

Worcestershire Citizens' Panel: June 2009

Analysis of Results

September 2009

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OVERVIEW

In June 2009, 1,647 Citizens' Panel surveys were sent out to panel members, 1,099 by post and 548 via email. At the time of analysis a total of 1,109 responses had been received, representing a 67.3% response rate. This is a 10.7 percentage point decrease compared to June 2008.

The 19th Citizens Panel survey began with a series of questions concerning A Better Environment for Today and Tomorrow, some of these had been asked previously in 2007 and the answers allow us to track changes in perceptions.

Continuing the environment theme, the survey then goes on to questions regarding Growing Your own Food and the Council's Mission Impossible branding.

The survey also asks about how we communicate with residents and how they communicate with the Council and how residents access Council services through The Worcestershire Hub.

Results have been weighted to take into account differences between respondents and the population of Worcestershire, specifically age and location.

Results have been analysed by age, gender, ACORN category (a customer classification tool) and district. Comments are only made in the report where particular differences are evident, but additional breakdowns could be made available on request.

More information about the Citizens' Panel and the results of past surveys can be found on our website at www.worcestershire.gov.uk/citizenspanel.

EXECUTIVE SUMMARY

Section A: A Better Environment for Today and for Tomorrow

In this section we asked questions relating to conserving and enhancing Worcestershire's natural and historic environment. Some questions had previously been asked in 2007 and these enable us to track changes in perceptions over time.

- Respondents were asked how important they feel certain aspects of their local environment are. Most respondents stated carbon dioxide emissions needed improving the most (37.1% stating a great deal of improvement was needed). The aspect that respondents felt needed the least improvement was historic buildings (8.9% stated a great deal of improvement was needed). (*Figure 1, Page 9*)
- When asked how important each aspect of the environment was, the majority of respondents chose rivers and streams (66.5% said they were very important). Closely followed were parks and open spaces (64.4%). The least important is historic buildings (36.9%). (*Figure 2, Page 10*)
- Respondents were then asked how concerned they were about climate change. The majority are moderately concerned about climate change (35.4%). 19.2% are extremely concerned, 27.8% are very concerned, 9.2% are slightly concerned and 7.4% are not concerned at all. (*Table 1, Page 12*)
- When asked about how the County is combating climate change, most respondents stated they agree that businesses and partners of the Council are doing their best to fight climate change. Respondents also agreed that they too can play a part and are doing their best. (*Table 2, Page 14*)
- Respondents were invited to write a comment describing the actions they are taking to reduce climate change. Respondents generally comment on using less fuel, walking when possible and recycling at home. (*Appendix 1*)
- 89.1% of respondents feel it is up to them to maintain their house. 58.9% have adequately insulated their property. 50.2% have adequately insulated the walls in their property. (*Table 3, Page 17*)
- Regarding specific types of renewable energy, 9.6% of respondents already have electricity purchased through a renewable/green tariff and 14.6% already have wood fuel. The majority of respondents would consider having types of renewable energy in their homes. (*Table 4, Page 19*)

Section B: Grow Your Own Food

In this section, respondents were asked about growing their own food for their own consumption. There is a growing national trend with this and Worcestershire Council is trying to encourage more residents to do so.

- 55.5% of respondents stated they grow their own food. 18.2% started within the last two years. *(Figure 11, Page 21)*
- The reasons respondents gave for growing their own food (if they did) was that it is an enjoyable hobby, the produce tastes better, it's healthier and it saves money. *(Table 5, Page 22)*
- Those that do not grow their own food stated not having enough time was their main reason for not doing so. *(Table 6, Page 23)*

Section C: Mission Impossible

In this section, respondents were asked if they were aware of the Council's Mission Impossible branding and the amount of food waste their household produces.

- 23.2% of respondents were aware of the Mission Impossible branding. *(Page 24)*
- Those that knew of the branding, commented that they knew it was related to composting and recycling. *(Page 26)*
- 90.0% of respondents have not accessed Mission Impossible information. *(Table 7, Page 26)*
- When asked about how much food they waste, 12.8% of respondents answered they never waste food. 37.4% stated they do waste food, but rarely. 5.1% stated they waste food every day. *(Figure 15, Page 27)*
- The main reasons respondents gave for wasting food was it had gone off or was simply left over (for example, on dinner plates). *(Table 8, Page 28)*
- Respondents were asked what type of food groups they throw away. The majority stated that inedible food, such as peelings and bones were mainly thrown away. *(Table 9, Page 29)*

Section D: Worcestershire Hub

In this section, respondents were asked about their communication with the Council through the Worcestershire Hub. They were also asked their opinions on direct telephone numbers and preferred communication methods.

- 52.7% of respondents have accessed the Worcestershire Hub. *(Page 30)*
- 54.2% of respondents contacted the Hub on the telephone. Email and online reporting methods are becoming more popular. *(Figure 19, Page 31)*
- 21.1% of respondents have heard of 03 telephone numbers, 78.9% have not. 21.9% of respondents would prefer to use 03 numbers compared to 8.8% who prefer 0845 numbers and 26.6% who prefer 01 numbers. *(Page 33)*
- Respondents were asked if they would like a single telephone number for all their Council services. 46.5% would like a single number. 29.9% had no preference. *(Figure 20, Page 34)*
- If respondents would contact the Hub by telephone, 84.6% of respondents would use a landline rather than a mobile phone. *(Page 34)*

Section E: Worcestershire County Council Website

In this section, respondents were asked about parts of the website they would use the most. Responses will be used to help in the redevelopment of the Council Website.

- Respondents were asked to choose three information areas that feature on the website they would use the most. A list of services that are available online received the most hits (65.0%) followed by the main website navigation links (53.3%). The least used area would be 3 featured top articles (4.1%). *(Table 10, Page 35)*
- Respondents were then asked about what information they would like to see displayed on the website's new interactive map. Respondents chose local amenities (67.2%) and health services (61.5%). *(Table 11, Page 36)*
- When asked how long respondents think the website's news archive should keep news article, 28.5% chose 1 month and 22.0% chose longer than a year. *(Table 12, Page 37)*

Section F: Worcester Library and History Centre

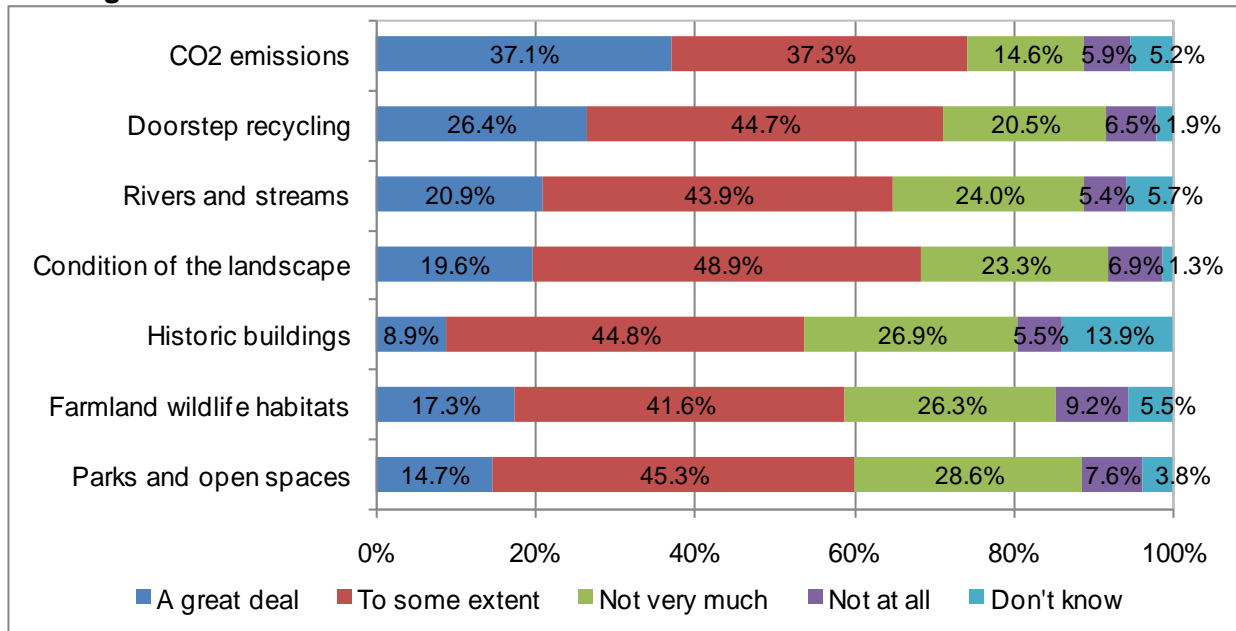
This section asked respondents about the Worcester Library and History Centre that will be opening in 2011. We wanted to know who would visit and why. If people would not visit, we wanted to know what reasons or barrier were putting people off visiting the Library and History Centre.

- 61.8% of respondents will make a visit to the Worcester Library and History Centre during its first year of operation. (*Page 38*)
- Respondents who plan on visiting believe the Library would be a good day out and a great way to learn more about their interests. Those that stated they would not visit gave distance to the library as their main reason. (*Page 38 and Appendix 8 and 9*)
- Respondents were asked what events would attract them to the Library and what sort of attractions they would like to see. Many respondents would like to see children's themed events at the Library. (*Page 39 and Appendix 10*)

Section A: A Better Environment for Today and for Tomorrow

Q1 Thinking about your local environment, to what extent do you feel that each of the following aspects need improving?

Figure 1



Base: All valid responses

74.4% of respondents feel that carbon dioxide emissions need improving a great deal or to some extent. Doorstep recycling was seen as the second most important aspect that needed improving with 26.4% stating a great deal. A total of 53.7% of respondents feel that historic buildings need improving (with only 8.9% felt they needed improving a great deal).

Results by Age

Results by age category revealed that the older age groups (65+) are more likely to want a great deal of improvement with farmland wildlife habitats, historic buildings, rivers and streams and carbon dioxide emissions.

However, the younger groups (especially the 18-39 age category) are more likely to want a great deal of improvement for parks and open landscapes.

Doorstep recycling and condition of the landscape had no statistically significant results by age group.

Results by Gender

Results by gender revealed differences only in regards to carbon dioxide emissions. 40.3% of females thought a great deal of improvement was needed compared to 33.2% of males. Other results were similar.

Results by ACORN

Poorer ACORN categories were more likely to want a great deal of improvement for parks and open spaces. The Urban Prosperity category was more concerned with carbon dioxide emissions than other categories with 51.4% wanting a great deal more improvement. This is compared to 33.8% of Wealthy Achievers, 38.7% of Comfortably Off, 40.4% of those in Moderate Means and 38.1% of those in Hard Pressed areas.

Results by District

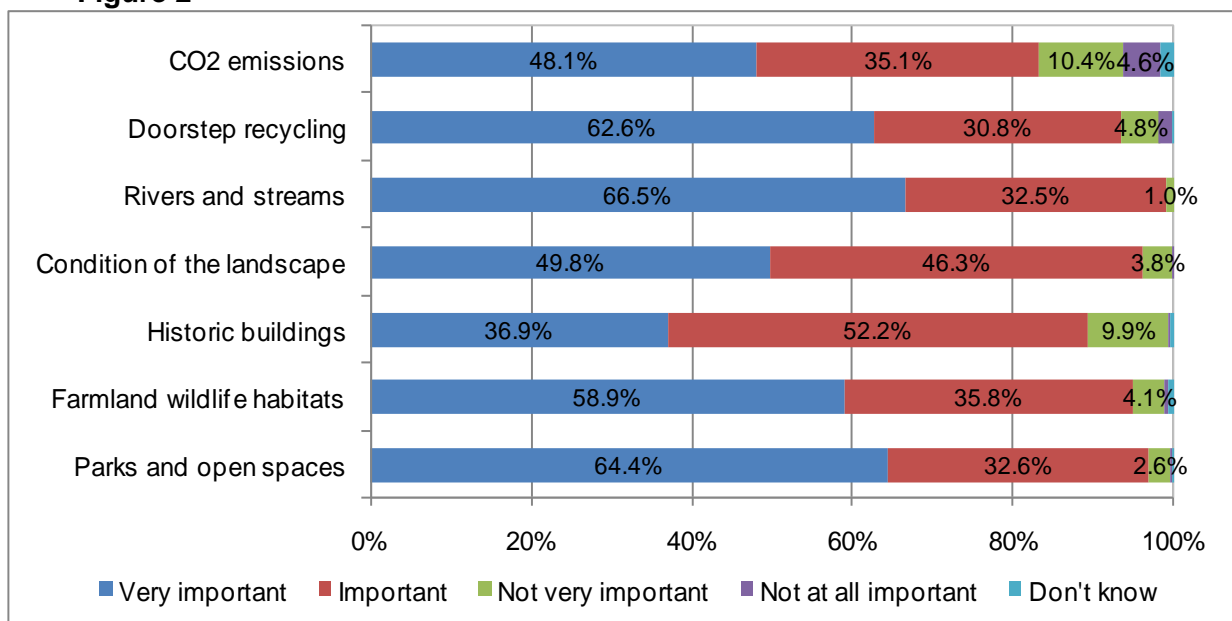
Worcester City respondents were very concerned with carbon dioxide emissions compared with respondents from elsewhere within the County. Respondents from Redditch were the least concerned. 50.0% of Worcester City respondents wanted a great deal more improvement compared to only 25.4% for Redditch.

However, Redditch and Malvern Hills respondents were most concerned in regards to farmland wildlife habitats with 20.0% and 26.9% of respondents, respectively, wanting a great deal more improvement.

Bromsgrove and Worcester City respondents wanted more improvement for the condition of the landscape.

Q2 How important do you consider the following aspects of the County's environment to be?

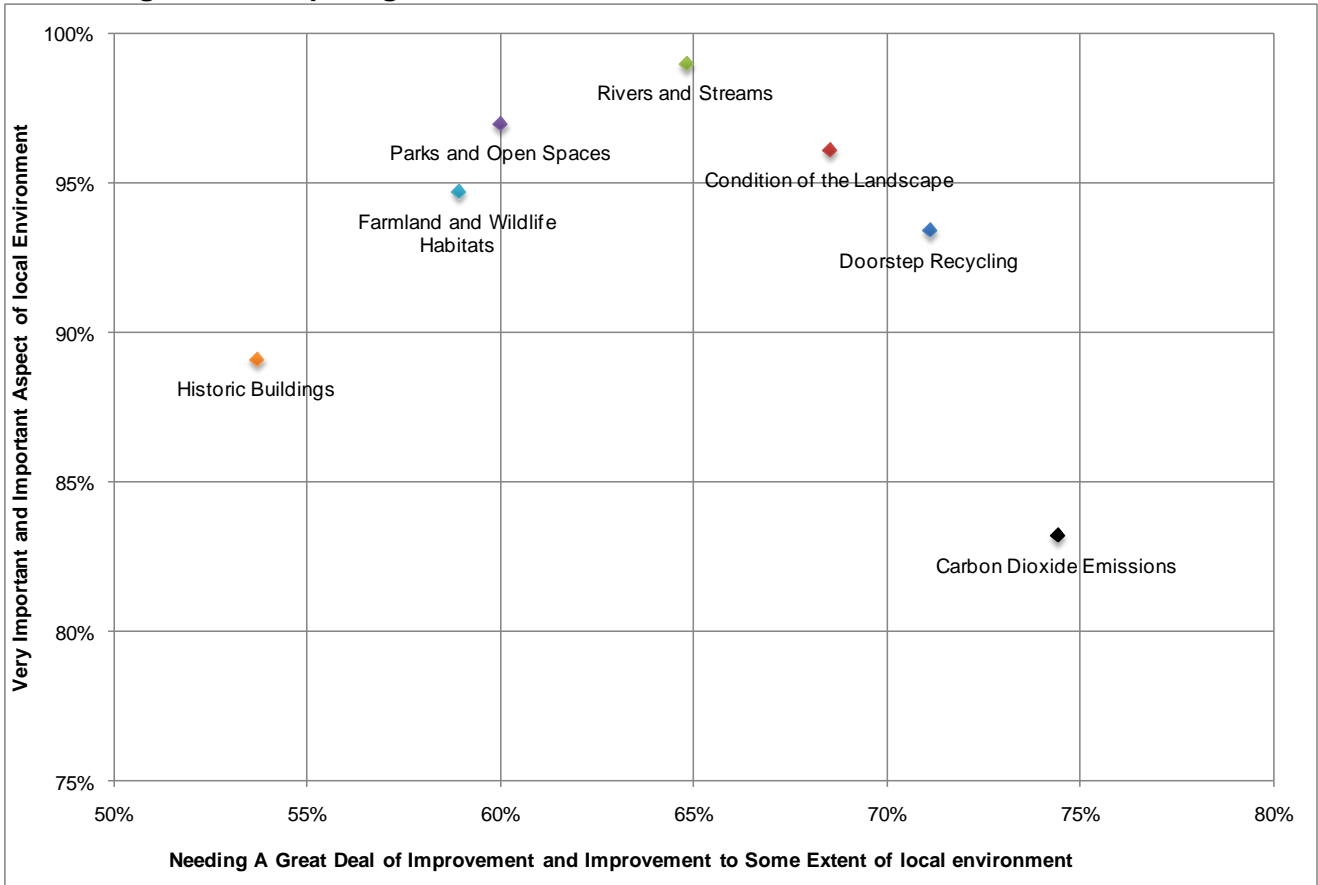
Figure 2



Base: All valid responses

Respondents considered historic buildings to be the least important aspect of the County's environment. 66.5% of respondents thought rivers and streams were very important with Parks and open spaces a close second with 64.4% of respondents considering them to be very important.

Figure 3: Comparing Question 1 and 2



Comparing the graphs for question one and two using the scatter graph above shows respondents' views on what needs improving and what is most important within the environment do not necessarily correlate. For example, parks and open spaces were ranked 6 out of the 7 aspects for what needs to be improved the most; but ranked 2nd for what is seen as most important.

On the other hand, CO₂ emissions is seen as the least important aspect to the local environment but residents think it is what most needs improving.

Results by Age

Respondents' views across age groups were fairly similar except for the condition of the landscape, improving historic buildings, and the condition of rivers and streams. With these aspects of the County's environment, the older age groups were slightly more likely to consider them more important than the younger respondents.

Results by Gender

With all aspects of the County's environment, females considered them more important than males. The biggest differences in gender results are as follows: 54.7% of females thought carbon dioxide emissions were very important compared to 40.1% of males. 68.1% of females thought doorstep recycling was very important compared to 55.8% of males. 70.9% of females thought rivers and streams were very important compared to 60.8% of males. And 71.8% of females thought parks and open spaces were very important, compared to 55.1% of males.

Results by ACORN

Respondents from Urban Prosperity areas were more likely to see aspects of the County's environment as important compared to respondents from other ACORN categorised areas. For example, three quarters of those from Urban Prosperity areas saw rivers and streams as very important compared to around two thirds of respondents from all other areas.

In regards to carbon dioxide emissions, Wealthy Achievers were more likely to class it as the least important aspect of the County's environment.

Results by District

Respondents from Bromsgrove were more likely to see aspects of the County's environment as very important. For example, 75.0% of respondents from Bromsgrove think parks and open spaces are very important compared to 64.7% from Wyre Forest, 66.3% from Wychavon, 66.0% from Worcester City, 57.2% from Malvern Hills and 51.9% from Redditch.

Redditch respondents were more likely to see aspects as not very important.

Q3 How concerned are you about climate change?

Table 1

	Frequency	%
Extremely concerned	208	19.2
Very concerned	302	27.8
Moderately concerned	384	35.4
Slightly concerned	100	9.2
Not at all concerned	80	7.4
Not sure/Don't know	12	1.1

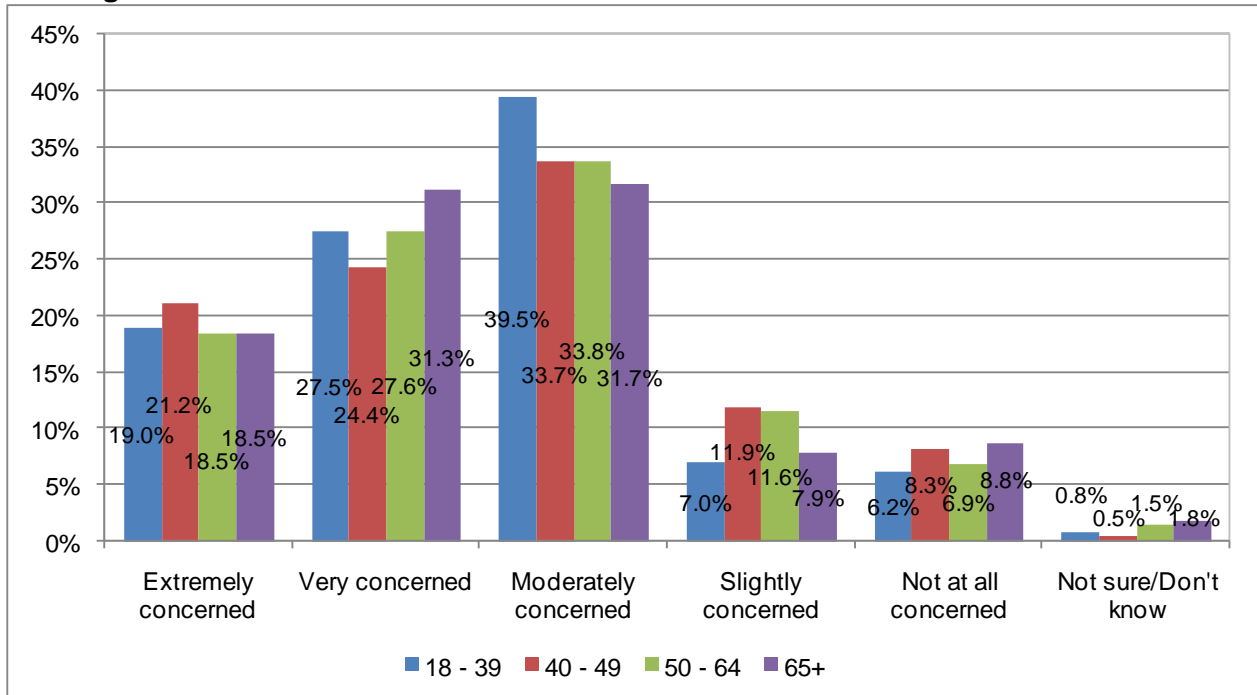
Base: 1,086 Respondents

Around a third of respondents (35.4%) are moderately concerned about climate change and over a quarter (27.8%) are very concerned. Only 7.4% are not concerned at all.

Compared to May 2007 results, there is a 4.5% decrease of those who are extremely concerned and a 2.7% decrease of those who are very concerned. There is an increase of 1.3% who are slightly concerned and a 0.6% increase of those who are not at all concerned.

Results by Age

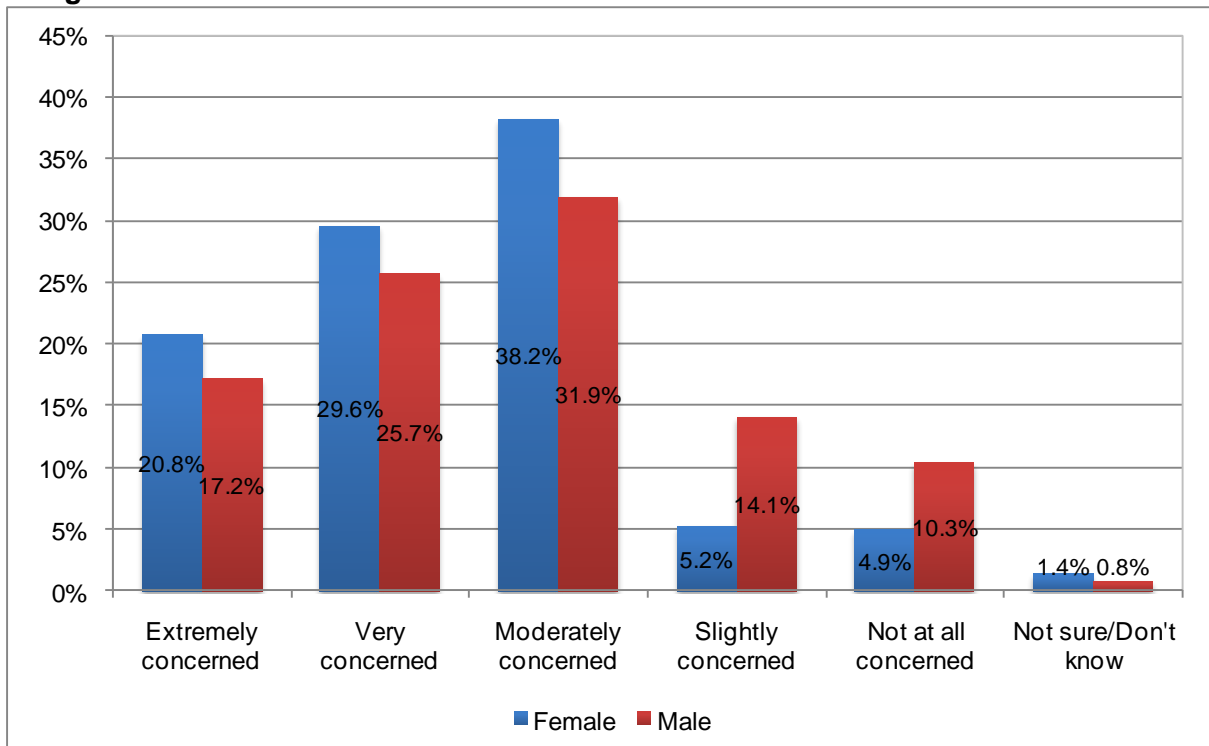
Figure 4



The 18-39 age group show more overall concern compared to the other age groups. 86.0% of respondents aged 18-39 were either extremely concerned, very concerned or moderately concerned. This is compared to 79.3% of the 40-49 age group, 79.9% of the 50-64 age group, and 81.5% of the 65+ age group.

Results by Gender

Figure 5



Female respondents were more concerned with climate change compared to male respondents. For example, 20.8% of female respondents were extremely concerned compared to 17.2% of male respondents.

Results by ACORN

Respondents from Urban Prosperity areas were more likely to see climate change as important (25.7% were extremely concerned) whereas Wealthy Achievers were least likely (16.8% were extremely concerned).

Results by District

Results by district were fairly similar but respondents from the Malvern Hills saw climate change as slightly more important than respondents from elsewhere within the county.

Q4 To what extent do you agree or disagree with the following statements?

Table 2

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure/ Don't know
Climate change is happening and is caused by human activity	29.6%	42.9%	16.5%	5.9%	2.7%	2.6%
Climate change is already having an impact in Worcestershire	12.9%	39.2%	28.4%	8.7%	2.0%	8.8%
The public agencies belonging to the Worcestershire Partnership are doing all they can to limit the effects of climate change	1.0%	12.7%	38.9%	14.9%	4.6%	27.9%
Businesses in Worcestershire are doing all they can to limit the effect of climate change	1.1%	5.9%	30.0%	30.3%	7.8%	24.8%
I can personally help to limit the effects of climate change	16.0%	54.4%	16.7%	5.4%	3.8%	3.7%
I am personally doing all I can to limit the effects of climate change	10.7%	45.3%	26.8%	11.1%	1.8%	4.3%

Base: All valid responses

Almost three-quarters of respondents (72.5%) agree that climate change is happening and caused by human activity and over half (52.1%) think it is already having an impact on Worcestershire.

A larger proportion of respondents disagree that public agencies or businesses in Worcestershire are doing what they can to combat it (19.5% and 38.1% respectively), compared to those who think they are (13.7% and 7.0% respectively).

Seven in ten respondents feel they can personally help to limit the effects of climate change and 56.0% of respondents agree that they are doing all they can to limit the effects of climate change. Only 9.2% and 12.9% respectively disagree with either of these statements.

In comparison to May 2006 results, there are fewer respondents agreeing that climate change is already having an effect in Worcestershire. In May 2006, 59.5% of respondents agreed that climate change was already having an impact in Worcestershire compared to 52.1% in June 2009.

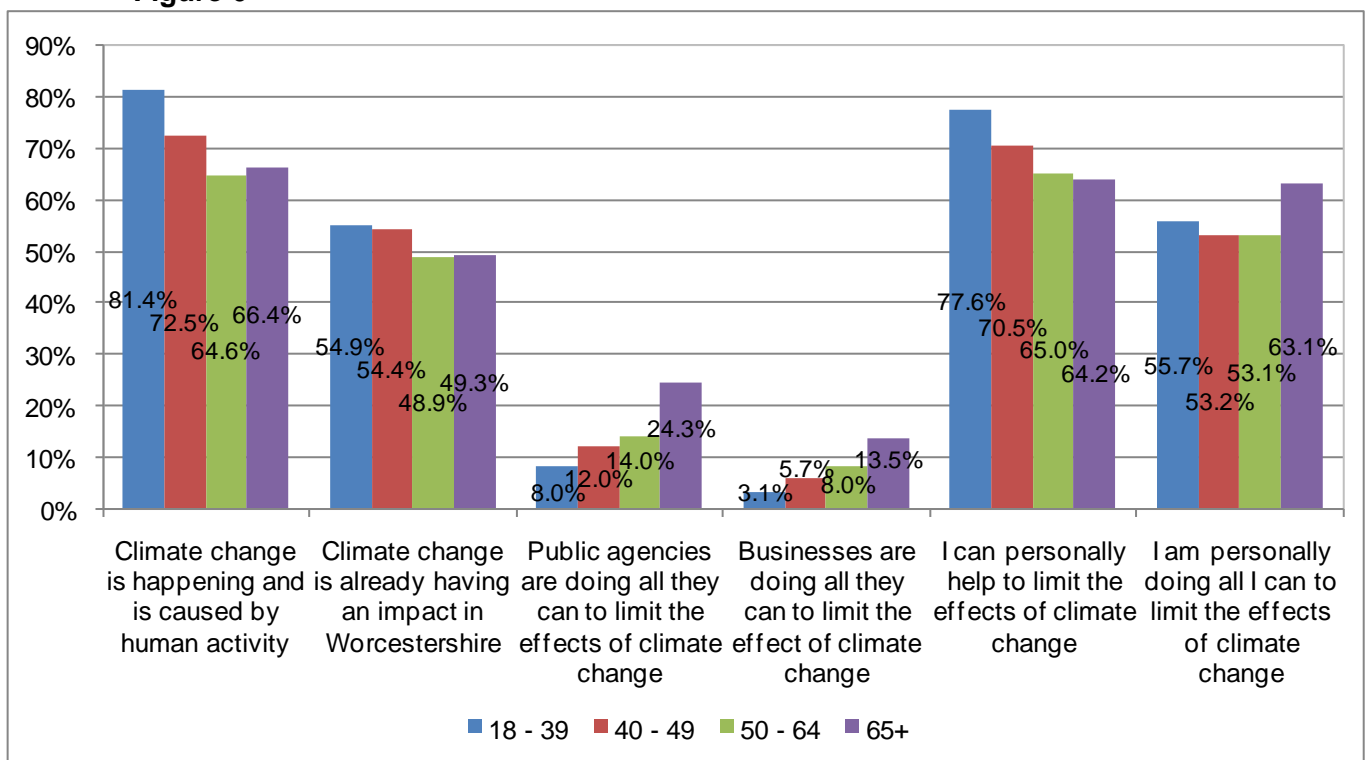
Also, fewer respondents in June 2009 agree that public agencies belonging to Worcestershire Partnership are doing all they can to limit the effects of climate change (15.0% in May 2006 compared to 13.7% in June 2006).

The same occurred for statements that stated people are personally helping and doing all they can to limit the effects of climate change. In May 2006, 76.9% of respondents agreed that they can personally help to limit the effects of climate change compared to 70.4% in June 2009). And 63.0% of respondents in May 2006 agreed that they are personally doing all they can to limit the effects of climate change compared to 56.0% in June 2009).

However, more respondents in June 2009 agree that businesses in Worcestershire are doing all they can to limit the effect of climate change (4.7% in May 2006 compared to 7.0% in June 2009).

Results by Age

Figure 6



The chart above shows the percentage of respondents in each age group who chose either strongly agree or agree for each of the above statements. Age analysis shows the younger age groups tend to agree more with the statements: 'climate change is happening and is caused by human activity', 'climate change is already having an impact in Worcestershire' and 'I can personally help to limit the effects of climate change'.

Whereas the older age groups are agree more with: 'public agencies belonging to the Worcestershire Partnership are doing all they can to limit the effects of climate change', 'businesses in Worcestershire are doing all they can to limit the effect of climate change' and 'I am personally doing all I can to limit the effects of climate change'.

Results by Gender

Gender analysis shows that female respondents are more likely to agree with the statements, whereas male respondents are more likely to disagree. For example, 76.6% of female respondents agree with the statement I can personally help to limit the effects of climate change. This is compared to 62.8% of male respondents.

Results by ACORN

Respondents in the Moderate Means ACORN category were more likely to strongly agree to the statements 'climate change is happening and is caused by human activity' and 'climate change is already having an impact in Worcestershire'. The same group was also more likely to disagree to the statements 'the public agencies belonging to the Worcestershire Partnership are doing all they can to limit the effects of climate change' and 'businesses in Worcestershire are doing all they can to limit the effect of climate change'. Other ACORN groups were similar with their responses.

Results by District

Results by district were fairly similar with the exception of statement 'climate change is already having an impact in Worcestershire' – in which respondents from Worcester City were more likely to agree (21.3% strongly agreeing) compared to Redditch with 6.1% of respondents strongly agreeing.

Q5 If you agree that you are doing all you can to limit the effects of climate change, please briefly describe what actions you are taking.

Respondents generally comment on using less fuel, walking when possible and recycling at home. Many more comment on using less electricity by turning off appliances fully when not in use. Other respondents use this opportunity to broadcast their beliefs that climate change is a myth and just another way for governments to control their citizens. For a full list of comments please see Appendix 1.

Q6 How would you describe your property's insulation?

Table 3

	Yes		No		Don't know	
	Frequency	%	Frequency	%	Frequency	%
My home is my responsibility to maintain	956	89.1	97	9.0	20	1.9
The loft of my property is adequately insulated (i.e. at least 10" thickness)	633	58.9	301	28.0	141	13.1
The walls of my property are insulated	545	50.2	401	37.1	137	12.7

89.1% of respondents agree that their home is their responsibility to maintain, 58.9% have an adequately insulated loft in their property and 50.2% have insulated walls.

Results by Age

Age results for those respondents who feel their home is their responsibility to maintain were similar. However, for adequately insulated loft and wall insulation, the 65+ group were more likely to say yes. For example, for 'the loft of my property is adequately insulated (i.e. at least 10" thickness)', 55.6% of 18-39 years olds said yes, 57.5% of 40-49 year olds said yes, 56.0% of 50-64 year olds said yes and 69.9% of 65+ said yes. Similar numbers were reflected for wall insulation.

Results by Gender

Results by gender were equal.

Results by ACORN

Results by ACORN were similar.

Results by District

Figure 7: My home is my responsibility to maintain, by District

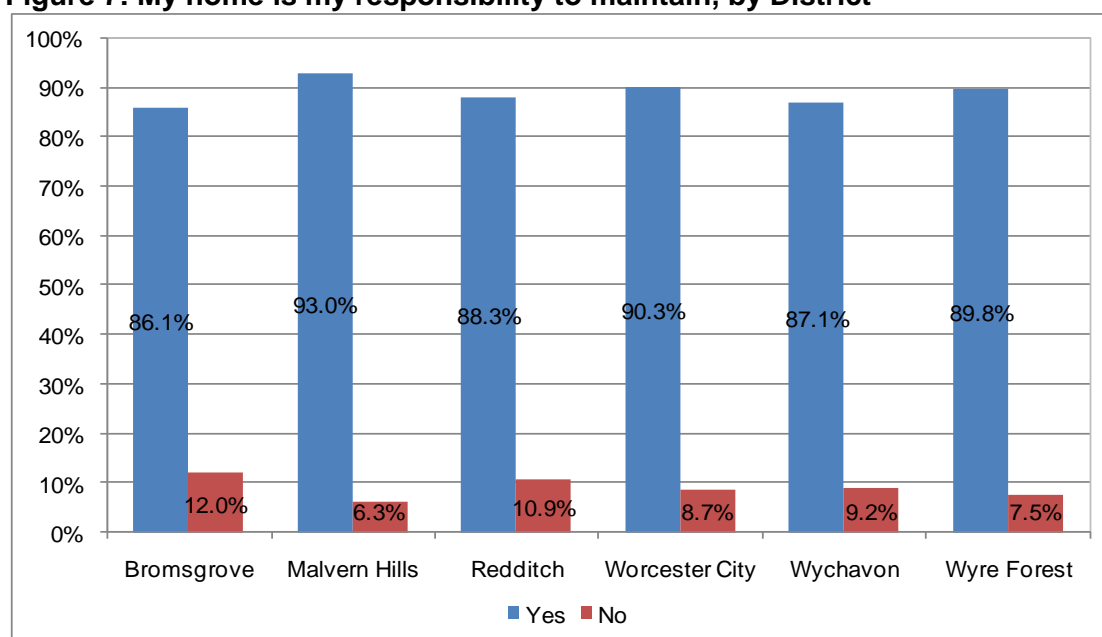


Figure 8: The loft of my property is adequately insulated (i.e. at least 10" thickness), by District

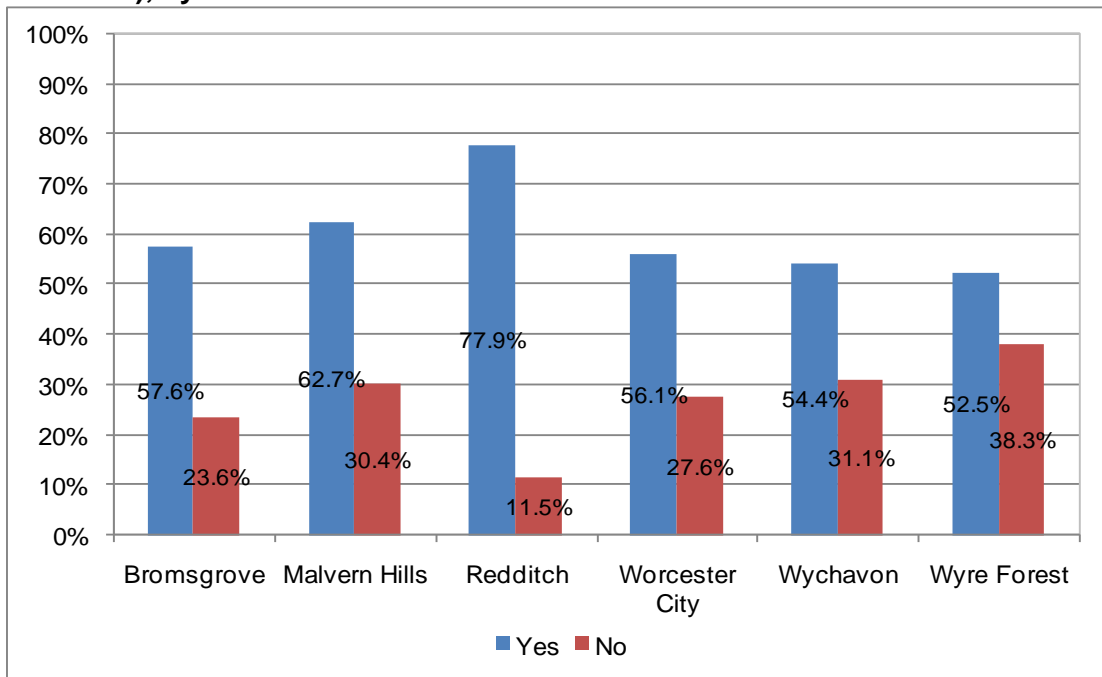
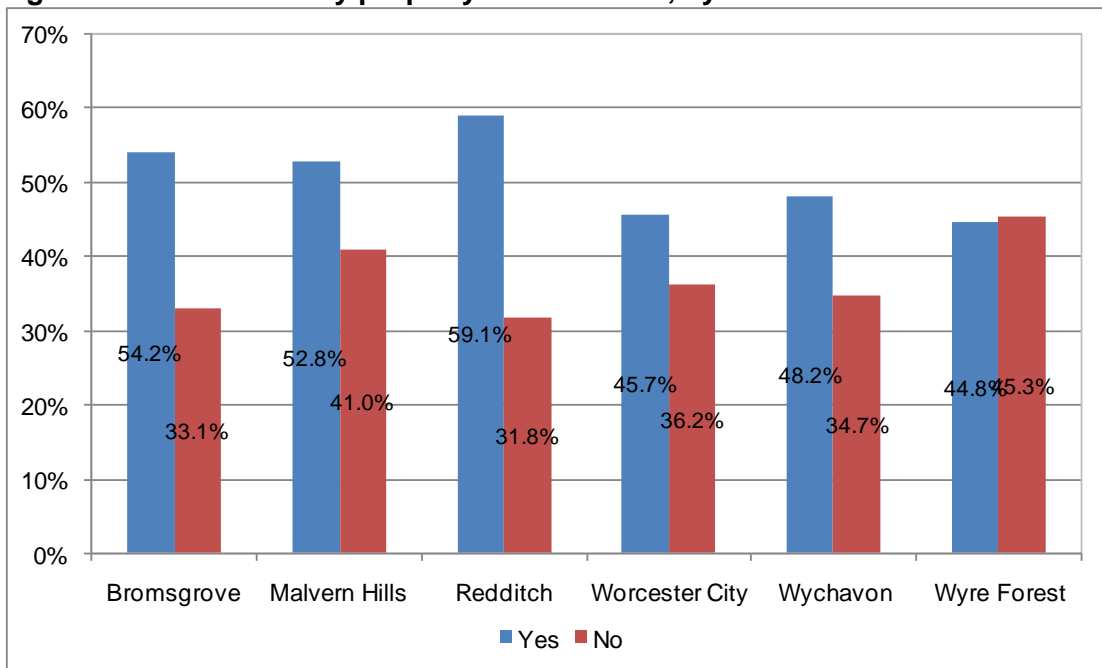


Figure 9: The walls of my property are insulated, by District



Q7 Which of the following types of renewable energy do you have in your home, would you consider having or need more information about before considering them?

Table 4

	Already have	Would consider having	Would not consider	Need more info
Electricity purchased through a renewable/green tariff	9.6%	53.7%	11.2%	25.5%
Wind turbine	0.1%	36.1%	46.7%	17.1%
Solar thermal panels	1.9%	60.5%	22.2%	15.3%
Solar photovoltaic panels (generating electricity)	0.1%	56.4%	22.8%	20.7%
Ground source heat system (latent heat from ground)	0.4%	46.3%	30.2%	23.1%
Wood fuel e.g. boiler/stove	14.6%	30.0%	45.5%	9.9%
Other	3.5%	18.7%	26.0%	51.8%

Base: All valid responses

Results show that very few respondents already have the above types of renewable energy in their home. However, most would consider having them. Wood fuel is the most popular type that is already owned (14.6%) but is also the second least popular type as shown by 45.5% of respondents stating they would not consider having it. 60.5% of respondents would consider having solar thermal panels followed by 56.4% who would consider having solar photovoltaic panels. Just over a third would consider owning a wind turbine.

In comparison to results from the November 2007 survey, far more respondents would consider having the above types of renewable energy in their homes. However, the amount of respondents who actually own these types of renewable energy has remained constant, thus the percentages of respondents who require more information have dropped slightly. There has been an increase of 23.7% of respondents who would consider having wind turbines, an increase of 2.4% of respondents who would consider having solar photovoltaic panels, an increase of 6.0% of respondents who would consider having ground source heat, and an increase of 6.0% of respondents who would consider having wood fuel in their homes. However, there has been a 2.0% decrease in the number of respondents who would consider having solar thermal panels in their home.

Respondents were invited to comment on anything 'other' they may own. Many simply commented that they use things to help the environment and a number of respondents stated they used heat pumps. For a full list of comments, please see Appendix 2.

Results by Age

There was a correlation between the older a respondent is, and the less likely he/she would consider having renewable energy in their house. For example, 56.9% of 65+ would not consider having a wind turbine. This is compared to 40.1% of 18-35 year olds. Other results similarly reflect this.

The biggest difference in age category was in regard to solar photo voltaic panels. 67.7% of those 18-39 would consider having that type of renewable energy in their home. This is compared to 54.8% for 40-49 age group, 54.1% for the 50-64 age group and only 28.3% for those over 65 years of age.

Results by Gender

Results by gender revealed that opinions on owning renewable energy are very similar between males and females.

Results by ACORN

Results in ACORN categories also reveal very similar results. However, Wealthy Achievers are more likely to already use wood fuel as a source of renewable energy.

Results by District

Results show that respondents from Redditch require much more information compared to other respondents about electricity purchased through a renewable/green tariff (36.6%). This is compared to 21.9% for Bromsgrove, 20.0% for Malvern Hills, 23.2% for Worcester City, 24.6% for Wychavon and 29.8% for Wyre Forest.

Respondents from Bromsgrove are more likely to consider having a wind turbine (46.1%). Other results were similar with just over two thirds of respondents stating they would consider having a wind turbine.

Respondents from Malvern Hills were more likely to own wood fuel. 28.8% stated they already owned the source of energy compared to 20.3% from Wychavon, 14.5% from Bromsgrove, 12.4% from Wyre Forest, 4.9% from Redditch and 4.8% from Worcester City.

Respondents from Redditch were more likely to require more information in regards to owning solar photovoltaic panels (generating electricity).

Section B: Grow Your own Food

Q8 Do you grow vegetables and/or fruit for your own consumption?

55.5% of respondents grow their own vegetables and/or fruit for their own consumption, with 36.7% having done so for longer than 2 years. 44.6% stated they do not grow their own vegetables and/or fruit.

Results by Age

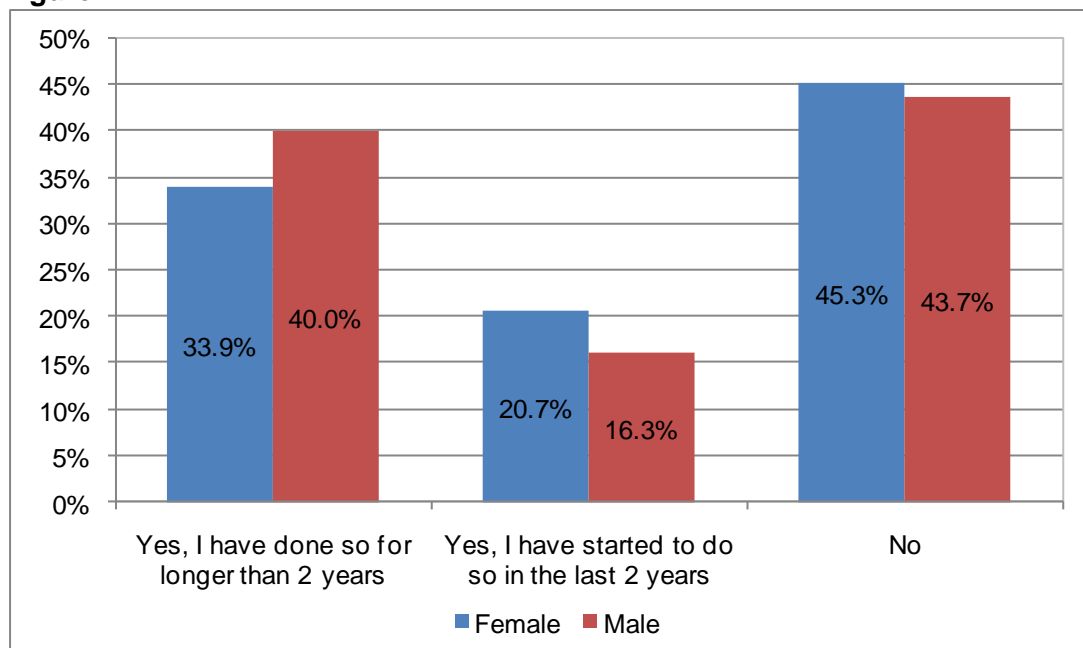
The older respondents are more likely to have grown their own produce for more than 2 years. 31.3% of the 18-39 age group have done so for more than 2 years, 32.0% of the 40-49 age group, 44.2% of the 50-64 age group and 39.7% of the 65+ age group also stated this.

Therefore, the younger age groups are more likely to have started within the last 2 years. 28.7% of respondents aged 18-39 stated yes, starting in the last 2 years. This is compared to 16.0% of the 40-49 age group, 13.4% of the 50-64 age group and just 11.2% of the 65+ age group.

Respondents who do not grow their own food had similar numbers across the age groups.

Results by Gender

Figure 11



Gender results are similar but reveal male respondents have been growing their own vegetables and/or fruit for longer.

Results by ACORN

Wealthy Achievers were the most likely respondents to grow their own food. 42.3% have done so for more than 2 years and 20.0% have started within the last 2 years.

Respondents in the Urban Prosperity group were least likely to grow their own food. 62.5% stated they did not grow their own vegetables and/or fruit for their own consumption.

The remaining three categories had around 50.0% of respondents stating they did not grow their own vegetables and/or fruit.

Results by District

Respondents from Redditch are least likely to grow their own foods as 60.0% stated they did not.

The Malvern Hills is the most likely district where respondents have grown their own food for more than 2 years (56.2%). This is followed by Worcester City (40.0%), Wychavon (35.2%), Bromsgrove (37.5%), and Wyre Forest (27.1%).

Results were fairly equal for those who have started growing their own vegetables and/or fruit within the last 2 years.

Q9 If Yes, which of the following reasons explain why you grow your own food?

Table 5

	Frequency	%
It's an enjoyable hobby	490	81.0
The produce tastes better	492	81.3
It's healthier	396	65.5
It saves money	401	66.3
Fruit trees/vegetable plot were already there when I moved into my home	108	17.9
To help my children/grandchildren learn how to grow things	268	44.3
Other	54	8.9

Base: 605 respondents

Respondents were invited to select more than one answer and the top two reasons for growing their own food were that the produce tastes better and it's an enjoyable hobby (81.3% and 81.0% respondents respectively).

Under 'Other', many respondents commented that growing their own food also adds exercise to their life and helps the environment. However, many comments were simply extensions to the multiple choice answers given above. For a full list of comments, please see Appendix 3.

Results by age, gender, ACORN and district reveal very similar results.

Q10 If No, what would encourage you to grow your own food?

Table 6

	Frequency	%
Nothing, I am not interested	102	21.0
Having access to an allotment	61	12.6
Having a garden	45	9.3
Having more space in my garden	183	37.7
Having someone to help me in my garden	103	21.2
Access to good advice on growing my own food	126	25.9
Saving money on my food bills	125	25.7
Having more time available	203	41.8
Other incentive	34	7.0

Base: 486 respondents

Respondents who did not grow their own food were most likely not to do so because they require more time (41.8%). 37.7% of respondents stated they need more space in their garden and 25.9% require access to good advice on growing their own food.

Under 'Other', many respondents commented that the reason they do not grow their own food is due to illness or disability. For a full list of comments, please see Appendix 4.

As with the previous question, age, gender, ACORN and district analysis reveals no statistical significance.

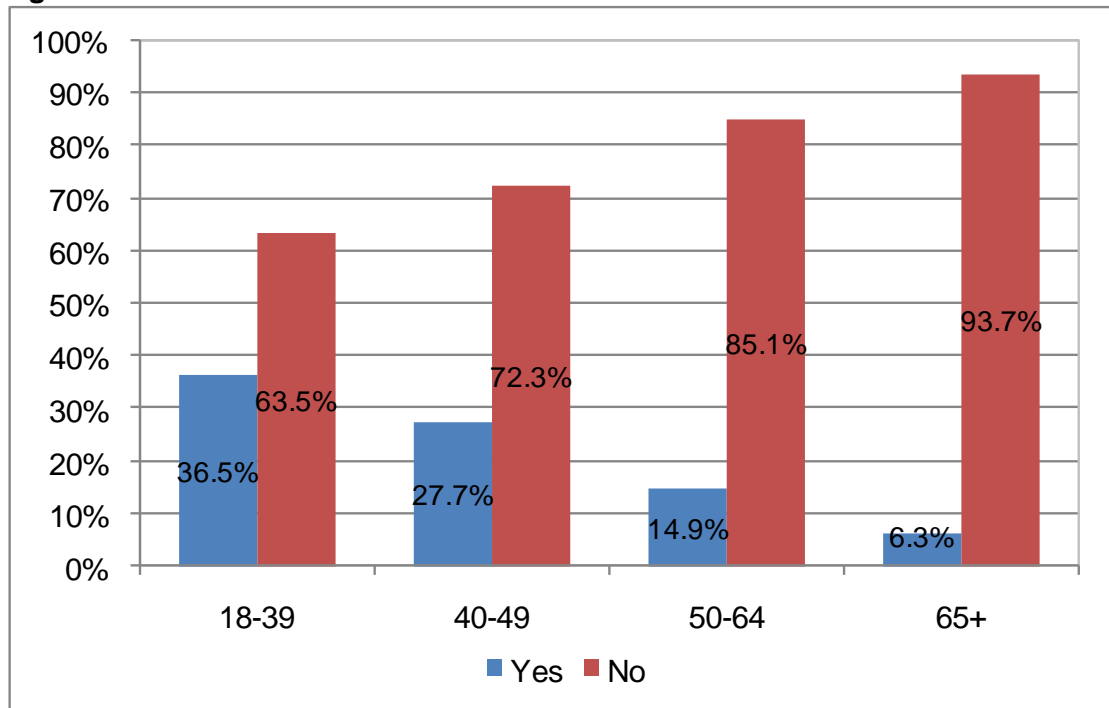
Section C: Mission Impossible

Q11 Are you aware of the Council's Mission Impossible branding?

Around 1 in 4 respondents (23.2%) is aware of the Council's Mission Impossible branding.

Results by Age

Figure 12



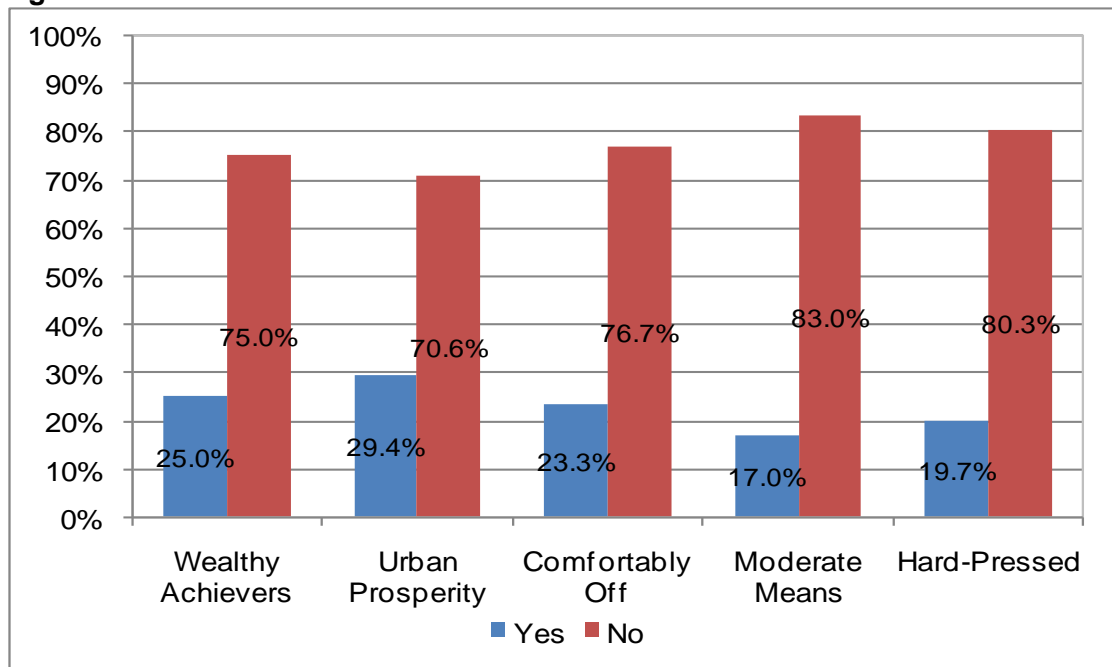
Results show that the older age groups are less likely to have heard of the Council's Mission Impossible branding. 36.5% of the 18-39 age group have heard of it compared to just 6.3% of the 65+ age group.

Results by Gender

Male respondents are more likely to have heard of the Mission Impossible branding compared to female respondents (26.0% compared to 19.9% respectively).

Results by ACORN

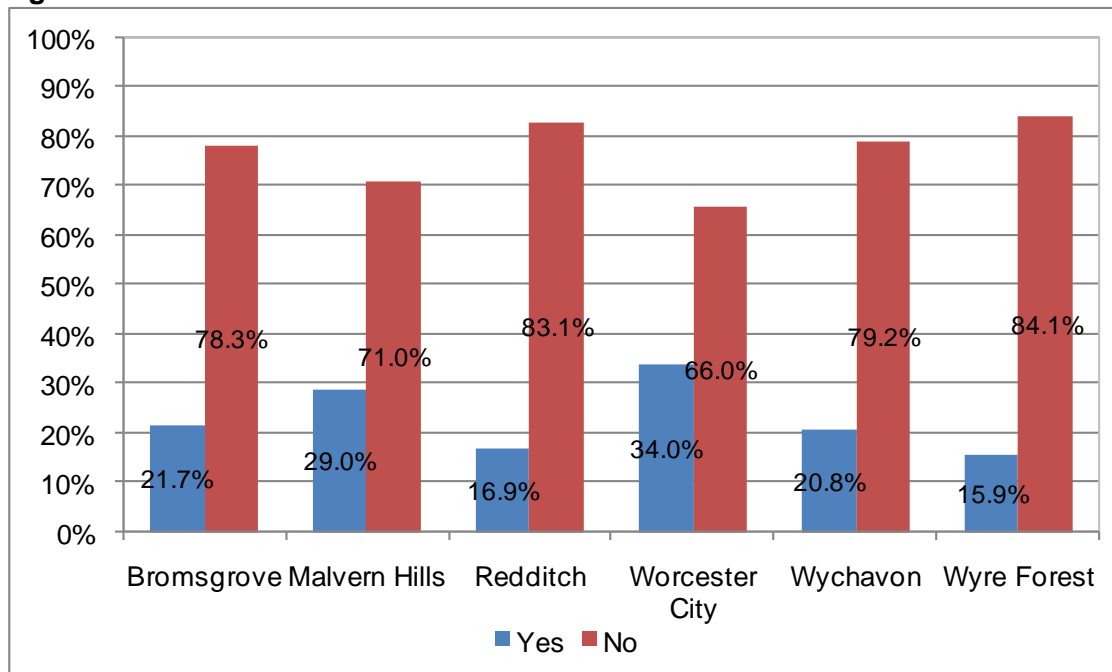
Figure 13



Respondents from a Moderate Means area are the least likely to have heard of the branding, with 17.0% saying they had seen the branding. Those from an Urban Prosperity area are most aware of the branding (29.4%).

Results by District

Figure 14



Over a third of respondents from Worcester City have heard of the branding compared to only 16.9% of respondents from Redditch. This represents a 17.1% range between the highest and the lowest.

Q12 If you are aware of Mission Impossible, what subjects do you think the campaign relates to?

Almost all respondents stated that they think Mission Impossible relates to recycling and/or composting. For a full list of comments please see Appendix 5.

Q13 Have you accessed Mission Impossible information?

Table 7

	Frequency	%
Yes, by logging on to www.wastemissionimpossible.org.uk	95	9.0
Yes, by calling the Mission Impossible hotline (01905 766883)	10	1.0
No	945	90.0

Base: 1,050 respondents

90.0% of respondents have not accessed Mission Impossible information. Those that have are more likely to do so by logging on to the website.

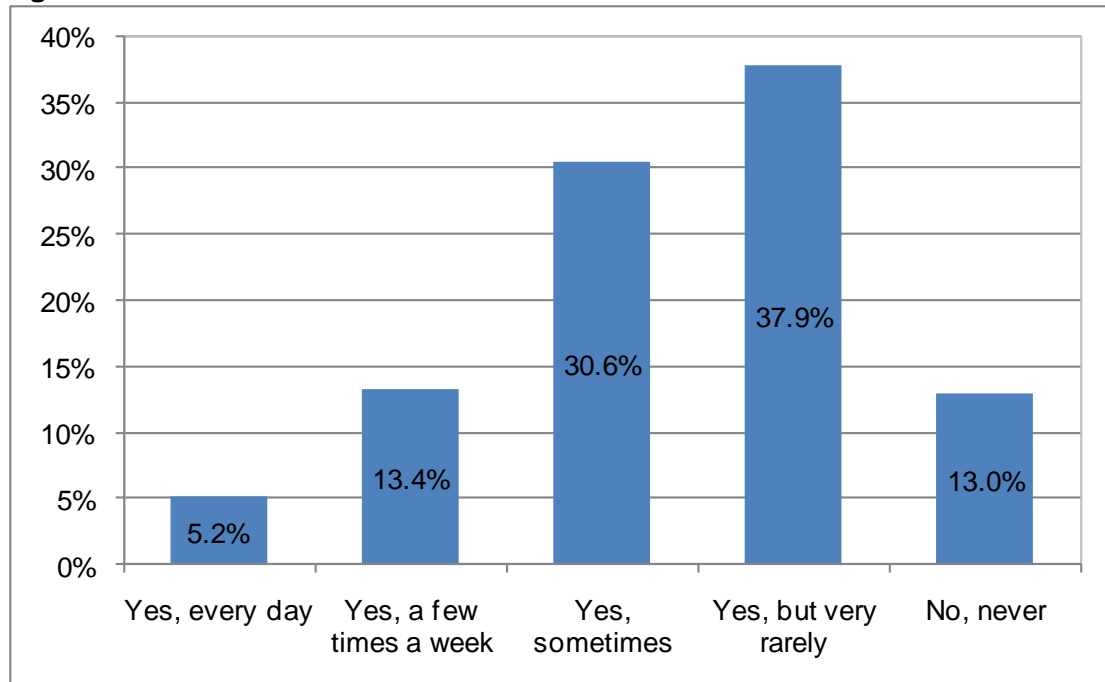
Q14 What does "waste prevention" mean to you?

Respondents mostly stated that "waste prevention" means to recycle, to save money and to use less energy. Many respondents directed the reader back to their answer for question 5.

For a full list of comments please see Appendix 6.

Q15 Do you ever find yourself wasting food (that is throwing food away in the bin or composting it, rather than eating it)?

Figure 15



Base: 1,094 Respondents

Over a third of respondents (37.4%) rarely waste food and 30.2% sometimes waste food. Only 12.8% never waste food.

Results by Age

Age analysis shows older respondents waste less food than younger respondents. For those that stated they waste food every day only 3.1% of the 65+ age group stated so. This is compared to 3.6% for the 50-64 age group, 6.3% for the 40-49 age group and 7.2% for the 18-39 age group.

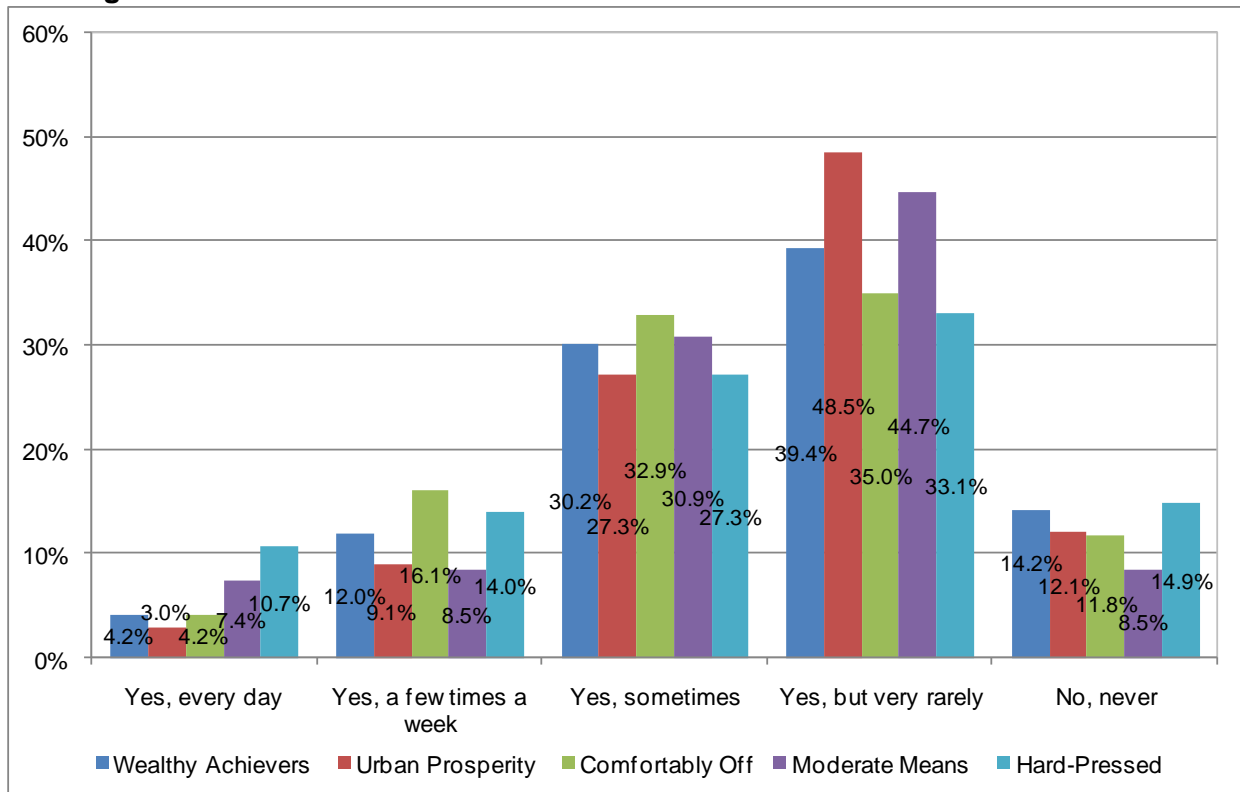
For respondents that stated never, 25.9% were of the 65+ age group. 14.4% were aged 50-64, 10.0% were 40-49 and 4.6% were 18-39.

Results by Gender

Results are similar by gender.

Results by ACORN

Figure 16



Analysis by ACORN category reveals that those in Hard Pressed areas are more likely to waste food everyday (10.7%). However, respondents from the same category were also more likely to never waste food (14.9%).

Results by District

Analysis of district reveals similar results.

Q16 If you find yourself throwing away food, what are the main reasons?

Table 8

	Frequency	%
I prepare too much for the number of people eating	155	16.3
It has passed its best before date	347	38.9
It has passed its sell by date	250	26.3
I buy too much food when I go shopping	80	8.4
Food is leftover on plates (e.g. children do not eat it all)	389	40.9
I buy food and then my plan change (e.g. social arrangements)	267	28.0
Other	136	14.3

Base: 952 respondents

The most ticked reason for throwing away food is that it is left over on plates (40.9%), followed closely by passed its best before date (38.9%).

Just 8.4% of respondents state buying too much food as a reason for throwing it away and around a quarter of respondents throw food away because it has passed its sell by date or meal plans change.

Under 'Other', the majority of respondents commented they throw food away because it has gone off or passed the sell-by-date. For a full list of comments, please see Appendix 7.

Q17 Which of these food groups do you typically throw away?

Table 9

	Frequency	%
Inedible food waste (e.g. peelings, bones)	732	76.9
Fruit, vegetables or salad	452	47.5
Processed meat and fish (e.g. sandwich meats)	174	18.3
Bread and cakes	299	31.4
Raw or home-cooked meat and fish	119	12.5
Ready meals or convenience foods	64	6.7
Take away foods	75	7.9
Cheese and yoghurt	147	15.4

Base: 952 respondents

76.9% of respondents throw away food waste because it is inedible foods such as peelings and bones. Other food groups commonly thrown away are fruit, vegetables or salad (47.5%), bread and cakes (31.4%) and processed meat and fish used in sandwiches (18.3%).

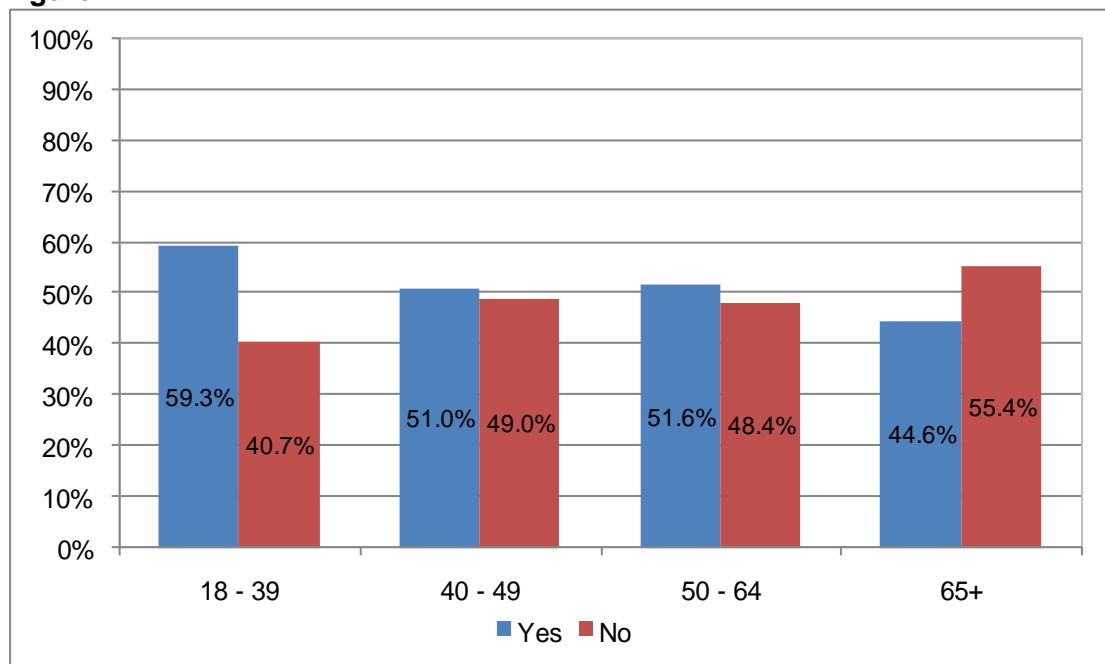
Section D – Worcestershire Hub

Q18 Have you ever used the Worcestershire Hub to access your council services?

52.7% of respondents have used the Worcestershire Hub to access Council services. This represents an increase of 8.7% of respondents using the Hub compared to results in June 2008.

Results by Age

Figure 17



Age analysis shows that younger age groups are more likely to access the Worcestershire Hub for Council services. The over 65 age group is the only group have more than half of respondents never use the Worcestershire Hub.

Results by Gender

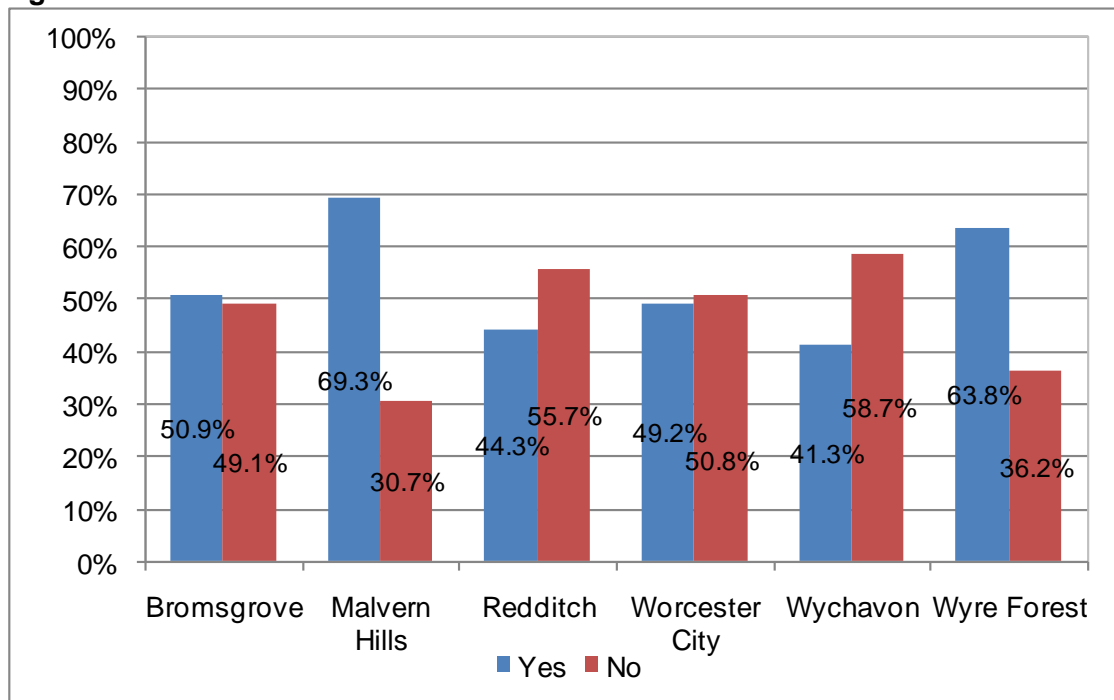
Gender analysis revealed slightly more females compared to males have used the Worcestershire Hub to access Council services (54.4% to 50.5% respectively).

Results by ACORN

ACORN results reveal almost even splits between yes and no answers within categories except for those in Urban Prosperity areas – where just under two-thirds of respondents stated yes to using the Worcestershire Hub to access Council services.

Results by District

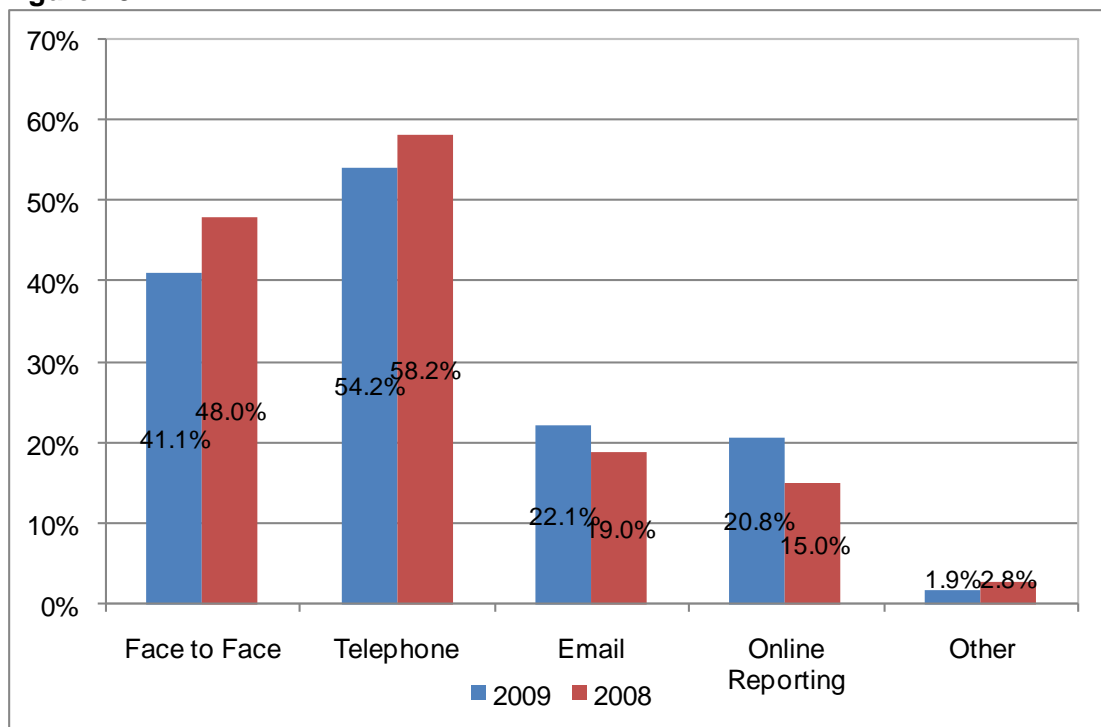
Figure 18



The chart reveals that respondents in Malvern (69.3%) and Wyre Forest (63.8%) are more likely to have used to Worcestershire Hub to access Council services compared to respondents in Redditch (44.3%) and Wychavon (41.3%).

Q19 Please tell us how you got in touch with the Worcestershire Hub

Figure 19



The most common method used to get in touch with the Worcestershire Hub is via the telephone (54.2%) followed by face to face (41.1%).

Compared to 2008, there is a decrease in preference to face to face and telephone contact and an increase in email and online reporting as methods of getting in touch with the Worcestershire Hub. Comments written by respondents who answered 'Other' and elaborated further are listed below:

- By filling in questionnaire
- Don't need to use
- Drop in
- For a new bin that had blown away in a gale
- From local councillors and press
- I've mailed the hub re: the overgrown trees in Lickhill Road, I have since referred the matter to Wyre Forest Council
- I know nothing about Hub
- I never have.
- In the OneStop Shops
- Information on website
- Internet site for information
- Kidderminster hub
- Library
- On that occasion I was given incorrect information
- Online questioning
- Phone is a waste of time they're too busy to reply
- The only complaint I made - was ignored!!
- To report a neglected walkway
- Viewed website only
- Worcestershire Hub unknown details

Results by Age

The 65+ age group were least likely to use face to face contact and email to contact the Worcestershire Hub. Other methods were all equal in terms of age group.

Results by Gender

All methods of contacting Worcestershire Hub received equal results by gender analysis.

Results by ACORN

Those in Urban Prosperity areas were most likely to use face to face methods. And those in Hard Pressed areas were most likely to use online reporting. Other results, however, were similar across ACORN groups for all methods of contact.

Results by District

Respondents from Redditch and Worcester City were most likely to use face to face communication methods. Wyre Forest respondents were most likely to use the telephone. Redditch respondents were more likely to use email. Again, results were very similar with few significant results.

Q20 Telephone numbers beginning with 03 are non-geographic telephone numbers. These have been introduced as an alternative to 08 prefixed numbers such as 0845. Whereas 0845 calls are charged at a local rate, 03 numbers cost the same to call as geographic landline numbers and are also covered by inclusive call minutes and discount scheme from all major mobile phone and landline operators.

Had you previously heard of 03 telephone numbers? AND Q21 Would you prefer to use 03 prefixed telephone numbers, 0845 telephone numbers or local 01 prefixed numbers to contact the Hub?

21.1% of respondents have heard of 03 telephone numbers and 78.9% have not. 21.9% of respondents would prefer to use 03 numbers compared to 8.8% who prefer 0845 numbers and 26.6% who prefer 01 numbers. 24.7% had no preference.

Results by Age

Age results reveal that the younger respondents are slightly more likely to have heard of 03 telephone numbers. But there is no correlation between age groups and preference with telephone numbers.

Results by Gender

Gender results for both questions are similar.

Results by ACORN

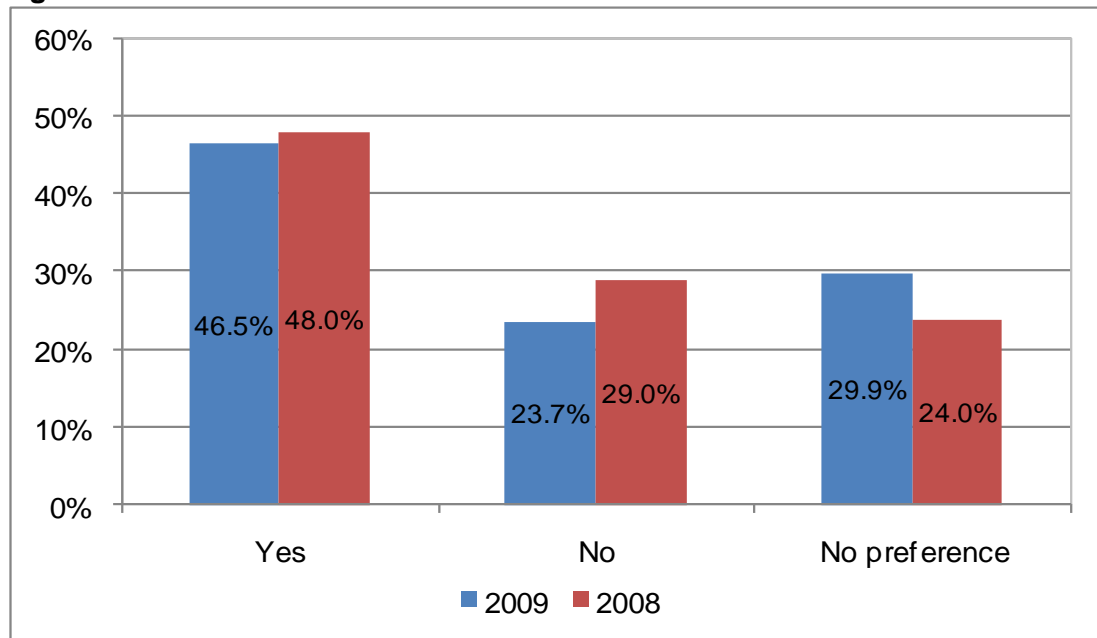
ACORN results for both questions are similar.

Results by District

District results are also similar for both questions.

Q22 The Worcestershire Hub currently offers direct telephone numbers to local centres across the county and a range of telephone numbers for customers to access specific council services, such as Highways, Social Care and Registration Services. Would you like to have one single number for all your council services?

Figure 20



Almost half of respondents (46.5%) would prefer a single number of all council services. 29.9% have no preference. Compared to results from a year ago, there has been a 5.9% rise of respondents having no preference and a 5.3% decrease in respondents answering no.

Results analysed by age, gender, ACORN and district reveal no statistical significance; reflecting the previous questions.

Q23 If you needed to contact the Worcestershire Hub by telephone, which method would you most likely use?

By far the most common telephone method that respondents would use to contact the Worcestershire Hub is landline (84.6%), followed by 14.2% who stated mobile phone and just 1.2% who stated an 'Other' method.

Section E – Worcestershire County Council Website

Q24 The new home page contains eight information areas, please select the THREE you think you would use the most.

Table 10

	Frequency	%
The main website navigation links	590	53.3
3 Featured top articles	45	4.1
News and press releases	215	19.4
A list of services that are available online	720	65.0
An interactive map displaying council services near you	286	25.8
How to contact us, consultations and councillors	511	46.1
The 'What's on' events calendar	368	33.2
Popular links and most visited sections	91	8.2

Base: All valid responses

Two in three respondents (65.0%) stated they would use a list of services that are available online if they were to use the County website. The least popular information area was the 3 featured top articles area (4.1%). Main website navigation links and how to contact us are almost equally popular with around half of respondents selecting them as information areas they would visit. A third of respondents would use the 'What's on' events calendar.

Results by Age

Results by Age were similar.

Results by Gender

Gender results revealed nothing significant.

Results by ACORN

ACORN category analysis revealed no statistical difference.

Results by District

Results by district also revealed very little difference.

Q25 The new home page includes an interactive map to display council services near you, which type of services would you like to see on this map?

Table 11

	Frequency	%
Health	682	61.5
Education	403	36.3
Local Amenities	745	67.2
Leisure & Tourism	560	50.5
Customer Centres	366	33.0
Parks and open spaces	594	53.6
Walking Trails	573	51.7
Transport and Street Maintenance	580	52.3
Other	62	5.5

Base: All valid responses

Local amenities and health are the most popular services that respondents would like to see on an interactive map (67.2% and 61.5% respectively). The least popular service to appear on an interactive map is customer centres (33.0%) followed by education (36.3%).

Reflecting the previous question; results by age, gender, ACORN and district reveal very little statistical significance.

Q26 We also propose to include an online poll on the new home page, a simple one click opinion poll changing from time to time. Would you take the time to vote on the online poll if the questions related to you?

Exactly three quarters of respondents would take time to vote in the opinion poll.

Results by Age

Analysis by age reveals 83.1% of the 18-39 age group would vote in the opinion poll. 79.7% of the 40-49 age group would vote, 72.8% of the 50-64 age group would vote, and 57.8% of the 65+ age group would vote. Therefore there is a strong correlation between age and those who would vote in the opinion poll.

Results by Gender

There were similar results when analysed by gender.

Results by ACORN

ACORN results revealed nothing significant.

Results by District

Results by district revealed nothing significant.

Q27 We currently maintain an online news archive, for how long would you expect news articles to be available on the web site?

Table 12

	Frequency	%
No archive	57	5.8
1 week	71	7.2
1 month	282	28.5
6 months	205	20.8
1 year	155	15.7
Longer than a year	217	22.0

Base: 987 respondents

Almost 3 in 10 respondents expect new article to be in the online archive for a month, followed by just under a quarter of respondents expect articles to be online for over a year.

Section F – Worcester Library and History Centre

Q28 As a resident of Worcestershire do you think you would make a visit to the Worcester Library and History Centre during its first year of operation?

61.8% of respondents would make a visit to the Worcester Library and History Centre during its first year of operation. 38.2% stated they would not.

Results by Age

Of the respondents who stated they would visit the Worcester Library and History Centre during its first year of operation, 62.6% were aged 18-39, 55.0% were aged 40-49, 65.6% were aged 50-64, and 62.4% were aged 65+.

Results by Gender

Results by gender were equal.

Results by ACORN

The most likely respondents to visit the Library were those from an Urban Prosperity area (72.7%). This is followed by Wealthy Achievers (63.9%), Comfortably Off (62.4%), Moderate Means (52.6%) and Hard Pressed (53.8%).

Results by District

Respondents from Worcester City were understandably the most likely respondents to Visit Worcester Library and History Centre during its first year (85.3%). This was followed by respondents in the Malvern Hills (64.6%), Wyre Forest (60.3%), Wychavon (59.6%), Bromsgrove (51.5%) and Redditch (42.3%).

Q29 If you answered Yes, what would you say were the main reasons you think you would visit?

The majority of respondents stated a visit to the Library would be a good day out and would be a good opportunity to feed their interests. For a full list of comments, please see Appendix 8.

Q30 If you answered No, what are the main reasons or barriers that would put you off visiting?

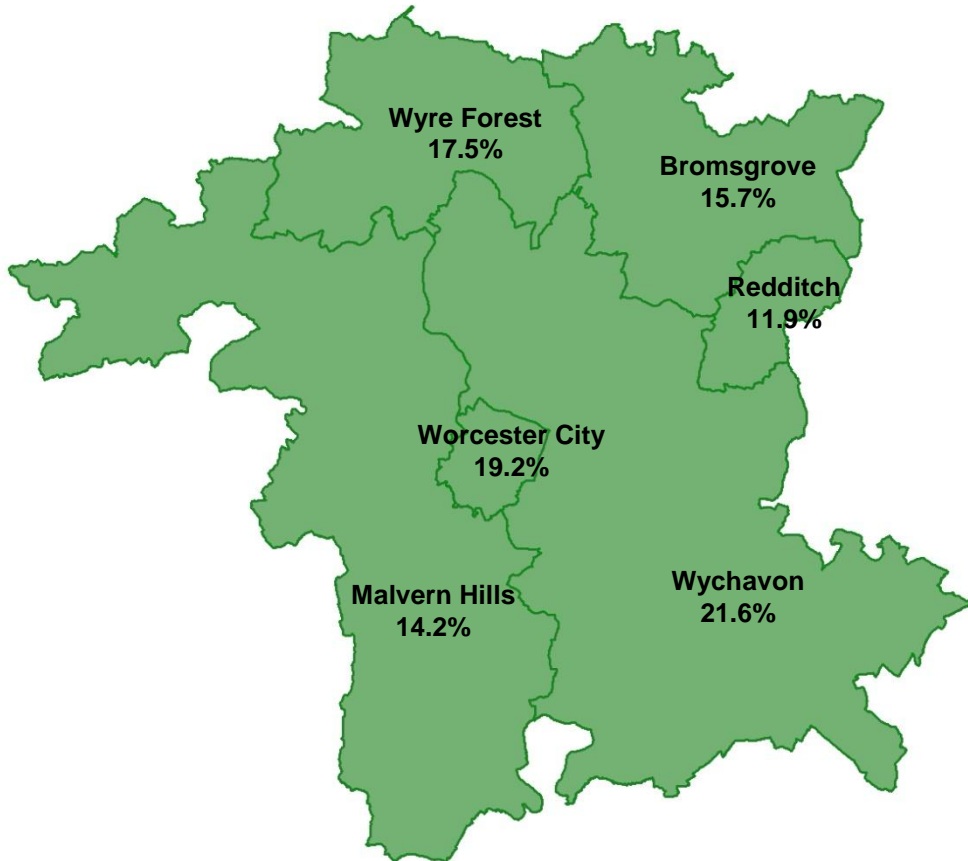
Almost all respondents state that the main problem is 'distance'. Some then go in to detail about how public transport would not help or they simply do not go into Worcester City. For a full list of comments, please see Appendix 9.

Q31 We are already in the process of deciding what sort of events, exhibitions or activities we will be putting on inside and outside the Worcester Library and History Centre. What sort of events, exhibition or activities would you like to see there?

The majority of respondents children's events to get children into reading. Others suggest Worcester-related history events to celebrate the City's diverse and colourful background. For a full list of comments, please see Appendix 10.

Section G – About You

Q32 In which district do you live?

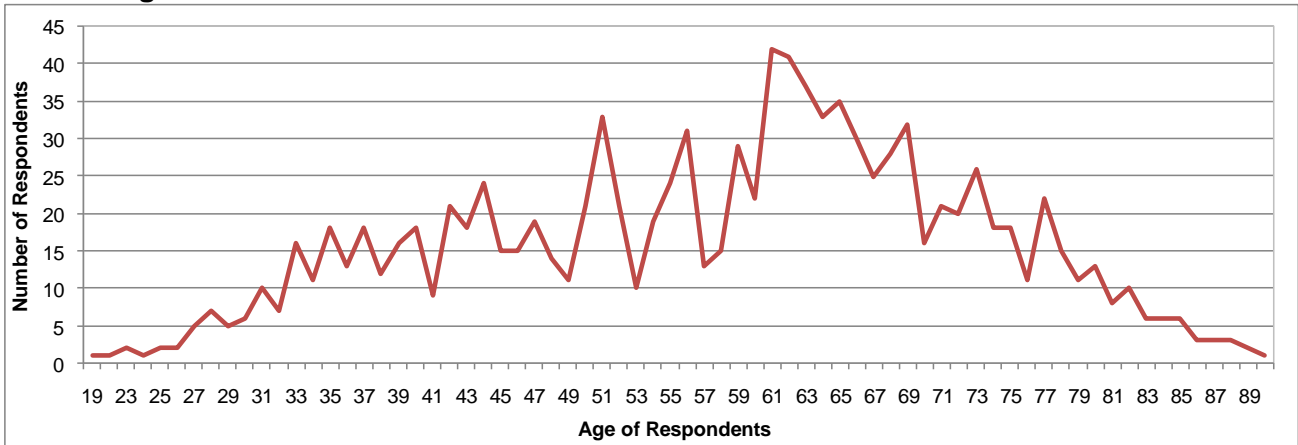


Q33 Are you male or female?

45.5% of respondents are male and 54.5% female.

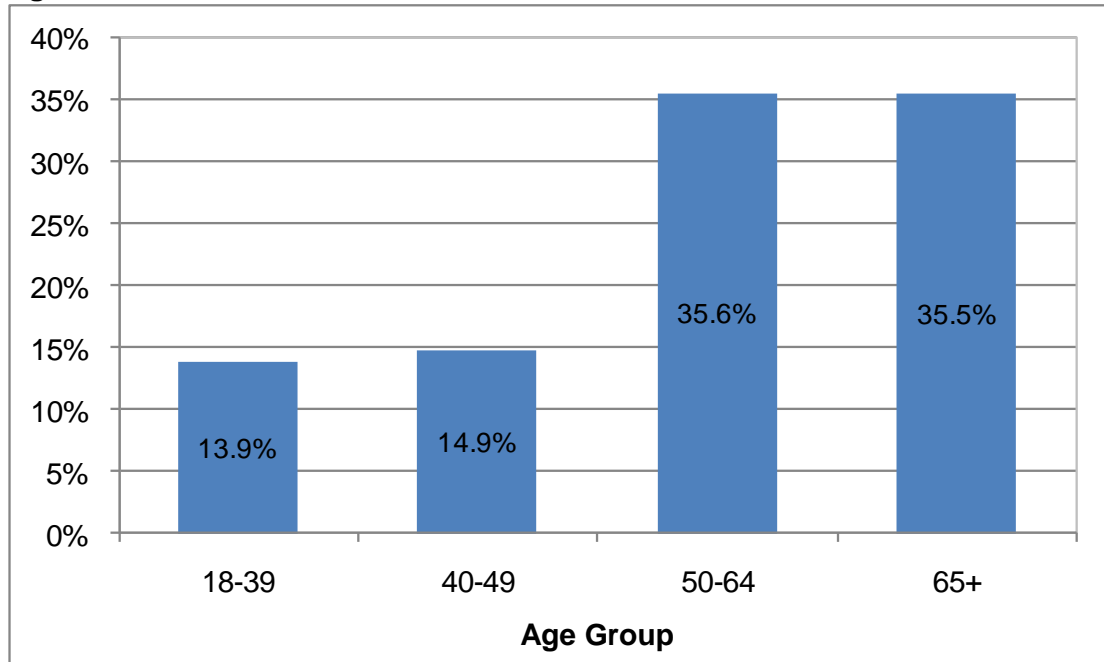
Q34 What was your age on your last birthday?

Figure 22



Base: 1,097 respondents (unweighted)

Figure 23



Base: 1,097 respondents (unweighted)

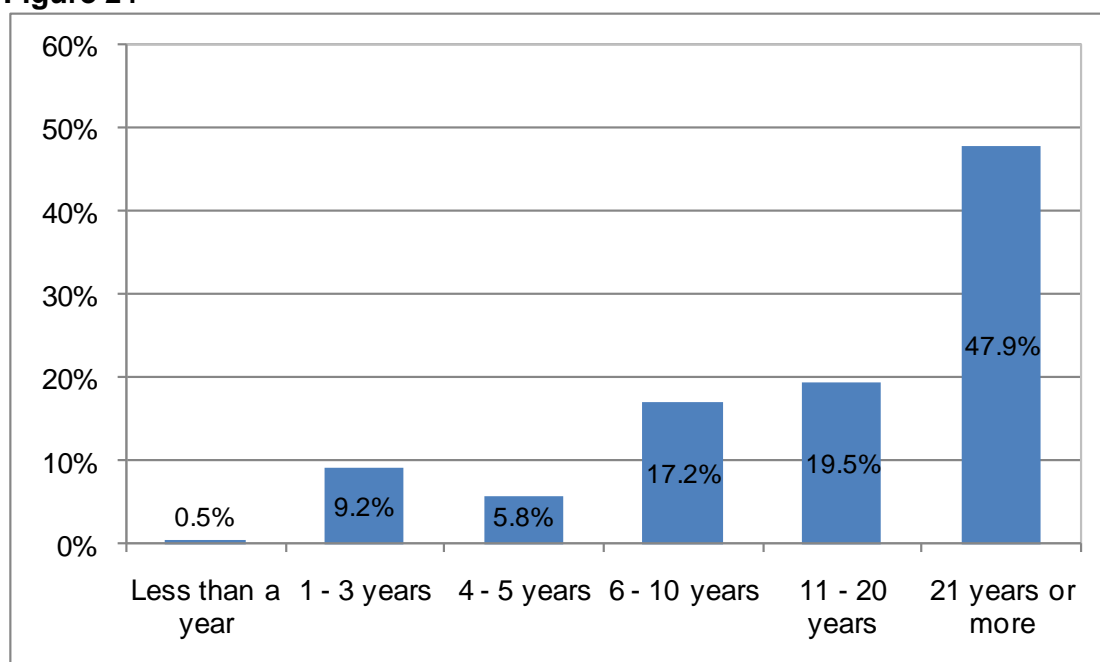
13.9% of respondents represent the 18-39 age group. 14.9% of respondents represent the 40-49 age group. 35.6% of respondents represent the 50-64 age group. 35.5% of respondents represent the 65+ age group.

Q35 Do you personally have a long standing illness, disability or infirmity that limits your daily activities?

14.9% of respondents stated they do have a long standing illness, disability or infirmity that limits their daily activities.

Q36 How many years have you lived in your current local area?

Figure 24



Base: 1,084 respondents (unweighted)

Q37 How would you describe your ethnicity?

Table 13

Ethnicity	Frequency	%
White British	1,010	94.1
White Irish	5	0.5
White Other	19	1.8
Mixed - White and Black Caribbean	4	0.4
Mixed - White and Black African	0	0.0
Mixed - White and Asian	0	0.0
Mixed - Other	0	0.0
Black or Black British - African	0	0.0
Black or Black British - Caribbean	4	0.4
Black or Black British - Other	1	0.1
Asian : Indian	3	0.3
Asian : Pakistani	3	0.3
Asian : Bangladeshi	1	0.1
Asian : Other	0	0.0
Chinese	3	0.3
Other	20	1.9

Base: 1,073 respondents (unweighted)

Q38 Which of the following best describes your current employment status?

Table 14

Employment Status	Frequency	%
Work full time	296	27.4
Work part time	133	12.3
Self employed	79	7.3
Temporary work	7	0.6
Full time student	8	0.7
Training	0	0.0
Voluntary work	23	2.1
Between jobs	12	1.1
Looking after home or family	189	17.5
Unemployed less than 6 months	4	0.4
Unemployed more than 6 months	8	0.7
Retired	287	26.5
Permanently sick/disabled	29	2.7
Other	7	0.6

Base: 1,082 respondents (unweighted)