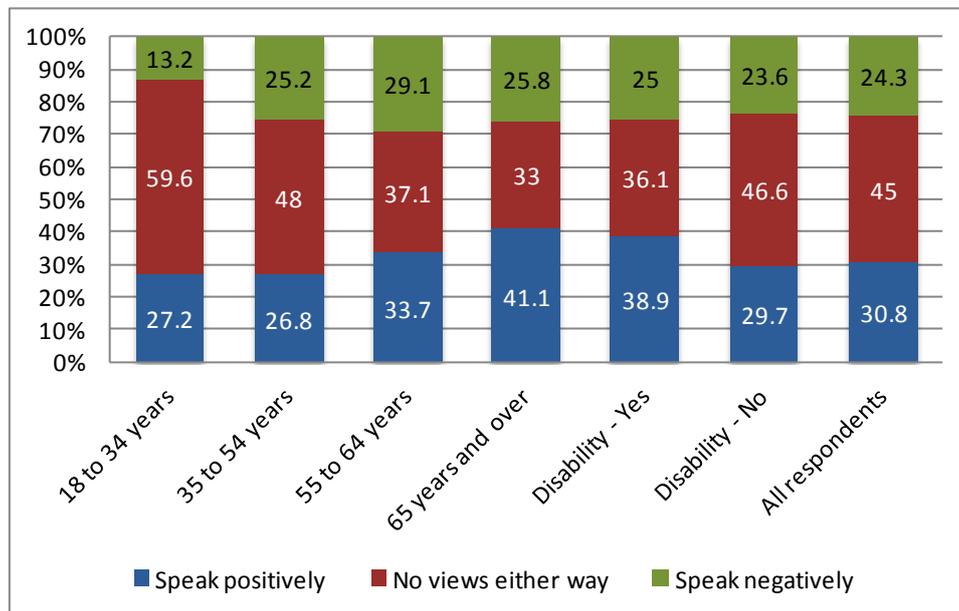
North West Leicestershire District Council?

(Q6: % response – all respondents)



Do you speak positively or negatively about the Council?

(Q6: % response – by sub-group and overall, excluding 'don't know' responses)



2.2.2 Excluding 'don't know' responses, the results are very similar: 30.8% speak positively about the Council (3.0% 'speak positively without being asked' and 27.8% 'speak positively if I am asked about it'), whilst 24.3% speak negatively

about the Council (6.7% 'speak negatively without being asked' and 17.6% 'speak negatively if I am asked about it'), and 45.0% have no views one way or another. Compared to the overall response, those respondents aged 65 years and over (41.1%), those with a limiting, long-term illness or disability (38.9%), and those from 'BME Groups' (63.7%; although this is based on only 16 respondents) were significantly more likely to say that they speak positively about the Council (with or without being asked about it).

- 2.2.3 Also note that women respondents were less likely to say that they speak negatively about the Council (21.2% compared to 24.3% overall), and those aged 18 to 34 years were more likely to say that they have 'no views one way or another' in this regard (59.6% compared to 45% overall).

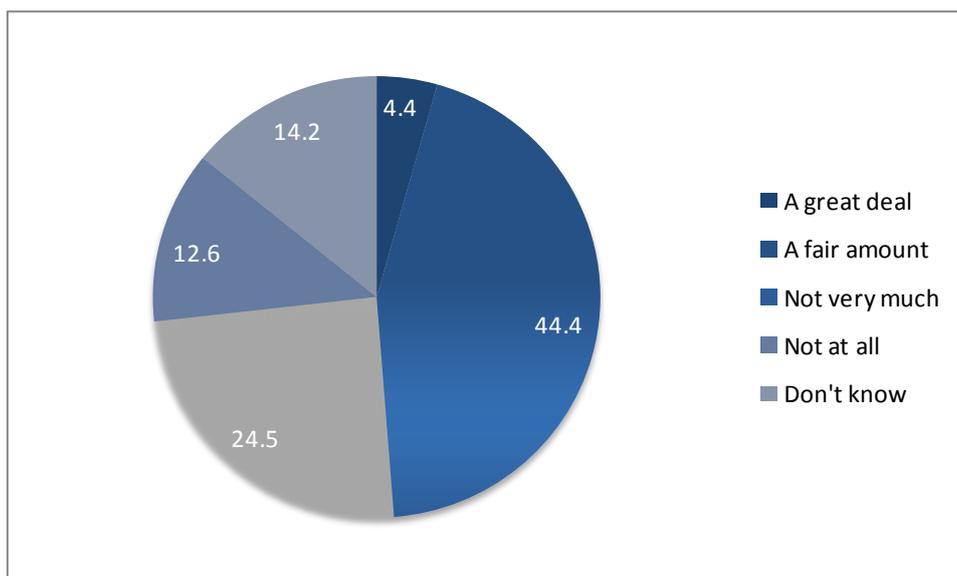
2.3 How much do you trust the Council?

Q.7 'How much do you trust North West Leicestershire District Council?'
(Appendix 3 – page 1)

- 2.3.1 Almost half of all respondents (48.8%) said that they trust North West Leicestershire District Council either 'a great deal' (4.4%) or 'a fair amount' (44.4%), whilst a total of 37.1% of respondents said that they trust the Council either 'not very much' (24.5%) or 'not at all' (12.6%), and 14.2% gave 'don't know' responses.

How much do you trust North West Leicestershire District Council?

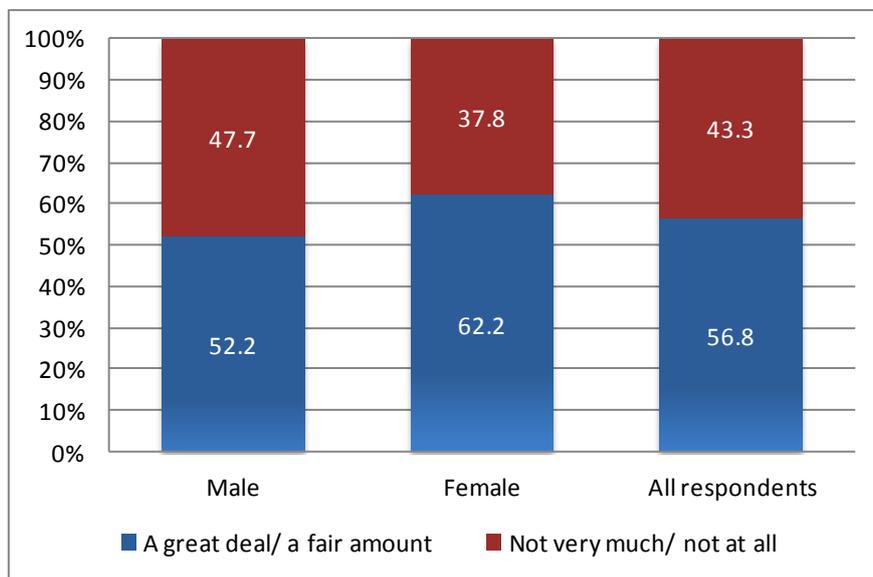
(Q7: % response – all respondents)



- 2.3.2 When 'don't know' responses are excluded from the analysis, over half of respondents (56.8%) were found to trust the Council either 'a great deal' (5.1%) or 'a fair amount' (51.7%), whilst the remaining 43.3% of respondents trust the Council either 'not very much' (28.6%) or 'not at all' (14.7%). Women respondents were significantly more likely than men to say that they trust the Council a great deal or a fair amount (62.2% compared to 52.2%), but otherwise sub-group variations in responses were not significant.

How much do you trust North West Leicestershire District Council?

(Q7: % response – by gender and overall, excluding 'don't know' responses)



2.4 Agree/ disagree statements about the Council

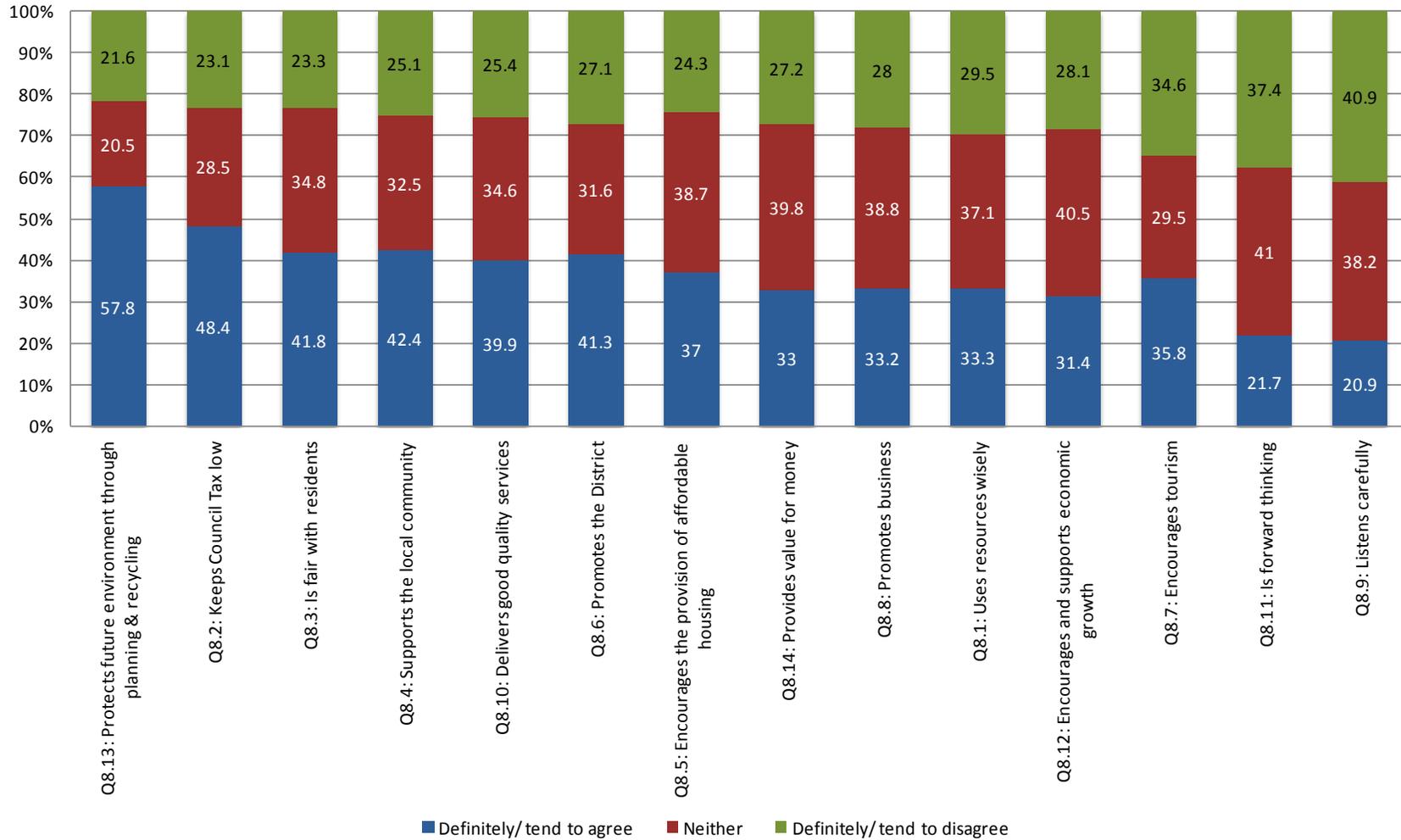
Q.8 'To what extent do you agree or disagree with the following statements about North West Leicestershire District Council?'

(Appendix 3 – page 1)

- 2.4.1 Respondents were asked to what extent they agree or disagree with 14 different statements about North West Leicestershire District Council. The percentage of 'don't know' responses to these questions varied widely, from 3.8% in respect of 'the Council keeps the Council Tax low'; to 23.9% in respect of the Council 'encourages the provision of affordable housing'. Results have been analysed both including and excluding the 'don't know' responses, and are summarised in the table and chart on the following pages.

<u>To what extent do you agree or disagree with the following statements about North West Leicestershire District Council?</u> (Q8: % response – all respondents)	Definitely/ tend to agree	Neither	Definitely/ tend to disagree	Don't know
Q8.13: Protects the future environment through planning and recycling	54.4	19.3	20.4	5.9
Q8.2: Keeps Council Tax low	46.5	27.5	22.2	3.8
Q8.3: Is fair with residents	37.3	31.0	20.8	11.0
Q8.4: Supports the local community	38.6	29.6	22.8	9.0
Q8.10: Delivers good quality services	37.3	32.3	23.7	6.7
Q8.6: Promotes the District	35.8	27.3	23.4	13.5
Q8.5: Encourages the provision of affordable housing	28.1	29.5	18.5	23.9
Q8.14: Provides value for money	29.3	35.3	24.2	11.3
Q8.8: Promotes business	27.9	32.7	23.5	15.7
Q8.1: Uses resources wisely	28.6	31.8	25.3	14.3
Q8.12: Encourages and supports economic growth	26.3	33.9	23.5	16.4
Q8.7: Encourages tourism	31.5	26.0	30.5	12.0
Q8.11: Is forward thinking	18.0	34.0	31.0	17.0
Q8.9: Listens carefully	17.4	31.8	33.9	16.9

To what extent do you agree or disagree with the following statements about North West Leicestershire District Council? (Q8: % response - excluding 'don't know' responses)



- 2.4.2 Analysing results in order of the 'Net Agreement' level (i.e. the difference between the combined 'agree' and 'disagree' response percentages) and excluding 'don't know' responses, Net Agreement was highest in respect of the statements that the Council 'protects the future environment through planning and recycling' (57.8% 'agree' / 21.6% 'disagree'), 'keeps Council Tax low' (48.4% 'agree' / 23.1% 'disagree'), 'is fair with residents' (41.8% 'agree' / 23.3% 'disagree'), 'supports the local community' (42.4% 'agree' / 25.1% 'disagree'), and 'delivers good quality services' (39.9% 'agree' / 25.4% 'disagree'). Next highest in terms of Net Agreement were the statements that the Council 'promotes the District' (41.3% 'agree' / 27.1% 'disagree'), 'encourages the provision of affordable housing' (37.0% 'agree' / 24.3% 'disagree'), 'provides value for money' (33.0% 'agree' / 27.2% 'disagree'), and 'promotes business' (33.2% 'agree' / 28.0% 'disagree').
- 2.4.3 Net agreement was lowest in respect of the statements that the Council 'listens carefully' (20.9% 'agree' / 40.9% 'disagree'), 'is forward thinking' (21.7% 'agree' / 37.4% 'disagree'), 'encourages tourism' (35.8% 'agree' / 34.6% 'disagree'), 'encourages and supports economic growth' (31.4% 'agree' / 28.1% 'disagree'), and 'uses resources wisely' (33.3% 'agree' / 29.5% 'disagree').

2.5 Suggestions for further improvements

Q.9 'Please let us know how we might further improve the place in which you live or the services we provide?'

2.5.1 Respondents were asked an open question '*Please let us know how we might further improve the place in which you live or the services we provide?*' Just over half (51%) of the overall weighted sample offered suggestions here, including 30.7% of respondents who mentioned various 'services/ facilities/ shops' which they felt were in need of improvement. Fewer respondents referred to 'housing developments' (6.4%), 'Coalville' (4.2%), and 'road alterations/ works' (1.7%).

		Unweighted Count	Column %
Q9: Please let us know how we might further improve the place in which you live or the services we provide?	Services/facilities/shops	325	30.7
	Housing developments	80	6.4
	Coalville	47	4.2
	Road alterations/works	22	1.7
	Education	4	0.4
	Other	74	7.2
	None given	615	49.3
	Total	1167	100

3. PROFILE OF WEIGHTED SAMPLE

Q.10-16 Gender, age group, ethnicity, disability, religion and sexual orientation

(Appendix 3 – pages 2)

- 3.1 Half of the overall weighted sample were female (50.6%), whilst 46.0% were male, and 0.3% (four people) gave ‘other’ responses. (3.0% ‘missing’ data).
- 3.2 Over half (54.4%) of the total sample were in the age groups 18 to 34 years (21.3%) and 35 to 54 years (33.1%), whilst 16.7% were 55 to 64 years, and 20.8% were aged 65 years and over. (8.1% ‘missing’ data).

		Unweighted Count	Column %
Gender	Male	517	46.0
	Female	611	50.6
	Other	4	0.3
	(missing)	35	3.0
	Total	1167	100.0
Age Group	18 to 34 years	93	21.3
	35 to 54 years	326	33.1
	55 to 64 years	222	16.7
	65 years and over	433	20.8
	(missing)	93	8.1
	Total	1167	100.0

- 3.3 The great majority of the total sample belonged to ‘White’ ethnic groups (‘White – British/ Irish/ Other’ 93.7%), whilst a total of 2.3% (17 respondents) belonged to Black and Minority Ethnic Groups, with the largest group of these being ‘Asian/ Asian British – Indian’ (0.9%; six respondents). (See table overleaf.)

		Unweighted Count	Column %
Ethnic group	White - English/ Welsh/ Scottish/ Northern Irish/ British	1088	92.1
	White - Irish	4	.3
	Other White background	15	1.4
	Mixed - White & Black Caribbean	2	.3
	Asian/ Asian British - Indian	6	.9
	Asian/ Asian British - Chinese	2	.2
	Other Asian background	4	.4
	Other ethnic group	3	.4
	(missing)	43	4.0
	Total	1167	100.0
Ethnic group	White - British/ Irish/ Other	1107	93.7
	BME Groups	17	2.3
	(missing)	43	4.0
	Total	1124	100.0

3.4 Nearly a quarter (23.7%) of the overall sample stated that they have a long-standing illness, disability or infirmity, whilst 72.2% do not have any such disability (4.1% 'missing' data). Of those that do have a long standing illness/ disability, 72.5% went on to say that their illness/ disability limits their activities in some way, whilst 25.2% said it is not limiting. (2.2% 'missing' data.)

		Unweighted Count	Column %
Do you have any long-standing illness, disability or infirmity?	Yes	343	23.7
	No	770	72.2
	(missing)	54	4.1
	Total	1167	100.0
Does this illness or disability limit your activities in any way?	Yes	251	72.5
	No	85	25.2
	(missing)	7	2.2
	Total	343	100.0

3.5 The majority of the total sample gave their religion as being 'Christian' (60.4%), whilst 1.1% were 'Hindu', 0.5% 'Buddhist', 0.3% 'Jewish', 0.1% 'Muslim' (one respondent), 0.1% 'Sikh', and 1.6% 'other'. However, over a quarter (28.4%) of the total sample had 'no religion', and 3.3% 'prefer not to say'. (4.4% 'missing' data.)

		Unweighted Count	Column %
What is your faith/religion?	Buddhist	7	0.5
	Christian	774	60.4
	Hindu	7	1.1
	Jewish	3	0.3
	Muslim	1	0.1
	Sikh	1	0.1
	Prefer not to say	35	3.3
	No religion	266	28.4
	Other	18	1.6
	(missing)	55	4.4
	Total	1167	100.0
Sexual orientation?	Bisexual	36	2.7
	Gay or Lesbian	13	2.4
	Heterosexual	860	75.7
	Prefer not to say	127	10.3
	Other	8	0.6
	(missing)	123	8.4
	Total	1167	100.0

3.6 Three-quarters of the total sample were 'heterosexual' (75.7%), whilst 2.7% were 'bisexual', 2.4% were 'gay or lesbian', and 0.6% gave 'other' responses. However, 10.3% 'prefer not to say' and there was 8.4% 'missing' data.