

DACORUM BOROUGH COUNCIL

CITIZENS' PANEL SURVEY – SEPTEMBER 2008

*Report and Analysis carried out by NWA Social Research
on behalf of the Dacorum Borough Council*

**DACORUM BOROUGH COUNCIL
CITIZENS' PANEL SURVEY – SEPTEMBER 2008**

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DACORUM BOROUGH COUNCIL
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A. EXECUTIVE SUMMARY OF MAIN FINDINGS

A.1 Dacorum Citizens' Panel were invited to take part in the Autumn 2008 survey, the purpose of which was to seek opinion on issues relating to:

- The Summer 2012 Olympic Games
- Sporting interests of Panel members
- Leisure and Cultural Activities
- Use of Dacorum Facilities
- Feeling Safe in Dacorum and Anti Social Behaviour
- Alcohol Disorder
- Planning Services
- New Development in Dacorum and 'Hemel 2020 Vision'
- Borough Councillors
- Blogging and Internet Usage

A.2 A total of 632 completed questionnaires (including 63 via the Internet), were returned by the start of the analysis, giving a valid response rate of 57.5%.

Summer Olympic Games 2012

A.3 The vast majority of respondents, (98.7%), indicated that they were aware, prior to receiving the questionnaire, that the 2012 Summer Olympic Games are to be held in London with over three quarters of all respondents, (76.5%), saying that they were either very, (37.8%), or fairly interested, (38.7%), in the Games.

A.4 Those respondents who expressed an interest in the 2012 Summer Olympic Games, (excluding people who said they were 'not at all interested') were asked their level of interest in six further aspects relating to the games. Of greatest interest was that which required least involvement, watching the events on television with 87.6% of those who were interested in the Olympics, (79.2% of the overall sample), saying that they would find this of interest. Only 39.7% would be interested in volunteering to help and 44% of those who were interested saying that they would be interested in getting involved in local events.

Sporting Interests

- A.5 The most popular sport mentioned by respondents in respect of watching was that of athletics with nearly two thirds of all respondents saying that they particularly liked to watch this, (62.6%). In addition over 40% of respondents said that they enjoy watching sailing, rowing and canoeing, (41.7%); swimming and diving, (49.2%); football, (40.6%); and gymnastics, (45.1%).
- A.6 When asked about sports they participate in, the most popular was that of swimming/diving, with over a quarter, (28%), of all participants saying that they participate in this. In addition cycling, (17.9%); football, (10.2%); tennis or table tennis, (10.7%); and badminton, (14.5%), are participated in by over one in ten of all respondents.

Activities Described as 'Cultural'

- A.7 When asked what they would describe as 'cultural', four activities were nominated by over three quarters of all respondents. These were: 'visiting a museum or art gallery', (88.3%), 'visiting an historical building or site', (87.3%), 'visiting a theatre or concert hall', (85%); and 'watching an outdoor theatre or music event', (76.3%). Also identified as 'cultural activity' by more than half of all respondents was 'taking part in musical or drama activities', (56.5%).

Participation in Activities

- A.8 Respondents were asked to identify which of the activities they had participated in during the previous twelve months on a scale of 'once a week or more', 'at least once a month'; 'less frequently' or 'not at all'. Over half of all respondents had watched sport on television at least once a month, (combining with once a week or more), (62.5% - once a week + once a month or more); and 'canal or country walking', (53.5% - once a week + once a month or more). More than one in three had also undertaken keep fit or exercise classes, (44.5%); and had taken part in a sporting activity, (38.7%). Almost one third, (32.8% once a week or more + at least once a month), had visited a library.

Use of Dacorum Facilities

- A.9 The most frequently used facilities are that of the canal paths in Dacorum with 42% of all respondents saying that they use these either once a week or more or at least once a month. Local libraries are used frequently by over one third of all respondents, (34.2%); and Sports Space facilities are used frequently by over a quarter, (28.7%) of all respondents.

Feeling Safe in Dacorum

- A.10 When asked about their perceptions of safety only 4.6% of respondents considered that Dacorum is a safer place to live than it was three years ago, although the large majority, (69.5%), considered that it was 'about the same'. 20.5% of respondents considered Dacorum to be less safe with 5.3% being not sure or failing to answer the question.

- A.11 Nearly a quarter of all respondents, (23.5%), thought that the crime rate in Dacorum had increased over the last three years with 56.9% thinking that this had stayed the same. However, 8.1% thought the crime rate had decreased with 11.6% being not sure or failing to answer the question.
- A.12 However, almost three quarters of all respondents, (73.2%), said that they felt either 'very safe', (19.7%), or 'fairly safe', (53.5%) in their local neighbourhood, within 10 to 15 minutes walk from where they live, when outside after dark.

Anti-Social Behaviour

- A.13 Respondents were asked about three types of anti social behaviour and the extent to which these are a problem in their local area. Just over a third of all respondents, (37.5%), considered teenagers hanging around on the streets to be a problem, (big or fairly big problem).
- A.14 Vandalism, graffiti and other deliberate damage was also considered to be a problem by over one third of all respondents, (37.2%), with 28.2% considering drunken and rowdy behaviour to be a problem.

Alcohol Disorder

- A.15 When asked on how many occasions in the last 6 months they had experienced alcohol related disorder over half of all respondents, (52.1%), said that they had not done so at all. 29.8% had experienced this once or twice with 16.6% of respondents saying that they had experienced alcohol related disorder on three or more occasions in the last six months.
- A.16 Nearly two thirds of all respondents who had witnessed alcohol related disorder said that they witnessed this in the street, (62.5%), with 49.1% saying that this was near a licensed pub or club. When asked the day on which they had witnessed the alcohol related disorder the large majority of respondents who had done so said that this had taken place at a weekend, (Friday to Sunday); (73.1%). 17.8% said that they had witnessed this on a weekday (Monday to Thursday) with 13.2% being unable to recall and 5% failing to answer the question.
- A.17 The timing of such incidents tends to be concentrated between the hours of 9pm and midnight, with 58.9% of those who witness this disorder saying that they have witnessed it then. 24.2% said that they had witnessed it between midnight and 3am. Over half of those who had witnessed alcohol related disorder said that they had witnessed people in the age group 18 to 25 years involved in this, (52.9%). However nearly two in five of those who witnessed disorder also said that they had witnessed people 15 to 17 years involved in such disorder, (39.2%). 7.2% said they had seen children 10 to 14 years involved in disorder.

- A.18 The largest majority feeling in respect of the alcohol related disorder was that of 'unease', (61.9%), with around a third of all respondents who had witnessed disorder saying that this made them 'angry', (38.6%), 'sad', (32.4%); and 'anxious', (33.1%).

Planning Services

- A.19 Just over a quarter of all respondents, 27.4%, had had contact with Dacorum Borough Council Planning Services over the last 12 months. 10.4% of respondents had had contact making comments on some else's planning permission; 12.5% were seeking general guidance and information and 6.4% were applying for planning permission.
- A.20 Just over half of those who had had contact, (54.1%), rated the overall service received as 'good', 17.4% 'very good' and 36.7% as 'good'. Conversely 18.7% of respondents who had had contact rated the service as 'poor', 11.6% as 'poor' and 7.1% as 'very poor'.

New Development in Dacorum and 'Hemel 2020 Vision'

- A.21 The majority of respondents, (65.8%), said that their preference for being informed about and consulted on proposals for new development in Dacorum was by letter directly to them. A further third, (35.6%), indicated that the Council placing notices near the development site would be acceptable and a quarter, (26.8%) wished to be informed/consulted via the Council website.
- A.22 Less than a quarter of all respondents said that they had heard of 'Hemel 2020 Vision', (23.2%). However this rises to 32.8% of respondents living in the Hemel Hempstead area. Of those who were aware of 'Hemel 2020 Vision', 39.7% considered themselves to be well informed about what it proposes for Hemel Hempstead.
- A.23 Respondents were told that the ideas put forward for the 'Hemel 2020 Vision' for Hemel Hempstead's town centre include a number of listed facilities. They were asked which of these listed facilities should be encouraged to improve Hemel Hempstead. Most popular amongst those listed, (74.7%), was a river walk along the banks of the River Gade linking Gadebridge Park to the new civic district and beyond, bringing new life to the Water Gardens. Nearly two thirds also thought that a high quality shopping and entertainment district including a 1000 seat performance venue should be encouraged, (65.2%); and over half, (53.1%), considered a new civic district featuring a new town hall, library and college should be encouraged.

Borough Councillors

- A.24 Just under a quarter of all respondents said that they know the name of their Borough Councillor/s, (24.3%).
- A.25 When asked who they would be most likely to contact initially, should they have any concerns about a Council Service, over two thirds of all respondents said they would contact Council Customer Services (68.6%), whilst smaller minorities of respondents referred to Council Customer Complaints (26.2%), 'Borough Councillor' (14.6%), and 'Council Department Manager' (12.1%).
- A.26 Over a third of all respondents said that they would be likely to report any concerns about a Council Service to their Borough Councillor/s (36.5% - 10.0% very likely and 26.5% fairly likely).
- A.27 Respondents were asked to indicate up to three organisations or people who they thought they would approach initially if they wanted to change or improve things in their local area. 'Friends/ neighbours/ work colleagues' (29.2%) was the most frequently mentioned response, whilst around one in five respondents thought they would initially approach a Borough Councillor (21.1%), and the Borough Council (Council meeting) (20.6%).
- A.28 Two in five of all respondents said 'yes' they know how to contact their Borough Councillor, 39.7%, whilst just under three in five gave 'no/ not sure' responses, 59.2%. (1.1% 'missing'). Just over a quarter of respondents had made contact with a Borough Councillor at all during the last 12 months, 27.0%.
- A.29 Among those respondents that had contacted a Borough Councillor, more than half, (58.1%), had made contact by telephone, whilst 34.4% had contacted by email, 28.4% by letter, and 14.2% had visited a Council Office. The large majority of those who had contacted a Borough Councillor said it was 'easy' for them to make contact (86.8% - 52.0% very easy and 34.8% fairly easy).

Blogging and Internet Usage

- A.30 When asked about their experience of blogs, a quarter of all respondents said that they had 'previously read other people's blogs – but not had own blog' (25.8%), whilst 4.2% had 'previously had own blog, and read others' and only one respondent (0.1%) had 'previously had own blog – but not read others'. However, more than two thirds of respondents said that they had 'not used or read blogs' (69.9%).
- A.31 Those respondents that have previously used blogs were asked what it was that motivated them to do so. More than half of respondents said it was a 'good way of keeping up-to-date with developments' (52.8%), whilst around a quarter 'like being part of online community of like-minded people' (26.0%), and 'like the social networking side of things' (25.2%).

- A.32 When those respondents who have not previously used blogs were asked why this was, the major response was that they had 'no particular reason/ just not considered it' (40.3%), whilst 24.8% felt blogs were a 'waste of time/ don't think they will change anything', 18.5% have 'no time', and 18.7% 'do not use the internet'.
- A.33 Opinion was divided as to whether or not blogs are a good additional way for the Council to communicate with local people: 30.0% of all respondents thought that 'yes' they were, 32.1% said 'no' they were not, and 35.3% were not sure or had no opinion. (2.7% 'missing' data).
- A.34 When respondents were asked for their suggestions as to what the Council should include on a blog site if it decided to set one up, 12.3% of the total sample made comments. Suggestions included 'what's on/ information on local events', details of Council meetings/ agendas, Council performance figures, and information/ updates on planning applications.
- A.35 Nearly a third of all respondents said that they would be very or fairly likely to read a Council blog, if one were to be set up for a trial period (31.4% - 7.6% very likely and 23.8% fairly likely). However the majority of respondents said that they would be not very likely or not at all likely to read such a blog (61.7% - 28.5% not very likely and 33.2% not at all likely), whilst 3.8% were not sure, and 3.0% did not answer the question.
- A.36 Respondents were asked what kinds of personal activities they undertake online on a regular basis (at least once a month). More than three quarters of all respondents regularly use email accounts (80.2%) and 'use a search engine to find information' (79.3%), whilst more than two thirds 'research a product or service before buying it' (71.2%) and 'purchase a product' online (69.0%), and more than half use the internet for 'financial information/ pay bills online/ online banking' (59.6%), and to 'look up a phone number or address' (51.8%).
- A.37 More than a third of all respondents also said that they regularly undertake the following activities online: 'look for information on a government website' (44.0%), 'send instant messages' (41.5%), 'watch a video clip or listen to an audio clip' (39.7%), 'check out new sites' (36.9%) and 'share photos online' (35.6%).

Copy of Results

- A.38 Nearly a third of the overall sample indicated that they would like to receive a copy of the results of this survey when they become available, (31.9%).

B. METHODOLOGY

Background & Survey Objectives

B.1 Dacorum Borough Council's Citizens' Panel is a body of residents who have expressed a willingness to give their views to the Council via self-completion postal questionnaires, and currently, following this survey, comprises 1,100 members. The September 2008 Panel survey was used to review residents' opinion on the following topics:

1. 2012 Summer Olympic Games
2. Leisure and Cultural Activities
3. Feeling Safe in Dacorum
4. Alcohol Disorder
5. Planning Services
6. Borough Councillors
7. Blogging and Internet Usage

Survey Methodology & Analysis

The Questionnaire

B.2 The questionnaire was developed by the Council in consultation with NWA Social Research: a copy of the questionnaire, marked-up with topline findings is attached as **Appendix 1** to this report.

Mailings – Postal and Electronic

B.3 Questionnaires were posted to all of the 1,119 Citizens' Panel members on in September 2008, using Royal Mail (second class postage). The questionnaire was also linked through the Dacorum Borough Council website to enable those who wished to, to complete the survey online. An email was sent to all Panel members who had provided an email address giving the link. 19 Panel members stood down giving an overall panel size of 1,100.

Response

B.4 A total of 632 completed questionnaires (including 63 via the Internet), were returned by the start of the analysis, giving a valid response rate of 57.5%.

Analysis

B.5 Data was analysed to tables using SPSS (Statistical Package for the Social Sciences) Version 15. Weighted Tables of Results are attached as **Appendix 2**. Frequency tables (showing counts and count percentages), giving full details of 'missing' responses, were shown for all questions from the survey, unweighted. These unweighted frequency counts are attached as **Appendix 3** to this report.

B.6 The response from the Panel was not fully representative of the population of the Borough especially in respect of younger males. 'Weightings' on age and

gender interlocked were applied to make the data representative of population in terms of 'age' and 'gender'.

	Population Estimate	Achieved Current	Weight Age & Gender
	%	%	
18 to 24 MALE	4.4	1.8	2.42908635
18 to 24 FEMALE	4.5	2.9	1.556344536
25 to 39 MALE	13.3	4.6	2.882197829
25 to 39 FEMALE	13.4	15.8	0.848047705
40 to 64 MALE	21.7	28.3	0.767517082
40 to 64 FEMALE	21.9	25.6	0.85397567
65 and over MALE	10.4	12	0.869769629
65 and over FEMALE	10.4	9.1	1.146948961

B.7 Tables were then produced showing 'weighted' percentages (and unweighted counts) for each question, for the overall sample, and for the following variables:

Age: 18 to 24 years; 25 to 39 years; 40 to 64 years; 65+ years.

Gender: Male and Female.

Long-standing illness/ disability: 'Yes' and 'No'.

Ethnic group: 'White – British/ Irish/ Other; 'Other Minority Groups'

Paid employment: 'Yes' and 'No'

Access to car/ van in household: 'Yes – one or more' and 'No'

Area: Four area sub-groups, reflecting geographical areas of the Borough were also included as cross-breaks:

Hemel Hempstead

Adeyfield East
 Adeyfield West
 Bennetts End
 Boxmoor
 Chaulden & Shrubhill
 Corner Hall
 Gadebridge
 Grovehill
 Hemel Hempstead Central
 Highfield & St Pauls
 Leverstock Green
 Nash Mills
 Warners End
 Woodhall Farm

Tring

Aldbury & Wiggington
 Tring Central
 Tring East
 Tring West
Berkhamsted
 Berkhamsted Castle
 Berkhamsted East
 Berkhamsted West
 Northchurch
Rural
 Apsley
 Ashridge
 Bovingdon, Flaunden &
 Chipperfield
 Kings Langley
 Watling

- 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. Full details of such 'missing data' are shown in the unweighted Tables of Frequencies.
- B.9 Figures are 'rounded' to the nearest 0.1% by the statistical software (SPSS). Due to this 'rounding' process, 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, again due to the rounding process, the reported 'total satisfaction/dissatisfaction' may not exactly equal the 'very' + 'fairly' responses, e.g. 'very satisfied' = 2.14% (reported as 2.1%) plus 'fairly satisfied' = 2.14% (reported as 2.1%) gives 'total satisfied' = 4.28% (reported as 4.3%).
- 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 following table shows the Confidence Intervals at the '95% Confidence Level' relating to the sample sub-groups for 'age', 'gender', and 'area' and for the overall sample (632 respondents).

Sampling Error: Confidence Intervals (at the 95% Confidence Level)
for Sample Sub-Groups

		Unweighted Count	Response 50%/ 50%	Response 10%/ 90%
			± %	± %
Age	18 to 24 years	29	18.2	10.9
	25 to 39 years	128	8.7	5.2
	40 to 64 years	337	5.3	3.2
	65 years and over	132	8.5	5.1
Gender	Male	295	5.7	3.4
	Female	337	5.3	3.2
Geographical Area	Tring	330	5.4	3.2
	Berkhamsted	87	10.5	6.3
	Rural	103	9.7	5.8
	Hemel Hempstead	112	9.3	5.6
TOTAL RESPONSE		632	3.9	2.3

C. SURVEY FINDINGS

1. **Summer Olympic Games 2012**

1.1 **Awareness of and Interest in the Games**

Q1: Were you aware, prior to receiving this questionnaire, that the 2012 Summer Olympic Games will be held in London?

Q2: How would you describe your level of interest in the 2012 Summer Olympics?

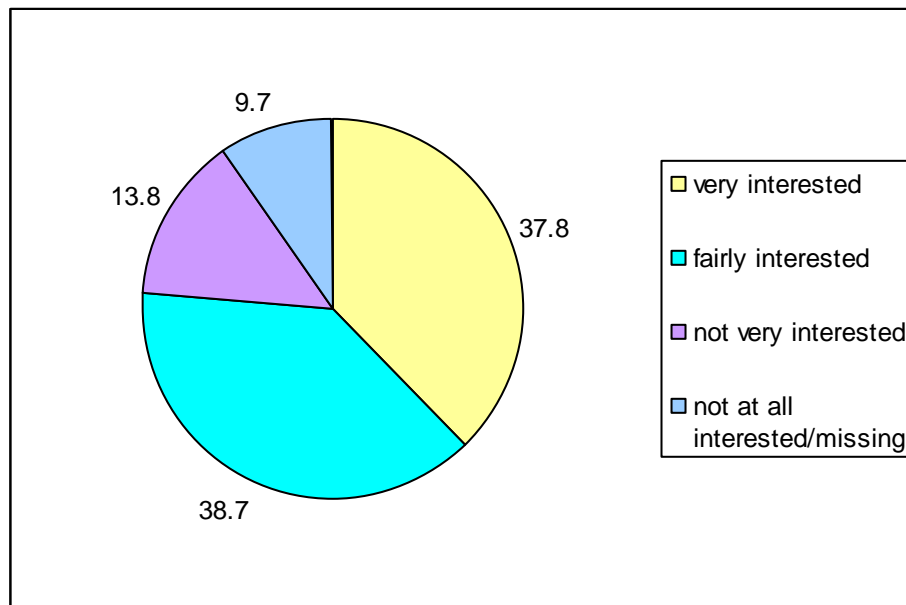
Q3: How would you describe your level of interest in (6 aspects of the Games)?

Appendix 2 pages 1 to 8

- 1.1.1 The vast majority of respondents, (98.7%), indicated that they were aware prior to receiving the questionnaire that the 2012 Summer Olympic Games are to be held in London with over three quarters of all respondents, (76.5%), saying that they were either very, (37.8%), or fairly interested, (38.7%). Only one person said that they did not know about the Games and six people failed to answer the question.

Q.2: Level of Interest in 2012 Summer Olympics

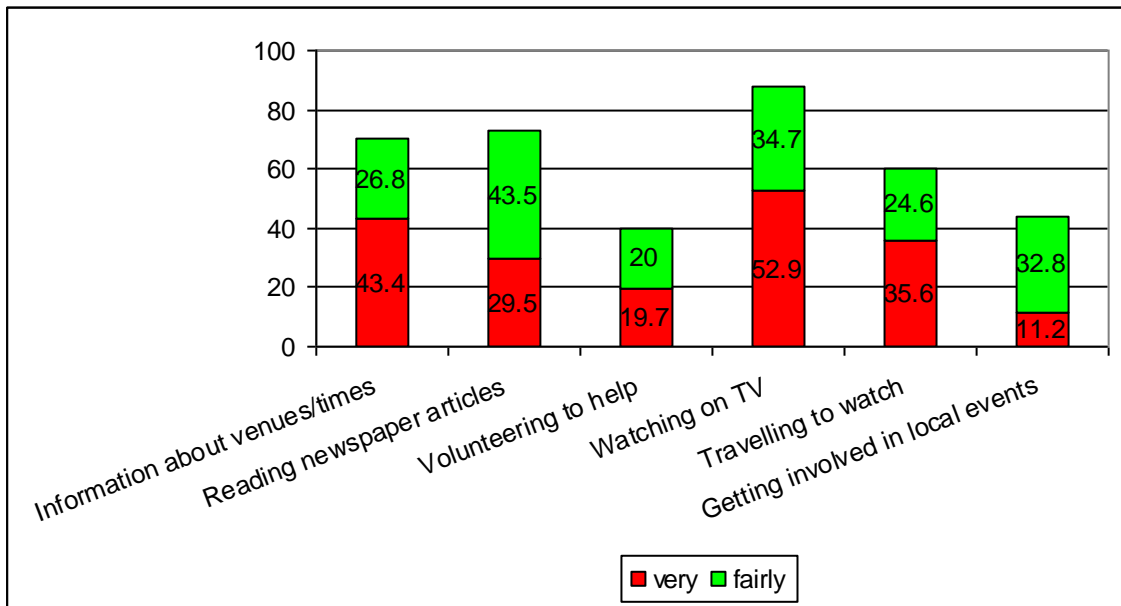
% - all respondents



- 1.1.2 Interest is higher in the younger age groups, with 82.6% of respondents aged 18 to 24 years being either very or fairly interested, 81.6% of those aged 25 to 39 years; 78.3% of respondents aged 40 to 64 years; reducing to 64.1% of those aged 64 years and over.

1.1.3 Those respondents who expressed an interest in the 2012 Summer Olympic Games, (excluding people who said they were 'not at all interested') were asked their level of interest in six further aspects relating to the games.

Q3: Interest in Activities Relating to Olympics
% of those who expressed interest at Q2



1.1.4 Of greatest interest was that of least involvement, watching the events on television with 87.6% of those who were interested in the Olympics, (79.2% of the overall sample), saying that they would find this of interest.

1.1.5 Only 39.7% would be interested in volunteering to help with 44% of those who were interested saying that they would be interested in getting involved in local events.

1.2 **Sporting Interests**

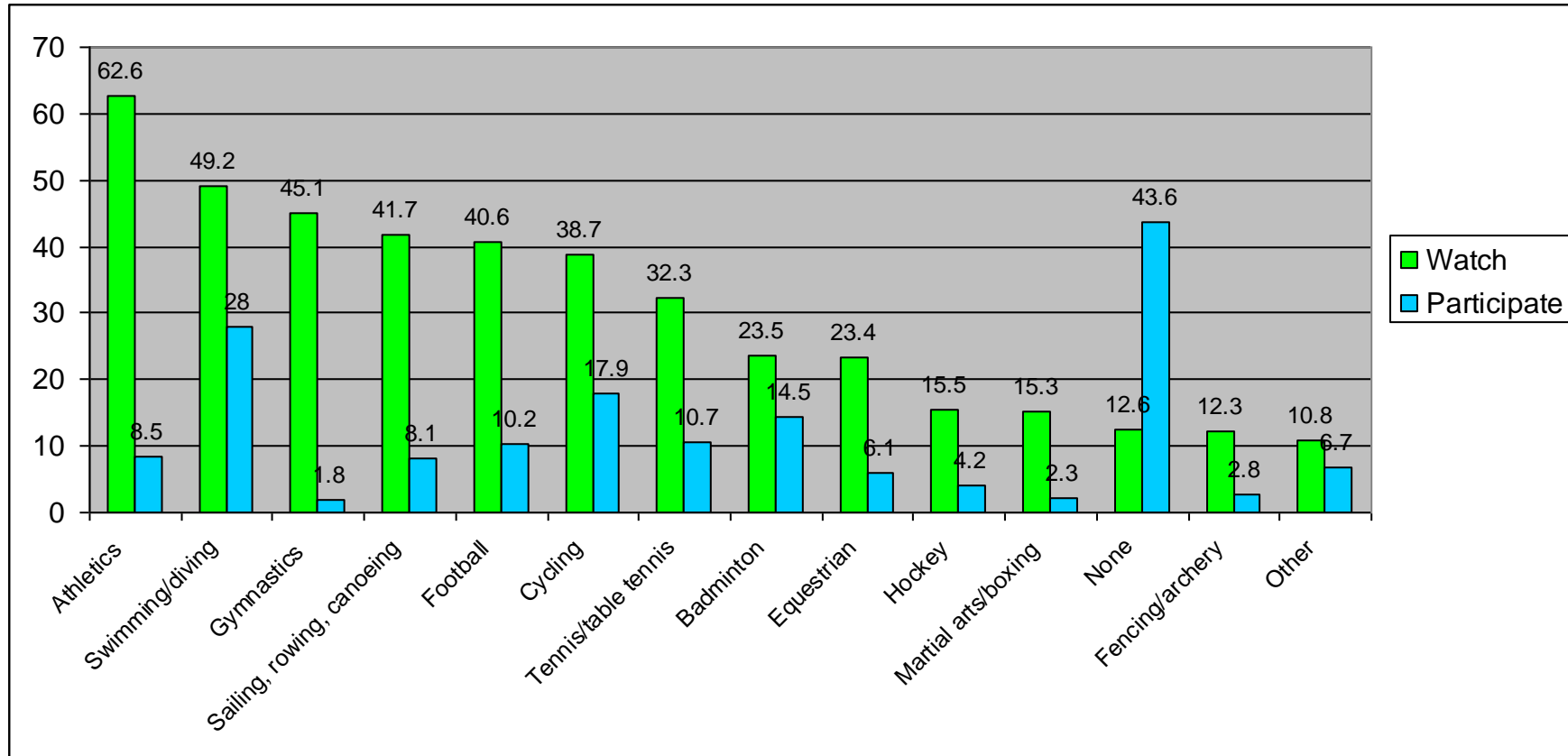
Q4a: Which types of sports, if any, do you particularly like to watch?

Q4b: Which types of sports, if any, do you ever participate in?

Appendix 2 pages 9 to 12

- 1.2.1 Respondents were asked about their own sporting interests. Firstly they were asked which types of sports, if any, they particularly liked to watch. 12.6% of respondents failed to mention any sports that they liked to watch and 43.6% did not give any sports they like to participate in.
- 1.2.2 The most popular sport mentioned by respondents in respect of watching was that of athletics with nearly two thirds of all respondents saying that they particularly liked to watch this, (62.6%).
- 1.2.3 In addition over 40% of respondents said that they enjoy watching sailing, rowing and canoeing, (41.7%); swimming and diving, (49.2%); football, (40.6%); and gymnastics, (45.1%).
- 1.2.4 When asked about sports they participate in, the most popular was that of swimming/diving, with over a quarter, (28%), of all participants saying that they participate in this.
- 1.2.5 In addition cycling, (17.9%); football, (10.2%); tennis or table tennis, (10.7%); and badminton, (14.5%), are participated in by over one in ten of all respondents.

Q4a/b: Sports like to watch/sports like to participate in
% - all respondents



2. Leisure and Cultural Activities

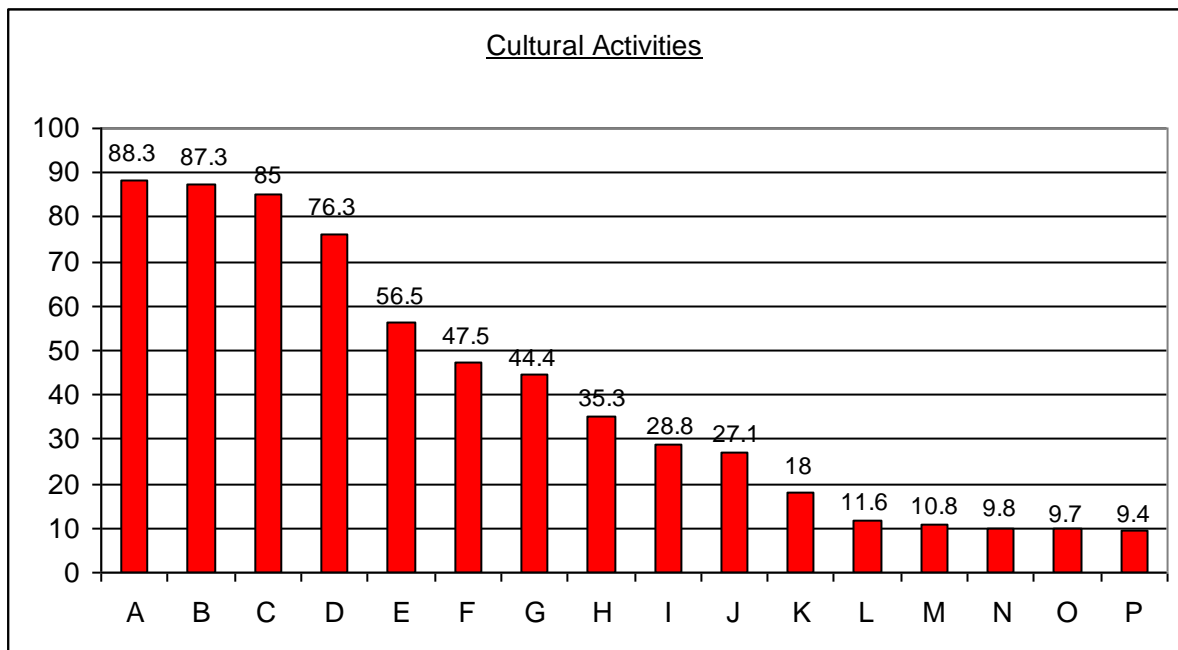
2.1 Activities Described as ‘Cultural’

Q5: Which of the following activities would you personally describe as ‘cultural activities’?

Appendix 2 pages 13 to 14

2.1.1 When asked what they would describe as ‘cultural’, four activities were nominated by over three quarters of all respondents. These were: ‘visiting a museum or art gallery’, (88.3%), ‘visiting an historical building or site’, (87.3%), ‘visiting a theatre or concert hall’, (85%); and ‘watching an outdoor theatre or music event’, (76.3%).

Q5: what would you describe as cultural activities?
% - all respondents



		Cultural Activities
Visiting a museum or art gallery	A	88.3
Visiting historical building or site	B	87.3
Visiting a theatre or concert hall	C	85
Watching outdoor theatre or music event	D	76.3
Taking part in musical or drama activities	E	56.5
Visiting a library	F	47.5
Visiting a cinema	G	44.4
Watching live performances in a pub or club	H	35.3
Canal or country walking	I	28.8
Dancing activities	J	27.1
Watching a live sporting event	K	18
Cycling in the Dacorum area	L	11.6
Taking part in sporting activity	M	10.8
Watching sport on TV	N	9.8
anything else	O	9.7
keep fit or exercise activities	P	9.4

- 2.1.2 Also identified as 'cultural activity' by more than half of all respondents was 'taking part in musical or drama activities', (56.5%).
- 2.1.3 Least thought of as cultural amongst the list given were 'keep fit or exercise activities', (9.4%); 'taking part in a sporting activity', (10.8%); 'watching sport on television', (9.8%); and 'cycling in the Dacorum area', (11.6%).
- 2.1.4 Just under one in ten respondents, (9.7%), mentioned other activities that they would define as 'cultural'. These were diverse and included activities such as adult education, festivals and religious activities; foreign travel; reading; multi cultural events and craft and art activity. Responses are shown in full on pages 2 and 3 of Appendix 4, 'open questions').

2.2 Participation in Activities

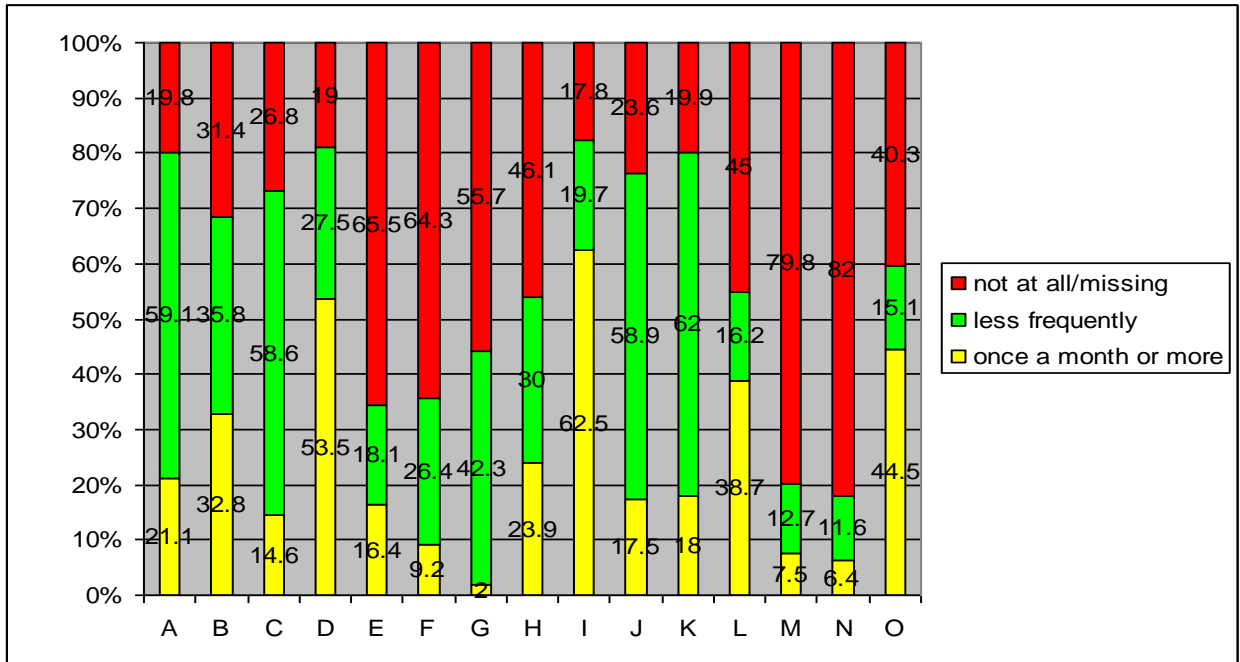
Q6: Please tell us about how often you have participated in the following activities in the past 12 months

Appendix 2 pages 15 to 31

- 2.2.1 Respondents were asked to identify which of the activities they had participated in during the previous twelve months on a scale of 'once a week or more', 'at least once a month'; 'less frequently' or 'not at all'.
- 2.2.2 Over half of all respondents had watched sport on television at least once a month, (combining with once a week or more), (62.5% - once a week + once a month or more); and 'canal or country walking', (53.5% - once a week + once a month or more).
- 2.2.3 More than one in three had also undertaken keep fit or exercise classes, (44.5%); and had taken part in a sporting activity, (38.7%). Almost one third, (32.8% once a week or more + at least once a month), had visited a library.
- 2.2.4 Less than one in ten regularly (once a week or at least once a month), watch live performances in a pub or club, (9.2%), take part in musical or drama activities, (7.5%), dancing activities, (6.4%), or watch outdoor theatre or music events, (2%).
- 2.2.5 Considering the responses of 'not at all' + 'missing data', 82% have not taken part in dancing activities and 79.8% have not taken part in musical or drama activities. Approximately two thirds of all respondents have not, during the past 12 months, undertaken cycling in the Dacorum area, (65.6%), or watched live performances in a pub or club, (64.3%).

Q6: Which of the following activities have you participated in during the past 12 months?

% - all respondents



		once a week or more	once a month	less frequently	not at all/missing
visiting a cinema	A	2.2	18.9	59.1	19.8
visiting a library	B	6.8	26	35.8	31.4
visiting a theatre or concert hall	C	0.1	14.5	58.6	26.8
canal or country walking	D	23.8	29.7	27.5	19
cycling in the Dacorum area	E	7.1	9.3	18.1	65.5
watching live performances in a pub or club	F	2	7.2	26.4	64.3
watching outdoor theatre or music event	G	0.2	1.8	42.3	55.7
watching a live sporting event	H	8.2	15.7	30	46.1
watching sport on tv	I	40.4	22.1	19.7	17.8
visiting a museum or art gallery	J	1	16.5	58.9	23.6
visiting historical building or site	K	1.3	16.7	62	19.9
taking part in sporting activity	L	27.9	10.8	16.2	45
taking part in musical or drama activities	M	4.5	3	12.7	79.8
dancing activities	N	3.9	2.5	11.6	82
keep fit or exercise activities	O	33.3	11.2	15.1	40.3

2.3 Use of Dacorum Facilities

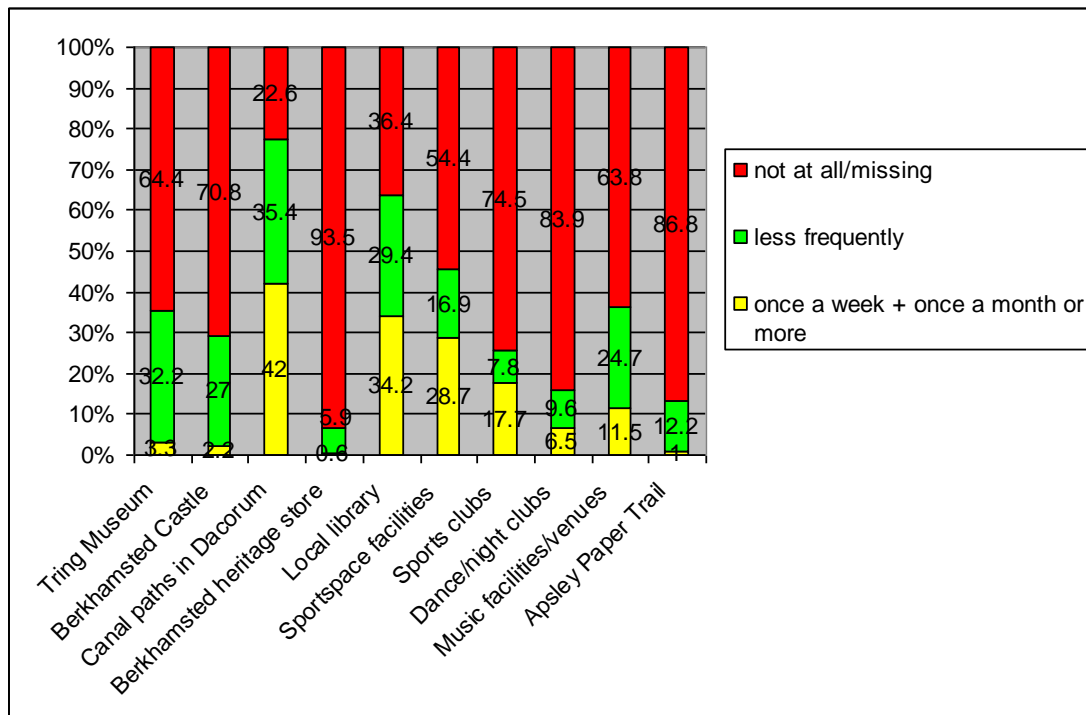
Q7: Please tell us about how often you have used the following Dacorum facilities in the last 12 months?

Appendix 2 pages 32 to 43

2.3.1 Finally in this section respondents were asked how often they had used a number of Dacorum facilities in the last 12 months.

Q.7: Use of Dacorum Facilities

% - all respondents



2.3.2 As can be seen from the above figure the most frequently used facilities are that of the canal paths in Dacorum with 42% of all respondents saying that they use these either once a week or more or at least once a month. Local libraries are used frequently by over one third of all respondents, (34.2%); and Sports Space facilities are used frequently by over a quarter, (28.7%) of all respondents.

2.3.3 Over 90% of respondents said that they did not use Berkhamsted Heritage Store, or failed to answer the question, (93.5%); and 86.8% had not used Apsley Paper Trail. Substantial majorities of respondents also did not use dance or nightclubs, (83.9%) or sports clubs, (74.5%).

3. Feeling Safe in Dacorum

3.1 Perception of Safety

Q8: Do you think Dacorum is a safer place to live now than it was three years ago or do you think it is less safe, or about the same?

Q9: Do you think the crime rate in Dacorum has changed over the last three years?

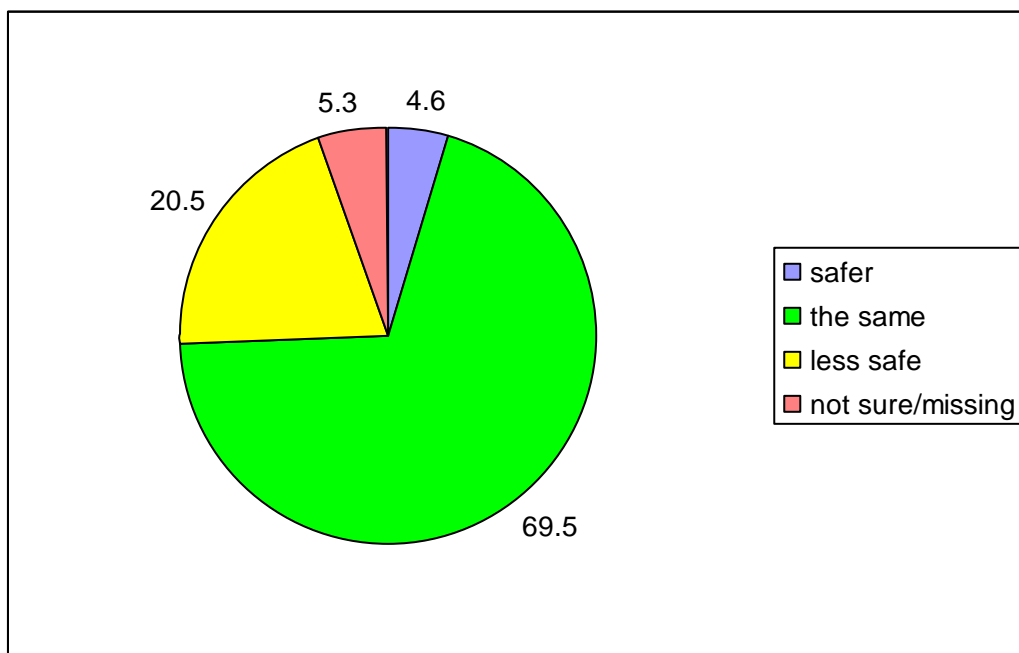
Q10: Thinking about your own local neighbourhood, how safe or unsafe do you feel when outside after dark?

Appendix 2, pages 44 to 46

- 3.1.1 When asked about their perceptions of safety only 4.6% of respondents considered that Dacorum is a safer place to live than it was three years ago, although the large majority, (69.5%), considered that it was 'about the same'. 20.5% of respondents considered Dacorum to be less safe with 5.3% being not sure or failing to answer the question.

Q8: Do you think Dacorum is safer, about the same or less safe than 3 years ago?

% - all respondents



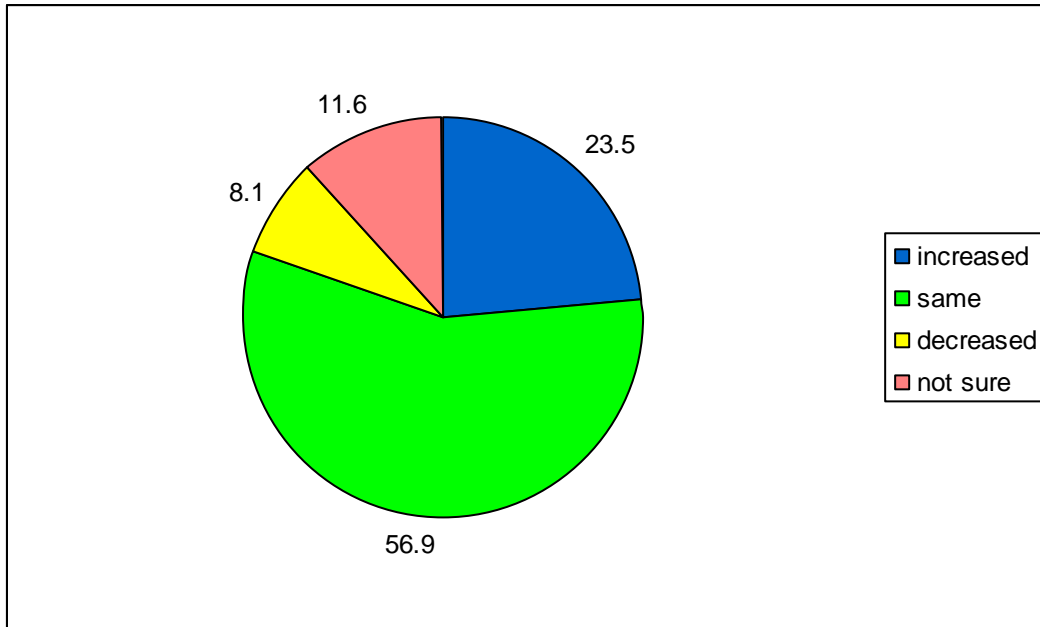
- 3.1.2 Over a quarter of respondents living in Hemel Hempstead, (26.5%), and over one in five of those living in Tring, (21.2%), considered Dacorum less safe than three years ago compared to only 8.9% in Berkhamsted and 11.7% in the rural areas.

- 3.1.3 Nearly a quarter of all respondents, (23.5%), thought that the crime rate in Dacorum had increased over the last three years with 56.9% thinking that this

had stayed the same. However, 8.1% thought the crime rate had decreased with 11.6% being not sure or failing to answer the question.

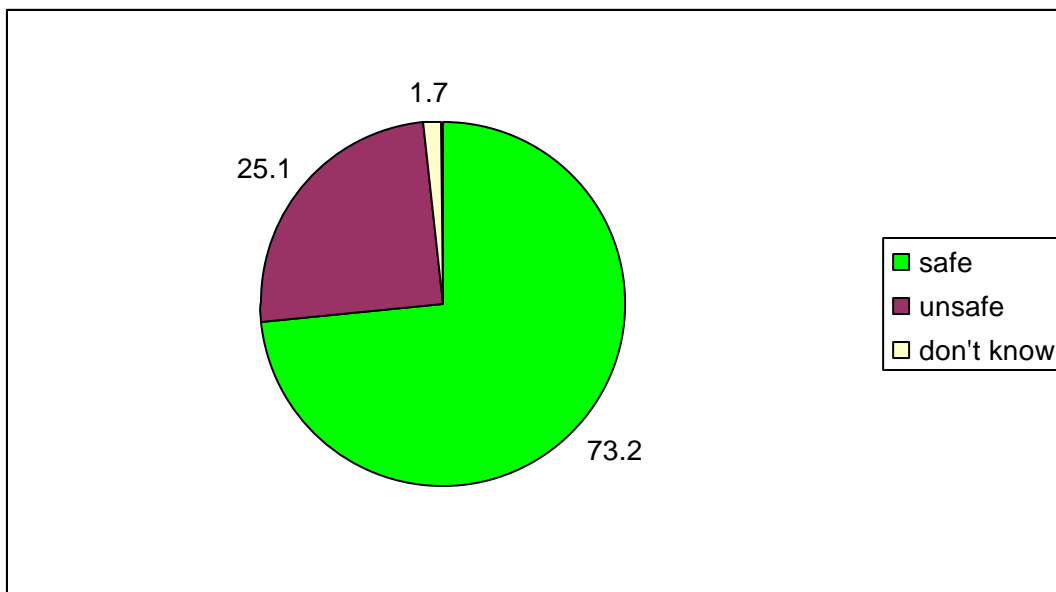
Q9: Crime rate changed over the last three years?

% - all respondents



Q10: How safe/unsafe do you feel when outside after dark in your own local neighbourhood?

% - all respondents

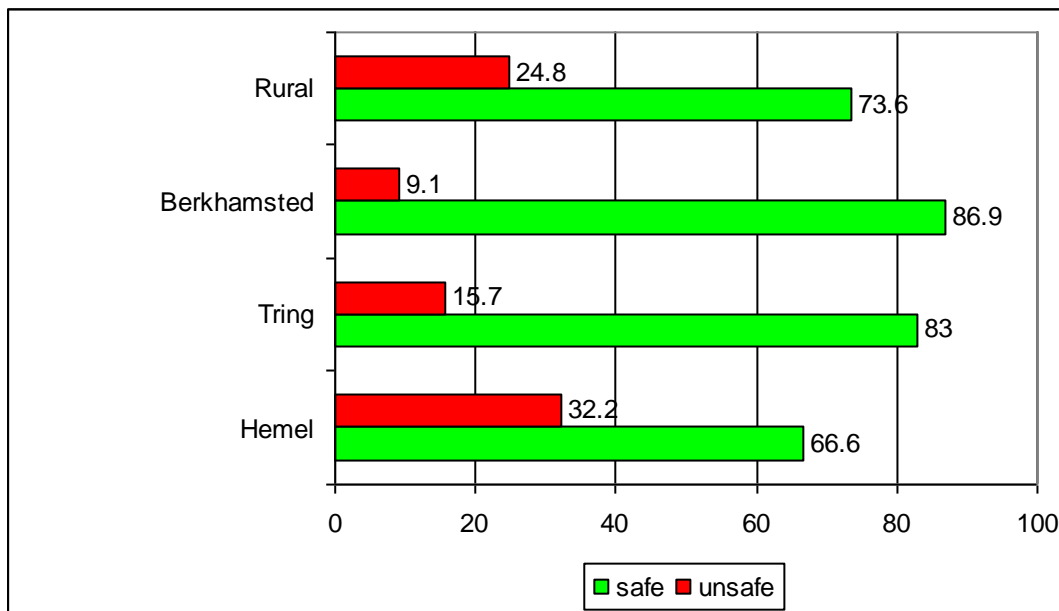


3.1.4 Almost three quarters of all respondents, (73.2%), said that they felt either 'very safe', (19.7%), or 'fairly safe', (53.5%) in their local neighbourhood, within 10 to 15 minutes walk from where they live, when outside after dark.

- 3.1.5 This is a substantial increase on the 44.7% of respondents to the BVPI 2006 survey who said that they feel safe outside after dark although it should be noted that the BVPI survey also included a 'neither safe nor unsafe' option for respondents making any direct comparisons difficult.
- 3.1.6 A quarter of all respondents,(25.1%), said that they felt unsafe, (21.2% - fairly and 3.9% - very unsafe). Women, (29.3%), were more likely than men, (20.8%) to say that they felt unsafe.

Q10: How safe or unsafe when outside after dark?

% - respondents by area



- 3.1.7 Respondents living in the Hemel Hempstead area were the least likely to feel safe, (66.6% safe), and the most likely to feel unsafe, (32.2% unsafe) whereas the converse is true of respondents living in Berkhamsted where 86.9% feel safe and only 9.1% unsafe.

3.2 Anti-Social Behaviour

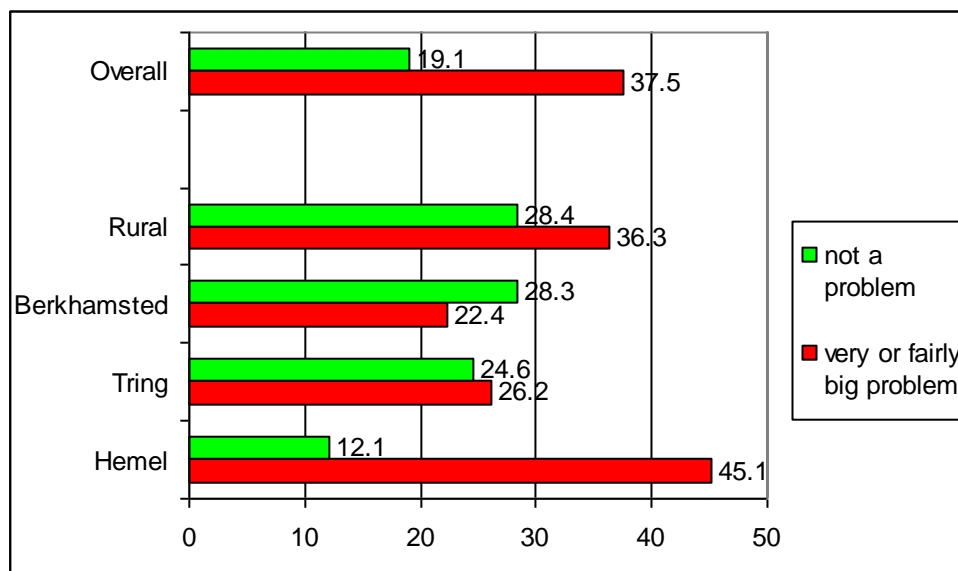
Q11: How much of a problem do you think the following are in your local neighbourhood?

Q12: Any other problems in your local neighbourhood?

Appendix 2 pages 47 to 52

- 3.2.1 Respondents were asked about three types of anti social behaviour and the extent to which these are a problem in their local area.
- 3.2.2 Just over a third of all respondents, (37.5%), considered teenagers hanging around on the streets to be a problem: 11.2% a very big problem and 26.3% a fairly big problem. The perception of ‘teenagers hanging around’ as a problem is more prominent in Hemel Hempstead where 45.1% see this as a problem. In the other areas, 26.2% in Tring, 22.4% in Berkhamsted and 36.3% in the Rural areas consider this to be a problem.
- 3.2.3 Respondents in the older age groups were least likely to consider teenagers hanging around the streets to be a problem. Belief that this is a problem reduces from 45% of respondents aged 18 to 24 years to 28.2% of respondents aged 65 years and over.

Q11a: Teenagers hanging around the streets
% - all respondents and respondents by area

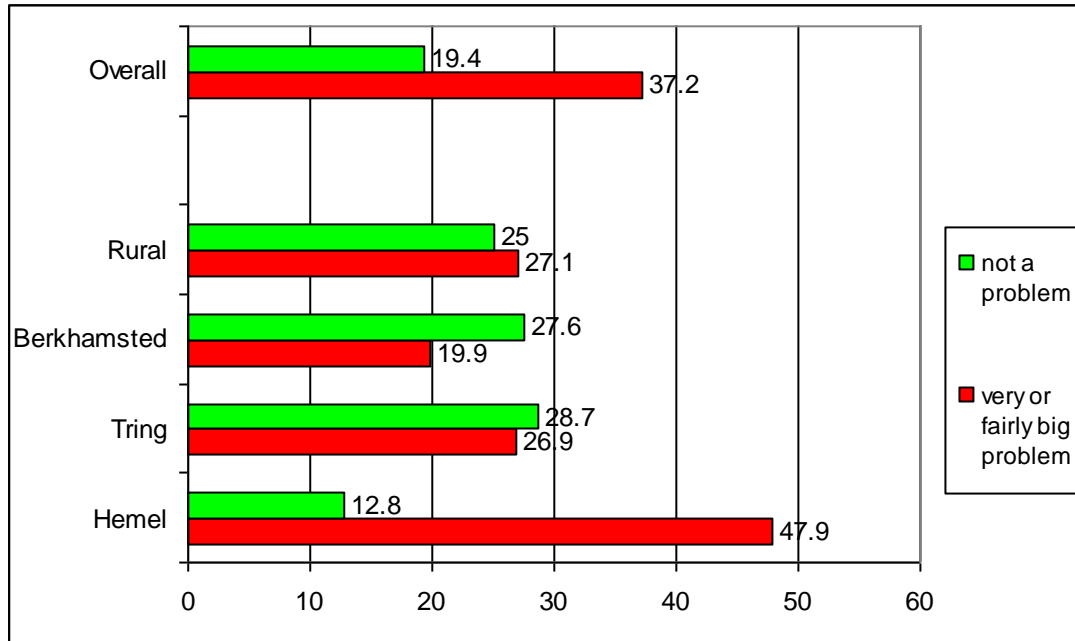


- 3.2.4 Vandalism was also considered to be more of a problem by respondents living in the Hemel Hempstead area with 47.9% of respondents there considering vandalism, graffiti and other deliberate damage to property or vehicles to be a big problem, (12.1% very big and 35.8% fairly big problem); compared with 37.2% of the overall sample.

3.2.5 Twice as many respondents in the other areas considered vandalism, etc., to be 'not a problem' to respondents in Hemel Hempstead. (Not a problem – Hemel 12.8% compared with Tring 28.7%, Berkhamsted 27.6% and the rural areas 25%).

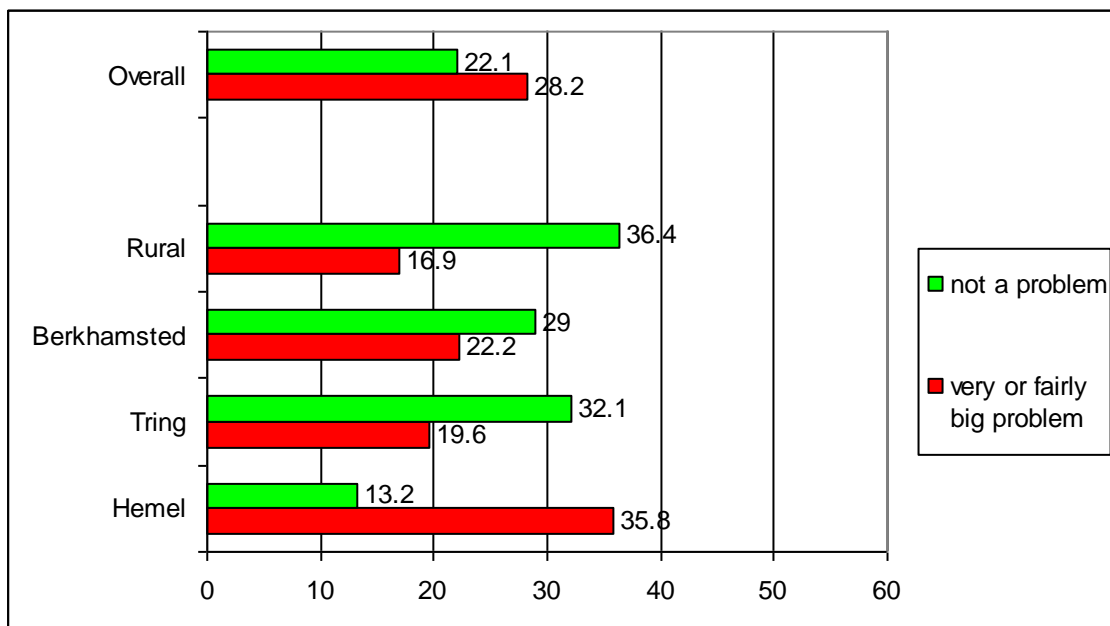
Q11b: Vandalism, graffiti and other deliberate damage to property or vehicles

% - all respondents and respondents by area



Q11c: People being drunk or rowdy in public places

% - all respondents and respondents by area



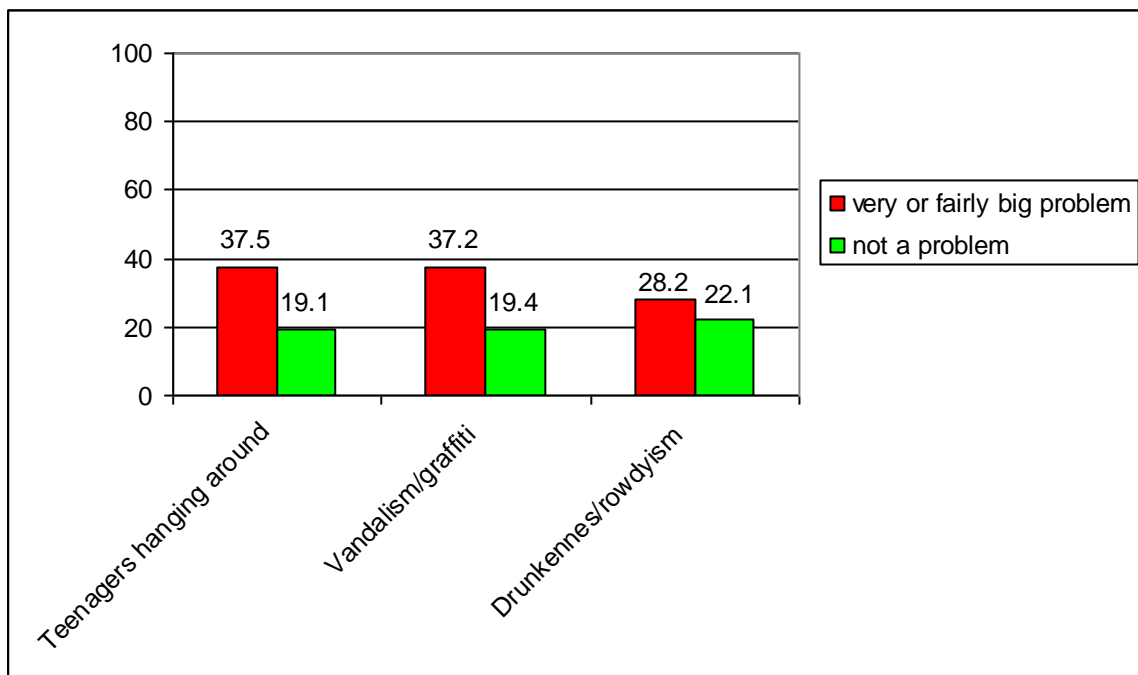
3.2.6 People being drunk or rowdy in public places was again considered to be more of a problem in Hemel Hempstead than in the area areas of the Borough, (Hemel Hempstead 35.8%, Tring 19.6%, Berkhamsted 22.2% and the rural areas 16.9%).

3.2.7 Overall 28.2% of respondents consider this to be a big problem, 7.7% a very big problem and 20.5% a fairly big problem.

3.2.8 Of the three types of anti social behaviour listed in the questionnaire teenagers hanging around and vandalism and graffiti were considered to be a 'big problem' by over one third of all respondents whereas only 28.2% of respondents considered drunken or rowdy behaviour to be a 'big problem'.

Q11: Anti Social Behaviour

% - all respondents



3.2.9 Respondents were also asked about other problems in their local neighbourhood. These have been listed in the open questions appendix pages 6 to 12 and include issues relating to speeding cars, car parking, dog fouling, litter and fly tipping; noisy neighbours and vehicle crime.

4. Alcohol Disorder

Q13: *On how many occasions in the last 6 months, have you experienced alcohol related disorder?*

Q14: *Where did you witness alcohol disorder?*

Q15: *When, on the most recent occasion, did you experience alcohol disorder?*

Q16: *What was the approximate age range of those behaving in a drunk or rowdy manner?*

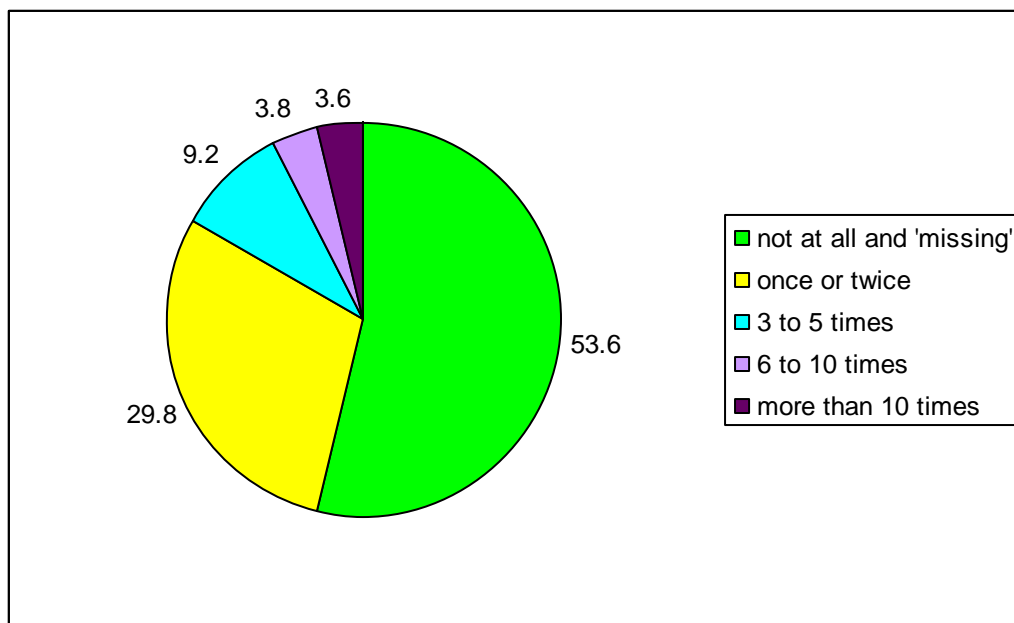
Q17: *Which of the following words best describes how experiencing this behaviour made you feel?*

Appendix 2, pages 53 to 58

- 4.1 When asked on how many occasions in the last 6 months they had experienced alcohol related disorder over half of all respondents, (52.1%), said that they had not done so at all. A further 1.5% failed to answer the question. 29.8% had experienced this once or twice with 16.6% of respondents saying that they had experienced alcohol related disorder on three or more occasions in the last six months.

Q13: On how many occasions in the last 6 months, have you experienced alcohol related disorder?

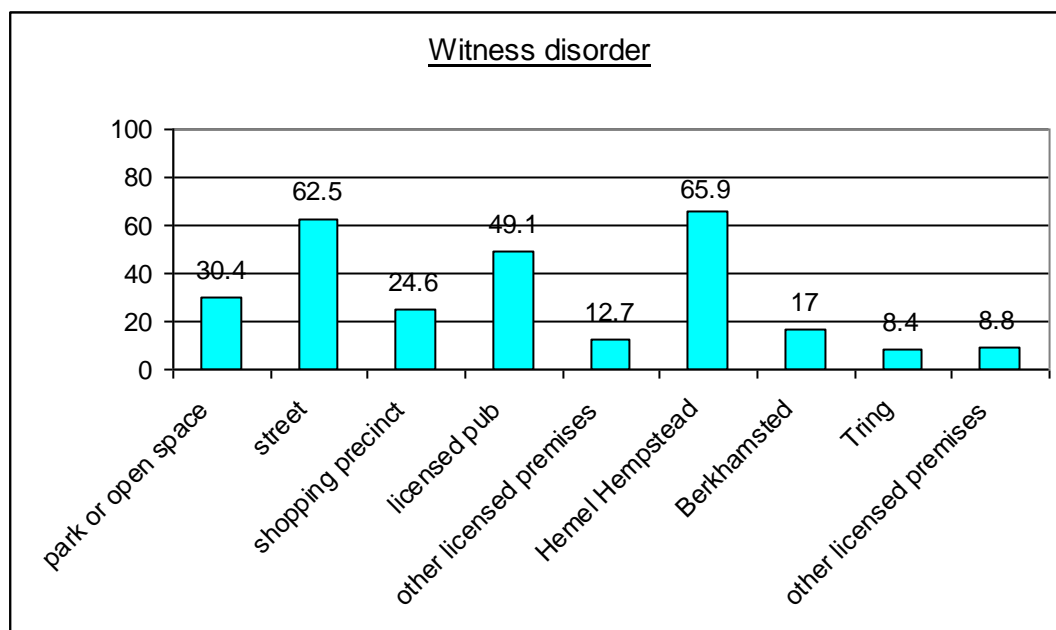
% - all respondents



- 4.2 Respondents aged 18 to 24 years were the least likely to respond 'not at all' to the question on how often they had experienced alcohol related disorder, (26.3% - not at all); and those aged 65 years and over most likely, (73.1% - not at all).

- 4.3 There is also a 20% difference between the 'not at all' responses in Hemel Hempstead and all other areas, (Hemel Hempstead – 42.3%, Tring – 62%, Berkhamsted – 64.3% and Rural – 63.8% 'not at all').
- 4.4 When asked where they had witnessed the alcohol related disorder it is therefore not surprising that nearly two thirds of respondents who had witnessed this said it was in Hemel Hempstead, (65.9%). 17% of respondents said that this was in Berkhamsted, 8.4% in Tring and 8.8% gave another location.
- 4.5 Nearly two thirds of all respondents who had witnessed alcohol related disorder said that they witnessed this in the street, (62.5%), with 49.1% saying that this was near a licensed pub or club.

Q14: Where have you witnessed alcohol related disorder?
% - all respondents who witnessed disorder

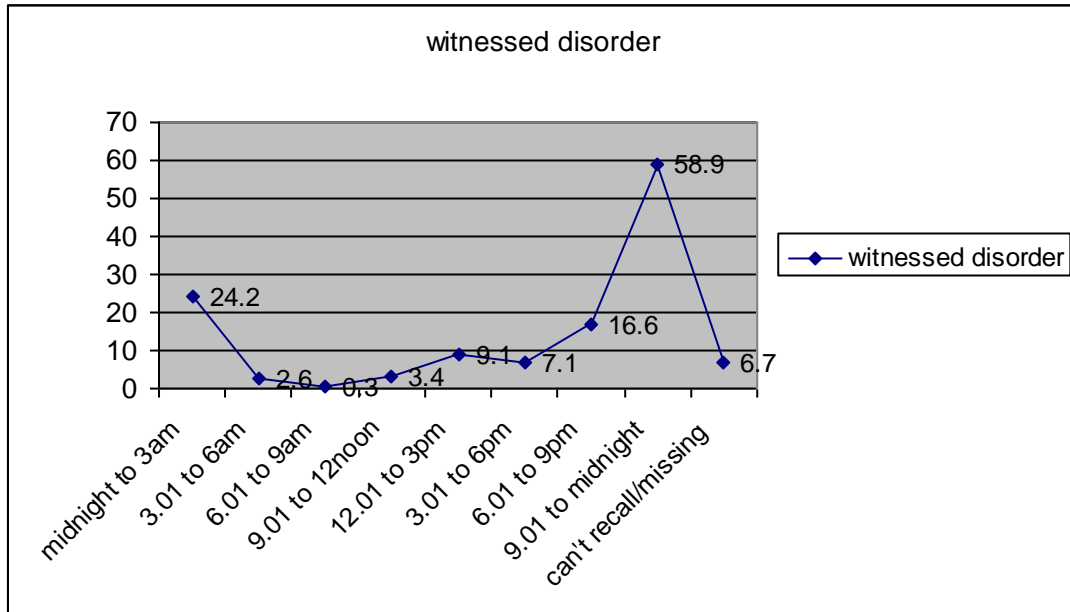


- 4.6 When asked the day on which they had witnessed the alcohol related disorder the large majority of respondents who had done so said that this had taken place at a weekend, (Friday to Sunday); (73.1%). 17.8% said that they had witnessed this on a weekday (Monday to Thursday) with 13.2% being unable to recall and 5% failing to answer the question.
- 4.7 The timing of such incidents tends to be concentrated between the hours of 9pm and midnight, with 58.9% of those who witness this disorder saying that they have witnessed it then. 24.2% said that they had witnessed it between midnight and 3am.

- 4.8 Only 3.7% of respondents said that they had witnessed alcohol related disorder between 6am and 12 noon with 9.1% saying they had witnessed this between 12 noon and 3pm.

Q15: When have you witnessed alcohol related disorder?

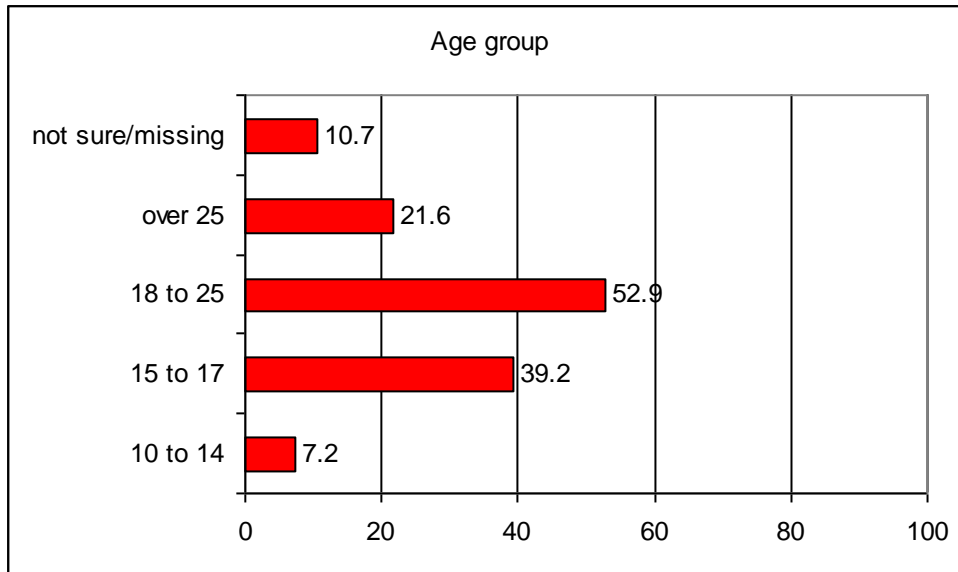
% - all respondents who witnessed disorder



- 4.9 Over half of those who had witnessed alcohol related disorder said that they had witnessed people in the age group 18 to 25 years involved in this, (52.9%). However nearly two in five of those who witnessed disorder also said that they had witnessed people 15 to 17 years involved in such disorder, (39.2%). 7.2% said they had seen children 10 to 14 years involved in disorder.
- 4.10 The largest majority feeling was that of 'unease', (61.9%), with nearly two thirds of all respondents saying that this had been the effect on them of witnessing alcohol related disorder. Around a third of all respondents who had witnessed disorder said that this made them 'angry', (38.6%), 'sad', (32.4%); and 'anxious', (33.1%).

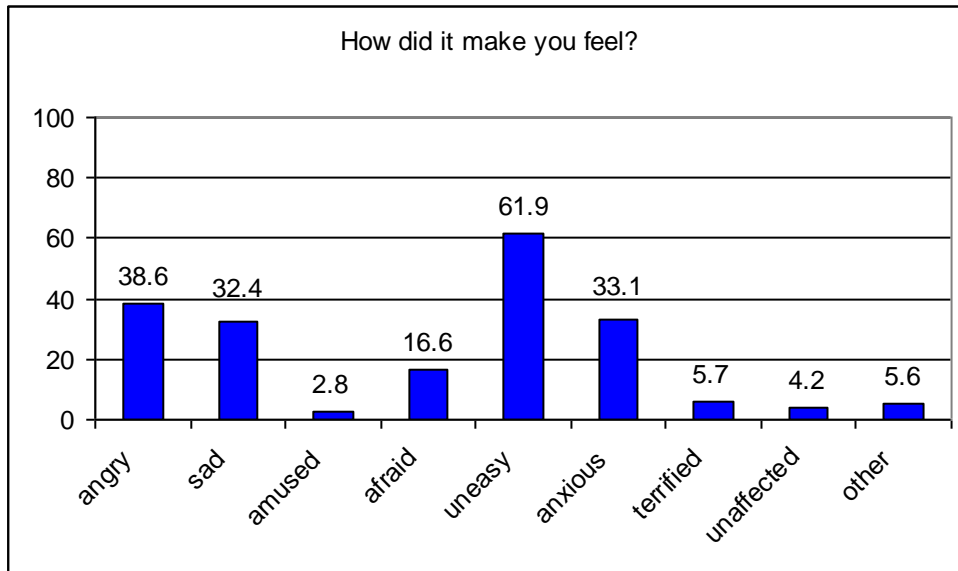
Q16: Age group of those witnessed committing alcohol related disorder

% - all respondents who witnessed disorder



Q17: How did it make you feel?

% - all respondents who witnessed disorder



5. Planning Services

5.1 Contact with Planning Services and Improving the Service

Q18: *In what ways have you used or had contact with Dacorum Borough Council Planning services in the last 12 months?*

Q19a: *How would you rate the overall service you received from them?*

Q19b: *In what ways could Planning improve the service they provide?*

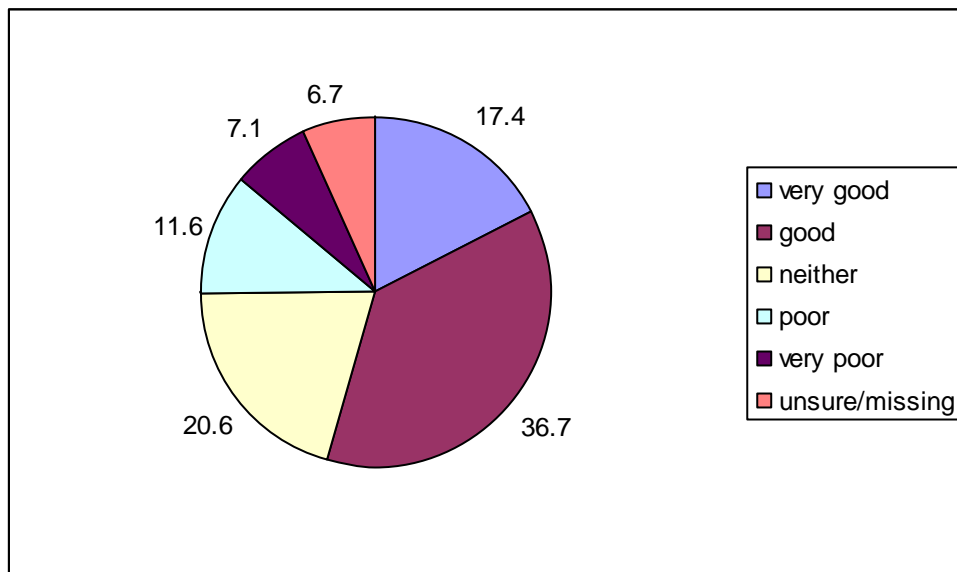
Appendix 2 pages 59 & 60

5.1.1 Just over a quarter of all respondents, 27.4%, had had contact with Dacorum Borough Council Planning Services over the last 12 months.

5.1.2 10.4% of respondents had had contact making comments on some else's planning permission; 12.5% were seeking general guidance and information and 6.4% were applying for planning permission. 3.6% of respondents gave other reasons for making contact with the Planning Services of the Council and these are listed in the appendix with open questions, (page 13).

Q19a: How would you rate the overall service received?

% those who have had contact in last 12 months



5.1.3 Just over half of those who had had contact, (54.1%), rated the overall service received as 'good', 17.4% 'very good' and 36.7% as 'good'. Conversely 18.7% of respondents who had had contact rated the service as 'poor', 11.6% as 'poor' and 7.1% as 'very poor'.

5.1.4 Respondents were asked to comment on ways in which Planning Services could improve the service they provide. Responses have been captured verbatim and are shown in the open questions appendix, pages 13 to 15.

Comments include less use of answer-phones, consistency of response, speed of the process and taking notice of comments made to them.

5.2 New Development in Dacorum

Q20: In what ways would you like to be informed about/consulted on, proposals for new development in Dacorum?

Appendix 2 page 61

- 5.2.1 The majority of respondents, (65.8%), said that their preference for being informed about and consulted on proposals for new development in Dacorum was by letter directly to them.
- 5.2.2 A further third, (35.6%), indicated that the Council placing notices near the development site would be acceptable and a quarter, (26.8%) wished to be informed/consulted via the Council website.

5.3 Hemel 2020 Vision

Q21: Have you heard of Hemel 2020 Vision?

Q21a: How well informed do you feel about what the Hemel 2020 Vision proposes for Hemel Hempstead?

Q22: Which of these facilities do you think should be encouraged to improve Hemel Hempstead?

Appendix 2 pages 62 to 64

- 5.3.1 Less than a quarter of all respondents said that they had heard of 'Hemel 2020 Vision', (23.2%). However this rises to 32.8% of respondents living in the Hemel Hempstead area, reducing to 8.1% in Tring and 9.2% in Berkhamsted.
- 5.3.2 Of those who were aware of 'Hemel 2020 Vision', 39.7% considered themselves to be well informed about what it proposes for Hemel Hempstead, (1.7% very well and 38.0% fairly well informed). This rises to 44.3% of respondents who were aware of 'Hemel 2020 Vision', who lived in the Hemel Hempstead area. Over half of all those aware of it said that they were not well informed, (56.1% - 40.6% not very well and 15.5% not at all well informed).

Q21a: How well informed about 'Hemel 2020 Vision'?

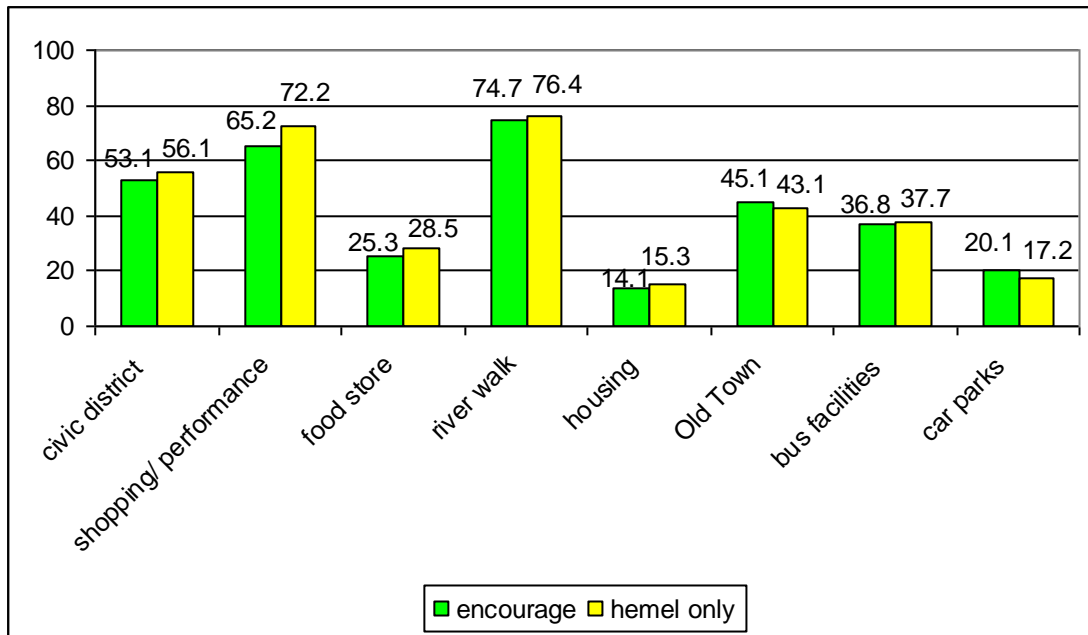
% those who were aware at Q21a



- 5.3.3 Respondents were told that the ideas put forward for the 'Hemel 2020 Vision' for Hemel Hempstead's town centre include a number of listed facilities. They were asked which of these listed facilities should be encouraged to improve Hemel Hempstead.
- 5.3.4 Most popular amongst those listed, (74.7%), was a river walk along the banks of the River Gade linking Gadebridge Park to the new civic district and beyond, bringing new life to the Water Gardens.
- 5.3.5 Nearly two thirds also thought that a high quality shopping and entertainment district including a 1000 seat performance venue should be encouraged, (65.2%); and over half, (53.1%), considered a new civic district featuring a new town hall, library and college should be encouraged.
- 5.3.6 Also important to substantial minorities of respondents were rejuvenating the area near Old Town with a new public space, new homes and traffic calming in Queensway, (45.1%); and new bus facilities, (36.8%).
- 5.3.7 20.1% thought that new multi storey car parks; 25.3% a large in town food store; and 14.1% new housing and apartments overlooking the river and Marlowes should be encouraged.

Q22: Which facilities should be encouraged?

% all respondents and respondents from Hemel Hempstead only



5.3.8 There were no significant differences between respondents from the overall sample and those who live in Hemel Hempstead.

5.3.9 17.2% of respondents also gave other suggestions as to what should be encouraged in Hemel Hempstead. These are listed in the open questions on pages 16 to 19 and include general cleaning, hospital facilities, traffic management and social facilities.

6. Borough Councillors

6.1 Reporting Concerns

Q23: Do you know the name of your Borough Councillor/s?

Q24a: If you had concerns about a Council Service, who would you be most likely to contact initially?

Q24b: How likely would you be to report these concerns to your Borough Councillors?

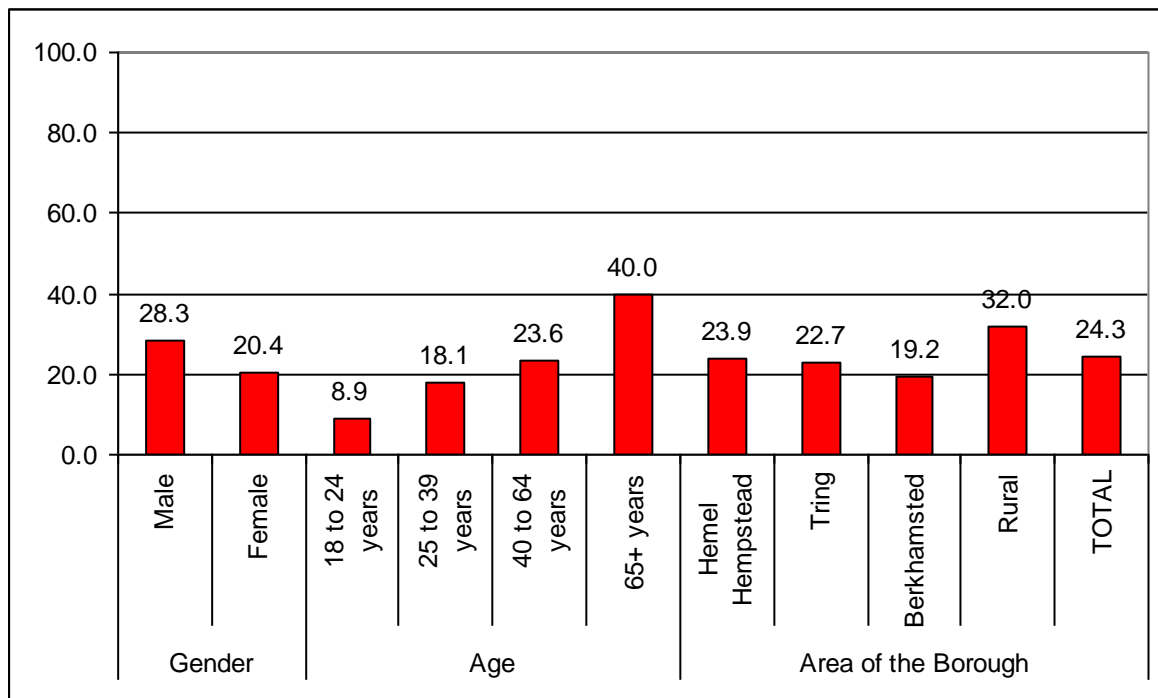
Q25: If you wanted to change or improve things in you local area who, if any, of the following do you think you would initially approach?

Appendix 2 pages 65 to 70

- 6.1.1 Just under a quarter of all respondents said that they know the name of their Borough Councillor/s, (24.3%). However, the majority of respondents, (60.7%), said 'no' they did not know the name of their Councillor/s, whilst a further 13.3% were 'not sure' and 1.6% did not answer the question.

Q23: Do you know the name of your Borough Councillor/s?

% 'yes' response by gender, age, area and for all respondents



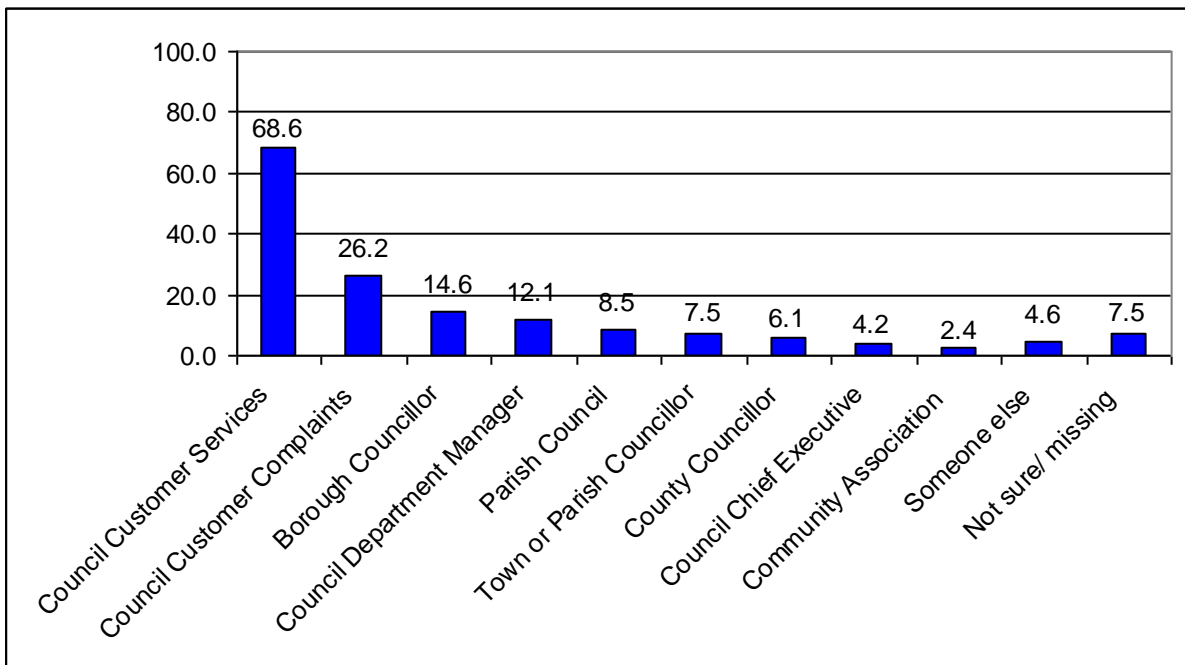
- 6.1.2 The proportion of respondents who know the name of their Borough Councillor/s varied with age group, from only 8.9% of those aged 18 to 24 years, up to 40% of those aged 65+ years; and by area of the Borough, from 19.2% in Berkhamsted, up to 32.0% in Rural areas. Male respondents,

28.3%, were more likely than females, 20.4%, to know the name of their Councillor/s.

6.1.3 When asked who they would be most likely to contact initially, should they have any concerns about a Council Service, over two thirds of all respondents said they would contact Council Customer Services (68.6%), whilst smaller minorities of respondents referred to Council Customer Complaints (26.2%), 'Borough Councillor' (14.6%), and 'Council Department Manager' (12.1%).

Q24a: If you had concerns about a Council Service, who would you be most likely to contact initially?

% - all respondents

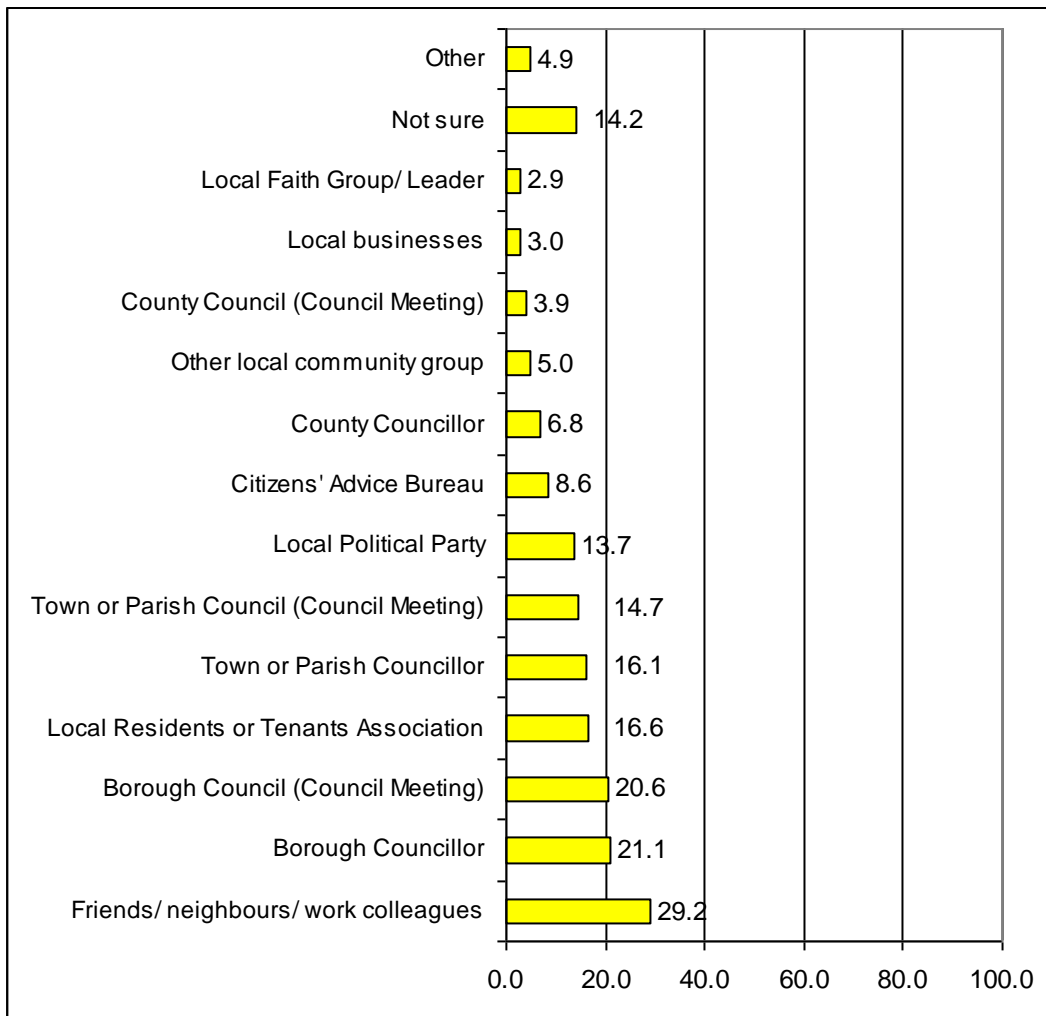


6.1.4 Fewer than one in ten respondents said that they would initially contact the Parish Council (8.5%), a Town or Parish Councillor (7.5%), a County Councillor (6.1%), the Council Chief Executive (4.2%), and a Community Association (2.4%) with their concerns. 4.6% of respondents said they would initially contact 'someone else', with most referring to their 'local MP', whilst 6.1% were not sure, and 1.4% did not answer the question.

- 6.1.5 Over a third of all respondents said that they would be likely to report any concerns about a Council Service to their Borough Councillor/s (36.5% - 10.0% very likely and 26.5% fairly likely). However, more than half of respondents said that they would be not very likely, 32.5%, or not at all likely, 19.7%, to report concerns. (6.8% 'not sure', 4.3% 'missing')
- 6.1.6 The percentage of respondents who were very or fairly likely to contact their Borough Councillor/s with any concerns about a Council Service varied by age group from 26.3% among 18 to 24 year olds up to 44.2% of 65+ year olds, and by area from 22.8% in Berkhamsted up to 41.9% in Rural areas.
- 6.1.7 Respondents were asked to indicate up to three organisations or people who they thought they would approach initially if they wanted to change or improve things in their local area.

Q25: Who would you initially approach if you wanted to change or improve things in your local area?

% - all respondents



- 6.1.8 'Friends/ neighbours/ work colleagues' (29.2%) was the most frequently mentioned response, whilst around one in five respondents thought they would initially approach a Borough Councillor (21.1%), and the Borough Council (Council meeting) (20.6%).
- 6.1.9 More than one in ten respondents said they would initially approach a Local Residents or Tenants Association (16.6%), a Town or Parish Councillor (16.1%), the Town or Parish Council (Council Meeting) (14.7%), and a Local Political Party (13.7%) if they wanted to change or improve things in their local area. Fewer respondents would approach the Citizens' Advice Bureau (8.6%), a County Councillor (6.8%), an 'other local community group' (5.0%), the County Council (Council Meeting) (3.9%), 'local businesses' (3.0%), and a Local Faith Group/ Leader (2.9%). A further 4.9% of respondents gave 'other' responses listed at Appendix 4 page 19 (common responses included 'local MP', 'local press' and 'relevant Council department'), and 14.2% were 'not sure'.

6.2 **Contacting Borough Councillors**

Q26: Do you know how to contact your Borough Councillor?

Q27: Have you contacted a Borough Councillor at all in the last 12 months?

Q28: What methods of contact did you use?

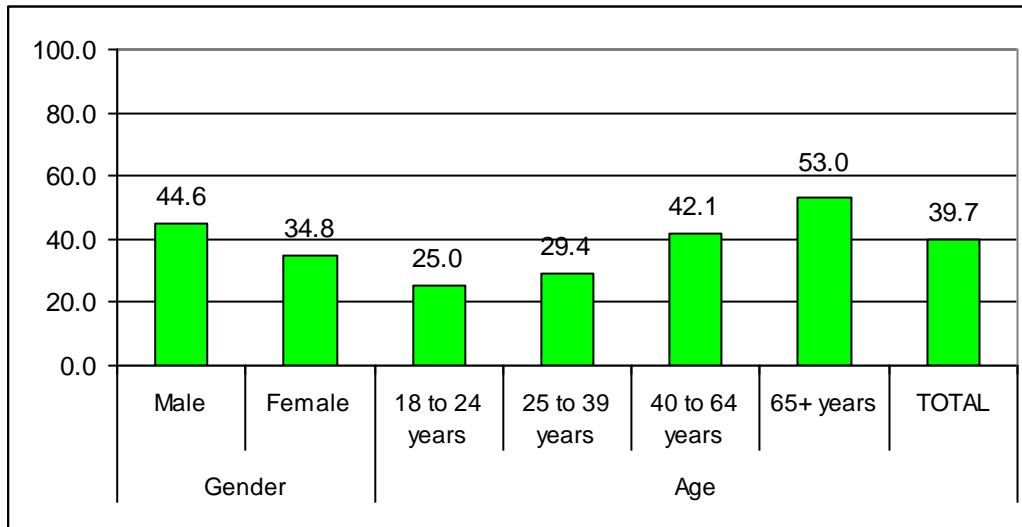
Q29: Suggestions for making it easier for residents to contact their Councillors

Appendix 2 pages 71 to 74

- 6.2.1 Two in five of all respondents said 'yes' they know how to contact their Borough Councillor, 39.7%, whilst just under three in five gave 'no/ not sure' responses, 59.2%. (1.1% 'missing').
- 6.2.2 Respondents' awareness of how to contact their Borough Councillor increased with age from 25.0% among 18 to 24 year olds, up to 53.0% of those aged 65+ years. Also note that males were more likely than females to be aware of how to contact their Borough Councillor (44.6% 'yes' cf. 34.8% 'yes'). (Variations by area of the Borough were not significant).

Q26: Do you know how to contact your Borough Councillor?

% 'yes' response - by gender, age, and for all respondents

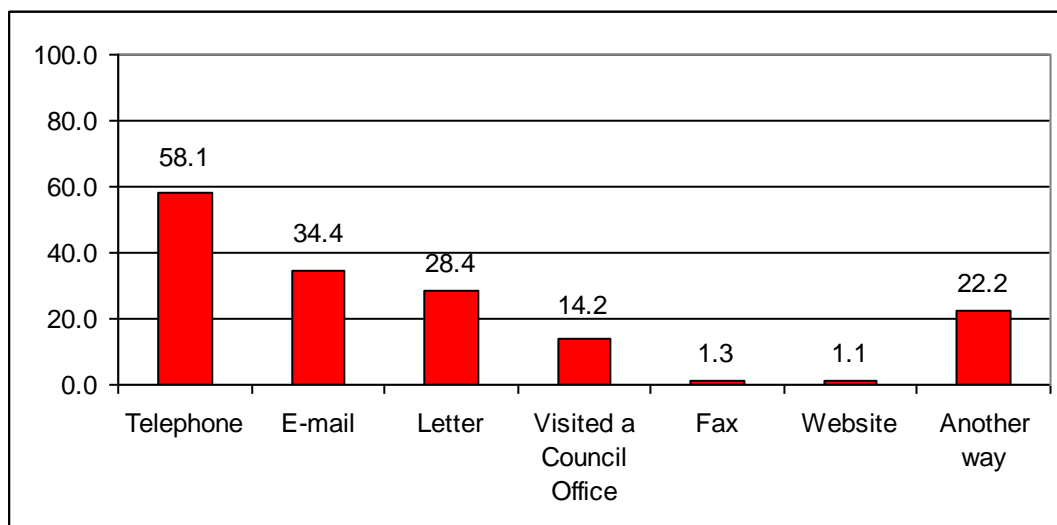


6.2.3 Just over a quarter of respondents had made contact with a Borough Councillor at all during the last 12 months, 27.0%, whilst 72.0% had not made contact (i.e. gave 'no/ can't recall' responses). (1.0% 'missing'). Note that older respondents (39.6% 'yes') and those with an illness, disability or infirmity (41.1% 'yes') were more likely to have made contact with a Borough Councillor in the last 12 months compared to the overall sample.

6.2.4 Among those respondents that had contacted a Borough Councillor, more than half, (58.1%), had made contact by telephone, whilst 34.4% had contacted by email, 28.4% by letter, and 14.2% had visited a Council Office. Only 1.3% had contacted by fax, and 1.1% via a website.

Q28a: Borough Councillor – Methods of Contact

% - all who had contacted in last 12 months



- 6.2.5 A further 22.2% of those who had contacted a Borough Councillor in the last 12 months (14 respondents) said that they had made contact 'another way' – most referred to having met the Councillor in person (see Appendix 4, page 20 for details).
- 6.2.6 The large majority of those who had contacted a Borough Councillor said it was 'easy' for them to make contact (86.8% - 52.0% very easy and 34.8% fairly easy). Only 5.1% (3 respondents) said it was not at all easy, whilst one respondent was not sure, 1.3%, and 6.9% did not answer the question.
- 6.2.7 A quarter (24.6%) of all respondents offered suggestions as to how it could be made easier for residents to contact their Borough Councillor/s, with many respondents referring to the need to advertise Councillors contact details, particularly email addresses and web addresses) more widely (e.g. in local newspapers). All the comments have been captured verbatim and are listed in the open comments appendix, pages 20 to 24.

7. Blogging and Internet Usage

7.1 Blogging

Q30: Which of the following statements matches your experience of blogs?

Q31: If previously used – what was it that motivated you to do so?

Q32: If you have not previously used blogs, why is that?

Q33: Do you think blogs are a good additional way for the Council to communicate with local people?

Q34: If you have any suggestions as to what the Council should include on a blog site please write in details

Q35: If the Council were to set up a blog for a trial period how likely would you be to read this blog?

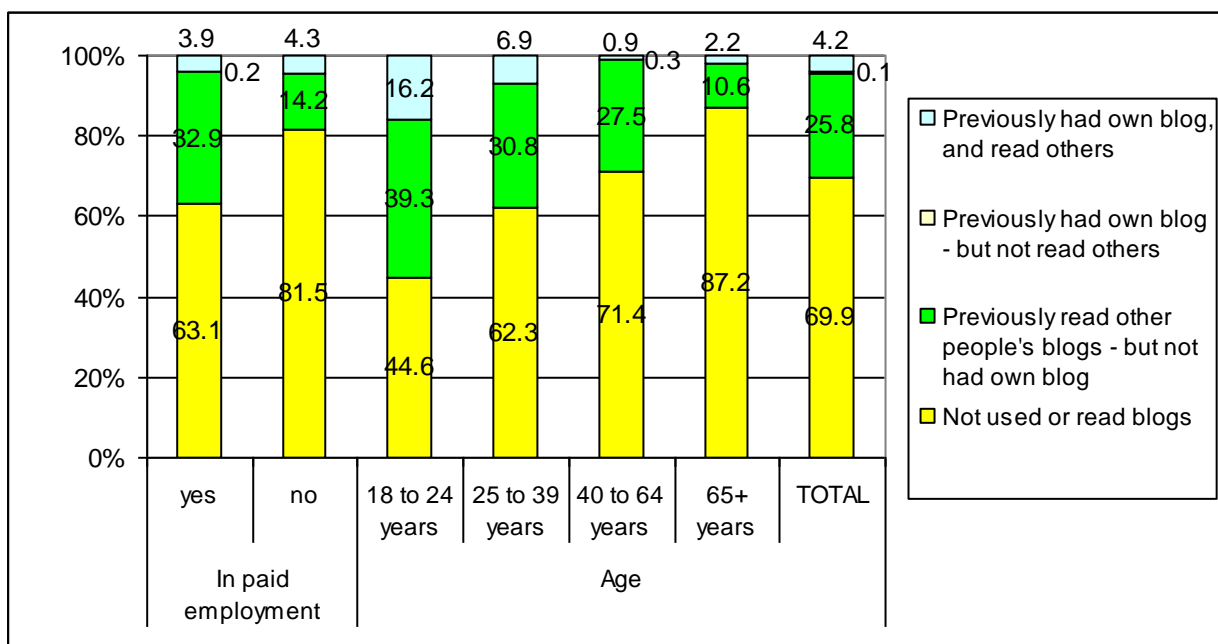
Appendix 2 pages 75 to 80

7.1.1 Respondents were informed that ‘A blog is a journal kept on the Internet. Blogs often provide commentary or news on a particular subject. A typical blog combines text, images, and links to other blogs, web pages and other media related to its topic’.

7.1.2 When asked about their experience of blogs, a quarter of all respondents said that they had ‘previously read other people’s blogs – but not had own blog’ (25.8%), whilst 4.2% had ‘previously had own blog, and read others’ and only one respondent (0.1%) had ‘previously had own blog – but not read others’. However, more than two thirds of respondents said that they had ‘not used or read blogs’ (69.9%).

What is your experience of blogs?

% - by employment status, age and for all respondents



most likely (44.6% 'not used or read'). Also note that respondents in paid employment (63.1% 'not used or read') were more likely to have used or read blogs than those not in paid employment (81.5% 'not used or read').

7.1.4 Those respondents that have previously used blogs were asked what it was that motivated them to do so. More than half of respondents said it was a 'good way of keeping up-to-date with developments' (52.8%), whilst around a quarter 'like being part of online community of like-minded people' (26.0%), and 'like the social networking side of things' (25.2%). Fewer respondents said that they 'like having the opportunity to be engaged with local issues' (16.8%), and that it is 'a way of having a dialogue with public figures' (12.5%), and 16.6% gave 'other' diverse reasons listed at Appendix 4 (pages 24 & 25). (5.1% gave 'not sure' responses, 5.2% 'missing').

		Col Response %
Q31: Motivation to use blogs	Good way of keeping up-to-date with developments	52.8%
	Like being part of online community of like-minded people	26.0%
	Like the social networking side of things	25.2%
	Like having the opportunity to be engaged with local issues	16.8%
	Is a way of having a dialogue with public figures	12.5%
	Something else	16.6%
	Not sure	5.1%

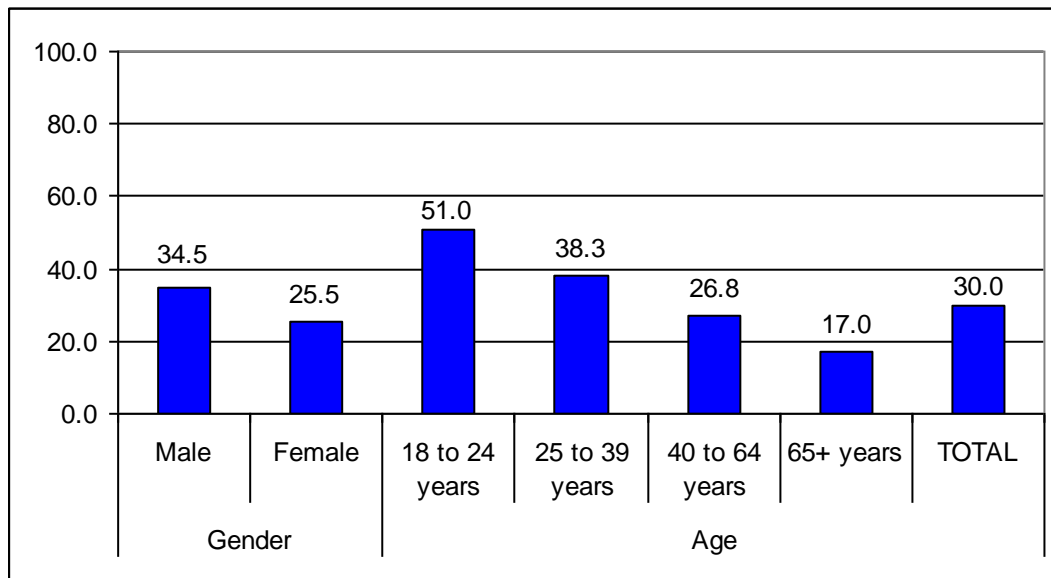
7.1.5 When those respondents who have not previously used blogs were asked why this was, the major response was that they had 'no particular reason/ just not considered it' (40.3%), whilst 24.8% felt blogs were a 'waste of time/ don't think they will change anything', 18.5% have 'no time', and 18.7% 'do not use the internet'. 9.9% of respondents have not previously used blogs because of 'bad media coverage about chat rooms', 8.6% have 'not heard of blogs prior to this survey', and 6.2% gave 'some other reason/ concern' (cf. Appendix 4, page 25). (2.2% gave 'not sure' responses, 4.2% 'missing').

		Col Response %
Q32: Why not use blogs?	No particular reason/ just not considered it	40.3%
	Waste of time/ don't think they will change anything	24.8%
	Do not use the internet	18.7%
	No time	18.5%
	Bad media coverage about chat rooms	9.9%
	Not heard of 'blogs' prior to this survey	8.6%
	Some other reason/ concern	6.2%
	Not sure	2.2%

7.1.6 Opinion was divided as to whether or not blogs are a good additional way for the Council to communicate with local people: 30.0% of all respondents thought that 'yes' they were, 32.1% said 'no' they were not, and 35.3% were not sure or had no opinion. (2.7% 'missing' data).

Are blogs a good additional way for the Council to communicate with local people?

% 'yes' response - by gender, age and for all respondents



7.1.7 Males were more likely than females to think blogs were a good additional way for the Council to communicate with local people (34.5% cf. 25.5%), and enthusiasm for blogs also varied by age group from over half (51.0%) of 18 to 24 year olds, declining to only 17.0% of those aged 65+ years.

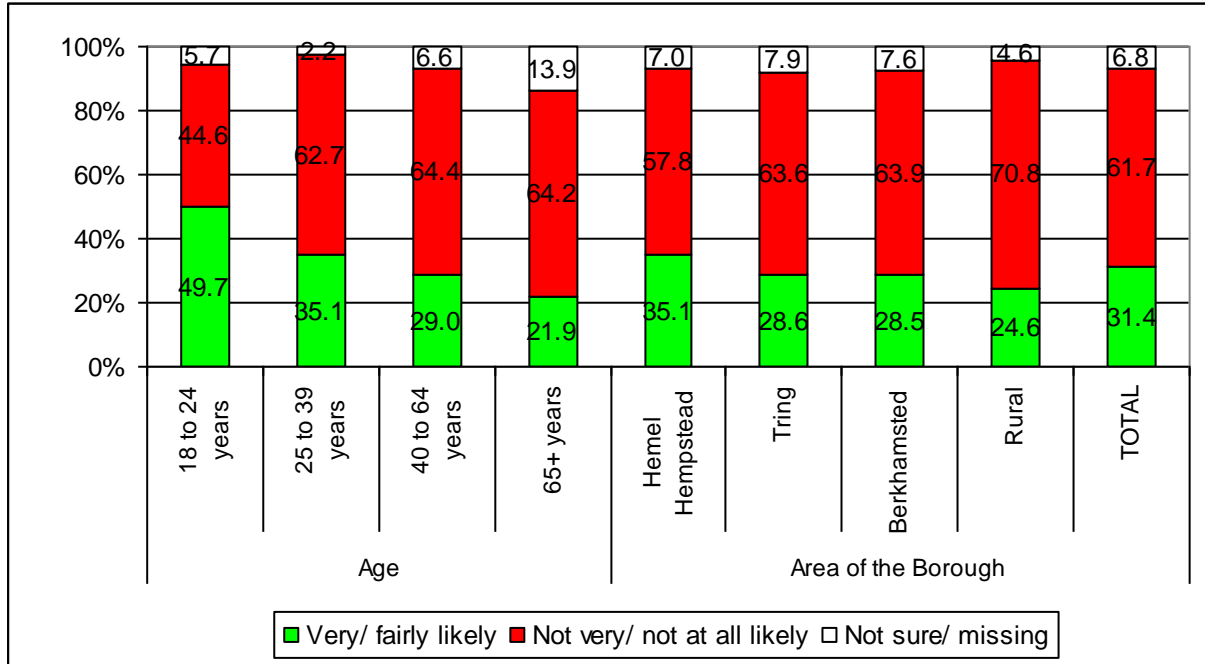
7.1.8 When respondents were asked for their suggestions as to what the Council should include on a blog site if it decided to set one up, 12.3% of the total sample made comments. Suggestions included 'what's on/ information on local events', details of Council meetings/ agendas, Council performance figures, and information/ updates on planning applications – see Appendix 4, pages 25 to 27 for details.

7.1.9 Nearly a third of all respondents said that they would be very or fairly likely to read a Council blog, if one were to be set up for a trial period (31.4% - 7.6% very likely and 23.8% fairly likely). However the majority of respondents said that they would be not very likely or not at all likely to read such a blog (61.7% - 28.5% not very likely and 33.2% not at all likely), whilst 3.8% were not sure, and 3.0% did not answer the question.

7.1.10 Interest in reading a Council blog rose to 49.7% among 18 to 24 year olds and fell to 21.9% among those aged 65+ years. The level of interest in reading a Council blog also varied by area of the Borough, from 24.6% 'very/ fairly interested' in Rural areas, up to 35.1% in Hemel Hempstead.

How likely would you be to read a Council blog if one were to be set up for a trial period?

% - by age, area, and for all respondents



7.2 **Internet Usage**

Q36: Please tell us what kinds of personal activities you undertake online on a regular basis?

Appendix 2 pages 80 to 82

7.2.1 Respondents were asked what kinds of personal activities they undertake online on a regular basis (at least once a month). More than three quarters of all respondents regularly use email accounts (80.2%) and ‘use a search engine to find information’ (79.3%), whilst more than two thirds ‘research a product or service before buying it’ (71.2%) and ‘purchase a product’ online (69.0%), and more than half use the internet for ‘financial information/ pay bills online/ online banking’ (59.6%), and to ‘look up a phone number or address’ (51.8%).

		Col %
Q36: Activities undertaken on line	E-mails	80.2%
	Use a search engine to find information	79.3%
	Research a product or service before buying it	71.2%
	Purchase a product	69.0%
	Financial information/ pay bills online/ online banking	59.6%
	Look up a phone number or address	51.8%
	Look for information on a government website	44.0%
	Send instant messages	41.5%
	Watch a video clip or listen to an audio clip	39.7%
	Check out new sites	36.9%
	Share photos online	35.6%
	Download a computer program	30.3%
	Listen to a live or recorded radio broadcast online	29.1%
	Look for information on Dacorum BC website	28.7%
	Download MP3s from a music website	22.2%
	Make a donation to charity	17.3%
	Do not use the internet	17.2%
	Read an online journal or blog	16.2%
	Do not have any regular personal online activities	8.7%
	Participate in an online event	8.2%
Create or work on your own online journal or blog	4.6%	
Other regular activity	11.6%	

7.2.2 More than a third of all respondents also said that they regularly undertake the following activities online: ‘look for information on a government website’ (44.0%), ‘send instant messages’ (41.5%), ‘watch a video clip or listen to an audio clip’ (39.7%), ‘check out new sites’ (36.9%) and ‘share photos online’ (35.6%).

- 7.2.3 Of the activities listed on the questionnaire, least likely to be undertaken on a regular basis were 'create or work on your own online journal or blog' (4.6%), 'participate in an online event' (8.2%), and 'read an online journal or blog' (16.2%, rising to 39.6% of 18 to 24 year olds). Fewer than one in five respondents said that they 'do not use the internet' (17.2%), and 8.7% 'do not have any regular personal online activities'.
- 7.2.4 Just over one in ten respondents, 11.6%, said that they undertake some 'other regular activity' online, such as 'booking holidays', selling items on 'eBay', checking the weather, finding 'travel/ transport' information, and taking part in online 'forums' – see Appendix 4, pages 27 & 28 for full details.

8.0 Copy of Results

Appendix 2 page 83

- 8.1 Nearly a third of the overall sample indicated that they would like to receive a copy of the results of this survey when they become available, (31.9%).