



Voicebox 31

Report prepared for Bath & North East Somerset Council

**Direct Data Analysis Ltd
February 2023**

1

Introduction

1 Introduction

1.1 Background and objectives

Bath & North East Somerset Council have recently undertaken their Voicebox 31 survey, aimed at obtaining residents' views on a range of topics, to help shape the area and improve local services.

1.2 Approach

This research was undertaken by Direct Data Analysis, on behalf of Bath & North East Somerset Council and took place via a postal survey of residents across the local authority area.

Direct Data Analysis were provided with a random sample of 3,977 addresses from a list provided by Bath & North East Somerset Council.

A survey invite letter was sent to each address in the sample on the 24th October 2022. The invite letter contained a web address and QR code, inviting respondents to complete the survey online or via their mobile phone.

A reminder letter was sent to all non-respondents on the 14th November 2022. Although no paper-based questionnaire was included with the initial invite letters, residents were informed that a reminder would be sent to all non-respondents three weeks following the initial letter, and this would include a paper-based questionnaire. Fieldwork closed on the 16th December 2022.

By the end of the fieldwork period, 1,063 surveys had been completed. This represented a response rate of 27% (3977 less 39 returned undelivered by Royal Mail).



Who we spoke to

Households



3,938
Delivered

V3.0

Responses



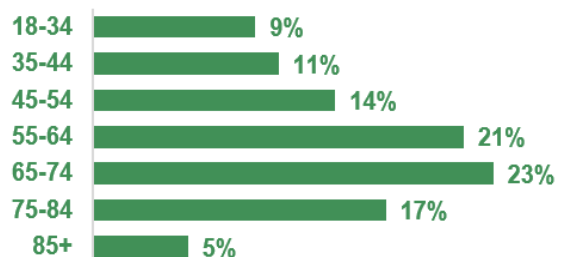
1,063 (27%)

Gender



47% 53%

Age



Prize draw

All completed questionnaires were entered into a prize draw to win one of five £75 vouchers to be spent either in the high street or online. The prize draw took place in January 2023 and the five winning households were sent their £75 vouchers by recorded delivery.

1.3 Questionnaire design

The electronic version of the questionnaire allowed respondents to complete the survey in one of over 100 languages and allowed respondents who were blind or had sight issues to complete it using their screen reader software.

Each questionnaire contained a unique survey ID to identify non-respondents for the reminder survey and to allocate the survey response to a given postcode area for any further analysis.

Technical testing of the survey

As part of the design process, the questionnaire was tested as follows:

1. In-house, using a robust plan that fully tested the design and operability of the survey.
2. Piloting with five external members, who checked and reported on areas such as usability, complexity of wording, etc.
3. Software to check that the survey had an acceptable fatigue and accessibility score.

1.4 Data analysis

Where shown, percentages are rounded to the nearest whole per cent. As such, the sum of percentages to a given question may be greater or less than 100%.

Where a question allowed respondents to select more than one option, the sum of percentages for such a question may exceed 100%.

In this report, where applicable, we show 'n=', as the number of weighted responses to a question.

Reporting

In order to ensure the results provide a representative view of the local authority area as a whole, the data was 'weighted' by age and gender only - i.e. corrective factor applied to each case to make sure no group was over or under represented.

The data was weighted back to figures provided by Bath & North East Somerset Council from ONS 2021 Mid-Year Estimates. For the purposes of this report, any 'no replies' 'don't know' and 'prefer not to say' responses have been excluded from the 'base' (unless stated).

Although 1,063 respondents completed the survey, 219 did not provide details of age and gender, so were excluded from the weighted analysis results in this report.

Profile of survey population used to create the weights.

Age Groups	ONS population estimates		Survey population*		Weights	
	Males	Females	Males	Females	Males	Females
18-34	15.4%	15.9%	3.2%	6.2%	4.8	2.6
35-44	6.8%	7.1%	4.7%	6.1%	1.5	1.2
45-54	7.5%	8.0%	7.5%	6.5%	1.0	1.2
55-64	7.4%	7.7%	9.9%	11.1%	0.7	0.7
65-74	5.9%	6.4%	10.5%	12.2%	0.6	0.5
75-84	3.7%	4.5%	7.7%	9.0%	0.5	0.5
85+	1.4%	2.2%	2.5%	2.9%	0.5	0.8

* Excludes unknown ages/gender

Survey, data analysis and report production undertaken by Direct Data Analysis Ltd.

Direct Data Analysis Ltd
 Brampton Business Centre
 10 Queen Street
 Newcastle under Lyme
 ST5 1ED
 Email: enquiries@direct-data-analysis.co.uk
 Web: www.direct-data-analysis.co.uk
 Tel: 01782 367499



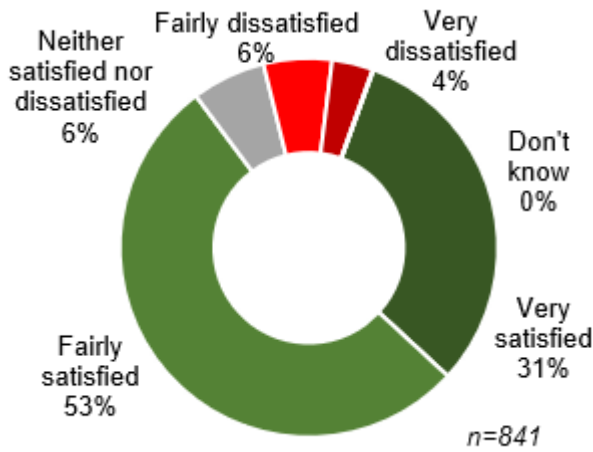
2

Survey findings

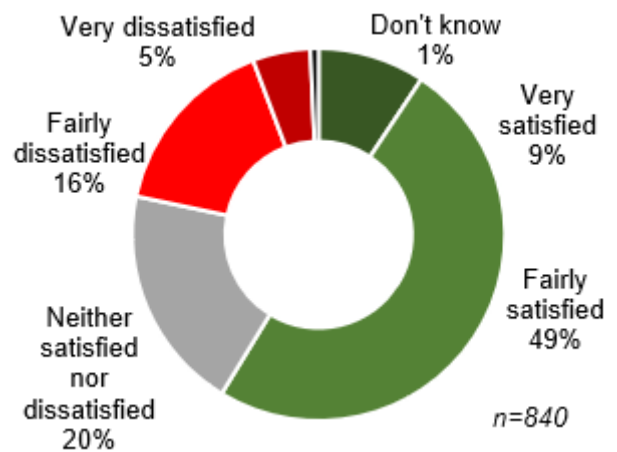
2.0 Survey findings

Your Local Area

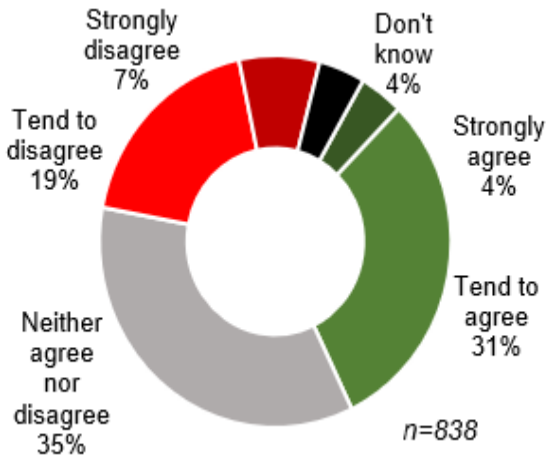
Overall, how satisfied or dissatisfied are you with your local area as a place to live?



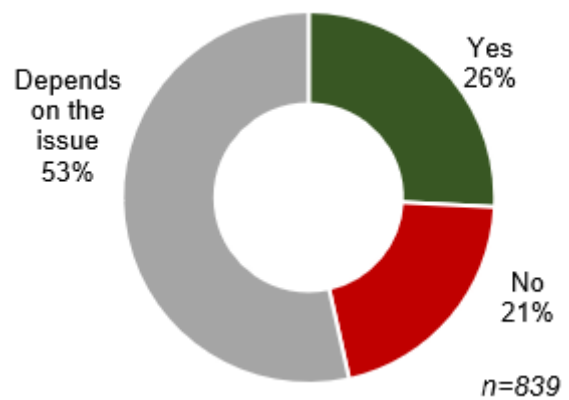
Overall, how satisfied or dissatisfied are you with the way the Council runs things?



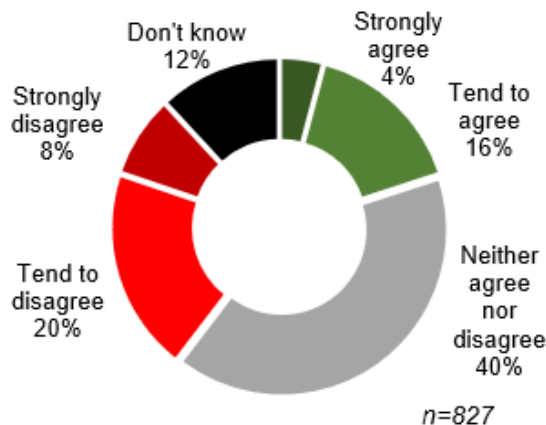
To what extent do you agree or disagree that the Council provides value for money?



I would be keen to get more involved in decisions that affect my local area.

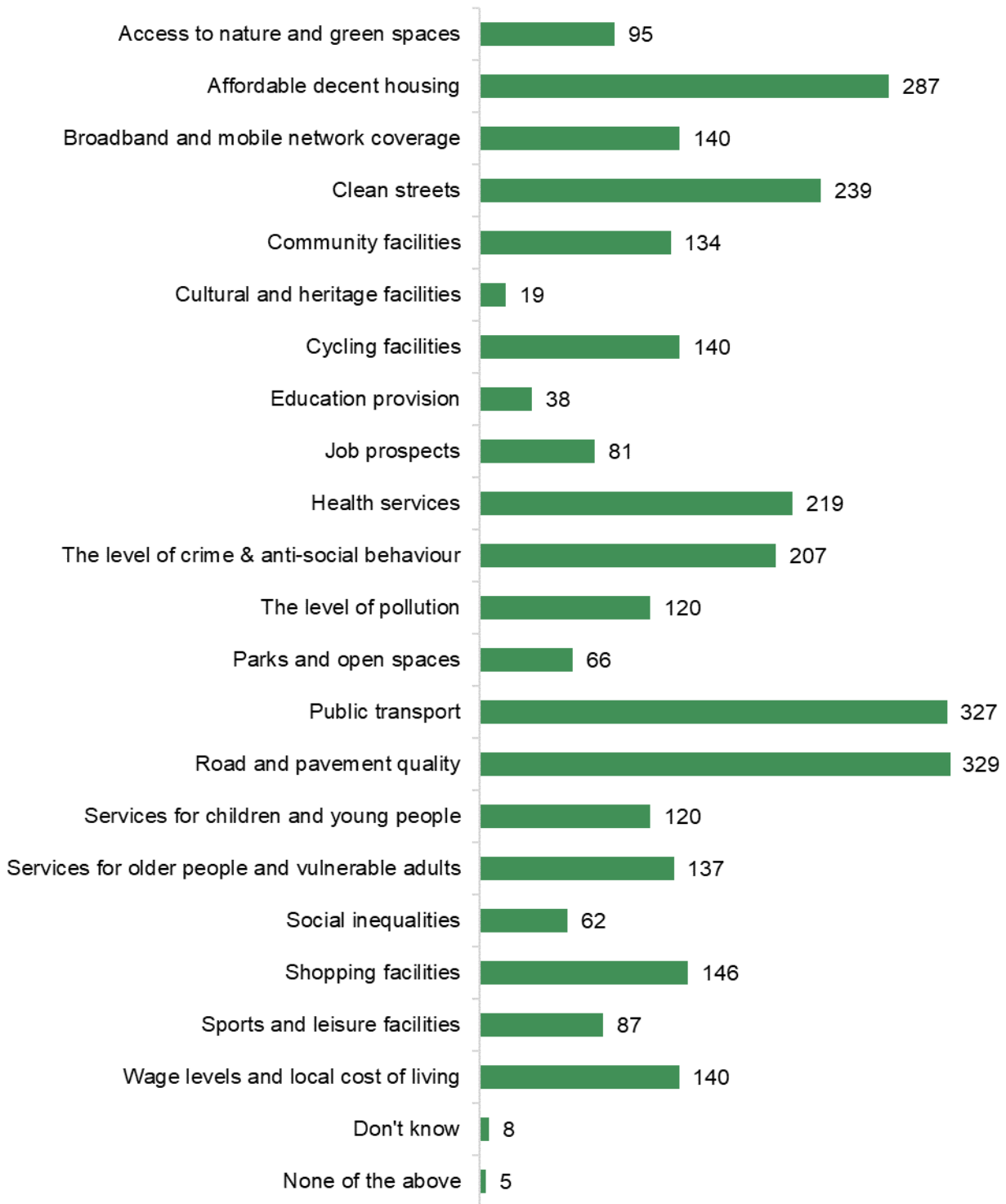


I feel that I can inform decisions made by Bath and North East Somerset Council.



Thinking about your local area.

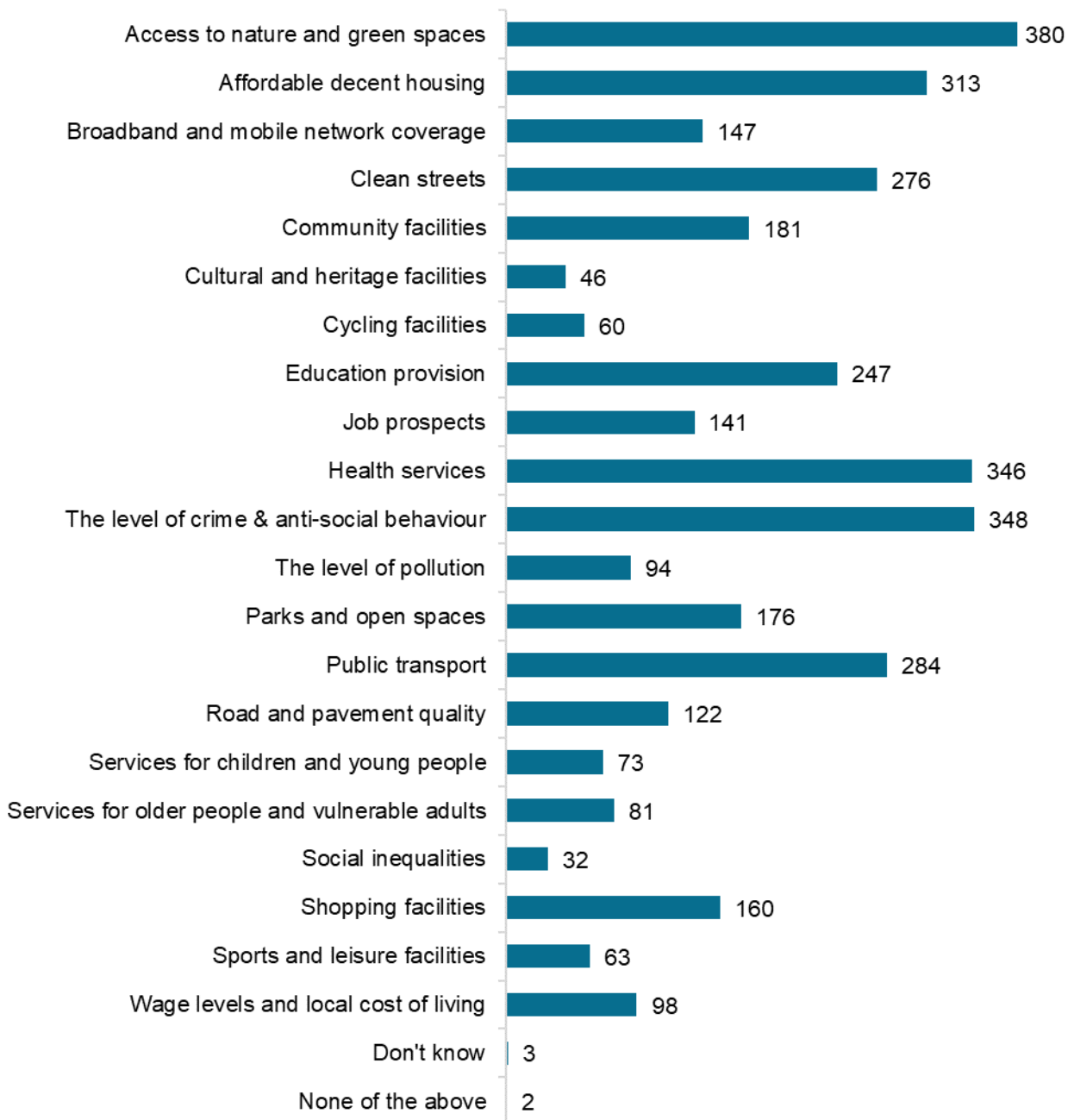
Which of the things below, if any, do you think most need improving?



*Number of responses to each option.
Respondents could select up to five options.*

Thinking about your local area.

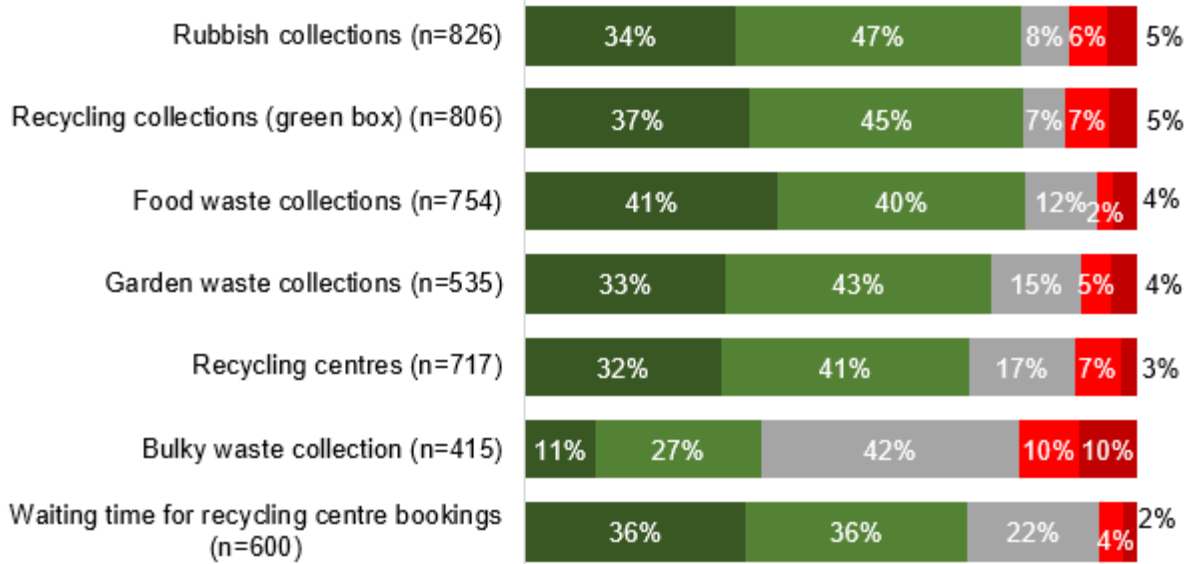
Which of the things below would you say are most important in making somewhere a good place to live?



*Number of responses to each option.
Respondents could select up to five options.*

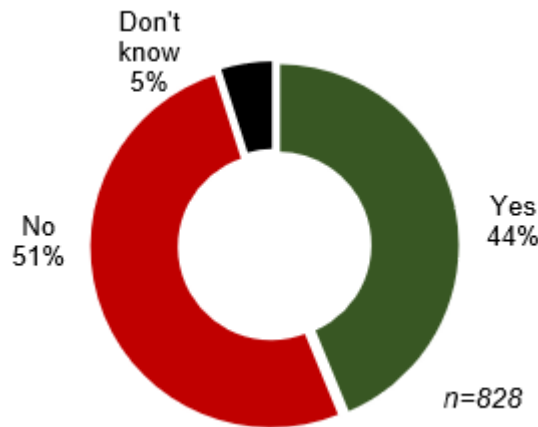
Environmental Services

Thinking about waste and recycling services, how satisfied or dissatisfied are you with the following:



■ Very satisfied ■ Fairly satisfied ■ Neither satisfied nor dissatisfied ■ Fairly dissatisfied ■ Very dissatisfied

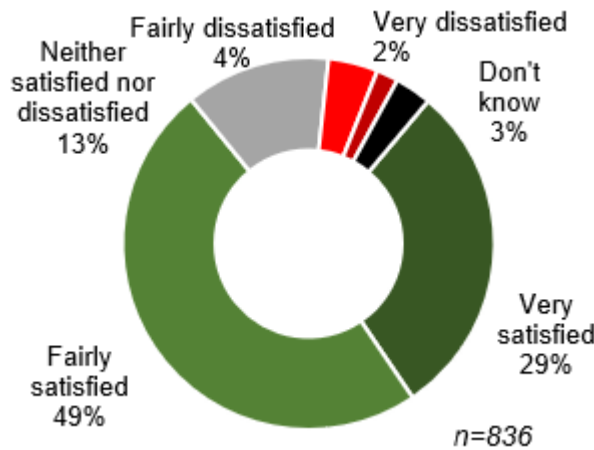
Do you normally have any space left in your black bin before collection?



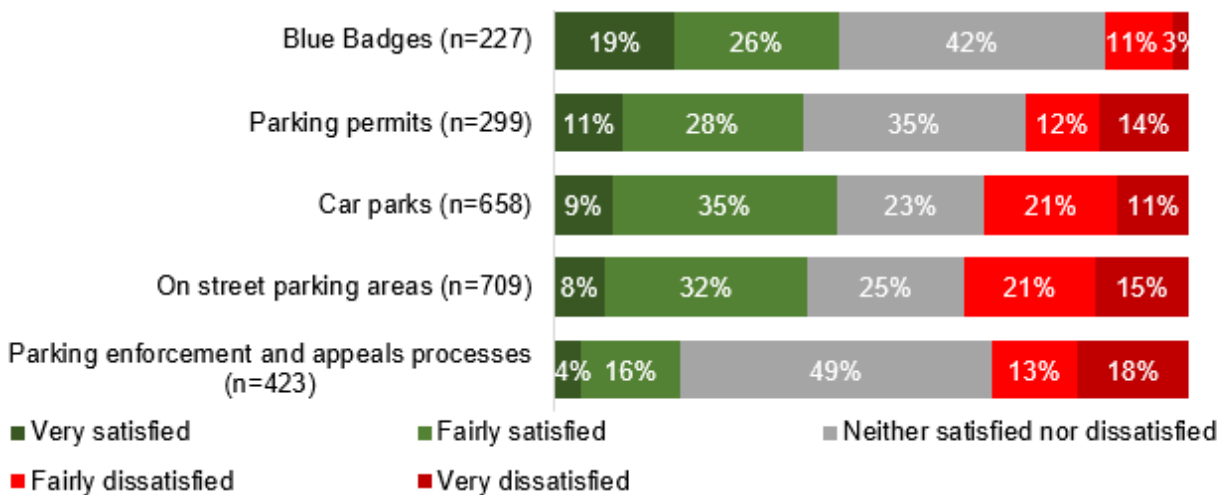
Do you use the food waste recycling collection service?



Overall, how satisfied or dissatisfied are you with Bath & North East Somerset Council’s parks and open spaces?

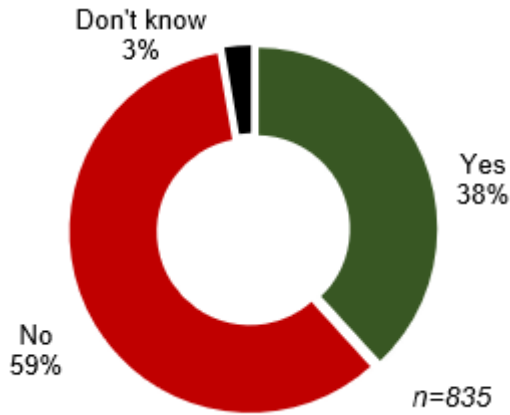


Overall, how satisfied or dissatisfied are you with the provision of the following services in your local area?

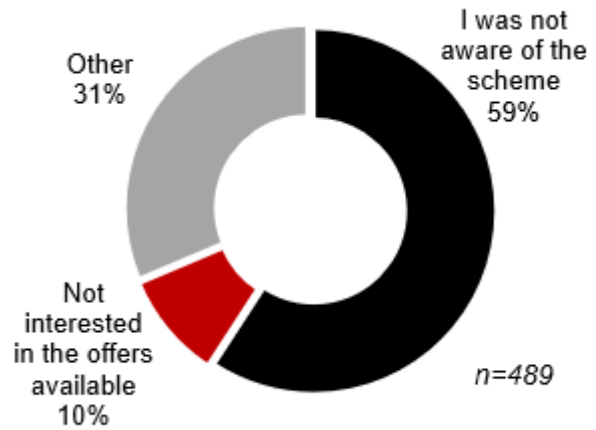


Customer Services & Digital

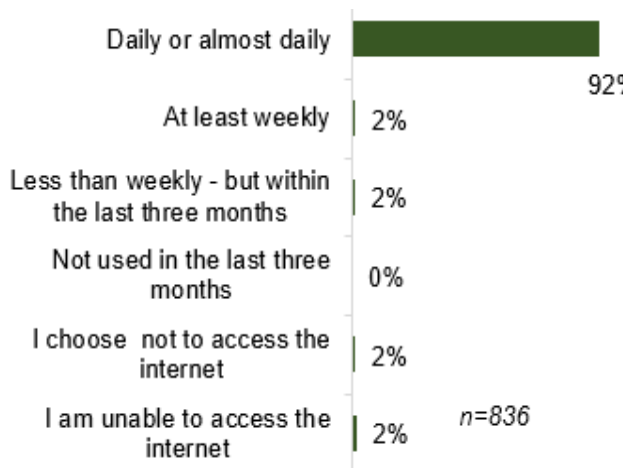
Do you currently have a Discovery Card?



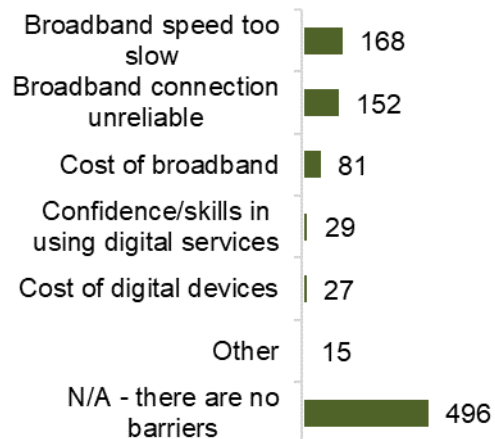
If no, why do you not have a Discovery Card?



How frequently do you use the internet?

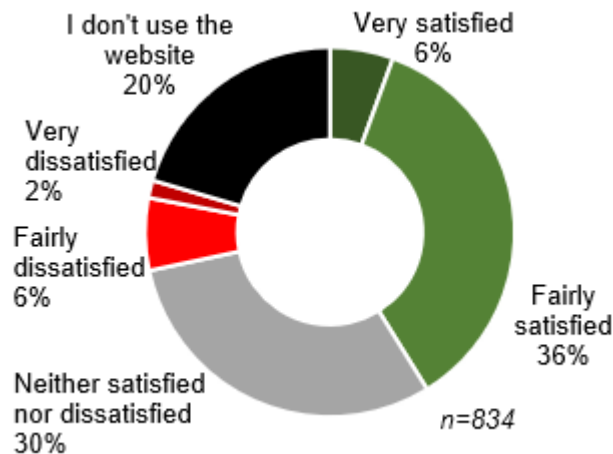


Do any of the following act as barriers to you accessing the internet?

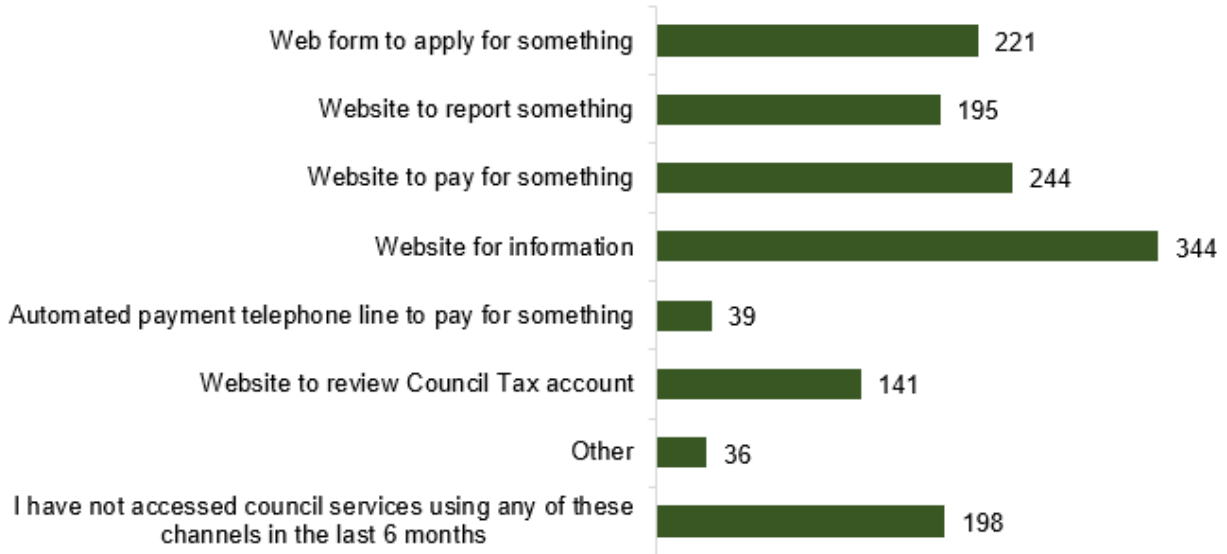


Respondents could select more than one option. Number of responses per option shown.

How satisfied or dissatisfied are you with the Council's current website?

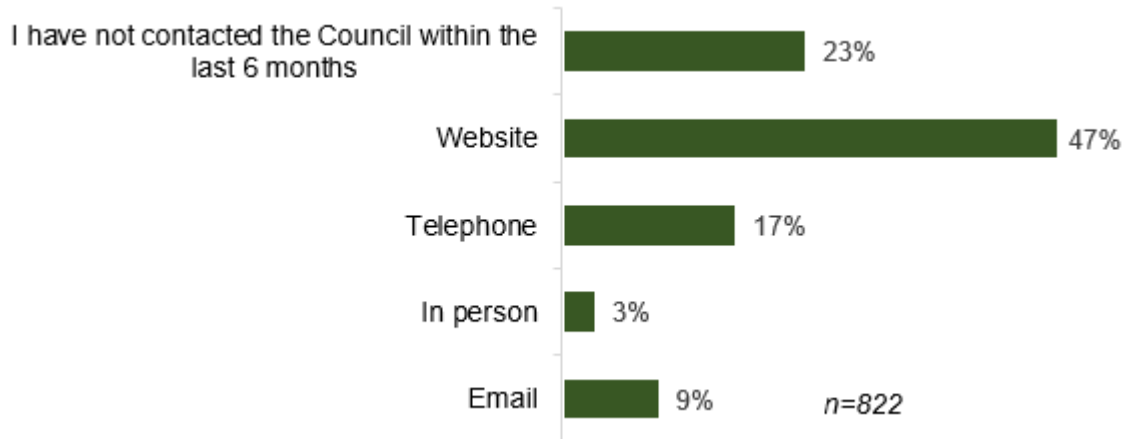


In the last 6 months, have you accessed any Council services using the following channels?

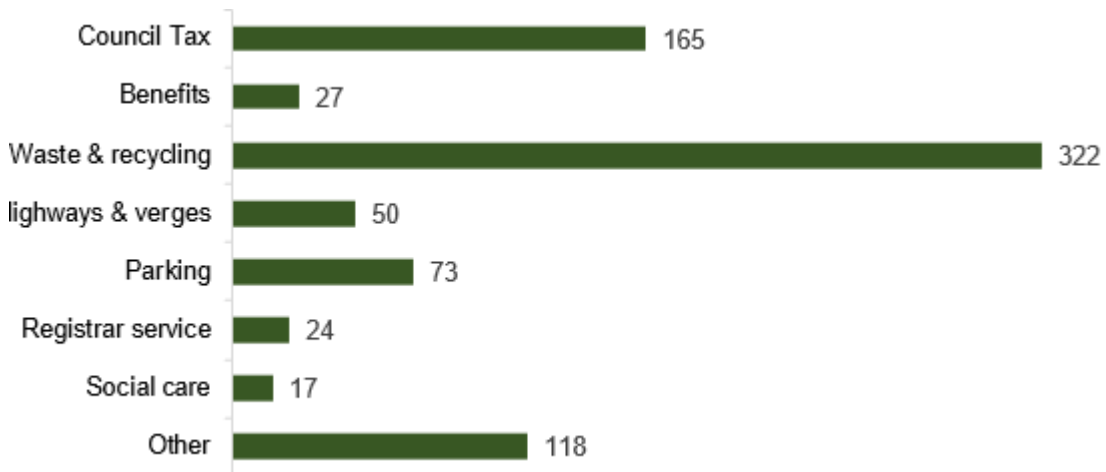


Respondents could select more than one option. Number of responses per option shown.

Thinking about your most recent interaction with the Council within the last 6 months, which method of communication did you use?

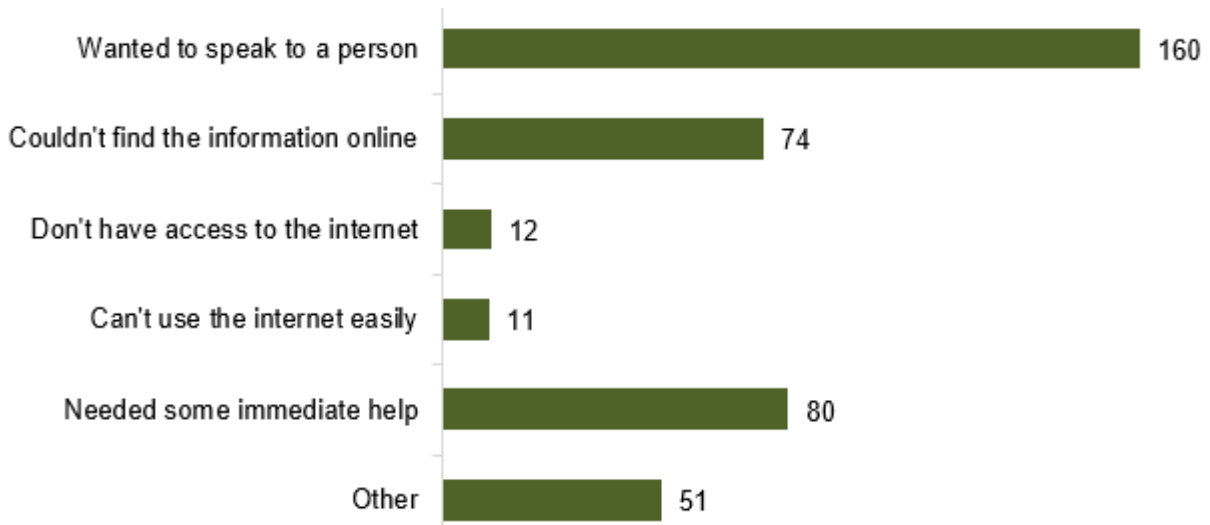


What did you contact us about?



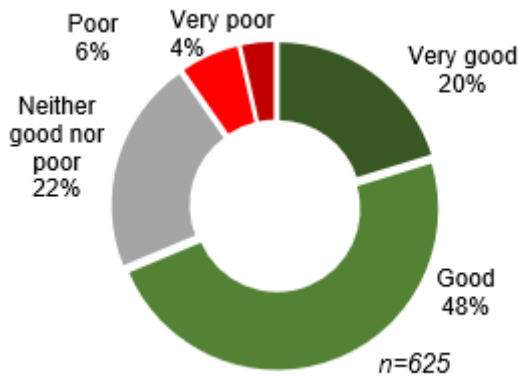
Respondents could select more than one option. Number of responses per option shown.

Thinking about the reason for contacting us above, if you contacted us via phone, email or in person, why did you contact us this way?

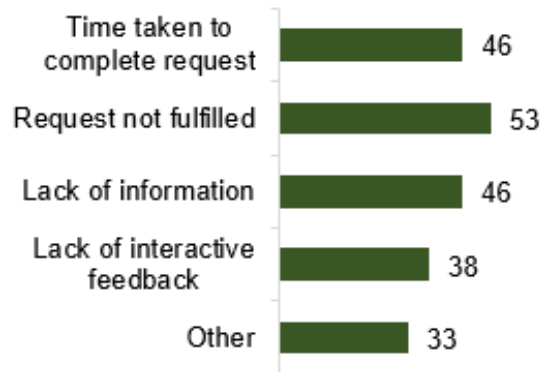


Respondents could select more than one option. Number of responses per option shown.

Based on your most recent interaction with the Council, how would you rate your experience?



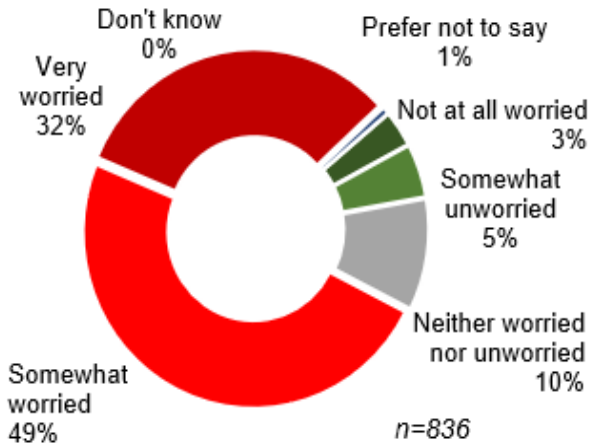
If you selected 'Neither good nor poor', 'Poor', or 'Very poor', please indicate reasons why you felt this?



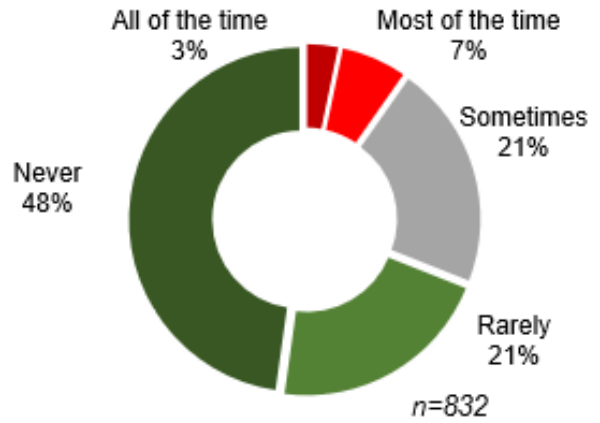
Respondents could select more than one option. Number of responses per option shown.

Cost of Living

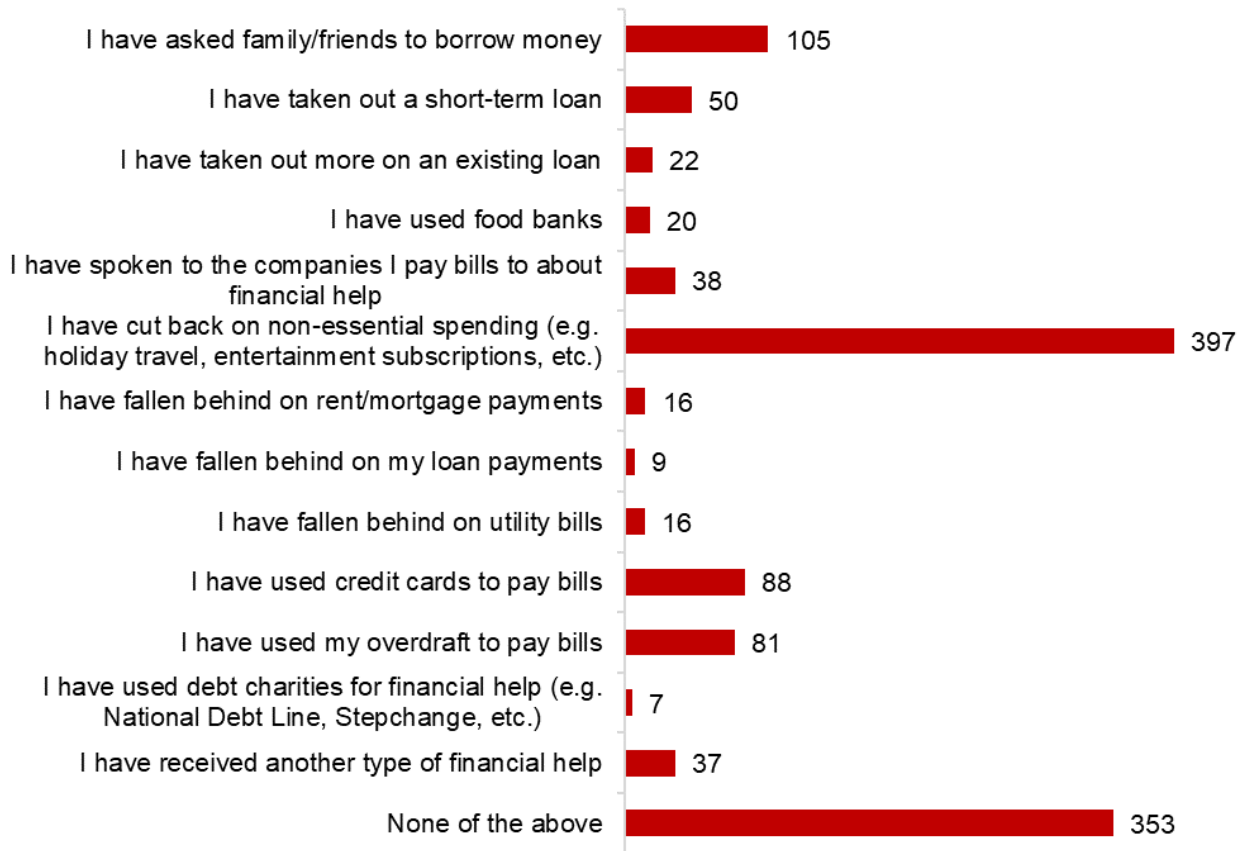
In the past two weeks, how worried or unworried have you been about rising costs of living?



Thinking about your finances over the last year, how often, if at all, have you struggled to pay at least one of your household bills?



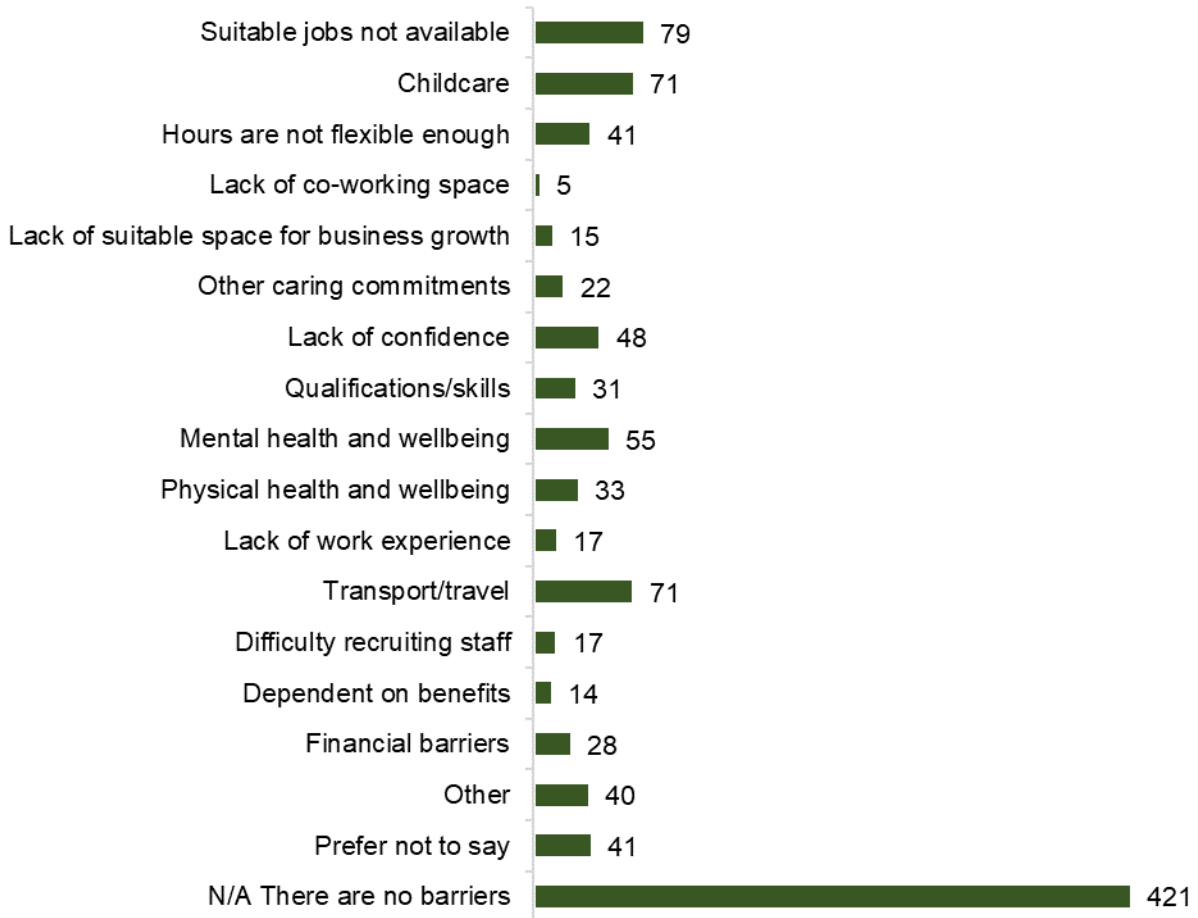
Which, if any, of the following statements apply to you when thinking about the past 12 months?



Respondents could select more than one option. Number of responses per option shown.

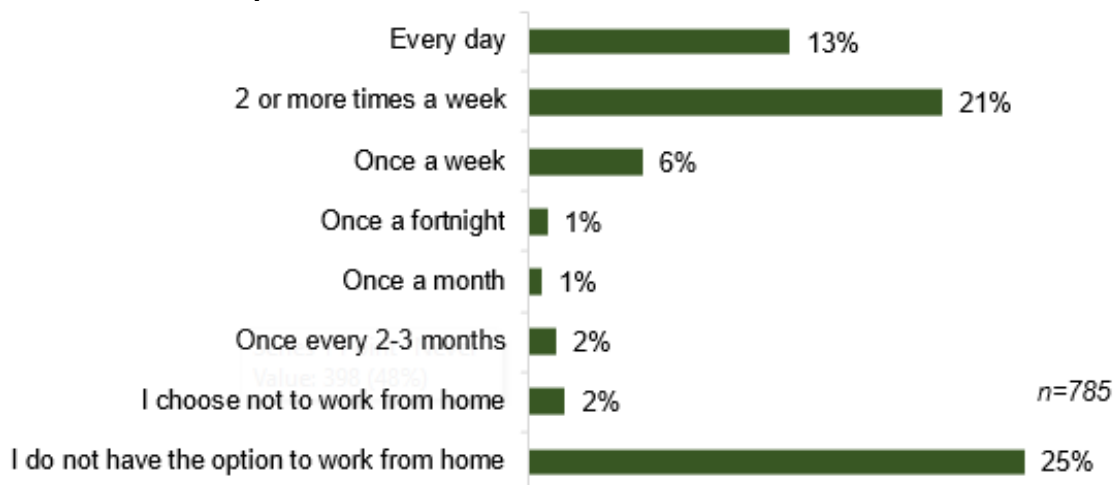
Economic Development

Are there any barriers to finding employment / progressing in your current job or growing your business?



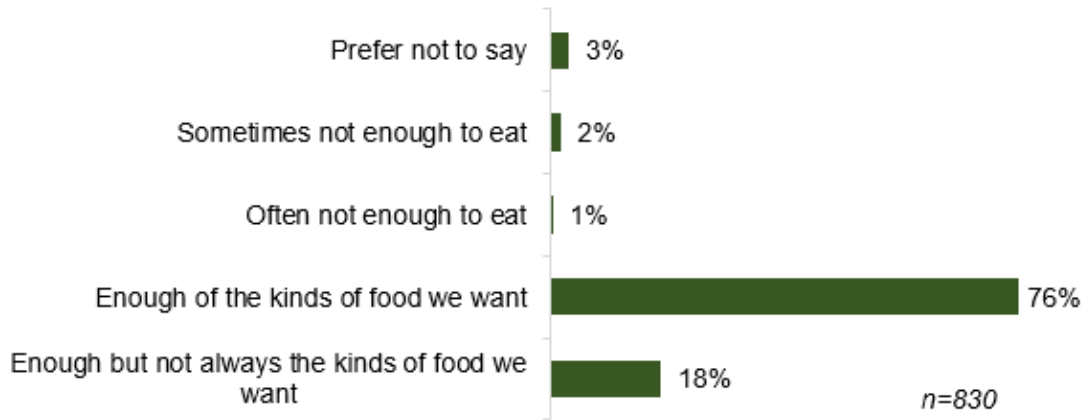
Respondents could select more than one option. Number of responses per option shown.

If you are currently employed, self-employed or run a business, please state how regularly you work from home at present?

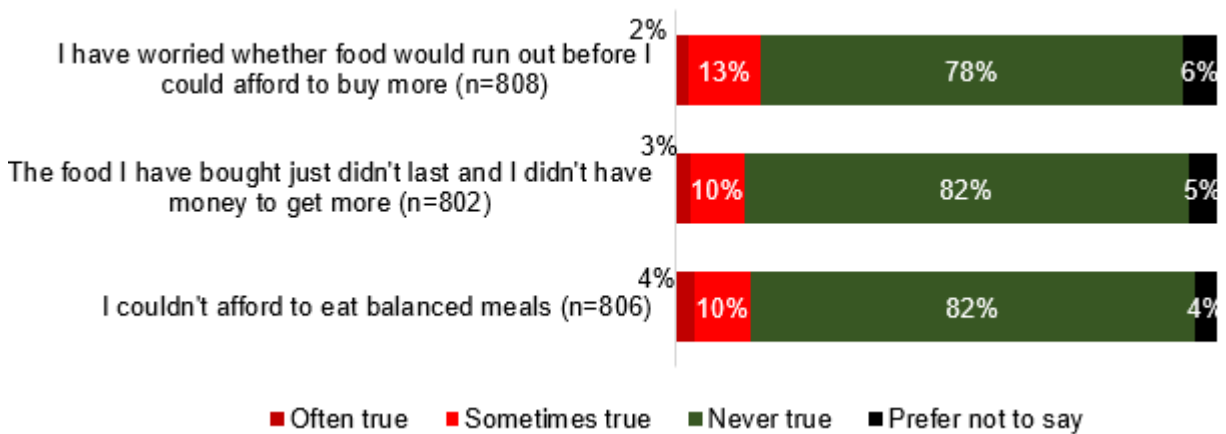


Food, Alcohol & Tobacco

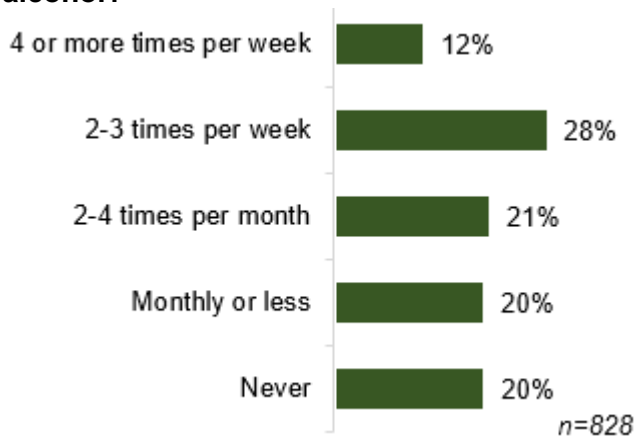
Which of these statements best describes the food eaten in your household in the last 12 months?



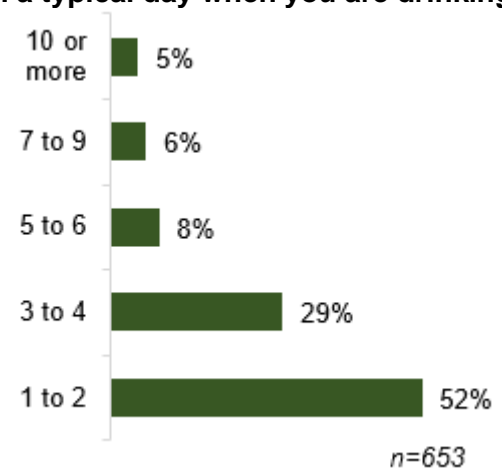
To what extent have the following statements been true in your household in the last 12 months?



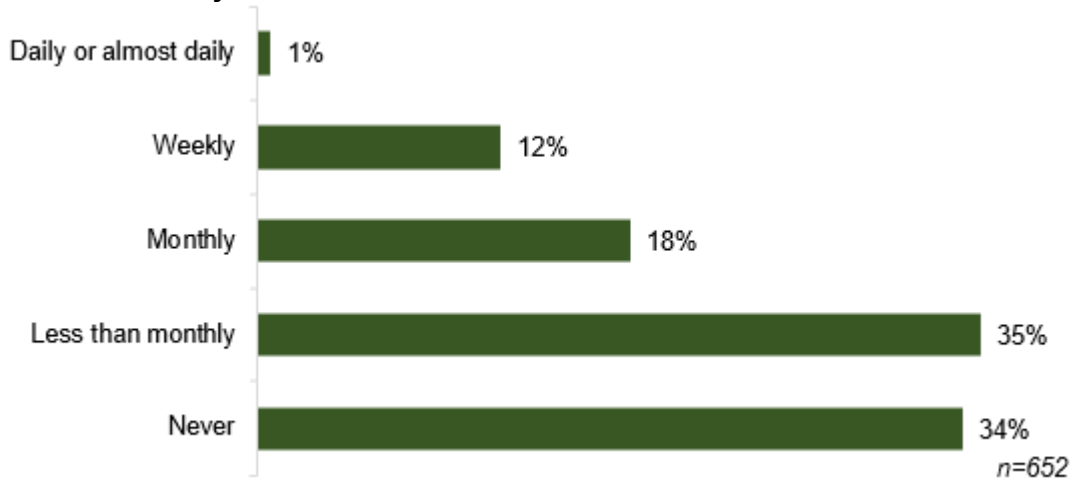
How often do you have a drink containing alcohol?



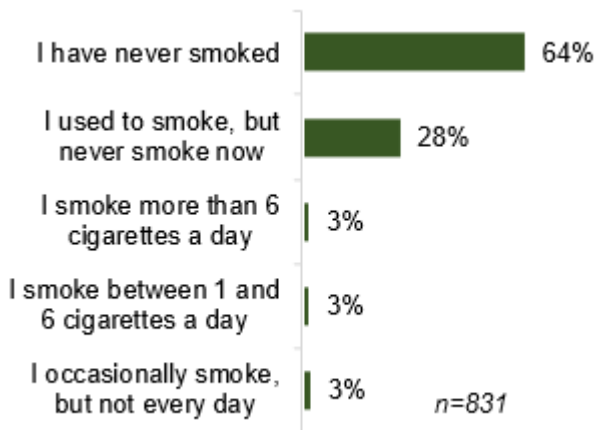
How many units of alcohol do you drink on a typical day when you are drinking?



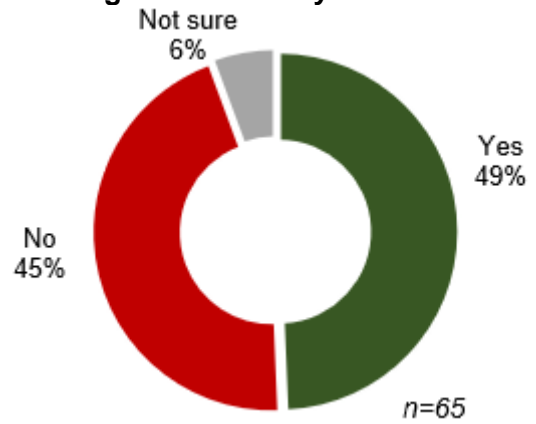
How often have you had 6 or more units if female, or 8 or more if male, on a single occasion in the last year?



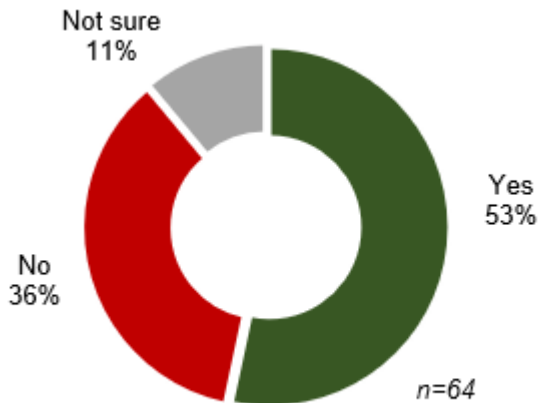
Which of the following best describes you?



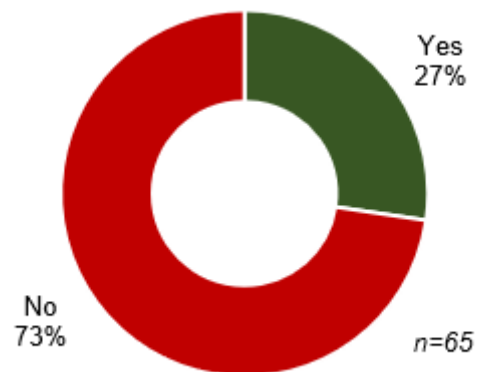
Do you think your present level of smoking is harmful to your health?



Would you like to give up smoking in the next 12 months?

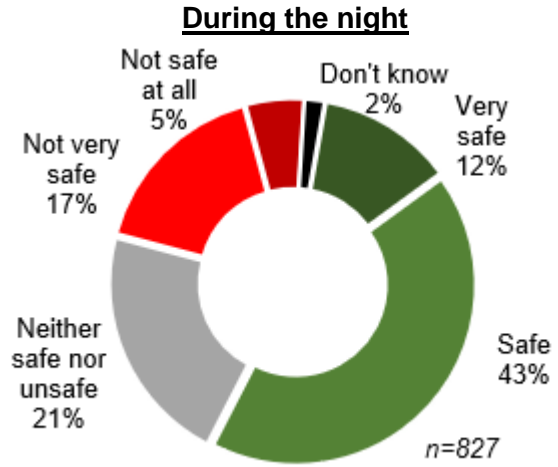
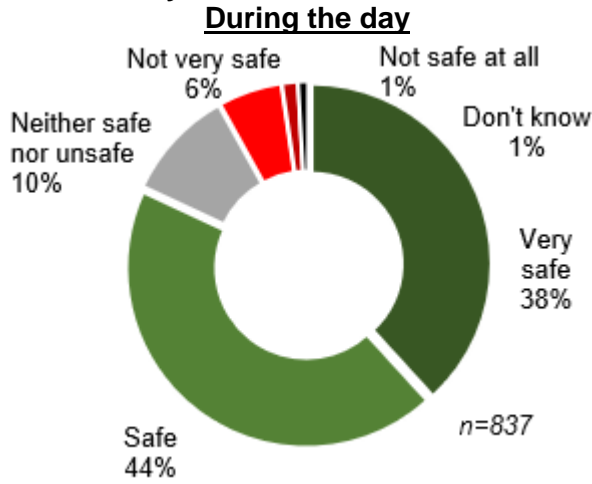


Have you made a serious attempt to give up smoking during the past 12 months?

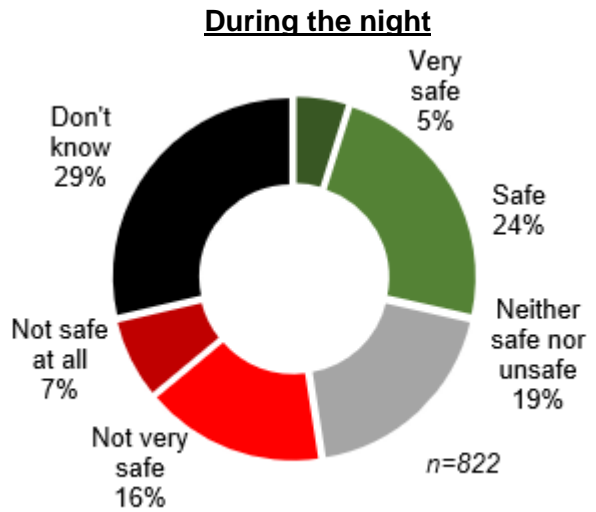
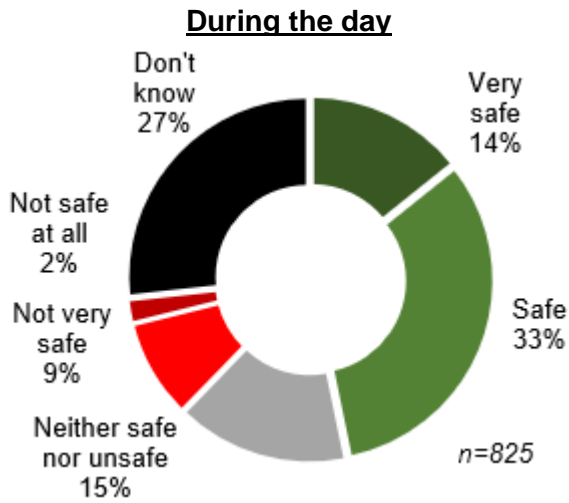


Community Safety

How safe do you feel from violence outside the home in Bath & North East Somerset?

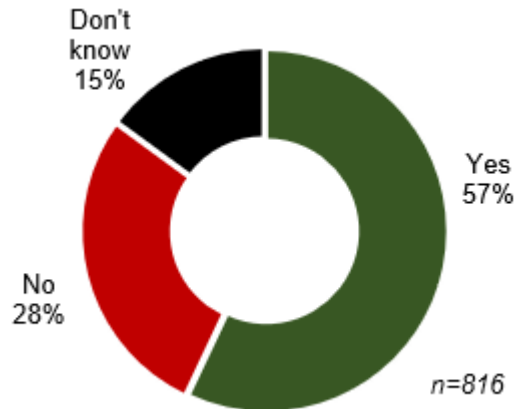


How safe do you feel children are from violence outside the home in Bath & North East Somerset?

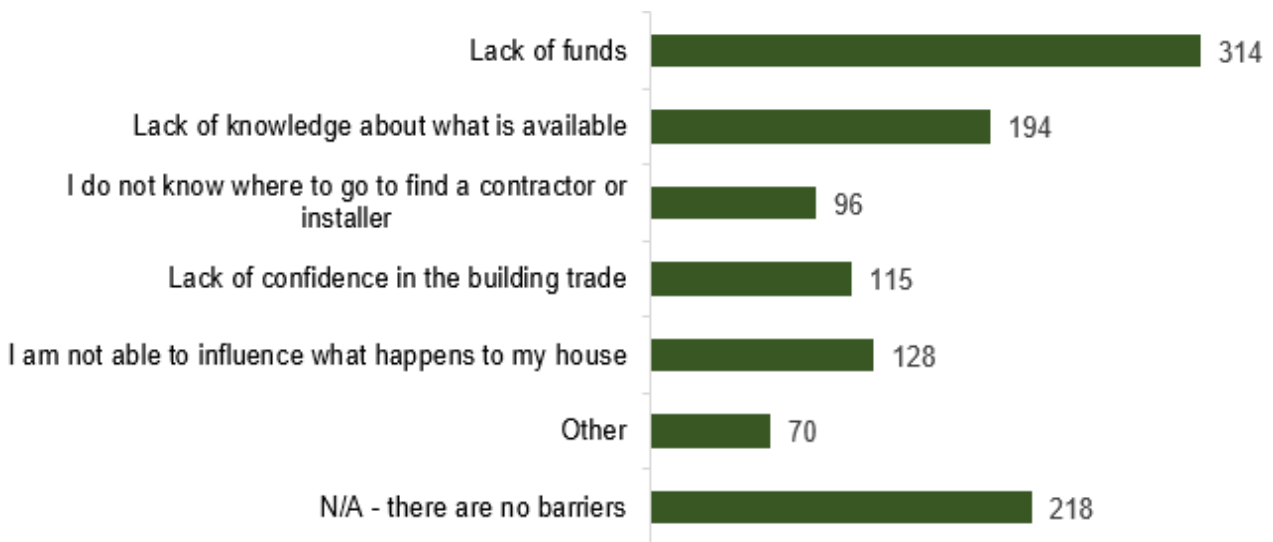


Home Energy Efficiency (Retrofit)

Would you like to carry out energy efficient improvements to your home?

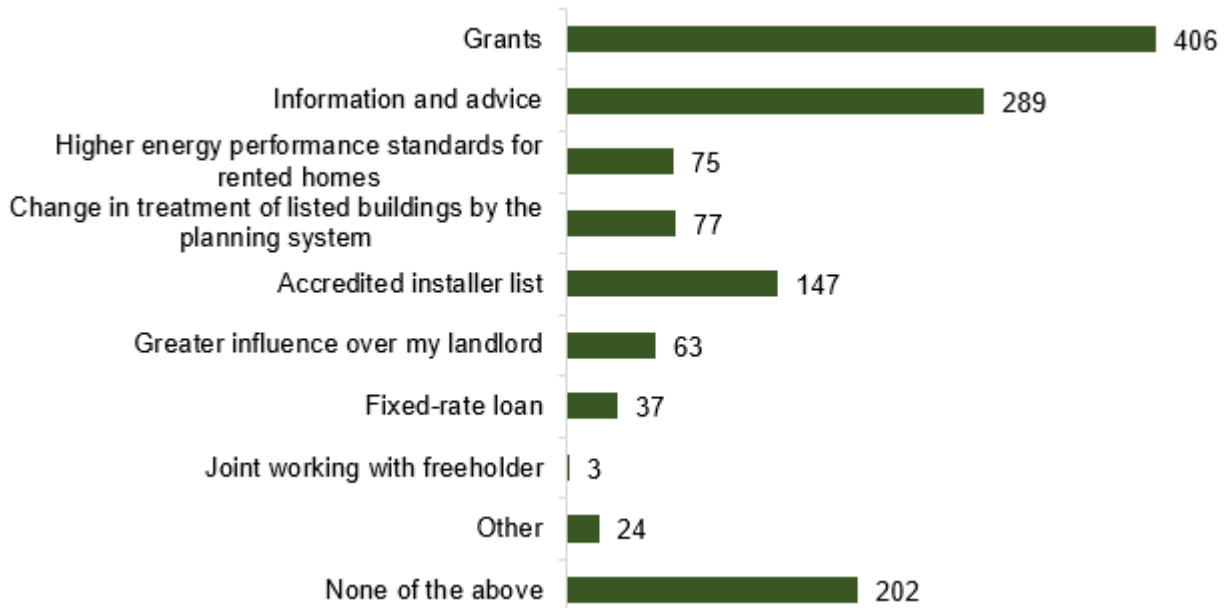


Which of the following do you think are barriers to making your house more energy efficient?



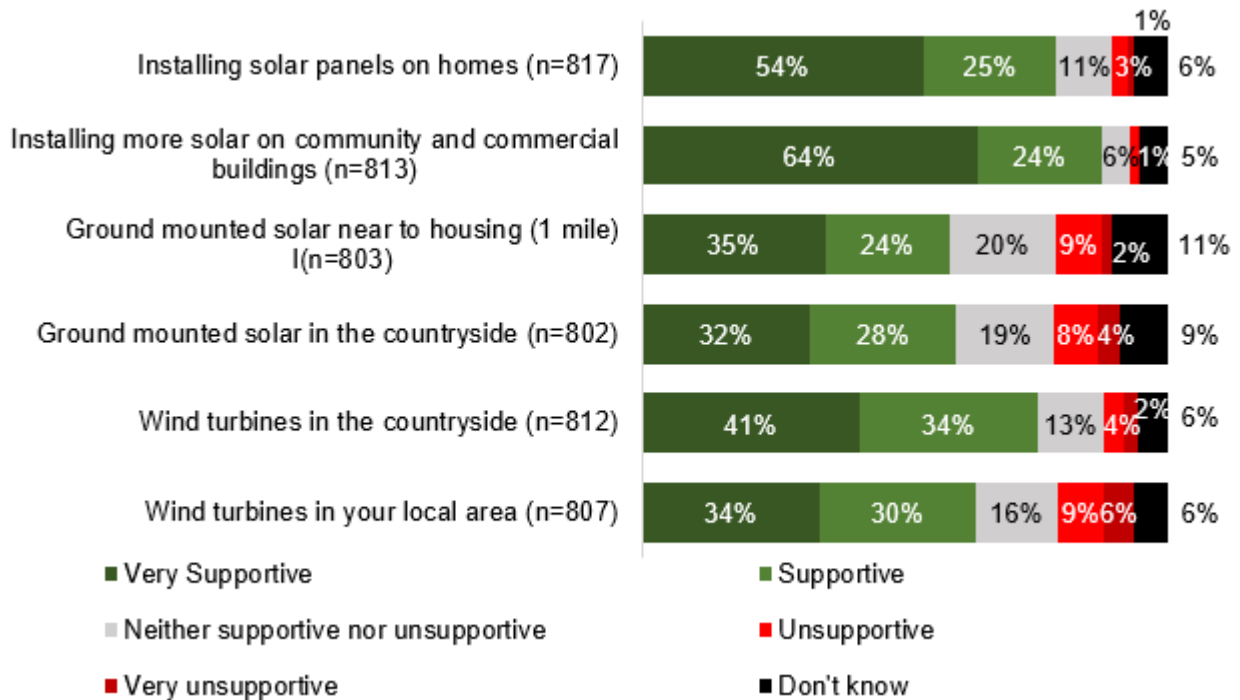
Respondents could select more than one option. Number of responses per option shown.

Which of the following do you think would enable you to make your house more energy efficient?

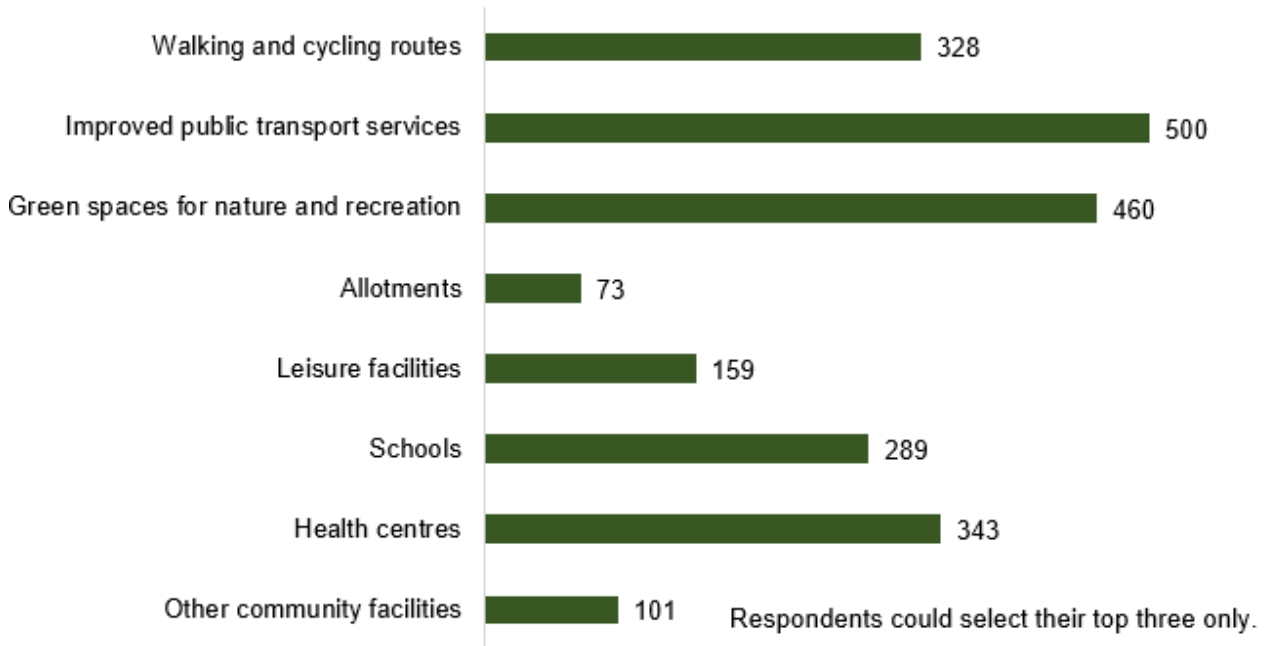


Respondents could select more than one option. Number of responses per option shown.

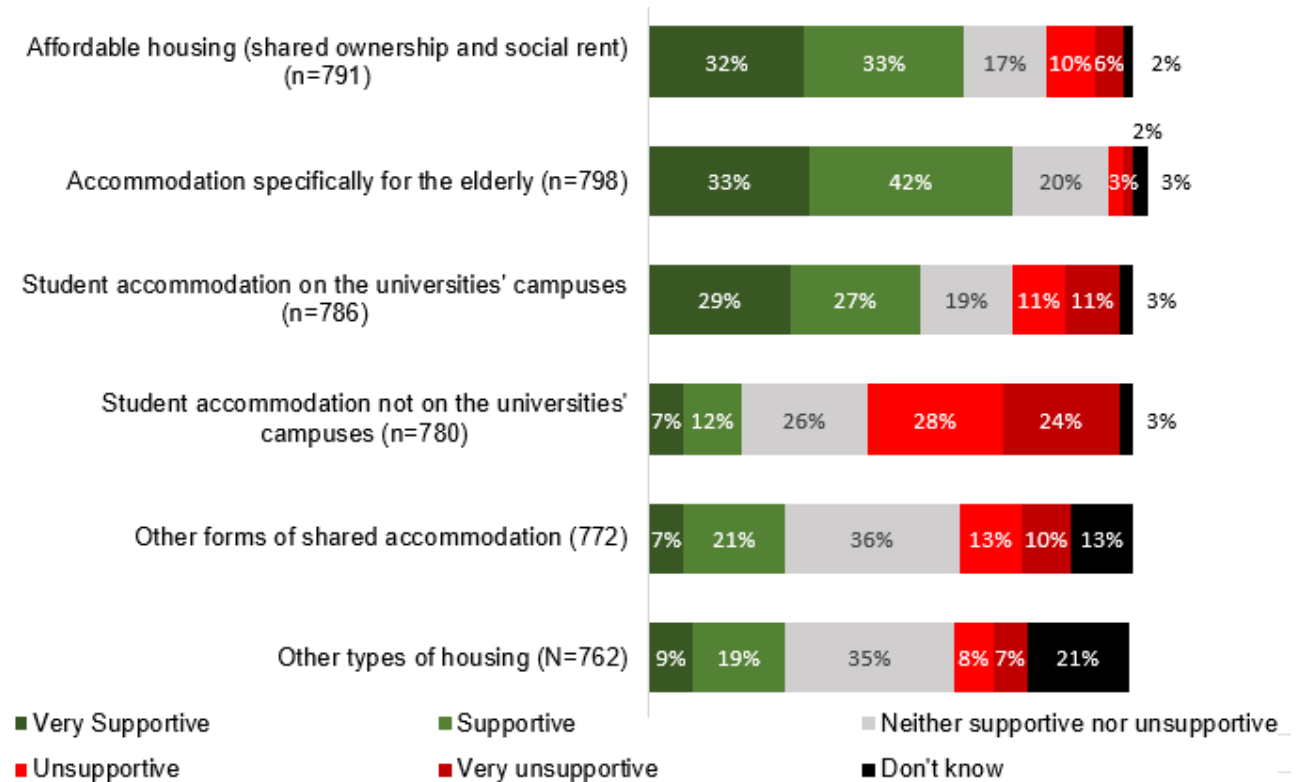
To what extent do you support the following renewable sources of energy generation?



In planning for new housing development, which of the following types of infrastructure do you think are most important to deliver in your local area?



To what extent do you support providing the following types of new homes in your local area?



Transport

To what extent do you agree or disagree with the following statements about actions that could be taken to help reduce the impact of climate change?

